

**THE
MACARONI
JOURNAL**

**Volume 42
No. 3**

July, 1960

Macaroni Journal

THE JOURNAL OF THE
NATIONAL MACARONI
MANUFACTURERS
ASSOCIATION



JULY, 1960

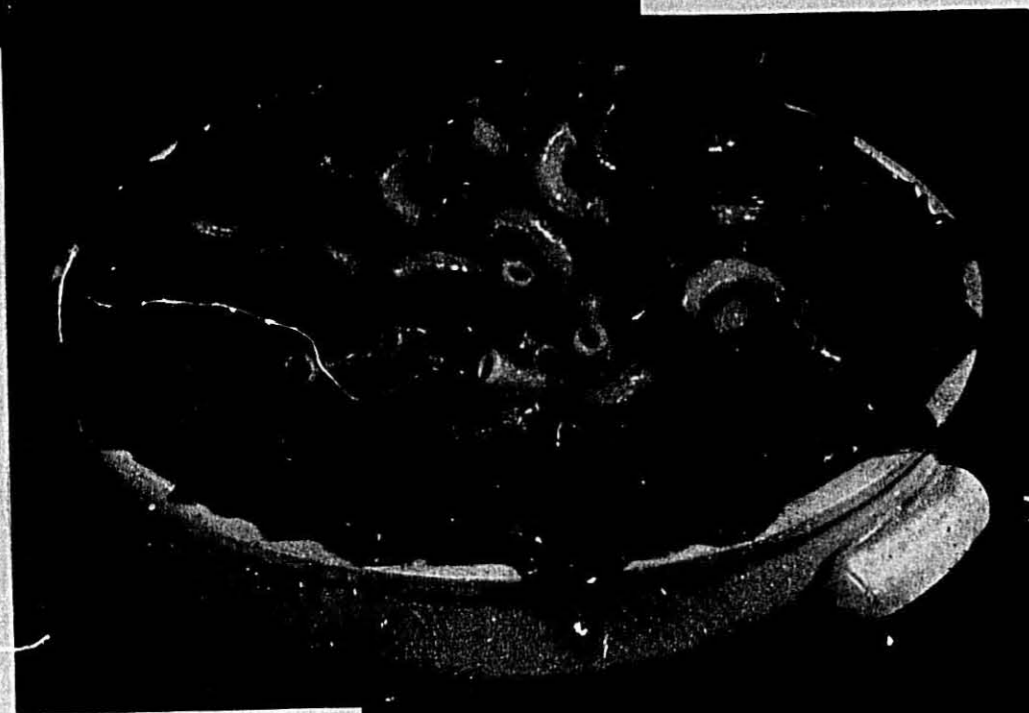
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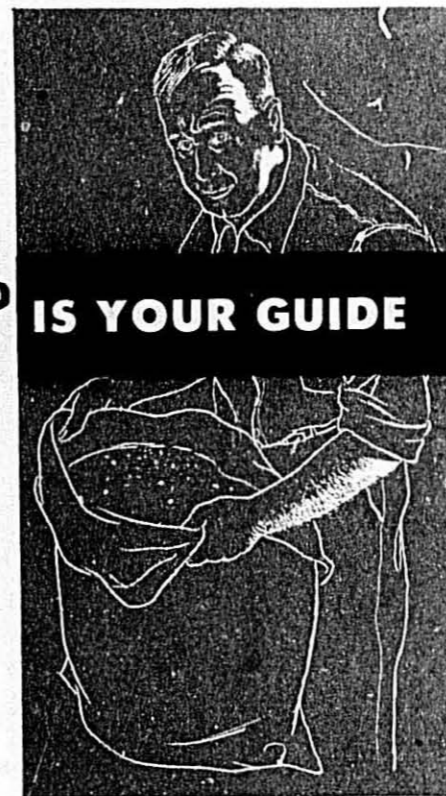
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Cover Photo

Macaroni Hawaiian Salad—recipe is given in the story for Hawaiian Luau on page 27.

National Macaroni Institute photo

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THE MACARONI JOURNAL

I Speak For Democracy

by Richard J. Smith, Albuquerque, New Mexico,
National Winner of 1959-60 Democracy Contest



Richard J. Smith

Men have come and gone on our earth. They have come and gone, lived and died, and but for a handful, have been forgotten. But for every man who ever lived, there was a dream. A dream so holy and so beautiful that it seemed almost impossible to realize. Men lived and died—but that dream never did die. It lived; and it grew; and it spoke. At first it spoke in a whisper—but now its voice is deafening. Shouts shiny with newness and still tarnished with the shadows of the dark, dim, distant past—but still crying out for the dream as old as life. Men hear it and they feel wings stir on their shoulders. They hear it and they feel shackles fall from their feet. They hear it, and they call it Democracy.

The Voice of Democracy cannot be shut out. It cannot be kept from the senses of men by all the barbed-wire-barricades in this world, for the Voice comes from within, and not from without.

It comes from a man's hands; hands free to write his thoughts as he thinks them.

It comes from a man's lips; lips free to pray to any God by any name.

It comes from a man's eyes; eyes free to read any book or Bible, pamphlet or poster, slogan or signpost that he may wish.

It comes from a man's ears; ears free to listen to anyone else's ideas, unbesmirched by the bigotry of a despot.

It comes from faith; faith in man's eternal dignity, and faith in the land where that dignity is the very foundation of our social order.

mournful tones of a Negro singing, "Swing low, sweet chariot . . ." You can hear it in the train whistle as it floats out across the Kansas prairie. You can hear it in every bustling, impatient movement in our land, full of the promise and the hope that America offers to anyone to cor. and take a part to make his own. Yes, you can hear it—the Voice that has made us and kept us free.

The grandest thing that men possess is this heritage of liberty. People, all people, are born free; freedom is their birthright. Many times men have died to defend that most precious of rights. Men have died, that their fellows might be free to speak, be free to vote, be free to stand. Free to stand apart or in a crowd, to stand in agreement or in opposition, to stand in support or in defiance; but free to stand. These men knew that to take away these rights was to take away a person's reasons for existing.

Yes, men have lived and men have died—but each one, in living, has built the monument to freedom just a little bit higher. And some day that monument will be high enough that every man on earth can see it, and hear the Voice that cries out from every stone in it.

That Voice will never be silent because of the very nature of its origin. As long as there are people on earth who desire freedom, as long as there is one place on earth where people are free to vote, read, write, speak, and pray as they choose, the Voice of Democracy will not be stilled.



CHAMBER OF COMMERCE CONVENTION

YOU have established in this country a very enviable reputation for making recommendations to the Government, or stating propositions before our people, that are based upon principle and not expedience."

That was the commendation given the Chamber of Commerce of the United States by President Dwight D. Eisenhower, speaking at the first general session of the 48th Annual Meeting in Washington.

The Chamber of Commerce of the United States is a national federation of business men, firms and organizations representing all business and industry. It is composed of 3600 organization members—local and state chambers of commerce and trade associations (including the National Macaroni Manufacturers Association); and 25,000 business firms, corporations and individuals.

Voluntary Action

The meeting's theme — "Building America's Strength Through Voluntary Action"—reflected the business community's belief in the value of organized, voluntary community effort as a bulwark of our way of life.

Chamber President Irwin D. Canham put the role of business organizations in sharp perspective in his keynote address, saying: "The coming together of free men and women to make their society more responsive to human need is a manifestation of dynamic maturity in such a society."

Mr. Canham added, "We will curb statism in our nation by getting things done the voluntary way," and pointed out that the alternative to voluntary action is totalitarianism.

Secretary of Commerce Frederick H. Mueller, noting the optimistic predictions for the soaring sixties, cautioned: "The coming decade is not yet a harvest waiting to be reaped. It is an opportunity waiting to be seized."

William A. McDonnell, chairman of the board of the National Chamber, declared, "A built-in bias toward inflation" is this country's most dangerous problem. He noted that the average voter prefers the candidate who promises most in the way of spending rather than the one who calls for fiscal self-restraint. The average worker believes he deserves a wage increase every year, regardless of whether his productivity has risen or not. The average employer is inclined to grant such wage increases as long as he can sim-

ply add them to the price of his product.

"Right now prices are fairly stable; it is being said by some that the threat of inflation is over," he declared. "I do not believe it. There may be a pause, but there is as yet no dead stop."

Joel Barlow, chairman of the Chamber's taxation committee, pointed out the inflationary effect of high tax rates, stating that such rates "do not necessarily mean high revenues; that the law of diminishing returns sets in because of the deterrent effect of high rates on initiative and investment."

Maurice H. Stans, director of the Bureau of the Budget, said: "We cannot afford to project our nation's growth on the basis of illusions, any more than we can afford to do so in our private lives." He observed that if government expenditures ceased as of today and income continued at present rates, it would take ten years to pay off the mortgage of \$750 billion on America's future. This figure was obtained by adding the \$290 billion national debt to \$30 billion in accrued liability for military retirements, \$28 billion for unfunded accrual of Civil Service retirements, \$30 billion for future bills covering veteran's pensions, compensation and other benefits, and \$100 billion in commitments for future spending.

Union Power

In another general session, Arch N. Booth, the Chamber's executive vice president, presented a hard hitting visual demonstration on labor's growth in size, power and political influence. The presentation—"Union Power in a Free Society"—served as a prologue to a sharp analysis of the growing labor problem by widely-known experts.

Professor Sylvester J. Petro of the New York University law school, reviewed the abuses and the legal immunities of unions and warned: "If, upset by big unionism, we seek relief in ever bigger government, we shall have traded an ulcer for a cancer."

Tracing a definite relationship between monopolistic unions and inflation, Dr. G. Warrar, Nutter of the University of Virginia, described the way in which monopolistic wage demands increase the cost of doing business without productivity increases or product improvement. He added that when unions apply their power in the economic sphere, we get either price rises or unemployment.

Senator Barry Goldwater, member of the Senate labor committee, cited the threats big unions pose to freedom of association, political freedom and economic freedom. He urged that these threats be eliminated by making union membership voluntary, restricting political contributions to an individual basis, and by eliminating industry-wide bargaining.

Arthur "Red" Motley, president-elect of the Chamber, said people do not do what they don't know how to do. The Chamber's voluntary program of political participation tells the how and why of politics from the precinct level up. "Good government depends upon good men in office; politics is dirty business only if we let it fall into the hands of dirty people," he said. "Politics is the art of self-government."

Business Outlook

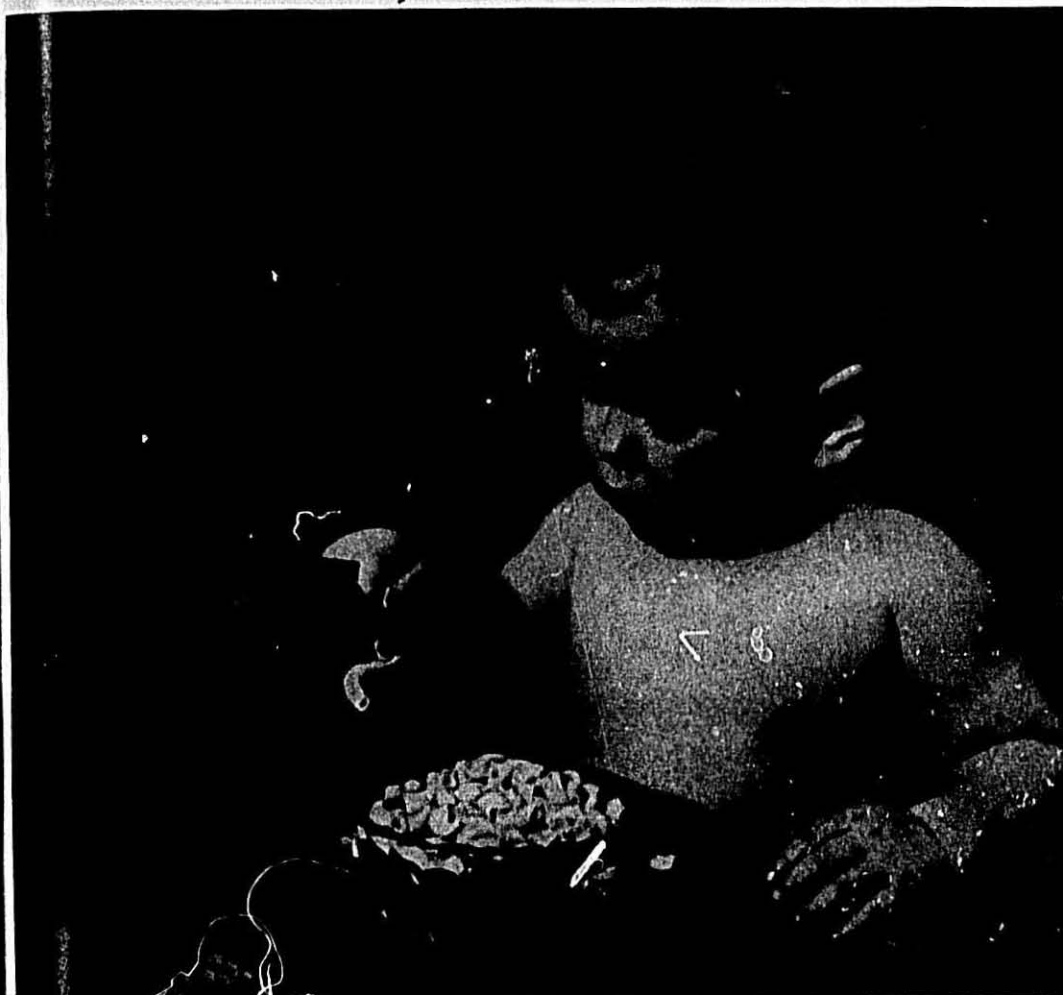
"Tempered optimism" perhaps best describes the tone expressed by a panel of economics specialists at the session on business and economic outlook. While there was agreement that 1960 could be our best year, in economic terms, such prediction must be qualified by concern that proper business policies be followed, that upcoming labor-wage agreement be based on productivity, that government practice fiscal responsibility, and that reasonable revision be made in our tax structure.

At an agricultural meeting Allan B. Kline, former president of the American Farm Bureau Federation, declared there are four points to remember about the farm problem: first, there is too much commodity on hand; secondly, it has been paid for (farmers have drawn \$9.5 billion on surpluses); thirdly, there is too much capital, resource and labor still producing too much; lastly, the outlook isn't good for income per unit. There will have to be an adjustment, says Mr. Kline, and "no really able farmer will choose the control route." He observed that a total gross sales at a low price will result in a peasant agriculture. The market will make the best adjustment but it will be unpleasant. Our opposition is atheistic, ruthless, and aims to rule the world.

A highlight of the leadership recognition dinner was the presentation of "Great Living American Awards" to five illustrious citizens—Herbert Hoover, Bernard Baruch, Judge Learned Hand, Carl Sandburg, and Clarence

(Continued on page 22)

THE MACARONI JOURNAL



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JULY, 1960

Business Responsibility in the World Today

by Erwin D. Canham, Chairman of the Board,
Chamber of Commerce of the United States

VALUES which are very precious to every one of us are in grave danger in today's world. Yet we have the principles and we have the technologies with which to snatch from this nettlesome danger the greatest unfolding fulfillment mankind has ever known. Which will it be?

Let us make a little inventory of the chief threats and the chief promises of our time. Perhaps by looking at the overall outlook we can better decide what it is we have to do.

The first threat, of course, is the destruction by enemy nuclear power of our national capacity to resist aggression and hence the annihilation of our liberties. I do not think this will happen. I do not believe that our capacity to visit crushing retaliation upon an aggressor can be totally destroyed, now or in the visible future. I do not believe the shrewd men in the Kremlin will bring the world down over our and their heads. There may be a missile gap, one of these days, but I do not believe it will be wide enough to prevent our deterrent retaliation. But the threat cannot be ignored. It must be met.

The second threat is the destruction of our liberties by ourselves, through erosion. This erosion can be moral or political or economic, and they are all dangerous. We need far better erosion controls than we have yet achieved, but I think it is within our capacity to achieve them. Our society 25 years from now may not look much as it does today, but I believe deep principles which are part of our nation and our people will still preserve a great deal of the individual's responsibilities and his rights of choice. They will save us if we understand these principles and if we strive to make them more effective. The price of freedom is to make freedom more responsive to every human need.

A third related threat is to our place in world leadership, in the face not of Soviet or Chinese military aggression, but of Soviet or Chinese competition and subversion. We need to be strong, dynamic, growing internally and externally, showing the world that the free system in its various forms is better able to meet people's real needs than the police state can possibly be. We need to show how and to help the



Erwin D. Canham

emerging multitudes of underprivileged fellow men, who so greatly outnumber us, to help themselves.

Another threat is to the stability and health of our economy, through inflation and its kindred forces. No matter how high we might build our tariff walls we do not check and we might augment the flight of capital and the loss of markets. It is healthy for some American capital to venture abroad, but the American economy itself must remain competitive. We must stay in the world market. Our rising productivity must not be swept aside by rising production costs. We must compete.

Spiritual Values

I referred to moral erosion, and even in this very summary list, it deserves another word. We give easy lip service to moral and spiritual values, but believe me they are real and tangible, practical, concrete, and utterly decisive in our long future. We must put respect for man—individual man—and for his God-given rights highest in our system of values. We must seek the adventures of the mind and spirit, the enrichment of our inner lives, the achievement of a society whose goals are proud and pure, not just comfortable and tranquilized. There is little to be said for national or self-satisfaction, and much for zealous, earnest discontent. But we know what our moral principles are: they are enshrined in

our religious beliefs. All we have to do is to live them more honestly and intently.

This has been the most abbreviated of lists of dangers: physical danger, indeed annihilation; self-destruction through erosion; failure in world leadership; an unstable, uncompetitive economy; moral flabbiness and decay.

Our Strengths

What, then, are our strengths? Some of them have appeared in my comments:

First, I think we are capable of maintaining adequate nuclear and other military deterrence. We can go on from there in the task of stabilizing and reducing armaments under stringent safeguards and controls.

Second, say what we vigilantly must about the erosion of our liberties, the fact remains that we are still one of the freest nations on earth. In any number of ways, our society and our economy of today are a great improvement over the "good old days," whenever they were. We have modernized and improved American capitalism. We have attained some balance of economic power, although it isn't any too well balanced right now. We have done wonders for the well-being of our poorest people, although poverty remains. We have destroyed class lines. Great wealth is today meaningless, except perhaps as it is given away. The typical American business man has accepted a degree of social responsibility and civic service that would have seemed utopian and fantastic to his grandfather. Many of these elements are moral values. Of course they are not good enough. But it can be argued that we are on our way.

In our search for economic stability and growth we can read conflicting evidence: Congress last summer helped toward the balance of economic power and the attainment of honest, representative trade unionism, but the steel strike again revealed the stark bargaining power of nation-wide unions in vital industry. The country, I believe, is aware of this unbalanced power and will support further steps toward balance. There is also a growing awareness that a great economic problem of the sixties will be jobs for the tide of

(Continued on page 22)

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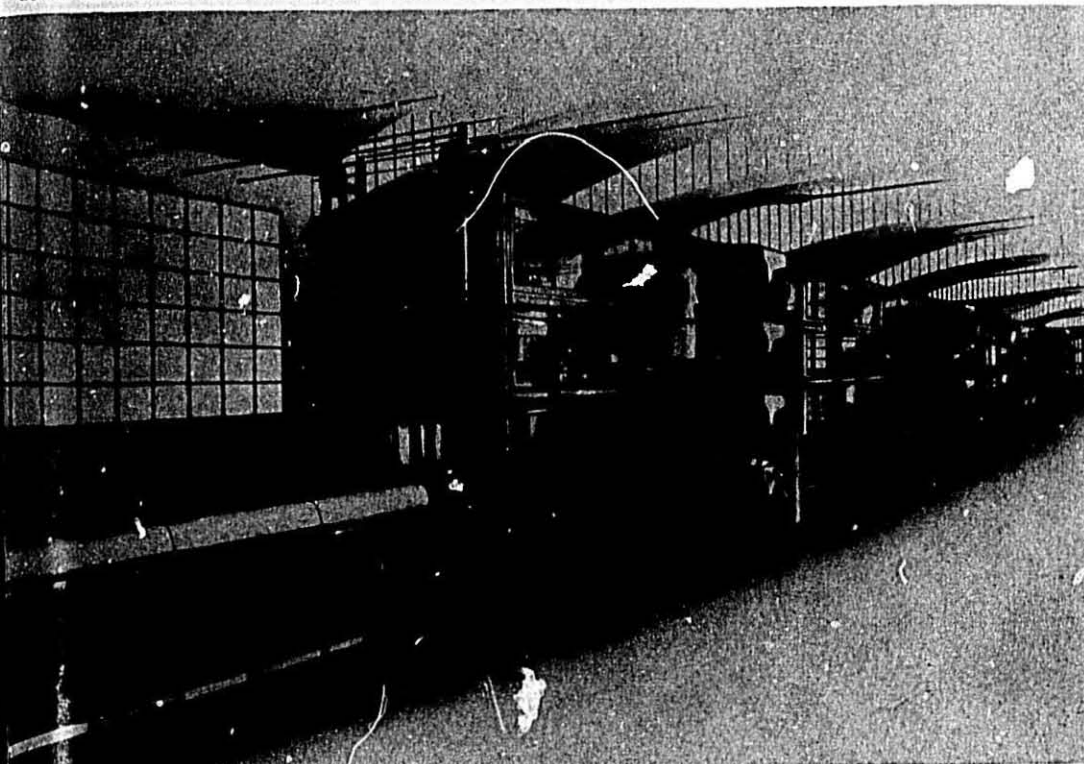
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JULY, 1960

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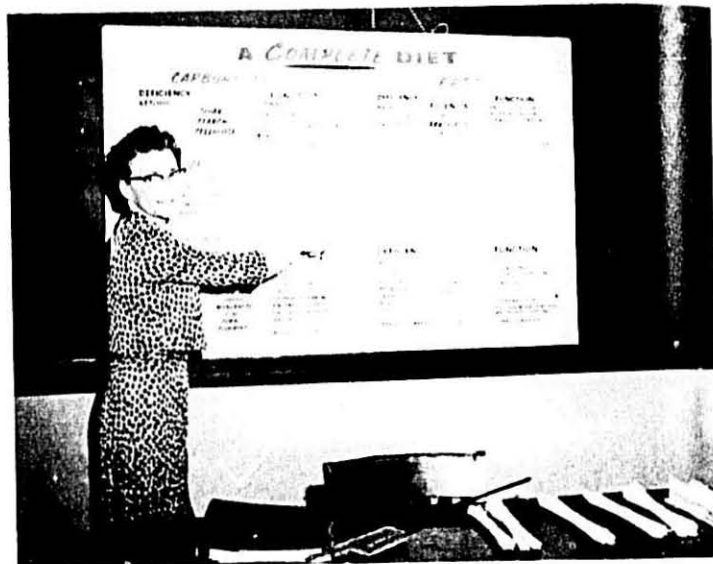
PLANT OPERATIONS FORUM

IN THE cloistered confines of the classroom on the downtown Chicago campus of Northwestern University, the Hoskins Company held its twelfth plant operations forum for macaroni plant superintendents, managers, and suppliers.

The Hoskins brothers, Charles and Bill, prepared a full agenda of lectures for a two-day session with opportunity for forum discussion among the participants.

Versatility of the consultants from Libertyville was demonstrated in a range of topics they took on. William Hoskins started the meeting with a discourse on "How Does a Company Plan for the Future?" This appeared in the June issue of the Macaroni Journal beginning on page 12. Later he presented a checklist on analyzing plant facilities and production planning. This considered overall building costs, comparing various types of construction, multi-story versus single-story buildings, ceiling heights, truck port and railroad sidings, lighting requirements and electric power.

Charles Hoskins commented on the place of new products in the macaroni industry, digested on page 12. He gave the results of a comparative study on high protein supplements for macaroni products tested in a research program conducted in conjunction with Elmer F. Glabe of the Food Technology Laboratory. He reviewed basic principles of drying and their common sense application to present day problems. He made observations on his viewing of the Hoffiger and Karg automatic machine for long goods weighing and



Twila Paulsen lectures on basic nutrition.

packaging which has some twenty-five installations in Europe and there is placement starting in the United States.

Nutrition Discourse

Twila Paulsen, research and development department of the Archer-Daniels-Midland Company ("Firming Up Spaghetti with Soy Flour" in the April 1960 issue of the Macaroni Journal), presented an excellent condensation of the vast field of basic nutrition and the role of protein. Her comments emphasized that nutrition is a very modern

science, and many areas of knowledge are still being explored. "The most important factor in nutrition is that all chemical compounds which are required and cannot be synthesized by the metabolic functions of the human body must be included in our diet. Then such components must be supplied to the human subject in proper quantities. The quality-quantity ratio of proteins consumed is the most important part of our complete diet," she said. With a series of charts and graphs, she demonstrated the relationship between various products and supplements to increase protein efficiency.

Testing Techniques

In a report on testing techniques for quality control and materials used in macaroni products, Elmer F. Glabe of the Hoskins Company Food Technology Laboratory observed that the methods now employed are both of chemical and physical nature. Flour and semolina are commonly tested for moisture, ash, protein, color, and in the case of semolina for particle size as well. "More recently," he said, "methods of diastatic power determination to describe the degree of diastatic activity have been introduced. Diastatic power is a numerical value of the degree of starch decomposition by enzyme activity. Applied to macaroni and spaghetti, it describes the potential amount of starch degradation

(Continued on page 24)



Eager Students: left to right, front row—Danyeel Cornett, Leonard DeFrancisci; second row—Alfred Tosi, Nat Bontempi, Robert Cowen, Sr. and Bill Hoskins; back row—Pete Kolb and Wilmer Hegener.

'YOUTH LOVES TO BE SERVED'

Macaroni products made from

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DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

New Products in the Macaroni Industry

by Charles M. Hoskins

at the Hoskins Company Plant Operations Forum

A few years ago a man named W. J. Reynolds became famous when he brought out a pen which would write under water, the ball point pen. As I recall, it sold for between \$7.00 and \$15.00 and it sold in tremendous quantity. Now you can buy ball point pens for as little as 33 cents and they are selling in even more tremendous quantity. The man made a fortune and the pen became a common article of commerce. The story of the ball point pen is a dramatic illustration of the life cycle of a successful new product. This life cycle consists of five steps:

- (1) The product is visualized by someone. This person sees that there is a need for a certain type of item, works out the characteristics which the new product must have and visualizes the people who would use the new product.
- (2) The laboratory or engineering department makes the product a physical reality by working out the scientific and engineering problems. This is often the easiest part of the process.
- (3) A manufacturing plant is set up and the marketing and promotion is begun.
- (4) The product begins to sell in volume and to make a profit.
- (5) Other companies see that the new product is a good thing and they imitate it so that the total volume becomes very large and stable and the price and unit profit drops as competition sets in.

The first three developmental steps cost money and involve no income. The fourth step when the new product is alone on the market with no direct competition is the period when maximum profits are made. The fifth step may be a continuing source of income, but it requires a maximum of sales and advertising pressure and an efficient production operation for the product to stay alive in the face of strong competition. The macaroni industry today is almost completely in the last stage of this cycle. Most of the production of the industry is concentrated on materials which have been produced for hundreds of years, the volume is high, the price is low and the unit profit is fairly low. We believe that the



Charles M. Hoskins

industry should join the general trend in other American industries which continually bring out new products so that there is always some part of the line which is in the high profit part of the new product cycle. I have heard a new product defined as, "Any product which is changed sufficiently to permit an honest change in the advertising." Using this concept of a new product, let us see what products could be brought out by the macaroni industry which would be "new."

New Shapes. Buitoni recently brought out a "new product" called "Wagonwheels" which were promoted to the children as being connected with the wild west, covered wagons and Indians. This product has achieved some success. Actually, Buitoni has been making "wagonwheels" for as long as I can remember and the only thing new about "wagonwheels" is that it has been singled out for an imaginative promotional campaign which does not relate it closely to spaghetti and other products made by Buitoni.

When a macaroni company has fifteen or twenty specialties such as rigatoni, mostaccioli, farfalle, and rotini and they are lumped under one heading in promotional campaigns, the products remain just specialties, and sell in relatively small volume. If one specialty were singled out and identified with a particular manufacturer in a good promotional campaign, it

could quite possibly pick up new business without cutting into the sales of standard products such as spaghetti and macaroni. Very few people know that all macaroni products are made of flour and water and they think that macaroni and spaghetti are really two different things. This would be even more true of a product with an odd shape which could be used in recipes not closely related to spaghetti or elbow macaroni.

Canned Products. Some macaroni manufacturers have done a good job of diversifying their line by putting out sauces and canned spaghetti products. Many of the sauces are good. The canned spaghetti products may taste good, but the spaghetti is very much inferior to the dry product cooked properly.

We very strongly believe that an inexpensive canned spaghetti can be developed which has qualities of firmness and elasticity closely comparable with the dry product which is cooked correctly. We hope that this product will be developed by someone in the macaroni industry rather than by one of the huge multi-product food companies now outside the industry.

Dry Macaroni Products with Sauce. Chef-Boy-Ar-Dee introduced the combination package of dry spaghetti with canned sauce and cheese. This has been a very successful item. Completely dry combination packages such as Kraft Dinner and Kraft Spaghetti Dinner have also been quite successful. So far, no spaghetti sauce has come on the U.S. market which contains all the necessary ingredients in dry form. The so-called dry sauces require the addition of tomato sauce and olive oil in most cases. A dried sauce which is complete has been brought out in Switzerland by Knorr. The color, smell and taste are quite satisfactory. We are virtually certain that such a sauce could be developed by American companies who would take advantage of the most modern dehydration techniques.

Another item closely related to macaroni products is the Pizza mix which has been put out by a few companies. We understand that a "Brown and Serve" pizza crust has been packaged with the other ingredients necessary to make pizza and that it can be prepared quite easily.

Frozen Foods. A number of frozen macaroni products have been brought on the market. Unfortunately, most of the products which we have tasted have been softer than the home-cooked dry macaroni products. We are certain that this drawback of the frozen product could be remedied quite easily either by changes in the process or by adding substances which will minimize the bad effects of the production processes. Frozen foods, in general, have a reputation for high quality. We believe that the macaroni industry should see that frozen macaroni products are a credit to it.

High Protein Products. A very large body of scientific evidence shows that the quantity and quality of protein in macaroni and other wheat products is low. This is something that we should not shout from the housetops to the general public, but it is a fact which we should face squarely and honestly in surveying the future of the industry. The general public puts this fact in simple terms when they say, "Macaroni is fattening."

We think that the best way to counteract the public opinion that macaroni is fattening is to make a product which they do not think is fattening. If the consumer thinks that starch is fattening and protein is not fattening, why fight him. The common view that macaroni is fattening is based on the true fact that macaroni products have a large number of calories per pound of usable protein. One pound of protein spaghetti contains approximately the same amount of calories as one pound of standard spaghetti but you would have to eat many pounds of semolina spaghetti to obtain your daily requirements of protein and these many pounds of spaghetti would carry a considerable number of calories.

The potential volume market for high-protein spaghetti products is probably made up of adults who consider macaroni fattening and children who need the protein for growth. However, there are several markets which have a more real need for high protein spaghetti. I quote from a letter received from a high official in charge of nutrition for a large number of public institutions. "The general public has little realization of the economic problems encountered in charitable or state institutions and the majority of nutrition-trained people feel that the total population has the means to purchase adequate diets."

Because of this feeling, an institution usually spends money for meat, eggs and milk and skimps on other essential foods. It takes a regular educational program to convince the public that vegetable sources of protein

can help provide a low-cost adequate diet."

And again quoting from the same letter, "Most nutrition surveys show adequate protein, but often deficiencies in Vitamin C and calcium. Even studies of low-income groups show that money is spent for meat at the sacrifice of other food items which are essential."

"I would be happy to specify protein spaghetti and macaroni if it could be a competitive product at the same approximate cost of the present enriched product we are using."

The same reasoning applies to old people who have very low incomes. The ideal basic food for an oldster would be a good canned spaghetti with high protein content and a high protein value. It is cheap, it is nutritious, it is easy to prepare and it is easy to chew. All of these things are of importance to old people.

If the high protein product is as good to eat as the standard spaghetti product, it will increase the total consumption of macaroni products. The consumer who now refuses to eat macaroni because it is fattening will eat the protein spaghetti, thereby increasing the total business. The people who change from the standard product to the protein product will not be lost to the industry unless the industry is so slow in taking up the high protein product that somebody from the outside develops it into a mass consumption product first.

Restaurant Spaghetti. A very good dish of spaghetti can be obtained in restaurants specializing in Italian food. However, the average dish of spaghetti served in the mass feeding establishments which serve approximately one out of every four meals eaten by Americans is very poor. It is overcooked and it is softened further by holding in the icebox or on a steam table. We believe that there is a very large market for an inexpensive macaroni product which would resist the over-cooking common in cheap restaurants and other mass feeding establishments. We are working on this problem in our laboratory and we have already found at least one product which looks promising. We have read that Americans eat between one out of three or four of their meals in mass feeding establishments and this is a market which should be exploited by the progressive macaroni manufacturer as well as the marginal producer.

Non-Macaroni Products. Many of the products which go under the classification of "snacks" could be made on macaroni equipment. I am referring to such products as "Korn Kuris," "Fritos" and their many relatives. We think that

the macaroni industry is more skilled in making odd shapes than any other industry and that macaroni manufacturers could make snacks which are different enough to have a wide market.

We have found that it is possible to take materials which are very widely different from macaroni and extrude them through a press. In one case, there were four or five ingredients which were mixed in a dry state so that the product was not homogenous. This product was extruded in a macaroni press and then reground to give a completely homogenous product. As you are probably aware, the continuous macaroni press is now being widely used in the cereal industry to make dried cereals. Plastic garden hose has been made on a continuous macaroni press. The possibilities are endless and we believe that an alert manufacturer of macaroni could develop new products which could develop into a very large and lucrative business. Let us be in the position of W. J. Reynolds who made a fortune on a new-fangled type of pen which wrote under water, rather than in the position of the carriage manufacturer who said that the horse was here to stay and he did not want to get involved with that noisy contraption that young Henry Ford was working on.

Lawrys Label Improved

A new label for Lawry's seasoned salt has been adopted by Lawry's Food, Inc. The emphasis is on the big "L," the new trademark for all Lawry food products.

Created by industrial designer Saul Bass, the label is said to embody functional simplicity with a bulls-eye design.

Lawry's is backing the seasoned salt with an intensive advertising, merchandising and sampling campaign. They also produce Lawry's Spaghetti Sauce Mix.

New Products

Kraft is featuring a new Noodle with Chicken Dinner offering consumers to pay for the first package in full-color advertising in Parade distributed with some 65 Sunday newspapers. The chicken and sauce mix is dehydrated and simmered in water for fifteen minutes, then poured over the dried noodles which must be cooked, for a quick main dish. This is the third in their packaged dinner line, following Kraft Dinner (macaroni and cheese) and Spaghetti Dinner.

Buitoni is invading New York with "Space Men"—a new macaroni cut which looks like wagon-wheels with feet.

by John Linthroth,
The Creamette Company,
at the Hoskins Company Plant
Operations Forum.

For many years macaroni manufacturers have been conscious of the effect that a good amber color has on the sale of their products. True, we, as manufacturers, are super-critical of the color of our finished products but we also know that good color is second only to a good brand name when it comes to consumer acceptance.

What is this color we are talking about? Where does it come from? How might it be destroyed and to what degree?

Color Is Pigment

First of all, color in semolina is nothing more than yellow pigment which is a natural part of durum wheat. This yellow pigment may vary from one variety of durum wheat to another, from one growing area to another, and even from one year to the next. It has been only recently that steps were taken to find out about this color and to take steps to preserve it in our finished products. The first step was the introduction of vacuumized presses. It was found that oxygen was very harmful to color pigment and that by mixing or extruding under vacuum, the finished product came out free of air bubbles and was, therefore, more translucent and more amber in color. However, this was only the first step, and to the best of my knowledge, the only step undertaken by most of our industry. Now, the color of macaroni was enhanced by the vacuum process, but we found that it was not consistently good. We found that we could start with a semolina with what we considered to be excellent color and end with a finished product of poor color. By the same token, we could start with a semolina of poorer color and end with a macaroni of good color, all on the same vacuumized press and under the same condition.

Now I don't want to mislead you. Macaroni with a high yellow pigment content can be obtained only from wheat that is high in this pigment. Some of the older varieties, such as Golden Ball and Pellissier have a characteristically high yellow pigment content, but which produce a macaroni that loses a great deal of pigment during processing. This pigment loss can vary during processing. Principal destruction occurs during the mixing and a small additional loss during the ex-

trusion. The initial destruction of pigment takes place merely as a result of wetting the semolina. In other words, a rapid reduction takes place in the first minute of mixing, a slower reaction in from one to six minutes of mixing, and a still slower reduction beyond six minutes. When mixing is stopped, the destruction of pigment ceases even though the dough is handled wet through several stages and finally dried. The explanation seems to depend on the emulsifying action of the mixer. The pigment, being fat soluble, is probably associated in the cell with the lipid fraction. After the addition of water and the formation of a cohesive dough, the lipid and aqueous phases are apparently emulsified by mixing thus enabling the reaction to take place.

Dr. G. N. Irvine of Canada says, "It has been assumed that the destruction of pigment during mixing is the result of an oxidation reaction catalysed by lipoxidase."

Factors in Macaroni

The principal factors determining macaroni color are semolina pigment and semolina lipoxidase activity. We have been conducting experiments at The Creamette Company for the past several months on how the enzyme lipoxidase robs macaroni of its color. We charted the parts per million of yellow pigment in semolina. We then checked the color of the finished macaroni made from this semolina. In every instance where there was a high lipoxidase in the semolina, the percent of color loss was much greater. Like most macaroni manufacturers, we used to examine semolina by the "slick" test. That is, we would take three or four different samples of semolina and slick them side by side and, as you all know, one or two of the samples would be outstanding in their color excellence. The only value that such a test has today is to determine if a good clear pigment is present in the semolina, and then the all important test is the activity of lipoxidase enzyme in the semolina. In other words, you cannot be assured of a good color in your finished product just because the color of the raw semolina is excellent. Those of you who have the facilities might be interested in knowing how the yellow pigment in semolina is determined. Here is our formula:

Yellow pigment is determined on a 10 gram sample of semolina extracted overnight with 50 ml water-saturated n-butyle alcohol. After

filtering the extract (No. 1 Whatman paper) light transmission is determined in an Evelyn colorimeter using a 440 m filter. Concentration is calculated on the basis of Carotene, and the results are reported as parts per million (ppm).

Those interested and able to extract Lipoxidase enzyme from durum wheat may obtain a copy of Cereal Chemistry Magazine, dated July, 1953. It contains list all of the equipment necessary as well as the proper procedure.

Then we chart the number of lipoxidase units in a given sample of semolina; the amount of yellow pigment in this sample of semolina; the amount of yellow pigment in the finished product on four different presses, and the percentage of color loss on these four lines.

The higher the number of lipoxidase units the greater the color loss.

About Teflon Dies

by Ralph Maldari, D. Maldari and Sons,
at the Hoskins Company Plant
Operations Forum.

Teflon dies, as of this date, appear to be gaining interest in the Far West and Mid-West. This type die has been tried by every major macaroni manufacturer in the East, but has been discarded in every case because the product has a waxy, artificial appearance which some describe as "sticky."

Cooking tests on the solid type products in the spaghetti class disclose that the outside cooks soft while retaining a hard core.

The product from a Teflon die is more difficult to dry, for the pores of the product are closed, prohibiting the flow of air and the release of moisture. Thus, a product may appear to be perfectly dried, yet a few days or weeks later, it will check seriously.

We do have internal stresses set up. If vacuum is not used, the air bubbles will be very pronounced. The brown specks in the raw material also show up clearly. Teflon itself is soft and very expensive. If care is not used, the Teflon will be seriously damaged.

Production is also limited because this type die takes very little pressure, and we must allow for this by decreasing the number of outlets in the die.

These are the disadvantages of Teflon. On the other side, the main advantage is the extreme smoothness of the product, feeling like wax to the touch. When a product is rough, it imparts a whitish color. Since the Teflon

(Continued on page 24)

THE MACARONI JOURNAL

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Pointers on Press Operation

by Leonard DeFrancisci,
DeFrancisci Machine Corporation,
at the Hoskins Company Plant
Operations Forum.

The forming of macaroni products consists of mixing the raw ingredients, extruding the mixture into various shapes, and drying the finished product.

Constant Feed

For effective press operation it is important that the amount of semolina and water being fed into the mixer is held at a constant rate. This is important for two reasons:

1. The moisture content of the ingredients should be maintained with as little variation as possible to get consistent quality.
2. The height of the ingredients should be held constant and at optimum level to get maximum mixing time and most uniform feed to the screw.

The water metering device for most presses consists of a valve with a variable orifice and a constant head tank with an overflow attachment. With a constant head of water, the rate of water flow will not change and can be varied only by opening or closing the valve orifice. It is, therefore, important that there is always an overflow to maintain a constant head in the tank.

The metering of the semolina in most cases is done volumetrically. This is accomplished by having either a rubber belt or a rotor ride through a container in which the semolina is fed. The flow is varied by opening a gate which restricts the flow over the rotor or on the belt. Here again, it is important that the head or height of the semolina above the belt or rotor be held constant, since a higher head will pack the semolina more densely and the feed will be greater than when the height is lower.

Mixing Levels

The effect of varying height can be minimized to some extent by having the pipe that leads from the bin above the press to the semolina metering device at somewhat of an angle to the vertical.

By having this pipe at an angle only a component of the gravitational force tends to pack the semolina more densely.

The height of the product in the mixer should be held at the point rec-



Leonard DeFrancisci

ommended by the machinery manufacturer. Too low a mixer height will give bad mixing since the mixing time will be shortened and the semolina particles will not have time to absorb moisture uniformly. Too high a mixer level will cause bridging of the material over the inlet to the screw and the feed to the screw will be erratic, causing streaky macaroni and an uneven extrusion pattern. To get maximum mixing time, the paddles are pitched to push the dough away from the screw inlet end of the mixer. This results in a high mixer level at the inlet of the mixer and a low level at the outlet. If the paddles are bent, broken or twisted, they should be corrected so that the mixer height pattern is maintained.

Extrusion Pressure

The function of the worm and cylinder is to create the necessary pressure for extrusion and to effect the kneading process which is necessary in the manufacture of macaroni products.

After the mixing process, the pellets of mixed dough fall into the cylinder in which the screw is rotating. As the screw rotates, its helical heads give both a forward and a circular motion to the dough within the flights of the screw. The forward movement builds up the necessary extrusion pressure while the circular motion does some kneading. The forward motion depends on the dough not rotating with the screw. It is for this reason that we cut grooves in the cylinder wall along the axis of its bore and also polish the faces of the worm.

The grooves in the cylinder wall will prevent the rotation of the dough while allowing it to move forward much as a wrench holding a nut on a screw. The polished faces of the worm will minimize the tendency of the dough sticking to the screw and rotating with it. Some circular motion of the dough is essential to the kneading process. This is accomplished by fixing the ratio of length to diameter of the screw. The higher the ratio of length to diameter the less the circular motion of the dough. Of interest is the fact that if there were no circular motion or slippage, and the screw delivered its full volume every revolution, the production rate would be about four times greater than what it is. The product would be of no value, however, because it would lack the necessary kneading.

Cylinder Wear

All this is only of academic interest to the manufacturer. What interests him most is the effect of wear on the cylinder walls and the crests of the screw flights. The rate of wear, of course, varies with each plant. Some of the variable factors could be the abrasive action of the dough depending upon the type or grade of the wheat, the alignment of the cylinder, screw and thrust bearing and the average moisture content of the walls increases. This results in loss of production because instead of being pushed forward, the dough slips back through the clearance between the screw and cylinder. If the wear is excessive on the point that the grooves in the cylinder are worn smooth, the production rate loss is really noticeable and the appearance of the finished product may be white and streaky due to over-kneading in the cylinder.

Moisture content is usually judged by the operator according to the amperage reading of the main drive. This is sometimes misleading because the amperage is also affected by the production rate. Therefore, in order to maintain a constant moisture content over a long period of time, the amperage reading should decrease to compensate for the effect of wear in the cylinder and screw.

The question of how often to reline the cylinder and rebuild the screw faces every macaroni manufacturer. After determining production loss, it is just a question of economic balance between the cost of repair and the cost

of production loss. Generally, repair is advised when the clearance reaches around one hundred thousandths of an inch. This will cause roughly a 20 percent loss of production.

The press operator must also control the temperature of the screw cylinder water jacket. This temperature affects the extrusion pattern at the die and to some extent the color and texture of the finished product. In a short cut press with a round die, a higher water jacket temperature will tend to lengthen the product which is extruded at the outer periphery of the die. Conversely a colder water jacket temperature will tend to lengthen the product which is extruded at the center section of the die. In a long goods spreader a change in water jacket temperature will change the extrusion pattern, but due to the many variables the change is mostly unpredictable. In the extrusion of egg products, it is recommended that the water jacket temperature is lowered. This will give more color and a minimum of slippage in the worm.

Attention to the details of press operation and maintenance will repay the manufacturer by giving him a better quality product and a higher rate of production.

Skinner's Improve Drying Facilities

A new Buhler short goods preliminary dryer was installed at the Skinner Manufacturing Company, Omaha, Nebraska, six months ago.

According to Mr. H. Geddes Stanway, Executive Vice-President of Skinner, his company's drying facilities on short cut were greatly improved by installing this new unit. The Buhler dryer is built for drying at higher than usual temperatures and for maintaining a high relative humidity at the same time. This results in better color and more even moisture distribution in the product before it enters the first section of the finishing dryer.

With an area of only 210 square feet, this preliminary dryer has a capacity of 2,000 pounds per hour. The dryer, which is equipped with sanitary Buhler tray conveyors, rests on short legs and all the side panels can be easily removed for maintenance and cleaning.

Mr. William Berger, Buhler Brothers sales engineer, mentions that more than 200 preliminary and finishing dryers with the patented Buhler tray conveyors have been built and installed by Buhler Brothers. He adds, "Our company has for many years noted the advantages of using higher temperatures for drying macaroni products.



H. Geddes Stanway, executive vice-president of the Skinner Manufacturing Company of Omaha, and William Berger, Buhler Brothers sales engineer, inspect the product discharged from the new Buhler short goods preliminary dryer installed at Skinner.

The primary advantages, such as improvement in color and strength of product through moisture equilibrium, can best be obtained if a dryer is built for higher temperatures. Excessive heat loss and condensation hazards will result, and the quality of the product will deteriorate if the temperature is raised too high in a conventional dryer." These facts were considered when the new Buhler dryer was designed.

Plant Tour

The St. Louis branch of the Stewards and Caterers Association made a plant tour of Ravarino-Freschi, Inc. recently. The staff took their visitors through the plant in groups of ten to see macaroni products made from the time the semolina comes out of the sack, to the shaping and drying and packing process. Seeing the spaghetti hanging on rack after rack—then being pushed into hot drying rooms and



Anthony DePasquale, Louis Viviano, Sal Merikato.

automatically transported by electrical conveyors to a machine that weighs, makes the package, fills it and packs it, was quite an experience according to the Association's news sheet.

Albert J. Ravarino, president of the company, gave a short talk and introduced the members of his company, who are mostly brothers and cousins. The present owners are the second generation, the company having been founded by their fathers.

Louis Viviano Retires

Louis A. Viviano, a 60-year veteran of the semolina and flour industry, was honored by International Milling Company at a retirement dinner at the Rifle Club in New York City.

Citing Mr. Viviano for his many years of loyal service, M. C. Alvarez, vice president and manager of International Milling Company's eastern division, presented him with a silver cigar box, engraved with the names of his customers and close business associates. Mr. Alvarez said, "Louis Viviano has left us a great heritage. Here is a man who is virtually a legend in the trade in his own time; a man whose tireless energy has earned him the reputation of a most dynamic man."

Born in Santu Margherita, Italy, young Viviano moved with his family to Brooklyn, New York in 1885. His father worked as a flour jobber there from 1892 to 1906. During this time Louis took a liking to the flour business and continued in it for the next 60 years.

In 1906, Mr. Viviano became a member of the New York Produce Exchange, and has held a continuous membership ever since. Last fall he was cited as one of the members of longest standing in the history of the exchange.

Back in 1910, Mr. Viviano made the transition from flour jobber to flour broker, and began to specialize in selling to macaroni and noodle manufacturers. He expanded his durum business by representing the Rush City Milling Company of Minnesota.

By 1916, Mr. Viviano had become an exclusive flour broker for Capital Flour Mills of St. Paul, Minnesota representing that firm in the eastern United States.

When International Milling Company purchased Capital in 1946, he continued as broker for the company, handling durum accounts for International's eastern division. He has been a broker for International ever since.

Mr. Viviano will live in retirement with his wife, Calogera, in Plainfield, New Jersey. His leisure time will be spent golfing and fishing at Martha's Vineyard in New England.

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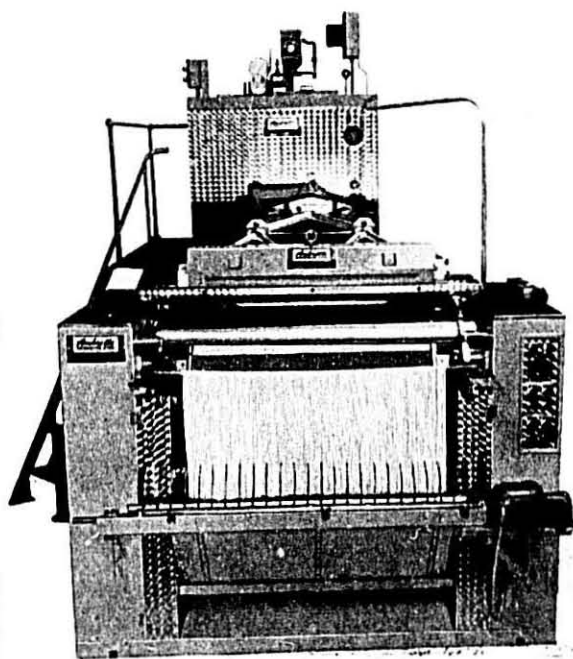
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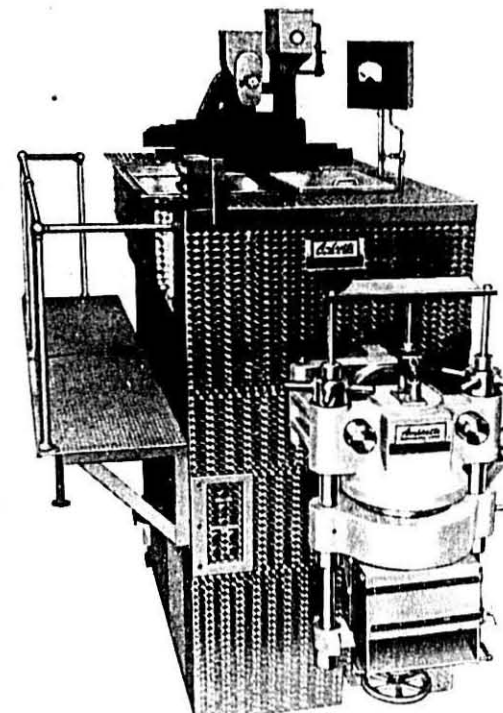
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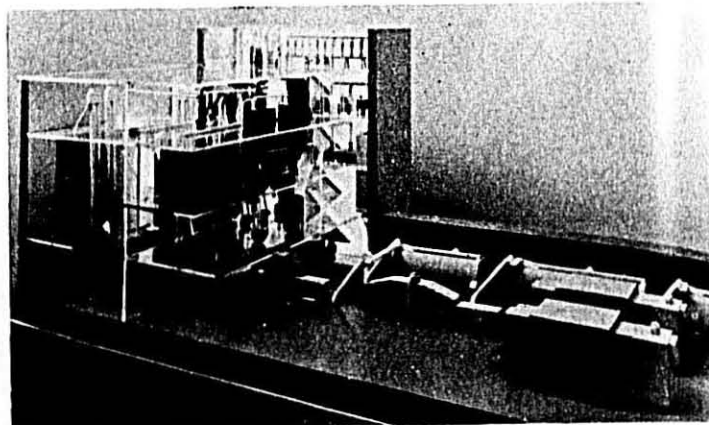
Tapioca - Macaroni Plant in India

INDIA faces the daily problem of having to feed about 390,000,000 people. Under the light of advanced food research, the conventional meals seem to be low on calories and generally without enough variety. The Indian government has therefore supported the efforts of the Central Food Technological Research Institute of Mysore in developing an inexpensive, nutritious food. Tapioca-macaroni, a foodstuff of comparatively high nutritious value, was the result.

Tapioca-macaroni is made from a mixture of tapioca flour, peanut meal, and wheat flour or semolina. It contains about ten percent protein, is nearly twice as nutritious as natural rice, and has large quantities of minerals and Vitamin B.

A visit of Dr. D. S. Bhatia of India with Buhler Brothers at Uzwil, Switzerland, and a study of India's food problem by the noted Swiss scientist, Dr. Ing. Hummel, resulted in Buhler's development of a pilot plant at Mysore, India, which produces up to 2000 pounds of tapioca-macaroni daily. Many tons of the product have been distributed on a trial basis to the people in the state of Kerala, and the response has been enthusiastic. Cooking tapioca-macaroni is simple. For one cup of the product, six cups of water is used, and cooking time is only six to eight minutes.

At the recent World Agricultural Fair in New Delhi, India, Buhler Brothers built and displayed a scale-model of a modern Tapioca-Macaroni



Scale Model. Pictured is the scale model of the Tapioca-Macaroni plant planned for commercial production, displayed at the World Agricultural Fair at New Delhi, India. To the left is the peanut processing plant. Center rear shows the wheat or semolina mill. Center foreground contains the tapioca flour mill and mixing plant, and extending to the right is the continuous production plant for both Tapioca-Macaroni and standard macaroni.

plant for commercial-scale production. This continuous unit was designed to have a capacity of 40,000 pounds of Tapioca-Macaroni and 8,000 pounds of standard wheat macaroni per day.

The scale-model continuous equipment installation consists of six separate operations: a peanut processing plant, a wheat mill, a tapioca-flour mill, a mixing plant, a continuous paste goods production unit, and storage and packaging and packaging facilities.

The peanut processing unit selects and roasts peanuts lightly. Residue and most of the oil is removed, and the remaining cake is ground into flour.

The wheat flour or semolina mill is a standard three-flour layout with pneumatic handling of the flour and a capacity of about 350 hundredweights of flour a day.

The tapioca-flour mill, with a capacity of 25,000 pounds per day, grinds cooked, cleaned and dried tapioca chips into flour. Here again pneumatic handling is used.

In the continuous production of the product, the usual blend of ingredients is in the proportion of 60 parts tapioca flour, 15 parts peanut flour, and 25 parts wheat flour or semolina. The mixed ingredients after the addition of water are kneaded, then pressed through dies to give the product its characteristic shape, and finally dried.

At the end of the automatic line, the resulting product contains about 10 percent moisture, and it is then ready for storing and packaging.

Greek Imports Authorized

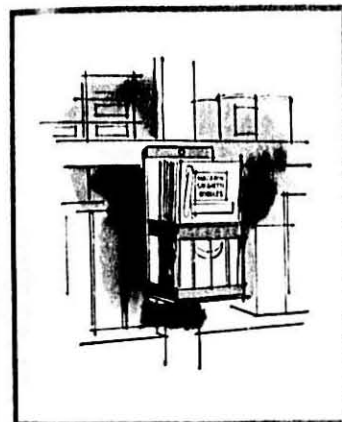
The Bank of Greece has been authorized by the Foreign Trade Board to issue permits to flour millers for imports of durum wheat, provided a substantial part of the semolina and other durum products made from the wheat is exported. The Foreign Agricultural Service said that the wheat products exports must be equivalent in value to at least 70 per cent of the value of the imported wheat.

Under the regulation, export must be made within six months of the date of customs clearance of the imported durum wheat. To assure compliance, flour millers must deposit a sum equal to 25 percent of the value of the wheat to be imported. The deposit will be forfeited if the miller fails to comply with the export obligation.

Italian Sauce Family Size

Delmonico Foods, Cincinnati, has introduced a 16-ounce glass jar of Chef Tony meatless Italian sauce. The product had been available only in a 10½-ounce tin.

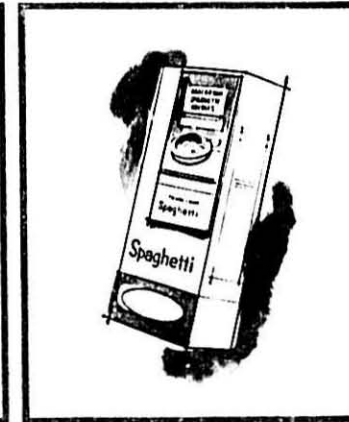
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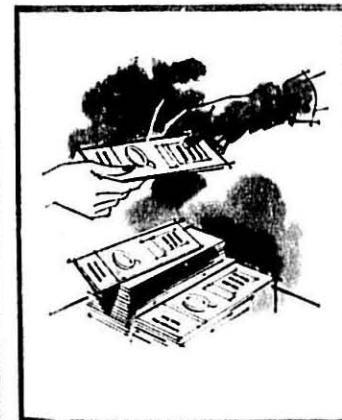
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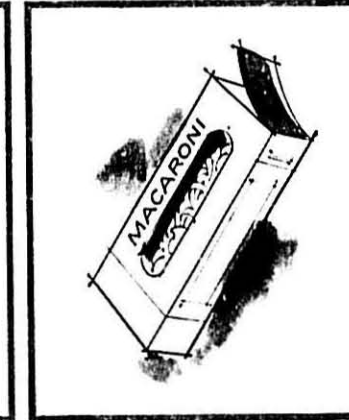
OUTSIDE YOUR PACKAGE



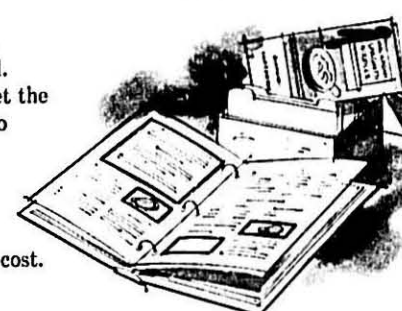
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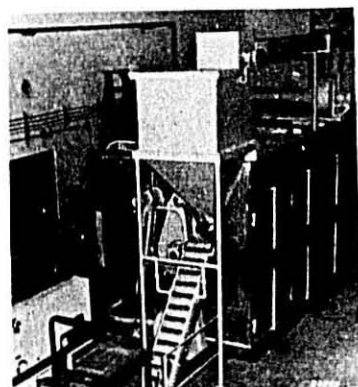
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DURUM SALES

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Pilot Plant. A section of the Buhler Brothers pilot plant at Mysore, India, for the manufacture of Tapioca-Macaroni.

U.S. Chamber of Commerce— (Continued from page 6)

Randall, Vice-President Richard M. Nixon, in informal remarks, paid tribute to the "senior citizens" of America who contribute so much to the nation and are reminders of "the great promise of age."

Mr. Motley in his initial appearance as National Chamber president declared: "We are a rich country. We are a rich people. But we cannot buy security. We cannot buy good education. We cannot buy good government. The essence of our democracy is personal participation by the citizenry of this country regardless of party label."

Mr. Motley then outlined his purpose for the coming year: "I say, with all the sincerity in my command, you can expect from me—as president of this Chamber—no pressure; but I want action—and I want a lot of it."

Business Responsibilities— (Continued from page 8)

young people arriving at the labor market in mid-decade. To give them jobs, there must be capital, and for capital there must be tax reform. So I think the climate will become more propitious for the tax reform we so badly need. That will help to stimulate growth, to provide needed revenues and balanced budgets, and jobs. Without jobs, population growth becomes poverty.

And finally, as to the need for moral awakening, it is easy to say where our strength lies: it lies in our integrity as a God-fearing nation. But we must live what we know. I believe the destiny of our nation has been blessed by God and continues to be blessed by God. Our part is to reflect and to live His law.

And, despite the haze and miasma of materialism which sweeps over the swamps of human thinking and living at times, what wonderful proofs we continue to have of Divine power. Take the incomparably changed relationship between man and nearly everything in the material universe. Men have acquired more knowledge of the material universe in a generation than in all the years of human history which went before. Most wonderful of all, unlike our grandfathers—who thought they knew almost everything—we know there is still a great deal to learn, unending frontiers of knowledge to conquer. This mastery of our physical environment—in the amassing of energy, the girdling of the globe, the miracle of instantaneous communication—is the proof of man's dominion over material things. It is a reflection of Divine power.

With this knowledge must come humility, and striving for deeper gains,

for we all know that mere control of certain physical elements is not enough to ensure man's well-being. It may even be dangerous, as in nuclear warheads. It may be corrosive, as in trash and filth on airwaves or in print. What evidence do we have that we are solving the problem of people living and working together, as we have tamed and utilized the material environment? There is such evidence. There is not enough of it, but there is enough on which to build.

If anyone thinks we, and other nations in the world, have not made great social gains in the last half century, or quarter century, he is no historian. Our economy in 1900 was a kind of plutocracy. Today it is committed to the consumer, it recognizes the stake the working man has in the enterprise, its creed is stewardship. Ownership is widely diversified. Economic power is more nearly balanced than ever before, if not balanced enough, and in balance lies safety. The great political scientists who wrote our constitution sought balanced political power, and we are well on our way to balance of economic power.

These are social gains. They are manifestations of men learning to live more equitably with men. They result in a better standard of living, more opportunities for education and recreation and the enrichment of human life.

Voluntary Action

I would single out another aspect of improving man's relation to man. That is the very theme of this annual meeting: "Building America's Strength Through Voluntary Action." The principle of voluntary action in human society is very important. On the one hand we have government—significant, indispensable, unavoidably growing. On the other hand, not as an antithesis but as a corollary, we have voluntary action. Without voluntary action, our society would be statist, it would be regimented totalitarianism. But Americans, and others in the free world, have long since recognized the need for voluntary collective action. And so organizations like this great federation come into being—the largest business men's organization in the world. Our entire American society is invigorated by voluntary organizations getting things done. How many hours of you, days do you contribute voluntarily to the meeting of needs in your community—tasks for which you are not paid in money and sometimes not even in prestige—but which you know have to be done and you don't want government to do? I suspect there are some here, literally, who invest as many hours for the civic and social good of all as they do for their own businesses.

This is a great fact. For such civic work bears directly upon man's relation to man. It helps to produce community. It points the way to the kind of society in which people manifest social responsibility. It draws together alien and hostile elements, it reaches beyond frontiers.

Voluntarism without action could be sterile; voluntarism without organization could be anarchy. But the coming together of free men and women to make their society more responsive to human need is a manifestation of dynamic maturity in such a society. We will curb statism in our nation by getting things done the voluntary way. We will never get anywhere by just opposing. And we do not just oppose. We have a program. We have been developing it and living it in this great federation for almost half a century.

The Stakes Are High

The stakes are very high in our time. They have never been higher. The mushroom cloud and the whirling satellites symbolize the promise and the threat. But they have no power in themselves. They cannot dominate and terrorize man unless we let them. For what are they? A few ounces, a few pounds of inert matter, worthless trash in their natural state, but put together with infinite calculation and skill by the minds and the clever fingers which God gave men. As we strive to understand and to obey and our voluntary organized action, we can achieve the intelligence and the unselfishness, the insight and the vision, which will lead human society up the road which never ends but which always goes a little higher.

Canada To Improve Durum

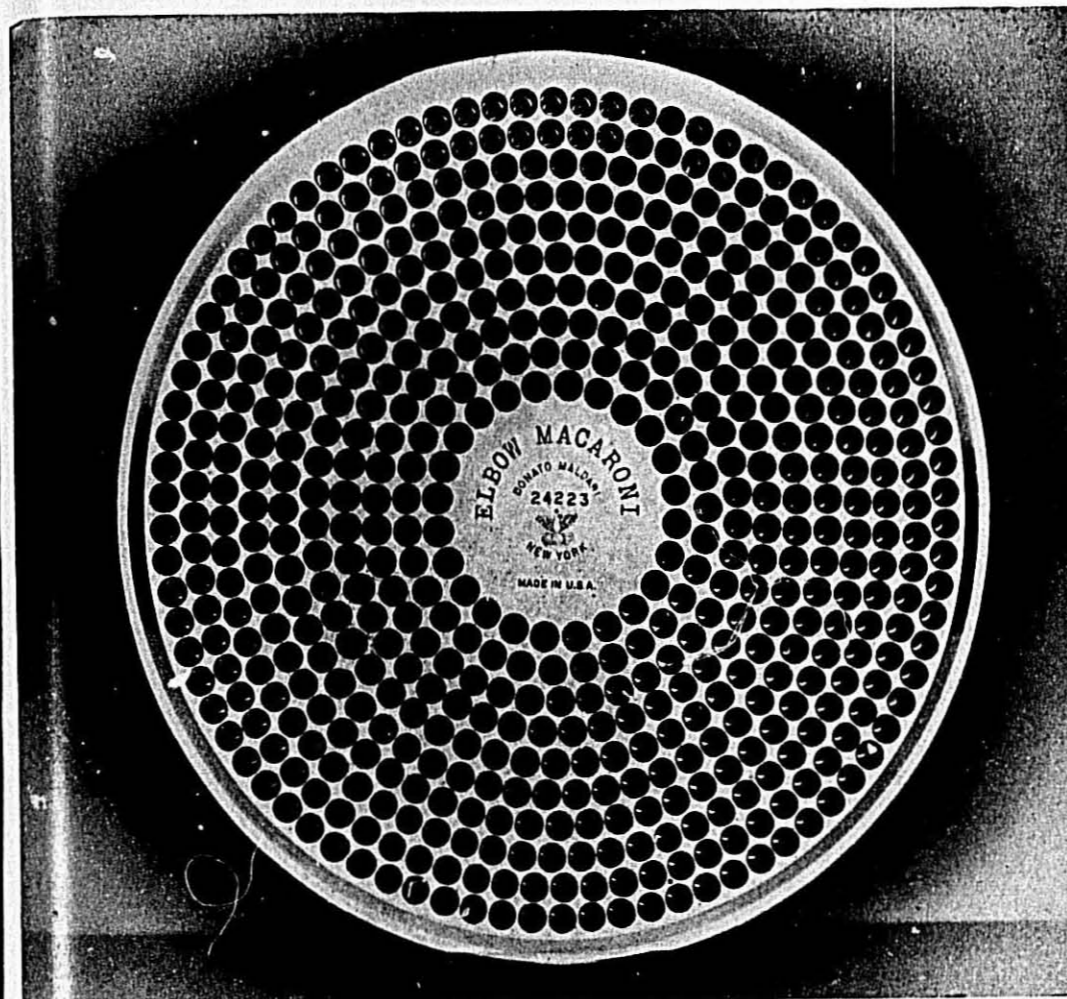
Durum wheat varieties from Ethiopia, the Mediterranean area and India are being used as parental stocks for developing varieties more suitable for the Canadian prairies than those now growing, states E. R. Kerber of the Canada Department of Agriculture research station at Winnipeg.

All commercial varieties of durum wheat grown in Canada, including Minidum, Stewart and Ramsey, originated in the United States when the 15B group of rust races and sub-races appeared in 1950, it was found that several Ethiopian varieties under test were highly resistant to them. Other varieties introduced from countries in the Mediterranean area and from India were found highly resistant to stem rust.

Further, some of them have the valuable trait of maturing as much as 10 days earlier than the widely-grown Stewart variety, and they also have shorter and stronger straw.

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U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

Plant Operations Forum
(Continued from page 10)

which can take place during the mixing and doughing and drying stages.

He noted a lack of liaison between raw material characteristics data and well recorded plant operations data. He also noted that cooking tests of macaroni made with tap water in one part of the country could very easily yield different results than those obtained from tap water in another part of the country or, on the other hand, the use of distilled water. He said, "Perhaps it is reaching for too much to expect to have one or a pattern of tests which will comprehensively include all of the characteristics of the raw materials and relate them to the finished product. On the other hand, the consumer does not think it is too much to expect the manufacturer to produce standard quality products."

He went on to describe a cooking test report evaluating color, texture, and taste.

John Linstroth of the Creamette Company reported some surprising results from their semolina color tests. Highlights of his comments may be found on page 14.

Legal Matters

Mario Piazzolla, general counsel for V. LaRosa & Sons, Inc., warned the plant managers at the forum that more than a hundred people are sitting in jail because they violated the Food, Drug and Cosmetic Act of 1938. Aside from the obvious prohibitions of short weights, adulteration, and mislabeling, the law requires food plant operators to maintain sanitary conditions. This involves doing a good job and putting it on record, Mr. Piazzolla said. There must be proof that you are trying to comply with the law.

In the vast field of law dealing with contracts, zoning, and a multitude of other legalistic requirements placed upon business men today, an attorney can be of great help, Mr. Piazzolla said. In his opinion, legal counsel is essential in matters of labor law.

Dr. E. L. Holmes of the American Sanitation Institute observed that the new food additives law requires that before foods get on to the market the government must check them rather than putting the burden on government to pick up foods after harm has been done and in having results tested in court. While there is nothing in macaroni that will come under serious questioning, some packaging material and adhesives will probably need clearance.

Tom Hugel of the same organization noted that hidden places in manufac-



Mario Piazzolla, lectured on legal matters.

turing equipment will cost twice as much to clean or else will contribute directly to the contamination of the food products being processed.

Production Pointers

Ralph Maldari of D. Maldari & Sons, Brooklyn diemakers, reported limited acceptance of teflon dies in the United States because "most manufacturers do not like the waxy, artificial look of the finished macaroni product extruded through teflon dies." He noted that most manufacturers throughout the country have experimented with teflon, that it has been rejected in the East, but is finding some application in the West.

Leonard DeFrancisci commented on macaroni press operations, while William Berger of Buhler Brothers, Inc. told of experiments with rapid drying in extremely high temperatures.

Discussion sessions ranged over a wide variety of subjects including regrinds handling, increasing dryer output, systems for warehousing, and automatic record keeping. The students



Gordon Winkler, Howard Lampman and John Bohan look over publicity placed by durum millers and macaroni industry.

were supplied with manuals for the papers presented and will have plenty of material for future study until the next forum.

Social Event

A social function and dinner party was sponsored by the National Macaroni Institute after classes the first night. Tenderloin and noodles was the entree. Following dinner, Howard Lampman, executive director of the Durum Wheat Institute, presented the filmstrip "Tricks and Treats with Macaroni Foods." John Bohan of the Chicago office of Theodore R. Sills & Company briefly outlined plans and projects for commodity promotion by the National Macaroni Institute. Some fifty macaroni men and suppliers attended the affair.

About Teflon Dies

(Continued from page 14)

eliminates the roughness, we do get more color—though as stated before, the color is not the golden one obtained when using the bronze die.

We also point out that the density of the product from the Teflon die is lower than that of a bronze die, which means the same size product will weigh less when extruded through Teflon.

Teflon does impart a very nice color to the product when eggs are used, thus the Teflonized sheet formers have proved successful for noodles.

As to our recommendations, we must stay in the middle of the road. We personally do not like the product as extruded through a Teflon die, but your decision must, of necessity, be based on what your competition is doing and the degree of success they are achieving.

With reference to the durability of Teflon, as of this date we have no information on rate of wear because this type die has not been in production long enough.

Our suggestion is that if you are interested in the Teflon die, you experiment with one die. An elbow or spaghetti may be in order. Before you actually market this product, however, you should satisfy yourself that it will be accepted by the consumer. Have the product in your office and at home already packaged, and determine what happens after a few weeks. Run cooking tests and taste tests. You will then be in a more favorable position to determine the merits of Teflonized dies.

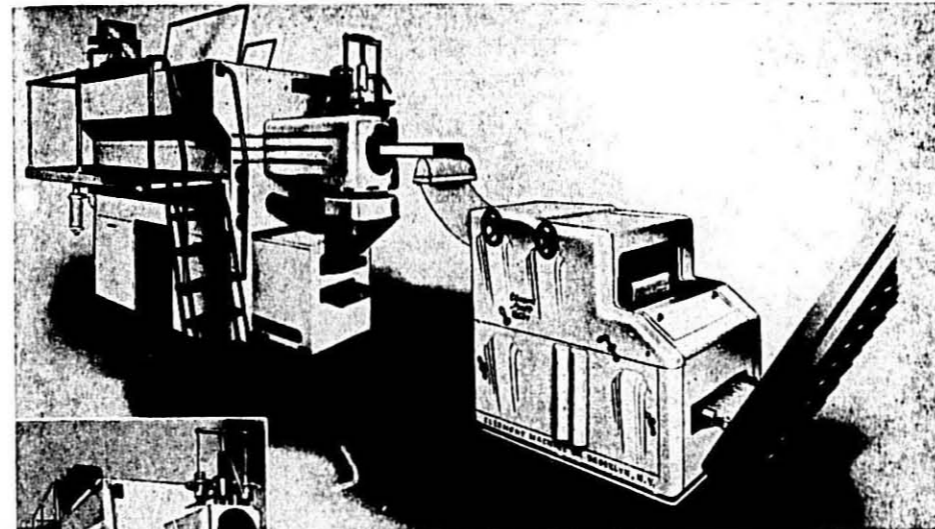
If the shoe fits, buy it for comfort and forget the price.

We all get approximately what we deserve but not always in the same proportion.

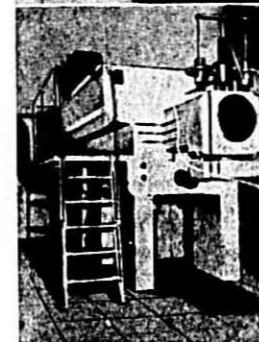
THE MACARONI JOURNAL

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Salute to Northeastern States

THIS month the National Macaroni Institute salutes the four Northeastern States of New York, New Jersey, Delaware, and Pennsylvania for the excellence of the regional cooking which developed here, and for the style and enthusiasm which is lavished on food.

Empire State

New York, the Empire State, is the wealthiest and most populous of all the states, the commercial and manufacturing leader of a continent, and has the largest city in the world. To the average person, New York means New York City, the main gateway through which the tide of immigration flowed into the United States after 1830. Many of the foreign-born remained in the area, and today they make up more than 16 per cent of the state's population representing more than forty-five nationalities.

The soil and climate of the Lake Plains area of New York, the Central Lakes region, and the Hudson and Champlain valleys are especially suited to the growing of fruits, and grapes for table use, apples and sour cherries abound. Most of the wine grapes come from the vineyards of the Finger Lakes region, and the Hudson Valley gives us about a third of the currants grown in the United States.

Garden State

New Jersey is commonly called the Garden State because of its many bountiful orchards and vegetable farms which send a steady stream of fruits and vegetables flowing into the great city markets. New Jersey's egg and



Chicken and Noodles.

poultry industry is one of the principal farming enterprises in the state, with poultry products usually accounting for about a third of the currants grown in sold in the state.

Delaware, although smaller than any state except Rhode Island, has become an important industrial and farming state. More than two-thirds of its surface is a green belt of farms, orchards, and truck gardens, bringing quantities of dairy products, eggs, poultry, truck crops, fruits such as apples, peaches and grapes into the nearby markets of New York City, Philadelphia and Baltimore.

Keystone State

Pennsylvania, one of the thirteen original states, has long been known as the Keystone State because six of the original states lay north and east of it and six lay south of it. The early inhabitants proudly proclaimed that their state held together the great arch of the United States extending from Georgia to Maine. Pennsylvania has now become the keystone of the industrial life of the United States. The state produces practically the nation's entire supply of anthracite coal, and is second in the total value of manufactured products. It also produces one-fourth of the nation's textiles, and is first in iron and steel products. Shipbuilding and steel car and locomotive construction are important industries.

More than half of the total area of Pennsylvania is farm land. The most valuable farm products are dairy products, field crops, poultry and eggs, livestock, and fruits and vegetables. About 75 percent of the nation's mushrooms are produced in Chester and Delaware counties.

Recipe Suggestions

Here are two recipes especially created by the National Macaroni Institute as a salute to the Northeastern States, spot-lighting two of the important food industries in the area—dairy and poultry.

Macaroni Chicken Salad

(Make six servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 cups sour cream or mayonnaise
- 1 tablespoon prepared horse-radish
- 2 tablespoons chopped chives
- 2 teaspoons salt
- ¼ teaspoon pepper



Macaroni-Chicken Salad.

- 2 cups cooked chicken, cut in strips
- 1½ cups cooked whole kernel corn
- 1 cup diced celery
- Crisp lettuce
- 2 medium-sized tomatoes, cut in wedges

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

Combine sour cream or mayonnaise, horse-radish, chives, two teaspoons salt and pepper; mix well. Add macaroni, chicken, corn and celery; mix well. Arrange in bed of lettuce. Garnish with tomato wedges. Chill.

Pennsylvania Dutch Noodles

(Makes four to six servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces wide egg noodles (about 4 cups)
- ½ cup milk
- ¼ cup croutons
- 3 tablespoons butter or margarine, melted and browned

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

Combine noodles and milk. Cook over low heat five minutes, stirring occasionally. Turn into serving dish; top with croutons and butter or margarine.

THE MACARONI JOURNAL

Hawaiian Luau

HOTDOGS and Hawaii! July used to be Picnic Month—it still is if you pay attention to the American Bakers Association—but the Hotdog Month Council has glommed onto the outdoor eating phenomenon and have now proclaimed July National Hotdog Month.

Just a year ago Hawaii became the fiftieth state in the Union and thereby became a historical event as well as a tourist attraction. Food of Hawaii is as varied as the many nationalities and races found on the Islands. Most Islanders eat many of the same kinds eaten on the mainland of the United States. But special dishes of the Orient and the Pacific Islands also are popular. One of the most popular ideas, combining both the outdoor eating phenomenon and Hawaii, is the luau. This is a Hawaiian feast as famous for dancing and singing as it is for food.

The National Hotdog Council, for example, has a merchandising tie-in with Dole Pineapple combining wiener chunks on a skewer with pineapple pieces, green pepper, tomato wedges, and the other niceties that go along with shishkabob. This brings in some more international gastronomic vocabulary. Combining the words "shish" (skewer) and "kabob" (broil), and you have the Armenian ancestor of the American kabob. In Russia, the word is shashlik the French say en brochette; Hawaiians call it Veriyaki.

Macaroni Hawaiian Salad

Pineapple, being one of the prime products of Hawaii, usually makes a dish authentic, such as Macaroni Hawaiian Salad pictured on the front cover. The recipe from the land of the hula calls for one tablespoon of salt to three parts of rapidly boiling water. Gradually add two cups elbow macaroni (eight ounces) so the water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain. Combine macaroni, one-quarter cup mayonnaise, one cup diced cooked chicken, one cup canned, drained pineapple chunks, and one cup diced celery. Toss lightly. Season with salt and pepper. Chill thoroughly. Serve on crisp lettuce, if desired. This goes well with any type of outdoor cooking.

A more elaborate concoction is prepared by the executive chef Paul Koy of the Royal Hawaiian Hotel in Honolulu. This popular luncheon casserole is named after one of Hawaii's ancient kings, Kalakaua.

Casserole of Chicken Kalakaua with Macaroni

(Make four to six servings)

- 2 medium onions, chopped
- 1 green pepper, chopped
- ¼ cup olive oil
- ½ teaspoon minced garlic
- 8 ounces elbow macaroni
- 1 quart chicken broth
- 2½ cups cooked chicken pieces
- 2 cups cream-style corn (1 pound 4-ounce can)
- 2 cups tomato sauce (two 8-ounce cans)
- 2½ teaspoons chili powder
- 2 cans mushrooms, drained (4 ounces each)
- 1½ teaspoons salt
- 2 ounces Parmesan cheese
- ¼ cup butter or margarine

Saute onion and green pepper in olive oil; do not brown. Add garlic. Cook macaroni in rapidly boiling, seasoned chicken broth until tender. Drain. Combine cooked macaroni, the sauteed onion, green pepper and garlic, chicken, corn, tomato sauce, chili powder dissolved in small amount of hot chicken broth, mushrooms and salt. Bring mixture to simmering point. Turn mixture into greased two-quart casserole. Top with Parmesan cheese and dot with butter or margarine. Bake

in moderate oven 350 degrees Fahrenheit) about twenty-five minutes, or until cheese is melted and top is a delicate brown.

The recipe to make four to six servings is found in "Specialties of the House" while the quantity recipe to serve twenty-five is in "Economical Gourmet Entrees" by the Durum Wheat Institute.

Whether you are dining inside or out, spaghetti macaroni and egg noodles can make the fare sumptuous or simple—plain or fancy. Hotdogs!

Preliminary Census Report

During 1958, macaroni manufacturers shipped products valued at \$180,000,000, an increase of 17 percent over 1954, according to preliminary results obtained from the 1958 Census of Manufacturers conducted by the Bureau of Census, Department of Commerce.

Average employment totaled 6,800 in 1958, a 4 percent decrease from 1954. Adjusted value added by manufacture in the industry amounted to \$67,000,000, an increase of 27 percent from 1954. There were 76 plants with 20 employees or more, eight less than were counted in 1954.



For the Patio Party: a platter of hotdogs and barbecue sauce served on a bed of egg noodles.

1939

1945

1950

1955

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DEMACO

1956

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19

have been producing

1957

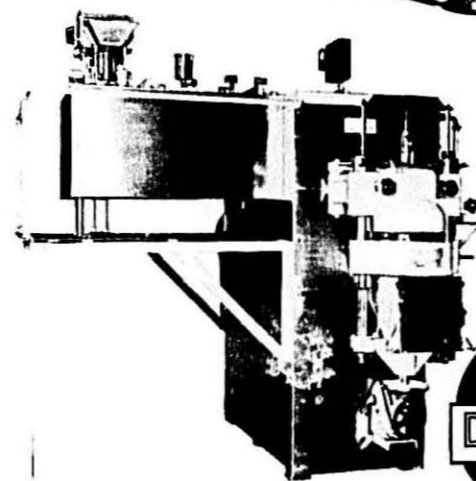
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1959

1944

1949

1954

1960



Liquid Egg Production

Liquid egg and liquid egg products production (ingredients added) during April was the smallest for the month since 1940. Production totaled 55,134,000 pounds, compared with 104,348,000 pounds in April 1959 and the 1954-58 average of 77,205,000 pounds. The quantities used for drying, freezing and immediate consumption were all less than a year earlier.

Liquid egg used for immediate consumption during April totaled 2,558,000 pounds, compared with 4,200,000 pounds in April 1959.

Liquid egg frozen during April totaled 38,117,000 pounds and was the smallest for the month of record—down 47 percent from April 1959 and down 38 percent from the average. Frozen egg stocks increased nine million pounds during April, compared with 30 million pounds in April 1959 and the five year average increase of 33 million pounds.

Egg solids production during April was 3,424,000 pounds, compared with 6,648,000 pounds in April 1959 and the average of 3,208,000 pounds. Production in April consisted of 1,928,000 pounds of whole egg solids, 808,000 pounds of albumen solids and 688,000 pounds of yolk solids. Production in April 1959 consisted of 4,086,000 pounds of whole egg solids, 1,531,000 pounds of albumen solids and 1,031,000 pounds of yolk solids.

Government Purchases End

As a result of sharp advance in egg prices, the Department of Agriculture announced the suspension of its purchases of dried whole egg solids. Since mid-January, 1960, when the surplus removal program was authorized with Section 32 funds, the Department has bought 9,136,275 pounds at a cost of \$9,391,000. The egg solids are being made available to states for distribution to the school lunch program and to needy persons.

In mid-January, when the current purchase program was begun, the United States average farm egg price

was about 20 per cent under January, 1959, the Department said. As of mid-April, prices had advanced to an average of 38 cents per dozen, or 27 percent higher than a year earlier.

"Prices are expected to continue about year earlier levels for the balance of 1960," the Department said. "The springtime flush period of egg production has now passed and production during the next several months will be decreasing seasonally and will be below a year earlier levels."

"Since April, 1959, the number of egg-type chicks hatched by United States commercial hatcheries has been substantially below the corresponding month of the previous year. The January-April, 1960, hatch has been one-third smaller than the same four months of 1959."

Small Flocks

Laying flocks on farms in April continued the smallest in more than 20 years, the Department of Agriculture said in its May crop report. The average number of layers on farms in April was 294,977,000, a reduction of three percent from a year ago and the lowest number for the month since 1938.

Number of layers on farms May 1 totaled 291,646,000, compared with 299,841,000 on the same date of last year, or a decrease of three percent. The 1949-58 average for the month was 308,173,000. Layer numbers compared with a year ago were down seven percent in the north Atlantic and west north central states, five percent in the east north central and one percent in the south central states. Numbers in the West increased six percent and in the south Atlantic were up five percent.

Rate of lay on May 1 was 64.2 eggs per 100 layers, compared with 64.0 eggs a year ago. Egg production per layer in April averaged 18.7, compared with 19.1 a year ago, with decreases in all regions. Rate of lay per layer on hand during the first four months of 1960 was 70.4 eggs, compared with 70.7 percent in January-April, 1959.

Durum Developments

Cold, wet weather marked spring 1960, and all growth of field crops was delayed. Emergence of grain has been slow, and fields have made less progress than was reasonable to expect. Stands however were uniform and showed good vigor. Some slight loss of crop occurred by reason of blowing or wind erosion, but replanting was not the widespread practice.

Field work progressed rapidly with the advent of more favorable weather in late May, and farmers report excellent tillage conditions for seedbed preparation. In many areas it appeared that wild oats would constitute a serious problem, and seeding delayed until these were brought under control was a mixed blessing. The Agriculture Department of the Northern Pacific Railway observe that it seems apparent that there would be some further shift to increase flax, durum and oat acreage at the expense of hard wheat and barley this year.

Excellent overall moisture conditions throughout the territory exist and growing conditions are very good. Temperatures in late May were fairly warm and good rains were received periodically. The thirty-day weather forecast to mid-June predicted above normal temperatures and heavy precipitation over the entire durum area.

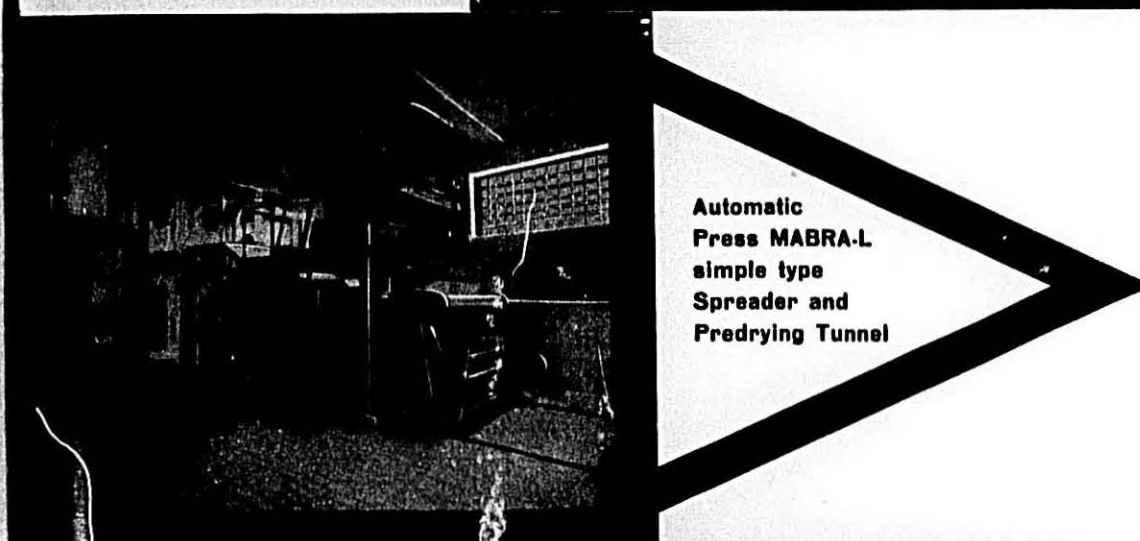
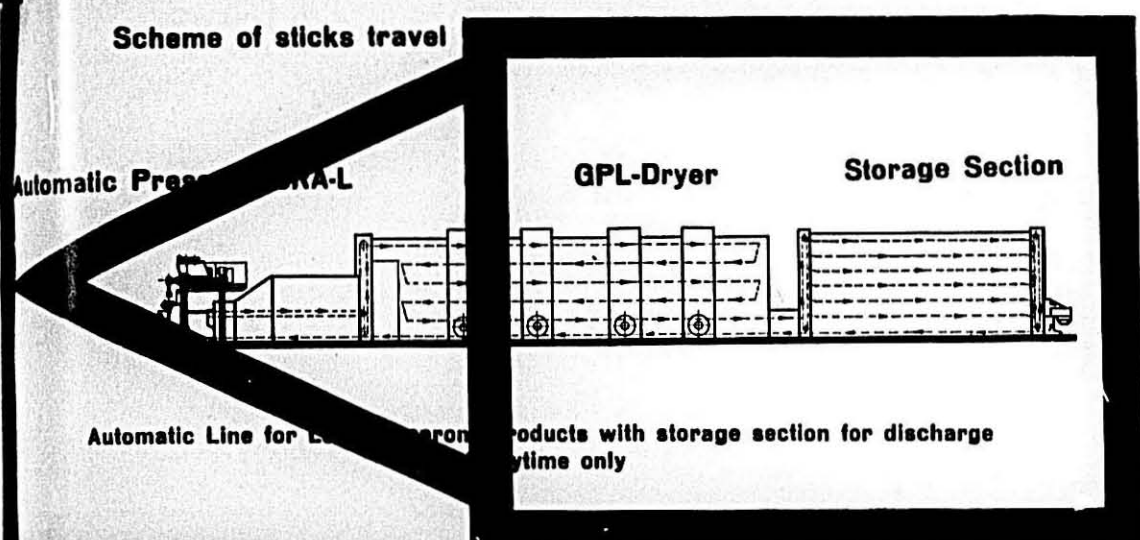
An increase of about 25 percent over last year's planting was not quite as much as was requested. However, macaroni business hasn't been as brisk as anticipated, either, following the post-Lenten slump; and the Commodity Credit Corporation still holds some stocks that will be available to the durum mills at 105 percent of the loan price with all charges accumulated since the previous July 1 erased. This will probably have a bearish effect on the market. Durum and semolina prices have held remarkably steady throughout the first half of the year.

Winter Increase

The Durum Growers Association reports that the winter increase program in Arizona for the new Lakota variety has been a success. Cooperators received from forty-five to fifty bushels per acre of increase financed. The new durum arrived in time for planting in Dakota in May.

Eating Out

More than 78 billion meals are served daily in United States restaurants, according to the National Restaurant Association.



Storage section with sticks stripper breaker and saws for multiple cut

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Don W. Knutsen

Don Knutsen Promoted

Don Knutsen has been named General Mills' District Sales Manager for Bakery Flour at Kansas City. This office handles General Mills' Bakery Flour sales in the states of Missouri, Kansas, Nebraska, Iowa, and parts of Illinois.

For the past six years, Mr. Knutsen has been responsible for durum sales for General Mills in the Central States area, following eight years in the company's Bakery Flour Sales organization at various locations of its Sperry (western) Operations.

Before starting with General Mills, Don spent five years in the United States Air Force, entering as a private and leaving with the rank of captain.

Mr. Knutsen has formed many close friendships with people in the macaroni industry and hopes to keep in touch occasionally while accepting the challenge of his new assignment at Kansas City.

General Mills Appointment

Richard L. Vessels was recently appointed General Mills' durum sales representative for the Central area.

"Dick" will work out of the company's Park Ridge, Illinois office, contacting macaroni manufacturers and durum users in Illinois, Ohio, Michigan, Wisconsin, Iowa, and parts of Pennsylvania.

Vessels is not new to the durum business. For the past two years he has been assistant durum sales manager in the Chicago area, and prior to that time was durum sales office assistant at the company's Minneapolis headquarters, where he was involved in all phases of durum operations including grain, milling, quality control, and service.

He attended the University of Minnesota and was graduated from Cornell College with a degree in business

administration and economics. He spent four years in the Air Force—much of this time overseas—prior to coming with General Mills. He entered the service as a private and advanced to the rank of first lieutenant before his discharge.

Vessels succeeds Donald W. Knutsen, who has been promoted to district sales manager for bakery flour in General Mills' Kansas City office.

Marriage

Doris S. Rolland and David F. Wilson were married in Minneapolis on May 7. Mr. Wilson works out of King Midas Flour Mills Durum office in New York City.

New Chairman

Phil Von Blon of International Milling Company has been named chairman of the Durum Committee of the Millers National Federation for the coming year.

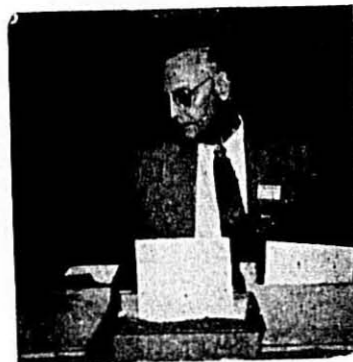
Putnam Retires

The Northwest Crop Improvement Association has been dissolved and its executive secretary, Henry O. Putnam, retired.

At a meeting of the Board of Governors on May 23, the Northwest Crop Improvement Association was merged with the Rust Prevention Association with the understanding that a satisfactory pension would be set up for Henry Putnam.

By vote of the entire membership as well as the unanimous opinion of the Board of Governors, the program, funds and assets of the two groups were merged and will function under a new name.

The Board expressed gratitude to Mr. Putnam for his many years of faithful service and to the contributing members who have supported the Association over the past twenty years.



Henry O. Putnam



Sal Casciegna

La Rosa Promotes Sal Casciegna

Sal Casciegna has been appointed district sales manager for V. La Rosa & Sons, Inc., it was announced recently by Peter La Rosa, company president.

Starting with La Rosa in retail sales only seven years ago, Mr. Casciegna, before his present promotion, had been assistant sales manager, a position that entailed calling on major food chain and wholesale accounts.

During World War II he served three years with the Allied Control Commission, with the responsibility for requisitioning and procuring food supplies for 2,000 civilians and 3,000 G.I.'s. He was awarded a commendation for extraordinary service.

Mr. Casciegna is a member of a Little League farm team and is active in both the Cub Scout and Boy Scout movements. He is also a member of the Holy Name Society and the Knights of Columbus.

He resides in East Meadow Long Island.

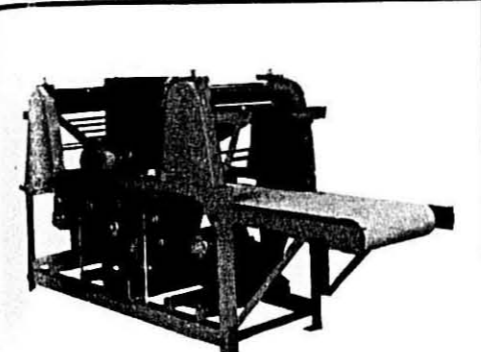
Prince Executive Tours Europe

Henry D. Bonamico, national director of sales and assistant to the president of Prince Macaroni Manufacturing Company in Lowell, Massachusetts, recently returned from an extended business trip to Europe.

While in Italy, a good deal of time was spent at the Prince-Senzani Machinery Company, manufacturers of packaging equipment. Prince-Senzani is a division of the Prince Macaroni Manufacturing Company.

He also visited Germany, Switzerland, and France observing the operation of packaging equipment.

Mrs. Bonamico accompanied her husband on the trip.



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

221-223 Bay Street, San Francisco 11, Calif.

Telephone Douglas 2-2794

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.

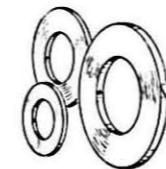
James J. Winston, Director
156 Chambers Street
New York 7, N.Y.

JULY, 1960

CUT YOUR TAPE COSTS

GIANT BRAND pressure sensitive tape is now being distributed direct to manufacturers. Made by one of America's largest firms specializing in cellophane tape, GIANT BRAND is guaranteed to be perfect and free of defects of any kind.

Write today for price list and sample rolls . . . and cut your tape costs!



GIANT TAPE CO.

11556 Santa Monica Blvd.
Los Angeles 25, Calif.

SALUTE TO SALES

Each month during 1960 the National Macaroni Institute salutes regions of the United States with recipes of favorite soups, their local products, the best-liked combinations of macaroni, spaghetti and egg noodles.

Tie-in your merchandising efforts with this national publicity drive.

Write for your copy of "Use Your Noodle to Make Money." Join and support

The National Macaroni Institute
Box 336 Palatine, Illinois

33

WAY BACK WHEN

40 Years Ago

Hearings on unfair competition were held in Washington, D.C. in June, 1920. Complaints were made against price-cutting, use of coloring matter in goods, manufacturing pastes out of low grade products and calling it macaroni, trying to create a demand for products by belittling those of competitors and in other ways damaging the reputation of fellow manufacturers. Indications point to early abolishment of some of these abuses, the editor noted, either through cooperation and legitimate understanding, but if not, through government intervention.

Resolutions adopted at the 17th Annual Meeting called for united action to be taken on establishing standards for macaroni, noodles and semolina, and to consider the employment of a representative of the industry to be located in Washington, D.C. to look after industry interests; the standardizing of weights of packages for macaroni products and the elimination of slack-filled packaging was recommended.

Howard Files of Pillsbury Mills lamented the durum situation because the 1919 crop was expected to yield 50,000,000 bushels. It actually turned out to be not more than 33,000,000 bushels compared to the previous year's 43,000,000 bushels. This turned prices bullish complicated further by labor difficulties, car shortages, embargoes, and a coal shortage, all combining to make the business situation quite upset.

30 Years Ago

The 1930 conference held at Niagara Falls was labeled "a friendly, history-making convention." History was made as Robert B. Brown, chairman of the board of advertising trustees, announced the undertaking of a campaign for a four-year period that would spend a minimum fund of \$100,000 per year.

"The Energy Trio" was adopted as a symbol for macaroni, spaghetti, and egg noodles. The term "energy" as used in the slogan was clarified with the Food and Drug Administration as a synonym of "caloric or fuel value" as applied to foods and not as a synonym of some "energizing" force or element as applied to drugs.

Fred Mills, president of the Mills Advertising Agency of Indianapolis, Association advertising counsel, told the convention delegates that "a hundred million Americans await your macaroni message."

20 Years Ago

Questions considered at the wartime conference of 1940 were (1) What benefits would accrue if the government could be induced to designate macaroni products as surplus and be made available to consumers under the government's food stamp plan? (2) How can the consumer be won to consider macaroni a year-round food? (3) Is it desirable to fortify macaroni with vitamin enrichment? (4) What effect will the current war hysteria have on the current crop and probable prices?

President J. H. Diamond reported the Association had been able to pull out of the red after an experiment which did not prove satisfactory. He recommended a six-point program for future action: (1) consistent support by the entire industry of the National Macaroni Institute's plan for product promotion; (2) strict enforcement of the industry's trade practice rules; (3) an immediate conference on the subject of proper tolerance in the fill of packages; (4) consideration of macaroni by the government food stamp plan; (5) he urged serious thought for the employment of a managing director to work with Secretary Donna and Research Director Jacobs in carrying on new services for which there was a crying need; (6) renewed efforts to enroll "every worthwhile firm under the banner of the national association because so much is dependent upon the number behind its program."

10 Years Ago

"Emphasizing Sales" was the keynote of the 1950 conference. President C. L. Norris noted the importance of manufacturers must do for themselves the job of industry promotion, not waiting for financial help from allies who may or may not be willing to cooperate. He further observed that there never was a more opportune time than the present for supporting a necessary movement to gain a larger share of the consumer's food dollars.

President-elect C. Frederick Mueller said "as individual manufacturers we are responsible for three major things: (1) to establish and maintain the finest quality of which we are capable; (2) to produce at the lowest possible cost; (3) to establish a price which will insure our future and provide for the promotion of our own brands. Collectively, through our Association, we have the means and the opportunity to keep the sales of our products on the curve of growth."

CLASSIFIED ADVERTISING RATES

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

WANTED—Subscribers to the Macaroni Journal: your sales representatives, brokers, department heads, key customers, and others who want to know what's going on in the macaroni field. Annual subscription rate: \$4 domestic; \$5 foreign. Reduced rates for groups over 10. Contact the Macaroni Journal, Box 336, Palatine, Illinois.

FOR SALE—on West Coast, 1 Buhler 600 lb. per hour press with single stick, long goods spreader. Ideal for small plant, or large plant for fancy items. Contact Box 168, Macaroni Journal, Palatine, Illinois.

FOR SALE—Four Simplex automatic packaging machines equipped with four scales or volumetric. Write Box 169, Macaroni Journal, Palatine, Illinois.

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Longevity Recipe

The Chicago Sun-Times "So They Say" column recently stated that Mrs. Anna Collica, celebrating her one hundredth birthday, disclosed the secret of her longevity as follows: "Eat lots of spaghetti and don't rush."

Sayings of the Sages

The tree of liberty only grows when watered by the blood of tyrants.—Bertrand Barere.

Every man desires to live long, but no man would be old.—Swift.

During the time men live without a common power to keep them in awe, they are that condition which is called war.—Leviathan.

THE MACARONI JOURNAL

✓ CHECK AND FILE THIS IMPORTANT INFORMATION

FACT FILE ON ENRICHMENT

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

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.7	34.0
Iron	13.0	16.5

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

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

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

Vitamin B₁ 50%
Vitamin B₂ 15%
Iron 32.5%
Niacin 4.0 milligrams

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

Vitamin B₁ 50%
Vitamin B₂ 10.5%
Iron 16.2%
Niacin 3.4 milligrams

for batch mixing ROCHE* SQUARE ENRICHMENT WAFERS



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

*ROCHE—Reg. U. S. Pat. Off.

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



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

VITAMINS ROCHE

For help on any problem involving enrichment, write to

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

Enrichment Wafers and Premix Distributed and Serviced by Wallace & Tiernan Co., Inc., Belleville 9, New Jersey

ENRICHMENT DATA



THE UNWITH

Mr. I

for better
macaroni
products

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

International
MILLING COMPANY