

**THE  
MACARONI  
JOURNAL**

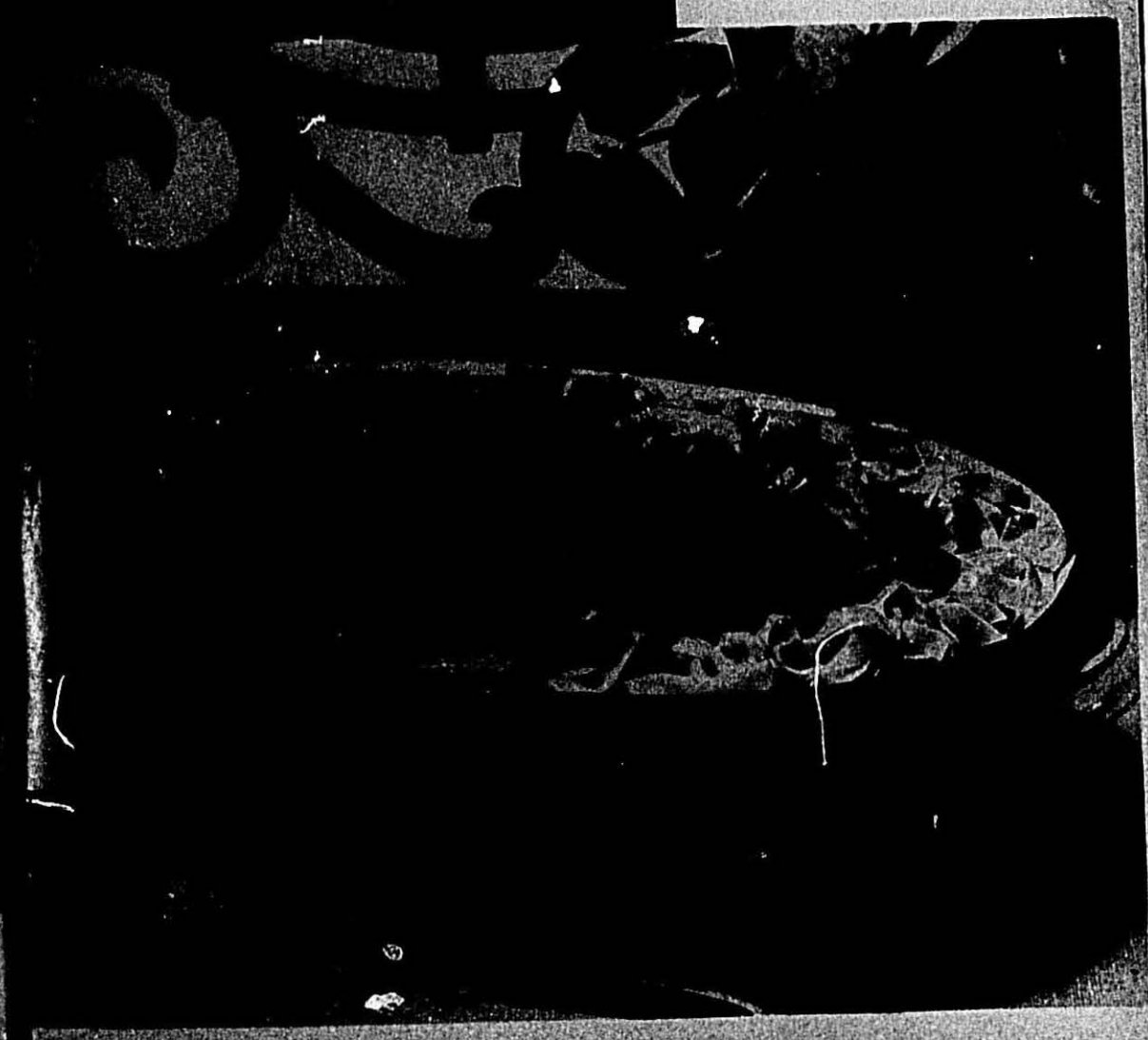
**Volume 49  
No. 8**


**December, 1967**

# Macaroni Journal



**DECEMBER, 1967**  
**DURUM SHOW REPORT**  
**MACARONI MANUAL**





Merry  
Christmas  
and Best Wishes  
to our friends  
everywhere.

**ROSSOTTI LITHOGRAPH CORP.**  
EXECUTIVE OFFICES: NORTH BERGEN, NEW JERSEY

# The Macaroni Journal

*Published quarterly by the Macaroni Manufacturers Association of America  
Executive Office: 1221 Broadway, New York, N.Y. 10020  
Editorial Office: 2805 First Avenue, Philadelphia, Pa. 19104  
Post Office: Philadelphia, Pa. 19104*

## Officers

*President:* Robert E. Cooney  
*Vice President:* Philip F. Van Slyke  
*Secretary:* Vincent F. Ferraro  
*Editor:* Edward D. Dowling  
*Executive Director:* Robert M. Galt  
*Director at Large:* Carl E. Walker

## Directors

*President:* Robert E. Cooney  
*Vice President:* Philip F. Van Slyke  
*Secretary:* Vincent F. Ferraro  
*Editor:* Edward D. Dowling  
*Executive Director:* Robert M. Galt  
*Director at Large:* Carl E. Walker  
*Regional Directors:* Northeast: Robert M. Galt; Midwest: Philip F. Van Slyke; Southeast: Vincent F. Ferraro; West: Carl E. Walker  
*Executive Committee:* Philip F. Van Slyke, Vincent F. Ferraro, Robert M. Galt, Carl E. Walker, Philip F. Van Slyke, Vincent F. Ferraro, Robert M. Galt, Carl E. Walker, Philip F. Van Slyke, Vincent F. Ferraro, Robert M. Galt, Carl E. Walker

## *In This Issue:*

*Macaroni Manufacturers Association of America  
Executive Office: 1221 Broadway, New York, N.Y. 10020  
Editorial Office: 2805 First Avenue, Philadelphia, Pa. 19104  
Post Office: Philadelphia, Pa. 19104*

## *Cover Photo:*

*Macaroni Manufacturers Association of America  
Executive Office: 1221 Broadway, New York, N.Y. 10020  
Editorial Office: 2805 First Avenue, Philadelphia, Pa. 19104  
Post Office: Philadelphia, Pa. 19104*



Candy Skarsgard

## DURUM SHOW

### Durum Queen

Candy Skarsgard is a brown-eyed brunette beauty chosen from among nine contestants in the Miss Durum Pageant. This 17-year-old high school senior took the talent award with a dazzling display of baton twirling. She is Miss Senior Majorette of North Dakota and held the title of Miss Junior Majorette for two years. Her hobby includes the training and showing of horses.

### Competition Stressed

Attendance to hear speakers at the show was excellent, and the speakers laid the message on the line—durum is up against tough competition here and abroad with an ample wheat crop available around the world.

Bill Goodale of Continental Grain and Clifford Pulvermacher, Director of Procurement and Sales Division, Agricultural Stabilization and Conservation, U. S. Department of Agriculture, Washington, D.C., both emphasized that plenty of durum is available from Argentina, Greece, and Canada will take care of their trade. Substitution will be frequent when other varieties of wheat drop below price spreads that macaroni processors are willing to pay.

Durum exports for July through September amounted to 3,569,000 bushels compared to 9,712,000 bushels a year ago, and 4,818,000 in 1965. Projected expectations for exports in the current crop year will be around 30,000,000 bushels.

In mid-October subsidy bids had been accepted on 2,700,000 bushels out of requests for 7,156,000. Subsidies ranged from 16 cents to 20 cents, with highest bids on January-February.

Largest portion was 1,900,000 bushels for October. Canada then reduced durum prices four cents a bushel.

Domestic demand has created brisk directions, with mills running near peak of capacity. They have been behind in shipments even though there was excellent turn-around of airsliders. Heavy business was expected until Thanksgiving.

In discussing problems of macaroni manufacturers, NMMA Secretary Robert Green pointed to rising costs and increasing competition from other foods such as potatoes and rice, both in record supply, as well as other types of wheat. There was a good macaroni delegation on hand, which included Joseph La Rosa of V. La Rosa & Sons, Inc. from Westbury, New York; Stuart Seiler of C. F. Mueller Company, Jersey City; Lloyd and Mickey Skinner of Skinner Macaroni Company, Omaha; and Walter Villaume of Jenny Lee, Inc. from St. Paul. Durum mills were well represented too with excellent comments given by Ray Wentzel of Doughboy Industries, Inc. and Royce Ramsland of Farmers Union Grain Terminal Association.

### Period of Plenty

Dick Crockett, executive director of the Greater North Dakota Association, led a panel discussion of questions and answers from the audience. He emphasized that in the past ten years durum has moved from a commodity of scarcity to one of plenty, and better business can be done with merchandise on the shelf. This year's quality will serve the grower and industry in good stead in maintaining satisfied customers. Leonard D. Sibbitt of the Cereal Technology Department, North Dakota State University at Fargo, reported that more than 75 per cent of this year's crop graded No. 1 Amber Durum or better.



North Dakota State Wheat Commission Administrator Paul Abrahamson and Cereal Technologist Len D. Sibbitt.



Durum Show Judges: Victor Sturlaugson, Dr. Kenneth Lebsack, Everett Tool.



Dick Saunders, Secretary, U.S. Durum Growers Association; unidentified grower; Lloyd Skinner, Durum Committee Chairman, N.M.M.A.

## DURUM EXPORT POTENTIAL

by William R. Goodale, Assistant Vice President, Continental Grain Company, New York City, at the 29th Annual U. S. Durum Show.

GENTLEMEN of the Durum Industry. It is a great pleasure to visit with you here in Langdon and discuss our mutual interests and goals, as well as to offer what views I can on our export potential. I have always found it beneficial to make the trip from New York to the Durum area, particularly for the perspective on quality as well as for gaining perspective on marketing goals in the growing area. I might add that we in the export part of the industry need to kick a little sod now and then to keep in contact with reality.

Since there is a relationship, however vague at times, between durum and other classes of wheat, I would like to begin by giving you as good a view as I can of the general sales potential of U.S. wheat, with reference to the state of health of the international market, and finish by directing my comments specifically to durums.

This year, the sales potential of U.S. origin wheat is dramatically below that of recent years. I believe this will become increasingly clear in the months ahead, unless new factors present themselves.

The cause of such a dramatic shift in export potential lies in the coincidence and interaction of the following factors:

- (1) An ample world wheat crop.
- (2) Great geographic and political dispersion of this crop.
- (3) Termination of the U. S. surplus economy in wheat, giving rise to a more critical analysis of our national posture in Foreign Aid.
- (4) Heavy peace keeping responsibilities abroad with associated budgetary difficulties here at home.
- (5) Shifting political alignments of our historic aid recipients.

Let me elaborate on these factors for certainly there are conjectural aspects to them.

### Points 1 and 2—World Wheat Crop and Its Dispersion.

To be sure, no one knows the actual size of the world wheat crop, even within 5%. This is chiefly due to the range of estimates for Mainland China and the Soviet Union. It suffices to say, however, that most authorities feel that it is ample. The more so since the exportable surplus is not so much concentrated among the historic exporters, such as ourselves, Canada, France, Ar-



William R. Goodale

gentina and Australia. This is a year in which many importing countries have or will become exporters as well. This year's export origins must include such countries as: Spain, Mexico, Turkey, Sweden, Greece, Iran, Bulgaria, Rumania, U.S.S.R., Netherlands.

This wide scattering of surplus wheat has a greater displacement effect on our sales than one might think. The reasons have to do with politics as well as economics. For the importers it is usually most economical in terms of transportation cost to buy close to home. For the exporters the motivation is typically a shortage of storage and crop financing, coupled with a national desire to generate hard currencies. To both local importer and exporter nation there is normally a political desirability in neighborhood trading.

Among the marginal exporters in general, there are this year, greatly increased opportunities in commercial barter as well as clearing fund liquidations. Spain provided a good example of this with her barter of wheat for Argentine beef, as well as her clearing fund sales of wheat to Colombia.

These barter and clearing fund operations have a special value to marginal wheat exporters because it allows them to obscure the true cost of competing in world markets.

A final political factor is that the United States has utilized wheat to some extent as an instrument of foreign policy. With the world's surplus this year scattered under so many different flags, its value as a foreign policy tool is significantly reduced.

A case in point is the United Arab Republic. This country, in spite of its very tenuous exchange position, had little difficulty covering its semi-annual requirements this summer, largely from marginal exporters in its immediate trade area.

Some other countries, while still net importers, will require less wheat than last year because of improved crops. This would include most countries of North Africa and Europe, also South Africa as well as India and Pakistan. To date there is very little short of a wide spread crop disaster in the Southern hemisphere than can materially alter the balance of supply and demand in the months ahead.

It is too early to have a firm judgment on Southern hemisphere crops but conditions so far do not indicate cause for concern. Argentina is expected to produce 275 to 300 million bushels compared to 234 million bushels last year, and 221 million the year before. Australia will most likely not produce as much as last year's 462 million bushels even though acreage is up. However, the Australian carryover January 1968 will be very large historically at around 80 million bushels. South Africa's prospects remain good, which indicates reduced imports, although in the last few days they have reported moisture shortages in Orange Free State and the Transvaal.

### Point 3—The End of the Surplus Wheat Economy has Brought About Reexamination of Aid Criteria.

It may be presumptuous to infer that only one factor—namely the ending of the huge surplus era—has a causal relationship to new and more restrictive aid criteria; but certainly there exists a practical relationship. Furthermore, there is no doubt that we could not continue large concessional sales without the existence of a large carryover.

On the other hand, a continuing tendency towards inflexible restriction in aid criteria can, in the end, contribute to the creation of a greater surplus. To be sure, these new aid criteria will bear directly on concessional sales potential in the month and years ahead. The Food for Freedom Act of 1966, which became law about a year ago, provides for an automatic five-year phase-out of Title I sales for local currency which

(Continued on page 4)

# PEAVEY COUNTRY



THE MACARONI JOURNAL

## Source of America's finest durum wheat

There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country (see map). This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

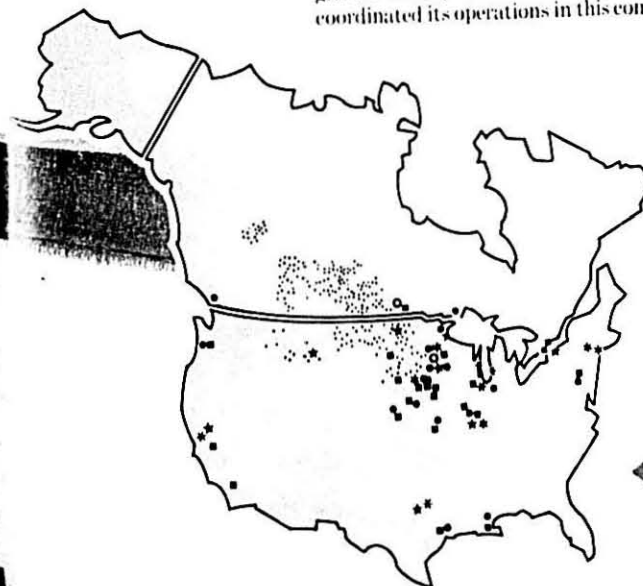
plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts "way out in PEAVEY COUNTRY".

*King Midas* DURUM PRODUCTS

■ Merchandising and commodity futures offices ● Terminals  
\* Flour mills and mix plants + Flour sales offices and warehouses  
○ Country elevator, feed and service facilities ☉  
Home offices of Peavey Company and National Grain Co. Ltd.



**PV** PEAVEY COMPANY  
Flour Mills

### Durum Export Potential—

(Continued from page 5)

have constituted a major portion of exports in recent years. It also embraces new and rather flexible criteria under the heading of self-help, as well as some equally new, but less flexible, criteria in terms defining what constitutes a friendly country. In February of this year, the President sent a message to Congress setting down several guiding principles to be embodied into the Foreign Assistance Act of 1967. Among those principles were:

—Self-Help: Nations develop primarily through their own efforts. Our programs can be supplements, not substitutes. This is the overriding principle.

—Multilateralism: Every advanced nation has a duty to contribute its share of the cost.

—Regionalism: The future of many countries depends upon the round development of resources shared with their neighbors.

—Balance of Payments: We cannot help others grow unless the American dollar is strong and stable."

The House and Senate have subsequently enlarged upon these principles and cast them into Bills. As of this time, a joint committee is resolving the differences in the House and Senate versions, and the final provisions of the Foreign Assistance Act of 1967 are not known. However, I note that woven throughout both House and Senate versions were many relatively inflexible provisions that would effectively further reduce sales potential under intermediate term credit arrangements, as well as under most sections of PL-480.

#### Point 4—Heavy Peace Keeping Responsibilities Abroad with Associated Fiscal Difficulties Here at Home Will Tend to Delay, if not Reduce Aid Appropriations.

This point is merely to acknowledge the existence of a situation and not to pass judgment on it. Essentially, one must note that there is an unusual drain on our national resources at present, and it gives rise to fears, justified or unjustified, of fiscal problems and inflations. As such, it is a real factor and can be expected to contribute to a deferring and/or reduction of aid programs.

#### Point 5—Shifting Political Alignments of Our Historic Aid Recipients Tends to Make Negotiations Difficult and in Some Instances, Almost Impossible.

This point is closely related to the war in Vietnam, new aid criteria, and the Middle East situation. The point is that a more exacting agreement must take place at a time when relations are

rather tenuous, which limits chances for success.

Since very few things are all black or all white, we must, in a fair appraisal of the U. S. wheat situation, consider constructive aspects as well. It looks certain that U. S. participation in the Japanese market will increase this year, particularly for Spring wheat. This is in reflection of a growing market as well as a significant displacement of Canadian wheat.

Also, on the constructive side, one cannot completely disregard the U.S.D.A. target figure of 750 million bushels of total exports. I do not think this goal will be realized, but I am equally sure that the U.S.D.A. will do their utmost to maximize exports and I must admit that their record is quite impressive.

#### About Durum

Having touched on the general wheat potential, let us now address ourselves specifically to the potential for durums.

You will find it interesting to peruse the list of countries who bought our durums last year. Notice that less than 10% of total sales were on concessional terms and the balance was for hard currencies.

The results were excellent, I believe, in terms of total export of over 47 million bushels. Unfortunately, we cannot anticipate that quantity for this crop year. This is chiefly because of the poor outlook for concessional sales, coupled with the non-existence of feed durums. For if you deduct concessional sales and sales of feed durum, you arrive at an actual milling durum export figure of about 35 million bushels for last year. This year, I believe it will be difficult to reach 30 million bushels, because of larger durum production in the Mediterranean Basin coupled with a favorable outlook in the Argentine crop. Specifically, we expect reduced imports by France and Italy reflecting larger domestic crops of durum wheat. Also a wider acceptance of Greek durums in France, Italy and North Africa, coupled with a larger exportable surplus in Greece this year, promises to make inroads in our conventional markets.

On the brighter side, we certainly cannot despair over the potential for durum sales this year. Moreover, there is no fear that we will return to the days of 7 to 10 million annual durum exports. However, you will find that stiff competition lies around the corner in the form of Greek, Canadian and Argentine durums. You also must realize that with U.S. durums at \$20.00 per ton over cheap milling wheat that there is tremendous incentive for other countries to stimulate durum production, as

well as there is a tremendous propensity to make pasta products out of cheaper wheats.

#### Three Markets

Some of you may recall that last year at this time I mentioned our long-term potential in terms of objectives for three markets. They were briefly:

- (1) Sophisticated and mature durum markets where it is very difficult to effect consumption by price change in the short run.
- (2) Emerging markets where pasta products are widely used but manufactured from cheaper wheats.
- (3) Marginal markets buying strictly on price basis.

In terms of sophisticated and mature markets, we should gain at least a little wider acceptance this year because we have a much better product. Our biggest competitor has been Canada and since they have been in these markets a long time, they have established a status difficult to overcome in a short period.

In the emerging markets we will find little growth this year in terms of conversion to semolina use, unless a more favorable price relationship is established relative to milling wheat.

In marginal markets there is fierce competition among the soft milling wheats at sharply lower prices. Noting the absence of lower quality durums this year, it would seem that the support price would be reached before this market is available.

In conclusion, the sales potential for wheat and durums in the months ahead is not brilliant.

However, there are opportunities this year to build a better reputation in mature markets and there are also opportunities to create new dollar markets for the future provided we are willing to price our durums at a smaller premium over substitutes.

#### More Durum

The October 1 forecast of durum production was 68,860,000 bushels, up from 63,248,000 predicted as of September 1, and a five-year average of 56,208,000 bushels.

In North Dakota yields averaged 24 bushels to the acre compared with 26.5 bushels in 1966 and the five-year average of 25.9. Spring wheat yields were placed at 22 bushels, the same as last year. The five-year average was 21.1.

#### Canadian Crop

Durum production in Canada was estimated September 15 at 20,600,000 bushels, compared with 19,400,000 in the first estimate and 28,400,000 in 1966.

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director  
156 Chambers Street  
New York, N.Y. 10007

## Eggs Like Grandma Used to Break!



Egg Solids Frozen Eggs  
Dark Yolks a Specialty



Wakefield  
Eggs

MILTON G. WALDBAUM

Write or Call Dan Gerdner, Bob Berns  
402-287-2211  
Wakefield, Nebraska  
Cable: Waldbaum (Wakefield)  
Manufacturers of Quality Egg Products

## Problems of the Macaroni Manufacturers

by Robert M. Green, Executive Secretary

National Macaroni Manufacturers Association, at the 29th Annual United States Durum Show.

IF I were to list the major problems of macaroni manufacturers at the moment, they might include: (1) Rising costs—for labor, for transportation, for taxes, for almost every cost of doing business except for flour; (2) Government regulation, such as the Fair Packaging Act, with its impact on costs; (3) Rising competition, with plentiful supplies of potatoes and rice; (4) Being in the middle as a "middleman."

#### In the Middle

Let's take the last problem first. Business Week magazine says the American farmer and the American housewife are on a collision course—but probably not with each other. They both are taking practice swings to be ready to swat that historic foe, "the middleman": food processors and wholesalers, and especially big chain retailers.

Food prices, acceptably stable in the eyes of organized housewives, too low

as far as organized farmers are concerned, are about to begin a fairly sharp climb. By the end of the year, the Bureau of Labor Statistics expects food prices to be three per cent above the June level. Major food processors have higher labor costs, transportation charges have just risen, taxes are higher, and food manufacturers are resigned to price increases.

Prices farmers receive for their food, however, are two per cent below the 1947-49 period, and last year farm income was five per cent below that of 1947. Oren Lee Staley, president of the National Farmers Organization, has a plan to correct that situation. withhold products from market until processors agree to pay higher prices.

In Denver, ringleaders of last year's picketing of supermarkets are watching supermarket prices closely. "I wouldn't say we don't plan another boycott," says Mrs. Rose West, president of the

United National Consumers Association, "but I hope we don't have to go through that again."

You will recall that food prices rose about five per cent in late August last year, and consumer boycotts made an impact in many communities across the country.

For the first time in the history of the food business, it became crystal-clear that the interdependence of farmers, businessmen, and consumers was one that would require much more analysis and much more explanation.

For the first time too, several lessons about agribusiness, in general, would be learned—hopefully. Farm income was on its way up for the second year in the last twenty. The family farmer has experienced some of the affluence of the rest of society in the 60's, and he is not about to let it escape. Farm labor shows signs of moving toward union

(Continued on page 10)

## Problems of Manufacturers—

(Continued from page 9)

organization. Harvesting labor, in terms of low paid, foreign migrants or braceros, was largely a thing of the past. New, expensive harvesting machinery is replacing the traditional stoop labor. These increased costs will be passed along to consumers.

Farm surpluses are a thing of the past. A near-starvation population in many parts of the world is fast becoming the receiver of America's overabundance. The poverty program, a larger food stamp program, and heavier military buying of food have all served to increase demand pressures for food crops, fresh meat, and dairy products. At the same time, cattle growers are learning to cope with the vagaries of the market by coordinating supply to demand, while dairy farmers are moving away from unprofitable farms to urban industry.

### Buying Habits Change

On the consumer side, shifts in buying habits—obvious to supermarket operators for the past ten years or more—are contributing to a higher grocery budget for the average American family. Two forces are contributing to this increased budget. First, consumers are spending more for expensive forms of food—processed instead of fresh vegetables and fruits, beef instead of poultry and pork (while beef prices continue to rise), processed meat, processed milk in place of fresh, prepared beverages and prepared cereal and bakery products.

In the macaroni industry, although the dry product has been maintaining its upward increase in consumption, there are new combination dinners and dinner bases being marketed by large food companies who command national advertising and distribution that the average macaroni manufacturer cannot match. There has been a rapid growth in frozen Italian foods, such as lasagne, manicotti and cavatelli, which use more macaroni products but are in an entirely different line of business so far as production and marketing are concerned.

Getting into this kind of business requires investment and risk. And the competition is keen.

### Increased Competition

Then there is increased competition from other carbohydrate foods. The Rice Council of America has released the first of ten advertisements and has drawn fire from the National Potato Council, because they make the statement that one serving of rice has con-

siderably less calories than potatoes. And the battle is on. Rice production is at an all-time high, some three per cent above last year's record crop. Fall potatoes are 15 per cent above the five-year average and should be an attractive buy for consumers.

### Increased Costs

Macaroni is an attractive buy, but costs keep climbing up. Just read the daily newspaper and you know what is happening to labor costs. Railroaders are considering another sweeping boost in freight rates. Industry sources are quoted as saying the movement has more unanimity than the three per cent increase that was authorized August 19. Estimates of the new increase range from two to five per cent.

Taxes keep climbing from local and state assessments to increased social security to the ten per cent surcharge being discussed in Congress.

Many in the food industry are upset by arbitrary regulations of the Food & Drug Administration implementing the Fair Packaging Act. Now nobody is against fair packaging, and everyone knows the FDA has to carry out the law, but one example illustrates the problem: FDA has stated that net contents of a package must appear in the lower third of the package. This means that the company who thought its buyers could better read the net content near the top of the package must now redesign their packages. It also means that if the package is tray-packed, that is left in the lower portion of the shipping container to be stocked on the grocer's shelf, the consumer may not see the statement at all. The greatest concern, though, for a macaroni manufacturer with some 75 products in his line with two or three sizes of packages for each product, and some four-color plates for each package, is a major investment in new printing plates to be in compliance with the law. If everybody makes the changes required, the printing industry will be hard put to meet the deadline. And who will ultimately pay the costs? Why, the consumer, of course.

### Food Is A Bargain

But the consumer has been doing all right. Due to the efficiency of farmers and irrespective of the increased costs of processing and marketing, food was cheaper during 1966, in relation to wages received by Americans, than in any period of our history or in any other country. The average family spent only 18.1 per cent of its income after taxes for food.

Put another way, food values that the wage earner buys with 7.2 hours of

labor out of a 40-hour week fills his weekly market basket for the family.

Food values designed for and built into convenience food products that provide both more leisure time and more productive time, have helped give the American family a steadily rising standard of living. Convincing the consumer of the value of their food dollar is a constant job of education and advertising for an industry that works on margins of pennies.

### Macaroni Continues Climb

Still, we must be doing something right. Macaroni products continue a ten-year upward swing in sales. The Super Market Sales Manual, prepared by Chain Store Age in mid-July, says that the macaroni department posted an eight per cent increase over 1965 in dollar volume (54 per cent better than 1962). Food Topics sets the value of total domestic consumption in 1966 at \$432,250,000, up 4.9 per cent from the previous year.

The durum millgrind for the first eight months of 1967 is 4.8 per cent ahead of a year ago.

As a team of growers, millers, and macaroni manufacturers, we will continue to tell the story of a good nutritious food, easy to prepare, easy on the budget, loved by old and young alike—macaroni, spaghetti, and egg noodles.

### More Potatoes

Fall potato prospects are 229.5 million hundredweight, up 3 per cent from the September 1 forecast; 1 per cent from a year ago and 15 per cent above average.

Rice production is estimated at 90.6 million hundredweight, up 7 per cent from 1966 and 33 per cent more than average.

### Chicago Meeting

A group of mid-west macaroni manufacturers met in Chicago October 20 to hear Consultant Robert C. Sampson discuss possibilities for the format of the management seminar on communications scheduled for January 22-25 in Hollywood, Florida. A. J. Budrys of Sills, Inc. reported on publicity placements for National Macaroni Week and showed scenes of the recent New York Press Party. John Huston and Ted Elliott of the Beef Industry Council had a display of posters to be used in the campaign for January-February "Budget Taste Treats." Spaghetti and Meat Balls, and Round Steak on a platter of Noodles are two of the recipes that will be merchandised.

## Many Mentions for National Macaroni Week

### OFFICIAL PROCLAMATION

WHEREAS, wheat foods have been the staff of life for civilized man since Biblical days, and throughout the world wherever macaroni foods are enjoyed, Durum Semolina has been the Standard of Quality; and

WHEREAS, macaroni—once considered a nationality food—because of its nut-like flavor and great versatility has become a gourmet entree on menus throughout the world; and

WHEREAS, increased per capita consumption indicates strong future demand and a bright future for North Dakota durum growers; and

WHEREAS, durum production increases the agricultural income of North Dakota by about 90 million dollars annually; and

WHEREAS, Mother Nature has in 1967 once more given us a bountiful harvest,

NOW, THEREFORE, I, WILLIAM L. GUY, Governor of the State of North Dakota, do hereby proclaim the week of October 23-28, 1967, as

### "Durum Macaroni Week"

and urge the people of North Dakota to join in this observance for durum—a distinctly North Dakota crop—and macaroni—a high quality food made from Durum Semolina.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of North Dakota to be affixed this third day of October, 1967.

William L. Guy  
Governor  
State of North Dakota

Attest:  
Ben Meler, Secretary of State

### A Sampling of Macaroni Week Mentions:

St. Louis Globe-Democrat Sunday Magazine, Oct. 15, was the first use of the newest color photograph, Spaghetti With Veal & Peppers. Photograph was given full page treatment with opposite full page carrying story "Spaghetti Week" featuring two macaroni recipes.

Detroit Free Press, Oct. 13, announced "Macaroni Deserves a Salute," and suggested celebrating National Macaroni Week with recipe for Macaroni Supper Casserole, illustrated by the black-and-white photograph.

Charleston, South Carolina Evening Post, Oct. 12, devoted a full page to: "A Spaghetti 'Happening'." The story about National Macaroni Week fea-

tured color photograph of Spaghetti with Pork Sauce, along with menu and recipes providing 8 servings.

San Antonio Light, Sept. 28, gave half a page to color photo of Macaroni Lobster Salad and two recipes in story entitled "Feed the Crowd a Super Special Macaroni Salad." Credit given to National Macaroni Institute with mention of National Macaroni Week.

Newspaper Breaks Featuring Color:  
Los Angeles Herald Examiner Sunday Magazine, Salmon Tetraxini, recipe and color photo.

Philadelphia Evening Bulletin, "Straw Hat Picnic" photo with Summer Macaroni and Cheese recipe, in a Labor Day picnic story.

Oklahoma's Orbit devoted center spread to "Pasta is Pleasing." Noodles Alfredo color picture illustrated the story starring 4 macaroni recipes.

Boston Sunday Advertiser gave full page of magazine section to "Macaroni Specials." Color photo included all three recipes given: Macaroni (Ham) Supper Platter, Shrimp Macaroni Salad Bowls, and Spaghetti Chicken Skillet.

Los Angeles Times Sunday Magazine, full page color photo of Spaghetti Carbonara, with 8 spaghetti and noodle recipes on opposite full page.

Columbus, Georgia Ledger-Enquirer, Sunday Magazine, full page devoted to color photo of Noodles Alfredo and three macaroni recipes in story: "A Dinner With Built-in Romance."

N. Y. Sunday News Magazine, Crab Meat Lasagna in color with recipe given as a party dish.

N. Y. Times, Sunday Magazine, (Craig Claiborne) gave full page to the story "Pasta by the Sea." Two recipes combining pasta with seafood were illustrated by a color drawing.

### Sunday Supplement:

Family Weekly featured a black-and-white photograph of Spaghetti with a Lemon Meat Sauce along with the recipe providing 10-12 servings. Distributed by 165 newspapers with combined circulation of 4,739,527.

### Syndicated Columns:

Alice Denhoff, King Features, "Spicy Sauce Selection for Spaghetti Fanciers" with 2 spaghetti recipes.

Joan O'Sullivan, King Features, Macaroni Sour Cream Salad, in a cook-out story.

Dr. Ida Bailey Allen, King Features, released recipe for Macaroni Parmesan.

N. Y. Daily News Syndicate, Tuna Macaroni Salad.

Poppy Cannon, General Features, released recipe for Grecian Pastichio made with 1 pound wide noodles.

### Major Market Newspapers:

Richmond, Va. Times-Dispatch, Macaroni Melon Balls.

Shreveport Times, Macaroni Summer Vegetable Salad.

Des Moines Register, Spaghetti With Tuna Sauce.

Denver Post, Macaroni Fish Chowder.

San Diego Evening Tribune, Spaghetti-In-A-Jug

Detroit Free Press, Noodle Skillet.

Golden Gate Tuna and Noodles was a favored recipe this month in food stories in these major market dailies: Providence Evening Bulletin, Denver Rocky Mountain News and Houston Post.

### Magazine Breaks:

Temas, Spanish language publication, Sept. issue, stars NMI black-and-white photo and recipe, Spaghetti a la Reina.

Ladies' Home Journal, Oct. issue, features a Charlotte of Noodles in double-spread color photograph illustrating "A Feast for Dieters." They say: "Pasta registers the lowest calorie count of all starch foods."

Family Circle, Oct. issue, has recipes for Dutch Oven Turkey with elbow macaroni, Breast of Veal Paprikash with cooked hot Noodles, Pinwheel Lasagna, Beef Patties Parmigiana with Noodles.

Successful Farming, Oct. issue—"Try These Six Great Noodle Recipes—Even a Dessert," with color photo of Chili Mostaccioli.

True Story, Oct. issue, features spaghetti in full page color photo with story: "Lunch Box Foods Run Hot & Cold." Also, recipe for Lunch Box Casserole made with elbow mac. Another story gives recipe for Easy Lasagne.

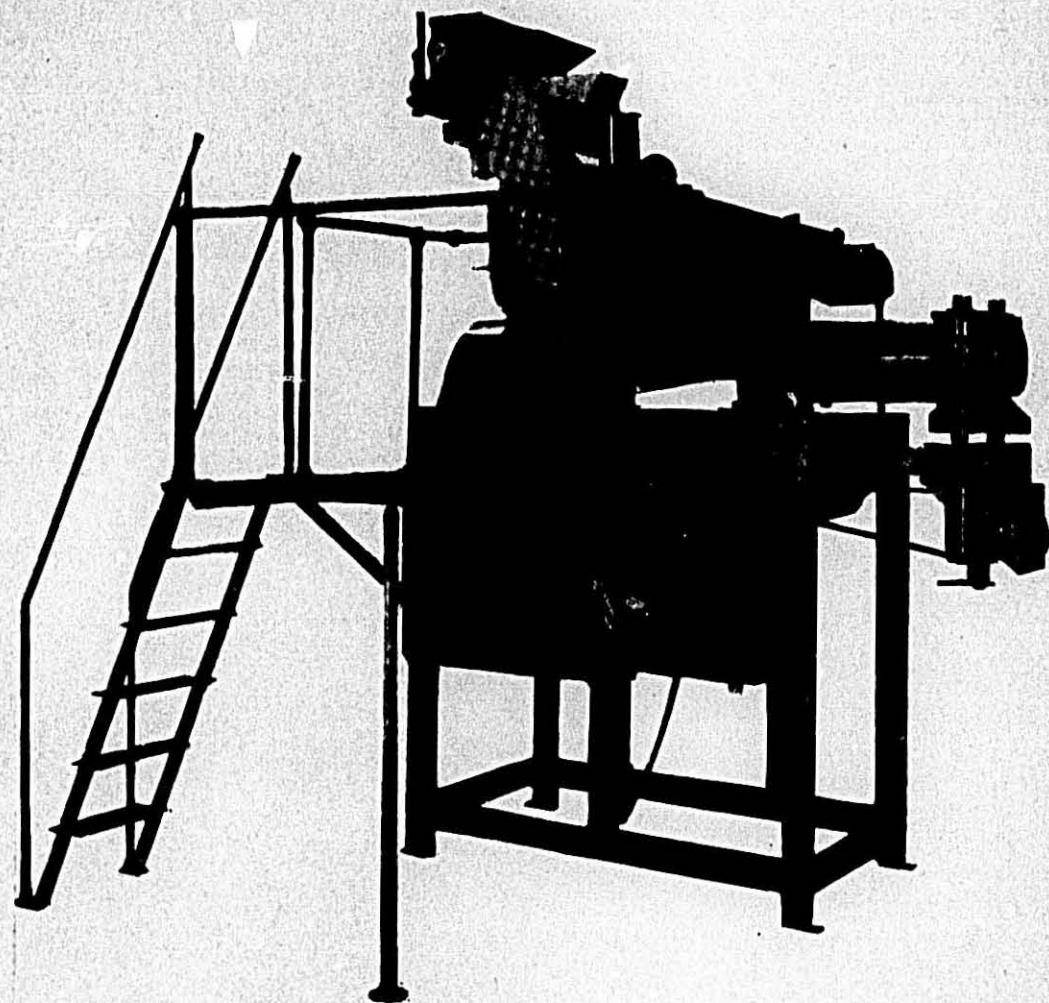
True Story, Nov. issue, contains 7 macaroni recipes in 3 stories. One, a regular monthly feature "All-Time Favorite Recipes," gives nothing but recipes with macaroni products, 5 of them.

### Cooperative Publicity:

Hunt-Wesson Foods has released a recipe and photograph of Deluxe Macaroni and Cheese Bake. In a separate release to newspaper food editors were two recipes for Marvelous Macaroni Salads.

(Continued on page 14)

# HERE IT IS...The



There is a DEMACO press for every production requirement - 25 lbs. to 2500 lbs.

# DEMACO 500

Especially designed for you . . . the manufacturer of Ravioli and specialty items.

Here it is . . . The DEMACO 500, with a production of 500 to 600 pounds per hour of macaroni products or continuous sheeter for noodle, ravioli and specialty items.

The press with the same "Trade Approved" Single Mixer, now with a sanitary frame, new design interchangeable screw cylinder and thrust bearing.

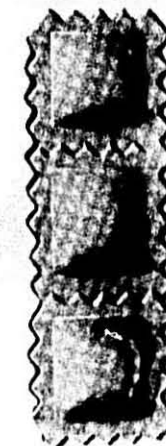
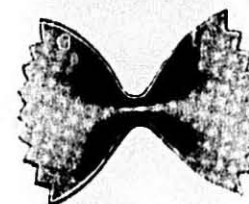
The press with minimum down-time, designed for reliability and utmost sanitation.

Call or write for details.

## DE FRANCISCI MACHINE CORPORATION

46-45 Metropolitan Ave., Brooklyn, N.Y. 11237, U.S.A. • Cable: DEMACOMAC • Phone: 212-386-9880  
Western Rep.: HOSKINS CO. P.O. Box 112, Libertyville, Illinois, U.S.A. • Phone: 312-362-1031

DECEMBER, 1967





### National Macaroni Week—

(Continued from page 11)

**Associated Pimiento Cannery** has released to small town dailies and weeklies a black-and-white photo of Pimiento Shrimp Skewers on Savory Noodles. Recipe calls for 8 ounces medium or wide noodles.

**Olive Advisory Board** has released to newspaper food editors recipe for California Casserole made with wide egg noodles.

**Campbell's Tomato Soup**—Recipe for Tuscan Pot Roast made with noodles.

**National Live Stock and Meat Board**—Recipe for Beachcomber Casserole with shell mac.

#### Overseas Request

The USO staff at Cam Ranh Bay in Vietnam, wrote for recipes to offer the "mess-hall weary" servicemen something other than "beef and potatoes." The quantity recipes in "Economical Gourmet Entrees" gave the boys some excellent combinations of macaroni, spaghetti and egg noodles.

#### Reckless Rice

"Ugh!" says the caption under a rather scrubby looking potato. Copy reads: "Just think. You never have to peel rice. All you need to make rice is hot water. Hot digity! Bury it in butter. Or add globs of gravy! Rice fills you the long way . . . not the round way. Come on now—swear off mashing, beating, peeling, whipping! Rice is the reckless one! For free booklet, "Rice Ideas Men Like," write Box 22802, Houston, Texas 77027. Rice Council of America."

This first of ten ads has drawn fire from the National Potato Council. Executive Director Doyle Burns in Washington, D.C. takes exception to several of the statements and implications and states that "one serving of rice has considerably more calories than potatoes."

L. O. Tiedt, director of the Rice Council, retorts: "Did you ever see a fat Chinese?"

#### Complaint Filed

Mr. Burns has filed a complaint with the Federal Trade Commission charging unethical and illegal advertising and asking for a cease and desist order.

In a letter to the U. S. Department of Agriculture, he also noted that a heavily subsidized commodity (rice) is being allowed to promote itself at the expense of a completely unsubsidized crop.

Tiedt said he hasn't heard from the FTC. He has heard, however, from the Idaho Potato & Onion Council about a future ad that demands: "Idaho Must Go."

The Idaho industry, it seems, has registered the state's name as a trademark in food advertising, and Tiedt admitted that there might have to be some changes in that copy. He expects the rest of the campaign to remain intact, however.

"We're a small industry, on the short side of the consumption picture," he said. "Per capita consumption of rice is only 8 pounds, while for potatoes it's still over 100 pounds. We're nice folks, with no intention of maligning any industry, but we decided that if we were going to expand our sales, we'd simply have to get rice on the plate as a replacement for something else. And the most logical thing for us to displace is the potato."

#### Counter Attack

The potato industry is in a position to counter-attack. A national promotional campaign of its own was in the final planning stages when the Rice Council declared war. There will be no effort to repudiate the Rice Council ads, Burns said, or to throw any insults back at the rice industry. There will be a few statistics on nutritional values that tend to put the potato in a better light than rice, he admitted, but that's a coincidence.

Besides, says Martin Kasperson, executive secretary of the Red River Valley Potato Growers Association, the rice ads will help the potato industry more than it will hurt it. "Any time you try to promote your product at the expense of another, you only hurt yourself."

Maybe so. But Tiedt reported that the ad drew 5,400 requests for Rice Council recipes in a single week. "Competition," he observed, "is the spice of life."

#### Lawry's Midwest Depot

Lawry's Foods plans to complete construction of a 45,000 square foot warehouse and manufacturing plant in Des Plaines, Ill. by the end of December. Distribution from the facility will probably begin early in January, a company spokesman noted.

The \$1¼ million plant will manufacture all of Lawry's food products line including Lawry's seasoned salt and seasoned pepper, dry mix seasoning blends and dry and liquid salad dressings.

The facility, first domestic expansion outside of California in the firm's 30-year history, will enable more efficient distribution of Lawry's products in the Midwest and Eastern markets, a spokesman said.

### Vote Wheat Foundation Continuation

A resolution favoring continuation of the interim Wheat and Wheat Foods Foundation organization was unanimously adopted at a meeting of the Foundation's board of directors in Atlantic City during the 1967 Baking Industry Exposition.

#### Difficulties Recognized

The resolution was adopted in recognition of the difficulties and disagreements that have arisen over a method of financing the Foundation's operations. Established two years ago, the Foundation interim board has developed a proposed program of research and promotion for wheat flour foods, but has not yet been able to reach accord on financing the program.

Howard Morton, wheat farmer of Longmont, Colo., chairman of the Foundation's board of directors, presided at the meeting. It was the sense of the meeting that Mr. Morton should continue to hold his post, as well as the other officers. The latter include George S. Pillsbury, The Pillsbury Co., Minneapolis, vice-chairman; D. H. O'Connell, American Bakeries Co., Chicago, treasurer, and H. Howard Lampman, Wheat Flour Institute, Chicago, secretary.

#### Focus on Financing

While discussions at the meeting covered a wide range of topics, principal attention focused on financing, primarily a voluntary versus mandatory assessment program. R. Newton Laughlin, Continental Baking Co., Rye, N.Y., introduced a resolution, seconded by Walter Villalume, Jenny Lee Macaroni, St. Paul, to call for the establishment of a mandatory financing program through efforts to obtain the enactment by Congress of enabling legislation. After considerable debate, this resolution was defeated, with end product manufacturers and wheat growers favoring it, and millers as a group voting against it. Under the Foundation's by-laws, such a resolution requires the approval of a majority of the representatives of each of the three groups comprising the Foundation board of directors.

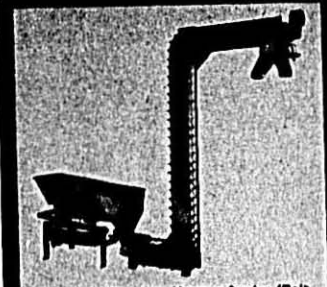
Several proponents of the mandatory financing urged the board members who favor a voluntary plan to come up with concrete recommendations for implementation of the latter. It was the consensus of the group that a voluntary plan is preferred, if it would provide the basis for securing sufficient funds to finance the proposed Foundation program.

## ASECO VERTI- LIFT

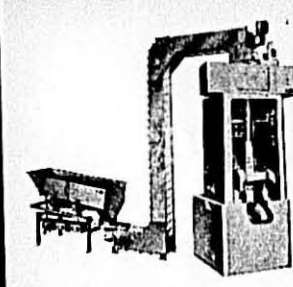
WITH  
THE PROVEN SANI-PLAS  
(POLYPROPYLENE) BUCKETS



Floor Hopper, Feeder and Verti-Lift elevator for feeding overhead hoppers, blenders or other processing machines. Portable base optional.



Lo-Level Vibrating Hopper feeder (Belt type Hopper also available) and Verti-Lift Bucket Elevator, with Automatic Dual Discharge, for feeding two overhead hoppers on form and fill machines, or feeding two overhead chutes or conveyors.



Lo-Level Vibrating Hopper (Belt type Hopper also available) and Verti-Lift Bucket Elevator feeding Form and Fill machine hopper Automatically on demand. Handles product gently and saves floor space.

ASECO CORP. has helped these and many more leading firms with its VERTI-LIFT.

American Beauty Macaroni Co. • American Home Products • California Vegetable Concentrates • Castle & Cooke Co. • Emhart Corporation • Germain Seed Co. • Hoffman Candy Co. • Thomas J. Lipton, Inc. • Monsanto Co. • Ruberoid Corporation • Laura Scudder's • Socony Mobil Oil Co. • Standard Oil Company • U.S. Polymeric Co.

Contact the Main Office for Your Area Representative



## Human Health and Diet

The theory that the high rate of heart disease in the United States—each year 160,000 men are afflicted before the age of 70—could be substantially reduced by a change in diet has been suggested for some time. But certain key questions remain unanswered:

- Is a high cholesterol level clearly a cause of coronary disease?
- How much of the body's cholesterol is contributed by food, and how much is manufactured by the body that is not traceable to specific diet?
- Can a change from foods rich in saturated fats to unsaturated or polyunsaturated fats significantly reduce the incidence of heart attack?

### Research Required

Researchers at the annual scientific session of the convention of the American Medical Association recommended that a conclusive study be planned and conducted as soon as possible. The proposal is for a dietary experiment to be conducted among 68,000 middle-aged American males. The study would seek to determine whether the kinds and amounts of fats are a contributing cause to heart attacks.

Dr. Ancel Keys and colleagues, in several studies, has inferred that there is more atherosclerosis among Japanese living in California or Hawaii than Japanese living in Japan because the former habitually eat more saturated fat than the latter. Similar studies of Italians have also led to the implication that a high fat diet is important in the genesis of atherosclerosis.

### Oklahoma Project

In December 1962 and the summers of 1963 and 1964, a group of Oklahoma University Medical School investigators established a community medical clinic in Roseto, Pennsylvania. This was near the slate quarries of Bangor, Pennsylvania. It was announced to the community that the clinic would study the population for evidence of myocardial infarctions by offering free physical and laboratory examinations to adults over 21. 494 Rosetans, 390 Bangorians, and 187 persons who lived elsewhere volunteered to be examined. The findings were interesting, but first you should know about the background of the communities.

In 1882 the first eleven Rosetans came to New York from Roseto, Foggia, Italy, to work as laborers in the slate quarries surrounding Bangor. Bangor

was predominantly an English and Welsh community in existence since 1883. In 1887 Roseto had its origin and was known as "Little Italy" and to the non-Italians in the area, as "Italy Town."

Today Roseto is a community of 1630, all second and third generation Italian-Americans. Bangor has a population of 5,768—about 25 per cent are Italians, with the majority in the fourth ward.

Most male Rosetans are engaged in some type of skilled labor in or near Roseto. Over three-quarters of the women work at least part of the time as machine operators in the sixteen blouse and shirt mills, which are largely jointly-owned family businesses. Currently there are fewer operational slate quarries in the area, but they are economically lucrative for the owners who employ many Rosetans and Bangorians. Rosetans might be classified as a lower-class community with middle-class values. Because both husbands and wives work, the average income for most families is between \$5000 and \$9000 annually. Thus they fulfill many of their middle-class aspirations. Roseto has contained itself as a separate ethnic enclave since its founding. It is a community striving to retain its traditions, dietary habits and closely knit families, while selectively incorporating the educational, occupational and income values of the larger society which are well-imbued in the present third-generation Rosetans.

### Low Death Rate

An unusually low death rate from heart trouble, less than half that of the surrounding communities, was observed in Roseto in a survey period of 1955 to 1961. It was observed that Rosetans eat substantially more calories and substantially more fat than the average American. It was pointed out that a favorite dish, prosciutto, a pressed ham delicacy, has a rim of fat more than an inch thick and Rosetans eat it whole without discarding the fat. It was also noticed that cooking is done by most families with lard rather than olive oil as the principal shortening. Another favorite dish is fried peppers. Nearly all of the subjects interviewed acknowledged frequently eating them and most dipped their bread in the lard gravy to consume the whole dish. Plenty of pasta and wine was consumed by the entire population.

### Way of Living

The most striking feature of Roseto was the way in which the people seemed to enjoy life. They were gay, boisterous, and unpretentious. The wealthy dressed and behaved in a way similar to their more impecunious neighbors. The visitor's impression of the community was of a one-class, peasant-type society made up of simple, warm and very hospitable people. They were found to be mutually trusting (there is no crime in Roseto) and mutually supporting. There is poverty, but no real want, since neighbors provide for the needy, especially the recent immigrants who still continue to arrive in small numbers from Italy.

Whether or not their sensible way of life contributes to their good health is still to be determined. Genetic and ethnic factors may be important, although it is noteworthy that deaths from heart disease at relatively young ages have been documented among men born in Roseto but who lived most of their lives elsewhere in neighboring Pennsylvania, New York or New Jersey.

Did they eat less spaghetti? Did they live a life with more stress and strain? A photo caption in Time Magazine, in a cover story on Dr. Ancel Keys, under a picture of a happy man eating spaghetti said: "Spaghetti is good for the heart."

### Research Report

The National Macaroni Manufacturers Association annually contributes funds for research to the Cereal Technology Department of North Dakota State University. A progress report has been prepared by the Chairman of the Department, Dr. K. A. Gilles and D. E. Walsh.

**D**URING the period covered by this report, the Cereal Technology laboratory has undergone the final stages of building construction. The macaroni laboratory and processing facilities were rendered inoperative for several months due to this building construction. During this period, research work was carried on in other spaces in the building.

Since the graduation of Miss Sheu, the emphasis on research has been shifted from the identification of the role played by the four major biochemical components of semolina (Starch, Gluten, Sludge and Water-solubles) on

(Continued on page 18)

THE MACARONI JOURNAL

# Very Christmas

and

A Healthy, Prosperous and Happy New Year



**D. MALDARI & Sons, Inc.**  
557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215



## Research Report—

(Continued on page 16)

macaroni quality. Current work conducted by Mr. Ray Leu, is directed to ascertaining the optimum conditions for the production of spaghetti in the laboratory and the evaluation of the color and cooking properties of this spaghetti. To minimize human error, electronic instruments are being employed for the measurement of color and texture. If this work is successful, we may be able to assist the industry in expressing these important quality parameters by more reproducible and meaningful physical measurements.

**Spaghetti Processing:** An effort was made to change our laboratory method of processing for durum wheat quality evaluations. A method was developed to process 30 gm. (about 1 ounce) samples of semolina into micro spaghetti. Mixing and kneading were found to require 3 and 4 minutes, respectively, to develop optimum spaghetti color, in our laboratory. A study was made to determine the effect of brass and Teflon extrusion dies on quality. While the color of spaghetti from both dies appeared similar, spaghetti extruded through the Teflon die had a somewhat smoother surface which imparted a more translucent appearance to the product.

Drying studies showed that spaghetti could be dried conveniently in an 18 hour drying cycle. However, this drying test indicated a limitation in our drier. During a series of tests at increasing temperatures, it was observed that the maximum drying temperature for our drier appeared to be approximately 122° F. At temperatures above this point, the humidity could not be controlled effectively.

**Spaghetti Quality.** Efforts were made to objectively define certain criteria for measuring spaghetti quality according to the reflected color of the dry spaghetti and the shearing characteristics of cooked spaghetti.

Color readings were measured with an Agtron Reflectance Colorimeter (Model M500 with a Model M300 wide angle viewer). The red, blue, green and yellow color components reflected from spaghetti were recorded and compared with a visual color scoring system. Statistical analysis of these data indicated an inadequacy of treating subjective visual evaluations in an objective mathematical manner.

Additional work is being conducted to better define visual color by means of reflectance colorimeters. We are optimistic that one of the newly developed instruments will be found useful for

this work and that human error will be minimized.

### Instron Tooth

The physical properties of cooked spaghetti were measured by means of an Instron fitted with a shearing "tooth." The Instron "tooth" moved at a fixed rate through the cooked spaghetti. Simultaneously, the force required to cut the spaghetti was recorded electronically and a force vs time curve was plotted. The height and area of the curve were related to the resistance of shear (relative toughness of the spaghetti).

Instron measurements were taken on a number of samples of spaghetti prepared from durum varieties representing a range of quality. Samples were cooked for 10 minute time intervals from 10 to 60 minutes, removed and tested. The data indicated that the Instron was capable of plotting a profile of the cooking characteristics. These characteristics appeared to reflect the breakdown in shear (toughness) of the spaghetti during cooking. These characteristics appeared to be related to durum wheat variety used in making the semolina. Further tests are being conducted. In addition it is planned to correlate the Instron data with cooking water residue and cooked weight.

### Sprout Effect

When the current work to define spaghetti quality in more objective terms is completed, we will initiate a study of the effect of sprout damage on macaroni and spaghetti quality. The technical literature covering this problem is quite old and is not pertinent to our current durum wheat varieties.

During the 1967 growing season a number of varieties of durum, representing a wide range of quality, were grown at the Langdon experiment station. Samples of these varieties will be sprouted to represent several stages of sprout damage, milled into semolina, processed and tested for quality. The newly developed methods, in conjunction with traditional procedures, will be used to determine the effects of sprout damage on spaghetti quality.

### Two Publications

During the past year, two publications have resulted from the grant supported by the National Macaroni Manufacturers Association. Reprints of these publications have been sent to the Association.

1. M.S. Thesis, NDSU, Miss Ruey-yi Sheu.
2. Effect of Biochemical Constituents on Macaroni Quality. J. Sci. Food and Agriculture, Vol. 18, June 1967.

## Milk Enriched Macaroni On the Market

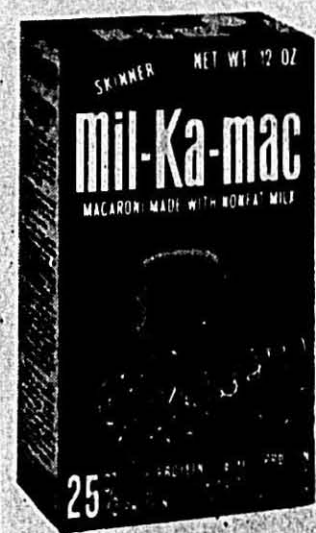
Mil-Ka-Mac is being test marketed in Madison, Wisconsin, Tulsa, Oklahoma, and Little Rock, Arkansas.

William C. Eckles, general manager, Pure Milk Products Cooperative, Fond du Lac, Wisconsin, says the new macaroni contains 25 per cent more protein than any macaroni currently on store shelves. It contains substantial amounts of nonfat dry milk and additional vitamins.

Milk Research Inc., of which Pure Milk Products Cooperative is a major shareholder, originally developed, copyrighted, and patented the product now being manufactured by the Skinner Macaroni Company, Omaha, Nebraska. The Fresno Macaroni Company, Fresno, California, will produce and distribute the product on the west coast.

It has taken more than three years to research and develop Mil-Ka-Mac which originally was to be labeled Nutroni. A change in names with the patent office resulted in several months delay in getting the product to the marketing stage.

Mil-Ka-Mac will be one of the most complete protein foods sold in the supermarket. The protein is similar to the protein in meat, fish and eggs. One two ounce serving provides as much protein as an 8 ounce glass of milk and almost as much calcium as 4 ounces of milk.



THE MACARONI JOURNAL



Happy Holidays

North Dakota Mill and Elevator



GRAND FORKS, NORTH DAKOTA PH. 775-6441

DURUM DIVISION

# new

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

### **NEW TYPE HIGH SPEED CYCLO-MIXER**

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

### **NEW TYPE FLOUR FEED SYSTEM**

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

### **NEW TYPE WATER FEED SYSTEM**

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

### **NEW TWIN HEAD DIE**

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

### **NEW CUTTING DEVICE SYSTEM**

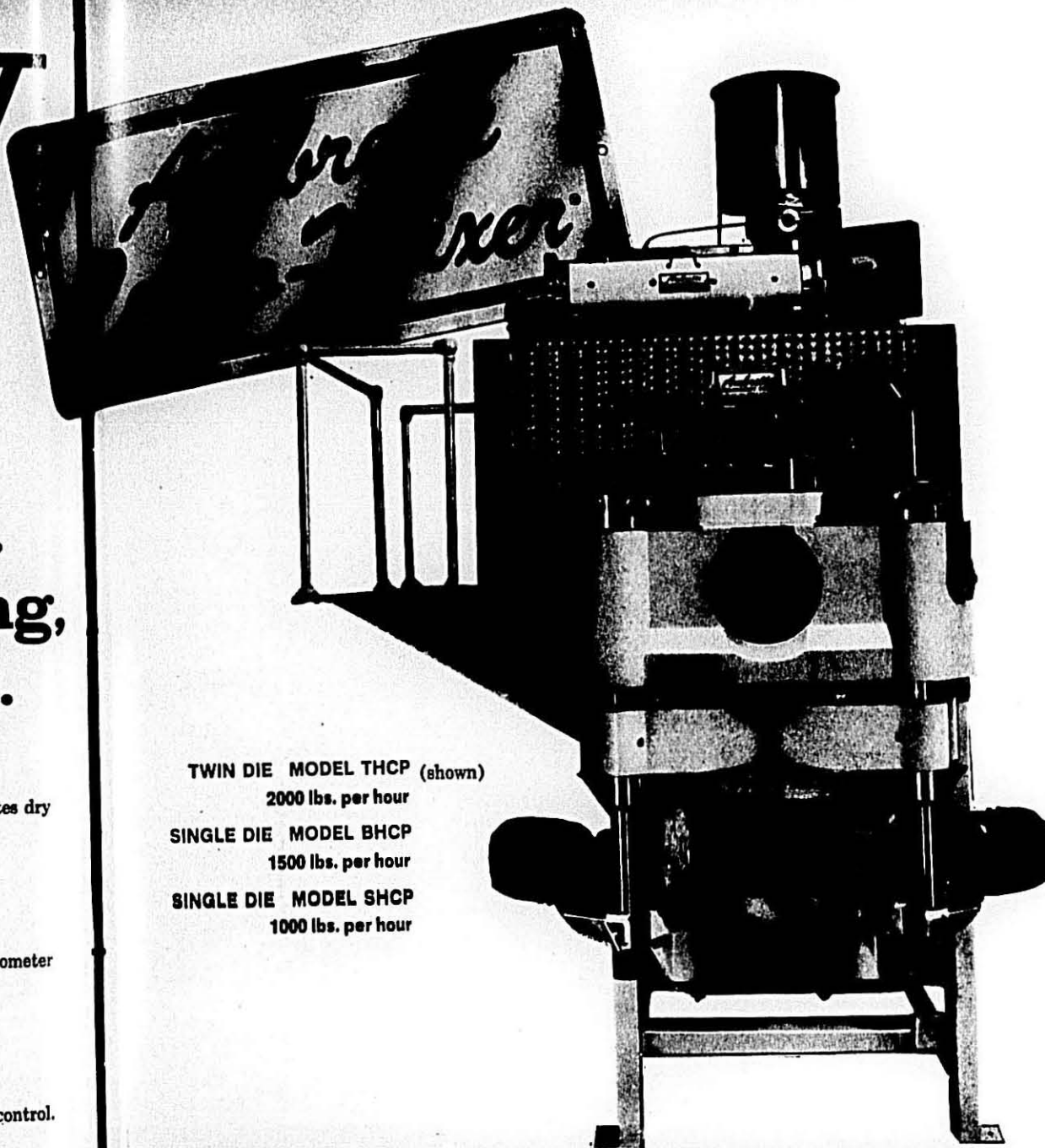
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

### **NEW TYPE SCREW FORCE FEEDER SYSTEM**

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

### **NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER**

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



**TWIN DIE MODEL THCP (shown)**

**2000 lbs. per hour**

**SINGLE DIE MODEL BHCP**

**1500 lbs. per hour**

**SINGLE DIE MODEL SHCP**

**1000 lbs. per hour**

For detailed information write to:

**AMBRETTE MACHINERY CORPORATION**

### New Products

Lipton Main Dishes are being introduced by Thomas J. Lipton, Inc., Englewood Cliffs, New Jersey.

Each main dish dinner contains, in separate packets within one box, meat, egg noodles, vegetables, sauce and garnish topping. They may be prepared in one cooking utensil, and are ready to serve in 15 minutes.

The four varieties offered are, Chicken La Scala, Chicken Baronet, Beef Stroganoff and Turkey Primavera. Suggested retail price is 79 cents per package. Each is said to contain two adult-sized servings.

Introduction will be supported by advertising campaigns in Sunday supplements and on television.

### Good Seasons Soups

General Foods Corporation of White Plains, New York, is test marketing Good Seasons instant soups in parts of New York and Missouri.

The line consists of chicken noodle, chunk chicken, tomato, pea, onion, and mushroom.

Four 6-ounce servings are in each package, ranging in weight from 1.3 ounces for onion to 3.6 ounces for mushroom, tomato and chicken noodle.

The tomato sells for 31 cents, pea, onion and mushroom for 35 cents, and chicken noodle and chunk chicken for 39 cents per package.

Single serving envelopes are in a carton which shows the prepared product in a bowl. Boiling water is added to the ingredients to prepare the product.

### Sauce Mixes

Albert Ehlers, Brooklyn, New York, has introduced twelve gravy and sauce mixes to the New York area. They are: Barbecue Sauce, Brown Gravy, White Sauce, Cheese Sauce, Gravy Mix for Chicken, Chili Seasoning, Hollandaise Sauce, Mushroom Gravy, Onion Gravy, Sloppy Joe, Sour Cream and Spaghetti Sauce. They come in foil packages. Suggested retail price is 19 to 29 cents per package. A revolving display holding 36 dozen packages, a shelf display rack, a gondola end merchandiser and shelf extender have been designed for the product. An introductory newspaper advertising campaign will offer one dollar refund in exchange for three packages.

### Cocktail Sauce

Lawry's Foods, Los Angeles, California, is introducing Lawry's Seafood Cocktail Sauce mix. The ½ ounce foil package is pre-priced at 23¢.

Stouffer Foods is offering a new product: frozen Noodles Romanoff.

### Coupons

On one day, Thursday, October 19, a consumer could clip the following coupons from Chicago newspapers:

Howard Johnson's Macaroni & Cheese, buy one, get one free.

Banquet Macaroni & Cheese, or Spaghetti with Meat Sauce in cooking bags, thirty cent refund with carton.

College Inn Egg Noodles & Chicken, or Egg Noodles & Beef: one jar free with three labels.

Ten cent coupon good toward purchase of Ragù Spaghetti Sauce.

La Choy Chicken Chow Mein with Chow Mein Noodles, coupon for fifty cents refund.

And locally distributed dry macaroni and noodle products selling at regular prices.

### Grocery Store Products Company

Grocery Store Products Co. reported gains of 5.9 per cent in sales and 2.4 per cent in profits for the 9 months ended September 30.

Sales for the period totaled \$10,878,064, compared with \$10,268,526 for the same period a year ago. Net profits amounted to \$695,510, or \$1.04 a share, against last year's profits of \$679,948, or \$1.02.

### American Home Products

Earnings of American Home Products increased 11.3 per cent in the third quarter and 10.8 per cent in the nine months ended September 30, while sales were up 7.6 per cent and 6.5 per cent, respectively.

Net profit for the quarter was \$27,341,000 on sales of \$269,574,000, compared with earnings of \$24,555,000 and sales of \$250,542,000 in the third quarter a year ago.

For the nine month period, net profit was \$77,246,000, compared with \$68,845,000 the preceding year. Volume amounted to \$787,053,000 against \$738,874,000.

### International Milling Company

In a preliminary statement for the fiscal year ended August 31, 1967, International Milling Co. placed net earnings at \$5,090,000, an increase of 10 per cent over the previous year's income of \$4,621,000. The earnings for the 1966-67 fiscal year were equal to \$1.94 a share on the common stock compared with \$1.80 in the preceding year.

Earnings in 1966-67 increased primarily as a result of better prices in the United States Flour Milling Division during the first half of the year.

Net sales of International for 1966-67 amounted to \$374,373,000, up 6 per cent from the 1965-66 aggregate of \$353,490,000. The volume for the year just ended established a new all-time record in face of lower unit prices in some areas of the business during the last six months and a sharp decrease in export sales.

### Archer Daniels Midland Co.

First quarter earnings of Archer Daniels Midland Company for fiscal 1968 were \$1,207,529, after taxes, or 87 cents a share, compared with \$1,177,985, or 75 cents a share a year ago. It was ADM's best first quarter since the three months ended September 30, 1958, says President John H. Daniels.

### General Mills Officers

Charles H. Bell, chairman of the board of directors of General Mills, Inc. has announced that Gen. Edwin W. Rawlings, president, has been elected to succeed him as chairman and will continue as chief executive officer of the company. James P. McFarland, executive vice president, has been elected president and will serve as chief operating officer. Mr. Bell will remain active, continuing as chairman of the executive committee of the board, and as chairman of the finance and research policy committees.



### Diamond Mac Men

Red Schoendienst and Stan Musial each get a year's supply of macaroni for "using their noodles" in the St. Louis Cardinals' drive to the World Championship of baseball. Robert Green, secretary of the National Macaroni Institute, displays the alphabet-noodled plaque naming the two teammates "Macaroni Sportsmen of the Year." On behalf of the NMI, Green cited the unique blend of talents displayed by Schoendienst and Musial, 1967 field manager and general manager, respectively, of the victorious Cards.

Glide Along with  
**BUCKETGLIDE**

Conveyor Buckets  
that will not..  
**LOOSEN,**  
**FALL OUT** or  
**JAM... wherever**  
free-flowing bulk  
materials are moved.

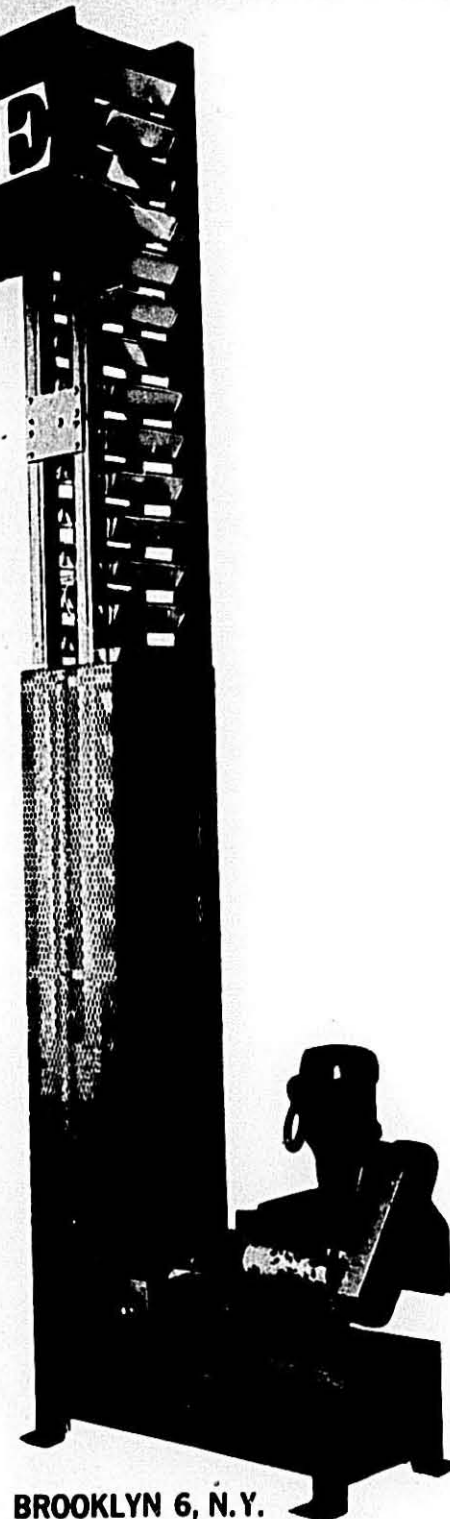
- Don't swing or tilt to spill contents.
- Handle contents gently without breakage or separation.
- Have sanitary, single-piece, die-cast aluminum construction.

AVAILABLE IN 3 STANDARD SIZES

PHONE or WRITE FOR ADDITIONAL INFORMATION

**Clermont**  
MACHINE CO., INC.

EVERgreen 7-7540 • 280 WALLABOUT ST. BROOKLYN 6, N.Y.



## Convention Coming Up

Hotel Diplomat, Hollywood, Florida 33022

Jan. 22 Industry Business Meeting –  
Committee and Financial Reports

Jan. 23 A Two-Day Management Seminar

Jan. 24

### COMMUNICATING TO UNDERSTAND

Communications within management;  
with consumers and the trade;  
Communications in labor relations.

Moderator: Robert C. Sampson, Behavioral  
Sciences Counselor, Chicago, Illinois.

Jan. 25 Board of Directors Meeting.

Write **The National Macaroni Manufacturers Association**  
For Reservations, P.O. Box 336, Palatine, Illinois 60067

### SEMINAR ON COMMUNICATIONS

January 22-23-24

**M**OST managers "fly by the seat of the pants" in communication. They've been talking and listening to people all their lives—yet they wonder why breakdowns occur. They are unaware of the progress that is being made in communication research—in finding out why people misunderstand simple instructions, why people resist change, and how communication can be made more effective in places where it counts—in daily operations in the organization.

It was determined in Colorado Springs that the January Convention would be a Management Seminar on Communications. Monday, January 22, will be devoted to a general business session and committee reports. On Tuesday and Wednesday, January 23 and 24, we have retained Robert C. Sampson of Sampson Associates, management counselors in Chicago, to coordinate discussions and round-tables.

Bob Sampson is an acknowledged expert in the field of behavioral sciences. He has become noted for his translating the findings of behavioral science's research into language easily understood by managers and staff people. His recommendations are realistic

ones, based on these findings, of what to do (and what not to do) in the application of the behavioral sciences in managing. He is a widely sought after lecturer and conducts a variety of management development conferences. His firm does executive search for clients and evaluation-in-depth of people. His consulting practice encompasses planning and budgeting, organizing and staffing, managing and controlling.

A graduate of the University of Wisconsin, Bob Sampson is a trained behavioral sciences practitioner. He has a B.A. degree in Finance, M.A. in Sociology, and has done some doctoral work in Political Science, Psychology, and Anthropology.

#### Author

He is publisher and editor of a monthly news letter, **Management Translator**, a six-page round-up of the latest developments of the behavioral sciences. In addition to numerous articles, his books are:

**The Staff Role in Management—Its Creative Uses**  
The first treatment of the staff-counseling role  
**Managing the Managers: A Realistic Approach to Applying the Behavioral Sciences**

Analyzes the problems of power within an organization and shows how a manager can capitalize on the power of his subordinates

#### How to Survive in the Business Rat Race

To be released in the near future, tells how a man can help himself

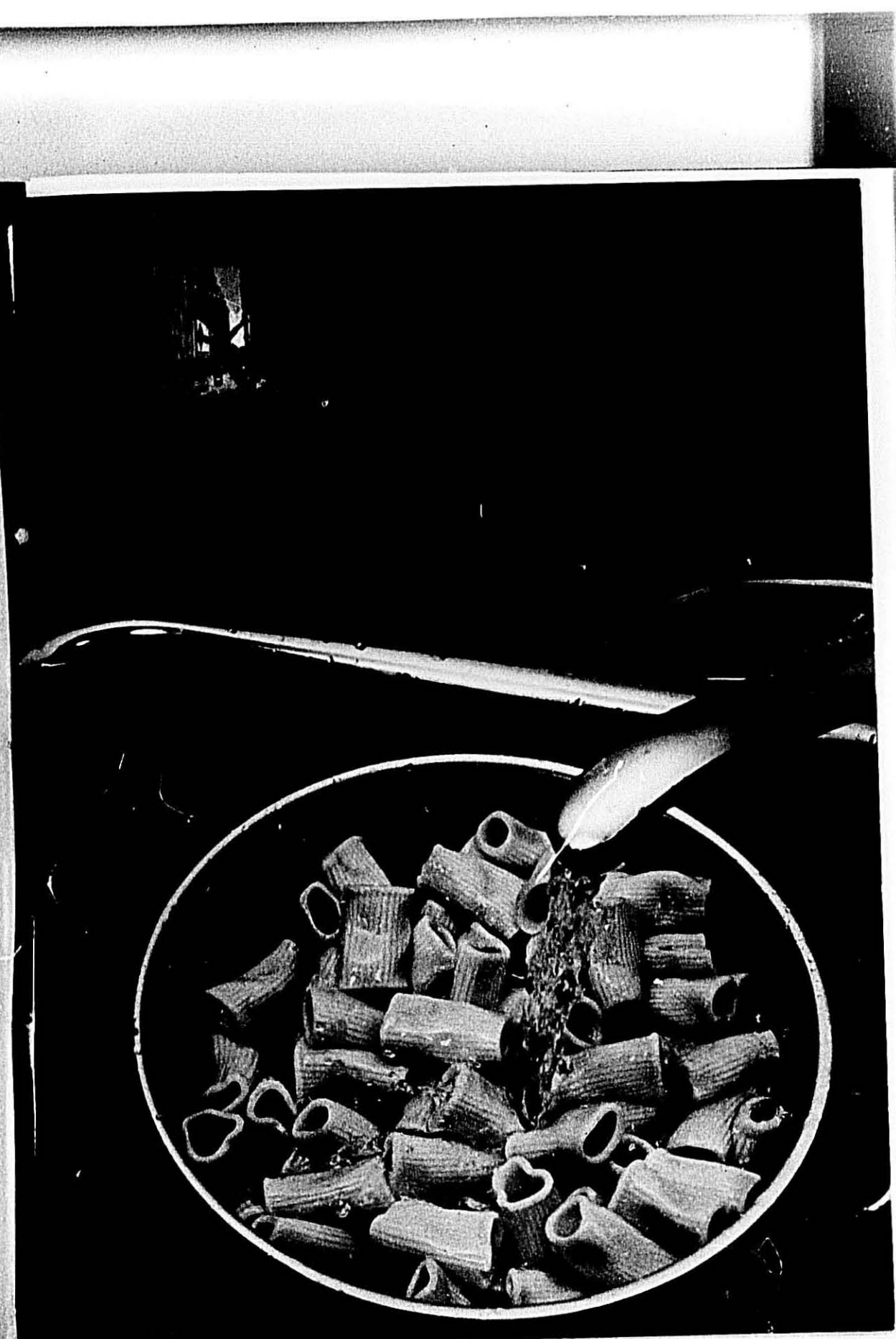
In addition to extensive consulting, Bob Sampson has been a director of staff services of a large railroad, director of manufacturing services of a major trade association. During World War II he was personnel director for the U. S. Bureau of the Budget, Executive Office of the President. He has served as lecturer on management at several universities and is now in his fourth year on the faculty of the Industrial Management Institute at Lake Forest College.

#### Workshops

Three workshops will be available to delegates attending the January 22-25 seminar on "Communicating to Understand." They are: Communications Within Management—Up and Down; Communications With Employees and Their Families; Communications With the Public—Consumers and the Trade.

Meetings will be held at the Diplomat Hotel, Hollywood, Florida. Reservation forms will be available shortly from the N.M.M.A. office.

THE MACARONI JOURNAL



## Why is net weighing more reliable with solid state controls?

*ask Triangle*

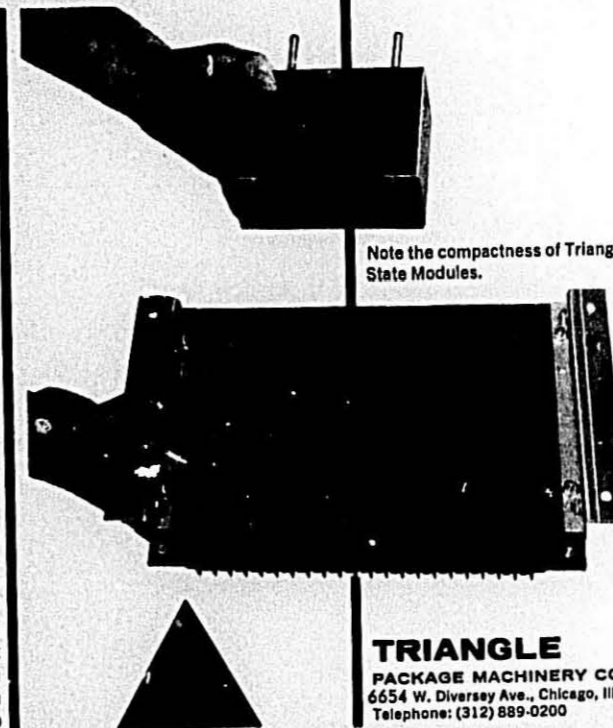
**Eliminates All Maintenance Problems.** For the first time there are no problems associated with conventional electrical circuits. Excluded are relays—transformers—vacuum tubes. Solid State Controls have no moving parts. Assure precision control. Permit higher operating speeds with even greater reliability and accuracy. *Only Triangle offers Solid State Controls for net weighing exclusively on the Flexitron® system.*

**No Downtime.** When a failure occurs with standard electrical circuits hours may be lost in tracing the cause. Not with Solid State—for near perfect operation is assured. If trouble should occur, the compact module can easily be replaced in minutes with no lost production time. Now there is no need to

schedule routine replacement of relays—an important factor considering today's heavy demands on packaging equipment.

**Instantaneous Switching.** There is no electrical lag—no fatigue—no failure or erratic operation as with standard electrical components. Solid State Controls are completely unaffected by normal line voltage variations and can maintain an accuracy of plus or minus 1/120 of a second. They assure 100 percent repeatability throughout the life of the scale, regardless of how heavy your production schedule.

For more information on this exclusive control system for Flexitron net weighing, call or write Triangle.



Note the compactness of Triangle's Solid State Modules.

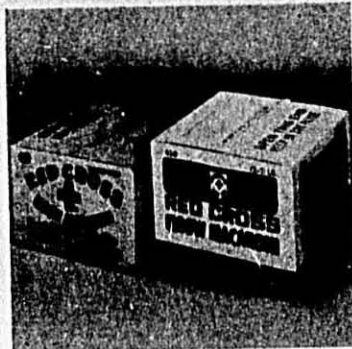
**TRIANGLE**  
PACKAGE MACHINERY COMPANY  
6654 W. Diversey Ave., Chicago, Ill. 60635  
Telephone: (312) 889-0200

### Canepa Cartons

Introduction of an attractive new shipping carton for Red Cross macaroni products was announced by Frank Denby Allen, President of the John B Canepa Co., manufacturers of the Red Cross line.

The new carton has a white background with a simpler design, making it more attractive for in-store display use. The order code numbers are easier to read, and a pallet pattern for a 40 by 48 inch pallet is printed right on the carton to assist warehouse men.

The new design was arrived at with the assistance of St. Joe Paper Company, which is completing design and manufacturing of cartons for the Canepa line.



may be obtained from Hi-Speed Checkweigher Co., Inc., Dept. 2141, Ithaca, N.Y. 14850.

### Marketing Recipe

"We have devised a recipe of marketing for new products as follows: To a product with a good, strong consumer-plus—and this is the basic essential ingredient—add sufficient skillfully applied advertising over a twenty-four month period to produce a share of advertising about one and one-half times that of the share of sales you plan to attain. Shake well with introductory offers to both trade and consumer and heat to the boiling point with a well-trained, hard-hitting sales force. Keep stirring vigorously on the front burner for the life of the brand, adding product and packaging improvements from time to time along with enough advertising to maintain its share modestly ahead of its sales position."

J. O. Peckham, Jr.  
Vice-President, A. C. Nielsen Company

### Noodle Recipe

A favorite National Macaroni Institute recipe with food editors all around

the country this fall was Golden Gate Tuna and Noodles. The standby team of egg noodles and tuna are combined in an elegant dish by the simple process of preparing an unusual piquant sauce. Crunchy, flavorful chopped filberts add a luxury touch without extravagance. The finished dish is shown on the Front Cover this month. Here is the recipe:

#### Golden Gate Tuna and Noodles (Makes 6 servings)

- ½ pound mushrooms, sliced
- ½ cup sliced onion
- ½ cup sliced green pepper
- 2 tablespoons salad oil
- 3 cans (8½ or 7-ounces each) chunk-style tuna, drained
- 2 cans (11-ounces each) condensed bisque of tomato soup, undiluted
- ½ cup milk
- ¼ teaspoon thyme leaves
- Salt
- ½ cup dairy sour cream
- 4 quarts boiling water
- 12 ounces medium egg noodles (about 6 cups)
- ½ cup coarsely chopped filberts
- ½ cup butter or margarine

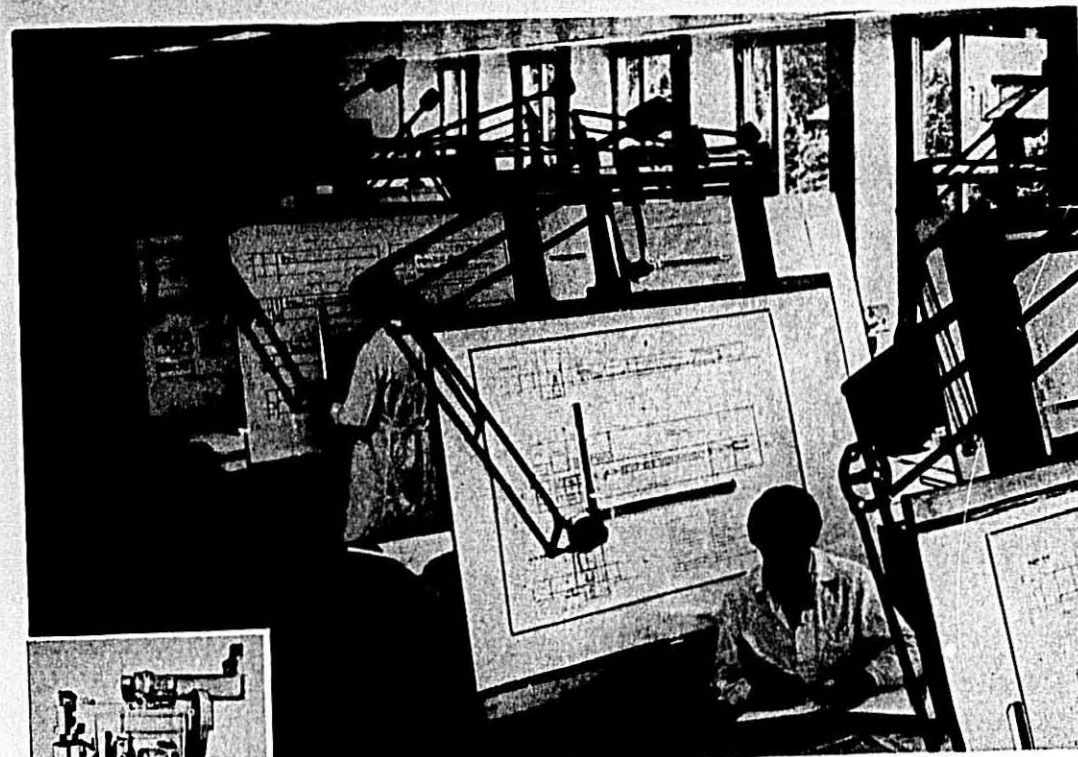
Saute mushrooms, onion and pepper in heated oil. Stir in tuna, soup, milk, thyme and salt to taste. Heat to serving temperature; stir in sour cream. Meanwhile add 1½ tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Toast filberts in heated butter; toss with noodles. Serve tuna sauce over noodles.

### More Eggs

Production of eggs in September totaled 5,812,000,000 compared to last year's 5,306,000,000 and the five-year average of 4,957,000,000. The laying flock totaled 318,466,000 compared to last year's 306,386,000.

### GOVERNMENT EGG REPORTS

U.S. Cold Storage Reports:	Oct. 1, 1967	Year Ago	5-Yr. Average
Shell Eggs (Cases)	281,000	100,000	212,000
Frozen Eggs—Total (Lbs.)	98,488,000	53,230,000	100,136,000
Frozen Whites (Lbs.)	10,111,000	9,941,000	19,917,000
Frozen Yolks (Lbs.)	22,946,000	12,047,000	25,760,000
Frozen Whole Eggs (Lbs.)	63,225,000	30,216,000	51,328,000
Frozen Unclassified (Lbs.)	2,206,000	1,026,000	3,031,000
<b>Crop Report (48 States):</b>	<b>Sept. 1967</b>	<b>Sept. 1966</b>	
Shell Eggs Produced	5,595,000,000	5,290,000,000	
Average No. of Layers	317,510,000	305,487,000	
Average Rate of Lay	17.62	17.32	
<b>Layer Reports:</b>	<b>Oct. 1, 1967</b>	<b>Oct. 1, 1966</b>	
Pullets Not of Laying Age	130,770,000	85,270,000	
Hens and Pullets of Laying Age	321,580,000	310,721,000	
Potential Layers on Farms	399,030,000	395,991,000	
Eggs Laid per 100 Layers	58.1	57.2	



## Why Buhler-Designed Macaroni Plants are the World's Most Efficient

Whether you wish to build a new plant or modernize your present one, BUHLER offers you the services of a large and experienced team of macaroni manufacturing engineers.

The Sales Engineer who visits you to survey your needs . . . the Project Engineer who analyzes your operation and develops the best drying diagram for your requirement . . . the Draftsman who draws up the detailed plans . . . and the Head Erector who supervises the installation; all these are factory-trained and qualified specialists in the macaroni field.

They are also skilled at finding ways in which you can save money through good plant design and efficient operation.

Behind these engineers is the experience gained from designing and operation of hundreds of modern macaroni plants located in practically every country of the world where macaroni is made.

If you are interested in learning how you can improve the quality of your product at the same time you are increasing the output and efficiency of your plant, write or call BUHLER today!

### Complete Macaroni Plants by

# BUHLER

THE BUHLER CORPORATION, 8925 Woyzata Blvd.  
Minneapolis, Minn. 55426 Phone (612) 545-1401  
BUHLER BROTHERS (Canada) LTD., 1925 Leslie St.  
Don Mills, Ontario Phone (416) 445-6910

Sales Office: NEW YORK CITY, New York 10017 — 230 Park Avenue; Phone (212) 689-5446

**3000 POUNDS PER HOUR.** Ultra-modern BUHLER equipment and techniques now make it possible for you to produce the highest quality macaroni products at capacities up to 3000 pounds per hour . . . with minimum supervision and highest standards of sanitation. Ask your BUHLER representative about important advances in Extruder and Dryer design.



## What's Cooking Here?

# Macaroni!

Everybody loves macaroni products\* - which include spaghetti and egg noodles--but do you know how to cook them properly?

Follow these simple BASIC DIRECTIONS from the National Macaroni Institute to enjoy macaroni at its best. You'll acquire a skill to help you as a hostess, helper at home, and - eventually - as a homemaker.



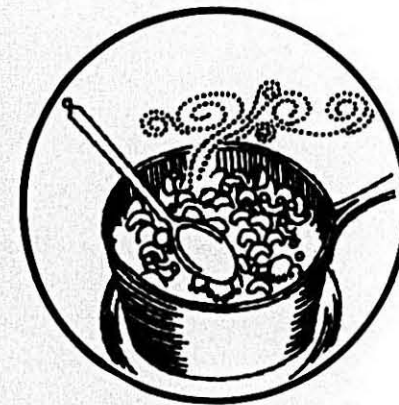
1. In a large sauce pot, heat 3 quarts of water to rapid boil.



2. Add 1 tablespoon salt.



3. Gradually add 2 cups (8 ounces) macaroni, OR 8 ounces spaghetti, OR 8 ounces egg noodles (about 4 cups). Be sure the water continues to boil. The rapid and continuous boiling keeps the macaroni moving about so it will cook quickly and evenly.

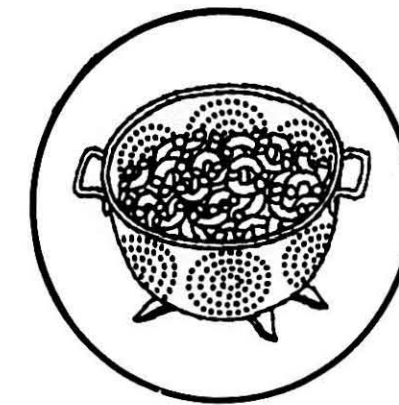


4. Cook, uncovered, stirring occasionally and gently, until tender. Stirring keeps the macaroni evenly distributed and moving in the boiling water so that all of it will be evenly cooked.

**NATIONAL MACARONI INSTITUTE**  
P.O. Box 336 Palatine, Ill. 60067



5. Test for doneness by tasting a piece of macaroni. It should be tender, yet firm - as the Italians say, al dente, "to the tooth." Cooking time will vary with the size and thickness of macaroni product used; average is 8 to 10 minutes. Cook a little shorter time if the macaroni will be used in a casserole and receive further cooking.



6. Immediately drain the macaroni in a colander. Serve as quickly as possible, or mix with other ingredients in the recipe, for freshly cooked macaroni is the very best kind there is. Do not rinse, unless the macaroni is to be used in a cold salad. Then, rinse with cold water and drain again.

\* MACARONI is the generic term describing macaroni, spaghetti and egg noodle products.

# Macaroni Manual

**M**ACARONI products fit well into any part of the menu, from soup to dessert, and combine easily with many foods.

## Ways To Use

Almost any soup . . . consomme, vegetable or bouillon . . . is better with the addition of egg noodles in fine strips or in fancy shapes such as alphabets, stars or seeds. Besides absorbing and spreading out other flavors present, the egg noodles add texture interest to clear soups and nutritive value to all soups.

There is no limit to the number of main dish combinations which can be achieved economically and easily with any of the macaroni products. For baked casseroles or top-of-the-stove dishes, they may be combined with eggs, fish, fowl, vegetables, meat or cheese. Macaroni products enable leftovers to be brought to the table a sec-



Here are just a few of the many varieties of macaroni shapes and sizes on the market. Starting at the top, directly to the right of the durum wheat stalks and reading clockwise: cantelli, medium egg noodles, lasagna, manicotti, folded fine egg noodles, morgherita, jumbo shells, linguine, egg rings, orzo, mafalde, fancy egg rings, rigatoni, spaghetti, egg bows, curly lasagna, elbow macaroni, occhi di lupo, and creste di gallo.



Spaghetti With Meat Sauce

ond time with an entirely new look. Especially speedy entrees may be made by cooking a quick sauce separately and pouring on it a foundation of steaming macaroni, spaghetti or egg noodles just before serving.

Macaroni gives heartiness to salads and blends flavors readily. Any of the salad vegetables, meat, fish, fowl, eggs and fruit may be used with macaroni for salad combinations.

Many pudding and custard recipes call for egg noodles, particularly those of Hungarian origin. Egg noodles are used more often for desserts than other macaroni products, perhaps because they already contain 5.5 per cent egg solids.

Macaroni products are among our most economical and nutritious foods. They are valuable providers of protein and energy-giving carbohydrates. Macaroni products are six times richer in protein than potatoes, contain four times as much carbohydrate and are almost completely free of by-products toxic to the body.

## Food Value

Macaroni products are seldom served alone. In addition to their own contribution to the menu, they are carriers for nutrients provided by other foods. Because they absorb flavors readily, they are excellent foundation for meats, seafood, cheese, eggs, fowl, vegetables, and even fruit.

Macaroni products fit well into any normal diet from childhood to old age. Because they are digested at a moderate rate rather than a fast rate, they supply energy and, at the same time, give the kind of satisfaction which

prevents the return of hunger too soon after a meal.

Children need large amounts of such food, for they require energy for growth as well as for vigorous activity. Because they like macaroni, it often can be made the carrier for foods which they are reluctant to eat when served alone.

## Spaghetti With Meat Sauce Sauce (Makes 8 servings)

- 3 tablespoons butter
- 1 medium onion, chopped
- 2 cloves garlic, crushed
- 2 pounds ground beef
- 2 cans (1 pound, 12 ounces each) tomatoes
- 1 can (6 ounces) tomato paste
- ¼ teaspoon salt
- ¼ teaspoon pepper
- ½ teaspoon oregano
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 pound spaghetti
- Grated Parmesan cheese (optional)

Melt butter. Add onion and garlic and cook over medium heat about 3 minutes. Add beef and cook over medium heat, stirring occasionally, until meat is browned. Add tomatoes, tomato paste, ¼ teaspoon salt, pepper and oregano. Mix well. Cover and cook over low heat 45 minutes, stirring occasionally.

Meanwhile, add 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with meat sauce and Parmesan cheese.

## Basic Macaroni and Cheese (Makes 4 servings)

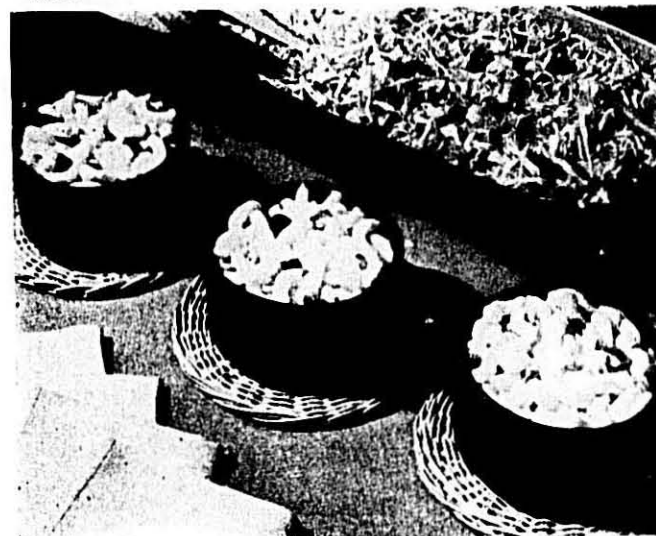
- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- ¼ cup chopped onion
- 3 tablespoons butter or margarine
- 3 tablespoons flour
- 3 cups milk
- 1½ teaspoons salt
- ½ teaspoon dry mustard
- ¼ teaspoon pepper
- 1 teaspoon Worcestershire
- 2½ cups grated sharp Cheddar cheese

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

Meanwhile, cook onion in butter until crisp-tender. Quickly stir in flour. Gradually add milk stirring constantly; add seasonings. Cook, stirring, until sauce boils 1 minute. Stir in 2 cups of the cheese; continue stirring until cheese melts. Remove from heat; combine with macaroni. Turn into 1½ quart casserole. Sprinkle with remaining ½ cup cheese. Bake in 400° (hot) oven 20 minutes or until bubbling and lightly browned. Garnish with parsley, if desired.

## Variations:

1. Add ¼ cup chopped or sliced pimiento-stuffed olives to cheese sauce.
2. Add 1 can (3 or 4 ounces) chopped or sliced mushrooms, drained, to cheese sauce.
3. Add ¼ cup chopped green pepper to cheese sauce.
4. Add 1 can or jar (4 ounces) pimientos, drained and diced, to cheese sauce.



Macaroni and Cheese

5. Add 2 tablespoons chopped chives to cheese sauce.
6. Add 1½ tablespoons caraway seeds to cheese sauce.
7. Add 2 tablespoons poppy seeds to cheese sauce.
8. Top macaroni and cheese with 2 medium tomatoes, sliced, before baking.

## Noodles Alfredo (Makes 6 to 8 servings)

- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 pound medium egg noodles (about 8 cups)
- ½ pound sweet butter, softened
- 2 cups grated Parmesan cheese
- ½ cup heavy cream, at room temperature

Add 2 tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Place butter in hot casserole; add noodles and toss gently. Add cheese and toss again. Pour in cream; toss. Sprinkle with freshly ground black pepper, if desired.



Noodles Alfredo

"But despite this largesse, mention Italian food to an American and his immediate association will be pasta—and, more often than not, simply spaghetti. And if proof were needed, pasta outsells all other foods of Italian origin manufactured in the United States today."

## About Sauces

Italian sauces, notes Mr. Field, unlike those of the French, are not notable for their refinement. But they are considerably easier to prepare, have fewer pitfalls and possess a vitality French sauces often lack.

Best known, perhaps, in the United States, with its large, southern-Italian American population, is the Neapolitan marinara, or mariner's sauce. In Naples, it often is prepared with fresh tomatoes; but our marinara sauces are always made with canned tomatoes and usually with the addition of a large proportion of tomato paste, as well. But whether the tomatoes are canned or fresh, an ideal marinara sauce should be smooth, lightly scented with olive oil, herbs, onions, garlic and anchovies.

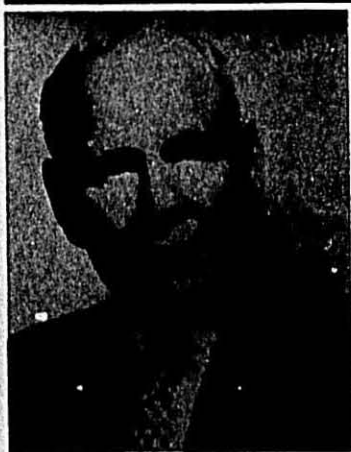
Served over thoroughly drained, buttered hot pasta, a wine-dark marinara sauce makes an admirable dish, particularly if the Parmesan or Romano cheese served with it is well aged, freshly grated and plentiful.

He suggests an electric blender makes little work of duplicating the most Italian pasta sauce of all, the Genoese pesto. In Genoa, large quantities of fresh basil are pounded in a mortar with whole garlic cloves, pine nuts and salt, to reduce it to a paste. Olive oil is then stirred in, drop by drop, until the pesto has the consistency of creamed butter. At this point, grated Sardinian cheese (called Sardo) or Parmesan is added.

A combination of parsley and dried basil may work out.

## MICHAEL FIELD WRITES IN McCALL'S MAGAZINE ON "PASTA"

He says: "Of the foreign dishes that make up so much of our national cuisine, few are as popular as those of the Italians. Supermarket and grocery store shelves are laden with such 'Italian-style' products as Chicago prosciutto, Wisconsin provolone, and California Italian plum tomatoes. And our fancier stores carry the imported varieties of these very same foods and others, in great profusion.



George N. Kahn

## SMOOTH SELLING\*

by George N. Kahn

### USE YOUR ALLIES

This is No. 36 of 48 Sales Training Articles

This will enable you to coordinate the advertising with your work in the field.

Many salesmen are given this knowledge by their management but fail to do anything with it. They act as if their organization were trying to compete with them rather than make their job easier. A firm may spend thousands of dollars in a national advertising campaign only to have it fizzle out because of the indifference of its sales people.

How tragic! A full page ad in LIFE can be a tremendous factor in increasing sales. Studies have shown that an ad in a national magazine can lift sales 25 per cent. But this takes some help from you.

Make the ad work for you. Properly used, it will lend weight to your argument. Prestige is an important factor in selling. The buyer will be impressed if you pull out the advertisement and hand it to him. Let him know that your firm is backing your line with a \$100,000 advertising campaign.

Burt Wilson, a phenomenal producer for a cosmetics company, always carries a portfolio of his firm's current ads. Said Burt:

"My customer may have seen a particular ad but I never assume so. Even if he has, it won't hurt to remind him of it. There's also a chance he has forgotten it."

"When I show him an expensive four-color ad, for example, I can see that he's impressed. My claims automatically cut more ice with him."

Burt, incidentally has designed a handsome looseleaf book for tearsheets of the ads.

#### The Presold Buyer

The buyer who has seen your company's ad will usually put up less resistance than one who has not. He is presold on your product and only needs a slight nudge to sign an order. This means that your close should come more quickly, thus giving you more time for the next prospect.

An alert salesman will make sure the prospect has read the ad before he calls.

This can be arranged easily by sending the buyer a note telling him to watch for the advertisement. Some firms will do this for you, but it requires little effort on your part and the net result can be highly gratifying.

#### Learn From Advertising

The average salesman has time only for a limited amount of research. After all, the more time spent in digging up facts, the less time for face-to-face selling.

For this reason, advertising is a potent research aid to the salesman. The data and sales features used in ads have been compiled by experts in your organization. They have done exhaustive studies in market and consumer analysis.

You should absorb these facts and employ them in your sales talk. They carry the weight of authority which is bound to rub off on you.

Roger Bayliss, a firearms salesman, has saved every national ad his company has run for the past 25 years. From them he has worked out a chart which clearly shows the product improvement in that period. It can't help but move the buyer.

#### Telling the Buyer

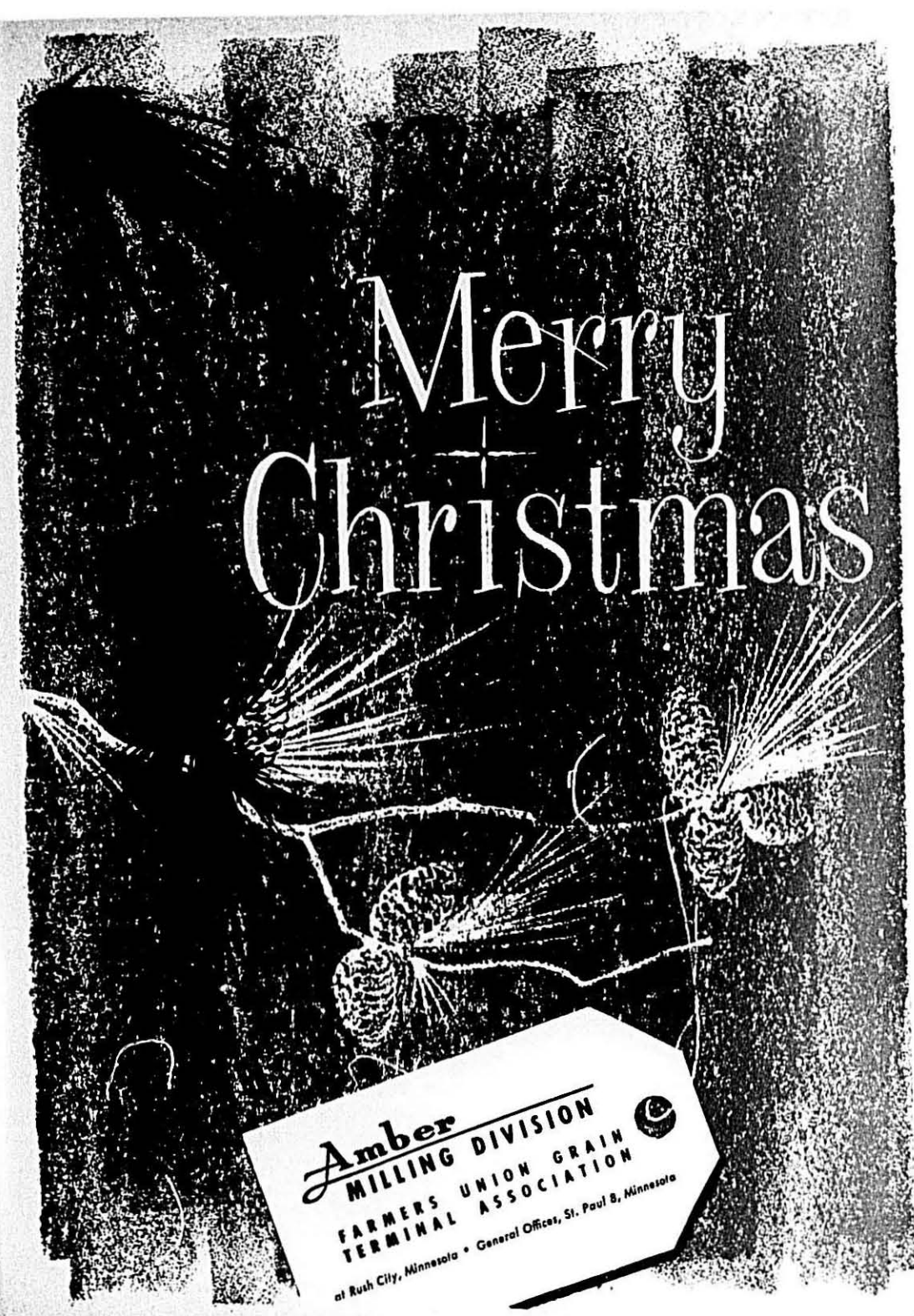
Your company's advertising and promotion also help your customer sell goods. He may not realize this, however, unless you tell him about it.

If, for example, you have a new point-of-sale aid for him, make sure he understands how he can get the maximum value from it.

Or you might explain to him that he will get a lot of mileage out of a BUSINESS WEEK ad he displays in his store.

Be sure that the customer knows all about your advertising—where and when. If it's a television program, tell him when to catch it. If your display ad is running in six national magazines, inform him of the dates and even the page numbers.

(Continued on page 36)



**Use Your Allies—**

(Continued from page 34)

Many companies expect their salesmen to arrange retail tie-in advertisements featuring its product. You might grumble at this extra chore, but don't overlook its worth to you. In a tie-in deal, you act as the advisor—the expert. This means the customer leans on you more than ever. He depends on your judgment and skill. A rapport is established between you and dealer that otherwise might have taken years to achieve.

I remember one salesman, Jerry Whelan, who accepted the tie-in ad as a challenge and so made an expert of himself in this department. Retailers eagerly sought his help and often called him long distance just to get his advice. Such prowess soon came to the attention of his superiors who created a special department for him. Its sole purpose was to coordinate company-dealer ads throughout the country.

**Sales Promotion Personnel**

Most salesmen rarely follow up their first meeting with the company's sales promotion people. This encounter usually takes place during sales training when the promotion men introduce salesmen to the firm's advertising policies and programs, explain the role of promotion and advertising, and instruct them how to sell the programs to wholesalers and retailers. This orientation serves a noble purpose but the salesman should not let it go at that.

I advise that you keep in continuous touch with your promotion department. Drop in on them from time to time and see what's cooking. They can give you tips and hints that will increase sales and foster better customer relationships.

Your company may have the most elaborate sales promotion department in the world, but keep one point in mind—you are the only customer contact your firm has. Everything rides on you in winning buyer trust and confidence. The more you know about your outfit's promotion and advertising, the more effective you can be.

The sales promotion department is a good source when you have a specific problem. Suppose a hardware dealer is not making the best use of his windows. Lay the situation before a promotion expert, adding your knowledge of the retailer and his customers. Between the two of you there should emerge a satisfactory solution.

**Know the Media**

The four main vehicles of advertising are newspapers, magazines, radio and

television. The salesman should become familiar with these media. Know their potential and what they can deliver. Such knowledge will help you to better understand your company's advertising programs and will also enhance your value to the buyer. At the same time, a study of the media will inform you of what your competitors are saying.

Source material for such a study is close at hand. Read newspapers and magazines; study television commercials.

Take a look at the trade magazines for the media: EDITOR & PUBLISHER, SPONSOR, PRINTER'S INK, and ADVERTISING AGE, to name a few.

A book or two on advertising should be included in your homework.

"Am I supposed to be an advertising expert, too?" you might ask.

The answer is "Yes." The more fields in which you can become an expert, the better salesman and higher earner you will become. Advertising and sales promotion are not just tag-alongs to selling. They play an essential part in the selling task. The salesman who feels these two factors are "somebody else's job" is naive—or worse, badly misinformed. Think of them as your job and you'll never have to worry if they are being done.

One of the greatest salesmen I've ever known, Dick Delaney, could move into his company's promotion department at any time. He knows as much about promotion techniques as any man in his company.

"I make twice as much money on the outside in sales promotion," Dick said. "But my knowledge of the subject is worth at least \$25,000 a year to me."

Are you making advertising and sales promotion work for you? Here's a little quiz to help you find out. If you can answer "yes" to nine of the following questions you're in good shape.

- |                                                                               | Yes | No |
|-------------------------------------------------------------------------------|-----|----|
| 1. Do you understand the difference between advertising and promotion?        | —   | —  |
| 2. Do you know the advertising policies and plans of your firm?               | —   | —  |
| 3. Do you know their objective?                                               | —   | —  |
| 4. Are you aware of your firm's current advertising?                          | —   | —  |
| 5. Do you know the various media used by your firm?                           | —   | —  |
| 6. Do you know your company's current sales promotion?                        | —   | —  |
| 7. Do you make the buyer aware of how advertising and promotion can help him? | —   | —  |

- |                                                                          |   |   |
|--------------------------------------------------------------------------|---|---|
| 8. Are you acquainted with the sales promotion personnel in your firm?   | — | — |
| 9. Do you make him aware of your company's current advertising?          | — | — |
| 10. Do you carry tearsheets of the ads to show customers?                | — | — |
| 11. Are you fairly familiar with the different media?                    | — | — |
| 12. Do you apply your knowledge of promotion to the customer's problems? | — | — |

(Copyright 1964—George N. Kahn)

**REPRINTS FOR YOUR SALESMEN SMOOTH SELLING by George N. Kahn**

Reprints of this series come in a four page format, printed in 2 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 8 copies (of each article) . . . . . 80c each  
10 to 49 copies  
(of each article) . . . . . 57 1/2c each  
50 to 99 copies (of each article) 50c each  
100 or more copies  
(of each article) . . . . . 35c each

You may pre-order the entire series, or, if you wish, individual articles. Each article in the series is numbered. Please specify your wishes by number.

When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division—Service Department, 212 Fifth Avenue, New York, N.Y. 10010.

- 1 to 14 listed in earlier issues.
15. The Automated Salesman
  16. Samples Can't Talk
  17. The Unexpected Letter
  18. Prospect or Perish
  19. How To Dislodge A Prospect From An Existing Supplier
  20. Making Salesmen of Your Customers
  21. Repeat Orders Are Not Accidental
  22. Room At The Top
  23. You Must Give More To Get More
  24. Bouncing Into The Trade Buyer
  25. Use More Than One Basket
  26. Close The Deal And Exit Quickly
  27. Selling Sincerity
  28. Re-Charging Your Battery
  29. Beyond The Line of Duty
  30. Don't Land Money To Buyers
  31. Analyzing The Turndown
  32. The Single Item Sale
  33. Calling On The New Account
  34. Words Are Power
  35. A Customer Has A Name, Know It
  36. Use Your Allies

When ordering, please mention the name of this publication.

**Coming Next Month . . . RESEARCH BEFORE YOU SELL By George N. Kahn**

THE MACARONI JOURNAL

# Braibanti

# ZAMBONI

SOLE AGENTS ALL OVER THE WORLD IN THE INDUSTRIAL MACARONI BRANCH

**IT'S A MATTER OF LIFE AND BREATH**



**USE  
CHRISTMAS  
SEALS**

FIGHT TUBERCULOSIS · EMPHYSEMA · AIR POLLUTION



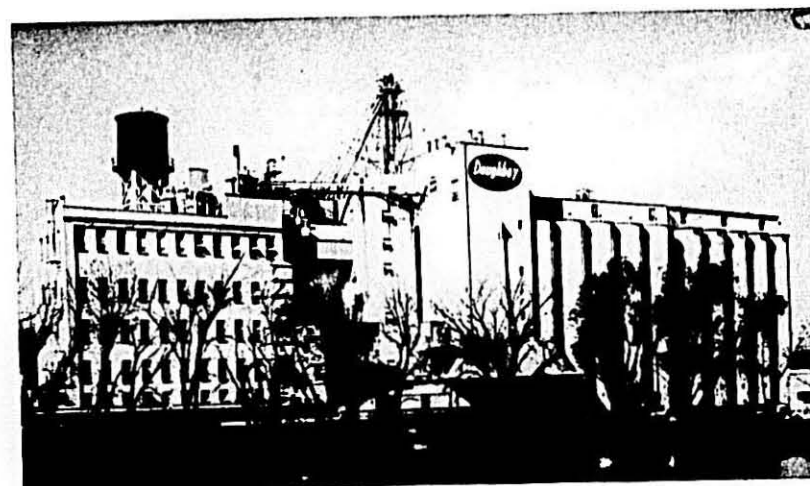
THIS SPACE CONTRIBUTED BY THE PUBLISHER AS A PUBLIC SERVICE

THE MACARONI JOURNAL

*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 Feeds — Electronics — Printing

Du Pont  
**TEFLON**

General Electric  
**SILICONE**

**COATINGS**

New Protective Finishes for Sticky Environments

WE OFFER

- ONE DAY SERVICE
- 10 YEARS EXPERIENCE  
Our Company First American  
Applicator of Teflon Finishes  
For Cookware 1961
- MOST REASONABLE PRICES FOR  
HIGHEST QUALITY WORK.



Call 816-842-3620  
MARION A. TROZZOLO  
**PLASTICS CORPORATION**

815 WYANDOTTE STREET  
KANSAS CITY, MISSOURI 64108

INTERNATIONALLY KNOWN FOR THE  
FINEST CRAFTSMANSHIP IN PLASTIC.

DECEMBER, 1967



*Season's Greetings  
from the Macaroni Journal Staff*

Robert M. Green, Editor  
Vera Ahrensfield, Advertising  
Virginia Beakey, Circulation  
Jean Bowen, Education Materials

## INDEX TO ADVERTISERS

Amber Milling Division	35
Ambrette Machinery Corporation	20-21
A D M Durum Department	25-26
Aseco Corporation	15
Breibenti & Company, M. & G.	37
Buhler Corporation, The	29
Clermont Machine Company, Inc.	23
DeFrancisci Machine Corporation	12-13
Diamond Packaging Products Div.	41
Doughboy Industries, Inc.	39
International Milling Company	42
Jacobs-Winston Laboratories, Inc.	9
LPF Plastics Corp.	39
Melderi & Sons, D., Inc.	17
Macaroni Journal	39
National Macaroni Mfrs. Assn.	24
National Tuberculosis Assn.	38
North Dakota Mill and Elevator	19
Peavey Company Flour Mills	6-7
Rossotti Lithograph Corporation	2
Triangle Package Machinery Co.	27
Waldbeum Company, Milton G.	9

## CLASSIFIED ADVERTISING RATES

Display Advertising Rates on Application  
 Want Ads 75 Cents per line  
 Minimum \$2.00

FOR SALE—2 Triangle Packaging Machines for packing noodles. In good condition. Box 247, Macaroni Journal, Palatine, Ill. 60067.

FOR SALE—Buhler Short Cut Press, 600-lbs. per hr. capacity, 5 Dies. Box 248, Macaroni Journal, Palatine, Ill. 60067.

## RED RIVER 68

IMPORTANT milling and bakery processing problems were encountered in recently completed industry tests of the new wheat, Red River 68, according to Eugene B. Hayden, executive vice president, Crop Quality Council, Minneapolis.

This new hard red spring wheat being developed by World Seeds, Inc. was evaluated by fifteen industry, state and federal laboratories, along with comparable samples of the commercial varieties Chris and Manitou. The results were discussed on October 25th by management and technical representatives of the U.S. milling industry with World Seeds, Inc.

Economically important problems encountered in the first year of broad scale industry tests include a substantial reduction in the production of bakery flours from grain of Red River 68, and an excessively long mixing re-

quirement for the new wheat which would slow bread production in modern baking plants, Hayden said. The ability of Red River 68 to be blended with other types of wheat was also substantially less acceptable than present-day Upper Midwest spring wheat varieties, industry concluded.

### Continuous Mix

Recognizing the rapid trend toward the highly automated "continuous mix" baking process, those who conducted the tests felt that bakers could not substantially reduce production rates enough to make satisfactory bread from Red River 68. With the ready availability of alternate sources of wheat, widespread production of Red River 68 could result in a substantial shifting of grain purchases to other producing areas in order to obtain needed processing characteristics, industry representatives concluded.

Commercial wheat sales are vital in providing farmers with a continuing market for their production and are especially important to Upper Midwest producers, the great bulk of whose production is utilized by the domestic milling industry. The net result of the marked deficiencies in processing characteristics of Red River 68 could put Upper Midwest wheat producers at a distinct disadvantage in increasingly competitive domestic and world wheat markets, grain and milling participants stated.

### Participants

The following companies and organizations participated in the special evaluation of Red River 68:

- Archer Daniels Midland Company, Minneapolis, Minnesota
- Bay State Milling Company, Winona, Minnesota
- Centennial Mills, Inc., Portland, Oregon
- Fisher Flour Mills Company, Seattle, Washington
- General Mills, Inc., Minneapolis, Minnesota
- International Milling Company, Inc., Minneapolis, Minnesota
- Montana Flour Mills Company, Great Falls, Montana
- Nebraska Consolidated Mills Company, Omaha, Nebraska
- North Dakota Mill and Elevator, Grand Forks, North Dakota
- North Dakota State University, Department of Cereal Technology, Fargo, North Dakota
- Peavey Company Flour Mills, Minneapolis, Minnesota
- The Pillsbury Company, Minneapolis, Minnesota
- Seaboard Allied Milling Corporation, Kansas City, Missouri

Tennant and Hoyt Company, Lake City, Minnesota  
 U.S. Department of Agriculture, Spring Wheat and Durum Quality Laboratory, Fargo, North Dakota

### Recommendations

The following specific recommendations were made to the management of World Seeds, Inc.:

1. The important contribution which private enterprise can make to agricultural development is fully recognized, and we commend the substantial investments in wheat research being made by World Seeds, Inc. and other members of the commercial seed industry.

2. Based on evidence available from this first year of tests, we conclude that the processing qualities of Red River 68 are not acceptable. Economically important deficiencies in milling, processing and blending characteristics of Red River 68 revealed in these tests, suggest to us that the commercial baking industry will seek alternate sources of wheat supplies because of the extent of the undesirable characteristics of Red River 68.

3. The recommendation is made that World Seeds, Inc. give serious consideration to the long-term impact on this wheat on grain producers' interest in commercial wheat markets, both domestic and overseas, and that Red River 68 not be released without additional testing in other crop years to permit more extensive evaluation of its quality characteristics.

4. World Seeds, Inc. is encouraged to seek other high-yielding wheats from within its breeding program which do not possess these undesirable processing characteristics. Industry feels it would be advantageous to have an opportunity to evaluate future wheats at earlier stages in the development program, so that this information can be made available to World Seeds, Inc. prior to the increase of extensive seed stocks.

The Crop Quality Council arranged for these special tests in order to provide an opportunity for a broad spectrum of the United States grain and milling industry to evaluate Red River 68. "The Council and industry have received repeated questions on the market acceptability of this new wheat," according to T. P. Heffelfinger, Chairman of the Crop Quality Council board of directors and Chairman of Peavey Company, Minneapolis. "The results, considered judgment and recommendations of the industry are now available for the information of all concerned," Heffelfinger said.

World Seeds, Inc. is reported to have some durum for release next year.

THE MACARONI JOURNAL

# Spaghetti's first Command Performance?

To people like you, this macaroni products quiz should be duck soup. But, most people would rather eat macaroni than read about it. Good reason why your packaging should have lots of appetite appeal. See how you make out on this Diamond Packaging Products Division Quiz, then give us a call. We have a staff of specialists who eat and sleep macaroni—and macaroni packaging.



## Macaroni Quiz



1. Which U.S. president was first to serve spaghetti at a formal presidential dinner?  
 (a) H. Hoover  
 (b) A. Jackson  
 (c) T. Jefferson



2. Italy tops the world in macaroni products consumed—50 lbs. per person per year. The U.S. ranks 2nd. How much do we eat?  
 (a) 45 lbs.  
 (b) 9.2 lbs.  
 (c) 27.1 lbs.



3. Four ozs. of roast chicken contains 210 calories. How many calories in 1/2 cup serving of the average macaroni product?  
 (a) 300 (b) 100 (c) 210



4. What is the meaning of the word "mostaccioli"?  
 (a) Little mustaches  
 (b) Northern noodle  
 (c) Much macaroni



5. The Diamond Packaging Products Division can provide you with which of the following services?  
 (a) Package design  
 (b) Top quality printing  
 (c) Packaging systems

Answers to Quiz:  
 1. (c) 2. (b) 3. (c) 4. (a) 5. (a, b, c)



DIAMOND PACKAGING PRODUCTS DIVISION  
 DIAMOND NATIONAL CORPORATION  
 733 THIRD AVENUE, NEW YORK, NEW YORK / 10017 (212) 697-1700



**SEASONS  
GREETINGS**

FROM THE DURUM DIVISION OF  
INTERNATIONAL MILLING COMPANY INC.