

**THE  
MACARONI  
JOURNAL**

**Volume 42  
No. 11**

**March, 1961**



# Macaroni Journal



MAR 6 1961

E. S. L. ....

F. E. J. ....

C. W. R. ....

Mac for Jack C. M. H. ✓

Winter Meeting W. G. H. ....

Coverage G. G. H. ....

C. J. ✓

MARCH, 1961

MACARONI JOURNAL





DOES YOUR PACKAGE WIN



Repeat Sales?

Yes, if it sells—and keeps on selling—from the point of purchase to the point of preparation! And that's what a ROSSOTTI-designed macaroni package does—because it uses dynamic taste-tempting appeal in ever new and exciting ways to invite the eye . . . entice the buy!

Rossotti designs your package to perform an energetic merchandising service in the supermarket—and in the pantry. It's a modern marketing package whose selling message works constantly for you until the last ounce of macaroni is used, and then it works even harder as a reminder to re-stock!

Why not let us show you how you too may have a package that will deliver more repeat macaroni sales?

**Rossotti**

"FIRST IN MACARONI PACKAGING"

A reliable source of supply since 1898

Executive Offices:  
ROSSOTTI LITHOGRAPH CORPORATION  
New Bergen, New Jersey

Western Division:  
ROSSOTTI CALIFORNIA LITHOGRAPH CORP.  
San Francisco 24, California

Central Division:  
ROSSOTTI MIDWEST LITHOGRAPH CORP.  
Chicago 10, Illinois

Sales Offices: Rochester • Boston • Philadelphia • Houston • Los Angeles • Orlando • San Juan

**AMBER'S**  
Venezia  
No. 1 Semolina  
and  
Imperia Durum  
Granular



**U** Uniform amber color and granulation.

**N** Nationally famed macaroni manufacturers prefer Amber's Venezia No. 1 Semolina and Imperia Durum granular.

**I** It's easier to control the quality and color of *your* products with Amber's Venezia No. 1 Semolina and Imperia Durum granular.

**F** Fast shipment! Every order shipped when promised.

**O** Only the finest Durum wheats available from the best Durum growing areas qualify for Amber's Venezia No. 1 Semolina and Imperia Durum granular.

**R** Rigid laboratory control, highly skilled milling personnel and modern milling methods complete Amber's quality control program.

**M** Make your next shipment Amber's Venezia No. 1 Semolina or Imperia Durum granular.

IT'S  
**Amber!**  
No. 1 Semolina

**Amber**  
MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA

MARCH, 1961



The

# MACARONI JOURNAL

March, 1961

Volume 42, No. 11

## Officers

President.....Emanuele Ronzoni, Jr.  
 1st Vice Pres.....Albert Ravarino  
 2nd Vice Pres.....Fred Spadafora  
 3rd Vice Pres.....Robert I. Cowen  
 Secretary.....Robert M. Green  
 Research.....James J. Winston

## Directors

Region 1 Joseph Pellegrino  
 Region 2 Saverio Arena  
           Emanuele Ronzoni, Jr.  
           Raymond Guerrial  
 Region 3 Horace P. Gioia\*  
           Albert S. Weiss  
 Region 4 A. Irving Grass  
           Henry Rossi  
 Region 5 Albert Ravarino  
           Peter J. Viviano  
 Region 6 Kenneth J. Forbes  
           Ralph Sarli  
 Region 7 John Laneri  
 Region 8 Lloyd E. Skinner\*  
 Region 9 Paskey DeDomenico  
 Region 10 Vincent DeDomenico  
 Region 11 Alfred Spadafora  
           Edward DeRocco  
 At Large Robert I. Cowen  
           Vincent F. La Rosa  
           Nicholas Rossi  
           Jerome L. Tujague  
           Robert William  
           James T. Williams, Jr.  
 \* Past Presidents  
           Peter La Rosa\*  
           C. Fred Mueller\*  
           C. W. Wolfe\*  
           Louis S. Vagnino\*

Subscription rates  
 Domestic .....\$4.00 per year  
 Foreign .....\$5.00 per year  
 Single Copies .....75¢  
 Back Copies .....\$1.00

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

## You'll Find:

	Page
Making the Marketing Concept Work .....	5
Greetings from the President .....	8
The Quiet Miracle .....	10
Mac for Jack .....	15
The Traditional Spaghetti Buffet .....	18
European Study Tour .....	19
Semolina and Eggs .....	20
In the Industry .....	24
The Heart of the Wheat .....	26
V-10 Protein .....	28
Ardez 550 .....	30
Additives and New Products .....	35
Convention Registrants .....	36
Does It Sell? .....	37
Fat of the Land .....	40
Way Back When .....	42
Index to Advertisers .....	42

## Cover Photo

Six year old Catherine Green displays delight with a platter of spaghetti. See story on page 15.

The Macaroni Journal is registered with U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Second-class postage paid at Appleton, Wisconsin.

THE MACARONI JOURNAL

## Making the Marketing Concept Work

INTENSE INTEREST and complete participation marked the round-table discussions on marketing matters at the Winter Meeting of the National Macaroni Manufacturers Association.

In discussing the new marketing concept, Donald L. Price, vice president for marketing for the Norton Company of Worcester, Massachusetts, emphasized that it is more than mere selling—today's marketing manager must be customer oriented. "All aspects of the business function such as research, production, financing, and administrative control, must be coordinated with the marketing program."



Don Price, discussion leader, jots highlights on the board.

### Buzz Sessions

Interesting round-table discussions were held tackling simulated situations such as new competition coming into the market, a loss of sales, a loss of profits. While there were many interesting answers and possibilities suggested, the main suggestions boiled down into five points. They were development of new products; development of new uses for present products; more aggressive selling; more advertising; analysis of all the facts, making the comparative check of competitive strength and weaknesses against our own hypothetical company strength and weaknesses so that the strengths can be exploited and the weaknesses corrected. "Don't be stampeded into hasty action," one group cautioned.

These are realistic goals for any company regardless of size, said Don Price. With these objectives in mind, the job of the manager is to plan, make assignments, and follow through.

In discussing the revolution of mass distribution, he brought out these thirteen principles:

1. Self-consumption — the people making the article must be able to buy it.
2. Constantly increasing income and purchasing power. This is a slow evolution, but it leads to more mass distribution.
3. The one-price principle speeds up selling. There is no bargaining.
4. The law calls for compulsory competition. Manufacturers cannot put their heads together to set up production quotas or set prices.
5. A free but competitive press enables business to buy advertising. Advertising supports the press but gives them the opportunity to say editorial things of interest to all citizens.
6. Consumer conditioning is done by advertising and publicity.
7. Fashion is a marketing phenomenon not to be confused with style. Style is a manner of expressing or doing something, while fashion is the acceptance of that style.
8. Bank checks ate an integral part of mass distribution because there just

isn't enough money to handle the volume of business otherwise.

9. Post-consumption saving is made possible by purchasers committing themselves to buying something better.

10. Service is a part of mass distribution with parts and know-how the key ingredients.

11. Mass transportation quickly moves mass production from one area to another.

12. Salesmanship is the force that moves merchandising.

13. Professionalism is the study, training, and ethics of a marketing man to elevate his trade to an art or science. There is a great need for this.

### The Quiet Miracle

Howard H. Lampman, executive director of the Durum Wheat Institute, spoke of "The Quiet Miracle," the enrichment of cereal products. The twentieth anniversary this year affords the industry an opportunity to exploit the nutritional benefits of this miracle rather than just a date to commemo-



Round-table participants at work—left to right, first table: Jim Winston, Louis Viviano, Jr., Joe Gioia. Second table: Dominic Palazzolo, John Murphy, Emanuele Ronzoni, Jr.

MARCH, 1961



rate. In a series of slides he showed suggested ways of incorporating basic data into advertising and packaging.

The Time Magazine story on "The Fat of the Land" and its big plug for carbohydrate foods was emphasized as another opportunity for wheat products to capitalize on a major publicity break.

Gene Hayden of the Crop Quality Council suggested that yields in 1961 are not likely to equal the high ones of 1960. But, he observed, more than half of the crop could be planted with newly developed Lakota and Wells varieties which are shorter strawed and better yielding than some of the older varieties. They are high in macaroni-making quality too, which is justification for continuance for plant breeding and research. These two new varieties coupled with Langdon will probably be the recommended varieties for 1961 planting.



Gene Hayden

designed to illustrate to the homemaker that macaroni products can play an important part in hot weather dining. The third push will be for National Macaroni Week, October 19-28. Theme will be "M-M-M, Macaroni" and the slogan will be "Macaroni Meals in Minutes."

**Additives**

In the session on additives moderated by Association Director of Research James J. Winston, Arnold A. Kachler of Special Foods Company discussed V-10 Protein (made of wheat aleurone and soy). Louis A. Viviano, Jr. of Vitamins, Inc. discussed Defatted Wheat Germ. John O. Florence of Archer-Daniels-Midland told about the soya product Ardex 550 and served some spaghetti fortified with the product to an appreciative audience. Charles Hoskins reviewed the work done on several products by their laboratory. These papers appear in this issue of the Macaroni Journal.

In highlighting promotions for the coming year, Ted Sills of the National Macaroni Institute pointed to three peak periods. The first is Lent; the second would be during the summer with the inauguration of "Hot Or Cold, Make It With Macaroni." This promotion is

**Promotions**

Speaking on the Lenten promotion, Hugh Chamberlin, advertising manager for the evaporated milk division of the Carnation Company, told of their plans to promote the Tuna-Olive Macaroni Loaf. A full page ad in full color on the inside cover of the February 10 issue of Life Magazine will kick off consumer placements. Two magazines distributed in supermarkets, Everywoman's Family Circle and Woman's Day, will feature the recipe in Carnation advertising. Romance books such as True Story and True Confessions carry the recipe to appeal to a younger audience in a lower income bracket and prime prospects for economy menus.

The recipe will be featured in farm publications, on radio, and CBS network television on the "Pete and Gladys Show." Gladys will give the commercial, which should have added impact because of the feminine touch. Heavy publicity placements are back-

ing up the campaign which should do a good job in related item selling.

**Brain Storming**

In a brainstorming session to improve macaroni's image with consumers, wives of the delegates discussed the importance of packaging and cooking instructions. Women want packages that are easy to open and will stand up in storage on the pantry shelf. They want clear instructions both as to copy and print on how to prepare the product and put recipes together. Recipes on the packages should be simple and changed frequently. Quantities in a recipe should have some relationship to the package, and units of measurement should be consistent—typical consumer question: "How do I measure seven ounces for a recipe out of a 12-ounce package?"

Specialty sizes and shapes intrigue the ladies, but they re-emphasized the need for clear instructions for cooking and the use of special cuts.

Pricing is relatively unimportant for food as cheap as macaroni as far as the consumer is concerned, and the few pennies difference between one brand and another is a small one to the average consumer. However, they do like two for 39 cents, two for 49 cents, or similar psychological prices.

**Market Research**

In commenting on market research, Don Price observed that the manufacturer who is unable to get outside help can do the job himself if he will set down the questions he wants specific answers. To ask your customers or consumers for the information, he counseled, back gives you guidelines for the future. Market researchers do not make decisions — management

(Continued on page 15)



Don Price makes a point with Emanuele Ronzoni, Jr.



Geddes Stanway reports while Bob Green records.

THE MACARONI JOURNAL

AMERICA'S LARGEST

# MACARONI DIE MAKERS

SINCE 1903

Management continuously retained in the same family.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON

Satisfied customers in over twenty-five countries

• ENGLAND	• BRAZIL	• ITALY
• GREECE	• CHILE	• MEXICO
• JAPAN	• PERU	• VENEZUELA
• UNITED STATES	• ARGENTINA	• ISRAEL
• PUERTO RICO	• ECUADOR	• HAWAII
• CANADA	• URUGUAY	• COLOMBIA
• PANAMA	• CUBA	• DOMINICAN REPUBLIC
• SOUTH AFRICA	• AUSTRALIA	• SWEDEN
	• HAITI	

**every die unconditionally guaranteed!**

send for our **FREE** catalog to supplement your present products. Written in SPANISH, ENGLISH, ITALIAN.

**D. MALDARI & Sons, Inc.**  
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.



## Greetings from the President

Emanuele Ronsoni, Jr. opened the Winter Meeting with the following remarks:  
Good morning, fellow members and guests.

In the name of the officers and directors of the National Macaroni Manufacturers Association I greet you warmly and welcome you to our Winter Meeting.

In looking back at the past history of our industry, we can be pleased with our progress. Years ago, when my father started in business, domestic-made macaroni products were almost unheard of. Our rate of progress is a heartening fact; in a relatively short time we have gained national acceptance for our products. The per capita consumption of macaroni and egg noodle products has increased faster than that of any other cereal food, even faster than the rate of growth of our population. This positive trend toward an increased acceptance of macaroni and egg noodles by the consumer, gathers momentum with each passing year.

### Cooperative Effort

We all realize that our rapid progress can be in a large measure traced to the efforts put forth by the National Macaroni Manufacturers Association. To help achieve our goal for ever-increasing consumption of our domestic made products, is the dedicated work of our organization, through its directors selected from all areas of the country. From this we gather strength and importance. Our gain, therefore, should not be measured by the individual efforts of a few manufacturers, since only in our unity can real progress be made.

This fact has been brought home to us time and again. Not too long ago a new strain of rust crippled our durum wheat crop, and we had a serious shortage of our principal source of raw material. What was accomplished to overcome this handicap could never have been done by any individual manufacturer or even a group of manufacturers. It was accomplished, as we all know, by the united efforts of several organizations: the North Dakota Agricultural College, the Durum Wheat Growers Association, the Crop Quality Council, the durum millers, and the National Macaroni Manufacturers Association. All of us, acting in unison, were successful in getting governmental cooperation in the crisis which confronted us.

In the field of promotion, we know that the vast amount of publicity now being given to macaroni and egg noodle products is not by mere chance.



President Manny Ronsoni observes operation of the registration desk handled by Mrs. R. M. Green.

It is being accomplished by a combination of sound, hard-hitting advertising, and effective public relations work. Acting for us and with us are the tremendous forces of the combined activities of the Macaroni Institute, under the wise guidance of the Ted Sills organization, the Durum Wheat Institute, sponsored by the durum millers, and the effective promotion of individual manufacturers.

### Job to Be Done

The past growth and cooperation gives us confidence in the future of our industry. In spite of the steady growth, the per capita consumption of our products is still very low, compared with that of other countries, and there is plenty of room for an increased consumption of macaroni products. To help achieve this increased consumption is the wider acceptance of the fact that a well-balanced diet should contain cereal foods, of which macaroni products are second to none. Also Italian style food has recently become popular and even fashionable. To capitalize on this, our Association and its Institutes are offering better and more varied recipes to the housewife and are making our products attractive to the younger generation.

Good durum crops can be anticipated because of increased technical knowledge and research, and the splendid cooperation and efforts of the durum farmers.

We have good reasons to be optimistic. The future presents a challenge. We must take advantage of changing

consumer attitudes to effect ever-increasing consumption of macaroni and egg noodle products and to keep pace with our ever-increasing population. We must make a united effort to overcome the competition of other industries much older and better organized than our own. Therefore it is of vital importance that we market our products more efficiently and more effectively.

The theme of this Winter Meeting, "Marketing," is very timely. I am sure that the material to be presented to us will prove interesting and helpful. Thank you.

### Diner's Club Item

"Pasta is the Mosta" writes Myra Waldo in the Diner's Club Magazine.

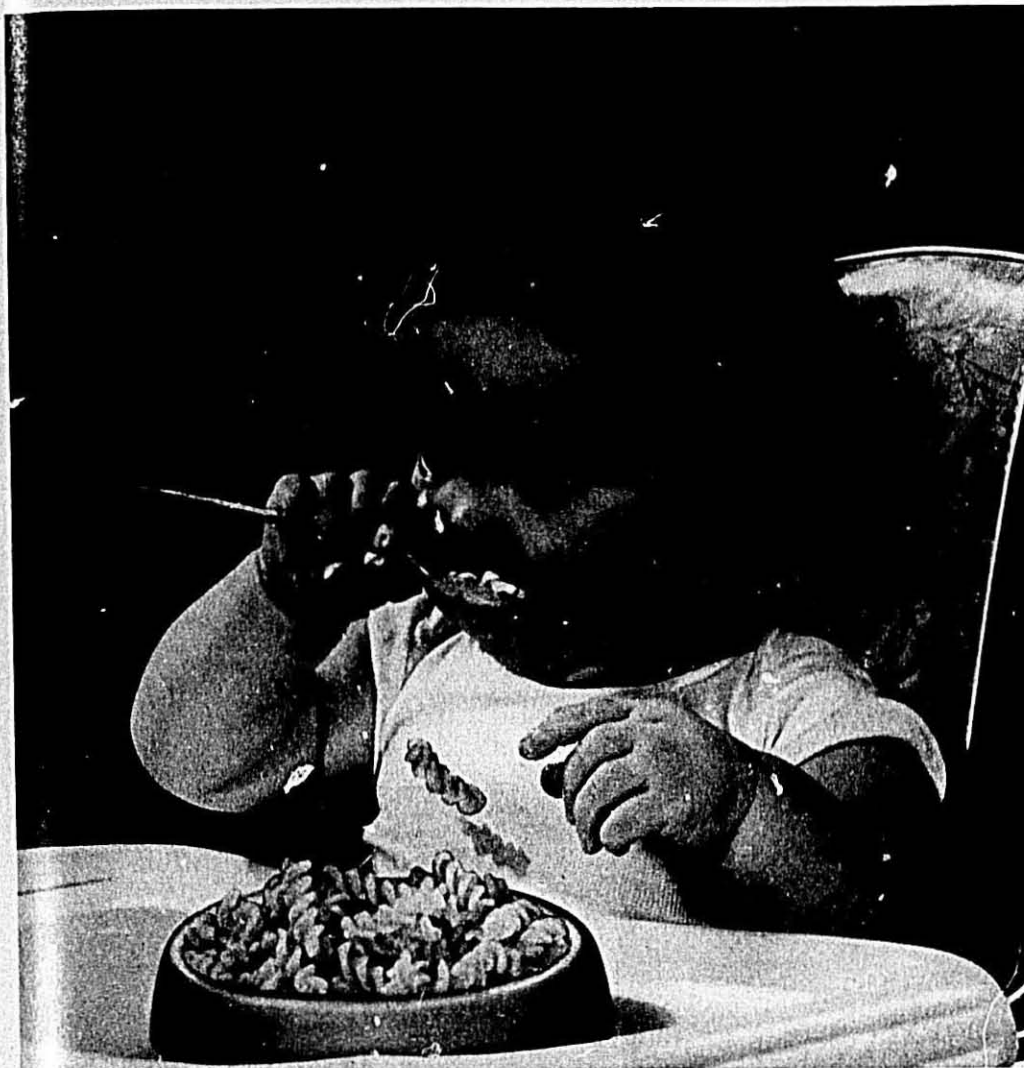
Some patient soul once counted up the kinds of Italian pasta there are. He finally decided that there are 301, but there may be more. Pasta has a unique attribute and that is that its shape, to a very marked degree, influences its taste. Pasta is made of semolina (the hearts of durum wheat) and water, but the different shapes in which pasta is formed has a proven effect on the different flavors. The same sauce on different pasta can taste vibrantly different.

The classic sauce is probably called *alla Piemontese*, as prepared by the famous Italian restaurant, Ricardo's, in Chicago. For six people, use a teaspoonful of butter, a teaspoonful of olive oil, half a cup of ground beef, half a cup of ground pork, one ground chicken liver, a quarter of a cup of ground onions, a quarter of a cup of chopped mushrooms, oregano, parsley, salt, pepper, half a cup of tomato paste, half a cup of stock (or water), one can of tomatoes.

Brown the meat and chicken livers in the butter and oil over medium heat, stirring frequently to prevent burning. Remove meat and saute remaining ingredients (except tomatoes and tomato paste) for 10 minutes. Mix tomato paste with stock, add to the meat and follow with tomatoes. Simmer slowly (three to four hours) until sauce is reduced to its familiar richness. You can use this with any kind of pasta and of course it should be served with a grated Italian cheese. Serves six.

57th Annual Meeting  
Mark Hopkins, San Francisco  
July 10-13, 1961

THE MACARONI JOURNAL



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

## Contentment...

Here's that comfortable, delightful feeling coming on again... happens every time I'm served a meal of macaroni products made from wonderful Comet Number 1 Semolina... wonder how often Mom will make some more of it?

COMMANDER  
LARABEE



Durum Division

A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS

MARCH, 1961

9



## THE QUIET MIRACLE

by Howard H. Lampman, Executive Director, Durum Wheat Institute

Leading industries associated with cereal product enrichment have announced plans for an intensive drive commemorating the twentieth anniversary of the enrichment program's contribution to public health.

Included in the line-up for the year-long campaign in 1961 were bakers, flour millers, wheat growers, corn and rice millers, and macaroni manufacturers. The groups were represented by:

American Bakers Association, American Corn Millers Federation, American Institute of Baking, American Rice Growers Cooperative Association, Millers' National Federation, National Association of Wheat Growers, National Macaroni Manufacturers Association, National Macaroni Institute, National Soft Wheat Millers Association, Rice Millers Association, Self-Rising Flour and Corn Meal Programs, Inc., and the Wheat Flour Institute.

Sponsors of the campaign believe that much still needs to be done to impress on the general public the importance of the enrichment program in building general health. Emphasis

**Enrichment Emblem**—Bakers, millers, macaroni manufacturers and wheat growers have agreed on a common symbol to tell the story of the twentieth anniversary of enrichment as the "quiet miracle." The emblem illustrated above was developed to provide maximum flexibility. In most cases it would appear in connection with a specific enriched product, like bread, flour or macaroni food, rice or corn meal—in advertising in all media and incorporated in package designs. When used without a specific product the word, "enrichment," can be changed to read "enriched bread," "enriched flour" and so on—while the text copy itself can be altered to list only a single enriched food.

20th Anniversary of

"The Quiet Miracle"  
ENRICHMENT

Enrichment means the addition of B-vitamins—thiamine, niacin and riboflavin—and the mineral, iron—to bread, bakery products, flour, macaroni foods, corn meal, rice and other cereals.

Better Health thru Better Nutrition

throughout the year will be on how the "quiet miracle" of enrichment has resulted in better nutrition for all the people.

### Enrichment Began in 1941

Enrichment began in 1941, after recommendation by the United States Public Health Service, National Research Council, American Medical Association and the United States Department of Agriculture with active support from millers and bakers. Specified amounts of the three B-vitamins—thiamine, niacin and riboflavin—and food iron, were added to bread and flour. The program was later extended to include macaroni, spaghetti and noodles, corn meal and rice.

Since 1941, even subclinical signs of deficiency diseases caused mainly by inadequate supplies of thiamine, niacin, riboflavin and iron in the national dietary have all but disappeared. Today, doctors seldom if at all find cases of beriberi, pellagra, or ariboflavinosis—the three nutritional diseases related to B-vitamin deficiencies.

### Promotional Efforts

The twentieth anniversary campaign includes the insertion of four advertisements in the medical, dental, public health press, identifying enrichment as the "quiet miracle" in public health. Millers and bakers have agreed on a twentieth anniversary emblem. A strong appeal will be made to all producers, processors and manufacturers associated with enriched food products to campaign vigorously during the year. Bakers, millers, macaroni manufacturers, rice and corn processors, are asked to identify their packages with the seal and to use art and copy in all advertising media, identifying each company and its products with enrichment, the "quiet miracle."

The National Association of Wheat Growers adopted a resolution urging participation in the year-long campaign at its annual meeting in Enid, Oklahoma. Presentations on the quiet miracle theme were made to miller-baker groups December 20, Kansas City; December 20, Minneapolis; January 5, New York City; January 12 in San Francisco; to macaroni manufacturers, January 18 in Miami; to the National Soft Wheat Millers Association and the Directors of the Self-Rising Flour and Corn Meal Program, Inc., January 20 in Louisville.

A broadside outlining specific steps that can be taken by an individual



Howard H. Lampman

company or industry in the campaign has been released. Action kits of materials—including suggested ads, copy, layouts, and news releases were mailed shortly after the first of the year.

The American Bakers Association, through the Bakers of America Program, will concentrate heavily on publicizing the twentieth anniversary of enrichment. A major part of its program will be in cooperation with state and regional associations where leading nutritional authorities will appear as speakers discussing better health today, and how 20 years of enrichment has been a potent contributing factor.

### Comment

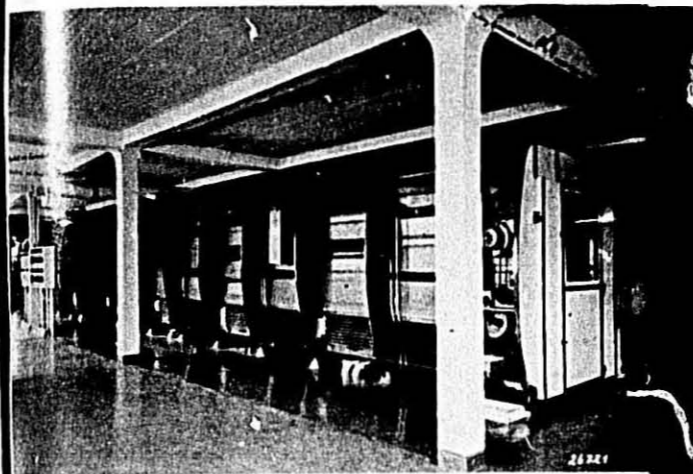
Eleanor Yager, wife of the editor of Modern Miller and Bakers News had this to say:

"To those who know the true story of enrichment, the name 'The Quiet Miracle' is beautifully descriptive. But there is, too, a vague note of pathos in that phrase. It is reminiscent of a great artist or noble poet who has been noticed and unhonored by the world." She went on that many millions of people whose health is better because of enrichment give enrichment no credit and bread no honor. Why? "Because bread is not a conversation piece, at least, not in our country where it is available and everyone can afford it."

Bakers and cereal chemists have spent lifetimes studying the ingredients of bread and how to bake them into a wholesome product. Market surveys have been made to find out what kind of bread people buy. Heroic efforts have been made to preach the goodness of bread and to stamp out

(Continued on page 15)

THE MACARONI JOURNAL



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

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

Cleaning the floor and the circulating fans.



## OPTIMAL CLIMATE CONTROL

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

9 preliminary dryers and 6 finishing dryers with the patented Buhler conveyors are in operation in the U.S.A. and Canada. More than 200 preliminary and finishing dryers are in operation around the world. Capacities up to 1500 lbs/hr.

## THE BUHLER LINE

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

## 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 (MU9-5446)  
CHICAGO—Room 515, 327 South LaSalle Street  
LOUISIANA: Arthur Kunz, 10200 Pressburg St., New Orleans (CH 2-4139)  
CALIFORNIA: Hans Zogg, 1715 Juarez Avenue, Los Altos (YO 7-7556)  
CALIFORNIA: E. C. Maher Co., 1248 Wholesale St., Los Angeles (MA 7-3909)  
WASHINGTON: Ben Borg, 8056 Sunnyside Avenue, Seattle 3 (LA 2-5418)

100 YEARS  
BUHLER  
B B B B

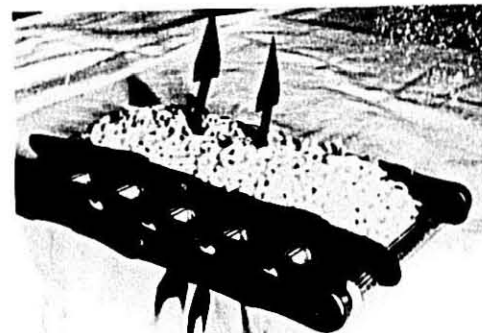




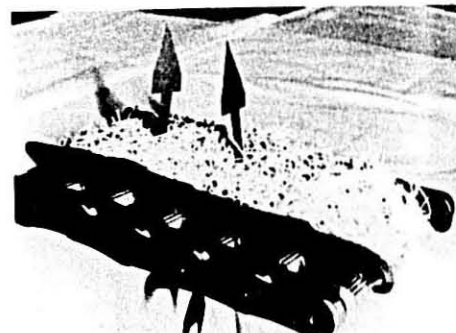
2. ...and fasteners to provide a positive connection between the S-shaped aluminum elements and the links of the roller chains.



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



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

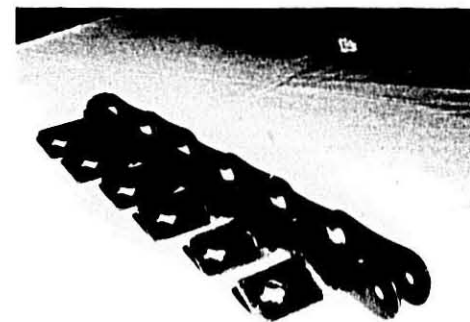


7. ...and all sizes of Noodles. Black arrows illustrate forced air flow.

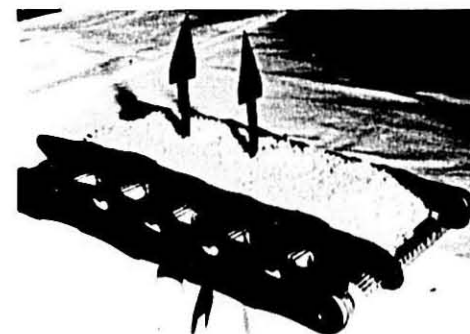
## New S-Element Conveyor

heart of the  
**B UHLER AUTOMATIC**  
Drying Line for Short Goods  
and Noodles  
Type TVK/TTO

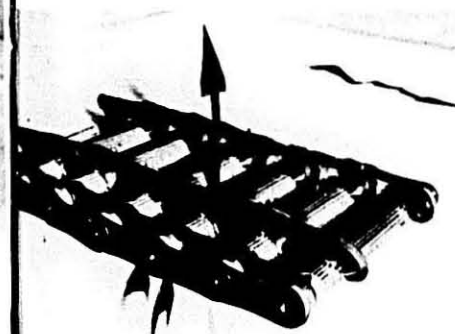
for capacities up to 1500 lbs/hr  
(This series of photos, taken of a model, illustrate the unique features of the new conveyor)



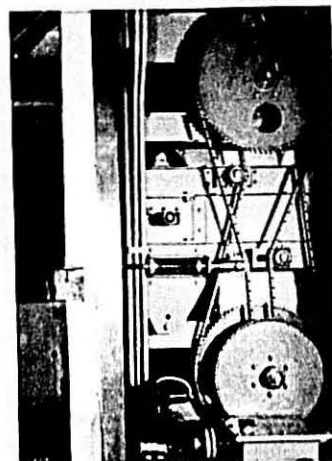
1. Roller chains, specially designed to work under the prevailing strains and climates of a modern macaroni dryer...



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



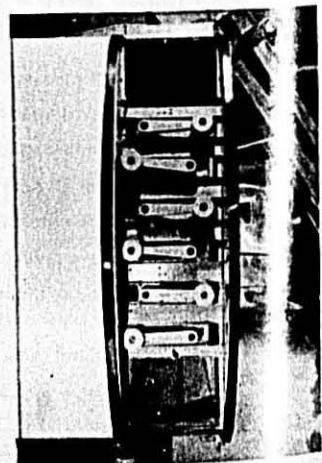
4. ...the patented Buhler drying conveyor. It is stronger and more rigid than any screen conveyor, handles your product gently and reduces costly downtime for maintenance and cleaning.



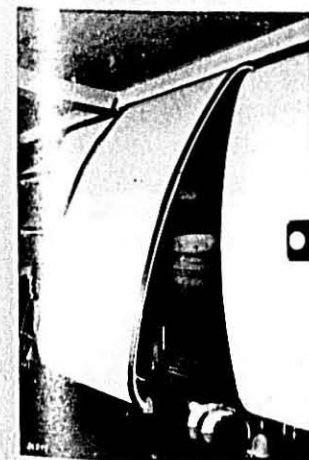
Driving station with overload protection.

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

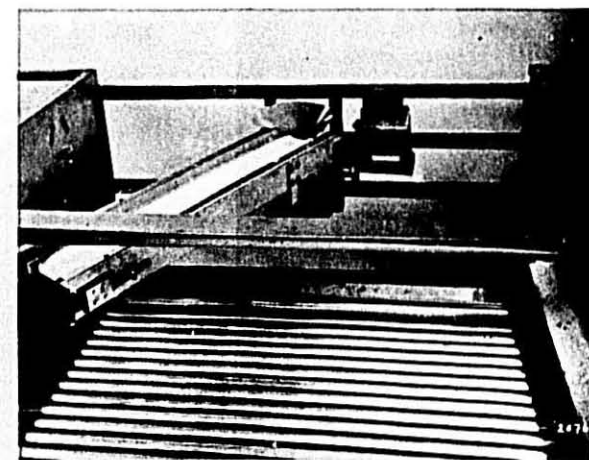
Due to the unique design of this dryer, the individual units can be manufactured in large numbers and assembled to form any size drying line required. Mass production of units to meet large demand also enables you to secure the most modern dryer at a price that will make your investment doubly sound.



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



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

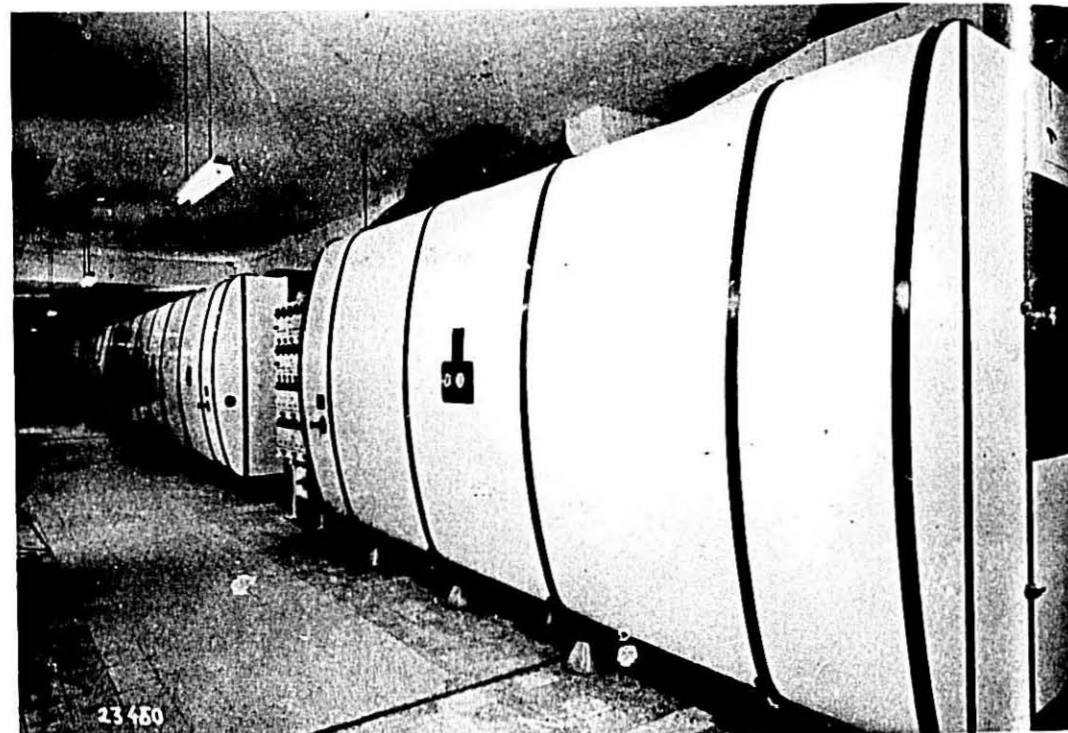


Close-up showing intake belt distributor. Belt or shaking type distributors available.

Write or phone for a Buhler engineer to visit you



## DESIGN WITH A FUTURE



## BUHLER AUTOMATIC DRYING LINE TVK/1 TO

for Short Goods and Noodles

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

- new conception, new conveyors, new paneling permit higher drying temperatures while maintaining the desired low depression, thereby producing a stronger, better looking product. Excessive heat losses and condensation hazards are eliminated.
- it is designed to meet the highest sanitation standards.
- advanced design requires less cleaning time, less maintenance, saving valuable time for greater production. All parts are easily accessible and there are no belts to remove, no screens to mend.
- it is styled for the most modern plant of the '60s.

Engineers for Industry  
Since 1860



### Convention Report—

(Continued from page 6)

...on the facts they have found.

Frederick Mueller gave a comprehensive report on the compensation policies for salesmen of some 74 food companies reporting to the Grocery Manufacturers of America. This covered salary, bonuses and commissions, policies on automobiles and the like.

...buzz sessions on enumerating qualities for supermarket salesmen, the five that appeared most often included artful persuasiveness, industriousness, likable personality, knowledgeable, and well-motivated. It was observed that sales management must consider job requirements before it considers man requirements.

Dominic Palazzolo of Delmonico Foods showed a call file his representatives carry to minimize paper work. This simple form enables the representative to keep a record of merchandise sold, inventory, and need for call-back.

#### Planning for Profit

In summarizing, Don Price observed that planning is essential for volume and profit. Forecasting is more than a tool—it is a requirement of modern marketing management. "What are you doing about your potentials?" he asked. "Analyze constantly, get the facts—use feedback information as part of your marketing research—formulate a course of action and follow it through," he said.

...rather than dealing in detail in the major areas of interest covered by this seminar, the discussions set up further possibilities for future meetings where ramification can be pursued.

Management Audit for Sales and Marketing Executives—Scientific Approach of Practices of Sales Executives, available from the National Sales Executives, Inc., 630 Third Avenue, New York 17, New York, at \$3.25 is a worthwhile review of marketing material. This 90-page book has 17 chapters, seven sections on the following topics: Top Management Leadership; Modern Marketing Management; Building the Modern Sales Organization; Modern Sales and Operations; Modern Selling Communication; Modern Marketing Problems; and Long Range Objectives; plus a Top Management Self-evaluation Chart. This is recommended reading.

The weather was fine during the meeting and the group elected to return to the Diplomat for the 1962 Winter Meeting.

San Francisco Convention

July 10-13, 1961

MARCH, 1961



### Mac for Jack

The National Macaroni Manufacturers Association in convention resolved to send best wishes to President John F. Kennedy and sent him a ton of spaghetti for an inauguration gift. It was pointed out that macaroni is a universal food, enjoyed by people of all nations, and suggested that Mr. Kennedy might do well to serve it for state and diplomatic dinners.

"After all," said Association President Emanuele Ronzoni, Jr., "when people sit down to share a platter of spaghetti and meat balls, any animosity flies out the window."

Catherine Green, six, daughter of Robert M. Green of Palatine, Illinois, NMMA Secretary, is hostess at a dinner for friends to show them and young John, Jr. and Caroline Kennedy how to eat spaghetti if they do not already know how. Left to right: Bill Ramser, six; Joy Belle Burtis, six; Gary Blume, six; Catherine Green, six; Doug Fyfe, six; Penny Cagney, four, and Susan Varde, six—all of Palatine.

### Comment—

(Continued from page 10)

...prejudice against it. Enrichment gives bread a coat-tail to ride. Yet, with this massive accumulation of scientific effort, bread isn't interesting!

How to change this? Mrs. Yager says bread would have a better chance if bakers were not so defensively, so

paternally, in love with their product. Bread could use a comprehensive analysis by an imaginative research scientist, one who has the objectivity to look upon bread as a rather drab product which could use some glamorizing.

Elmer Wheeler says: "Sell the sizzle, not the steak."



Ted Sills, National Macaroni Institute public relations counsel, and Manny Ronzoni, Institute president, review display poster for Tuna-Olive-Macaroni Loaf campaign for Lent. The Carnation Company is backing the promotion with national advertising.



Get  
the  
**DEMACO**  
Story .....



**MORE PROFITS  
MANUFACTURING  
MACARONI and NOODLES**

by  
**DEMACO**



All Demaco Presses and Dryers offer **EXCLUSIVE DESIGN FEATURES** that insure better production and economy not generally found in other brands.

**Get the Demaco Story.—**

See how every detail of Demaco engineering (from crown to base) benefits you.

See the Demaco Fully Automatic Mechanical long goods spreader with the exclusive Demaco gear box that eliminates timers, limit switches, brake motors and complicated electrical wiring.

See the Demaco large diameter distributor tubes and new Demaco design extrusion head producing a uniform extrusion pattern.

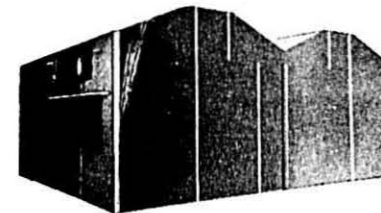
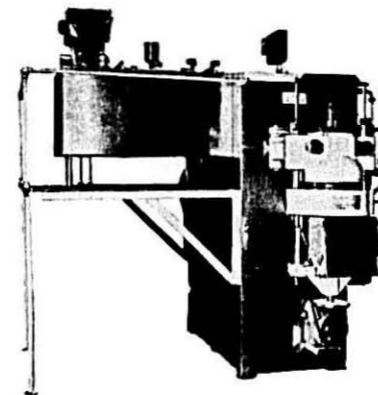
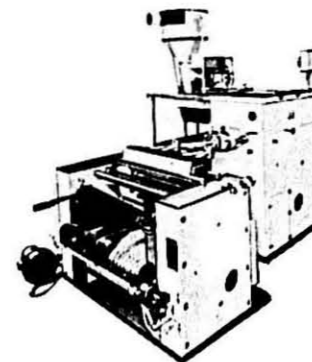
See the Demaco Fully Automatic Short Cut Press which produces uniform quality of short cuts.

See the Demaco exclusive vacuum over the entire mixing cycle. The exclusive Demaco single mixer with direct gravity feed into the feed screw.

See the Demaco Long Goods Dryers with the Demaco exclusive temperature and humidity controllers.

See why over 100 Demaco long goods dryers have been sold in a period of 2 years. No other dryer even at extra cost, can offer the exclusive combination of features found in Demaco.

See the new Fully Automatic Spreader designed for Canning of Spaghetti. An Exclusive First by Demaco. The Spreader designed to fill any size can with any desired weight.



**De Francisci Machine Corp.**  
46-45 Metropolitan Avenue  
Brooklyn 37, N.Y.



## The Traditional Spaghetti Buffet

### IT'S AN ART with Rossotti.

Charles Rossotti, who started in business 40 years ago February 1 at the tender age of 17, served as host for his company, the Rossotti Lithograph Corporation, of North Bergen, New Jersey. The company, a major packaging supplier to the industry, has sponsored the traditional Rossotti Spaghetti Buffet as a highlight of each macaroni convention for the past 25 years. They have been constant advertisers in the Macaroni Journal over the same peri-

od of time.

Over 200 guests from all over the country and Canada, including representatives from Italy, enjoyed the artistry of the Rossotti crew in the magnificent spread of gourmet delights. The menu for the Buffet a la Rossotti included antipasto, hors d'oeuvres, condiments, Spaghetti or Egg Noodles with Meat Sauce a la Rossotti.

On the cold buffet there was honey baked ham and assorted Neapolitan cold cuts, Beef Florentine, baked tom-

turkey, prosciutto with melon, dressed chef's salad with choice of dressings.

The hot buffet offered cabbage rolls, Shrimp Mediterranean, Egg Plant Imperiale, and roast Italian pepper. Desserts included Macedonia Fruits, assorted cheese platter, and Crown Jewel Pastries.

There was wine with the meal, semi tasse after.

All was supervised by Charles C. Rossotti, executive vice president and perfect host.



Left to right—Mrs. E. Ronzoni, Jr., Emanuele Ronzoni, Jr., Charles Rossotti, Mrs. Robert Cowen, Mrs. John Tobie, John Tobie, Robert Cowen, Mrs. Albert Ravasino, Mr. Ravasino (unavoidably deleted) was at the left.



Mr. and Mrs. Sal Maritato, Mario Heymann, Mrs. Joseph Pellegrino, a guest, Joseph Pellegrino, Phil Von Blum, Mrs. Mario Heymann.



Mr. V. Hechich, Mrs. Joseph DeFrancisci, Joseph DeFrancisci, Mrs. Hechich, D. Ricci, John Pavio.



Bill Brezden, Gene Kuhn, Bill Oldach, Mrs. Oldach, C. W. Jack Wolf, Mrs. Wolfe, Mr. and Mrs. Lester Thurston (unavoidably deleted on the sides).



Jerry Guerrisi (far left) and his brother Robert (far right) with friends.



Joseph Giola, Conrad Ambrette, Paul Vermylen and his wife Nancy, Anthony Giola, Alice King.



Tom Sanicolo, Vincent F. LaRosa with his wife Kathleen, Bill Lohman, Joe DeMarco, Bill Berger, John Nelson.



Lee Merry, Cleo Honey, Harry Bailey, Fay Britt, Geddes Stanway and his wife Mercedes, Mrs. Merry, Lloyd Skinner.



Mrs. Phil LaRosa, Mr. and Mrs. Vincent Daralo, Mrs. Vincent S. LaRosa, Vincent S. LaRosa, Louis Roncoco, Phil LaRosa, Dick Vessels (far right).



Albert Weiss, a guest, Mrs. Albert Weiss and daughter Janie, Ray Wentzel, Mrs. Robert Taylor, Mrs. Ippolito, Leo Ippolito (partially obscured), Mrs. Weiss (Albert's mother).

## European Study Tour

SOME 46 enthusiastic macaroni manufacturers, suppliers, and wives are reading literature, getting vaccinations and passports for the European Study Tour this spring.

While most of the group will be flying the Atlantic together, a few privileged persons are going in advance by steamer. The Association office is still taking reservations to fill in any last minute cancellations.

The itinerary follows:

Friday, April 14—Fly New York to Rome.

Saturday, April 15—Arrive in Rome in the morning. Check into Hotel Savoia. Balance of day at leisure.

Sunday, April 16—Morning at leisure. Afternoon Colosseum tour.

Monday, April 17—Morning city tour of Rome including the Vatican. Afternoon visit to the Pantanella macaroni plant.

Tuesday, April 18—Morning at leisure for personal activities. Afternoon meeting with the General Confederation of Italian Industries, Confindustria, Piazza Venezia, 11.

Wednesday, April 19—Day of leisure in Rome.

Thursday, April 20—To Perugia by motor coach via Assisi to visit the famous sanctuary. Stay at Brufani Palace.

Friday, April 21—To Florence by morning motor coach via Lake Trasimeno, Arezzo. Stay at Hotel Lucchesi et Plaza.

Saturday, April 22—Full day to see Florence, morning and afternoon tours.

Sunday, April 23—Florence—day of leisure.

Monday, April 24—To Bologna by motor coach via Forli. Luncheon at Vecchia Rimini. Visit the Ghigi macaroni factory at Morciano. Dinner at the famous Papagallo Restaurant. Hotel Baglioni-Majestic.

Tuesday, April 25—To Parma by motor coach. Visit the Barilla plant. Proceed to Stresa, Hotel Isle Borromees.

Wednesday, April 26—Excursion to Milan to visit the city and the Fair.

Thursday, April 27—Visit the Riccardi factory in the morning. Luncheon offered by Braibanti.

Friday, April 28—Seminar at Milan Fair with Associazione Italiana Industriali Pastificatori.

Saturday, April 29—Depart Stresa by rail for Lucerne. Hotel Schweizerhof.

Sunday, April 30—Lucerne city tour, leisure.

Monday, May 1—Lucerne. Meeting with Verband Schweizerischer Teigwarenfabrikanten.

Tuesday, May 2—Visit Buhler Brothers at Uzwil. Return to Lucerne via Zurich.

Wednesday, May 3—To Stuttgart by motor coach via Rhine Falls at Schaffhausen. Stay at Hotel Graf Zeppelin. Visit Birkel.

Thursday, May 4—Visit Hoffiger & Karg, Waiblingen bei Stuttgart; Drei Glocken plant at Weinheim. Proceed to Mannheim.

Friday, May 5—To Frankfurt by motor coach via Mannheim where GEG has a Hesser installation. Hotel Frankfurterhof.

Saturday, May 6—To Hanover by rail. Hotel Luisenhof. Attend Hanover Fair.

Sunday, May 7—Hanover—day of leisure.

Monday, May 8—Visit Sonnenwerke at Seesen. Leave on evening sleeper for Paris.

Tuesday, May 9—Arrive in Paris in morning. Check into Hotel Grand. Afternoon excursion to Versailles.

Wednesday, May 10—Morning tour, modern Paris. Afternoon visit to Grand Moulins de Corbell.

Thursday, May 11—Investigate Paris on your own.

Friday, May 12—Full day excursion to Fontainebleau.

Saturday, May 13—Day of leisure. Sunday, May 14—Depart by evening plane for New York.



### Semolina Sales

The first day of business of the new year brought sizable sales of semolina and durum flour, sparked by mill protection against the ten cents advance. Macaroni and noodle manufacturers took advantage of the opportunity to fill all backlogs to at least 120 days, often beyond. Some coverage extends to the new crop. The only deterrent to business of blitz proportions was the exceedingly well booked position of most of the trade.

Selling started in a small way when the export subsidy announcement was released but tapered off when no immediate effect was noted in cash durum. Good business for macaroni manufacturers in January no doubt was the deciding factor in long term bookings. Large marketings of durum wheat took place during the first month of the new year. Fully a million bushels were sold to arrive for boxcar and truck delivery, and another quarter of a million sold on-arrival in the terminal market. Lack of storage space at the mills depressed prices some towards the end of the month, and farmers stopped selling.

The Durum Growers Association held its third Annual Meeting February 23 at Langdon, North Dakota. The North Dakota State Durum Show has been postponed until sometime this fall.

Turkey harvested her best crop of wheat in 1960 for several seasons. Her export surplus may be 20 to 25 million bushels, much of which will be durum badly needed in Italy to meet the shortage there. Italy has already been buying durum in large quantities from the United States and Canada.

### Turnabout

The first month of the new year saw slight easing of shell egg prices with indications that there might be a greater supply of shell eggs as the year progresses. However, the Henningsen Foods newsletter noted, the inventory position on shell eggs and egg products is so low that the additional shell eggs which are available are quickly being absorbed by egg product users. Low egg product inventories will no doubt continue to be a factor in determining egg prices through the first half of the year. Supply and demand factors should keep egg product prices at a relatively constant level through the early months.

On January 24, an announcement was made by the Department of Agriculture that it would purchase egg solids for its needy peoples relief program. Some four million persons in

42 states are eligible. There was to be a five-week delay following the announcement in delivering foods because the Government had to buy canned pork and gravy, dried peas, beans and dried eggs on the open market. Henningsen Headlines then observed that it would be expected that for the near future the price of shell eggs would relate directly to the quantity of egg solids that the Government purchased.

Current receipts of shell eggs brought 32 to 37 cents in the Chicago market during January, while frozen whole eggs ranged 28 to 31 cents, whites seven to nine cents, and dried yolk solids \$1.50 to \$1.65. Sales were insufficient to establish prices for frozen yolks of No. 4 and 5 color.

### Soup Sail

The I. J. Grass Noodle Company is offering grocers a sturdy plastic boat to display Mrs. Grass' soups as its latest promotion. Dealers will receive the boat as a premium when they order 25 cases (24/2s) of Mrs. Grass' soup mixes. They will also receive a "point of sale" display card in the shape of a boat sail which reads:

"Enjoy a Boatload of Flavor. Gigantic Soup Sail! Let Mrs. Grass Make the Soup at Your House."

The attractive craft will be used as a display loaded with any combination of Mrs. Grass' soups to attract consumers during the Grass Company's soup "sail." The boat is guaranteed to increase sales, said Donald Grass, Vice-President in charge of Advertising and Sales.

Dealers can utilize the boat for Lenten displays and other store promotions during the year following the soup sale.

The plastic boat is capable of supporting a 250-pound man and can be used on lakes, streams, or seashore. It weighs less than 12 pounds and is easy to handle and carry. The boat is five



feet, six inches overall in length, 34 inches in the beam, and 12 inches in height.

### Down Again

Production of liquid egg and liquid egg products (ingredients added) during December 1960 totaled 13,835,000 pounds—down 52 per cent from December 1959 and two per cent below the 1954-58 average for the month. The quantities used for immediate consumption, freezing and drying were all smaller than a year earlier.

Liquid eggs used for immediate consumption totaled 1,672,000 pounds, compared with 2,434,000 a year earlier. Liquid eggs frozen during December totaled 8,293,000 pounds, compared with 18,552,000 in December 1959 and the average of 8,805,000 pounds. Frozen egg stocks decreased 24 million pounds during December 1960, compared with 17 million pounds in December 1959 and the 1954-58 average of 22 million pounds.

Egg solids production during December totaled 1,207,000 pounds, compared with 2,522,000 pounds in December 1959 and the average of 1,369,000 pounds. Current production consisted of 443,000 pounds of whole egg solids, 421,000 pounds of albumen solids, and 343,000 pounds of yolk solids. In December 1959, production consisted of 1,144,000 pounds of whole egg solids, 535,000 pounds of albumen solids, and 843,000 pounds of yolk solids.

### Monark Sales Manager

Effective January 1, 1961, John H. Dunn resigned from the Rodney Milling Company to accept the position of Sales Manager for the Monark Egg Corporation in Kansas City. Monark is a leading producer of dried egg solids and frozen eggs for the baking, macaroni and other food processing industries. The appointment was announced by Mr. M. E. Krigel, Vice President of Monark.

Mr. Dunn has been with Rodney for the past five years, working as district sales manager covering much of the United States.

Born in Richmond, Virginia, Mr. Dunn has been a resident of Kansas City for the past 25 years. He served five years in the Army Air Force. After enlisting as a private, he attained the rank of captain as a fighter pilot in the Pacific Theater during World War II. Following the war's end, he returned to the University of Missouri to complete work for his degree in 1946.

He is married and has four children.

THE MACARONI JOURNAL

## MACARONI USA

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

From the Deep Blue Pacific off the Northwest coast



MARCH, 1961

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

1 pkg. (8 oz.) egg noodles	dash of Tabasco or red pepper
1½ cups cottage cheese	¼ tsp. salt
1 to 1½ cups commercial sour cream	1 lb. salmon, flaked (fresh, poached or canned, drained) or 2 cans (8½ oz. each) tuna, drained
¼ 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 . . .

**DURUM SALES**

MINNEAPOLIS 28, MINNESOTA





**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW POSITIVE SCREW  
FORCE FEEDER**

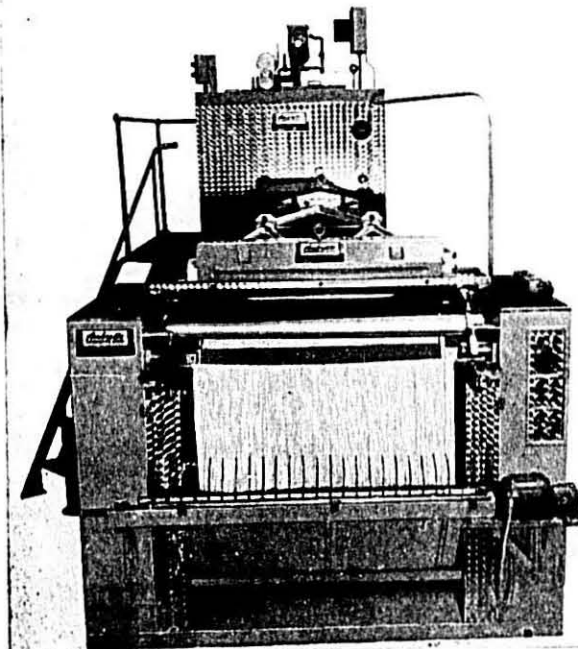
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

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

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

**NEW 1500 POUND PRESSES  
AND DRYERS LINES**

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



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

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

★ Patent Pending  
★★ Patented

*Ambrette*  
**MACHINERY CORP.**

156 Sixth Street  
Brooklyn 15, New York

THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS  
PRESSES**

**SHORT CUT MACARONI PRESSES**

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

**LONG MACARONI SPREADER PRESSES**

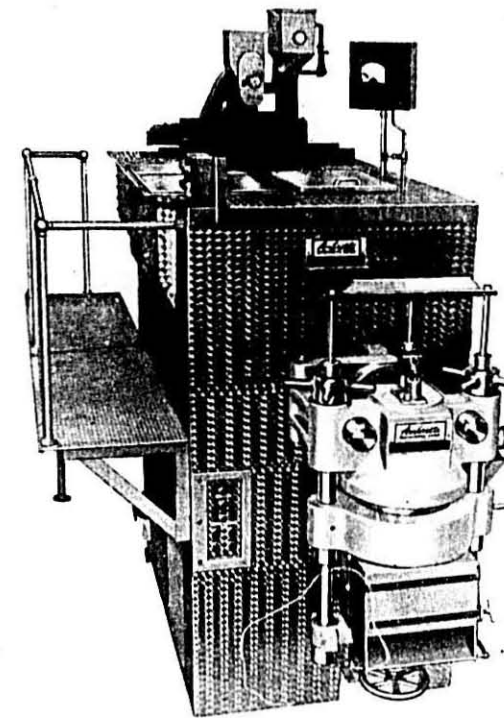
Model BAFS — 1500 pounds capacity per hour  
Model DAFS — 1000 pounds capacity per hour  
Model SAFS — 600 pounds capacity per hour

**COMBINATION PRESSES**

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



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



Model BSCP

PLANT  
150-166 Sixth Street  
155-167 Seventh Street  
Brooklyn 15, New York

*Ambrette*  
**MACHINERY CORP.**

MARCH, 1961

23



### Prince Names Meicke

Harry W. Meicke, a veteran food merchandiser, has been named executive vice president of Prince Macaroni Manufacturing Company, it was announced by Joseph Pellegrino, president of Prince. Mr. Meicke has resigned as Middle Atlantic District Sales Manager for Borden Foods Company to join Prince.

Prince Macaroni, one of the nation's leading makers of Italian food products, markets a complete line of spaghetti and other macaroni products as well as a glass-packed line of prepared foods and sauces, imported graded cheeses and other Italian specialties.

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 and Miami, Florida. Prince also maintains a research and development laboratory at Faenza, Italy, for packaging machinery and manufacturing equipment. Prince owns and operates a folding box and a corrugated box plant in Lowell. Prince has an association with Michigan Macaroni in Detroit for the use of the Prince Brand name.

The new Prince-Gattuso \$1,000,000 macaroni plant in Montreal, Canada—has been completed and scheduled for operation as of January 1, 1961.

Mr. Meicke began his career in the food business when he joined Borden in 1939 in Philadelphia. After serving as a demonstrator, retail salesman, and wholesale salesman in various Pennsylvania areas, Mr. Meicke became Borden Foods' District Manager in Syracuse, New York in 1953.

In 1957, Mr. Meicke was brought in to the New York City office as Assistant Product Manager for Instant Coffee. In 1958, he was promoted to Middle Atlantic District Sales Manager.

From 1942 to 1947, Mr. Meicke served with the Army in Europe, rising from private to infantry captain.

### San Giorgio Plans

Raymond J. Guerrisi, president of San Giorgio Macaroni, Inc. has announced that the company will construct one of the world's most modern macaroni plants.

The plant will be located at 8th and Water Streets in Lebanon, Pennsylvania. Incorporating the most advanced machinery and production techniques, the new plant will replace the facilities which were almost completely destroyed by fire on October 25, 1960. The sauce operation at the 8th Street plant which was untouched by the fire will also be moved to the new location.



Harry W. Meicke

Mr. Guerrisi stated that quality control, cost and efficiency are the major factors in the plans to continue production of their fine spaghetti, macaroni, noodles and sauce.

Demolition of the damaged portion of the plant has been substantially completed. Construction of the new plant will begin as early as weather will permit. Mr. Guerrisi stated that he expects the new facilities to be in complete operation by February 1, 1962. In the meantime, deliveries on all San Giorgio products will continue on an uninterrupted basis.

### New Brochure

A four-color brochure on the characteristics and applications of Olefane, AviSun Corporation's polypropylene packaging film, has been issued by the company, equally-owned affiliate of American Viscose Corporation and Sun Oil Company.

The brochure features two printed inserts of the actual polypropylene film between the front and back covers. A general list of properties is given and charts and diagrams are used to expand upon the film's water vapor transmission rate, gas transmission, chemical resistance, electrical characteristics, haze and gloss, use temperature, heat sealing and machinability, adhesives and labels and printing characteristics, as well as an economic breakdown.

AviSun's Olefane has the highest yield per-pound of film and has already established itself as a packaging medium for bakery products, paper goods, hospital products (autoclaved), and textiles. It is characterized by strength, extreme clarity, low haze,

gloss, good machinability and favorable economics.

Further information is available from John Adrian, Sales Manager-Film, AviSun Corporation, 1345 Chestnut Street, Philadelphia 7, Pennsylvania.

### Polypropylene Plant in Japan

AviSun Corporation, leading producer of polypropylene resin, film and fiber, have concluded an agreement with Shin Nippon Chisso Hiryo, K. K. of Tokyo, Japan to manufacture and market polypropylene resin, film and fiber in Japan.

Construction on a 30 million pound-per-year polypropylene plant begins immediately, with completion date set for 1962.

The agreement, first in the polypropylene field for an American company in Japan or anywhere else in the world, has been approved by the Japanese Ministry of International Trade and Industry.

AviSun, an equally-owned affiliate of American Viscose Corporation and Sun Oil Company, was formed in early 1959 to manufacture and market polypropylene resin, film and fiber.

A 75 million pound-per-year resin plant is now under construction by AviSun at New Castle, Delaware and is scheduled for mid-June, 1961 completion. A 25 million pound-per-year resin plant is operating at Port Reading, New Jersey, while a 20 million pound-per-year film unit is also in commercial operation at New Castle.

Polypropylene is the newest of the plastic materials, and is characterized by its lightness, strength and resistance to chemical corrosion and heat distortion.

AviSun, a pioneer producer, is marketing its resin to plastic molders for a variety of end products in the extrusion, injection and blow-molding industries. AviSun's film, trademarked Olefane, is finding wide acceptance in the packaging field, especially in bread wrapping. Fiber is still in semi-commercial stage, but is expected to be commercially available sometime in 1961.

AviSun officials predicted that the Japanese polypropylene market will be "very substantial," and a number of useful applications for the new material are already being developed there by Shin Nippon.

### Durum for Export

Twenty-four thousand bushels of No. 2 Amber Durum was sold to Sweden via the East Coast in January for the first sale under the payment-in-kind program.

4 big reasons  
for changing to  
**OLEFANE**

### ... tough new polypropylene film

The Golden Grain people switched to Olefane because of its many packaging advantages . . . advantages that can also benefit your packaging operations.

- 1. SOLVES BREAKAGE PROBLEM.** Tough, tear-resistant Olefane polypropylene film cut Golden Grain's rate of bag breakage to an absolute minimum.
- 2. PRINTS WELL.** Olefane prints smoothly, swiftly—with precise multi-color register—gives packaged products greater sales appeal.
- 3. LONGER SHELF LIFE.** Olefane doesn't become brittle and crack with age. Keeps contents fresh longer, despite rough handling.
- 4. ECONOMY.** Polypropylene is lightest of the packaging films. Yields more square inches per pound, cuts packaging costs.

**PLUS** Superior machinability. Non-critical heat seal range. Sparkling clarity. Superior moisture and chemical resistance.

**AVISUN SPECIALISTS** can answer your specific questions, and help you plan for better packaging at lower cost with OLEFANE. Mail coupon or call L.O.cust 8-5520.



a trademark of AviSun Corp.

**AVISUN CORPORATION**  
Department 493  
1345 Chestnut St., Philadelphia 7, Pa.  
Send us complete information covering AviSun Olefane.  
 Please have an AviSun Specialist call.

Name \_\_\_\_\_ (Please Print)  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## The Heart of the Wheat

by Louis A. Viviano, Jr., Vitamins, Inc., at the Winter Meeting.

Defatted wheat germ is a special process of raw wheat germ which is, as you all know, the "heart of the wheat." It is produced by the company I represent, Vitamins, Inc.

The wheat kernel which varies in size from one-eighth to one-fourth inch in length is made up of three parts: the bran, which is the outer cover or shell and about 14.5 per cent of the kernel; the endosperm, which is the main part of the wheat and about 83 per cent of the kernel; and the germ or the "heart of the wheat," which is a natural component of wheat before it is milled into flour and about 2.5 per cent of the kernel. The bran is rich in B vitamins and minerals. The endosperm is rich in energy yielding carbohydrates and protein. And the germ is high in fat and rich in B vitamins, vitamin E, and protein. As you know, the wheat germ is removed in the milling process to improve on the cooking and storage qualities of the flour. It is removed because of its high content of fat.

Now what is defatted wheat germ? It is this same high protein adjunct with the fat removed so it can be used in your products. When our special process is completed, there is less than one per cent fat left, which is negligible. It is therefore now a useful ingredient that can be added to your macaroni products without hurting its cooking and storage qualities.

### Fat Extraction Explained

How is defatted wheat germ obtained? We take the best fresh wheat germ available in carload quantities as it is produced in the mills throughout the year. Only that which meets the highest sanitary standards of quality is selected. We believe in quality just as you, the macaroni manufacturers, do. We ship it in refrigerated cars to keep this perishable germ fresh. Now as you know, wheat germ can spoil owing to the development of rancidity of the unsaturated oils or fats that wheat germ contains in great abundance. We remove these oils in our modern extraction plant in Michigan City, Indiana using a solvent called Hexane which is used in the extraction of most vegetable oils. This oil of fat is extracted in a continuous process using the most modern and efficient type of equipment. The defatted wheat germ is then dried so all traces of solvent are removed. At no time in our process are chlorinated hydrocarbons used. Our finished product, defatted wheat germ, then comes to you in the



Louis A. Viviano, Jr.

form of a powder or flour packed in 100 pound multi-wall bags or fiber drums.

Once the wheat germ is defatted, it becomes a useful, bland, stable, economical, high quality protein ingredient for macaroni products or any other product that has to have long shelf life.

Not only does defatted wheat germ provide you with a natural source of vitamins, but at the same time it will improve materially the protein quality at a minimum cost to you. Its protein is minimum 30 per cent which is a high caliber vegetable protein, its fat less than one per cent and its moisture about five per cent. Defatted wheat germ has natural vitamins that could replace 15-20 per cent of your present enrichment. Defatted wheat germ adds other important natural vitamins, minerals and amino acids to your product. It may be of interest to you to know that defatted wheat germ produced by Vitamins, Inc. has been evaluated for its protein quality by independent laboratories. The results of these tests show that when five per cent of our Vitamins Defatted Wheat Germ is incorporated in your macaroni, there ensues a substantial improvement in the protein quality; namely, that the protein quality is evaluated by biochemists and nutritionists is more than double.

### Usefulness Stressed

So, this is our product and its makeup. But it is of no use unless it can be useful to you, the macaroni manufacturers. Under the Federal Standards, defatted wheat germ may be in-

cluded as an ingredient of enriched spaghetti or enriched macaroni to the extent of not exceeding five per cent of the weight of the finished product. Therefore you can use it now. It is available to you in practically any quantity, and we will give you every assistance possible in its use should you need it. It is in demand, for people want nutritional foods. As the result of this, some of the foremost processors of cereal products are now including our defatted wheat germ as one of the principal components in their respective products. It has caught the popular fancy and is being sold on a grand scale. Gentlemen, this is significant. Why? Naturally, because it increases sales.

### Improvements in Color

Knowing all these good things about defatted wheat germ, why hasn't the macaroni manufacturer made more use of it? I know from my association with you that one big objection to our product has been the color problem. You have worked many years to give your macaroni products a nice golden color. We appreciate your efforts and know your situation. We therefore embarked on a research program for the sole purpose of resolving the color problem. We have made significant improvement. Two samples on display show, first, the product we had six months ago, similar to the one you saw at last year's meeting; and, secondly, our new improved defatted wheat germ. The second sample is much lighter in color than the first. It shows you the progress we have made during the last six months of research in two separate laboratories. Moreover, Vitamins, Inc., striving to help the macaroni manufacturers, will continue this research. With constant improvement, I believe you can see we are on the threshold of success in overcoming the color problem.

### Nominal Additional Cost

Your other main objection to the use of defatted wheat germ has been the additional cost it entails. However, if you analyze it, you will see the increase in cost is nominal, less than one-third cent per pound. Even this slight increase possibly could be cut down. It could be cut down by pre-mixing at the mills. This would save on labor, save on the cost of the product by volume carload buying, and save on freight rates, for we are in the Midwest. Also, it could be cut down by

(Continued on page 28)

THE MACARONI JOURNAL

T S M

No. 3

## A LEGEND OF LOST LABOR

In the time of King Frederic of Saubin, there lived a man named Cicho. Said he, "I must find means of giving happiness to all mankind before I die...a delicious dish, perhaps, concocted to suit all tastes."

For years Cicho studied and experimented. Finally success rewarded his efforts. Yet before he could give his discovery to the people, a neighbor woman who stealthily had watched him at work, prepared the dish and presented it to the King.

Mightily pleased, the King called it Macaroni, from the word Macarus, the divine fish.

And when Cicho protested the dish was his, he was told, "An angel revealed the recipe to the King's cook. Macaroni is a blessing from heaven." With head bowed, Cicho returned to his house, never to be seen again.

Constant study, research, testing, play an important part in upholding the reputation for "highest quality" of King Midas Semolina.

**King Midas** DURUM PRODUCTS  
MINNEAPOLIS  MINNESOTA





## V-10 PROTEIN

by Arnold A. Kaehler, Special Foods Company, at the Winter Meeting.

Progress as a general rule comes only after major effort in either time, study and expenditures of money—and usually all of these combined. Only then comes improvement of present product—change in product or merchandising method—and increasing use of product with increased volume of sales.

The importance of keeping macaroni and spaghetti products as competitive with other foods as it is possible to make them is something of which we are all aware. Consumers have shown in their buying habits that they will not only accept but will demand continued improvement in the products they buy, or they turn instead to other foods.

V-10 Protein, produced by Special Foods Company, offers promise for improvement in product and more sales for you.

### Merchandising and Advertising

The old adage "if you build a better mouse trap, the world will beat a path to your door" no longer works unless you build a demand for that product and tell the world about it. It is important to you that many consumers are already protein conscious and diet-minded, and several millions of dollars of merchandising and advertising expenditures have already been made on V-10 Protein used in bread and breakfast food. These have included full page ads in Sunset magazine, Ladies Home Journal and Readers' Digest. This publicity and merchandising effort already provide a sound foundation of interest and demand on which to build acceptance of V-10 Protein macaroni and spaghetti products.

What do we have in V-10 Protein that is different from regular macaroni, and what are the differences between V-10 Protein and plain milk, soya, lysine or other methods of bringing about improvement in protein quality? First, V-10 Protein brings about increases in the amount of protein, but more importantly it increases the protein quality not only of the V-10 Concentrate contained in it, but also of the total mixture of durum and the V-10 content itself.

### Research Foundation Studies

Results of studies conducted at the Wisconsin Alumni Research Foundation indicate that the protein in regular macaroni in the amount of 13.5 per cent is increased to 18.5 per cent with the addition of V-10 Protein. It would be possible, if desirable, to in-



Arnold A. Kaehler

crease this amount to 20.5 per cent. The most important result of V-10 is the increase in protein quality. Here the Research Foundation studies indicate that regular macaroni with 13.5 per cent protein has an efficiency of .52, while V-10 macaroni with 18.5 per cent protein has an efficiency of 1.35. You will note the quality of the protein is increased by more than 100 per cent.

### Cooking Quality

In addition to the improvement in macaroni and spaghetti brought about by the increase in amount and quality of protein, is the effect V-10 Protein has on cooking quality. All of you know the difference in eating enjoyment resulting from that relatively small difference between "al dente" and overcooked macaroni. V-10 Protein adds materially to the firmness and resistance to overcooking. A "fool proof" product that makes every housewife an expert will substantially enlarge the market.

In selling, it is important to have a visual difference in product that people can see as well as talk about. There is just enough difference in the appearance of V-10 Protein macaroni and spaghetti that customers can see and therefore more easily believe that there is a difference in content and quality of protein as well as an advantage in cooking and eating quality.

It is most important to make the customer aware of improvements in your product. It is here that the function of the Wisconsin Alumni Research Foundation is so important. In their many years of work with many different products, the Foundation has established itself as an authoritative source

of technical information. They are extremely important in that their nutrition studies and opinions about products are widely accepted as authentic and accurate.

Mr. Arno H. Johnson, vice president of the J. Walter Thompson Company advertising agency, in a recent talk on merchandising trends and product developments of the future, observed: "The trends to better incomes, better levels of education, less manual labor and urban living . . . which are so favorable to the food industry as a whole, and to the upgraded diet, will continue to be unfavorable to wheat consumption unless aggressive measures are taken by the industry to change the image and profile of wheat and wheat products."

"For wheat and wheat products, this rapid expansion of competitive effort must be recognized and offset, if the industry hopes even to hold its present level of acceptance. And to increase per capita consumption will require concerted and aggressive action by both the producers and processors." To summarize—no industry in today's economy has made significant progress without major change and improvement in product. Improvement in the protein quality of foods consumed is of increasing interest and importance to those who select and buy today's foods. V-10 Protein provides those nutritional advantages and improvements in eating quality together with important merchandising support.

### The Heart of the Wheat—

(Continued from page 28)

saving 15-20 per cent on enrichment costs. But what is more important is that with a small increase in cost you can give the American people a better, nutritious product that will increase sales. And increased sales is what we all want and strive for. By using a nutritious ingredient such as defatted wheat germ you will not only increase the protein content of your macaroni, but at the same time will double the quality.

It has been our experience from working with many food companies that are using our defatted wheat germ that invariably there is an increase in the popularity of their product because of its universal appeal. Why not then the macaroni manufacturer? If any manufacturer is interested, we would be glad to cooperate in experiments that he wishes to make using our Vitinc Defatted Wheat Germ.

# AVAN

OFFICINE MECCANICHE SPECIALIZZATE  
MACCHINE ED IMPIANTI PER PASTIFICI  
GALLERIA VENEZIA

## AHEAD WITH THE MOST MODERN EQUIPMENT FOR THE MACARONI INDUSTRY

### PROVEN AROUND THE WORLD FOR OUTSTANDING PERFORMANCE

COMPLETE LINE OF VACUUM PRESSES  
(TO 1600 POUNDS PER HOUR)

AUTOMATIC SPREADERS

PRELIMINARY DRYERS FOR LONG AND SHORT GOODS

CONTINUOUS AUTOMATIC DRYERS FOR LONG AND SHORT GOODS

SPECIALTY MACHINES FOR COILED GOODS AND BIRDS' NESTS

SPECIAL AUTOMATIC PRELIMINARY AND FINAL DRYERS FOR ABOVE

DIE WASHERS FOR ROUND AND RECTANGULAR DIES IN ONE UNIT

## COMPLETE ENGINEERING SERVICE AT YOUR DISPOSAL FOR DESIGN OF NEW PLANTS AND FOR MODERNIZATION

### SALES REPRESENTATIVES

East zone: ROBERT MARR & SON, INC.

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

WOrth 2-7636

West zone: ASECO, INC.

6137 YORK BLVD.

LOS ANGELES 42, CALIFORNIA

PRECISION!

MARCH, 1961

THE MACARONI JOURNAL



## ARDEX 550

by John Florence, Archer-Daniels-Midland Company, Prochem Division,  
at the Winter Meeting.



Joe Viviano is served while John Florence bears approval.

Over the years many protein products have been sold to the food industry by producers, but most were so expensive that they had only small specialized applications. The cheapest has been soy flour, which had many nutritional and cost advantages, but also a characteristic odor and flavor which limited its use.

Through extensive research activity, Archer-Daniels-Midland Company's Prochem Division has now developed a unique protein product from the soybean which we call "Ardex 550." It was developed with the cooperation of the people in your industry, whom we felt best knew your needs for today and the future. It is odorless and tasteless, and can be used in your products without changing the fundamental physical nature or taste characteristics of your products. In our opinion, it is a product which will help you realize

your obvious goal of a larger share of the consumer dollar through its use in macaroni products. We know that you are interested in that because of your wonderful record in the past. You have done an outstanding job in your competitive fight with other foods.

Made by a special process, Ardex 550 is an odorless, tasteless, soybean product, ground normally to a flour mesh size. It contains 50-55 per cent of well-balanced protein and has a creamy appearance in its finished state. It is presently priced at \$6.50 per cwt. F.O.B. our Decatur plant in carload quantities.

### Primary Advantages

We and the members of your group with whom we have worked closely feel that this product offers three main advantages to the macaroni manufacturer:

1. Advertising and Promotion. One of the best ways you can increase your share of the consumer dollar is to have companion products which can supplement your present standard products. Ardex 550, when used at a 17 per cent level in your products, can give you advertising and promotion ammunition which you can't get in any other way. Protein fortification of familiar foods is the coming wave in the food industry. When your finished product contains 20 per cent protein, it compares favorably with fresh meat in protein content. A housewife can serve her family a spaghetti dinner with meatless sauce and give them the approximate protein which they would get from a sirloin steak, and at considerably less cost.

2. Functionality. This means resistance to overcooking, the ability of Ardex 550 macaroni products to remain firm over a long period of time on steam tables. There is also no "matting" or sticking together of the macaroni. Individual strands maintain their individuality or character instead of gumming or falling apart. This unique feature has caused particular interest from the canners of macaroni products. We have information on production runs made and tested by Continental Can Company in which 17 per cent Ardex spaghetti showed a significant improvement in firmness over standard canned products.

For the past two years the Minneapolis-St. Paul school lunch program has been using Ardex 550 macaroni products. They are very enthusiastic about its performance, which they consider a plus to be added to the nutritional value they are giving to the children.

3. Nutrition. The soybean has long been known as an outstanding source of well-balanced available protein for the human body. When Ardex 550 is incorporated with semolina or wheat flour, a substantial rise in total protein of the finished product can be achieved. A typical spaghetti product contains 17 per cent Ardex 550 and 42 per cent semolina. The resulting spaghetti is 20 per cent protein. This compares with normal semolina content of 12 per cent to 13 per cent. The protein efficiency is increased 50 to 88 based on feeding test-skim milk control of 100.

(Continued on page 38)



Spaghetti samplers—left to right: Association Research Director James Winston; Dr. Mario Braibanti of Milan; Association President Emanuele Ronzoni, Jr.



# ADM

serving the food industry  
through Research...



ADM has long been one of the nation's leading producers of edible products for the food industry. And Ardex 550 is another important development of ADM's continuing and pioneering nutritional research.

As you may know, ADM is a leading supplier of durum semolina and flour through its Commander Latake Division. ADM also is one of the major producers of bakery flours, liquid shortening, and many other foods derived from vegetable oils, soy flours, and lecithin.

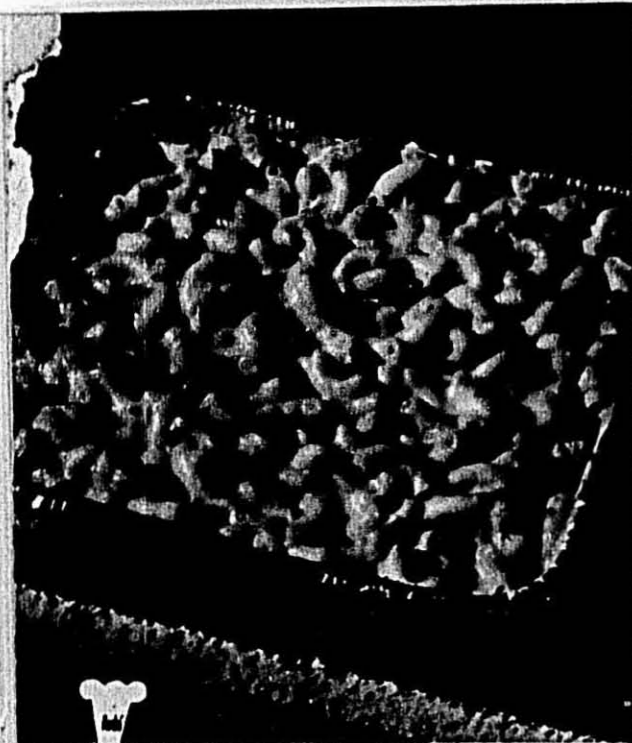
The Company's central research facilities are in Minneapolis, Minnesota. Laboratories are also maintained at Newark, New Jersey, and Evendale, Ohio. ADM's major processing plants for food ingredients are at Decatur, Illinois; Minneapolis, Minnesota; Evendale, Ohio; St. Joseph, Kansas; Kansas City, Missouri. In addition, we have sales offices and agents in Los Angeles, New York City, Chicago, Toronto, Cincinnati, and Houston.

For complete information, including technical data and product sample, on ARDEX 550, contact the office nearest you.

Archer-Daniels-Midland  
Prochem  
DIVISION

700 Investors Building, Minneapolis 2, Minnesota





### Frozen.....

ARDEX 550 helps you hitch two strong trends together for bigger sales and profits. The health and fashion-inspired trend to higher protein foods and the trend toward the convenience of frozen foods. Besides economical protein in the efficiency range of beef, ARDEX 550 gives frozen macaroni specialties several other big advantages: It improves appearance and keeping qualities. Even after long periods of frozen storage, products retain the firmness and taste of a freshly baked casserole. So, whether or not you are already taking advantage of the new frozen market, investigate ARDEX 550. Combined with other merchandising ideas—such as novelty shapes or combination dinners—it can give you a macaroni product with far greater profit than is customary in the industry.



### Canned.....

ARDEX 550 produces canned spaghetti that's difficult to distinguish from fresh in appearance, taste and chew. The rich protein of ARDEX 550 imparts firmness that does not fade, even after long storage in the can. So here is a selling feature that stays with you from pack-time to dinner-time. Add to this the nutritional appeal of high protein and your product commands a sizable premium. Not only is your market broader, but your production cost rises very little so you can make the most of this profit opportunity.

More market  
More margin  
with new

# Ardex 550

uniquely bland protein supplement for macaroni products

From ADM nutritional research comes an inexpensive source of steak-quality protein that can help expand your macaroni sales into extremely high profit markets. New ARDEX 550 protein supplement.

ARDEX 550 is uniquely bland—actually neutral in taste, odor and color. It offers protein efficiency in the range of meat and milk solids... yet, per pound of protein, it costs about one-fifth as much as milk solids and many times less than meat.

ARDEX 550 gives you a highly effective merchandising approach. It boosts tolerance to overcooking, appearance and nutrition of macaroni products without altering their traditional flavor. While ARDEX 550 does not increase production costs significantly, it adds premium appeal. Modern health-weight and budget-conscious shoppers readily pay from 50% to 200% more for high protein, specialty products.

We're not suggesting that ARDEX 550 replace all durum products. On the contrary, it is an inexpensive, effective way to share markets now enjoyed exclusively by more costly protein foods... a sure method for expanding your present sales and profits.

For maximum profitability and functional properties, we recommend adding ARDEX 550 at the 17% level. This gives a protein content similar to meat and 7% higher than semolina. Protein efficiency at this level is 88, compared with 100 for milk solids and 50 for semolina.

Yes, new ARDEX 550 enhances all macaroni products—spaghetti, macaroni and noodles. It provides a strong sales tool that gives products a strong competitive edge in high profit markets.



### Dry Products.....

Long noted for economy, durum spaghetti and macaroni products complemented with high protein ARDEX 550 are even more economical for the housewife. For now she can serve these inexpensive dishes assured that her family is getting as much well balanced protein as if she gave them choice beef. This, of course, also makes ARDEX 550 ideal for school lunch and other institutional feeding programs. ARDEX 550 enhances the appearance, tolerance to overcooking and appetite appeal of dry products... gives them *al dente supremo!* All these features—nutrition, economy and cooking tolerance—make ARDEX 550 equally desirable in institutional markets and at the supermarket checkout counter. For extra promotional power, combine ARDEX 550 with the new specialty shapes.

### Ardex 550

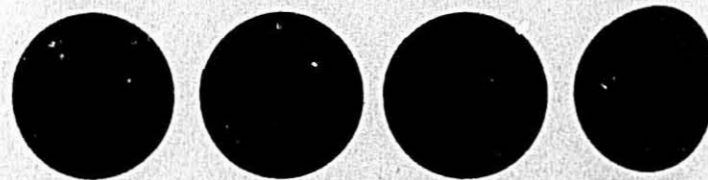
four



Valine Isoleucine Threonine

100% semolina

### RELATIVE PROTEIN EFFICIENCY



Semolina

Semolina & 1% Lysine

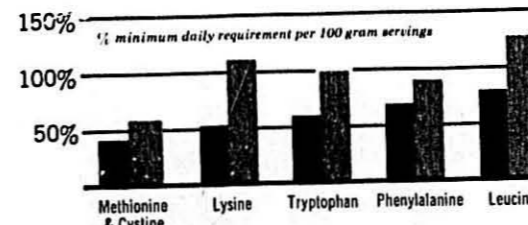
Semolina & 17% Ardex 550

Meat

Values relative to milk solids control of 100

### COMPLEMENTARY EFFECT OF

when used with typical durum whe



Methionine & Cystine Lysine Tryptophan Phenylalanine Leucine

83% semolina plus 17% Ardex 550



**Ardex 550**

NEW SOURCE OF PROFIT FOR THE MACARONI INDUSTRY

## Additives and New Products for the Macaroni Industry

by Charles M. Hoskins at the Winter Meeting.

... of additives, and their use in the macaroni industry, and their effect on taste and profit. Next, it is necessary to determine the needs which are fulfilled by products presently in the market, and to determine whether they can increase profit. It is also necessary to determine whether products made by a manufacturer can be sold at a higher price than those made by a competitor. The addition of new products to the present line of products is a logical step in the development of a new product, which can be sold at a higher price than the present product.



Charles M. Hoskins  
William Freschi

### Consumer Needs

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

### Soy Products

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost. The consumer needs of the macaroni industry are of two types: (1) the need for a product which is of high quality and (2) the need for a product which is of low cost.

Continued on page 35



## CONVENTION REGISTRANTS

At the Marketing Seminar, Winter Meeting of the  
National Macaroni Manufacturers Association

### Macaroni Manufacturers

Mr. Anthony J. Gioia	Bravo Macaroni Company	Rochester, N.Y.
Mr. Joseph A. Gioia	Bravo Macaroni Company	Rochester, N.Y.
Mr. and Mrs. James T. Williams, Jr.	Creamette Company	Minneapolis, Minn.
Mr. and Mrs. Dominic F. Palazzolo	Delmonico Foods, Inc.	Louisville, Ky.
Mr. Joseph P. Viviano	Delmonico Foods, Inc.	Louisville, Ky.
Mr. James Pavak	Delmonico Foods, Inc.	Louisville, Ky.
Mr. Lester Wagner	Delmonico Foods, Inc.	Louisville, Ky.
Mr. and Mrs. Edward J. King	DeMartini Macaroni Co.	Brooklyn, N.Y.
Mr. and Mrs. Robert I. Cowen	A. Goodman & Sons, Inc.	Long Island City, N.Y.
Mr. and Mrs. A. Irving Grass	I. J. Grass Noodle Co.	Chicago, Ill.
Mr. and Mrs. Leo C. Ippolito	Ideal Macaroni Company	Bedford Heights, Ohio
Mr. David A. Vinocur	La Preniata Macaroni Corp.	Connellsville, Pa.
Mr. Armand Saavedra	La Rinascente Macaroni Mfg. Co.	Bronx, N.Y.
Mr. and Mrs. Peter LaRosa	V. LaRosa & Sons, Inc.	Brooklyn, N.Y.
Mr. and Mrs. Vincent F. LaRosa	V. LaRosa & Sons, Inc.	Brooklyn, N.Y.
Mr. and Mrs. Vincent S. LaRosa	V. LaRosa & Sons, Inc.	Brooklyn, N.Y.
Mr. and Mrs. Phillip P. LaRosa	V. LaRosa & Sons, Inc.	Brooklyn, N.Y.
Mr. and Mrs. C. W. Wolfe	Megs Macaroni Company	Harrisburg, Pa.
Mr. and Mrs. Lester Thurston, Jr.	Megs Macaroni Company	Harrisburg, Pa.
Mr. and Mrs. C. Frederick Mueller	C. F. Mueller Company	Jersey City, N.J.
Mr. and Mrs. H. Edward Toner	C. F. Mueller Company	Jersey City, N.J.
Mr. and Mrs. John M. Murphy	C. F. Mueller Company	Jersey City, N.J.
Mr. and Mrs. V. Hechich	Ontario Macaroni Company, Ltd.	Toronto, Canada
Mr. and Mrs. Louis Coniglio	Paramount Macaroni Mfg. Co.	Brooklyn, N.Y.
Mr. and Mrs. Rosario Coniglio	Paramount Macaroni Mfg. Co.	Brooklyn, N.Y.
Mr. Louis Roncace	Philadelphia Macaroni Co.	Philadelphia, Pa.
Mr. and Mrs. Joseph Pellegrino	Prince Macaroni Mfg. Co.	Lowell, Mass.
Mr. and Mrs. Alfred Rossi	Proclino-Rossi Corporation	Auburn, N.Y.
Mr. and Mrs. Albert Ravarino	Ravarino & Freschi, Inc.	St. Louis, Mo.
Mr. and Mrs. William Ravarino	Ravarino & Freschi, Inc.	St. Louis, Mo.
Mr. Albert Robillo	Ronco Foods	Memphis, Tenn.
Mr. and Mrs. Emanuele Ronzoni, Jr.	Ronzoni Macaroni Co., Inc.	Long Island City, N.Y.
Mr. Raymond J. Guerrisi	San Giorgio Macaroni, Inc.	Lebanon, Pa.
Mr. Robert Guerrisi	San Giorgio Macaroni, Inc.	Lebanon, Pa.
Mr. Jerome V. Guerrisi	San Giorgio Macaroni, Inc.	Lebanon, Pa.
Mr. Lloyd E. Skinner	Skinner Manufacturing Co.	Omaha, Neb.
Mr. Cleo Haney	Skinner Manufacturing Co.	Omaha, Neb.
Mr. and Mrs. H. Geddes Stanway	Skinner Manufacturing Co.	Omaha, Neb.
Mr. John S. Pavia	Toronto Macaroni & Imported Foods	Toronto, Canada
Mr. D. Ricci	Toronto Macaroni & Imported Foods	Toronto, Canada
Mr. and Mrs. Albert S. Weiss	Weiss Noodle Company	Cleveland, Ohio
Mr. and Mrs. Paul A. Vermyley	A. Zerega's Sons, Inc.	Fair Lawn, N.J.
Mr. and Mrs. Robert M. Green	National Macaroni Association	Palatine, Ill.
Mrs. Vera Ahrensfeld	National Macaroni Association	Palatine, Ill.
Mr. James J. Winston	Jacobs-Winston Laboratories	New York, N.Y.
Mr. Theodore R. Sills	Theodore R. Sills & Co.	Los Angeles, Calif.
Miss Elinor Ehrman	Theodore R. Sills & Co.	New York, N.Y.

### Allies

Mr. E. W. Kuhn	Amber Milling Div. G.T.A.	St. Paul, Minn.
Mr. Conrad Ambrette	Ambrette Machinery Corp.	Brooklyn, N.Y.
Mr. John O. Florence	Archer-Daniels-Midland Co.	Minneapolis, Minn.
Mr. and Mrs. R. C. Brierley	Archer-Daniels-Midland Co.	Minneapolis, Minn.
Mr. V. James Benincasa	Ballas Egg Products Co.	Zanesville, Ohio
Dr. Mario Braibanti	Braibanti Company	Milan, Italy
Mr. and Mrs. Cesare Valletti	Braibanti Company	Milan, Italy
Mr. Ralph W. Hauenstein	Braibanti-Lehara Corp.	New York, N.Y.
Mr. Charles F. Moulton	Braibanti-Lehara Corp.	New York, N.Y.
Mr. William Bergert	The Buhler Corporation	Minneapolis, Minn.
Mr. John Nelson	The Buhler Corporation	Minneapolis, Minn.
Mr. and Mrs. John Amato	Clermont Machine Company	Brooklyn, N.Y.

### Allies

Mr. and Mrs. C. W. Kutz	Commander Larabee Milling Co.	Minneapolis, Minn.
Mr. and Mrs. L. J. Weidt	Commander Larabee Milling Co.	Minneapolis, Minn.
Mr. Eugene B. Hayden	Crop Quality Council	Minneapolis, Minn.
Mr. and Mrs. Ignatius DeFrancisci	DeFrancisci Machine Corp.	Brooklyn, N.Y.
Mr. and Mrs. Joseph DeFrancisci	DeFrancisci Machine Corp.	Brooklyn, N.Y.
Mr. Nat Bontempi	DeFrancisci Machine Corp.	Brooklyn, N.Y.
Mr. Ray Wentzel	Doughboy Industries, Inc.	New Richmond, Wis.
Mr. Howard H. Lanpman	Durum Wheat Institute	Chicago, Ill.
Mr. Thomas F. Santicola	Faust Carton Corporation	Brooklyn, N.Y.
Mr. William A. Lohman, Jr.	General Mills, Inc.	Minneapolis, Minn.
Mr. and Mrs. Lee Merry	General Mills, Inc.	Minneapolis, Minn.
Mr. J. M. DeMarco	General Mills, Inc.	New York, N.Y.
Mr. Richard L. Vessels	General Mills, Inc.	Park Ridge, Ill.
Mr. Harry I. Bailey	General Mills, Inc.	Coral Gables, Fla.
Mr. and Mrs. Vincent J. Daralo	Hicks & Greist, Inc.	New York, N.Y.
Mr. and Mrs. Charles M. Hoskins	Hoskins Company	Libertyville, Ill.
Mr. and Mrs. A. L. DePasquale	International Milling Co.	Minneapolis, Minn.
Mr. Phil Von Blon	International Milling Co.	Minneapolis, Minn.
Mr. and Mrs. Sal F. Maritato	International Milling Co.	New York, N.Y.
Mr. and Mrs. Louis A. Viviano, Sr.	International Milling Co.	Jersey City, N.J.
Mr. Joe Morrissey, Jr.	J. F. Morrissey & Co.	St. Louis, Mo.
Mr. George W. May	National Bakers Service	Chicago, Ill.
Mrs. Eleanor R. Hansberry	National Bakers Service	Chicago, Ill.
Mr. William A. Brezden	North Dakota Mill & Elevator	Grand Forks, N.D.
Mr. and Mrs. Donald L. Price	Norton Company	Worcester, Mass.
Mr. and Mrs. William Oldach	William H. Oldach	Philadelphia, Pa.
Mr. Charles C. Rossotti	Rossotti Lithograph Corp.	North Bergen, N.J.
Mr. and Mrs. John M. Tobia	Rossotti Lithograph Corp.	North Bergen, N.J.
Mr. and Mrs. Lester S. Swanson	Russell Miller-King Midas Mills	Minneapolis, Minn.
Mr. and Mrs. Harry G. Deaver	Russell Miller-King Midas Mills	Minneapolis, Minn.
Mr. and Mrs. David Wilson	Russell Miller-King Midas Mills	Manhasset, L.I., N.Y.
Mr. J. W. Hayward	Soybean Council of America	Minneapolis, Minn.
Mr. Arnold A. Kaehler	Special Foods Company	Red Wing, Minn.
Mr. Robert F. Light	Standard Brands, Inc.	New York, N.Y.
Mr. and Mrs. Bates Fertig	U.S. Printing & Litho Co.	New York, N.Y.
Mr. Louis A. Viviano, Jr.	Vitamins, Inc.	Jersey City, N.J.
Mr. James R. Affleck	William Penn Flour Mills Co.	Philadelphia, Pa.

### Does It Sell?

HUGH CHAMBERLIN of the Carnation Company, after outlining the terrific advertising support for the Tuna-Olive-Macaroni Loaf campaign (see promotions on page 6), asked the important question: "Does it sell?" Then he said:

"We have research that indicates very strongly that it does. You may be interested in seeing just exactly how we measure the effectiveness of each ad that we are running. When we are placing this much money behind any one idea, we like to be sure that our execution of the ad and what we have to say are as productive as the media that we are using.

One of our research reports is on an ad which uses the same ingredients that we will be using this time—macaroni, tuna, olives and cheese sauce. The ad ran in Life Magazine, and the research report showed exactly how well it did.

This type of report is called the Gallup and Robinson Impact Report, and it is handled by the same Dr. Gal-



Hugh Chamberlin

lup that has become famous for his Gallup Poll.

The way it works is this: Researchers from the Gallup and Robinson organization will go around and talk to Life Magazine readers one week after the issue carrying the Tuna-Carnation-Macaroni ad is published. They will ask: "Did you see the latest issue of Life Magazine?" If the respondent says yes, she did, the re-

searcher will say, "Will you please describe two of the editorials in that particular issue." The woman will mention, for example, an editorial describing Castro's take-over of Cuba, another one on the inauguration, establishing her as having been a reader of the particular issue in which the ad appeared.

Then they will hand the woman a card with four products listed on it, such as Pillsbury cake mixes, Carnation evaporated milk, and so on. They ask: "Did you see an ad for any of these products in the issue of Life Magazine?" She may answer, "Oh, yes, I remember seeing an ad for a cheese sauce that had a can of Carnation on it." They will then get everything that she remembers about this particular ad tape-recorded so that they have it on a complete, permanent record.

They can then tell, depending on the number of the people that have been established as Life magazine readers and those who have seen this ad, just how well this ad did—if it was of interest to people or if they just turned right by it.



### Additives—

(Continued from page 35)

and disadvantages of the soy products, and they have the additional advantage of a merchandising program which has been developed over the years in the bread industry. If several manufacturers could make one of these products and sell it throughout the United States, the advantages of national advertising could be obtained.

### Proteins

We have done some work on milk proteins. The best of these proteins which we tried increased the cost of spaghetti about three and one-half cents and increased the nutritional value of the protein four and one-half times. The nutritional value of the protein per calorie was the same as that of whole milk. The cost of the protein was absolutely the lowest cost of any protein product in the grocery store which we were able to find. It would be very interesting to merchandise a product of which you could truthfully say that it was the cheapest source of protein available. Neither the color nor the eating quality of the product was seriously affected, although the product was slightly more pale than standard semolina spaghetti.

Proteins are large molecules made up of chains of small molecules which are called amino acids. There are certain amino acids which the body cannot manufacture. If these essential amino acids are missing from a protein, the body cannot use that protein to build muscle and other proteins. The body uses the amount of protein corresponding to the amount of the amino acid in shortest supply. The remaining protein is either converted to energy food such as carbohydrates or eliminated as waste from the body.

Because wheat protein is deficient in the amino acid, lysine, it would take three or four times as much wheat gluten to make one pound of muscle as it would take of casein which is considered to be balanced protein.

If lysine is added to wheat gluten, the efficiency is very greatly increased. In our experiments we added 0.37 per cent lysine to cooked spaghetti and increased the protein nutritional value 2.3 times as shown by rat feeding tests.

Protein supplements such as soy flour, milk proteins and wheat germ increase the protein value by increasing the quantity of protein in spaghetti and also by improving the lysine balance of the protein. Thus, the milk protein mentioned previously increased the protein value four and one-half times although it increased the protein

content of the spaghetti only 50 per cent.

### Wheat Germ

When five per cent wheat germ is added to spaghetti, the protein content increases 4.5 per cent and the protein nutritional value increases 61 per cent. The product is quite dark in color and the taste and texture are about the same as the best of the soy products. The increase in cost is about \$.003 per pound of spaghetti.

An Italian firm has perfected a method of removing the wheat germ in one piece. It is claimed that this product will not become rancid as fast as standard wheat germ and has other properties which improve the quality of spaghetti. We have not run cooking tests on this product.

Gum gluten and egg white are allowed in the Standards of Identity for increasing the firmness of the canned product. Experiments in our laboratory have shown that a high gluten spaghetti makes a better frozen product also.

When I was in Europe in November, I taste-tested a product containing Viturone which is a product apparently made by the fermentation and distillation of the aleurone layer of the wheat kernel. This product seems to make spaghetti quicker cooking and increases the elasticity or resiliency of the product. It also seems to resist over-cooking better than the standard product even though it is softer than the standard product at the early stages of cooking. We have received a sample of this product at our laboratory and we will make some spaghetti and perform cooking tests.

### Myverol

Distillation Products, a division of Eastman Kodak, has been advertising a monoglyceride called Myverol. This product increases the firmness of spaghetti and greatly increases the resistance to over-cooking. We have run some tests on it.

We strongly urge individual macaroni manufacturers to look into the possibility of producing new products in order to be able to sell a portion of production at a price which is higher than the price which is forced onto the standard products by vigorous competition. Our laboratory and pilot plant are busy on research aimed at this goal.

### Ardex 550—

(Continued from page 30)

Children are fascinated by odd shapes and sizes of macaroni products, along with their basic love for spaghetti and macaroni. I think mothers

would be much quicker to follow their children's demands for these products in the supermarket if they knew, in so doing, they also could purchase high protein value. This is being proved every day by the dry cereal people.

Other levels of protein content can be obtained by merely varying the amount of Ardex 550 added.

Fortunately, the production requirements for adding Ardex 550 to macaroni or spaghetti are not complicated. Ardex 550 should be dry blended with the flour you are running before it goes to the dough mixer, or introduced into the mixer at the same time as the flour in its proper proportion. To produce a 20 per cent protein product, 17 pounds of Ardex 550 must be blended with every 83 pounds of semolina. We have found in some cases that a very slight amount of additional water is needed, but the dough makes up very quickly and smoothly. Drying presents no problem, as both long and short goods dry in the same time and in the same way as your normal products.

### Wheat-Soy Labeling

We are all aware of the FDA requirements for the use of soy products in macaroni. A minimum of 12½ per cent soy must be used, if it is used at all, and the word "wheat-soy" must appear in bold letters on the label. I find that there are different interpretations of the latter clause, but whatever the interpretation the words "wheat" and "soy" must show prominently on the label.

Since we are advocating 17 per cent of Ardex 550 so that you have a 20 per cent protein content in your finished product, a minimum called for by the FDA is of no concern. We do feel, however, that your industry would be better off to be able to call this product high-protein macaroni or spaghetti, or something more descriptive than the simple words "wheat and soy macaroni." Of course, this is a decision for your industry and is subject to your discussions with FDA. We would be glad to support you in anything you might wish to do along these lines.

So these are the features and characteristics of our product. We are offering you a bland, odorless, tasteless product with high, well balanced protein and functionality in the form of resistance to overcooking and matting. We also are offering you an opportunity to gain new markets, increase your share of the consumer dollar, and thereby your profit individually and as an industry.

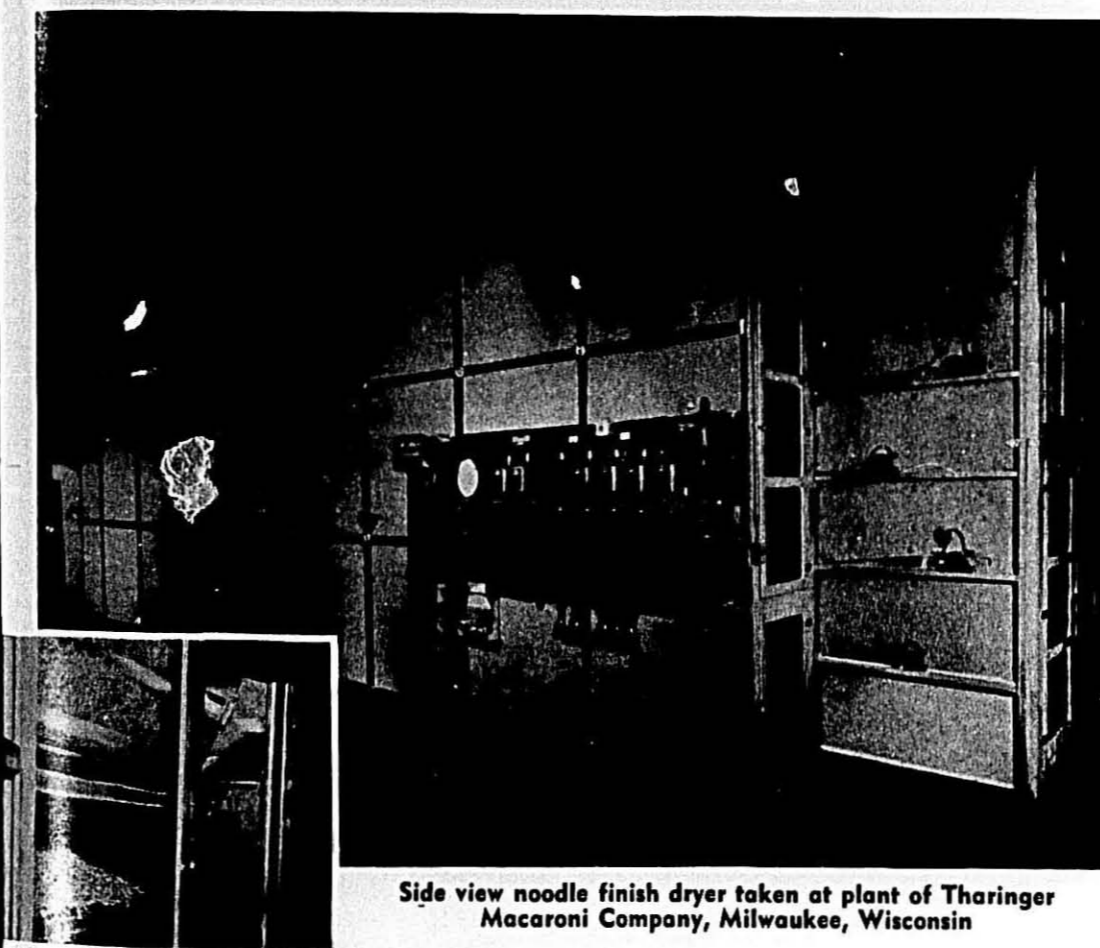
San Francisco Convention  
July 10-13, 1961

THE MACARONI JOURNAL

Clermont

## CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine — in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company

266-276 Wallabout Street,  
Brooklyn 6, New York, N.Y., U.S.A.



## Fat of the Land

TIME, the weekly news magazine, carried a cover story in its January 13 issue on Diet and Health that will be read widely and discussed at dinner tables for a long time.

The Department of Agriculture averaged out United States food consumption last year at 1,488 pounds per person, which somehow means that the average man downed more than eight pounds a day. "That mother hen of the weight-height tables, the Metropolitan Life Insurance Company, clucks that 48,000,000 Americans are overweight."

Physiologist Ancel Keys of the University of Minnesota directs an ambitious, \$200,000 a year experiment on diet, which spans three continents and seven nations, and is still growing. Keys' findings, though far from complete, are likely to smash many an eating cliché. Vitamins, eggs and milk begin to look like foods to hold down on (though mothers' milk is still the ticket). Readings of the number of milligrams of cholesterol in the blood, which seem to have value in predicting heart attacks, are becoming as routine as the electro-cardiogram, which can show that the heart has suffered a symptomatic attack. Already many an American knows his count and rejoices or worries depending on whether it is nearer 180 (safe) or 250 (dangerous).

### Cholesterol

Out of cholesterol comes Keys' main messages so far:

- Americans eat too much. The typical United States daily menu, says Dr. Keys, contains 3,000 calories, should contain 2,300. And extra weight increases the risk of cancer, diabetes, artery diseases and heart attack.

- Americans eat too much fat. With meat, milk, butter and ice cream, the calorie-heavy United States diet is 40 per cent fat and most of that is saturated fat, the insidious kind increasing blood cholesterol.

In the average United States diet of some 3,000 a day, carbohydrates make up 46 per cent. This includes such items as sugar, spaghetti, potatoes, bread and fruit. Proteins including meat account for 14 per cent. Unsaturated fats such as vegetable oils and fish account for 23 per cent, while saturated fats such as animal meat, eggs, and dairy products make up the remaining 17 per cent. The Keys ideal of 2,300 calories a day would be obtained from carbohydrates to the extent of 69 per cent, 16 per cent from proteins, while fats would be cut to 11 per cent of the unsaturated type and four per cent of the saturated.

### Recommendations

The doctor's diet recommendations are fairly simple: "Eat less fat meat, fewer eggs and dairy products. Spend more time on fish, chicken, calves' liver, Canadian bacon, Italian food, Chinese food, supplemented by fresh fruits, vegetables and casseroles."

He adds: "Nobody wants to live on mush. But reasonably low-fat diets can provide infinite variety and esthetic satisfaction for the most fastidious—if not the most gluttonous." On such fare, Gourmet Keys keeps his own weight at a moderate 155 pounds, his cholesterol at a comfortable 209.

In the well-fed United States, deficiency diseases have virtually vanished in the past 20 years. Today, as Harrison's Principles of Internal Medicine, a standard internist's text, puts it, "the most common form of malnutrition is caloric excess or obesity."

### Immoral?

Puritan New England regarded obesity as a flagrant symbol of intemperance and thus a sin. Says Dr. Keys: "Maybe if the idea got around again that obesity is immoral, the fat man would start to think." Morals aside, the fat man has plenty to worry about—over and above the fact that no one any longer loves him. The simple, mechanical strain of over-weight, says New York's Dr. Norman Joffe, can overburden and damage the heart "for much the same reason that a Chevrolet engine in a Cadillac body would wear out sooner than if it were in a body for which it was built." The fat man has trouble buying life insurance or has to pay higher premiums. He has—for unclear reasons—a 25 per cent higher death rate from cancer. He is particularly vulnerable to diabetes. He may find even moderate physical exertion uncomfortable, because excess body fat hampers his breathing and restricts his muscular movement.

The article points out that a big part of the American public wants to know facts about diet and health. The macaroni industry has an obligation to spread information of this sort.

### Patterns in Other Countries

Italy's nutrition scale is low, reports the Co-op Grain Quarterly. It is so low that of the six countries which form the European Common Market it is the one in which the average worker eats the least. The average daily intake of calories is only a hairs-breadth above the 2,500 minimum regarded as necessary to sustain the life and



strength of a working man. When the difference in the economic level between northern and southern Italy is taken into account, this means that there are millions in the south who do not get enough to eat. These results of an inquiry made by the central authority of the common market into the eating habits in West Germany, France, Italy, Belgium, The Netherlands and Luxembourg, the members of the Common Market, have Italian health authorities worried. They remark that the standard of living in the depressed areas of Italy and in general throughout southern Italy has increased greatly in recent years. However, they acknowledge that Italy is still far behind her economic partners. The daily average 2,500 calories consumed by Italians compares with 2,830 in France, 2,900 in West Germany, 2,910 in The Netherlands and 2,980 in Belgium. The average calories intake in the United States is 3,330. On an average, an Italian consumes a yearly total of 598 pounds of bread, flour and other cereals. The corresponding figures are 473 pounds for France, 444 for Belgium, 424 for West Germany and 391 for The Netherlands.

### Speaking of Diets

Methuselah ate what he found on his plate And never, as people do now, Did he note the amount of the calorie count— He ate it because it was chow. He cheerfully chewed each mouthful of food, Unmindful of doubts or of fears That his health might be hurt With some family dessert And he lived over 900 years! ! !

THE MACARONI JOURNAL

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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

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

—in handy wafer or powder form

—convenient nationwide stock locations

—write for descriptive literature

N-84-53



WALLACE & TIERNAN INCORPORATED  
101 MAIN STREET BELLEVILLE 9 N.J.

## MONARK Egg CORPORATION

"It's Easier To Do Business With Us"

### Top Quality WHOLE EGG SOLIDS EGG YOLK SOLIDS

spray dried under strict quality controls to assure you the finest in uniform color and top quality

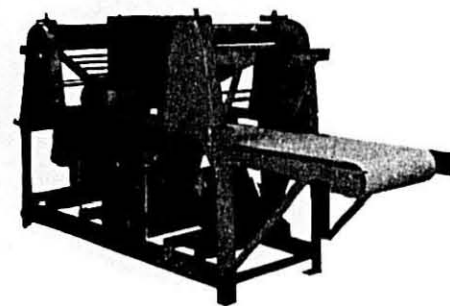
### And FROZEN DARK YOLKS

packed especially for the makers of fine egg noodles

whatever your egg needs you'll profit when you call

## MONARK EGG CORP.

601 E. Third St. Kansas City 6, Mo.  
Harrison 1-1970



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

Manufacturers of ravioli and tamale machines.

40 Years Experience

### Bianchi's Machine Shop

221-223 Bay Street, San Francisco 11, Calif.  
Telephone Douglas 2-2794



## WAY BACK WHEN

### 40 Years Ago

- "Advertising is like breathing," says the cover editorial. "It is the element in business that supplies the vital force necessary to its life, its vigor and its success."
- In observations on macaroni publicity on the editorial page, M. J. Donna observes that "many argue that all the publicity possible has already been given macaroni and kindred products; that the American public has been told about it as a food and that repetition would merely be a waste of space and money."
- He further notes that "Americans as a general rule eat too much meat and other rich foods. As a result, old age diseases are on the increase in this country. A more liberal use of foods of vegetable origin would eradicate this evil."
- Information published by the Tariff Commission shows that the duty on macaroni in 1897 was one and one-half cents per pound. This was effective until 1913 when it was reduced to one cent a pound. Imports in 1914 reached the record proportion of 130,000,000 pounds.
- In 1913, price of bulk macaroni f.o.b. Naples averaged from 4.5 to five cents a pound. Prices in the northeastern part of the United States averaged about seven cents a pound.

### 30 Years Ago

- "Know your business" cautioned the cover message. "Study your costs. Don't be stampeded."
- Business was bad because of the depression. The editor urged: "Let's put our house in order by using only high grade raw materials and selling at prices fair to all. In this way only will honest manufacturers succeed while blenders fail and the price-cutters fail."
- This idea was reiterated by G. LaMarca of the Prince Macaroni Manufacturing Company, Boston, who observed: "Our advertising will do permanent good only if supported by merchandise of the highest quality and sold profitably."
- Eggs add food value, said B. R. Jacobs of the Macaroni Educational Bureau. The relative caloric value between macaroni products without eggs and noodle products with eggs is slight, but egg yolks are very rich in vitamins particularly A, B, and D. Dr. Jacobs suggested the egg content of egg noodles should be told to the consumer in terms he can understand.

### 20 Years Ago

- "Who's being fooled?" asked the cover message. A manufacturer writes: "Someone must be fooled when such staples as macaroni are sold for less than cost of production and distribution. It is not the buyer after his first order, nor the consumer after his first taste. Then who?"
- "Now is the time," said the lead editorial, "that every good macaroni-noodle manufacturer will come to the aid of his trade association—to volunteer service and cooperation in the fulfillment of the helpful program that is being enlarged in keeping with the support accorded it."
- Doctors R. H. Harris and L. D. Sibbitt of the North Dakota Agricultural College reported the effects on macaroni-making quality of durum blight, weathering and sprouting experienced in the crop harvest of 1940.
- Suggestions for Lenten dishes were illustrated with attractive pictures of spaghetti and eggs with mushroom-tomato soup sauce; buttered egg noodles with vegetables; buttered macaroni shells with Mexican seafood sauce; stuffed peppers and macaroni; vegetable platter with elbow macaroni.
- The New York Journal of Commerce reported macaroni prices low, volume fair. Italian style macaroni in 20-pound boxes was sold at \$1.10 to \$1.20. Cheap-boxes was sold at \$1.10 to \$1.20.

### 10 Years Ago

- James T. Williams, president of the Creamette Company, past president of the National Macaroni Manufacturers Association, and founder of the Macaroni Journal, passed away on March 5, 1951. This industry leader, community supporter, and family man, was mourned by his many friends and acquaintances.
- The importance of visual packages was commented upon editorially, while Food Topics was quoted as reporting 35.7 per cent of all food store products coming in visual packaging and a similar percentage of sales made on impulse.
- Ted Sills, public relations counsel for the National Macaroni Institute, reported that over 1,500,000 lines of newspaper publicity was garnered for National Macaroni Week.
- A program to develop durum wheat resistant to stem rust was launched by the National Macaroni Institute in cooperation with the Chilean Government aided by representative Fred G. Aandahl of North Dakota.

## CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application  
Went Ad..... 75 Cents per line

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

WANTED—Clermont Bologna stamping machine, calibrating brake and dies. State age and condition. Write box 176, Macaroni Journal, Palatine, Illinois.

## INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A.	3
Ambrette Machinery Corporation	22-23
Archer-Daniels-Midland Co.	31 thru 34
AviSun Corporation	23
Bianchi's Machine Shop	41
Buhler Corporation, The	11 thru 14
Clermont Machine Company, Inc.	39
Commander Larebee Milling Co.	9
DeFrancisci Machine Corporation	16-17
General Mills, Inc.	21
Hoffmann-LaRoche, Inc.	Cover III
International Milling Company	Cover IV
Jacobs-Winston Laboratories, Inc.	41
Malderi, D., & Sons, Inc.	7
Monark Egg Corporation	41
Pavan, N. & M.	29
Rosotti Lithograph Corporation	Cover II
Russell Miller—King Mides Mills	27
Wallace & Tiernan, Inc.	41

## Dobeckmun Promotes Bennett

The promotion of Paul H. Bennett to assistant general sales manager of The Dobeckmun Company, a division of The Dow Chemical Company, was announced by Robert S. Jones, general sales manager.

Mr. Bennett, associated with Dobeckmun in various capacities since 1938, has been director of sales training and selection the past four years.

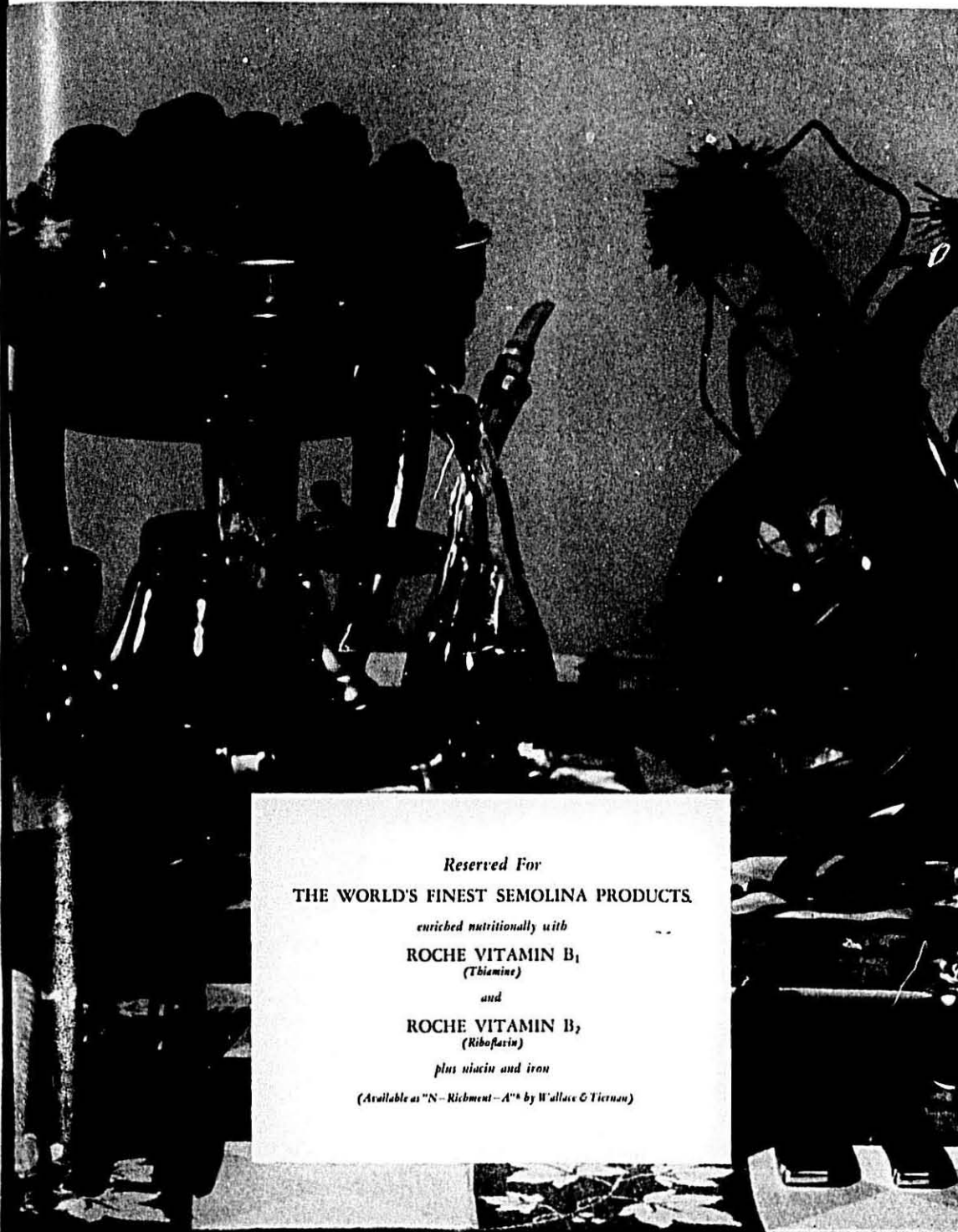
As assistant general sales manager, a newly-created position, he will assume the administrative duties formerly handled exclusively by Mr. Jones. Mr. Bennett also will be responsible for the general office management of the Sales Department and become a member of Dobeckmun's Sales Administration Committee.

## Sympathies

Mrs. Joseph T. Viviano, nee Stella Palazzolo, wife of the Louisville macaroni manufacturer and mother of Tom and Peter J. Viviano passed away January 2. She apparently suffered from shock following a serious illness of her husband who since recovered. She was 68 years of age.

Mr. Ludwig G. Scheib, chief engineer of Clybourn Machine Corporation, Chicago, passed away after a short illness on January 11. He was 65 years old. He leaves a wife and two sons.

THE MACARONI JOURNAL



Reserved For  
THE WORLD'S FINEST SEMOLINA PRODUCTS.

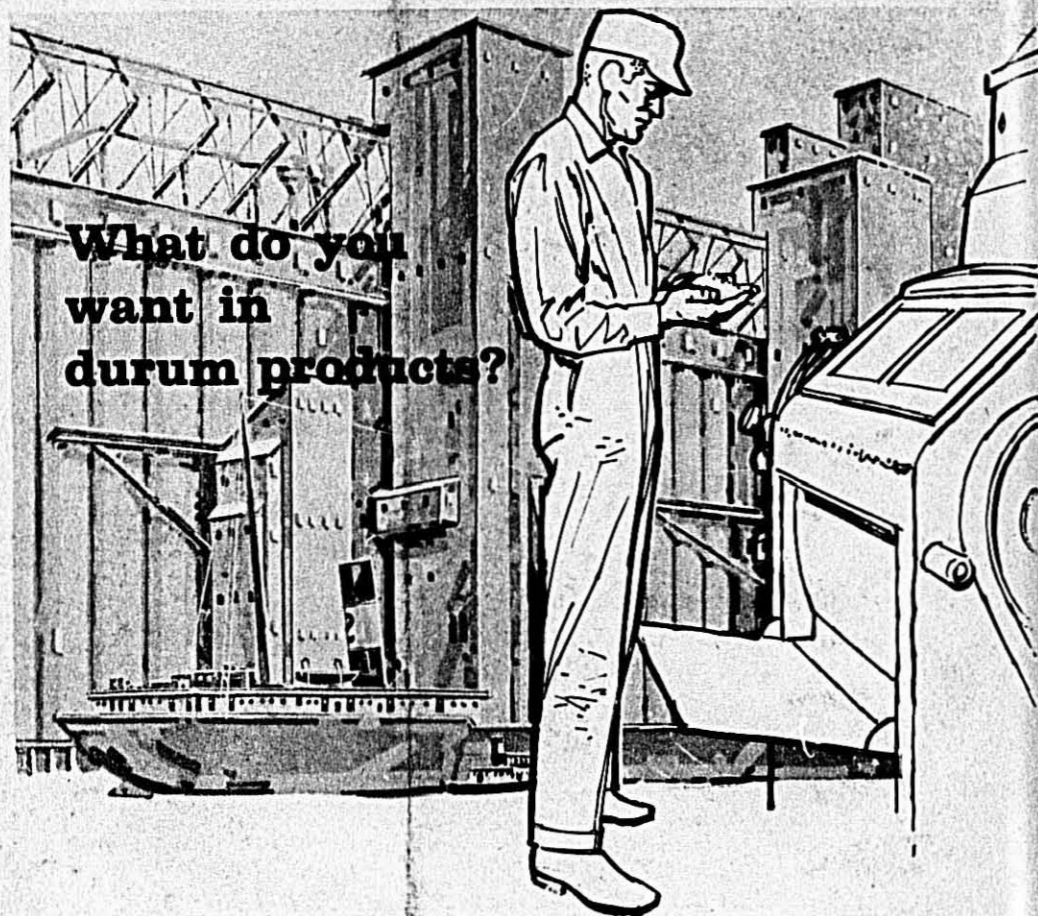
enriched nutritionally with  
ROCHE VITAMIN B<sub>1</sub>  
(Thiamine)

and  
ROCHE VITAMIN B<sub>2</sub>  
(Riboflavin)

plus niacin and iron

(Available as "N-Richment-A" by Wallace & Tiernan)





If it's **QUALITY**, you get the best  
from International!



*Saint Paul,  
Minnesota*

*Baldwinsville,  
New York*



For International puts at your disposal 67 years of  
milling experience . . . exacting products control . . .  
and careful selection of only the choicest amber durum  
wheats - milled to your specifications.  
So remember, for "milled-in" quality, be sure to order  
durum products from . . .

**International**  
MILLING COMPANY  
DURUM DIVISION

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA