

**THE  
MACARONI  
JOURNAL**

**Volume 42  
No. 12**

**April, 1961**

# Macaroni Journal

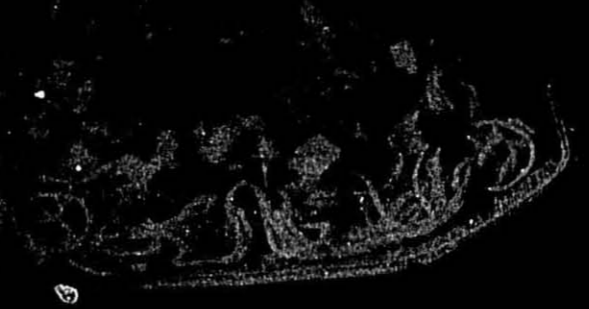
THE INTERNATIONAL  
MACARONI  
ASSOCIATION  
PUBLISHED BY THE  
MACARONI MANUFACTURERS  
OF AMERICA



MAR 3 1961

**42**nd Anniversary Issue  
April, 1961  
Macaroni Around the World  
Foods with Foreign Flavor

LIBRARY  
UNIVERSITY OF CALIFORNIA  
LIBRARY  
E.S.T.  
M.C.H.  
H.B.  
JOB #



A FORECAST OF FLAVOR . . .



A PROMISE OF *Sales*

It's axiomatic . . . appetite-appeal sells more, sells faster! And a ROSSOTTI designed package delivers more macaroni sales because it combines *all* these sales-winning features:

- The brilliant beauty of multi-color lithography to give your product taste-tempting appeal . . .
- Skillful, creative package designs based on a wealth of product experience, an understanding of the product's potential . . .
- Production flexibility — economical, sensible, adaptable to change as requirements demand . . .
- Custom-tailored customer-service from packaging research to recipe development, from merchandising aid to product promotion . . .

Why not let us prove how we can design a package for you that will sell — and keep on selling — from the point of purchase to the point of preparation.

*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

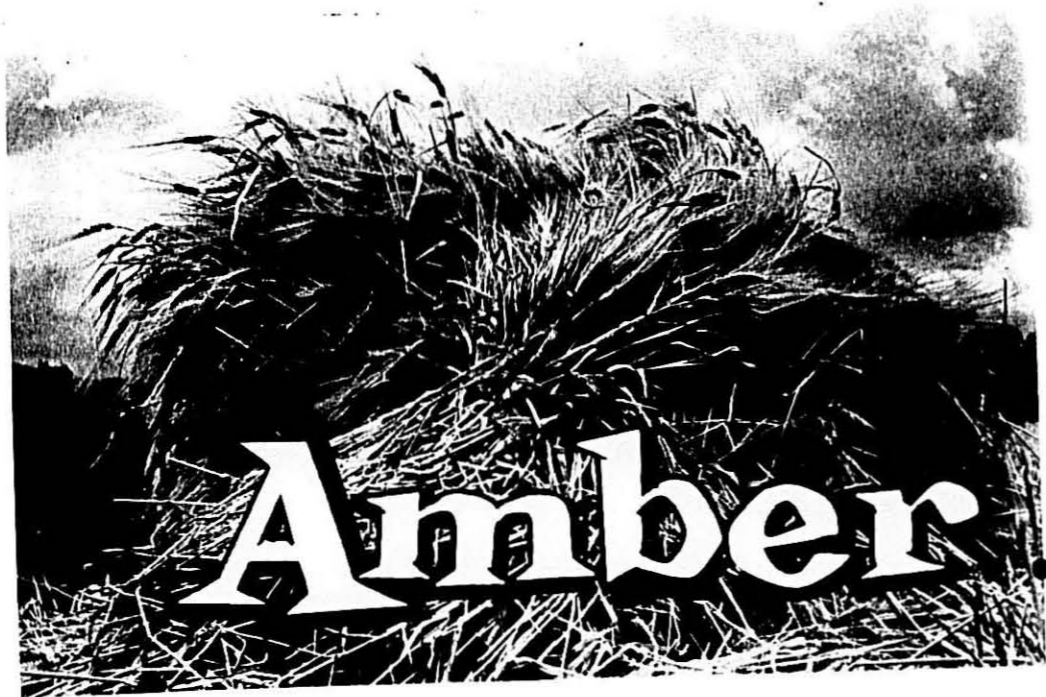
Sales Offices: Rochester • Boston • Philadelphia • Houston • Los Angeles • Orlando • San Juan

*Congratulations*  
to the **MACARONI JOURNAL**  
on its  
**42<sup>nd</sup>**  
**ANNIVERSARY**

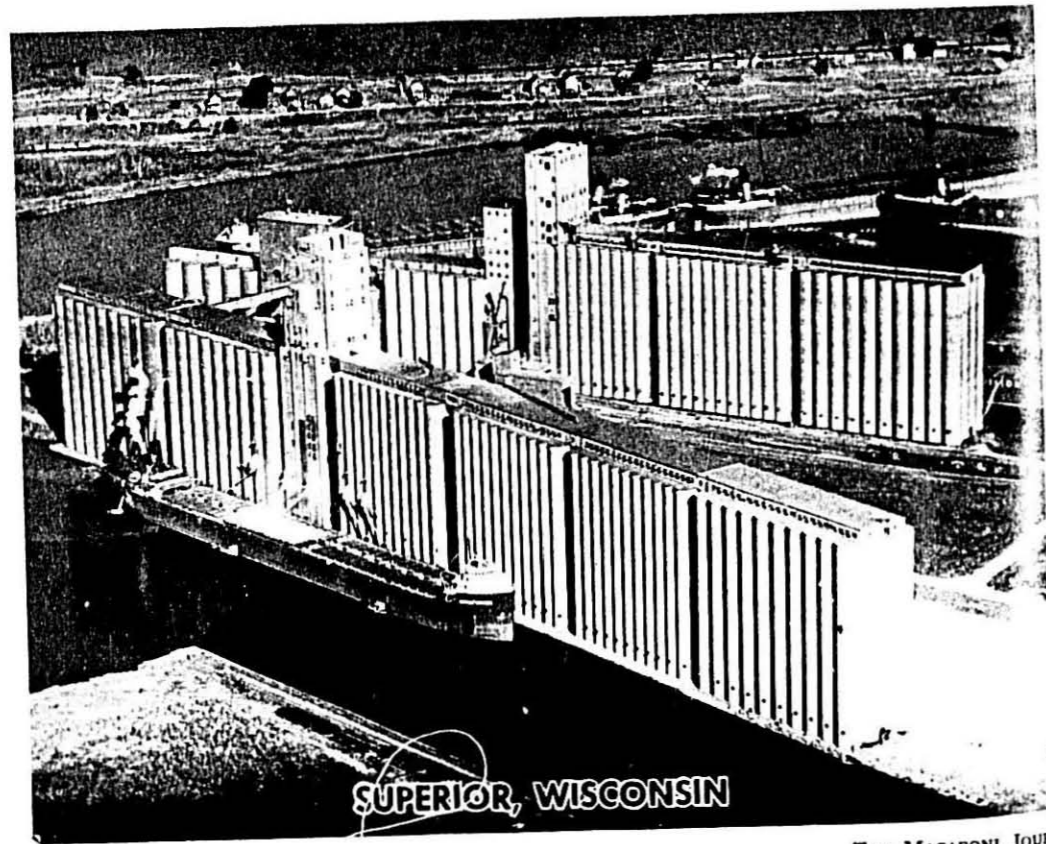
We're proud to be part of so vital an industry . . .

*Rossotti*

Executive Offices: North Bergen, New Jersey



# Amber



SUPERIOR, WISCONSIN

THE MACARONI JOURNAL



MILLS AT RUSH CITY, MINNESOTA

## .color-quality!

*Be Sure... Specify Amber*

Every Shipment from Amber Milling has the unmistakable amber color that identifies top quality Semolina and Durum Granular. When you find top quality, it is the same color as Amber Venezia No. 1 Semolina and Imperia Durum Granular. Protect your brand name—specify Amber... uniform color, granulation and quality.

Huge modern concrete elevators with tremendous storage capacities enable Amber Milling to buy top Durums whenever... and wherever they are offered. Reserves of top Durums assure constant supplies of fresh milled Amber No. 1

Semolina and Imperia Durum Granular... enable Amber Milling to ALWAYS make delivery as promised.

The men of Amber Milling know WHERE to locate top Durums, and How to blend and mill them to assure uniformly superior color and quality in every shipment. Look for Amber... it means quality when you buy, helps you to maintain uniform quality in your products. Amber's Venezia No. 1 Semolina and Imperia Durum Granular are amber color... every shipment!

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



APRIL, 1961

The

# MACARONI JOURNAL

April, 1961

Volume 42, No. 12

## 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 Guerrisi  
 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 Saril  
 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
Macaroni Around the World .....	8
Foods with Foreign Flavor .....	10
Italian Foods Americans Love .....	12
Eastern Durum Mill .....	14
Durum Situation .....	16
One Hundred Years of Agricultural Progress .....	18
Durum Wheat Prospects .....	20
Farmers Turn Millwheels .....	22
Millers Honored .....	24
"Quiet Miracle" Campaign .....	28
The Hensel Plant—3-Glocken .....	32
Teflon Dies .....	36
Compact Trend for Macaroni Equipment .....	37
About Charles C. Rossotti .....	40
San Francisco—Convention City .....	42
Project Avian .....	46
Mrs. Grass Makes the Soup .....	48
The Egg Situation .....	50
BUYERS GUIDE .....	54, 55, 56
Wedding Bells .....	62
Way Back When .....	66
Index to Advertisers .....	66

## Cover Photo

Vieux Carre Crab Meat Sauce and Spaghetti described on page 10.  
 —National Macaroni Institute photo.

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.

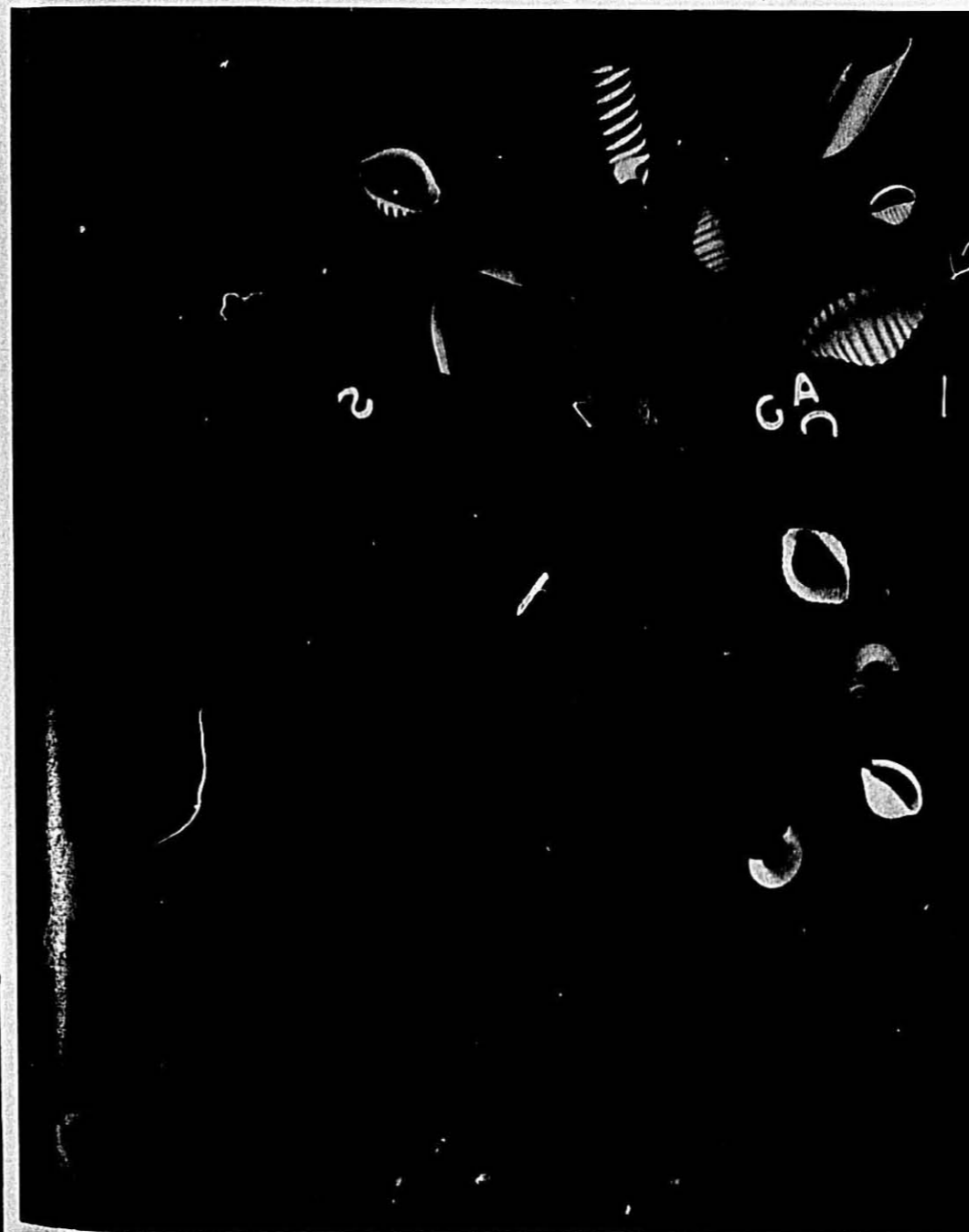
THE MACARONI JOURNAL

General Mills **DURUM SALES** salutes the Macaroni Journal  
 for 42 years of service to the macaroni industry



MINNEAPOLIS 26, MINNESOTA

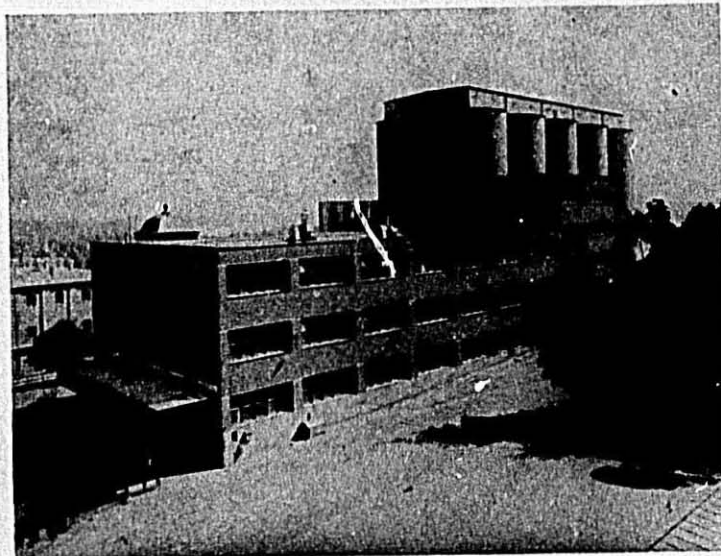
Watch future issues for our service program, "Macaroni USA," featuring new Betty Crocker recipes in "A Salute to the 50."



APRIL, 1961

7

## Macaroni Around the World



The Konar Mill, Stockholm, Sweden.

THE Macaroni Journal has friends in some 40 countries around the globe. Once a year our foreign contacts are sent a questionnaire on the state of the macaroni industry in their countries. From the responses, we attempt to show worldwide trends in sales, production, consumption, packaging, as well as current problems in the industry.

Reports from Great Britain indicate yearly estimated production has gone up from 10,000 tons to 15,000 tons, and per capita consumption has climbed fractionally to approximately 12 1/2 ounces. But the British manufacturers continue to suffer from the substantial imports of Italian produced macaroni products. The pound package is the most popular size, selling at the equivalent of 14 cents for short cut macaroni and 19 cents for long spaghetti.

Macaroni management in Great Britain is aware of the need of promoting knowledge of the product and educating the general public in its proper preparation, and this is one of the chief functions of their trade association. The industry is comparatively new in England, and the market is underdeveloped with possibilities for expansion.

### In the North

All reports from the Scandinavian countries show that elbow type macaroni is the overwhelming favorite. In Sweden we find estimated yearly production ranging from 5,000 to 6,700

tons, somewhat more than a year ago, with per capita consumption possibly as high as 1.84 pounds. One large manufacturer reports their volume of production is not great enough to furnish the cooperative market in their country.

In Norway, the per capita consumption has not changed since last year's report. It remains a small .88 pounds, and the major problem of the manufacturer here is finding the right solution to his marketing problems for a relatively small volume at a sound cost basis. A sales breakdown would show that short goods represents 80 per cent of the volume, while the remaining 20 per cent is accounted for by spaghetti. The general business trend in Norway at the beginning of 1961 was up, with macaroni products sales remaining steady. Competition from larger European factories is a threat to the Norwegian manufacturer, as duty and import restrictions decrease within the European trade markets.

Finland has six macaroni plants operating, with an estimated production of 4,000 tons. Per capita consumption, while twice as large as Norway, is still slightly under two pounds. Macaroni management's biggest problem at the present time is that the production capacity is too great compared with the per capita consumption.

Competition is keen in Germany, with some 180 plants producing approximately 160,000 tons of product. The most popular unit of sale is the

250 gram package of egg noodles (egg noodles contain four eggs per kilo) which sells at about 16.5 cents. Price increases all along the line have plagued the German manufacturer. Semolina and egg products costs have risen, as have wages and freight. In turn, the manufacturer has been forced to increase his prices. Macaroni products without eggs have risen approximately 4.5 per cent, while those containing eggs have risen eight per cent. It is interesting to note that an increasing number of food chains and supermarkets are springing up in Germany. Per capita consumption remains a steady 7.3, closely paralleling that of the United States.

### Swiss Consumption High

The Swiss people rank second to the Italians in the amount of macaroni products consumed per person. Estimated per capita consumption this year is a little more than 20 pounds, and this figure has changed very little the past several years. The major current problems of the 43 manufacturers, who produce some 48,000 metric tons, are the subsidized export of Italian macaroni and the European Common Market.

The French macaroni industry is regulated by the Law of 1934 on the use of raw materials and by the Decree of June 24, 1941, on quota systems of distribution. The only raw material which is authorized as a basis for the manufacture of macaroni is semolina of hard wheat. Here nobody can establish a macaroni manufacturing business unless he has secured a quota and been issued a professional identification card.

The annual manufacturing quota for the industry is 3,848,488 quintals (a quintal is 220.46 pounds) divided among some 352 firms. Of this annual quota, only 2,777,599 quintals were purchased in the commercial year August 1, 1959 to July 31, 1960. Since the quota system of distribution went into effect in 1941, a number of macaroni companies have dropped out of the macaroni market.

Macaroni packed in 8.8 ounce (250 gram) cardboard boxes accounts for 32 per cent of the French market, while 32.8 per cent is sold in 1.1 pound (500 gram) cellophane bags. The top 10 brands in sales volume in France represent nearly 65 per cent of the total macaroni market.

Up to the present time, no serious cooperative advertising or public relations effort has been made by the macaroni

manufacturers to stimulate consumption. Hence, an increase in consumption of macaroni products occurs very slowly and is related directly to the population increase.

### Big Business in Italy

In Italy, where macaroni is "big business," 1961 annual production is estimated at a huge four billion pounds. Italians consume the product at the rate of 64.24 pounds per year per person. Some 800 macaroni plants, ranging from large operations with as many as 400 employees to small, family-owned operations, are responsible for this production.

Italy is by far the most important member of the European Common Market when the macaroni industry is being considered. It produces about 70 per cent of the total annual production of the six member countries, which include Germany, France, Belgium, Luxembourg and the Netherlands.

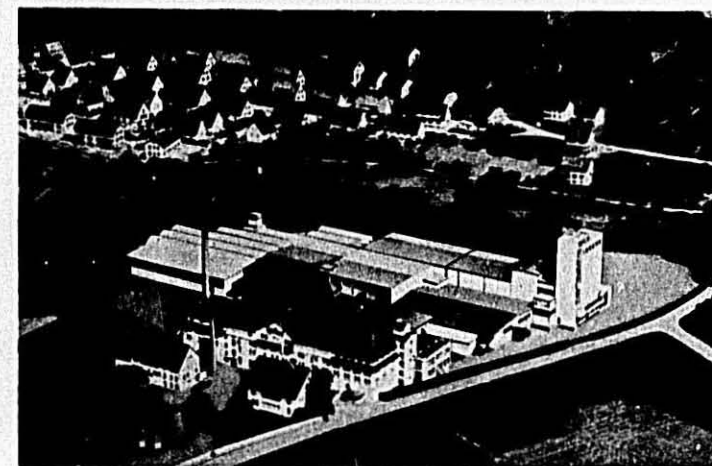
Italy's major industry problem seems to be the lack of a sufficient supply of durum wheat of superior quality. While Italy does have her own supply of durum wheat, it is insufficient for her requirements. The price of durum is high, and manufacturers feel they cannot pay the prices in view of the keen competition. They are resorting to soft wheat, with some manufacturers claiming an equally good product can be produced from it.

The most popular unit of sale in Italy is the 500 gram (1.1 pound) cardboard package which costs about 17.5 cents.

Italian macaroni manufacturers are keenly interested in export. This is particularly evident in the remarks of our contacts in Great Britain, the Scandinavian countries, and Switzerland, who do not belong to the European Common Market.



APRIL, 1961



Aerial view of Birkel plant at Endersbach, Germany.

### In Malta

Our communication with manufacturers in Malta indicates an unusual situation prevailing. Macaroni is still rationed, with Government controls on the purchase price of raw materials and even the selling price. This makes for difficulty in producing a quality product. The profit margin on subsidized rationed macaroni was set by the Government 20 years ago and never increased. When it comes to exporting, manufacturers can compete in price since labor is cheap, but they run up against importation bans from other countries.

Production in 1960 ranged between 10.2 and 10.8 million pounds, with a per capita consumption of 37.6 pounds. The five macaroni plants on the island are looking forward to the de-control of macaroni this year. If this occurs, they will be able to choose their own raw materials, decrease the use of bulk

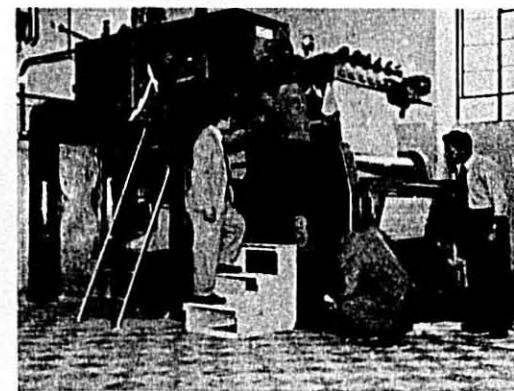
packed products, and increase the market for packaged macaroni.

Manufacturers in Malta believe in publicizing their products. About a year ago one of the large manufacturers held a ball at a local hotel. One of the features was a Spaghetti Eating Contest. Twelve contestants, wearing huge aprons with the trade name of the product printed on them, competed for the honor of being the fastest spaghetti eater without the use of their hands in the process. The proud winner was presented with a specially made chest containing an assortment of the manufacturer's products.

### Israelis' Increase

In Israel, the general business trend is steadily upward, but macaroni sales are going down "owing to the improvement in the general standard of living and the quantity of other food items competing on the market."

(Continued on page 26)



Plant scenes at National Macaroni Company, Ltd., Marso, Malta.

## Foods With Foreign Flavor

Way back in the early eighteenth century, Creole cooking was born with a protest against rough local foods by a hundred wives of French soldiers stationed in Louisiana. The women demanded wheat, rather than corn, and so started the habit of French cooking in the New World. When the Spaniards took over from the French, they continued the habit of good food. From the blend of French and Spanish cuisines sprang the art of Creole cooking.

To this day, Creole cooking remains supreme. Sauces are its glory, and fine sauces and macaroni products combine with gourmet distinction. An easy to make spaghetti dish in the Creole manner is Vieux Carre Crab Meat Sauce and Spaghetti, illustrated in our cover photo this month. Here is the recipe.

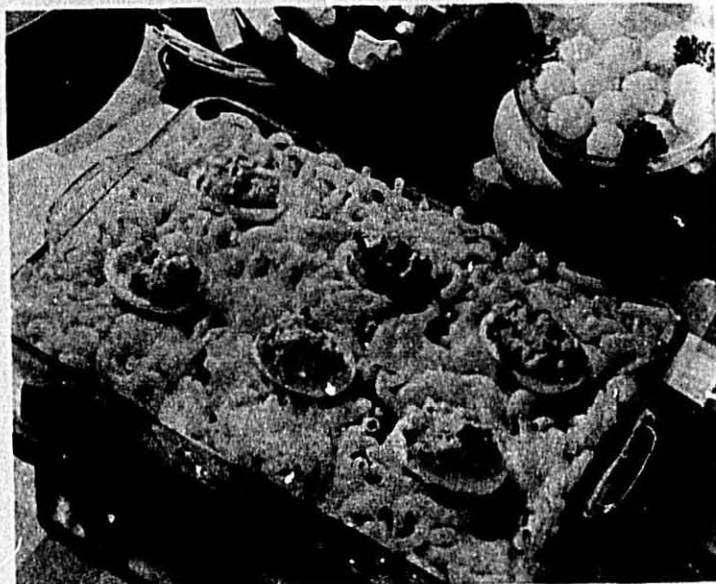
### Vieux Carre Crab Meat Sauce and Spaghetti (Makes four to six servings)

1 tablespoon salt  
3 quarts boiling water  
8 ounces spaghetti  
¼ cup butter or margarine  
1 medium-sized onion, chopped  
1 cup chopped celery  
1½ cups sliced mushrooms  
¼ cup all-purpose flour  
2 cups milk  
1½ teaspoons salt  
¼ teaspoon pepper  
¼ teaspoon Tabasco  
2 teaspoons Worcestershire sauce  
2 6½-ounce cans crab meat, drained and boned  
2 hard-cooked eggs, chopped

Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, melt butter or margarine. Add onion and celery and cook over medium heat 5 minutes. Add mushrooms and cook over medium heat until vegetables are tender, stirring occasionally. Blend in flour. Gradually add milk and cook over low heat, stirring constantly, until thickened. Add 1½ teaspoons salt, pepper, Tabasco Worcestershire sauce, crab meat and eggs; mix well. Cook 5 minutes, stirring frequently. Serve sauce over spaghetti. Garnish with parsley, if desired.

Busy homemakers like dishes that can be prepared beforehand and baked just before serving. Macaroni casseroles are as popular in Italy as in America,



**Italian Macaroni Casserole.** Here's a dish that will give distinction to your party suppers, win the applause of your guests, and be kind to your budget. It can be prepared ahead of time and baked just before serving.

and the National Macaroni Institute has created Italian Macaroni Casserole in the flavorful Mediterranean manner, utilizing typical ingredients of Roman cookery—Mozzarella cheese and bacon. For a supper party in an international mood, try this "do-it-ahead" casserole.

### Italian Macaroni Casserole (Makes four to six servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
1 cup thinly sliced onions  
½ pound Mozzarella cheese, sliced  
¼ teaspoon salt  
Pepper  
¼ cup mayonnaise  
1 cup light cream  
3 hard-cooked eggs  
1 slice crisp, cooked bacon, crumbled  
1 tablespoon chopped canned pimiento  
Mayonnaise

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Arrange alternate layers of macaroni, onions and cheese in greased shallow 2-quart casserole. Sprinkle with ¼ teaspoon salt and pepper. Blend ¼ cup mayonnaise and cream; pour over ingredients in casserole. Cover and bake

in moderate oven (350 degrees) 35 minutes.

Meanwhile, halve hard-cooked eggs lengthwise; remove yolks. Combine egg yolks, bacon, pimento and enough mayonnaise to moisten; mix lightly but thoroughly. Fill egg white with egg yolk mixture. Uncover casserole. Arrange eggs on top and bake 10 minutes.

Another light, yet nourishing dish that can stand on its own merits for lunch or supper is Bernese Macaroni, which comes from Switzerland, where the eating is good and savory.

### Bernese Macaroni (Makes four to six servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
2 tablespoons butter or margarine  
2 cups grated Swiss cheese (about ½ pound)  
¼ teaspoon caraway seed  
½ cup light cream

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander.

Combine macaroni and remaining ingredients; mix well and serve immediately.

# CONGRATULATIONS!



## Italian Foods Americans Love



Pictured on a full page in full color the Lasagne Casserole has an Antipasto Garden in the background. Called "table drama with Italian artistry" the antipasto has been Americanized to serve as salad relishes instead of appetizer. A cabbage, stem end trimmed off, makes a pincushion in which to anchor the relishes, each on a long toothpick or bamboo skewer. In profusion are green and ripe olives, pickled artichoke hearts and peppers, celery, carrot sticks, cherry tomatoes, green onions, lemon cuts. The base is hid with salami and red-onion rings.

Like the hills of Rome, the recipe for Chicken Cacciatore has been famous for a long time. The young chicken takes on a mellow flavor as it cooks in a well-herbed sauce which may include onions, garlic, celery seed, bay leaves, oregano, and cooking sauterne. Steps in preparation are illustrated in color and the finished dish takes another full page in glorious artistry with the chicken on a platter with noodles or spaghetti. Colorful cloths, attractive accessories and china make the table most unusual.

More than a page on pizzas gives a variety of recipes that will make a whole party or a little supper. The March issue of Better Homes and Gardens is a royal salute to Italian foods Americans love.

### GI Favorites

With a great show of awareness that nothing concerning the Army is more derisively sung about, talked about and griped about than food, the military recently set out to learn just what items pamper the soldier's palate the most—and the least. Some 30,000 GI's were queried on the subject. The results of the survey are now in. The Army's best-liked food is milk. The dairy industry should like that. However, because it has been trying to get across that none of us ever outgrows the need for milk, the industry may not like an Army spokesman's explanation that "We have a very young Army these days."

Milk rated 8.8 on a scale that had 9 as tops. And what items would the soldier like to wash down with that beverage? Make it grilled steak (8.31), fried chicken (8.24) or roast turkey (8.13) and, while you're at it, pass the hot rolls (8.4) or the hot biscuits (8.33), please. When it comes to vegetables,

the soldier is willing to skimp. Only one, French-fried potatoes (8.17), shows up on his list of ten most-liked foods. To round out the meal, you couldn't please the GI more if you served strawberry shortcake (8.32), ice cream (8.26) or a sundae (8.24). Incidentally, if the entree can't be a meat dish, then he'll settle for spaghetti with meat sauce (7.30) or macaroni with cheese (6.65).

### Cooking Pointers

Dr. Mario Braibanti of Milan, Italy, has these tips for successful spaghetti:

1. Place the spaghetti in a container with a capacity of eight times the amount of water in comparison to the weight of the product.

2. Put the spaghetti into the water when it arrives at the boiling point, and cover the container so that the boiling point is resumed as quickly as possible.

3. Then, take off the cover to see that the boiling is not too violent. Too violent an agitation provokes stickiness; it causes starch to sluff off which causes the stickiness.

4. When the product is ready, do not drain excessively. The product should be transferred to the plate in a fairly moist condition, since if it is too dry it will not take the sauce properly. The real spaghetti gourmet never drains the product too much, and generally transfers it directly from the container to the plate. With this method, you can use a small amount of sauce if you are on a dieting regime, and the spaghetti will never become sticky.

Another suggestion by Dr. Braibanti: as an experiment cook spaghetti for three minutes on the stove, and then take the container off the flame and place it aside with the cover on. Then, as soon as it is ready to your taste, medium, chewy, or soft, serve the spaghetti. In this way you will never get any stickiness in the product.

### Those High Food Bills

It's a sizeable expansion of the nation's gourmet tastes that is causing grocery bills to soar.

That was the finding of a recently-completed joint study on the subject by the Department of Labor and Food Business, a top-ranking organ of the food industry.

The study cites the following statistics to show what has happened to the nation's grocery bill in the past decade:

In 1950, a home-cooked roast beef dinner for a family of four cost about \$3.14 in Chicago. In 1955, the same dinner was only pennies more and last (Continued on page 56)

For those hearty appetites in your home, an Italian-style supper will make a big hit.

Italian foods like pizza, lasagne, spaghetti—or even chicken cacciatore—are tops for meals and for casual entertaining, says the March issue of Better Homes and Gardens.

Food Editor Myrna Johnston has done a masterful job in presenting interesting recipes artistically illustrated so they look good enough to eat. On the magazine's cover she has a pair of masculine hands lifting golden strands of spaghetti from a steaming platter. A bowl of rich red sauce compliments the man's red shirt. She says: "Note our cover, and follow suit for the best spaghetti and meat balls you ever tasted! First, to do justice to spaghetti, take a tip from the guy in the picture, and add plenty of butter before saucing. With a fork in each hand, lift the long strands a few times, almost tossing—spaghetti must be hot—hot so the butter will melt all through and separate the pasta. Now on with the spicy sauce and a liberal scoopful of shredded Parmesan cheese. Some flavor!"

Recipes are given for Spaghetti Sauce and Italian Meat Balls and in the instructions to cook lots of water is recommended—three quarts is a minimum for cooking eight ounces of product.

For a casual buffet, you can't do better than a luscious Lasagne Casserole. Festive looking and fragrant with Italian-style seasonings, it's made of layers of lasagne (giant noodles) and rich meat sauce plus three kinds of cheese—Ricotta, Parmesan, and Mozzarella. The casserole can be assembled early and refrigerated till baking time.

## JACOBS-WINSTON LABORATORIES, INC.

156 Chambers Street  
New York 7, N.Y.

It is with pride that we call your attention to the fact that our organization, established in 1920, has throughout its 41 years in operation, concerned itself primarily with macaroni and noodle products.

The objective of our organization has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 41 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

*James J. Winston*



## EASTERN DURUM MILL

**BALDWINSVILLE**, New York looms large in the durum products industry, not only nationally, but internationally.

The International Milling Company mill at Baldwinsville is one of the area's pioneer milling businesses, built around 1920.

The Baldwinsville mill is one of four semolina mills operated by International; two others are at St. Paul, Minnesota; one is located at Humberstone, Ontario.

The mill was purchased by International Milling in 1943 from Eastern Semolina Mills, Inc. which manufactured such local brands as "Vito Flour," "Colburn Flour," "Dairy Special Fancy Mixed Feed," "San Remo" flour and others.



**Bulk Shipment.** One of International's bulk-trailer trucks receives a load of bulk semolina. Bulk railroad cars adjacent to the truck will be loaded in a similar fashion.

### International Operations

International is the second largest producer of flour in the world. It has 22 flour mills located in the United States, Canada and Venezuela, 12 Supersweet Feeds plants located in the midwestern United States and in Montreal, Quebec and Mitchell, Ontario, Canada, and two ocean shipping docks.

The Baldwinsville mill with its excellent access to raw materials and markets, is an important cog in this sprawling network of operations.

When International Milling acquired the mill in 1943, it was standing idle. During the remainder of the war, the company used the mill to produce alcohol, a granular wheat product used to manufacture industrial alcohol

which, in turn, was used to make synthetic rubber for the war effort.

After the war, the plant was converted to the production of durum semolina and durum flour.

Ever since then the company has been busy improving and modernizing the facilities. In the period from 1943 to the present, the company spent almost \$800,000 in capital improvements in order to bring the mill to its present position as one of the most efficient in the semolina trade.

In 1955, the firm purchased adjoining property in order to provide addi-

tional warehouse space. About two years later, a modern new office building and laboratory were also constructed on the property.

### Strategic Location

The Baldwinsville mill is the largest in the state of New York, outside of Buffalo which is the milling center of the United States. It is the only durum mill in the eastern United States.

The durum wheat used as the raw material to make the semolina and durum flour produced at this mill comes primarily from North and South Dakota, almost 1,500 miles away.

This durum wheat is shipped from the Dakota wheat fields either by rail directly to Baldwinsville or by water from the head of the Great Lakes to the ports of Buffalo and Oswego, New York.

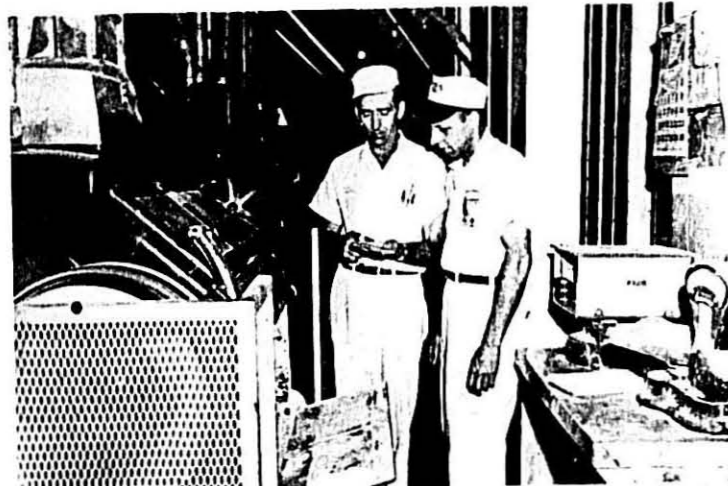
The Baldwinsville mill's location on the Delaware and Lackawanna Railroad is an important factor in its successful operation giving direct rail shipments from these terminals at Buffalo and Oswego.

From Baldwinsville, International Milling Company is in an excellent position to serve the large eastern markets.

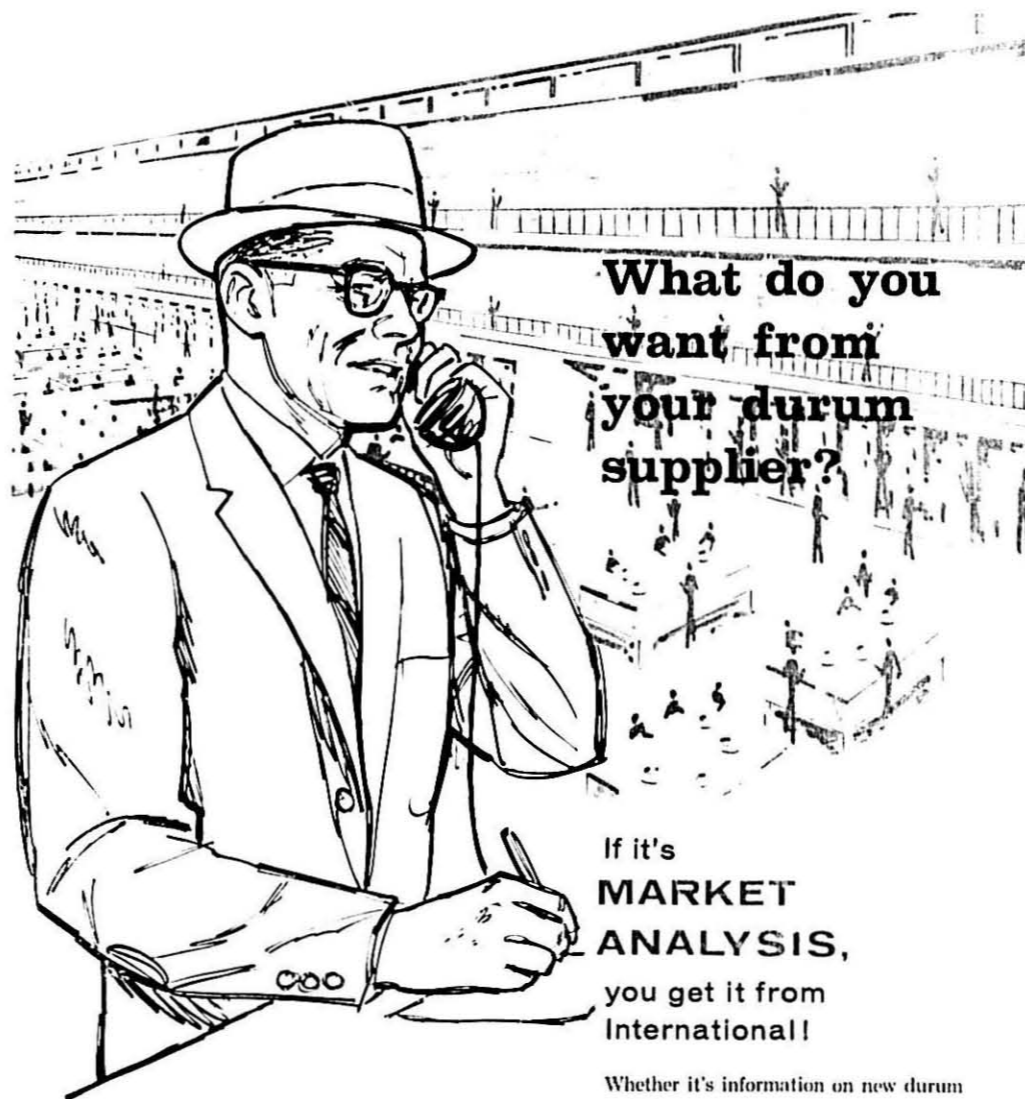
That's where the mill at Baldwinsville has an advantage; it can quickly deliver the semolina in bulk trucks or cars or in sacks directly to International's eastern customers without any long delays.

The Baldwinsville mill was a pioneer in the bulk shipment of flour during

(Continued on page 58)



**Milling Check.** Millers Vincent Borow (left) and Harold Falter check a sample of semolina during the mill process at International's Baldwinsville, New York mill.



What do you want from your durum supplier?

If it's **MARKET ANALYSIS**, you get it from International!

Whether it's information on new durum varieties, surveys on wheat quality and availability, techniques and procedures in bulk handling, or the latest market news, International consistently brings you the most recent factual data available. You'll be *well-informed* and *well-supplied* when you order durum products from . . .

Saint Paul, Minnesota



Baldwinsville, New York



**International**  
MILLING COMPANY  
DURUM DIVISION

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA



## DURUM SITUATION

### Expanded Production

Growers expanded durum wheat acreage in all important areas last spring with the result that production this season will be the largest since 1957. The Crop Reporting Board in the final summary estimated a crop of 34,000,000 bushels. The United States average per acre yield was 20.6 bushels from 1,652,000 harvested acres. North Dakota's crop was estimated at 26,880,000 bushels, the largest since 1951, and 29 per cent above the 10-year average. Yield per acre in North Dakota was 21 bushels per harvested acre, which has only been exceeded in 1958 when their crop averaged 24 bushels. The 1960 crop, together with estimated carry-over of 12 million bushels on July 1, provides 46 million bushels for the 1960-61 season. Merchant mill stocks totaled 5,730,691 bushels on January 1, 1961. Commodity Credit Corporation stocks amounted to about 7,591,000 bushels, and the balance was owned either by producers, merchandisers, or country elevators.

### Larger Mill Grind

During the first six months of the season (July-December), United States mills ground 11,855,200 bushels of durum wheat and produced 5,332,578 hundredweights of semolina. This included 130,060 hundredweights of blended semolina and hard wheat flour. The grind this year was larger than last, during the July-December period, when 11,087,632 bushels were ground, but was topped during the 1958-59 season. Exports of macaroni totaled 23,313 hundredweights during July-November and 85,248 hundredweights of durum

flour and semolina were exported during July-November. Exporters were not able to work any durum for export, but this situation might change soon. The United States Department of Agriculture on December 27 announced that durum has been added to the classes of wheat eligible for export payments under the Payment-in-Kind Program. A separate rate for durum wheat will be included in the daily announcement of export payment rates offered by the Commodity Credit Corporation on commercial exports of wheat. No appreciable amount of durum has been exported since the 1956-57 season when 10,500,000 bushels were exported.

### Support Prices

The 1960 durum crop is supported at \$2.06 to \$2.25 per bushel, depending on grade, basis terminal markets at Minneapolis or Duluth. No. 1 Hard Amber Durum has a loan basis of \$2.25; No. 1 Durum \$2.15. Since the cash price at Minneapolis has held up near that level, it is not expected that a great deal of durum will be put under loan. The Commodity Credit Corporation had 7,591,000 bushels of durum in its January 1, 1961 inventory, however, which was defaulted from previous crops. This was stored in the following positions: 1,710,480 bushels at Minneapolis-St. Paul; 1,213,505 bushels at Duluth-Superior; 3,088,796 bushels in country elevators, mostly on location in North Dakota; 1,247,219 bushels in bin sites and transit; 331,000 bushels were also in store in the Evanston, Illinois area. The current minimum price for No. 1 Hard Amber Durum from CCC stocks for domestic use is \$2.42 per bushel; No. 1 Durum \$2.32 per bushel, basis in store.

### Quality Good

The 1960 durum crop was generally satisfactory from the milling standpoint. Mostly adequate moisture supplies early in the growing season allowed the crop to develop well and in spite of later heat and drought conditions in mid-season, the crop came through with fair plumpness, excellent

color, and good protein content. The accompanying table shows the inspection data for carlots of durum at Minneapolis and Grand Forks during the 6-month period—July-December 1960. It will be noted that approximately 85 per cent of the inspected cars at both points graded hard amber with about 80 per cent of them grading No. 3 or better.

**Canadian Durum Situation:** On the basis of indicated yields on October 15, 1960, production of durum wheat in the prairie provinces of Canada will total 16.3 million bushels. Thirteen per cent less acres were seeded than in 1959, but average yields estimated at 18.5 bushels per acre are 28 per cent above the average last year. The visible supply of durum in Canada on December 28, 1960, amounted to 22,895,948 bushels compared with 26,188,491 bushels on that date in 1959. The export market was active during the 1959-60 season and continues strong this year. Small crops in some producing countries accounted for the activity. Canada exported 23,839,764 bushels of durum during 1959-60 season. Commercial disappearance in Canada so far this crop-year, August through December 28, totaled 23,887,610 bushels, 22,141,092 bushels were exported during the 21-week period, and the balance was either milled for domestic use or for export.

### Export Business

The Department of Agriculture announced an extension of the subsidy on durum wheat for export beyond the date originally set, April 15. Along with posting of the subsidy of 63 cents a bushel for Atlantic and Gulf clearance by April 15, a subsidy of 45 cents, or 18 cents a bushel less, was announced for clearance between April 16 and May 31.

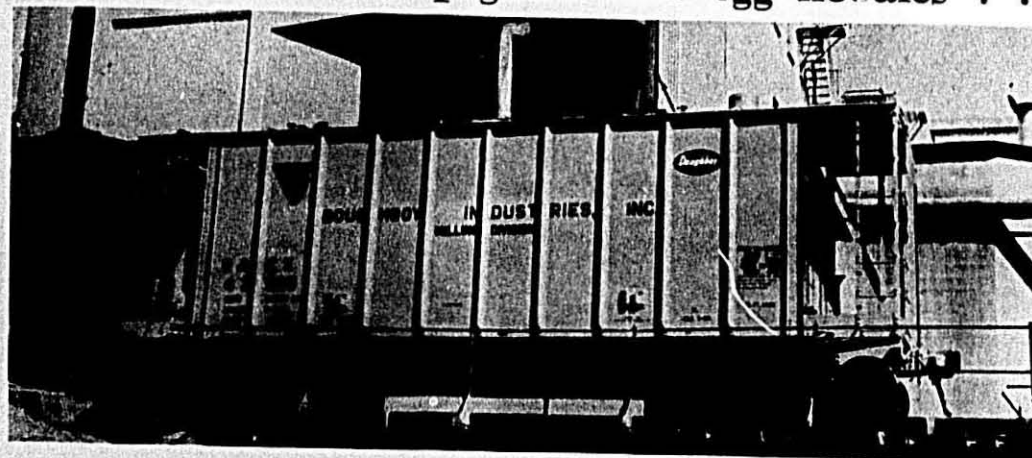
24,000 bushels of durum have been shipped to Sweden. A sale of 10,000 tons of spring wheat was consummated to Portugal for the last half of February. The inquiry from Portugal was for 40,000 tons, on worldwide basis, and balance of the purchases was consummated in Argentina, including two cargoes of durum wheat and a single cargo of bread wheat. So far as can be ascertained, this represents the first since the small 1961 harvest of that country was completed.

Exports reported by the Agricultural Marketing Service amounted to 245,879 cwt. of durum flour in the crop year 1959-60 compared to 238,782 cwt. the previous year. Macaroni exports totalled 72,393 cwt. in the 1959-60 crop year compared to 69,620 cwt. the previous year.

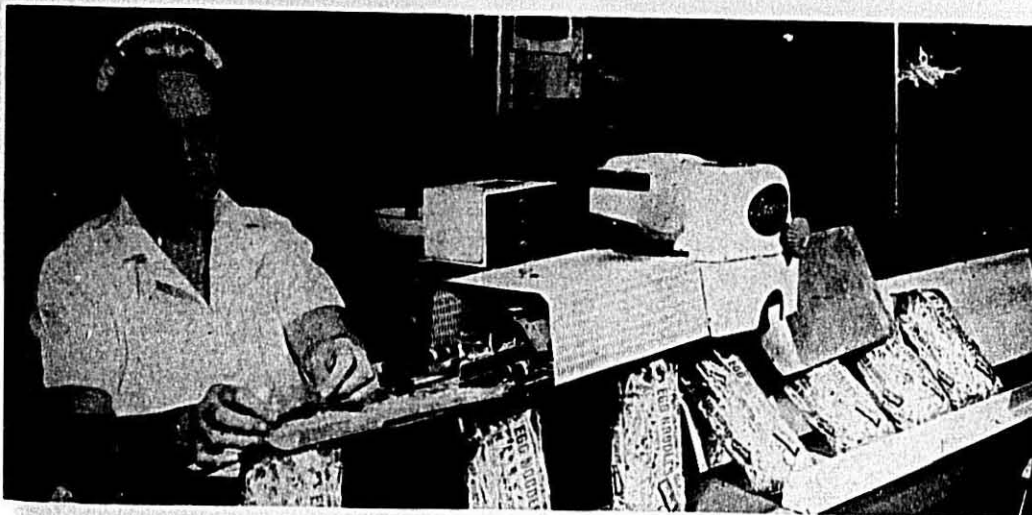
### CARLOT INSPECTION OF DURUM WHEAT,

Grade	July-December, 1960					Sample	Total
	1	2	3	4	5		
<b>Minneapolis</b>							
Hard Amber Durum	719	258	1,064	186	11	29	2,264
Amber Durum	47	39	147	41	6	8	288
Durum	4	2	32	4	5	10	57
<b>Grand Forks</b>							
Hard Amber Durum	1,228	185	803	73	3	16	2,308
Amber Durum	103	24	180	28	10	4	349
Durum	10	2	11	4	1	20	48

The best macaroni, spaghetti and egg noodles . . .



. . . are made from Doughboy semolina and flours . . .



. . . and kept fresh with Doughboy heatsealing.

**BOTH** come from Doughboy Industries, Inc.  
at New Richmond, Wis.

(Ask ANY manufacturer of quality famous macaroni products!)

**Doughboy**

Congratulations, Macaroni Journal, on your 42nd Anniversary!

APRIL, 1961

THE MACARONI JOURNAL

17

## One Hundred Years of Agricultural Progress

THIS IS a year of historic significance in North Dakota, as special observance is being made of the Centennial of Dakota Territory, and the story of the great agricultural development of this area is woven throughout the 100-year story.

It was the year of 1861 when Dakota Territory was established and the early day accounts reveal the true pioneer aspects of this Centennial Observance.

Although 100 years is not a long time period, when measured in comparison with the early days of America, the land of the Dakotas was just beginning its great growth in 1861. Here was the land of great fertile prairies, stretching beyond the horizon; here was the land of trappers, immigrant farmers, hardy woodsmen, and a goodly quota of "cowboys and Indians"; here was an area of crude river barges and ox-cart trails; here was an area of formidable climate, from blazing summer sun to devastating winter blizzards.

Covered wagons and ox-carts and river barges brought the first settlers to this land of the Dakotas, and they were men and women of ambition and vision, with a physical hardiness to meet the hardships of a wilderness.

### Story of Challenges

The story of North Dakota is a story of challenges, and every decade of this story is linked with the development of agriculture. As early as 1870, the need for farmer-owned grain elevators was recognized as an urgent need, as the homesteaders and settlers had uncertain transportation to market their grain in distant markets. The grinding of wheat into flour became quickly recognized as a primary need.

A bright day in the history of the North Dakota Mill and Elevator was

a sunny day, late in October of 1922. It was on this day that official opening ceremonies were held in Grand Forks to dedicate the completion of the North Dakota Mill and Elevator.

### Thriving Mill

Today, the North Dakota Mill and Elevator is a thriving, modern mill, comparable to any in America. It has four primary divisions: durum division; hard spring wheat division; whole wheat; and grocery products, such as cereals, cake mixes and pancake mixes.

The North Dakota Mill and Elevator symbolizes the progress of agriculture in the Dakotas in the past 100 years. Today, mechanized combines whisk over the fields of grain where not too many years ago the clank of the steam engine and thresher made harvesting a major chore for a crew of men.

Today super highways span North Dakota, with ribbons of asphalt and hard surface that make transportation a pleasure. Yet, 100 years ago, these same roads were dusty trails, where the creak of wagons broke the silence of the prairies.

Today, in western North Dakota, oil derricks and gas wells loom on the horizon, replacing the windmills that were so familiar a few decades ago.

Today supersonic jet planes streak high over Dakota wheat fields from major airbases within the Dakotas, and compete with mallard ducks and geese for air space.

Today North Dakota is a land of opportunity, keeping pace with the modern tempo of America, and is rapidly becoming more diversified. Agriculture is still the number one industry and occupation, with mechanization and modernization pushing forward to new achievements.



North Dakota Mill and Elevator at Grand Forks.



Today modern cities of North Dakota dot the plains of the great prairies where once the buffalo roamed, and the smoke from their industries swirls into the skies, which once only knew the puffs of Indian smoke signals.

On this Centennial Observance of the Dakotas, the North Dakota Mill and Elevator stands majestically as an industrial symbol, marking 100 years of progress for a great pioneer area.

### An Invitation

And should your vacation or business travel bring you to the land of the Dakotas, you are invited to visit the North Dakota Mill and Elevator. Here you will find a staff of more than 200 friendly employees, many of them sons and daughters of the early settlers of the Dakotas.

Here at the North Dakota Mill and Elevator you will stand on the very threshold of the sprawling durum triangle, in the greatest durum wheat producing area of America.

So the Dakotas will mark this year of 1961 as their Centennial Year, proud of their heritage and of the accomplishments that have been recorded as milestones of progress for the past 10 decades.

It is with clear-sighted vision that these people stand erect and stride forward with confidence into the modern frontiers that lie ahead. Here, indeed, are the "good people of the good earth."

### Increased Flour Shipments

The 1958 Census shows durum flour and semolina production at 8,359,000 cwt. valued at \$47,049,000. In 1954 production totalled 7,528,000 cwt. worth \$53,236,000.

THE MACARONI JOURNAL



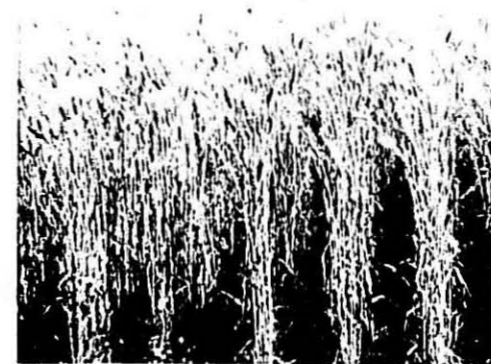
### Symbol of the "Old West"

FORT LINCOLN BLOCKHOUSE, south of Mandan in Fort Lincoln State Park, stands bleakly on the prairie, a mute and weather-beaten testimony to the days when the Sioux Indians raided the settlements of Dakota Territory. It's a symbol of the "old west" you'll want to visit when you come to North Dakota.

NO. 4 IN A SERIES OF LANDMARKS OF BOUNTIFUL NORTH DAKOTA

### Symbol of the "New West"

As a symbol of the "new west", you'll see miles and miles of golden wheat, ruffled by the breeze. North Dakota annually leads the nation in the production of Durum Wheat. An integral role in the growth of agriculture is played by the North Dakota Mill and Elevator, one of the world's most modern mills. Here is where you get quality Semolina and Durum flour, milled from Durum Wheat. We invite you to tour our plant when you visit North Dakota.



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

NORTH DAKOTA **mill** AND ELEVATOR

Flour Milling Division

Grand Forks, North Dakota



## DURUM WHEAT PROSPECTS

by Eugene B. Hayden, Crop Quality Council

Favorable per acre yields in 1960 were an important factor in the production of 34,000,000 bushel durum wheat crop. Growers expanded seedings from 1,224,000 acres in 1959 to 1,683,000 acres in 1960 as a result of an active acreage promotion campaign financed by durum millers. This industry effort supplemented efforts by Upper Midwest agricultural extension services to increase the durum acreage averages.

The crop got off to an excellent start and, despite later heat and drought, the average yield at 20.6 bushels per acre was considerably above long-time averages.

The durum varieties again withstood heat and drought better than hard red spring wheat varieties in many areas of the Upper Midwest. This may be an important factor when growers make their planting plans for 1961.

### Planting Factors

Several other factors will play a part in determining the acreage seeded to durum by Upper Midwest growers. Among these are the moisture situation at seeding time, the market price for durum, and the availability for the first time of substantial quantities of seed of the new durum, Wells and Lakota.

Moisture has been short in many important durum growing areas for the past several months. If this continues, growers at seeding time are likely to consider favorably the ability of the durums to withstand drought. The extent to which restoration of the export subsidy for durum in December will affect durum seedings cannot be predicted. It is possible that growers may increase seedings feeling that they are producing both for an expanding domestic market and an export market.

Approximately 1,000,000 bushels of Lakota and Wells were produced by North Dakota growers in 1960. This will permit a very substantial part of the North Dakota durum acreage (1,304,000 acres in 1960) to be seeded to these new varieties next spring. More than 90 per cent of the 1960 North Dakota durum acreage was seeded to Langdon and Ramsey.

Seed supplies of Lakota and Wells are sufficient to permit a similar rapid shift in varieties grown on the relatively small Minnesota acreage. Lesser shifts will occur in the varietal pattern in South Dakota and Montana where the quantity of seed of the new varieties is smaller.



Gene Hayden

The high yields of Lakota and Wells, together with their shorter straw, will appeal to durum growers and are likely to encourage some increase in durum acreage. The shorter straw will permit durum to be seeded on the most productive land rather than on second crop land as has often been necessary with taller strawed varieties. Larger quantities of fertilizer can be used on short strawed varieties to increase durum yields. The test weight of Lakota has often been a pound or two below that of the widely grown Langdon and Ramsey. The extent to which this will affect grower acceptance of Lakota is not known.

### Rust Resistance

Another important attribute of the new durums is that they have a different type of rust resistance than Langdon and Ramsey. Diversification of the durum acreage reduces the possibility of widespread rust losses if currently known dangerous rust races should increase in prevalence.

The genetic groundwork for durum varieties which surely will be needed in future years as replacements for Lakota and Wells is being laid by the plant scientists today. Many of you have met Dr. Kenneth Lebsack, United States Department of Agriculture durum breeder, and other members of the

state-federal research team at the North Dakota Experiment Station during the "durum tours" of the past several summers. You know first-hand of the work they are doing which is vital to the production and improvement of durum wheat. It takes many years of effort by the research team to combine into a new variety the agronomic, disease and quality characteristics needed by durum growers, processors of the durum crop and macaroni manufacturers.

Currently about 1,000 durum breeding lines from the United States and Canada are being grown in Mexico, together with several small durum increases, as part of a speeded up research effort. This is the seventh winter that the Crop Quality Council has sponsored these winter increases as an aid to the research program. You may recall that the initial increases of Lakota and Wells were made in Mexico several winters ago.

### Research

During the past year we have urged the recently formed North Dakota Wheat Commission to invest in the durum research program at North Dakota State University. The commission, financed by a levy paid by the producer of each bushel of durum and hard red spring wheat grown in North Dakota, has purchased \$10,000 worth of laboratory equipment for the Department of Cereal Technology at Fargo. This includes a Buhler pneumatic flour mill, a Brabender Quadruplex flour mill, and a National mixograph which will materially speed up research efforts to develop higher quality varieties.

Currently we are making presentations before the North Dakota Legislature and the United States Congress urging that additional funds and facilities be provided to strengthen durum research. The Congress provided \$600,000 as a result of efforts made last year to have plant quarantine inspectors

(Continued on page 52)

	Seeded Acreage		Yield per Acre Average			Production (bushels)
	1959 (acres)	1960 (acres)	1949-58 (bu.)	1959 (bu.)	1960 (bu.)	
North Dakota	988,000	1,304,000	13.0	18.0	21.0	26,880,000
Montana	106,000	231,000	17.8 <sup>1</sup>	17.5	18.0	4,068,000
South Dakota	102,000	119,000	11.1	8.0	19.0	2,223,000
Minnesota	28,000	29,000	15.7	23.0	27.5	798,000
United States	1,224,000	1,683,000	13.1	17.4	20.6	33,969,000

<sup>1</sup> Short-time average.

THE MACARONI JOURNAL

## GENERAL AMERICAN AIRSLIDE® CARS ...NOW MORE THAN 4500 IN SERVICE!



**918 BUILT AND DELIVERED IN 1960** Demand for these highly efficient cars is big ... and steadily growing. Introduced only 6 years ago, the AIRSLIDE car's reputation for safe, bulk shipment and speedy unloading has now made this car the standard for granulated and powdered materials. It is especially desirable for those materials which tend to bridge or pack or which do not normally flow by gravity.

**NOW AIRSLIDE CARS HAVE BEEN RECEIVED BY INDUSTRY** Here are some of the commodities Airslide Cars are handling: Flour (Wheat, Oat, Semolina, Soya), Sugar (Beet, Cane, Corn), Starch, Chemicals, Plastic Powders, Weed Killers, Activated Carbon, Bentonite, Clay (phosphatic), Ores.

If you are not already taking advantage of AIRSLIDE CARS, it will pay you to get complete data. Write today to:

Airslide® and Dry-Flo® Car Division  
**GENERAL AMERICAN TRANSPORTATION CORPORATION**

155 South LaSalle Street  
Chicago 5, Illinois  
Offices in principal cities



## FARMERS TURN MILLWHEELS

Amber Mill manager Gene Kuhn told Grain Terminal Association delegates at their annual meeting how their co-op has gained a recognized position in the durum industry.

Amber Mill, located at Rush City, Minnesota, is one of ten mills operated by seven companies that make up the durum milling industry of the United States.

In 1942 the mill could produce less than 2,000 hundredweight per day. Now it produces more than 3,000. This amounts to about ten per cent of the durum industry's total daily production.

We grind four carloads of durum wheat per day, or approximately two million bushels a year. All of this durum is selected quality.

### Milling Products

Semolina makes up about 75 per cent of the finished product from milled durum wheat. It is coarse, granular, and has a distinct gritty feel, similar to sugar. The remaining 25 per cent is durum first clear flour, used for lower grades of macaroni products, for bread-making and as a binder in sausage. Also, durum second clear, used by the dog food industry.

In milling 100 pounds of the above products, about 40 pounds of mill feed are taken off, consisting of pure bran, middlings and red dog.

The use of bulk cars and improvements to the plant have reduced the labor force from 48 to 32 men, even though daily production has been increased 50 per cent. This increased efficiency has made us highly competitive.



The ladies are delighted with recipe books and information given by Gene Kuhn.

### Family Name

Macaroni is a general term that includes spaghetti and noodles as well as macaroni. There are about 175 plants manufacturing in the United States today and about 125 of these are commercially important.

Macaroni consumption in the United States exceeds 1,250,000,000 pounds in 1959, double what it was 20 years ago. Surprisingly enough, almost half of this increase took place in the last decade.

Per capita consumption is 7.5 pounds a year, up from five before the war. This increase of 50 per cent for durum products contrasts sharply with the slow but steady decline from 134

pounds per capita annually to 117.5 pounds for bread wheat flours in the past ten years. To a considerable degree the increase reflects the fact that everyone now eats macaroni foods whereas years ago the chief users were those of Italian ancestry. Educational campaigns have been carried on since 1946 by the durum millers and macaroni manufacturers in behalf of durum products.

The total usage of macaroni may be divided this way: spaghetti 40 per cent, macaroni 30 per cent or more, noodles 20 per cent, and specialties the remainder.

Amber Mill supplies a large number of quality macaroni manufacturers with a portion of their semolina requirements, the largest of these plants being in the east and midwest.

### Recipe Books Popular

Mr. Kuhn then invited the delegates to visit the display of durum products in Exhibition Hall, offering the ladies recipe books "containing many famous recipes preparing this delicious, nutritious food your families will like and want often," reports "a near stampede" for the recipe books and before the meeting was over they distributed over 2,000 copies.

### Durum Merchandising

At the same meeting, Jess Cook had this to say about durum merchandising: "Durum prices have again this year been favorable to producers in relation to the loan price. It is one of the few grains produced in the upper mid-west

(Continued on page 56)

THE MACARONI JOURNAL

**PRESSES for Short and Long Goods (Type TPM)** are equipped with a new vacuum system and a forced feed of the main screw. Flour feeder is synchronized with a water measuring device to guarantee uniformity of mix.

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

**Fluidlift actuator**

**Machinery and equipment and complete engineering service for truck storage and loading systems.**

**Fluidlift blower unit**

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

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

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

## Complete Macaroni Plants by BUHLER

THE BUHLER CORPORATION, 4207 Nicollet Avenue, Minneapolis 9, Minnesota  
Buhler Brothers (Canada) Ltd. 24 King St. W. Toronto 1, Ontario (EMpire 2-2575)

Sales Offices: NEW YORK CITY—230 Park Avenue (MU 9-5445)  
CHICAGO—Room 515, 327 South LaSalle Street (HA 7-5735)

Sales and Service Representatives  
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., 1748 Wholesale St., Los Angeles (MA 7-3909)  
WASHINGTON: Ben Borg, 8056 Sunnyside Avenue, Seattle 3 (LA 2-5418)

100 YEARS  
**BUHLER**  
BRRR



At the Wheat Exhibit: Mrs. Sidney Rustad, Mrs. Melvin Klucas and Mrs. Harlan Monson, all from Clontarf, Minnesota.

### Ellis English Named

Ellis D. English, president of Victor Daniel Machine Co., has been named to the position of 34th president of the National Association of Manufacturers. Mr. English, who has been president of the National Association of Manufacturers since 1958, was elected to the position at the annual convention of the association in Chicago, Ill., last week.

### 34th Federation President

Mr. English, who assumed the Federation Presidency at last year's convention in Chicago, is the 34th president of the organization. He has spent his entire business career in the field of manufacturing and is the first Federation president who had his start in the industry as a floor salesman on the road. He has been with the Commander Lathrop division of A. D. M. for most of his career, and last recently was named vice president for manufacturing in the company's construction group.

### Company Promotion

Promotion of Ellis D. English and Lawrence J. Weidt to vice president was announced by E. A. Olson, executive vice president of the national division of Victor Daniel Machine Co. in 1959.

Mr. English, vice president and general manager of the Commander Lathrop Division, has been named vice president for manufacturing in the company's construction group.

Mr. Weidt, former manager of the Commander Excelsior Division, has been appointed manager of the Commander Lathrop Division.

The importance and the dynamic nature of manufacturing has prompted the appointment of Mr. English to this post. Mr. Olson said, "Because of the scope of the national group's products, it is essential to establish a group that will be vice president to complement the work of the company's other divisions, including A. D. M. construction manufacturing activities."

Mr. Olson described Mr. English as the ideal choice for the position because of his long experience in the field and his wide acquaintance in the floor and agricultural industries.

Mr. English's responsibilities include studying and recommending improvements in the group's sales and distribution policies and methods. He will be responsible for sales and industry relations for the national group and will assist branch sales managers with their management problems.

A. D. M.'s construction group is a leader in the industry and has been named vice president and general manager of the national group and A. D. M. construction products in Mexico.

### Started in Sales

Mr. English began his career in sales in the field of manufacturing.



Ellis D. English

Mr. English's career in sales began in the field of manufacturing. He has spent his entire business career in the field of manufacturing and is the first Federation president who had his start in the industry as a floor salesman on the road. He has been with the Commander Lathrop division of A. D. M. for most of his career, and last recently was named vice president for manufacturing in the company's construction group.

### Weidt Is Grain Veteran

Mr. Weidt, former manager of the Commander Excelsior Division, has been appointed manager of the Commander Lathrop Division.



Marks twenty-fifth year. Victor Hansen, right, received a service watch from Henry Kuchn, vice president of the National Association of Manufacturers, at the annual convention of the association in Chicago, Ill., last week.

# CONSOLIDATED BALING PRESSES



## THE BALE-O-MAT SERIES

### REDUCE OPERATING COSTS

- Eliminate expensive handling of bulky waste
- Save valuable floor space
- Lower waste disposal costs with fewer pickups

By using BALING PRESSES, you can reduce the cost of handling bulky waste. The BALING PRESSES are designed to handle all types of waste, including paper, cardboard, and other bulky materials. They are easy to operate and require little maintenance. The BALING PRESSES are available in a variety of sizes and capacities to meet your needs.

WRITE FOR FULL DETAILS AND CATALOG

## CONSOLIDATED BALING MACHINE COMPANY

Sales Division of

### N. J. Cavagnaro & Sons Machine Corp.

Manufacturers of Chinese Type Noodle Machinery

406 Third Avenue—Department M, Brooklyn 15, New York

## Macaroni Around the World— (Continued from page 9)

Manufacturers in Israel are faced with the problem of making the local population, originating from more than 60 countries with a great variety of eating habits, more "macaroni-minded." Various types of noodles, toasted short cut macaroni, and spaghetti are the most popular items. Future prospects for the industry are termed fair, but the comment is made that full plant capacity can be reached only by constantly adding new and different types of products.

From South Africa we learn that both general business conditions and the macaroni industry in particular have a fair outlook. Eight plants produce some 6,650,000 pounds of product for a per capita consumption (excluding the native population) of 2.25 pounds. High transportation costs by rail force the manufacturer to send large quantities of product by sea when long distances are involved. Cardboard packets and cellophane packets are favored as packaging materials. There does not seem much chance for expansion of the industry in 1961.

The excellent communication we have had in the past year with a number of Australian firms indicates they are aware of the necessity of teaching the Australian consumer to eat more macaroni products, and they are seeking ways of accomplishing better acceptance of the product. Most manufacturers feel there is lots of room for expansion of the industry. Several have mentioned that the lack of a trade association hinders them in promotional activities. Price-cutting is by no means unknown in Australia; it is a severe problem.

The 10 plants in Australia produce an estimated 275 short tons of product per week, for an estimated per capita consumption of approximately 2.5 pounds. This they believe can be increased through public education. One



Edgor Portelli displays at the 1960 Trade Fair, Hamrun, Malta.

manufacturer volunteered, "If we follow the American trend in super-packaging, the profitability will also rise. The future looks reasonably bright."

For a look at the macaroni situation in the Western Hemisphere, our correspondents in Chile forecast a 15 per cent expansion in the industry in 1961 in their country in keeping with the good general business outlook. The production of the 44 plants now operating in Chile make for a per capita consumption of 12.79 pounds. Carton boxes containing 250 grams and 500 grams of product are the most popular.

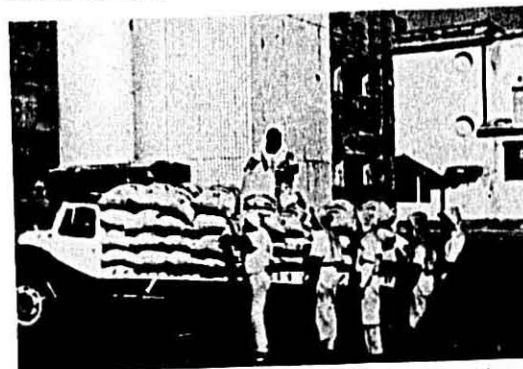
As is the case in other countries throughout the world, Chilean manufacturers have trouble obtaining a good quality raw material. This, in turn, makes the end product of undesirable color. At the moment, one manufacturer is attempting to improve color by the use of a different process in the

preliminary dryer stage. In the matter of distribution, one company has its own fleet of trucks, as country distributors do not have distribution equipment.

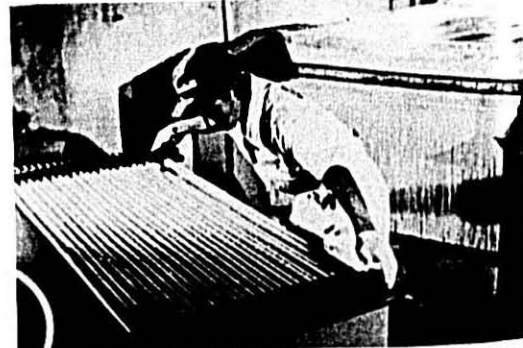
### Central American Situation

Skipping up to Central America, we find manufacturers in El Salvador expecting a 25 per cent increase in sales for 1960. The 10 plants operating in this country produce about 3,000,000 pounds of product for a per capita consumption of a little more than one pound per year. The most popular selling units are small packages weighing only one and one-half ounces and costing four cents. Packaging material used is cellophane bags packed in corrugated cartons.

The majority of manufacturers in El Salvador have very old and outdated drying rooms. New equipment and consumer education could do a lot here to



Flour handling and drying operations at Molinos y Fideos Luchetti, Santiago, Chile.



THE MACARONI JOURNAL

increase both production and consumption.

### Canadian Sales Up

All our contacts in Canada report the trend of macaroni products sales to be up. Estimates from our correspondents show 12 macaroni plants ranking as fairly large manufacturers, along with seven or eight small family-owned organizations, were producing macaroni products in a range of 100,000,000 to 114,000,000 pounds in 1960, for an estimated per capita consumption of six to 6.5 pounds.

Items of greatest popularity in Canada are spaghetti packed in 16-ounce cartons at retail prices ranging from 17 cents to 25 cents per pound; cut macaroni packed in 16-ounce cartons at 17 cents to 19 cents.

The chief current problems in the industry are reported to be the sale of macaroni of cheap quality made with low-grade ingredients and packed in cheap containers, and price cutting. Rising costs of production were mentioned, with particular emphasis on the high freight costs in a country spread out so far.

Major manufacturers see good possibilities for the future, particularly in diversification of products in the macaroni field such as semi-prepared dishes.

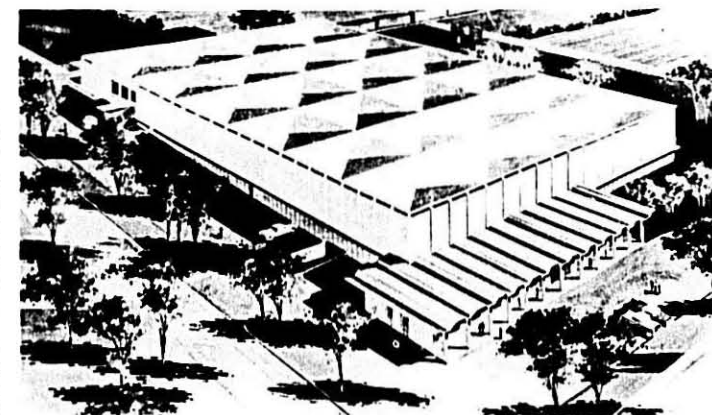
### U.S. Consumption Steady

In the United States, production of durum in 1960 was estimated at approximately 34,000,000 bushels as compared with 20,000,000 bushels in 1959 and a 10-year average of 27,000,000. Macaroni production hit a record mark of 1,307,795,226 pounds last year with per capita consumption remaining constant at approximately 7.3 to 7.5 pounds.

Sales of convenience macaroni food items such as macaroni dinners and canned spaghetti have increased substantially in 1960.

Figures for the first month of 1961 show macaroni production running 1,096,971 pounds over the 1960 figure for the corresponding month. When retail sales for the first quarter come in, they should indicate increases from the corresponding period of 1960. Consumer demand due to an earlier Lent this year and the strong publicity push during the period will be, to a large degree, responsible for the increase.

The 1961 crop year durum supply is not likely to have as high a yield as did the 1960 crop. However, if the two newly developed varieties, Lakota and Wells, along with reliable Langdon, are recommended for spring planting, there should be adequate durum supply for manufacturers' needs in 1961.



Artists' drawing of new Skinner macaroni plant to be constructed in new Omaha Industrial tract.

### Skinner Will Build \$750,000 Plant

Skinner Manufacturing Company will break ground next month for "the nation's most modern macaroni manufacturing plant" on a four-acre tract in Omaha's new Industrial Center.

Lloyd E. Skinner, president of the firm, made the announcement at a press conference held March 4th. He said that completion of the \$750,000 structure is scheduled for December of this year. The company at the same time will make an additional investment of \$450,000 in new manufacturing and packaging equipment.

Mr. Skinner said the new plant will enable the company to increase production about 50 per cent.

"We are operating at near capacity in our present plant," he said. "The new plant is necessary for expansion of our business and to keep our company in a strong competitive position."

### Plant Description

The new plant will contain more than 86,000 square feet of manufacturing space covered by a hyperbolic, thin-shell concrete roof. It consists of 24 units resembling an inverted umbrella, with one column supporting each unit. The concrete is three inches thick and cast in place. Snow and rain which collect on the roof are drained through the columns to a central drainage area below the building. Its surface will be treated for dust resistance to provide a high degree of sanitation. Sidewall and floor construction will be concrete masonry.

Glass-lined silos outside the plant will be used for storage of bulk flour. Automatic flour-handling equipment also will be installed.

Among the new equipment to be installed are Swiss-made presses and

dryers for processing macaroni products. New German-made packaging equipment also will be imported. Some equipment from the present plant will be transferred to the new location.

The Skinner Manufacturing Company was founded in Omaha in 1911 by the late Paul F. Skinner. Lloyd M. Skinner, father of Lloyd E., was president from 1920 until his death in 1940. The company has been in its present building 47 years.

Skinner has distribution in 27 states. It also distributes breakfast cereals.

### Canadian Export Durum

Canadian durum and hard red springs continue in good demand.

High quality of the crop induced overseas buyers to take Canadian durums, and from August 1, 1960, to January 15, 1961, more than 22,500,000 bushels cleared for overseas destinations, more than 1,000,000 bushels greater than farmers' deliveries in the same period and resulted in cutback into stocks carried over at the end of July last year.

France recently purchased cargo of Canadian wheat, but in this instance it was for seed purposes. Russia has purchased more than 5,000,000 bushels of Canadian wheat since the turn of the year and further sales are in prospect.

The China mainland has entered into the Canadian market for cereals. Five million bushels of feed barley will soon leave for Chinese ports, and it is said that the same country is in the market for low grade wheat, but this is not in abundant supply and wheat sales are difficult to confirm at this time. It is indicated, however, that a large volume of Canadian cereal grains will be moving to China in the next several months.

## "Quiet Miracle" Campaign

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

**M**ACARONI manufacturers—along with other processors of other cereal-based foods—have been asked to seize the Twentieth Anniversary of Enrichment as an opportunity to tell America the nutritional advantages of their products.

The advertisement facing this page illustrates just one approach to the problem. Dozens of additional steps are suggested in a 32-page brochure to be mailed to all subscribers of the National Macaroni Institute as this issue of the *Journal* goes to press. The ad here in the *Journal* carries a NMI signature and was planned primarily for a professional audience of physicians, nurses, dietitians and others technically concerned with health. But it also might be signed by a manufacturer or anyone else who wants to establish new prestige for an enriched food product in the public and professional mind.

### Erase Fattening-Phobia

Members of the National Macaroni Manufacturers Association and NMI have long been concerned with the false image of their products as fattening foods. When people ask whether macaroni, spaghetti or noodle dishes are fattening—they are primarily concerned with the nutritional concept.

Increasingly these days, as America worries about overweight and the effects of cholesterol in diet, the nutritional contribution of particular foods becomes more important. Any company selling food sells nutrition—with varying degrees of emphasis along with other product advantages such as pleasure, taste, convenience, economy or satisfaction.

### "Good-for-You" Appeal

Good nutrition expressed in advertising and merchandising is basic to the "good-for-you" appeal which daily becomes more essential in successful food marketing.

As the Secretary of the Council on Foods and Nutrition of the American Medical Association, Dr. Phillip L. White, pointed out several years ago at the NMMA meeting in Coronado Beach, California—enrichment is the only claim the producers of macaroni have for a place among nutritionally-recommended foods. Enrichment is our only claim to nutritional prestige. Abandon enrichment or neglect it as a point of product advantage, and you sell only energy and what nutritionists call "empty calories."

At the Hollywood, Florida meeting in January, a campaign was outlined to use the Twentieth Anniversary of Enrichment as a vehicle to tell the nutritional story of macaroni foods. The theme of the campaign to be used by all concerned with enrichment is demonstrated in the NMI advertisement shown here. Enrichment is presented as a "Quiet Miracle" in public health nutrition—one of the truly great and important forward steps taken to improve basic foods.

### Marketing Considerations

In the Hollywood, Florida sessions geared to marketing, it was suggested that basic product improvement is one of the primary concerns essential to a marketing program. To illustrate: the chief aim of a soap product is simply to make you clean. The fact that it matches your bathroom color scheme, or perfumes your bath, or costs less, or smooths and soothes your skin while you use it, also are advantages. But primarily, you use soap to wash, to make you clean. When a manufacturer develops a soap so effective that it actually washes away odor-producing bacteria, he can use this new product advantage to outpoint competition.

People eat all foods including macaroni products basically for nourishment, incidentally for pleasure. Enrichment improves the nutrition in macaroni, spaghetti and noodles. Nutrition is a basic product improvement which should be merchandised as a product advantage.

But even today, after 20 years of enrichment and constantly increasing public awareness of nutrition—enrichment is an unknown and misunderstood word in the public vocabulary. Older

generations who once may have understood enrichment have forgotten; new generations who make today's market so challenging and unexplored have never heard the enrichment story. The public doesn't know or understand the enrichment advantages in macaroni foods, despite the fact that together the milling-baking-cereal industries spend more than 170-million dollars a year on their own brand-name advertising.

Yes, as any person casually acquainted with marketing will agree, you can't sell at full volume to consumers who are indifferent, suspicious or even antagonistic. The only answer, according to the "Quiet Miracle" campaign brochure, is to sell enrichment as you sell your brand. Help gain universal definition for enrichment. Advertise enrichment as your own product advantage—the exclusive claim of macaroni to a place among nutritionally recommended foods.

### Action Kit

These conclusions are presented in the "Action Kit—for Product Prestige"—along with specific suggestions for tying-in your advertising, publicity, promotion and public relations to gain full advantage from the nation-wide impact of the "Quiet Miracle" campaign, exerted throughout the cereal industries. Macaroni manufacturers will be particularly interested in adaptations of ads and copy or layout elements to their products.

One ad is especially designed for telling the enrichment story for "Your Brand" spaghetti, macaroni and noodles. The "Action Kit" brochure provides radio spot announcements easily adapted to macaroni foods, and extends the use of radio copy into television.

A key publication offered in the "Kit" is a small, inexpensive leaflet titled—"The two minute story of the QUIET MIRACLE and its contribution to your health." Copy has been approved by the AMA Council on Foods and Nutrition. The leaflet sells in small quantities for 50 cents a 100 copies, or a half-cent each. To those who wish larger quantities of the leaflet imprinted with a company or product name, reproduction photographs of the artwork and type are offered for \$2.00 a set.

Participants in the "Quiet Miracle" campaign are urged to advertise and distribute the leaflet in every possible

(Continued on page 60)

THE MACARONI JOURNAL

are YOU  
too busy  
to notice?

The Quiet Miracle  
Enrichment

A younger person may not realize and the older person may have forgotten. But . . .

Since 1941, practically all white bread, flour, processed cereals and macaroni foods in U. S. diet have been enriched with specified amounts of thiamine, niacin, riboflavin and iron. Since 1941, deficiency diseases due to diet inadequate in these three B-vitamins have all but disappeared. Today clinical signs of beriberi, pellagra and ariboflavinosis are hard to find. In addition, the incidence of iron deficiency anemia has been reduced.

Cause: enrichment. Effect: improved public health . . . a quiet miracle in applied nutrition. Today 80 to 90 percent of all white bread, family flour, cereal products and macaroni foods are enriched. Today these foods are so good nutritionally that any normal diet can be improved by eating them.

For further details on the quiet miracle and what it means to you, fill in the coupon:

The nutritional statements in this advertisement and the literature it makes available have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current, authoritative, medical opinion.

ENRICHED  
MACARONI FOODS...

are listed among the "Essential Four" food groups set up by the U.S. Dept. of Agriculture's Institute of Home Economics. Diet selected from these foods provides ample protein, vitamins and minerals.

NATIONAL MACARONI INSTITUTE

working for a healthier America through nutrition

FREE - USE COUPON OR SEND R<sub>x</sub> BLANK

To: National Macaroni Institute  
139 N. Ashland Ave., Palatine, Ill.  
Please send me for professional review "Cereal Enrichment in Perspective," prepared by the Committee on Cereals, the Food and Nutrition Board, National Research Council, and a sample leaflet, "The Two Minute Story of The Quiet Miracle," for possible lay distribution. (Please print)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

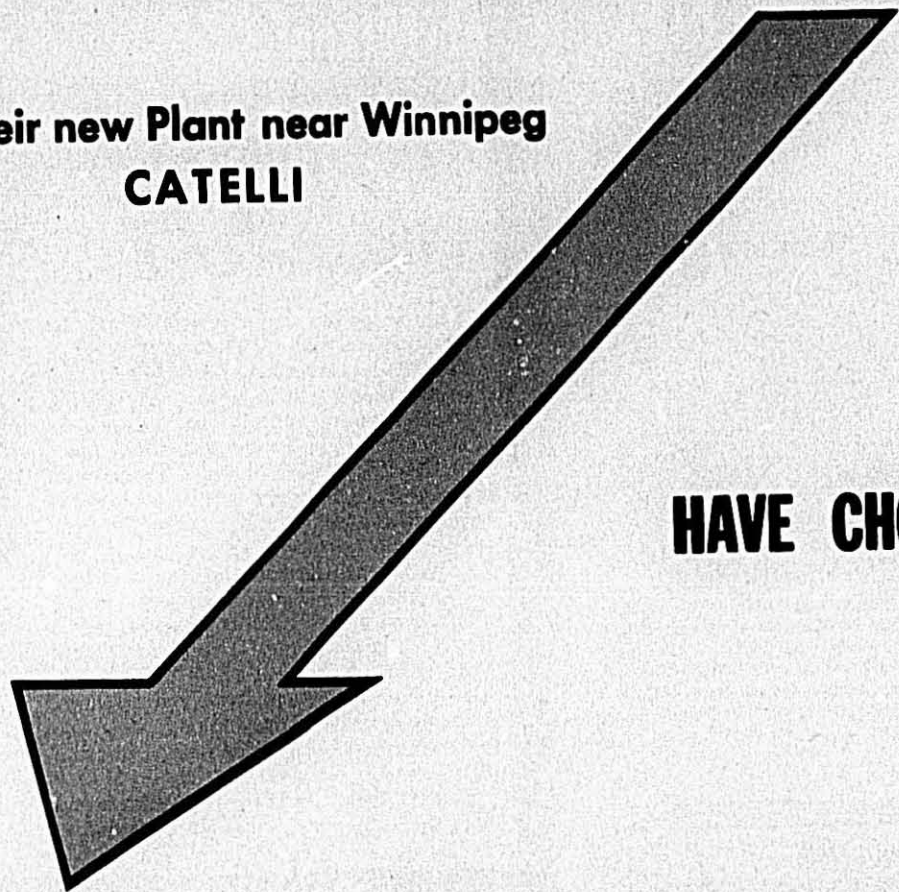
(Distribution limited to U.S. and possessions)



# CATELLI

FOOD PRODUCTS LTD., MONTREAL, CANADA

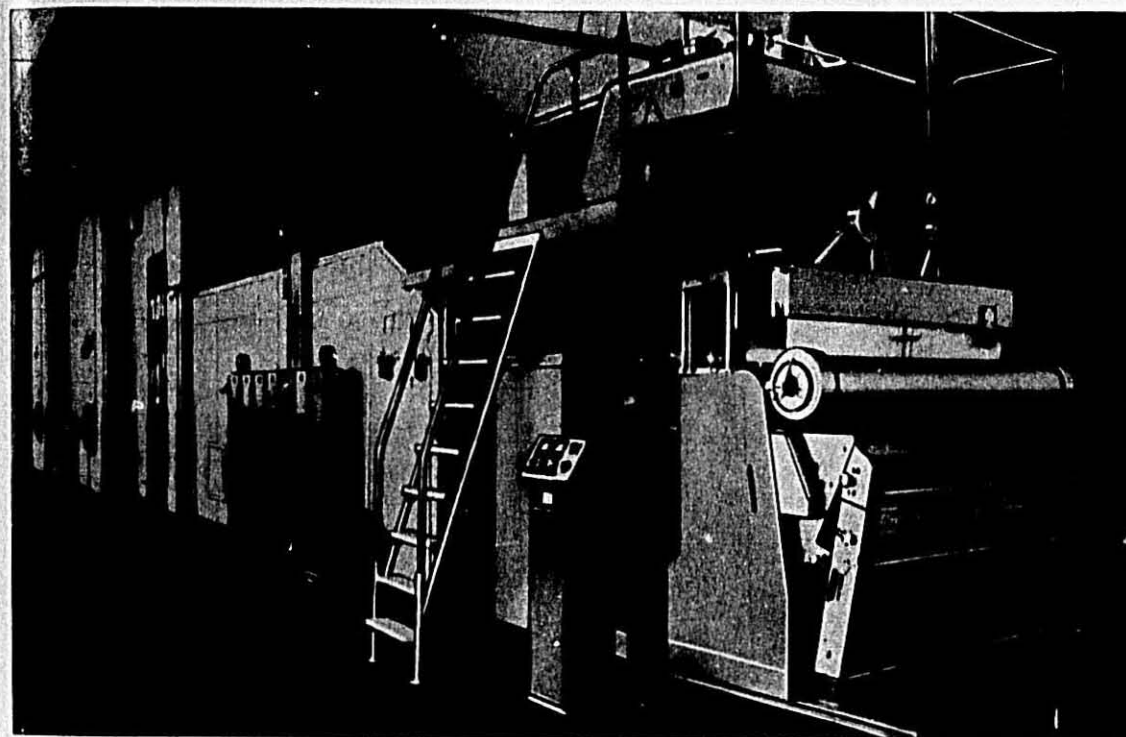
For their new Plant near Winnipeg  
CATELLI



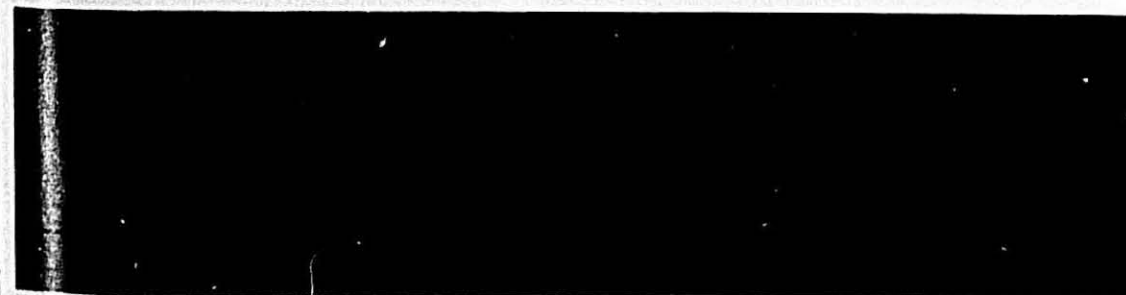
HAVE CHOSEN

# Braibanti

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



CONTINUOUS AUTOMATIC LINE FOR LONG MACARONI GOODS



- 1—Automatic Braibanti Press for long macaroni products.
- 2—Braibanti Spreader with special die-head and device for quick change of dies.

- 3—Automatic Dryer GPL/5/200 for pre- and final drying of long macaroni products.
- 4—Stripper and multiple Cutter with device for automatic return of empty sticks to spreader.

## The Hensel Plant - 3 - Glocken

reprinted from "Linea," Buhler Brothers, Uzwil, Switzerland



THE Hensel macaroni factory at Weinhelm, Germany, founded 78 years ago, was almost totally destroyed by fire in 1957. The newly erected 3-Glocken works, equipped to a large extent with Buhler machines and conveying elements, is now one of the biggest and most efficient of its kind in Germany.

The modern, continuously working, short goods plant manufactures fully automatic for 24 hours daily and attains a big production with a minimum of staff.

The raw material used in the manufacturing process is received in bags, tested in the control sifter for any impurities, and finally passed by a Fluid-lift conveyor into large central silos, where different qualities are stored separately.

The level in the small surge bin above the press is controlled automatically by a level-regulator. Because of this arrangement, each press can be fed independently. The egg soup needed for all lines is prepared on the intermediate floor above the presses.

The whole short goods production is located in one manufacturing room with a floor area of about 1000 m<sup>2</sup>. The four continuous Buhler lines are readily accessible and can be easily supervised. They comprise the following machines:

### LINE I:

Press type TPJ-V5 with vacuum on screw—first preliminary dryer type

TVK-5/7—second preliminary dryer type TTM-V—finishing dryer type TTM-8 E.

Average capacity: 1000 pounds per hour of dry short goods.

### Line II:

Press type TPJ-V7 with vacuum in the mixer—first preliminary dryer type TVK-5/7—second preliminary dryer type TTM-V—finishing dryer type TTM-8 E.

Average capacity: 1000 pounds per hour of dry short goods.

### Line III:

Press type TPG-V5 with vacuum on screw—shaking preliminary dryer type TP-SS-F—preliminary dryer type TVK-5/7—finishing dryer type TTM-8 E.

Average capacity: 600 pounds per hour of dry short goods.

### Line IV:

Press type TPG-V5 with vacuum on screw—shaking preliminary dryer type TP-SS-F—preliminary dryer type TVK-5/7—finishing dryer type TTM-8 E.

Average capacity: 700 pounds per hour of dry short goods.

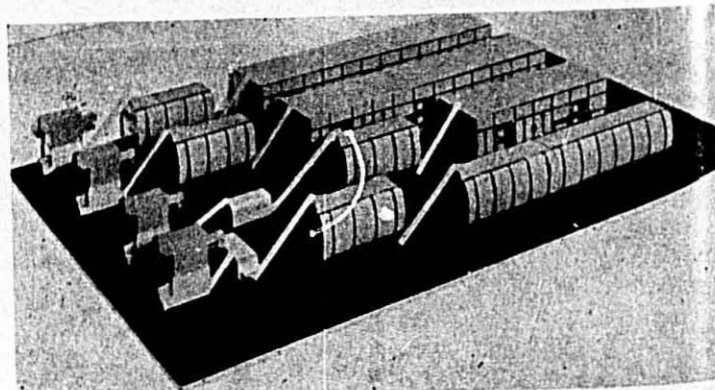
The climate in the dryers is controlled automatically.

This Buhler plant with an average daily output of about 36 tons of dry macaroni products operates very efficiently because of the continuous, fully automatic method of working.

The four presses and 10 dryers which are responsible for the whole short goods manufacture of the 3-Glocken Company are supervised only by two men, a press operator and a master dryer. Samples are taken simultaneously at several points in the manufacturing cycle, and tested for quality and composition in the laboratory.

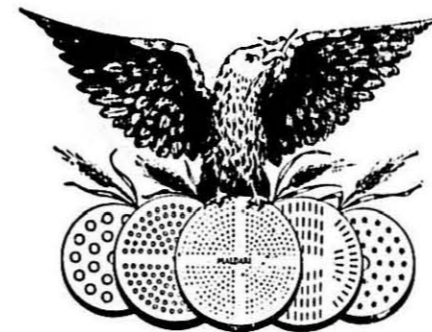
For stabilization and final quality control the finished product is fed directly into small movable bins which are located on the floor below the dryers. Then the short goods of which about 130 different shapes, sizes and qualities are produced, are sorted out and fed to the different packing lines. The efficient packing department with its own printing, stock and shipping divisions is located on the lowest floor.

This Buhler plant which has already been in service for some length of time shows that macaroni manufacture has been brought to a level that fully complies with modern requirements regarding reliability and automation.



Model showing the short goods plant of 3-Glocken works, installed exclusively by Buhler.

THE MACARONI JOURNAL



*Time tested, time proved,  
Time time honored*

## D. MALDARI & SONS, INC.

America's Largest Die Makers

557 THIRD AVENUE

BROOKLYN 15, NEW YORK

U. S. A.

1903 — Management Continuously Retained in Same Family — 1961.

**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW POSITIVE SCREW  
FORCE FEEDER**

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

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

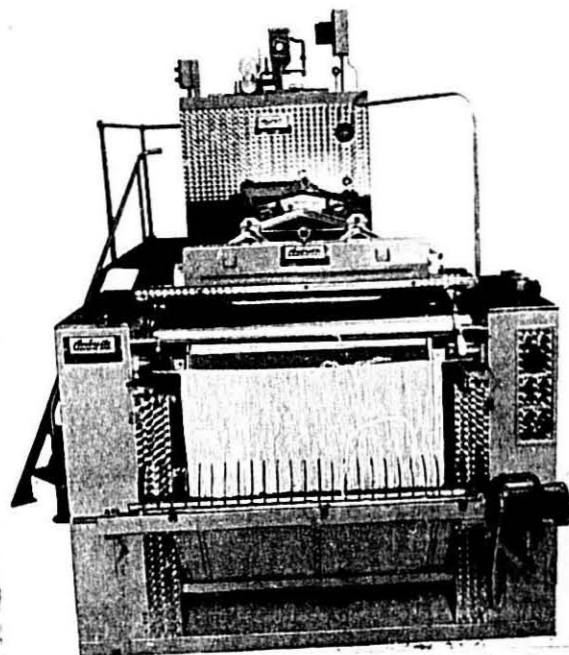
increases production while occupying the same space as  
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES  
AND DRYERS LINES**

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

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

★ Patent Pending  
★★ Patented



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

*Ambrette*

**MACHINERY CORP.**

156 Sixth Street

Brooklyn 15, New York

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

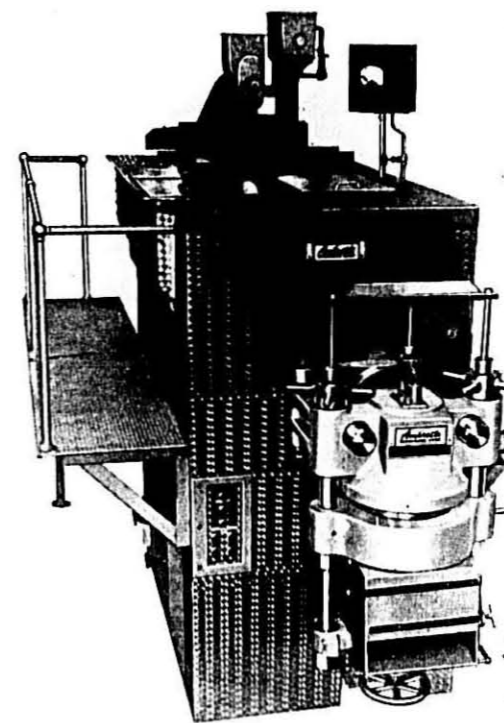
Model SAFS — 600 pounds capacity per hour

**COMBINATION PRESSES**

Short Cut — Sheet Former

Short Cut — Spreader

Three Way Combination



Model BSCP

**QUALITY** — — — — A controlled dough as soft as desired to enhance texture and appearance.

**PRODUCTION** — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

**CONTROLS** — — — — So fine — so positive that presses run indefinitely without adjustments.

**SANITARY** — — — — Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.

PLANT  
156-166 Sixth Street  
155-167 Seventh Street  
Brooklyn 15, New York

*Ambrette*

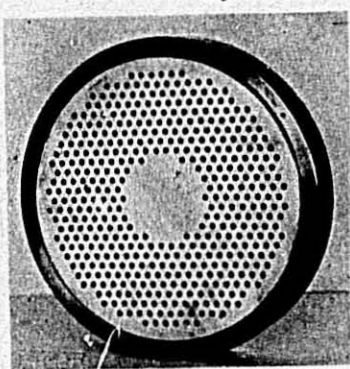
**MACHINERY CORP.**

APRIL, 1961

35

## TEFLON DIES

reprinted from "Linea," Buhler Brothers, Uzwil, Switzerland



Through polymerization under high pressure with exothermic reaction, the final product obtained is a white powder, to a great extent crystalline. At 328 degrees Centigrade the substance loses its crystalline character and becomes transparent, with a consistency like ebonite. Teflon is stable and extremely slow to react chemically; it is superior to all hitherto known synthetic substances in physical, chemical and electrical properties. Only melted alkaline metals and gaseous fluorine cause it to decompose slowly at very high temperatures.

Molded under high pressure, it is transparent in thin sheets and waxy white in thick pieces, with a surface of pronounced frictionless character and resistant to abrasion. It is absolutely without smell, bacteriologically immune, and absorbs no moisture. The thermal range is from minus 250 degrees Centigrade to plus 290 degrees Centigrade; above 400 degrees Centigrade it slowly decomposes.

**I**N THE endeavor to increase capacity and quality, manufacturers of dies and presses have already tried out many different materials for making dies. However, most of the experiments led to no satisfactory results, and one has returned time after time again to the well-known bronze dies.

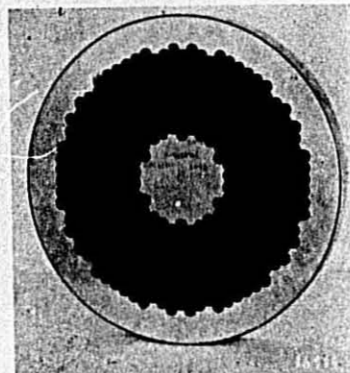
For several reasons it will hardly be possible in practice to obtain any further noteworthy increase in output of a press using bronze dies. With a die of a certain size, the maximum possible number of outlets is given, and, therefore, only the extrusion speed can be increased, if a higher production is desired. If, however, this extrusion speed exceeds five to six per minute, the surface of the product is roughened up and, because the light is broken differently on a rough surface than on a smooth surface, the color of a rough product appears to be less yellowish than the one of a smooth product. With above maximum extrusion speed, the capacity of the press can only be increased by enlarging the outlet area which makes it necessary to have larger dies and correspondingly larger press-heads.

During the last war, a new synthetic substance, named Teflon, was created in the United States. It has excellent physical properties, which appear also to comply with the requirements stipulated for die construction.

### Technical Description

Teflon is a synthetic substance manufactured from a fluorethylene by polymerization, and resulted from the endeavors of American firms to discover, for isotope separation in atomic research, substances highly resistant to chemical action.

- Very smooth surface of product.
- Deep yellowish color because of the smooth surface.
- The press can be run with a harder dough.



- Less extrusion resistance because of reduced friction.
- Higher extrusion speed (up to 13 to 16 feet per minute).
- Higher capacity of the press.
- Long life of the dies.

### Here are the disadvantages:

- Artificial, waxy appearance of the product, depending on the raw materials used.
- Poor adhesion of sauce to the cooked product.
- Reduced density of product, if the same capacity and the same outlet area as on bronze dies are used.
- Successful adoption of Teflon dies requires a press with effective vacuum equipment.
- Teflon dies are higher in price.
- Unsuitable for manufacturing fancy shapes.
- Great care must be exercised when cleaning Teflon dies.

In the above summary, the advantages outweigh the disadvantages. But in spite of that, no definite tendency with regard to die construction can yet be noted.

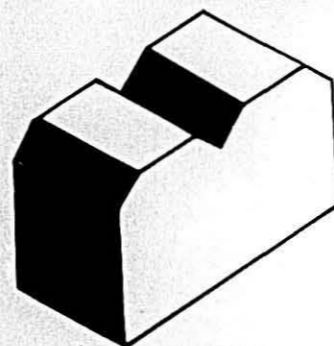
In time, however, it was evident that macaroni extruded through Teflon dies possessed certain disadvantages. Today, opinions differ concerning the advantages and disadvantages of Teflon dies. Even manufacturers in one and the same country may be of different opinions, so that it is impossible to make any definite statement. We list some of the advantages:

In general, no noteworthy differences can be perceived between macaroni products made with Teflon or bronze dies, either during the drying process or in the quality of the cooked goods. Under normal working conditions, the wear of well-made Teflon dies is not greater than that of bronze dies. The artificial coloring that sometimes appears and the smooth surface of macaroni products made with Teflon dies, to which sauce adheres badly, are often objected to by customers. Some important macaroni manufacturers in the

(Continued on page 60)

THE MACARONI JOURNAL

## compact trend for Macaroni Equipment

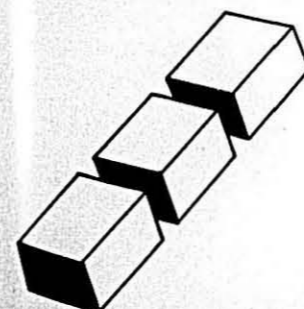


long goods drying room.

**T**HE TREND toward the compact is not confined to the auto industry. The macaroni manufacturer must also strive for equal or better performance in less space for his manufacturing equipment. For 1961 it is smart business for the macaroni manufacturer to analyze his equipment from the space saving viewpoint.

De Francis Machine Corporation is aware of the trend to compact. Today's trend to produce more in less space. Possibly the most significant development is the Demaco compact long goods drying room. Emphasis was put on the use of better temperature and humidity controls. This was the key to faster and better drying. The savings in floor area is better than 50 per cent over other dryers. Four Demaco dryers with a capacity of 6,000 to 6,500 pounds each, will dry the entire output of one standard long goods spreader working 24 hours per day. Seven dryers will take the output of two spreaders working a full 24 hours per day. Another factor is that in performance, this dryer will give the macaroni manufacturer lower production costs.

The advances that Demaco has made in the last two years on the advanced principles of humidity and temperature controls will lead to a successful



continuous "tunnel" design dryer.

APRIL, 1961

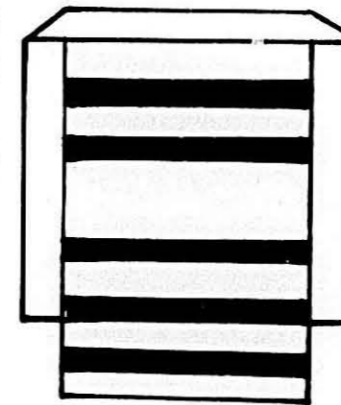
application of drying in a continuous "tunnel" design dryer. For the very large macaroni manufacturer, this will lead to completely new concepts and cost savings. They realized that many variables influence the design of continuous drying. Costly mistakes have been made when these factors were not considered. Designs have been developed by Demaco with experience gained from the successful pilot installations of continuous long goods preliminary dryers.

Emphasis on compactness was given to the long goods preliminary dryer. A few years ago they designed a new long goods preliminary dryer. The dryer was constructed with two air chambers to insure even drying across the entire length of the stick. Temperature and humidity controls plus engineered fans with correct design of orifice rings plus the Demaco patented stick pick up made the additional second stage dryer for long goods obsolete. Here at last was a preliminary dryer that exited long goods at the desired humidity content.

### Space savings

Demaco engineers have also concentrated on space savings in other equipment. For example the 1,500 pound spreader which extrudes four sticks. Here again they found that old tested ideas can be combined successfully with up to date technology. The floor space area for the 1,500 pound spreader is equal to the 1,000 pound spreader. The slower extrusion rate of less than 400 pounds per stick does produce a better looking, better cooking and better textured product.

In short cut and noodle drying, automation has played a big role. Yet automation without guaranteed drying is not enough. They have studied fully the problem of short cut and noodle drying and do guarantee perfect drying. Their new techniques permit them to control humidity and temperature at each stage so that the optimum point of humidity and temperature is maintained. With the Demaco line of dryers, drying is assured due to its two outstanding features. One is the use of two air chambers, which insures even drying across the entire screen width; plus the exclusive Demaco design of the air circulating fans set between the screens. This does provide the most efficient air circulation. Thus, they guarantee drying up to 1,500 pounds per hour because greater emphasis has been placed on the temperature and humidity control of each related dryer.



long goods preliminary dryer.

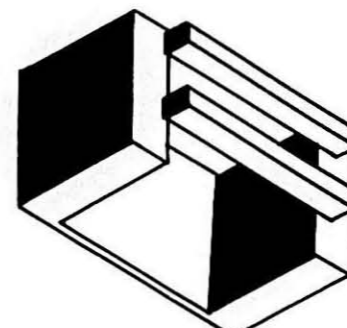
A trend by macaroni manufacturers for the increased use of inter-changeable screw cylinder and feed screws has become a reality. Demaco offers re-sleeved and rebuilt screws on an exchange system giving minimum down time for the macaroni manufacturer.

Demaco engineers are pioneering new design programs, the latest is the fully automatic direct canning of spaghetti press. Here a can conveyor will deliver a constant flow of cans, each can is filled with accurate pre-trimmed quantity of spaghetti and then conveyed to sauce intake and other operations. A 16 mm. film can be borrowed to show this new Demaco press in actual operation.

Emphasis in the development of higher performance for die cleaners is being studied by Demaco engineers. Here again, the trend to improve product performance through redesign is already underway.

Past the experimental stage is a new long goods weighing machine. Here is

(Continued on page 64)



1500 pound spreader.

# GARBUIO

## Announcement

We inform our good customers that our representative relationships with Messrs. Ingg. Braibanti of Milan came to end on December 31, 1960.

While a full account of our own selling organization is intended to be given later on, we take pleasure in informing you:

- We are in a position to offer any type drying plant, be it continuous or discontinuous, for any requirement of production and for any sort of macaroni, as well as to supply spare parts even for those plants that have been sold so far through our former representative.
- Our newly organized establishment is enabled to realize very efficient mechanical constructions at very competitive prices.
- Technological principles, which have always been followed in projecting static drying plants, known and appreciated all over the world, have inspired our new constructions, too, so as to obtain a technologically perfect product.

In thanking all those who have favored us with their preference so far, we feel confident that from now on we will be able to deal with an even larger number of customers, assuring them services and supplies of high quality.

Interested parties are kindly invited to send their inquiries to Treviso, which will be attended to with the utmost care and promptness.

OFFICINE SPECIALIZZATE  
GARBUIO

Treviso Italia

TREVISO (Italy) - Via Giorgione, 3

GARBUIO

THE MACARONI JOURNAL

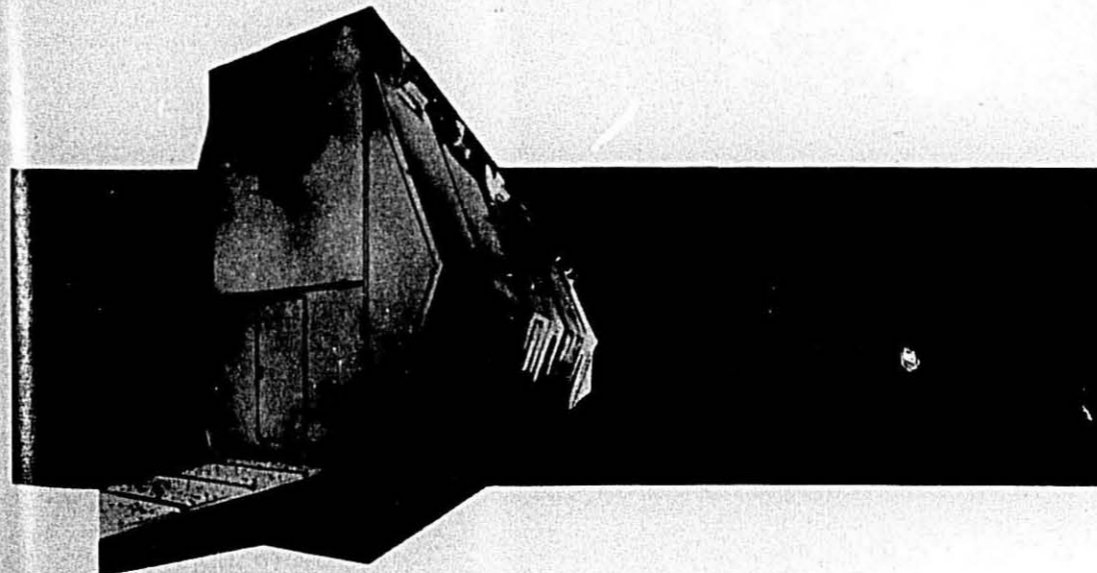
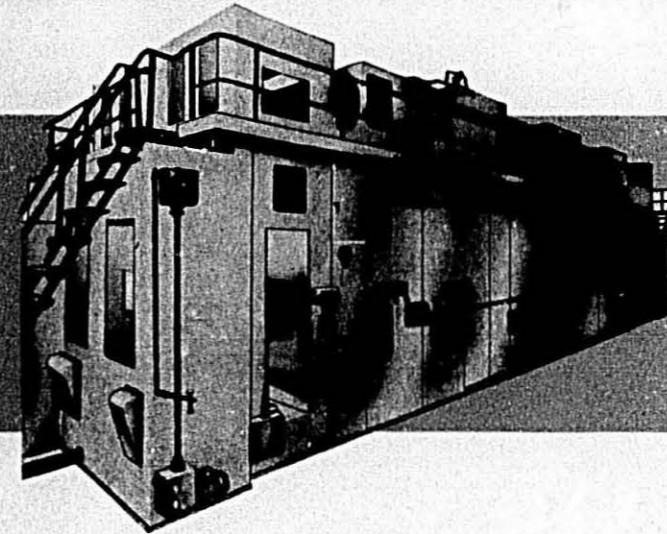
# GARBUIO

## IMPIANTI di ESSICCAZIONE

TREVISO (Italy) — Via Giorgione 3 — Telef.  
22-0-83/25-9-20

Tunnel for the discontinuous or continuous automatic drying of long macaroni products.

300/PL



APRIL, 1961

39

## Charles C. Rossotti, Packaging Expert and Bon Vivant

Charles C. Rossotti, businessman, cultural figure, husband and father, and hard-working community member of Englewood, New Jersey—learned early in life that the golden rule was a requisite to successful living. He also learned early in life that there was only one way to make the most out of his life, and that was to work hard for everything he wanted.

### Childhood

Mr. Rossotti was born in the lower West side section of Greenwich Village in New York City. He grew up during the era of the colorful Alfred E. Smith and Jimmy Walker. His home was in the same neighborhood where Jimmy Walker lived when he was Mayor—a part of the city where many pageants were held depicting historical events of old New York.

Rossotti Lithograph Corporation, of which Mr. Rossotti is chairman of the board as well as executive vice president, has become an international organization due to the hard work and far-sighted efforts of Mr. Rossotti. Now in its sixty-fourth year of existence, the company was established by Mr. Rossotti's father, Edward, in 1898, and specialized in printing wine and liquor labels.

When prohibition swept the country, the business was nearly shattered, and young Charles was forced into going to work before his schooling had been completed. Undaunted, he attended evening sessions at Columbia and New York Universities, studying business administration, advertising, sales promotion. He took the first course in lithography at New York University that was ever offered in any university throughout the country.

Charles C. Rossotti was one of the prime movers sponsoring the repeal of prohibition. However, between 1919 and 1933 during the long reign of prohibition, the Rossotti Lithograph Corporation became so integrated in packaging activities in the food field that they never re-entered the wine and liquor packaging field to any large extent.

### Business Career Begins

In line with his father's beliefs on 20—Macaroni—3-2-61 .. 8-10-14 .. dick training, Mr. Rossotti started his business career with the company his father established at the bottom. He learned to operate every piece of machinery in the plant, and then he learned the practical side of running the business. After three or four years of training in



An early photograph of Charles C. Rossotti.

the plant, he started out selling, becoming the first salesman for the company.

In the course of becoming the administrative and sales head of Rossotti Lithograph Corporation, Charles Rossotti took out to develop and patent a package design for the food industry which is known as the triple seal visible package. It was a major contribution to the packaging field, because it gave the rigidity so necessary from a folding carton, coupled with the visibility of the product on the inside. Together with his brother, Alfred F. Rossotti, he has contributed toward numerous technical improvements and advances in the packaging industry. He is a member of the American Society of Inventors.

### Rossotti Organization

The present Rossotti organization consists of two converting plants in addition to a paper mill. The main office and plant is in North Bergen, New Jersey; the branch plant known as Rossotti California Lithograph Corporation is in San Francisco, California. The paper and paperboard mill is known as the Wilbraham Paper Corporation and is located in North Wilbraham, Massachusetts. Here they manufacture paperboard for the Rossotti exclusive four-color folding carton packaging system.

Charles Rossotti is known throughout the country as a good host, gourmet, and connoisseur of foods and beverages. He and his beautiful as well as

brilliant wife, the former Betty Ossola, were married on Charles' birthday, in 1939. For their honeymoon they traveled 10,000 miles completely by plane around this country, Canada and Mexico, where they were entertained by ninety-five people at their different stops.

### Genial Host

Mr. Rossotti's public relations and sales promotional activities in behalf of the company often take the form of dinners and other parties. These range from small affairs up to and including as many as four hundred people.

Mr. Rossotti was president of the old Englewood Golf Club, the second oldest golf club in the United States, and helped to build it over many years. He is now a member of the White Beeches Golf and Country Club in Haworth, New Jersey.

He is also a member of Executive Committee and the Administrative Board of Casa Italiana of Columbia University, and has since World War II done yeoman work in promoting healthy Italo-American relationships.

### Family Man

There is another, perhaps more interesting side of Charles C. Rossotti. His role as father to the brightest boy of the class of 1958 at St. Cecilia's High School (Charles C. Rossotti, Jr., valedictorian, Class of '58) as well as to a junior size scholar who captured highest honors at St. Cecilia's Grammar School (his son, Jack, Class of '58 grammar school) seems to be a natural outgrowth of the close personal interest he has himself taken in St. Cecilia's. Mr. Rossotti has been known in the Englewood community as a staunch supporter and campaigner for St. Cecilia's Building Fund Drive, and has given tirelessly of himself to help the school grow to its present success and to insure its future.

His interest in and love for children resulted in his being a prime mover behind the Englewood Babe Ruth League, of which he served as president for two years. He is now on the board of trustees of the League. Here too he has given unsparingly of himself, has solicited, and has thrown his home open many times as a focal point for entertainment in behalf of the League.

The Englewood Ambulance Corps has also been the beneficiary of his wholehearted efforts to raise sufficient sums to put that program over the top.

(Continued on page 58)

THE MACARONI JOURNAL



## NEW AUTOMATIC CMC WITH SCALES



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

Pretested in Europe it is of simple design and gives certainty of operation at all times.

Besides net weight weighing, the machine can be made for volumetric and auger filling. For net weighing either two or four scales can be supplied.

For further details write or call.  
Telephone: Newcastle 1-8000



### CLYBOURN MACHINE CORPORATION

6479 N. Avondale Avenue, Chicago 31, Illinois

Dependable Equipment for the Packaging Industry

1960  
APRIL, 1961

41

## San Francisco -- Convention City

The rugged beauty of its setting on the largest landlocked harbor in the world, and a stormy history, makes San Francisco one of the most dramatic of cities. Seven times within the last hundred years San Francisco has burned to the ground. These great fires, together with huge immigration, earthquakes, waterfront strikes, and the city's part in wars, have shaped the character of the city. Today, its people are vibrant, cosmopolitan, and hardy.

Adventure awaits you 'round each corner in San Francisco—adventure for your spirit, your sense of fun, your palate, your soul, your aesthetic desires, whichever you want.

• **Scenery?** Hop a cable car and ride up an amazing hill, then go up still higher, to a skyroom above the city. There you will see the town with ocean on three sides of it. Suddenly you feel that you're the captain of a mighty ship named San Francisco. Tall buildings are its masts and stars at night its mast-head lights. Below you is the vast blue Bay with its fabled Golden Gate, each spanned by one of the world's two greatest bridges. Around the Bay, communities are seen against the rimming mountains.

• **Culture?** In this city that looks like a painting, a poetist people love their artists, sculptors, authors, photographers, singers, jazz bands, symphony orchestras, opera, and the brisk climate



View of Hotel Mark Hopkins looking across Huntington Park on Nob Hill.

permits year-round enjoyment of art shows, concerts, lectures, theatre. Any season, you will find, is a good season.

• **Food and drink?** Ah! Here the Gibson and the Pisco Punch were created and wines of the region are excellent. Here are cracked crab, rex sole, sand dabs, cioppino, gai chow, tom, tempura, shish, kebabs, smorgasbord, cantele, crepes Suzette, zabaglione, boysenwood

in all languages. Few places call it San Francisco in its variety of delights.

• **Shopping?** In this city of the varied women, shopping is a full-time job. Great stores, boutiques, little tempt with fashions, accessories, and knick-knacks, styles, treasures of every kind from San Francisco. Buy to the end.

• **Climate?** It is not that hot in the winter and comfortable in the summer, perhaps the climate and exhilarating variety of the U.S.

You will find fun and excitement in San Francisco, of the cable car, the sidewalk flower stands, the Beach, Chinatown, and the water. Jack London loved it, great night clubs and the little town of boulevards and little of vibrant, oddly named, of Fisherman's Wharf, the Ocean Beach and Seal Rock, Golden Gate Park and others with petal flowers of fabulous history, energetic living today, the city of ever adventures you may seek of the world in mountains. San Francisco, the cosmopolitan and the beside the Golden Gate.

• **Convention headquarters?** At the Hotel Mark Hopkins atop Nob Hill, the Main Lane, Beacon Hill, the Gold Coast, Nob Hill is a way of the finest aspirations, dream way of life of a city.

(Continued on page 30)



Cable Car turning around at Powell and Market Streets for the return trip back up the hill.

# TEFLON INSERTS

CAN NOW BE APPLIED  
TO YOUR PRESENT DIES.

Leading manufacturers have switched to this change  
with excellent results on products like

- spaghetti
- macaroni
- noodles
- elbows
- mostaccioli  
and
- rigatoni.

When ready for a trial, contact

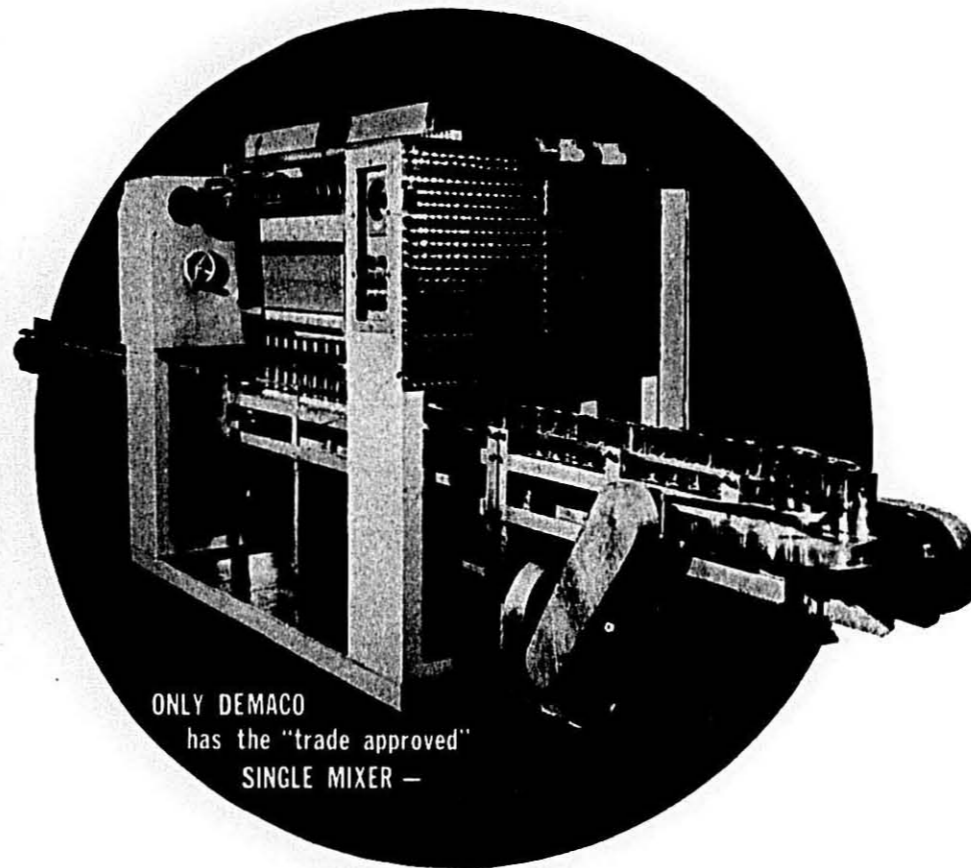
## Guido Tanzi

6917 Milwaukee Avenue  
Niles 48, Illinois, U.S.A.  
Telephone: Niles 7-7130

**PRODUCTION  
ASSURED**  
with the **NEW DEMACO  
DIRECT CANNING  
SPREADER**

**DEMACO - the full line:**

**SHORT CUT PRESSES, AUTOMATIC SPREADERS,  
SHEET FORMERS, SHORT CUT DRYERS, NOODLE  
DRYERS, LONG GOODS PRELIMINARY DRYERS,  
DRYING ROOMS.**



ONLY DEMACO  
has the "trade approved"  
SINGLE MIXER —

- Only Demaco's new direct canning spreader offers you the unique advantages of a spreader with an accurate measuring system plus direct feed into cans. All originated, engineered and manufactured by the same company. This results in unequaled flexibility and provides the greatest possible degree of freedom for the operator and the process planner. If you are planning to can spaghetti and want this investment to pay back full dividends — come see the Demaco direct canning spreader. Make sure the press you choose offers all the important features that Demaco offers you.

*Write in for 16mm film showing the Demaco can spreader in actual operation.*

**De FRANCISCI MACHINE CORPORATION**  
45-46 Metropolitan Ave. • Brooklyn 37, N.Y. • EVergreen 6-9880



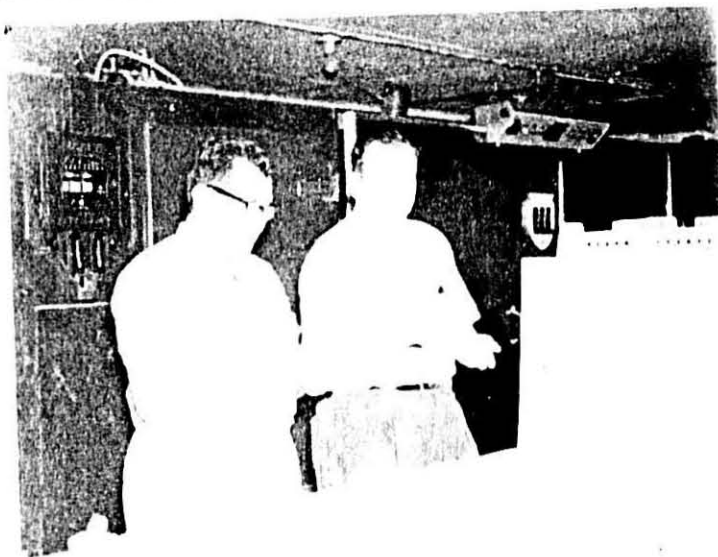
## PROJECT AVIAN

### Produces Quality Egg Yolks of Dark Color.

Schneider Brothers, Incorporated of Chicago, Illinois, one of the nation's largest independent frozen egg manufacturers, has once again created a "first" in the frozen egg industry. But creating "firsts" seems to be the byword of this most progressive and astute firm. Some four years ago, they lead the frozen egg industry by installing a complete machine egg-breaking operation and today most of the larger suppliers are converting or have converted to machine egg breaking.

In a recent interview with Mr. Morris Schneider, he stated that for many years they have researched one of the main problems of the egg noodle industry primarily to provide dark color egg yolks at "no premium price." Schneider Brothers reasoned that the area from which the dark color eggs were available was shrinking in size and that the major egg suppliers were competing for the few eggs available in this territory with the result that they were paying Grade A large price for breaking stock eggs with little or no assurance that there was the deep color needed. Over the past years, the small flock owners, who ranged their chickens permitting them to eat grass, etc. have been replaced by the large producers who were scientifically feeding for lemon colored table eggs. Consequently, less and less dark colored eggs were available.

"If the mountain won't come to Mohammed, then Mohammed must go to



Schneider men check chicks. Mr. Faust in left, Joe Talcott right

the mountain," continued Mr. Schneider. "Therefore, in conjunction with one of the major feed companies, we began developing a feed formula composed of 'natural' elements to produce what we wanted. Today, in the Blount and Cullman counties of Alabama, we have 300,000 chickens on feed producing an egg specifically designed for the noodle industry. We call this first development 'Project Avian' and we expect to produce 81,900,000 eggs in the thirteen month laying cycle of these chickens. Construction of a breaking facility is already in the making

Until we are ready, we will produce these eggs in our Chicago breaking plant. Just imagine putting eggs in frozen product forty-eight hours after they are laid. This is unbelievable to egg-breaker. No finer quality will be available—not even for table use.

"In line with this project, we have revolutionary sales program designed to deliver product to the user at a low price on a 12-month basis. We hope to see as many of the noodle manufacturers as is possible, to explain new idea and advise them of the changes they will effect in using our product.



Chicken factories house 300,000 birds in Alabama production center

# SCHNEIDER BROTHERS, Inc.

1550 Blue Island Ave.

Chicago 8, Illinois

Telephone MO Monroe 6-3535

PROCESSORS OF FROZEN FRESH EGGS SINCE 1915

I'm not just cackling when I tell you that these Schneider Brothers have me and my 300,000 relatives, who work for them, laying the best freshest Number Five color eggs. Those humans in the noodle industry will flip when they see it!

## Mrs. Grass Makes the Soup

The I. J. Grass Noodle Company of Chicago, manufacturers and distributors of Mrs. Grass' egg noodles and dehydrated soups, had a sales increase of 10 per cent during 1960.

President of the company, A. Irving Grass, said the company's sales have grown a tremendous 65 per cent during the past six years—three and one-half times the increase of the soup industry as a whole.

Mr. Grass made the announcement to officials at a planning meeting for the celebration of the company's fiftieth anniversary this year. The company was founded by I. J. and Sophie Grass on March 19, 1911.

Mr. Grass attributes the growth of the company to many factors. He listed more effective and continuous advertising, better and more frequent promotion, national publicity in trade, business magazines, and daily newspapers as well as increased interest and work on the part of the company's system of brokers as the most important reasons contributing to its sales growth. He added:

### Larger Distribution

"There are other reasons too. For example, we expanded our distribution also into eight new states during 1960. We also improved our products last year, redesigned our packaging and added two more soup mixes to our line—Mrs. Grass' Beef Noodle and Mrs. Grass' French-Style Onion Soup.

(The Grass Company also manufactures Mrs. Grass' Chicken-Y-Rich Noodle Soup with the Golden Nugget and Mrs. Grass' Vegetable Noodle Soup.)

The Grass Company added \$150,000 in new packaging and manufacturing equipment last fall, including installation of a special dryer which produces 1,500 pounds of noodles per hour and is currently operating 24 hours per day. The machine takes longer to dry the noodles, Mr. Grass said, "but it's a better drying method than that used before and therefore results in a much finer product."

The I. J. Grass Noodle Company, which had its humble beginnings as a neighborhood delicatessen operated by Sophie and I. J. Grass and mushroomed into a \$3,000,000-a-year-business in 50 years, today is the nation's second largest manufacturer of dehydrated soup mixes.

Mr. Grass predicted 1961 would be an even bigger year for the soup mix industry. He said:



Irving Grass, president of the I. J. Grass Noodle Company of Chicago, compares the first package of Mrs. Grass' famous noodles prepared more than 40 years ago with today's modern cellophane package, colorfully decorated and attractively labeled Mrs. Grass' Egg Noodles.

"The whole dehydration industry, including the soup field, is on the verge of a gigantic expansion program. New companies are entering the field and new products are being developed for the market. The recent introduction and immediate success of instant potatoes, for example, has proved the popularity of dehydrated foods with the public.

"This is only the beginning impetus of dry-mix packaging. The new process of freeze-dry is another break through of the dehydrated foods industry to retain flavor, freshness, color and shape of a product.

### Freeze-Dry Progress

"Today's dehydrated foods and those in the near future are indeed a long cry from those the American GI first tasted during World War II."

The process of freeze-dry is quite simple—a product is first frozen, then dried until 98 per cent of its moisture is removed. To do this, the frozen food is placed in a vacuum and dried out by sublimation—that is, converting ice crystals directly to vapor without first having to pass through a liquid state. When ready to be used, the food is reconstituted by immersing in water for a few minutes.

Inasmuch as the new process has two distinct marketing advantages—lower shipping and storage costs in present market operations, and new markets

where unrefrigerated storage and light weight are important things to consider, many manufacturers are taking a serious look at freeze-dry for future use, Mr. Grass added.

The I. J. Grass Noodle Company is located at 6027 South Wentworth Avenue, Chicago, Illinois. The company is still family-owned and managed by the Grasses. A. Irving Grass is President and Treasurer; Sidney Grass is Vice-President and Secretary. A member of the third generation, Donald Grass, is Vice-President in charge of Sales and Advertising. A fourth official of the company is Alvin M. Karlin, Irving Grass' son-in-law who is Vice-President in charge of Personnel and Production. Mrs. Grass was active in the company until her death in 1953.

### Ballas Expands to Memphis

Another plant is now operating in Memphis, Tennessee, insuring more supplies of rich, dark color eggs needed for the noodle industry.

The principals of Ballas Egg Products Company early in their business life saw the need to produce for the noodle industry eggs of uniform dark color and solids. It has been their life-long work to locate and procure eggs in areas where dark color eggs were produced naturally in abundance.

They have spent the last two years in research and experimentation in actual field tests to determine the feasibility of producing dark color yolk eggs on an economical commercial basis.

Feed conversion costs have been the limiting factor in producing number five color eggs. Feed conversion is about normal up to NEPA three color—above that, the cost graph rises according to color number desired.

There are chemicals which can be added to the feed to obtain darker color, but the Food and Drug Administration frowns upon their use.

Ballas' experiments have been solely to produce dark color yolk through natural feed.

Another service of the Ballas Company is convenient packaging of yolk and whole egg solids for batch use. More and more noodle manufacturers are converting to dark whole egg solids because of: (1) cost savings; (2) elimination of waste in weighing; (3) controlled solids determination, eliminating errors; (4) transportation cost savings; and (5) storage savings.

For

Rich —

Natural —

Dark Color —

## Call Ballas

Our plants located in areas rich in dark color eggs make us the largest producers of quality rich, natural, dark color yolks and whole eggs in the country.

Frozen — Spray Dried Yolk and Whole Egg Solids  
Flake — Granular — Powdered Albumen

## BALLAS EGG PRODUCTS COMPANY, INC.

Call or Write

MAX BALLAS  
LEONARD BALLAS

71 Hudson Street  
New York, N. Y.  
WOrth 4-0114

V. JAMES BENINCASA  
MARVIN R. PAINTER

Zanesville Cold Storage B'dg.  
Zanesville, Ohio  
GLadstone 3-0386

## THE EGG SITUATION

from the Commodity Reports of Merrill, Lunch, Pierce, Fenner & Smith

Developments last winter cast a long shadow. We entered 1960 with shell egg prices very low. Large, mixed eggs at Chicago at the turn of the year were 27½ cents per dozen. By mid-February, this grade had dropped in price to 25 cents. The outlook at that time was dismal. Despite the price stimulation to demand and a heavy culling of layers, production still out-stripped consumption. Eggs moved into store at a rapid clip. By the end of February, 345,000 cases were stacked in United States cold storage warehouses—the highest total in the preceding eight years except for 1957. Frozen egg stocks stood at 78 million pounds—the highest total since 1948. It looked as if prices were going to be on the defensive all spring. Even the institution of a government dried egg purchase program in January failed to stem the tide. But the situation was quickly reversed.



Eggs are all around Judy Cheney of the National Poultry and Egg Board.

### Rough Spring

Severe weather in late winter and early spring turned the trick. The wintry blasts were so damaging to production, that a contra-seasonal out-of-storage movement took place. During March, 1960, there were 167,000 cases net removed from warehouses. This occurrence was only the second time since at least 1920 that shell egg stocks were drawn down during March. The only other occasion was in 1958 when 26,000 cases were removed. The impact of the weather was magnified because it followed on the heels of a vast culling effort. During September 1959, the flock averaged approximately the same size as a year ago. By March 1960, the flock had dropped to four per cent below the previous year and to the lowest level since 1938. It had been anticipated that an increase in the average rate of lay would offset the decline in flock size. This was true in February when the rate of lay was three per cent higher than the previous year and established a record high. But the March rate of lay was four per cent less than the previous year and April's rate of lay was two and one-half per cent below the previous year. The May and June rates recovered—setting new records—but, by then, the lag in spring production was too great to offset. Consequently, the seasonal peak in storings at mid-year was below reasonable anticipations.

The low prices earlier in the year also discouraged hatching. Orders for

new chicks were low when the frigid weather struck. In mid-March, large, mixed egg prices at Chicago rose to 41 cents. But it takes time to set hatchery production in motion. Besides, the poor weather itself also restricted hatching activity. In the first four months of 1960, 112 million fewer chicks were hatched for flock replacement. Then, starting in May, the hatch in all months exceeded the production in the corresponding months of the preceding year but the peak of the hatching season had passed. Despite month to month high percentage increases over 1959, production during the last 8 months of 1960 was only able to recoup 55 million chicks of the initial decline.

Thus, it was not until November of last year that the number of new chicks entering the flock exceeded the rate of the previous year. High prices throughout the fall encouraged egg producing farms to retain the older layers. Extremely modest gains in the rate of lay during most of the fall were insufficient to maintain production at the pace established in the preceding season. The limited supply of stored eggs was quickly drained.

### Legacy

What is our legacy from the past? The answer has three parts: a relatively low egg-laying flock, low stocks, and high prices. Let's examine each of these items a bit closer. Most important, of course, is the size and composition of the current flock.

Note that the egg-laying flock is four per cent below a year ago. It's also the smallest flock for this time of year in 22 years. These facts are significant by themselves. However, the age composition of the flock also tells an interesting story. Last October 1st, the U.S.D.A. estimated that hens accounted for 58 per cent of the flocks. (A hen is a bird over one year old.) A year earlier, the proportion of hens was 52 per cent while on October 1, 1958 hens were in a slight minority. Putting it another way, hens this season outnumbered laying pullets (birds under one year old), by 48 million birds—169 million hens versus 121 million pullets. In the preceding year, the hen population stood at 159 million as against 146 million pullets—representing an excess of only 13 million hens. In the Fall of 1958, (Continued on page 52)

### FLOCK COMPOSITION AS OF JANUARY FIRST (In thousands)

	1961	1960	Per Cent Change
Potential Layers	340,208	349,352	-3%
Hens and Pullets of Laying Age	305,030	318,152	-4%
Pullets Not of Laying Age	35,178	31,200	+28%

THE MACARONI JOURNAL

Paul A. Vermylen, V. P., and John P. Zerega, Jr., V. P. and Treasurer of A. Zerega's Sons, Inc., say:

Not one broken package  
since we switched to new  
**AVISCO®**  
"T" FILM



"On our packaging lines and in the stores, bags of our Columbia Space Ships macaroni just don't break." That's what you'll hear from A. Zerega's Sons, Inc. about their new Avisco "T" Film bags, converted by Package-Craft, Inc., Paterson, N.J. And savings show up in every operation from bag filling to store display. A special combination of cellophane



and polymer resins, "T" Films combine superior strength with the pure transparency, sparkle and superb printing of cellophane. They are also unmatched for high speed machine performance in all types of packaging. Find out how Avisco "T" Films can save you money. Contact us for an appointment with our representative or a selected cellophane converter.

AMERICAN VISCOSE CORPORATION, FILM DIVISION, 1617 PENNSYLVANIA BLVD., PHILADELPHIA 3, PENNSYLVANIA. SALES OFFICES ALSO LOCATED IN ATLANTA, BOSTON, CHICAGO, DALLAS, LOS ANGELES AND NEW YORK.

### The Egg Situation—

(Continued from page 50)

there were 151 million hens or 5 million less than the pullet total. The importance of these figures lies in the different rate of output between hens and pullets. Pullets produce about 20 per cent more eggs than do hens. On October 1st, in both 1959 and 1960, there were 84 million pullets which had not reached laying age. What has happened since then? If we look back to the period October 1, 1959 to January 1, 1960, we note that the flock rose by 13 million birds. During the last quarter of 1960, the flock rose by 16 million birds. Since approximately the same number of pullets entered the flock in each season, this means that slaughtering in the most recent period was about three million birds less than in the corresponding period of the preceding season. We can therefore estimate that the number of hens on January 1st stood at 139 million birds, while laying pullets totaled 166 million. This means that hens composed about 46 per cent of the flock a month ago. A year earlier, hens accounted for 126 million birds out of a total laying flock of 318 million. The proportion of hens a year ago was about 40 per cent. This breakdown of flock has two important implications. First, it means that hatching production will probably be kept relatively high—not only to build up the flock, but also to offset a potentially high slaughter rate. Second, it implies that production during the late winter and coming spring might be less than it was a year ago, even after taking into account last year's terrible weather. But let's save a fuller discussion of this for later on.

#### Low Stock

Our second inheritance from the past is a low level of both shell and frozen eggs supplied. The latest figure available for United States totals showed shell egg stocks on January 1st at 76,000 cases. Frozen egg stocks were the equivalent of 1,600,329. Shell egg stocks on that date were 112,000 cases below a year earlier, while frozen egg stocks were the equivalent of about 391,500 cases less than a year ago. Checking the record, we find very few years which began with carry-overs lower than we have now. Furthermore, supplies have continued to dwindle during January. It might well be the case that February 1st stocks will be at record lows.

The last item, price, is a direct consequence of the small over-aged flock and the low stocks—with emphasis on the former. Naturally, price varies from

day to day. Nevertheless, prices have been consistently well above the levels of a year ago. Their lofty perch relative to last year's levels has had one main impact—they have given a tremendous spur to hatching activity. It is on this note that we turn our attention to the future.

Answers to several important questions must be provided if we hope to anticipate the course of prices. How many eggs will be put into store? How many new egg laying chicks will be hatched? How ardently will the government pursue its new dried egg purchase program? Other questions might be asked, but these are the most significant. The difficulty in finding ready answers to these questions is that price itself will play a determining role. Thus, we must analyze the complex of questions as a whole.

#### Flock Size

The most pertinent element in the statistical background is the size and composition of the laying flock. We have already noted that the flock is comparatively small and that the rate of lay will be less than spectacular. The absolute number of new chicks entering the flock between now and June will not be appreciably greater than a year ago. The combination of these factors seems to indicate that production in the first six months of 1961 will fall below the output achieved during the corresponding period of last season. This is true even after due allowance for the lost production early last season. Should this prove accurate, then prices should remain high compared to the average level of recent years. If, for some reason, prices should fall, then the high average age of the flock will easily induce increased culling. We have had a taste of this phenomenon during January. Thus, it is hard to escape the notion that prices will be buoyant throughout the storing season.

As long as prices remain favorable, flock additions are going to be maintained at a brisk tempo. For one thing, comparisons with last year's hatching during the January-April interval are going to look quite high. There is little doubt that hatchery activity should be greater than a year ago. There is a need for new birds as well as a need for greater replacements. However, will too many new birds be produced? Traditionally this has been true. But, explicitly what do we mean by too many birds. We would say that a flock was excessive if a reasonably efficient egg producer could not operate at a decent profit. This view does not exclude low

prices, but merely low prices compared to costs. Certainly, the prices obtained during the last six months were well above requirements for reasonable profits. Thus, it seems logical to suppose that egg farmers will house a larger flock in the coming fall than existed this past fall. Therefore, prices in the fall and winter of 1961 could average well below those that prevailed in the season just past. This concept of prices and profits brings us to another point.

#### Commercial Production

The trend toward commercialized egg production remains strong. In a preliminary release of a Census of Agriculture report on flock size, there was a spectacular gain recorded in commercialized operations. Farms with flocks having 3,200 or more birds rose in number from 2,900 in 1954 to 6,500 in 1959—a gain of 125 per cent. In 36 states for which tabulations were made, the number of farms decreased by 34 per cent over the five year period, while egg production rose by 11.5 per cent. The importance of these developments is that commercialized farms can usually sustain profits at lower price levels through greater overall efficiency. Therefore, we can look for a larger flock to be maintained at lower prices than at any time in the last decade.

#### New Low Possible

Given a situation such as we have been describing, it is possible that there will be relatively few shell eggs stored this season—perhaps, a new record low will be established. There is a fair chance that production during the coming storing season could fall below the output in the first half of 1958, the year that holds the record for low stocks. For one thing, the current flock is about 5 per cent below the 1958 flock as of January 1st. For another, the age composition of the 1958 flock was younger. These last two factors should outweigh the long term trend toward higher average rates of lay. In addition, hatching activity will drain at least as many eggs away from storage and/or consumption as occurred during the 1958 season.

Finally, the government has embarked on a dried egg purchase program designed to help improve the feeding of the needy. Unlike past programs, the current one is undertaken primarily for humanitarian purposes and not as a price supporting measure. The fact that the program might also help the economy and boost farm income need not be overlooked by the

(Continued on page 58)

THE MACARONI JOURNAL

OFFICINE MECCANICHE SPECIALIZZATE  
MACCHINE ED IMPIANTI PER PASTICCI  
GALLIERA VENEZIA

# LAVAN



## DIE WASHER "UNIVERSAL"

MODEL P56  
WITH HIGH PRESSURE PUMP

FOR WASHING ROUND DIES (TO  
1 1/2 INCHES DIAMETER) AND REC-  
TANGULAR DIES (TO 79 INCHES IN  
LENGTH).

STAINLESS STEEL CONSTRUCTION. MINI-  
MUM WASHING TIME REQUIRED DUE TO  
HIGH PRESSURE WASHING OF BOTH SIDES  
OF THE DIE SIMULTANEOUSLY.

### CHARACTERISTICS

MOTOR: 2 H.P.  
PUMP PRESSURE: 355 POUNDS PER  
SQUARE INCH.

#### SALES REPRESENTATIVES

East zone: ROBERT MARR & SON, INC.

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

WOrth 2-7636

APRIL, 1961

West zone: ASECO, INC.

6137 YORK BOULEVARD  
LOS ANGELES 42, CALIFORNIA

## BUYERS GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

### DURUM PRODUCTS

**AMBER MILLING DIVISION**, Farmers Union Grain Terminal Association, P.O. Box 3597, St. Paul, Minnesota. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Patent Flour, Durmix Noodle Flour. See ad pages 4 and 5.

**COMMANDER LARABEE MILLING COMPANY**, P.O. Box 532, Minneapolis 40, Minnesota. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Fancy Durum Patents, Palermo Durum Flour. See ad page 11.

**DOUGHBOY INDUSTRIES, INC.**, New Richmond, Wisconsin. Manufacturers of Doughboy No. 1 Semolina, Granular and Fancy Durum Patent, and other Durum Flours. See ad page 17.

**GENERAL MILLS, INC.**, 9200 Wayzata Boulevard, Minneapolis 26, Minnesota. Manufacturers of Durella Semolina No. 1, Gold Medal Durum Granular, Gold Medal Fancy Durum Patent Flour, Durum First and Second Clear, Toasted Soy Proteins, Soy Flour, Toasted Wheat Germ (low fat), Pro-Vim and Pro-80 Vital Wheat Gluten. Sales offices in New York, Chicago, Minneapolis, Los Angeles, Oakland, Ogden, Portland, Seattle, Spokane and Oklahoma City. See ads page 7 and back cover.

**INTERNATIONAL MILLING COMPANY**, Durum Division, Investors Building, Minneapolis 2, Minnesota. Manufacturers of Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, and Bemo Durum Clear. Sales offices in Minneapolis, New York City, Chicago, Detroit, Cleveland, Pittsburgh and Greenville, Texas. See ad page 15.

**NORTH DAKOTA MILL & ELEVATOR**, Grand Forks, North Dakota. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, and Red River Durum Clear. See ad page 00.

**RUSSELL MILLER - KING MIDAS MILLS**, 860 Grain Exchange, Minneapolis 15, Minnesota. Manufacturers of King Midas No. 1, Semolina, King Midas Durum Granular, Kubo Durum Fancy Patent Flour, Umo Durum Patent Flour and Durambo Durum Flour. See ad page 19.

### FLOUR TRANSPORTATION

**GENERAL AMERICAN TRANSPORTATION CORPORATION**, 135 South LaSalle Street, Chicago, Illinois. Airslide cars for handling dry granular slide Cars for handling dry granular products in bulk. See ad page 21.

### VITAMINS

**HOFFMANN-LA ROCHE, INC.**, Fine Chemicals Division, Nutley 10, New Jersey. Vitamins for enrichment of macaroni products. See ad Cover III.

**MERCK & COMPANY**, Rahway, New Jersey. Suppliers of vitamin ingredients distributed directly to millers for inclusion in semolina and flour mixes.

**CHAS. PFIZER & COMPANY, INC.**, Chemical Sales Division, 630 Flushing Avenue, Brooklyn 6, New York. Plants and laboratories in Brooklyn, Groton, Connecticut; Terre Haute, Indiana; Maywood, New Jersey. Sales offices in Brooklyn, Chicago, San Francisco, Atlanta, Dallas. Enrichment ingredients and L-lysine.

**VITAMINS, INC.**, 809 West 58th Street, Chicago 21, Illinois. Eastern sales representative—Louis A. Viviano, Jr., Jersey Central Terminal, Jersey City 2, New Jersey. Phone: Henderson 4-2788. Vitine Defatted Wheat Germ specially developed to enhance consumer appeal and nutritional value of macaroni and spaghetti products. Permitted under Federal Standards of Identity for enriched macaroni and spaghetti products.

**WALLACE & TIERNAN, INC.**, 25 Main Street, Belleville 9, New Jersey. "N-RICHMENT-A"(R) gives macaroni-noodle manufacturers a proven product for the enrichment of their products. Waters dissolve quickly; W&T Feeders apply the powder form uniformly and dependably. Stocks are maintained in convenient, nationwide locations. See ad page 65.

### EGGS

**BALLAS EGG PRODUCTS COMPANY, INC.**, Zanesville Cold Storage Building, Zanesville, Ohio, sales office in New York City. Pack frozen and spray dried high color yolks for the noodle trade. Plants in Zanesville, Ohio; Greensburg, Indianapolis, Terre Haute, Indiana; Farina, Illinois; Carlisle, Kentucky. See ad page 49.

**"C" KAITIS COMPANY**, 2043 North Damen Avenue, Chicago 47, Illinois. Distributors of fresh-broken, frozen and shell eggs. See ad page 66.

**MONARK EGG CORPORATION**, 601 11 East Third Street, Kansas City, Missouri. Packers of dark, high solid frozen egg yolks, dried egg solids and other egg products with breaking plants in Missouri and Kansas. See ad page 65.

**WILLIAM H. OLDACH**, American and Berks Streets, Philadelphia 22, Pennsylvania. Packers and distributors of frozen and dried egg yolk. Distributed nationally from warehouse stocks and located throughout the United States.

**SCHNEIDER BROTHERS, INC.**, 1550 Blue Island Avenue, Chicago 8, Illinois. Processors of frozen fresh eggs since 1915. Broker and Clearing House member, Chicago Mercantile Exchange. See ad page 47.

**SHERMAN WHITE & COMPANY, P.O.** Box 540, Fort Wayne 1, Indiana. Phone Harrison 3121. S-W Brand Frozen Eggs. Oldest independent packer in the frozen egg business. All sales made from Fort Wayne office. Specialists in uniform dark color eggs. See ad page 66.

### MANUFACTURING EQUIPMENT

**AMBRETTE MACHINERY CORPORATION**, 156 Sixth Street, Brooklyn 15, New York. Complete line of automatic machinery for the manufacturing and drying of macaroni and noodles. See ad pages 34-35.

**ASECO CORPORATION**, 6137 York Boulevard, Los Angeles 42, California. Western representatives for Pavan (Padova, Italy), macaroni manufacturing machinery; United States representatives for Garibaldi Ricciarelli, Pistoia, Italy, packaging equipment; manufacturers of Asecco packaging and materials handling equipment. Engineering services for layouts and systems.

**BIANCHI'S MACHINE SHOP** 221-223 Bay Street, San Francisco 11, California. Western states macaroni factory suppliers and repairing specialists. See ad page 65.

**BRAIBANTI COMPANY**, Lehara Corporation, 60 East 42nd Street, New York 17, New York. Manufacturers of completely automatic lines for

**THE BUHLER CORPORATION**, 4207 Nicollet Avenue, Minneapolis 9, Minnesota, twisted and short goods. Automatic presses from 100 to 3,000 pounds per hour. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering. See ad pages 30-31.

nesota. Planning and Engineering of complete macaroni factories; consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters for dry long goods twisting machines, die cleaners, laboratory equipment. Complete flour and Semolina bulk handling systems. Sales offices at: 230 Park Avenue, New York and Room 515, 327 South LaSalle Street, Chicago. Sales representatives: Arthur Kunz, New Orleans; Hans Zogg, Los Altos, California; E. C. Maher Company, Los Angeles; Ben Borg, Seattle; Buhler Brothers, Limited, Toronto, Ontario, Canada. See ad page 23.

**N. J. CAVAGNARO & SONS MACHINE CORPORATION**, 400 Third Avenue, Brooklyn 15, New York. Manufacturers of machinery for Chinese type noodles: dough brakes, wet and dry noodle cutters, mixers, kneaders. Manufacturers of Consolidated all steel baling presses. Specialists in the design and construction of all types of hydraulic equipment. See ad page 25.

**CLERMONT MACHINE COMPANY, INC.**, 226-276 Wallabout Street, Brooklyn 6, New York. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including the vacuum process. See ad page 57.

**DE FRANCISCI MACHINE CORPORATION**, 46-45 Metropolitan Avenue, Brooklyn 37, New York. Manufacturers of DeMaco Automatic Presses for short cut and long goods production. Automatic Sheet Formers and Noodle Cutters, Continuous Dryers for Short Cut and Noodles. Automatic Long Goods Finish Rooms, new Dual type Preliminary Dryers for long goods. Also a complete line of used hydraulic presses. Exchange system for Preliminary Dryers. ADS Spreader and Screw Cylinders. Catalog on Request. In Italy manufacturer of DeMaco Spreader Attachment, Meneghini, Via Scarlatti 29, Milan, Italy. See ad pages 44-45.

**GARBUIO**, Via Giorgione, 3, Treviso, Italy. Suppliers of complete line of drying equipment for long macaroni products and twisted macaroni products. Supplier of spare parts. See ad page 00.

**DOTT. INGG. NICO & MARIO PAVAN**, Galliera Veneta, Padova, Italy. Macaroni manufacturing equipment. Long goods automatic line with completely transparent wall; automatic return of sticks in closed circuit; synchronized stick unloader with cutting machine. Twisted products and specialties. Representatives: Robert Marr & Son, 154 Nassau Street, New York 38; Asecco, Inc., 6137 York Boulevard, Los Angeles 42, California. See ad page 53.

**TERRISS - CONSOLIDATED INDUSTRIES**, 22 Wooster Street, New York 13, New York. Fabricators of stainless steel processing equipment. Lab sinks, dough troughs, shovels and forks, covered trucks, work tables, mixers, dumpers, conveyors, measures, etc. See ad page 61.

### DIES

**D. MALDARI & SONS, INC.**, 557 Third Avenue, Brooklyn 15, New York. Complete line of all types of extrusion dies. See ad page 33.

**GUIDO TANZI**, 6917 Milwaukee Avenue, Niles, Illinois. Manufacturer of all types of dies. Specialists in Teflon Dies. See ad page 43.

### PACKAGING EQUIPMENT

**AMACO, INC.**, 2601 West Peterson Avenue, Chicago 45, Illinois. Designers and distributors of all types of weighing, bag making, filling and cartoning equipment for all branches of the macaroni trade.

**CLYBOURN MACHINE CORPORATION**, 6479 North Avondale Avenue, Chicago, Illinois. Carton filling machinery for the macaroni trade. Volumetric or scale filling. See ad page 41.

**DOUGHBOY INDUSTRIES, INC.**, Mechanical Division, New Richmond, Wisconsin. Heat Sealing Machines for bag top closures. Model AT Rotary Sealers for cellophane bags and Model CBS-AT Band Sealers for polyethylene bags. See ad page 17.

### PACKAGING SUPPLIES

**AMERICAN VISCOSE CORPORATION**, Film Division, 1617 Pennsylvania Boulevard, Philadelphia 3, Pennsylvania. Manufacturers of Avisco "T" film for macaroni products. Sales offices in Atlanta, Boston, Chicago, Dallas, Los Angeles and New York. See ad page 51.

**THE DOBECKMUN COMPANY, P.O.** Box 6417, Cleveland 1, Ohio. Creative converters of films and foils.

**E. I. DU PONT DE NEMOURS & COMPANY, INC.**, Film Department, Wilmington 9, Delaware. Manufacturers of transparent packaging films for macaroni products.

**FAUST PACKAGING CORPORATION**, 100 Water Street, Brooklyn 1, New York. Creators and manufacturers of multi-color (Space Age) folding cartons.

**THE MUNSON BAG COMPANY**, 1366 West 117th Street, Cleveland 7, Ohio. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment. See ad page 61.

**ROSSOTTI LITHOGRAPH CORPORATION**, 8511 Tonelle Avenue, North Bergen, New Jersey. Designers and manufacturers of multi-color labels, wraps and folding cartons. West coast plant San Francisco, California. Central Division, Chicago, Illinois. Sales offices located in principal cities. See ad pages 2, 3.

**U.S. PRINTING & LITHOGRAPH DIVISION**, Diamond National Corporation, 575 Madison Avenue, New York 22, New York. Creators and producers of multi-color labels, folding cartons and other packaging materials, point-of-purchase displays, and outdoor posters. Sales offices in all principal cities offer nation wide package design service and marketing consultation. Eight manufacturing plants are strategically located coast to coast. See ad page 59.

### SERVICES

**HOSKINS COMPANY**, 158 East Cook Avenue, Libertyville, Illinois. Food Technology Laboratory at 5901 Northwest Highway, Chicago, Illinois. Industrial consultants, engineering service. Consulting on drying, new plant design, plant layout, modernization, technical consulting on all phases of research and macaroni and noodle production.

**JACOBS-WINSTON LABORATORIES, INC.**, 156 Chambers Street, New York, New York. Consulting and analytical chemists, sanitation consultants. Product development. See ad page 13.

### ACCOMPANIMENTS

**ARCHER-DANIELS-MIDLAND COMPANY**, Investors Building, Minneapolis, Minnesota. Ardex 550, developed by the Prochem Division of Archer-Daniels-Midland Company with the cooperation of the macaroni-noodle manufacturers, is a unique protein supplement rich in protein values but economical in cost. See ad pages 67 thru 70.

**CERTIFIED PROTEINS CORPORATION**, 320 West Ohio Street, Chicago 10, Illinois. Producers of "Prolif" and related milk protein enrichment products. See ad page 61.

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles 65, California. Manufacturers and distributors of Lawry's Spaghetti Sauce Mix, Seasoned Salt, Garlic Spread, Dressings for Salads, Salad Dressing Mixes, Dip Mixes, Spanish Rice, Seasoning Mix, and Salt Substitute-Seasoned.

### Lawry Advertisises Spaghetti Sauce

Lawry's Foods, makers of Lawry's Spaghetti Sauce Mix, is running the most concentrated advertising campaign in its history. Their national advertising runs concurrently in both Woman's Day and Family Circle.

Timed for the Lenten season are two dynamic spaghetti sauce mix ads—in March, a full page, and in April, a two-thirds page ad.

Dramatic point-of-purchase material is available in the form of a back card which can also be used as an over-the-wire hanger, for dump or stack displays, and for shopping card displays. This back card stresses the simplicity of making spaghetti with Lawry's spaghetti sauce mix and shows a tempting plate of spaghetti with sauce. These back cards may be ordered from Lawry's broker in your area. Names are available from Lawry's Foods, P.O. Box 2823, Terminal Annex, Los Angeles 54, California.

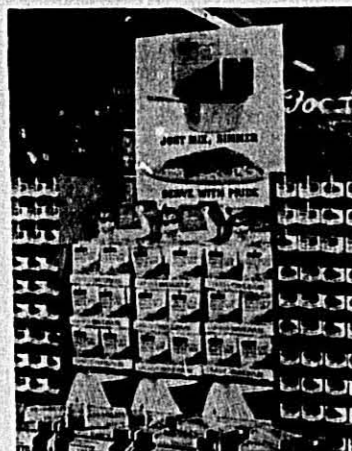
### Those High Food Bills—

(Continued from page 12)

year, it had gone up to \$3.62—an increase of 48 cents in 10 years. United States Department of Agriculture figures reveal the average American family spent \$1,045 on groceries in 1960, which was \$121 more than in 1950 and \$70 more than in 1955.

Making its point that it's the tastes of American consumers that are driving food prices skyward, the study found that United States consumers now eat 25 per cent more beef, 14 per cent more cheese, 82 per cent more ready-to-cook turkey and 54 per cent more chicken than they did ten years ago. At the same time, most families are cutting down on such budget foods as potatoes, cereals, and cornmeal.

Still another reason for the higher food bills, according to the study, is that Americans are willing to spend almost anything on convenience foods, such as frozen vegetables, fruits and juices and whole meals ready for the oven. All were in rapidly-increasing demand during the past decade, while sales of fresh vegetables, fruit and canned juice dropped off.



Related item display: Lawry's mix, tomato sauce, spaghetti.

### Who Shops, How Often

The number of food store visits a family makes, as well as the amount of food store shopping done by the husband, varies according to family income, a comprehensive study of United States shopping patterns by the Market Research Corporation of America indicates.

According to the findings, families earning less than \$4,000 annually visit food stores less often than those earning over \$4,000. The difference in food store shopping between families in the middle income category, \$4,000 to \$7,000, and those in the upper income groups, \$7,000 plus, is less marked.

#### PERCENTAGE OF FAMILIES VISITING FOOD STORES

	Between		
	Below \$4,000	\$4,000-\$7,000	\$7,000+
Sunday	17%	19%	19%
Monday	39	45	42
Tuesday	43	48	47
Wednesday	42	47	49
Thursday	44	48	50
Friday	50	57	59
Saturday	60	62	63

The male head of the family shops alone on 21 per cent of food store visits. Husband responsibility for food store shopping, decreases as the family income increases.

#### PERCENTAGES OF FAMILY SHOPPING VISITS

	Housewife Employed		Housewife Unemployed	
	Wife Alone Per Cent	Husband Alone Per Cent	Wife Alone Per Cent	Husband Alone Per Cent
Under \$4,000	66	15	55	27
\$4,000-\$7,000	63	20	58	21
\$7,000+	58	21	66	14

In households earning under \$4,000, the husband makes 28 per cent of the food store visits. Where the family income is between \$4,000 and \$7,000, the husband makes 20 per cent of the shopping trips. In families with incomes of \$7,000 and over, the male head makes only 16 per cent of the shopping visits. As can be seen in the table below, in homes where the housewife holds a job the number of trips made by the husband increases as income rises.

### Durum Wheat Prospects—

(Continued from page 20)

tion staffs strengthened along the St. Lawrence Seaway and at other international ports of entry. Opening of the Seaway had exposed the durum producing region of the threat of thousands of plant diseases and insect pests from foreign countries which could threaten durum production and storage.

Crop production problems are ever changing. The interests of macaroni manufacturers in the basic raw material of the macaroni business requires a continuing strong research program. Much progress has been made since the rust years of the early 1950's, but the need is a continuing one.

### Farmers Turn Millwheels—

(Continued from page 22)

that continues to trade at a premium over the loan. This should continue if durum producers continue orderly marketing.

By orderly marketing, we mean feeding your durum into the terminal market when prices are favorable and the demand is good, and holding them when demand is unfavorable and prices are poor. The producer should consider loan and purchase agreement programs as well as the terminal market prices when disposing of his durum output.

Even though the output this year was over domestic requirements, we don't have much of a worry over carryover, since most of it is in the hands of the Commodity Credit Corporation.

At the present, there are two major outlets for durum, the mills and CCC. Mills and other outlets will take about 28,000,000 bushels. The rest will go to CCC.

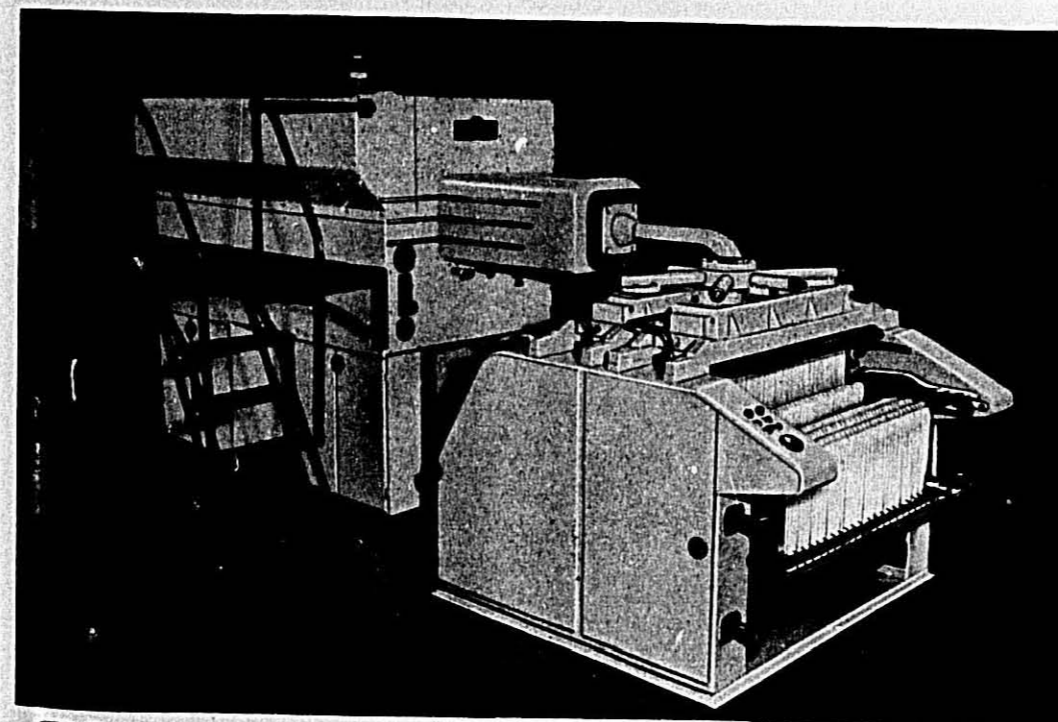
## AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING, Clermont HAS ADDED THE MISSING LINK

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



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

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



# Clermont

MACHINE CO., INC. 280 WALLABOUT STREET BROOKLYN 6, N.Y., U.S.A.  
Telephone: Evergreen 7-7540

VISIT OUR NEW ENGINEERING & ADMINISTRATION OFFICES.

### Charles C. Rossotti—

(Continued from page 40)

And there is the little matter of Charles C. Rossotti's activities in behalf of defeating the Referendum on the \$5,000,000 school bond issue which resulted in a saving to the City of Englewood, New Jersey, of over \$2,000,000.

Mr. Rossotti holds memberships in many important organizations. These include the New York Athletic Club, the New York Rifle Club of which he served as president for eleven years, and the Label Manufacturers Division of the Lithographers and Printers National Association of which he is also a former president.

### Music Lover

A more esoteric side to Mr. Rossotti is his love for good music which has brought him to friendships with many leading and well-known musicians of our time. He is a pianist of no small ability as are his sons Charles, Jr. and Jack. All three of them also double at other instruments including the drums, and together they form the hottest dance band team this side of the Cotton Club.

A frequent and gracious host, Mr. Rossotti likes nothing better than to welcome guests to his home. He has been a host to many notables including Alcide de Gasperi, former Italian President, Mr. and Mrs. Vincent Impellitteri, former mayor of New York, the Italian Ambassador to the United States and the Italian Consulate in New York City. A complete list of guests who have been the beneficiaries of his gracious hospitality would read like an international Who's Who. But mostly, however, he has made his deepest friendship through the many loyal business relationships he has established over the years, as well as through his community activities.

### 40th Anniversary

February 1, 1961 marked the fortieth anniversary of Charles Rossotti's business career with Rossotti Lithograph Corporation. It was on February 1, 1921, that Charles, fresh out of high school, went to work for his father, the founder and sole owner of the business. As Charles Rossotti says: "It was a small, struggling printing and lithographing business when I entered the firm. A lot has happened in those forty years. Now the combined Rossotti group makes more profit in one month than my father did in total volume of business in one year."

Though I am always in haste, I am never in a hurry.—John Wesley.

### San Francisco—

(Continued from page 42)

The name "Nob" is said by some to have originated from the word "snob." Others claim it is a shortening of "nabob," from the Hindu term for Indian potentates, the "nabobs" in this case being the multi-millionaires who lived on this summit in other years.

Before the turn of the century, when the gleam of gold had spread the fame of San Francisco throughout the world, the bonanza kings of the era lived in their palace-like mansions on this hill-top. Gone now is the gaslight glitter of the nineties—a greater San Francisco has developed, and Nob Hill has changed with the city.

The nabobs' ornate mansions have been replaced by the tall towers of San Francisco's most luxurious hotels and apartment houses. At the very crest of Nob Hill, on the site of the old Mark Hopkins mansion, stands beautiful Hotel Mark Hopkins, opened in 1926 and conceived, financed and operated by George D. Smith, president and general manager. At the top of it all, overlooking the ever-changing, ever-fascinating city, is the most fascinating place of all—the wonderful, world-famous Top of the Mark.

The Board of Directors will meet Monday, July 10. General sessions begin Tuesday, July 11, and carry through the 12th and 13th. Mark your calendar now—plan to attend.

### Egg Situation—

(Continued from page 52)

Administration. But, since the program is novel in intent so far as eggs are concerned we have no way to judge its possible magnitude. Whatever the results the eggs that are purchased will be diverted from both consumption and storage.

If the government vigorously buys dried eggs, then there will be major consequences. Most important, of course, is that more people will be better fed. Eggs are a nutritious food. Obviously, the program will help to sustain prices and, consequently, encourage hatchery activity while discouraging culling. The effects of government purchase programs on the interrelationships of price, hatchings, consumption, production, and culling have usually proved to be less significant than was expected. Experience seems to show that the net effect has been direct: government purchases lead to higher prices.

57th Annual Meeting—National Macaroni Manufacturers Association

Mark Hopkins, San Francisco, July 11-12-13.

### Henningsen Reports

The last time the government purchased 13 ounce tins of Whole Egg Solids their paying price never went above the level of \$1.1425 per pound. Under their new program they have paid as high as \$1.37 per pound for the same product. This, of course, should make for a higher level of shell egg prices in the United States, at least in the early months of 1961.

When the government announcement was made egg prices immediately rose to higher levels. After the first government purchases shell eggs again moved higher and they have now leveled off at these high levels.

The increase in shell egg prices has so far been reflected only in yolk and whole egg products. We would expect that if the government continues to buy heavily, the amount of product that will be separated will be less than in times when the government is not purchasing whole egg. This means that less albumen will be available and therefore if the government program is sustained there may be some affect soon upon albumen prices.

### Eastern Durum Mill—

(Continued from page 14)

the mid 1950's. The first shipment in bulk to a customer took place back in 1953. In addition to being the first bulk semolina shipment in the company, it was also one of the first in the entire industry.

The trend to bulk shipments of semolina has continued ever since and today a large percentage of all shipments is delivered in bulk.

The mill is of special advantage to macaroni and spaghetti manufacturers in the area surrounding Baldwinsville who receive their semolina direct from the mill.

Although the firm's Baldwinsville mill is geared only to the production of durum products, the company's main grocery product, Robin Hood Flour, which is manufactured at other locations, is sold widely in the Baldwinsville area.

The company also produces a wide variety of flours for sale to bakeries throughout the United States.

Another important aspect of the company is its export activities. International is one of the nation's largest exporters. Its flour is shipped to over 70 foreign countries throughout the world.

There are many ways to benefit from ...

**BOOKLETS**

**CAR CARDS**

**CALENDARS**

**LABELS**

**DISPLAY CONTAINERS**

**FOLDING CARTONS**

**OUTDOOR POSTERS**

**WINDOW DISPLAYS**

**FOLDERS**

**THE US APPROACH TO COLOR PRINTING**

.....

for packaging and advertising that sells your product with distinction.

Just as there are many colors available to brighten your packaging and advertising materials, there are many ways in which U-S can apply these colors for sales benefits. Whether your graphic needs include labels, wrappers, folding cartons, displays or posters, U-S creative design facilities and quality color printing are available to serve you.

Your near-by U-S Representative is anxious to prove how these services can increase your product sales. Write or phone him today.

**UNITED STATES PRINTING AND LITHOGRAPH**  
DIVISION OF DIAMOND NATIONAL CORPORATION  
Executive Offices New York 22, N.Y. • SALES OFFICES IN PRINCIPAL CITIES

**PLANTS:**  
BALTIMORE, MD. • CINCINNATI, OHIO • ERIE, PA. • LONG ISLAND CITY, N.Y. •  
MINEOLA, N.Y. • PHILADELPHIA, PA. • SAN FRANCISCO, CALIF. • ST. CHARLES, ILL.

### Quiet Miracle—

(Continued from page 28)

way—to make sure that everyone who can read—reads it. Copy defines enrichment as the "Quiet Miracle" in public health, traces its history, and summarizes the national and personal benefits. It concludes:

"Improved public health means better family and personal health. Through enrichment, bread and other products of wheat have been made so nutritious that they can improve any normal diet—even those designed for weight reduction. Low in fat and not excessive in calories, enriched products contribute generous supplies of thiamine, niacin, riboflavin and iron to our national food supply . . . always look for the word ENRICHED on the label of the bread, flour, corn meal, rice, macaroni or other cereal products you buy."

### Milk Protein Concentrate Test

A study of the nutritional and cooking characteristics of spaghetti fortified with Prolif milk protein concentrate proved that it is possible to increase the protein nutritional value of semolina spaghetti 4.4 times with no increase in the caloric value.

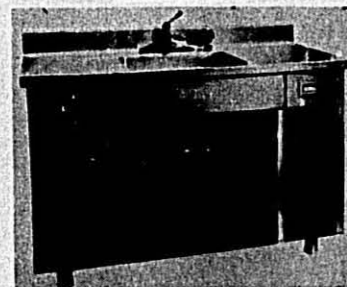
Prolif fortified spaghetti has the same taste, cooking and eating qualities as regular semolina spaghetti. The amazing part of this study was to prove that Prolif has the same number of calories per gram of balanced protein as whole milk and only a few more calories per gram of balanced protein than lean hamburger! Yet, based on retail prices Prolif spaghetti is a cheaper source of high quality protein than tuna, eggs, processed cheese, hamburger or milk. Prolif spaghetti is a very respectable source of high quality protein.

Briefly, the test consisted of manufacturing spaghetti fortified with Prolif and comparing the fortified spaghetti with a control of pure semolina to determine cooking, eating and nutritional qualities of the two products. While the full results of this test are available to interested spaghetti manufacturers, a brief comparison of the protein nutritional value, calories and cost of several sources of protein is shown below.

Food	Balanced Per Cent Protein	Calories Per 100 Grams	Calories Per Gram of Protein	Cost/Lb. of Balanced Protein
Eggs	12.8	162	12.6	\$4.13
Roast Beef	24.0	319	13.3	4.53
Hamburger	22.0	364	16.5	2.50
Whole Milk	3.5	68	19.4	3.43
Prolif Spaghetti	7.1	136	19.0	1.79
Plain Spaghetti	1.6	136	84.5	6.93

Certified Proteins Corporation, Chicago, producers of Prolif, has had extensive experience in working with food manufacturing concerns in the development of high protein cereals, baby foods, geriatric and dietary specialties.

Mr. John C. Tinker, president, stated recently: "Prolif spaghetti, properly marketed, should have a tremendous appeal to the calorie-protein conscious American housewife."



### Stainless Steel Lab Sink

From Terriss-Consolidated comes a stainless steel sink fabricated to comply with sanitary specifications. This radius cornered unit is of 18 gauge mirror polished stainless 54 inches long by 25 inches deep by 36 inches high with adjustable legs. It comes equipped with pull-out spray hose and single handle water mixer faucet pouring into a single bowl 20 by 18 by seven and one-half inches deep. Also featured are pull-out drawers with side and center closets. The lab sink is priced at \$790.00 and is available from Terriss-Consolidated Industries, 22 Wooster Street, New York 13, New York.

### French Durum Mill Remodeled

Operations recently were resumed at Semoulerie Nouvelle in Marseille following completion of remodeling by Buhler Brothers, Uzwil, Switzerland.

Semoulerie Nouvelle now is France's largest pneumatic semolina mill. Grinding capacity was increased from 145 to 200 tons of grain per 24 hours. By utilizing 10 high-capacity sifters, MPAD "Plan-O-Star," the enlarged capacity was achieved in the existing building. Erection was completed in two months.

### Teflon Dies—

(Continued from page 36)

United States and Italy have, therefore, resumed using bronze dies.

When manufacturing with Teflon dies, especially in the case of egg products, the color of the goods appears better. Therefore, many manufacturers have seen themselves compelled to replace their bronze dies, since with the same raw materials the product had the appearance of a poorer quality.

With the Teflon dies, because of the reduced friction, the extrusion pressure is mostly somewhat less than with bronze dies, and this has an adverse influence on the structure and strength of the finished product. There might also be differences in specific gravity. The extrusion resistance can be increased on the die by making the cylindrical portion longer that forms the final shape and by increasing the outlet speed either by reducing the number of outlets or by increasing the capacity of the press or a combination of both.

### Best for Solid Shapes

From what we have seen, Teflon dies are suitable above all for cylindrical, solid shapes, as spaghetti, noodles and dough sheet.

With high extrusion speed the combination of Teflon insert and bronze pin (for instance for macaroni) is not favorable, since the inner surface is roughened by the bronze pin.

Fancy shapes which during extrusion roll or curl are generally best made with bronze dies.

One well-known Italian maker of dies is, however, of the opinion that the Teflon die represents a considerable advance in the manufacture of macaroni products and that it will become still more widely adopted.

Teflon dies are to be recommended in the following cases:

- To improve the appearance of the product when using raw materials of inferior quality.
- When the capacity of a line should be increased and, doing so, the normal extrusion speed would exceed five to six feet per minute on the existing bronze die.
- For maintaining the nice color, especially of products made with eggs, dried in a short time with big psychrometric difference (dry climate).

It is certainly to the benefit of each manufacturer of macaroni products to consider the demands of local customers, the raw materials used, etc., when making a choice between bronze and Teflon dies.

THE MACARONI JOURNAL

## STAINLESS TANKS



Low Cost • Corrosion Resistant • Sanitary

All Terriss tanks are made in standard sizes with cover and flush type sanitary outlet valve. The metal is polished inside and outside with welds ground and polished. Tanks are pitched bottom and self-draining with radius corners for easy cleaning. Tanks can be fitted with Terriss Quick-Mix Agitators. Jacketed tanks are also available to specification.

### OTHER TERRISS PRODUCTS

Dough Troughs  
Shovels and Forks  
Mixing Paddles  
Covered Trucks  
Work Tables

Mixers  
Dumpers  
Sinks  
Conveyors  
Measures

Scouring Pads  
Storage Cans  
Box Trucks  
Scoops and Dippers  
Pumps and Filters

Write for processing equipment catalog.

## TERRISS-CONSOLIDATED INDUSTRIES

22 WOOSTER ST., NEW YORK 13, NEW YORK  
Telephone—CAnel 6-7410 CABLE—TERRISSCON



## Prolif Tests Best For High Protein Macaroni and Spaghetti

Independent laboratory tests of nine protein products show CPC Prolif spaghetti highest in balanced protein while retaining the color and taste of regular semolina spaghetti.

Write for your copy of the laboratory report and a sample of CPC Prolif.

Philip A. Houghton, Inc., BOSTON • Paul A. Dunkel & Co., Inc., NEW YORK  
Charles Tennant & Co., Ltd., MONTREAL, TORONTO, VANCOUVER  
Representatives for:



CERTIFIED PROTEINS CORPORATION  
320 W. Ohio St., Chicago 10, Ill.

APRIL, 1961

NO

LONG

STORY

## JUST GOOD PACKAGING

## THE MUNSON BAG CO.

1366 W. 117th ST., CLEVELAND 7, OHIO

CELLOPHANE • POLYETHYLENE

61





Mrs. John Lalena

### Eleanor La Rosa Marries John Lalena

Miss Eleanor La Rosa, daughter of Mr. and Mrs. Peter La Rosa of Flower Hill, New York, was married November 19 to John Charles Lalena. He is the son of Mr. and Mrs. Joseph Lalena of Flushing, New York.

The ceremony was performed in the Roman Catholic Church of St. Mary by the Rev. John Davis, vice president of Seton Hall University. Following the nuptials, a reception was held at the Georgian Room of the Garden City Hotel.

Miss La Rosa wore an Empire gown of white silk mist with Peau D'Ange sleeves embroidered in seed pearls. She carried a bouquet of white orchids and stephanotis.

Mrs. John Cuneo was her sister's matron of honor. Other attendants were Mrs. Philip La Rosa, Mrs. James Talion, cousin of the bride, Mrs. Benjamin Carbone, a sister of the groom, and Miss Ann Lalena, a cousin of the groom. Carl Lalena was his brother's best man.

Mrs. Lalena is an alumna of Adelphi College, where she was a member of Omega chapter of Delta Gamma sorority. She is a faculty member of Herricks Senior High School, and is pursuing graduate studies in education at Hofstra College.

The bridegroom is an alumnus of the State University of New York at Oneonta, class of '54. Last year, he received a master's degree in art and social studies at Columbia University and presently a candidate for a doctorate in higher education and social studies at New York University. A member of the Alpha Nu chapter of Sigma Tau

## Wedding Bells

Gamma fraternity, he is an instructor in social studies at North High School in Valley Stream, Long Island.

The bride is the daughter of Mr. Peter La Rosa, president of V. La Rosa and Sons and a past-president of the National Macaroni Manufacturers Association.



Mrs. Roger Toner

### Susan Sutton Weds Roger Toner

In an early September wedding, Miss Susan Sutton, daughter of Mr. and Mrs. Raymond Parker Sutton married Roger Lee Toner, son of Mr. and Mrs. H. Edward Toner.

The ceremony was performed by the Rev. Harold R. Onderdonk, rector of St. Peter's Church, Essex Falls, New Jersey. The reception followed at the Essex Falls Country Club.

The bride's gown of peau de sole was designed on princess lines with a square neckline and bodice of beaded alencon lace. She carried a cascade bouquet of orchids, white roses and stephanotis.

Miss Judith Rae Sutton was maid of honor for her sister, and the bridesmaids were Mrs. David B. Walker of Kirksville, Missouri, the bridegroom's sister; Mrs. Richard H. Hurd of Milburn and Mrs. Harry S. Folk of Point Pleasant. David Brooks Walker, brother-in-law of the bridegroom, was best man.

The bride is a graduate of Caldwell High School and Marjorie Webster Junior College, Washington, D.C. The bridegroom was graduated from Montclair High School and Wesleyan University, Middletown, Connecticut, where he belonged to Delta Kappa Epsilon fraternity. He was graduated cum laude from the New York University School of Law where he was a member of Phi Delta Phi, legal fraternity, and the order of the Coif. He is associated with the law firm of Toner, Crowley, Woelper and Vanderbilt in Newark. His father is president of the C. F. Mueller Company, Jersey City, New Jersey.



Lt. and Mrs. Joseph Pellegrino

### Anne Benedetti and Joseph Pellegrino Wed

Lieutenant and Mrs. Joseph Pellegrino, nee Anne Benedetti, were married in November. They are living in Quantico, Virginia where the groom is stationed and where the bride is continuing her studies at the University of Virginia.

Lieutenant Pellegrino, son of Mr. and Mrs. Joseph Pellegrino, is a graduate of Phillips Academy in Andover, Massachusetts and Harvard University. He is serving in the Marine Corps.

His bride is the daughter of Dr. and Mrs. Charles Benedetti of Andover. She has attended Jackson College.

Lieutenant Pellegrino was a member of the Hasty Pudding Club of Harvard and the Lampton Magazine. He is presently a member of the Harvard Club. His father is president of the Prince Macaroni Manufacturing Company of Lowell, Mass.

# T S M

No. 4

## THE LEGEND OF THE LEAF

One fine spring day, many years before the beginning of the Christian era, a gust of wind caused a leaf to flutter into the bread dough a Chinese woman was preparing for baking.

Before she realized that it had happened, the leaf became deeply imbedded in the dough. Pondering how she might remove the leaf without wasting precious dough, the cook looked about her for an answer. Reaching for her sieve, she forced the dough through it, using a big wooden spoon.

The dough, of course, came through in strands. Then a strange idea occurred to her. "Why not dry the narrow strands in the sun, instead of baking them?"

Thus, because of a falling leaf, a delightful new food was discovered. Yes, that is how we came to have Macaroni.

So says the legend.

The high quality of King Midas Semolina can be attributed to utmost care and skill in milling, combined with the most modern milling methods.

**King Midas** DURUM PRODUCTS

MINNEAPOLIS MINNESOTA



### Record Cellophane Sales

Sales by United States cellophane manufacturers climbed to 439 million pounds during 1960 to reach the highest level in the packaging film's 37-year history, according to year-end statistics just compiled. In addition, three million pounds of imported cellophane were sold, representing a major increase over previous years.

This was the third straight year in which the versatile transparent film had scored an all-time sales record.

The gains were made in the face of continuing challenges from other transparent packaging materials offering a price-per-pound advantage over cellophane.

### Meets Price Squeeze

"Cellophane's ability to meet the ever-tightening cost-price squeeze, through a unique balance of marketing advantages, enabled it to score the new record," explained Robert R. Smith, director of sales for the Film Department of the Du Pont Company.

"The film gave packagers a combination of appearance, protection, and cost that other materials were not able to meet," he said. "Both by itself, and in combination with other materials through laminations and coatings, cellophane demonstrated again that it could package economically, yet also provide trouble-free machine operation, freight savings for packaged products, merchandising impact in the store, and tailored protection for product flavors, moisture, and appearance."

As an example of the continuing vitality of cellophane, Mr. Smith cited the 1960 growth of Du Pont's MSD-60 cellophane for baked goods. "This type was modified during the year to furnish strong seals at 50 degrees lower temperature, providing a higher degree of trouble-free operation on high-speed packaging equipment," he explained.

"The resulting boost in running efficiency brought a sales increase of 44 per cent for MSD-60—the highest percentage gain scored by any of the major cellophane types manufactured by Du Pont," he pointed out.

"Its poundage gain alone, over the previous year, was nearly twice the total volume of polyethylene film used by the entire bread industry for the year, and was a big reason that the use of cellophane reached an all-time high in the baking industry during 1960," said Mr. Smith.

Because of its proven advantages to the packager, the lower temperature sealing characteristic was incorporated in the majority of Du Pont's other 300-gauge MSD overwrapping cellophanes on February 1, 1961.

### Coating Combinations

Other key developments that spurred cellophane sales during the year, Mr. Smith noted, were the increasing acceptance of polymer-coated types and the growing importance of film combination materials.

Among the polymer-coated types, sales of Du Pont's "K" cellophane increased by 21 per cent over 1959—despite the added cost of the premium film. "This is clear evidence that the price of a packaging material is not the deciding factor in packaging economics," said Mr. Smith. "A growing number of packagers are discovering that the advantages of polymer-coated cellophane over standard film can give them a competitive wedge in better appearance and protection for their products—a factor far outweighing the few cents-per-pound difference between 'K' and standard films."

Cellophane's combination with other materials, such as polyethylene, through lamination and extrusion coating also accounted for much of the 1960 growth. Sales of film combinations by converters jumped an estimated 38 per cent over 1959—a year that had scored a 45 percent increase over 1958.

"Film combinations are meeting the profit squeeze head on," Mr. Smith stated. "They combine the functional advantages of two or more materials to provide a new balance of performance characteristics that result in greater durability, better seals, increased protection, and greater printing versatility at economical cost."

### Optimistic Expectations

"As a result, films become better able to meet more stringent packaging demands at a material cost and product shipping expense that is lower than that for heavier or non-flexible materials. In addition, these combinations help upgrade package appearance and provide new refinements in convenience for both retailer and shopper," he said.

"As for the future, we expect other developments during coming months that will capitalize even further on cellophane's versatility," Mr. Smith added. "These will open new opportunities in the film's existing markets and create new markets that did not even exist for cellophane before. From the progress of the past year, we believe that this expectation is thoroughly justified."

### Testimonial

"Everything I've got I got from eating spaghetti," says Sophia Loren. Says Associated Press: "This unsolicited testimonial should be worth millions of dollars to the spaghetti industry."

### Compact Trend—

(Continued from page 37)

a scale that is designed to reduce the unit cost of packing and will increase operating efficiency. The weighing machine is to be installed at a local plant for actual test conditions.

Interchange of new technology continues to grow between macaroni making equipment and chemical industries. Joint development work by Demaco and chemical industries has resulted in the use of their equipment for extrusion of chocolate, solder, chemicals and plastics.

The vast amount of study that has been devoted by Demaco to compactness will pay increasing dividends to the macaroni manufacturer in the years to come. This is how Demaco helps its customers grow.

### General Mills Report

General Mills in its regular mid-year statement to stockholders reported first-half sales of \$285,281,188 for the June 1-November 30 period of the company's current fiscal year. This compares with sales of \$265,947,296 for the corresponding period last year.

Net income for the first half of the current fiscal year was \$5,014,060 as compared with \$4,302,599 for the same period last year. Net income per share of common stock for the period just ended was 75 cents as compared with 54 cents last year.

Among key developments of the first half of the 1960-61 year was completion of basic construction of the first portion of the company's new Research Center in Golden Valley, Minnesota. A series of new products was introduced nationally. These included two new cake mixes, Betty Crocker Toasted Coconut and Betty Crocker Milk Chocolate; Route 900, a powdered dietary weight control supplement acid through dairies, and the chemical product, XR-2000, a new epoxy co-reactant. During the period, the company was honored at the Harmon International Air Trophy presentations for its balloons which carried Air Force Captain Joe Kittinger aloft for his record-breaking parachute jumps.

In the grocery product line, the company also introduced a number of other products which are now in distribution in certain regions of the country. Still more are now undergoing successful test marketing.

"Trade Associations are the safeguards of small businesses and prevent the extinction of competition."  
Herbert Hoover

THE MACARONI JOURNAL

## MONARK Egg CORPORATION

"It's Easier  
To Do Business With Us"

### Top Quality DRIED EGG SOLIDS

whole egg or 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

### SUBSCRIPTION BLANK

The MACARONI JOURNAL  
139 North Ashland Avenue  
Palatine, Illinois, U.S.A.

Please enter the following subscription for twelve monthly issues. Our remittance is enclosed.

Subscription rates:

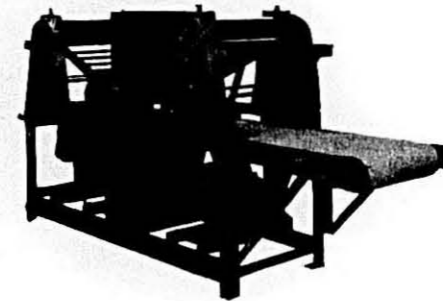
\$4 Domestic  
\$5. Foreign

Name \_\_\_\_\_

Address \_\_\_\_\_

Please include postal zone number.

Subscribers ordering a change of address are requested to notify us at least four weeks in advance and give us their old address as well as the new.



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

## 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  
25 MAIN STREET BELLEVILLE 9 N J

## WAY BACK WHEN

### 40 Years Ago

- A move was afoot by leading retail and wholesale grocers to standardize shipping containers. Association President James T. Williams was appointed on a committee to represent macaroni manufacturers and invited their views.
- "Quality means stability," said Henry D. Rossi, member of the executive committee. "This alone makes for success," he said, noting that the industry must avoid production of products of cheap raw material—that such manufacture is unfair competition.
- "The kind boss succeeds," says a feature story. "The bully foreman is practically extinct, but know-it-alls still vegetate—the wise overseer is accessible and a willing listener. All great souls are humble servants."
- Eastern macaroni manufacturers met with representatives of the Tariff Commission to consider the problem of prices of Italian imports. In a surprise move some 50,000 tons of American macaroni were shipped to Italy.

### 30 Years Ago

- Benjamin R. Jacobs suggested the desirability of discussing and improving the standards for macaroni products.
- A survey made by the tea and coffee association showed macaroni products as the third best seller on a list of fifty commodities, netting a profit to retailers in excess of 8.1 per cent.
- The story of Minnesota Macaroni Company, founded in 1892 and a charter member of the National Macaroni Manufacturers Association, was told.
- Prize winning recipes and pictures of the nine winners of 129,098 entries in the \$5,000 National Recipe Contest sponsored by the Association appeared.
- Macaroni was the main product in relief baskets distributed to unemployed in major cities.
- The Secretary noted that increasing expense of doing business necessitated better cost knowledge.

### Census Data

Final figures in the 1958 Census of Manufacturers has been released with information on the macaroni industry. The number of plants declined from 233 in 1954 to 214 in 1958. New England has 15. The Middle Atlantic States of New York, New Jersey and Pennsylvania 60. There are 44 plants in the East North Central States, 17 in the West North Central States, 21 in the South, and 57 in the West.

Seventy-six of these plants have more than 20 employees. The industry em-

### 20 Years Ago

- The Association's laboratory was cooperating with Federal authorities in research necessary for enriched macaroni before establishing standards.
- The new Food Act passed in 1938 and effective in 1940 was in full effect. Labeling provisions and procedures were explained.
- The energy trio—macaroni, spaghetti and egg noodles—was being featured on radio and in newspapers as Lenten specials.
- Cumberland Macaroni Company, Cumberland, Maryland, doubled their capacity with a new addition; Costa Macaroni Company of Chicago was destroyed by fire; a new firm, Buitoni Products, Inc., was incorporated in New York.
- International trade in macaroni products was dwindling, said Government reports on imports and exports.

### 10 Years Ago

- Association President C. Fred Mueller viewed the future optimistically, observing macaroni and egg noodle products continue to be America's number one buy in value.
- Henry Putnam of the Northwest Crop Improvement Association stressed the importance of durum production and announced that planting intentions were two per cent higher than the previous year.
- James J. Winston, Associate director of research, presented a discourse on the development from the batch process to the continuous automatic mixer and press.
- Paul Ambrette reported on experiments with the Georgia Pacific Plywood Company in putting plastic surfaced plywood in drying tunnels, in pallets, counters and shelving for food plant sanitation.
- A luncheon was held by V. LaRosa & Sons for members of the food press in New York City's Patio Bruno Restaurant.

ploy some 6,825 persons earning a payroll of \$27,910,000. 4,930 production workers put in some 9,597,000 man-hours to produce \$180,190,000 worth of macaroni, spaghetti and egg noodles. This compares with 6,452 workers producing \$50,359,000 worth of product in 1937. Value of product shipped per worker has increased from \$7,810 in 1937 to \$36,550 in 1958. While some of this is due to inflation in the dollar, macaroni prices have been remarkably stable and most of the gain comes from increased productivity and automation.

### CLASSIFIED ADVERTISING RATES

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

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

### "C" Kaitis

For the Best in Eggs  
**C. KAITIS EGG COMPANY**  
2043 N. Damen — Chicago, Ill.  
Telephone: Everglade 4-0700

### SHERMAN WHITE & CO.

P.O. Box 540  
**FORT WAYNE, INDIANA**  
Oldest Frozen Egg Packer  
in the Midwest  
Phone Harrison 3121

### INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A. ....	4-5
Ambrette Machinery Corporation .....	34-35
American Viscose Corporation .....	51
Archer-Daniels-Midland Co. ....	67 thru 70
Baltes Egg Products Company, Inc. ....	49
Bianchi's Machine Shop .....	63
Braibanti Company, M. & G. ....	30-31
Buhler Corporation, The .....	23
Covagnaro, N. J., & Sons Machine Corp. ....	25
Certified Proteins Corporation .....	61
Clermont Machine Company, Inc. ....	57
Clybourn Machine Corporation .....	41
Commander Larebee Milling Company .....	11
De Francis Machine Corporation .....	44-45
Doughboy Industries, Inc. ....	17
Gerbold .....	38-39
General American Transportation Corp. ....	21
General Mills, Inc. ....	7, Cover IV
Hoffmann-La Roche, Inc. ....	Cover III
International Milling Company .....	15
Jacobs-Winston Laboratories, Inc. ....	13
Kaitis, C., Egg Company .....	66
Macaroni Journal .....	63
Malderi, D., & Sons, Inc. ....	33
Monark Egg Corporation .....	65
Munson Egg Company, The .....	61
National Macaroni Institute .....	29
North Dakota Mill & Elevator .....	19
Pavan, N. & M. ....	53
Rosotti Lithograph Corporation .....	2, 3
Russell Miller-King Midas Mills .....	63
Schneider Brothers .....	47
Sherman White & Company .....	46
Tanzi, Guido .....	43
Terriss-Consolidated Industries .....	61
U.S. Printing & Lithograph .....	59
Wallece & Tiernan, Inc. ....	63

Value of products sold at the factory in 1958 was 19.1 cents per pound. The census reports 1958 production of macaroni products at 939,087,000 pounds compared with 874,946,000 in 1954, 658,283,500 in 1937.

THE MACARONI JOURNAL

# Ardex 550

NEW SOURCE OF PROFIT FOR THE MACARONI INDUSTRY



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.

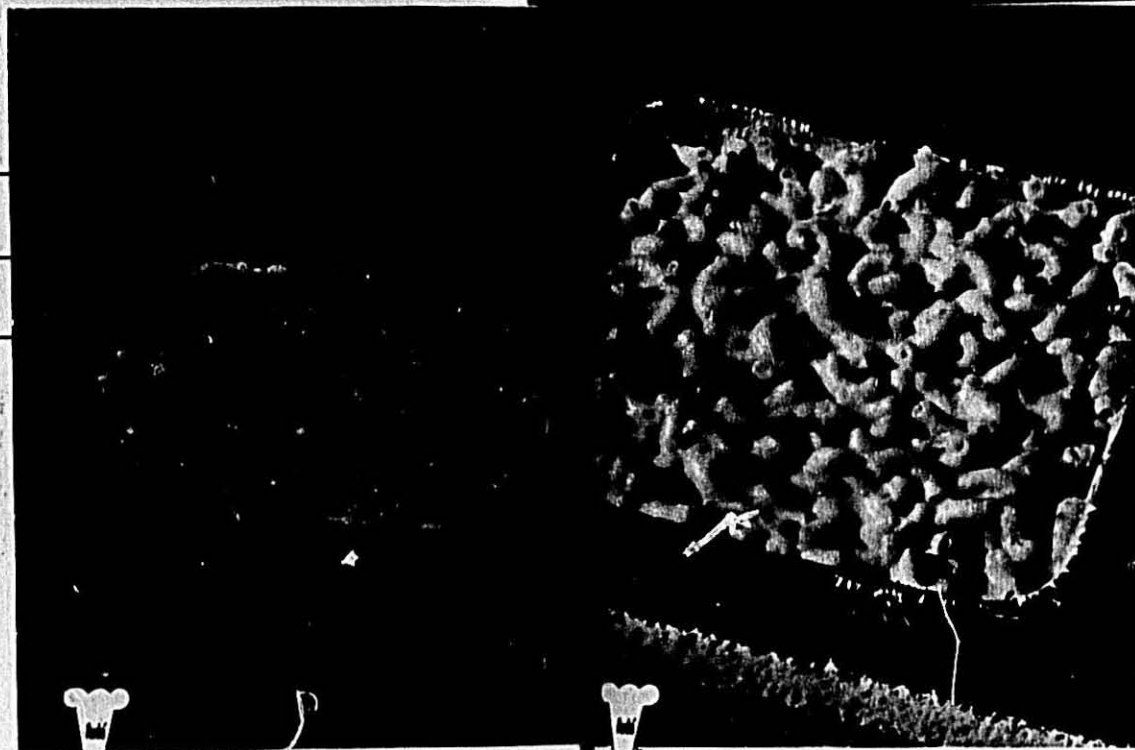
ARDEX 550 is uniquely bland—actually neutral in taste, odor and color. It offers protein efficiency in the range of meat and milk solids . . . yet, per pound of protein, it costs about one-fifth as much as milk solids and many times less than meat.

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.

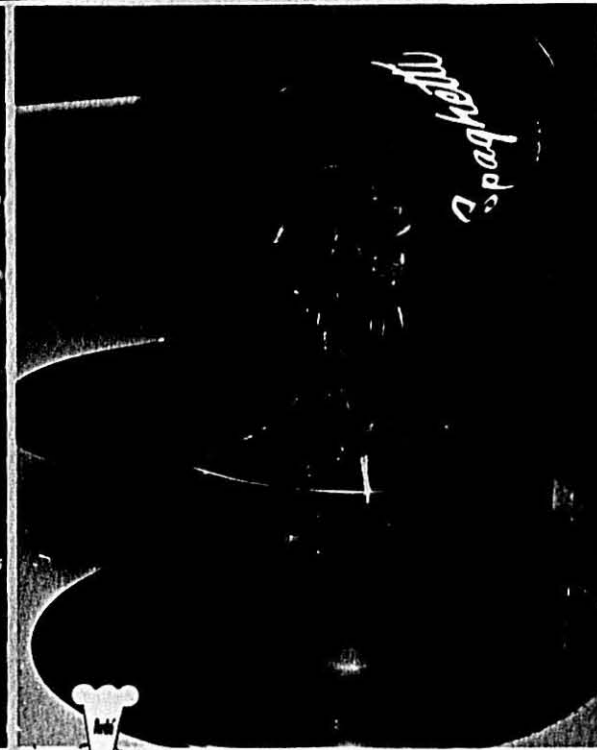
For maximum profitability and functional properties, we recommend adding ARDEX 550 at the 17% level. This gives a protein content similar to meat and 7% higher than semolina. Protein efficiency at this level is 88, compared with 100 for milk solids and 50 for semolina.

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.....

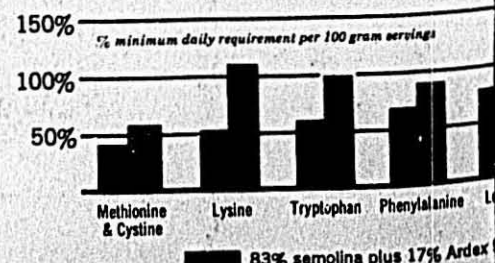
Long noted for economy, durum spaghetti and macaroni products complemented with high protein ARDEX 550 are even more economical for the housewife. For now she can serve these inexpensive dishes assured that her family is getting as much well balanced protein as if she gave them choice beef. This, of 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 *ad 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.



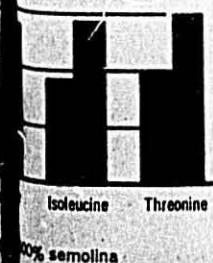
## Canned.....

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 your product 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 costs rise very little so you can make the most of this profit opportunity.

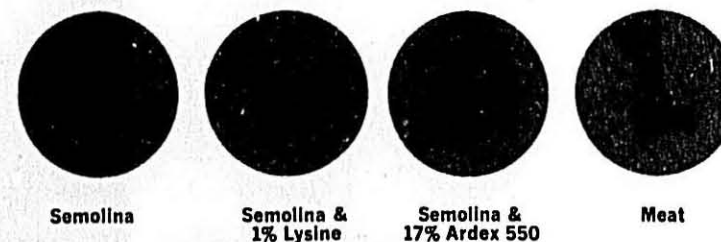
### COMPLEMENTARY EFFECT OF ARDEX 550 when used with typical durum



### ARDEX 550



### RELATIVE PROTEIN EFFICIENCY



Values relative to milk solids control of 100

# ADM

serving the food industry  
through Research...



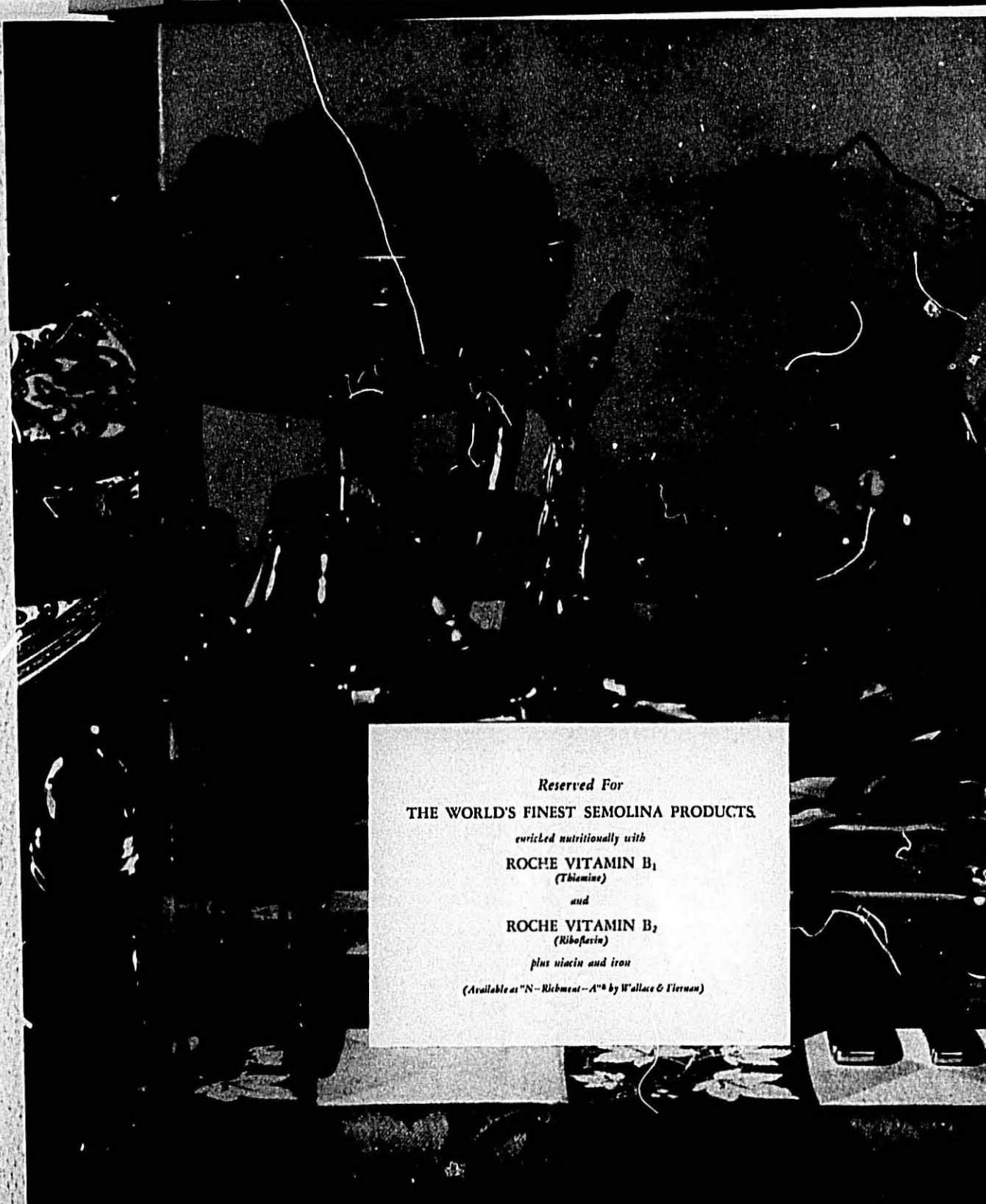
ADM has long been one of the nation's leading producers of edible products for the food industry. And ARDEX 550 is another important development of ADM's continuing and pioneering nutritional research.

As you may know, ADM is a leading supplier of durum semolina and flour through its Commander Larabee 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 and 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**  
700 Investors Building, Minneapolis 2, Minnesota



*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)

# MACARONI USA

## Betty Crocker Presents Hawaiian Pork Chops and Macaroni

The flavor of the  
50th state  
is captured in this  
festive dish!



### HAWAIIAN PORK CHOPS AND MACARONI

1 pkg. (7 to 8 oz.) small size macaroni shells  
6 to 8 pork chops  
1 can (8 oz.) mushrooms, sliced  
1 clove garlic  
6 to 8 slices pineappl. fresh or canned

Follow manufacturer's directions for cooking macaroni. Spread evenly in greased baking dish, 13 x 9½ x 2" or 3-qt. baking dish. Rub skillet with cut clove of garlic. Then brown chops on both sides (medium heat). Season with salt and pepper. Trim off excess fat.

Sauté mushrooms in pork drippings (about 5 to 10 min.). Heat oven to 350° (mod.). Sprinkle mushrooms over macaroni. Arrange chops on top of macaroni and top each with a slice of pineapple. Pour Curry Onion Sauce (recipe below) over chops and macaroni, allow some of the pineapple to show. Bake 1¼ to 1½ hr. until chops are tender. Garnish with parsley. 6 to 8 servings.

#### Curry Onion Sauce

¼ cup butter  
½ cup minced onion  
¼ cup GOLD MEDAL Flour  
2 tsp. salt  
1¼ tsp. curry powder  
4 c. ps milk

Using same skillet chops and mushrooms were cooked in, melt butter and sauté onion until transparent. Blend in flour, salt and curry powder. Remove from heat. Stir in milk. Bring to boil, stirring constantly. Boil 1 min.

#### Success Tips:

1. Be very careful not to overcook macaroni otherwise it may become soft and mushy on baking.
2. Brown pork well, this improves flavor.

Pork chops and macaroni made even more delicious together by a spicy curry sauce.

The National Macaroni Institute's "A Salute to the 50" gains the whole-hearted support of General Mills and Betty Crocker with this new dish inspired by our newest state. We offer you and your customers the recipe for Hawaiian Pork Chops and Macaroni after thorough testing in our Betty Crocker Kitchens and in typical homes across the country. We're certain this dish will be another piece of savory evidence that your customers can enjoy your products imaginatively, easily, *deliciously!*

To the leading producer of the finest Semolina and Durum flours it is a source of pride to be associated with the macaroni industry. Look for more recipes from Betty Crocker in our MACARONI USA program to help you increase your production 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 26, MINNESOTA

