

**THE  
MACARONI  
JOURNAL**

**Volume 42  
No. 10**

**February, 1961**

# Macaroni Journal



**Industry Comment**  
**Top Management's**  
**New Responsibilities**

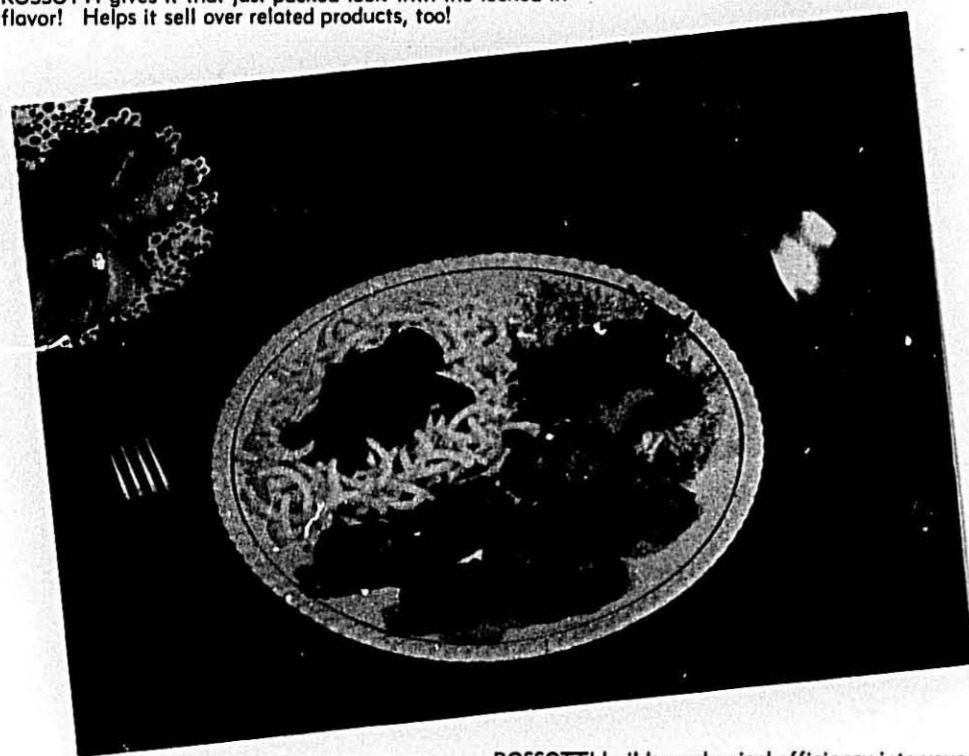
**FEBRUARY, 1961**



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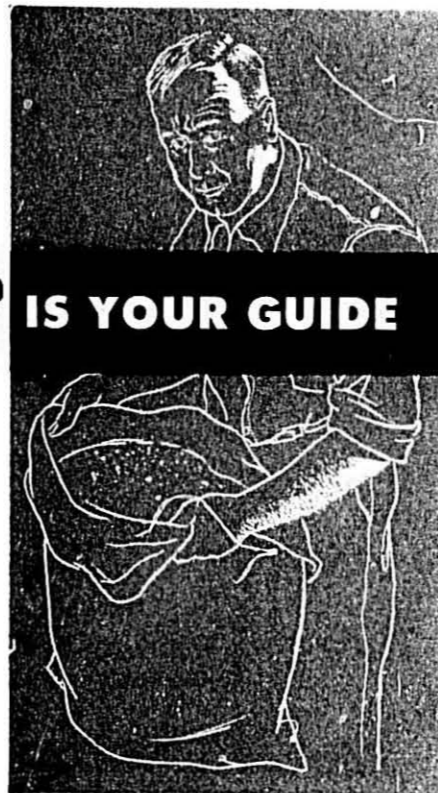
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FEBRUARY, 1961

The  
**MACARONI  
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Volume 42, No. 10

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*You'll Find:*

	Page
Comment by Industry Leaders .....	6
New San Giorgio Package .....	10
Some Aspects in Breeding Durum for Better Macaroni Quality .....	12
Lenten Loaf .....	18
Christmas Cheer .....	22
Top Management's New and Expanding Responsibilities .....	24
At the National Food Brokers Meeting .....	30
Corrugated Expendable Pallet .....	31
Two Buhler Firms Merge .....	34
Durum in Canada .....	76
Way Back When .....	38
Index to Advertisers .....	38

*Cover Photo*

This National Macaroni Institute photo of a Lenten Loaf illustrates a four-way advertising-merchandising promotion by the Carnation Company, Spanish Green Olive Council, tuna, and the Institute. Story on page 18.

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THE MACARONI JOURNAL

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Here is natural, dark color spring yolk spray dried and processed especially for your industry.

Offering considerable savings in time, labor and storage, HENNINGSEN egg solids are completely dependable for uniformity of color and solids.

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## COMMENT

A roundup of views of industry leaders on the industry outlook



Emanuele Ronzoni, Jr.

**A STATEMENT** by Emanuele Ronzoni, Jr., president of the National Macaroni Manufacturers Association:

"It would surprise me greatly were it not reported factually that the calendar year 1960 saw the greatest domestic production and consumption of macaroni and egg noodle products. The positive trend towards increased acceptance of macaroni products, which had its real beginning after World War II, gathers momentum with each passing year. That this is undeniably so is attested to by the major outlets of our industry's goods—the chain stores, supermarkets and superettes. Not only are they selling more macaroni products and noodles, but also more of those allied foods which go hand in hand with macaroni, spaghetti and egg noodles.

"The most important single reason, in my opinion, for the ever-increasing acceptance of our industry's goods is the goodly supply of high-quality durum wheat and semolina which our durum growers and millers contrived to produce for us—aided, as they were with excellent growing conditions and weather. The effort put forth by the durum growers, individually and through their own growers' association, was most commendable. We owe them a solid vote of gratitude, for without the fruits of their labors we would be hard pressed to produce products of the quality now demanded by consumers everywhere. Other contributing factors in the increasing consumption of macaroni products are the intensive promotional campaigns sponsored by macaroni manufacturers individually and by the National Macaroni Institute and the Durum Wheat Institute of the

Millers National Federation. All the publicity now being given to macaroni and noodle products is not mere chance. It is being accomplished by a combination of sound, hard-hitting advertising and effective public relations work.

"What other forecast can we logically make at this time but that the year 1961 will see even greater gain for our industry. With wider acceptance of the fact that today's well-balanced diet can and should contain cereal foods, of which macaroni products are second to none; with splendid strides being made in packaging appeal; with better and more widely disseminated recipes for the countless ways in which to prepare our industry products; with unity of purpose among us in our desire to produce the best merchandise possible; with the undeniable truth that our industry in the United States of America is only in its infancy compared with the same industry in other lands and other countries; with plenty of room, then, for increase in the per capita consumption scale; with all these happy factors—how then can we help but to be optimistic?"

**C. W. Wolfe**, a past president of the Association, makes the following statement:

"The favorable approach and viewpoint provided by the publicity of the National Macaroni Institute is a very fortunate situation for our industry. We have something favorable going for



C. W. Jack Wolfe

us collectively. We couldn't tell what was coming, but so far our judgment has been good.

"How many people do you know who are drinking Metrecal for something similar) to lose weight. The present cocktail hour conversation is talking about weight loss. People have a tendency to herd and follow—like sheep—like women with hat, shoe and dress styles—like races and colors of people living in the same neighborhood. Metrecal is a phase just like Hadacol, hula hoops, and the like.

"I noticed and heard a television advertisement in December where the mouthpiece for Chung King Foods said something like this—'What are you fellows going to get for dinner tonight—spaghetti and meat balls? (in derisive fashion)—'Why don't you turn to the light digestive side?—Eat Chung King chicken chow mein.' Either an advertising agency lost a macaroni manufacturer's account or competition is swinging wildly.

"What could happen is that macaroni manufacturers may swing wildly at each other. We don't dare forget that we need profit—just as our supermarket customers need profit—to have the money to promote the sale of our individual brand—just as supermarkets must attract people to their markets with promotion money and stamp. Look at the mark-ups of supermarkets compared to two, three, five years ago.

"Boiled down, what I am trying to say is that each manufacturer's greatest competition comes from without the industry. Some of our competition uses submarines, some airplanes, some artillery, and some pop guns. What we have to be sure of is that we collectively and individually are something. Don't play dead—or you may be."

**C. Frederick Mueller**, another past president of the Association, and executive vice president of the C. F. Mueller Company, says:

"There is no reason to believe that food expenditures will not continue to rise during 1961 as they have each successive year during the last decade. With 1961 will come more people, more personal income and perhaps less purchasing of durable goods.

"Despite the fact that a smaller percentage of the family dollar is spent for food, normal during a period of increasing living standards, mamma, papa and the kids are eating almost



C. Frederick Mueller



Lloyd E. Skinner

three per cent more food than they did ten years ago.

"Under these favorable circumstances then, it appears as though the makers of good eating, inexpensive, easy to prepare foods, like macaroni, should continue to move ahead.

"Who will prosper most? As usual, the companies who operate on sound fundamentals—with the emphasis on marketing in its broadest concept."

**Lloyd E. Skinner**, active on the Association's committees for standards and research and durum relations, and a past president, makes this statement:

"To me the future of the macaroni industry seems very bright. There are a number of factors that will help the macaroni industry increase tonnage. First, I think the expanding population will continue to help. The second factor is increased consumption, and I think that the opportunity for increasing consumption of macaroni products lies in two fields.

"First, the role of carbohydrates in the diet has been recognized as most important recently by nutritionists. Macaroni products certainly provide more varieties of preparation than any other foods of these types such as rice, bread, potatoes. We already know the power of publicity in promoting thousands of recipes for our products and what this has done to increase consumption. Our second important field is in developing new products with the addition of protein supplements to macaroni products which improve the protein quality of our product. This type of product will stand on its own as competition to the basic animal protein foods such as meat, milk products, and eggs.

"Scientists have been very slow at pointing their fingers at animal protein as a cause of heart disease, but the evidence keeps piling up and they are pointing more and more to animal



A. Irving Grass



Albert Ravarino

products, it will be necessary for more of the macaroni manufacturers to enter this field."

**Albert Ravarino**, of Ravarino and Freschi, St. Louis, Missouri, an Association vice president, says:

"In the past ten years the macaroni industry has made the greatest strides with its most important phase of its business—its customers. Good quality, good packaging, and a constant program of good tasty appetite appeal will continue the growth of our products during the coming year."

**A. Irving Grass**, president of the I. J. Grass Noodle Company of Chicago, says:

"We look for 1961 to be a good sales year. Prices seem to be holding fairly well, although there are a few competitors who are insistent about cutting prices in order to gain distribution.

"We are gearing our production up by the addition of new equipment and have high hopes that our plans will be successful.

"Everybody in our organization is on the job, and this in itself should help the overall condition."

**Jerome L. Tujague**, president of National Food Products, Inc., of New Orleans, makes this observation:

"For about the first ten months of 1960 the food business here was steady and strong, and macaroni sales were the same. During the last two months demand seems to have dropped off and the complaint is more or less general from all food lines.

"Some of this may have been due to local problems such as the integration one, and it is a fact that unemployment is higher than it was for the same period last year. Except for these two

### Comment, from page 7

months, though, I feel that our section of the country has been at least as good as the average of others.

"With our population increase at a higher rate than is the average of the country as a whole, my feeling is that we can expect an increase of three to five per cent in the macaroni business in this area for the year 1961. At least, I felt that way until a short while ago when I learned that our paternal government, or some of its faithful though misguided representatives, had announced a subsidy on the export of durum wheat. So, now, I'm not too sure. If the price of semolina works up sufficiently to make it necessary to raise macaroni prices—and this well might happen—we're bound to lose in competition with other staples the prices for which may remain where they are, or even go down."

**Peter J. Viviano** of Delmonico Foods, Inc., Louisville, Kentucky, says:

"It is our opinion that we will not be affected too much by the general economy of the country one way or another in the primary markets where we do business. We are expecting between a six and seven per cent increase in 1961, and we will be disappointed if we don't get it."

**Vincent DeDomenico** of the Golden Grain Macaroni Company, San Leandro, California, with a second plant in Seattle, Washington, makes this observation on regional conditions:

"As far as the Western seven states are concerned, we find the macaroni business to be keenly competitive. Generally speaking, food sales in this area have not shown any great rise, and consequently macaroni products are competing with all the new convenience foods and frozen foods that are being distributed in this market. In the western part of the United States, items such as frozen dinners, frozen pizzas, cake mixes, etc., do a particularly good share of the business, I believe, far above the national average. As a result of this competition with other foods, macaroni sales are not as hearty as usual, which leads to severe competitive practices among the manufacturers.

"Most Western macaroni company wage contracts opened on December 31, 1960. The prospects are for higher wage costs up and down the coast."

**Ralph Saril**, vice president of the American Beauty Macaroni Company, says:



Ralph Saril

"We believe the industry situation is relatively good. There are a few conditions which exist which certainly bear looking into, but this is true of other industries. If we do not do this as individuals, perhaps we should do it as a group for the general good of the industry through our national association and institute.

"Personally, I believe that our industry has a bright outlook. We perhaps may have an over-productive condition in certain areas; however, with good merchandising, sound selling, good advertising, and good promotions, a substantial amount of our products will be and can be consumed.

"We at American Beauty are looking to 1961 to be an especially good year for our own company, as well as for the entire industry."

**Robert I. Cowen**, of A. Goodman and Sons, Long Island City, New York, an Association vice-president, has just returned from a trip around the world. He has this to say:

"My observations concerning the food habits of people in foreign countries was somewhat limited. I did notice, however, that most restaurants in



Robert I. Cowen

the metropolitan areas in Japan feature spaghetti. Almost every middle-class restaurant had replica dishes in the windows of the products that they serve inside, mostly in finished dishes. There were always one or more of these dishes featuring macaroni or spaghetti.

"We did also find spaghetti on the menu in all the good hotels in India. The smaller hotels do not seem to have this product at all. Both Japan and India being rice-eating countries, it is somewhat doubtful whether the consumption of macaroni products will ever be very large so long as they have the competition of rice.

"Rice in Japan, in the traditional meals, is not used the way we use it in this country. It is very often served as the last item in the dinner and is eaten at at least two meals per day. We think of rice as being used with other foods, but the Japanese do not do this. It is usually eaten plain boiled the way it is served. Sometimes they serve pickles or some relish with it.

#### In Hong Kong

"In Hong Kong I had an opportunity to visit Monsignor J. Romaniello. He is doing an excellent job of supplying the needy of that very crowded city with noodles. Instead of supplying the many refugees from Communist China that come into the city of Hong Kong with surplus wheat or flour which is sent there by the United States Government, he has set up a number of small plants which convert the flour and powdered milk into noodles. This enables the refugee to cook the product with whatever vegetables they can scrape together and prepare for themselves a rather nourishing dish.

"Past experience showed that when flour and milk powder were distributed by themselves, these products were sold on the 'black market' in order to purchase food. One of the big problems of the refugees is that they do not have living space or cooking space to bake the flour into bread or biscuits nor do they know what to do with the powdered milk.

"I believe that Father Romaniello is currently supervising the manufacture of about six million pounds of noodles a year. This is most acceptable to the Chinese refugees in Hong Kong.

"One of his greatest needs is for machinery. I believe it might be possible that if some of our manufacturers have old equipment that they are no longer using, there might be a way to send this equipment over to Hong Kong to aid in this purpose.

"Father Romaniello is considering the manufacture of noodles for refu-

Continued on page 28

THE MACARONI JOURNAL

# LAVAN

OFFICINE MECCANICHE SPECIALIZZATE  
MACCHINE ED IMPIANTI PER PASTIFICI  
GALLIERA VENETA

#### SALES REPRESENTATIVES

East zone: **ROBERT MARR & SON, INC.**

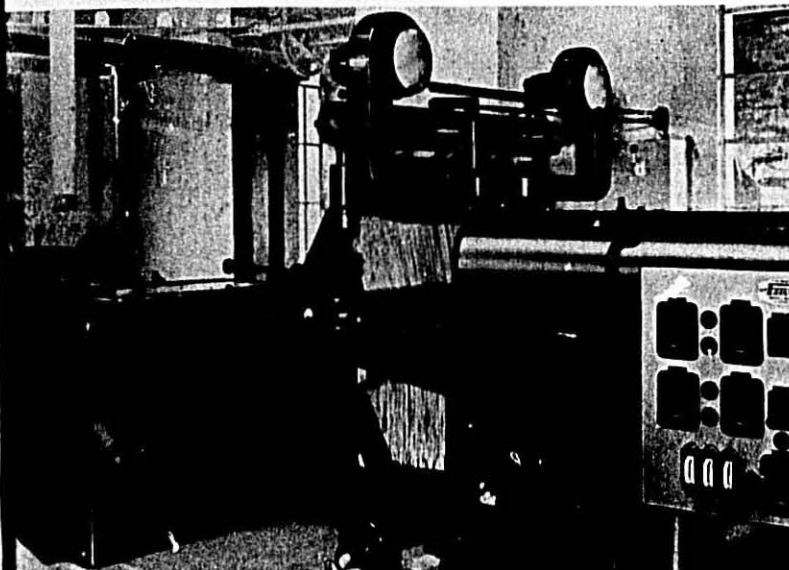
154 NASSAU STREET, NEW YORK 38, N.Y.

WOrth 2-7636

West zone: **ASECO, INC.**

6137 YORK BLVD.

LOS ANGELES 42, CALIFORNIA



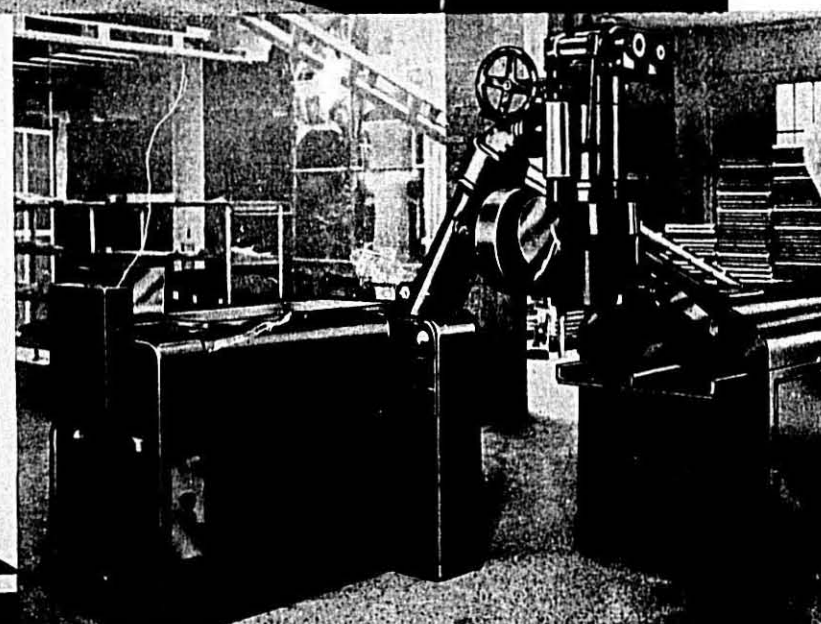
Press with Automatic  
Spreader, rectangular  
die.

REVOLUTIONARY DE-  
VELOPMENT IN THE  
TECHNIQUE OF MA-  
CARONI PRODUCTION.

Press for short goods  
with round die.

NEW TYPE PRESSES  
WITH ALL COM-  
PONENTS ON THE  
FLOOR  
NO STEPS  
EASILY ACCESSIBLE  
ACILITATES CONTROL

AVAILABLE IN DIF-  
FERENT MODELS;  
FOR PRODUCTION OF  
700, 900, AND 1600  
POUNDS PER HOUR.



## New San Giorgino Package



San Giorgio management discusses need for new package for a new product with their ad agency.

**M**AXIMUM visibility and protection against film breakage is the way Ray Guerrisi, president of San Giorgio Macaroni Company, Lebanon, Pennsylvania, described the packaging material to be used on their new whole egg noodles. "We need a package that will really take the knocks, from the time the product is packaged until it is used up in the home."

Every manufacturer knows that two of the important tests for durability on this package are in the supermarket and in the home. Punctured or split bags can mean real trouble in either place. And broken packages that spread their contents on the kitchen floor or pantry shelf have made the housewife extra careful about the type package she will buy.

San Giorgio was well aware of this need for more durable packaging, especially on noodles. They heard it expressed by housewives and supermarket operators in their own market studies. Their answer to the problem was bags of "K" cellophane 600. This new film from Du Pont combines the brilliance and clarity of "K" cellophanes with extra strength unmatched by any other type of cellulose film.

So what if Junior goes into a tantrum and throws the bag of noodles against the kitchen wall? Well, some-

thing might happen to Junior, but nothing would happen to the bag of noodles. Actual tests have proven that San Giorgio's new whole egg noodles in their shining armor of "K" cellophane 600 stand up well under repeated drop tests and blows.

The progressive management of Raymond Guerrisi and his four brothers, Robert, Joseph, Henry and Jerome, found they could well afford a premium package for their product because their ultra-modern plant has permitted them to trim manufacturing costs to the bone. Thus, San Giorgio could look at their packaging needs objectively and choose the package that would most effectively meet their sales objectives.

After choosing "K" 600, weeks were spent with their converter and ad agency analyzing package designs that would present their whole egg noodles to the housewife in an attractive, wholesome and appetizing manner. When the colorful printed package was finally ready for market, San Giorgio salesmen set up special displays in supermarkets to sell shoppers on the appeal of their newest product, rich, yellow whole egg noodles at their very best, in gleaming, extra-strong Du Pont "K" cellophane 600.

## Du Pont Personnel Assignments

Several sales personnel assignments have been changed recently in the Film Department of the Du Pont Company, according to H. D. Chickering, manager of packaging sales.

Robert J. Crowley, manager of the central district in Chicago, has been transferred to Du Pont's International Department, where he will be concerned with sales in foreign markets.

John A. Pie, manager of the southern district in Atlanta, has been named central district manager.

James W. Truitt, former assistant manager of the southwestern district in Kansas City, will become manager of the southern district. Donald E. Evans, a salesman in the eastern district, Philadelphia, will be assistant manager for the southwestern district.

It was also announced that Robert E. Clark, Jr., formerly a salesman in the central district, has been named assistant manager of that district.

John P. Breen, assistant manager of the New York district, has been appointed product manager for Du Pont's polyethylene film. He will be located in Wilmington.

Other recent sales personnel assignments include Charles H. Daniels, formerly in the New York district, and Lewis J. Buckingham to the eastern district; William J. Connell and William H. Gaffney to the northeastern district in Waltham, Massachusetts; Glenn R. Schaeffer and Terry M. Brown to the central district; Frank M. Guenther, Donald M. Miller and K. Larry Gilland to the southwestern district;

Continued on page 31



Bags of "K" cellophane begin their job of protecting the product right on the packaging line.

THE MACARONI JOURNAL

## No. 2 A LEGEND OF LOVE

One day, hundreds of years ago, a young Chinese maiden was busy preparing her daily batch of bread dough. Becoming engrossed in conversation with an ardent Italian sailor, she forgot her task. Presently, dough overflowed from the pan and dripped in strings that quickly dried in the sun.

When he observed what had happened, the young Italian, hoping to hide the evidence of his loved one's carelessness, gathered the strings of dried dough and took them to his ship. The ship's cook boiled them in a broth. He was pleased to find that the dish was appetizing and savory.

Upon the ship's return to Italy, word of the delicious new dish spread rapidly, and soon it was popular throughout the land.

Thus, says the legend, was macaroni discovered.

From the first sack of King Midas Semolina milled, the aim has remained the same: to always mill the very highest quality Semolina possible.

**King Midas** DURUM PRODUCTS  
MINNEAPOLIS  MINNESOTA



"Free labor has the inspiration of hope," said Abraham Lincoln, "pure slavery has no hope. The power of hope upon human exertion, and happiness, is wonderful."

"Useful labor is meritorious; useless labor robs it."

## Some Aspects in Breeding Durum Wheat Varieties for Better Macaroni Quality

by C. C. Fifield, Chemist, Crops Research Division, Agricultural Research Service, U.S. Department of Agriculture, Beltsville, Maryland



C. C. Fifield

THE suitability of new durum wheat varieties for macaroni is of major importance to farmers, millers, and manufacturers of macaroni, spaghetti, and similar products. It is a matter of record that plant breeders consider good macaroni quality of first importance in any new durum variety. Only with high quality durums can the manufacturers of macaroni products hope to meet the demands of the buying public.

The United States Department of Agriculture has been active in quality improvement throughout the 60-year period of durum wheat production in this country.

The experimental milling and macaroni quality laboratory was established at Beltsville, Maryland 30 years ago. Quality problems are given equal consideration with farm performance. As a result, several hundred experimental samples are studied annually.

There are relatively few aspects of wheat culture and varietal evaluation that we have not worked on at some time. A glance at a pedigree chart (Fig. 1) indicates that an extensive program of testing is required unless we are willing to leave quality to chance. Frequently a variety with unknown or undesirable quality is introduced into our breeding program from one or more of the 3,650 durums now in our World Collection.

Our pedigree chart starts in 1930 when the need for rust-resistant durum wheats of high quality was one of our pressing problems. The variety Mindum, which produces macaroni of satisfactory yellow color and has served as a standard for determining macaroni values of new selections, was used in crosses with the rust-resistant Vernal Emmer. These crosses produced the varieties Stewart, Carleton, and Vernal. These three high-quality, rust-resistant durums soon became popular with both growers and the industry.

In the early 1940's work was started to produce even earlier and shorter-strawed durum varieties that would be better adapted to modern methods of combine harvesting. Several early, short-strawed foreign wheats, such as Heiti from Italy, Khapli emmer, and others, have been used for crossing with Carleton, Stewart, and Vernal. The variety Nugget, having excellent color for macaroni products, was another of the varieties developed about this same time.

During the 20-year period beginning in 1930, many good-quality durums were developed that were considerably superior to the earlier-grown varieties Monod, Nodak, Pentad, and Acme. All these earlier-grown varieties produced macaroni of questionable or unsatisfactory color. Ten years ago when race 15B of stem rust caused extensive damage in the durum-growing area, a complete upheaval in our variety picture occurred.

All durum varieties being grown were susceptible to this form of stem rust. Losses due to this new form of stem rust were 25 per cent of the crop in 1950, a trace in 1951, 15 per cent in 1952, 65 per cent in 1953, and 75 per cent in 1954. Resistant varieties became available in 1956 and only negligible losses have occurred since.

A durum selection from Palestine and Khapli emmer were used in breeding trials to develop the 15B stem rust resistant wheats. The recent years then have seen the development of a number of varieties of excellent color for macaroni products. A few have been equal to Mindum colorwise, but a num-

ber of others have been considerably superior to Mindum in this respect. The best of these varieties are Sentry and the two recently-named varieties Wells and Lakota, followed by Langdon and Towner. Yuma has been rated as lowest in quality among the recently-released varieties because of the reddish-white tinge in the macaroni products made from it. It has, however, some favorable quality characteristics as I shall point out later. Most of the semolina I presume you are now using is made from the variety Langdon identified also as Ld 372 on this chart. It makes macaroni products of satisfactory yellow color. This variety occupies a considerable percentage (about 65 per cent of the United States acreage sown to durum wheat at the present time.

### Quality Problems

The term "quality" as applied to macaroni products does not possess absolute significance and should be defined perhaps on the basis of factors contributing to consumer preference. Among the more important characteristics is color, already discussed.

We are making many other tests on semolina and macaroni to determine their quality properties. I want to mention three of these which I believe will be of interest. Mixogram and gluten washing tests are two of the means used in measuring the physical dough properties of durum varieties. Weak, sticky doughs are not desirable, especially in the production of long-type goods. For long macaroni and spaghetti, a tough nonelastic gluten is better so that the product will not stretch when it is placed on the sticks in the dryer.

The mixogram instrument records some of the changes occurring in a dough during mixing. The characteristics of the mixograms vary according to variety and may be affected somewhat by various factors such as geographic location and climatic conditions. The curves (Fig. 2) show that Mindum, Yuma, and Lakota have slightly longer mixing or development times and longer or stronger mixing tolerances than the other varieties and

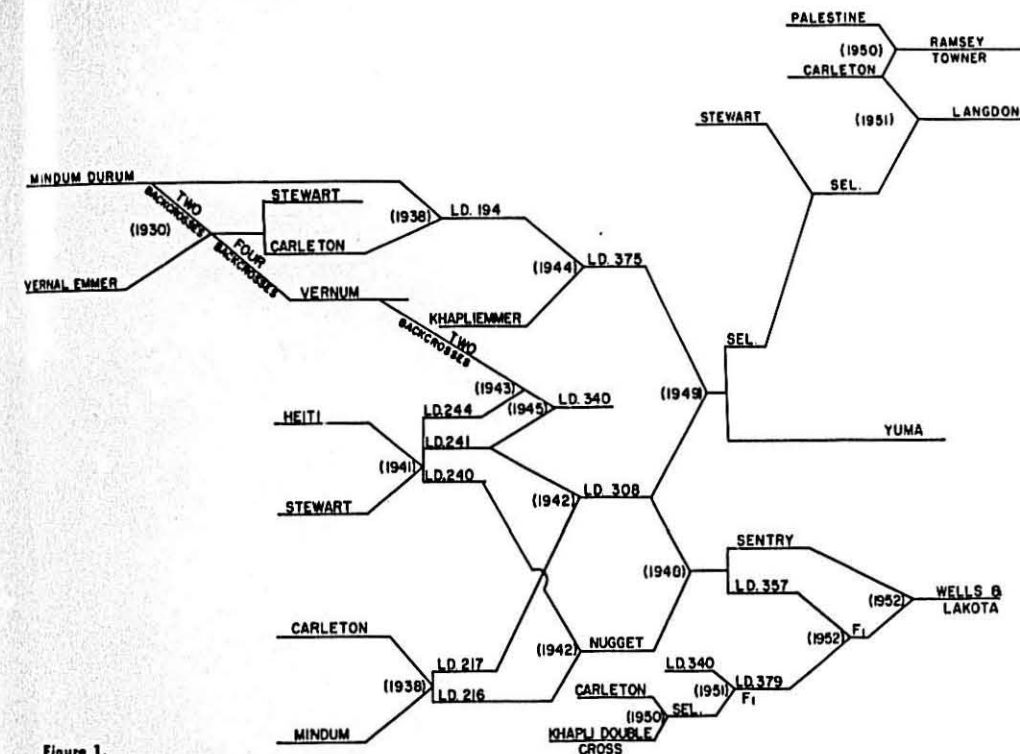


Figure 1.

strains. Yuma and Lakota are perhaps slightly stronger than Mindum.

Sentry, Wells, and Ld 393 curves show a normal or average time to the mixing peak but a short mixing tolerance, an undesirable characteristic indicative of poor stability or weakness in the gluten quality. Langdon and Ramsey appear to be very similar with acreage or better development times and average mixing tolerances.

The curve for Yuma indicates characteristically strong gluten properties.

### Gluten Washing Tests

The old and often employed gluten-washing determination has been used to a considerable advantage in determining certain properties of gluten from common wheats as well as from durum varieties.

In the gluten-washing experiments Yuma gluten appears to be medium strong, but slightly short. Yuma is perhaps one of the strongest varieties in gluten properties and was strong, elastic, and firm in past years' tests. Lakota was similar to Yuma. A number of the durums, however, had better gluten properties than Mindum. Langdon gluten was firm, medium elastic, whereas gluten from Mindum was firm but slightly short. These four are perhaps the best durums in gluten properties. Ramsey gluten was found to be firm and elastic, but slightly sticky. Sentry gluten is different from most of

the other named varieties. The gluten from Sentry generally disintegrated in the washing process and was soft, slimy, very sticky, and non-elastic. The recently-named variety Wells and Ld 393 were somewhat similar to Sentry in gluten properties.

The undesirable characteristics, however, were not so pronounced as those found in Sentry. It is of interest that the removal of the water-soluble ma-

terials from Sentry makes its gluten firm and elastic.

### Macaroni Cooking Tests

Cooking quality is important because it is concerned with consumer acceptance of a new variety. It is the finished macaroni product that the consumer comes into contact with and on which the eating value of the product is

Continued on page 16

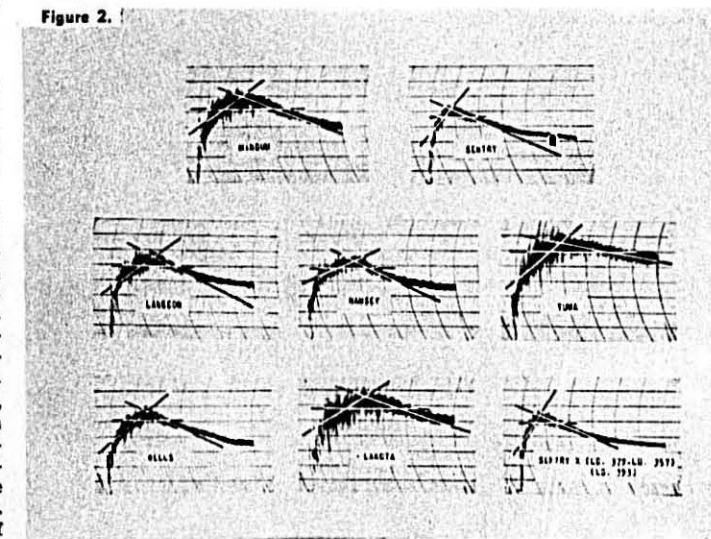


Figure 2.

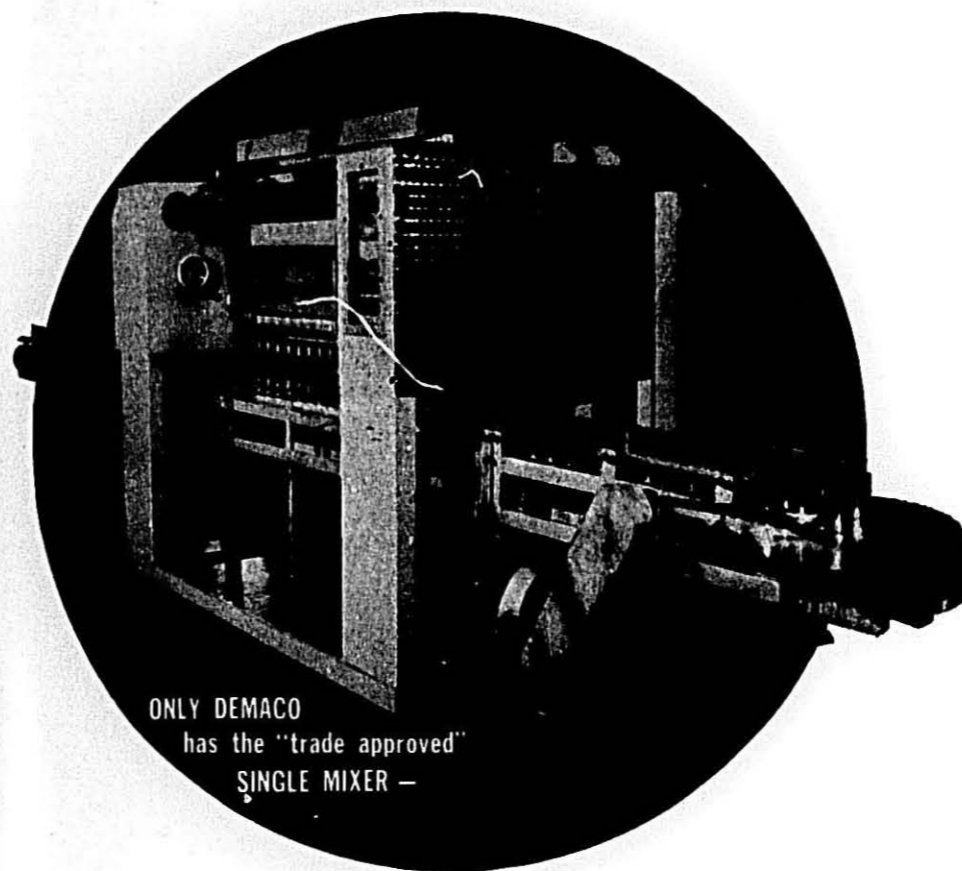


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### Durum Breeding—

Continued from page 13

judged. Briefly, the three chief factors we are concerned with in the determination of the cooking quality are (1) water absorption during cooking as indicated by the gain in weight of the cooked material, (2) the amount of disintegration of the macaroni during cooking, as determined by the quantity of substance removed in the cooking water, and (3) the tenderness of the cooked product. The results of these tests show that macaroni from Wells had the highest cooked weight and that from Yuma the lowest.

The residue left in the cooking water did not vary greatly and was in general agreement with the cooked weights in this respect. Wells macaroni had the highest on the average and Yuma the lowest per cent residue left in the cooking water.

#### Test for Firmness

Firmness or tenderness of the macaroni is one of the more important qualities determined by the cooking test. Higher firmness values in our trials indicate "tougher" macaroni. No limits of acceptability have been established since the requirements may vary according to circumstances; e.g., home, restaurant, or use for canning.

Yuma macaroni would be judged as somewhat tough by present standards. There appears to be a definite positive correlation between firmness values and protein content, but the firmness values of Yuma are relatively high even with the protein content taken into account. Lakota was next to Yuma in "toughness." Both these wheats had relatively strong gluten properties. On the average, the other varieties have lower but satisfactory firmness values. It is of interest to note that Sentry, which has exceptionally weak, sticky gluten properties, nevertheless produced cooked macaroni of good quality and firmness values and similar in this respect to Mindum, Langdon, Ramsey, and Wells. The higher firmness values of Yuma and Lakota appear to be definitely related to gluten characteristics.

The macaroni from Lakota appears to be somewhat superior in general cooking characteristics to that of the other recently-named variety, Wells.

These are a few of the developments in durum wheat evaluation work in our laboratory. There is, however, a definite need for more basic information on what constitutes macaroni quality. We look forward to a closer relationship with the macaroni industry in working toward the solutions of the problems common to both of us.

### Wheat Quality Meeting Held

Seventy representatives of Upper Midwest agricultural experiment stations, the United States Department of Agriculture, the Canada Department of Agriculture, and the milling industry met in Minneapolis on December 20 to discuss wheat quality, reports Donald G. Fletcher, executive secretary, Crop Quality Council.

Cereal chemists from 17 industry, state and federal laboratories in the United States and Canada reviewed results of baking tests of hard red spring wheat breeding lines grown on a farm scale in 1960. Forty-one samples were grown at six locations in Minnesota, North Dakota, South Dakota and Montana for these tests.

Dr. Betty Sullivan, Director of Research, Russell Miller-King Midas Mills, reviewed the quality of the 1960 Upper Midwest spring wheat, durum, and winter wheat crop. The wheat production situation this year was summarized by Dr. E. R. Ausemus, U.S.D.A. Hard Red Spring Wheat Improvement Leader.

The increased winter wheat acreage in Montana and South Dakota was discussed by Max Hager, Montana Flour Mills, Great Falls; Dr. F. Harry McNeal, U.S.D.A. Wheat Improvement Leader for western wheat; and V. A. Dirks, South Dakota Agricultural Experiment Station. Winter wheat breeding lines will be included in 1961 tests from plantings made earlier in Montana, South Dakota, and Minnesota, Fletcher said.

Summaries of the baking results were presented by E. J. Stone, International Milling Company, Minneapolis; R. E. McCormick, Bay State Milling Company, Winona; W. L. Rainey, Commander-Larabee Milling Company, Minneapolis; and Grant Astleford, Russell Miller-King Midas Mills, Minneapolis. Results of studies on the milling characteristics of these potential new wheats were reported by A. B. Ward, Milling Development Department, The Pillsbury Company.

#### New Durum Varieties

The new durum wheat varieties, Wells and Lakota, were discussed by Dr. Kenneth L. Lebsack, U.S.D.A. durum wheat breeder, grain procurement personnel of several durum milling firms, and L. D. Sibbitt, Department of Cereal Technology, N.D. State University.

One of the luncheon speakers was Dr. Louis P. Reitz, head of wheat investigations, Crops Research Division, U.S.D.A., who reported on current wheat research programs. P. Norman Ness, Vice President, International

Milling Company, and a Crop Quality Council director, stressed the need for high quality wheat varieties by producers and processors of the wheat crop.

Discussions included the agronomic, disease, milling and baking characteristics of breeding lines in the test by United States and Canadian scientists. Three wheats were considered acceptable by the group from a milling and baking standpoint. Information on recommended varieties will be made available through agricultural experiment stations and extension services in Minnesota, North Dakota, South Dakota and Montana, Fletcher said.

### Durum Growers and Millers Meet

A joint meeting of members of the Durum Growers' Association and representatives of the durum milling industry, held at Devils Lake, was devoted to a thorough airing of the producers' problems and millers' views on these problems. Richard Crockett, president of the growers' association, commented at the meeting's conclusion that the views expressed will be valuable to all segments on the durum industry as planning for the 1961 season begins.

Dr. Kenneth Lebsack of Fargo, durum plant breeder for the Department of Agriculture at North Dakota Agricultural College, spoke on "The New Varieties." George Mikkelsen of Garske, a member of the North Dakota State Wheat Commission, spoke on "The Producer's Interest in Durum Production," and Harold Hoffstrand of Leeds, a director of the grower group, gave his views on "A Farmer Looks at the Durum Situation." The viewpoint of the elevator operator was given by William Ose of Brinsmade.

A panel of seven mill representatives participated in a discussion of three subjects—"The 1960 Durum Crop," "Orderly Marketing: Is It the Answer?" and "Export Subsidies." M. C. Alnsworth, durum buyer for International Milling Company gave a detailed report on the 1960 durum market.

Other millers participating were F. R. Fossen, manager of the North Dakota Mill and Elevator, Grand Forks; Ray Wentzel, Doughboy Industries, Inc., New Richmond, Wisconsin; Royce Ramsland, General Mills, Inc.; John Bloom, Russell Miller-King Midas Mills; Jess Cook, Amber Milling Division, and Ross McRae, Commander-Larabee Milling Company.

Arrangements for the meeting were made by Al Kenner of Leeds, North Dakota, chairman of the durum growers' marketing committee. He presided.

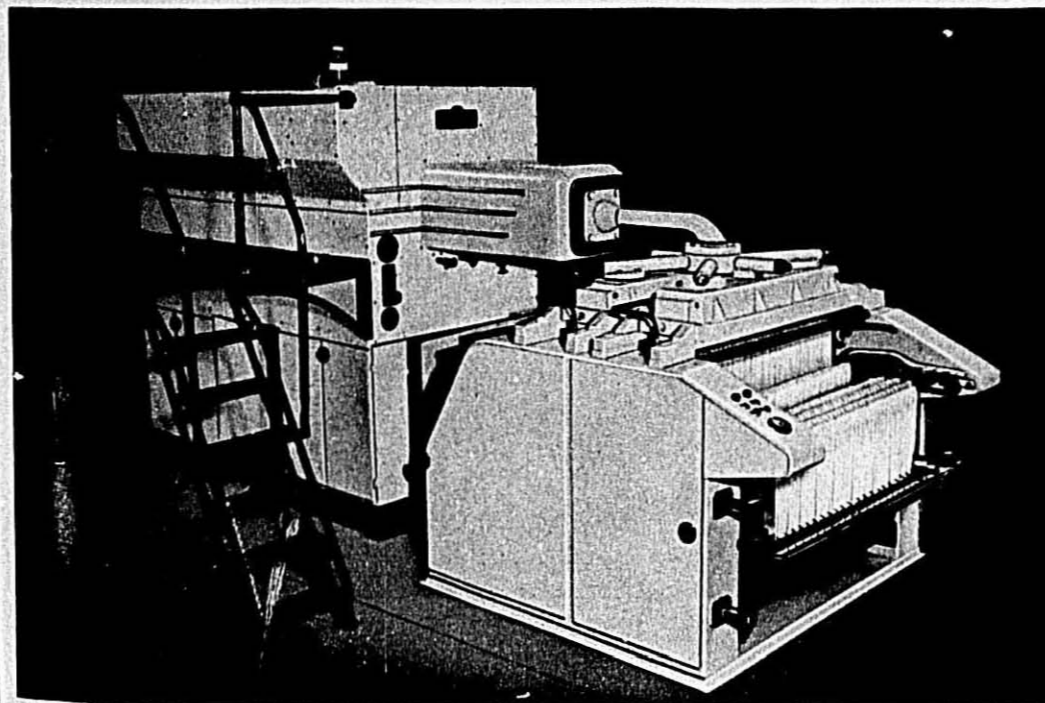
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## LENTEN LOAF

THE Lenten season does not mean that we have to give up food that is interesting, appetizing and well-balanced. Today's Lenten regulations, so much more relaxed than they were in the olden days, allow us so many wonderful foods that can be combined to make cooking, serving and eating a pleasure.

Take canned tuna, delicate and delicious, nourishing macaroni or egg noodles, zesty and colorful Spanish pimiento-stuffed olives and rich evaporated milk. Combine them with a little twist of imagination, and you have main dishes that are all that good food should be. This, briefly, is the message to the consumer in the Tuna-Olive-Macaroni Loaf Lenten promotion of the Carnation Company in cooperation with the Spanish Green Olive Council and the National Macaroni Institute.

Carnation is backing the campaign up with an impressive schedule of national advertising and is offering spectacular display units and recipe pads.

A flood of releases have been sent by the National Macaroni Institute to support the Lenten promotion. Whether it's called Oriental Lenten Special or Noodle Rings with Tuna Olive Sauce, Individual Lenten Cesseroles or Tuna

Loaf with Curry Sauce, the dishes created by the Institute kitchens are imaginative combinations of the four ingredients: tuna, olives, evaporated milk, and a macaroni product. Here is a recipe for Lenten Cheese Loaf, attractively illustrated by our February cover photo.

### Lenten Cheese Loaf (Makes about eight servings)

- 4 eggs
- 1/2 cup sliced pimiento-stuffed olives
- 2 teaspoons garlic salt
- 2 cups (2 cans 6 1/2 to 7 ounces each) drained flaked tuna
- 1 cup soft bread crumbs
- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 1/2 cups 3-Minute Cheese Sauce\*
- 1/4 cup melted butter

Beat eggs lightly. Add olives, garlic salt, tuna and bread crumbs. 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. Combine egg mix-

ture, macaroni, cheese sauce and butter. Line bottom of nine by five by three-inch pan with aluminum foil. Butter foil well. Turn macaroni mixture into pan. Bake in moderate oven (350 degrees) one hour, 15 minutes. Garnish with additional sliced olives and parsley, if desired. May be served warm or cold.

\*For two and one-half cups Carnation 3-Minute Cheese Sauce: Simmer one and two-thirds cups (large can) undiluted evaporated milk with one teaspoon celery salt, one teaspoon chopped parsley, one-eighth teaspoon pepper and one teaspoon prepared horse-radish in saucepan over low heat to just below boiling point (about two minutes). Add two cups (about eight ounces) grated process-type American cheese. Stir over hot wheat until cheese melts (about one minute longer).

Another excellent example of the countless dishes in which tuna, olives, evaporated milk, and macaroni products can be teamed for the best in Lenten eating is one named Tuna Macaroni Dinner. The recipe follows:

### Tuna Macaroni Dinner (Makes four to six servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 2 tablespoons butter
- 2 tablespoons all-purpose flour
- 1 2/3 cups (large can) undiluted evaporated milk
- 1 1/2 cups grated Cheddar cheese
- Salt and pepper to taste
- 2 cups (1 pound can) peas, drained
- 1/2 cup sliced pimiento stuffed olives
- 1 can (6 1/2 to 7 ounces) tuna, drained

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.

Meanwhile, melt butter and blend in flour. Gradually add evaporated milk and cook over low heat, stirring constantly, until slightly thickened. Add macaroni and remaining ingredients; mix well. Turn into buttered 10-inch pie plate. Bake in moderate oven (350 degrees) 25 minutes.



Tuna Macaroni Dinner is a satisfying answer to the homemakers' demand for recipes appropriate for meatless Lenten meals.

For an unplanned meal right off the pantry shelf fit for entertaining company any day, we suggest Aunt Ruby's Crab with Noodles. This dish originated in New England, and Yankee ingenuity has used an extra pinch of imagination in the combination of ingredients which makes for handsome company fare any time, anywhere.

### Aunt Ruby's Crab with Noodles (Makes six servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces wide egg noodles (about 4 cups)
- 3 tablespoons butter or margarine
- 1/3 cup chopped onions
- 1/3 cup chopped green pepper
- 3 tablespoons all-purpose flour
- 1 teaspoon dry mustard
- 1 1/2 cups milk
- 1/2 cup grated Swiss Cheese
- 1 6 1/2-ounce can crab meat, drained, boned and flaked
- 1 cup sour cream
- Salt to taste
- 1/4 teaspoon paprika

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.

Meanwhile, melt butter or margarine. Add onions and pepper. Cook over medium heat, stirring occasionally, five minutes. Add flour and mustard; stir well. Gradually add milk and cook over low heat, stirring constantly, until thickened. Add cheese and crab meat. Cook over low heat, stirring occasionally, until cheese is melted. Add sour cream and salt to taste; mix well. Combine crab meat mixture and noodles; mix well. Sprinkle with paprika.



Home Economics' career is a rewarding one.



Aunt Ruby's Crab with Noodles was photographed in a Canton dish that came by clipper from China 125 years ago.

### What's Cooking in Home Economics

WHAT do you think of when you hear the term "home economics"? To many people, the term suggests a teacher showing teenagers how to make fudge and sew their own clothes. "A fancy name for housekeeping" is the way some men would put it. But to increasing numbers of women, it means a fascinating, well-paid and varied career in any one of a dozen different fields. And to any number of business concerns making everything from peanut butter to paper cups, it represents an investment that's paying off—but big.

For the home economist may boost profits and cut costs by working as cafeteria manager, lab researcher, advertising copywriter in the food, fashions or home furnishings fields, department store consultant in fashions or home decoration. Working for the government or for private industry, she may develop, test or demonstrate new recipes and home products. She may be a rural extension agent working with Home Demonstration Clubs. She may be found in hotel offices, newspaper city rooms, and even before TV cameras in the direct line of duty.

Even her traditional role of teacher has undergone a revolutionary change, with boys as well as girls now being trained in family relations and home responsibilities, and with the trend to adult education courses.

What is a home economist, anyway? According to one eminent teacher in the field, she's one who is skilled in "the art and science of home-making." To learn this art and science, she's completed at least a four year college course (many home economists have master's degrees and doctorates as well) in which she's studied every aspect of home life, from the efficient planning of a kitchen to the family's role in community affairs. A good grounding in liberal arts and sciences is also part of her training. In addition, she's usually specialized in one technical field: dietetics or nutrition, textiles and clothing, institutional management (supervising the food and housekeeping needs of hospitals, hotels, schools, or industrial plants). With graduate training, she may qualify as a child psychologist or a marriage counselor.

The "art and science of homemaking" has received industry's supreme vote of confidence—its money. Makers of national food brands last year spent 105 million dollars on research alone. The chemists and nutrition experts of one firm spent 13 years on the development of just one soup mix! If these technicians continue their labors, fully half of the grocery sales ten years hence may come from items which have not yet been developed.

Mindful of the connection between good things and packages, the paper

Continued on page 22

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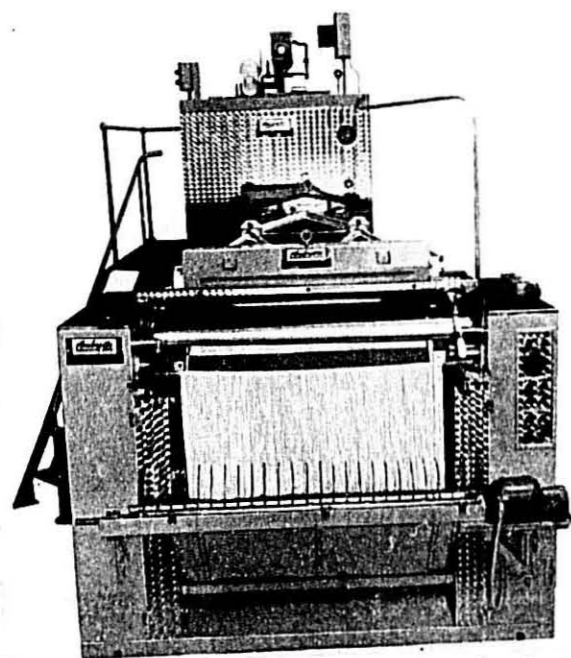
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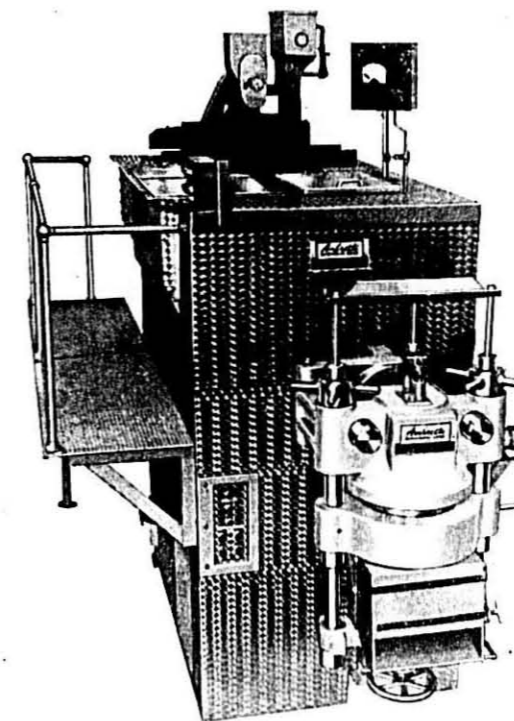
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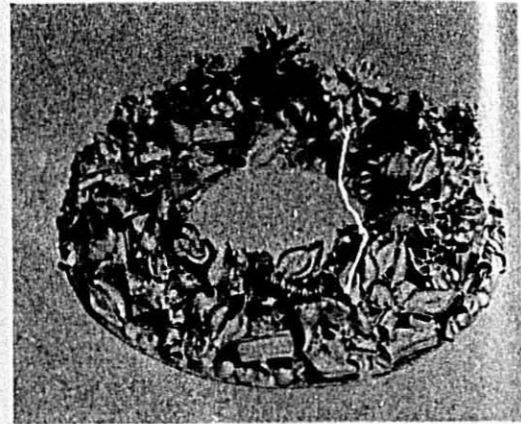
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FEBRUARY, 1961

21



Closeup shows detail of ornamentation worked out by applying places of durum products, sprayed with gold paint, to pendant for hanging as Christmas tree ornament. Creators of the ornaments, P. R. Nutt and Jack Robinson of General Mills, state that now a method has been worked out, possibilities are virtually endless. They also claim the trimmings are easy to make.

Women with creative "noodles" above their necks took part in a new fad this year . . . making wreaths and other seasonal ornaments out of macaroni products. This pictured masterpiece was "commissioned" by the Ideal Macaroni Company and employs many of the Ideal Company's vast variety of macaroni products, such as rigatoni, rotini, shells, wagon wheels, etc. This example of Christmas creativity in the kitchen is just one of the many ways that club women and kitchen-bound ladies "decked the halls" this Christmas.

## Christmas Cheer

Macaroni products find a new and novel use.

Durum products found a new and highly decorative use, during the holiday season just past, on this seven-foot white plastic tree.

A highlight of Christmas trimmings around General Mills' suburban office building near Minneapolis, Minnesota, the tree was hung with gold balls and pendant ornaments in gold, black and white designs. The pendants were unique in that each featured a striking arrangement of pieces of such raw durum products as large and small macaroni shells, macaroni rings, long and elbow macaroni, long spaghetti, and spaghetti spirals. Uniquely beautiful patterns were formed by the shapes of the macaroni products and the ornaments attracted wide attention.

P. R. Nutt, left, of the company's Flour Division (maker of General Mills brands of durum flour) worked with Jack Robinson, also of the General Office, in creating the exhibit. The men report that once they worked out the basic idea and developed a scheme of implementation, they had the ornaments largely finished in three hours' time.

E. L. Merry, General Mills' manager of durum products sales, appears at right.



an inquiring mind—a real fondness for trying new tools, recipes and patterns; (2) the creativity and resourcefulness to develop new ways of doing things, and to make the best of what's at hand; (3) patience, sympathy and tolerance, for the home economist is apt to be dealing with people of all ages and backgrounds; (4) satisfactory grades in all school subjects for versatility is demanded of home economists in many fields.

Getting the necessary training is as easy as the pie that's part of the science and art of homemaking: some 500 colleges throughout the country offer degrees in home economics, and many of these are state-supported schools where tuition costs are very low. The girl who must work her way through college can find a wide variety of part-time jobs that offer professional experience as well as income: lab assistant, assistant to the school dietitian or dormitory manager, camp counselor.

Though she studies and works in a predominantly feminine field, the home economist is regarded as eminently marriageable by eligibles both on and off campus who like her ability to run a home that's both gracious and efficient. She may even meet her man in a cooking class, for the rich variety of job opportunities in home economics are beginning to attract male students!

What's cooking in home economics? Quite a lot besides that familiar watched pot.

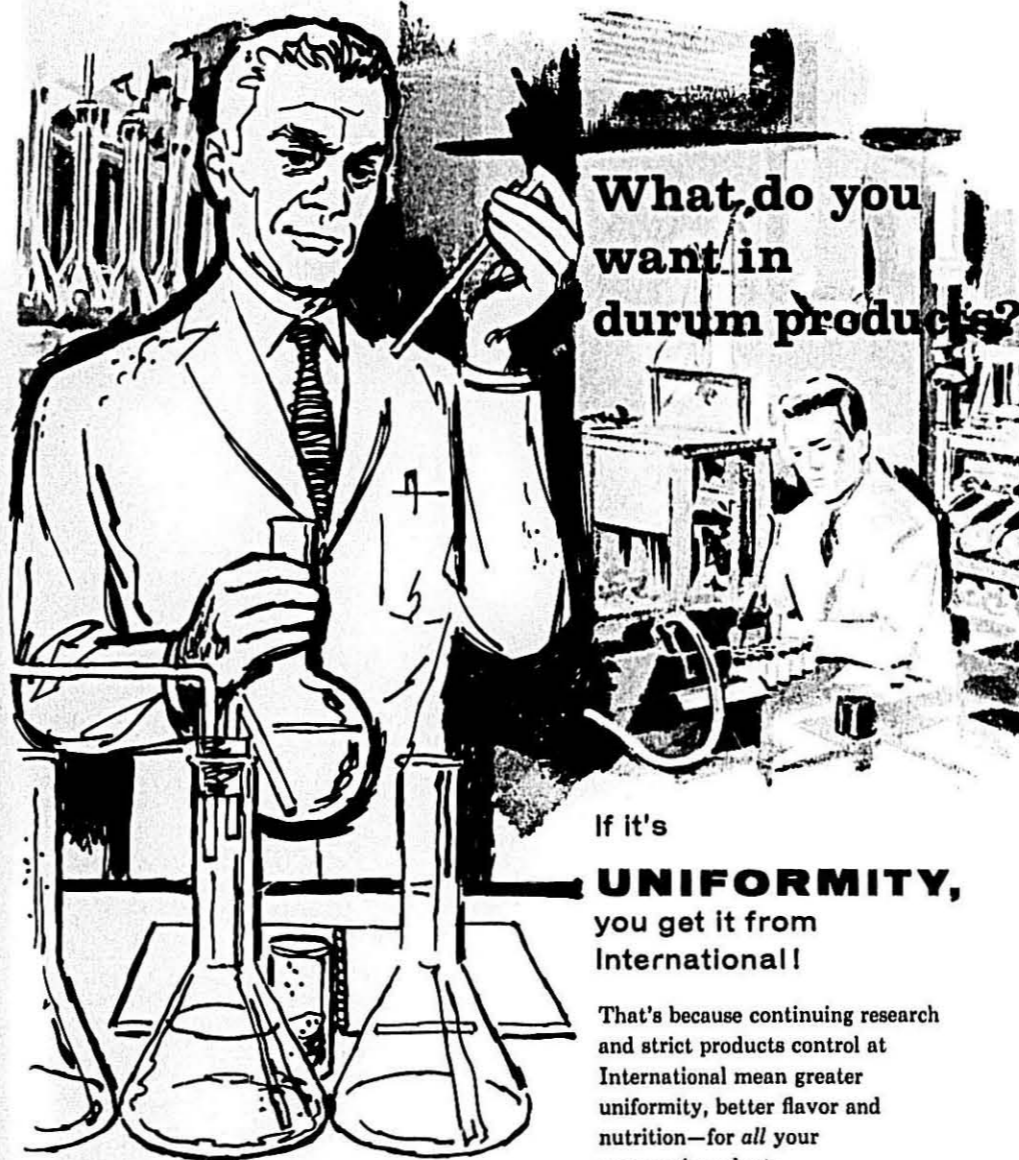
### What's Cooking in Home Economics—

Continued from page 19

cup and container industry does extensive research for home economists. Lily-Tulip Cup Corporation, one of the largest in this field, advises on the design of containers for both convenience and visual appeal; collects recipes for booklets that will delight both users and non-users of the product; dreams up housekeeping shortcuts—for release in story features—for every phase of homemaking; invent new uses

for the company's products (e.g., Lily-Tulip cups can be used as "files" for pins and buttons and as containers for mixing paints) and, of course, suggesting new products such as paper and paint pails and ice buckets which also double as disposable garbage pails.

What does it take to become a home economist? According to Catherine Dennis, president of the American Home Economics Association since 1954, these factors are important: (1)



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## Top Management's New and Expanding Responsibilities

by C. H. Bell, President, General Mills, Inc., at the G.M.A. Annual Meeting

ONE of the complexities of modern business life is that top level management in any field must always serve at least three masters: stockholders, employees and the consuming public.

To our stockholders, we obviously owe the wisest possible use of each dollar entrusted to us. Like the servants in the Biblical parable of the talents, it is not enough merely to protect their investments. Our responsibility is to put invested capital to work, earning fair returns and creating more capital as our contribution to the total economy. We must also wage a realistic and relentless war against waste and inefficiency and have equal concern for continuing progress. This means we must plan not for today alone, but for the future—in manpower, facilities, processes and techniques.

To our employees, we owe the greatest possible assurance that honest and effective effort will win proportionate participation in the progress their company makes. Just as our stockholders invest capital in our enterprises, our employees invest their business lives. We owe them the same responsibility for a good return on their investment as we do to our stockholders—expressed in terms of adequate compensation, good working conditions, expanding opportunities and the pride that comes from being recognized as important members of an important team.

Our third responsibility—to the consuming public—has even more facets. This I would like to examine at somewhat greater length. Then, before concluding, I shall suggest to you that there is a fourth responsibility, not clearly recognized in the past, which now forces itself upon our attention. In this connection, I will make a concrete proposal.

### Responsibilities to Consumer

In considering our responsibilities to the consuming public at large, it is first of all necessary to keep in mind the great and growing importance of the American food industry to mankind everywhere. It has always been essential for men to eat in order to live. But until comparatively recent times, it has not been necessary for a great and complex industry to stand between the growers of food and its consumers. Un-



Charles H. Bell

til almost yesterday, as historical time is measured, the processing, preserving, distributing and retailing of food were sharply restricted to limited local areas. Progress, under such conditions, was slow. Family menus, on the whole, were drab, monotonous and often gravely inadequate.

This is still true in much of the world today. Recently, one of my associates reported a conference he had with a gentleman from India. In discussing food problems, this gentleman said: "In my country, it is not so much a matter of raising food—but of preserving and distributing it. We can't distribute food any farther than a man can walk in a day. When we receive grain, for example, a good share of it may go to the rats."

Not too long ago, such a statement would have been true in frontier America. That it is not true in America today is impressive evidence of the great contribution the food industry has made and is making to what we proudly and gratefully call "The American Way of Life." We have made it possible for millions to live far from the sources of their food supply . . . to move over long distances at will . . . to devote a much higher proportion of their working hours to pursuits other than those directly connected with food production and preparation—and still to enjoy a better-balanced, more

wholesome and more diversified diet than the kings and pharaohs of old. We in the food industry have effectively fulfilled our role as "the life line of America."

Naturally, we have not worked alone, nor have we ever intended to. Many of the greatest achievements of our industry have been based on the accomplishments of others. Without the hard-won knowledge of modern science, much of what now constitutes a major share of our business activities would never have been heard of. Without America's vast transportation network, the goods we create would never get far from our processing plant doors. Without the tremendous network of retail food outlets which actually place our products in consumer's market baskets, much of our work would be useless. This is as it should be. I am only stating what we all know—that here in America, operating on the principle of free competition in an open market, we ultimately achieve the highest and most efficient form of cooperation for the public good ever known to man. It is not necessary for the grocery manufacturers of America to claim the credit. It is only necessary for us to be sure that we are doing our full share.

### Basic Food Research Needed

This brings me to the first area where we may not be doing everything we should in serving the public. I believe our industry could profitably concentrate greater attention on basic, fundamental, food research as contrasted with new product development or applied research. We need to know more about, not only what happens to foods and food components, but also why it happens. Therefore, it is time, I believe, for the food industry to increase its own direct, basic research contribution rather than rely so greatly as we have in the past on government, foundation and university research teams for the new knowledge we need.

At General Mills, we have taken a major step in this direction by launching an extensive basic or fundamental research program, aimed solely at supplying the knowledge on which future progress must be built. Working quarters for this activity will occupy a large part of our multi-million dollar food

Continued on page 26

THE MACARONI JOURNAL

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### Management's Responsibilities—

Continued from page 24

research center which we are building in Minneapolis.

A closely related responsibility of today's management also involves research—research into the minds and actions of people. All of you, I am sure, are well aware of what I call "our budget nightmare." It disturbs our sleep whenever we introduce new products or expand into new markets. At such times we face the necessity of following multi-million dollar investments in research and product development with huge additional expenditures for buildings, equipment and advance commitments for advertising and promotion—months and even years before we can expect any of the income that must ultimately pay the bills. Risks under these circumstances are tremendous. The entire food industry and the consuming public would obviously benefit if these risks could be minimized. No one gains from a product that does not meet a desire or a need.

#### Prediction of Consumer Needs

Today's tools for anticipating consumer needs and wants are obviously far from perfect. You can no doubt think of many examples. I can find one readily available on our doorstep at General Mills. Shortly after World War II, we introduced a product named Apple Pyequick. Combining apple slices and crust mix in the same package, it embodied great convenience. Its quality was universally hailed as high. It had been extensively and intensively researched. Yet it never achieved the commercial success that all of our indicators said that it should. We withdrew it from the market.

The history of the food industry is replete with other examples. Some years ago, for instance, concentrated fresh milk was introduced to the market with a high pH—in this case meaning promise and hope. It failed at that time. Meanwhile, concentrated orange juices moved onward to immediate and lasting success. Complete frozen meals were first introduced almost twenty years ago, but made little impact. In the mid-1950's, they became a conspicuous success. The big question, over and over, is WHY? Obviously, the food industry badly needs new predictive techniques that can be applied at practical cost. It is the responsibility of management, clearly, to foster the search for ways to predict developing consumer needs with greater accuracy.

#### "Me-too-ism" Criticized

Still another responsibility of management in serving the industry and

the public is to cast a critical eye on what I call "me-too-ism." By this, I mean the tendency to play "follow-the-leader" with products hastily rushed into the market which only imitate successful innovations of pioneering competitors, and therefore add nothing new to the general economy. Of course, any manufacturer in our free enterprise system has the right to do this, insofar as patent and other restrictions are not violated. The question is whether, in a given case, mere imitation of others constitutes the best possible use of corporate funds and other resources—for either service to the consuming public or for profits.

You can find examples of "me-too-ism" in both history and current events. Within one year after our company introduced Bisquick in 1931, about 125 similar products had followed it onto the market. Very few of them survived. At the moment, a rash of products similar to Metrecal, the reducing diet food, are beginning to appear. Imitation may be the sincerest form of flattery, but is it good business? I do not mean to imply that the great increase in number and variety of processed food items is bad. On the contrary, it helps explain the tremendous contribution to modern living and human welfare we have already noted. At the same time, it underlines the responsibility of top management to look critically and carefully at the new products we are to introduce, to be sure that they will make a constructive contribution to the trade and to consumers.

Now, I have touched lightly on three phases of top management responsibility—to stockholders, employees and the consuming public. From here on, I should like to direct your attention to a fourth responsibility of management in our industry. In my opinion, it dwarfs all others. It is one which must be accepted and fulfilled or there will be no point in discharging our other responsibilities.

#### Food as Weapons

I am sure that you all experienced a chill, as I did, when you witnessed and read about the recent proceedings of the United Nations General Assembly. We all saw enemies of the United States attacking us in deadly seriousness. We saw them degrading our American way of Life. We heard ill-concealed predictions of our eventual destruction. We saw ruthless and determined men, their faces grim, who worked openly to put the destinies of our nation in precarious balance. We saw, spotlighted more clearly than ever before, a challenge calling for our finest intelligence, utmost technical skill and fundamental moral stamina.

In the great struggle for the minds and allegiance of men, we of the food industry hold a peculiarly important position. In our hands are some key weapons with which to fight the most vital battle of all.

#### Poverty and Hunger

In the less developed areas of Africa, Asia and Latin America there is a flaming revolt against poverty and hunger. More than half of the world's population suffers from varying degrees of undernourishment and malnutrition. The problem increases in size as the world's population soars. By the end of this century, it is estimated that this planet must feed twice its present population of three billion people.

Hungry people find it difficult to look at our standard of living without envy in their hearts. They make easy prey for demagogues. If they are to resist the false promises and premises of determined Communism, the free world must make it clear that we intend to help them help themselves to a better life.

#### U.S. Aid

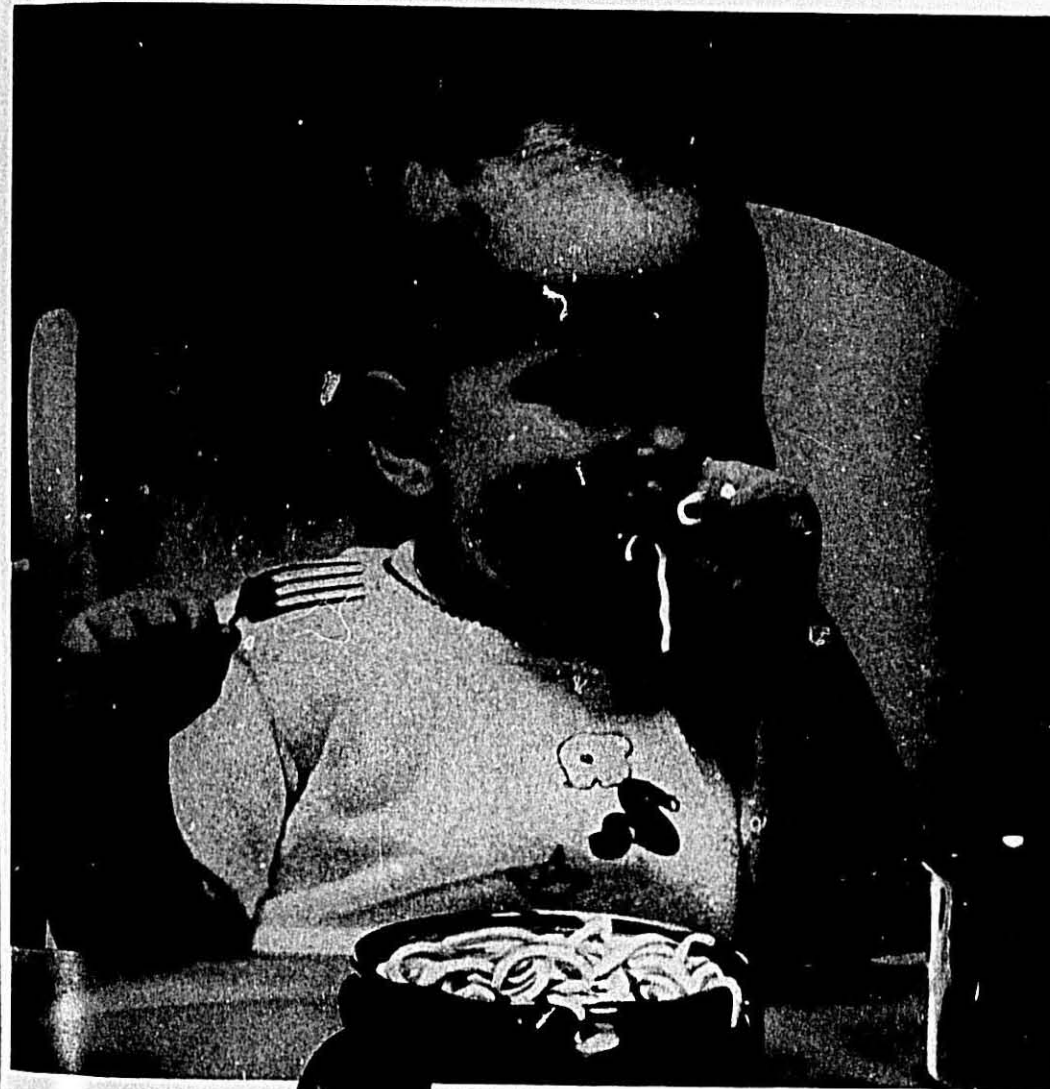
The United States government has already initiated far-reaching programs to this end. Through the International Cooperation Administration, the Point Four Program has been effective, as has government participation in a number of other international groups and regional bodies which are dedicated to the search for solutions to the world's food problems. New opportunities for effective action have been created by Public Law 480—authorizing what is known as the "Food for Peace Program." Under its section 104A, the Department of Agriculture fosters cooperative market development in foreign lands by trade and other groups for the mutual benefit of the United States and the other nations involved.

At the international level, FAO (Food and Agricultural Organization of the United Nations) and other UN bodies give attention to the food problem, as does the Inter-American Institute of Agricultural Sciences in the Western Hemisphere. Private foundations and charitable groups—such as the Ford and Rockefeller Foundations, the Nutrition Foundation and the Meals for Millions Foundation are also making unselfish contributions. The list of projects upon which these groups have labored fill the pages of many reports; millions of people—children and adults—have benefited from their efforts.

Nevertheless, something is missing from this picture. Almost all of the projects mentioned, extensive and effective as they are, depend on the

Continued on page 28

THE MACARONI JOURNAL



## Appreciation...

Appreciation is the sum of knowledge. If you've never tasted macaroni products made from Commander-Larabee's Comet No. 1 Semolina, you've never lived, man—you've never lived!

From tots to teens—the durum taste is tops!

COMMANDER LARABEE

Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS

FEBRUARY, 1961

27

### Management's Responsibilities— Continued from page 26

minds, talents and backgrounds of people from universities, government and other non-business organizations. Many of them have received generous business support, of course, and a few business concerns are working directly in the fight against hunger. But I believe that much more can and should be done, particularly by the food industry, if we are to fulfill our obligations of corporate citizenship in a free society. We need to focus on the food problems of the world, the practical, technical, free enterprise-oriented thinking of the American industry that has revolutionized American living in less than half a century.

#### FAO Campaign

The time is especially appropriate. In July, the United Nations Food and Agricultural Organization launched a five year Freedom from Hunger Campaign. This ambitious program is designed to focus world attention on the problem of food supply and to stimulate action on means and programs to meet the crisis in food which confronts the world. During the campaign, the FAO will conduct its third world food survey. The resulting data will be ready for a stock-taking meeting of FAO members at the organization's headquarters at Rome in 1963. Hopefully, FAO, working with the new knowledge it obtains, will be able to lay the foundation for a major breakthrough in the economic progress of under-developed countries, emphasizing primary effort from the governments and peoples of the under-developed countries themselves.

Invited to participate in the Freedom from Hunger Campaign are other agencies of the United Nations, national governments, non-governmental organizations, religious bodies, foundations, citizen groups, and men and women of good will everywhere. I believe that the grocery manufacturers of America, which collectively have more practical knowledge of food than any other organization in the world, should play a vigorous and vital role in this campaign. As friendly neighbors, as good citizens, as business men interested in the survival of the free economy under which our businesses are possible, we should offer our leadership in the offensive against hunger. People must be fed. Whether they eat unfettered and free or in the chains of Communism may well be up to us.

#### Food Task Force Suggested

To fulfill our responsibility, I should like to suggest to you, here today, that

the Grocery Manufacturers of America, representing an industry which cannot survive if freedom falls, immediately constitute itself a force to be reckoned with in the fight for freedom throughout the world. I propose that the Board of Directors of GMA immediately authorize its capable president, Paul Willis, to begin organizing a food industry task force. This task force, as I see it, should not be recruited from government agencies, universities and research foundations. To fill its ranks, members of this organization should make a real sacrifice in the cause of freedom—by contributing the full-time services, at company expense, of highly-qualified members of their organizations. GMA members who cannot provide full-time personnel should contribute in proportion to the needs, as determined, and in keeping with their corporate capabilities.

To start this action, we in General Mills are prepared to assign immediately at our own expense a man of outstanding qualifications to work full time in this battle so vital to the future of the world. He will be authorized to remain on the job until the FAO meeting in 1963, when all of us can review where we are and where we should proceed. I repeat, it is our hope that this action will be matched by other members of GMA, with at least some participation by all.

#### Duties of Task Force

What would this task force do? First, it would bring to bear on world food problems the hard-headed, practical knowledge and experience which has so successfully transformed the food production and distribution patterns of America during the past few decades. This knowledge and experience would be applied to the job of determining in detail what has been done, what is being done, and what should be done to tip the scales of the food war in the Free World's favor. Our task force would then advise the American food industry as to how it can best and most effectively play its part in the hunger war and through what organizations its members, collectively and individually, can work with greatest effect. From the beginning, it would also serve as an unusual "board of consultants" for the United Nations, the United States Government and other agencies that might seek its help.

I would not expect miracles from such a task force. I would hope from it, however, a practical, hard-headed, realistic evaluation of the total situation on the basis of the proven knowledge of our industry. Neither as corporations nor as individuals can we afford to sit back and let Nikita Khrush-

chev make good his boast that the communist system will bury us. Let us get the facts first—and then act—to help produce on this planet a better life for all mankind.

#### Comment, from page 8

gees made into a world-wide organization, so that people in countries other than Hong Kong can benefit from the idea."

The little leaflet distributed by the Father says: "Our target is to distribute noodles to 10,000 needy refugees every day. To do this 50,000 pounds of noodles must be produced daily. We can only do it with generous offerings of kind friends like you.

"Hong Kong is a shopper's delight. However, to visit the valiant refugees in their humble surroundings, and perhaps, to take part in a noodle distribution can also be gratifying. Call Monday through Friday 9:00 a.m. to 5:00 p.m. for a trip.

"For we remember the words of a visitor from Denver. Having given out packages of noodles to a line of 700 grateful refugees with his own hands, he said, 'I would not have missed this for the world. When I get back, I am going to tell my friends. You'll hear from me.'

"We'll close with the final remark in a letter just received from a New Yorker who spent two weeks in Hong Kong and had to wait until he returned to New York to find out about our noodle project through the pages of Newsweek magazine: 'Yankee Doodle, here's ten dollars for noodles.'"

The boys and girls in the Refugee Glee Club sing this Noodle Song:

"Noodles in the morning,  
Noodles in the evening,  
Noodles at supper time;  
Be my daily noodles  
And feed me all the time.

"Boil them in the morning,  
Fry them in the evening,  
Cook them at any time;  
Just try Romy's Noodles,  
You'll choose them every time."

#### Lincoln Said . . .

Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it.

I say, "Try." If we never try, we shall never succeed.

My understanding is that when a common job is done, if I put in five dollars to your one, I have a right to take out five dollars to your one.

THE MACARONI JOURNAL



### NORTH DAKOTA: HOME OF THE "BADLANDS" AS WELL AS THE GOOD LAND!

Centuries ago it was an area of high plains. Today Theodore Roosevelt National Memorial Park in the Badlands of western North Dakota is an open ecology textbook. Wildly rushing waters, whipping winds and burning coal veins have carved the clays, shales and sands into monumental testimonials to God's handiwork. Just as inspiring as the Badlands are the tremendous wheat fields of North Dakota. This we call our good land, the rich, black soil that produces 85% of the world's durum wheat. We invite you to visit the Badlands, and to visit our mill in Grand Forks, North Dakota, in the heart of the wheat country.

No. 3 in 2 series of landmarks of bountiful North Dakota.

MAKE 1961 A MORE  
PROSPEROUS YEAR

with

NORTH DAKOTA  
MILL AND ELEVATOR  
PRODUCTS!



Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR

Flour Milling Division

Grand Forks, North Dakota

FEBRUARY, 1961



## At the National Food Brokers Meeting

BETTER relations between food brokers and advertising agencies were predicted as a result of the newly-published study of food broker opinion. Speaking before the Fifty-seventh Annual Convention of the National Food Brokers Association, Alan Randall of Ketchum, MacLeod and Grove, Inc., said, "We feel you will see some action. Many principals and agencies were startled by the way you spoke out."

Mr. Randall was referring to the study made recently by NFBA and his agency among NFBA members, to which 1,027 food brokers responded. He said that the result should produce "better handling of display materials, more consideration concerning lead time, media selection, more broker-agency contact, more consultation and liaison, and certainly better agency-broker understanding to attain overall objectives."

Mr. Randall reported that the results of the joint survey have just been published in book form and that the volume has been sent to all major grocery manufacturers, the trade press, and advertising agencies, as well as to all NFBA member brokers. In addition, he said, "both your Association office and our agency have been deluged with requests." (Seven thousand copies of the book have been printed and requests of business firms will be filled as long as the supply lasts.)

He stated further that it is hoped that the study will be a guide to all manufacturers, both to those who are now using food brokers and to prospective principals. He added, "We believe it will be helpful to you food brokers in many ways. We hope you will agree that this study was well worth your effort and your time in filling out the questionnaire as you did. . . . Finally, my opinion is that this study will help advertising agencies know more about food brokers—and that they will work more closely with you as a result."

### U. of Delaware Study

Frank Johnson of the University of Delaware told the NFBA brokers that his university's study of food broker operations is the most ambitious ever undertaken in this field. "We make no claims," said Mr. Johnson, "that the results from this project will solve all of the food brokers' problems. However, the results should be helpful in presenting facts and analysis upon

which you can act in order to get the most mileage from your operating dollars."

The University of Delaware, which is working with NFBA on this ambitious project of study to help food brokers improve their operations, is about half finished with its total research, Mr. Johnson said. "Virtually all the data has been gathered on the phase of the study dealing with sales, merchandising and general operations." Survey data has been put on 20,000 IBM cards and tabulations are being made. Also underway is a separate survey involving 1500 manufacturers and processors who sell through brokers.

Mr. Johnson explained that the second half of the university's task will be the analysis and interpretation of the data. This should be completed by next fall.

Mr. Johnson told the brokers that "the results of the university study should be helpful in presenting facts and analysis upon which to act in order to increase your effectiveness in reaching the markets for your principals, and thus add strength to the food brokers' position in the food industry."

"We hope," he concluded, "that the new horizons which the study present become valuable aids to you in reaching new plateaus of effectiveness, efficiency, and profits."

### Caution Counseled

Food brokers were called on to resist any weakening of the brokerage provisions of the Robinson-Patman Act by Henry Bison, Jr., general counsel of the National Association of Retail Grocers.

Said Mr. Bison, "We regard the brokerage clause as indispensable in preventing harmful price discriminations. Without it, the Robinson-Patman Act would be virtually useless. Before the Act was passed diversion of brokerage was one of the most prevalent forms of harmful discriminations. Today more food and food products are sold through brokers than ever before. The dangers to brokers than ever before. The dangers of abuse of brokerage payments are greater than they have ever been. This is a matter of great concern to retailers."

It must be recognized, he said, "that the basic purpose of the brokerage provision is to stop price discrimina-

tions as distinguished from price reductions. It is intended to prevent favored buyers from receiving unfair price advantages denied their competitors."

The retailers' Counsel outlined how such discriminations work to the detriment of most retailers. "A favored buyer gets a discriminatory lower price denied his competitors. He is given an unfair competitive advantage through the misuse and diversion of brokerage. Those discriminated against are made second-class customers. They are charged more for the same amount of merchandise, not just occasionally but on every purchase they make. This undermines their ability to compete. They are wrongfully denied equal opportunity to compete."

He posed a series of questions to his food broker audience. "If brokerage commissions can be reduced, if so-called savings in sales expense can be made, if brokers are willing to take less compensation, and if suppliers can reduce or even eliminate brokerage payments, then WHY cannot all buyers share alike in these savings? Why should there be a small preferred group of buyers who receive such benefits, and another larger group which are denied them? What kind of reasoning can possibly justify creating a group of second-class customers who are constantly compelled against their will, and without their knowledge, to bear a growing disproportionate share of suppliers' selling expense?"

Warned Mr. Bison, "Any failure by food brokers to resist harmful discriminations in their dealings is exceedingly dangerous. You have a duty to yourselves, to your principals, and to your customers to oppose discriminatory practices. As selling agents, some of you may think the fairness of your principal's policies are not your concern. But when these policies are discriminatory and you carry them out, you are a party to them. If you initiate a harmful discrimination to make a sale, then the injury is even greater. As brokers you are on the firing line. You know more about the standard of business practices in the food distribution industry than any other group. It is a part of your responsibility to insure that all your customers are treated fairly. Only in this way can the brokerage section preserve equal opportunity to compete. If the law fails in this objective, then the dream of its enemies for a quarter of a century will one day be achieved."

THE MACARONI JOURNAL

### Du Pont Personnel—

Continued from page 10

and Norman B. Hansen and Larry E. Westmoreland, Jr., to the Pacific Coast district.

In a new assignment of technical representatives, Duncan G. Bolton is now serving customers in the Pacific Coast district, and Wayne E. McCabe in the central district.

It was also announced that William W. O'Donnell, southwestern district, and Charles A. Quinlan, northeastern district, have been transferred to the converter sales division of the Film Department as part of an expansion of this division's operation and service.

### Merchandising Impact Spurs Corrugated Box Growth

Greater merchandising impact and new performance qualities of corrugated boxes will be major factors spurring a marked increase in use of such packages, says Norman H. Stone, board chairman and president of Stone Container Corporation.

Production of corrugated boxes, by far the largest single segment of the vast paperboard packaging market, is expected by industry estimates to increase 27 per cent by 1965, as against 1960's record 109 billion square feet, Stone points out.

This growth would mean a yearly output equal to nearly 14 billion boxes a year, or 70 for every man, woman and child, he explains.

"Development of color printing techniques, including striking effects with

four-color presses, is helping open up new usages for corrugated in shipping containers, displays and even shelf packages and the trend should continue strong, says Stone.

### New Agency for Prince

Prince Macaroni Manufacturing Company, Inc., one of the nation's leading makers of Italian food products, has selected Adrian Bauer and Alan Tripp, Inc., Philadelphia-based advertising and marketing firm, as its new advertising agency. The announcement was made by Joseph Pellegrino, president of Prince.

"Bauer and Tripp will handle advertising and marketing of our complete line of spaghetti and other macaroni products. They will also handle our glass-packed line of spaghetti sauce and other Italian specialties," revealed Mr. Pellegrino.

Prince Macaroni markets its products throughout the country. In addition to general offices and a plant in Lowell, the Prince Company has operations in Chicago, Illinois; Merchantville, New Jersey; Rochester, New York; Brooklyn, New York; Detroit, Michigan, and Miami, Florida. Prince also maintains a research and development laboratory in Faenza, Italy.

Selection of Bauer and Tripp marks consolidation of all Prince advertising activities at one agency.

### Lincoln Said . . .

No duty is more imperative on the government than the duty it owes the people of furnishing a sound and uniform currency.

### "Wagon Jobbers" Want Name Change

Although America's 2,500 store-door food distributors are still known to many seasoned members of the food industry as "wagon jobbers" it doesn't make them happy.

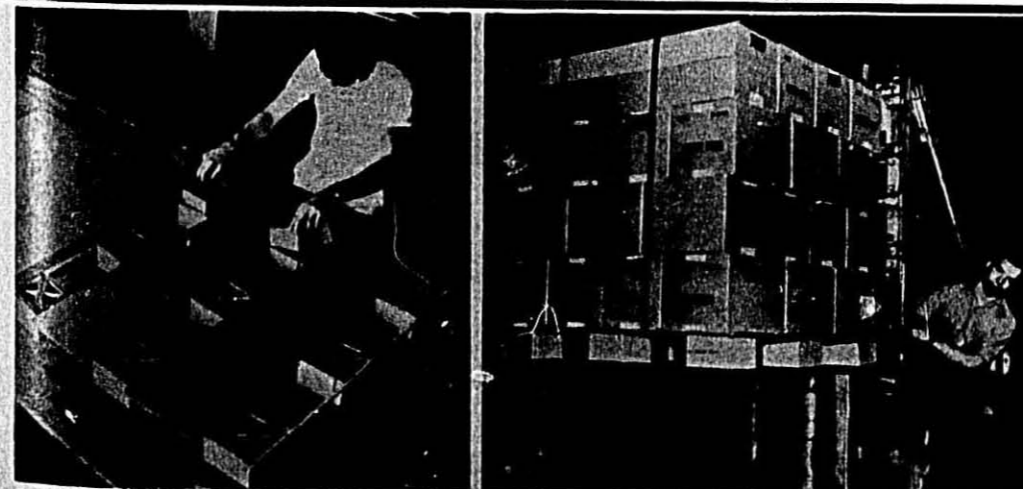
The National Food Distributors Association, a trade organization, explains that the term "wagon jobber" originated because all selling and display work was done by the operator of the distributor's horse-drawn wagon or truck. Today NFDA feels that the term is undignified, and it notes that many distributors use advance salesmen to write orders, introduce new products and rotate shelf stock except in the case of highly perishable lines.

NFDA suggests that "specialty food distributor" be substituted because foods handled on a store-door basis today are principally in the specialty class.

### Name Change

The North Dakota Agricultural College at Fargo, North Dakota, is now known as the North Dakota State University.

Said the official announcement: "By authorization of the citizens of North Dakota, in accordance with amendment of the Constitution of State of North Dakota, the North Dakota Agricultural College announces a change in name effective December 8, 1960 to the North Dakota State University of Agriculture and Applied Science."



Corrugated Expendable Pallet (left), designed by Packaging Corporation of America, can be assembled from one-piece of corrugated board within a few minutes by a single worker with a staple gun. A variety of specially designed corrugated support fillers provide increased strength when needed. Compression strengths have reached 51,000 pounds in testing by the company. (Right) the pallet is strapped to loads for maximum strength. Weighing only three to four pounds, the new pallets save both shipping and storage costs. Shipped flat to users, they take only one-tenth the space of conventional wooden pallets.

FEBRUARY, 1961

# CATELLI

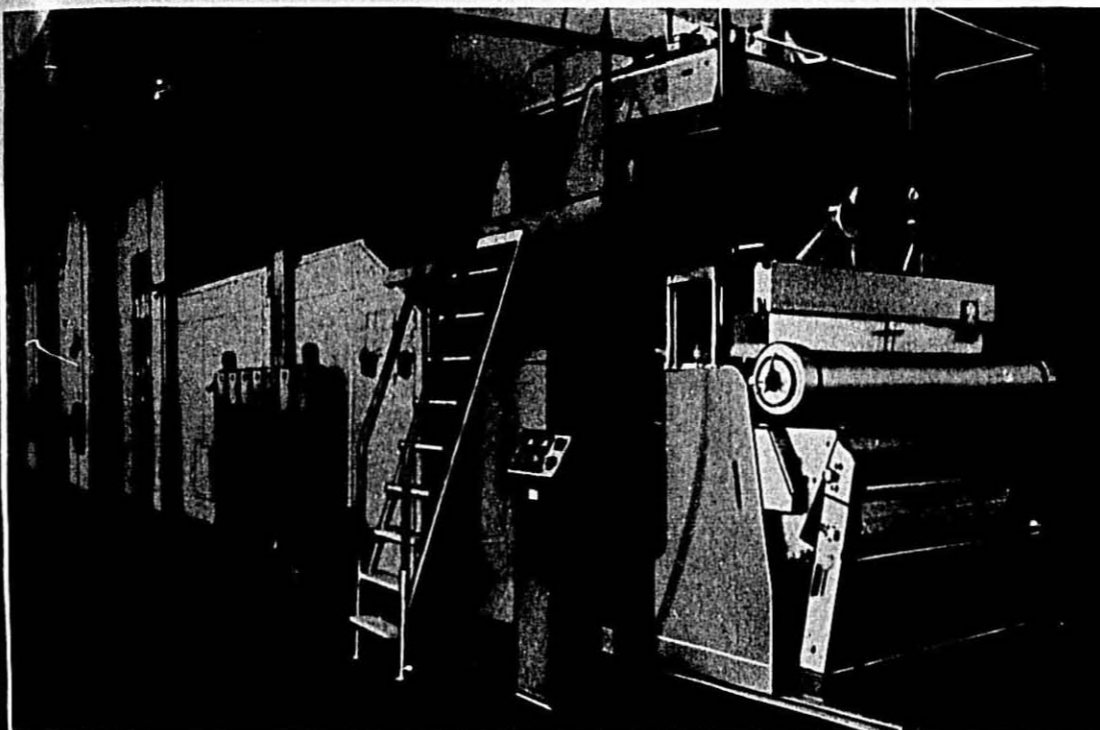
FOOD PRODUCTS LTD., MONTREAL, CANADA

For their new Plant near Winnipeg  
CATELLI

HAVE CHOSEN

# Braibanti

Largo TOSCANNI, 1 MILAN ITALY Tel. 792.393/4/5 — 790.531 — 794.703



CONTINUOUS AUTOMATIC LINE FOR LONG MACARONI GOODS

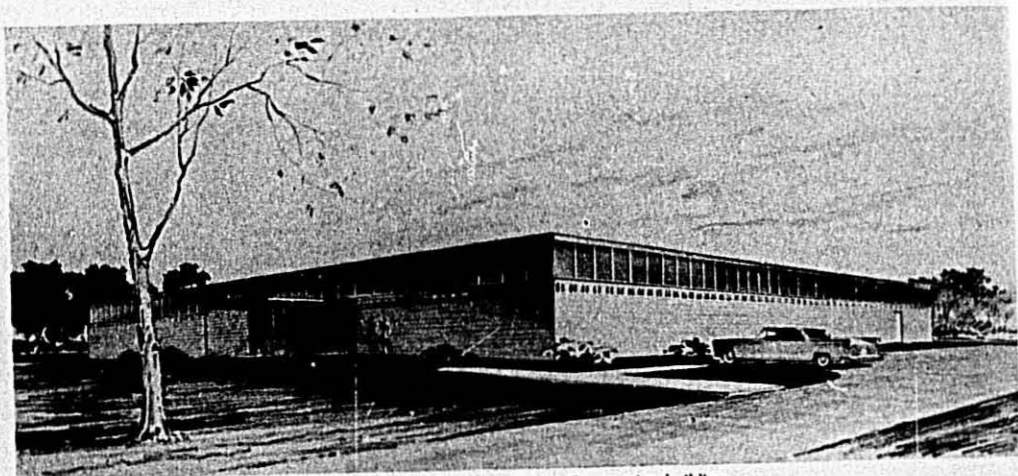


1—Automatic Braibanti Press for long macaroni products.

2—Braibanti Spreader with special die-head and device for quick change of dies.

3—Automatic Dryer GPL/5/200 for pre- and final drying of long macaroni products.

4—Stripper and multiple Cutter with device for automatic return of empty sticks to preader.



Architect's sketch of new Buhler Corporation building.

### Two Buhler Firms Merge, Announce Expansion Plans

Merger of Buhler Mill Engineering Company, Minneapolis and Buhler Brothers, Inc., of Englewood, New Jersey, has been announced by C. R. Moor, executive vice-president of the Minneapolis firm.

The new company will be known as the Buhler Corporation with Moor as president. Executive offices will be at 4207 Nicollet Avenue until about May 1 when the firm's new building at 8925 Wayzata Boulevard, Golden Valley is scheduled for completion. By that time, the total number of employees is expected to exceed 50, the majority of whom will be engineers. Until the move, Buhler will continue to maintain a smaller office in South Minneapolis as well as an office and parts warehouse in St. Louis Park.

Both Buhler Mill Engineering Company and its New Jersey affiliate are subsidiaries of Buhler Brothers, Uzwil, Switzerland. The parent company, which employs more than 2,800 is celebrating its one hundredth anniversary this year.

Since Buhler opened its first office in Minneapolis in 1953, it has been a major supplier of flour milling and pneumatic conveying equipment to American industry.

In addition to these markets, the new corporation will also handle all products sold by the former New Jersey company. These include chain conveyors and ship unloading equipment as well as machinery for macaroni, chocolate, malting, brewing, paint and chemical processing industries.

New lines of die casting and plastic injection molding equipment are also scheduled for introduction early in 1961.

The new 18,000 square foot building is a hyperbolic concrete perambuloid type structure. Patch and Erickson are the architects and George F. Cook Company the general contractors.

According to Moor, organization of the new corporation, new building, and new product lines are only a part of Buhler's long range expansion plans. Sales offices have been opened in New York City and Chicago with eight district representatives located in other leading cities from coast to coast. A new Buhler assembly plant for chain conveyors and pneumatic conveying units is also scheduled to open in St. Louis Park within the next few months.

### Big Drop in Egg Processing

Production of liquid egg and liquid egg products (ingredients added) during November totaled 10,493,000 pounds—down 51 per cent from November 1959, but nine per cent above the 1954-58 average for the month. The quantities used for immediate consumption, freezing and drying were all smaller than a year earlier. Liquid egg used for immediate consumption totaled 1,523,000 pounds, compared with 2,573,000 pounds a year earlier. Liquid eggs frozen during November totaled 4,841,000 pounds. This compares with 11,900,000 pounds in November 1959 and is the smallest quantity frozen during the month since 1955. Frozen egg stocks decreased 26 million pounds during November, compared with 23 million pounds in November 1959 and the 1954-58 average decrease of 24 million pounds.

Egg solids production during November totaled 1,448,000 pounds, compared with 1,870,000 pounds in November last year and the 1954-58 average of 1,070,000 pounds.

000 pounds. Current production consisted of 696,000 pounds of whole egg solids, 382,000 pounds of albumen solids and 370,000 pounds of yolk solids. In November 1959, production consisted of 645,000 pounds of whole egg solids, 464,000 pounds of albumen solids and 741,000 pounds of yolk solids.

### Benson Warns on Chick Hatch

Pointing to prospects that the December hatch of egg type chicks will be about 40 to 50 per cent above a year earlier, Secretary of Agriculture Benson warned of the consequence for egg prices of such large hatchings. The secretary said that the likely consequence of such an increase, "if not tempered," would be a sharp expansion in egg marketings after the middle of 1961 with a weakening in egg prices.

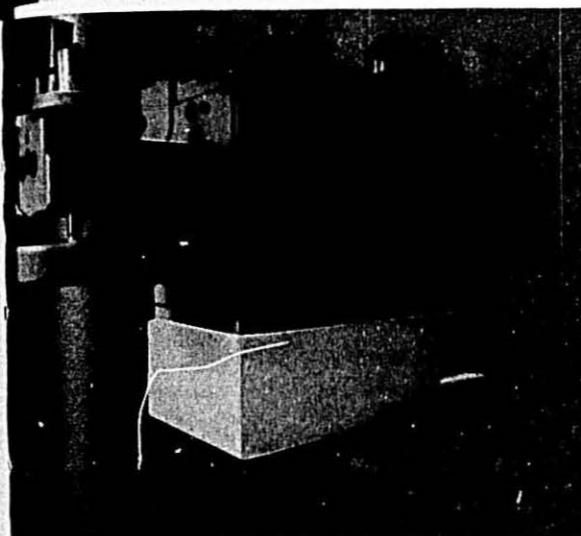
He pointed out that the December hatchery report showed 43 per cent more eggs in incubators December 1 for production of egg type chicks. The increase thus indicated would follow a rise of 27 per cent, or 50,000,000 chicks, in the preceding seven months.

### Spring Increase

While the percentage increase in the preceding seven months was large, it occurred mostly during a period of seasonally small hatchings, Mr. Benson said. In coming months, hatchings will rise to a seasonal peak, and even modest percentage increases in those months will create large increases in terms of number of chicks. The Department of Agriculture previously had indicated that springtime increases above about 10 per cent in the number of chickens raised would be a source of concern.

"Egg prices have been favorable in recent weeks," Mr. Benson observed.

THE MACARONI JOURNAL

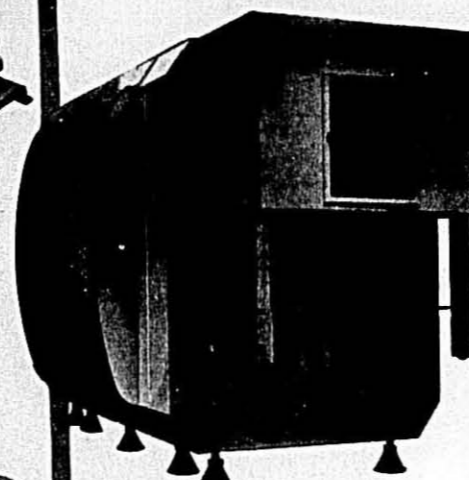


Fieldlift actuator

Machinery and equipment and complete engineering service for bulk storage and handling systems.

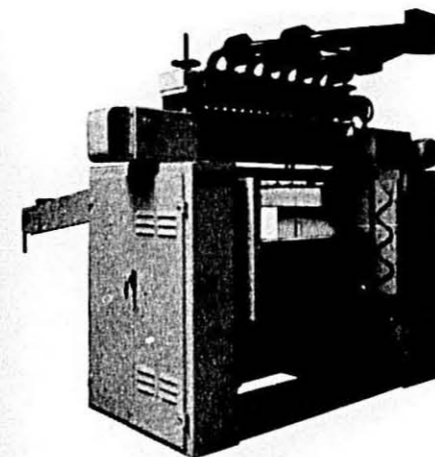


Fieldlift blower unit

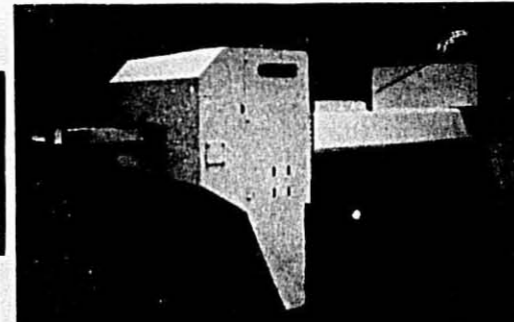


PRE-DRYER and FINISHING DRYER for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this new and unique machine.

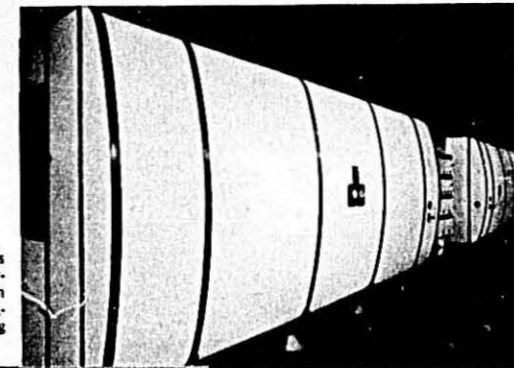
PRE-DRYER and FINISHING DRYER for Short Goods and Noodles. Automatically, with almost no supervision, these dryers produce a first class product with optimum color effect. Sanitary construction, swing-out panels, better insulation and new S-Element drying conveyors are features no other make can offer.



AUTOMATIC SPREADER (Type TSI) has water jacket with 8 inlets to produce a perfect extrusion pattern. Die is unlocked by manually turning two hand wheels.



AUTOMATIC CUTTER (Type TSK) strips and cuts a full day's production in one shift. Cuts cleaner than any other cutter. Automatic feed from automatic storage unit or manual feed from truck unloading.



## Complete Macaroni Plants by BUHLER

THE BUHLER CORPORATION, 4207 Nicollet Avenue, Minneapolis 9, Minnesota  
 Buhler Brothers (Canada) Ltd. 24 King St. W. Toronto 1, Ontario, Empire 2-2575  
 Sales Offices: NEW YORK CITY—Grand Central Building, 230 Park Avenue  
 CHICAGO—Room 515, 327 South LaSalle Street  
 WALTER EICHELE, 7263 Sixton Highway, Hamburg, New York (NH 9-1909)  
 EMIL KLIEBENSCHAEDEL, 8740 Newton Dr., Overland Park, Kan. (NI 8-2403)  
 ARTHUR KUNZ, 10200 Pressburg St., New Orleans, La. (CH 2-4139)  
 ALFRED HORST, 1114 Edinburg Lane, Denton, Texas (DU 2-3204)  
 HANS ZOGO, 1715 Juarez Avenue, Los Altos, California (YO 7-7556)  
 E. C. MAHER CO., 1248 Wholesale St., Los Angeles, California (MA 7-3909)  
 BEN BORG, 8056 Sunnyside Avenue, Seattle 3, Washington (LA 2-5418)

## Durum in Canada

The year 1960 saw a great change in the durum wheat market in Canada, reports C. L. Sibbald, director of Cattell Durum Institute. Canadian macaroni manufacturers used larger quantities, but the greatest market improvement came as a result of overseas trade.

Total exports for the crop year ending July 31, 1961 are expected to exceed 30,000,000 bushels compared to 23,839,764 bushels during crop year 1959-60, 16,080,581 bushels during crop year 1958-59, and 12,458,028 bushels during crop year 1957-58.

During the last five months of 1960, western Canada farmers delivered about 20,000,000 bushels of the golden grain to country elevators. In the same period 30,000,000 bushels were shipped eastward toward eventual export. This indicates the heavy accent on durum sales. Much of the durum delivered is from farm granaries, since the 1960 crop itself was quite small, estimated at 16,300,000 bushels.

Better than half the durum showing up in Eastern terminals grades 2 CW or 3 CW Amber Durum. And less than 25 per cent is of 4 CW or Extra 4 CW grade. It is evident then that Canada is marketing a large volume of particularly high quality durum. The practice of providing high quality merchandise for sale on world markets has paid dividends to Canadian farmers before, and this time should be no exception.

### More Seeding

To this date the Canadian durum scene has been buoyant. This will in all probability be reflected in more durum being seeded in 1961. There have already been warnings from various sources that farmers on the prairies must not seed too much. To these warnings we would add our voice. Durum is a minor crop, and can in our opinion only stand a modest increase in seeded acreage in 1961. The following excerpt from "Current Review of Agricultural Conditions in Canada" November 1960 is appropriate:

"While durum exports from Canada may reach 30,000,000 bushels this season, carryover at the end of the crop year will still be sufficient to provide for a normal year's exports. Moreover, United States production is up substantially in 1960 and that country may soon be in a position to re-enter the export market for durum. Thus, should Canadian output be increased substantially next year, it is likely that much of the crop will need to be stored on farms."



### More Macaroni

For farmers making future plans for durum, it is of interest that acceptance of "pasta" products (or macaroni products if you wish) is increasing in many countries, including Canada. Everywhere "pasta" is made, durum with good color is the standard for quality. The president of the National Macaroni Manufacturers Association in the U.S.A., Mr. E. Ronzoni, Jr., made this recent comment about their situation:

"The positive trend towards increased acceptance of macaroni products, which had its real beginning after World War II, gathers momentum with each passing year.

"The most important single reason, in my opinion, for ever-increasing acceptance of our industry's products is the goodly supply of high-quality durum wheat and semolina which our durum growers and millers contrived to produce for us—aided, as they were, by excellent growing conditions and weather."

### More Competition

Some time ago we indicated that the United States might re-enter the export market in a small way. Congress took a step in this direction late in December when they made durum eligible for subsidy on export shipments. This may provide Canada with a little more export competition, but it should not immediately be severe. Most of the 34,000,000 bushel 1960 crop plus the carryover, is needed by the

United States macaroni industry. This export subsidy could, however, induce North Dakota farmers to plant more in 1961 and thus its longer range implications bear watching.

Other major durum growing countries such as Italy, France, Algeria, Turkey, Syria and Morocco have had small crops relative to the demand for macaroni products, which has of course led to the very good movement of Canadian durum into export channels.

### Subsidy for Durum Export

The United States Department of Agriculture has announced that durum has been added to the classes of wheat eligible for export payments under the payment-in-kind export program for wheat. As of December 27, a separate rate for durum wheat is to be included in the daily announcement of export payment rates offered by the Commodity Credit Corporation on commercial exports of wheat.

The action was explained as another step in USDA's continuing effort to increase dollar exports of agricultural commodities. Department officials said that since the primary outlets for durum wheat are in strong dollar markets it is expected that the action will help to improve the balance-of-payments situation.

Production of durum wheat in 1960 was estimated at 34 million bushels, as compared with 20 million bushels in 1959 and a 10-year average (1949-59) of 27 million bushels. July 1 carryover stocks totaled 13 million bushels, giving a total supply for the current marketing year of approximately 47 million bushels.

Durum was last exported in substantial quantities in the 1956-57 marketing year, when approximately 11 million bushels were sold for export.

### Ramsey Not Recommended

The Ramsey variety of durum wheat has been removed from the list of recommended varieties for planting in Minnesota in the 1961 season, it was announced by the Institute of Agriculture of the University of Minnesota. The variety was dropped, the university said, because it yields less and is more susceptible to lodging than other recommended durum varieties.

Bread spring wheat varieties recommended for planting in Minnesota in 1961 are Lee and Selkirk. The recommended durum wheats are Lakota, Langdon and Wells. The only recommended winter wheat for the state is Minter.

THE MACARONI JOURNAL

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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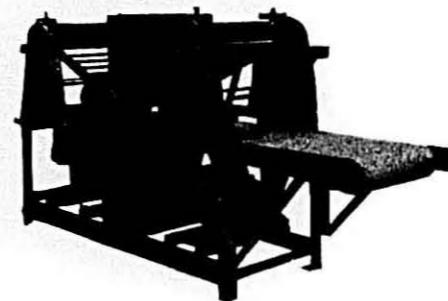
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## WAY BACK WHEN

### 40 Years Ago

• A National Window Display Week was urged for macaroni products during the Lenten season of 1921. Coming on the heels of the worst slump experienced by macaroni manufacturers, it was heralded as an opportunity for increased business.

• The Tariff Commission planned intensive research into production and costs of macaroni manufacture in connection with requests for higher tariff. B. R. Jacobs, director, National Macaroni Laboratory, assisted.

• "Durum growing is profitable," said J. Allen Clark, Department of Agriculture agronomist. He noted that during the early years of durum production, the price was always below that of common wheat. Discounts ran as high as 25 cents a bushel up until World War I when it began to be about the same and then commanded a premium.

• Dry your macaroni in 18 to 60 hours, says an advertisement of the Barozzi Drying Machine Company of San Francisco, California.

### 30 Years Ago

• Macaroni manufacturers were girding themselves for a battle with Old Man Depression. The telling blow was to be delivered during Macaroni Week, March 2 to 7, 1931.

• Association President Frank L. Zerega at the midyear conference stated that the two most important subjects before manufacturers were advertising and cost control. "Both of these are absolutely essential to the future development of our industry."

• Fred Mills, president of the Mills Advertising Company, urged cost knowledge instead of guessing as a sure cure for ruinous price cutting.

• Southwestern macaroni manufacturers meeting with Field Representative H. M. Ranck in Dallas made plans to tie in with the industry promotion. Like macaroni men everywhere, they complained about ridiculous price quotations and ruinous quality competition.

• George Rector, director of cuisine for the Milwaukee Railroad, observed that macaroni making in Italy is considered an art; in the United States it's a trade. He said: "Macaroni has made Alfredo a Cavaliere. He doesn't cook pettucine. He achieves it."

### 20 Years Ago

• Vitamin fortification was studied at the midyear conference held in Chicago January 20, 1941.

• It was announced that standards of identity and quality for macaroni products and the raw materials entering into their manufacture were about ready for promulgation.

• M. J. Donna, director of the National Macaroni Institute, presented a preview of Lenten publicity under the theme "Ten Commandments for Lenten Menus."

• The Wage and Hour Act was upheld by a Supreme Court action, while in another case the minimum wage determination procedure was approved. A 32½ cent hourly minimum wage for the textile industry was established.

• On February 1, 1941, ration tickets had to be presented in restaurants in Italy for every dish of spaghetti or noodles served during the day. The ration was fixed by the food director in Italy at 70 to 110 grams depending upon the category of the restaurant.

### 10 Years Ago

• Association President C. Frederick Mueller noted at the Winter Meeting that the price of cartons and eggs had gone to astronomical heights—that macaroni manufacturers in raising prices did so in accordance with the fair standards announced by the Economic Stabilization Agency on December 19, 1950.

• Wage and price controls froze existing levels as of January 25, 1951, because of the war in Korea.

• James J. Winston was named as director of research of the National Macaroni Manufacturers Association, as Benjamin R. Jacobs retired after nearly thirty-one years of continuous service. P. Jacobs was retained to serve as counsel and contact man in Washington.

• At the Winter Meeting marketing conference, Peter La Rosa reported on the activities of the National Macaroni Institute; Lloyd E. Skinner discussed the subject of display material; P. F. Vagnino told about advertising agency services; Thomas A. Cuneo commented on wagon jobbers as distributors; Peter Ross Viviano talked on the use of brokers; Sam Arena on salesmen's traveling expenses; and Peter J. Viviano on Quartermaster Corps procurement.

### CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application  
Want Ads..... 5 Cents per line

FOR SALE—Buhler Press, like new. Box 175. Macaroni Journal, Palatine, Ill.

### INDEX TO ADVERTISERS

Advertiser	Page
Amber Milling Division, G.T.A.	3
Ambrette Machinery Corporation	20-21
Bianchi's Machine Shop	37
Braibanti Company, M. & G.	32-33
Buhler Corporation, The	35
Clermont Machine Company, Inc.	17
Commander Larnbee Milling Co.	27
DeFrancisci Machine Corporation	14-15
Doughboy Industries, Inc.	37
General Mills, Inc.	Cover IV
Hennigsen, Inc.	5
Hoffmann-La Roche, Inc.	Cover III
International Milling Company	23
Jacobs-Winston Laboratories, Inc.	37
Maldari, D., & Sons, Inc.	25
Menark Egg Corporation	37
North Dakota Mill and Elevator	29
Pavan, N. & M.	9
Rossotti Lithograph Corp.	Cover II
Russell Miller—King Midas Mills	11

### Lincoln . . . Promoter of Invention

It pleased Lincoln that he was known as a "practical mechanic." He had taught himself some arithmetic; he could survey; he had built fences, pig pens, boats, and houses on the Illinois frontier. If he had no professional knowledge of what was presented for his approval, he at least had a trained mind that would grasp mechanical ideas.

In 1861, word reached Washington that the Confederates were raising the bulk of the steam frigate *Merrimac* and turning it into a warship. That was the year C. S. Bushnell brought John Ericsson's plan for the iron-clad Monitor to Lincoln.

Said the President: "All I have to say is what the girl said when she put her foot into the stocking, 'It strikes me there's something in it.'"

He approved the plans and the Monitor in due course chased the *Merrimac* back to Norfolk. The age of wooden ships was over and steel hulls had begun this era.

No idea was too novel for Lincoln's consideration. As a result, he came up with the first United States "air force": Balloons, sometimes towed by railroad engines, used for observation. They helped win at least two battles. There was an oar-driven submarine, which won no battle whatever, and the world's first torpedo, which did even worse: it veered, sank one of the Union's ships, and the idea was abandoned.

## ✓ 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 <sub>1</sub> )	4.0	5.0
Riboflavin (B <sub>2</sub> )	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

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

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

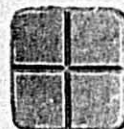
For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B <sub>1</sub>	50%
Vitamin B <sub>2</sub>	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 B <sub>1</sub>	50%
Vitamin B <sub>2</sub>	10.5%
Iron	16.2%
Niacin	3.4 milligrams

### for batch mixing ROCHE\* SQUARE ENRICHMENT WAFERS



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



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ENRICHMENT DATA

## MACARONI USA

### Betty Crocker Creates Noodles Romanoff with Salmon or Tuna

From the Deep Blue Pacific  
off the Northwest coast



#### PACIFIC NORTHWEST NOODLES ROMANOFF WITH SALMON OR TUNA

1 pkg. (8 oz.) egg noodles	dash of Tabasco or red pepper
1½ cups cottage cheese	½ tsp. salt
1 to 1½ cups commercial sour cream	1 lb. salmon, flaked (fresh, poached or canned, drained) or 2 cans (6½ oz. each) tuna, drained
½ cup finely chopped onion	¼ cup grated sharp cheese
1 clove garlic, minced	
1 to 2 tsp. Worcestershire sauce (to taste)	

Heat oven to 325° (slow). Cook noodles as directed on pkg. Drain and rinse. Mix noodles lightly with cottage cheese, sour cream, onion, garlic, Worcestershire sauce, Tabasco, salt and salmon. Place in greased 2-qt. baking dish. Sprinkle with cheese. Bake 40 min. Garnish with parsley and lemon slices or wedges, if desired. 6 to 8 servings.

Note: In areas where fresh salmon is available, broiled salmon steaks or hot poached salmon may be served separately with the noodle mixture.

A delicious combination of salmon or tuna and noodles with a delightful blending of flavors.

In support of the National Macaroni Institute's "A Salute to the 50" General Mills and Betty Crocker are proud to offer you and your customers this delicious new casserole creation inspired by the Pacific Northwest. Noodles Romanoff with Salmon or Tuna has been thoroughly tested in the Betty Crocker Kitchens and will surely be savory evidence to your customers that your products can be eaten imaginatively, easily, inexpensively, *deliciously!*

We, a leading producer of the finest Semolina and Durum flours, are proud to be a part of the macaroni industry. Look for more recipes from Betty Crocker in our MACARONI U.S.A. program to help you increase your profits through the broadened use of your products.

For more information on this new Betty Crocker recipe program ask your Durum Sales representative, or write...

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