

**THE
MACARONI
JOURNAL**

**Volume 47
No. 12**

April, 1966

Macaroni
Journal



APRIL, 1966

47th Anniversary Issue
Macaroni Is King!



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on its
47th
ANNIVERSARY

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The Macaroni Journal

April
1966
Vol. 47
No. 12

Official publication of the National Macaroni Manufacturers Association,
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial material to Robert M. Green, Editor,
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Subscription rates
Domestic \$5.00 per year
Foreign \$6.50 per year
Single Copies 75¢
Back Copies \$1.00

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Cover Photo

Macaroni Is King! Noted opera star Gianna d'Angelo, Queen of Carnevale at Leone's, joins the King . . . made entirely of macaroni products. See story on opposite page.

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

MACARONI IS KING

MACARONI was literally "king" at the Mamma Leone's Restaurant, famed New York City establishment, from February 14 through February 22.

Work of Art

An unique "King Carnevale" sculpture was made from thousands of pieces of macaroni products stuck onto a framework of plaster, cloth and chicken wire by artist Jeanne Owens well-known illustrator. Her imaginative window displays are featured by leading Fifth Avenue stores, and she is noted for her figurative paintings, portraits and sculptures. A popular illustrator of children's stories, she is currently working on her first book—"How to Use Art in Your Home"—which will be published this fall.

The delicately created macaroni king was made in Miss Owens' studio on 38th Street and had to be carried to a waiting flat-bed truck, where six chefs from Mamma Leone's Restaurant sat facing one another, their legs extended, to form a human mattress to absorb the bumps as the sculpture traveled to the restaurant on 48th Street.

The 70-pound mountain of macaroni sported a lingual face, margherita macaroni hair, shell macaroni eyes, and a double-twist macaroni moustache. His legs were sculptured from fettuccine, and his regal macaroni robes trimmed with lasagna and egg bows.

Opera Singer Is Queen

The king sat in state during the nine days of "Carnevale," the Italian pre-Lenten festival beginning on February 14. The "Queen of Carnevale" was beautiful international opera star, Miss Gianna d'Angelo.

The Connecticut-born singer, who made her triumphant Metropolitan debut in 1961, is hailed as one of the greatest coloratura sopranos of the century.

Slim and graceful (she stands five feet seven inches tall, weighs a modest 120 pounds), Miss d'Angelo has won acclaim in all the important opera houses of Europe.
She arrived in New York for the coronation after a successful season in Italy.

Macaroni on the Rise

Figuratively, macaroni is king—continuing its climb in per capita consumption as most wheat foods in the Western World decline in popularity in competition with the wide variety of foodstuffs available to the consumer. Only in the Orient where grains are scarce is wheat on the ascendancy, replacing rice as the staple of diet.

APRIL, 1966



Jeanne Owens and King Carnevale

Throughout the articles that appear in this 47th Anniversary Edition of the Macaroni Journal, there are notes of optimism that the industry will continue its progress.

Working to insure that forward surge is the National Macaroni Institute, product promotional organization of the industry, and the National Macaroni Manufacturers Association. The Association, founded in April, 1904, continues to promote and safeguard the welfare of the macaroni and noodle manufacturing industry and to elevate it to the highest plane of efficiency, effectiveness, and public service.

Anniversary Salute

While the Association marks its 62nd anniversary, it is the 47th anniversary of the Macaroni Journal, official publication of the National Macaroni Manufacturers Association. In 1919, Modesto J. Donna of Braidwood, Illinois, became the first paid administrator of the Association and editor of the New Macaroni Journal. He was managing editor of the magazine for some 34 years, and then continued his activity by writing a monthly column until his death in December of 1952.

His pioneering efforts coupled with those of former leaders in the macaroni-noodle industry have established the foundations upon which the present generation is building the popularity of this fine food. The staff of the Macaroni Journal salutes them for their efforts, and pledges you, the reader, its sustained enthusiasm to bring you the news of this fascinating field.

1904—N.M.M.A. established.
1919—New Macaroni Journal.
1948—National Macaroni Institute incorporated.
1966—62nd Annual Meeting.

WAY BACK WHEN

40 Years Ago

• Are you a member of the trade association representing the industry of which you are a part? Do you attend the meetings and conventions of the National Macaroni Manufacturers Association? What are you doing to "elevate the trade," to "promote better feeling" or "eliminate trade abuses?" Have a heart-to-heart conference with your better self. It will make you one of the good fellows upon whom the industry's future welfare may confidently depend.

• A Vigilance Committee was established so the industry could police itself for trade abuses. Samples for analysis for adulteration, artificial coloring, insufficient egg solids, or mislabeling were to be sent to the laboratory of Dr. B. R. Jacobs in Washington, D. C.

• The Italian Chamber of Commerce in New York through its magazine called attention to the new anticoloring rule made by the U. S. Bureau of Chemistry, that artificially colored products would be considered in violation of the Pure Food Laws of the United States. There was a protest from Italian importers.

• At the request of the National Macaroni Manufacturers Association, the U. S. Department of Commerce made a study of the ingredients used by leading macaroni manufacturers of Italy. The attache in Rome reported there were various grades of products made. The U. S. Bureau of Chemistry took this as a reason why there would be no restriction on imports of various grades until the American practice of using lower grade flours with semolina was considered a deception and unfair trade practice.

30 Years Ago

• The National Macaroni Manufacturers Association was organized April 19, 1904. This month it completes 32 full years of useful service to an industry that has since multiplied tenfold in the number of plants, twentyfold in satisfied workers, fiftyfold in dollar volume, and a hundredfold in reputation for high quality products.

• There was concern because the Government was slow in refunding taxes collected under the Agricultural Adjustment Act. The act had specifically provided that in the event that the law became inoperative for any reason whatsoever, taxpayers would be immediately reimbursed for taxes paid on (Continued on page 46)

5

WORLD REPORT



At the Malta Trade Fair

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

United Kingdom

Information received from the British macaroni industry indicates that sales are slightly up. Seven plants produce between 15,000 and 17,000 tons of product per year. The most popular varieties are spaghetti and short cut macaroni. Durum semolina is preferred as a raw material, with the price governed entirely by the world market price of Canadian and U. S. durum wheat. The trend now is toward carton packaging of macaroni products.

Future Prospects

What are future prospects of the British macaroni industry? This depends on the promotional activities of individual companies. Imports from Italy and other countries at very low prices and varying qualities are the biggest single problem. To counteract this, cooperative promotional effort by a group of macaroni manufacturers using durum wheat is being put forth through the distribution of brochures entitled "Meet the Pasta Family" for the student. The brochure tells the story of macaroni starting with a grain of wheat, then going step by step through the milling process, the macaroni

manufacturing process, and ending with directions for cooking pasta.

Cookbook

Another educational piece published by the Pasta Information Service of the British Macaroni Industry is a 14-page booklet entitled "Pasta Makes Marvelous Meals." This is a small cookbook of tested recipes with full-color illustrations, and stressing the fact that top quality pasta is made from durum wheat.

Norway

In Norway, the trend of macaroni products sales is up, but it is a slowly rising trend. The two plants produce about 1800 tons of product per year, mainly short cut macaroni and spaghetti made of durum semolina which is priced at 800 Norwegian kroner per ton. Short cut macaroni is packaged in boxes and sells for 5.40 N.kr. per kilogram; spaghetti is wrapped in cellophane and sells for 6.00 N.kr. per kilogram at retail. Goal of the Norwegian industry: to increase consumption considerably.

Swedes Like Spaghetti

Sales trends in Sweden indicate that while macaroni is steady, spaghetti is up and prospects for the future seem to indicate that the demand for spaghetti will continue upward. The two plants in Sweden produce approximately 6,000 tons a year, using durum wheat. Most popular varieties are spaghetti and fast-cooking macaroni (a very thin-walled product). Macaroni is usually packed in 450 to 500 gram packages and spaghetti in 400 gram packages.

Switzerland

Switzerland, where per capita consumption is comparatively high, reports that sales are steady, but that future prospects may show a decline due, first, to the sharp decrease of Italian laborers in Switzerland and the possibility of further decrease of Italian manpower; and, secondly, to the changing consumers' attitude toward macaroni.

Higher Income—Less Consumption

Heinz A. Bertsch, of the Swiss firm Bertsch and Company, did considerable consumer research regarding future development of macaroni consumption in his country, in preparation for writing his thesis to obtain his bachelor's degree in economics at the Business School of Economic and Social Sciences in St. Gall. He writes: "It may interest you to know that my investigations show that there is a negative relation between the increasing per capita income and Swiss consumption of macaroni in the traditional dry form." At present, per capita consumption of macaroni products in Switzerland is still second only to the Italians, and the question is asked "Is there a saturation point?"

Competition from Italian imports of spaghetti made of 15 to 75 per cent soft wheat flour but labeled "di pura semola di grani duri" is the major current problem to some 42 Swiss manufacturers producing approximately 56,000 tons of product yearly.

Germany

German manufacturers responding to our survey report that macaroni products sales in their country were steady to slightly down in 1965, and that this trend is likely to continue in the future. The 135 or 140 plants produce about 186,000 tons annually, most of this in the shape of spaghetti, macaroni and noodles. There are nearly no stamped goods, and the rolled products are produced as specialty items only in smaller plants. Both cartons and cellophane bags are used in packaging finished goods.

A number of current problems were listed by the German firms writing to us. Among them: struggle with prices and rebates; increase in raw material prices because of the Common Market laws; rising costs of wages; price competition.

Italy

In Italy, the trend of macaroni products sales is steady, with future prospects showing neither an increase nor a decrease. The 700 plants in Italy, both large and small size, produce about 1,700,000 metric tons of product per year. It is anticipated that within five years' time there will be only half this number of plants in operation in Italy. The most popular varieties of products are (1) spaghetti, (2) macaroni and (3) egg noodles. Rigatoni also is a popular seller, along with small shapes used in soups.

Raw Materials Vary

Raw materials used in the manufacturing process vary from plant to plant, and depend upon the shape being processed. Top quality macaroni products call for hard wheat semolina, priced around 13,500 lire per 100 kg. Common shapes are often made with blends of hard and soft wheats. Prices of the various types of flours made from hard wheat range between 8,000 and 13,500 lire per 100 kg. The three types of flours milled from soft wheat cost between 8,500 and 9,800 lire per 100 kg.

Today in Italy between 40 and 50 per cent of all macaroni products are packaged in one form or another, with the remainder sold in bulk. Some of the large and important firms do a great deal of packaging in carton boxes, but paper bags containing 1 kg. of product are very popular, as are ½ kg. cellophane bags. Selling price at retail varies from 140 to 160 lire per kg. according to quality and type of packaging. And packaging is the major current problem in Italy today, as manufacturers would like to convert from bulk product to one-hundred per cent packaged product.

Food Industry Changing

Supermarkets are on the increase in France. At the beginning of this year, there were 568 supermarkets in the country, an increase of 92 since the beginning of 1965, and up from only 47 in 1960. This, in a country traditionally addicted to the specialized little family retail store in the neighborhood, is quite a revolution.

Actually, more than 30 per cent of the existing supermarkets belong to three chain-enterprises — Monoprix, Prisunic and Nouvelles Galeries. And in the total sales of all the nation's supermarkets, foods and food products account for a whopping 92 per cent of the total gross. The trend of macaroni products sales in France as well as future prospects is steady, with the 65 plants manufacturing some 300,000 tons per year. Most popular varieties are noodles, vermicelli, macaroni, and long spaghetti, in that order. All macaroni products are made of durum wheat.

A 250 gram carton of macaroni products sells at 211 Fr. per 100 kgs. at retail, while a 500 gram cellophane bag of product sells for 189 Fr. per 100 kgs. Major current problems of French manufacturers are reported to be in the areas of transportation and research techniques.

Malta

On the island of Malta, the trend of macaroni products sales is steady, with future prospects of increasing sales if and when the Government de-rations the macaroni. The five plants on the island—two large operations and three small plants—produce some 6,000,000 kgs. of spaghetti and thick, long macaroni called ziti. Some shells and elbows are also produced. Packaging materials used are cellophane bags and cartons. The chief current problem is the fact that the Government still controls the industry through subsidy. However, the Government is being strongly urged to de-control macaroni products, as the subsidy no longer is necessary. Manufacturers would like to do more exporting, but they find it difficult to compete with the Italians price-wise.

Durum Scarce in Israel

In Israel, chief problem of the seven firms engaged in the macaroni business is that there is not enough durum wheat semolina available in their country. Therefore, the macaroni products used in domestic consumption are made of a mixture of both hard and soft wheats, while the hard wheat semolina is reserved for export only. Prices for semolina are around \$120 in U.S. currency per 1000 kg. with flour at about \$108.



Short-cuts being elevated into storage silos at Vetta Macaroni Pty., Ltd., Roseberry, New South Wales, Australia.

Concerning packaging of macaroni products, Israeli firms report that cartons are expensive and there is a high custom's duty on cellophane. Therefore, the practice has been to use polyethylene on the better quality products, while paper bags are used for the less expensive product.

Japanese Sales Up

Japanese macaroni firms report sales in their country up, with future prospects "developing by leaps and bounds." There are 22 manufacturers operating 25 plants, producing about 60,000 tons

(Continued on page 9)



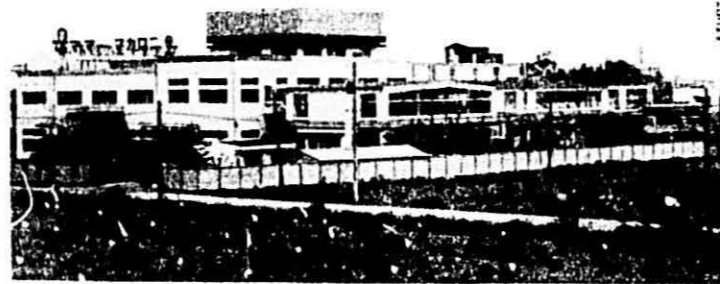
Paven Long Goods Press in operation at Australian N.M.M.A. member, Vetta Macaroni Pty., Ltd.

Another "Happy Anniversary!" to
you, Macaroni Journal
from all of us at Peavey,
Millers of King Midas Durum products.



PV PEAVEY COMPANY
Flour Mills

THE MACARONI JOURNAL



Mama Macaroni Co., Ltd., with executive offices in Tokyo, Japan, have three plants. Above is their Osaka factory. Other operations are located in Yokohama and Utsunomiya.

World Report—

(Continued from page 7)

of product in 1965. Main raw material used is Canadian Manitoba wheat and U. S. durum wheat. Elbow macaroni and spaghetti are the most popular items, and laminated cellophane packages are used for finished goods. Major export problem in Japan is one we know all over the world: "Keeping costs down."

Down Under

Down in Australia it is reported that sales of macaroni products are increasing by four per cent per year, with future prospects termed as "bright." The twelve plants in the country supply around 20,200,000 tons of product annually, with spaghetti, cut macaroni, and "pasta" being the most popular varieties. Raw materials used are durum semolina and hard wheat semolina. Macaroni products sold in bulk are packed in 22 pound cartons, but flexible packaging is used in the retail market, where it is packed in one and two pound sizes. Noodles are sometimes packed in "bounce flexible packets." Biggest problem at present is educating the Australian public in the proper usage of macaroni, spaghetti and cut noodle products, and "still stay within our borders" as one manufacturer puts it.

Philippines

In the Philippines, the trend of macaroni products sales is going up, with good prospects for the future. Raw material used by the country's two plants is semolina, and the finished goods are packaged in cartons.

It is a world of change in which we live and a world of uncertainty. We live by knowing something about the future, while the problems of life or of conduct at least, arise from the past that we know so little.

Frank H. Key

Pennsylvania Products Shown in Brussels

Twenty-one Pennsylvania food processors appeared collectively as the "Pennsylvania Section" at the recent Brussels Food Show. According to Pennsylvania Secretary of Commerce John K. Tabor, Pennsylvania is the only state ever to sponsor an industry group at an international food show.

Participating companies report success in attracting new distributors. Exhibitors at the Brussels show signed contracts with distributors in Belgium, England, Holland, Germany, Sweden and Iceland, reports Edward D. Smith, director of Pennsylvania's Bureau of Business Services who headed the Pennsylvania Section. A number of companies made contacts with three or four foreign outlets. The most popular foods, says Mr. Smith, were macaroni, frozen peas, spices and soup.

Macaroni Firms Participate

Vimco Macaroni Products Company of Cataraugus and Grocery Store Products Company of West Chester were among the companies taking part.

This type of government industry cooperation in the export field is one of the important reasons for Pennsylvania's fast-growing volume of export business. The Pennsylvania Department of Commerce reports that more than 2,000 Pennsylvania manufacturers now are selling more than \$1 billion in manufactured goods overseas annually.

Export Sales Increase

J. R. Rumisek, director of Pennsylvania Commerce Department's Foreign Trade Division, says that export sales of manufactured goods by Pennsylvania companies should reach \$1.26 billion in 1966.

"This will be roughly a 25 per cent increase in our export value since 1965," he states. "It proves the effec-

tiveness of the Commonwealth's program in recent years for encouraging Pennsylvania companies to enter the export field.

Importance of Foreign Trade

"The importance of foreign trade for Pennsylvania is quickly understood," he adds, "when one considers that nearly 14 per cent of the Commonwealth's production workers are producing for export."

Each of Pennsylvania's 67 counties can boast of at least one exporter and the state's manufactured products are exported to virtually every country in the world.

Governor's Program in Action

Pennsylvania Governor William W. Scranton's program of expanding Pennsylvania exports is being translated into hard action by Secretary of Commerce Tabor. He has organized a campaign to tell Pennsylvania manufacturers about export opportunities and he has made sure that all possible assistance is provided to companies willing to participate.

Use of Films

The Pennsylvania Department of Public Instruction has filmed a complete course in export sales and management. The film, consisting of eight half-hour lessons, is expected to be released soon for use by business groups, educational institutions and television stations and civic organizations, etc.

A recently organized Foreign Trade Advisory Board met for the first time November 4. Its voluntary members are leaders in the Commonwealth's international business sector.

Functions of the board are to guide the Foreign Trade Division's program for expanding existing exports, encourage non-exporting companies to enter the export field, and promote Pennsylvania as an excellent place for foreign companies to establish American manufacturing operations.

Idea Exchange

World Trade Clubs where executives of exporting companies exchange ideas and information are active in Philadelphia, Pittsburgh, Erie, Allentown, Norristown, Reading, York, Scranton and Doylestown with Lancaster and Harrisburg on the way, and others to be formed as local interest develops.

Two Regional Export Expansion Councils, one in Philadelphia and the other in Pittsburgh, supply instruction and lectures for classes in exports at key locations.

WORLD FOOD PLAN

WITH growing urgency, Government planners in Washington are grappling with a momentous international problem: An increasingly hungry world is turning more to this bountiful country for needed food; but the United States with its surpluses already shrinking, will be unable to fill the food gap that looms ahead.

Aid and Self-Help

The planners are pondering various combinations of American help and foreign self-help. The choices finally made will hinge in part on how much room is left for welfare programs as Vietnam war spending rises.

President Johnson has repeatedly pledged steps to feed the world's hungry. In his State of the Union message he promised a "worldwide attack on the problems of hunger and disease and ignorance" and added: "We will place the matchless skill and the resources of our own great America — in farming and fertilizers—at the service of those countries committed to develop a modern agriculture." Though the White House hasn't spelled out specific proposals yet, Administration task forces have been busily sizing up world food needs and possible U. S. responses.

One basic text, a study by Agriculture Department economist Lester Brown, concludes that as their populations mount faster than farm production, the less-developed nations are losing the capacity to feed themselves. A more recent Government study adds, however, that some nations, including Mexico, Israel and Taiwan, have had encouraging success in increasing food output when they put their minds to it.

U.S. Capacities Limited

The United States is physically incapable of filling the global food gap that threatens if population growth continues to outstrip farm output in many areas. Nor is it desirable that the U. S. become a charitable breadbasket for all the world's needy. Hence, though the U. S. should increase its Food-for-Peace flow to some countries, the less-developed nations must vigorously push their own output toward self-sufficiency. The extent of U. S. aid should depend on what the recipient will do, in farm production and in health, schooling and population control. What these countries need, it is said, is not only fertilizers, pesticides and high-yielding strains of crops, but the whole superstructure of rural progress—roads, housing, cheap water and power, easy credit, farmer purchasing and marketing cooperatives and government production incentives.

Furthermore, U. S. policy-makers believe, other advanced nations should increase their own efforts to help the less-developed lands. Recently, the United Nations Food and Agriculture Organization, to which the U. S. is a major contributor, did lift its world aid quota to \$275,000,000 for the next three years from \$100,000,000 over the past three. But the increase is considered only a crumb.

Congressional Push

While the White House ponders how to proceed, a Congressional push for feeding the hungry will be starting. Democratic Senator George McGovern of South Dakota, former Food-for-Peace director, anticipates hearings before the Senate Foreign Relations Committee on his bill to increase U. S. food and farm aid. In the House, where companion measures to the McGovern bill already are pending, Agriculture Committee Chairman Harold Cooley of North Carolina, has announced he will introduce his own "war on hunger" measure that would allow greater U. S. plantings.

The McGovern and Cooley bills propose vastly greater increases in foreign food aid funding. McGovern's bill moves up gradually from a half billion dollars the first year (additional or new money) to 3.5 billion in the seventh year.

Cooley's bill, drafted as a four-year extension of the present Public Law 480, or Food-for-Peace Act, authorizes ten billion dollars of food distribution for soft currency and long-term credit in the four-year period—an increase of aid from the present 1.4 billion dollar level annually to 2.5 billion. Cooley would also authorize a doubling of volume of emergency and gift food distribution, from \$400,000,000 yearly to \$800,000,000.

Obviously, the size of the program is going to be the biggest center of controversy—whether it is to be a small expansion or a big one.

U.S. to Test New Food Product

The government is launching what officials call an important experiment in feeding hungry people abroad that may be broadened later to help give millions of children a better start in life.

The U. S. Department of Agriculture is preparing to buy ten million pounds of a new high-protein food, described as a complete pre-cooked food which needs only to be mixed with water for

serving. The product is a blend of ingredients including de-germed corn meal, wheat flour, non-fat dry milk, processed soy grits and soybean oil, and minerals and vitamins. The mixture is extruded from a macaroni press into a kernel looking like rice.

A pilot feeding program is planned for refugees and infants in South Viet Nam.

Doughboy Industries Realigns Assignments

Three officers of Doughboy Industries, Inc., New Richmond, Wisconsin, have been given new duties and titles in connection with the company's continuing growth program.

Edwin J. Cashman, president of the firm, announced the changes and said the moves were made to strengthen the company's position in highly competitive national and worldwide markets where its diversified products are sold.

James H. Buell, first vice president of the Industrial Group, becomes executive vice president and still heads the Industrial Group.

Donald L. Reppe, vice president and controller, named first vice president and general manager of the Agri-Products Group.

Robert M. Harding, vice president and treasurer, named vice president and treasurer and chief financial officer.

Buell Heads Industrial Group

Mr. Buell has been with Doughboy Industries since 1955, when he left Ernst and Ernst to become budget director of the company. He was later named controller and in 1961 became head of the Packaging Machinery Division. He was elected first vice president of the Industrial Group in the summer of 1963.

The Industrial Group embraces the company's Packaging Machinery Division, Televiso Electronics, the Doughboy Printing Division, Combustion Products Corporation and Energy Transmission Corporation.

A native of Milwaukee, Wisconsin, Mr. Buell was educated at Lawrence College, Appleton, Wisconsin, and Marquette University where he majored in business administration. He served in the Navy during World War II. Mr. Buell, who is a certified public accountant, was with Ernst and Ernst for seven years before joining Doughboy Industries.

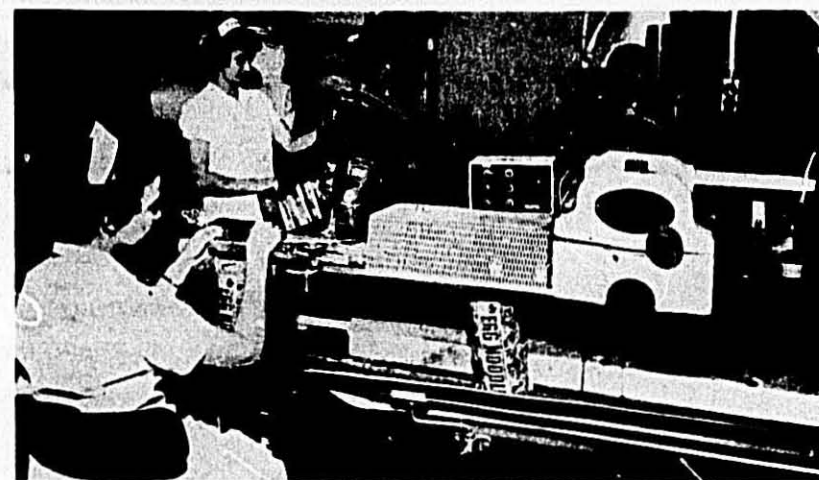
Reppe Heads Agri-Products

Mr. Reppe has been with Doughboy since the late 1940's when he joined the company after serving more than four years with the Air Force. For seven years (Continued on page 14)

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!)

CRAFTSMEN IN PLASTICS — PACKAGING MACHINERY — FARM FEEDS — DURUM PRODUCTS — PRINTING — ELECTRONICS



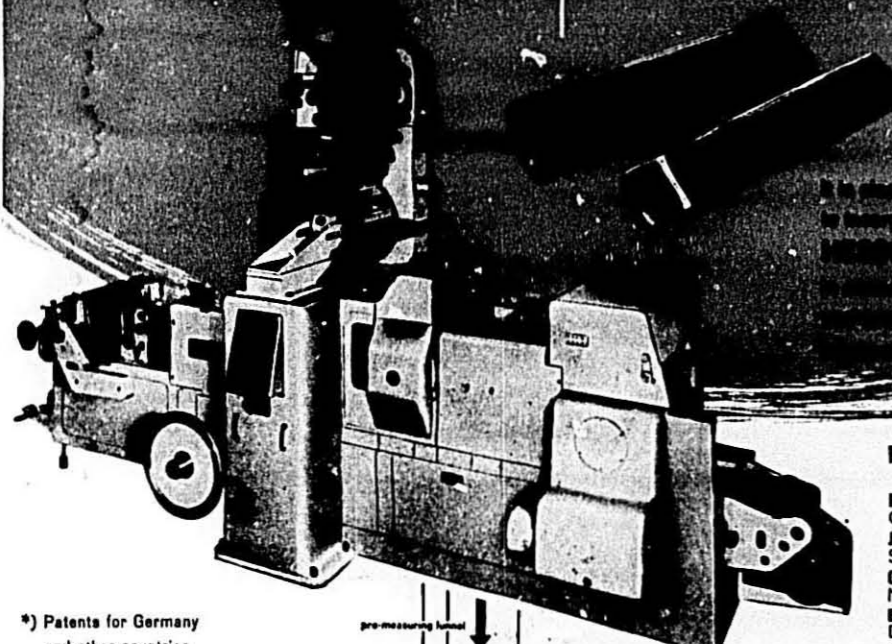
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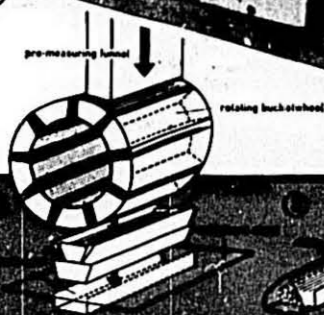
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up to 150 packages per minute
on CU with *two* filling units

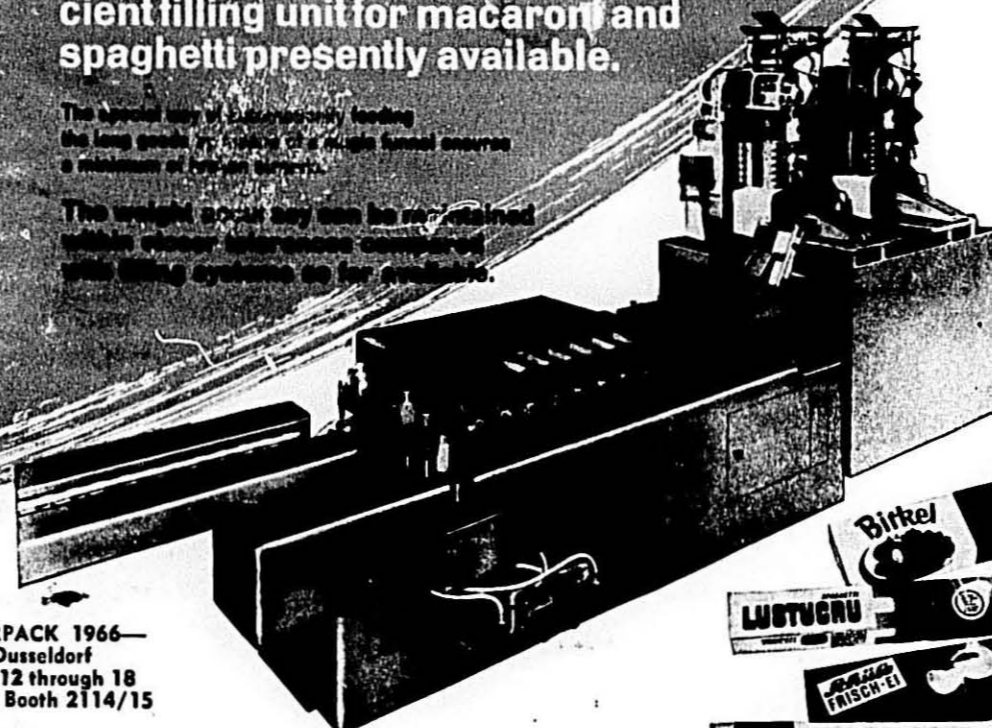
HESSER

All of these machines are equipped with automatic control devices
and thus require only one operator.

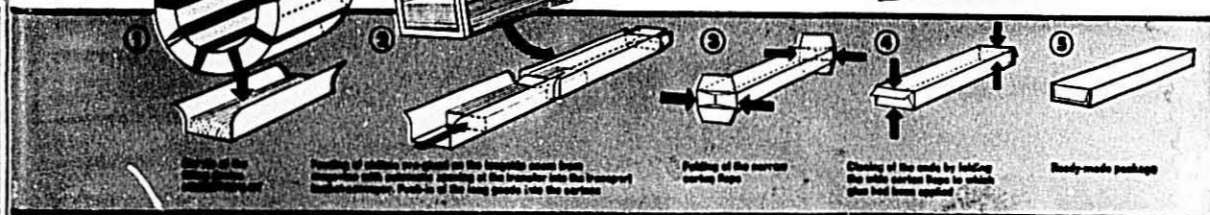
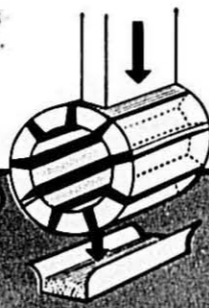
HESSOTRON-NT is the most efficient filling unit for macaroni and spaghetti presently available.

The special long... feeding
the long... of...
a treatment of...

The weight...
which...
the filling...



INTERPACK 1966—
Dusseldorf
May 12 through 18
Hall B, Booth 2114/15



FR. HESSER MASCHINENFABRIK AKTIENGESELLSCHAFT · STUTTGART-BAD CANNSTATT · FOUNDED 1861

297/2 B

Doughboy Assignments—

(Continued from page 10)

eral years he was chief accountant of the company, and then assistant controller. He became controller a few years ago and in 1963 was named vice president and controller.

The Agri-Products Group includes the Formula Feeds Division, the Doughboy Research and Demonstration farm, the Commodity Division, and all phases of the chicken broiler and turkey business. The company has breeder farms, hatcheries in the Upper Midwest, and processing plants at Eleva, Wisconsin, Faribault and Madelia, Minnesota, and a marketing organization covering the nation.

Harding Heads Service Functions

Mr. Harding joined Doughboy after World War II, when the company launched its postwar development and diversification program. He served as treasurer until the summer of 1963, when he was elected vice president and treasurer.

A native of Baraboo, Wisconsin, Mr. Harding was educated at the University of Wisconsin where he majored in business administration. He is a certified public accountant. During the war, he was in the Army and served in the Pacific. Before joining Doughboy he was in the tax department of the State of Wisconsin. He is a member of the committee of 25 appointed by the legislative council of the Wisconsin legislature to make a study of taxes and future economic development in the Badger State.

In his new assignment, Mr. Harding's duties will include all treasury functions previously performed, and in addition, he will be responsible for all accounting and administrative service functions.

Plan for Growth

"A pre-planned growth program is a survival program," says D. D. Steve Brodie, director of sales of the Aseeco Corporation.

He points out that the extent of growth expansion of an individual plant can be based on known facts, such as a company's ten year record for sales, production rates, yield, degree of in-plant expansion and net profits. Add to this information statistics from which a forecast can be made, such as the prediction of a 30 per cent increase in population in the next decade, plus the conservative estimate of a three per cent increase in per capita consumption of macaroni products.

The question arises, will the present producers of macaroni enlarge their facilities to meet this growth in demand,



D. D. Steve Brodie

or will new capital enter the field? Each individual manufacturer must answer the question, "Does he have the physical area to enlarge his present plant to accommodate a one-third increase in output or should he look for a new location and build a new plant?"

Complete Service

This is where Aseeco comes in according to Mr. Brodie. He states: "Aseeco Corporation offers a complete service, from expanding a present plant to the building of a new plant."

On the Aseeco staff are civil engineers to prepare complete building plans and specifications; plant designers who know plant layout and can divide floor area into flour handling, processing, drying, storage systems, packaging, warehousing, maintenance and office operations. They have mechanical engineers who can appraise and evaluate all machinery and automatic systems plus supervising installations through start-up procedures.



At the Wheat Quality Conference. Left to right: Don Fletcher, Crop Quality Council; Robert Handschin, G.T.A.; Robert Green, N.M.A.; and Gene Kula, manager, Amber Milling Division, G.T.A. Mr. Fletcher was honored at a testimonial dinner following the conference on his retirement as president of the Crop Quality Council.

"The executive head of a successful business surrounds himself with a competent staff, each department head an expert in his respective field," observes Mr. Brodie. Top management is responsible for the total success of the business and to see that each department operates at the highest degree of efficiency. This is a full time job and doesn't leave the manager much time to delve into projects that are outside this field of activity. By the same token, the executive head may not be fully conversant with plant layout and design. Here again responsibility should be delegated to a contracting firm. This firm should have a complete knowledge of the macaroni industry; it should know how to handle drying problems and what is required for proper and efficient insulation, where air conditioning is needed; and in general, should have a first hand knowledge of every production problem.

Plan Every Facet

"Pre-planning takes into consideration every facet of the program, with complete detailing before any step is made. The contractor should present floor layouts with practical recommendations for space allotments of the various departments with realistic allowances for expansion in the next ten year period," says Mr. Brodie.

"This type of procedure is being followed every day by large corporations whose policy is to manage a successful business and put expansion projects into the hands of people who know the field and are held responsible for a key job," concludes Mr. Brodie.

According to Vaughan Gregor, president of Aseeco, the combined experience of the Aseeco engineering staff in the macaroni industry totals over forty years.

ASEECO

Originators
and
Pioneers
of
Many
of
Today's
Automated
Devices
and
Systems

The Name ASEECO — Automated Systems and Equipment Engineering Company — embodies the science, engineering and experience acquired in many years of believing that a product — no matter how good and economically made today — can be made better and more economically through "Automation."

This belief has made ASEECO's products successful and its work rewarding.

The diversified products manufactured and services performed by ASEECO for its many clients, have been expanded to include complete Plant Layout and Automation Engineering, including Erection, "Start-Up" and Training of operating personnel.

The quality of products manufactured by ASEECO and the caliber of services rendered has resulted in many repeat orders, as well as a continuous increase of new customers. We hope this Catalog will give ASEECO's present and prospective customers a brief cross section of the ingenuity and diversity of ASEECO's operations.

LIST OF THE PRODUCTS MANUFACTURED

- VERTI-LIFT Bucket Elevator
- VIBRA-CONVEYORS & SCREENS
- CAN & BOTTLE CONVEYORS
- AUTOMATIC CHECK WEIGHERS
- AUTOMATIC NET WEIGHERS & FILLERS (Multiple Head, High Speed)
- BULK WEIGHERS & FILLERS
- FEED-O-METERS (Continuous Feed by Volume)
- STOR-O-VEYORS (Moving Belt Storage)
- TRACE-A-VEYORS (Moving Surge Storage)
- DEHYDRATORS & DRYERS
- PRESSES & DRYERS for
- AUTOMATIC CONTINUOUS BLENDING SYSTEMS
- CARTON SET-UP, FILL & CLOSE

Engineering & Sales Offices

LIST of SERVICES

- Plant Engineering, Layout & Drafting
- Site Selection & Construction Supervision
- Evaluation of Sub. Contracts & Bids
- Machinery Selection & Procurement
- Erection and Installation of
- Electrical Engineering & Control
- Plant "Start-Up" & Final Adjustment
- Training of Operating Personnel
- Service after Sale

Manufacturing & Warehouse Facilities

See Aseeco "One Responsible Firm — One Supplier"

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Automated
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Artist Honored

A colorful painting, "The Arrival of Martha Washington at Valley Forge," has been permanently placed at the national headquarters of Freedoms Foundation at Valley Forge, Pennsylvania.

Dominic Mingolla, the artist, a resident of Long Island, and vice president of V. La Rosa & Sons, a food manufacturing firm, presented the six by twelve foot painting to Freedoms Foundation at a luncheon program at Valley Forge.

Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, accepted the Mingolla painting which hangs in the main lobby at the Foundation's new Martha Washington Building.

Also present at the ceremony was Vincent S. La Rosa, president of La Rosa & Sons.



Left to right: Dr. Kenneth D. Wells, Vincent S. La Rosa, and artist Dominic Mingolla.

Native New Yorker

Born in Middletown, New York, Mingolla resides at Manhasset, Long Island, with his wife, also an accomplished artist, and their three children.

Mr. Mingolla graduated from Pratt Institute as a commercial artist and illustrator. He also attended The Phoenix School of Design.

A World War II Navy veteran, Mingolla served in the South Pacific aboard PT 169 which was but yards behind President Kennedy's PT 109 when it was cut in two by an enemy destroyer. He later presented President Kennedy with an eye witness drawing of the incident as seen from PT 169.

Plaque at Main Entrance

The painting illustrates Martha Washington arriving at Valley Forge in February 1778. Mingolla was inspired to do the painting after reading a plaque at the main entrance of the Martha Washington Building. The inspirational content follows:

"Martha Washington, first First Lady of the Nation, merited personal distinction over and above the honors bestowed upon her as the wife of our first president. Her love of mankind and belief in the dignity of the individual found frequent expression in her daily life.

"The gracious hostess of beautiful Mount Vernon left the comforts of her Potomac home to be with her husband, the Father of our Country, George Washington, at Valley Forge. She arrived by carriage at this hallowed place February 10, 1778 (Old Calendar), the day before his birthday, after evading British patrols and fording dangerous winter streams on her trip from Virginia to Pennsylvania.

"During her stay at Valley Forge, she ministered to the troops during the cold, discouraging winter of 1777-1778.

Throughout those direful days, she nursed the sick, fed the hungry, clothed the naked, cheered the homesick, and soothed the malcontent. She was sympathetic to, and understanding of her husband's aspirations to establish a nation of free men.

"Martha Washington loved her country and her husband. Her compassion for the soldiery and steadfast faith in the cause of independence sustained George Washington during the dark hours of despair, as he labored to insure personal liberty for all Americans. Every examination of her life confirms she served her compatriots to the ultimate of her graceful talents and womanly wisdom.

"May the life of this heroic, self-sacrificing, practical American woman of dignity be the guide for all women of every age in every phase of life who would daringly and graciously share in the propagation of human freedom for all mankind, for which this Republic under God, with its democratic methods, is an exemplar to the world."

Foundation Founded in 1949

Freedoms Foundation at Valley Forge was founded in March 1949. The Foundation's leadership includes General of the Army Dwight D. Eisenhower, Honorary Chairman of the Board; and the Honorable James A. Farley, Senior Vice Chairman; General Bruce C. Clarke, U.S.A. (Ret.) Vice Chairman for Education; Colonel John H. Glenn, Jr., U.S.M.C. (Ret.) Vice Chairman for Youth Activities.

Here Is Pavan in 1966

Pavan was established in 1946 to serve the macaroni industry. From a modest beginning, consumer acceptance has vaulted the Pavan name around the world. Today Pavan employs more than

400 people, has developed a rich background of technological experience, has many patents and a young, dynamic staff to maintain the tradition established for innovation.

Today Pavan is one of the largest manufacturers in world specializing in macaroni machinery. They have licensing arrangements in Spain, Argentina and Japan.

Box Score

Here is a box-score of some of their achievements:

1948—They were the first to market an automatic loading and unloading silo dryer.

1950—They made the first universal type coil-folding unit, capable of making coils of all sizes.

1951—They patented and marketed the first short cut macaroni belt type pre-dryer.

1953—They engineered automatic presses with vacuum mixers.

1953—They made a continuous long goods dryer with automatic loading and unloading.

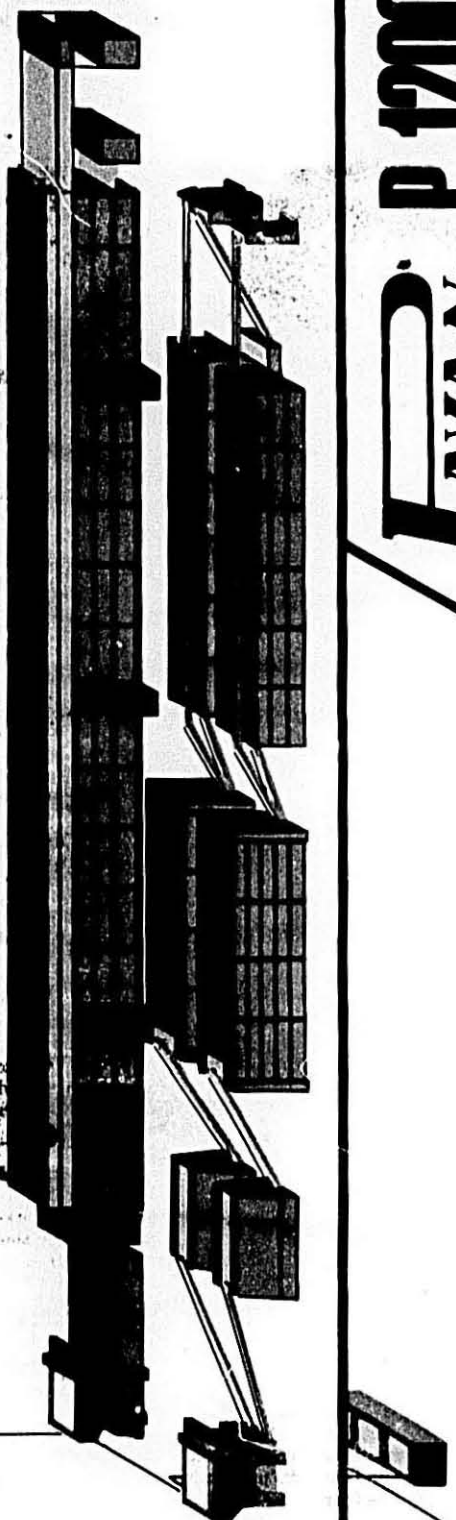
1954—Pavan was the first to market a press equipped with stainless steel troughs, shafts and blades, heavy duty chromium coated screw, the P.600, with an hourly production of 600 kilograms.

1956—They put on the market the prototype of the belt type short cut dryer with composable sections for continuous and discontinuous production.

1959—Pavan automated nest and coil production. Trays were abandoned and replaced by a handy basket dryer.

1962—The continuous belt type nest dryer combines with the already proven short cut TR.56 dryer.

1964—The largest capacity press is created—the twin screw P.1200. With its partner, the P.600, production giants.



PAVAN® P 1200

THE LARGEST LINES IN THE WORLD

30 tons short goods and 24 tons long goods daily with night production storage and simultaneous packaging of day and night production in 8 working hours.

(*) dry product.

TO MAKE PASTA
IS EASY
TO MAKE IT GOOD
IS NOT SO EASY
WHY NOT LET AVAN®
HELP YOU

Plans for Product Promotion

by Theodore R. Sills, public relations consultant, National Macaroni Institute.

AS we enter into the next decade, our whole emphasis is on increasing sales—on broadening the market.

At first glance, this seems like a fatuous generality, but consideration of the problem lying in front of us should dispel this.

Everyone, of course, is interested in increasing sales and broadening the market, but in the case of macaroni manufacturers—and all food manufacturers—this is absolutely a must in order to survive the next decade with a profit.

Caught in the Middle

After a recent survey made by Forbes Magazine among the top food manufacturers, the editors have this to say:

"All in all, 1965 is a very reassuring year for many food companies. While their market was growing with the size of the U. S. population and better standards of living here and abroad, so were the competition and the cost of doing business. Controlling neither their raw materials supplies for the supermarkets that distribute what they make, the food companies are middlemen, with only marginal control over their own costs and markets."

And this, mind you, referred to the year of 1965. In the next ten years, the problem of the cost of raw materials supplies and labor will accentuate the difficulties that lie ahead.

Rising Costs

A second problem facing manufacturers, also from the same article in Forbes, is commented on by William Murphy, president of Campbell Soup Company.

"Campbell's major headache, as well as the industry's, is rising promotion costs. The outlook has become rougher with the advent of color-TV commercials threatens to balloon ad costs by 35 per cent." Murphy figures the only way to stay prosperous is to lift sales faster than costs—and this is your problem, too.

Macaroni Is Popular

We know we have a popular product—one that the public likes, serves at home or eats in restaurants.

We know, also, that we face increasing competition from products such as rice, instant and frozen potatoes, as well as frozen macaroni dinners and the combination dry dinners.

We also have a product that is considered a high-calorie product by non-



Theodore R. Sills

user and user alike. But, most importantly, we have a product that has high acceptance with the youth market—and that is the big market of the next decade.

I should point out that while we are facing increasing competition from other products, conversely they are facing a great deal of competition from us. Our planning always carries the aim of switching rice, beans and potato users to macaroni products.

As far as the high-caloric image of macaroni is concerned, we are constantly at work to negate this image and to present macaroni as a good-tasting, highly desirable product with a fairly low-calorie content. So, while we have problems, we also are constantly striving to overcome them.

A Look Ahead

Let's look at the next ten years' market to see what we are facing. Last July in New York I discussed the significant figures of the next two decades. But 20 years is a long range. The next ten years, however, are practically upon us. We are starting that next decade right now.

So let's enter the spirit of '76—1976, that is—and see what's ahead. All of our planning, and all of your planning, must be on the crucial next ten years. Certainly, your competitors are doing this. I think that we in the macaroni industry should make our plans on this next short-range, ten-year period.

What will the next ten years be? What will be the configuration on the profile of the American population by

1976? As you know, the population today is somewhere around 195,000,000. The expert prognostications for 1976 will be a population of approximately 230,000,000. It also is estimated that approximately 82 per cent of this increase will be among persons under 35 years of age.

This points to several important facts. In the first place, our survey, made a year and one-half ago by Market Facts, points out that the heaviest users of spaghetti and macaroni are in the age group of 35 and under. By projecting the image of macaroni as the "go-go" food of the alive, alert younger generations, we can materially increase the per-capita consumption of macaroni products.

Consumption Up

According to the Institute figures for 1965, a total of 1,750,000,000 pounds of macaroni products were consumed for a per-capita consumption of about nine pounds. Therefore, the industry in the next ten years must plan to produce almost 320,000,000 more pounds of macaroni than it is producing today.

Or, in the next ten years, if the same rate of per-capita consumption is maintained, you will have to figure on an increase in your production facilities of almost 20 per cent.

I do not think that the per-capita of nine pounds will remain. We are shooting for an increase in per-capita consumption of 11 pounds, and I believe the industry should figure on this, also. At eleven pounds per-capita, the figures become 700,000,000 and 40 per cent over the present production.

Prepare to Expand

The inevitable conclusion of these projections means that the industry must be prepared for a tremendous expansion of its efforts to communicate with and sell its prime markets.

You will not only be faced by a great increase in production, but—more important—there is a necessity to keep an ever-increasing communication with this vastly growing population and keep these new markets sold on macaroni products.

This resolves itself into a two-pronged effort: Not only must the commodity be sold through the Institute, but you are faced by a tremendously important drive to sell your own brand name. Along with the sales effort directed to the ever-expanding public

(Continued on page 20)

Plans for Product Promotion—
(Continued from page 19)

comes hard merchandising and sales efforts directed toward the retail outlets.

The Negro Market

I have mentioned the vast increase in our population among persons under 35. There are other important and increasing markets that also must be considered. One of the ever-growing important markets for the industry to develop is the Negro market.

When I last talked before the Association in July, I used the current figures at that time of the Negro population of 20,000,000 Negroes with an expendable annual income of \$22,000,000,000. The latest figures which have just come out on the Negro market now report that there are 21,500,000 Negroes in the country with an estimated gross income of \$27,000,000,000. Ten years from now, it is estimated that the Negro population will be between 25,000,000 and 26,000,000 with an income of \$40,-\$50,000,000,000.

The two significant things that are happening to the Negro market are the fact that the Negro population is increasing faster than the white population (4.4 vs. 3.6). The other important fact is that the economic status of the Negroes is having, and will have, a tremendous upward surge.

The location of the Negro market is a big reason why this market is taking on a new significance to you. It isn't primarily a Southern market any more. More than half of the nation's Negroes—probably close to 60 per cent—now live outside the Old South, and more are moving out all along. This was not just a migration northward; it is a migration to the big cities all over the country. More than half of all Negroes now live in 78 cities. More than one-third of the total live in the 25 largest cities alone.

The effect of this concentration has been enormous. Cleveland is more than 30 per cent Negro; Chicago is over 25 per cent; Philadelphia around 30 per cent; Washington, D. C., about 55 per cent. It is estimated that within ten years, Chicago will be more than 50 per cent Negro, and other cities, such as Detroit, New Orleans, Cleveland, St. Louis, Philadelphia, and Atlanta could theoretically go over the 50 per cent mark sooner than Chicago. While New York has a smaller Negro population percentage-wise—some where around 16 per cent—the Negro population of New York City is more than one million and is equal to the sixth largest city in the country.

Eat More Macaroni

Another important point is that while the national figure of Negro family median income approximates 50 per cent of the whites—in key markets, such as Chicago, Detroit, Los Angeles, New York, Washington, D. C. and San Francisco, to mention a few, the Negro family income now averages more than 80 per cent of the white family incomes. When you take into consideration the fact that the average Negro family purchases 50 per cent more macaroni than the white family, the importance of this market to you is readily discernible.

These are two of your important markets—the youth and the Negro—in which your public relations program is concentrating. In addition, there is the labor market, which is most important. According to our Market Facts' survey, laboring people consume more food and more macaroni products than the white-collar workers. The laboring man has more leisure time than ever. And, apparently, he will get more. All of us were startled by Quill's recent demand for a 32-hour week—8 hours, 4 days a week. Nevertheless, this is a national trend—a shortening work week—that we must take into consideration. This means more leisure time, and this can make sweeping changes in the food-buying habits of large segments of our market.

Consumer Comments

I recently attended a McCall's Magazine Consumer Panel. Of great interest, I believe, were the views expressed by many of the women on the panel. The age group ran from 22 to 40, and the income ranged from \$5,000 a year up to \$11,000 a year.



Service Awards Presentation. During a recent Marketing Conference, held in Kansas City by the American Beauty Macaroni Company, service awards were presented to three veteran employees of the firm by Ralph Sarli, executive vice-president—sales. Sarli (second from left) extended congratulations and presented lapel pins to (left to right) Harry Harper, unit manager, Dallas-Fort Worth, in recognition of ten years of service; A. H. Adams, unit manager, Oklahoma, fifteen years service; Henry Duni, unit manager, Kansas City, twenty-five years with the company.

American Beauty, founded in Kansas City in 1912, presently manufactures and markets its spaghetti, macaroni, egg noodles, packaged dinners and related products through several plants located in St. Louis, St. Paul, Denver, Dallas, Los Angeles, and San Diego, in addition to its home office and Kansas City plant.

I had the McCall's Magazine people throw in a couple of questions on the feeling of the panel toward macaroni, spaghetti and noodles versus the canned and frozen products. The panel was practically unanimous on its feeling that they did not like the frozen product and used the canned products sparingly. Their feeling was that they preferred to start "from scratch" with the dry product and build their meal from there. This was most encouraging. Yet we do not know who the frozen buyers are and why they seem to prefer the frozen over the dry macaroni outside of the convenience. We ought to find this out.

Summary

I'd like to sum up: As we enter into this next decade, the industry is faced with many problems. Problems of rising costs of raw supplies, rising costs of labor, and general rising costs of doing business that contribute to the profit squeeze. But, hopefully, this will be accompanied by rising consumption of macaroni products.

With the vastly growing market that is ahead of us in the next ten years, we must concentrate on a hard-hitting job of communicating with our customers and our potential customers through intensified effort in both our Institute public relations program and the advertising and promotional programs of the individual manufacturers. So, we must set our goals on the new spirit of '76 and make every effort to communicate with and capture this growing market.

"The trouble with success is that the formula is the same as the one for a nervous breakdown."

Quality

NEVER DROPS OFF

DURAKOTA
#1 Semolina

PERFECTO
Durum Granular

EXCELLO
Fancy Durum
Patent Flour

when you specify
North Dakota Mill and
Elevator Durum Products

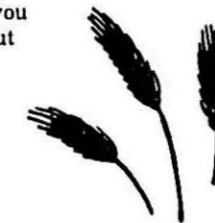
Start with the world's best durum . . . give it the advantage of superior laboratory and testing facilities . . . mill it with up-to-the-minute skills and equipment. This is the way we've built our reputation for consistently high-quality durum products for leading macaroni manufacturers. And that's not all of the story. The world's best durum products deserve the best service. We make sure your order goes out — when you asked for it. Isn't it about time we got together?



North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"

GRAND FORKS, NORTH DAKOTA PH. 373-4841



DURUM DIVISION

CONVENTION SITE

THE 62nd Annual Meeting of the National Macaroni Manufacturers Association will be held July 12-15 at the Drake OakBrook, Oak Brook, Illinois.

Unusual Setting

This setting is an unusual hotel in an unusual community just fifteen minutes from Chicago's O'Hare airport and thirty minutes away from Chicago's Loop.

Roughly, Oak Brook lies between Meyers Road, Cermak Road, and the East-West Tollway, Tri-State Tollway, and York Road. It extends over six square miles of choice Dupage County countryside.

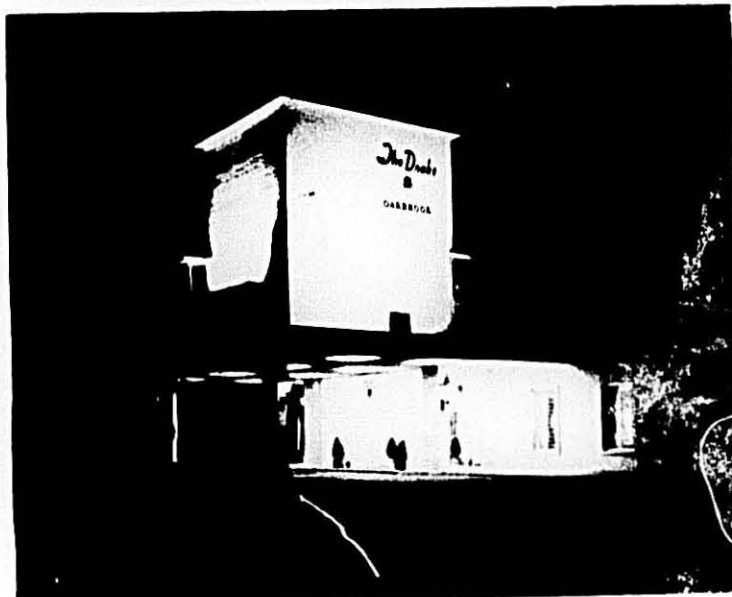
A group of internationally known consultants spent five years in planning the project which preserves natural scenic spots such as Ginger Creek and York Woods as the setting for rural elegance.

There is a sports-recreation center, already famous as the international polo capital.

The development includes the multi-million dollar Oak Brook Shopping Center, an industrial-business communications center including the new laboratories for Armour & Company for improving and developing company products. Arrangements are being made for a tour of these facilities.

Fine Facilities

The Drake OakBrook, which opened in the fall of 1962, has 160 rooms and suites and attractive public spaces. It offers guest privileges at the adjoining York Golf Club and has arrangements with two other clubs offering facilities of three of the Midwest's finest courses. Tennis courts are on the grounds and other sport and recreational activities include archery, shuffleboard and skeet shooting. Unspoiled countryside with



The Drake OakBrook at night.

miles of bridle trails that wander along quiet streams and through impressive woodlands makes riding a pleasure.

Italian Maitre'd

Known for good food, the Drake staff at OakBrook is headed by a smiling, courteous Italian import named Gino diRenzo, a European-trained maitre d'. Born in Termoli, Italy, the maitre d' worked in his father's restaurant as chef, waiter, cashier, "everything," he recalls. His offering should be appreciated by macaroni connoisseurs.

Communication Theme

The theme of the meeting will center on communications — with employees, with customers, with the various seg-

ments of the public.

Starts on Tuesday

The Board of Directors will meet on the opening day, Tuesday. In the evening, a Reception and Entertainment Party will be held for all association delegates. General sessions with special speakers at luncheon meetings are planned for Wednesday and Thursday, with the Rossotti traditional banquet scheduled for Wednesday evening and the Association dinner-dance on Thursday evening. The Board of Directors winds up proceedings on Friday morning, July 15.

The Drake OakBrook has a casual atmosphere which we think those attending our Annual Meeting will appreciate. As the outdoor social center of the hotel, the magnificent pool provided for the enjoyment of guests offers active sport or relaxation. Swim if you wish in the crystal clear pool, enjoy informal snacks and beverages at a handy terrace table or loll in comfort on the shady patio.

The relaxed and gracious country club living plus built-in urban conveniences will make your stay at the Drake OakBrook an occasion to remember.

Details on how to get there, reservation cards and program plans will be mailed as available, the National Macaroni Manufacturers Association office announces.

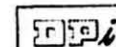


FOOD SERVICE MGR

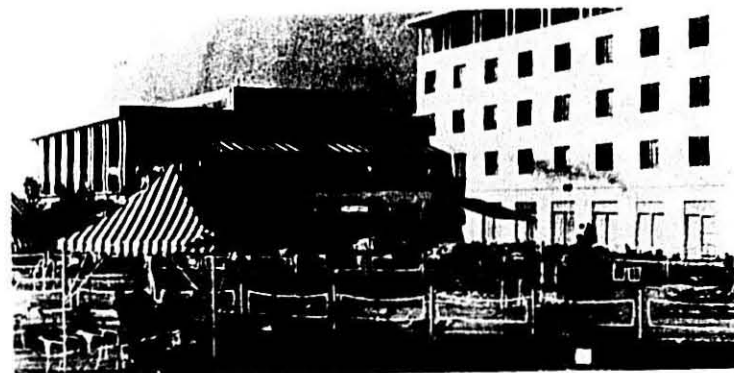
There's a new excitement about spaghetti. The addition of 1.5% MYVAPLEX® Concentrated Glycerol Monostearate to the spaghetti you make keeps its appearance, flavor, and texture just as inviting in the steam table as when it comes fresh out of boiling water at home. Food service managers will want to serve it more often. You can look forward to a broadening market.

MYVAPLEX Concentrate does not affect flavor. It meets the requirements of U.S. Food and Drug Definitions and

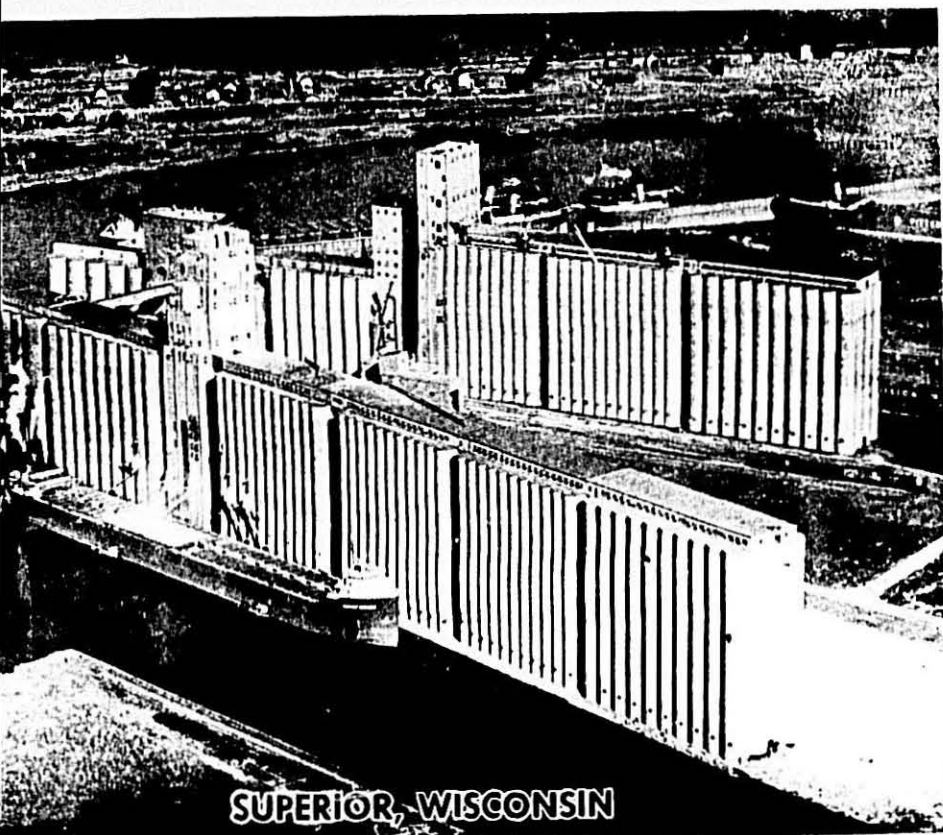
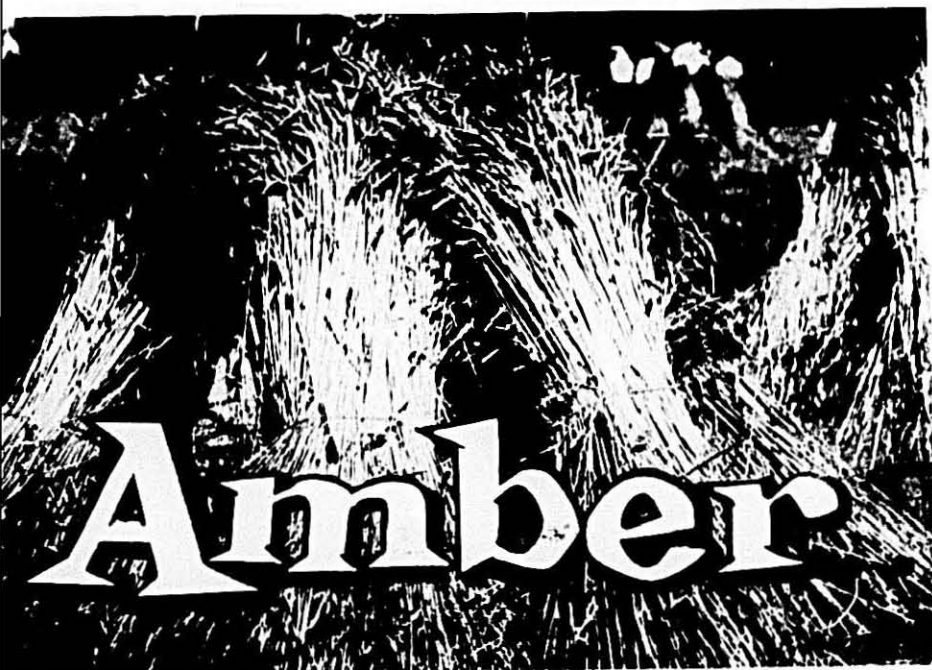
Standards of Identity for Macaroni and Noodle Products as amended. Learn more about its advantages by getting in touch with *Distillation Products Industries*, Rochester, N.Y. 14603. Sales offices: New York and Chicago. West Coast distributors: W. M. Gillies, Inc.



Distillation Products Industries
is a division of Eastman Kodak Company.



Poolside at the Drake OakBrook.



SUPERIOR, WISCONSIN



.color-quality!

Be Sure... Specify Amber

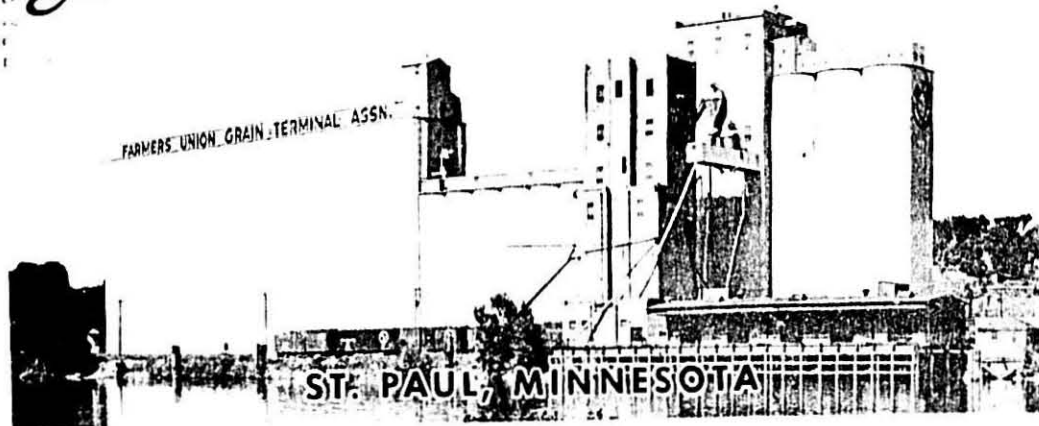
Every Shipment from Amber Milling has the unmistakable amber color that identifies top quality Semolina and Durum Granular. When you find top quality, it is the same color as Amber Venezia No. 1 Semolina and Imperia Durum Granular. Protect your brand name—specify Amber... uniform color, granulation and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

stant 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. To get the whole story, call Gene Kuhn... Midway 6-9433.

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



SEMI-ANNUAL DURUM REPORT

| | Acreage Harvested (000's) | | | Yield Per Acre (Bu.) | | | Production (000 Bu.) | | |
|---------------|---------------------------|-------|-------|----------------------|------|------|----------------------|--------|--------|
| | Average 1959-63 | 1964 | 1965 | Average 1959-63 | 1964 | 1965 | Average 1959-63 | 1964 | 1965 |
| Minnesota | 37 | 77 | 68 | 26.9 | 28.0 | 31.0 | 1,029 | 2,156 | 2,108 |
| North Dakota | 1,415 | 1,998 | 1,938 | 21.8 | 29.0 | 31.5 | 32,397 | 57,942 | 61,047 |
| South Dakota | 110 | 112 | 103 | 15.3 | 15.0 | 22.0 | 1,792 | 1,680 | 2,269 |
| Montana | 177 | 185 | 120 | 18.8 | 24.0 | 26.5 | 3,539 | 4,512 | 3,190 |
| California | 9 | 7 | 5 | 59.6 | 55.0 | 57.0 | 542 | 385 | 265 |
| United States | 1,748 | 2,382 | 2,234 | 21.4 | 28.0 | 30.8 | 39,299 | 66,875 | 68,804 |

Durum Production

THE Agricultural Marketing Service of the United States Department of Agriculture has released its semi-annual durum report which reads as follows:

Although wet weather delayed planting of durum wheat and extended the harvest period in the main producing areas, the growing season was quite favorable, and the 1965 crop was estimated at 68,900,000 bushels. This was three per cent more than the 1964 crop and 75 per cent above average. Other Dakotas increased production over 1964 but output was lower in Minnesota, Montana and California. Average yield per harvested acre for all States was 30.8 bushels, 2.8 bushels above last year. 2,234,000 acres were harvested this year compared with 2,382,000 acres in 1964. A total of about 30,000,000 bushels of 1965-crop durum was harvested after extensive rains in North Dakota, Minnesota and Montana. Much of that harvested after the rains show-

ed considerable sprout damage, the U. S. D. A. reported.

Commodity Credit Corporation

Sales of durum by the Minneapolis Branch Grain Merchandising Office of CCC during the period July 1 through December 1965 amounted to 13,310,201 bushels, all for export. The CCC owned 44,959,559 bushels on July 1, 1965. In a move to protect the high quality durum wheat export market, the CCC on January 20 established a special subsidy policy to discourage export of sprout-damaged grain from the 1965 crop. Under the special policy, a premium of 10 cents per bushel will be paid when durum wheat with less than 4 per cent sprout damage is made available for export from free stocks. This premium will be applicable only to subsidy bids received and accepted subsequent to this announcement—CCC had 8,000,000 bushels of old crop durum stored in terminal elevators and 2,000,000 bushels stored in binsites at mid-January

1966 when the subsidy was announced.

In Canada

At the end of December 1965 Canada's visible supply of durum all positions amounted to 21,041,000 bushels, less than half that of a year ago when their visible supply was 44,234,000 bushels. Commercial disappearance—domestic and export (August 1 through December 29)—amounted to 23,611,000 bushels. Domestic use accounted for only 1,639,000 bushels and that included a portion milled for export.

Farmers in the Canadian Prairie Provinces reduced the acreage seeded to durum wheat 56 per cent in the spring of 1965 from that of 1964 but growing conditions were favorable and average yields at 21,300,000 bushels per acre were 20 per cent above the 1964 crop output. Based on condition October 15, Canada expected a crop of 17,900,000 bushels, compared with the 1964 crop of 33,600,000 bushels and the 1963 crop of 53,400,000 bushels.

Midmonth average prices received for Durum Wheat by North Dakota farmers

| | Jan. | Feb. | Mar. | Apr. | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
|------|------|------|------|------|------|------|------|------|-------|------|------|------|
| 1964 | 2.03 | 2.02 | 1.96 | 1.92 | 1.80 | 1.49 | 1.42 | 1.32 | 1.36 | 1.36 | 1.37 | 1.35 |
| 1965 | 1.35 | 1.33 | 1.33 | 1.33 | 1.33 | 1.28 | 1.28 | 1.28 | 1.28 | 1.28 | 1.26 | 1.29 |

Durum Export Customers, July-December 1965 (1,000 bushels)

| | No. 1 | No. 2 | No. 3 | No. 5 | Total |
|----------------|-------|-------|--------|-------|--------|
| Belgium | — | 94 | 395 | — | 489 |
| France | — | — | 4,805 | 1 | 4,806 |
| West Germany | — | 240 | 165 | — | 405 |
| Netherlands | — | 1,448 | 1,344 | — | 2,790 |
| Italy | — | 55 | 1,835 | — | 1,890 |
| Spain | — | — | 592 | — | 592 |
| United Kingdom | 38 | — | — | — | 38 |
| India | — | — | 271 | — | 271 |
| Lebanon | — | — | 1,162 | — | 1,162 |
| Venezuela | — | 256 | — | 374 | 630 |
| | 38 | 2,091 | 10,569 | 375 | 13,073 |

| Durum Stocks (1,000 bushels) | Jan. 1 1965 | Oct. 1 1965 | Jan. 1 1966 |
|---------------------------------|-------------|-------------|-------------|
| On Farms | 47,177 | 75,035 | 56,902 |
| Commodity Credit Corp. | 1,865 | 1,931 | 1,911 |
| Mills, Elevators and Warehouses | 44,835 | 46,456 | 39,127 |
| Total | 93,877 | 123,422 | 97,940 |

Durum Promotion in Japan

Plans have been completed for a Durum-Macaroni promotion in Japan. Jointly sponsored by U. S. wheat producers and the Macaroni Association of Japan the aim is to promote the use of U. S. durum in Japan's fast-growing pasta industry.

Twenty-five thousand colorful booklets have been printed, each containing 15 nutritious and easily prepared dishes. The booklets will be distributed to housewives, chefs, cooking school instructors, and manufacturers who attend any of the 80 cooking seminars to be held throughout Japan over the next 12-month period. Also printed up were 10,000 promotional posters.

Recent Sale

The first regular commercial sale of U. S. durum to Japan was made in December when the Food Agency purchased 3,000 tons of U. S. No. 2 Hard Amber Durum. Their future plans call for monthly purchases of 3,000 ton lots for several more months but the

THE MACARONI JOURNAL

amount will be shared equally by the United States and Canada. Purpose is to get wheat from both countries into normal usage channels where commercial reaction can be checked. This reaction then will become one of the major factors in the Food Agency's final import policy on durum.

CEREAL TECHNOLOGY ACTIVITIES

Highlights from the annual report of Dr. Kenneth A. Gilles, Head of the Department of Cereal Technology of the Agricultural Experiment Station at North Dakota State University, for the fiscal year 1964-65.



FUNDAMENTAL research and varietal evaluation studies have proceeded on the three main cereal crops grown in North Dakota: malting barley, durum wheat and hard red spring wheat. During the past year, the cereal crops provided approximately half of the income of the state of North Dakota. The activities of the department have included close cooperation with the Spring Wheat Quality Laboratory of the U. S. Department of Agriculture. Mutual cooperative work has resulted in an increasing number of scientific and educational articles which have appeared in scientific journals, trade publications and the popular press.

New Wing

Considerable effort was directed toward the planning for a new wing on the Cereal Technology Laboratory. Through the efforts of many people the 1965 legislature provided funds for this construction: \$300,000 was included in the Agricultural Experiment Station budget and an additional \$100,000 from the funds of the North Dakota State Wheat Commission.

The pilot plant milling facility has been improved and expanded. When completed it will be used for applied research and the wheat and milling quality evaluation studies conducted for the milling industry in cooperation with the Cereal Industry Council.

Wheat Lipids

The research on the lipids of durum and hard red spring wheat has been extended and the method for the detection and estimation of farina in mixtures of farina and semolina has been developed and improved. It is now possible to detect the presence of farina not only in the ground product from the mill streams but in the finished macaroni product as well. The work was expanded to compare the thin layer chromatography method with that method involving infra-red spectrophotometry as described by the Italian workers. After numerous comparisons, it was concluded that the separation of the stirosterol palmitate by means of

thin layer chromatography and subsequent detection of the quality of material by means of densitometry was a more accurate and specific technique. The infra-red spectrophotometric method was influenced by organic groups typical of compounds other than those specifically present in the ground products derived from Triticum durum or Triticum vulgare. At the present time we feel that the thin layer chromatographic technique in conjunction with photoelectric densitometry is the most accurate method available for the detection of semolina with farina.

Starch Differences

Research on starch has indicated several differences in physical and biological properties in starches isolated from T. durum and T. vulgare. These data suggest that durum starches have a less compact granule structure than other wheat starches. Moreover, starches from several spring wheat varieties differ markedly in gelatinization characteristics.

Studies on the rate of iodine absorption by starch have indicated that damaged granules absorb iodine at a faster rate than do undamaged ones. A technique involving an amperometric titration has been developed which is reproducible, rapid, economical and convenient. Moreover, the amperometric method appears to give linear results over an extended range.

Technical Papers

Seven technical papers which were presented at the Industrial Advisory Committee meeting in April, 1965 were subsequently given at the 50th Annual Meeting of the American Association of Cereal Chemists. Staff members were in constant demand during the year to talk before groups, on radio and television.

Because of increasing interest in exports, the Cereal Technology Laboratory has participated in a number of collaborative tests with the International Association of Cereal Chemistry, and the Grain Research Laboratory of Winnipeg, Canada. These international contacts provide for an exchange of technical methods and data for the evaluation of grain which moves in inter-

national commerce. These collaborative efforts were well received.

Personnel

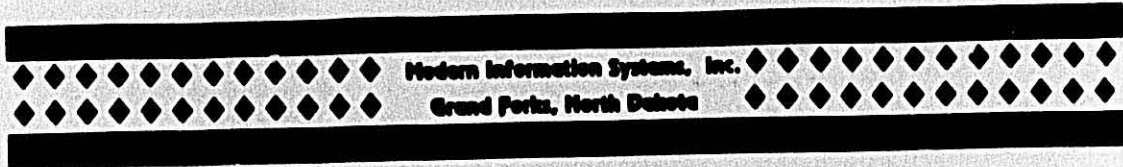
In September, 1965 Dr. Clarence E. McDonald formerly of the USDA, Western Utilization Laboratory at Albany, California, joined the staff as an associate professor. The increased research activity has warranted the approval of a new staff position which it is hoped will be filled in the near future. The Rockefeller Foundation has awarded three fellowships for graduate research from Mexico and Argentina. The people that occupy these fellowships are mature workers who have begun work toward advanced degrees.

Grants

In the area of new and expanded research activities notification of grants from the USDA and the National Science Foundation were received. These grants will strengthen the basic research program and permit expansion of activity in the area of wheat protein research. Further assistance was offered by the Director of the Agricultural Experiment Station, who provided funds for a Beckman Amino Acid Analyzer. The grants from the Malting Barley Improvement Association, the North Dakota State Wheat Commission and the National Macaroni Manufacturers Association have been continued. These grants provide approximately 39 per cent of the operating budget of the department.

Quality Surveys

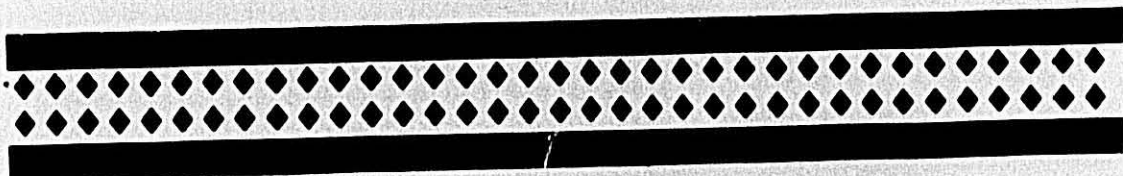
For the fifth consecutive year wheat quality surveys have been completed in cooperation with the Agricultural Extension Service, the North Dakota State Wheat Commission and the Farmers Grain Dealers Association. Reports of these studies on the quality of the hard red spring wheat and durum wheat crops have been written and widely distributed. The continued interest in Europe for information relative to the spring wheat crops has continued. This seems to indicate the great need for further information concerning the quality of the spring wheat crops if we are to remain competitive with the tremendous promotional activity now under way in the other wheat producing areas of the world.



MISSING DOCUMENT

Identified as:

Pgs. 28 & 29



THE MILLER WANTS QUALITY WHEAT

by Mark W. K. Heffelfinger, Executive Vice President and
Director of Milling Operations, Peavey Company,



Mark W. K. Heffelfinger

WHAT makes a flour miller happy? The answer is: "Quality wheat!" First we must get more specific and define what we mean by quality. It is a characteristic or attribute and is the general word applying to something possessed by a thing that helps to give and distinguish its special character—either by belonging to it by nature or given to it. Certainly, by implication, when something has quality we assume it to be good, but it can also be poor, so really we are talking about good quality which makes us happy.

In the early days of milling in this country quality was no more or no less than the wheat brought to the local mill and ground for a fee by the miller, and the vendor of the wheat virtually received the same quality as the wheat he tendered. Obviously, the modern day concept is 180 degrees different, and the user of the flour—whether it be housewife, cookie, cracker, bread or pretzel baker or macaroni manufacturer—expects to buy a product from the flour miller which will suit his exacting specifications and satisfy his wide-spread customer demands.

Today in India

Just for a moment let's compare this with the process in India today as described by George Swarbrick in the February issue of the Northwestern Miller.

"Would the Indian problem be eased if wheat in edible form, that is, processed in the form of flour, were shipped instead of whole grain? It's a question now being debated in U.S. milling circles. And the answer is in the negative if U.S. type flour of 72-78% extraction is meant.

On arrival at the chakki with his purchase, the customer either cleans and dresses the wheat himself by passing it through a sieve which is kept on the premises, or he may hire one of the women squatting by the chakki to do the job for him. He accompanies her efforts with various imprecations concerning her abilities though this appears to have little or no effect on the end result.

When this is done, the chakki operator weighs the wheat and notes the

amount on a slip of paper which is placed with the wheat awaiting its turn at the mill. The customer squats alongside keeping his eye on the purchase. Each customer's wheat is ground strictly in rotation—the average Indian is a metrological man, deeply conscious of protocol and there's no shovin' or pushin', extreme politeness being the order of the day, contrary to what happens when an Indian boards a train or bus.

After grinding, the miller takes the product and weighs it again. A small deduction, known as *uajial*, is made by the miller to allow for loss during grinding, and the amount is scaled according to the season of the year. During the *uajial* season, the deduction is usually on the high side of the range. And the miller collects a few annas for his grinding fee.

On arrival home, the womenfolk are usually called upon to sift the *ata* to get rid of the larger particles of bran. Thus, it is easy to see the type of product a U.S. miller would have to manufacture to meet the demands of the market.

The Indian is quality conscious, having his own testing methods. The end product of his *ata* must taste just right and feel right, and have the requisite thickness or thinness. His definition of quality is motivated, simply, by what he has been accustomed to all his life."

Back in the U.S.A.

Meanwhile, back in the U.S.A., the flour miller's customers are accustomed to continue improvements, and demanding specification products which not only meet the consumer demand, but also the strict regulations of government on sanitation, labeling, weights, additives, etc.

Adequate Supply

Perhaps there is, first of all, a real relationship between quality and price. For instance, if something has just a little bit better quality and costs a good deal more, the real value isn't there. Maybe then the first consideration to a flour miller should be adequate supply. You know—supply, demand, and the price curve. Therefore,

we, as flour millers, have a vital interest in supporting those activities which will help produce varieties of wheats which will survive and thrive in the areas where they are intended to be grown. We are dependent upon varieties which will not be wiped out by stem or leaf rust or soil diseases; will not lodge in the fields or shatter when harvested; will mature in time, etc. Yes—we definitely are interested in bushels, and just to quote the June 30 carry-over figures for a moment as of July 1:

| Year | Million Bushels |
|------|-----------------|
| 1960 | 1,314 |
| 1961 | 1,411 |
| 1962 | 1,322 |
| 1963 | 1,195 |
| 1964 | 901 |
| 1965 | 819 |

"U.S. wheat stocks will fall 8% in the year ending next June 30 to 750 million bushels, the smallest carryover since 1953, about half as big as the 1964 surplus. However, grain merchants should figure this year's booming exports may trim the surplus 20% to 650 million, less than a year's domestic needs. They argue the Government should declare 600 million bushels an untouchable reserve for national security."

"The facts are that, with exports now indicated as high as 800,000,000 to 850,000,000 for 1965-66, the carryover may be reduced almost 200,000,000 from last year to 625,000,000, the smallest since 1953."

It is obvious that we are more interested than in any of the last six years at obtaining bushels.

Milling Quality

Next, let us consider milling quality and its importance. Here, once again, value plays an important role in the demands for Northwest wheats, and

(Continued on page 32)

★!!@#@!

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The Miller Wants Quality Wheat—

(Continued from page 30)

particularly by those millers who are located in areas that have access to other wheats as an alternative and are supplying domestic buyers who have a wide choice of flour products. Not considering baking characteristics for the moment—I would say the three most important values or quality factors to the miller are sanitation, how well the wheat yields, and the percentage of patent versus first and second clears. Any type of contamination in wheat at the mill is a real source of problems, and, therefore, a real cost factor which discounts the value of the wheat in the miller's mind. Conversely, wheats which yield well in the mill are worth a premium. Using the government conversion factor of 2.283 bushels of wheat to produce 10 lbs. of flour on a 72% extraction rate type of milling, if wheat were worth \$2.50 a bushel at the mill, every 2/100 in lower yield means approximately 5% per cwt in material costs. Along this same line, if the wheat will yield a high patent percentage—and patent flours are worth 5¢ to \$1.00 per cwt more than clears—each additional percent of patent means greater value in the wheat to the miller.

End Product Results

Finally, and perhaps most important, let's look at the value of wheat to the miller in terms of end product quality, and for this purpose, let's talk baking characteristics and macaroni manufacturing properties. What do the millers' customers want? Value, quality and happiness too. All of you who have attended this and other meetings of the Crop Quality Council I'm sure know what I mean, but just so we are all talking the same language, quality is uniformity (from shipment to shipment), color, protein, ash content, mixing time, departure time, elasticity, crumb structure-gluten quality, absorption, spread factor, viscosity, pH, gassing power, amylase activity, cooking quality, specs, grit count, sanitation index—yes, different things to different people—our customers.

But why? And we complete the cycle and come right back to the beginning. When people are hungry they will eat anything—ever had a chappati?—but where there is a choice, the preferred product and best value will be sold.

All of us here are interested in expanding the domestic and foreign markets for wheat and wheat foods. We can't do it without the best bread, cakes, pies, cookies, crackers, macaroni, spaghetti, noodles, flour, semolina and the best wheat. The Best Quality Wheat—That's what Happiness is.

A Description of Macaroni

by Daniel Maldari, D. Maldari & Sons, Inc.

THE first half of the 20th century has seen the tremendous and unprecedented growth of the macaroni industry in the United States from its infancy to a leading industry boating the world's greatest output per unit. Hard pressed to supply the great needs of home consumption, the industry is nevertheless exporting its products to all parts of the world.

Research in the field of macaroni extruding has been synonymous with the surge of expansion, improvements, innovations, and modernization of macaroni producing equipment. D. Maldari & Sons, Inc. has been a leader in the research field in its quest to help the manufacturer obtain the greatest output per die, fine quality, and most pleasing appearance of his products.

It was in the not too distant past that the macaroni producer believed one die was much the same as another, and that the question of producing a high grade macaroni depended on the mixing and handling of the raw material. They expended all their skill on regulating the dough as to its moisture content and texture, and applied untiring efforts to regulation of the press, many times not cognizant of the fact that most of their difficulties could be overcome by a properly constructed die or mould.

It will be interesting to review quickly the history of macaroni dies in the United States.

First Dies Were Copper

The first macaroni dies manufactured in this country were made of copper. Copper was selected from a standpoint of necessity because of its physical properties which bowed to human strength.

In the beginning of the macaroni industry in the United States, there was a conspicuous absence of mechanized equipment. Dies were manufactured entirely by primitive hand methods. The holes were hand-punched through a maximum thickness of 1 1/4 inches, and the outside diameter of the die obtained by chiseling the excess metal and filing. These manual methods of manufacture required a malleable material soft enough to yield to the great amount of hand-punching required—and copper possessed this physical property.

The hand-punched methods were subsequently replaced by a hand-driven drill press in 1905, and two years later the power-driven presses and lathes were drafted into service.

Bronze Alloys

With mechanization came the need for increased production by the macaroni manufacturers, obtained through the medium of greater pressures in macaroni presses. Copper, with its property of malleability, was not able to withstand the greater pressures developed by new presses. The problem, then, was to find a material which was not too difficult to machine, yet strong enough to withstand the forces brought on by increased production. The problem was thoroughly exploited, and resulted in the selection of a bronze alloy in 1909.

Bronze alloys gained quickly and steadily in popularity, and today the vast majority of macaroni dies are of bronze alloys.

And Stainless Steel

Economy-minded manufacturers however, demanded a still harder material capable of resisting wear to a greater degree than bronze—and stainless steel came into existence. The possibility of stainless steel was investigated, and a limited number of dies were manufactured for field testing. Statistics disclose that stainless steel is more wear resistant than bronze, but has the distinct disadvantage of a low coefficient of thermal conductivity. Thus, the stainless material will retain heat generated during operation and extrude a product with poor texture having a whitish appearance. The copper content of the bronze alloys is instrumental in dissipating heat, which means a cooler operating die which extrudes a superior textured product with better color.

General Types

There are two general types of dies in use: the round die and the rectangular die. Functionally, the round die has been more versatile than the rectangular die in that it has, and can be, used for both long and short goods production. The rectangular die has been restricted to production of long goods only.

The round die is subdivided into two categories: the removable type and the stationary type. The removable die is the old type used in the first hydraulic presses. This die is placed inside the cylinder of the press from the top, and rests on a shoulder at the bottom of the cylinder. Its name is derived from the fact that at the end of the piston stroke the die must be removed from the cylinder and resulting layer of hard, un-

Dies

usable dough scrapped from the top surface of the die. Thus, if continuous production of the same product is to be maintained, two similar dies must be utilized in twin cylinders. If but one die is available, then the press must of necessity remain idle as the cylinder is being refilled with dough.

The stationary type die is placed on the outside of the press under a support below the chamber. This type die remains stationary during the change-over from the empty cylinder to the full one, and the residue dough is scraped off the top of the die as the die remains in place.

Prior to the advent of the rectangular dies, the round die was used for production of both long and short goods. Today the round die is used primarily for short goods production, but has limited use for the mostaccioli and matassa type products. To explain, the type macaroni termed "mostaccioli" is a short-cut product which has its ends cut at a 45 degree angle, and is manufactured by means of an attachment fitted to the press below the die. The "matassa" is the coiled type product.

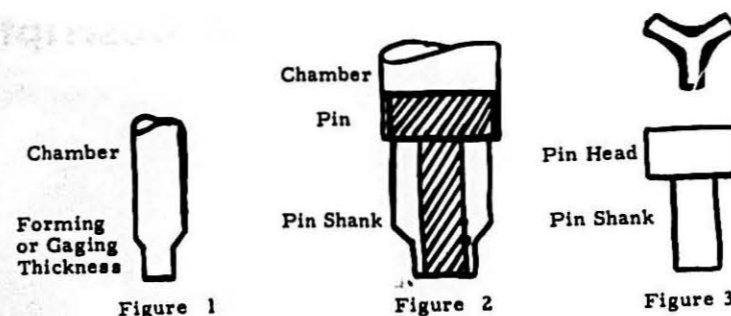
The continuous presses have made the removable type die obsolete, and short goods are produced on the "stationary" type round die, whereas long goods are produced on the rectangular type die. The latter type die is used in conjunction with the continuous automatic spreaders.

Fancy Shapes

"How do they get all those fantastic shapes?" we are often asked by amazed laymen, and "How in the world does the hole get in macaroni?" The standard answer is, of course, the die. On many occasions this summer I have brought incredulous expressions on the face of the inquirer, and then in a hushed voice comes the statement, "So they do put dye in macaroni products!"

We have received many requests from macaroni people for some miniature die or gadget which salesmen can carry with them and demonstrate to food merchants just how the hole does get in macaroni. Thus, the following explanation is given to clarify some mystifying points which bother the layman.

The great majority of the so-called weird and fantastic shapes, including the hole in macaroni, are the results of extrusion through the medium of a die. The extrusion process can be a simple one, or a complex one, and the shape



of the resulting extruded product is generally in direct proportion to the complicated design of the die.

The Flow of the Dough

In its most simple explanation, the various shapes of macaroni products are obtained by strict control of the flow of dough. For example, elbows curve by increasing the rate of flow of dough on one side of the die outlet. Sea shells curve, rotini twists, mafalda edges ripple, fusilli spirals, and margherita wriggles, all by flow control of the dough through the die.

Spaghetti Strand

Basically, the most simple macaroni extrusion is the spaghetti die in that its construction consists of an intake chamber, a forming thickness which also acts as a gaging thickness, and an outlet. The intake chamber permits the entrance of dough into the die and also has a supplementary function of proper amalgamation of dough. The forming thickness forms the shape of the macaroni, which in this instance is the round strand of spaghetti. The gaging thickness controls the diameter or size of the product, and the outlet is the actual exit for the shaped and sized dough. This is illustrated in figure 1.

Hole in Macaroni

The primary puzzle of laymen today is just how does the hole get in macaroni. Continuing the basic simple chamber construction illustrated in figure 1, a slight design change will include a ridge or ledge which permits the addition of a suspended pin as illustrated in figure 3.

This "pin" may be manufactured in a variety of shapes and designs. The illustration in figure 2 shows the most commonly used 3-wing pin.

The triangular openings in the "head" or top of the pin permit the flow of dough into the chamber of the die, where it amalgamates and forms—similar to the basic spaghetti principle. In this instance, however, the pin shank (or stem) acts as a core and prevents the dough from forming a solid strand

—thus extruding a macaroni with a hole in the tubular form. And that is how the hole gets in macaroni!

A Look into the Crystal Ball

by Charles Moulton,
DeFrancisci Machine Corporation

Statistics are encouraging pertaining to the consumption of macaroni products both here and abroad, the population explosion, the change over in some areas from rice to wheat foods, and the emphasis on the nutritional value of macaroni products by dietary experts.

While playing second fiddle in the press perhaps to snacks and so-called convenience foods, macaroni sales have been steadily mounting and will soon reach one-half billion dollars. In terms of tonnage, the U. S. turns out almost two-thirds of the output of Italy.

With these bright prospects, Demaco has been taking escalating steps to insure that the needs of the future will be fulfilled by equipment built to American standards to operate around the clock every day of the year.

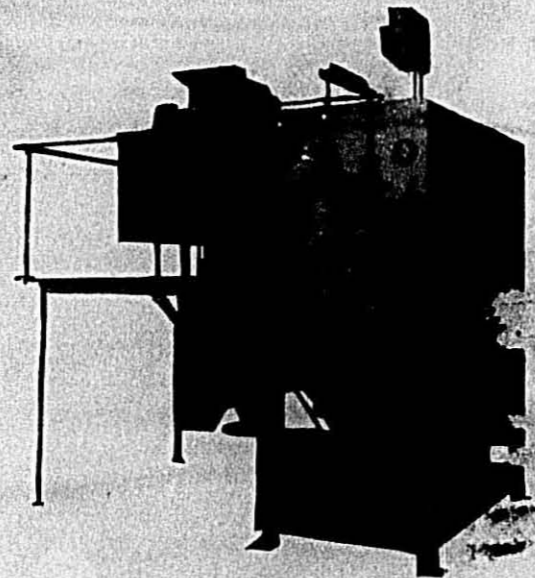
Long Goods Line

The Demaco continuous automatic line for long goods has a capacity of 1800 pounds per hour. Outstanding characteristics include simplicity and robustness of construction. The line is constructed on high sanitation standards that provide for easy maintenance and low cost. There is only one transfer point for the sticks. There is a fool-proof automatic return of the empty sticks from the stripping device to the spreader. All electric apparatus and motors are supplied in accordance with U. S. specifications. Standard "off-the-shelf" parts reduce down-time to a minimum. Initial acceptance has been good and the company is looking forward not only to good domestic sales but expanding export business.

A Frenchman, associated with one of the largest macaroni companies in France, one time told an American counterpart: "Long goods, no good." (Continued on page 36)

DEMACO SHORT CUT PRESSES

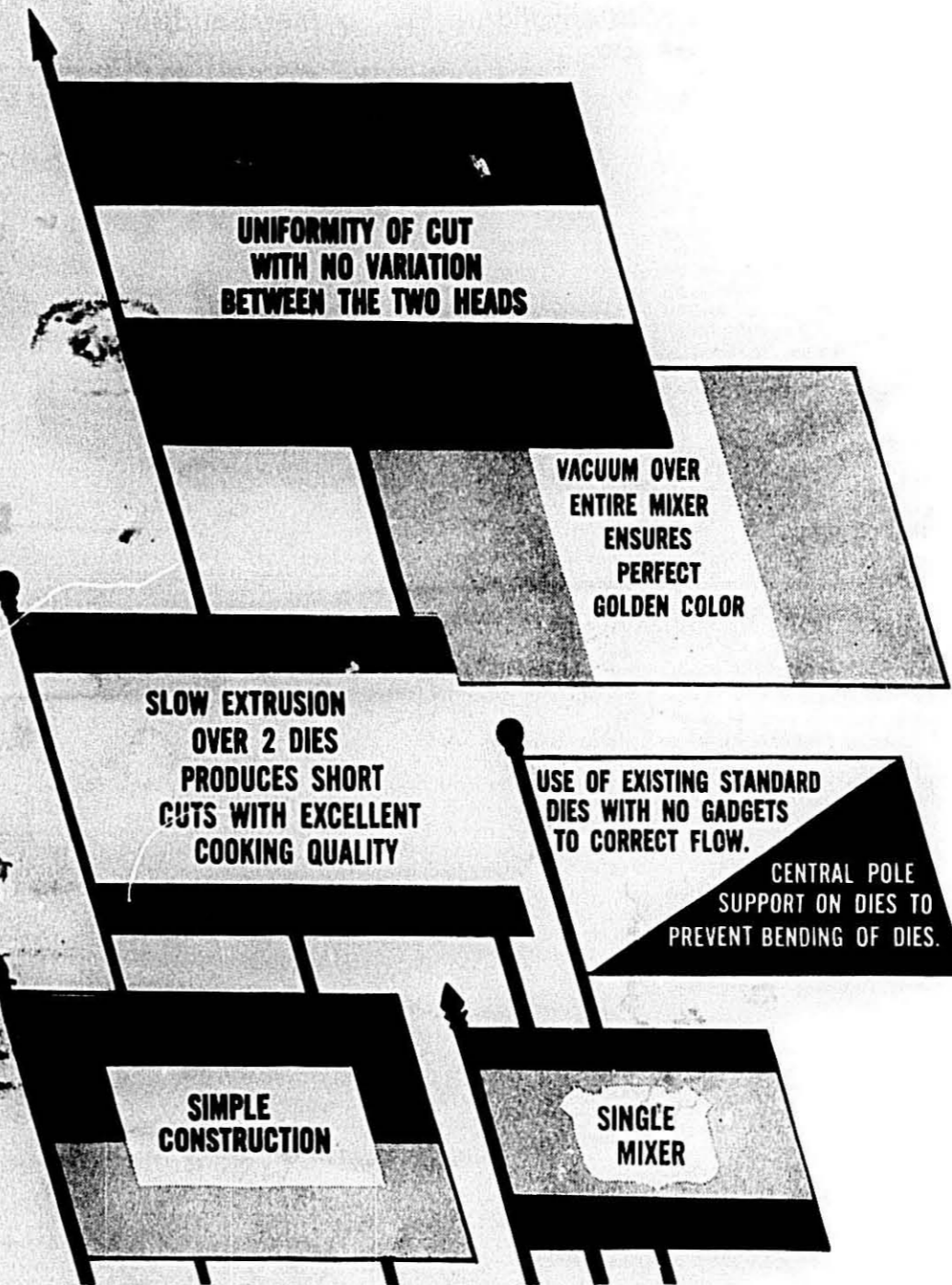
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APRIL, 1966

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(Continued from page 33)

Make short cuts, then you make money." Good advice to those who can follow it.

Short Cuts

Demaco is already producing automatic lines for short cuts with a capacity of 2,500 pounds per hour. In a few years time there will probably be still larger capacities with drying lines to handle the production of two huge presses. Ten years ago 1,000 pounds per hour appeared to be the limit, but this is no longer so. Improved drying techniques at higher temperatures resulting in a shorter drying cycle will certainly be developed in the future.

In the past year we have been greatly heartened by the enthusiastic reception accorded to our automatic canning spreader for inserting automatically extruded spaghetti directly from the press at pre-determined quantities into the cans. The large canning companies have been extremely interested in this equipment and we hope that dry packers will show similar interest if they should consider the canning of their products.

Demaco looks forward with confidence to the future of the macaroni industry.

THE success of our durum products sales effort depends on the overall health of the macaroni industry," says S. F. 'Sal' Maritato of International Milling Co. "That is why we try to help our customers sell their products by promoting macaroni and noodle consumption."

Sales Aids

As a result of this philosophy, International Milling has developed a wide variety of selling aids which are available to all of its customers. "It's our way of letting macaroni manufacturers know that we're interested in their success and growth," explained Maritato.

The durum sales organization at International is headed by Maritato, who recently became U.S. durum products sales manager. He succeeded Anthony L. DePasquale, who was named bakery flour sales manager for International's central industrial products sales region. Maritato has been with the company since 1958 and had been durum products sales manager for International's eastern region with offices in New York City since 1961.

Sales Team

Other members of the company's durum sales management team are Richard L. Vessels, assistant durum products sales manager, Minneapolis; George E. Hackbush, central region durum products sales manager, Chi-

International Milling Merchandises Macaroni



Discussing durum products sales aids are Douglas L. Hale, left, of International Milling Company's advertising department; Sal Maritato, center, U.S. durum products sales manager; and Lloyd E. Workman, vice president in charge of the firm's U.S. Flour Milling Division.

cago; and Andy M. Rondello, who supervises durum sales at International's eastern region sales office in New York City.

"Macaroni consumption has increased considerably in recent years," said Maritato. "The macaroni manufacturers have spurred this with an aggressive merchandising campaign. Through our company's durum merchandising activities we hope to lend assistance and encouragement to this program."

Merchandising activities are a cooperative effort between International's sales organization and the advertising department, according to Maritato. Promotion pieces are designed by Douglas L. Hale of the advertising staff. "We give Doug our ideas and he takes it from there," explained Maritato. "And he often comes to us with an idea for a durum promotion." Once the idea is developed, Hale designs the piece and determines the printing specifications.

International's mailings to the macaroni trade have taken many forms.

The company's latest merchandising aid, currently being offered to the entire macaroni trade, is a three color 14 x 20 poster with the theme "Happiness is Macaroni With Your Meal." The poster is intended as point of purchase aid to promote macaroni and noodle products at the retail level. A liberal supply was sent to each customer.

An example of International's pro-

gram of keeping the trade informed are the periodic reports from the company's crop survey team which are passed along to durum customers to keep them posted on current growing and harvest conditions.

The company frequently sends kits to its customers for use in their sales meetings to stimulate enthusiasm of macaroni products. In the fall of 1964, at the height of the gridiron season, International distributed a "Pasta is the Winner" football kit containing several four color posters.

Again in the spring of 1965 the company distributed colorful major league baseball pennants, one for each team, the American and National leagues, with a special "Everyone's choice—Pasta" pennant.

Bumper Stickers

To further promote pasta enthusiasm, bumper stickers were produced early in 1965 for distribution at the National Macaroni Manufacturers Convention. They were titled "Macaroni Makes a Meal—Serve Some Soon" and "Nutritious Noodles—Serve Some Soon."

Other mailings have included a reprint from International Milling Company's magazine, The Grist giving a humorous description of the history of macaroni, and a large wall chart of a cross section of a kernel of durum wheat.

As a decorative conversation piece for sales meetings, International produced a world series baseball kit last fall that included several cutouts of miniature baseball players as well as a number of other display pieces. "Optional equipment" in the kit included actual samples of popcorn and mustard and a can opener. A 3-dimensional Snowman display followed during the Christmas season.

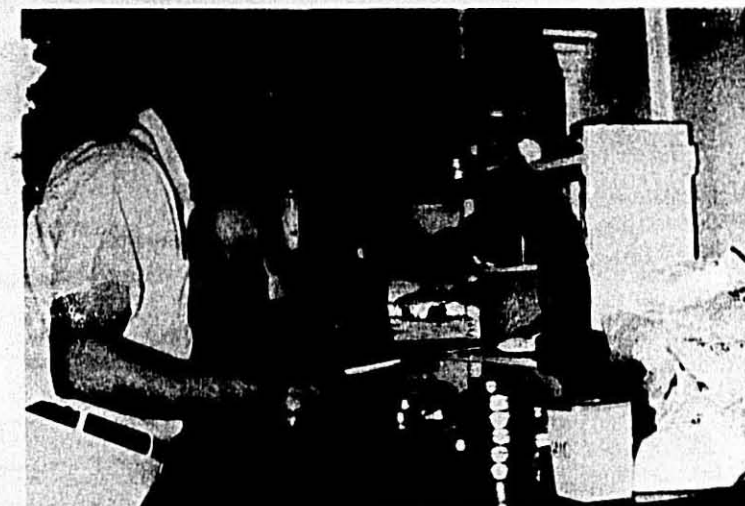
Last July a series of four letters went out to all durum customers wishing them respectively, a great future, great success, long life, and double happiness. Each letter contained a gold charm in the form of a Chinese symbol and the final letter also contained a key chain.

"We know that our customers put these various pieces to many different uses," said Maritato. "Some, like the bumper stickers, find their way onto employees' cars, company trucks, and jobbers' vehicles. The posters are often circulated among business associates and used on bulletin boards and in meeting rooms.

"Others, such as the letters containing the Chinese symbols, are intended as friendly reminders, much like sending a greeting card to an old friend. In this case, Doug Hale developed a charming series of messages stressing the idea of our company's research and the quality and uniformity that result," explained Maritato. "It's a recurring theme, but one on which we have built our reputation and which we are prepared to guarantee in the future."

How to Get Them Up

There is an amusing story behind the macaroni and noodle bumper stickers.



Robert J. Bruning, durum products quality control manager for International Milling Company, examines durum flour samples at the firm's central research laboratory in Minneapolis.

"Now it can be told," said Maritato. "Tony DePasquale and I spent the entire first day of the 1965 winter meeting at the Diplomat Hotel at various meetings and visiting with customers. When the evening was over, we realized that we hadn't made arrangements to distribute the hundreds of bumper stickers we had brought along.

"It was too late to hire anyone for the job and we didn't want to take time out from our schedule for the following day to do it ourselves. So, at two o'clock in the morning, we took off our coats and rolled up our sleeves.

"Each of us took one of the hotel's parking lots and attached a sticker to every car bumper in sight. It is proof positive," said Maritato with a smile. "That we'll spare no effort to promote macaroni and noodle consumption."

Emphasis on Quality

"But before the merchandising starts, we've got to be sure that we have a quality product," said Maritato.

Durum quality control at International is under the supervision of Robert J. Bruning. Working at the company's central research laboratory in Minneapolis, Bruning actually manufactures macaroni products on a small scale. International believes that the only way to determine how durum flour or semolina will perform in a macaroni plant is to actually test the end product.

Each of the company's durum mills is served by a well equipped lab of its own in which skilled technicians conduct daily tests to determine color and granulation, and analyze the moisture, ash, and protein content of semolina and durum flour. The central laboratory in Minneapolis then rechecks the qual-

ity of all durum flour and semolina produced at these mills.

"At the beginning of each crop year we establish our quality standards," said Dick Vessels, "and we adhere to them rigidly. We want our customers to be assured that every durum shipment they receive during a given crop year will be of the same high quality. Our strict quality control has won us recognition within the trade for quality, and equally as important, for uniformity." Vessels pointed out that such consistent uniformity frees the macaroni manufacturer of troublesome equipment adjustments and simplifies quality control operations at his plant.

Extensive Facilities

International's durum production facilities include three mills in the U.S.: one in Baldwinsville, New York, and two in St. Paul, Minnesota. The plant in Baldwinsville was standing idle when International purchased it in 1943. Since then the company has made capital improvements totaling over \$800,000 in order to convert the mill into one of the most modern and efficient plants in the semolina trade. Additional property adjacent to the mill was purchased in 1955 for added warehouse space and in 1957 for the construction of a new office and laboratory building.

The two mills in St. Paul were purchased in 1946. The "B" mill, the largest, was one of the first plants built exclusively for semolina production in U.S. Early last year the company completed a \$160,000 modernization program at the "B" mill. A battery of new purifiers, sifters, and roll stands was installed to replace older equipment. "This project gave us a slight increase in capacity," Maritato said, "but our primary concern was to improve the quality of the mill's output."

Maritato pointed out that Baldwinsville and St. Paul are highly strategic locations with regard to the company's durum markets. Baldwinsville is near the majority of the company's customers in its eastern sales region and the mill there is able to receive durum wheat shipments over the Great Lakes through the ports at Buffalo and Oswego, New York. St. Paul is near the durum wheat fields in the Dakotas and is able to provide quick service to International's durum customers in the central states area.

"When describing our durum production, quality control, and sales activities to a customer, I like to tell him 'all these people are working for you,'" Maritato says, "because they really are. Our customers' interests are inseparable from our own."

new

Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

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Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

NEW CUTTING DEVICE SYSTEM

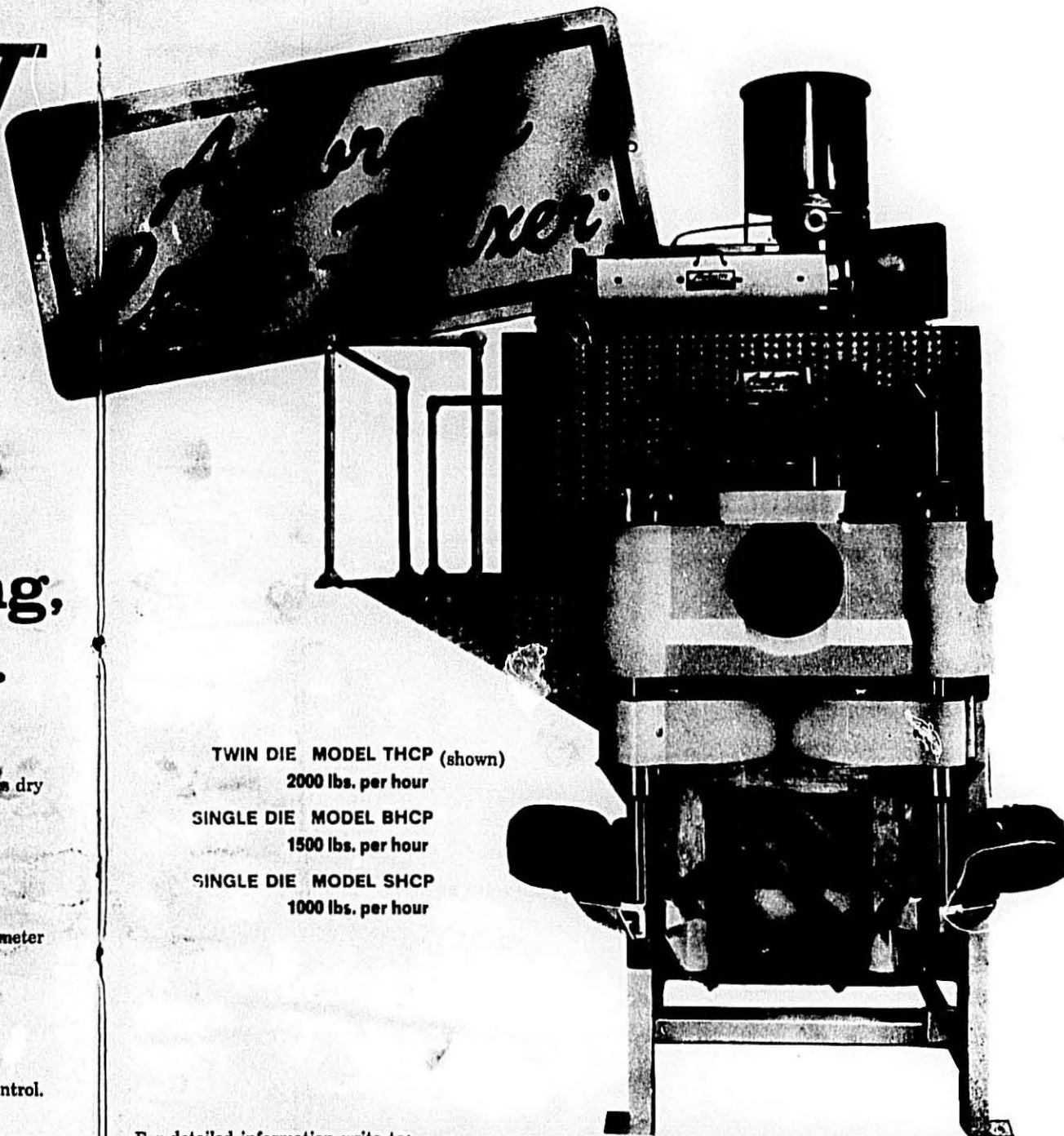
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)

2000 lbs. per hour

SINGLE DIE MODEL BHCP

1500 lbs. per hour

SINGLE DIE MODEL SHCP

1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

Peavey Expands Durum Capacity

Peavey Company Flour Mills has announced plans to increase its durum wheat milling capacity by 4,000 hundredweights per day.

Harry Deaver, Jr., vice president—operations, said: "The 'B' mill at Buffalo, New York, will be converted to a 100 per cent durum mill. It is our objective to have this mill operating on durum by harvest of the 1966 durum crop."

Durum flour and semolina go into the production of macaroni, spaghetti and noodles. These products have met with increased consumer acceptance in recent years.

With this additional durum milling capacity located nearer the large Eastern consuming markets, Peavey will be able to supply additional quantities of durum flour and semolina with improved service.

The fully pneumatic mill will be one of the most modern and sanitary in the country. New purifiers and milling equipment will soon be installed.

Conversion of the Buffalo "B" mill will bring Peavey's number of durum mills to three.

Peavey also mills durum at Grand Forks, North Dakota and Superior, Wisconsin, with respective capacities of 2,200 and 8,200 cwt. daily.

The "A" mill at Buffalo, with a daily capacity of 8,500 hundredweights, will continue to mill flour for the baking industry.

VP of ADM

Election of Fred L. Merrill as a vice president of Archer Daniels Midland Company was announced today by John H. Daniels, ADM president.

Merrill is manager of the company's flour division. He joined ADM on December 15, 1965.

Prior to that he was vice president and general manager of Wichita Flour Mills, Wichita, Kansas. A graduate of Kansas State college with a bachelor of science degree in milling technology, Merrill is a vice president of the National Grain Producers, Handlers and Processors Association.

ADM, a leading processor of agricultural and chemical products, is a major producer of wheat flour with two flour mills in Minneapolis and one in North Kansas City, Missouri.

Combination Dinners Shown in London

American made ready-mixed noodle dishes attracted buyers from big British grocery and catering firms, and in-



Jack Williams, center, representing Kraft Foods, Ltd., in the United Kingdom, shows a Kraft spaghetti product to British buyers at the American Specialty Foods Exhibition at the U.S. Trade Center, London. Left to right are Mr. Michael Smedley, director of Smedley's Foods, Ltd.; Williams; and Mr. Peter Bertrom of the Henry Smith Organization.

trigued newspaper food columnists who saw them at the American Specialty Foods Exhibition in London February 22-March 4. Held at the U.S. Trade Center, the exhibition featured unusual foods and delicacies from American manufacturers.

Among exhibitors at the Trade Center show were General Mills with the Betty Crocker line of noodle casseroles, and Kraft Foods, with their noodle and spaghetti dinners.

The accent was on new flavors, quality and convenience at the colorful London exhibition.

Specialty Foods

These American specialty foods also made a hit with members of the British press who sampled them at the opening day reception, February 22. They examined some 600 products shown by nearly 90 U.S. firms. They taste-tested dozens of new and unusual delicacies from America, expressed enthusiasm for treats ranging from Hawaiian spiced pineapple and macadamia nuts to smoked turkey, devilled lobster from Maine, Ohio wines, tortillas from Texas, and a great variety of confections, cocktail snacks, mixes, special cheeses and sauces.

Plugged in Press

Newspaper food editors prepared to tell 16 million British housewives about their finds at the exhibition, while trade

journalists took notes on items of interest to the 145,000 U.K. grocers and the thousands of caterers who are potential big buyers of these U.S. foods.

Leading buyers from the United Kingdom grocery trade were given a special reception attended by 135 on February 24, while 150 prominent British caterers attended a reception March 1. Attractive English girls "manned" demonstration booths handing out samples of unusual U.S. foods.

Sponsored by USDA

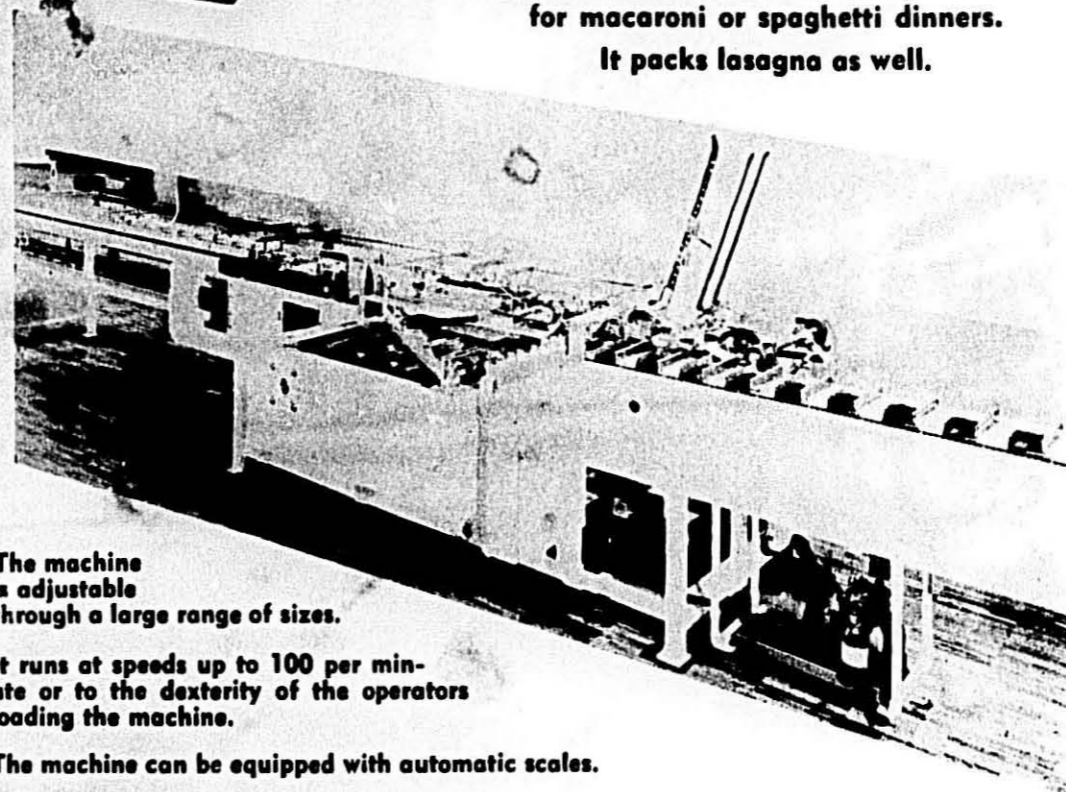
The exhibition was sponsored by the Foreign Agricultural Service of the U.S. Department of Agriculture in cooperation with the National Association for the Specialty Food Trade and the Grocery Manufacturers of America. It was the first overseas show sponsored by USDA exclusively for suppliers of specialty foods.

U.S. Agricultural Attache Anderson said, of British market potentials, "The average U.K. citizen now has a higher income than ever before—more 'discretionary income' to spend for new and different items. These American specialty foods are in tune with the new economics of this market, give the British buyer a chance to develop new tastes, add zest to social occasions or family meals. These unusual U.S. food imports are becoming big business here, and the Trade Center shows offer our manufacturers excellent opportunity to show their new lines to British buyers."



Long Goods Automatic Load Horizontal Cartoner

for long goods only, or combination of packets for macaroni or spaghetti dinners. It packs lasagna as well.



The machine is adjustable through a large range of sizes.

It runs at speeds up to 100 per minute or to the dexterity of the operators loading the machine.

The machine can be equipped with automatic scales.

The equipment has sliding product trays which move to the edge of the carton for perfect product insertion without fanning. Product is confined in tray on four sides during insertion by means of an over-head hold-down.

Adhesive application over-all or vertical into jliio pattern.

Available extra features: no product-no carton control; code-dating; counters and the like.



For further details write or call. Telephone: Area 312, 677-7800

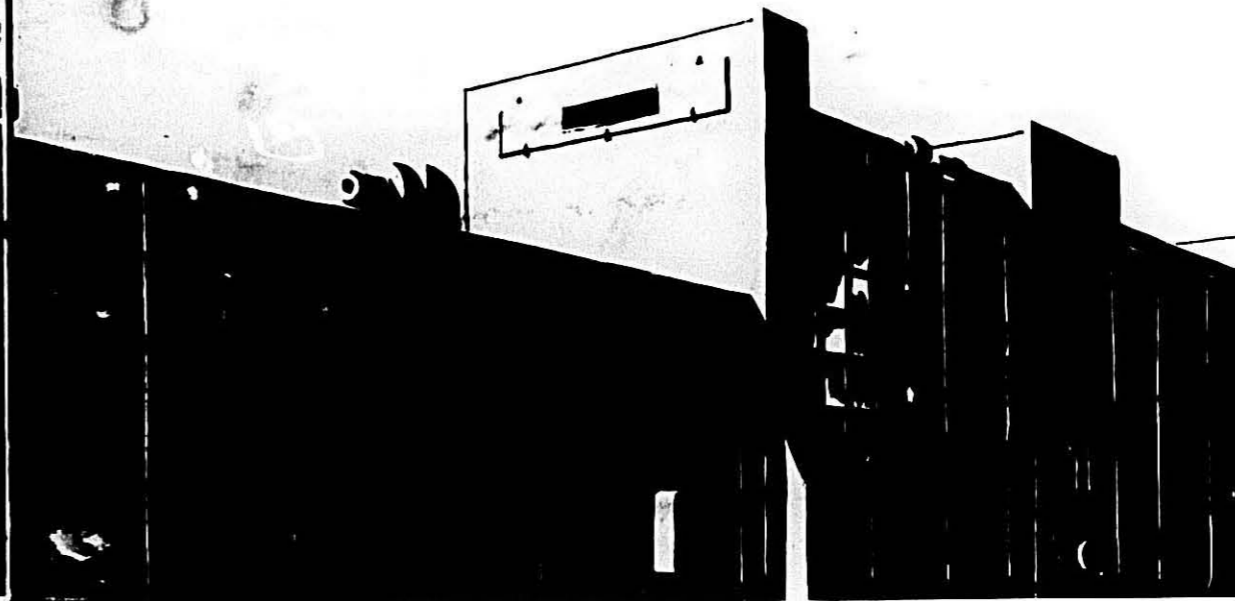
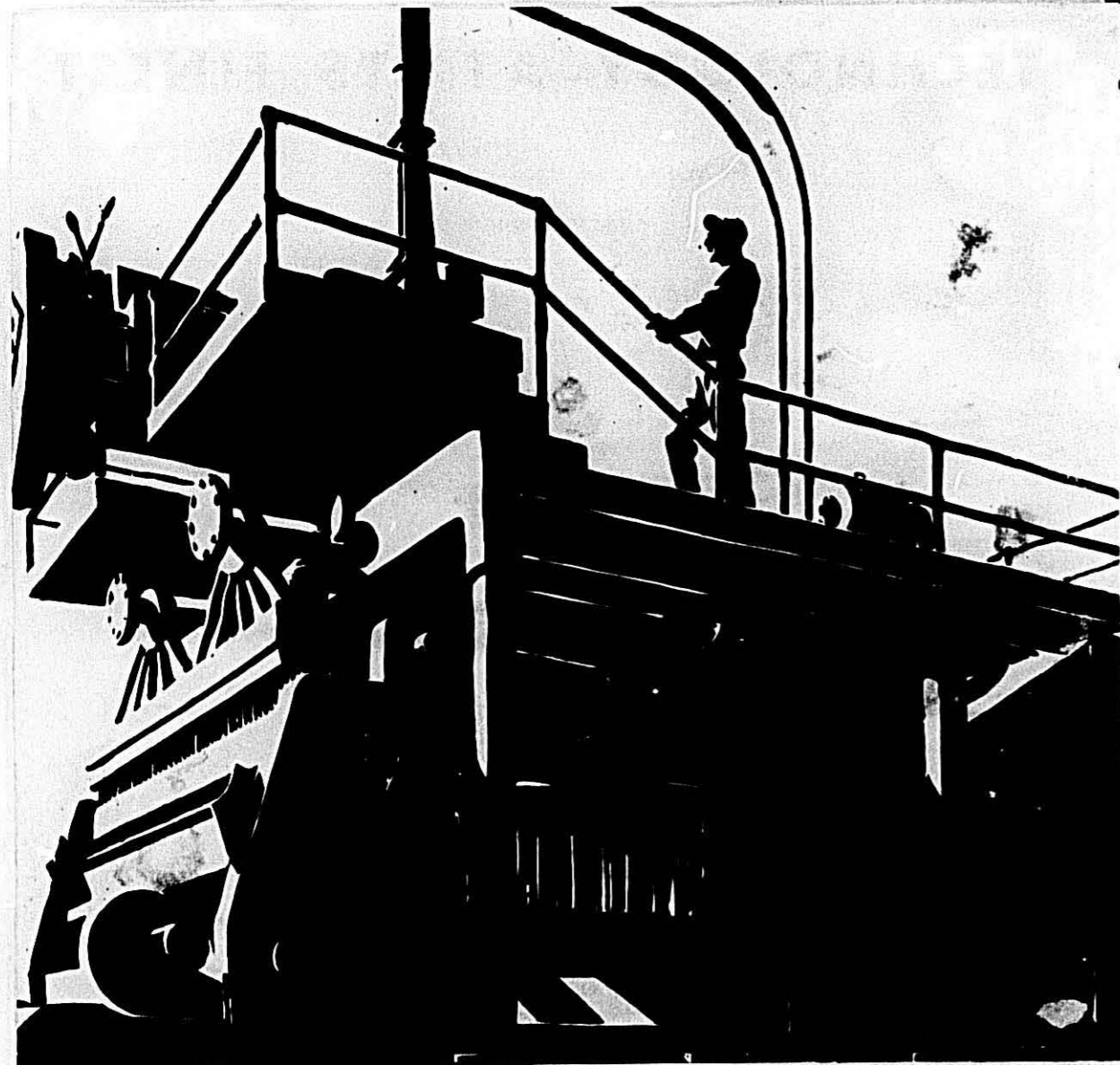
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Of Products and Production

by Renato Balussi,

M. & G. Braibanti & Company

ONCE upon a time — perhaps in China — perhaps in Greece — man found that by mixing ground wheat with water he had created a new product that was not only tasty but extremely nutritious.

Hundreds of years later, in 1950 we found in Naples the first record of organized production of this dish. The land of sunshine was to preserve, improve and rightfully name the subject.

For the next 300 years, macaroni flourished in Italy. 1933 was an important date in the history of macaroni. In that year the two Braibanti brothers of Parma, who had devoted their lives to improving the machinery for the macaroni industry, produced the first automatic press.

More improvements followed in rapid succession, resulting in more efficient production and better products. They also had to find a way to produce enough to meet ever increasing demand.

They found that dryers could be enlarged to almost any size, but that presses could not. Yet larger output was essential. It seemed that larger and more efficient presses somehow had to be designed. There were several problems facing the technicians.

Size of Mixers

First of all they had to determine the size of the mixers and at the same time avoid any damage to the dough during its transformation from semolina and water.

Past experience had shown that it was not possible to oversize or overload or over-speed the mixers as the molecular structure of the product was affected. Also a given amount of time was necessary to obtain the chemical reaction of the basic ingredients.

The logical answer to the problem was to build multiple mixers of a reasonably small size in which the semolina and water combined into paste preserving their values. A rather small and fast pre-mixer proved to be the answer for a better hydration of the starches. It was also noted that a very loose mixing without a rest before the mix entered the vacuum chambers permitted a better formation of the glutinous parts.

Size of Compression Screws

In the drive for increased production it proved to be unsatisfactory to enlarge or speed-up the compression screws. The reason was the dough mass lost its plastic characteristics due to a different friction ratio between the cen-



Renato Balussi

tral cone and the perimeter. The dough extruded by an oversized screw run at a fast speed lost its amber color and natural strength.

It was also noted that a better product was obtained by slowing down the screw. It was obvious that distributing a homogeneously mixed dough into two screws at low speed would improve the quality of the paste.

Size of Extrusion Dies

Following the same reasoning that was valid for the compression screws, it was determined that a proportionately greater extrusion surface of the die reduced the extrusion speed of the product, thus avoiding the unwanted differences in cut lengths.

When the single die, big and bulky, became difficult to handle, two dies were designed with even greater extrusion surface.

Composite

When the three problems of mixing, compression and extrusion were solved it was only a matter of engineering to design the new presses adding many other features for greater efficiencies. The new two cylinders, with single or double die holders, were created, completing a series with outputs ranging from 500 to over 2500 pounds per hour.

Latest of the series, the model Kibra has joined the Gibra, Mabra, Mabra 3R and Cobra of the Braibanti line. Several hundreds are already in production throughout the world, giving full satisfaction to the owners.

The old macaroni products, which once required so much handling and whose drying depended mainly on the weather, are now days manufactured in the most sanitary conditions, and it can

justifiably be claimed that during the entire production cycle they are untouched by human hands. Thanks to the Braibanti brothers, who contributed so much in the way of engineering achievements and improving technology, the once artisan manufacture of macaroni has grown into an industrial process where automation is an established fact.

Macaroni products, so nutritious and rich in protein and energy values, from China and Greece and Italy have spread to all of the five continents and even into space as a portion of an astronaut's meal. And there is more to come — macaroni, like outer space, has a great future.

Triangle Offers Many Packaging Machines

One of the most important developments for the macaroni industry this last year has been the introduction of Triangle's new Flexitron Net Weighing System. Receiving immediate acceptance—the use of Flexitron has allowed substantial savings on product giveaways for not only packaging in cartons but also bags. This new system with its higher operating speeds and greater accuracies, now allows the macaroni manufacturers to achieve greater packaging profits.

The new Flexitron system is available for use with cartoning equipment or for synchronization with Triangle's Bag Machine for form, fill and seal operations using cello or poly films. It is also available in a special model for the handling of noodles together with the appropriate accessories on the Bag Machine for bagging of these products.

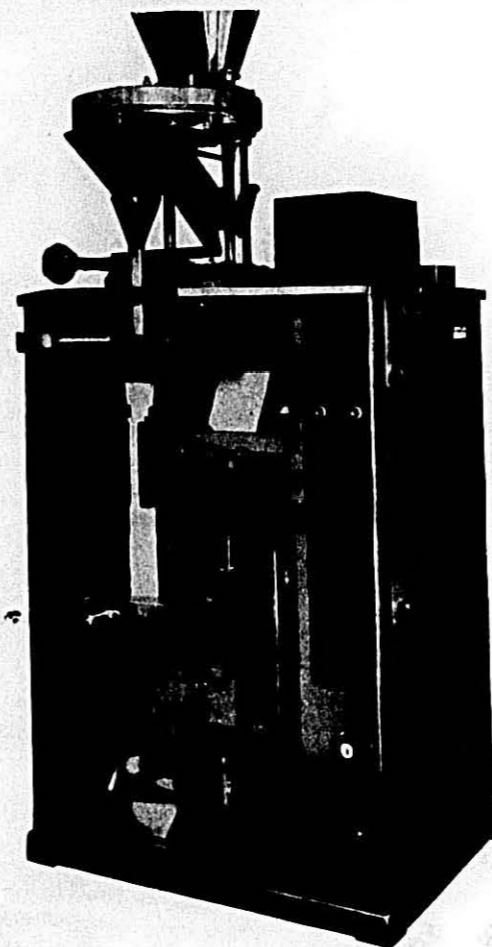
Twenty-four Models

Triangle's Bag Machines now encompass over 24 models, for selection of the most suitable and economical model for the particular packaging job. Available as 1, 2, and 4 tube models, they offer the most advanced controls and design features. The cello models are fully prewired for rapid field conversion to poly and incorporate proportional heat controls. All Bag Machines are equipped with pneumatic-mechanical jaw action and quick return drives. Poly units are also furnished with the Relax-a-Seal jaw assembly and complete Solid State thermal impulse controls.

The newest addition to the Triangle line of Bag Machines is the Fin Seal model which produces a four sided fin seal package. This unit is an adaptation of the standard bag machine for supported films, and uses a simple film transport system that slits a single web

(Continued on page 46)

Triangle's NEW FIN SEAL BAG MACHINE



It's not only fast, but Triangle's new FIN SEAL Bag Machine can change over in minutes to different sizes without changing parts. It produces a four-sided fin seal pouch from any heat sealable supported material, and can be converted to produce pillow pouches. ■ One FIN SEAL unit produces packages with a maximum size of 5¼" x 9" in a 2 or 4-up operation at speeds of 150 or 300 a minute. Another model is also available for pouches to 6¼" x 9" at speeds of 75 or 150 a minute. ■ Triangle's FIN SEAL Bag Machine registers a single web and slits it to form the front and back panels of the pouch. Suitable fillers are available to handle both liquids and dry solids. To see a demonstration, write or call Triangle.



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SEE YOU AT THE NATIONAL PACKAGING EXPOSITION
BOOTH 2031, APRIL 28-29

Triangle Machines—

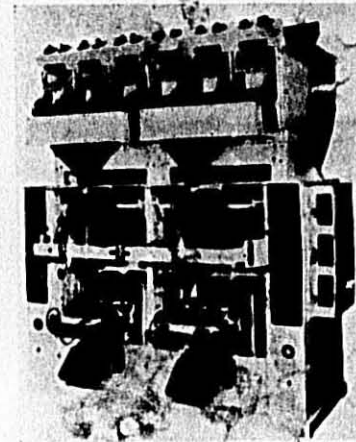
(Continued from page 44)

to form the front and back of the pouch. Available for 1, 2, 4 up operation with speeds to 200/minute, this model is ideal for packaging of dry sauce mixes such as used in packaged dinners.

Long Goods Wrapper

Triangle also offers the Gaubert scale and wrapper for long cut items. This unit for both standard and Italian length cuts, weighs and wraps in cello or poly. The scales are also available for synchronization with various cartoners where this type of package is preferred.

With its widening line of packaging equipment for use by the macaroni industry, Triangle is proud to have had such an important position in the packaging of the expanding variety of products available.



Triangle Low Profile Form, Fill, and Seal Bag Machine with Six-Section Flexitron Scale.

Triangle Expands Manufacturing Facilities

Triangle Package Machinery Company has acquired a 38,000 square foot building adjacent to the firm's main offices and plant in Chicago, Illinois.

In making the announcement, Robert L. Muskat, President, stated the new acquisition will be used to provide additional offices and manufacturing facilities to meet the expanding needs of the company. He added that this would give them a total footage of more than 100,000 sq. ft.

Triangle Representatives

Professional Packaging Associates of Waltham, Massachusetts has been appointed sales representative for Triangle Package Machinery Company, Walter P. Muskat, vice president-sales, announced.

WAY BACK WHEN

(Continued from page 5)

30 Years Ago

raw materials and finished stocks on hand at the time the tax ceased to be effective. The Supreme Court decided again AAA in January, but as of April refunds had not been made.

• A special laboratory was set up in Brooklyn for the joint study of a new coloring agent known as "carotene" by the Food and Drug Administration, assisted by the Association's Washington representative, Dr. B. J. Jacobs. Carotene was being considered either as a substitute for eggs or to enhance the egg coloring in egg products.

• Durum acreage in 1936 was indicated at 3,312,000 acres, an increase of 25 per cent over the 2,644,000 acres harvested in 1935, but substantially under the five-year average 1928-1932 of 4,805,000 acres. The prospective increase for Minnesota was 15 per cent and in Montana 40 per cent.

20 Years Ago

• "Make industry affairs your affairs," urged President C. W. Jack Wolfe. "Do this for something to cheer about."

• Among the problems perplexing the industry was War Food Order No. 144 calling for 80 per cent wheat extraction. Delegates to an industry meeting in February went unanimously on record as preferring to get along with a smaller available supply of semolina of the normal 68 to 72 per cent extraction rather than have imposed the decree compelling them to use 80 per cent extraction flour.

• There was concern that pressure for increased wages would result in manufacturers being squeezed between fixed ceiling prices and ever-increasing costs of production.

• The durum crop failure of 1935-36 proved that without an ample supply of this essential grain, the macaroni industry would suffer. In an effort to get 3,000,000 acres of durum planted in 1936, the Association and millers were beating the drum with advertising and publicity releases.

• The Court's decision on the right claimed by the FDA to seize macaroni which had moved in interstate commerce some 18 months after it was delivered to the wholesaler was awaited with interest. Many firms felt the law should determine the point at which title passed from manufacturers to retailers and their responsibility ceases.

• On April 1, 1946 there were 98 macaroni firms and 17 suppliers who were members of the national association.

10 Years Ago

• "Speeding Durum Seed Development" was a collaborated report by T. E. Stoa, chairman of the Department of Agronomy at the North Dakota Agricultural College at Fargo, Ruben M. Heermann, research agronomist, field crops research branch, U.S.D.A.; and Victor Sturlaugson, superintendent of the Langdon, North Dakota Substation. They told about the crash program to develop resistance to Race 15B stem rust.

• The qualities of the new durums were analyzed and reported by Rae H. Harris, cereal technologist; L. D. Sibbitt, assistant cereal technologist, and George M. Scott, experimental miller at the North Dakota Agricultural College, Fargo.

• Don G. Fletcher of the Rust Prevention Association reported on the project in Mexico where a winter increase of the new durum varieties speeded seed development.

• The 50th Anniversary of the Federal Pure Food Law was celebrated with trade associations, individual companies, Government officials and consumer groups joining in on the observance.

• Phillip R. Fossen was appointed general manager of the North Dakota Mill and Elevator at Grand Forks.

• Publicity and related items dealing with macaroni products for Lent was heavy. Support came from the American Dairy Association, Kraft Foods, the Carnation Company, Reynolds Metals, several tuna packers, and tomato sauce packers.

• A series of meetings for National Macaroni Institute members was called for New York on April 2, Chicago on April 4, and in San Francisco April 10. Local grocers were invited to give merchandiser's view of promotions.

Lloyd E. Skinner Honored

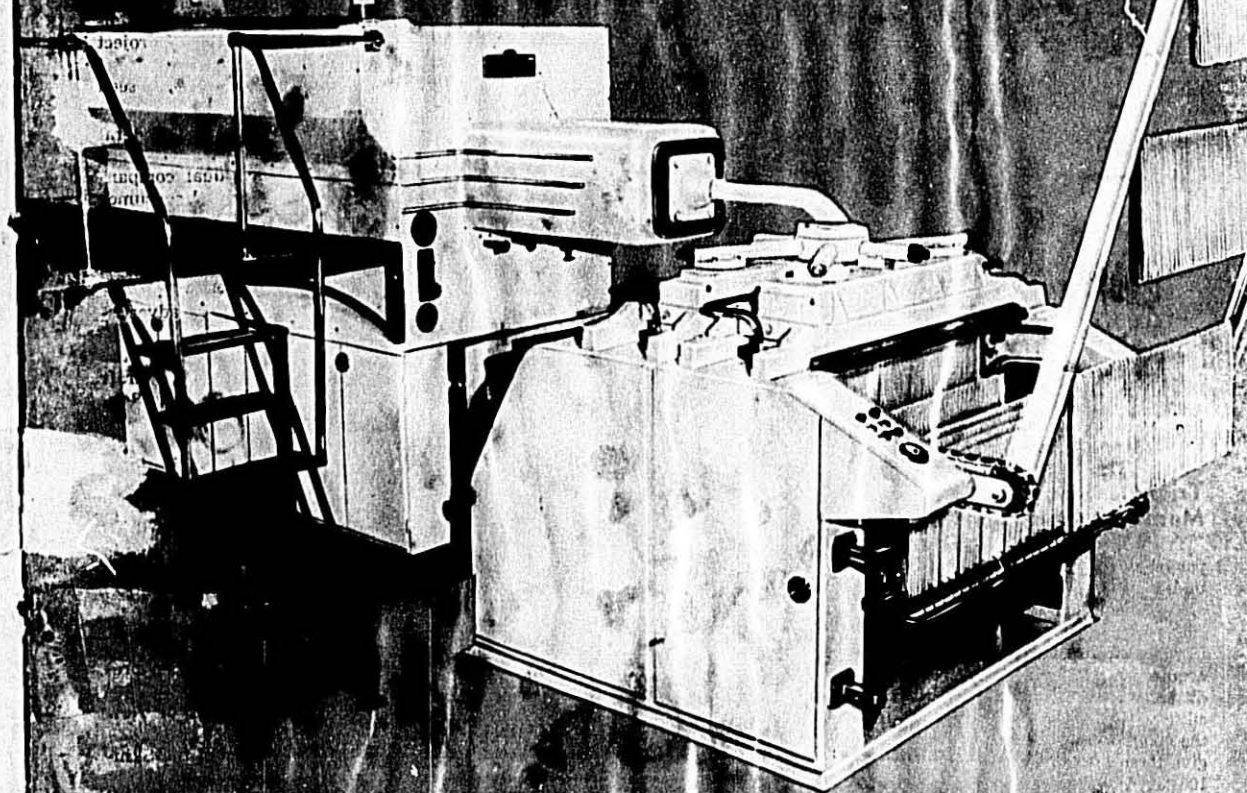
Mr. Lloyd E. Skinner has been presented a Distinguished Service Award by the Arthritis Foundation of New York City.

Mr. Skinner is president of the Skinner Macaroni Company, Omaha, Nebraska. He also serves as president of the National Small Business Association.

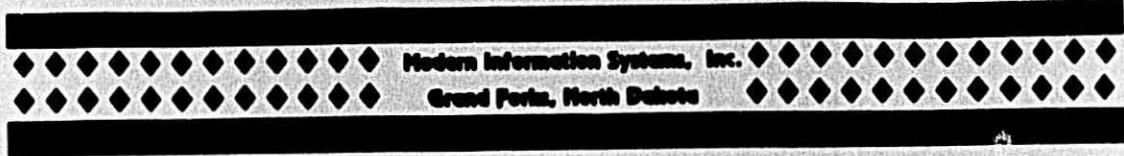
The Award was made in recognition of Mr. Skinner's pioneer efforts in 1952 to help establish the Nebraska Chapter and for his past years of dedicated service as its president. He served as Nebraska President from 1960 to 1964.

THE MACARONI JOURNAL

QUALITY IS ALWAYS IN STYLE



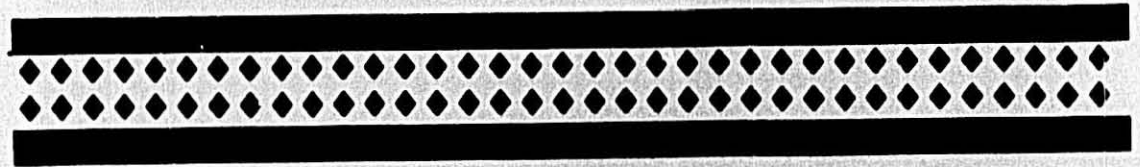
Triangle 4 Stick, 2500 lbs./hr. Spreader meets the exacting requirements of particular manufacturers—combines slow extrusion over 4 sticks for a superior quality product, top production and increased volume. Extrudes uniform stick patterns requiring minimum trim and an eye appealing product of invariable smoothness, color and consistency.

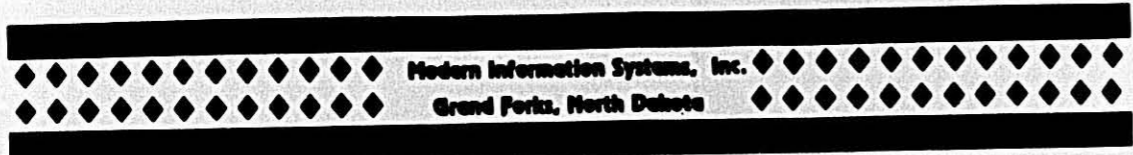


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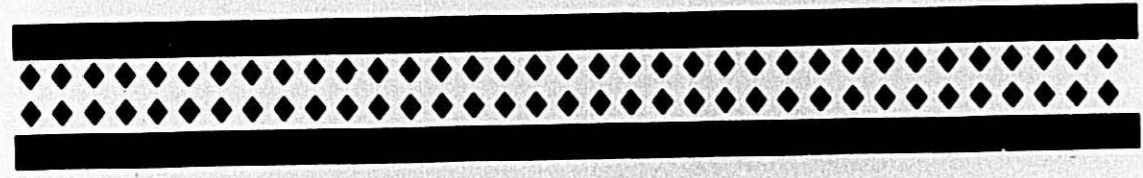
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Henningsen Sees a Swing To Solids—

John T. Henningsen of Henningsen Foods, Inc. has pointed in the past to the profit potential in prepared dinners and related convenience foods. He notes that in the past year many new products have come on the market in convenience form to meet the eager demand of shoppers all over the country. Supermarket operators have noted the trend and now devote special sections to these products.

Henningsen Foods has been at work developing a number of new specialized products to be used as ingredients in these prepared dinner combinations such as dehydrated cooked chicken in chunks, in powder and in freeze dried pieces. They also produce beef in these forms. Other products include dehydrated chicken broth, dehydrated chicken extract, rendered chicken fat and dehydrated chicken fat. Henningsen representatives have full information, specification sheets and samples.

Switch to Solids

Mr. Henningsen reports that many more noodle manufacturers are becoming steady users of egg solids. "Whereas not so many years ago a majority of egg noodle manufacturers were using frozen eggs to manufacture noodles, today the majority of egg noodle manufacturers use egg solids," says Mr. Henningsen.

He claims the switch over from frozen eggs to egg solids has been given impetus from many directions. Not the least of these has been federal government pasteurization regulations and salmonella surveillance. Henningsen Foods has been pasteurizing eggs since 1935 and has offered salmonella negative egg products for many years. They feel that emphasis on these factors has benefited them and in turn there has been more use of egg solids which can be guaranteed salmonella negative when received and which will not be recontaminated during a thaw process.

Mr. Henningsen has listed many of the practical advantages of using dried egg products in egg noodle manufacturing:

1. Egg solids can be more readily blended with other dry ingredients.
2. Dried egg yolk and dried whole eggs are both readily available for use without thawing and production schedules for noodles can be changed without delays.
3. Use of egg solids involves no scraping of material from cans, a practice which consumes time and labor and constitutes a source of possible contamination. It is estimated that about two per cent of frozen eggs are lost

from product adhering to the side of the can.

4. Use of egg solids eliminates the necessity of refreezing the thawed eggs left over after a day's run, another practice which consumes time, labor and constitutes a source of possible contamination.

5. Egg solids offer greater uniformity as they are produced to tight specifications.

6. Egg solids can be handled and stored with greater ease and convenience and at lower costs.

7. Dried egg products are bacteriologically controlled to levels that are much lower than levels usually found in thawed egg products.

8. Dried egg products need no thawing, and during the thawing process it is easy to recontaminate eggs, even if they are salmonella negative and contain low bacteria levels when frozen.

9. Frozen whole eggs contain about 75% water, and for each pound of frozen eggs stored or handled there are three pounds of water. Dried whole egg contains 95% solids and 5% moisture.

10. Frozen egg yolk contains about half water so there is a pound of water for each pound of egg solids stored or handled. Dried egg contains only 5% moisture.

11. A new free flowing dried egg yolk and dried whole egg has been developed which offers the extra advantage of easy dispersion and rapid rehydration. These products can be easily metered into a batch and will readily disperse.

Other developments that have accelerated the use of egg solids have been in the designing of a special pre-measured batch size pack and the development of free flowing egg solids which can be easily metered into a batch. In addition special machinery has been designed to facilitate the use of egg solids in noodle production.



The Egg Market

In direct contrast to 1965 when egg prices in January and February were at their lowest level in years, prices thus far in 1966 are higher than those reached at any time during the past five years, reports the Henning... Headlines.

Many factors worked in combination to cause the firm shell egg market. The low egg prices received by producers in the spring of 1965 were the result of a combination of factors: a sharp decline in production and their stocks as a result of the low egg prices received in the spring of 1965.

SUPPLIER

In addition, the incentive to purchase chickens reported the lowest costment figures in years.

Demand Good

Lower production did not deter increased egg consumption, however, and the demand for both table eggs and egg products was better than expected through the second half of the year. In addition, the U. S. government entered the market in November and purchased 4,500,000 pounds of egg solids at a time when the market was having difficulties in meeting demand.

Blizzards and cold weather in January and February contributed to the present situation of high prices. The conditions are for some price stability in the spring, but no sharp price declines are anticipated and it looks fairly likely that the price levels of 1966 will average above those of 1965.

Current Receipts

Current receipts of shell eggs in the Chicago market hit a low of 22¢ per dozen in January 1966. They ranged 31 to 36¢ and another 3¢ higher in February. Frozen whole eggs were at their lowest last year in January when they ranged 20.75 to 22.5¢ per pound. In January-February 1966 they ranged from 26 to 32¢.

Frozen yolks were at their lowest early in March, 1965—44 to 50¢. In Tom color, 45 per cent solids. In the last six months of 1966 the range has been between 63 and 63¢ per pound.

The 1965 minimum for dried whole eggs came in mid-April at 90¢ to \$1 per pound. Dried yolk solids at the same time ranged 96¢ to \$1.04 per pound. In 1966, January-February prices have been \$1.25 low and a high of \$1.35 for dried whole eggs, \$1.40 for dried yolks.

Barnyard Philosophy

A hen is the only critter that can sit still and produce dividends.

noodle-makers know everything about noodles, but Henningsen, the egg people, can show you something new about eggs.

...was our egg solids for uniformity. We can also show you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.
The egg people
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George N. Kahn

SMOOTH SELLING®

by George N. Kahn

HOW TO DISLodge A PROSPECT FROM AN EXISTING SUPPLIER

This is No. 19 of 24 sales training articles.

The Warehouse Tale

Cal Murchison, who sold electrical insulators, was convinced that he would never make any inroads with certain prospects who clung loyally to their existing suppliers. He had his eye on two or three big firms but could not make a dent in their purchasing department. The buyer would say, "we're happy with our present situation" and that was that.

One day Cal called on one of his best customers and found him hopping mad. "Your new warehouse system has really fouled up my shipments," the customer raged. "The last one was five days late and I missed business because of it."

Cal eventually took care of the gripe and the customer stayed with his firm. But the incident gave him food for thought.

That customer might have switched over to a competitor. In fact, if some salesman less skillful than Cal had handled the matter, the buyer might have been lost.

"If this happened to me it must be happening to my competitors," Cal reasoned. "They must also have their troubles with 'good' customers."

Cal changed his entire calling schedule. He had been calling on certain prospects only sporadically since he had, in his mind, written them off as lost causes.

But now he began to make regular monthly checks. As time wore on, Cal made holes in the fortress. He signed up prospects who had been tied for years to a competitor. Why did it happen? The law of probability took effect. Some of these prospects became, for one reason or another, disenchanted with their supplier and Cal was there when it happened. His persistence paid off.

Take Nothing For Granted

This story shows that nothing is sacred in selling except honesty and

fair play. Take nothing for granted in an existing relationship.

What looks like a solid link between a prospect and your competitor may be in reality a weak one. Even if you are being dismissed, the buyer may be considering a change. The next time you appear may be the time you get the order. Never regard a prospect as a "dead issue." Whenever you leave without an order, make sure that the door will be open for you when you return. Remain pleasant, helpful and patient.

The Board Member

Tom Phillips had been trying for months to get a hearing before the management members of a utility company. He had a business systems plan he knew would be a good one for the firm.

"Not a chance," an executive told Tom. "Elwood Moore, one of the board members, is also on the board of the competitive company we deal with."

"Then he ought to be able to recognize a good proposition when he hears it," Tom replied.

But a couple of weeks later Tom did get his hearing. It was a brilliant one, but it did not get him the business.

However, a few months later there was a big shakeup in the prospect firm. The board was reorganized. Two of the former members recalled Tom's presentation and called him back in. Tom was awarded one of the best accounts in his business career.

Positive Waiting

So far we've just discussed the waiting game in the struggle to dislodge buyers from existing relationships. You may be wondering if there is any positive action you can take to achieve this goal. Sure there is.

The salesman must be alert to every possibility for winning new customers. If, for example, your firm comes out with a new product, take it to the prospect at once. It may be just what he's wanted.

(Continued on page 56)

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Smooth Selling—

(Continued from page 54)

Does your outfit have a new discount policy? Inform prospects about it. It may swing the deal for you.

Is your firm building a new plant near certain prospects? By all means rush over to them with the news. The closer shipping situation may turn the tide in your favor and you have a large, steady order.

Use every weapon you have to build up your accounts. You can be sure your competitor is wasting no time in plugging his advantages to your customers. A salesman I know once lost a good account because he assumed it was safely in the bag and treated it quite casually.

One day a competitor came along with a new dealer display idea that caught the fancy of this "safe" customer.

The customer switched to the competitor and my friend lost an account of ten years standing. But that isn't the end of the story. My friend's firm had the same dealer display idea but he had neglected to show it. "Why bother," he thought. "This guy is in the bag."

Superior Presentation

A salesman often gets an opportunity to make a presentation before buyers who are committed to other suppliers. This is done for the salesman out of a sense of fair play, curiosity, or for other reasons. The reasons should not matter to you. You have been given a break; make the best of it.

It's not impossible that you can, by sheer mastery of your presentation, convince the buyer to change to your firm.

But you should first discover everything you can about the competitor, the relationship with the customer and the latter's feelings about the competitor. This gives you the necessary ammunition to carry on the battle.

Some companies periodically review their arrangements with suppliers to determine if changes are needed. This again is your opportunity to make your presence known and felt.

The vice president of a large textile firm revealed to me that his organization finds it necessary to take a hard look at its supplier agreements every two years.

"Some," he added, "don't make the grade under this scrutiny. We chop them off because they've slipped in quality, are too high in price or for some other reason.

"At this time we're usually quite receptive to new salesmen. The surprising thing is that not too many of them

come around. I guess they figure we're all tied up with competitors and there's no change for them."

I've encountered this situation elsewhere. Salesmen are so sure they will be turned away that they don't bother to investigate prospects. The biggest order I ever got was from a buyer whom no salesman had seen for eight months.

Personnel Change

Another factor to watch for is a personnel change. The buyer who turns you down repeatedly may be gone the next time you call.

Companies do change buyers, and the salesman should be aware of these changes. A hostile buyer may be replaced by one who is much more amenable to your sales talk. Again nothing is permanent. Change is everywhere. Be alert to it.

Don't Neglect Your Customers

While you're beating the bushes for new accounts, don't neglect your old ones. They need constant cultivation or some competitor will snatch them away. Don't give your customers a chance to become annoyed or disenchanted with you or your firm.

It's a good idea to work out a program that will allow you to spend sufficient time with your existing accounts while looking for others.

Keep in mind that your present customers may be a means of helping you land new ones. There is nothing wrong with mentioning your accounts to a prospect. If they are well known firms, the prospect will be impressed. Offer your present customers as references. You might even try to get some letters of reference from your buyers.

Dick Haley, a mutual funds salesman, can truthfully claim that each of his customers has been responsible for getting him a new customer through the process of recommendation.

Doing Your Homework

Watch the newspapers and trade magazines for news of mergers, acquisitions, expansions, etc. These are often valuable tips to new business.

A glance at the financial pages of a newspaper will convince you that business is in a constant state of flux. Nothing remains the same for very long. The salesman has a responsibility to keep abreast of these developments and capitalize on them.

A company's decision to diversify could mean big sales for you. Another firm's plan to seek overseas markets might mean a great deal to you and

your company.

The financial pages may also tell you something about the strengths and weaknesses of your competitors, thus enabling you to cope more adequately with them.

Besides reading, you should also make it a point to learn from others in your business. Find out from people in your industry what the latest gossip is. Sometimes gossip is very revealing. A lot of it may be sheer hogwash, but time you'll be able to separate wheat from the chaff.

Summary

In conclusion, be skeptical of so-called entrenched relationships. Look behind the solid facade to the situation inside. It may be better than you think.

The status quo is never as permanent as it appears on the surface. Keep making the rounds and take advantage of changes. Other salesmen have taken over companies that had long established relationships with suppliers and can you.

To see how you are getting along in this phase of selling, here is an exercise you may take. If you can answer "Yes" at least seven times you're probably winning over new accounts quite regularly.

- | | Yes | No |
|--|-----|----|
| 1. Do you feel that any existing relationship between buyer and seller can be broken? | — | — |
| 2. Do you make regular calls on prospects even though they have allegiance with your competitors? | — | — |
| 3. Do you acquaint prospects with your firm's new products, etc.? | — | — |
| 4. Do you work hard to make a good presentation before a prospect even though he is committed elsewhere? | — | — |
| 5. Do you read the financial pages and trade publications for news that can win you new customers? | — | — |
| 6. Do you continue to take good care of your customers while searching for new accounts? | — | — |
| 7. Can you learn from your present accounts how to get new ones? | — | — |
| 8. Have you garnered any new accounts in the last three months? | — | — |
| 9. If so, were they previously with your competitor? | — | — |
| 10. Can you point to a prospect right now whom you think you can make into a customer? | — | — |



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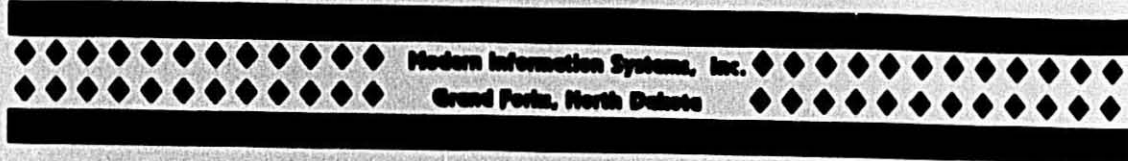
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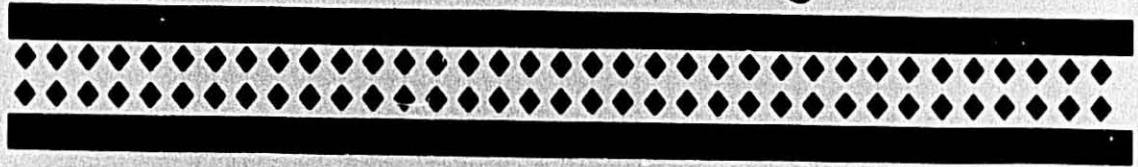
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IN the closing days of the First Session of the 89th Congress H.R. 11798 was introduced. This Bill is a very important one for anyone engaged in selling merchandise in more than one State. It is the result of a six-year study by a Special Congressional Subcommittee. It is aimed at lessening the burden on sales in interstate commerce which results from the imposition of different forms of taxes on interstate sellers by the fifty States of the Union. Public Hearings are now being held on this Bill.

Recognizing that federal action is necessary to correct the situation, the Bill sets limits beyond which the States cannot go in imposing Net Income, Capital Stock, and Sales and Use Tax provisions.

**STATE TAXATION OF
INTERSTATE SALES**

by **Harold T. Halfpenny of Halfpenny, Hahn & Ryan**
General counsel to the National Macaroni
Manufacturers Association



Harold T. Halfpenny

History of the Legislation

Prior to 1959 it was widely believed that a State could not impose an income tax on a non-domiciliary company engaged solely in interstate commerce in that state. In that year, the United States Supreme Court decided the famous *Northwestern State Portland Cement* case (338 U.S. 450), which, rightly or wrongly, was interpreted as opening the door to wider taxation by States than had formerly been thought possible.

Congress reacted by adopting P.L. 86-272, which prohibited states from imposing a net income tax on income derived from interstate commerce if the only business activities within the State are the solicitation of orders which are sent outside the State for approval and filled by shipment from outside the State.

P.L. 86-272 was barely on the books before Congress recognized that a similar state of confusion was arising in the field of State Sales and Use Taxes. Congress accordingly amended P.L. 86-272 to provide that "full and complete studies of all matters pertaining to the taxation of interstate commerce by the States" be made by designated Committees of the House and the Senate. H.R. 11798 is the climax of these studies.

Sales and Use Taxes

The Bill sets up two alternative methods of imposing the limitations on State action. First, it provides that no State has the power to require a seller to collect a sales or use tax unless the seller has certain minimum connections with the State (described below). Second, it sets forth in detail the terms of a "Model Law," which the States may or may not adopt as they decide. States which adopt that "Model Law" would thereupon become members of a "co-operative system" for interstate sales tax collection. Under the "system," the Secretary of the Treasury will have general responsibility for the administration of all sales tax collections and use tax payments by persons making any interstate sales having destinations in States which are members of the "system."

The principal provisions of H.R. 11798 are:

I. Legislation Prohibited to the States

For States which do not adopt the "Model Law" H.R. 11798 (federal law) would prohibit them from:

- A) Imposing a use tax on personal property unless the user is a resident individual, or has a business location in the State.

(This would eliminate the practice of many States of attempting to impose a use tax on out-of-state sellers who disseminate advertising material in the State, on the material so distributed).

- B) Requiring a seller to collect sales or use tax unless the seller has a business location in the State or regularly makes household calls in it.

II. Uniform Law

If a State adopts a "Model Law" spelled out in H.R. 11798, then:

- A) The provision as to the material is the same as above (I.A)
- B) States adopting the Model Law may require collection from out-of-State sellers except those whose only contacts with the State are the dissemination of advertising and the

(Continued on page 63)

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State Taxation—

(Continued from page 58)

making of sales in the State solely by prepaid-mail order.

(This model law varies the jurisdictional standard in that credit selling is singled out for less advantageous treatment than in the suggested general sections of the law quoted above in Par. I.A).

C) For these States, the Secretary of the Treasury would be responsible for the administration of the State laws to the extent of auditing interstate sales, issuing uniform regulations, making rulings, and prescribing tax reporting methods and tax return forms.

D) The Model Law does not prescribe the rates of tax, which will continue to be set by each individual State.

State Income Taxes

Power of States to Impose Income Taxes

A) Under the Federal law now in effect (P.L. 86-272), no State has the power to impose a net income tax on an out-of-State seller whose only activities within the State are the solicitation of orders, which orders are sent outside the State for approval, and filled by delivery from out of the State.

Most companies have found this to be workable and satisfactory. It allows each State to establish its own method of apportioning income. Most States use a "three factor" apportionment formula for attributing income to the State—payroll, sales, and property, while others use a "two factor" formula, payroll and property.

B) H.R. 11798 proposed to limit the power of the States to impose income taxes to the situations in which the out-of-State seller (1) owns or leases real estate, or (2) has an employee whose work is performed primarily in the State.

At the same time, it provides that net income shall be apportioned among the States on the basis of a two-factor formula, using property and payroll.

Summary

It appears to be the consensus that H.R. 11798 tried to accomplish too much, and to solve all the tremendously difficult problems involved in this complicated field at one swoop. The complex Federal-State "cooperative" tax system is much more complicated than it need be to correct the evils complained of. Yet, the case by case method of solution in the courts is not a satisfactory guideline for the business community.

It is therefore urged that your association and its members advise their

State taxing officials of the need for Congressional action and write your Congressman suggesting the following solution:

1. That a federal law is needed which merely limits the right of a State to impose tax collection requirements to situations in which the taxpayer has a designated minimum connection with the taxing state; whatever the standards they should be applied uniformly to all kinds of State taxes; that the standards as set forth in P.L. 86-272, although not perfect, have proven their usefulness; and that Congress should not only retain P.L. 86-272, but its coverage should be extended to the collection of Sales and Use Taxes;

2. That Congress should be commended for its study and recommendation in this field; and that the States be given the opportunity as requested in their behalf by the National Tax Administrators to develop some plan of uniformity during the next four years; and

3. That the Congressional Special Subcommittee be authorized to continue to advise Congress of the effect of the extended coverage of the jurisdictional limitations of Sales and Use Taxes and to assist the States in developing uniformity.

Illegal Practice

"Lifting" a competitor's products, or their purchase from dealers or consumers, has been challenged under Section 5 of the Federal Trade Commission Act as an unfair method of competition in certain cases.

Recently a manufacturer of tints and dyes obtained a New York Supreme Court injunction prohibiting a distributor from "lifting" his products from "lifting" his products from retail stores and persuading retailers to substitute a competitive product.

Among other things the injunction does: (1) restrains the defendants from acquiring by purchase or otherwise, any goods or merchandise bearing plaintiff's name or trademarks, except in the ordinary and regular course of business; (2) restrains the defendants from inducing or persuading any retail outlet to sell, deliver, transfer, destroy or otherwise dispose of the plaintiff's merchandise; (3) restrains the defendants from selling the plaintiff's goods acquired by purchase or otherwise from any retail outlet; (4) restrains the defendants from representing that any person has ceased to deal in any goods bearing the plaintiff's name or trademarks unless the facts and circumstances are accurately set forth.

The case was Corn Products Sales Co. versus Almor Wholesale Distributing Co.



F. Denby Allen

New Officers at Canepa Company

At a recent meeting of the Board Directors of the John B. Canepa Co., manufacturers of Red Cross Macaroni Products, Albert J. Bono, Sr. announced his retirement as President, after a 35 year association with the company. During these years, Mr. Bono has served in all capacities. He will continue to act as a consultant to the corporation.

Allen President

Effective immediately, the new President of the 106 year old firm will be F. Denby Allen, President and Treasurer; Ben C. Ryden, Vice President; Richard A. Zajac, Vice President and Secretary.

Mr. Allen has been with the company for ten years. He joined the organization as Assistant Sales Manager. Six years ago, he was made Vice President and Sales Manager in Charge of Advertising. He lives in Wilmette with his wife and two young children.

Ryden Vice President

Ben C. Ryden, the new Vice President, has been associated with the Macaroni Company for 12 years and is now Sales and Consultant. He lives in Downers Grove, Illinois.

Richard A. Zajac started with the company in 1948. He became Office Manager in 1958 and in 1964 he became Secretary of the company. The announcement by the Board of Directors advanced Mr. Zajac to Vice Presidency and Secretary. He lives in Skokie with his wife and two children.

62nd Annual Meeting N.M.M.A.
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Report on Annual Conference of the Law Institute and the Food and Drug Administration

by James J. Winston, Director of Research, N.M.M.A.

ON December 6, 1965, the Ninth Annual Conference under the auspices of the Food and Drug Administration and the Food Law Institute was held in Washington, D. C.

This meeting was attended by over 800 persons representing companies in the food and drug industries. One of the main purposes of these Annual Conferences is to further the development of a closer relationship and better understanding between the related industries and the FDA. Also, it is the hope that these meetings will increase the knowledge of participants in order to help them comply better with the needs and wishes of consumers.

Program Participants

The program was devoted to a number of interesting presentations made by members of the Food & Drug Industries and representatives from the FDA and Law Food Institute. Among the participants were the following:

Fred J. Delmore, Food & Drug Administration; Franklin M. Depew, Food Law Institute; E. F. Ricketts, Assistant Director, Public Administrative Services; Melvin W. Alldredge, Vice Chairman, Great Atlantic & Pacific Tea Co.; Theodore R. Gamble, President, Pet Milk Co.; John T. Kelly, Legislative Counsel, Pharmaceutical Mfrs. Association; Robert W. Ballard, Vice President, Winthrop Laboratories; Anthony T. Buatti, Chairman, College Pharmacy, St. John's University; William C. Warren, Dean of Law School, Columbia University.

The following from the FDA: Harold F. O'Keefe, James L. Trawick, Winton B. Rankin, Dr. Frances O. Kelsey.

The general theme of the conference emphasized the following. Plans and Progress—Industry Information, Voluntary Compliance, Consumer Education.

Cooperation and Communication

Cooperation and communication between industry and government was emphasized by Theodore R. Gamble, Chairman of the Board, Grocer Manufacturers of America and President of Pet Milk Co., in his talk "Food Industry Plans for Cooperation and Education." He stressed the following:

"The first and most important thing I want to make clear is that the food industry endorses vigorous enforcement of existing laws. In addition, the industry—both in its public statement and



James J. Winston

in its day-to-day action—has committed itself to a continuing policy of voluntary compliance and self-regulation in the interest of the consuming public."

Mr. Gamble said that there has been a revolution in the food industry since World War II, and there has been a rapid trend away from the use in the home of basic agricultural commodities in meal preparation. The pattern of food consumption has moved overwhelmingly toward prepared foods. These offer special convenience features:

- (a) Time-saving in preparation
- (b) Incredible increase in variety and availability made possible by widening patterns and new methods of distribution storage and packaging.

Mr. Gamble looked toward a continuing "successful working partnership between government and business with the consumer enjoying the right of free choice in the market place."

FDA's Plans and Programs

Arthur D. Davis—Deputy Assistant Commissioner for Planning, FDA, spoke on "FDA's Plans and Programs." The FDA's new five year program includes plans to assist the States to achieve the personnel, facilities, and laws to undertake a large share of control of foods and drugs and plans to recodify and simplify Federal food and drug regulations. Other projections included an automatic data system for

scientific information, assistance to foreign food and drug programs, and an expansion of the adverse drug reaction warning system. Mr. Davis estimated that just to maintain our present standard of living will require this increase of productivity 50% during the next ten years. In other words, we must step up our annual increase in productivity from its traditional 2.5% to 5%.

Mr. Davis reviewed the five year projection plans which will consist of several program elements as follows:

(1)—Consumer and Industry Information—This activity involves the promotion and voluntary compliance and cooperation between the public, the regulated industries, and the FDA through educational and informational means.

(2)—Interagency Coordination—This activity will intensify the efforts of our Office of Federal-State Relations and the entire agency to establish more effective cooperative programs with the States and larger metropolitan areas. It will attempt to encourage also a better integration of our work with related activities of other Federal agencies.

(3)—Medical and Scientific Review and Evaluation—This activity involves the review and evaluation of industry proposals for the use of chemicals and other substances and for food standards. It provides for the medical review of new drug applications for safety and efficacy, review of proposals for clinical testing of investigational drugs and the conduct of an adverse reaction reporting program. Medical and scientific expertise is also provided in support of regulatory and voluntary compliance programs.

(4)—Regulations—This activity provides interpretations of laws the Agency administers and establishes guidelines and rules to be observed by the affected industries. Examples are, issuance of interpretative regulations, policy statements, pesticide, food additive, antibiotic, insulin, and color additive regulations, and approval of new drug applications.

(5)—Enforcement—This is the basic regulatory activity and involves the development of regulatory programs, field inspectional and analytical activities, preparation and presentation of enforcement actions, and coordination of regulatory activities with the Office of the General Counsel.

JACOBS-WINSTON LABORATORIES, INC.

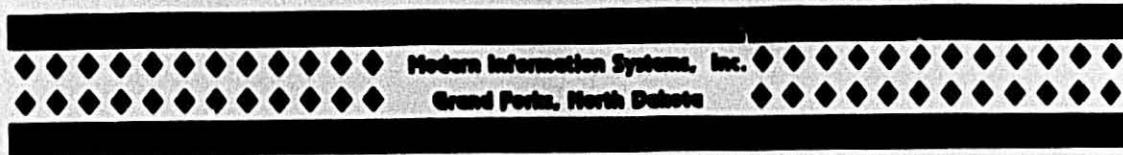
156 Chambers Street
New York, N.Y. 10007

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 46 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.

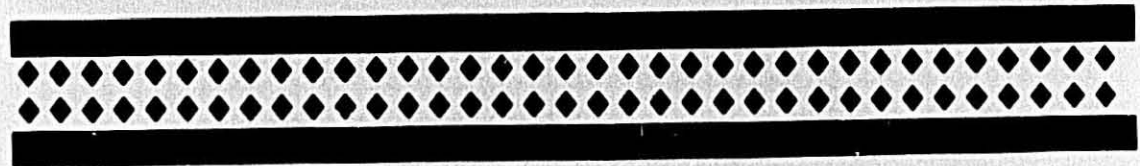
We are happy to say that, after 46 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston



**DEFECTIVE,
ILLEGIBLE,
OR
POOR CONTRAST
DOCUMENT
FOLLOWS**

When referring to more than one consecutive image, indicate total # of images..... 2 (pgs. 64 & 65)



Conference of Law Institute— (Continued from page 62)

(6)—**Research and Methodology**— This activity involves fundamental research concerning the effects and interrelationships of substances occurring in the products that FDA regulates, as well as scientific experimentation to arrive at new and better methods of detecting and identifying harmful and/or insanitary substances.

(7)—**General Support and Executive Direction**—It is from this activity that the Agency's operational elements receive executive direction, overall coordination, and general staff support.

Voluntary Compliance

Mrs. Esther Peterson, Special Assistant to President Johnson for Consumer Affairs, addressed the group at the dinner meeting. She told industry and FDA officials that the "President's challenge to all Americans to use their wealth to improve the quality of our national life—will never be met if business or any of the other sectors of our society, sits on the sidelines."

Elaborating on the need for industry's voluntary compliance, Mrs. Peterson declared: "You in industry cannot be expected to remedy our social ills. You are not social workers; you are in business to make a profit—and this is proper and good. Increasingly, however, we must have the involvement of the private sector in our social problems. Many of you decry government power, but I would urge you to war against the problems and not the government."

Mrs. Peterson examined the rights of the consumer: the right to be informed, the right to choose, and the right to be heard. "The consumer interest and the producer's interest are two sides of one coin and inseparable," she emphasized. But she would also welcome "renewed attempts to develop more uniform laws and more coordinated enforcement." Specifically Mrs. Peterson advocated enactment of a Fair Packaging and Labeling Bill to ensure the consumer's right to be informed.

"The consumer does not simply have rights. He has obligations, too," she concluded. "Oftentimes, he fails to recognize that the vast majority of businesses are honest and fair-dealing and he condemns you all for the sins of the wayward few. This is a grossly unjust attitude, and one I have done my best to eliminate."



Fusilli



Yolanda



Cavatello



Spiedini



Millefiori



Berretti



Gemelli

Guido Tanzi Observes Anniversary

Guido Tanzi, the old die-maker in Niles, Illinois, is celebrating his Golden Anniversary in business.

Born some 72 years ago in the town of Torremaggiore, Province of Foggia, Italy, Guido worked in a macaroni plant with his brothers and father, that had been established by their grandfather.

Guido was especially intrigued with the mysteries of dies and die-making, and at an early age was off to Naples to serve as a die-maker's apprentice. He had his own shop in Milan and then in 1914 migrated to New York City. He found employment in a die-making establishment and worked there until he established his own business in 1916.

He moved to Chicago about 25 years ago and has been located in the suburban community of Niles for the past 13 years.

Fancy Shapes

Over the years he has been an innovator and creator of such fancy shapes as fusilli, yolanda, spiedini, cavatello, berretti, gemelli, millefiori, and many others.

He also was an early advocate of plugs in dies even though it increased costs considerably. Mr. Tanzi states: "It permits finishing operations to reach perfection for each individual hole, not often possible with the whole die. It permits the use of metals having a greater degree of resistance to wear and corrosion with a nominal increase in cost."

"Plugs make possible complete duplication of a new die whenever the old die becomes unworkable due to wear and corrosion."

"Plugs permit an operation on the wall of each hole which eliminates rings, an essential consideration in macaroni manufacturing, and contrary to opinion held by many that rings can never be eliminated. Our dies, mounted with mirror bushings, are completely guaranteed to operate continuously until worn to oversize without producing rings."

While the old hammersmiths with the modern techniques will continue to produce dies for macaroni manufacturers and develop new sizes and shapes to stimulate consumer interest in macaroni, Guido thought to

Stepson Bert Fania, who is general manager of the plant, if Guido should retire, he would like to operate a restaurant on Chicago's south side.

Married and father of two teen-age daughters, Mr. Fania is interested in music. Accomplished on the guitar and mandolin, he has been active in the Pro Oratorio Society, an organization dedicated to promoting classical religious music.

Bert Fania thinks die-making is something of an art and offers his customers craftsman's skill in custom work and development of new dies.

Egg Breaker in Nebraska

Dr. Milton G. Waldbaum of the Milton G. Waldbaum Company claims his company to be the largest independent packer of frozen eggs in the United States. Their plant is located in a field, Nebraska and they call it "field" as their label.

Waldbaum began packing and whole eggs some eight years ago on a regular basis. They maintain their own laboratory and bacteriologist for quality control.

Quality dark yolks are obtained from Waldbaum's own farm - procurement system. They break only the highest quality eggs and maintain a twelve-month supply of frozen and dried eggs.

TEFLON INSERTS

CAN NOW BE APPLIED TO YOUR PRESENT DIES.

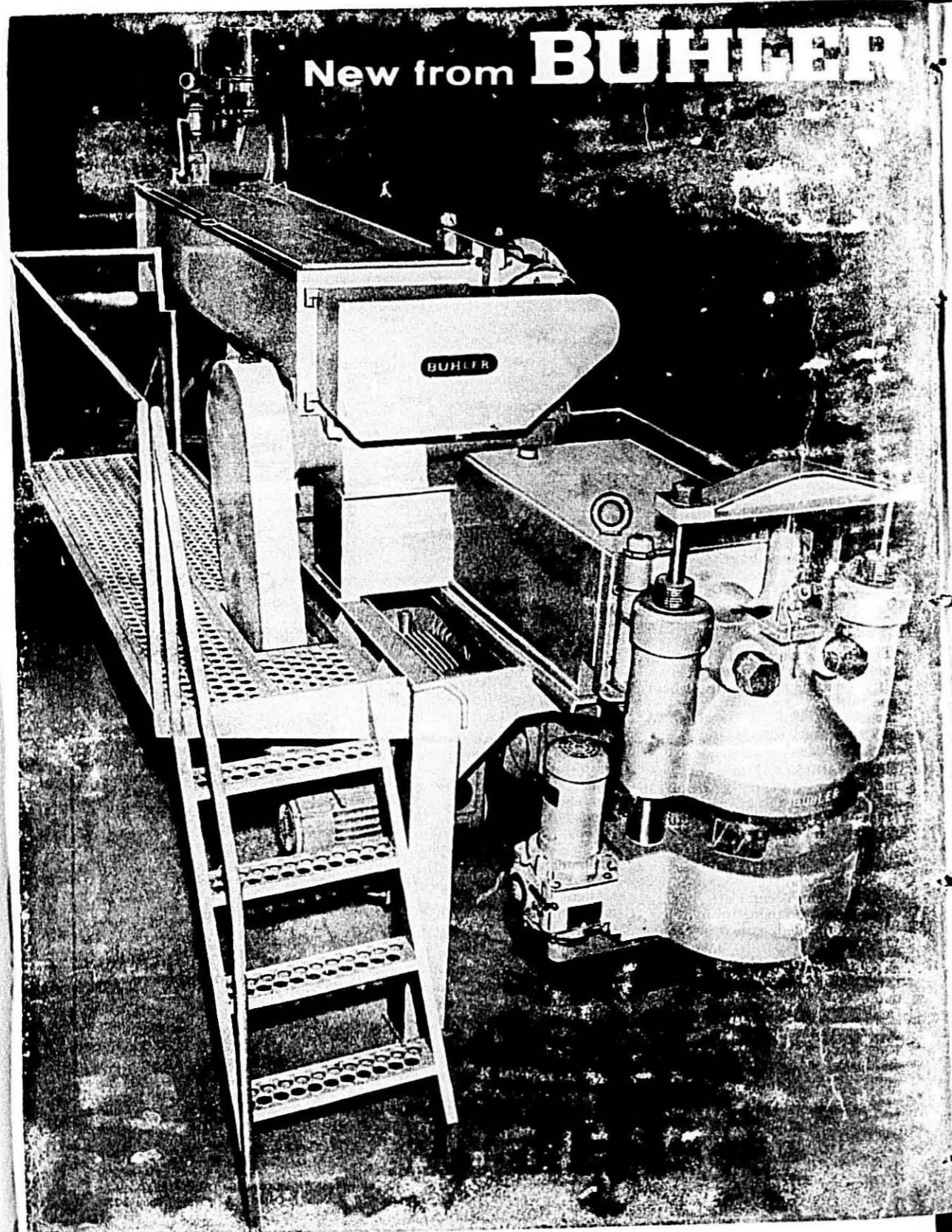
Leading manufacturers have switched to this change with excellent results on products like

- spaghetti
- macaroni
- noodles
- elbows
- mostaccioli
- rigatoni
- sea shells

With Teflon inside and outside
for all products with a hole.

Guido Tanzi

6917 Milwaukee Avenue
Niles, Illinois, U.S.A. 60648
Phone: Area 312 - 647 - 9630



New from **BUHLER**

...the most sanitary extruder you can buy

Capacities from 1000 to 2500 lbs. per hour

COMPLETELY RE-DESIGNED... from the ground up. The new Buhler TPR incorporates all the basic elements which have made Buhler Extruders the favorite throughout the world... plus many improvements which put it far ahead of any other you can buy in North America today!

SUPER SANITARY. Frame and elements are completely re-arranged to provide the most sanitary Extruder on the market. Structural members are completely enclosed, while motors and drives are in the open, fully accessible. Chain guards are open at bottom so dust falls through, can't accumulate. Inside, the one-piece mixing trough has smooth, rounded corners with no place where dough can lodge.

ACCURATE BLENDING. Screw feeder keeps uniform flow of both dry and liquid materials moving to mixer. Composition of the extruded product doesn't vary.

SINGLE MIXER. Just one large double-shaft mixer. You can easily inspect mixture at any time. No

complicated vacuum sealing system needed for flour feed and mixer.

POSITIVE FEED. Keeps steady flow moving through vacuum chamber into extrusion elements. You can process dough as soft or hard as you wish.

EFFICIENT VACUUM. Product is completely de-aerated in vacuum chamber between mixer and extrusion elements. Produces fine-textured dough and lets you operate with moisture content between 25 and 35%. Since new design virtually eliminates leakage, the Buhler Extruder needs but 1/3 the vacuum pumping capacity of others... while maintaining a higher output.

U.S.-BUILT DRIVES. Motor, vacuum system, extrusion elements, etc. are made in Switzerland, but all motors, sprockets, chains, and electrical controls are standard components available throughout the U.S.

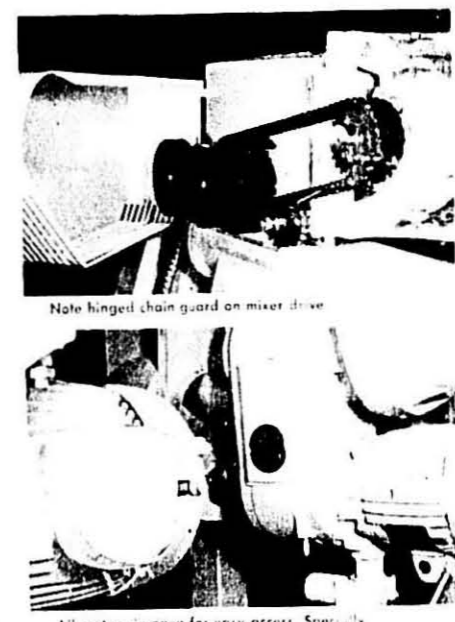
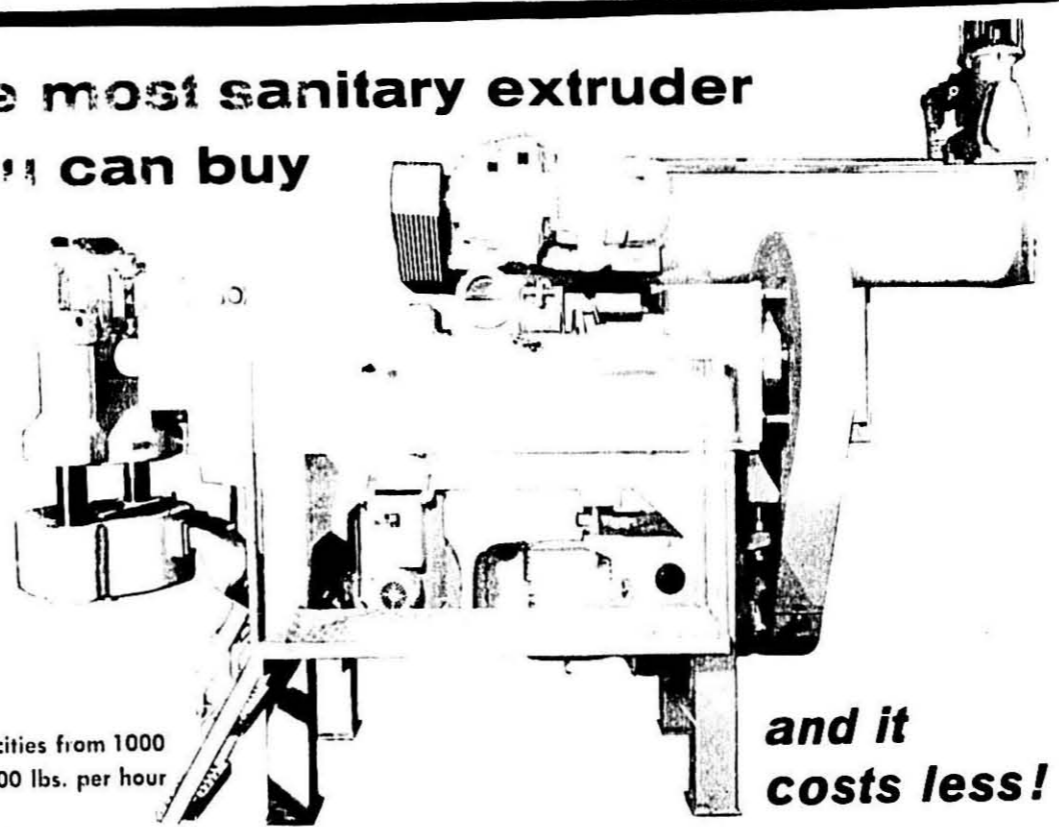
For full information on new TPR Extruder or other Buhler food processing equipment, write or call Buhler today!

and it costs less!

Complete Processing Plants by

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THE BUHLER CORPORATION 8925 W. Lyndale Blvd. Minneapolis, Minnesota 55426 Phone 545-1401
 Sales Office New York City 230 Park Avenue Phone MUrray Hill 9-1446
 BUHLER BROTHERS (Canada) LTD. 111 Queen Street East, Toronto 1, Ontario Phone EMpire 2-2372



Note hinged chain guard on mixer drive

All motors in open for easy access. Specially designed chain guards are quickly removed.

Quality Control Laboratory

MANY macaroni firms have been incorporating quality control laboratories with their plant facilities. Recently Hoskins Company, industrial consultants in Libertyville, Illinois, recommended the following tests to be utilized in a macaroni plant laboratory and listed equipment needed.

The tests:

1. Cooking test.
2. Percentage moisture in flour and macaroni products.
3. Percent solids in frozen egg or dried egg.
4. Ash.
5. Test for sprouted wheat.
6. Granulation.
7. Speck test.
8. Finished product quality.

If the laboratory is to be operated by a graduate chemist, there are a number of other worthwhile tests that can be run. If a graduate chemist is not to be used, these more difficult tests can be run by an outside laboratory. The recommended more sophisticated tests are:

1. Protein.
2. Egg solids in noodles.
3. Insect fragments.
4. Bacteria in eggs.
5. Lypoxidase activity.

The cooking test is the most important control on quality. Essentially, the test requires a stove and other kitchen utensils plus a scale for weighing quantities of product, cooking utensils of uniform size and some kind of cooking test form.

Cooking Test Profile

In a form developed by Food Technology, Inc., a cooking test profile would take the dimensions of the product: diameter or width and wall thickness. Then it would have a place for cooking time and how determined. The appearance of cooking water after x number of minutes of cooking would be indicated by cloudiness and yellow color with four gradations: None, Slight, Moderate, and Extreme. Odor of the cooking water would be noted.

Demerits would be listed for the following factors based on different times for each product:

| Range of Demerits | |
|-------------------------------------|--------|
| Gray or Brown Color (5 = very dark) | (0-5) |
| Yellow Color (5 = no yellow) | (0-5) |
| Surface Irregularity | (0-5) |
| Splitting or Breaking | (0-10) |
| Stickiness | (0-10) |
| Slime | (0-10) |
| Odor | (0-10) |
| Taste | (0-10) |



Charles M. Hoskins

| | |
|--------------------|--------|
| Too Soft | (0-10) |
| Too Firm | (0-5) |
| Doughiness | (0-10) |
| Lack of Elasticity | (0-10) |

Total Demerits (0-100)
Score (100—Demerits)

Tests For Moisture, Egg Solids, Ash

Moisture above 14 per cent in flour causes serious bridging in storage bins. Moisture in finished goods affects package weights and drying efficiency. The moisture test requires an air oven, laboratory balance, desiccator, moisture pans, a grinder and accessories. This test dries ground macaroni for one hour at 130 degrees centigrade. For fast moisture electronic instruments such as the Macaroni can run moisture in one and a half minutes. However, they should always be backed up by the standard air oven test.

Variation of solids in eggs affects egg solids in finished product and cost per pound of egg solids. The standard test for egg solids requires a vacuum oven to be run at 105 degrees centigrade, a steam bath and essentially the same accessories as the moisture test for flour and macaroni. Fairly accurate tests can be run with the same air oven used for macaroni moistures.

The ash test requires a grinder, electric muffle furnace and ashing dishes as well as the equipment used for running moisture tests. The flour or semolina is weighed and placed in an ashing dish and heated to 590 degrees centigrade until it reaches constant weight.

For Sprouted Wheat

There are a number of tests for sprouted wheat, including:

1. Brabender Amylograph.
2. Amylase activity (maltose value).

3. Glabe gel test.
4. Hagberg test.

Several of these tests are within the capabilities of an intelligent high school graduate. In a year in which sprout damage has been wide-spread, it is only prudent to run some kind of test to see if any spotted wheat has been mixed into the product.

The distribution of particle size is important in the operation of the press and the dryer because it determines to some extent the absorption of moisture and the qualities of the finished product. The granulation test requires a stack of sieves of sizes beginning at U.S. 20 and ending with U.S. 100 plus a sieve holder, shaker and balance.

The speck test requires a board with a glass cover ruled into 100 one-inch squares so that the semolina can be read out and dark and light specks can be counted.

Finished Product Quality

The finished product quality is obtained by visual inspection using some kind of grading sheet to give a numerical value to each of the characteristics such as white spots, chalk, rough surface, color, etc. We prefer the following dry product evaluation.

| Serious Flaws | Range of Demerits |
|--------------------------------|-----------------------|
| Checked | (0-20) |
| Split | (0-1) hydrated, dried |
| Deformed | (0-1) dried |
| Color | Plants in |
| Gray or Brown (10 = very dark) | (0-10) () |
| Yellow (5 = No Yellow) | (0-5) () |
| Appearance | |
| Large bubbles (poor redrying) | (0-5) () |
| Small bubbles (poor vacuum) | (0-5) () |
| White Specks | (0-5) () |
| Dark Specks | (0-5) () |
| Rings | (0-5) () |
| Streaks | (0-10) () |
| Roughness | (0-10) () |
| Total Demerits | (0-100) () |

Score (100—Demerits)

Only constant testing and surveillance can assure good quality. The plant owner who has the time to continuously circulate throughout his plant and eat his product regularly can keep the quality up, but as factories grow larger, it becomes necessary to delegate some of the duties to other people and a laboratory becomes a necessity if high quality is to be maintained.

THE MACARONI JOURNAL

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APRIL, 1966

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, St. Paul, Minnesota 55101. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad pages 24 and 25.

ARCHER DANIELS MIDLAND COMPANY, Durum Department, P. O. Box 532, Minneapolis, Minnesota 55440. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Fancy Durum Patents, Palermo Durum Flour. See ad pages 28 and 29.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin 54017. Manufacturers of Doughboy No. 1 Semolina, Granular, Fancy Durum Patent, and other Durum Flours. See ad page 11.

FISHER FLOURING MILLS COMPANY, 3235 16th Street, S. W., Seattle, Washington 98134.

INTERNATIONAL MILLING COMPANY INC., Durum Division, Investors Building, Minneapolis, Minnesota 55415. Manufacturers of Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. General offices in Minneapolis; sales offices in New York and Chicago. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. See ad page 21.

PAVEY COMPANY FLOUR MILLS, 860 Grain Exchange, Minneapolis, Minnesota 55415. Manufacturers of

King Midas No. 1 Semolina, King Midas Durum Granular, Gragnano Durum Granular Flour, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Durambio Durum Flour. See ad page 8.

FORTIFICATION

DISTILLATION PRODUCTS INDUSTRIES, Division of Eastman Kodak Company, Rochester, New York 14603. MYVAPLEX @ Glyceryl Monostearate, a starch complexing agent to permit manufacture of macaroni products with increased firmness, reduced stickiness and greater resistance to prolonged cooking. An optional ingredient permitted by Federal Standards of Identity. See ad page 23.

MERCK & COMPANY, INC., Merck Chemical Division, Rahway, New Jersey 07065. Suppliers of regular and custom vitamin mixtures to millers for inclusion in semolina and flour mixes. Sales Offices: Teterboro, New Jersey; Chicago, Illinois; St. Louis, Missouri; San Francisco, California.

VITAMINS, INC., 809 West 58th Street, Chicago, Illinois 60621. Phone: 312-483-3900. Manufacturers of enrichment mixture and defatted wheat germ especially manufactured to improve the flavor, functionality and nutritional value of macaroni and spaghetti products, an optional ingredient permitted by Federal Standards of Identity. Sales representatives: East, Louis A. Viviano, Jr., Jersey City, 201-434-2788; Midwest, Jack W. Rogers, Chicago, 312-483-3900; West, Joseph P. Manson, Tiburon, California, 415-567-4162.

WALLACE & TIERNAN INC., 25 Main Street, Belleville, New Jersey 07109. "N-RICHMENT-A" @ gives macaroni-noodle manufacturers a proven method for the enrichment of their products. Available in water or powder form. Waters dissolve quickly; W&T Feeders apply the powder form

uniformly and dependably. Stocks are maintained in convenient, nationwide locations.

EGGS

BALLAS EGG PRODUCTS COMPANY, INC., 40 North Second Street, Zanesville, Ohio 43701. Sales offices in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade. See ad page 55.

V. JAS. BENINCASA COMPANY, First National Bank Building, Zanesville, Ohio 43702. Packers of frozen and dried egg products. High color yolks available. Plants in Louisville, Kentucky; Bartow, Florida; and Farina, Illinois. See ad page 61.

HENNINGSEN FOODS, INC., 69 East 42nd Street, New York, N. Y. 10017. Manufacturers of whole egg solids, egg yolk solids and egg album solids. Manufacturers of dehydrated, frozen spray dried and freeze dried beef and chicken product. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; Norfolk, Nebraska; and Ravenna, Nebraska. See ad page 53.

C. KAITIS COMPANY, 2043 North Damen Avenue, Chicago, Illinois 60647. Phone: 312-384-0700. Distributors of fresh-broken, frozen, and shell eggs. State and Federal in-plant inspection. See ad page 57.

WM. H. OLDACH, INC., American and Berks Streets, Philadelphia, Pennsylvania 19122. Packers and distributors of frozen and dried egg yolk. Distributed from warehouse stocks located throughout the United States.

SCHNEIDER BROS., INC. Office and plant: 1550 Blue Island Avenue, Chicago, Illinois 60608. Birmingham office and plant: P. O. Box 1590, Birmingham, Alabama. Processors of frozen eggs since 1915. Broker and Clearing House member, Chicago Mercantile Exchange.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 69784. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 59.

MANUFACTURING EQUIPMENT

AMBRETTE MACHINERY CORPORATION, 156-166 Sixth Street, Brooklyn, New York 11215. Manufacturers of Ambrette automatic presses for short cut and long goods and noodle production. Automatic long goods finish dryers and preliminary dryers and long goods finish drying rooms for long goods production. A complete line of all type automatic conveyors. A complete line of Ambrette high-speed mixers and automatic flour feeder and water metering systems for both macaroni and egg noodle production. Exchange systems for all equipment. Catalogs on request. See ad pages 38 and 39.

ASEECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90006. Agents for Pavan macaroni production machinery. U. S. and Canadian representatives for Garibaldo Ricciarelli, packaging equipment manufacturers, and Montoni, macaroni die manufacturers, both of Pistola, Italy. Manufacturers of complete storage systems: Verti-Lift bucket elevators, automatic check weigh scales, Vibra-feeders, Feed-o-meters, Stor-A-Veyors. Complete macaroni plant layouts, including plant engineering, designing, supervision and installation of all equipment. See ad page 15.

DOTT. INGG. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, Milan, Italy. American representative: Lebara Corporation, 60 East 42nd Street, New York, N. Y. 10017. Manufacturers of completely automatic lines for long, twisted, and short goods. Production lines from 5,000 to 72,000 pounds in 24 hours. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering. See ad pages 42 and 43.

THE BUHLER CORPORATION, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55428. Planning and engineering of complete macaroni factories; consulting service. Manufac-

turers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Butler Brothers, Ltd., Toronto, Ontario, Canada. See ad pages 66-67.

CLERMONT MACHINE COMPANY, INC., 280 Wallabout Street, Brooklyn, New York 11206. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including bucket and cleat conveyors. See ad pages 47 through 50.

CONSOLIDATED BALING MACHINE COMPANY, Sales Division of N. J. Cavagnaro & Sons Machine Corporation, 406 Third Avenue, Brooklyn, New York 11215, Department M.J. Manufacturers of a complete line of all steel, hydraulic baling presses for baling all types of waste paper, cartons, semolina bags, cans, etc. Also manufacture machinery for producing Chinese type noodles, dough brakes, and cutters. See ad page 61.

DE FRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, New York 11237. Full range of automatic presses for both short cuts and long goods from 500 lbs. to 2,500 lbs. per hour. Continuous automatic lines for long goods with new patented automatic return of the empty sticks to the stick reservoir of the press. Automatic stick stripping device with a speed up to 24 sticks per minute. Automatic long goods cutters and automatic weighers for long goods; automatic sheet formers; noodle cutters; high temperature finish drying rooms; new dual air chamber design preliminary dryers for long goods. Die washers, egg dosers and conveyors. Special canning spreader for filling macaroni products at a predetermined quantity directly from the extrusion press into cans. Consultations and factory layouts available for your requirements. Full line of rebuilt presses and hydraulic presses. Exchange system for preliminary dryers, ADS spreader conversions and screw cylinders. Western representatives: Hoskins Company, P. O. Box 112, Libertyville, Illinois 60048. See ad pages 34 and 35.

PAVAN, Galliera Veneta, Padova, Italy. Macaroni manufacturing equipment. Automatic continuous lines

from 2,900 pounds per hour to 300 pounds per hour for short and long cut pasta. Entirely automatic noodle, nest and coil lines (no trays). Conventional and fast drying cycles with pre-dryer and finish dryers in stainless steel. See ad pages 17 and 18.

ZAMBONI, Via Isontina, Casalecchio, Bologna, Italy. Colling machines, ravioli machines, nesting machines, shearing-folding machines. Cartoning, weighing, and bag-packing machines. Agents in the industrial macaroni branch: Dott. Ingg. M., G. Braibanti & Company, Milan. Braibanti representatives in the United States and Canada: Lebara Corporation, 60 East 42nd Street, New York, N. Y. 10017.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, New York 11215. Specializing in extrusion dies for the food industry. See ad page 31.

GUIDO TANZI, 6917 Milwaukee Avenue, Niles Illinois 60648. Manufacturer of all type of dies. Specialists in teflon dies. See ad page 65.

PACKAGING EQUIPMENT

AMACO, INC., 2601 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of weighing, bag-making, filling and cartoning equipment for all branches of the macaroni trade.

CLYBOURN MACHINE CORPORATION, 7515 North Linder Avenue, Skokie, Illinois 60076. Vertical cartoning equipment with volumetric or net weigh filling. Horizontal cartoners for long cut macaroni products. See ad page 41.

DOUGHBOY INDUSTRIES, INC., Mechanical Division, New Richmond, Wisconsin 54017. Heat sealing machines for bag top closures. Model AT rotary sealers for cellophane bags and Model CBS-AB band sealers for polyethylene bags. See ad page 11. (Continued on page 72)

Buyers' Guide—

(Continued from page 71)

FR. HESSER Maschinenfabrik Aktiengesellschaft, Postfach 569 und 580, 7000 Stuttgart-Bad Cannstatt, Germany. Equipment for packaging long goods in either carton packages or wrap. Packaging machines for short cut spaghetti or macaroni products. Spaghetti weighing equipment for long goods and short cut products. See ad pages 12 and 13.

TRIANGLE PACKAGE MACHINERY COMPANY, 6655 West Diversey Avenue, Chicago, Illinois 60635. Phone: 889-0200, Area Code 312. Manufacturers of automatic form, fill, seal bag machines for the packaging of short cut goods and noodles; automatic and semi-automatic Flexitron net weighing systems for short cut goods; automatic scales and wrappers for long goods spaghetti items including a new wrapper and scale for the handling of Italian style products. See ad page 45.

PACKAGING SUPPLIES

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond National Corp., 733 Third Avenue, New York, N.Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials; point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in 22 principal cities offer nationwide package design service and marketing consultation. Nine manufacturing plants are strategically located coast to coast. See ad page 73.

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19898. The principal films from Du Pont used for packaging macaroni and noodles are: Du Pont "K" 207 cellophanes and Du Pont 2-in-1 polyethylene bag films. Sales offices: Boston; Boston, Massachusetts; New York, New York; Philadelphia, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; Prairie Village, Kansas; and San Francisco, California.

FAUST PACKAGING CORPORATION, 100 Water Street, Brooklyn, New York 11201. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

MUNSON BAG COMPANY, 1366 West 117th Street, Cleveland, Ohio 44107. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonnelle Avenue, North Bergen, New Jersey 07047. Complete packaging services for macaroni manufacturers, from design and production via latest lithographic equipment, to merchandising and marketing assistance in packaging promotions. Rossotti Clo-Seal Cartons (sift-proof, infestation-proof carton construction); Rossotti Econ-o-mate equipment (heat-seal packaging machinery). Executive offices: North Bergen, New Jersey. Sales offices: Rochester, Boston, Philadelphia (Pennsauken, N. J.), Pittsburgh, Chicago, Milwaukee, Kansas City, Los Angeles, San Francisco, Seattle, and San Juan, R.R. See ads pages 2 and 3.

SERVICES

HOSKINS COMPANY, P. O. Box 112, Libertyville, Illinois 60048. Food Technology Laboratory at 5901 Northwest Highway, Chicago, Illinois. Industrial consultants, engineering services. Consulting on drying, new plant design, part layout, modernization, technical consulting on all phases of research and macaroni and noodle production. Western sales representative for De Francis Machine Corporation. See ad page 69.

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, New York 10017. Consulting and analytical chemists; sanitation consulting; new product development; labeling and packaging advisors. See ad page 63.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065. Manufacturers of Lawry's Spaghetti Sauce Mix, Stroganoff Sauce Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy sauce mixes, and dip mixes.

CLASSIFIED

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Ed De Rocco Is Dead

Edward D. De Rocco, macaroni manufacturer of San Diego, California, died suddenly on February 10 at the age of 57. He leaves a brother Walter and sister Albina.

He was general manager of the San Diego Macaroni Company, established by his father in 1912, and sold to the American Beauty Macaroni Company last summer.

He had served on the board of directors of the National Macaroni Manufacturers Association for a great many years.

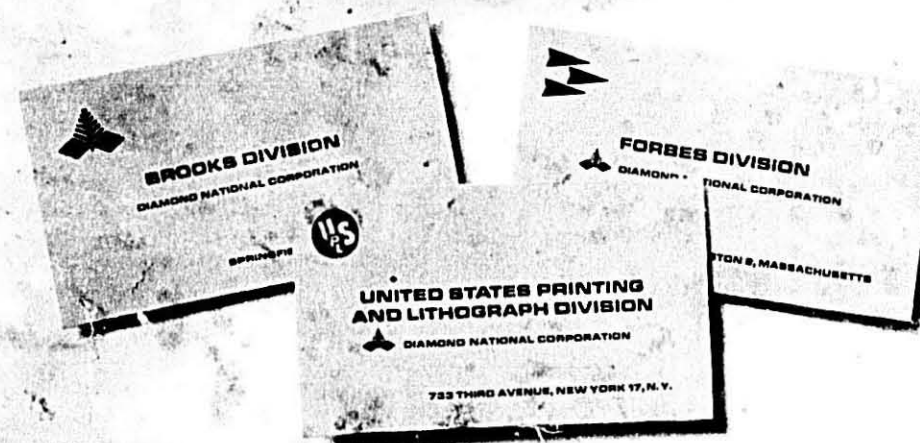
THE MACARONI JOURNAL



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DIAMOND NATIONAL CORPORATION
NEW YORK, NEW YORK

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what about the farm program?

what's the outlook?

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DURUM DIVISION



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