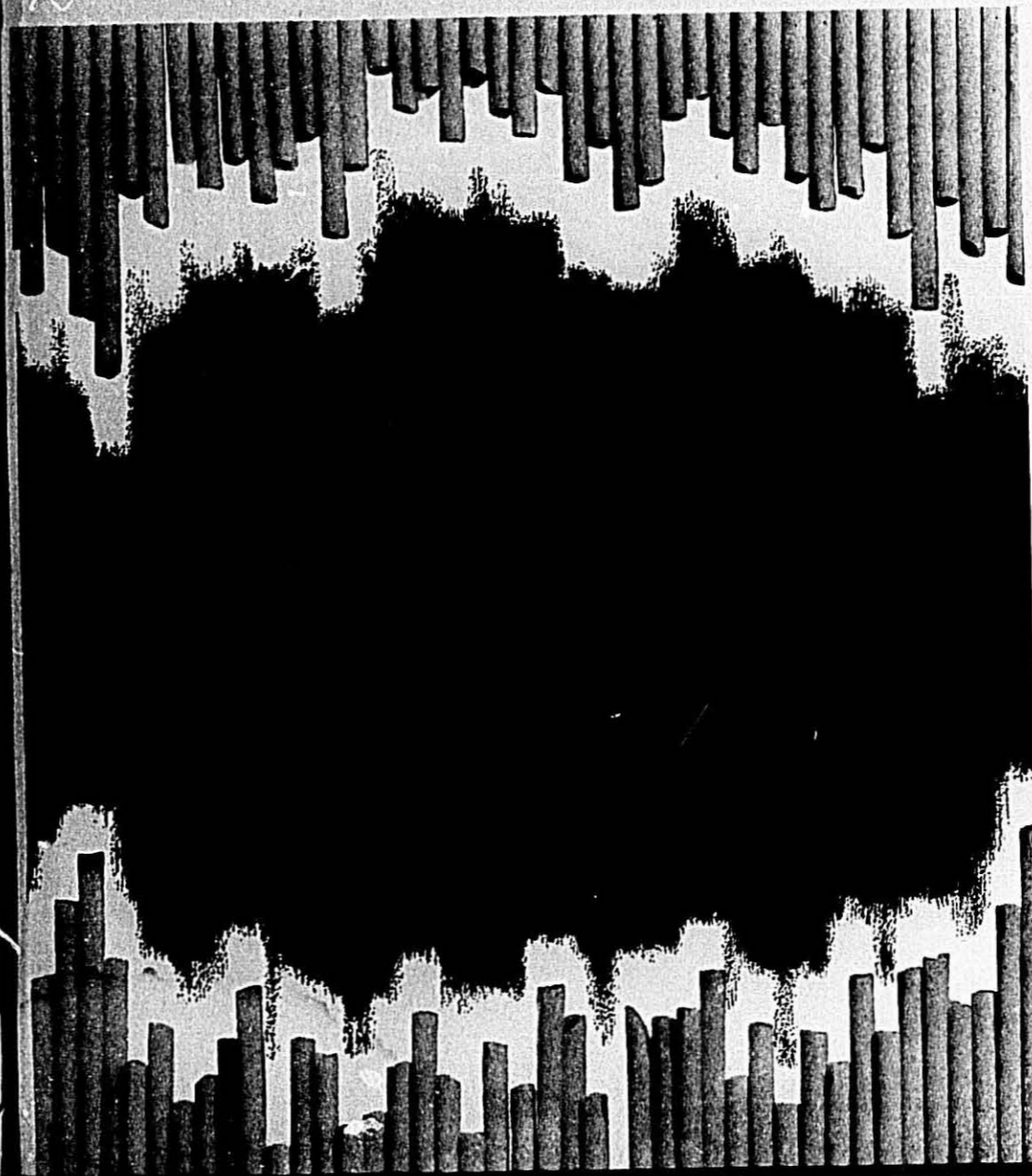


**THE
MACARONI
JOURNAL**

**Volume 48
No. 12**

April, 1967

Macaroni Journal



**ROSSOTTI
PACKAGING**
**SELLS
MORE
OF YOUR MACARONI**

That's because it's predictable packaging. Because it's the kind of packaging only professionals can produce. Because it captures
 the bright look of newness to sell on sight eye-catching visuals with buy-it-now, serve-it-today appeal trademark designs to say nice things about your product color usage in exciting, attention-winning ways.

That's why modern macaroni marketers across the country know that ROSSOTTI delivers

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Rossotti

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Congratulations

to the

**MACARONI
JOURNAL**

on its

48th

ANNIVERSARY

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

Rossotti

Executive Offices: North Bergen, New Jersey

APRIL 1967

The Macaroni Journal

April
1967
Vol. 48
No. 12

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P.O. Box 336, Palatine, Illinois, 60067.

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THE MACARONI JOURNAL

Business is business.

Says who? Says too many people.

You've probably heard it yourself many times.
It's used to justify almost *anything*.

But how many times have you ever questioned this attitude or raised your voice in protest? An idea like this takes root just because not enough people do anything to stop it.

If you have ever asked yourself "Why doesn't someone do something about it?" you're talking to the right person. You.

It won't be easy. Sometimes you'll need encouragement. The kind you'll find in your place of worship.

Here you'll discover you're not alone. That, in itself, can give you the strength to say "Says who?" once in a while when it needs to be said.



APRIL, 1967

Published as a public service in cooperation with The Advertising Council

5

The Macaroni Journal

CELEBRATES ITS 48th ANNIVERSARY

We pride ourselves on the progress we have made as individuals, as companies, as an industry. Yet it is amazing how similar are the problems that keep cropping up today with those experienced ten years ago, twenty years ago, forty years ago.

In 1937

Thirty years ago, in an invitation from Phillip R. Winebrenner, president of the National Macaroni Manufacturers Association, to industry members to attend a convention in Cleveland, he listed some of the problems that were bothering the macaroni business at that time. They included:

- a new Food and Drug bill;
- the unfavorable price trend;
- the Robinson-Patman Act;
- the distinct drift to lower quality;
- the unfair and unfavorable purchase contract now in use;
- the proposed NRA (National Recovery Administration);
- the aggressive plans of competing industries who hope to place their products upon the dinner table where macaroni is now served;
- the increasing use of artificial color;
- the unrest of labor;
- and many more items equally disturbing.

Meeting the Challenge

Mr. Winebrenner then asked: "Who is prepared to say whether or not our conditions will be aided or aggravated by:

- a new and enforceable set of standards;
- an enlarged executive personnel for the Association;
- a Trade Practice Conference under the auspices of the Federal Trade Commission;
- a well conceived and directed publicity campaign;
- more regional meetings;
- intelligent research of our prod-

ucts to be carried by one of the accepted institutions;

- compiling of statistics so that every manufacturer will know periodically how his sales compare with the industry as a whole;
- a consumer's survey to determine what the public thinks and wants;
- a more ambitious Association program requiring a larger budget.

"It is fitting for us to turn our eyes to the future in an attempt to visualize the needs which must be filled and the methods by which we will fulfill them. These problems are very real — these problems are still yours."

Wheat Prices in 1947

Ten years later, in the postwar period of April, 1947, the Macaroni Journal looked at the signs of the times and found \$3.00 wheat. It was the second time in 99 years that bread wheat had hit so high a figure, the first time being in 1918 shortly after the cessation of hostilities of World War I. Durum wheat did not rise as spectacularly as bread wheat, and granulars were selling in the spring of 1947 at \$6.30 a hundredweight, Minneapolis.

While the rapid rise in wheat brought about increases in flour and bread, macaroni prices held firm. The use of un-audered bags was to be barred; paper sacks were showing an upward price trend.

Meetings were held in February and March of 1947 in Pittsburgh, New York City, and Chicago, to consider reducing the number of styles and shapes thereby conserving packaging materials and eliminating uneconomical items. Also up for consideration was americanizing names of macaroni styles.

Sales Salute in 1957

Ten years ago, the Macaroni Journal gave a salute to salesmen, recognizing their return to prominence as the buyer's market changed to a seller's market.

Durum Legislation

Senator Milton R. Young—"Mr. Wheat" from North Dakota—introduced legislation to permit durum growers to plant extra durum in 1957 to alleviate the shortages that had occurred because of 15B rust. His actions were supported by a delegation of macaroni manufacturers and durum growers who carried their message to Washington.

Research and Recitations

The market research class at Northwestern University in Evanston, Illinois, combined learning with experience and went knocking from door to door to get first-hand consumer comments on macaroni products.

They concluded: "It is apparent that it is necessary to educate the consumer in relation to the caloric content of macaroni products as opposed to other meat substitutes, as potatoes, rice, and bread; and that the job is not to educate new users, but because practically everyone uses macaroni products, the job is to get them to use them more often."

Their final contribution was this little jingle:

"Spaghetti makes a lovely meal,
Spaghetti tastes so good, it's just ideal
For parties, snacks, and lunches,
When all your friends drop in by bunches.

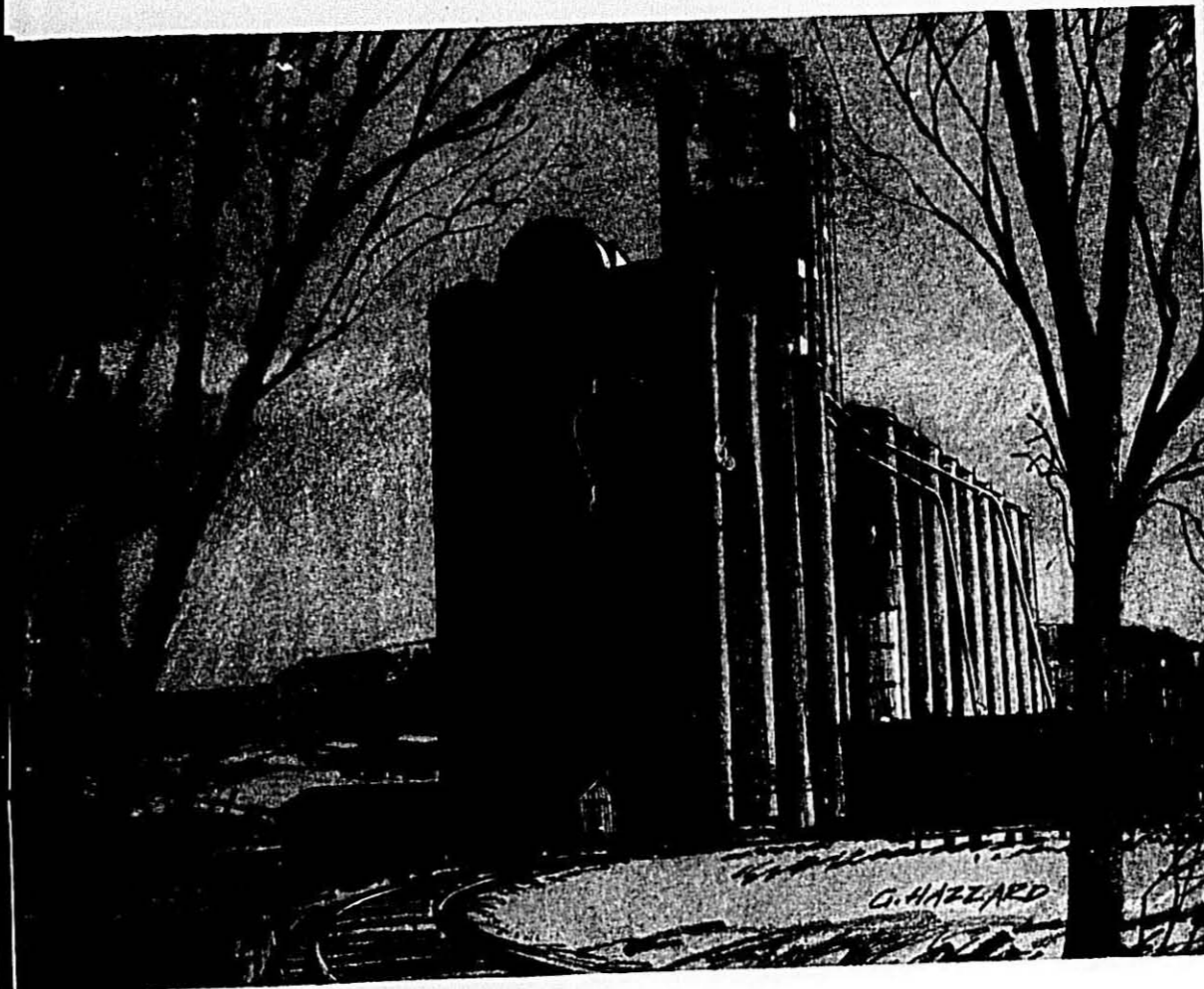
"It's easy to fix, only takes a while,
And on your face there will be a smile
As you enjoy this tasty treat;
Try spaghetti, it can't be beat!"

Please Read On

So, while the basic problems of material supply, processing, governmental regulation, the development of consumer acceptance, and the like continue, the approaches vary and some of the details change. Peruse the pages inside to see how we are approaching our problems in this year of 1967.

ADM maintains over 70,000,000 bushels of grain storage capacity to assure you *top performance* durum products, precisely like the last batch you bought . . . and the batch before that

*where top performance counts,
you can count on ADM*



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

How Muellers Maintains its Position in the Market

by H. Edward Toner, president, C. F. Mueller Company, at the N.M.M.A. Winter Meeting

THE program indicates that I am to speak on how Mueller's maintains its position in the market. This, to me at least, is a timely subject since this year we celebrate our 100th Anniversary.

Our basic sales philosophy could be summed up in one brief sentence—Work, Work and more Work. However, Bob Green would not permit me to stop there!

We believe that any successful operation is based on people. Our organization, we believe, is made up of experienced, motivated, dedicated people—working as a team.

We believe that every Department in our operation—production, purchasing, traffic, industrial relations, sales and financing — shares responsibility with each of the others for the continued success and growth of the Company.



H. Edward Toner
President, C. F. Mueller Co.

in which people will gladly work with enthusiasm and determination.

Despite a moderate amount of turnover in our sales force, which I am sure you all experience, we feel it to be well trained in marketing techniques and basic education. Moreover, we stress in our training that our men be well-mannered. People do not buy from ill-mannered salesmen. Nor do they buy from clowns. These men know the "whys" and "hows" of new developments in their field. We believe the more facts you tell, the more you sell. They have belief in their role and their importance to us. We hold them in high esteem and try to instill pride in their chosen field.

We live in a time of such rapid change and growth of knowledge that only a person who continues to learn and inquire, can hope to keep pace, let alone play the role of guide.

Fortunately we do not believe that all the knowledge in this complex marketing field of today resides at 180 Baldwin Avenue, Jersey City.

Marketing Services

We, as some of you know, have the benefit of the A. C. Nielsen service, the advice of Sid Johnson, a consultant well known to many of you, plus the research and marketing facilities of our Agency, Needham, Harper & Steers. However, we use research for illumination, not as a drunkard uses a lamp post for support. Moreover, we profit, as do all of you, through the work the Ted Sills Agency does for the Institute.

However, marketing tools are only as good as the people who use them.

Most of you here today are concerned with marketing. Part of our basic philosophy is to establish the proper mix of advertising and promotional dollars and then coordinate them so that they work together, not separately.

Increased Advertising

In advertising, for instance, we have continually raised our budget during the last ten years. In doing this we have: (1) been conscious of the increasing cost of media, and (2) of the need to protect the future of our continually growing case volume. Ideally, we try to advertise in accordance with our share of market.

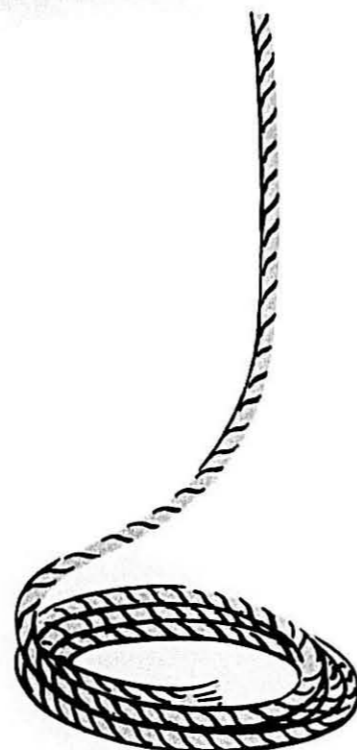
Our twelve sales divisions receive advertising dollars in accordance with the potentialities existing in each division determined by population, consumption levels, competition and our knowledge of conditions existing in each.

In connection with our advertising, I would like to stress that both we and our advertising agency look upon the primary mission of advertising as that to give truthful and informative descriptions of our products. We believe that in the long run such advertising will be more persuasive to the consumer than untrue, distorted and biased advertising.

Therefore and during each advertising program we exert every effort through our Agency and our own salesmen to tell all in the trade (at least those who will listen) that we do advertise (and fairly) and that we advertise year-after-year-after-year—because we do. In this communication area, our Agency wrings about as much merchandising effort out of our media as is obtainable.

Our Budget for trade and consumer promotion is based on the job that has to be done at a particular time and in a given division. It is based on the number of new products to be introduced (and here we have been backward), the distribution level of recently introduced varieties and importantly the trend in sales of our standby bread and butter products like Mueller's Elbow Macaroni (the biggest seller in all America—by far).

(Continued on page 10)



There's NO MAGIC to producing fine quality Extrusion Dies . . .

just know-how, experience and a sincere desire to satisfy our customers.



D. MALDARI & SONS, INC.
557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Mueller's Marketing Philosophy—

(Continued from page 8)

Fair Dealing

Here I would like to mention that we pride ourselves on fair dealing. Every customer of ours knows that he is getting exactly the same treatment as his competitor.

On trade and consumer promotions, we have over the years consistently raised our budgets to keep step with our accelerated growth and new product activity.

We probably spend less for Trade and Consumer Promotions, deals if you prefer, than others in highly competitive segments of the grocery industry—including the macaroni segment. I say probably because it is very difficult to get a "fix" on promotional or deal money spent by others in the grocery industry.

Now, a little more about our sales philosophy!

First, we try to move our products right through to Mrs. Consumer. We are not content to sell merchandise to warehouses at the wholesale level and assume distributors, be they wholesalers or chains, will move it on to the shopping baskets.

With net profit margins for chains as low as .66 per cent of the sales dollar and warehouse stocks comprising from 6,000 to 8,000 items distributors can only hope to do a good job of distribution in general.

Move Category

Our sales organization of 95 men provide a merchandising service tailored to move the entire macaroni category, all brands, all items, to the consumer at the greatest benefit to the distributor. In this effort we try to present each brand to Mrs. Consumer in accordance with its retail movement and each item in accordance with its importance. But, above all we try to do this fairly—fair to the retailer, ourselves and competitors. We are not proud when we discover some over-zealous Mueller man "hogging" the shelf at the expense of other brands... and I might say that the retailer is not impressed either. In Wall Street they say: "Bulls and Bears make money. Hogs never do!"

You who have your own sales force know it is not an easy thing to recruit, orientate, train, motivate and may I say accommodate each individual.

At least I know that our top sales people have tried in all these areas and I feel they have done a creditable job.

While we believe we have strength at the direct level, one thing we are sure of—wherever we have strong re-

tail representation we continue our forward progress.

Bandit Shows Flare For Business

A bandit with business knowledge recently robbed C. F. Mueller Co., Jersey City, New Jersey of \$24,640.

Police said the bandit—young and well dressed entered the company offices and told a receptionist he had an appointment with the firm's president.

Told the president was out of town, he asked to see the treasurer, Richard Post.

Post took the man to his second floor office. The bandit then drew a revolver and demanded the company books. After inspecting them, he ordered Post to write a check for \$24,640.

Post said he couldn't write such a check without the accompanying signature of a second company officer. So the bandit had Post call in assistant treasurer Edwin Gillis and have him cosign the check.

After obtaining Gillis' signature, the bandit told Post to inform the bank that a messenger would be arriving to cash the check. He also ordered Post to furnish the messenger and Post complied. Neither Gillis nor the messenger was aware a robbery was in progress.

When the money arrived, the bandit took it and ordered Post to hand over his car keys. When told Post didn't have one, the robber ordered him to "borrow one from a friend." Post did.

Then the holdup man ordered Post into the car and drove away.

He parked near a medical center, ordered Post into the car trunk, and fled.

Police said the company didn't learn of the robbery until an anonymous phone call informed them Post was locked in the trunk of a car near the hospital.

Lowell W. Andreas In ADM Management Unit

Archer-Daniels-Midland Co. realigned its top executive echelon to give two major stockholders a greater voice in management.

Lowell W. Andreas was named executive vice president and to a new management unit, "the office of the president." Mr. Andreas will share that office with John H. Daniels, who will continue as president and chief executive officer. However, the company's two major operating groups in the agricultural and chemical fields will report directly to Mr. Andreas. All staff func-

tions will be under direct control of the new "office of the president" unit.

The new management unit, Mr. Daniels said, was needed "because of the increasing scope of agricultural and chemical operations in this country and abroad."

Family Holdings

Mr. Andreas was elected a director last November. He and his brother, Dwayne O. Andreas, own about 8 per cent of the company's 1,572,519 shares of outstanding common stock.

The 120,300 shares owned by the two brothers are held through a family-owned company and were acquired in 1965.

Dwayne Andreas was elected a director last February. He is chairman and chief executive officer of First Inter-oceanic Corp., a private investment company for members of the Andreas family. He was formerly executive vice president of Farmers Union Grain Terminal Association, a large farmer co-operative.

Prior to being named executive vice president, Lowell Andreas resigned as manager of Honeymead Products Corp., a division of Farmers Union Grain.

In another switch of executive personnel, Erwin A. Olson, chairman, who has headed the company's agricultural operations since 1959, withdrew from the latter post. He remains as chairman to "devote full time to long-range planning and acquisition programs," Mr. Daniels explained.

Earnings in Narrow Range

Over the past 15 years, Archer-Daniels-Midland earnings have fluctuated within a narrow range. In fiscal 1966, ended June 30, the company reversed a four-year downtrend during which earnings had sunk to \$1.76 a share from \$2.70. And dividends, which had been maintained unchanged at \$2 a share since 1953, were cut 20 per cent in fiscal 1965.

In fiscal 1966 earnings were \$4,945,464, or \$3.14 a share, up from \$2,765,000, or \$1.76 a share, in the preceding fiscal year.

For the six months ended Dec. 31, 1966, the company was able to report a modest further gain in per-share earnings—\$1.72 against \$1.66 in the like 1965 period. But second fiscal quarter earnings dropped more than 10 per cent to 97 cents a share from \$1.09 a share a year before.

"In the ordinary business of life, industry can do anything which genius can do, and very many things which it cannot."—Henry Ward Beecher

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

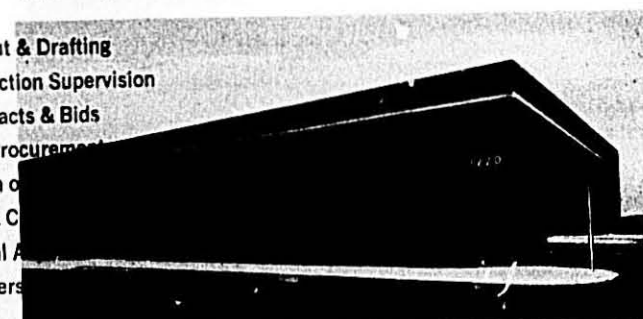
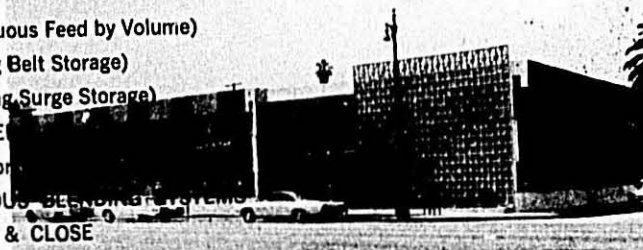
LIST of SERVICES

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
Training of Operating Personnel
Service after Sale

Manufacturing & Warehouse Facilities

See Aseeco "One Responsible Firm — One Supplier"

1830 W. OLYMPIC BOULEVARD TEL. (213) 385-9091
LOS ANGELES, CALIFORNIA 90006



Victor Henningsen, Sr. Honored

Victor W. Henningsen, Sr., chairman of the board of directors of Henningsen Foods, Inc., was honored at the annual industry-wide Fact Finding Conference held recently in Kansas City.

Mr. Williams Makes Presentation

Harold Williams, president of the Institute of American Poultry Industries, presented the Institute's Industry Service Award for 1967 to Mr. Henningsen during the annual Institute Membership Breakfast. In making the award, Mr. Williams declared:

"The man chosen for the Institute's Industry Service Award this year is a man who has remained quiet and dignified in all the turmoil of this business. People who know him best will tell you, 'I've never heard him raise his voice.'

"He has never had to raise his voice to make a point. He has never forced his opinions on anyone else. He has found out what the facts are. He has stated them quietly and has acted accordingly.

"He is a man of enormous energy and keen intellect. Whatever he puts his hand to, he wants to improve it, wants to do it better.

Technological Contributions

"He has never been just a trader. He is a developer. He has never accepted the idea that anything is impossible. If there is technical knowledge he lacks, he hires men who have that knowledge and gives them free rein to make the most of their talents. As a result:

In 1934 he spray-dried egg whites commercially.

In 1938 he pasteurized whole eggs and egg yolks.

In 1944 he stabilized and gas-packed whole egg.

In 1957 he heat-treated and pasteurized egg whites.

"He produced, commercially, odorless, high- whip spray albumen. This opened up the cake-mix market. The manufacturers of mixes have used more egg solids than any other branch of the food industry.

"When most men of his age are thinking of retiring, the winner of our award is directing the development of a new egg separating machine, three new dehydrated food products, an inexpensive high-protein food for mass-feeding and new techniques for dehydrating poultry and egg products.

"In a hotly competitive field, he has always been willing to share with

others in the business the results of basic research done in his own laboratories.

"He was one of the first men in the egg business to recognize that a food processor has a responsibility for public health. He accepted that responsibility personally. And, by his actions, he has led others to accept it.

From Denmark to Here

"Your award winner was the youngest of a dozen children. His father had been involved in the dairy business in Denmark and, when he emigrated to this country, he established a dairy and produce business in Superior, Nebraska.

"His son, when you meet with this award, studied agriculture at the University of Nebraska and was a farm manager in 1914.

"A year later, he was sent to Shanghai, China to buy and pack eggs for shipment to this country. One shipment he made filled two trains when they were unloaded at Vancouver to be shipped onto Boston. Two years later, he set up a plant in Shanghai to produce frozen and dried egg products. This was the beginning of his interest in the dehydrated food field.

"For the next six years, except for the time he spent in service in World War I, he spent half his time in China, half in the United States. He established his first drying plant in the United States in 1930. His Shanghai plant was sold to the Nationalist Chinese in 1947.

"Recently, under his guidance, his company has made significant advances in the European market as a major supplier of egg products on the Continent in competition with Communist China. They also opened the British market to U. S. products.

Diversified Organization

"Today, his company has become a highly diversified organization. In addition to its egg products, it has become a world leader in the production of dehydrated chicken for use in convenience foods.

"On the personal side, the winner of your award has found time to take an active part in his church, to become a skilled silversmith, a knowledgeable collector of American art, and an amateur musician.

"He has always been active in industry affairs. In the days of the NRA and the OPA, he was a member of their Egg Advisory Committees. He was a

member of the Secretary of Agriculture's Research Advisory Committee. He was president of the National Egg Products Association, which later became a part of the Institute. He was a director of the Institute and has now been succeeded on the board by his son. He was a director of the National Poultry, Butter & Egg Association, which this year became a part of the Institute. He was one of the founders of the Egg Solids Council, which was opened as a part of the Institute. He has been a unifying force in this industry.

"He is leading the egg and poultry industry into tomorrow. He is Victor W. Henningsen, Sr., chairman of the board of Henningsen Foods."

International Milling Co. Acquires Egg Business

International Milling Co. announced it is diversifying into the egg and poultry business by acquiring Neuhauser Hatcheries Inc. and Maumee Valley Egg Farm, both of Napoleon, Ohio.

International, a food and feed processor, will exchange an undisclosed number of shares of common stock for the assets and liabilities of the two organizations, which together employ 150 persons and have annual sales of about \$15 million.

Neuhauser and Maumee operate 20 hatcheries in the area where Ohio, Indiana and Michigan adjoin, and four feed plants and an egg hatchery in Ohio. Maumee, Neuhauser and its subsidiaries, Grohlo Industries Inc., Koppenhofer Bros. and Delta Feed Co., hatch more than 3.5 million layer chicks a year and produce about 15 million dozen eggs a year.

"We feel Neuhauser is in a solid, basic industry with good future profit potential," said Darrell M. Runke, vice president of International's Supersweet Feeds division.

This is the first acquisition International has made for an exchange of common stock.

Frozen Egg Noodles-n-Beef

Egg Noodles-n-Beef casserole with beef gravy and celery is being marketed east of the Mississippi by On-Cor Frozen Foods of Chicago. The casserole, which is packed in an aluminum foil tray, weighs two pounds and retails between \$1.29 and \$1.39.

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



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell 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 ways. After all, we're the egg people. One 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

60 East 42nd Street, New York, N. Y. 10017 (212) MU 7-1550

Warnings Sounded on Eggs

Supermarkets will stage a revolt and take over egg production, distribution and retailing, if present channels fail to upgrade production and handling.

So warned Irvin R. Rinehart, director of corporate development, Godfrey Company-Sentry Foods, Waukesha, Wisconsin, at the annual fact finding meeting of the Institute of American Poultry Industries.

"There are too many fingers in the profit pie in the egg industry, so producers would be well advised to set themselves up directly with the retailers or at least contract their volume through one additional step, the processor, who in turn goes directly to a supermarket," he said.

Plain Talk

"Most eggs reaching today's supermarket are not as meticulously handled as they should be. Too many of the pullets we produce are not fit for the production of top quality eggs. Too many of the laying flocks are poorly managed, disease ridden, and many flocks lay too long. All of which contributes to the ultimate low quality of the finished product.

"Eggs stay in the house too long. They wait too long to be picked up and delivered to the processing house. Temperatures are often disregarded somewhere along the line," Mr. Rinehart complained.

"All of these things contribute to the supermarket being second rate to the house-to-house peddler in reputation for quality of eggs."

In making a plea for more promotion money, L. M. Sandberg, meat products director of Super Valu Stores, Minneapolis, cited a dwindling share of the business held by frozen fryers at Super Valu. He said money is needed to create consumer acceptance.

Super Valu suffered a serious loss of fryer business from 1960 to 1964, he

said. The company resumed promoting ice pack fryers in 1964 with full force. But it took until 1966 to regain its 1959 tonnage for ice packs.

Although consumers are suspicious of frozen fryers at retail, more than 80 per cent of all fryers bought subsequently are frozen at home, Mr. Sandberg said.

Promote Brand Names

Retailers should give top quality eggs a brand name and promote them as worthy of a premium price, C. O. Newell, Swift & Company, recommended.

"We believe there is a profit incentive to the retailer in handling such an egg. For example, in a given store where the egg volume averages 100 cases a week, the extra gross profit would be \$1,560 per year, provided only 20 per cent of the volume was sold at a five cents a dozen premium," Mr. Newell said.

"Most stores give customers only a choice of egg sizes but not a choice between an advertised brand and a price for private brand," he noted.

He said the "egg industry is in for overproduction and lower average prices this year. How long this situation will last will probably depend on what happens to egg type chick hatchings. If cutbacks in hatching occur quickly and are severe, as happened in 1965, the effect on the decrease in hatch could be felt by the end of this or early next year."

Poor Prognosis

He described as poor the outlook for reversing the downward trend in per capita egg consumption this year, "egg prices are sure to suffer and the decline in per capita consumption will be halted only temporarily. A solution must come by consumer demand being created by advertising and promotion and not forced by too much production," Mr. Newell said.

Eggs—the fundamental cells of life from which comes every living animal.

Egg Solids Production in Pounds

(USDA Statistical Reporting Service)

Product	1965		% of 1965
	Jan.-Dec.	Jan.-Dec.	
Whole	8,785,000	8,104,000	83
Albumen	13,595,000	13,071,000	101
Yolk	13,412,000	12,909,000	96
Other	13,275,000	16,800,000	127
Total	50,077,000	51,484,000	103

Japanese Prefer Yellow Yolks

Japanese people prefer to eat eggs with bright yellow yolks.

So what's that got to do with growing alfalfa in Imperial County, California? Quite a lot, says the Council of California Growers.

Alfalfa, besides providing many other vital food ingredients, contains a yellow pigment called xanthophyll. When fed to laying hens, this color is transmitted to the yolks of the eggs.

Last year 50,000 tons of dehydrated and pelletized alfalfa were shipped to Japan from a single plant near Brawley, California. Japanese feed manufacturers buy more than 90 per cent of this plant's annual production of alfalfa pellets.

The pellets not only are used to feed laying hens, but also are fed to fryers and broilers, and to swine and cattle. During 1966, the Japanese bought \$2,200,000 worth of the pellets from the Brawley plant alone.

Japan is the largest importer of U. S. agricultural products, with annual purchases amounting to almost \$1 billion.

Hatchery Production

Egg-type chicks hatched during Feb. were estimated by the U.S. Dept. of Agriculture at 46,000,000, 13% more than in Feb., 1966. The Feb. egg-type hatch was above a year earlier in all of the U.S.

The largest regional increase from Feb., 1966 was 22% in South Atlantic, followed by 20% in the West North Central region, 18% in South Central, 15% in East North Central, and 2% in both North Atlantic and West.

Production and Disposition of Liquid Egg by Class or Product (Total for All Commercial Egg Breaking and Egg Drying Plants)

Jan.-Dec.	For immediate consumption		Used for drying		Frozen		Total	
	1965	1966	1965	1966	1965	1966	1965	1966
	(a)	(a)	(a)	(a)	(a)	(a)	(a)	(a)
Plain Whole							174,859	169,270
Whole Blends							116,168	128,984
Total Whole	17,246	18,685	82,385	91,655	191,196	187,934	290,827	298,254
Albumen	15,190	7,575	104,165	104,790	80,400	72,397	199,764	184,762
Plain Yolk							49,814	48,753
Yolk Blends							88,387	89,623
Total Yolk	11,939	14,070	29,549	28,197	96,713	96,109	138,201	138,376
Total	44,384	40,310	216,099	224,642	368,309	356,440	628,792	621,392

(a) Breakout by use not shown to avoid disclosure of individual plant data.

Leeds - A New Durum Wheat Variety

by L. D. Sibbitt, Associate Professor, Cereal Technology Department, North Dakota State University, Fargo, North Dakota

THE durum wheat variety picture is an ever changing one for many different reasons. Producers choose the variety or varieties they believe are best suited to meet the needs and problems of a particular area. Often their need is for early maturity, more disease resistance, higher yields, stronger straw, resistance to insects, resistance to shattering or superior quality to gain a market preference.

Rust Development

The change in the races of stem rust in the Northern Great Plains may occur very suddenly. The year 1950, which marked the first major buildup of race 15 B and the threat which this posed for the future, was of great significance not only to the wheat producers but to the milling and macaroni industry generally. While race 15 B had been known for some time, it had not been observed in the major wheat producing areas of North America prior to 1950. None of the varieties grown or available at that time were resistant to this virulent race of rust and to meet this situation, new sources for rust resistance were sought. It was fortunate that the North Dakota Agricultural Experiment Station, in cooperation with the USDA, had earlier begun a crossing program for durums using the resistance to race 15 B found in Khapli, and another wheat which had been introduced from Palestine.

Wells and Lakota

To more rapidly increase the quantity of seed and to decrease the time required for release of new varieties, the program of southern winter seed increase was greatly expanded. Small quantities of northern grown seed were planted in Arizona and Mexico. The harvest from these increased plots was returned in time for spring planting in the Upper Great Plains, thereby producing two crops of wheat per year. This program has been tremendously successful in producing new wheat varieties in a shorter time than heretofore was possible.

1956 Releases

Langdon, Ramsey, Towner and Yuma were released simultaneously in 1956 and were among the first wheats to be released under this accelerated variety development program. They were also the first durums to be released with



Len D. Sibbitt at bench press with Dr. K. A. Gilles

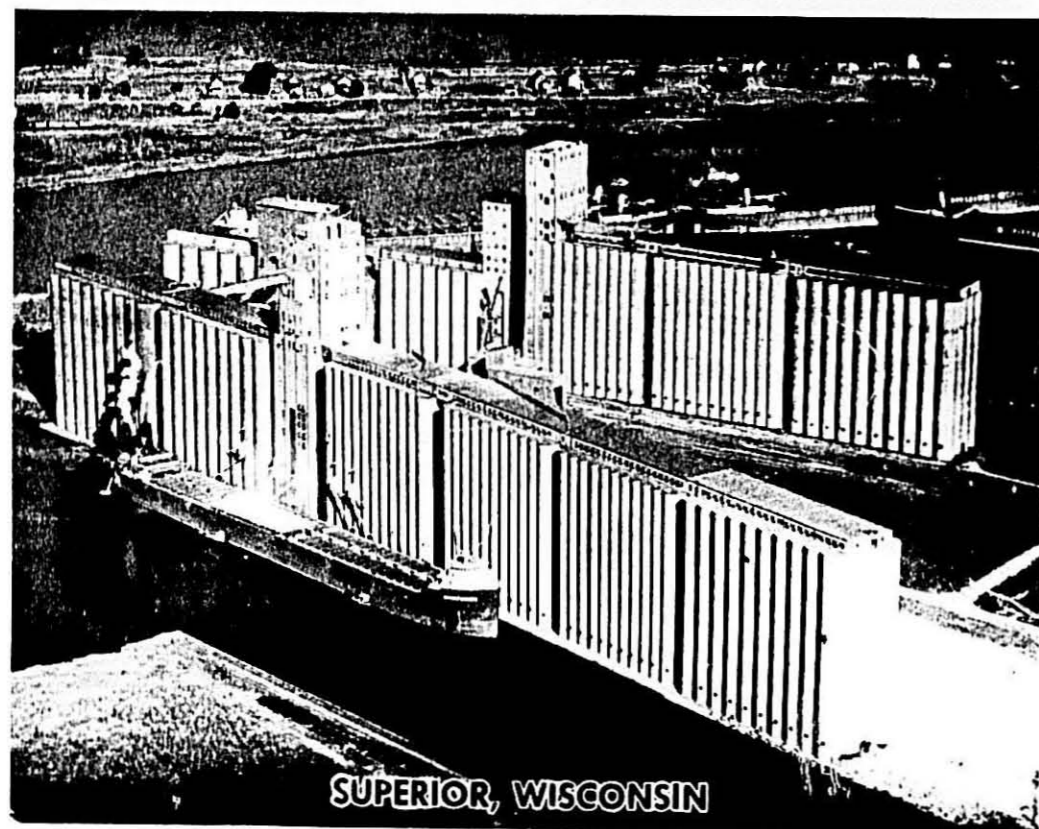
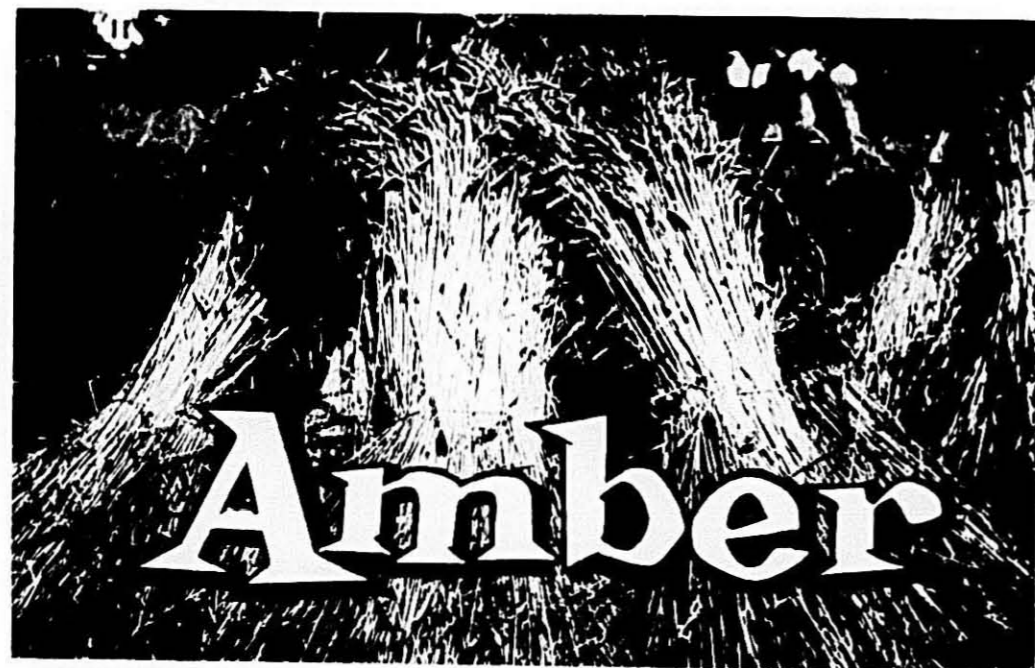
15 B rust resistance. Each of the varieties displayed different agronomic and quality characteristics, and it soon became apparent that Langdon was giving the best results for the growers. Fortunately, it was also the best of the four for the production of pasta products. Soon new races of rust began to attack this variety and it lost its popularity with the growers. Doubtless, a grower who relied solely on Langdon for his income would have been bankrupt by 1965.

Kernel Size

Upon examination of our export potential during a recent trip to Europe by Dr. Gilles, it became apparent that foreign buyers placed a great deal of importance on the weight per 1000 kernel test and kernel size (1). The U. S. durum wheats were discounted for these quality factors. When Wells and Lakota were released both our department and the plant breeders were aware of this deficiency in these varieties. However, the desirable characteristics appeared to outweigh the undesirable factors. Also, the United States was exporting very little durum wheat at that time.

A program was immediately initiated in an attempt to find a new variety which possessed the desirable characteristics of Wells and in addition had larger kernels. Nursery and Field Plot samples which numbered in the thousands were carefully screened to obtain a wheat that had higher test weight, higher weight per 1000 kernels and good macaroni processing characteristics. Two such wheats were found and were subjected to accelerated agronomic and quality tests. Although both were excellent from a quality standpoint, one was deficient in agronomic characteristics and was soon discarded.

(Continued on page 18)



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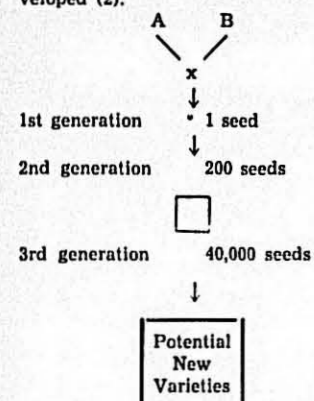
Leeds—A New Durum—

(Continued from page 15)

It is a relatively simple matter to develop a new durum wheat variety with rust resistance. The major problem is to develop a wheat that has good overall agronomic characteristics coupled with good milling and processing properties. Therefore it is imperative that a new wheat variety be acceptable to all parties concerned. If perchance a new wheat is not acceptable to the producer in the various characteristics he looks for, such as yield of bushels per acre, rust resistant, plant height, strength of straw and others—he will not continue to seed it. On the other hand if a miller and a macaroni manufacturer find the new wheat or semolina deficient in the quality characteristics he looks for, he will not continue to purchase it. It is definitely a two way street.

Procedure

Here is diagrammatic form is how rapidly a potentially new variety is developed (2).



The parents A and B are crossed in the greenhouse and produce one seed which has the combination of genes from the parents. When this seed is planted it is possible to obtain at least 200 seeds. Because of the heterozygous nature of these 200 seeds, it is possible that in the third generation each of these individual seeds would produce a plant that would be different. When these seeds are planted, they could then yield 40,000 seeds; each of which is potentially a new variety. Therefore, when not only one but several breeders are in the process of crossing varieties and not crossing one but possibly several hundred varieties the number of new potential varieties becomes quite voluminous. We do not, needless to say test all the progeny from these crosses, since the plan breeder will have weeded out a goodly percentage which have

failed in the field tests. The cereal chemist then takes over the role of evaluating for quality the wheats which have passed the agronomic tests. Those that show exceptional promise will enter into the accelerated winter seed increase program.

Stewart 63

In 1963 Canada released Stewart 63 which combines the field and quality characteristics of the original Stewart (which was released in 1943) with 15 B rust resistance. It entered North Dakota in limited seed quantities in 1964, and had gained some popularity with the growers up until this year. The test weight, kernel size distribution, weight per 1000 kernels, and semolina yield are better than either Wells or Lakota. The macaroni products are fairly satisfactory in color, though considerably lower than either Wells or Lakota. Approximately 9 per cent of the North Dakota durum acreage this past year was seeded with this variety. However, the field performance of Stewart 63 was rather disappointing to many of the growers and it is doubtful if any expansion of acreage for this variety will be made in 1967.

Leeds in 1966

On May 15, 1966, a new rust resistant large kernalled durum named Leeds was released jointly by the North Dakota Agricultural Experiment Station and the USDA (3). Leeds was selected from the cross Br. 180 x Wells, made in the greenhouse in 1957. This cross was made to combine the rust resistance from St 464 with that of Wells and to improve test weight and kernel weight of a Wells durum type.

An early selection of this cross was made by Dr. K. L. Lebsack through use of winter plantings in the greenhouse and in Mexico. Six generations (F₆) of growth were completed in 3½ years. Leeds was bulked in the F₆ generation grown in Mexico in 1960-1961. It was first grown in preliminary yield trials in North Dakota in the summer of 1961.

Among the major needs in the durum improvement program have been greater protection against stem rust, larger kernels and heavier test weight. The predominating varieties, Wells and Lakota, have been sufficiently resistant to prevailing races of stem rust, but both have small kernels and somewhat low test weights. For the past number of years, the selection pressure has been directed toward development of varieties similar to Wells and Lakota in maturity and plant type but with better rust resistance and as stated previously, improved test weight and weight per

1000 kernels, coupled with good processing characteristics and macaroni color.(4) Leeds represents the first such combination to be developed in the North Dakota-USDA program. Comparative pertinent quality data show that Leeds is considerably better in test weight than either Wells or Lakota and approximately the same as Stewart 63. In weight per 1000 kernels, Leeds is much better than Wells or Lakota but lower than Stewart 63.

Satisfactory Tests

Small-scale laboratory milling tests show that the semolina yield of Leeds is better than Wells and Lakota but not as high as Stewart 63. The color of the macaroni and spaghetti made from Leeds was consistently better than either Wells or Lakota and considerably better than that produced from Stewart 63.

Wheat protein and semolina protein contents of Leeds are higher than any of the comparably grown varieties in this test. Although protein content in durum wheat is not as important from a quality standpoint as protein in bread wheat, it does give added protection for an adequate protein level if and when a year occurs in which low protein is prevalent.

The gluten strength of Leeds semolina, as measured by the Farinograph, was definitely weaker than either Lakota or Stewart 63, and about equal to Wells. In experimental macaroni processing, no substantial differences could be detected in either the processing of the semolina or of the finished macaroni product. To further evaluate gluten strength, replicate millings were made from Wells, Lakota and Leeds and the resultant purified semolina composited for each variety.

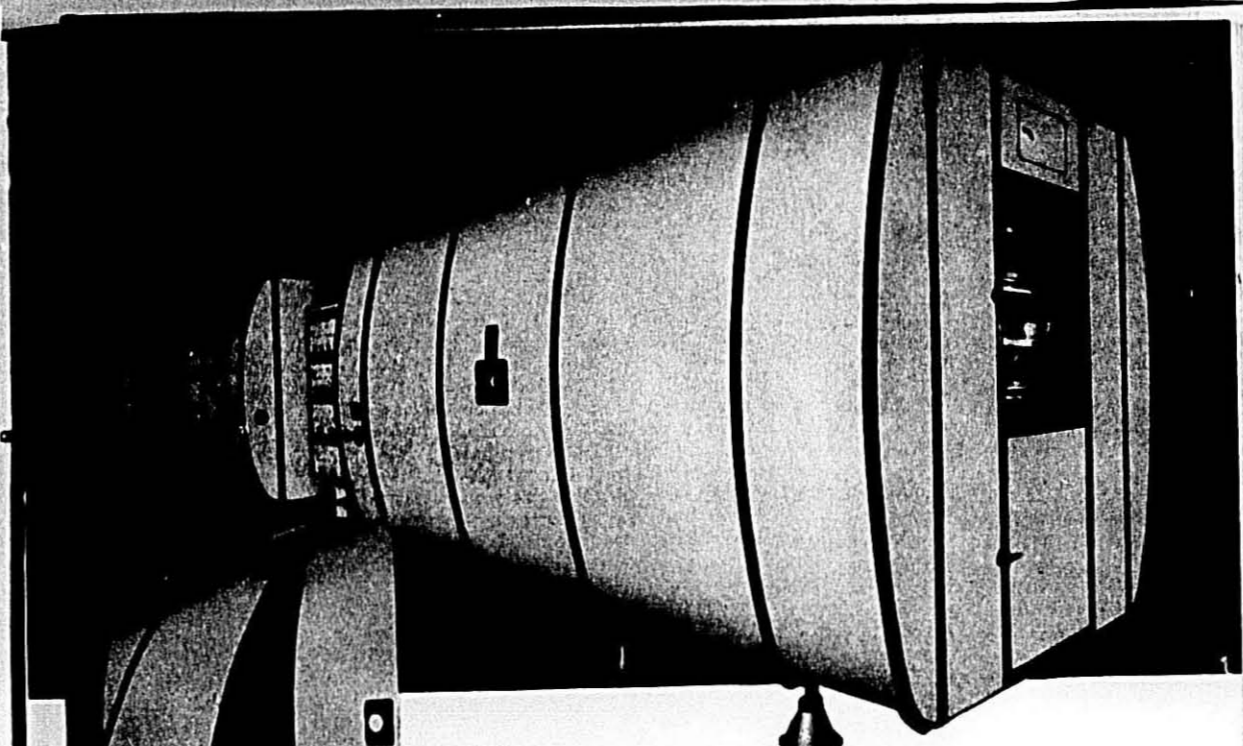
Laboratory scale tests and continuous processing on a semi-commercial scale, using a vacuum press, produced excellent spaghetti from all varieties without any important adjustments in the processing being made.

More Plot Samples

Additional data obtained on larger plot samples over a period of four years show that Leeds was consistently and considerably better than either Wells or Lakota in test weight, grade, vitreous kernel content, weight per 1000 kernels, kernel size distribution, wheat and semolina protein content, and in color of the finished macaroni products. The milling yield as determined on laboratory equipment is satisfactory. Although the gluten strength as measured by the Farinograph is slightly

(Continued on page 20)

THE MACARONI JOURNAL



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Leeds—A New Durum—

(Continued from page 18)

weak, no unusual problems were encountered in processing the semolina in any of these tests.

Increase Program

In 1964-65 there were four pounds of Leeds available for seed. This was sent to Mexico for increase and yielded four bushels. This was grown in the summer of 1965 in North Dakota. Fifty bushels of the North Dakota seed were increased in Arizona during the winter of 1965-66, and produced 1687 bushels. This amount was again increased under contract this past summer in North Dakota and the current seed stocks are 43,000 bushels. It is estimated by the fall of 1967 the seed wheat of Leeds will be about 1.5 million bushels. Our agronomists expect 50 per cent of the durum acreage will be seeded to Leeds in 1968, and if it proves acceptable to all parties concerned, its extensive use will increase.

In summary Leeds is superior to Wells in test weight, kernel weight and stem rust resistance. Wheat and semolina protein contents of Leeds are considerably higher than either Wells or Stewart 63. The semolina yield is better than Wells but not as high as Stewart 63. The color of the macaroni or spaghetti of Leeds is better than Wells and very much better than Stewart 63.

In an overall appraisal, it is expected that when Leeds reaches commercial production, in about two years, it will prove to be a major advancement for durum wheat from both an agronomic and quality standpoint.

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- (2) W. C. Shuey, Bull. Assn. Op. Millers 2889 (1965).
- (3) K. L. Lebsack, F. J. Gough and L. D. Sibbitt, North Dakota Farm Research 24(5):9 (1966).
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AVERAGE QUALITY DATA 1964-65 Crops (North Dakota Field Plots)

Variety	Test	1000	Wheat	Semo.	Semo.	Mac.	Farinog.
	Wt.	K.Wt.	Prot.	Prot.	Yield	Color ¹	
	lbs/bu	g.	%	%	%	%	
Mindum	60.7	31.4	11.7	11.1	52.9	8.2	5
Wells	61.7	30.8	13.0	12.3	53.1	8.9	3
Lakota	59.7	30.1	12.9	12.0	52.7	8.7	6
Stewart 63	62.8	39.8	12.4	11.5	55.5	7.9	5
Leeds	62.8	36.5	14.0	13.2	54.0	9.2	3

¹ Perfect score 10.0

SEMI-ANNUAL DURUM REPORT

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

While acreage planted to durum wheat in the U. S. was larger this season than last, the growing period was not as favorable and yields were lower than expected. North Dakota had hot weather in July and this tended to hurry maturity somewhat. Production of 1966 durum total 63,200,000 bushels, 9 per cent less than the 1965 crop but 29 per cent above average. Harvest conditions were more favorable this year than last in the main producing sections. Combining was completed in North Dakota by September 20, 1966, unlike 1965 when only half of the crop was harvested by that date.

State	Acreage Harvested (000's)			Yield Per Acre (Bu.)			Production (000 Bu.)		
	1960-64 Average	1965	1966	1960-64 Average	1965	1966	1960-64 Average	1965	1966
Minnesota	62	53	56	28.1	31.0	27.0	1,797	2,883	1,512
North Dakota	1,639	1,981	2,080	23.9	31.0	20.5	40,752	61,411	55,120
South Dakota	120	103	142	16.7	22.0	18.0	2,028	2,266	2,556
Montana	191	114	160	19.9	26.5	23.5	3,976	3,021	3,760
California	9	5	5	61.2	57.0	60.0	554	285	300
U. S.	2,021	2,296	2,443	23.4	30.4	25.0	49,107	69,866	63,248

CCC Holdings

On June 30, 1966, Commodity Credit Corporation owned 36,883,331 bushels of durum wheat. From July 1 through December 1966 the Agency reported sales totaling 10,352,334 bushels: 3,957,334 bushels for export and 6,395,000 bushels for domestic. The basic terminal price support loan and purchase rate for No. 1 durum produced in 1966 is \$1.56 per bushel at Minnesota terminals and at Superior, Wisconsin. A five cent premium is paid for No. 3 or better hard amber durum, while a discount of five cents is taken for ordinary durum. The cash price at Minneapolis has held well above the support price during the first six months of the current season.

If the market continues to hold, it is doubtful if participation in the loan will be heavy during the balance of the crop year.

The Commodity Credit Corporation owned 16,233,000 bushels of durum wheat at the end of December, 1966. Four and three tenths million of these stocks were in commercial storage, 884,000 in CCC owned bins, and 11,000,000 bushels in all other storage positions.

In Canada

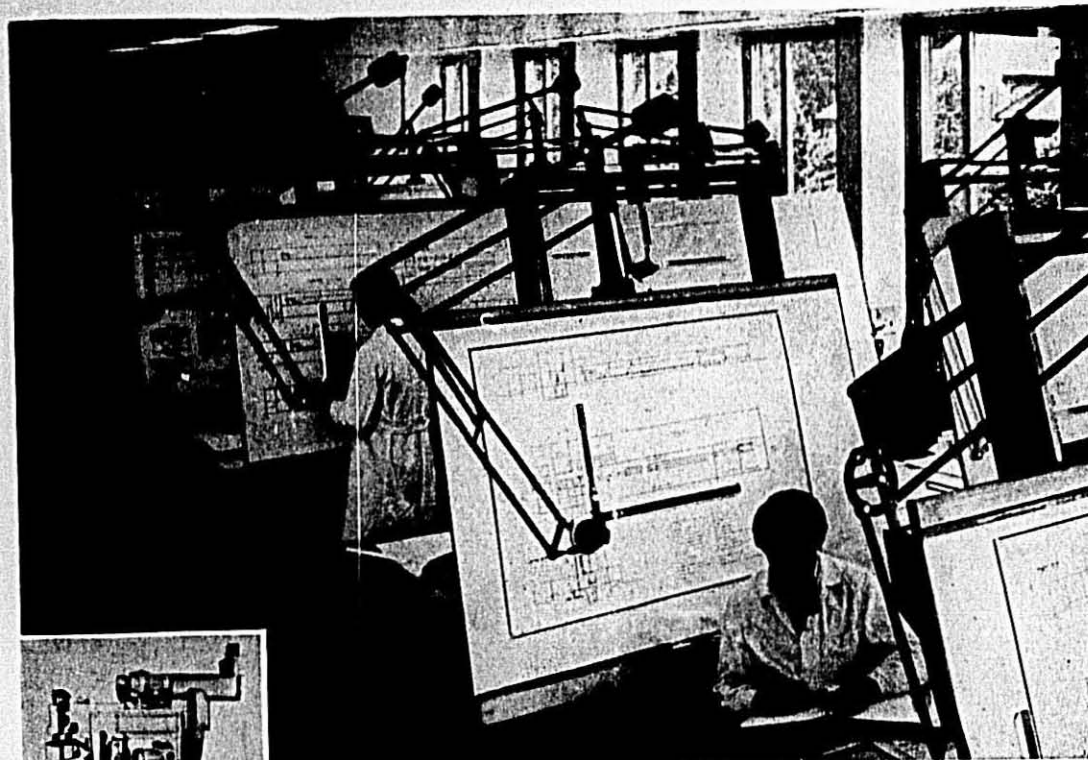
Canadian farmers seeded 1,100,000 acres to durum wheat last spring, 35 per cent more than in 1965. The yield per acre this year was a record 26.7 bushels to produce a crop of 30,300,000 bushels. Supplies in Canada and the United States are adequate to meet anticipated world import demands which in recent years have averaged 45,000,000 bushels. In order to have durum wheat available at the lakehead to meet overseas and domestic requirements, the Canadian Wheat Board opened the delivery quota from November 28 until February 28.

The visible supply of Canadian durum wheat the week ending December 28, 1966 was 18,600,000 bushels compared to 21,600,000 the year before on that date. Commercial disappearance August 1-December 28 in Canada amounted to 15,600,000 bushels compared with 23,000,000 the same period last season. Exports accounted for 13,800,000 bushels, while Canadian domestic use (including milling for export) totaled 1,800,000 bushels.

Production of durum wheat in 1966 in the Prairie Provinces of Canada according to a November estimate, totaled 30,300,000 bushels, compared with only 16,900,000 in 1965. Manitoba accounted for 1,300,000 bushels, Alberta for 3,000,000 bushels, with the big producer, Saskatchewan, accounting for the remainder of 26,000,000 bushels.

Heavy Production

(Continued on page 22)



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Semi-Annual Durum Report—
(Continued from page 20)

Total acreage planted to durum in the Prairie Provinces in 1966 is estimated at 1,135,000, compared with only 840,000 acres in 1965. Breakdown is as follows: Manitoba, 60,000 acres; Alberta, 100,000; and Saskatchewan, 975,000.

Average yield per acre, as indicated on the basis of conditions on or about October 15, totaled 26.7 for the year 1966, compared with only 20.1 bushels per acre in 1965. Manitoba's yield per acre averaged 21.7, Alberta's averaged 30.0 bushels, and Saskatchewan came up with 26.7 bushels per acre.

Durum Wheat Exports
(000 bu.)

Destination	July-Dec.	
	1966	1965
Algeria	7,847	0
Belgium	1,180	954
Chile	424	0
Dominican Rep.	87	0
France	3,826	4,807
Germany, West	411	240
India	1,510	270
Ireland	61	0
Italy	2,915	1,889
Japan	347	0
Lebanon	852	1,163
Morocco	1,504	0
Netherlands	2,923	2,074
Portugal	523	0
Spain	0	592
United Kingdom	1,851	454
Venezuela	385	629
Total	26,646	13,072

La Rosa Advertises 100% Semolina

Is La Rosa the only spaghetti in America? That, as least, is the theme of the new advertising campaign for V. La Rosa & Sons introduced recently by their new agency, Wells, Rich, Greene. The commercials were launched in January at a private party at Orsini's Restaurant given for the press and grocers from the New York and New Jersey area.

Guests watched the new television commercials on Orsini's second floor. La Rosa says that in Italy, spaghetti isn't even considered spaghetti unless it's made with 100 per cent semolina. And La Rosa may be the only company in America that uses 100 per cent semolina, 100 per cent of the time. That would seem to make La Rosa the only spaghetti in America.

The first commercial was a series of mouth-watering shots of spaghetti

Durum Wheat Products: U. S. Production and Distribution

Year	Durum Wheat (Ground) (000 bu.)	Production Semolina and Flour (000 cwt.)		Exports Macaroni, etc. (cwt.)	Exports Durum Flour and Semolina (cwt.)
		Straight	Blended		
1962-63					
July-Dec.	9,881	3,297	1,515	8,228	23,450
Jan.-June	11,584	4,530	754	9,104	33,431
Total	21,465	7,827	2,269	17,332	56,881
1963-64					
July-Dec.	12,871	5,391	416	10,199	21,235
Jan.-June	13,633	5,625	522	11,028	30,650
Total	26,504	11,016	938	21,227	51,885
1964-65					
July-Dec.	13,089	5,361	515	14,998	19,609
Jan.-June	14,306	5,889	490	8,490	73,716
Total	27,395	11,250	1,005	23,488	93,325
1965-66					
July-Dec.	14,820	6,025	649	10,138	61,068
Jan.-June	14,028	5,984	N.A.	7,471	107,008
Total	28,848	12,009	649	17,609	168,076
1966-67					
July-Dec.	*15,227	*6,527	N.A.	9,593	70,360

* December estimated.

sauces in various stages of preparation. Recipes courtesy of Mrs. La Rosa. That is: Mrs. Vincent S., Mrs. Vincent P., Mrs. Vincent F., Mrs. Fillipo, Mrs. Peter, Mrs. Stefano, Mrs. Joseph and Mrs. Phillip. Another pictured a single strand of La Rosa spaghetti being cooked and sauced. This single strand idea was also used for an unique poster. The third spot featured comedian Jackie Wakefield energetically and enthusiastically devouring a HUGE plate of spaghetti. Mr. Wakefield also narrated the other commercials.

After everyone had seen the commercials, they all sat down to a delicious sampling of La Rosa pasta—linguine

with a wonderful clam sauce and rigatoni with a hearty meat sauce.

Music was provided by an accordionist and a mandolin player who mingled with the guests on both floors all afternoon. These were the same two who did the festive Italian background music for the commercials themselves. The music, written by Mitch Leigh who did the score for Man of La Mancha, is a happy combination of accordion and mandolin interspersed with the voice of an opera singer.

Has the agency that clicked for Braniff and Benson & Hedges 136's clicked for La Rosa too . . . ?



Pictured at La Rosa's Press Party at Orsini's Restaurant, are (from left to right): Vincent S. La Rosa, President of Vincent La Rosa & Sons; Mary Wells of Wells, Rich, Greene; Vincent P. La Rosa, Executive Vice President of La Rosa; Mitch Leigh, who wrote the background music for the commercials; and comedian Jackie Wakefield, who narrated two of the commercials and "starred" in the third.

*Another busy anniversary to
celebrate. I would
love all of us to
celebrate our 100th anniversary with
durum products.*

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Flour Mills

MACARONI AROUND THE WORLD

MACARONI production increases around the world as the demand for convenience items rises. Also, the European trend to larger stores with self-service merchandising stimulating impulse buying helps the cause.

In England

In England, half as many plants are turning out twice the volume of ten years ago. Response to the Macaroni Journal's annual survey indicates that seven plants are producing about 17,000 tons per annum. Long spaghetti accounts for 40 per cent of the production, short cut macaroni 40 per cent, and various shapes including vermicelli the remaining 20 per cent.

Consolidated Plant

One of the plants is brand new. Pasta Foods, Ltd. at St. Albans went into full commission January 13 with a production capacity of 9,000 tons a year. This potential output represents rather more than 40 per cent of the current British consumption and is greater by some 2,000 tons than the total import of pasta products which is running at an annual rate of about 7,000 tons, 6,000 of which comes from Italy.

Strengthened by the greatly increased volume and flexibility of production that their new plant provides, it is the aim of Pasta Foods to help expand the British pasta market and to reduce the volume of imports. Some three-quarters of the company's output is already directed to the food processing industry for use in soups, baby foods, and prepackaged meals, and the indications are that this market will continue to grow.

Mr. Freddie Fox, managing director, said recently: "One only has to look at what is happening in America and on the Continent to see that there is a big area of development awaiting the pasta industry in this country. The convenience food business is growing fast in the U. S. and it is proving a 'natural' for pasta. The key to this market is quality, and we in Britain preserve a standard which is as high as any in the world and superior to many. Certainly we offer a better overall quality than some of the traditional pasta producing countries.

Emphasis on Quality

"The prime factor in the production of high quality pasta lies in the choice of the wheat that is used to make the basic semolina. The best material of all is durum wheat, and in Britain 90 to 95 per cent of all pasta is made entirely



Universal Favorites: Macaroni Salad, Pot Roast and Noodles, Spaghetti with Meat Sauce.

from semolina. In Italy, with the exception of some of the leading brands, the unfortunate trend is for the industry to use a proportion of inferior kinds of wheat, both hard and soft, so that durum accounts only for some 50 per cent of the semolina used in the Italian pasta industry. Experience shows that the lowest proportions of durum are used for some of the export market.

"It is our aim to educate the housewife to appreciate the quality and the importance of that quality in the British made product," says Mr. Fox.

The new plant contains four fully automatic production lines, controlled from a central push-button console, and one semi-automatic line to supplement production at peak periods.

In addition to their service to the food processing industry, Pasta Foods, Ltd. manufactures an extensive range of its own branded and packaged products which are rapidly gaining distribution through the retail trade.

In Ireland

There are two macaroni plants in Ireland with an estimated production of 1,000 tons per annum. Sales have been steady of the 8-ounce and one-pound flexible film packs and cartons. Future prospects depend entirely upon the education of consumers to use more spaghetti and macaroni products.

Germany

There is concern in Germany that the trend of macaroni sales may decline in 1967 for the approximately 130 plants

producing 200,000 tons of product, because of increases for raw materials created by the European Common Market which become effective July 1. There is already keen competition in the area of prices and discounts. Top producers use amber durum and fresh eggs for the greatest percentage of their products. Noodles and spaghetti are the most popular shapes.

Switzerland

In Switzerland, some 42 plants are producing approximately 55,000 metric tons of noodles, spaghetti and elbow macaroni. Imported spaghetti (frequently mislabeled) and the inability of too many housewives to correctly cook macaroni products has led the Swiss Macaroni Manufacturers Association to prepare a 22-page booklet with ten separate illustrations in full color of finished dishes. The booklet gives information on durum wheat; semolina and eggs; the macaroni manufacturing process; requirements of Swiss food laws; types, shapes and qualities of macaroni; nutritional values; calorie counts and weight information; the advantages of macaroni; how to prepare macaroni dishes with other foods; how to eat spaghetti; cooking instructions and recipes.

There is information about the Swiss macaroni industry and their association which is celebrating its 75th anniversary.

200,000 Booklets

One hundred thousand copies of the booklet were published in German, and has been offered in consumer magazines and to some 2,000 home economics teachers, who, in turn, may order copies for pupils.

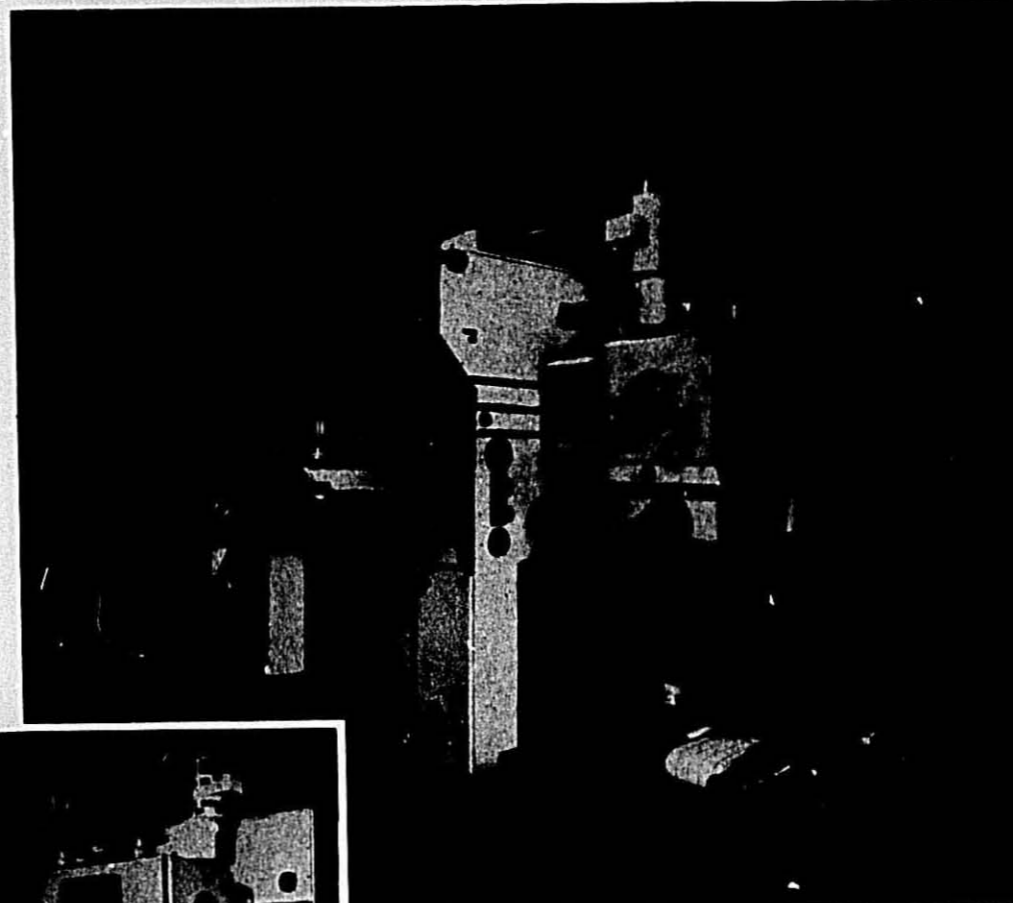
The illustrations with recipes, which are carried as separate plates, may be imprinted with the firm name of the association member or left blank.

This handsome educational piece should prove to be very valuable.

Italy

Dr. Mario Battaglia, director of the Italian association for the macaroni industry, with offices in Milan and Rome, reports that production and sales of macaroni in Italy has been steady. There is more variety here than anywhere else in the world, with over 150 sizes and shapes being offered. Raw materials include pure semolina, blends of hard and soft wheats, egg noodles, vegetable products, gluten additions, and tortellini and ravioli produced with meat and cheese stuffings.

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Macaroni Around the World—

(Continued from page 24)

Packaging materials run the gamut, too, with flexible film, paper, or cartons, then packed in shipping cases that range from 15 to 25 kilograms. A considerable portion of production still is sold in bulk in paper sacks of five kilograms or more.

There is a wide range of retail prices, varying from one firm to another, and from one zone to another. Competition is keen.

Paradox in Numbers

Mr. Giovanni Cariboni of Braibanti & Company in Milan reports that the number of macaroni plants in Italy diminish as capacity rises. Going back to 1958, he finds that in that year there were 809 factories. This number declined to 730 in 1960. There was an increase in 1962 to 807, but subsequent declines in 1964 and 1966. The number by regions, along with annual capacity, are as follows:

Region	1964		1966		Capacity in Quintals	
	Number of Plants		1964	1966	1964	1966
Sicilia	190	166	2,719,250	2,530,250		
Campania	71	72	2,649,250	3,725,000		
Lombardia	59	52	1,704,250	1,726,750		
Toscana	54	54	1,446,500	1,577,250		
Emilia	34	38	1,944,000	2,136,250		
Venezia	38	38	766,750	1,157,250		
Puglia	41	33	1,150,250	1,177,000		
Lazio	36	32	995,250	912,000		
Abruzzo	38	41	748,750	873,250		
Marche	38	37	334,250	429,250		
Piemonte	26	22	1,031,000	997,250		
Sardegna	14	10	369,750	337,750		
Liguria	14	11	507,500	603,250		
Calabria	10	8	327,500	316,250		
Umbria	10	11	588,250	637,250		
Basilicata	4	4	155,000	175,500		
Totals	677	629	17,437,500	19,311,500		

Making a breakdown in production of various types of macaroni products manufactured in Italy, here is a percentage comparison for the years 1964 and 1966:

	1964 (%)	1966 (%)
Long Goods	47	49
Short Cuts	46	44
Folded Products	5	4
Specialties (with egg, spinach, etc.)	2	3
	100%	100%

In Malta

The National Macaroni Company, Ltd. in Marsa, Malta, reports that sales are steady and prospects are good if Malta joins the European Common Market. The Government controls raw material purchases of Manitoba, Grade 2, from Canada, both hard and soft wheat from Australia, and soft wheat

from France. They subsidize the production of macaroni sold in bulk, but packaged macaroni is not subsidized and is a highly competitive product between the five plants producing an estimated 5,000 tons.

Israel

Osem Food Industries of Tel-Aviv, Israel, reports the trend of sales steady and future prospects going in the same direction. There is one large plant producing about 80 per cent of total consumption, and about four or five smaller plants in the country. Total production is about 7,500 to 8,000 metric tons annually. Most popular varieties are noodles, short cut macaroni, especially in the form of rice kernels and small grits. They are using as raw material flour and semolina derived from a mixture of hard and medium wheat. Finished goods are packed in various units in various materials and sell according to quality, packing, and unit weight.

Philippines

Wheat Associates, a U. S. wheat marketing group, reports that macaroni sales are up in the Philippines. The three plants in that country are producing products made from durum wheat and packed in paper boxes or cartons. An 8-ounce package costs 45 Philippine centavos. A 14-ounce package costs 75 centavos. It is noted that "if promotions will just be pushed up, there will be a good market here."

Change Sweeps Japan

Change is sweeping through dietary habits of modern Japan. According to the New York Times, Japan is entering the "Age of the Sandwich," as young people flock to hotdog stands, coffee houses, and ice cream parlors. Other Western style foods currently finding favor in Japan are doughnuts, hamburgers, pizza, spaghetti, and pancakes.

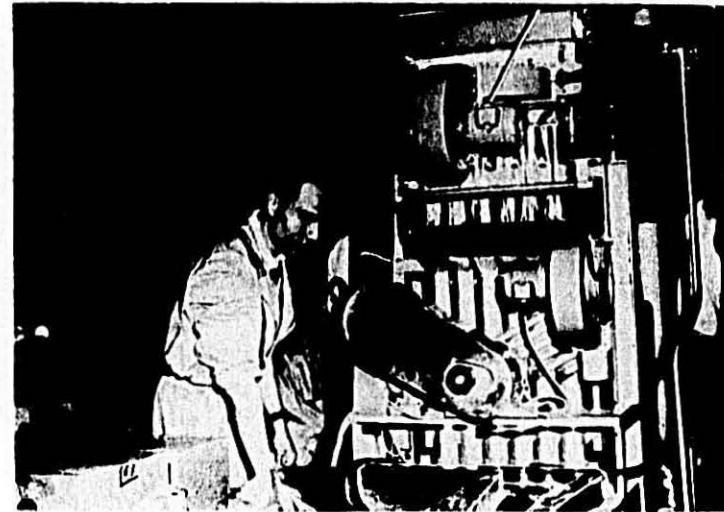
This type of food is causing the abandoning of the traditional chopsticks for the knife and fork.

Such changes are not unwelcome to a Government which is short of rice and has been eager to promote higher caloric diets with more animal protein.

Even rural families are eating bread for breakfast instead of the traditional rice. Children are acquiring the bread-

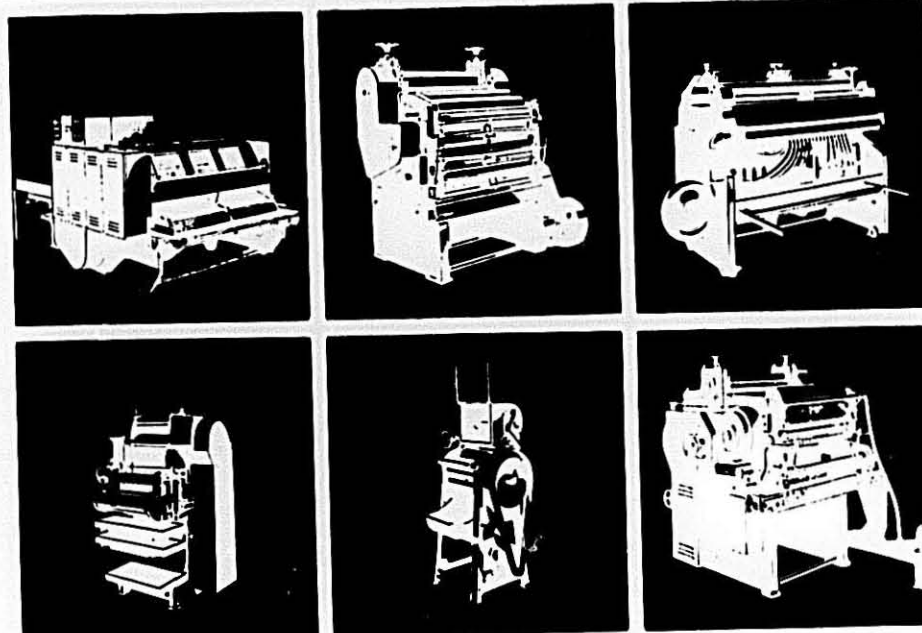
(Continued on page 28)

Below: Noodle production in the Orient.



THE MACARONI JOURNAL

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Macaroni Around the World—

(Continued from page 28)

eating habit through the school lunch program, and workers more and more are carrying sandwiches to the office or factory in place of the traditional box lunch of rice preparations. Bread consumption is growing about 10 per cent a year, and imports are rising steadily. Bread is much higher priced than in America—58 cents to 83 cents for a 3-pound loaf depending upon quality—since domestic wheat is unsuitable for breadmaking and bakery wheat must be imported, usually from the United States or Canada.

Modern Bakeries

Mr. Ryochi Sugano, chairman of one of Japan's largest baking companies, the Maru-S Baking Company, states that Japan's well automated modern bakeries are currently every bit as modern as their United States counterparts. His two plants currently turn out about 27,000 loaves of bread daily, as well as about 55 other products, and are operating sixteen hours a day, seven days a week. They soon will go on a three-shift basis, and plans are already under way to expand the plants and build a new one.

And Macaroni Plants

Macaroni production has increased rapidly in Japan, and some 20 plants are currently producing about 70,000 tons annually. Spaghetti is the favorite, followed by short cut macaroni, and instant noodles have made a hit.

Despite the changes in Japanese dietary habits, the Japanese still consume more cereal and fish than Western nations, and less meat and milk products, while average calorie intake remains at only 5 per cent of that in the United States.

In Australia

Macaroni sales in Australia are reported steady, with increases predicted for canned products.

Twelve plants produce an estimated 25,000 tons per annum. Spaghetti, macaroni, short goods and noodles are most popular, in that order.

Consumer packs are one or two pounds in cartons or flexible film, and sell for 10 to 15 cents a pound in Australian currency.

Major problems are competitive pricing and current profit margins too low to permit worthwhile advertising and promotional activities.

Canada

In Canada, the largest producer of macaroni products, Catelli Food Products, Ltd., celebrates their hundredth anniversary.



Happy Japanese Schoolboy

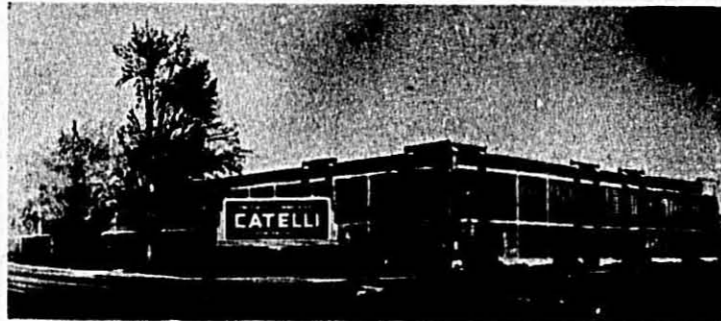
Some 20 plants in the country produce about 80,000,000 pounds of product. Exports to the United States have been on the rise, particularly from the Toronto market into Western New York State and the Eastern Seaboard. Price competition is keen, and comparable to that in the United States.

Catelli Buys Romi Assets

Kenneth J. Forbes, president of Catelli-Habitant Ltd. of Montreal, has circularized employees with a memo on the acquisition of the assets of Romi Foods Company of Weston, Ontario.

With the acquisition of land, buildings and machinery of that company, they will produce not only their products but also products for the Catelli brand for the Province of Ontario.

The new company will be called Romi Foods, Ltd. and will be under the presidency of Mr. Jack Ryan, formerly the general manager. The newly form-



Catelli plant in Montreal, where century-old company headquarters. Operations extend across the whole of Canada.

ed company will continue to sell Romi products not only to the trade but to processors as well, and will continue to be competitors of Catelli despite the fact that they will be producing some supplies for them.

Scandinavian Spaghetti

There are three plants in Sweden with an annual output of about 8,000 tons. Spaghetti and fast cooking macaroni are the most popular items. Spaghetti is packed in plastic bags of 400 grams. Macaroni goes in cartons of 450 and 500 grams. The trend is up.

In Finland, five plants turn out 4,700 to 5,000 tons annually. Sales have been increasing slightly. Short cut macaroni is most popular with long macaroni and spaghetti following. About 80 per cent of production is packed in 500 gram packages. Flour is milled from Finnish, Russian and Manitoba wheat.

Non-Fogging Frozen Dinners

Loretto Foods of Olean, New York is using a new carton featuring "non-fogging" windows, which cover 85 per cent of the top panels on its frozen dinners. The cellophane windows permit customers to see the entire dinner. The firm markets two dinners: a twelve-ounce breaded veal patty with parmagiana sauce, spaghetti, and green beans; and a fourteen-ounce spaghetti dinner with meatballs and garlic bread. The dinners, which retail for 69¢ and 59¢ respectively, are sold in major Eastern cities.

Ringos

Ringos, quarter-inch ring-shaped macaroni, is being manufactured by Prince Macaroni Manufacturing Company of Lowell, Massachusetts. The product is enriched with wheat germ, vitamins and iron. Ringos come in 12-ounce red, white and blue window cartons.

OBSERVATIONS FROM EUROPE

by H. Howard Lampman, Director, Durum Wheat Institute, Chicago, Illinois

Last spring Mr. Lampman was invited to deliver a paper at the Fourth International Cereal and Bread Congress in Vienna. The paper "Perspectives for Cereals and Bread, 1970-1980, Urgent Research Requirements" appeared in the *Macaroni Journal* for November, 1966. At the Winter Meeting of the National Macaroni Manufacturers Association, he made these observations on an extended tour in Europe.

A NUMBER of fruitful visits were made with people of kindred interests and associations, at the International Cereal and Bread Congress in Vienna, and along the route with persons interested in the production, merchandising and sale of quality macaroni products.

Swedish-German Views

Conference at the Congress: Mr. Carl Henrik Galfve, Director, The Bread Institute, Stockholm, Sweden, and Mr. Werner Steller, Diplomat-Volkswirt, Vereinigung Getreidewirtschaftlicher Marktforschung, Bonn, Germany. The two gentlemen direct organizations equivalent to the Wheat Flour Institute in their respective countries. Mr. Galfve reported that in Sweden the increasing preoccupation of the milling industry with convenience foods, to the neglect of bread, had emerged as a problem. He cited the diversification of the Swedish milling industry into such areas as potato chips and mixes as examples. Meanwhile, per capita consumption of wheat products as a commodity continued to decline.

Two Routes for Bread

Mr. Steller said that in Germany two routes were followed toward the goal of increasing consumption of bread with as many other foods as possible to keep the product before the public and on the family table in as many different mealtime situations as possible. This route included promotions on bread and wine, sandwiches, bread and cheese etc. This route followed the path blazed by the Wheat Flour Institute's Sandwich Month promotion, long endorsed and supported by the Department of Agriculture.

The second major line of endeavor in Germany concerned an effort to re-establish bread as one of the good things of nature. This campaign was impossible following the war, because the idea of farms and nature had become repugnant to Germans, since so



H. Howard Lampman

many had taken refuge in the country to escape Allied bombs. But as the memory of the war dimmed, the German marketing effort again was capitalizing on the lure of the farm and country, with the bounties of nature, to apartment dwellers and city people. The image of bread was being rebuilt as a sun-and-earth derived food, a product for good health. Some bakers were producing the "farm bread." The "farm bread" idea and hand-crafted emphasis were being used even by commercial bakers. Consumption in Germany was holding steady. Even the largest baker in Hamburg refused to belong to the association of bread manufacturers and instead proclaimed his membership in the craft bakers' association.

Family Ritual Concept

Discussion followed concerning the family ritual concept of bread making as it was once regarded, plus the sensuous satisfaction in home baking; the U. S. gourmet trend in food, coupled with greater freedom of choice in food selection. The sacrifice of some quality in foods to achieve greater convenience was mentioned, especially in regard to the Swedish problem, plus the mother-need for self-expression manifest in home-baking, doing-it-yourself, etc., to show love of family.

Mr. Steller also reported increasing success, especially since his organization undertook the handling of its own

public relations, of his effort to publicize bread in German media. He said the attitude of editors and others in command of media had changed from antagonism to indifference to outright favor which might be likened to the American editorial position.

Mr. Galfve reported that in Sweden the commercial bread interests and those millers concerned with family flour had separated their effort. An independent "Home Baking Institute," as well as an association of those concerned with macaroni products, had been formed. Whether this division of interest was good or not, he did not know.

Interest in Wheat Foundation

Both Mr. Steller and Mr. Galfve were intensely interested in the U. S. effort to organize a Wheat and Wheat Foods Foundation, a movement started under auspices of the Secretary of Agriculture late in 1964. One phase of the proposed Foundation seemed to have particular appeal—the possibility that it might serve as a vehicle for greater international communication. It was agreed that an exchange of experience on a regular basis would serve the best interest of all concerned and would prove of mutual benefit. Mr. Steller proposed that an annual meeting be held, bringing together the heads of various wheat and bread promotional agencies of various countries, an annual "international conference on marketing of wheat products." While the individual problems might sometimes differ, the method of their solution would further the common goal of increasing wheat food consumption worldwide.

Austrian Visit

Conference: Mr. Frank J. Kozian, Director of Marketing, Knorr Foods (a division of American Corn Products), Wells, Austria, observed that unlike almost all other countries, Austria pasta consumption remained steady or perhaps had even lost ground in the past decade. All semolina and flour products in Austria were, by law, products of Austrian mills. Since Austrian wheat production was 135 per cent of domestic use, and since this soft wheat must, by law, be included in material supplied to macaroni manufacturers, he admitted that perhaps the poor quality of Austrian pasta was an adverse factor in consumption. While Austrian durum millers were allowed greater latitude

(Continued on page 32)

new

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

NEW TYPE HIGH SPEED CYCLO-MIXER

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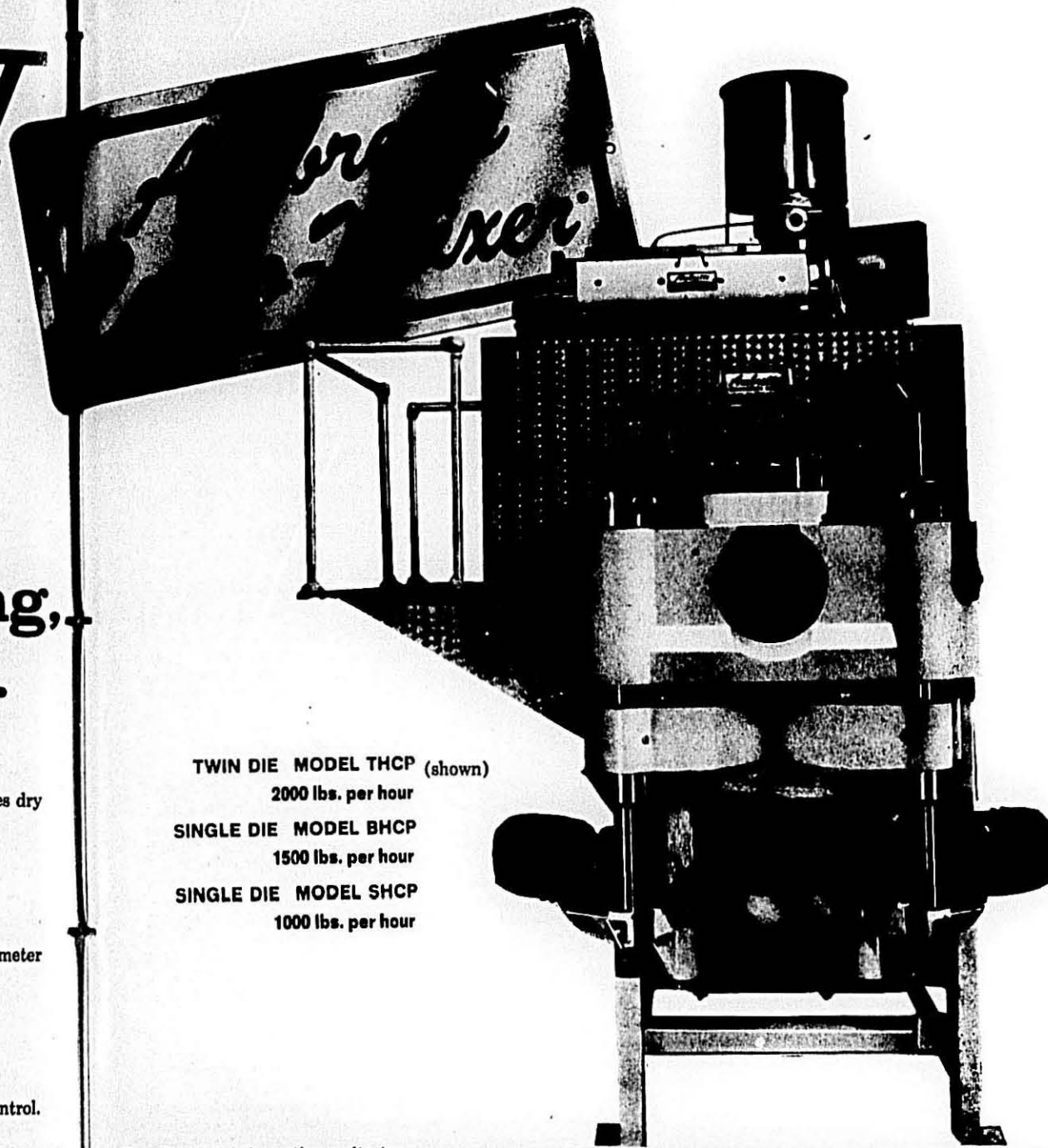
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Force feeder maintains constant feed of dough to screw under pressure.

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SINGLE DIE MODEL BHCP

1500 lbs. per hour

SINGLE DIE MODEL SHCP

1000 lbs. per hour

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Observations from Europe— (Continued from page 29)

in the percentages of their mix of durum to soft wheat—up to 70 per cent—the manufacturers of pasta of necessity had to take what was given him.

It would appear, despite the present market, that Austria should share in the world gain of pasta, particularly in noodles, following German experience.

International Gathering

Conference: Pavan Industries, Galliera Veneta, Padova, Italy, specialize in the manufacture of machinery and equipment for production of pasta. Conferencees were Mr. Mario Pavan, Dr. Roberto Zaniboni, Mr. Giorgio R. Ameri, and Pavan customers: Mr. Yasuhisa Miyamoto of Japan, and a Mrs. Maloni, a French-born wife of an Italian engineer of Leopoldville, Belgian Congo.

Dr. Zaniboni, a previous acquaintance, showed me the Pavan plant, where presses, dryers and other equipment were being assembled for trial before disassembly and shipment to various points worldwide. One dryer, for example, was pointed out as destined for the charity operation of Monsignor John Romaniello in Korea, whose Hong Kong operation already used a Pavan dryer. Monsignor Romaniello, the so-called "noodle-priest," has gained widespread publicity for his feeding of refugee Chinese, using United States P.L. 480 flour and other commodities.

Pavan maintains, in addition to its factory for the production of new machinery, a completely equipped macaroni plant with output on a commercial scale. The plant is used for the development and testing of new equipment and refinements of machinery already in production.

The Japanese visitor, accompanied by a representative of his government from Rome, was considering the purchase of equipment. Mrs. Maloni, from Leopoldville, was present on a similar mission. Her husband planned to establish the first macaroni plant in the Congo. She was much interested in problems of sanitation, and the possibility of receiving supplies free of insect contamination, and maintaining stocks of material without insect contamination. She was assured that American semolina products could be shipped and kept under the hot, humid conditions of the Congo without contamination.

In Rome

Conference: Mr. Daniel Sheppard, Assistant Agricultural Attache, U. S. Embassy in Rome, said he would return

to the United States in two weeks for reassignment, probably Beirut, Lebanon. He has served in Italy for the past four years. The Attache, Mr. Robert Teatro, was in southern Italy at the time. Mr. Sheppard reported that drought conditions prevailed in southern Italy, source of domestic durum.

Accordingly, Italy should constitute a primary market for durum and/or milled products later in the year, if U. S. representatives make the effort to sell either wheat or semolina. With the European milling preference for the plumper kernel of Italian Mediterranean and Argentine durums, the opportunity to sell milled products in lieu of wheat might well be exploited.

Parma

Interview: Mr. Armellini Luciano, Divisione Ricera, Barilla G.R. F. III S.p.A., Parma, Italy.

The interview was conducted through an interpreter. With the background in research, Mr. Armellini's questions tended toward the technical side. He said Barilla had used U. S. durum semolina with bad results. While the color was good, the product tended to stick so the separate strands of spaghetti glued together in cooking. This tendency towards gelatinization or stickiness was intolerable, he explained, to the Italian housewife. Accordingly, the company had abandoned any thought of using U. S. material. The tendency of the U. S. product to stick together in cooking had been experienced in both pure U. S. semolina and blends of U. S.-Italian semolina. His company was insistent upon raw material which would make product of highest quality, he said.

When asked whether his company could buy U. S. semolina rather than wheat (since the difficulty might originate in adulteration of the U. S. durum wheat at the mill), Mr. Armellini said Barilla had purchased some pure U. S. semolina. But the Italian Government, he said, without specifying exactly how, had created so many problems that any thought of buying semolina of U. S. origin had been abandoned. But Barilla was intensely interested in U. S. durum wheat, providing it could meet company standards of quality. He demonstrated his interest in a number of questions about average yields per U. S. acre, total annual U. S. production, exports and the reliability of the U. S. as an exporter. He was assured that the U. S. had been raising two-and-one-half to three times the durum needed domestically, and hence could supply Italian demand (where the domestic crop each year failed to yield

enough to meet the demands of Italian consumption, about 40 kilos per capita.)

Mr. Armellini had a copy of the International Wheat Council's world survey on durum wheat; he had attended the International Cereal and Bread Congress in Vienna. He asked a number of questions concerning the development of Leeds, a grain of plumper berry, in North Dakota. He asked, too, whether U. S. millers subjected durum to tempering—moisture, temperature and length of time—different from hard and soft wheat varieties—and appeared to indicate that Italian millers milled an almost dry berry. Perhaps this might be the cause of the tendency, he said, of the U. S. product to gelatinize or stick together in cooking.

Rely on Cooking Tests

Mr. Armellini said it had been his experience that the use of semolina produced in a sample mill provided an unreliable index of end-product quality. Accordingly, Barilla worked closely with millers to grind small lots of semolina for manufacturers to make into end products, testing for acceptance or rejection. He asked whether as much as 25 quintals (almost 100 bushels) of U. S. durum might be provided for such test milling. He said he realized 25 quintals was something more than a handful and perhaps some charge might be made, but Barilla was ready to test the lot on such a basis. If it proved satisfactory, Mr. Armellini indicated, Barilla might specify U. S. durum, in which the color was admittedly better.

Finally, Mr. Armellini asked whether all U. S. durum were derived from *tritium vulgare*, and whether any tests had been devised to predetermine end-product quality from examination of the wheat itself. His company still relies chiefly on the cooking of the end-product, as do U. S. manufacturers. He was aware of the falling numbers test of bread wheat, but even here the final determination is made by baking, as in the cooking of the macaroni product.

Imperia

Interview: Mr. Vincenzo Agnesi, Managing Director, S.p. A. Paoli Agnesi e Figli, Imperia, Italy.

The interview was conducted through an interpreter, Mr. Agnesi's daughter. He said he had used more U. S. durum in the past six months than any other Italian firm, operating both a mill and a macaroni plant. He used as much pure U. S. durum as possible, while other Italian manufacturers mixed it with their domestic varieties. Since he was far from the durum growing area in

southern Italy, and water transportation was available, it was quite natural for him to turn to U. S. and Canadian suppliers. Since he milled his own semolina exclusively for his own needs, he had no interest in the U. S. products. His experience with American (U. S. and Canadian) durum had not been too happy. While it yielded semolina of good color, with a good yield, it showed a tendency to work up gummy or sticky in the press and after extrusion.

In this respect U. S. and Canadian durums were alike, he said, and in addition were somewhat slimy in cooking.

When asked what crop year wheat he had purchased, he brought out U. S. inspection certificates for #3 amber durum shipped from Houston. No crop year was indicated. Mr. Agnesi said he believed the wheat he had received had been long in storage, or had been stored under improper conditions, because the germ was dark and bitter. He attached great importance to the quality of the germ. He said the germ gave Italian macaroni its superior taste. Agnesi manufactures a special product with 5 per cent more germ added to improve its nutritional value—for vitamin B, which helps digest the starch, and for vitamin E, which helps in the reproductive process. He used only the germ of French durum to add to this product because of its sweeter nuttier taste. The best market for the "wheat-germ" spaghetti, which cost two or three times as much as the usual kind, was in France, he said.

Gluten Differences

Mr. Agnesi said the gluten of U. S. durum (although 2 per cent higher in protein than Italian durum) was more like hard wheat gluten in that it would extend beyond the limits of the shorter Italian gluten. This ability to stretch he said, made the dough sticky in the die. It stuck to the screw in the press, and sometimes backed up. It was difficult to work and sometimes mixed slowly, sometimes quickly, to the correct consistency for extrusion. At the die, it stuck to the knife, which required frequent cleaning (every 30 minutes), and in short goods, the macaroni clumped in 2's 3's and 4's. He said he could use the pure U. S. durum for long goods but in short goods, he was obliged to mix U. S. durum with Italian, 70 per cent U. S. with 30 per cent Italian. In his milling operation, he used one mill solely for U. S. wheat; a second mill for the 70-30 mix. The wheats were cleaned separately before mixing them for grinding. Mr. Agnesi showed samples of wheat and finished products, his own and those of competition. His products were apparently much better in color.

In Spain

Interview: Mr. Ramon Pages, Proprietor, Fabrica De Pastas Alimenticias Ramon Pages, Barcelona, Spain.

The interview was conducted through an interpreter. Mr. Pages reported that in Barcelona and Catalonia, per capita consumption of durum pasta was about 13-14 kilos, while in Spain it was about 3-4 kilos per person per year. He attributed this fact to improved quality and use of durum in the Barcelona product. He said the commercial department of the Spanish Government forecast a national consumption of 11 kilos per person per year within the next five years.

Production Syndicate

Because the individual pasta manufacturer in Spain lacks necessary capital, the practice of forming syndicates for the production of pasta had become common. He and two other smaller manufacturers were presently building a new plant with four or five times the total present capacity. One feature of the new plant, located on an expressway, would be a restaurant in which a first course would be properly cooked pasta served at no charge as part of the meal. Mr. Pages said 10,000 cars passed the location every day, and he hoped, in this way, to popularize his product.

At one point he indicated that it was common, but illegal, practice to add carotene to semolina to improve its color, and he asked whether the samples of U. S. product had such artificial color. While he did not challenge my statement that the U. S. product was not colored, he did not seem to believe it. Mr. Pages very proudly showed an experimental spaghetti produced from rice and pre-cooked in an autoclave. It could be used merely by soaking. It had been developed at the request of a machinery manufacturer who wanted to demonstrate to the Japanese the capacity of his equipment to employ cheaper rice rather than wheat as raw material.

Pre-Cooked Squares

Another product regularly sold by Pages was a durum pasta square, also pre-cooked in an autoclave. Soaked in cold water for 45 minutes, it was said to gain the volume and consistency of a cooked product, ready to roll up a filling for service as Cannelloni.

Mr. Pages was asked why he did not print recipes on his packages. He said he planned to do so—to suggest a new or improved way of serving his product. But Calatonia, he said, was the only real market for pasta in Spain. Because pasta was commonly so poorly

cooked and served, it had a bad reputation outside Calatonia.

Barcelona

Interview: Mr. Benito Torrent Jorda, Director/Manager, Consejero Alimenticias Gallo, S. A., Barcelona, Spain.

The interview was conducted through an interpreter. Mr. Torrent explained that "Gallo" represented a syndicate of pasta manufacturers, subsidiary of a milling concern, Semolas Espona, with plants in Barcelona, Mallorca, Cordova, and soon a fifth company. Some negotiation had also been made for amalgamation with the Grace Company (U. S.) which controls shipping and food manufacturing concerns in South America and Europe.

The parent milling company had ship docking facilities in Barcelona and could use durum, although any sale of which should be made, Mr. Torrent said, through the Spanish national agency for wheat. At one time Gallo Company shipped to France, but stopped when that country joined EEC. Imports of wheat or semolina, and other milled products, he explained, were limited to the amount of wheat contained in products exported. Mr. Torrent was interested in U. S. durum wheat, providing there might be a price advantage or other inducement to buy, although all purchases must be made through government agency. Still further, he thought some U. S. durum might be purchased, but through German traders who would use the Canary Islands and its free port to provide the Spanish buying agency with added advantages.

Of Promotion

Proceeding to the subject of promotion, Mr. Torrent said he had always been an enthusiastic devotee of propaganda. At one time, he had taken the lead in trying to have all pasta manufacturers join in a common effort for propaganda, but failing to gain complete support, the effort failed.

Again he tried at the annual fair in Barcelona to offer a below-cost meal (about 42¢) for pasta and champagne, but fair officials refused him the space he thought necessary to make the effort worthwhile.

Mr. Torrent said that after all, Gallo was selling a product that essentially represented nothing more than semolina and flour. So why use recipes on packages? His company had tried to "box" spaghetti in a package that had a color illustration and recipe, but the trial was a failure. The box cost perhaps ten times the transparent film he was using and, except for the wealthy,

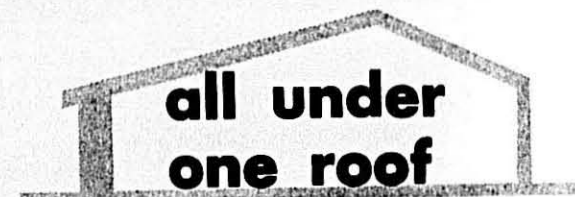
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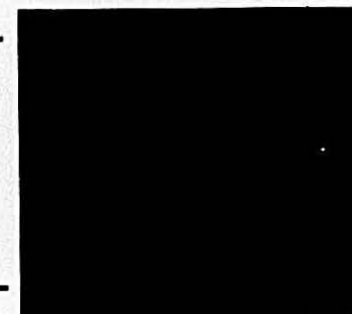
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Observations from Europe—

(Continued from page 33)

consumers refused to pay the additional cost.

It was pointed out that a pasta product in itself was nothing, but the finished dish was attractive and appetizing. Accordingly he might combine his efforts with makers of cheese, tomato paste and other ingredients in the finished dish—to sell the finished product rather than the pasta. The bread-cheese promotion in Germany, wine and bread, sandwich month and similar promotions were cited. He said the Spanish Government was purchasing pasta for school lunch use, but the meals were so poorly prepared that the net effort was a loss of consumer interest.

Mr. Torrent said a plant in Cordova, southern Spain, had been constructed despite the fact that consumers knew little about pasta, and that since it had started operations the success in selling pasta had exceeded all expectations.

Portugal

A survey of Lisbon restaurants showed little or no evidence of the popularity of pasta. Per capita consumption of the product in Portugal is almost 15½ pounds per year, about steady for the past five years. But in general, Portuguese cooking tends toward heavier, deep-fat fried foods or local fish.

Both Portuguese pasta manufacturers, responsive to my inquiry in Coimbra and Lisbon, expressed considerable interest in promotion. In Lisbon, the plant administrator said his company manufactured their own granulars, and was in process of installing a new semolina mill. All imported wheat was purchased by the federation of Portuguese millers.

Switzerland

Dr. Louis Capol, the director of the Swiss Association of Macaroni Manufacturers, of Bern, Switzerland, reported that, following the visit of a spring wheat survey team headed by Dr. Kenneth A. Gilles two years earlier, Swiss purchases of U. S. durum had been increasing.

The market for pasta, almost 18 pounds per capita, appeared to be holding steady—although fear was expressed that the sharp reduction in the number of Italian workers in Switzerland might bring per capita consumption down.

Possibly because of the Swiss-based firm of millwrights and manufacturers of pasta processing equipment, Buhler Bros., the industry there shows a remarkable degree of technical as well as promotional sophistication.

Germany

Interview: Mr. Schulton, Sales Manager, and Mr. Fred Birkel, principal, Theodore and Oscar L. Birkel, macaroni manufacturers, Endersbach bei Stuttgart, Germany.

Mr. Schulton said that Birkel commands 33 to 35 per cent of the total German market for pasta products, primarily in egg noodles. Egg noodles in Germany carry 3½ per cent egg solids or similar quantities of fresh eggs. Birkel, he said, is dedicated to the use of 100 per cent durum. Neither Canadian nor U. S. durum was used by Birkel without the addition of some Argentine or Mediterranean (not Italian) wheat, usually in the ratio of 85 to 90 per cent American to 10-15 per cent Mediterranean.

While German law prohibits a macaroni manufacturer from owning a mill, Mr. Schulton said that German millers can agree upon and set a common price for their product. Birkel would not entertain the notion of buying imported semolina for fear of retaliation in some way from the millers' combine. Besides, Mr. Schulton said, the duty on semolina of ground product was 350 Reichmarks compared to 150 to 200 Reichmarks duty on wheat. At this point, Mr. Schulton transferred the interview to Mr. Fred Birkel.

Difficulties Anticipated

Mr. Birkel has spent a year in the U. S. and spoke English fluently. He had worked for La Rosa three months; for Mueller three months; and had spent the balance of the year touring other macaroni manufacturing plants throughout the States. He anticipated difficulty with the EEC wheat regulations effective July, 1967, when the price of durum or of semolina in Europe would be established at one level above the world market—which would force prices of his macaroni products up 10-15 per cent.

Mr. Birkel also foresaw with some fear the possibility of a single but de-graded (or non-durum) standard for all finished macaroni goods sold in EEC countries, with the gain in price used as a subsidy for farmers, growing mainly soft wheat. Since Birkel products were 100 per cent durum, such staff would in fact tend to lower the Birkel standards, he said, and degrade his product.

German and French manufacturers both use 100 per cent durum, but the Italians, Mr. Birkel said, who were most forceful in EEC negotiations, did mix in hard wheats with durum, although publicly declaring their devotion to the durum standard. While per

capita consumption was dropping in northern Italy, Mr. Birkel said it was gaining in the South—as the economy improved, thus giving the Italian pasta manufacturers some sense of security in the sale of products not made from pure durum.

On this basis, Mr. Birkel saw no reason for any steadfast adherence to 100 per cent durum amongst Italians. He was fearful that the Italian (or non durum) standard might prevail in EEC negotiations. The problem was further complicated by the fact that in EEC negotiations German macaroni manufacturers were represented by two associations (north and south) and representatives of the two did not always agree.

Job in Restaurants

Mr. Birkel expressed his disappointment concerning the quality of macaroni foods as served in German restaurants. Macaroni might be good at 11 a.m., he said, but the same product, over-cooked, would be served at 2 p.m. He warned against ordering pasta in a German restaurant.

Told of the new film produced by durum growers, millers and manufacturers in the U.S. as an educational tool for correct quantity food service, Mr. Birkel was most interested. He asked that a copy be made available as soon as possible for review through the National Macaroni Manufacturers' Association in the U.S., which his firm supports. He saw the possibility of using the film in Germany with a new sound track.

Belgium

Interview: Mr. Clement Van der Sand, Director General; Mr. Raoul Tonnemans, Sales Manager; Dr. R. Willems, Director of Research; Ste. Ame des Usines Remy, macaroni manufacturer and miller, Wygamael (Brussels), Belgium.

The chief concern of the Usines Remy Company at the moment was 300 tons of sprout-damaged U. S. No. 3 durum. The company was experimenting to find some way of using the stock. It had been purchased without examination of a sample on the assumption it would be usable since the company's prior experience with No. 2 and the U.S. No. 3 durum so indicated. Mr. Tonnemans said that they also assumed it would be all right since Canadian grades were always exactly as described and consistently good.

Observations and Recommendations

It would be impossible to crowd an itinerary of calls such as set forth in

(Continued on page 38)

Why is net weighing more reliable with solid state controls?

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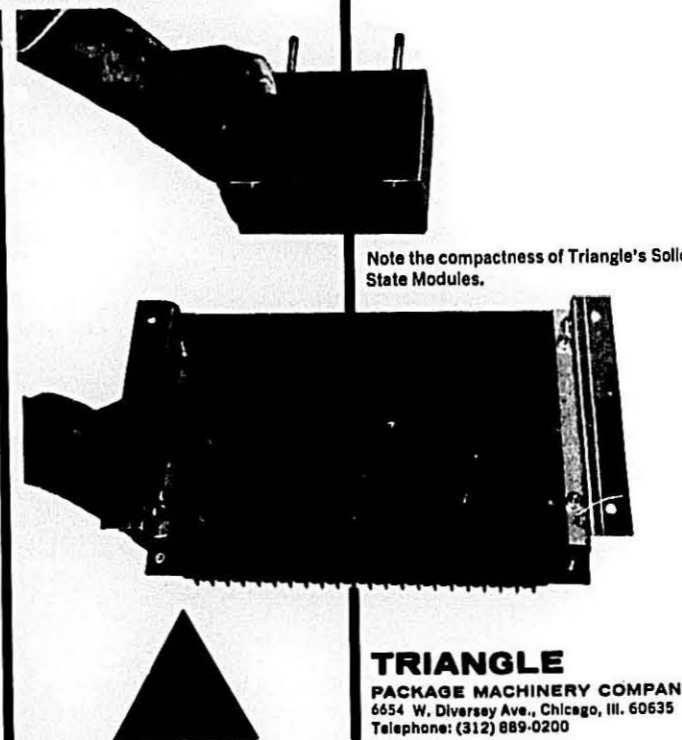
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Observations from Europe—

(Continued from page 38)

this report without reaching certain conclusions concerning the market for durum and milled durum products of U.S. origin in the countries visited, and the urgent need for service and communication.

The market for U.S. durum and milled durum products in Europe is perhaps brighter than for other wheats. The prospects of drought in Italy and the Mediterranean growing areas, the preoccupation of Canadian exporters with Russian commitments, and the steady or expanding market for pasta products in Europe—all suggest, in the immediate future, the probability of increased export of U.S. durum and its products. The long-term prospects are even brighter since the market has demonstrated response to merchandising and promotion. In the past year, several individual manufacturers have proved their ability to increase consumption—with a quality product backed by advertising and promotion.

There are also both advantages and disadvantages in the effort of Common Market countries to standardize their pasta while permitting the purchase of durum or milled products in the world market. Traditional European and Mediterranean durum growing areas are not capable of quick expansion nor do European seed houses appear willing to develop higher yielding varieties.

While millers and macaroni manufacturers have more freedom of choice in their purchase of durum and durum products, past habits and practice persist in a de facto system of cartels and government protection. With greater knowledge of trade practice and national policies, and the confidence of the individual manufacturer or miller that would come from successful experience with U. S. products—the future of U.S. durum products seems promising indeed.

New Clermont Twin Screw Press

Clermont Machine Company of Brooklyn, New York has developed a short cut twin screw press capable of producing 3,000 pounds of product per hour. President John Amato announces that some of the unique features in the press are as follows:

- (1) It has a vacuum flour feeder that is capable of sucking flour through a one-inch tube irrespective of where the usage tank is placed. It no longer requires the usage tank to be over the press. This eliminates hav-

ing a high ceiling or using the floor above for usage tanks.

It has an accuracy of feeding flour far superior to any conventional type. It is regulated and works in conjunction with a sensitive water feed.

It has a timing device to determine the quantity of flour that is required per minute. The timing device also regulates the water so that a proper quantity of flour and water simultaneously enter the pre-mixer.

- (2) There is a new duplex homogenized mixer which is used also as a pre-mixer to thoroughly mix the water and flour before entering the main duplex mixer.

The homogenized mixer is equipped with a high speed and low speed. When used at the low speed it operates as a pre-mixer. When used at high speed it homogenizes the ingredients and is capable of handling powdered eggs or any other powdered additive ingredients.

The pre-mixer (or homogenized mixer) and the main mixer have new types of shaft and paddles. The shafts are square for ready cleaning and scraping and the paddles are rectangular and are readily adjusted and removed.

- (3) The pre-mixer and the large mixer are under vacuum at all times from inception of operation.

- (4) The twin screws are six inches in diameter and have a positive flight to divert more product at a slow speed. The screws are Teflon coated.

- (5) The press requires two 15½ inch dies and the cutoff attachment is equipped with a Dynamatic motor with a very sensitive speed permitting a range from pastina to Vigatoni without change of pulleys or belts.

- (6) The preliminary shaker that works in conjunction with the press has four shaker screens and has a width of 30 inches. It is equipped with a high velocity of air and strip heaters capable of maintaining 100° temperature in the shaker. This in turn keeps the product in its original shape without sagging or sticking.

- (7) There are many fine features on the press: instruments that assist the operator in knowing how the press is performing. Also equipped with a safety feature when the press is in danger.

"No man is lonely while eating spaghetti—it requires so much attention!"

—Christopher Morley

Demaco Is Optimistic

Sales of De Francis Machine Corporation, Brooklyn, New York, set a record in 1966, surpassing even the banner year of 1965.

An interesting aspect about Demaco's record sales is that it comprised a wide variety of equipment: completely automatic lines for long goods from 1,000 to 2,000 pounds per hour; automatic lines for short cuts varying from 1,000 to 2,500 pounds per hour; static room dryers with automatic humidity and temperature controls; spreaders, presses, noodle sheeters, die washers and automatic canning spreaders were all included.

Expanded Facilities

To cope with increasing demand, Demaco has expanded its manufacturing facilities and increased the number of plant workers. A 10,000 square feet addition, a block away from the parent company is now utilized for the manufacturing of short and long good dryers.

This modern building is equipped with new machine tools and reflects many savings in manufacturing costs. At the existing plant a program of replacing the existing machine tools was begun in the early part of 1966. Over \$100,000 has been budgeted for 1967 for the purchase of a new boring mill, a lathe and other machines.

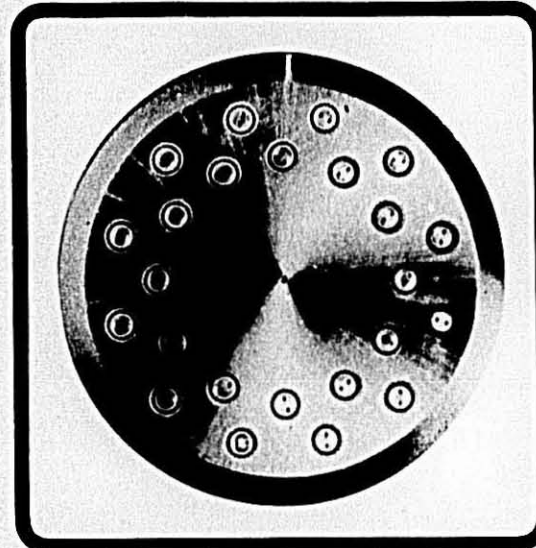
New Export Office

New export offices have been established in Room 5317, Pan-American Building, 200 Park Avenue. Charles Moulton is export manager. He boasts that his office has one of the best views of New York City.

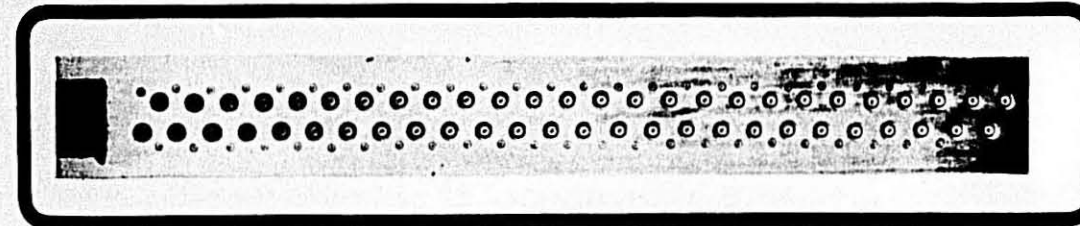
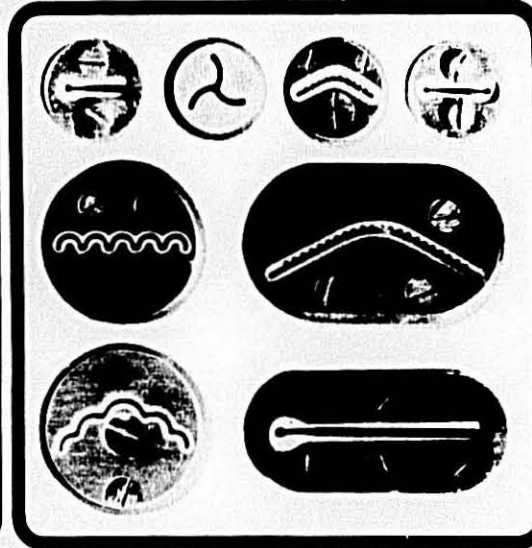
He has also been gazing into the crystal ball and notes that some time ago it was predicted that old dietary habits of the world were changing with the assistance of U. S. capital and know-how. Many countries are now initiating the construction of cereal plants for the improved nourishment of their people. This is particularly true of the new African countries and those in the Far East like Taiwan and Japan. Today, more and more governments of the undeveloped countries are beginning to realize that their first duty to their subjects or citizens is to provide for proper nourishment. The use of macaroni as food and the use of cereal products which are processed similarly to macaroni can do much to alleviate the nourishment deficiency. New products as "Ceplapro" and protein flours as "Wurrd" do provide inexpensive, palatable and nutritious products to feed youngsters. These new products, espe-

(Continued on page 40)

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Demaco Is Optimistic—

(Continued from page 38)

cially when extruded in macaroni shapes, will be the forerunners of new food.

Mr. Moulton boasts, too, of the compliments customers give his company for service. He cites as a recent example, a phone call one morning from Chicago imploring them to send a replacement for a broken part. The part was boxed in the factory, taken out to Idlewild Airport, placed on a plane and was delivered to the customer the same afternoon. This is the kind of attention that earns good-will.

Braibanti Announces Construction of Giant Lines

A new milestone in macaroni production technology was announced in January by the firm of Braibanti Co., Milan, Italy, manufacturer of macaroni equipment.

According to Dr. Mario Braibanti, president of the company bearing his name, the firm now has under construction the manufacture of three lines, each capable of producing 4,500 pounds per hour of long spaghetti.

The three lines will be installed in one of Italy's largest plants in the next few months and upon completion of installation and initial runs, details will be made available to the trade. Full technical data and production results will be provided members of the industry, as well as on-the-spot inspection.

Cobra 2000

The new presses are to be identified as the Cobra/2000 and their higher production is geared to specially constructed driers. A larger, specially metal-strengthened stick has been devised to carry the product through an improved and redesigned version of the famed Braibanti G.P.L. drier.

Dr. Braibanti commented that in developing the new presses with their companion drying equipment few technical problems ensued in the short goods lines which are composed of a pre-drier and two driers of nylon screen. In the long goods drying, several major changes were effected, however.

Covers Spectrum

One of the interesting facts of this new equipment is that it covers the widest spectrum of the industry's production needs.

It is in effect an evolution that results from the manufacture and installation of more than 1,000 lines of macaroni production which Braibanti has

placed in operation throughout the world during the past half century.

It was observed by Braibanti that this trend in increased production equipment portends a limiting feature in the industry as regards individual manufacturers. It has been noted, for example, that the ratio of macaroni manufacturers diminishes proportionately to technology in equipment. In Italy where there is the world's highest per capita consumption of macaroni, there were more than 3,000 producers of macaroni goods twenty years ago, today there are less than 1,000 and it is expected that within the next decade not more than 300 firms will be producing macaroni.

In U.S.

In the United States, the situation differs somewhat because the limited consumption alleviated the capability of large numbers of manufacturers and most of those in the industry have progressed with the equipment so that the annual increase in per capita consumption (5 per cent in 1966) is generally absorbed by the more modern plants.

Technology of the future, however, might easily require that only the large modernly-equipped firms will produce the mass market items, while fancy shapes and specialty goods will be left to the small manufacturers.



World's Largest Omelet. Sixty pounds of Egg-Vantage (approximately 600 shell eggs), packed by Schneider Bros., Inc., Chicago egg processors, in two of Container Corporation of America's new 30-pound Egg-Purifiers, were used recently to make the world's largest omelet. Four chefs and a six-foot frying pan were needed to prepare the omelet which was served to 300 guests at a National Egg Month luncheon. Head of the team of chefs was Otto Schlecker (left) of Griffith Laboratories. A surprise guest at the luncheon, dancer Ray Bolger (right), was drafted to assist the chefs. He chatted with National Egg Month Queen Jo Lynn Boykin and Sandy Seidner, vice president of sales of Schneider Bros., producers of Egg-Vantage.

Tranin Processed Eggs

Since its founding in 1910 by Sam Tranin and its becoming a wholly-owned subsidiary of the United States Cold Storage Corporation in 1938, the Tranin Egg Products Company has played an important role as a source of supply of good egg products for the macaroni-noodle makers. Along with the macaroni industry Tranin has enjoyed a steady growth and expansion to the point that it is now one of the largest processors of both frozen eggs and dried egg solids.

Kansas City Area

The company procures shell eggs from the area surrounding Kansas City, principally Nebraska, Iowa, Missouri and Kansas. It is from this area that Tranin gets the finest quality eggs to produce whole eggs and yolks of high color and fat content and whites of good, strong consistency.

All eggs coming into the plant are candled, washed and sanitized before going on the mechanical breaking machines to be broken. These machines open the shell and dump its contents into receiving cups in such a manner as to separate the whites from the yolks. It is from these two products that all of the end products are processed.

From the breaking machines the egg whites go through a series of strainers and then are milled into a uniform liquid. The liquid egg whites are sent either to the drying department for further processing into egg white solids or pasteurized and packed in 30-pound tins and quick frozen in the United States Cold Storage Corporation's modern quick-freezers.

Yolks

The egg yolks are separated as to color at time of breaking, and the dark-color yolks are reserved for the noodle-makers. These dark yolks are strained into a homogenous mixture, then pasteurized and packed in 30-pound tins, then quick frozen. Or the liquid dark yolk may be sent to the drying department for further processing. In the drying plant the yolks are pasteurized, then pumped under pressure through an atomizer nozzle into a cone-type dryer. The spray or liquid yolk falls through pre-heated sterile air of cyclonic turbulence. The resultant powdered yolk solids are collected and packed in 50, 53 or 54 pound boxes or 200-pound drums, whichever the customer desires.

Liquid whole egg is made by combining the whites with the yolks in

natural proportion to insure correct solids and color. Then it is pasteurized and packed in 30-pound tins and quick frozen or sent to the drying plant where it is processed and dried in the same manner as yolk solids and packed in either cartons or fibre drums as to customer's desire.

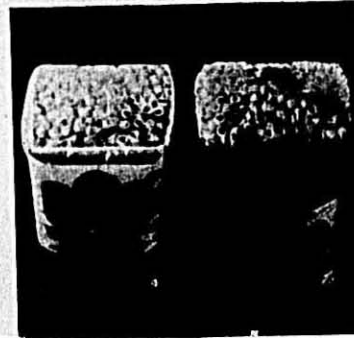
Recent Refurbishing

Refurbishing and remodeling program has just been completed by Tranin costing many thousands of dollars. This involved the tearing out of old equipment and installing new stainless steel dryers and collectors, plus other new sophisticated equipment which makes for Tranin one of the most complete and up-to-date drying plants in the country.

All of Tranin's plants are operated under U.S.D.A. continuous inspection service and all product packages bear the U.S.D.A. inspection shield. This, plus Tranin's high caliber quality control and laboratory testing department, affords the customer of an egg product that is guaranteed to pass all Food and Drug regulations and be salmonella negative by test.

Machine Makes Self-Supporting Bags

The latest machine developed by Hoefflinger & Karg, Waiblingen, Germany, is a fully automatic bag forming, filling and sealing machine which produces self-supporting gusset type bags from a preprinted roll of film. The machine, known as the SPV-5-FBS, can produce bags up to 11 1/4 inches high, 5 1/2 inches wide, and 3/4 inches deep. The bottom seal is closed with either a flat or delta seal. Air is eliminated and a smaller flat or delta seals the top of the bag. In addition, bags can be closed by header labels or a pressure



sensitive label can be affixed over the top delta seal.

Easy to Handle

The compact self-supporting bags are easier to handle—can be displayed on shelves standing up, and thus carry a greater sales impact. The machine can be equipped with either volumetric fillers or net weighers. In addition, a high speed electronic weigher can also be offered with the machine. This form of package is ideally suited for a granular and free-flowing food such as short-cut macaroni, shells, wheels, beans, lentils, and rice. Each unit is capable of producing up to fifty filled and sealed bags per minute.

Full information is available from Amaco, Incorporated, American representative in Chicago.

Triangle Exhibits Miniature Flexitron Scales

The miniature Flexitron Net Weighing System will be featured by Triangle Package Machinery Company at the American Management Association's 36th National Packaging Exposition, April 10-14, in Chicago's International Amphitheatre.

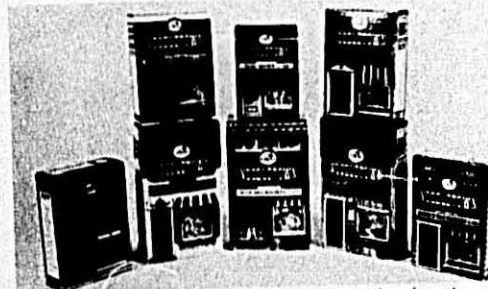
Triangle will have operating in Booth No. 2145 three miniature Flexi-

NOODLE SALES ROCKET: An increase in sales of its egg noodles, used as an in-flight food by astronauts, is reported by Mrs. Slaby's Noodle Co., Berwyn, Ill. The manufacturer attributes the sales take-off to a new, improved package (shown here) designed to heighten merchandising appeal. The previous package used unprinted cellophane with a header label for identification. The new bag is made completely of printed cellophane. A red banner is placed centrally to draw the shopper's eye to the message, "In-flight food of ASTRO-NAUTS." A recipe for chicken paprikash is printed on the back. The bag was developed by the Package Analysis Service of Olin Cellophane, Pisgah Forest, N.C. The manufacturer chose Olin 140 MST-53 cellophane because of its durability, moisture-proofness and sparkle. Printed film is supplied by the Color Wrap Div. of Cellu-Craft Products Corp., Chicago. Packaging is done on a Mon-O-Bag bag maker, a product of Wright Machinery Company, Div. of Sperry Rand Corporation, Durham, N.C. Shipping cartons are made by Honkins Container Co., Div. The Flintkote Co., Chicago.



tron Scales on a Single Tube Bag Machine, and three miniature scales on an automatic line. Each of these scales is capable of operating at a range of 90 bags a minute.

Contributing to the speed and accuracy of the Flexitron Scales are product accumulators. These pneumatically operated units provide faster cycling of each scale and near continuous operation of the feed trays.

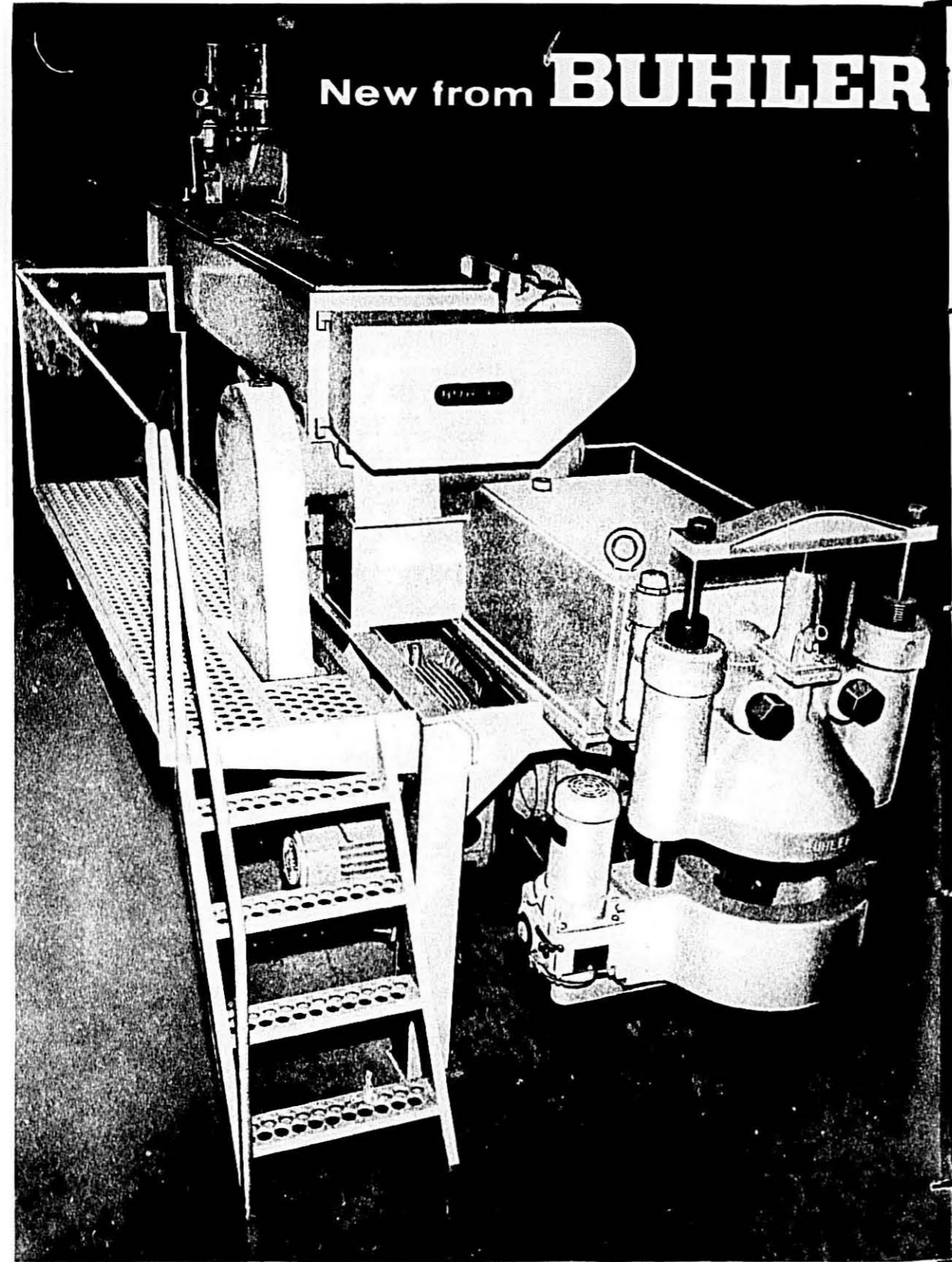


Noodletown is inaugurated! The fire house is there, the railroad station, and the stores and houses. There are eight in all—all bright and colorful. That's "Noodletown" by La Rosa. V. La Rosa & Sons, Inc. have just introduced their new line of noodles in a set of eight of the most unusual and attractive packages. Each package is a different structure and, when empty, kids will love to build their own "Noodletown". The unique packages were created by the art department of V. La Rosa & Sons, Inc. and produced by Faust Packaging Corporation of Brooklyn, New York.



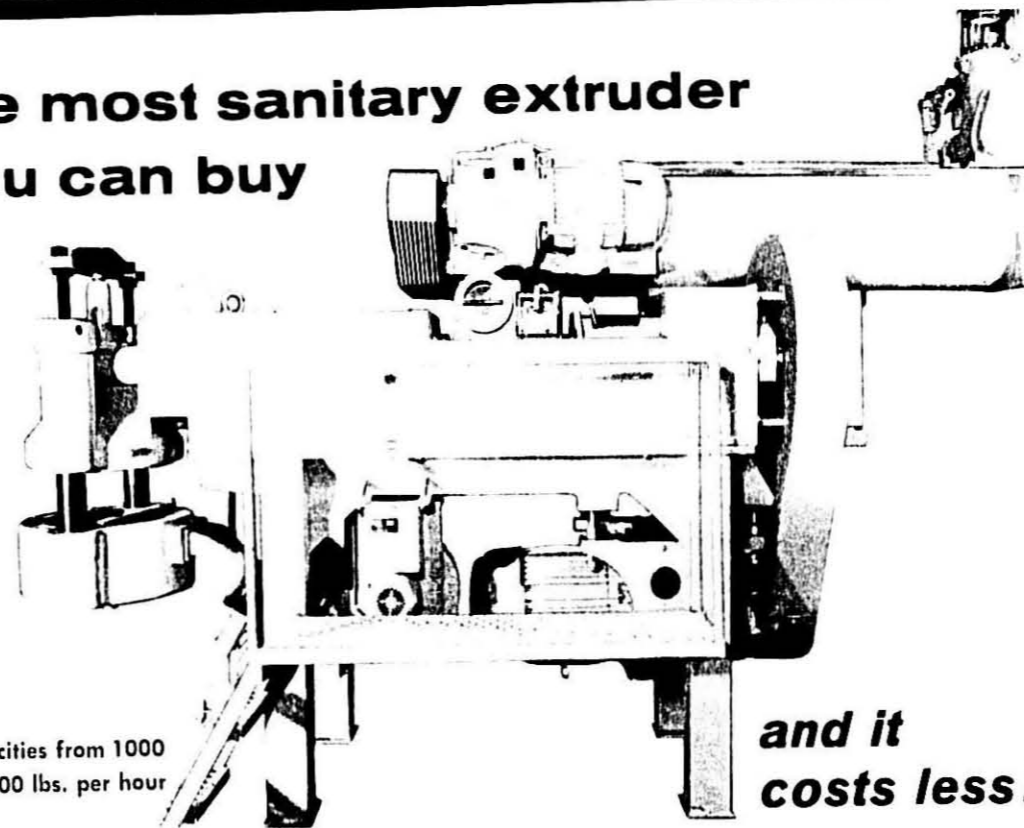
Paste for soups. Six brand new, elegant and distinctive packages present the variety of six different shapes of pasta for soups by V. La Rosa & Sons, Inc. The new line of packages with unusually faithful vignette reproductions was produced by Faust Packaging Corporation.

New from **BUHLER**...the most sanitary extruder
you can buy



..the most sanitary extruder
you can buy

Capacities from 1000
to 2500 lbs. per hour



and it
costs less!

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-haft mixer. You can easily inspect mixture at any time. No

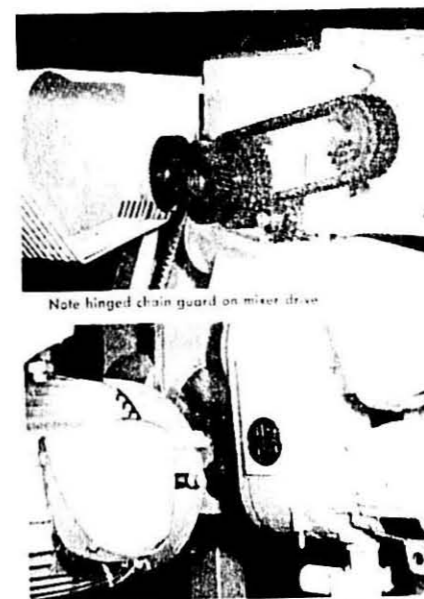
complicated vacuum sealing system needed for flour feed and mixer.

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 vacuum.

U.S.-BUILT DRIVES. Mixer, 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!



Note hinged chain guard on mixer drive

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

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Don Mills, Ontario • Phone: 416-445-6710

People Are the Prime Concern Of International Milling

People are the principal concern of the Durum Division of International Milling Co., according to Sal Maritato, U. S. durum products sales manager.

"First there is our concern for the customer. Our management philosophy can be phrased in a single statement: 'The success of our company depends on the success of our customers.' "To be able to provide the greatest service," Maritato said, "we have assembled what we believe is the finest staff available, with experienced, responsible individuals in every phase of our durum production and marketing activities."

Crop Survey and Quality Control

The story of people begins at International with one of the finest crop survey and wheat buying teams in the industry. The crop survey team serves as the advance guard . . . trained crop surveyors travel thousands of miles each year, from Texas to the Canadian border and from Montana to Ohio collecting samples and information for the company's grain buyers. Results of their investigation are also passed along to customers. Morrie Ainsworth—23 years with International—is in charge of buying durum wheat. Here, as in each step along the way toward quality products, International's durum operations are under the direction of experienced, competent people.

Durum quality control at International is under the direction of Bob Bruning—18 years' service—who actually manufactures macaroni products on a small scale. The company believes that testing the end product in this manner is the best way to determine plant performance of durum flour or semolina. In addition, each durum mill is served by a well-equipped lab and staffed with skilled technicians. Again, an example of individual responsibility.

As a dual safe-guard on the daily tests at the plants, International's central research and quality control laboratory in Minneapolis rechecks each critical step. International attributes much of the recognition and respect that it has won within the trade to its strict policy of quality . . . people doing strict policy of quality control . . . people doing their jobs, with pride in their respective skills and in their company's products.

Modern Facilities

The company also has a policy of continual modernization of its production facilities. At its principal durum mills in Baldwinsville, N.Y. (easternmost durum mill in the country) and St.



Sal F. Maritato

Paul, Minn., this has meant new milling equipment and pneumatic loading facilities. The Baldwinsville and St. Paul plants are under the management of two men with a total of 57 years' experience in the industry.

Dependent on Customers

Mr. Maritato pointed out, "The idea that our success depends on the success of our customers is also the heart of our sales and merchandising activities. Our sales and advertising people develop promotional ideas and campaigns to help our customers sell their products and to promote macaroni and noodle consumption."

The company's sales and merchandising materials have taken such forms as posters, sales meeting kits, pennants, bumper stickers, reprints, wall charts, letters and calendars.

Sales Staff

Completing the link between the durum people at International and durum customers is the sales staff. This sales management team has 104 years of business experience. "We think we have the top staff in the industry, one that has great diversity of experience and is therefore able to provide a wide variety of service," said Maritato who himself has over 17 years in the food business.

Bill Brezden is the newest member of the durum sales organization having joined International in July, 1966. He handles special accounts in the Midwest and Eastern sales regions and headquarters at the company's Minneapolis home office.

Brezden has spent his entire career, 25 years, in the durum business; first as a chemist, then in production, and dur-

ing recent years in sales management.

George Hackbush is responsible for all durum sales in the central states area. Hackbush has spent his entire career of 37 years with the company in Chicago and is thoroughly familiar with markets and customers in the Midwest.

The eastern sales region is under the direction of Andy Rondello, headquartered out of International's office in New York City. Rondello has spent the last 13 years in the large eastern market, and is widely acquainted along the eastern seaboard.

Dick Vessels, assistant U. S. durum products sales manager, has 12 years durum experience. Vessels was manager of durum sales for General Mills prior to that company's departure from the durum business in June, 1965.

"In the end," Maritato concluded, "Quality is experienced people, and we think we have the best."

Kraft Sauce Mixes

A line of nine sauces and gravy mixes is being introduced by Kraft Foods. Each mix comes in a packet contained in a box. The boxes are packed in one-dozen display cartons.

The mixes are Italian style spaghetti sauce, brown gravy, Hollandaise sauce, barbecue sauce, cheddar cheese sauce, white sauce, onion gravy, sour cream sauce and chicken gravy.

Tomato paste and water are added to the spaghetti sauce mix. Milk or water is added to the chicken gravy mix. Milk is added to the cheddar cheese, white and sour cream sauce mixes and water is added to the other four mixes.

Introductory advertising will consist of a television commercial on Perry Como's Kraft Music Hall, ads in newspapers, newspaper supplements and magazines including Good Housekeeping, Family Circle and Woman's Day. The newspaper ads will feature a \$1 refund offer for proof-of-purchase from five different packages in the new line.

In-store materials will include racks for display with related items, banners and tearoff pads of refund order blanks.

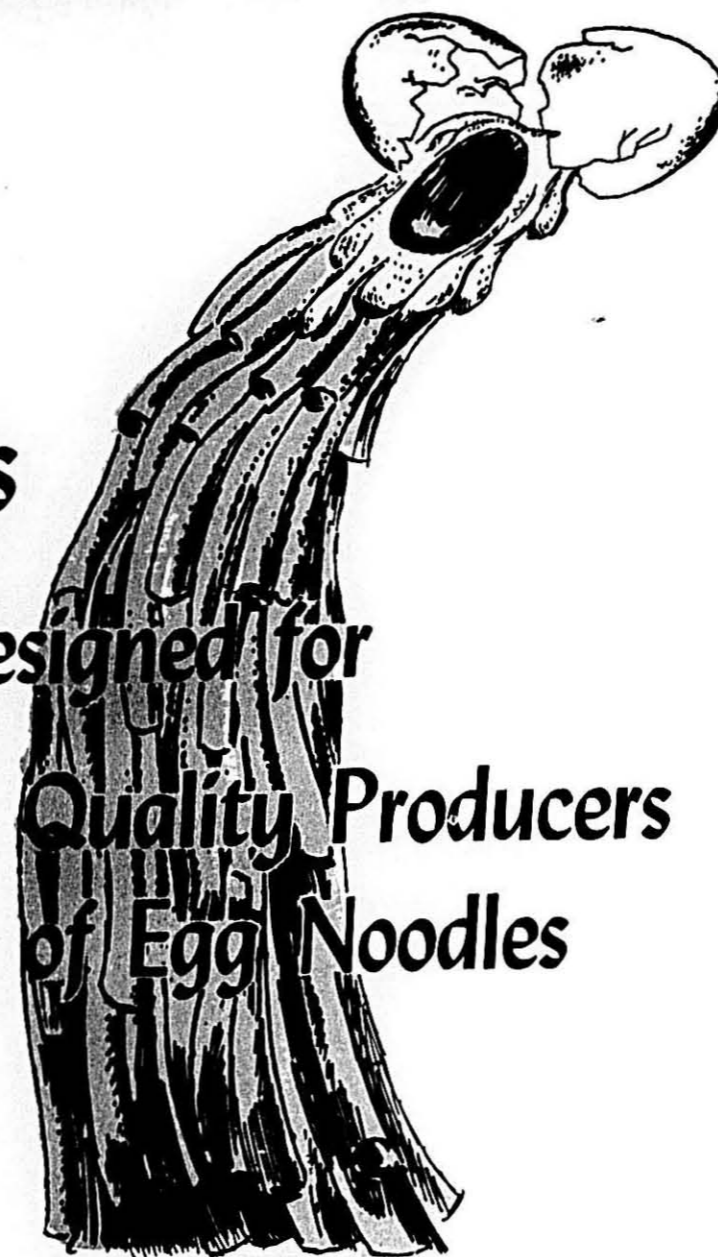
Marinara Sauce

Marinara sauce is being introduced under the Redpack label in New York by California Cannery & Growers of San Francisco. The product comes in pound cans and sells for 39¢.

Initial distribution is in Buffalo and metropolitan New York. Introduction will be supported with a ten-week schedule of 60-second spot radio commercials and newspaper ads featuring 7¢-off coupons.

Eggs

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Effective Plant Sanitation

by James J. Winston, Director of Research, National Macaroni Manufacturers Association, and Director, Jacobs-Winston Laboratories, Inc., New York City.

Management can assure itself of top quality ingredients and products by careful implementation of these practical housekeeping suggestions.

MODERN technology to-day has advanced to a high level and provides the necessary tools and knowledge to help industry comply with prevailing regulations. In the macaroni-noodle industry, there is nothing the trained food and drug inspector or laboratory scientist can do that the food manufacturer cannot do for himself. Fortunately, with the passing of each year, different companies have assumed more responsibilities by voluntarily augmenting their executive and technical staffs. This helps them cope more effectively with concrete problems such as quality control, production, and sanitation.

In 1965, at the Ninth Annual Conference of the Food & Drug Law Institute and the Food & Drug Administration, the general theme of the conference emphasized voluntary compliance with regulations. Cooperation and communication between industry and government was stressed and government welcomes overtures on the part of industry to make inquiries in order to effectuate improvement and better relations.

I have on several occasions recommended a sanitation program which will safeguard your interests. I would like to review the essentials for an effective sanitation program: In the past few years, as you realize, sanitation has been extended to include the processing of a product that will be free from deleterious bacteria such as Salmonella and Staphylococcus. This was stressed at the Tenth Annual Conference held under the auspices of the Food & Drug Administration in November 1966. A report of this meeting with recommendations was published in the Macaroni Journal in February 1967.

The following steps constitute an important guide to a complete sanitation program:

1. The sanitation program should be supervised either by an executive of the firm or a trained sanitarian, supplemented periodically by advice from a professional sanitation consultant, based on his periodic surveys of the plant.
2. A detailed report as a result of a sanitary survey should point the



James J. Winston

way for management to carry out the necessary improvements so as to comply with sanitation regulations. The plant should be made structurally immune from either insect or rodent harborage. Open spaces in walls around pipes, static corners, ceilings and wall-floor junctions should be properly sealed, using either caulking compound, plaster, sillicron, cement mortar or sheet metal, as the case may be. Doors should be repaired to come flush with the ground to preclude the ingress of mice.

3. Machinery should be thoroughly cleaned with precautions taken to avoid accumulation of dust and grime, particularly in dead spaces.
4. Incoming cars of farinaceous materials should be thoroughly examined before unloading. It is suggested that hatches of cars be opened about eight to ten hours after cars have arrived in order to determine whether there is present insect life. Cars showing infestation should be rejected.
5. All raw materials and finished goods should be stored on skids at least 18 inches from walls to prevent harborage of pests. It is recommended that wooden equipment be replaced by metallic

ones, preferably seamless and of stainless steel construction.

6. Arrangements should be made to employ a competent exterminator on a regular basis who should cooperate closely with the sanitation leader. Careful attention should be given to all vulnerable and critical areas.

7. Non-toxic insecticides should be used to supplement the work done by the hired exterminator. Management should be advised as to the relative merits of different insecticides—their toxicity and limitations.

Use of toxic poisons should be discouraged in a food plant to avoid possible contamination.

8. Check personal hygiene of employees, with emphasis on the availability of clean toilets, paper towels, hot water and soap. It is also advisable for girl workers, especially packers, to wear hair nets to prevent any hairs from falling into the packed product.

9. Periodic micro-analysis of raw materials and finished products should be made to determine the sanitation index. The findings in the end product should parallel those in the farinaceous material.

10. Good housekeeping is a prime essential. You must insist upon "wide awake" porter service and not delegate the job to elderly retired men whose vision and activities are limited. Porters should be directed by the sanitation leader to do a thorough cleaning job using as an important tool a good vacuum cleaner. It is often a good idea to map out a special sanitation program for porters on a day-to-day basis, and to direct them to clean both under and behind equipment to prevent the possibility of insect breeding in flour dust.

Inspector's Duties

I would like to review the duties of an FDA inspector which normally follow this pattern:

- a. To make an inspection of the premises.

(Continued on page 48)

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 47 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 47 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

Plant Sanitation—

(Continued from page 46)

- b. To inspect the equipment used in flour handling, manufacturing, packaging.
- c. To inspect the raw material and storage areas.
- d. To examine and inspect the finished products.
- e. To take samples of either, or both, raw materials and finished products.

The inspector will, at this point, render a receipt for any merchandise he takes, and the results of the analysis will be forwarded by the FDA after a reasonable time has elapsed.

The inspector may use ultra-violet equipment to aid him in the course of his inspection.

Invoices of inter-state shipments may be submitted to the inspector at his request.

In regard to photographs during the course of inspection, I have been informed by legal experts that there is no provision in the regulations which gives the inspector the right to take photographs, unless he is given permission by the management of the plant.

Protection against insect infestation of food going into a storage period must start with the raw material and be continued through the processing, packaging, handling, transportation and storage. Once an insect, dead or alive, is present in a processed commodity, the food may be considered contaminated.

Sanitation can be defined as a way of life. It is the quality of living that is expressed in the clean home, the clean farm, the clean business and industry, the clean neighborhood, the clean community. Being a way of life, it must come from within the people; it is nourished by knowledge, and grows as an obligation and an ideal in human relations.

Effective sanitation in food processing is vital to the public welfare. A modern manufacturer should be cognizant of his duty and should discharge his responsibility to the public in such a way as to cast credit on his product.

Technical Talks At IPACK-IMA

The work of organizing the fifth edition of IPACK-IMA (International Exhibition of Packing and Packaging—Mechanical Handling—Food Processing Industrial Machinery) which, as has already been announced, will take place in Milan on the premises of the Milan Trade Fair, and with the technical as-

sistance of this organization, from the 4th to 10th October 1967 is now in full swing.

Fifth Edition

This fifth edition will be exceptionally important for two reasons: the Exhibition of Food Processing Machinery (IMA) is officially recognized by the European Committee of Food Machinery Makers (Comitato Europeo Costruttori Macchine Alimentari—Co. CE. MA.), which is also sponsoring the Exhibition, and the Mechanical Handling Exhibition has the official co-operation of the United States Department of Commerce, which has delegated the American Trade Center in Milan to represent it.

A series of scientific conferences and technical meetings at an international level will lend interest to IPACK-IMA '67. The time-table for these conferences and meetings is now being prepared.

Oil and Fat Symposium

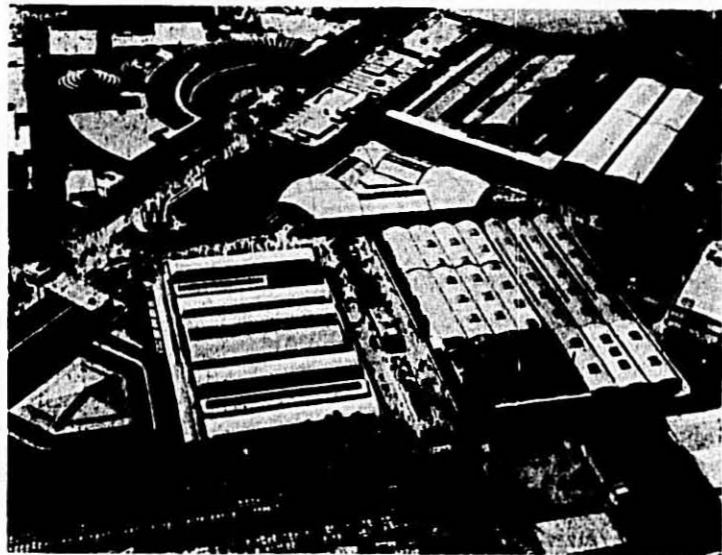
It can however already be announced that, on the 4th and 5th October, there will be an international Symposium on fatty substances promoted by the Experimental Station for Oil and Fat Manufacturers in Milan, which works at national level, and by the Italian Society for the Study of Fatty Substances. The preparatory work for this Symposium, where it is intended to examine problems concerning fatty substances in relation to the Common Market, Eastern Europe and the African countries, will be carried out under the personal direction of Prof. Giovanni Jacini,

who is, respectively, Director and Secretary General of the two technical-scientific institutes already mentioned.

As this is the first attempt to combine a scientific Symposium with a special Exhibition of oil-manufacturing machinery, for the purpose of exploiting European engineering production, Prof. Jacini is taking steps to secure extensive international co-operation. On the 6th and 7th of October, a number of meetings of a technical-scientific nature, promoted by the Italian Packing Institute, to examine from all aspects developments achieved in packing in the past ten years in various fields of use, will be held. In addition, the winners of the packing Oscars for 1966 will be announced and the relative prizes will be awarded.

Improve Promotional Results

There are three important ways in which you can improve the promotion of your product: 1) Don't confuse sales promotion and advertising. "Advertising creates attention and interest, while promotion creates desire and action"; 2) Stress the benefits of your product to the customer, not its features. For example, instead of telling your prospect about a "case-hardened crankshaft," tell him about "longer shaft life." Sometimes you'll find that it's the simplest most unimpressive feature which makes the great-impact in terms of benefits; 3) Use the prospect's language, not trade terminology or technical jargon. What you say about your product or service is useless if the prospect doesn't understand what you say.



IPACK-IMA exhibition on the Milan Fair Grounds.

INTERNATIONAL EXHIBITION
Packing and Packaging
Mechanical Handling
Food-Processing Industrial Machinery

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Milan

4 - 10 October 1967

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Manufacturers of Quality Egg Products



George N. Kohn

SMOOTH SELLING[®]

by George N. Kohn

BEYOND THE LINE OF DUTY

This is No. 29 of 36 sales training articles.

value of its action. It knew that special attention to a small sale would build good will and earn friends. The dollar value of such thinking runs into millions.

Unselfish Aid

To be a success, you must go beyond the line of duty. Ordinary selling and servicing is not enough if you want to hit the top of your profession. And, more importantly, you must be sincerely and unselfishly helpful to your customers and prospects.

This means thinking in terms of his problems and welfare. The mere filling of an order is not enough in this day of tough competition. You must concentrate on giving the buyer more than he gets from your competition. This is what you must give him:

1. Constant and complete product information. You must be his aide, confidante and consultant. Be unsparing of your time in this matter.
2. Help and understanding with his problems. See if you can save him money. If you're an engineer, fine. If not, try and get engineering opinion for him if he needs it.
3. Information about his industry. Chances are that you get around more than the buyer. He will look to you for useful (to him) data that you've picked up.
4. Assistance in merchandising, advertising and display. Make yourself an expert on these functions to make yourself invaluable to the purchaser.
5. Follow-through on each order to be sure that the customer gets all the benefits from your company to which he is entitled.

The Little Things Count

In providing extra service, the salesman, if he is alert, can realize many benefits from the little touches he applies to his work.

Jim Hale, an aluminum salesman, was once interviewing a buyer who had a son in college in the next state.

The customer casually mentioned that he had planned to take the boy a birthday gift of a typewriter, but was unable to get away that week.

Jim would be crossing into the next state, but his schedule took him some distance from the university town. Nevertheless, he volunteered to deliver the typewriter personally for the buyer.

The buyer was overcome with gratitude. He was even more pleased when he learned that Jim had not only handed over the machine to his son, but had also taken him out to dinner as his own birthday gift.

In recounting the incident to me, Jim said:

"I liked the guy and was glad to do him a favor. I didn't even really think about what business it would bring me. But that man remained my friend and customer for years. And when he left that job, he gave me a terrific recommendation to the new buyer."

There are many instances when a salesman can perform little but important services for prospects and customers. I know a men's clothing salesman who pitches in and waits on customers in a retailer's store when it's very busy.

Ed Forbes, who sells farm machinery, once milked a farmer's cows when a helper left suddenly.

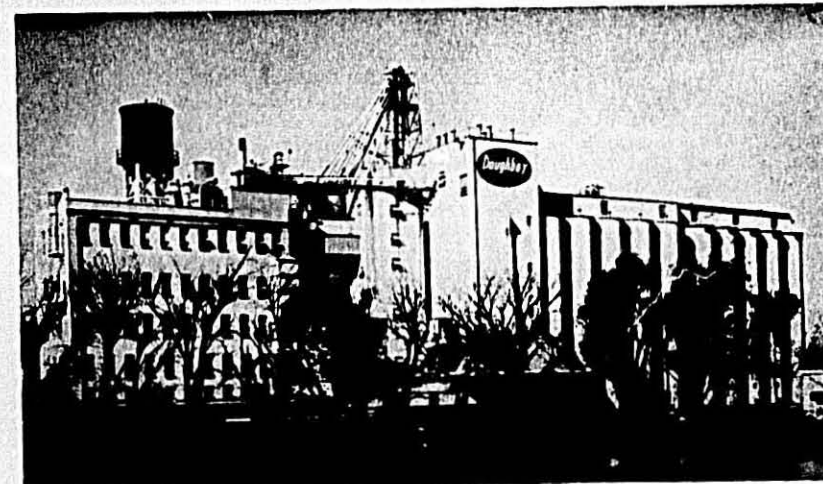
It is a well-established fact that people buy from salesmen with whom they enjoy friendly, personal relations. The salesman who is "all business" will soon find himself hitting a plateau. This attitude is fine if you find a buyer who is willing to be "all business" himself, but most are not that way. They are human beings who, in most cases, desire to create a feeling of warm, friendly intimacy in their dealings.

(Continued on page 52)

Finest Quality

DURUM SEMOLINA GRANULAR FLOURS

Call Ray Wentzel
MILLING DIVISION



DOUGHBOY INDUSTRIES, INC.

SINCE 1856

Phone 246-6511 • NEW RICHMOND, WIS. • Quality Since 1856

Craftsmen in Plastics — Packaging Machinery — Farm Foods — Electronics — Printing

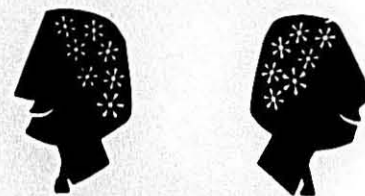
Congratulations, Macaroni Journal, On Your 48th Anniversary!

INFORMATION AND IDEAS
are regular dividends for
membership in

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Now is the time to join.

Write P.O. Box 336
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Delicious NOODLES with RICH GOLDEN COLOR

TEPCO offers special types of EGG YOLK SOLIDS and WHOLE EGG SOLIDS with the DEPTH OF COLOR required for maximum SALES APPEAL . . . TEPCO purity and high quality contribute to superior flavor, fulfilling the promise of product appearance.

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Give us the opportunity to show how we can serve you. We invite your inquiry, large or small.



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500 E. THIRD ST., KANSAS CITY 6, MO.

Phone: HARRISON 1-4300 (Area Code 816)

Smooth Selling—

(Continued from page 50)

Serve First, Sell Later

A rewarding way to perform extra service is to offer to help the prospect before you even try to sell him. Ask him, for example, if you can survey his needs—without cost or obligation. Or you might volunteer to examine his displays, advertisements and merchandising methods. In carrying out these services, you can draw on resources in your own firm, technical specialists, etc.

When you have made your study and analyzed the findings, present them to the prospect. This act will have two results:

1. It will show the buyer that you really have his interests in mind.
2. The findings will give you a springboard from which to launch an effective sales presentation.

While conducting the survey you also will have an opportunity to meet executives and employees who may be influential in the buying decision. And you have a chance to sell yourself to them.

John Rolland, an office equipment salesman, will sometimes spend as much as three days in a thorough survey of a prospect's situation. This includes work flow, mail handling, paying and receiving and even coffee break time. He then delivers a report that's as good as anything a management consultant firm could produce.

"This is costly in time and effort, but it's worth it," John said. "From a stranger who walked in off the street, I became a trusted advisor. I will even get experts from my own firm if necessary. My outfit will always furnish them because they know it pays off in sales."

Personal Touches

Cliff Arons knows the wedding anniversary and birth date of every one of his customers. He also manages to learn when their sons graduate from college and when their children get married.

Once he phoned a buyer to wish him a happy birthday. Told that the man was in Japan, Cliff ordered the call to be put through to Tokyo. That message cost Cliff about \$20, but the customer never forgot it. The amount of business he threw Cliff's way put him at the top of the list in earnings.

Keep records of your customers so you will remember anniversaries and other occasions. You might also find out information about prospects that will

help you past the introduction. Receptionists can often supply you with a clue.

To sum up: Successful salesmanship implies going beyond the line of duty—giving extra service which means so much to prospects and customers. Selling is a personal business, and the impersonal salesman will not get far. If you want to move forward, do more than is required or expected of you.

Let's see if you are putting forth extra effort to help you get and keep customers. If you can answer "yes" to seven of the questions, you understand what I've been talking about.

- | | Yes | No |
|---|-----|----|
| 1. Would you stay an extra night in town to help a customer with a display? | — | — |
| 2. Have you ever offered to survey or analyze a prospect's situation? | — | — |
| 3. Do you keep a file of customers' anniversaries, etc.? | — | — |
| 4. Do you look for facts that will help prospects and customers? | — | — |
| 5. Do you ever discuss a buyer's problems with him? | — | — |
| 6. After getting an order, do you follow through on it? | — | — |
| 7. Are you familiar with the buyer's needs? | — | — |
| 8. Do you ever comment on a customer's clothes or office appointments? | — | — |
| 9. Does the buyer ever take you into his confidence? | — | — |
| 10. Do you go out of your way to make yourself pleasant and agreeable? | — | — |

(Copyright 1964—George N. Kahn)

COMING NEXT MONTH

Don't Lend Money to Buyers

The salesman who lends money to a customer is asking for trouble. Read what may happen . . . in the May issue of the Macaroni Journal.

REPRINTS FOR YOUR SALESMEN

Reprints of this series come in a four page format, printed in 3 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

Prices are:

1 to 9 copies (of each article) . . . 80¢ each
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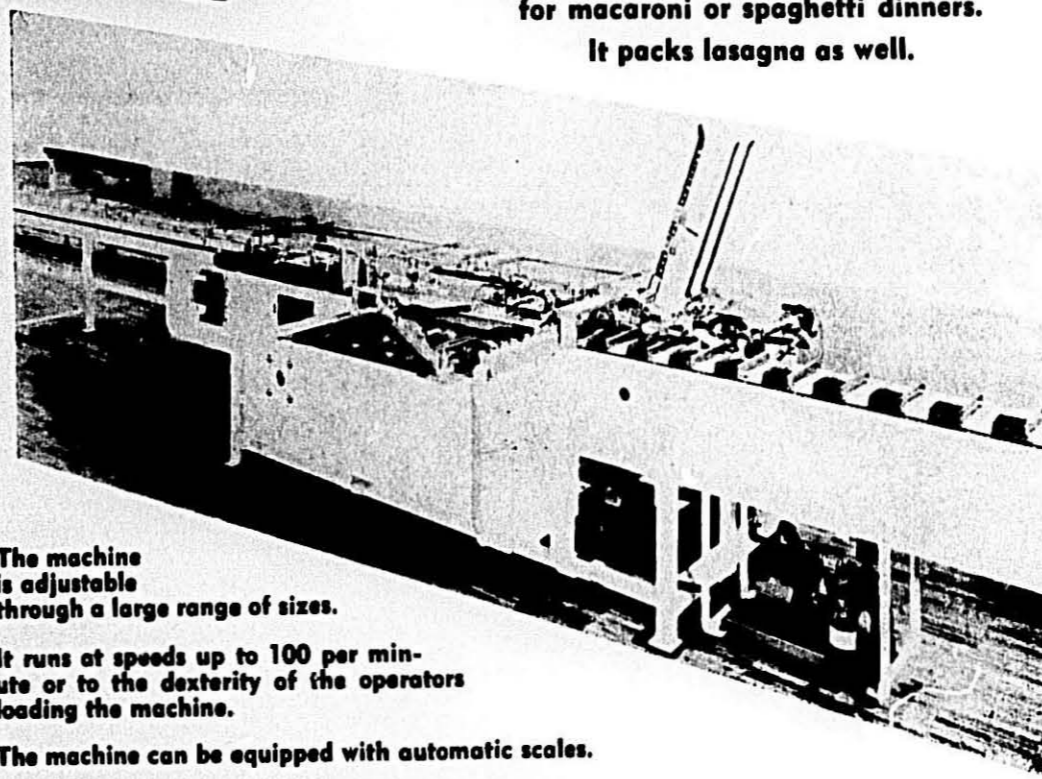
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THE MACARONI JOURNAL



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AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55101. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Impria Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad pages 16 and 17.

ARCHER DANIELS MIDLAND COMPANY, Durum Department, P. O. Box 532, Minneapolis, Minnesota 55440. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Novara Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Flour. See ad page 7.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wisconsin 54017. Manufacturers of Doughboy No. 1 Semolina, Granular, Fancy Durum Patent, and other Durum Flours. See ad page 51.

FISHER FLOURING MILLS COMPANY, 3235 16th Avenue, 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, Ravena 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 Dakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour.

PEAVEY 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, Durambo Durum Flour. See ad page 23.

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.

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. Defatted wheat germ is permitted for use under the Federal Standards of Identity for enriched macaroni and spaghetti products. 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.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, Zanesville, Ohio 43701. Sales office 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.

HENNINGSSEN FOODS, INC., 60 East 42nd Street, New York, N. Y. 10017. Manufacturers of whole egg solids, egg yolk solids and egg albumen solids. Manufacturers of dehydrated, frozen spray dried and freeze dried beef and chicken products. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; and Norfolk and David City, Nebraska. Sales offices in each of the major cities in the United States, in Western Europe, in Japan, in Mexico, and in South America. See ad page 13.

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 45.

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.

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TRANIN EGG PRODUCTS COMPANY, 500 East Third Street, Kansas City, Missouri 64106. Fresh-frozen or dried egg products; special packs to customer specifications; continuous U.S.D.A. inspection service. See ad page 51.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 49.

(Continued on page 56)

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Buyers' Guide—

(Continued from page 54)

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 30 and 31.

ASEECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90008. Agents for Pavan macaroni production machinery. Manufacturers of complete storage systems for noodles, cut goods and specialty items: Aseeco-Lift bucket elevators, vibrating conveyors and Stor-A-Veyors. Engineering and plant layout for complete macaroni plants from storage to warehouse; supervision and installation of all equipment. See ad page 11.

DOTT. INGG. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, Milan, Italy. U.S.A. and Canada representative: Lehara 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 more than 100,000 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.

THE BUHLER CORPORATION, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories; consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Buhler

Brothers, Ltd., 1925 Leslie St., Don Mills, Ontario, Canada. See ad pages 19, 21, 42 and 43.

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 page 25.

CONSOLIDATED BALING MACHINE COMPANY, Sales Division of N. J. Cavagnaro & Sons Machine Corporation, 406 Third Avenue, Brooklyn, New York 11215, Department MJ. 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 49.

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. Export Manager: Charles F. Moulton. See ad pages 34 and 35.

ZAMBONI, Via Isonzo, Casalecchio, Bologna, Italy. Coiling 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 U.S.A. and Canada:

Lehara Corporation, 60 East 42nd Street, New York, N.Y. 10017. See ad page 27.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N. Y. 11215. Specializing in extrusion dies for the food industry. See ad page 9.

PLINIO E GLAUCO MONTONI, P. O. Box 159, Pistoia, Italy. Manufacturer of teflon, bronze, and cromoduro dies. See ad page 39.

GUIDO TANZI, 6917 Milwaukee Avenue, Niles, Illinois 60648. Manufacturer of all type of dies. Specialists in teflon dies. See ad page 57.

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 53.

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 Flextron 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 37.

PACKAGING SUPPLIES

BURD & FLETCHER COMPANY, Seventh Street, May to Central, Kansas City, Missouri 64105. Phone: Victor 2-1122. Creative packaging engineers.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond National Corporation, 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. (Continued on page 58)

THE MACARONI JOURNAL

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Buyers' Guide—

(Continued from page 56)

PACKAGING SUPPLIES

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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, 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 Tonelle 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 Econo-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, P. 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, plant layout, modernization, technical consulting on all phases of research and macaroni and noodle production. Western sales representative for De Francisci Machine Corporation.

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, New York 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide and bacteriological analysis. See ad page 47.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065. Manufacturers of Lawry's Spaghetti Sauce Mix, Stroganoff Sauce Mix, Goulash Seasoning 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.

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HOW'S YOUR MACARONI IQ?

Millions of Americans consume tons of macaroni products each day. Thousands more are engaged in producing these products. But, how many people really know anything about the history of macaroni? Use your noodle and see how you come out on this quick quiz.



Macaroni Quiz



1. What did the slang term "macaroni" mean during the American Revolution? (a) Patriot (b) Anything good or elegant (c) "Yankee Doodle's" horse.



2. What is the most important thing to remember in cooking macaroni? (a) Add 1 tsp. salt for each cup of water (b) Avoid overcooking (c) A strainer.



3. In the language of the ancient Greeks, the word "macaroni" meant: (a) Courage (b) Mickey Rooney (c) The Divine Food.



4. According to legend, in whose reign was the recipe for preparing macaroni conceived? (a) King Frederick of Sardinia (b) Queen Isabella of Spain (c) Duke Snider of Brooklyn.



5. What does Diamond Packaging Products have that surpasses other packaging suppliers to the macaroni industry? (a) Personalized service (b) A chain of plants to assure quick delivery (c) Quality printing—offset, letterpress or gravure—to assure finest reproduction of your package.

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1: b; 2: b; 3: c; 4: a; 5: c



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