

**THE
MACARONI
JOURNAL**

**Volume 55
No. 12**

April, 1974

Macaroni Journal

APRIL 1974 55th Anniversary Issue



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The Macaroni Journal

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APRIL, 1974

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Editor's Notebook:

The problems of the past year clearly indicate that any organization who has been doing business at the same stand for fifty-five years has a bit of stamina.

The National Macaroni Manufacturers Association is holding its 70th Annual Meeting this June 29-July 3, at the Broadmoor in Colorado Springs. Its objective is to promote and safeguard the industry and elevate macaroni manufacture to the highest plane of efficiency, effectiveness and public service. The Macaroni Journal is an official publication of the Association. It was established in 1919 to provide the in-

dustry with a trade magazine and to help defray the overhead of a paid executive of the Association.

Through the years the suppliers of the industry have contributed to the organization and its progress by maintaining memberships in the Association, attending and participating in the meetings, advertising in the magazine and contributing articles as they have done in this issue.

We are grateful to this loyal group listed on the pages 34, 35 and 36. We pledge continued service to them and to you, our loyal readers.

The Editor

Convention Comment

Thank you letters have been received from the winners of the pasta recipe contest.

Sam and Betty Billuni have become celebrities in San Diego where Chef Simone "Sam" Billuni holds forth at 10 Downing Restaurant. His "Moussaka Romano" lasagne combination won him top honors and was carried in the San Diego Union by Opal Crandall and in the Evening Tribune by Kay Jarvis.

The Billunis are eagerly looking forward to their epicurean tour of Italy in July.

Sister Anna Marie Haiar of St. Colletta School in Jefferson, Wisconsin was most profuse in her gratitude and thanked the convention delegates for being so friendly to her. She is serving her "Chicken Mandarin Salad" each week at the school as a taste pleasing budget helping item.

Chef Louis J. Caruso, Instructor in the Manpower Development and Training Program for Adult Education in the Columbus, Ohio Public Schools, wrote that the pasta recipe contest had a terrific impact on the culinary school in Columbus and the students have asked that their thanks be sent as well as those of the student winner, James W. Young.

Grocer's Panel

The Grocer's Panel covered a wide area of subjects. The opening remarks of Mark Singer, President of the Na-



Fran Williams at Boca Raton.



Pasta Recipe Contest Winners: Companion Sister Ernesto, Sister Anna Marie and Grand Prize Winner Sam Bullini and his wife Betty.

tional Food Brokers Association, and other speakers comments from transcribed tapes will be carried in next month's issue.

Speaking of tapes, apropos of Watergate, the Durum Discussions were either not recorded or obliterated by the time we got them, so we are dependent on notes and later reports for the coverage that appears in this issue on the Durum Situation.

Tennis Coming Up

Golf is still the game that attracts the greatest participation at macaroni meetings but tennis is coming up fast. Mrs. L. D. Fran Williams displays good form as she hits a hard fore-hand drive.



Student Winner James W. Young.

Pasta Industry Increases Volume One-Third in Five Years

Preliminary Census Data from the U.S. Department of Commerce shows pasta production posting a 30% increase in poundage between 1967 and 1972.

191 Plants

Contraction in number of plants continues. The total number of plants for 1972 was 191, down 14 from the 1967 count, while the number of plants with twenty employees or more dropped to 62, contrasted with 75 in 1967.

A similar decrease was noted in number of employees: 7,300 in 1972 com-

	1972		1967	
Canned Products Excluded	Mill Lbs.	Value	Mill Lbs.	Value
Macaroni Products	1,239.2	\$357.3	996.7	\$248.3
Noodle Products	277.1	187.7	164.7	43.8
	1,516.3	\$545.0	1,161.4	\$292.1

Semolina & Durum Flour	11,118,200 cwt's.	9,699,500 cwt's.
Farina	583,700 cwt's.	822,900 cwt's.

pared with 7,500 in 1967. Total rose to \$59,400,000 in 1972 from \$43,200,000 in 1967. The number of production workers was down to 5,000 in 1972 and the number of manufacturing workers was down to 10,700,000 from 11,000,000. Payroll of production workers went up to \$33,800,000 from \$40,000,000.

Value of Shipments

Value of shipments by manufacturers in 1972 amount to \$349,300,000, up 31% from the 1967 value of \$266,000,000. Of the 1972 shipment value added by manufacturers counted for \$156,300,000 and materials, fuels, etc. \$194,000,000.

	1972	1967
Value	\$357.3	\$248.3
Value	187.7	43.8
Value	\$545.0	\$292.1

THE MACARONI JOURNAL

paid with \$119,700,000 and \$148,600,000 respectively in 1967.

Capital expenditures by the industry were up to \$7,000,000 in 1972 compared to \$2,200,000 in 1967.

Aren't Ethnic Products Just Plain American?

Food retailers, noting the across-the-board appeal of nationality products, are beginning to ask: "What kind of product should there be on ethnic or international product merchandising?"

Chain Store Age magazine examined the subject in February. Highlights:

On the retail side, most supermarket operators act on the premise that the recent should be subtle, responding to customer needs without over-merchandising. "Give them what they want without hitting them over the head with their own background," is the dominant retailer view.

On the supplier side, communication of ethnic or nationality flavor can be fairly strong, with many recent product entries showing up with authentic Italian, Chinese or Mexican accents. More can be expected in 1974, assuming supply and price of basic ingredients such as cheese and packaging materials return to anywhere near their normal pre-1973 patterns.

In the food area, successful leaps into the nationality kettle have been made by established frozen suppliers such as Stouffer which entered a lasagna item, and more recently, Kit hens of Sara Lee, which came up with both frozen lasagna and ravioli entrees.

Premium-Priced Pizza

Another notable trend in Italian pizza (still the biggest ethnic or nationality segment, with total supermarket volume estimated at well over \$90 million per year) is the advent of premium-priced frozen pizza which has successfully broken the \$2 retail barrier. It is growing at a good rate in nature markets and at an astonishing 50-59% rate in markets where it has not recently been introduced. Frozen pizza and pizza mixes accounted for an estimated \$200 million volume last year.

Reason? Shoppers apparently shunning some of the hot-price pizzas, opted for quality and showed a willingness to pay for it, too.

A side from the pizza segment, the rest of the \$800-million plus Italian market breaks out this way: dry pastas (spaghetti, macaroni, noodles) account for \$320 million in sales; canned items (spaghetti and meatballs, macaroni and meat sauce and others) \$150 million;



Grocer's Panel around the table, left to right: Charlie and Jan Barton, Mark A. Singer, Fran and Bob Green, Karen Bortak, Ed and Doris Krenek, Paul Batak.

frozen dinners and entrees, \$80 million; and prepared sauces in jars and cans, \$90 million.

More Figures

In the same issue of Chain Store Age Libby's carries a supplement on the Canned Meat category. They set canned meats and specialties at \$773.2 million, accounting for 92 per cent of total store gross profit. They put dry pasta sales at \$522.6 million, accounting for 69 per cent of total store gross profit.

Supermarketing Magazine put the value of total domestic consumption of pasta products at \$526.5 million in 1972 and there were sharp price advances in 1973.

But pasta has been so much assimilated into the American culture, that it is and it isn't a nationality-oriented product today. In fact, many manufacturers are directing Italian-style products to the average American consumer, with the children's market being a major target. Indeed, the bulk of the canned pasta business is done by American Home Products (Chef-Boy-Ar-Dee) and Campbell Soup (Franco-American).

Other Ethnic

The second leading volume nationality segment—Chinese products—also continued to show business growth and new product expansiveness. Among notable recent line extensions was a La Choy skillet dinner. (La Choy continues No. 1 among canned Chinese brands followed by Chun King, with the positions reversed in the frozen department.)

One of the hottest new ethnic segments is Mexican, which one supplier says is now at the post-takeoff point at which Italian product stood just after World War II.

Nationality product is integrated with other foods, in most supers, but some give it separate section or aisle treatment.

Grand Union Co. is using an international aisle in new stores that features one section after another of various nationality foods, including Spanish, Oriental, Italian, Mexican and Kosher. In this configuration, all pasta products are in the same section, but these are by no means all Italian-style (with brand names like Goodman and Mueller's showing up here as well).

The aisle is set up just about the same way in each store, except that in neighborhoods where there is unusually heavy demand for a particular nationality product, increased space allocation is provided for it.

There are few who could better stress this point than Jim Fischetti, manager of a Foodtown Supermarket in Elizabeth, N.J. Mr. Fischetti notes that his trading area includes shoppers of ethnic or nationality backgrounds including Spanish, Portuguese, Cuban, Colombian, Argentinian, Puerto Rican, Jewish, Italian, Polish and blacks.

If anyone would have cause to be doing heavy special merchandising tailored to his shopper mix, it is he. But the point is that he is not. Admittedly, the job would be complicated by the diversity of his clientele's backgrounds and by the fact that their mobility continually varies the extent of demand for particular specialties.

"However, we simply found that the best way to serve ethnic food demands is the way we do for any other item: Stock it on request, and then watch its movement to determine whether to re-order," he says. His department managers take pains to assure proper handling of requests in their specific areas, but otherwise not much is done.

"Most of our nationality foods are integrated with other sections," Mr. Fischetti says, "and except for certain holidays we do little in-store promotion of these specialty items, and rarely include any in our ads."

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The Drying Method of the Future

THE first major change in pasta drying in decades has been pioneered by Microdry Corporation of San Ramon, California. Enormous savings in energy, time and space have resulted.

Their techniques and equipment combine microwave with conventional drying, and have been proven for as long as four years in major plants in this country and in Canada. Techniques have developed for all types of short pasta.

The word has gotten around. In a survey of the 136 major pasta producers in North America, 80% of those who answered said they believed that "a combination of microwave and standard drying is the method of the future."

Production quality is reported to be equal or better than with older methods, and there is no product difference noticeable to the consumer.

When the complete three-stage production equipment is used, reductions of space and time requirements up to 90% are reported by major firms. Energy savings of at least three to one also are reported.

Two Alternatives

Both two-stage and three-stage techniques are available. The two-stage technique follows the use of conventional large preliminary dryers. A quick pass then is made through the 8 x 23 foot microwave dryer, followed by fairly fast controlled cooling in the same small structure, underneath the microwave section. This controlled release of deep heat from the processed products also is said to boost microwave heating efficiency itself by 15% to 20% with no increase in equipment size.

The two-stage technique and equipment was developed by Microdry be-

cause microwave-generated heat, when not properly dissipated, may damage some types of products. Not only are temperatures achieved more rapidly than in conventional heating, but products retain heat longer. This is due to the fact that heat is generated throughout the products wherever there is moisture, whereas conventional heating usually is cooler in the centers. In other words, while conventional heating is from the outside in, microwave heating is from the inside out so there is more heat to release after processing.

Controlled Heat Release

Without controlled release of this heat it is difficult to control the end moisture content because the product loses moisture as it loses heat. If the processor wants to retain a moisture content of, say, 12% but instead it drops to 10% then there is a serious

loss of 2% of plant production with no drop in costs. Furthermore, delicate products such as macaroni can develop surface checking as moisture migrates to the surface from deep inside and then dries too quickly.

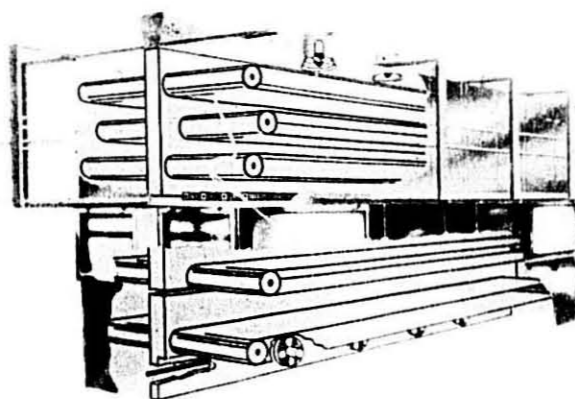
Three Stage Equipment

In addition to the above, the complete three-stage equipment also eliminates the need for the huge, bulky dryers now used for preliminary heating. And it eliminates the need for equilibration or "sweat back" periods and is said to reduce time and space requirements of preliminary heating as much as 60%.

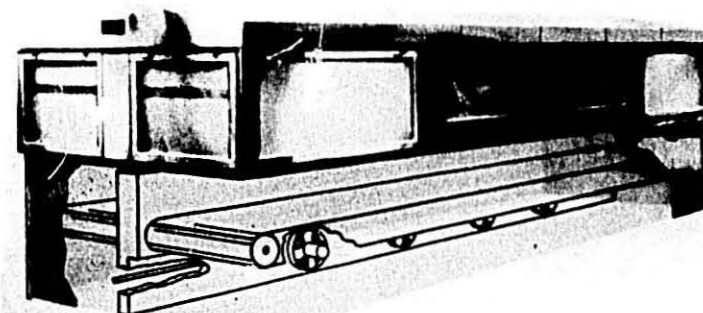
The preliminary heating equipment is built above the microwave stage on the same unit so that only about 8 feet of floor space is used for the microwave heating process. Production rates are from 1000 to 4000 pounds per hour.

First stage heating of materials with moisture contents of 30% to 18% is done best by conventional means rather than by microwaves. But after moisture content is brought below 18% by conventional heating then microwave heating quickly pushes out the remaining moisture with internal steam pressure, and heats as desired. Therefore no equilibration is needed for moisture to work its way out. And because this is not surface heating, there is little danger of too fast surface drying with resultant damage.

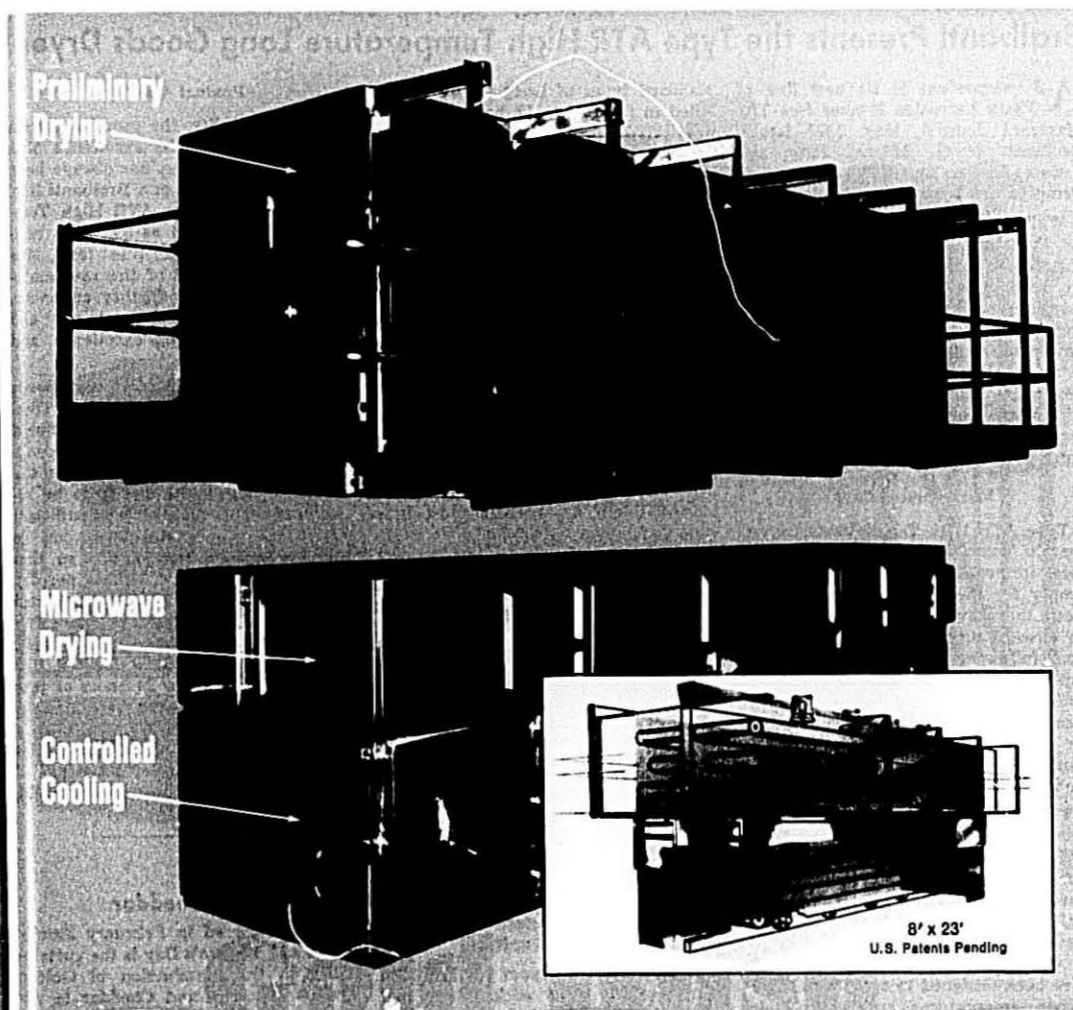
In some types of processing the time required for preliminary heating is reduced from ten hours to one hour and space needs are lowered correspondingly, states Microdry.



Three-stage microwave/conventional dryer. Preliminary stage at top, microwave section in center, controlled cooling in bottom. 8 x 23 feet of floor space, plus overhanging catwalk.



Two-stage microwave/conventional drying unit; microwave section at top, controlled cooling in bottom. 8 x 23 feet.



MICROWAVE / 1000-4000 LBS. PER HOUR

with lower operating costs...

Microwave drying and controlled cooling, with or without preliminary drying in the same unit, can do this for you:

- dries ten times faster
- takes one-fifth to one-tenth the space
- improves product quality
- reduces dryer maintenance to as little as one hour per week
- lowers capital investment
- lowers power costs in most areas
- generally can be installed without shutting down the lines

When standard preliminary drying immediately precedes microwave drying (as in complete unit shown above) it eliminates the need for equilibration periods and reduces time and space needs of preliminary drying as much as 60%.

Controlled cooling (third stage) determines product moisture content and appearance.

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Braibanti Presents the Type ATR High Temperature Long Goods Dryer

AS companions to its new line of Pasta Extrusion Presses (see The Macaroni Journal, May, 1973 issue), Braibanti & C., Milano, Italy, announces its new line of Type ATR High Temperature Dryers.

While Braibanti Dryers have already set the standards for the industry in ruggedness of construction, dependability, automation, and consistent and unsurpassed product quality, improvement and innovation are also factors which have made it possible for this company to manufacture and install 1,000 pasta production lines in the last ten years, with these lines then producing more than 65,000,000,000 pounds of superior pasta products.

Many Innovations

Type ATR High Temperature Dryers contain many innovations. However, these innovations have not been made simply for the sake of difference. Instead, they have been added to improve an already superior machine. In addition, following their long established rule of field testing their new machines under rigid production applications before introducing them to the industry, the prototype of the Type ATR High Temperature Dryer has now completed its in-operation testing in Italy.

Visually, the new Type ATR High Temperature Dryers are different from their predecessors. Removable, individual panels now form their walls and each of these panels is a completely sealed, fibre-glass reinforced moulded plastic unit that contains its own built-in insulating material. These panels have been designed to operate at much higher temperatures, and to facilitate easy cleaning of the interior of the dryer they can be swung away from the supporting frame or easily detached and moved away. This provides complete access to the interior of the unit, but to insure that the entire dryer enclosure is perfectly sealed for energy saving operation and product quality, specially designed pressure wedge strips, acting in conjunction with high temperature gasketing material lock the panels firmly to the frame.

Higher Degrees of Heat

To achieve the higher degree of heat required, the heating system of the Type ATR High Temperature Dryer has been redesigned and makes use of specially fabricated piping. Hot water, well above boiling point, is used as the heat source, and by using the hotter drying air which can thus be generated,

standard types of Long Goods can be dried in from 11 to 13 hours.

The problem of condensation is eliminated by means of special heating tubes which are located within the dryer's metal frame.

While the standard line of Braibanti Dryers have operated automatically for many years, some manual starting and stopping of the fans was required at the start and end of a run. To eliminate this area of possible human error, the so-called C.A.E. Electronic Control was developed and was offered as an optional accessory on the standard dryers. In operation, the C.A.E. Electronic Control sequentially starts the fans as the product reaches certain designated points within the line when the line is started. It also sequentially stops these same fans when the product passes certain points in the line when the run ends. Because of the tremendous decrease in the drying time, and the higher drying temperatures being used, the possibility of human error is substantially increased. Accordingly, the C.A.E. Electronic Control is a standard component of these new dryers.

Cooling Area

Since the product is brought to extremely high temperatures during the drying process, and since this excessive heat would be undesirable in the stored or packed product, the final section of the dryer is inclusive of a special power driven cooling area which properly cools the product before it is transferred to the storage unit.

The Type ATR Dryers are inclusive of a properly sized stick return and accumulator, so that it is never necessary to remove excess sticks from the line, store them and then manually feed them back when the line is in normal operation. In addition, the sticks themselves have been designed for use in this high temperature process, and to meet this requirement they are supplied with a special food grade plastic coating.

Plate Counts

Plate counts, which are of ever increasing importance to the pasta producer, were already well below the industry norm in those operations where standard Braibanti extrusion presses and dryers were being used. With the introduction of the new extrusion presses, these already low counts went even lower. Now, with the Type ATR High Temperature Dryers joining the new presses, plate counts are lowered even further.

Product Quality

Product quality, the most important factor in judging the excellence of a pasta production line, has always been the primary feature of a Braibanti line. Now, with the Type ATR High Temperature Dryer, and as based on both cooking and organoleptic tests, the basic characteristics of the raw materials used are even further enhanced, resulting in product that sets new and higher standards for excellence and quality.

As with all Braibanti Long Goods Lines, the new Type ATR High Temperature Long Goods Dryer is offered in several different variations, dependent on the operating program of the factory in which the line is to be installed. In those plants where sufficient space is available, the dryer can be supplied with a storage silo so that production can be on a 24 hour per day basis, while packing can be completed in a single 8 hour shift. In those factories where some space is available, but where this space is limited, the line can be set up for 24 hours of production and 16 hours of packing. Naturally, these lines are offered in a wide range of production capabilities and are tailored to meet the needs of all producers, from the smallest to the largest.

Golden Grain Macaroni & Cheddar

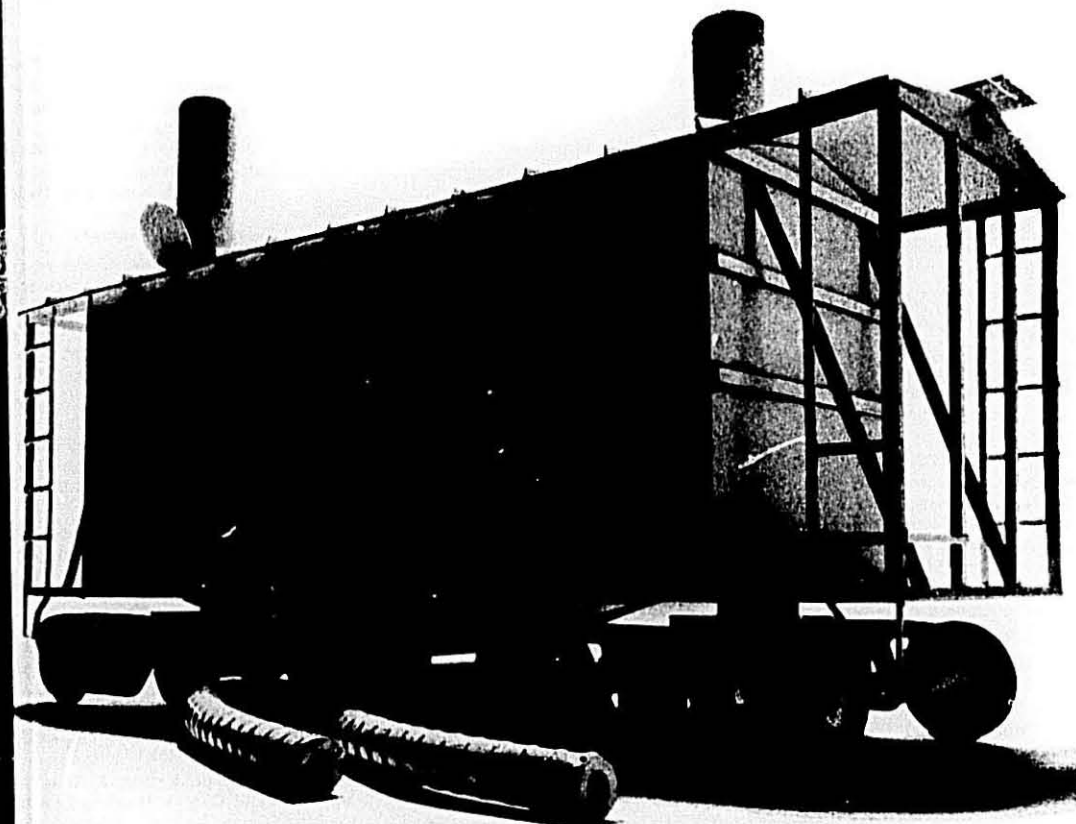
A full-color ad in February Family Circle and Woman's Day is the curtain-raiser in the introduction of Golden Grain's Macaroni and Cheddar to national markets.

Long a popular favorite in the West, where it has shown steady growth, this creamier macaroni and cheddar dinner will now take center stage in an all-out sales and advertising program across the country.

Appetite Appeal

Introductory ads emphasize the product's appetite appeal and feature an easy recipe for a Mac 'N Cheddar Burger. National network television will carry the Macaroni and Cheddar story each weekday on popular game shows like Let's Make a Deal, The Price Is Right, Baffle, Hollywood Squares, and other NBC, CBS and ABC programs.

Spot TV commercials and large-space newspaper ads are also scheduled in selected markets. Newspaper ads feature a mail-in coupon offering two free packages of the product.



Gold Rush

When you need pasta flour—you need it clean, clear golden and often in a hurry. And you need it convenient to unload. This is why ADM has an available supply of air-slide cars ready to rush to you when you need them.

Clean, pasta-perfect Durum Flour and Semolina; when and where you want it! That's ADM's 24-carat gold rush service.



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Phone (913) 381-7400

The Year of Pasta

by Elinor Ehrman and John Bohan, Theodore R. Sills, Inc.



Elinor Ehrman

GOOD MORNING! You have just seen a 10-minute telecast of the CBS Network show, *Captain Kangaroo*, which ran on Wednesday morning, January 16 between 8 and 9 a.m. over 200 stations nationwide. Producers estimate that one-half to one-third of the audience is composed of mothers. A one-minute commercial on that show costs \$1,500.

More For Your Money

This is indeed the Year of Pasta! What with the fuel problems of the energy crisis and the nation on the verge of recession, it's the value the consumer gets for her dollar that counts. She is looking for more for her money in every area; more nutrition for her money, more convenience for her money, more menu variety for her money. Macaroni provides the "more" and so we recommend as our theme for 1974: "More For Your Money With Macaroni."

We have started off this calendar year with more promotional possibilities than we have ever had in our years of working with macaroni products. In the past 6 months we have had 8 major features on pasta in consumer magazines, 5 of them cover stories. And definitely scheduled in upcoming magazines are outstanding features in the March issues of *American Girl* and *True Story*, and the May issue of *Redbook*. As yet unscheduled is a feature story authored by Jack Denton Scott entitled "The Great American Pasta Time" tailored specifically to the editorial requirements of *Reader's Digest*.

Major Magazines

Following are the major magazine features which have run since we last met in Hot Springs, Virginia.

The cover story in *American Home*, September issue, circulation 3,650,000. The three-page story with six recipes was highlighted with the cover photograph and a reference caption to the story entitled "Low Cost Pasta, Easy Convenience Cooking."

Born in the summer of 1973, *HomeLife* is distributed essentially in supermarkets as a local competition for *TV Guide*. Circulation is presently 1,000,000. The September 30 issue carried a cover photo followed by six full color pages carrying nine recipes. At that time coverage was confined to metropolitan New York, New Jersey and Connecticut and was sold for 5¢. The cover and inside story costs of ad: \$15,000. Inflation has since taken over and the price of each issue went up to 10¢ effective January 13. The magazine is also now available in Boston, Providence and Springfield. In March, the Los Angeles, San Francisco and Oakland markets will have the magazine.

Lady's Circle Magazine, a women's interest publication, publishes four cookbooks per year geared to *Natural Foods*. In the Fall issue our Sprout Noodle Salad photo was on the cover and another of our photos, Macaroni Bean Salad Platter, on a full inside page. The story ran eight pages and included six recipes. Circulation: 700,000.

Another specialty publication, *Budget Recipes*, is published quarterly and distributed nationally via newsstands. Circulation: 400,000. In their summer issue they showed a cover reference to "Double Your Dollars With Pasta." The story ran five pages and included five recipes.

Weight Control

In the October issue of *Weight Control*, another specialty publication sold on newsstands with a guaranteed circulation of 250,000, their cover reference of "Hearty, Low Calorie Macaroni Menus" consisted of 9 pages titled "Dieter's Macaroni Menus," 12 in all, and each menu totaling 800 calories to fit into a 1200 calorie per day diet.

Workbasket is basically a handcraft magazine and is distributed nationally to a circulation of 1,900,000 subscribers. Their October issue ran a five-page story entitled "Macaroni!" incorporating 10 recipes.

Southern Living is designed specifically for urban and suburban residents of the South Atlantic, East South Central and West South Central states, and

has a circulation of 1,000,000. Their January, 1974 issue has a three-page feature entitled "Capture the Italian Spirit with Pasta" including 6 recipes.

In the February, 1974 issue of *Lady's Circle* there is a five-page and nine-recipe story entitled "Low Cost Pasta Dishes."

Color Photo Features

Here is a quick review of our year's 9 color photograph-features which ran in major newspaper features the past six months.

Dallas News, August 12, One-Pot Macaroni Vegetable Salad. Headline: "Refreshing Summer Salad, Easy On The Budget, Too."

Phoenix Arizona Republic, September 12, One-Pot Tuna and Noodles. Also appeared in Los Angeles, Oklahoma City, Dallas, Toledo.

Ft. Worth Star Telegram, September 13, One-Pot Spaghetti and Corned Beef. Headline: "Perfect Combination, Convenience, Economy."

Atlanta Journal-Constitution, September 23, One-Pot Noodle and Frankfurter Skillet. Headline: "Pasta is Versatile."

Long Beach Independent, September 23, One-Pot Noodle Vegetable Soup. Headline: "Souper Bowl!"

Seattle Times, September 2, One-Pot Macaroni and Cheese. Headline: "Easy Cooking Great Eating." Feature also ran in Philadelphia News; Columbus, Georgia Ledger Enquirer; San Diego Union; Nashville Tennessean; Ft. Worth Star-Telegram.

Philadelphia Inquirer, One-Pot Curried Spaghetti, ran July 25.

Memphis Commercial Appeal, September 2. Headline: "One-Pot Pastas from the Freezer." Also ran in Columbus, Georgia Ledger-Enquirer; Chicago Sun-Times; Charlotte Observer; Oklahoma Orbit; Houston Chronicle; and Grand Detroit News, Sweet and Sour Noodles with Tuna, ran August 8. Headline: "5 O'clock Rush."

Chicago Sun-Times, a two-photo feature which ran in July 20th's issue with the headline of "One-Pot Pastas are Fast, Cheap and Great." And we had another nice break in the January 24th issue of the *Chicago Daily News* which quotes Bob Green on the supply-price picture of macaroni products in a round-up story on "Food Outlook for 1974."

And finally, three uses in *Grit*, with a million circulation each: One-Pot Macaroni and Cheese; One-Pot Spaghetti

(Continued on page 16)

IF YOU'RE A WEST COAST MACARONI MANUFACTURER . . .

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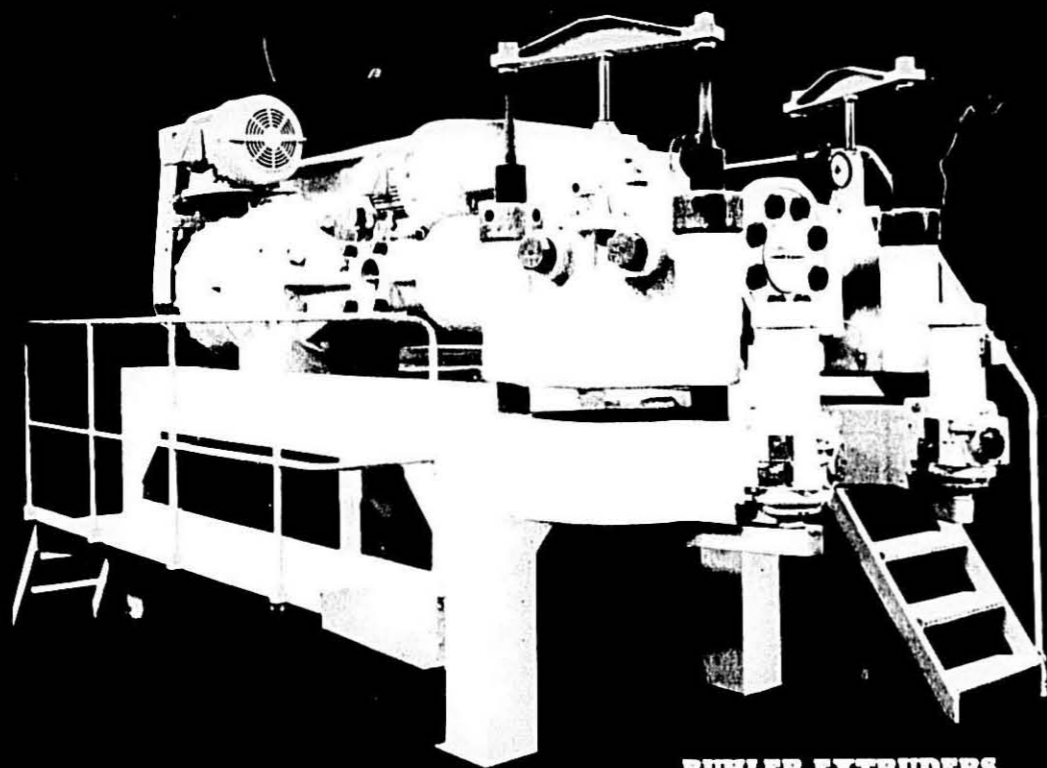
MORE FOR YOUR MONEY

Invest 1 3/4¢ per cwt. monthly in pasta product promotion, consumer education, and trade advertising to keep sales up.

NATIONAL MACARONI INSTITUTE

P. O. Box 336, Palatine, Illinois 60067

SANITARY.



BUHLER EXTRUDERS
are the most sanitary you can buy!

Model TPCE shown above is equipped with specially-designed twin head.

Completely Re-designed. The new design incorporates all the basic features which have made the original design the world's most popular. Plus many new improvements which put it far ahead of anything else you can buy in the American market.

Super Sanitary

- **Structural members** are completely welded and covered with a protective enamel finish.
- **Motors and drives** are in the open away from production area completely enclosed in housing.
- **Drive guards** are built at 2" clearance just far enough apart to allow adjustment.
- **One-piece mixing trough** is built with rounded corners for easy cleaning no place where dust can hide.
- **Unique trough design** utilizes a special design built into the mixer walls.
- **Outboard bearings** are completely enclosed in a protective shield and contamination-free design.

Finest Quality Product

- **Efficient vacuum** completely separates product.
- **All processing elements** are made from the finest quality steel and finished to strict standards.

Seven Models Available

Model	Lbs./hr. Capacity
TPAE Single Screw	600-1,400
TPAD Double Screw	1,400-2,000
TPBE Single Screw	1,000-2,000
TPBD Double Screw	2,000-4,000
TPCE Single Screw	2,000-4,000
TPCD Double Screw	4,000-8,000
TPCV Triple Screw	6,000-16,000

U. S.-Built Drives

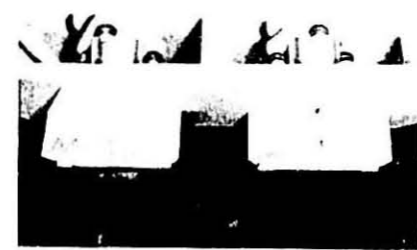
- **All motors, sprockets, chains and electrical controls** are standard components readily available throughout the U. S.

Get Full Details

of the new Buhler Extruders and other Macaroni Processing Equipment. Call or write: **BUHLER-MIAG, Inc.** 1000 Wayzata Blvd. Minneapolis, Minn. 55426. (612) 84-1411. Eastern Sales Office: 580 Sylvan Ave. Englewood Cliffs, New Jersey. Tel. (201) 981-0010. **BUHLER-MIAG, Company, LTD.** 1000 Main Street, 4750-480000.



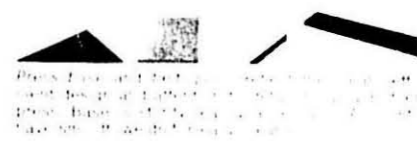
Mixing trough design completely separates product from Unique shape prevents product from sticking.



Bearings of mixer shafts are completely sealed to keep product clean. Bearings are made of stainless steel and bearings are made of stainless steel. Bearings are virtually impossible to clean.



Drive mechanism is completely enclosed in housing to prevent dust from entering.



Structural members are completely welded and covered with a protective enamel finish.

Complete Macaroni Plants by

BUHLER-MIAG

The Year of Pasta

(Continued from page 12)

and Corned Beef; One-Pot Noodles and Frankfurters.

Sunday Supplements

In the category of Sunday Supplements, we started off 1974 with a three-page feature in the New York Sunday News on January 13 entitled "Pasta Primer." This supplement boasts the largest household penetration in the New York metropolitan area with a 3,000,000 circulation.

The syndicated Sunday supplement, Parade, now runs in 105 papers with 18,000,000 circulation. The food page of their September 23rd edition ran with the headline: "Hearty Italian Dish." Copy reads: "when good nutrition and low prices are equally important to the shopper, lasagne might be a good dish to serve on a regular schedule. Our version is rich in protein, low in cost and high in flavor."

Syndicates

Outstanding in newspaper syndicate usage this past six month period were the three releases by NEA; including two one-pot recipes geared to camping menus. Each to a circulation of 25 million.

Five stories were released in this period by syndicated King Features, each to a circulation of 6 million. Headlines: "Holiday Hospitality Needn't Break the Budget"; "Dishes on the Double"; "Serve One, Freeze One"; "Casserole Cookery—Budgetwise Recipes"; "Early Autumn Entrees Could Be Economical"; "Using the Noodles for Stretch and Save Meals."

Other one-pot headlines appeared in major market stories, including Miami News, Minneapolis Star, Fresno Bee, Augusta Chronicle, Fort Wayne News Sentinel. Macaroni Week headlines ran in Bakersfield, Albany, Syracuse, in suburban and community papers as well as ethnic and labor press.

Trade Press

Trade press stories have gone out this past six-month period geared to National Macaroni Week and other promotions.

In the January, 1974 issue of Progressive Grocer the newest pasta ad is running to keep the trade aware of macaroni products as profitable related items salesmen.

Beginning with the release emanating from the Summer Meeting at Hot Springs, macaroni prices and durum wheat scarcities made headlines throughout the past six months.

Press Party

Once again in mid-September we celebrated our Seventh Annual Macaroni Family Reunion at Tiro a Segno, where we had an open forum report on industry news. The wheat shortage and high price threats were having their impact, and editors were eager for the latest developments.

In the electronic area, two television kits went out as requested by TV show personalities in all parts of the country. Our Summer TV Kit was geared to "Salads In a Pot" and went out to 100 TV demonstrators complete with salad bowl, serving dish and individual servers, along with four slides and recipe leaflets. The recipes featured were: "Noodle Garden Salad"; "One-Pot Macaroni-Tuna Salad"; "Macaroni-Curried Egg Salad"; and "Macaroni Picnic Salad."

In time for Macaroni Week, the third television kit was offered to TV show folks, and garnered 123 requests. This time we offered the decorative storage containers, with cork tops, slides and recipe sheets. TV viewers saw the following food suggestions: "One-Pot Macaroni and Tuna"; "One-Pot Noodle Vegetable Soup"; "One-Pot Spaghetti and Cheese"; and "One-Pot Noodles and Frankfurters."

Joint Promotion

As many of you know, we have been working very closely with the Best Foods Division of CPC International, Inc. for the past several months, in helping them develop a major promotion combining Hellmann's Mayonnaise with pasta products. Bob Green had invited Product Manager Bob Dixon to be at the Winter Meeting to give a presentation, but at the last minute he was unable to do so. He had already prepared his speech, and the following is Bob Dixon's presentation in an abbreviated version, given by John Bohan.

Hellmann's Mayonnaise

Hellmann's Mayonnaise is featuring pasta recipes this spring as part of their national advertising campaign. Hellmann's Mayonnaise is called Best Food Mayonnaise west of the Rockies. It's the same fine product regardless of name. This real mayonnaise is America's largest selling brand and accounts for over 40% of all mayonnaise sold in America.

Here are three key reasons why Best Foods decided to feature pasta as an advertised food subject:

• Pasta is an economical source of protein.

• Americans eat at least one form of pasta an average of one time per week.

• Real Mayonnaise provides a delicious base for tasty sauces and fillings for many Italian and other pasta dishes.

In preparing the full color two-page advertisement, the Best Foods test kitchens developed many new recipes which included pasta and mayonnaise. Note the headline: "To dress up pasta deliciously, start fresh with real mayonnaise."

Hellmann's and Best Foods provided the base for delicious shrimp tetrazzini, macaroni and franks dinner and stuffed shells.

Traditional manicotti is made easy thanks to Hellmann's and an old favorite lasagne is given a tasty twist in a delicious Lasagna Florentine.

The ad containing all the photos and recipes will be featured during March and April in major women's service books, namely, Good Housekeeping, Family Circle, Better Homes and Gardens and Sunset. Over 20 million circulation will support this ad.

A second prong to the promotion will be 500,000 bottle neckers. These are designed to disseminate more recipes at the point of purchase. Although v (Continued on page 20)

National Macaroni Institute — Box Score, 1973

Medium	Placements	Circulation
Consumer magazines—		
Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	129	415,895,281
Newspaper Syndicate and Wire Service	133	1,100,930,677
Daily and Weekly Newspaper releases	25	629,000,000
Sunday Supplements	11	124,278,800
Color pages	111	39,815,845
Negro press releases	8	921,228

Seven radio and television releases went to 3,686 stations.

Forty-four companies and organizations gave 77 uses of cooperative publicity and advertising.

Three trade releases went to 423 publications.

Four television program kits garnered 513 showings.

Three releases and a press kit were prepared for the New York Press luncheon.

Two mailings of nutritional releases and recipes went to supermarket consumer specialists of fifty chains.

A mailing went to 1,450 Extension Home Economists.

JACOBS-WINSTON LABORATORIES, INC.

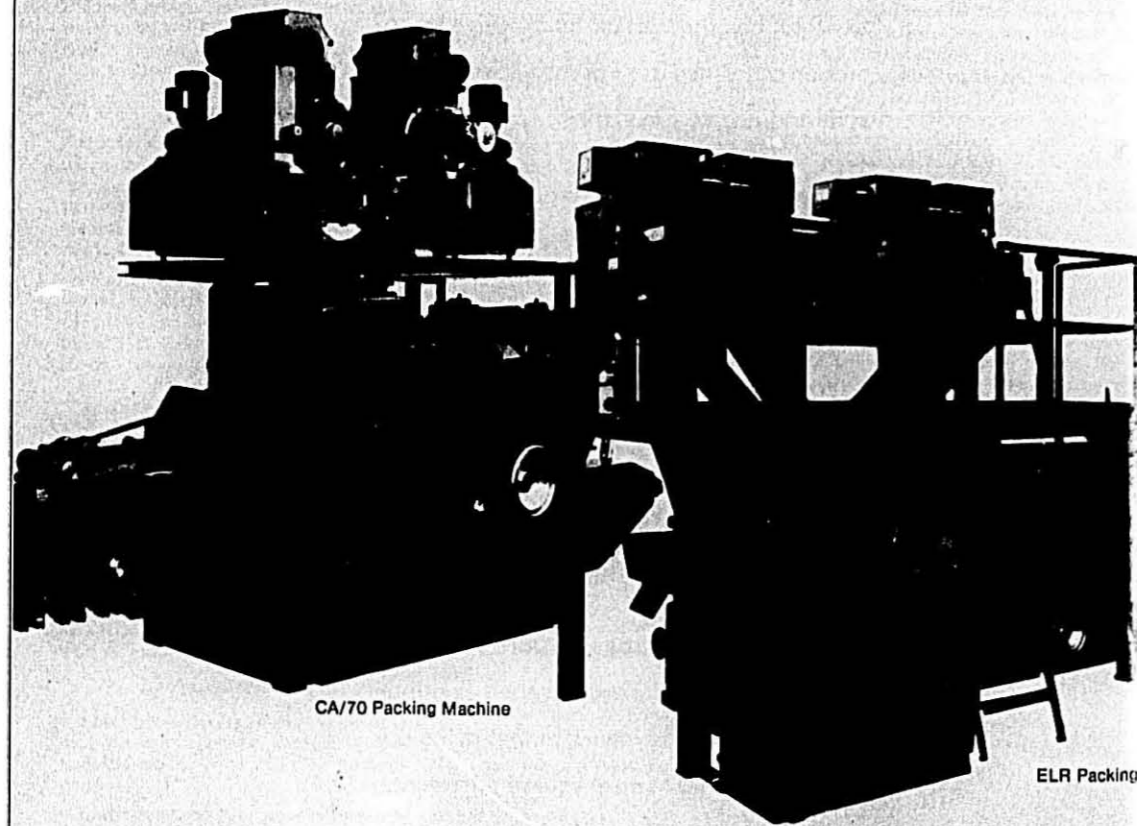
156 Chambers Street
New York, N.Y. 10007
Phone: 212-962-6536

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 54 years in operation concerned itself primarily with macaroni and noodle products.

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

We are happy to say that, after 54 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston



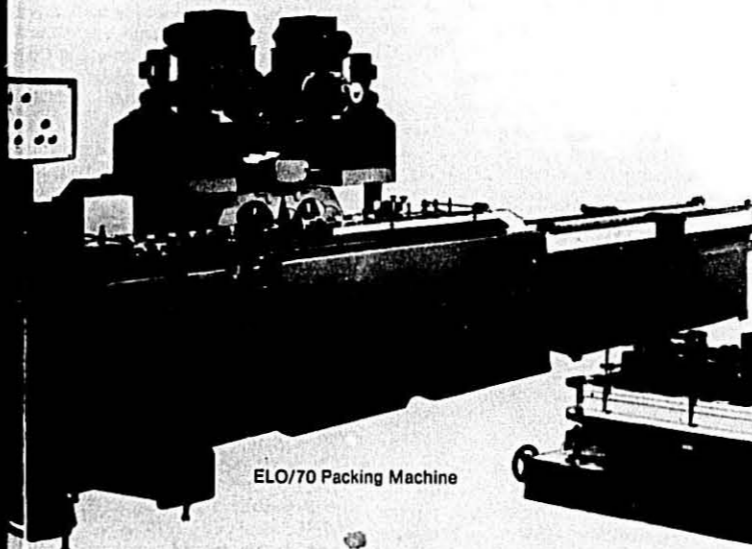
CA/70 Packing Machine

ELR Packing Machine

End of the line.

It's one thing to have the best pasta-producing machinery. And another to be able to package it quickly. Properly. And uniformly. In bags or boxes.

No matter what kind of pasta you're making — long goods, short goods, swallow nests or whatever — one of our Zamboni packaging machines is designed to meet your in-plant requirements. Quickly. Properly. And uniformly. In bags or boxes. That's the long and short of it.



ELO/70 Packing Machine



RVS Packing Machine

Write for complete details.

Braibanti
 DOTT. ING. M., G. BRAIBANTI & C. S. p. A.
 20122 Milano - Largo Toscanini 1



3200 FRUIT RIDGE AVENUE, N.W.
 GRAND RAPIDS, MICHIGAN 49504
 PHONE: (616) 453-5451

WERNER/LEHARA TELEX: 22-6428 CABLE: WERNERMACH
 World-wide sales agents for the Zamboni Works, Casalecchio di Reno (Bologna) Italy.

Hellmann's Mayonnaise

(Continued from page 16)

do not have the final design available, one is currently being prepared.

A third prong to the campaign will be publicity support which will include a full color photo and many pasta recipes in a full-page editorial feature prepared for food sections of major market newspapers throughout the Spring months.

And the final piece of advertising is what is sometimes referred to by Best Foods as their silent salesman. All of you have seen the recipes on the back of the quart and 48-ounce size jars. During March and April of 1974 the Noodles and Prosciutto recipe will be featured on over 3½ million jars.

And to hold it all together is the 500-man Best Food sales force who will be fulfilling their commitment to five promotion strategies:

1. Features and Displays in the stores.
2. Consumer Promotions.
3. Increase Distribution and Facings.
4. Assuring the neckers will be placed on the jars at point of sale.
5. Promoting sound trade relations with retailers.

The Best Foods promotion therefore offers the macaroni industry a valuable equation: Advertising + Promotion (necker) + Publicity + Sales Force labels = increased sales for both pasta and mayonnaise.

We believe this promotion will be successful. If so, Best Foods will again feature pasta during 1975, and will look for support of the National Macaroni Institute at that time.

San Giorgio Macaroni Introduces Frozen Line

San Giorgio Macaroni, Inc., enjoying a secure footing on the American grocer's dry macaroni shelf, now advances confidently into his freezer case with five new and authentically Italian Frozen Dishes. Long reputed for its unusually wide variety of premium quality dry pasta, San Giorgio anticipates favorable consumer response to the brand extension. "We believe," says Jerome Guerri, San Giorgio's Director of Sales & Marketing, "the housewife who buys our product does so because her family enjoys a good product which we make in the best quality tradition. Our frozen food line will be produced and marketed as an extension of our image for making a quality pasta product."



New! San Giorgio Frozen Italian Dishes.

Initial Introduction

The five Frozen Dishes, initially being introduced in the Delaware Valley, Central Pennsylvania and the Scranton/Wilkes Barre areas, are Fettucini Alfredo, Lasagne with Meat Sauce, Linguine in Clam Sauce, Stuffed Jumbo Shells with Sauce, and Shells in Meat Sauce. San Giorgio pasta, naturally, is a featured ingredient of each, along with the finest of cheeses, meats, seafood, eggs, tomatoes, herbs, and spices.

Coordinated Campaign

San Giorgio's marketing program for its frozen products includes a carefully coordinated campaign of multi-media advertising and promotion. Heading up the consumer-directed push is a TV commercial "first"—a chef spokesman for the Dishes who delivers his monologue in Italian, with English subtitles translating his instructions and praises. Adequate prime-time is reserved for the spots, assured to reach 92% of all TV households 10½ times over an 8-week period. Additionally, full-color ROP newspaper ads, full-color, full-page Sunday Roto section ads, and digest size ads in Ladies' Home Journal, Redbook, Family Circle, and Woman's Day will complement the broadcast schedule. Over 1.2 million packages of San Giorgio Dry Macaroni products will be put in distribution containing 25¢ store-redeemed coupons to cross-sell the Frozen Dishes. Retailers are being supplied with specially created point-of-sale materials. Dishes made with San Giorgio Dry Macaroni products have long been billed as, "The Italian Way To A Man's Heart," and the company views its new Frozen Dishes as a new way to the hearts of consumers as well as retailers, especially in view of the excellent retail potential of such frozen products.

San Giorgio Macaroni, Inc. is a subsidiary of Hershey Foods.

Dr. Johnson Joins Hershey

Dr. Ogden C. Johnson, director of the Office of Nutrition and Consumer Studies, Bureau of Foods, Food and Drug Administration (HEW), has accepted a position with Hershey Foods Corporation as Corporate Vice President of Scientific Affairs, effective March 1, Hershey Foods President Harold S. Mohler announced.

At Hershey, Dr. Johnson will direct research, quality assurance and laboratory activities for the Chocolate & Confectionery Division, in addition to coordinating similar functions for the corporation's subsidiaries.

"With the food industry demanding greater scientific capability, it is imperative that a person of Dr. Johnson's caliber and experience lead the way for Hershey," Mr. Mohler stated.

A native of Rockford, Ill., Dr. Johnson holds a Ph.D. in Food Technology in addition to bachelor's and master's degrees from the University of Illinois. Following employment by the A. S. Staley Company, he served as Associate Director, Council on Foods and Nutrition, of the American Medical Association.

Dr. Johnson was then with the nutrition program of the Health Services of the Department of Health, Education and Welfare until 1970, when he was named to his present position.

He is married to the former Lucille Bruner, and they have four children.

Macaroni Tips

• Cheese sauces for pasta take on a new twist made with half Cheddar and half Swiss cheeses—add some Tabasco or Worcestershire.

• Macaroni salads are fine fare with a dressing of half mayonnaise and half sour cream. (When preparing macaroni, cook some extra. Rinse and refrigerate—fine to have on hand for another meal with some leftover meat or poultry plus some vegetables and seasonings).

Cook in One Pot

TAKE four items from the pantry shelf—a package of egg noodles, tuna, chicken broth and pineapple chunks. Add some onion, garlic and green pepper strips as seasonings. Everything cooks in one pot. What could be more appropriate in the current age of convenience cooking? And what's more, you serve a dish as appealing to the eye as it is to the palate.

Another recipe which meets the same qualifications is a tasty combination of elbow macaroni, frankfurters and cheese. Chopped dill pickle and onion are flavor accents.

Economical macaroni products (which include spaghetti and egg noodles) are a great help to homemakers planning budget meals. They are a nutritious food, too. Approximately 80% of all macaroni products are enriched—an excellent source of protein when teamed with other protein foods—meat, fish, poultry, cheese and eggs. They contain the B vitamins—niacin, thiamine and riboflavin in addition to iron.

Sweet and Sour Noodles With Tuna

(Makes 6 servings)

- 3 small onions, sliced
- 1 clove garlic, minced
- 2 tablespoons butter or margarine
- 1 can (20 ounces) pineapple chunks, in unsweetened juice
- 2 cans (13½ ounces each) chicken broth, undiluted
- 2 teaspoons lemon juice
- ½ teaspoon pepper
- 3 ounces uncooked medium egg noodles (about 4 cups)
- 2 medium green peppers, cut in strips
- 2 cans (7 ounces each) tuna, well drained
- ½ cup cold water
- 2 teaspoons cornstarch
- Maraschino cherries
- Watercress sprigs

In large 4-quart pot, saute onions and garlic in butter until golden brown. Add pineapple juice (drained from pineapple), chicken broth, lemon juice and pepper; bring to a boil. Gradually add uncooked noodles so that liquid continues to boil. Reduce heat, cover and simmer for 5 minutes. Add pineapple and green pepper. Cover and simmer 5 minutes more.

Break tuna into chunks. Blend water and cornstarch. Stir tuna and cornstarch mixture into pot. Stir constantly and gently for about 2 minutes or until mixture is thickened. Garnish with maraschino cherries and watercress sprigs. Serve immediately.

Frankfurters and Macaroni With Cheese

(Makes 4 to 6 servings)

- ¾ cup chopped onion
- 2 tablespoons butter or margarine
- 3½ cups water
- ½ teaspoon salt
- ½ teaspoon pepper
- ½ teaspoon dry mustard
- 2 cups uncooked elbow macaroni (8 ounces)
- ½ cup chopped dill pickle
- 1 jar (8 ounces) pasteurized process cheese spread
- 8 frankfurters, cut into 2-inch pieces

In large pot, saute onion in butter until golden. Add water, salt and seasonings; bring to a boil. Add uncooked macaroni so that water continues to boil. Cover and simmer 15 minutes, or until macaroni is tender, stirring occasionally.

Add pickle and cheese spread; stir constantly over low heat until cheese is melted. Add frankfurters and cook about 4 minutes longer, until franks are heated through; stir frequently. Serve immediately.

Pot-A-Stew

Western Globe Products, Los Angeles, has brought back a 14¢-a-plate beef stew—but the "beef" is soybeans.

Bob William, President of the firm, claims this product is the world's best buy; one box, with almost all the necessary ingredients, will cost 69¢ and serve five people.

The dinner mix consists of macaroni, spices and dried nuggets of unflavored soy. The chunks of textured soy expand two to three times their original size and take on something akin to the taste and texture of beef with the help of the spice mix, water and a couple of tablespoons of oil.

Chemist Comments

Company chemist, Theodore P. Stavropoulos says, "There is an advantage in using soy with pasta." He explains: "Soy acts as a catalyst for the protein in the pasta to be used more efficiently by the body." But, he admits, that even though soy may be cheaper and more nutritious, the new product's fortunes must hinge on how it tastes. Until recently, soy has not been appetizing by itself and also the process required to give the protein a meatlike texture was costly. Now processors have developed cheaper methods to achieve the meat texture, and some have added beef, bacon and poultry flavorings.

Stavropoulos says the natural flavor of soy is neutral—"almost nutlike." He

prefers to add his own flavorings because those added by soy manufacturers are often too weak and subsequently overpowered by the spices he uses.

"But we urge the housewife to be creative—to be the queen of the dinner table," says President Bob William. "We say, get in there and enhance it if you wish—but you do not have to."

The Mature Working Woman

The Department of Labor reports that the return of the mature woman to the labor force has been a vital factor in the tremendous increase in the number of women workers in recent years. In the two decades after 1947, the number of women in the civilian labor force increased by 75%, while the number of men rose only 16%.

Implications

Consider the implications of these additional statistics:

- The latest national census showed that 40 out of every 100 wives were in the labor force, compared with 25 out of 100 in 1950.
- Among women with preschool children, 30 out of every 100 are working today, compared with only 12 in 1950.
- Fifty-three per cent of all working mothers have school-age children 6 to 17.
- By 1968, women age 25 to 44 comprised 38% of all women workers, and women 45 and over comprised 39%. Clearly, the widely held image of the working woman as a young single girl is without foundation.

Economic Survival

Perhaps the most significant statistic of all is that 56% of all married women work—25% of them have to for economic survival because their husbands earn less than \$7,000 a year. But what about the other 31%? Obviously, they have greater latitude, and so they enter the labor force for a variety of reasons. Wives who work increase their family's income. Double salary checks help pay for the children's higher education or purchase some of the other niceties of life.

Six out of ten women say they would go on working even if they received just as much money without working. Work gives them variety, independence and a chance to fulfill themselves. Evidently, the truly normal and good mental health conclusion is: both a woman's as well as a man's place is in the home only from time to time.

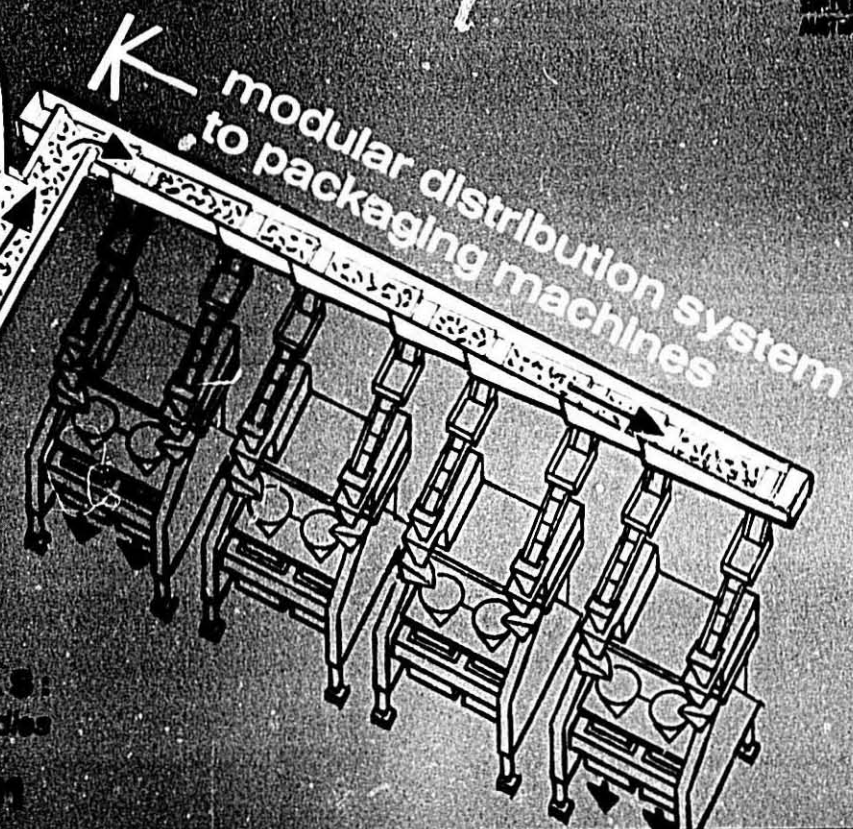
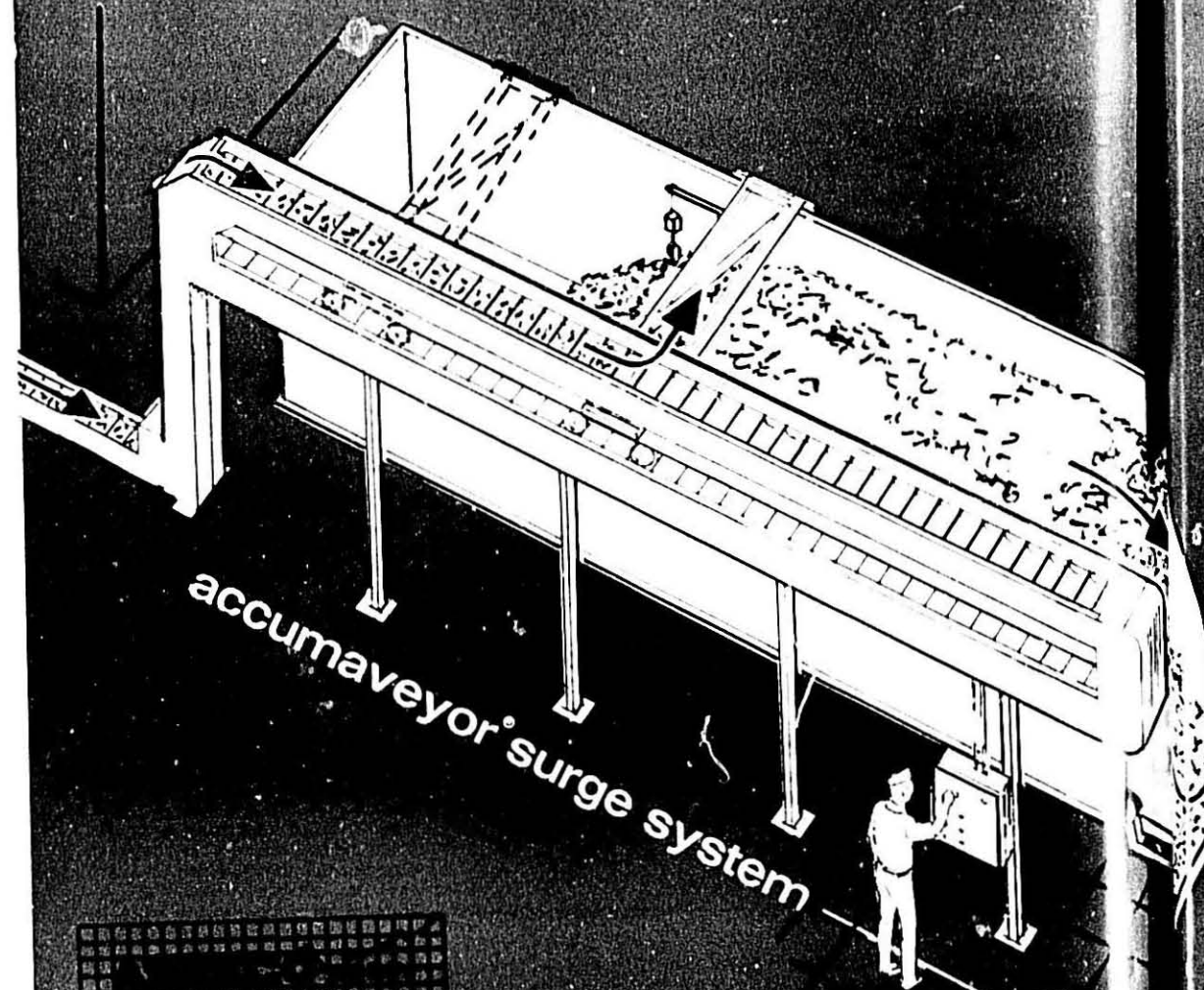
N.M.M.A. Packaging Seminar
April 22-23, 1974

setting a fast new pace TO HIGHER PROFITS---

"THE SEECO SYSTEM"

- 49%** REDUCTION IN PRODUCT BREAKAGE
- 30%** IMPROVEMENT IN WEIGHT TOLERANCE
- 20%** INCREASE IN PACKAGING SPEED
- 12%** REDUCTION OF PACKAGE LOSS

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Aseeco Corporation Keeps Pace With Industry Requirements

by Peter V. Kenford, General Sales Manager, Aseeco Corporation

TWENTY-FIVE years ago the totally automated plant, from raw materials infeed to packaged product output was a dream, a nebulous piece of blue sky.

Today the era of the completely automated plant is here; not approaching realization, but here.

We at Aseeco believe that we have contributed in part to bring this realization about. Aseeco's specialized experience in automated bulk materials handling has resulted in many innovative firsts which have received considerable acclaim over the years.

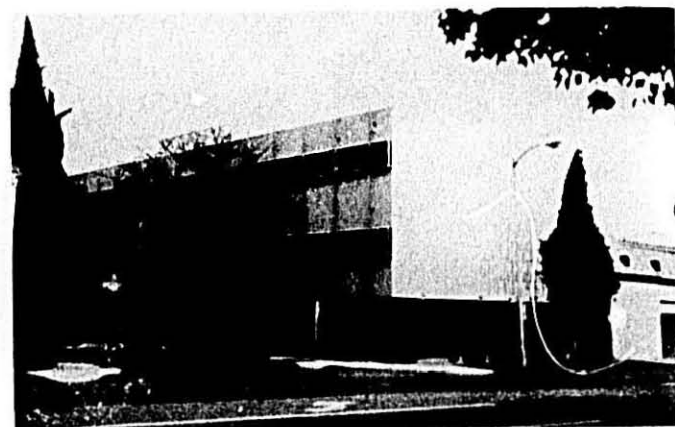
Our association with the macaroni industry goes back to the era of the introduction of the continuous press and continuous dryer which made obsolete hydraulic presses and the drying rooms. Processing could now produce veritable mountains of product in short order; immense quantities of product which had to be handled efficiently at low cost without degradation and in a sanitary manner.

Aseeco engineers realized this need and put their innovative talents to work on the development of bulk materials handling machinery specifically designed for cut goods and noodles for the prime purpose of automating macaroni plants.

Over the years Aseeco developed and pioneered many firsts:

—The Stor-A-Veyor and its subsequent current version, the Accumaveyor for the bulk storage of noodles and fragile specialty cut goods.

—The introduction of the Aseeco Selecto-Matic cut goods bin storage system which made the use of tote bins obsolete.



Aseeco's new Corporate Headquarters located at 8857 West Olympic Boulevard in Beverly Hills, California. This one location houses the Executive and Sales Offices plus a greatly expanded central engineering group.

—The development of the Aseeco Modular Distribution Systems both Vibratory and Belt Types for the automatic distribution of noodles or cut goods to multiple packaging machines on demand, from one infeed stream without the requirement of recirculation or the possibility of packaging machine starvation.

These proprietary innovations together with Aseeco overlapping bucket lifts, belt conveyors, vibratory conveyors and scalping screens have contributed to the automation of the macaroni industry to the degree where the modern macaroni production facility of today is currently one of the most advanced in automation of any food industry.

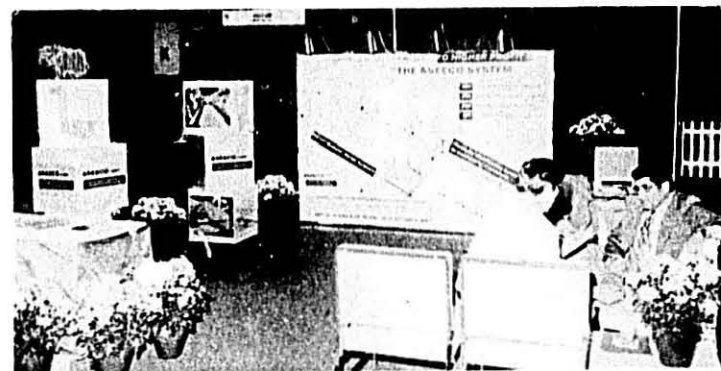
This creative innovation over the years has made Aseeco a prime supplier of equipment and engineered bulk food handling systems first to the macaroni industry and then to all facets of the food industry on an international scale.

Aseeco equipment and engineered systems are now being manufactured under license in four different parts of the world, England, Japan, Australia and Iran.

An international sales and application engineering organization evolved which serves the food industry not only in the United States but worldwide through offices located in United Kingdom, Canada, France, Sweden, Australia, New Zealand, Japan and Switzerland.

In September of 1973, Aseeco occupied their new headquarters located at 8857 West Olympic Boulevard in Beverly Hills, California. This modern building integrates at one location corporate headquarters of the Aseeco Corporation and its subsidiary organizations, Aseeco International, and Troil Division (International Control) together with a greatly expanded facility for our central engineering department. This new facility offers to the industry, Aseeco's specialized expertise which embodies the science, engineering and experience acquired over many years of designing, manufacturing and installing automated equipment.

(Continued on page 28)



Aseeco participation in Industrial Seminars and Trade Shows.

Want a better product and better production results?

Send us your food extrusion die for



RECONDITIONING



REPAIR



MODIFYING



REBUILDING



REDESIGNING



D. MALDARI & Sons, Inc.

557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215
Telephone: (212) 499-3555

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

Peavey doesn't quit working until dinner is served.

It takes more than
wheat to make King Midas
Semolina and Durum flour.

It takes art and science.

That's why our Technical Center
uses the newest laboratory equipment to
analyze every crop of durum wheat.

But our field representatives rely on a well-trained eye
and a pocket knife. Peavey's newest durum mill,
in Hastings, has automated virtually every
milling process to maintain quality and uniformity.

But our miniature macaroni press still needs
the knowing hand of a pasta maker.

We can precisely graph the color,
nutritional content, even
shape retention in finished pasta.

But bite and flavor are
personal evaluations again.

We're proud of our ability to mix
complex systems, human judgment,
and the finest wheat into

King Midas Semolina

and Durum flour. And we're never more
proud than when dinner is served.

Peavey Semolina and Durum flour.

Sales Offices:
Minneapolis, Minnesota (612) 370-7840;
White Plains, New York (914) 694-8773;
Chicago, Illinois (312) 631-2700

PV **PEAVEY COMPANY**
Flour Mills



Aseeco Keeps Pace

(Continued from page 24)

Aseeco's creed for over twenty-five years has been the belief that a product, no matter how well and economically made today, can be made better and more economically through automation.

As the macaroni production consumption per capita has grown, so has Aseeco, sharing with the macaroni industry through involvement and co-operation the production of a better product at a lesser cost.

Peavey Gains

Peavey Company has reported increases in both sales and earnings for the second quarter and the six months ended January 31.

For the second quarter, the Minneapolis-based diversified food and agribusiness firm earned \$4,701,666 or \$1.24 per share as compared with \$2,472,661, or 67 cents per share, for the comparable period the previous year. Sales totaled \$133,120,230, compared with \$92,347,122 in the corresponding quarter a year ago.

Net earnings for the six months were \$8,625,945, or \$2.33 per share compared with \$4,770,546, or \$1.30 per share, in the corresponding period a year earlier. Sales for the six months were \$257,772,247, compared with \$173,769,460 for the similar period a year ago.

There was an average of 3,745,002 shares of common stock outstanding during the quarter, contrasted to 3,601,215 a year ago and 3,740,211 shares for the six months period compared with 3,576,314 shares for the corresponding time a year ago.

President Fritz Corrigan said, "The six months operating statement is indeed gratifying because all segments of the company, except Consumer Food Products, have contributed to the earnings improvement. Consumer Food Products, the smallest segment from total sales standpoint, is still under pressure of inflated ingredient costs and accelerated start-up expenses of opening the new bakery and establishing new marketing territories in the Ohio area. Progress is being made on this front."

Mueller Adds Linguine

C. F. Mueller Co., Jersey City, is adding linguine to its line of pastas. The macaroni comes in a 1-lb. white box with red and blue letters, as on all Mueller products. The word "Linguine" is printed in deep green. Introductory support includes the company's overall brand advertising and a program geared to food editors.

All Wheat Is Not the Same

by Mark W. K. Heffelfinger, Peavey Co. Flour Mills, at the Crop Quality Council Conference

I cannot recall anytime in the last 25 years when there has been such a clamor in the marketplace, in government, by producers, millers, end product manufacturers, and even speculators, that "wheat is wheat," and seemingly, no one wants to be confused by minor details of difference in varieties. In fact, when reading or discussing the broader subject of world food and feed grain supplies, one is hard pressed to determine just how much interchangeability there is between the various grains.

But on the subject that "wheat is wheat," there would seem to be some feeling by the federal government—by virtue of the suspension of import quotas in January by Presidential proclamation in response to a Tariff Commission recommendation—that Canadian, Mexican, European or wheats from other countries will solve any and all supply problems if they arise. This premise, of course, does not take into consideration the need for specific quality characteristics of individual varieties—a factor on which we have all worked long and hard.

Cites Industry Quality Concerns

Ever since early last summer, numerous industry contingents have been descending on Washington requesting, urging, demanding and threatening to cause some type of management controls over our domestic wheat supplies in order to assure availability until new crop of each of the various classes of wheat. The threat of \$1 bread to the consumer was and is still being used. We have questioned why Italians were required to produce 100% durum macaroni products, while American consumers might have to be satisfied with pasta made from hard wheat or blended products.

The attitudes expressed from Washington have been singularly towards free markets and world trade. These policies have certainly proven beneficial to U.S. balance of payments and the health of the U.S. agricultural economy.

Stymied By Economic Controls

On the other hand, the domestic miller, processor and consumer may not have fared as well. We have been told by Washington to get into the market and compete with foreign buy-



Mark Heffelfinger

ers at a time when the U.S. dollar was devalued with respect to other currencies. In mid-June, we—millers, bakers, macaroni manufacturers—were frozen by Phase III; in mid-August, some relief came via Phase IV, Stage A; and finally, in mid-September, Stage B. As individual companies it becomes very difficult to compete with foreign governments under these conditions; and, furthermore, the financial impact of procuring a year's supply of wheat made it impossible.

Durum financing at \$360 million

Let's take just one extreme example in the case of durum. With the milling industry grind in the neighborhood 40 million bus annually, and at the height of the concern over availability of supplies, durum was selling at a bu, the industry would have had to commit and/or acquire some \$360 million of durum in a short period of time. Bank credit lines of the durum milling industry could not have accommodated this demand. Bankers would certainly have frowned on such large unhedged speculative risks, and there would be no government underwriting of losses.

This brief background of past events is presented only in the hope that it serves to point out that the domestic processors and end product manufacturers faced an insoluble dilemma in procuring adequate supplies to assure availability to the public. There seemed to be no logical, practical or economically feasible way to meet their primary objective—serving the American consumer.

(Continued on page 30)

Here is the
semolina
you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

Yes, the finest of the big durum crop is delivered to our affiliated elevators.

And only the finest durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality first" and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55165

TELEPHONE: (612) 646-9433



All Wheat is Not the Same

(Continued on page 36)

Survive, but 'bloody and scarred'

But, generally, we have all survived up to now—a little bloody and scarred, perhaps—but ready to return to a new set of challenges while still trying to resolve the adequacy of supplies until new crop wheats are available.

Favorable for domestic consumption

Much has been said, written and debated regarding the wheat shortage. I certainly do not intend to support or challenge any of the more recently published supply projections. Since disappearance of old and availability of new wheats do not occur at a precise moment of time—i.e., 11:59 p.m. of June 30—even the figures used for starters of carry out and carry in are subject to debate. At least they should be consistent, based on historical statistics. Domestic consumption as a figure in the calculations is also subject to vacillation. Favorable conditions have certainly existed in the past 12 months for increased consumption of wheat products. Potatoes, meat, rice—all are high priced. Wheat foods have not suffered by cost comparison to other foods, especially when nutritional contribution is considered.

Points to substitution by class

Projections of historical consumption figures may be inadequate to meet actual needs for the balance of this crop year. Some substitution of wheat classes has occurred—specifically where hard wheats have replaced soft wheat and durum to some unknown proportions—and substantial quantities of spring have been used in producing traditional hard winter wheat flour. We definitely expect to see temporary shortages of some types of wheats in certain geographical areas before new crop wheat is on the market. No one can predict today, with any degree of assurance or reliability, what the cumulative and net effects of all of our shortages will be on short term and long term availabilities.

I would expect that on June 30th of this year, there will be somewhere in the U.S., 100 to 200 million bushels

(Continued on page 36)

Amber Mill Tells Durum Story

Amber Mill of Rush City, Minn., is bridging a "communications gap."

Using slides, Amber is showing farmers who grow durum wheat what happens to their grain in the milling and manufacturing processes.



Lloyd Walls, left, is superintendent of Amber Mill at Rush City, Minnesota, and Mike Diers, right, as assistant superintendent.

Indirectly, Amber Mill is owned by these farmers. It is a division of the Grain Terminal Association of St. Paul, a regional grain marketing and processing cooperative.

"GTA," as it is known in the trade and by farmers, markets more durum wheat than any other grain firm.

The durum wheat is grown in suitable areas of North Dakota, South Dakota, Montana and Minnesota. Most of it is marketed by the farmers at their local cooperative elevators.

But few of the farmers have seen what happens to their durum wheat as it continues on to final markets through GTA and Amber Mill.

This is where Amber's new 14-minute slide show comes in. Prepared by the GTA public relations department, it helps to bridge a "communications gap" between the farmer and one of his cooperative businesses—Amber Mill.

Amber processes durum wheat into semolina and durum flours, which it sells nationwide to manufacturers of macaroni, spaghetti and noodles.

Colored slides show durum wheat arriving at Amber in boxcars and hoppers, and being unloaded in the completely enclosed and paved area designed for protection of both incoming grain and outgoing durum products.

The camera then follows the grain as it is cleaned, stored and prepared for milling.

At the same time a voice recording explains each step, its purpose and its contribution to a better final product.

Again the camera follows the grain as it goes through the six-break series of

rollers, and the purifying machines that separate and classify the milled kernels into final products.

In the Amber Mill laboratory, the constant check kept on quality is shown pictorially and explained by voice.

Then the camera shows how semolina and durum flours are loaded into special airtight hopper cars under sealed and protected conditions.

To show farm audiences how the final products are used, the GTA camera visits a plant manufacturing spaghetti and macaroni.

During 1974, the Amber Mill slide presentation will be shown at hundreds of local cooperative elevator and farm meetings throughout the two Dakotas, Montana and Minnesota.

Requests for showings are expected from schools, civic clubs, Vo-ag classes and other groups with farm and agri-business interests.

GTA field personnel in the four states carry with them a slide projector, screen, an auxiliary speaker and cassette tape player.

This equipment can be set up in few minutes and the Amber Mill slide show put on the screen. The cassette carrying the voice automatically advances the slides.

Many thousands of farmers who grow specialized durum wheat will see, for the first time, their grain processed into semolina and flours at their Amber Mill.

They also will see, in this slide show, how the modern plants that buy from Amber Mill manufacture macaroni and spaghetti for final consumers.

The

MACARONI JOURNAL

Fifty-five years of doing business at the same old stand.

The changes have been many, and the progress great.

The Macaroni Journal is the only publication for this specialized field printed in the English language.

It is one of the few publications strictly concerned with the manufacture and distribution of pasta products. Most other publications that deal with macaroni, regardless of what language they are printed in, are primarily interested in cereal, wheat, or milling and related products. The Macaroni Journal aims at the specific target of the making and selling of macaroni products.

Consider a subscription for your valued customer, colleague or employee. It's a bargain at \$8 for twelve monthly issues; add \$2 for foreign postage.

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Please enter one year subscription: \$8.00 Domestic \$10.00

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The Cloudsley Company: Innovation Equals Success

THE Cloudsley Company is a Cincinnati-based film converter entering its 27th year of business, serving the packaging needs of hundreds of companies.

The firm's history is one of repeated innovations — breakthroughs such as face and reverse printing, which set it aside as a leader in the 1950's and 60's.

Since then, Cloudsley has continued to provide leadership in the industry, not only in terms of keeping a fully staffed research and development facility, but also in reaffirming its commitment to the field with repeated and substantial capital investments.

Cloudsley currently has a 73,000 foot plant which employs more than 150 people on a three-shift basis.

In addition to serving the macaroni industry, Cloudsley lists most of the leading companies in the snack, cookie and cheese industry among its clients.

Innovator From Inception

Cloudsley's reputation as an innovator actually started with the company . . . which is a main reason for its growth rate of 18 per cent per year since 1947.

In the 50's, face and reverse printing, as mentioned, started a trend that is standard practice today. (It was highly successful for tray overwraps, especially since it provided an answer to FDA regulations concerning inks and foods.)

In 1962, Cloudsley pioneered thermal lamination, which changed the entire flexible packaging market by providing better graphics and eye appeal, as well as longer shelf life.

The middle 1960's also saw Cloudsley lead the "polypropylene revolution" by immediately starting a program of laminating a machinable combination of cellophane and poly. The firm abandoned the "French" or "Fin" seal application and introduced strip-coating on the back seam—and once again had the distinction of another first.

Innovation is not, however, a form of luck for the firm. It is policy, according to president Martin Bennett.

These developments gave the firm the kind of reputation which made expansion a necessity.

Cloudsley expanded its base from Cincinnati into the east and south, and promptly doubled its sales. The firm today has offices in Baltimore (serving the macaroni industry), Chicago, Dallas and Malvern, Pennsylvania.

In 1973, sales were in excess of \$10,000,000. With virtually new presses and an expandable plant, the firm is well prepared for the growth sure to come.

Customer-Oriented

Cloudsley's growth has also been the result of a decidedly "customer-oriented" attitude. Salesmen, of course, call on their clients on a routine basis, certifying that everything is in order, and that the customer is happy.

But Cloudsley also offers a unique second sales staff, to assist customers when the regular salesman is not available. Called the "Inside Sales Staff," it is an entire department, maintained to "place, trace or erase" a sale or specific order.

The firm also offers its R&D facilities to customers, as well as a Technical Service Department. If a client has a problem in his own plant, a Cloudsley technical representative will be dispatched with dispatch to help clear up the trouble.

The Commercial Art Department gives Cloudsley customers ever more flexibility, offering packaging design and finished art for packaging.

The Product: Second To None

The most important thing Cloudsley offers, however, is its product. Second to none in the market, Cloudsley products have been so highly accepted, and the percentage of success so great, that the firm has a record of customer longevity that surely must be the envy of the industry. And at a competitive price.

The reason for this product excellence, outside of the finest equipment and most highly skilled work force in the industry, boils down to the attitude of Cloudsley management: "The continuing goal of the company is to progress, to modernize, to innovate, and give our customers the best quality and the best service, at the most competitive price," according to Howard Maue, executive vice president.

With this attitude, it's a pretty good bet that the Cloudsley Company will be around to serve the macaroni industry for many years to come.

Packaging Seminar

The National Macaroni Manufacturers Association is holding a Packaging Seminar at the St. Moritz Hotel, 50 Central Park South, New York City,



St. Moritz Hotel, New York City

on April 22-23, in conjunction with the Packaging Show. The hotel is only a short distance from the Coliseum.

The 43rd National Packaging Exposition sponsored by the American Management Association and the Society of Packaging and Handling Engineers will have the theme "Packaging in a Shortage Crisis."

This year's Exposition is called the "Answer Show," reflecting its emphasis on providing new approaches to packaging in a shortage crisis. Exhibitors are being mobilized to act as Answer Men on questions of dealing with shortages of their products and services.

NMMA Sessions

Monday's session begins with an update on Universal Product Code by Col. Leo I. Beinhorn, Distribution Codes, Inc., Washington, D.C.

Dr. Virgil O. Wodika, Director, Bureau of Foods, FDA, will comment on nutritional labeling.

Walter H. Dolbier, Jr., of the Packaging Institute, U.S.A. will discuss packaging materials: shortages and alternatives.

A panel of suppliers to the macaroni industry will handle questions and conduct discussions in areas of special interest.

On Tuesday, presentations will be given by representatives of packaging equipment on methods and machines. Discussions, questions and answers will be the format.

On Tuesday evening, April 23, a dinner party is being planned at the Rifle Club to honor Charles C. Rossotti, dean of macaroni packaging suppliers.

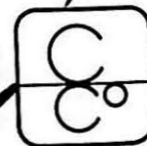
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BUYERS' GUIDE

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

DURUM PRODUCTS

A D M MILLING CO., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Golden-glo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad page 11.

AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55165. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad page 29.

CONAGRA, Kiewit Plaza, Omaha, Neb. 68131. ConAgra, one of the country's largest basic food processors, is now milling durum granular and durum flours. For information for your macaroni, spaghetti and noodle flour ingredient needs, contact Don Gilbert, Sales Manager, ConAgra Durum Products. 402-346-8004.

GENERAL FOODS, Igleheart Mill Operation, P.O. Box 1128, Pendleton, Ore. 97801. Milled products. Mr. Dan H. Breland.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granular; Sperry Macaroni Flour; Durella Semolina No. 1; Exalto and Santa Durum Clear.

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, 1200 Investors Building, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. Duregg (TM). General offices in Minneapolis; sales offices in New York and Chicago. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: Grand Forks (701) 772-4841; District Office in Stillwater, Minnesota: Ray Wentz (612) 439-5682; in Haworth, New Jersey: John Tobia (201) 384-3862; in Louisville, Kentucky: Lewis Jones (502) 634-4213; in Gables, Florida: Harry Bailey (305) 446-7919. See page 39.

PEAVEY COMPANY FLOUR MILLS, Peavey Building, 730 - 2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Patent Flour, Durambo Durum Flour, Durum-Soya Blend Flour. General Sales Office: Minneapolis. Robert H. Cromwell, Vice President, Durum Sales (612) 370-7840. District office in New York: Gerald P. Marron (914) 694-8773. District office in Chicago: William H. Grady (312) 631-2700. See page 26-27.

SEABOARD ALLIED MILLING CORP., P.O. Box 19148, Kansas City, Mo. 64141. Milled products. Mr. R. G. Myers.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

V. JAS. BENINCASA COMPANY, 7 Main Street, P.O. Box 270, Zanesville, Ohio 43701. Packers of fresh, frozen and dried egg products. High color yolks available. Plants in Bartow, Florida; and Farina, Illinois.

CUTLER EGG PRODUCTS, INC. 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Phone 215-229-5400. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Ala. 36310.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. For information, contact: John T. Henningsen, Roy N. Nevans, Vito J. D'Agostino. See ad on page 47.

JULIUS GOLDMAN'S EGG CITY, 8643 Shekell Road, Moorpark, California 93021. See ad on page 43.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64106. (816) 412-1970. A Division of Stratford of Texas, Houston. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, and Egg White Solids. Dark color available. Main office in Kansas City. Facilities located in Missouri, Kansas and Texas.

NATIONAL EGG PRODUCTS CORPORATION, P.O. Box 338, Social Circle, Georgia 30279. Phone: (404) 464-3345.

WILLIAM H. OLDACH, INC., P.O. Box 337, Flourtown, Pennsylvania 19031. Packers and distributors of frozen and dried egg products.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: 402-278-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified).

MANUFACTURING EQUIPMENT

ASECO CORPORATION, 8857 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseco overlapping bucket lifts (elevators), belt conveyors-sanitary, accumulators, vibratory conveyors and scaling screens, modular distribution systems—vibratory and belt, selective bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad pages 22-23.

DOTT, INGG, M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, Milan, Italy. U.S.A. and Canada representative: Werner/Lehara, Inc., 60 East 42nd Street, New York, N.Y. 10017, and 3200 Fruit Ridge Avenue, Grand Rapids, Michigan 49504. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consulting service for factory layouts and engineering. See ad pages 18-19.

ZAMBONI, Via Isonzo Casalecchio, Bologna, Italy. U.S.A. and Canadian representative, Werner Lehara, Inc., 60 East 42nd Street, New York, New York 10017, and 3200 Fruit Ridge Avenue, Grand Rapids, Michigan 49504. Manufacturers of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

BUHLER-MIAG, INC., 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories. Consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short goods, noodles, long goods and twisted goods, automatic accumulators for short, long goods and noodles, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag Canada Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. Phone (416) 445-6910. See ads pages 11-12.

DEFRANCISI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 6-7.

HOSKINS COMPANY, P. O. Box F, Libertyville, Illinois 60048. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of macaroni machines; Semco, manufacturers of bulk flour handling systems; Aseco, manufacturers of food conveying and storage equipment. American Sanitation Institute, a division of the Hugel Co., sanitation consultants.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multi-stage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. See ad on page 9.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Manufacturer of Extrusion Dies only. See ad page 25.

GUIDO TANZI, INC., 6917 Milwaukee Avenue, Niles, Illinois 60648. Phone: (312) 647-9630. Manufacturers of all types of dies. Specialists in teflon dies. See ad page 37.

PACKAGING EQUIPMENT

AMACO, INC., 2001 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of weighing, bag-making, filling and cartoning equipment for all branches of the macaroni trade.

CLYBOURN MACHINE DIVISION, Cherry-Burrell Corp. 7515 North Linder Avenue, Skokie, Ill. 60076. Phone (312) 677-7800. Vertical cartoning equipment with volumetric or net weight filling. Horizontal cartoners for long macaroni products. See ad page 41.

TRIANGLE PACKAGE MACHINERY CO., 6655 W. Diversey Avenue, Chicago, Illinois 60635. Vertical Form, Fill, Seal Bag Machines with Auger Fillers for seasoning or sauce mixes. Vertical Form, Fill, Seal Bag Machines with Volumetric Fillers for Short Cuts. Vertical Form, Fill, Seal Bag Machines with Flexitron Net Weighers for Short Cuts and Noodles. Gaubert Weighers and Wrappers for Long Cuts. Sales Offices: 361 Franklin Avenue, Nutley, New Jersey (201) 661-0829. 4500 Campus Drive, Newport Beach, California (714) 546-0795. 202 Calcita Drive, Santa Cruz, California (408) 426-5161. 6915 Atwill Street, Houston, Texas (713) 665-8138. 6655 West Diversey Avenue, Chicago, Illinois (312) 889-0200. See ad page 45.

PACKAGING SUPPLIES

CLOUDSLEY COMPANY, 470 W. Northland Road, Cincinnati, Ohio 45240. Flexible packaging converters. Call 825-4800, Area 513. Mr. Howard J. Maue.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond International Corporation, 733 Third Avenue, New York, N. Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials: point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in 28 principal cities offer nationwide package design service and marketing consultation. Nine manufacturing plants are strategically located coast to coast. See ad inside Back Cover.

FAUST PACKAGING CORPORATION, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods. Recently moved from Brooklyn . . . now located in a new, modern one-story building, centrally located in Suffolk County, Long Island, off exit

57 of the Long Island Expressway, and ten minutes away from McArthur Airport. All those coming to New York are cordially invited to visit us.

FIBREBOARD CORPORATION, 55 Francisco Street, San Francisco, California 94133. Eastern Sales Office: 560 Sylvan Avenue, Englewood Cliffs, New Jersey 07632. Rossotti Sales group of Fibreboard Corporation specializes in the manufacture of folding cartons for the macaroni and frozen food industry. Manufacturing Capabilities: Large, modern plants located on both East and West Coasts. They offer extensive lithographic capabilities including combination form runs. Die-cutting, windowing machines and special finishes back up major printing equipment. Fibreboard's position as largest west coast paperboard producer assures adequate supply of board to all plants. Special Finishes: Gloss coating, waxing, embossing, metallic leaf stamping, pre-applied adhesives. Mechanical Packaging Systems: In-depth engineering analysis to help assure you of the most efficient packaging system in your plant. This is followed up by continuing service by our engineers. Packaging Design: Professional designers experienced in the pasta and related industries are available for your packaging needs.

PARAMOUNT PACKAGING CORP., Oak Avenue, Chalfont, Pa. 18914 (215) 822-2911. Converters of flexible packaging.

PACIFIC INLAND CONTAINER CORP., P.O. Box 565, Newark, California 94560. Corrugated containers. Mr. Ernest Guphill.

SERVICES

BROWN PHARMACEUTICAL CO., INC., 2500 West Sixth Street, Los Angeles, Calif. 90057, manufacturers of Helogen Di-atomic Iodine Stabilizer. See ad page 49.

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, N.Y. 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide, bacteriological and nutritional analysis. See ad page 17.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065 and 1938 Wolf Road, Des Plaines, Illinois 60018. Manufacturers of Lawry's Spaghetti Sauce Mix, Goulash Seasoning Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seafood Cocktail Sauce Mix, Taco Seasoning Mix, Enchilada Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy-sauce mixes, and dip mixes.

FORTIFICATION

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

VITAMINS, INC., 401 North Michigan Avenue, Chicago, Illinois 60611. Phone: 312-527-9400. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield, N.J. 07061, (201)754-8031; Midwest, Jack W. Rogers, Chicago, Illinois 60611 (312) 527-9400; West, Fala Sales Company, Inc., P.O. Box 7332, Long Beach, California 90807, (213) 639-3500; and Fala Sales Company, Inc., North, 950 Tasman Drive, #554, Sunnyvale, California 94086, (408) 734-2422.

(Continued from page 30)

of wheat, not including new crop harvest in the Southwest, I suspect it may be closer to the former figure, but much depends on availability of transportation—rate of exports—energy crisis—deferments of existing export commitments—and all of the other factors being touted, including weather.

Inverse in futures poses challenge

Total new crop wheat estimates seem to be in the 2-2.1 billion bushel range. This is encouraging to the supply problem, and is reflected by inverse carry to new crop wheat futures of 40-70 cents currently, and in the case of

durum closer to \$2. How old and new crop values come together presents real challenge to those who are expected to carry inventories to assure adequate supply of wheat products to the consumer in our competitive marketing system.

Acreage intentions could change

As we look at new crop spring wheat and durum prospects, a number of interesting factors can affect current planting intentions significantly:

- Availability of fertilizer is supposedly down over 40%. Will the producer use what he has on less acres to be seeded to maximize yields and reduce harvesting costs and fuel consumption?

- Will price relationships at planting time be more favorable for malting barley, sugar beets, potatoes, sunflowers, and feed grains, and reduce some of the intended diversion to increased wheat acreage?

- How will moisture and weather conditions influence the farmer when the time for decision comes, and what about the availability and cost of seed?

- What will the world picture be for wheat and pricing policies of other countries—particularly Canada—and will the present suspension of import quotas be extended beyond June 30th?

Must separate whimsy from fact

Well, we all have many imponderables to consider. We mustn't make major commitments on whimsical rumors or reports, yet we must react positively and quickly to important information from reliable sources. To do this we must formulate plans with "best alternatives" if adverse information develops. Managing any activity in the agri-business will require courage, conviction, flexibility and faith in the months to come. We will continue to live with volatile market, see our plans confounded by shortages, boycotts, strikes, floods, poor service, long delays in procuring equipment and supplies, government control, rationing of some sorts, and our own frustrations.

Have we, as Americans, become spoiled by our high standard of living and taken for granted that all of the conveniences and comforts could continue forever? Perhaps we have, and we may never again see things return to the way they were. Perhaps we will be more grateful for a little less for ourselves and work harder to provide a little more for others.

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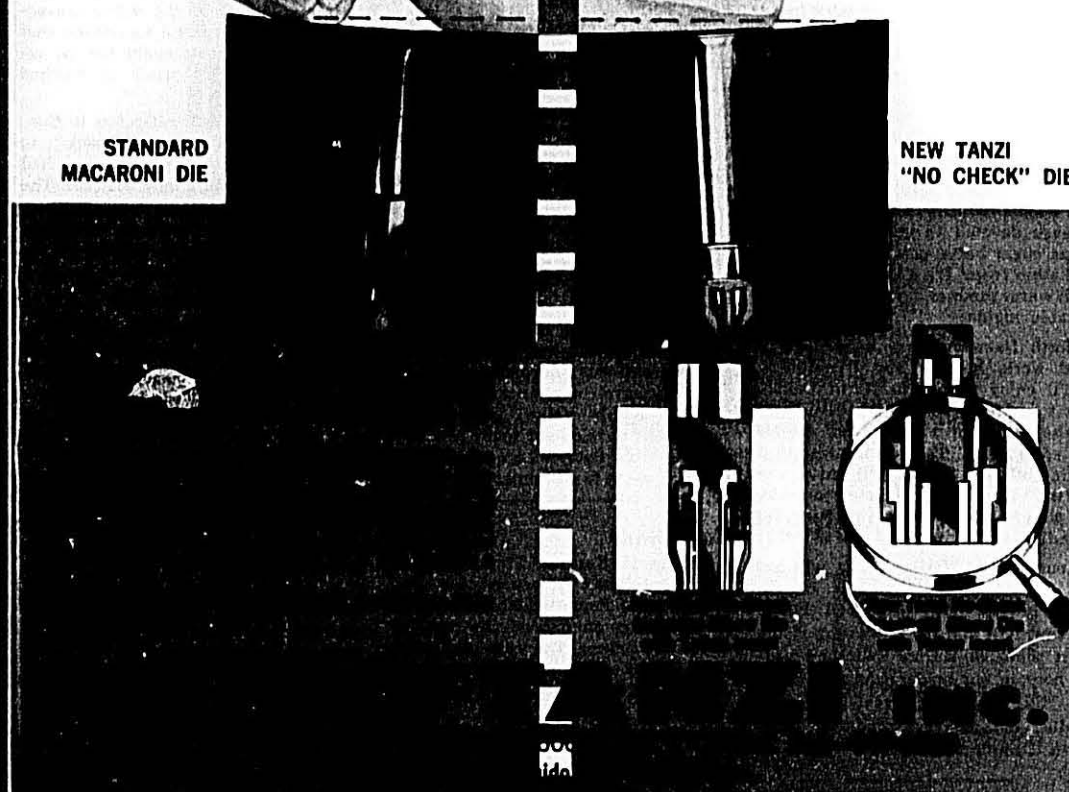


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MACARONI DIE

NEW TANZI
"NO CHECK" DIE



Centennial Celebration

The home of the most modern durum mill in the nation, North Dakota Mill, is located in Grand Forks, North Dakota. This year Grand Forks is having their Centennial Celebration, with Centennial Week from June 23 to June 29. The theme of the Centennial is "They Came To Stay." It is particularly applicable to the North Dakota Mill, as the Mill had an important impact on the economy of the area during the past century.

The history of the North Dakota Mill is interwoven with the history of Grand Forks. Grand Forks is located at the "forks" of the Red Lake River and the Red River of the north. It's just ninety miles south of Canada on fertile rolling plains.

In July of 1971 a raging fire destroyed a large portion of the North Dakota Mill, with damage in the millions of dollars. It took eighteen months to rebuild the Mill, with January 31, 1972 becoming a significant milestone in Mill history as it reopened as one of the most modern grain processing facilities in the nation.

Actually Two Mills

A multi-faceted operation, the North Dakota Mill is actually two mills, operating simultaneously side by side. One is for the milling of hard spring wheat for baking flour or for the milling of durum flour; the other grinds durum wheat into semolina, which is used for the making of macaroni products.

North Dakota produces about 85% of the durum wheat used in the macaroni and noodle industry, and has extensive acreage devoted to other small grain crops, sugar beets, potatoes, sunflowers and other crops. It's a land of sunshine, with warm summer days and cool, comfortable nights.

North Dakotans have a heritage of hard work, honesty and friendliness. You'll enjoy a visit to North Dakota this summer, where people live close to the sky. The sunrises and sunsets are spectacular. The air is clean and fresh, pollution free. You'll enjoy seeing the vast acreages devoted to grain, the wide open spaces, and meeting the friendly people.

Your visit to North Dakota will not be complete without a tour of the North Dakota Mill at Grand Forks. We can show you the processing of the finest semolina, durum flour and baking flour in our modernized mill. Visit the "birthplace" of great macaroni, noodle and bakery products. Visit North Dakota this year!



Left to right: Walls, Eighmy, Wendt, Zumwalt, Walker, Hale, Babue.

Gooch Opens Quality Control Lab

A new quality control laboratory for the Gooch subsidiaries of Archer Daniels Midland Co., Decatur, Ill., is now in full operation at Lincoln, it was announced by officers of the companies.

The new laboratory facilities adjacent to the Gooch plants in Lincoln will serve Gooch Milling & Elevator Co., Gooch Feed Mill Corp., and Gooch Foods, Inc.

The laboratory nearly triples space available for analysis of incoming raw materials and verifying quality and performance of finished products.

ADM-Gooch officials at the opening ceremonies were Donald B. Walker, president of ADM; H. D. (Joe) Hale, president of ADM Milling Co.; Paul Babue, manager, Gooch Milling; Harold Wendt, president, Gooch Foods, Inc.; M. R. Eighmy and Ross Zumwalt, Gooch Feed Mill Corp., and Jerry Walls, director of quality control for the new laboratory.

"A complete range of tests is being conducted to assure purity and quality of food and feed products processed through the several Gooch plants," Mr. Hale said, in noting that the facility is capable of serving the broad needs of the entire Gooch processing complex. "We now have complete modern facilities and highly trained personnel to control and develop our many products ranging from flour, mixes, corn products and pasta to convenience foods."

Consultant

Charles C. Rossotti, President, Rossotti Consultants Associates, Inc. and successors to Rossotti Lithograph Corporation, has announced the opening of his new offices. The new location is 2083 Center Avenue, Fort Lee, New Jersey 07024. Telephones: (201) 944-7972 & 3.

Charles C. Rossotti is operating a consulting business, specializing in marketing, sales promotion, packaging,

merchandising, new product development and in buying and selling companies allied to the macaroni industry.

Con Agra Bounces Back

ConAgra, Inc. is poised to "bounce back" after sustaining a net loss of \$4,233,126 for the first half of the 1974 fiscal year, J. Allan Mactier, president, said in mid-February.

He said the company would show a profit for the second half and has the potential for \$9 million in earnings in fiscal 1975, compared with \$8.1 million in 1973. Mr. Mactier explained that ConAgra was caught with high-priced feed ingredients in the wildly swinging grain market and it turned out that the ingredient costs could not be recovered in selling prices of finished products.

Mr. Mactier made reference to ConAgra's ability to "bounce back" in 1967, he pointed out, the company had a lean year, earning only \$530,000. The following year, on sales of \$159 million, ConAgra earned better than \$4 million. Currently, the company's sales are in the \$600-million bracket.

Milling Operations

Referring to flour milling operations, Mr. Mactier pointed out that the company made long range wheat commitments. "We were fully covered and carefully hedged, and our flour business was very profitable," he said. "The trouble was feed ingredients."

Mr. Mactier also pointed out that ConAgra is in a better earnings position than in the past few years because an extensive program that included plant construction and acquisitions has been completed. "We won't have major plant start-up costs to contend with any more," he said. Mr. Mactier pointed out that in the past seven years, ConAgra established 12 of its 21 grain milling plants, 22 of its 32 feed manufacturing units, four of its seven boiler complexes and nine of its 13 grocery products facilities.



The recipe hunter.

This is a species of housewife who likes to stretch her budget. With today's high meat prices, she is using more and more macaroni, noodles and spaghetti . . . and she looks for quality in these products. You'll find her reaching for your products if you start with durum from the North Dakota Mill. Ask for Durakota No. 1 Semolina, Perfecto Durum Granular or Excellio Fancy Durum Patent Flour. And if you're a recipe hunter, here's one for you:

SPAGHETTI PIE

6 ounces spaghetti
2 tbsp. butter or margarine
1/3 cup grated parmesan cheese
2 well-beaten eggs
1 pound ground beef or bulk pork sausage
1/2 cup chopped onion
1/4 cup chopped green pepper
1 8-ounce can (1 cup) tomatoes, cut up
1 6-ounce can tomato paste
1 teaspoon sugar
1 tsp. dried oregano, crushed
1/2 tsp. garlic salt
1 cup (8 ounces) cottage cheese
1/2 cup (2 ounces) shredded mozzarella cheese

Cook the spaghetti according to package directions; drain (should have about 3/4 cups spaghetti). Stir butter or margarine into hot spaghetti. Stir in parmesan cheese and eggs. Form spaghetti mixture into a "crust" in a buttered 10-inch pie plate.

In skillet, cook ground beef or pork sausage, onion, and green pepper till vegetables are tender and meat is browned. Drain off excess fat. Stir in undrained tomatoes, tomato paste, sugar, oregano, and garlic salt. Heat through.

Spread cottage cheese over bottom of spaghetti "crust." Fill "pie" with tomato mixture. Bake, uncovered, in 350 oven for 20 minutes. Sprinkle the mozzarella cheese atop. Bake 5 minutes longer or till cheese melts. Makes 6 servings.

the durum people

NDM

NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 772-4841

Maritato on Macaroni

WHEN Gerald Maritato was growing up he ate pasta as if it were candy.

"There were days when he ate macaroni for breakfast," recalled Sal Maritato, vice president for durum products for International Multifoods and Gerald's father.

Now Gerald is 19 years old and a freshman in college. But what does he ask for when he comes home from college? "You guessed it," the elder Maritato said knowingly. "Macaroni."

Young Maritato isn't the only one asking for pasta products these days. American consumption of macaroni products approached two billion pounds last year—which makes annual per capita consumption of 9 pounds no longer a dream mark. With many Americans using macaroni products as flavorful budget-stretchers, consumption of such products last year was about 14 per cent above the previous year.

A recent survey by Home Testing Institute, a leading consumer research organization, showed that U.S. families are buying considerably less fresh meat and poultry than they did last summer, and instead are serving more salads, cereals and pasta dishes.

Food of the Future

Maritato says he believes that pasta products may very well develop into the food of the future.

"We've seen the last of low-cost flour and cereal products," he said, noting that even traditionally low-cost semolina has tripled in price in the last seven years. "But when you compare it with other foods, you will be hard-pressed to come up with anything as good tasting and as nourishing at a comparable cost," he added.

He also pointed out that although Americans spend under 20 per cent of their disposable income on food, citizens of other developed countries must spend between 35 and 40 per cent.

The demand for pasta products has pushed many mills to their production limits. (Maritato said that Multifoods' three durum mills have been producing at capacity for some time.)

To assure high quality products, the company also has been replacing some of its older milling equipment, he said. "We definitely feel the pasta industry is on the rise, and we are committed to meeting the needs of our customers," he said.

One area in which Multifoods looks for strong growth is in its Duregg



Sal Maritato

noodle mix. Duregg is a blend of top quality durum flour and egg solids. The manufacturer just adds water to Duregg and blends to make noodle mix. Besides improving efficiency, Duregg eliminates sanitation problems and mechanical difficulties in mixing flour and egg solids.

"Industry acceptance has been very good," Maritato said, "and we look for increased demand for the product as schools and other institutions move more toward these nourishing blends."

World Market

With the opening of new markets in such places as Red China and Russia, the demand for durum has accelerated beyond expectations. "We are discovering that when it comes to durum we now are competing with the world," Maritato said.

Despite the concern over the availability of wheat, Maritato said he believes that "if you'll pay for it, you'll get it." With the price of most goods hovering around record levels, people are going to buy those products that offer them the most for the money, he said. "And we firmly believe that pasta is the product people are going to look toward."

Multifoods Grows

Multifoods' commitment to growth in the pasta area has been matched by decisions to grow in several areas as well.

Within the last year, for example, the company entered into a joint venture with Hickory Farms of Ohio to operate a chain of franchised Hickory Farms specialty cheese stores in Minnesota, North Dakota, South Dakota, Iowa, Nebraska and Oklahoma.

Multifoods owns 80 per cent of the joint venture company, known as Food

Enterprises, Inc., and Hickory Farms owns the remaining 20 per cent.

The company's bakery mix business in Canada expanded during the year with the acquisition by Robin Hood Multifoods of the Joe Lowe Co. of Toronto, a bakery mix and equipment business, and McKenzie-Stephenson Ltd., a baking ingredients and supplies distribution system.

Last September Multifoods entered the steak and seafood restaurant business with the opening of T. Butcherblock, a prototype restaurant located in the Minneapolis suburb of Burnsville. The restaurant operates as part of the company's fast food and restaurant division, which also operates 38 Sveden House smorgasbord restaurants and more than 400 Mister Donut shops in the United States, Canada, Japan and Mexico.

The company's newest division, decorative accessories, has also been expanding. Early this year Multifoods acquired Nadler Lighting Corp., Willoughby, Ohio, and Borghese art accessories, Gaithersburg, Md.

William G. Phillips, Multifoods' board chairman, has stated that the company expects sales of over \$725 million for the fiscal year which ended Feb. 28. Sales last year totaled \$528 million.

The Wheat Situation

Published by
Economic Research Service
U.S. Department of Agriculture,
February, 1974

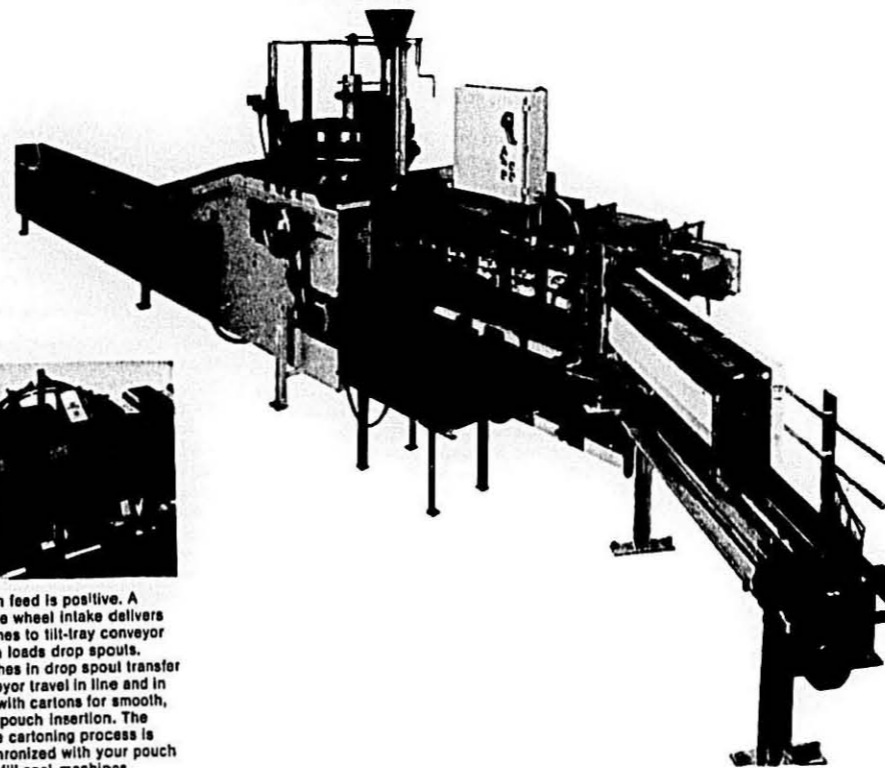
A record pace of exports and prospects of extremely small wheat stock: this spring have pushed wheat price at the farm to record levels.

Mid-month farm prices averaged \$2.47 in July, the peak of harvest, 47% above a year earlier, reflecting heavy early-season buying. The pace has eased in recent weeks and is expected to remain moderate for the rest of the season. Fuel shortages pose a threat to maritime trade. But if shipments continue to move near the average of recent weeks, the 1,200,000,000 bushel total output estimated for 1973-74 will still be fulfilled.

Exports during July-December totaled a record 737,000,000 bushels, 47% above a year earlier, reflecting heavy early-season buying. The pace has eased in recent weeks and is expected to remain moderate for the rest of the season. Fuel shortages pose a threat to maritime trade. But if shipments continue to move near the average of recent weeks, the 1,200,000,000 bushel total output estimated for 1973-74 will still be fulfilled.

(Continued on page 42)

Clybourn ups efficiency of packaging macaroni with sauce-mix pouch.



Pouch feed is positive. A paddle wheel intake delivers pouches to fill-tray conveyor which loads drop spouts. Pouches in drop spout transfer conveyor travel in line and in time with cartons in line and in time with cartons in line and in time with cartons in line. The entire cartoning process is synchronized with your pouch form-fill-seal machines.

Clybourn tackled the project from an overview of the entire packaging line. Operating efficiency could be optimized by synchronizing the volumetric filler, cartoner, pouch feeder, and the pouch form-fill-seal machines into one continuous, harmonious system.

A Clybourn Model C7 Continuous Vertical Cartoner with Volumetric Filler and Pouch Feed Attachment was the answer. Versatility was built-in to handle five sizes of fills for elbow and noodle macaroni into infestation-proof end seal cartons.

Carton range from 2" x 3/4" x 4 1/4" up to 8 1/4" x 3 1/4" x 11 1/4". Pouch range to 1/4" smaller than carton dimensions. Continuous operation with positive handling provides reliable variable speed control up to 150 cartons per minute.

Surety is built-in with controls for No-Pouch/Skip-Carton-and-Fill and No-Carton/Skip-Pouch-and-Fill.

Carton discharge is in-line. The Clybourn C7 features include a high speed carton feed with a positive reopener; a Nordson 1/11 4-gun hot melt system; an adjustable 7-cup volumetric filler; and a rotary deboss coder.

But the C7 is only one of the many macaroni cartoning machines in the Clybourn line. Write for brochure SB-CMC 1010 which describes the full line of Clybourn Vertical Cartoners.



db CLYBOURN MACHINE DIVISION
Cherry-Burrell Corporation
7515 N. Lindel Ave., Skokie, Illinois 60076

The Wheat Situation

(Continued from page 40)

Domestic use has not been quite as strong as last season. The increase in wheat prices has far outstripped the price rise in feed grains, slowing down domestic wheat feeding. However, food usage is expected to pick up as the relatively high prices of other foods appear to be halting the downtrend in per capita consumption of wheat.

Although total use will ease during January-June, for the season it is expected to exceed the crop, causing old-crop stocks to plummet next July to 178,000,000 bushels. This would be the second year in a row that stocks have been cut in half. Supplies of 1974-crop wheat harvested in June should ease the pressures on what is shaping up as the smallest carryover in 27 years. In addition, some purchases of 1973-crop wheat for export have been deferred and quotas on U.S. imports of wheat have been temporarily lifted.

Record Crop Predicted

For the second year in a row, U.S. wheat growers are likely to produce a record crop. Winter wheat producers seeded 18% more acreage and spring wheat growers plan to put in 20% more for 1974. If the 70,000,000 acres are realized and yields are near trend, a record 1974 crop of 2,100,000,000 bushels could result. This would compare with 1,700,000,000 bushels last year.

Assuming normal world crop conditions in 1974, export demand could weaken significantly in 1974-75. U.S. exports are projected to drop to around 1,000,000,000 bushels, while domestic use is expected to be about the same as in 1973-74.

With demand projected to turn downward and a record crop in prospect, carryover by the summer of 1975 could more than double, rising to around 480,000,000 bushels. Thus, prices may weaken somewhat as the 1974-75 crop year progresses.

Durum Situation

Demand for durum has been vigorous both at home and abroad. Early indicators showed export sales so large as to endanger domestic supplies. Domestic food use has strengthened, too. Prices soared to over \$9 per bushel in August before retreating. Stocks this summer will likely drop to around 10,000,000 bushels. Farmer intentions in January indicated a 47% increase in durum acreage for 1974.

The durum industry has been buffeted from several demand directions

this year. Indications that exports could be so large as to endanger domestic supplies have worried durum processors from the start. At the same time, domestic food demand has strengthened as consumers have substituted pasta products for more expensive foods.

Consequently, July-December disappearance was heavy. With reported usage at around 45,000,000 bushels, stocks were pulled down to 72,000,000 bushels by January 1. Food use was about 12% above July-December 1972 although exports lagged some.

Second Half Strong

In contrast to the other four classes of wheat, January-June will be a strong season for durum. Substantial quantities have yet to be exported. On January 20 this amounted to 51,500,000 bushels: 21,800,000 to identified countries; 18,800,000 to unidentified countries.

The high level of retail meat prices will maintain consumption of pasta products over the next few months. Strong durum prices and the inability to obtain semolina have encouraged use of farina in some lines of pasta products. Thus, the data on semolina production do not fully point out the expected increase in pasta consumption.

With disappearance expected to sharply exceed the 1973 crop, July 1 durum stocks will likely be cut to only around a third of their 1973 level. Normally the durum harvest doesn't start until mid-August and wraps up in September. Thus, stocks on July 1 will have to carry the durum trade until the new crop becomes available.

Crop Quality Council Report

by Vance V. Goodfellow, President

Maintaining strong durum research programs at North Dakota State University and the USDA receives continued emphasis by the Crop Quality Council. Research money is very tight and a hard fight is ahead to obtain the necessary funds for cereal crop research. This is ironic at a time when maintaining crop production capabilities and food supplies was never greater. Negotiations with federal and state officials for research support are almost as delicate as those involved in obtaining a cease-fire.

Funds Restored

The Crop Quality Council was successful in helping to restore \$13.5 million of federal funds for state agricultural experiment stations. Had these budget cuts not been restored for 1974, North Dakota State University, as an example, would have lost about \$200,000

of research funds which would have seriously curtailed durum and other small grain programs. Whether the President's 1975 budget will be more generous in providing financial support is highly speculative. It will be necessary to watch closely the budget breakdown and work to obtain necessary dollars to maintain satisfactory research progress.

The 1973 wheat stem rust survey has shown that rust resistance in commercial durum varieties is highly effective. Evaluating rust resistance is becoming increasingly complex since more attention must be given to the genetic components that control resistance. These efforts are somewhat more complicated in today's highly resistant commercial durum varieties and experimental breeding lines which reduces opportunity for adequate comparisons.

Winter Increase Program

The Crop Quality Council sponsored Mexican winter seed increase of durum, spring wheat and barley breeding lines has now come of age with the seeding of the 21st consecutive nursery last October. This program has been extremely effective in speeding durum research, making new varieties available sooner to growers and the macaroni industry. All present commercial U.S. durums now grown, and the three new varieties released by North Dakota in 1973, were first increased in Mexico. The 1973-74 nursery which will be harvested in April includes nearly 6,000 experimental durum lines.

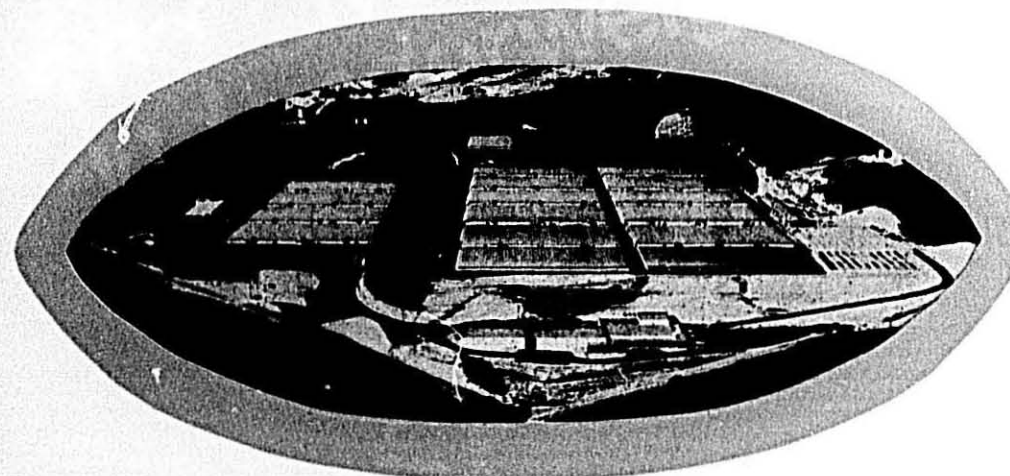
The new durum varieties, Botno, Rugby and Crosby released in 1973, along with Ward, released in 1972, and Rolette, have shown yield advantage of 10-15% over Leeds. Such yield increases will help durum compete favorably for acreage with high yielding draft bread wheats.

Today's concern over prices and supplies demonstrates the continuing need for dependable production of durum and other food crops now and in the future. The NMMA's long-time support of our efforts has significantly helped in the development of new durum varieties with improved quality, yield and resistance to rust.

Stocks of Potatoes Down

Storage stocks of Irish potatoes for all uses held by growers, local dealers and processors in fall production areas of Jan. 1 totaled 128,890,000 cwt, compared with 134,320,000 a year earlier, a reduction of 4%. The Department of Agriculture said. At the start of 1972, potato stocks were 151,400,000 cwt.

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EXPORT UP-DATE

by William R. Goodale, Vice President,
Continental Grain Company, New York City

THANK YOU for inviting me to participate in your meeting.

My assignment is to update your information on the international scene with particular reference to exports.

In doing so, I would like to make two slightly opinionated generalizations on price levels and demand levels. These generalizations I believe will put you in the right frame of reference to consider today's export market.

World Price Structure

The first generalization concerns the immediate situation. It is that the world price structure rests on inflation more than anything else at this point in time. We do not have an oil shortage, a food shortage, a paper shortage, a fertilization shortage . . . etc., nearly so much as we have a shortage of fiscal and monetary integrity around the world. In short, our problems in the world are more the cumulative results of inflationary policies than the results of any one specific crisis—including the food crisis and the oil crisis. There is genuine concern abroad for the value of money. Hence, a general flight from paper money into things of greater intrinsic value. We in the United States should not be lulled into thinking we are exempt from this process simply because many other countries are currently having greater difficulties than we are. True, the dollar has regained much of its former value relative to other currency, but in terms of consumer buying power and in terms of any internationally recognized common denominator of net worth, the dollar has indeed continued to lose ground.

Therefore, I urge you to keep in mind throughout the discussions today that so long as there is a lack of confidence in the various leading governments of the world, that there will be a special value, an incremental value, to any raw material that can be freely traded across international boundaries.

Interim Demand

The second generalization is a point on interim demand. It has to do with next year or so. It is that the world demand structure of raw materials, including grains at present, rests upon economic expansion; and the expectation of further expansion, of real income on a family or consumer unit basis. The point being that there is perhaps an irresistible temptation

among governments of the world to pursue expansionistic fiscal and monetary policies in the hope that this will produce real income growth. If you, as observers in the months ahead, perceive that the governments of the world are losing their battle to sustain growth in real income, then you can in my opinion correctly reason that the total, absolute demand for grains can dramatically reverse its course thereafter. Population growth notwithstanding. In other words, the process of the last two years can reverse itself.

The Numbers Game

Now lets turn to the numbers game, or the immediate situation in wheat. By any man's standards, the next few months promises uncertainty. The balance is precarious at best. Depending on who you believe, you can project an absolute shortage of wheat or a carryover of say up to 200 million bushels. The U.S.D.A. currently projects a carryover of 178 million bushels. This revision was made after the January stocks report, and shows no lack of imagination, in that it increased our last year's carryin in order to accommodate an unexpectedly large domestic disappearance this year, while maintaining 1.2 billion as an export projection. Regardless of how any of us evaluate the long list on unexecuted sales, two things must be made clear.

1. The export community is still experiencing brisk demand for U.S. wheat in the old crop position, and this demand shows little sign of abatement. Small statistical balances of wheat in other countries including Australia, Argentina, South Africa, Canada and France have made little inroads upon demand for U.S. wheat.
2. The United States cannot continue to physically ship wheat at the same rate of last half 1973 without physically running out of wheat prior to our next harvest.

A corollary to this second point is that we do have the logistical capability of exporting ourselves into a domestic shortage unless of course strikes, lockouts, government action or, natural phenomena intervene.

It should be mentioned that there is the hope that substantial, and it would have to be substantial, deferral of sales could be made in the new crop shipping periods. Also it should be men-



William R. Goodale

tioned that the President, upon the recommendations and findings of the Tariff Commission, has suspended import quotas for wheat and products until June 30th. This action has merit as a "fail safe" device since at a high price plus 21¢ duty some additional wheat could be imported from Canada. As a practical matter however, the lead time required to import this wheat if needed will minimize all but its psychological impact.

Immediate Situation

With this as background lets discuss the immediate situation in durum in some detail. You are all aware of the carryin, the crop, U.S.D.A.'s projections, and you have no doubt made your own projections.

To me and perhaps to you the area of greatest concern is not the absolute price of Durums but rather its relationship to milling wheat. I very frankly have not been able to make a great deal of sense out of the unexecuted sales reports. If I understand correctly many of you have also had difficulty in reconciling the large domestic disappearance indicated by the January 1 stocks report. Therefore I thought it might be amusing if not useful to use a slightly different approach to estimate demand.

I have made up a number of partially filled in S/D forms for discussion. I have left a place to fill in your domestic demand estimates, and have given you my export estimates. In estimating exports I have ignored completely the unexecuted sales report and rather estimated as well as I can the business done to date and the undeferrable needs in views until September 1st (not June 30th) which is about the time that new crop will be available.

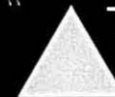
Additionally I have assigned numbers to indicate my opinion of how

(Continued on page 46)

end give-away and underweigh

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Export Up-Date

(Continued from page 44)

price relationships play a role in deferral and/or substitution and/or incremental demand. I would like to see you do this for the domestic demand.

Essentially I am estimating that this year there is a hard core of export durum needs of 55 million bushels which cannot be substituted or deferred at this point, no matter the premium of durums over milling wheat.

The balance of the estimates are as follows:

—at maximum

1.50 bu. over milling wheat add 6 mil
1.00 bu. over milling wheat add 12 mil
.50 bu. over milling wheat add 18 mil
.25 bu. over milling wheat add 24 mil
0 bu. over milling wheat add 48 mil

Bearing in mind the January first stocks report I would like to see some sort of consensus figures on domestic grind. The Department of Commerce puts the durum mill grind for the calendar year 1973 at 37,568,000 bushels, some 3,947,000 bushels more than in 1972.

ADM Earnings Up

Archer Daniels Midland Co. achieved net earnings of \$7,169,093, equal to 48¢ per share on common stock, in the three months ended Dec. 31, 1973. In the second fiscal quarter a year ago, net earnings were \$3,452,770, equal to 23¢ per share.

The company said average number of shares outstanding in the second quarter was 14,868,392, against 14,043,238, a year ago, adjusted for a two-for-one stock split in December, 1973, and restated for an acquisition on a pooling of interest basis.

In the first six months of the current fiscal year, net earnings after taxes totaled \$12,103,034, or 81¢ per share, ADM said. That is nearly double earnings of \$6,486,167, or 44¢ per share, in the first six months of the previous year, adjusted for a two-for-one stock split.

Provisions for federal and state income taxes in the first half of the current fiscal year were \$12,069,000, against \$4,509,844 in the first six months last year.

Grocery Product Coding

Implementation of the Universal Product Code is proceeding on schedule and probably will eventually affect all grocery products. The program involves the imprinting on containers of U.P.C. symbols to be read by supermarket checkstand scanners.

Wheat Exportable Balance by Class, as of January 11, 1974

Million Bushels	All					
	Wheat	HRW	SRW	HRS	White	Durum
Identified Sales	406.9	240.3	1.1	97.5	45.8	22.2
Export Inspections	739.9 ¹	482.3	20.2	140.1	71.1	24.3
Products	50.0	36.0	3.0	6.0	5.0	—
Sub-Total	1196.8	758.6	24.3	243.6	121.9	46.5
Unidentified Sales ²	184.3	132.5	0.0	14.7	9.3	27.9
Total	1381.1	891.1	24.3	258.3	131.2	74.4
Exportable Supply ³	1210.0	782.0	30.0	222.0	113.0	63.0
Unsold Balance	-171.1	-109.1	+ 5.7	- 36.3	- 18.2	-11.4
Assumed Minimum Carryover	170.0	68.0	3.0	76.0	10.0	13.0

Note: Totals may not add due to rounding.

¹ Includes 1.7 million bushels mixed.

² Includes exports for exporter's own account, and in transit to St. Lawrence.

³ Assumes a total carryover of 190 million bushels.

Wheat: Estimated Supply/Demand by Classes, U.S.— Million Bushels

	Hard Red Winter		Soft Red Winter	Hard Red Spring	Durum	White	Total
	Winter	Spring	Spring				
1969/70							
Carryin, July 1, 1969	477	33	210	41	58	819	
Production	790	194	187	108	181	1460	
Imports	—	—	3	—	—	3	
Supply	1267	227	400	149	239	2282	
Exports	336	28	89	34	119	606	
Domestic Disappearance	357	176	133	35	90	791	
Carryout, June 30, 1970	574	23	178	80	30	885	
1970/71							
Carryin, July 1, 1970	574	23	178	80	30	885	
Production	755	174	198	53	171	1351	
Imports	—	—	1	—	—	1	
Supply	1329	197	377	133	201	2237	
Exports	450	26	113	39	110	738	
Domestic Disappearance	387	156	118	36	71	768	
Carryout, June 30, 1971	492	15	146	58	20	731	
1971/72							
Carryin, July 1, 1971	492	15	146	58	20	731	
Production	747	212	366	92	201	1618	
Imports	—	—	1	—	—	1	
Supply	1239	227	513	150	221	2350	
Exports	337	43	104	44	104	632	
Domestic Disappearance	431	166	134	37	87	855	
Carryout, June 30, 1972	471	18	275	69	30	863	
1972/73 ¹							
Carryin, July 1, 1972	471	18	275	69	30	863	
Production	764	227	274	73	207	1545	
Imports	—	—	1	—	—	1	
Supply	1235	245	550	142	237	2409	
Exports	700	68	200	65	151	1184	
Domestic Disappearance	332	168	177	41	69	787	
Carryout, June 30, 1973	203	9	173	36	17	438	
1973/74 ¹							
Carryin, July 1, 1973 ²	203	9	173	36	17	438	
Production	959	157	331	85	179	1711	
Imports	—	—	1	—	—	1	
Supply	1162	166	505	121	196	2150	
Exportable Supply	782	30	222	63	113	1210	
Domestic Disappearance	316	133	203	45	73	770	
Minimum							
Carryout June 30, 1974	64	3	80	13	10	170	

¹ Projection based on USDA 1/24/74 stocks-in-all-positions report.

² Excludes grain in transit, the volume of which was abnormally high on July 1, 1973

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



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.

The egg people

2 Corporate Drive, White Plains, N.Y. (914) 694-1000

Egg Producers Raise Funds for Promotion

Egg producers held a "million dollar banquet" in Atlanta in late January with attendees shelling out \$2,500 a plate for a warchest to halt a continuing decline in demand for their product and to combat the "cholesterol scare."

The drop in egg consumption has reached the crisis point, producers say, and they're hoping to raise \$1 million to be used this year to try to reverse the slide. If this and other fund-raising activities succeed, the producers say, they will have at least \$3 million to spend this year to defend the egg.

Recent Agriculture Department statistics bear out the industry's plight. Last year, U.S. egg consumption fell to an estimated 292 a person, a drop of 5% from 1972 and the lowest per capita consumption since 1936. Last year's rate was 27% below the record 403 eggs per capita consumed in 1945.

Changing Habits

Americans are buying fewer eggs partly because of changed eating habits. They are skipping or scrimping at breakfast, a traditionally egg-oriented meal. But the decline steepened in the late 1960s as publicity linked cholesterol, contained in eggs and other foods, to heart disease. Last year's drop also was due in part to cutbacks by egg farmers whose prices were indirectly frozen by price controls last summer. The industry, however, regards the "cholesterol scare" as its greatest threat.

To be sure, the industry has other problems, one of which may soon be in evidence again. That's the overproduction that invariably follows high egg prices. Large white eggs are selling for 76 cents a dozen wholesale in New York, up from 52 cents a year ago. Depending on their efficiency, producers are making a profit of between 12 and 20 cents a dozen, industry analysts estimate. Farmers' receipts jumped to nearly \$3 billion in 1973 from \$1.8 billion in 1972.

Profits like these are encouraging egg farmers to increase their laying flocks. This, along with the normal spring rise in production, could cause prices to fall as much as 25 cents a dozen by May, one observer says. If that happens, the present handsome profits will be wiped out, and industry leaders again may begin recommending stern measures, such as mandatory flock cutting, to trim output. Such pleas for unified action have met with only mixed success in the past.

The Cholesterol Issue

But nothing has unified egg producers as the prolonged consumption slide has

and, in particular, the cholesterol issue. "I think they realize they're battling for their economic lives," says one observer.

The industry will fight back with a massive promotion campaign aimed at polishing the egg's image. The sales pitch will attempt to mollify consumer fears about cholesterol in eggs, and will also stress the product's nutrition and economy, says Gene C. Masters, an official of United Egg Producers, a big Atlanta-based cooperative. "Maybe in the next five to 10 years we can slow the downward trend in consumption and possibly turn it around," Mr. Masters says.

The publicity campaign already has started with a series of newspaper advertisements, one of which features "the 'sexy' egg," by noting that "cholesterol is the building block of sex hormones." The industry also is distributing free information booklets designed, among other things, "to disprove the myth that limiting egg consumption can reduce the risk of heart disease."

The industry is also active on the political front, and is backing legislation that would allow egg producers to tax themselves for funds that would be used for promotion and research. A House bill calls for a national referendum among egg producers to approve a "checkoff" of as much as five cents a case assessed against producers with 3,000 or more layers.

Egg Beaters

Ironically, the sense of crisis has been heightened in recent months by a product that contains, of all things, eggs. That's Fleischmann's Egg Beaters, promoted vigorously by Standard Brands, Inc. as a "cholesterol-free egg substitute" in ads that tell an already wary public that "nature's eggs are the single highest source of cholesterol in the American diet."

"We aren't trying to put the egg producers out of business," says a Standard Brands spokesman, who observes that Egg Beaters contain the equivalent of eight egg whites—but not the cholesterol-containing yolks. "We're making it possible for people to eat eggs without worrying," he says.

This type of argument irritates egg producers who say that a consumer who

buys a pound of Egg Beaters is buying eight eggs where he might have bought a dozen, or that he'll quit buying eggs but won't buy Egg Beaters either, partly because the cholesterol-free eggs cost more. A pound of Egg Beaters sold in Chicago recently for 89 cents; a pound of eggs (eight) would cost about 65 cents.

But as far as the egg industry is concerned, the worst thing about Egg Beaters—in addition to the name, which sets egg producers' teeth on edge—is the way the product is advertised. "That promotion is just scaring the daylights out of everyone," says Leroy A. Wilhelm, secretary of the National Commission on Egg Nutrition. "Everytime there's stepped-up anticholesterol talk, we lose customers. And the feeling is we never get them back."

Poultry & Egg Institute Fact Finding Conference New Orleans, April 24-26

Higher Egg Costs

Marvin R. Painter of Ballas Egg Products Corp., Zanesville, Ohio, predicts higher prices for eggs. His reasoning: the hens have to be there. He cites some figures:

	Laying Hens on hand 1974	Laying Hens on hand 1973
Jan. 1	294,067,000	307,155,000
Feb. 1	290,900,000 est.	300,845,000
Mar. 1	288,800,000 est.	299,214,000
Apr. 1	288,300,000 est.	296,486,000
May 1	289,000,000 est.	297,347,000

Slaughter Up

The 1973 hatch report was up but more evenly distributed throughout the year. The fowl slaughter has been higher and there is constant loss of old hens from death as well as slaughter.

Inventories in 1974 represent 87% of 1973, 62% of 1972.

Inventories Down

"Inventory of dried eggs is not available," says Mr. Painter, "but we have every reason to believe it is at a very low point." He continues: "If yolk buyers all come to the market at the same time, yolks will be much higher priced than today. Whole eggs will also be in demand at much higher prices. Egg whites probably will stay near present levels, thus forcing yolks to carry the increased cost of shell eggs."

The Cold Storage Report

	1974	1973	1972
Jan. 1			
Shell Eggs—Cases	32,000	41,000	60,000
Frozen Whites, Lbs.	8,776,000	10,958,000	9,625,000
Yolks	8,284,000	14,907,000	13,397,000
Whole Eggs	25,018,000	38,025,000	42,719,000
Unclassified	3,898,000	4,249,000	3,081,000
	45,976,000	68,139,000	73,822,000

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No measuring or mixing required. Packets eliminate costly waste. Individual moisture-proof packets assure factory freshness.



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Hellogen Diatomic Iodine Sanitizer

The Brown Pharmaceutical Company announced that Hellogen Di-Atomic Iodine Sanitizer is now available for use. This comes at a particularly important juncture in the struggle for improved sanitary conditions in the whole food processing industry and in answer to the public clamor against the presence of the Salmonella micro-organism. The feeling is that Hellogen is a real contribution in the never ending battle for purity.

Hellogen is the result of many years of research in the laboratory and development in the field. Starting with use in hospitals, home laundries, dairies, breweries, poultry and egg processors, prepared foods, bakeries and the pasta industries—research is now being extended to many new areas.

Worried about Food Contamination? Ease your concern about the Salmonella Pollution. Hellogen Di-Atomic Iodine Sanitizer (a powerful bactericide), is made with an accent on convenience. Your sanitary operatives will use it regularly. It's so easy to use.

Hellogen supplies Di-Atomic Iodine (I₂)—the most effective form of iodine as a bactericide and kills Salmonella.

Hellogen has a built-in potency indicator. The freshly made solution is amber in color. When the amber disappears a new solution must be made.

Hellogen is convenient and easy to use. It comes in powdered form, packed in foil and pre-measured, which avoids spillage and inaccurate measurements. It can be used in warm or cold water, in soft or hard water up to 1000 ppm of hardness (CaCO₃). It will not rust equipment and the solution leaves no odor, taste or film on the equipment. This is a convenient way to sanitize gloves, aprons, pots, pans and equipment. One cubic foot is all that is needed to make a total of 6250 gallons of the finished sanitizing solution.

Attacking Salmonella

In the food processing industry the attack of Salmonella organism is of particular interest. Recent tests at an independent laboratory have shown that Hellogen Di-Atomic Iodine Sanitizer has a kill effectiveness in concentration better than that of chlorine.

Research on how best to make Di-Atomic Iodine in a practical form has been going on since 1946. The first significant breakthrough came with the discovery that Di-Atomic Iodine is the result of uniting in solution certain organic compounds of chlorine and iodines. The rationale of the research was the fact that I₂ (Di-Atomic Iodine) was the most significantly effective iodine molecule as an antibacterial agent. The presence of iodides seem to lower the effectiveness of I₂. Hellogen, however, has only a small fraction of iodides present in the solution.

Sollman in his "Manual of Pharmacology" expressed his ideas on how iodine acts as a germicidal agent: Iodine precipitates proteins. The iodine is partially absorbed, and partially loosely bound and partly converted to iodides. Since the iodine is loosely bound it continues to penetrate so that the action extends deeply.

The Hellogen solution is economical to use—no waste. The Brown Pharmaceutical Company has been in business for over twenty years and is located at 2500 West Sixth Street, Los Angeles, California 90057.



The Beautiful Broadmoor

Site of the 70th Annual Meeting, N.M.M.A., June 29-July 3, 1974

COME to the Pikes Peak Region of the Colorado Rockies for the Annual Meeting of the National Macaroni Manufacturers Association in one of the finest resorts the world offers. This is the Broadmoor in Colorado Springs, Colorado.

Arrivals to the Summer Convention this year will be on Saturday, June 29.

The Board of Directors meet at lunch on Sunday. There will be a general meeting on product promotion for all members at 2:00 p.m. Sunday afternoon and a cook-out at Rotten Log Hollow that evening.

Business sessions will be held Monday and Tuesday mornings, with golf and tennis tournaments held on respective days.

The banquet will be held Tuesday evening. The Board of Directors meet Wednesday morning in time for noon adjournment and afternoon check-out. Those who wish to remain can stay for the Fourth of July and then return home.

Nature favors the Broadmoor's setting with mild season changes, each welcomed for the outdoor treasures it brings. Golf on the two nationally famous Broadmoor courses is played all months of the year; swimming is year around in heated mountain spring water in two outdoor pools; indoor ice skating, hockey games and ice shows are performed throughout the year in the World Arena; there is horseback riding on scenic mountain trails, tennis, bowling, handball, squash, skeet shooting and fishing.

Mark your calendar and make your convention plans now. One hundred fifty rooms have been allocated for registered N.M.M.A. convention guests; deadline is May 31. Registration forms are available through the Association office.



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pasta works of art—creative folding cartons, labels, streamers, shelf-talkers and point-of-purchase displays.

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 - Duregg assures a consistent blend.
 - Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
 - Duregg simplifies delivery. Now it's one source — Multifoods.
 - Duregg lowers your manpower requirements.
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