

**THE  
MACARONI  
JOURNAL**

**Volume 41  
No. 1**

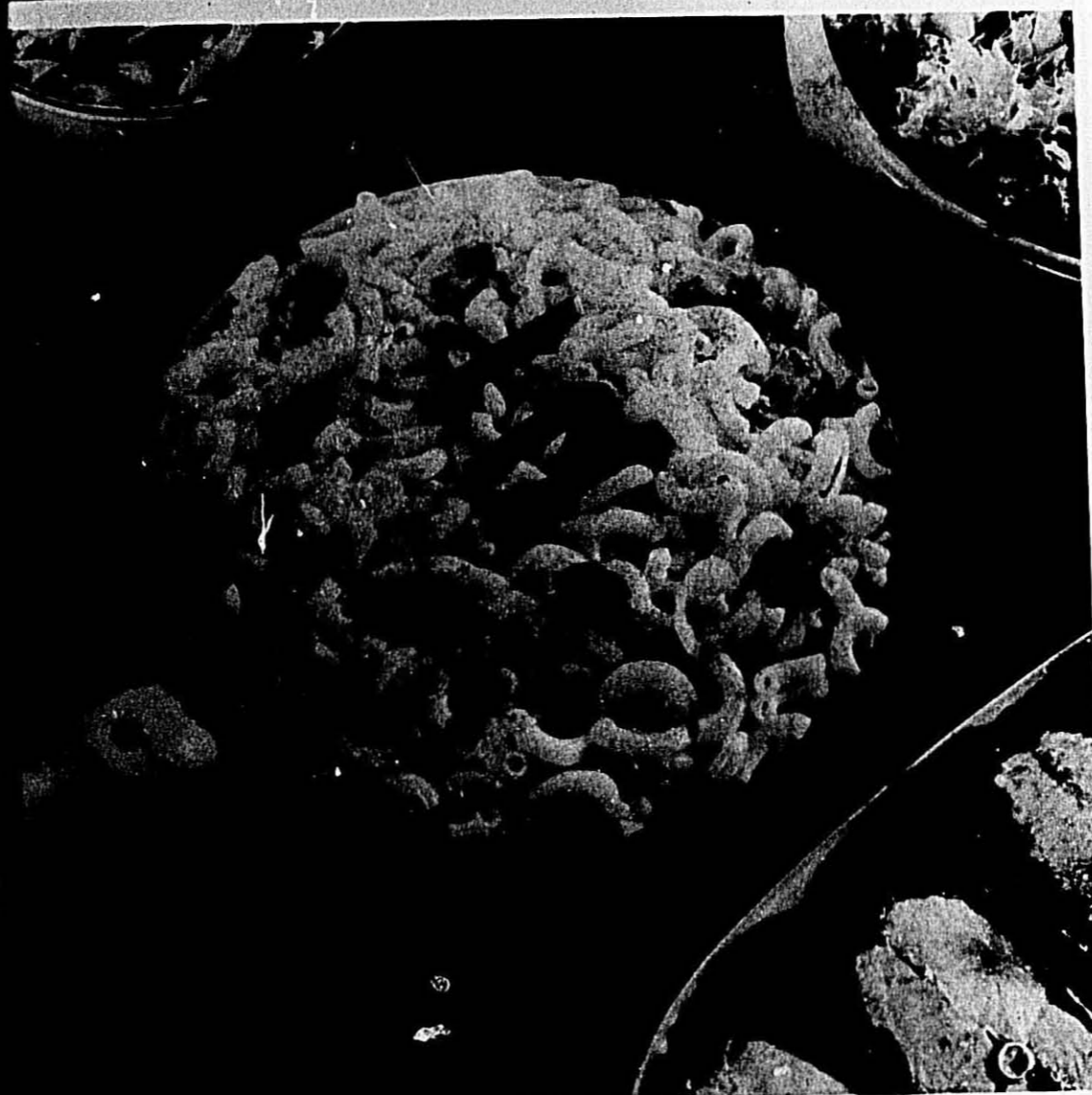
**May, 1959**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



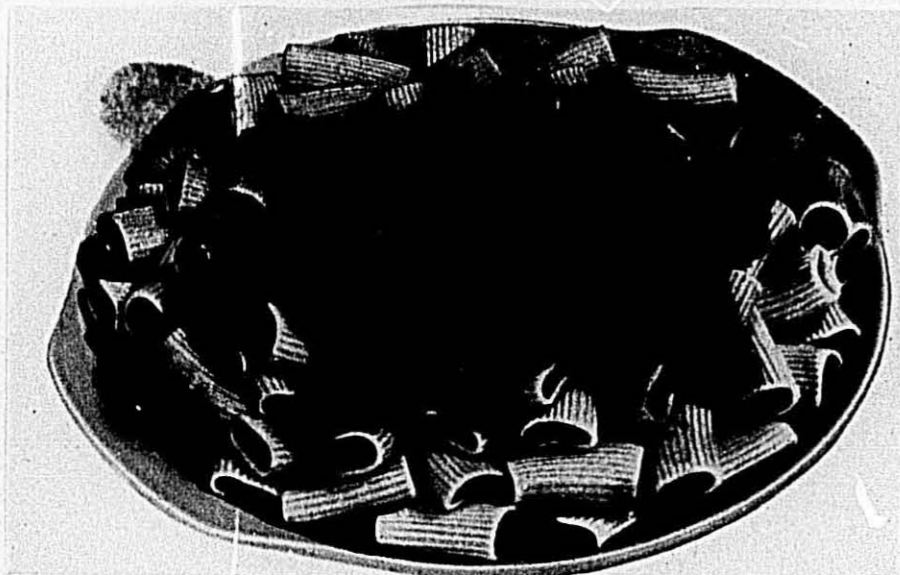
MAY, 1959



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Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA

GENERAL OFFICES, ST. PAUL 1, MINNESOTA

# The MACARONI JOURNAL

May, 1959  
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## You'll Find:

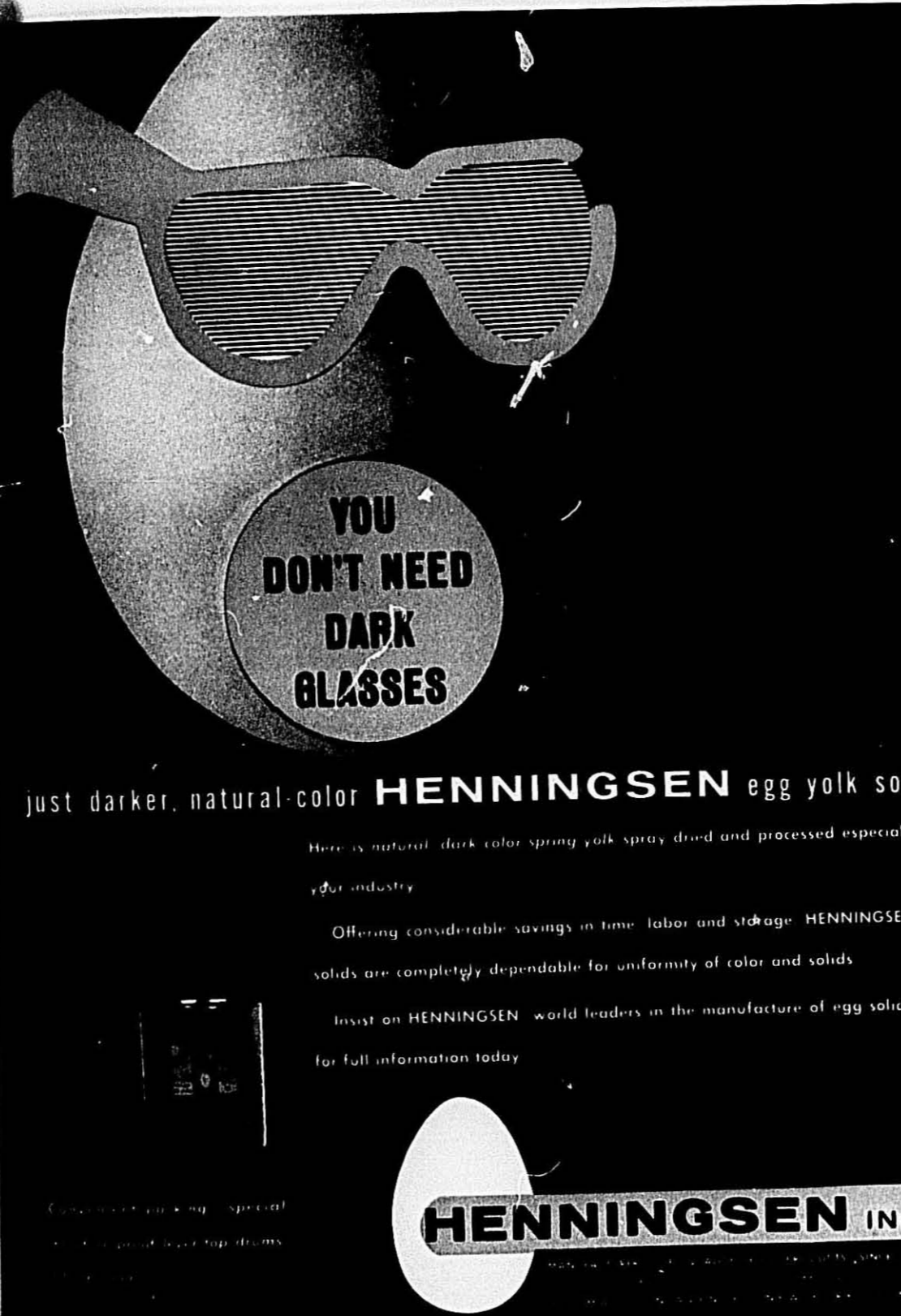
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## Cover Photo

Creamy Macaroni Medley, a deliciously different version of macaroni and cheese, is made on top of the range, and the cheese is Swiss. Buttered green beans, a tossed salad and salmon rounded out the meal nicely.—*National Macaroni Institute photo.*

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## Bermuda Bound

55th Annual Meeting of the National Macaroni Manufacturers Association  
to be held aboard Queen of Bermuda, June 27 - July 3.

MEMBERS of the National Macaroni Manufacturers Association, their wives and families have the thrill of a lifetime ahead of them come June as they set sail from New York's majestic harbor for a six-day cruise aboard the magnificent luxury liner, *Queen of Bermuda*.

Golden sunshine, the invigorating salty tang of sea air, a bluer sky than you've ever seen—merging into the even deeper blue of the lazy sea—picturesque Bermuda with its breathtaking shopping bargains (you can buy many luxury items at a third their cost in the U.S.), Bermuda—with its hundreds of intimate beaches of silky pink sand—its quaint British customs—peerless scenery—dazzling, exotic foliage and flowers. These and much, much more await NMMA members taking the cruise.

And not to be overlooked is the shipboard fun—mouth-watering food, fit for the most discriminating gourmet—you had better diet a bit first. Meals often reach six and eight courses, and it is all so good you won't want to miss a single bite!—indoor and outdoor swimming pools—shipboard games like shuffleboard—dancing, entertainment and fun in the *Queen's* own night club—or just stretching out luxuriously on your deck chair and loafing your cares away—watching the fascinating, ever-changing panorama of the sea—deep blue, crowned with wisps of sparkling golden fire by day—a purple velvet mirror, alive, shimmering with silver moonbeams by night.

### Lots to Offer

The *Queen of Bermuda* has so much to offer you—free movies—a completely equipped gym for the energetic and the youngsters—getting a healthful tan on the sun deck—dancing underneath the stars... you name your own kind of fun and the *Queen* has it. Even the golfers can enjoy their sport, playing Bermuda's fabulous Mid-Ocean Course—a favorite of President Eisenhower's.

### Curtain Raiser

The curtain-raiser for the opening general session at 2:30 p.m., Sunday, June 28, will be the Dun & Bradstreet film, "Profitable Management for Main Street." A discussion period will follow, with the general theme, "Formula for Success." Subjects to be covered will include merchant instinct; know-how; buying skill; selling skill; financial management; outside counsel.

On Monday, June 29, we dock at Hamilton, Bermuda at 9 a.m. A one-hour session, 9:30 to 10:30 a.m., for the gentlemen and the ladies as well, will be held



on the "Care & Feeding of Executives" by a panel of wives. The remainder of the morning is left free for sightseeing. In the afternoon, a golf tournament is scheduled at the Mid-Ocean Golf Club. The traditional Rossotti Spaghetti Buffet is scheduled for the evening aboard ship.

### Durum Grower

"Planning for Durum" is the subject Richard Crockett will discuss at the 9:30 to 10:30 a.m. general session Tuesday, June 30. Mr. Crockett, president of the newly formed Durum Growers Association, will comment on the growers' problems, aspirations, and efforts for promotion and balanced production. Plans and projects of the Durum Wheat Institute, division of the Millers National Federation, will be discussed by Howard H. Lampman, executive director.

### Macaroni Publicity

The general session Wednesday, July 1, from 9:30 to 10:30 a.m., will have as its speaker Theodore R. Sills, public relations counsel to the National Macaroni Institute, reporting on "Macaroni Publicity." A Board of Directors Organizational Meeting will follow. Sailing time from Bermuda will be 4 p.m. General Mills is planning a cocktail party and reception prior to dinner Wednesday evening.

"What a Client Should Expect from

His Advertising Agency" will be covered at the 9:30 general session Thursday, July 2, by a representative of a well-known firm with a macaroni client. At mid-day the King Midas Flour Mills Reception and Luncheon for the Ladies will be held. Scheduled for Thursday afternoon at 2:30 p.m. are round-table discussions on subjects of interest to the industry such as *What's New in Packaging?*, *Traffic Matters*, *The Egg Situation*, *Ingredients and Standards* and *Labor Matters*.

### We Go to Sea

How will your cruise start? First, you and your wife (she will be as thrilled by it all as a real second honeymoon!) will walk up the gangway onto the throbbing *Queen*—whose engines are already impatient to get under way—between 1 p.m. and 3 p.m. Saturday afternoon, June 27. You won't have to worry about your luggage. The ship's stewards will take it to your air-conditioned stateroom. Perhaps you will spend the time until cast-off time saying *bon voyage* to envious friends who aren't making the trip—or exploring the ship—or signing up for a deck chair.

You'll want to watch New York Harbor and the Statue of Liberty fade into the distance. By then, it's time to dress for dinner. You can be as informal or as elegant as you like. You can arrange a

(Continued on page 26)

## Durum Bills in Congress

"MORE durum is needed!" growers, millers and macaroni manufacturers testified in Washington, D. C. A united front was presented by durum growers Richard Crockett and Richard Saunders of North Dakota; Jim Stearns of Tulelake, California; Farm Bureau representative Al Keating; Ray Wentzel for the millers; Horace P. Gioia and Robert Green for macaroni manufacturers. Both the House and Senate Agricultural Committees held hearings March 18 and 19.

### Montana

Congressman Leroy Anderson of Montana, a durum grower himself, plugged for immediate action on bill HR-3156, which gives the grower an extra one-half acre for every acre planted to durum out of the grower's regular acreage allotment. A two-for-one incentive was offered in 1956, and one-for-one in 1957. There was no incentive in 1958 and acreage dropped sharply. HR-3156 has Sub-Committee approval. Companion bill S-1208 has been entered by Senator Murray of Montana.

### California

Bill HR-3315 introduced by Congressman Harold Johnson of California calls for unlimited acreage without price supports for durum grown in the Tulelake Division of the Klamath Project. Last year contract growers planted 5300 acres to durum and got yields of 50 to 60 bushels per acre on irrigated land. While this production will not affect the over-all picture it will give the West Coast much needed durum. This bill has Committee approval also. S-623 was entered in the Senate by Senator Thomas H. Kuchel.

### North Dakota

Congressman Don L. Short and Senator Milton R. Young of North Dakota have sponsored identical bills in HR-5443 and S-1282. This legislation calls for a long-range remedy to the durum supply and production problem in having an advisory board made up of five durum growers, two durum millers and two macaroni manufacturers. It would be the duty of the Advisory Committee "to make studies for the purpose of ascertaining the estimated production of durum wheat and the estimated demand for the products thereof. In any case in which the Advisory Committee determines that for any year such estimated demand will exceed such estimated production, it shall determine the extent to which farm acreage allotments shall be increased in order to supply the deficiency and shall recommend such increases to the Secretary of Agriculture.

"Upon receipt by the Secretary of Agriculture of a recommendation for an increase in the acreage allotments of



Durum delegates testify in Washington. Left to right: Al Keating of Fargo, North Dakota, Director of Commodities & Research for the North Dakota Farm Bureau; Ray R. Wentzel, Vice President Doughboy Industries Milling Division, New Richmond, Wisconsin; Jim Stearns, durum grower from Tulelake, California; Representative Don L. Short of North Dakota; Richard C. Crockett, President, Durum Growers Association, Langdon, North Dakota; Robert M. Green, N.M.M.A., Palatine, Illinois; and Richard K. Saunders, Secretary of the Durum Growers Association, Doyon, North Dakota.

### No Durum Surplus

At the hearings, before the House Agriculture Subcommittee on Wheat, Congressman Short pointed out that there is no surplus of durum and that it is a quality product commanding a premium price. He also observed that it is hazardous to grow. "1958 durum production amounted to 22,077,000 bushels. Estimated usage was 30,000,000 bushels. That made a deficit of 7,923,000 bushels—nearly 8,000,000. We are close to the point where there will be no Commodity Credit Corporation stocks of durum wheat. Bill HR-5443," he said, "would provide that there never would be any excessive supply."

This effort to keep durum in "its traditional home" on the part of North Dakota runs into opposition from South Dakota, Minnesota and Montana as "sectionalism," and because they do not grow 100% durum. Fewer farmers in North Dakota have been putting their eggs in one basket since the rust years of the early 1950's.

### U.S.D.A. Objects

The Department of Agriculture has opposed all legislation on the grounds that stocks are adequate and incentives will produce surpluses that will wind up in their hands. It was pointed out, however, that planting intentions announced March 17 of 1,273,000 acres would produce only 19,095,000 bushels with a good yield of 15 bushels per acre and just over 25,000,000 bushels with excellent yields of 20 bushels per acre. Actual production would probably be between that range and be short of minimum industry requirements of 30,000,000 bushels.

### Growers' Support

Richard Crockett of Langdon, North Dakota, president of the newly formed Durum Growers Association, made the following statement: "Durum enjoys a unique position. In contrast to other classes of wheat where per capita consumption is declining, the per capita consumption of macaroni products is expanding rapidly. This fact coupled with our rapidly growing population foretells a bright future for the commodity."

He listed the present annual needs for durum at approximately 30,000,000 bushels with the millers grinding 24,000,000 bushels into semolina; pufflers requiring 1,000,000 bushels; seed and feed requirements taking 4 to 5,000,000 bushels. He assured the Committee that these are minimum figures and make no allowance for any carry-over to insure against losses from natural hazards. He indicated

that the 1958 crop, although it produced record yields, was about one-third short of what it should have been.

#### Millers' Views

Following Mr. Crockett was Ray Wentzel, Vice President & General Manager, Milling Division of Doughboy Industries, Inc., New Richmond, Wisconsin, who represented the durum millers.

"The loss of durum acreage in the northwest area has reached a point where it has become alarming to all segments of the industry," he said. "This is happening while the per capita consumption of durum products is on the increase. The durum acreage has been reduced from a ten year average of 2,500,000 acres to an acreage of only 917,000 in 1958. From an acreage of this size, it is impossible to raise enough durum to supply the industry's needs and seed requirements of 30 million bushels. In fact, it is only because of a carryover from 1957, when an incentive program was in force, plus exceptionally favorable weather, along with good farming by the durum wheat farmer in 1958, that there is sufficient durum to meet macaroni manufacturing requirements to the harvest of the 1959 crop.

"Durum millers and macaroni manufacturers were forced to turn to the use of substitutes because of the shortage of durum wheat in 1953 and 1954. The results were disastrous, as far as losses were concerned.

"Per capita consumption of macaroni products dropped. Mills, other than durum wheat mills, entered the picture. Competition was so keen that approximately 30% of the durum milling capacity was lost. Today, because the vast majority of the macaroni and noodle manufacturers are back on the durum wheat standard, the Durum Mills are running over 100 percent capacity of a five day week.

"We feel that we cannot afford to lose ground we have gained again, therefore, we are asking for an adequate supply of durum wheat in the future."

#### Secretaries Speak

National Macaroni Manufacturers Association Executive Secretary Bob Green represented macaroni manufacturers and called attention to the fact that the consumer is the final judge of the product and its raw materials. His report was the same as that appearing on page 18 of April, 1959, issue of the Macaroni Journal.

Al Keating, Director of Commodities & Research at the North Dakota Farm Bureau, Fargo, North Dakota, stated the fact that North Dakota has produced 80 to 90% of the production of amber durum for manufacturing purposes in the United States.

Concerning the proposed bill from North Dakota he added that a survey was conducted through county farm bureaus in North Dakota recently, which indicated that Senate Bill 1282 was desirable and was needed to maintain an

adequate supply of amber durum in 1960. Two counties, he reported, believed that price differentials should serve as an incentive to produce what the market demands. "Most durum growers, however, feel that the price differential, between amber durum and hard red spring wheat, has not, and will not be enough to overcome the 30% estimated greater risk in growing durum over hard red spring wheat."

He further stated that "Forty percent of the North Dakota farmers' income comes from producing wheat—primarily, hard red spring and durum—and as the present government farm program operates, North Dakota continues to lose wheat acreage to other non-traditional areas. North Dakota growers have lost 1 million wheat allotment acres since 1939 and over 3 million since 1932. North Dakota producers are gradually realizing what has been happening to them under the present program. Should it become necessary for producers to reduce wheat allotments still more, durum offers these traditional growers one alternative crop which they can grow profitably under the prevailing climatic conditions of the durum triangle."

He then reviewed four charts, which graphically described the durum production story.

#### Growers' Problems

The risks involved in raising durum, were summarized by Richard K. Saunders, Secretary and Treasurer of the Durum Growers Association, from Doyon, North Dakota, as follows:

"Durum ripens about two weeks later than hard wheat, and it is therefore subjected to hail and wet weather later in the fall. It must be seeded earlier in the spring also, which means the farmer has less chance to control wild oats and



Durum consumption up. Mrs. Lois Fahs-bender of Chicago shows the 1958 per capita consumption of macaroni products, 7.3 pounds, while her 5-year-old son Richard samples the 1940 per capita consumption of 4.7 pounds. Last year, a record one for the industry, more than 1 1/4 billion pounds of macaroni products were consumed. The National Macaroni Manufacturers Association is asking for a durum crop of 30 million bushels this year to keep macaroni on the durum standard and to keep pace with the growing macaroni consumption and the population increase.

other weeds. Durum has longer straw than hard wheat, so it tends to lodge and presents a serious problem at harvest. In the year just past, the largest combine made could only combine half the number of durum acres as it could of those planted to hard wheat in one day. After 1950, 15-B rust began to cut yields of durum. Some farmers turned to hard wheat, which did not rust as badly. Those that stuck with durum lost their crops in 1954 and 1955, and as a result turned to hard wheat, too. Selkirk, a hard red spring wheat, was developed, which did not rust, and had a very high yield. It wasn't until the following year that we had durum varieties that withstood rust. Many farmers who switched to raising hard wheat then, feel that they are still in the business of farming because of hard wheat. They could not have stood another year of durum loss without losing their farms. So as a result, they feel they cannot afford to switch back to durum. Others have changed their farming operations to raise both durum and hard wheat. But this has not produced enough durum. Only through the use of previous incentive plans, have we been able to raise enough durum to meet the demand."

#### Cordial Reception

Testimony was received cordially by both Committees and questions indicated interest. However, the Easter recess came before a Committee report came out. Durum seeding and field work began in late March in some southeastern sections of North Dakota, and was under way by April 1 in many northern and western sections of the state. The latest area, as usual, was the northeastern durum triangle. Good progress has been made in South Dakota and Minnesota, but rain was needed. Seeding had started in south-central Montana but very little elsewhere in the state by April 1.

It looks at this time that early seeding and firm prices (around \$2.35 to \$2.40 a bushel, Minneapolis, for choice milling durum) will have as much effect on 1959 production as legislation.

#### Durum-Rye Cross

A cross of durum wheat and rye is being studied by Canadian plant scientists in an attempt to produce a new cereal crop. As a potential crop, says Dr. L. H. Shebeski, head of the University of Manitoba's plant science department, the combination of the two grains has all the appearances of being a far more productive starch-producing plant factory than the best of the present bread wheats. The growth is vigorous; the plants almost twice as high as either of the parents; and the kernels are more plentiful and larger. First studies indicate the cross is capable of withstanding most of the diseases which presently attack bread wheats. However, visual impressions may be deceiving, and until further tests are made there is no idea whether the grain will thrive, be of poor quality or whether it even will be able to perpetuate itself.

There is something special  
about Macaroni products made from

*King Midas*

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

To obtain that "something special" in your products use the finest—use King Midas.



*King Midas* DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

## Durum Wheat Review

U. S. production of durum wheat slipped back to 22.4 million bushels in 1958 after climbing to nearly 40 million in 1956-57, says the U. S. Department of Agriculture semi-annual Durum Report. This season's smaller output resulted from a sharp drop in seeded acreage. North Dakota, where 86% of the crop was produced, has a record yield of 24 bushels per acre. South Dakota, Montana and Minnesota also set new yield records. Absence of special government programs favoring seeding of durum was an important influence contributing to the smallest acreage planted since the inception of records for the crop, dating back to 1919. It was estimated that 929,000 acres of durum were harvested in the four major producing states and quality of the crop was excellent.

This year, since there was no durum imported, the production of 22.4 million bushels—when added to the estimated carryover on July 1—gave a total supply of 49.4 million bushels. While the amount would appear ample to provide for the nation's needs, it was reported that Commodity Credit Corporation owned 13.3 million bushels of durum on January 1, 1959, and it is not known how much of the 1958 crop has been placed under loans with that agency. The industry is quite concerned with the sharp drop in production this year in view of the fact that per capita consumption of durum products is on the increase and was an all time record high in 1958. The mills have been plagued by short supplies at times since 1948 when production started to decline steadily. It reached a low point of 5 million bushels in 1954-55 when the crop was nearly wiped out by rust. This year damage from disease was not a problem and over-all weather was favorable.

### Mill Grind Up

U. S. mills ground 11.9 million bushels of durum wheat the first six months of this season (July-December), slightly over last season. If grinding is maintained at that level during the balance of the 1958-59 season, the total ground would be greater than in 1957-58. In seven out of the last ten years, less durum has been ground during the final six month period than in the first half of the year. However, the recent trend has been toward increased grinding during the January-June period. Production of semolina and durum flour totaled 5.2 million hundredweight (July-December), the largest output since the comparable period during the 1952-53 season and compared with 4.7 million hundredweight the same period last year. This figure includes the blended product produced from durum and other hard wheats but reporting mills produced only insignificant quantities of the blended flour during the past two seasons. When durum wheat is available, the mills and the macaroni industry



prefer to use 100% durum wheat in their products.

Merchant mill stocks totaled 4,985,497 bushels on January 1 this year compared with only 3.3 million in that position a year ago. Mill stocks are the largest since the 1952-53 season when their supply totaled 6.3 million bushels.

Present durum holdings of the Commodity Credit Corporation are estimated at about 13.3 million bushels. Approximately 8 million bushels of this inventory are stored at country points (binsites and country elevators) and 5.3 million bushels are in store at Minneapolis, St. Paul and Duluth terminals. The statutory minimum price of this wheat has been set at approximately \$2.58 for No. 1 Durum; \$2.45 for No. 1 Amber Durum and \$2.48 for 1 Hard Amber, basis in store. Terminal loan value for the 1958-crop at Minneapolis, St. Paul and Duluth is \$2.25 minimum for 1 Amber . . . \$2.30 for 1 Hard Amber.

Durum Carlot Inspections at Minneapolis September-December, 1958				
Grade	Hard		Durum	Total
	Durum	Amber		
No. 1	399	142	32	573
No. 2	257	121	13	391
No. 3	553	246	53	852
No. 4	101	38	22	161
No. 5	7	26	13	46
Sample	15	18	116	149
Total	1,332	591	251	2,174

### Planting Intentions

	Indicated	Acres	Acres	Per Cent
	1959	1958	Harvested	of
North Dakota	1,080,000	812,000		133
South Dakota	110,000	74,000		148
Minnesota	26,000	19,000		137
Montana	57,000	42,000		136
Total	1,273,000	947,000		134

### Acreage Outlook for 1959

Ole Sundeen, a Lakota, North Dakota, elevator operator, commented on the chances for increased durum acreage at the Winter Meeting.

"I think that it's going to be harder than you think to put on an advertising program to get more durum raised in North Dakota.

"Back in 1952 we had a little rust. In 1953 and 1954 it was very bad. Then Ramsey and Langdon durum were introduced through the cooperation of the Rust Prevention Bureau and the experiment stations out in North Dakota. We have had an exceptional durum to raise since then. We feel that one reason why our durum acreage decreased last year was that Langdon durum has not been yielding quite as well, and rather than switching back to Ramsey durum we went back to hard wheat.

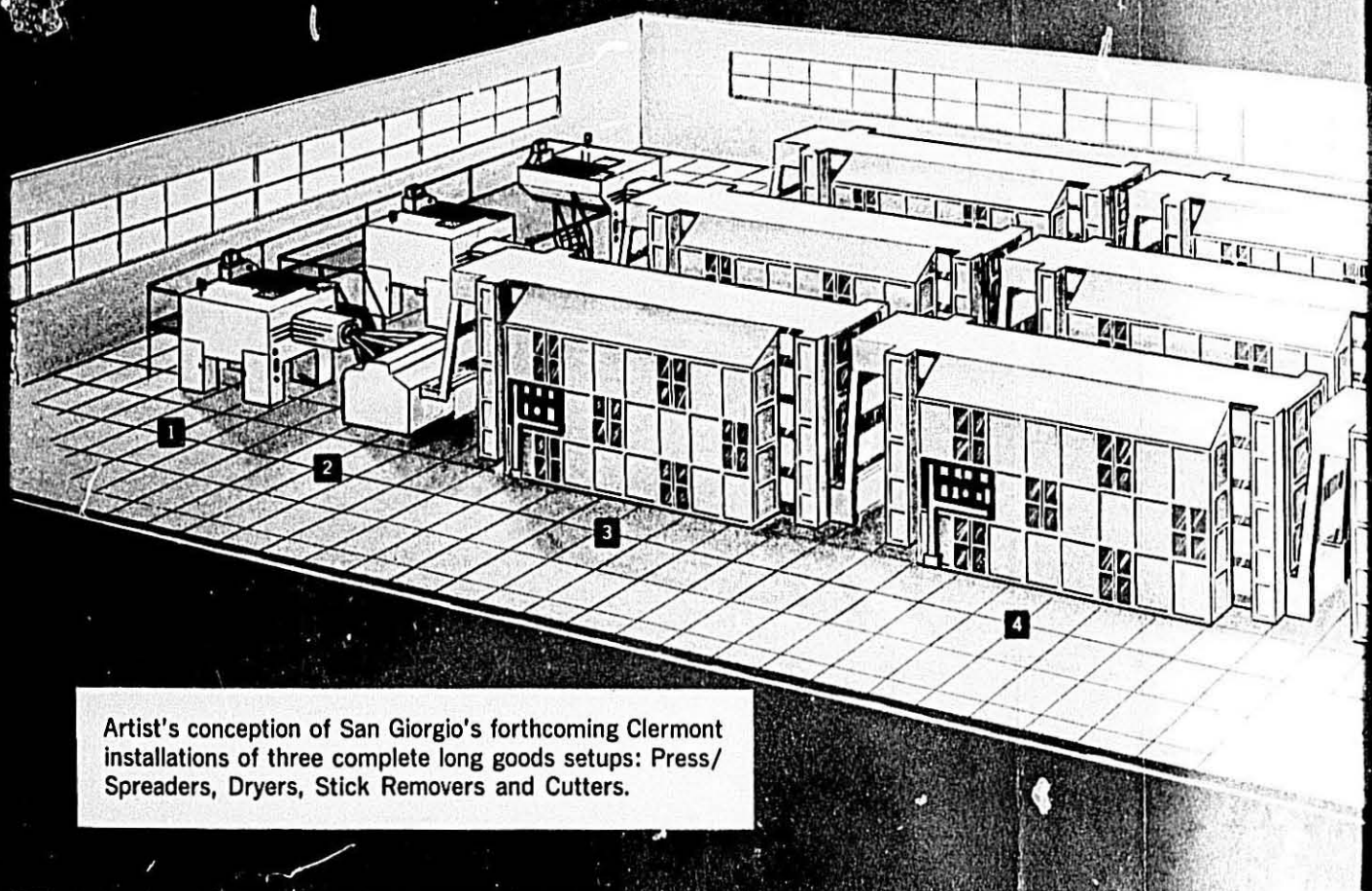
"It is going to be a problem to induce the farmers of North Dakota to raise more durum. I canvassed about 10 elevators in the durum triangle, and the best increase that I could get from anybody would be about 10% over last year. With a 10% increase in acreage and with an average crop, you still haven't got as much as you had this year.

"I think that if the Rust Prevention Bureau and the experiment stations get behind the durum increase program, you will get an increase.

"If the growers up in the durum area are sure that they are not going to lose

(Continued on page 18)

NOW we are ready for the 60's with our gear



Artist's conception of San Giorgio's forthcoming Clermont installations of three complete long goods setups: Press/Spreaders, Dryers, Stick Removers and Cutters.

**VMP-5-A-1500 LBS. PER HOUR**—The greatest of all Long Goods Presses. Large stainless steel duplex mixer affords proper ingredient amalgamation, gives uniform dough texture and quality consistency. Electronically controlled to automatically proportion the correct amount of additional water needed to maintain optimum viscosity in the mix. Large stainless steel screw permits the big production. Vacuum process is on the screw, leaving free access to the mixer.

**AUTOMATIC SPREADER** to work in conjunction with the press. Newly designed to handle four sticks—truly a masterpiece; the result of years of research, engineering and experimentation. Totally enclosed with no exposed motors or mechanism. Extruder head enclosed in a water jacket to maintain a uniform flow of product, and to eliminate all but minimal trimming. Unique trimming device. Automatic die removal within minutes. Meets most exacting sanitary requirements.

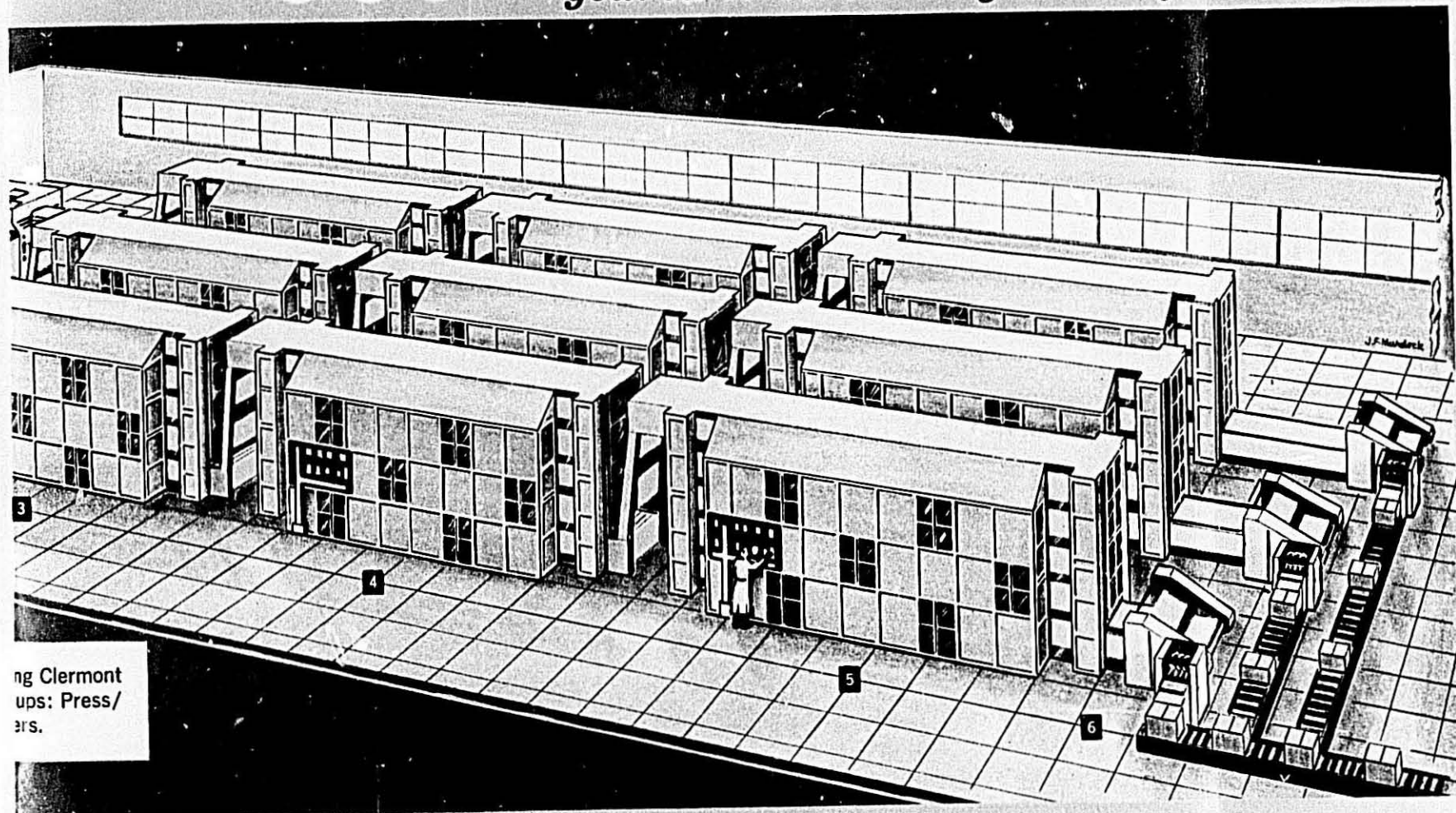
**1 PRELIMINARY DRYER** redesigned with many new features, to accept 1500 lbs. per hour. Has five tiers. Gives large volume of air on product, at low velocity, to penetrate through the product during entire preliminary drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor.

**4 PRIMER FINISH DRYER** includes same features as the "Preliminary." Precise mechanism in each dryer unit. Stick transporting apparatus moving from one tier to another is constructed to prevent sticks from falling. With perfect timing, it delivers sticks precisely on successive, or alternate chain links, dependent upon which tier is being processed.

**5 FINAL FINISH DRYER** features for the final finish. Equipped with three tiers. Gives large volume of air on product, at low velocity, to penetrate through the product during entire final finish drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor.

**6 STICK REMOVER & CUTTER** with the final finish. Equipped with three tiers. Gives large volume of air on product, at low velocity, to penetrate through the product during entire final finish drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor.

dy for the '60s with our Building Expansion Program  
geared to serve the growth of automation



ng Clermont  
ups: Press/  
ers.

**1 PRELIMINARY DRYER** redesigned with many new features, to accept 1500 lbs. per hour. Has five tiers. Gives large volume of air on product, at low velocity, to penetrate through the product during entire preliminary drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor.

**2 PRIMER FINISH DRYER** includes same features as the "Preliminary." Precise mechanism in each dryer unit. Stick transporting apparatus moving from one tier to another is constructed to prevent sticks from falling. With perfect timing, it delivers sticks precisely on successive, or alternate chain links, dependent upon which tier is being processed.

**3 FINAL FINISH DRYER**—Additional to all other features, each dryer unit has self-control instruments for humidity, temperature and air. Drying cycle through all three dryer units is completed in 24 hours, to include four rest periods, that delivers a product which is evenly dried, smooth and strong in texture, with eye-appealing bright color.

**4 STICK REMOVER & CUTTER** works in conjunction with the Final Finish Dryer in continuous operation. Equipped with three split blades which simultaneously cut off heads and ends of product and also cuts product in half. The blades are adjustable and constructed so that either one, two, or three can be removed. Mechanism functions so smoothly that product breakage and waste is completely eliminated.

SEE THESE AND OTHER NEW DEVELOPMENTS AT...

**Clermont**

MACHINE CO., INC.

280 WALLABOUT STREET  
BROOKLYN 6, N.Y., U.S.A.



**PIONEERS IN AUTOMATION**

For **40** Years



**CLERMONT**

**THE NAME THAT SYMBOLIZES PROGRESS**

Again leads the way with 1500 POUNDS PER HOUR FULLY AUTOMATIC EQUIPMENT for Manufacture of Macaroni/Noodle Products from the raw materials up to the packaging machines.

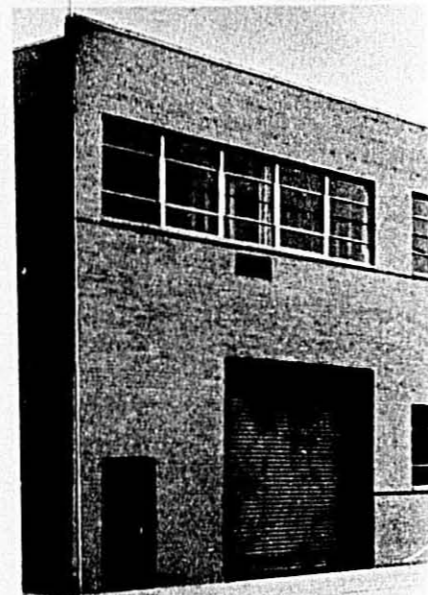
Expansion is the order of the day because the continually growing demand for Clermont's new designs required the addition of 40% more manufacturing and engineering space. Clermont has entered 1959 and the promising future with better and more facilities to serve the Macaroni/Noodle Industry with unique developments that will once more revolutionize the Industry's manufacturing processes.

**CLERMONT MACHINE CO., INC.**

**280 WALLABOUT ST. BROOKLYN 6, N. Y.**

WHERE YESTERDAY MEETS TOMORROW THROUGH MODERNIZATION 

**THIS  
MUCH  
MORE  
in '59**

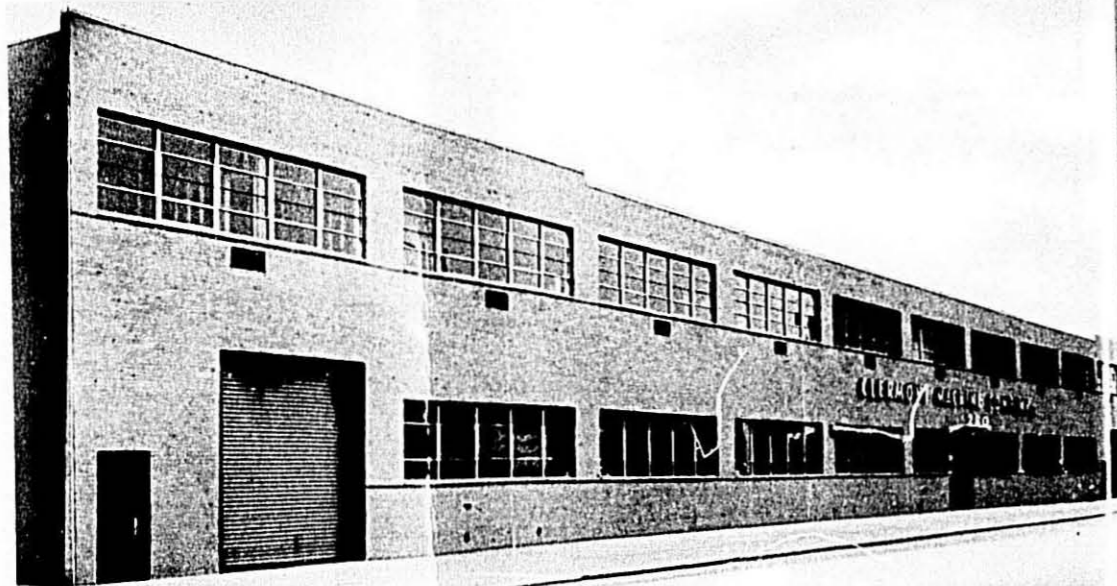


Engineered plant layouts for the smallest to the largest manufacturer. Expert engineering guidance for building modernization or new building. Engineering and fabrication of specialized equipment for special purposes.

**THIS  
MUCH  
MORE  
in '59**

**72,000 SQUARE FEET OF MODERNIZED AREA**

62,000 MANUFACTURING AND STORAGE  
10,000 ENGINEERING AND ADMINISTRATION



Engineered plant layouts for the smallest to the largest manufacturer. Expert engineering guidance for building modernization or new building. Engineering and fabrication of specialized equipment for special purposes.

**Clermont**  
QUALITY CAN PUT YOU AHEAD OF COMPETITION

*Invitation to*  
**MACARONI/NOODLE MANUFACTURERS & ALLIEDS**

*Let's Congregate*

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**OPEN HOUSE**  
at  
**CLERMONT**

*Join us in a happy get-together*  
IN OUR NEWLY EXPANDED PLANT

**SEE OUR LATEST DEVELOPMENTS ON DISPLAY**

Complete, automatic, continuous 1500 lbs. per hour long goods equipment setup:

VMP-5-A Press • Automatic Spreader • Complete 3 Unit Dryer

Long Goods Stick Remover and Cutter

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VMP-4-A Short Cut Press, 1500 pounds per hour

VMP-3-A Noodle Dough Sheet Extruder Press, 1500 pounds per hour.

Bucket Conveyors • Fancy Stamping Machine • Plus other Clermont designs.

**OUR 40th ANNIVERSARY**

*Clermont Machine Company Inc.*

280 Wallabout Street, Brooklyn 6, New York

Phone: EVergreen 7-7540

## Durum In California

THE Tulelake basin of northern California is graphically located in the northern section of Siskiyou and Modoc counties. It borders Klamath County, Oregon. The United States Bureau of Reclamation developed the area for homesteading to World War I and II veterans.

Most of the soil is highly productive. The entire basin can be irrigated. Climatic conditions are such that only hardy crops can be grown because of frequent frost. The altitude of the basin is 4,000 feet above sea level.

Because the basin is far removed from metropolitan markets truck crops are not grown. Cereal crops, alfalfa hay, alsike clover seed and potatoes are the primary production. Experience has shown that durum following potatoes, alsike clover and alfalfa absorbs the excess nitrogen left in the soil from the previous crop and results in high quality.

### Durum Is Profitable

Barley used to be grown in Tulelake before the bottom fell out of the market. Lower prices for potatoes and clover have reduced profits dangerously. Cost studies conducted by the University of California's Agricultural Extension Service show that durum wheat is the only crop grown in Tulelake which offers any promise of offering sufficient financial returns to support an average farm family. The cost of producing 100 pounds of potatoes in Tulelake is \$2.07 per hundredweight. Present prices are around \$1.40. It costs 27.8c per pound to produce alsike clover seed. Although there is no market for alsike seed at the present time, the latest sale was 17c per pound. The same is true for barley at a production cost of \$2.00, farmers can make little or no profit at \$2.00-\$2.10.

The potential income for Tulelake farmers if they were allowed to grow on an expanded acreage would have a beneficial financial effect on the entire basin. For example, an average field of barley yielding 3,000 pounds per acre grosses a farmer \$60 per acre. The same



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acreage planted to durum would gross the farmer \$102 per acre. On 20,000 acres—the potential acreage for the area—the gross income from barley would be \$1,200,000, while durum would bring \$2,010,000.

James G. Stearns, Chairman of the Tulelake Durum Wheat Committee, testified in Washington, D. C.: "It is unfortunate that the Tulelake homesteads were not allotted to veterans in larger acreages. Had they obtained 120 to 130 acres instead of the average 70 acres, they could, even under the present farm crisis, have made a living for themselves and their families. However, with their present acreage and the low commodity prices, this is impossible." He continued that under the allotment system a hardship is worked upon these growers because of a lack of historic record.

### Supply Is Limited

Tulelake can supply only a fraction of West Coast requirements for durum. Population of California, Oregon and Washington according to the 1955 census was 17,261,000. Predictions for 1960 are in excess of 20,000,000. Assuming consumption was the same as the national average of 7.3 pounds of macaroni and noodle products, the Pacific area would need some 126,005,300 pounds of semolina in 1959. If the entire suitable acreage in the Tulelake basin was planted to durum only 85,800,000 pounds of semolina could be produced. This would take 40,000 acres which is unrealistic. 20,000 acres would be planted, if permitted, and this would only supply one-third of the West Coast's requirements.

In a letter to K. G. Baghott, Agriculture Extension Agent at Tulelake, Paul Taylor of Sperry Operations, General Mills, in San Francisco wrote: "The potential consumption of durum products in the eleven western states is estimated to be 1,100,000 hundredweights annually. This is about 2,500,000 bushels or roughly 8 to 10 per cent of the total U. S. consumption.

"With specific reference to durum grown in the Tulelake area, we will continue to buy it as we have in the past three years, provided the quality is suitable for use in durum flour.

"The production of durum in your Tulelake Basin has been an interesting development and we believe the continued production of durum will be mutually beneficial to growers and consumers alike."

Similar encouragement came from the Crown Mills Division of Centennial Mills in Portland, Oregon.

### For Regional Use

Mr. Stearns pointed out that "Tulelake durum cannot compete with the Dakotas, Minnesota or Montana durum



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In contrast to the East, it is more frequently the small bulk packer on the West Coast who uses semolina than the firm primarily concerned with consumer package trade. While there are exceptions, particularly in the San Joaquin Valley and San Francisco Bay area, most macaroni manufacturers make products with a fifty-fifty blend. With the price of semolina from the midwest at about \$7, durum granular milled on the West Coast from Montana durum at \$6, and local varieties of flour as cheap as \$5, there is plenty of spread for the sharp price competition that exists. Unfortunately short-sighted policies with secondary grades, defended as competitive necessities, do little to help consumption and may actually drive it down. More durum is needed, more margin is needed—to enable the macaroni manufacturer to use the best raw material and promote the product through sound advertising and merchandising. Only by expanding consumption will the economic ills that beset the West Coast macaroni manufacturer be alleviated. This will not be done by trading dollars or trading customers. It will come with quality properly sold. An adequate supply of durum will help a great deal.

### Duluth Market

Ninety-four out of 100 customers buy dry macaroni or spaghetti in Duluth according to the 1959 Consumer Analysis by the Duluth Herald and News-Tribune. Fifty-nine out of 100 buy egg noodles.

The percentage of macaroni buyers increased one-half of one per cent over a year ago. The percentage of noodle buyers dropped 3 per cent.

## advertise the new Scalloped Salmon Recipe to sell more noodles

Show the ladies new recipes they can make with your macaroni products and they'll buy more of them. Here's one of four taste-tantalizing ideas from our new ad mat series which will help you sell noodles right now. Betty Crocker created the recipe—Scalloped Salmon, Almonds and Noodles. Our famous consumer panel tested it. We built the recipe into an advertisement for you to use in your own market area, under your own brand name. Send for the mat today, get samples of other ads in the series.

### ECONOMICAL

You pay only 50¢ for each mat—a real bargain when you consider the time, talent and material required to produce them. And even more of a bargain when you consider the extra sales they'll help produce. Offer good in U.S.A. only.

### EASY TO USE

Have your newspaper type-set your brand name where it appears in the ad. Insert an engraving of your own package if you wish. Give insertion dates to the newspaper. You pay only for space used.

### FLEXIBLE

If you wish, you can add, delete, or rearrange elements within the ad to make an entirely new or different size ad. Combine elements from other ad mats to make multi-product ads. Your newspaper representative will gladly help.

Ask your General Mills salesman for details—  
or use this coupon to order.

DURUM SALES • GENERAL MILLS  
9200 Wayzata Boulevard  
Minneapolis 26, Minnesota

Please send \_\_\_\_\_ (quantity) ad mats featuring Scalloped Salmon, Almonds and Noodles. I have enclosed 50¢ for each mat.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



**DURUM SALES**  
Minneapolis 26, Minnesota

## No. 2 in General Mills' new series of ad mats

→ REPRODUCED ACTUAL SIZE  
2 COL. x 6½ IN.

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A new way to win family praises  
Scalloped Salmon, Almonds and Noodles  
made extra tasty with  
**YOUR BRAND NOODLES**

### SCALLOPED SALMON, ALMONDS, AND NOODLES

4-oz. pkg. Your Brand Noodles 7-oz. can red sockeye salmon, flaked  
1 tbsp. butter 1 to 2 tbsp. lemon juice (juice from ½ lemon)  
1 tsp. flour ½ cup cut-up almonds, toasted, crushed  
¼ tsp. salt ¼ cup crushed, buttered bread crumbs, or buttered cracker crumbs  
¼ tsp. pepper 1 cup milk

Cook noodles by dropping them into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly, 3 minutes. Cover with tight fitting lid, remove from heat and let stand for 10 min. Rinse with hot water; drain.

Heat oven to 350° (moderate). Make White Sauce by melting butter in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add noodles, toasted almonds, and white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes, 8 servings.

Note: This may be baked in a 1-qt. baking dish 20 minutes.

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9200 Wayzata Boulevard  
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Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



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Minneapolis 26, Minnesota

## No. 2 in General Mills' new series of ad mats

→ REPRODUCED ACTUAL SIZE  
2 COL. x 6½ IN.

→ WATCH THE MACARONI  
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A new way to win family praises  
Scalloped Salmon, Almonds and Noodles  
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### SCALLOPED SALMON, ALMONDS, AND NOODLES

4-oz. pkg. Your Brand Noodles 7-oz. can red sockeye salmon,  
1 tbsp. butter flaked  
1 tbsp. flour 1 to 2 tbsp. lemon juice (juice  
1 tsp. salt from ½ lemon)  
¼ tsp. pepper ¼ cup cut-up almonds, toasted,  
1 cup milk crushed Wheaties, buttered  
bread crumbs, or buttered  
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Cook noodles by dropping them into 6 cups rapidly boiling salted water (4 tsp. salt). Bring back to rapid boil. Cook, stirring constantly, 3 minutes. Cover with tight fitting lid, remove from heat and let stand for 10 min. Rinse with hot water; drain.

Heat oven to 350° (moderate). Make White Sauce by melting butter in saucepan. Blend in flour, seasonings. Cook over low heat until smooth and bubbly. Remove from heat. Stir in milk. Bring to boil; boil 1 minute, stirring constantly. Remove from heat. Sprinkle lemon juice over salmon. Add noodles, toasted almonds, and white sauce and toss lightly. Turn into 8 individual shells or buttered baking dishes. Top each with crushed Wheaties. Bake 10 to 15 minutes, 8 servings.

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**SEND COUPON TODAY!**

### King Midas Flour Mill

As motorists approach the Superior, Wisconsin, East End Waterfront, they get an immediate impression of thriving industrial activity when they gaze upon the huge King Midas durum mill. This impression is registered at night as well as day, for the multitude of lights in the busy mill and the large red-letter sign atop the storage bins reflect around the clock operation.

This durum mill which specializes in producing semolina and durum flour, is ideally located for its purpose in the "air-conditioned city" of Superior, Wisconsin. The cool summers and the low humidity are ideal from a milling standpoint. Its customers are situated in all sections of the country from the Atlantic to the Pacific and down to the Southern border.

As with other specialized industries, the King Midas plant has highly intricate machinery of modern design. Especially modern is its vacuum dust collecting system which keeps the entire mill "clean as a whistle." Processing of grain is accomplished with the latest type of wheat washers, wheat scourers, separators, wheat heaters, grinding rolls, purifiers, sifters, aspirators, and automatic packing and weighing equipment.

#### First Bulk Shipment

It is altogether fitting that the growing movement of bulk flour shipments should have started at this modern mill on the shores of Lake Superior.

Nine years ago — on March 22, 1950 — the first bulk car of semolina ever loaded was delivered from this giant durum mill, largest of its kind in the country.

From this embryo of one "Trans-flo" bulk car, King Midas has grown with the bulk flour movement to a fleet of modern "Airsides" bulk cars, leased from General American Transportation Corporation.

It is common knowledge that bulk handling can save money through the elimination of sacks, and through the reduction of at least part of the loading and unloading labor force, and indirectly through the reduction of sanitation problems. For this reason King Midas has at its customers' disposal, should they so desire, this fleet of modern "Airsides" bulk cars.

Both bulk shipments and bag shipments are loaded in a completely enclosed warehouse, where they receive every protection from the weather.

While offering the advantages of bulk car shipments, King Midas will continue to emphasize the invaluable flexibility of shipments in bags to its many friends, large and small alike, in the macaroni industry.

#### Peavey Affiliate

Through its affiliation with the F. H. Peavey Company who operate many country and terminal elevators, King Midas is an excellent position for durum



First bulk car of semolina ever loaded.

wheat selection. In addition to the main laboratory at the King Midas headquarters, the mill also has a completely equipped laboratory at the Superior mill. These laboratories constantly check the products as they are being processed.

This is in keeping with their long standing policy of progress and service, and their pledge to the macaroni industry to consistently deliver the finest quality durum products and the best in service.

#### Acres Outlook

(Continued from page 10)

their crop from rust and have as good a chance of raising a durum crop as they have with hard wheat, they will raise durum.

"One other thing that we are worried about is, 'How broad is the durum market? Right now durum is worth about \$2 a bushel out in North Dakota. Suppose the price support goes off and the price drops to \$1.50 a bushel or \$1.25 a bushel. If durum is 25c above hard wheat, will the mills keep blending? What is the dependency of the price per bushel on the market value of the crop that you put out? Is it the percentage of the durum cost over the hard wheat product that you use for blending?"

"It is interesting to listen to discussions on blending. We're getting a little enthusiastic up in the durum country because we think we have something that is good and we think durum is it. You never hear of them blending butter with margarine.

"This is the best year that North Dakota has ever had, but under new farming methods, I believe that the farmer in North Dakota can climb to an 18-20 bushel average in a normal year.

"Is the durum market strong enough to support this acreage increase if we get the farmers to produce more?"

"These are some of the problems that are facing the elevator men and the producers out in North Dakota."

#### Canadian Situation

This year's Canadian durum crop is reported high in bushel weight, excellent in milling quality and possesses other properties which make it ideal for macaroni making. Canada's crop was estimated at 15.9 million bushels in November this year compared with the 1957 output of 44.1 million. Saskatchewan accounted for 79% of his production.

Average yield of durum wheat in the Prairie Provinces was estimated at 14.1 bushels per acre in 1958, substantially below the 1957 average of 18.7. Seeded acreage was less than half that sown the year before. The visible supply of Canadian durum on December 30, 1958, totaled 26.6 million bushels compared with 18.8 the year before on that date. Exports, during crop year 1957-58, amounted to 125 million bushels. Commercial disappearance from August 1, 1958, through December, 1958, is ahead of last year by 1.8 million bushels and totaled 6.2 million bushels.

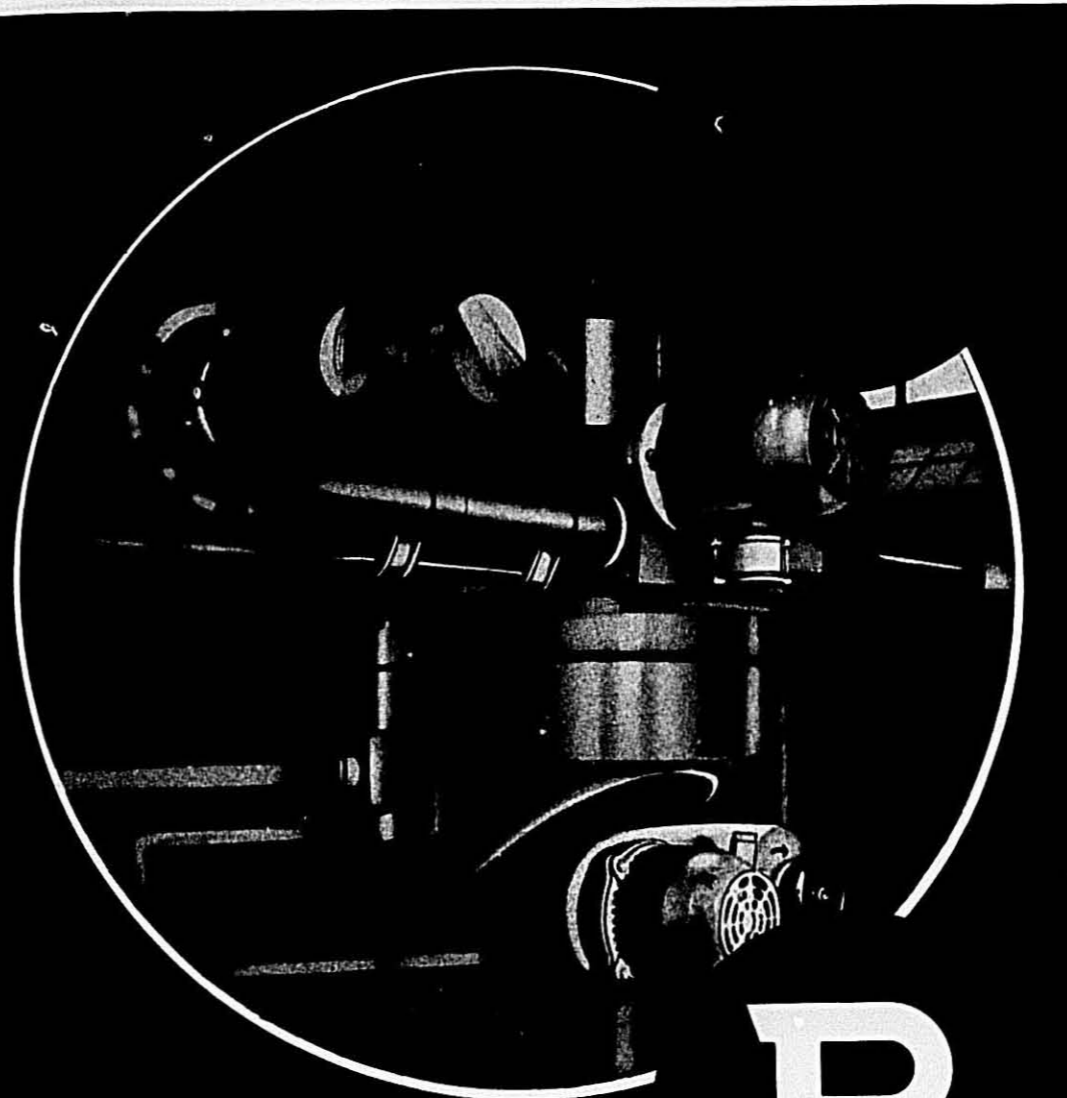
For many durum wheat farmers the drop in production has not helped very much. The 1958 crop simply replaced what had been sold in the previous year, leaving durum supply at the same high level. Durum bins in country elevators remain plugged.

All of which indicates that another decline in the Canadian durum acreage will take place in 1959. With a possible 50 million bushels in all positions in Canada, and a disappearance of from 10 to 14 million bushels likely to occur during the rest of the 1958-59 crop year, certainly a further acreage cut is justified, declares the Catelli Durum Institute.

#### Sauce Italiano

Spaghetti Sauce "Italiano," containing meat, has been added to the line of institutional foods manufactured by Favro Corporation, Jersey City, New Jersey.

It is a companion product to "Favro" spaghetti sauce, made without meat, and is packed in three-quart cans.



## Ronzoni Macaroni and Cheese

A unique new concept in "complete meal" packages—Ronzoni Macaroni and Cheese Sauce Casserole Dinner—has been introduced by the Ronzoni Macaroni Company. The new product was developed after months of intensive recipe-tests, according to an announcement by Emanuele Ronzoni, president.

The new casserole dinner features Ronzoni's exclusive prepared cheese sauce and elbow macaroni packaged as one unit in a colorful and compact box designed for extra shelf visibility. A special offer of 10 cents off the regular price marks the introductory campaign for a limited period, according to the announcement.

Now available in food stores and leading supermarkets throughout Ronzoni's distribution areas, the new casserole dinner was created to provide busy homemakers with a simple but nourishing "complete meal" in minutes. The rich, "all-cheese" prepared cheese sauce—a first for Ronzoni—was developed to make the preparation of all grain dishes an easy task by eliminating the time-consuming chore of concocting a sauce at home with a wide variety of ingredients. In addition to macaroni and cheese casserole, the sauce is ideal for vegetables au gratin, fish au gratin, soup and many other recipes. Mr. Ronzoni reported.

"We believe our new casserole dinner represents a major advance in the 'complete meal' food processing field," he said. "The nature of the product and its compact package, we feel, will result in substantial volume, rapid turnover and attractive margins for our dealers."

The new product is being promoted heavily via Ronzoni's co-sponsorship of three television programs and an intensive spot radio schedule in New York,



Philadelphia, New Haven and other eastern markets. The TV programs are "If You Had a Million," "Saturday Star Theatre" and "Children's Theatre."

### Coupon Promotion

Millions of La Rosa spaghetti customers have received a money-saving invitation to try La Rosa's newest product line—frozen Italian specialties.

Beginning in March, every package of La Rosa Thin Spaghetti #9 carried a coupon worth 8 cents, redeemable on a purchase of any of La Rosa's seven frozen food items. Objective: to acquaint consumers with La Rosa Veal Scaloppine, Chicken Cacciatore, Veal Cutlet Parmigiana, Lasagne, Baked Macaroni Casserole, Meat Ravioli and Cheese Ravioli. Retailers will be given 2 cents for handling.

Thin Spaghetti #9, La Rosa's fastest moving item, was specifically chosen for the coupon offer so as to reach the largest

possible group of customers. The promotion will take place in the La Rosa market areas of Northeastern U. S., New York, New Jersey, Pennsylvania, Maryland, Delaware, Washington, D. C., and Ohio.

### Name The Rigoletti Boy

A mink stole for Mommy, a quarter size midget racer, a toy power car, skates, building sets—all these go to the lucky child who wins grand prize in La Rosa's new "Name the La Rosa Rigoletti Boy" contest. (And if a little girl wins, she may choose a girl-size mink stole instead of the racer.)

The contest is being promoted through children's television and radio programs, with the Rigoletti Boy cartoon figure displayed and discussed by program personalities. Entry requirements is a suggested name, accompanied by the red rose trademark from a package of La Rosa Rigoletti No. 88 macaroni.

Additional prizes of power cars, skates and building sets will be awarded by each television or radio personality on programs sponsored by V. La Rosa & Sons, Inc. In all, more than 1500 children will win prizes in the contest, which will be conducted throughout the La Rosa market areas of Northeastern U. S., New York, New Jersey, Maryland, Pennsylvania and Washington, D. C. Point of purchase advertising of posters and shelf talkers for retail grocery display will also be used.

### Soup Mix Classification Changed

The Central States Motor Freight Bureau has recommended a change in the commodity description for soup mix which reads: "Soup ingredients (soup mix), consisting of dried vegetables and cereals, macaroni or noodles, mixed," to "Soup ingredients (soup mix), consisting of dry vegetables and other ingredients, mixed." This change is being recommended for clarity and uniformity since certain soup mixes do not contain noodles and macaroni.



*From Tots to Teens...*

... the durum taste is tops. And, there's a special treat tucked in every bite of macaroni made with Comet No. 1 Semolina. Commander's finest 100% durum tailors your product to the growing appetites of young America.

COMMANDER LARABEE *Durum Department*  
A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS



**FOR YOU  
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production  
Improve Quality

★ **NEW** POSITIVE SCREW  
FORCE FEEDER

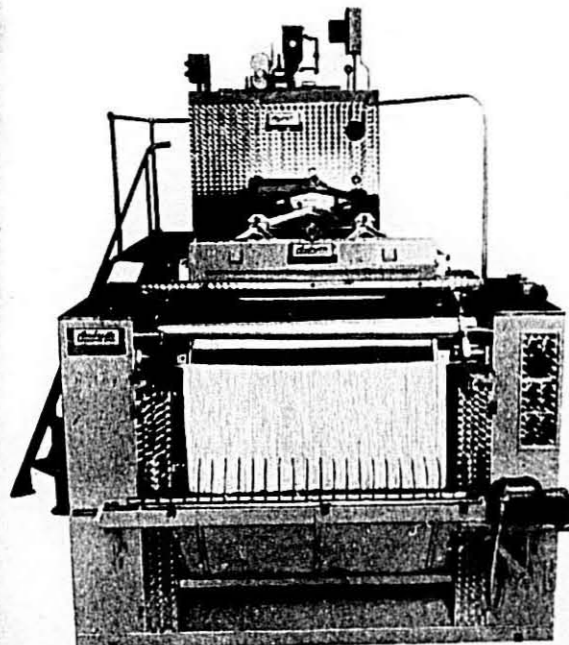
improves quality and increases production of long goods,  
short goods and sheet forming continuous presses.

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

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

**NEW** 1500 POUND PRESSES  
AND DRYERS LINES

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



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

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

★ Patent Pending  
★★ Patented

*Ambrette*  
**MACHINERY CORP.**  
156 Sixth Street  
Brooklyn 15, New York

**NEW SUPER CONTINUOUS PRESSES**

**SHORT CUT MACARONI PRESSES**

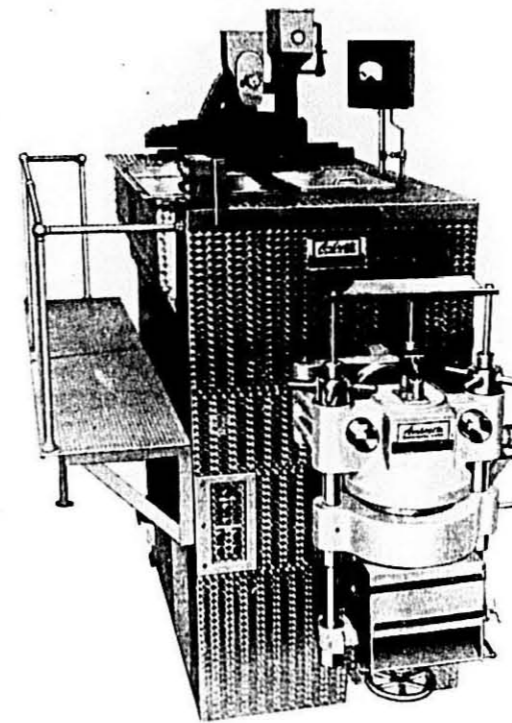
- Model BSCP — 1500 pounds capacity per hour
- Model DSCP — 1000 pounds capacity per hour
- Model SACP — 600 pounds capacity per hour
- Model LACP — 300 pounds capacity per hour

**LONG MACARONI SPREADER PRESSES**

- Model BAFS — 1500 pounds capacity per hour
- Model DAFS — 1000 pounds capacity per hour
- Model SAFS — 600 pounds capacity per hour

**COMBINATION PRESSES**

- Short Cut — Sheet Former
- Short Cut — Spreader
- Three Way Combination



Model BSCP

- ★ **QUALITY** — — A controlled dough as soft as desired to enhance texture and appearance.
- PRODUCTION** — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.
- CONTROLS** — — So fine — so positive that presses run indefinitely without adjustments.
- SANITARY** — — Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.

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

*Ambrette*  
**MACHINERY CORP.**

## Britain's First-Ever Spaghetti Barbecue

By Kenneth Bourke, Associate Director, The Leslie Frewin Organization Ltd., public relations consultants to British Macaroni Industry Ltd.



Center of attraction was British Spaghetti Queen, 19-year-old Geraldine Lynton. Her outfit was made entirely of spaghetti.

AS PART of their current public relations campaign, British Macaroni Industry Limited, an association of nine leading British firms manufacturing macaroni, spaghetti, vermicelli and noodles, recently held Britain's first-ever Spaghetti Barbecue.

They hired 15th-Century Crosby Hall, on the Thames Embankment at Chelsea, one of London's most beautiful historic buildings, where, 400 years ago, a nobleman ate the first dish of macaroni ever served in Britain.

### Canadian Decor

Because British macaroni products are manufactured from semolina milled from Canadian Amber Durum Wheat, Crosby Hall was given an authentic Canadian decor, with wheat sheaves, wagon wheels and maple leaves hanging beside priceless tapestries and paintings.

The whole atmosphere, too, was Canadian, with music by two well-known Country Western groups and a demonstration of square dancing by a team from the English Folk Dance and Song Society.

Guests included Mr. D. A. Bruce Marshall, Canadian Agricultural Counsellor in London, Mr. B. C. Butler, commercial minister for Canada, and Mr. J. B. Lawrie, European manager of the Canadian Wheat Board.

There, too, were many celebrities—both British and Canadian—from the theatre, films, TV and radio, including Canadian-born Robert Beatty, star of the British-made TV series, "Dial 999," and John Gregson, one of Britain's top film stars.

The event, which was one of the biggest social occasions of the season, received extremely wide Press, TV and Radio coverage in Britain. Stories and photographs have also appeared in newspapers published in France and Italy, as well as in the United States and Canada.

### Guests from Food Field

Also there were a large number of cookery editors from national newspapers and women's magazines; home economists from the Gas Council, the British Electrical Development Association, the National Union of Townswomen's Guilds, the National Federation of Women's Institutes, and many of the leading makers of electric cookers; and representatives of the manufacturing firms and their trade customers.

Guests also included eminent Society people, well-known gourmets, cookery experts from British TV and radio, and leading columnists from the national Press.

Recordings made during the Barbecue were broadcast in three radio programmes in Britain—"Woman's Hour," "Roundabout" and "Saturday Night on the Light"—and in several overseas radio programmes beamed to Italy and North America.

Reports of the event were also included in the North American news bulletins of the Central Office of Information.

It was certainly a gay, colourful and very 'off-beat' occasion. Guests had been asked to "Come dressed for a Hoe-Down and use as much imagination as you like—in other words, Use Your Noodle."

Many of the 350 people present were attired in brightly coloured Western outfits, and Robert Beatty, who plays the part of an inspector in the Royal Canadian Mounted Police in his TV series, came dressed as a lumberjack.

A sign outside Crosby Hall said, "Right Here for the Hoe-Down" and just by the gate was a sign reading, "Itchin' Post for 'Osse"—though nobody actually arrived on a horse!

Inside the Hall were a real Barbecue, with genuine barbecued frankfurters and kebabs—the latter made, of course, with British macaroni—and a Punch-X bar, where guests could help themselves to red and white wine or beer from the cask.

There was also a "Come and Get It" Bar, with an array of half-a-dozen attractive dishes made from British macaroni, spaghetti and noodles.

Centre of much attention at the Barbecue was the British Spaghetti Queen, 19-year-old Geraldine Lynton, principal dancer in a West End theatre show.

Miss Lynton was wearing a skirt and brassiere made entirely of spaghetti and was much in demand both by Press photographers and by "cowboys" who



Canadian-born celebrity, Robert Beatty, star of British TV series, "Dial 999," chats with guests.

wanted her as a partner for square dancing.

Later in the evening the Spaghetti Queen presented the prize—two bottles of Canadian Rye Whisky—to the winner of a "Use Your Noodle" guessing competition, which took place in the "Hay Loft"—in other words the gallery of this magnificent old hall.

She was introduced on stage by Canadian-born Cal McCord, one of Britain's favourite TV and Radio Western personalities, who also compered the entire show.

### Extensive Coverage

All in all, with the extensive Press, TV and Radio coverage in Britain and other countries and the tremendous interest aroused among cookery experts, home economists and the trade, the Spaghetti Barbecue is judged to have been a complete success and a very worthwhile piece of promotion for the industry, whose sales have climbed steadily since the end of the war.

British Macaroni Industry Limited, which comprises the great majority of firms in Britain manufacturing pasta products, is sponsored by the semolina millers, Chelsea Flour Mills Ltd., of London, and R. H. Clarke Ltd., of Great Yarmouth.

These are the firms who supply the raw material from which British macaroni products are made.

### Association's Purpose

The purpose of the association is to promote knowledge of macaroni products, their food values, the correct ways to cook these foods, and their proper place in the diet, with emphasis on home-produced goods.

Through their public relations consultants, The Leslie Frewin Organisation Ltd., British Macaroni Industry Ltd. issue background material, nutritional data, recipes and photographs, both to the Press and to Home Economists. They also arrange cookery demonstrations and visits to factories, and recently published an attractive new recipe leaflet, "A Tempting New Touch for Your Cooking," for distribution to the public, both direct and through gas and electricity boards, townswomen's guilds, women's institutes, and the Press.

Particular stress is laid by British Macaroni Industry Ltd., in this educational campaign, on the fact that a great number of attractive and appetising dishes can easily be made from macaroni products.

It is a fact that changing food habits in Britain, stimulated by increased Continental travel and the spread of Continental-style restaurants, have brought about a growing demand for macaroni, spaghetti, vermicelli and noodles.

Production of pasta products in Britain has increased by 15 times since 1939, and a useful export business has been built up in recent years.

## Macaroni in Australia

By D. S. Heywood, Manager,

Hancock's Golden Crust, Melbourne, Australia

THE Australian government has pursued a very vigorous immigration policy since the end of World War II. The bulk of the migrants have come from the Southern European countries, quite a large proportion of which are Italian.

It is natural that the migration influx has caused an increasing consciousness of the versatility and enjoyment of macaroni products. However, this natural increase in macaroni consumption will be very slow unless the Australian consumer is awakened.

### Luxury Food

Espresso bars, spaghetti bars, well-managed Italian restaurants have all made macaroni an increasingly popular food, but unfortunately treated as a dining-out-luxury, a meal that cannot be copied by Mrs. Housewife at home. In the home there has been almost an air of mystery to the Australian housewife about the cooking of these products. Here again the remedy appears to be a general education program that would benefit all tremendously.

The smallness of the industry means only limited funds to pursue any advertising. On a continent approximately the same size as the United States the population is a mere ten million. The bulk of the population fringes the eastern coast. This eastern or Pacific seaboard is a succession of high rocky headlands and narrow, sandy beaches pounded by heavy surf.

The density of population is about 5.3 persons to the square mile, which is about 0.5 behind Canada (the density figure for the U.S. is about 53 persons to the square mile). It should be explained that about one-third of the country is almost uninhabitable, and in another third the rainfall is too low to permit close settlement, which explains a lot of the above situation.

### 25 Plants

There are about 25 spaghetti plants in Australia; only one of these is a fully automatic plant, but still the combined output is far in excess of what the market is presently absorbing. The equipment used is practically all made by Braibanti and Buhler. Lack of dollars precludes any possibility of American manufacturers exporting to this market.

There are only two full Buhler plants in Australia, one is the H. J. Heinz Company, whose plant is only used to supply their own needs for canning, and the other is Hancock's Golden Crust, Pty.,

Ltd., in Melbourne. Braibanti has sent regular representatives to Australia and with this service has taken the lion's share of the market, apart from a few locally produced drying chambers.

On the south-eastern coast is the largest city, Sidney, with over two million population. On the south coast, Melbourne is fast approaching the two-million stage. Unfortunately the macaroni industry operating in these two capital cities is quite a distance from a top class raw material. In Melbourne, which is the capital of the state of Victoria, wheat is grown on what they call a fair average quality system: no premiums are paid for high quality or hard wheat and the result is that manufacturers are always faced with extremely low protein soft wheats. Heavy rainfall at an inopportune time this year has given them the lowest protein wheat of some time; most of it averages at about 8 per cent protein value.

### Durum Is Scarce

Because this raw material cannot be used for macaroni, manufacturers have to haul their raw material from as far as a thousand miles north to endeavour to obtain high protein hard flour. The smallness of the industry has meant that Australians have no specialist semolina mills and can only obtain a granular product in small quantities. Until usage increases, it will not be attractive for any millers to devote a mill to producing granular type products that are so necessary for a top quality product. In Australia this year there will be about 197,000,000 bushels of wheat grown, of which about 150,000,000 bushels will be exported. The export market for flour has become an increasingly competitive one, thus the milling industry has been for many years a difficult one.

The macaroni market falls into two very separate patterns. One can almost be termed the Australian market, this being served by retail pack of sixteen ounces weight. The other market is referred to as the Italian market, to whom they sell 22 pound boxes in 50 to 70 different sizes and shapes. The Australian market really only knows macaroni, spaghetti solid, spaghetti tubular and thin spaghetti.

There is a large canned market in spaghetti but none of the manufacturers actually enter into this segment. The procedure is for the manufacturers to provide the canners with the dry spaghetti, except, of course, in the case of H. J. Heinz who manufacture their own in the



very beautiful factory that they have in Melbourne.

Squatting next to the Heinz Company in the Melbourne suburb of Dandenong is a magnificent plant of General Motors who manufacture their own Australian car named the Holden and roll off about a hundred thousand Holdens per annum.

Companies of this type have given Australia a much more balanced economy. Primary products, particularly wool, were the key to their international solvency, in fact sheep dominate the country like a colossus; they produce about 30 per cent of the world's wool and about half of its merino wool.

A striking illustration of their departure from dependence on wool exports has happened in this last year. In the past a drop in wool exports has been a very serious blow to the economy, however the confidence in their future has been strikingly illustrated by the unusual event during 1958 of share prices rising firmly while wool fell to its lowest point for ten years and other export products were falling as well.

#### Pattern Follows U. S.

There is no doubt that the business pattern is following that of the U. S. in a marked and striking fashion. The large retail chains are capturing an increasing share of the food market. Stores are becoming bigger and brighter. The range of articles sold is ever increasing and the battle between manufacturers for prime merchandising spots in the large store increases in intensity daily.

Frozen foods to date have not been a great success. Too many poor quality products in the introductory stage is the number one reason for this but companies like Birdseye, with quality and promotion, are popularizing them.

In the city of Melbourne is one department store named Myers that has



St. George Golf Course is located at the eastern end of Bermuda and is an excellent nine-hole course over rolling land with much of it overlooking the ocean. In addition to the St. George there are three 18-hole courses in Bermuda where golf is a popular year-round sport.



Surf casting in Bermuda: With almost 400 varieties of fish in the waters around Bermuda, even the novice fisherman is almost certainly assured of a catch of some sort. Inshore fishing, as well as deep sea fishing, is one of the Colony's top sports. By far the most popular equipment is spinning tackle which seems to be particularly adapted to surf and sea conditions in mid-Atlantic Bermuda. And when a fisherman tackles a game bonefish, pompano or yellowtail on light tackle, to name a few of the Bermuda varieties, he knows he's in for a lot of fun.

an annual volume of \$120,000,000. It has been rigidly adherent to a policy of opposing suburban branches. They are now building a regional shopping center costing \$13,500,000 about ten miles from the city and have more planned with emphasis on food.

The two largest variety chains, Coles and Woolworths, have recently taken over in separate transactions each involving \$6,750,000 two chain store groceries in Australia, so there is no doubt that food is to get modern treatment a la America of mass volume, low mark-ups, merchandising and impulse buys.

#### Independent Grocer

The independent grocer has by no means been burned off. They have successfully preserved group identification with promotion and advertising. The ones who have not attempted to find the new look are fast losing business.

The small butcher shop is still an accepted and integral part of the economy, and meat is not usually handled by the supermarket operator.

Vegetables and fruit are being sold by food organizations in increasing numbers.

When I visited the United States and Canada last year I enjoyed visiting your manufacturers, and was especially appreciative of the hospitality and information and advice offered me. However, some of my State-side friends seemed to think Australia is inhabited only by aborigines and kangaroos. I hasten to assure them this is not so, and cordially invite them to a land where manufacturing now employs twice as many people as agriculture, pastoral and mining industries combined. We now have one of the two largest steel plants in the Southern Hemisphere. We are growing. Come to Australia and see.

#### Bermuda Bound

(Continued from page 6)

table of your special friends—or eat alone with your wife at a table for two if you desire. After you have had a turn or two around the deck, it will be time to get ready for the Get Together Party—and before you know it, you'll have plunged into the exciting whirl of shipboard life.

At Bermuda, the ship will serve as your hotel. No expense on that score. In fact, the cost of a convention cruise is far less than at many conventional hotels which do not offer a fraction as much. Cruise enthusiasts declare.

But here's a word of warning. Though June 27 may seem a long way off, it is not. The time will steal up on all of us much sooner than we expect. The NMA is aiming for a record attendance this time. So now is the time to make plans to be aboard when the *Queen of Bermuda* sails. Send in your reservation today!

#### Instant Macaroni

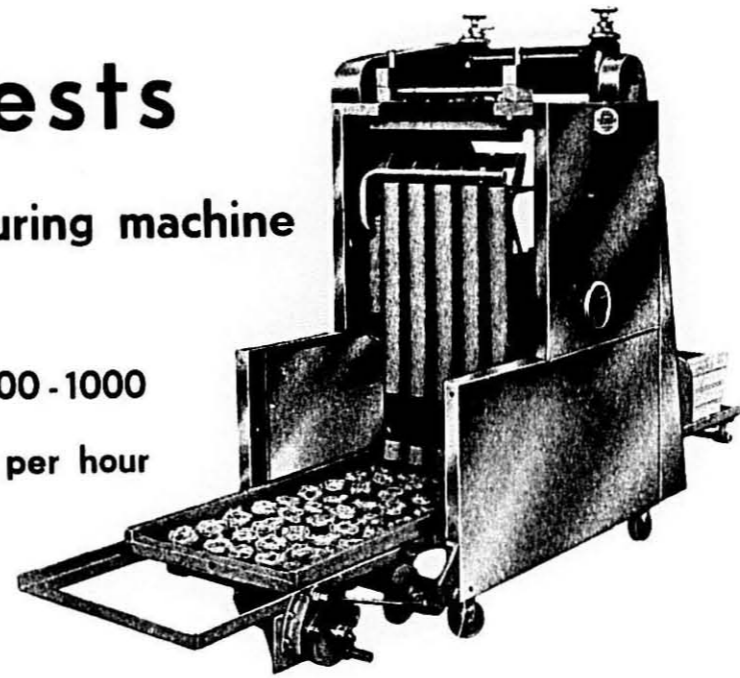
Instant macaroni will be one of the twelve dehydrated foods to be purchased in limited quantities by the Armed Forces after July 1. This news was revealed at the 13th annual meeting of Research and Development Associates, Food and Container Institute. "If the cost is not excessive, some of these items—which are ultimately intended for combat rations rather than use in garrisons—may move into regular overseas supply." We are informed that instant macaroni will rehydrate in ten minutes with boiling water added with no further cooking. Specifications are being drawn up and will be released soon.

# Bird Nests

manufacturing machine

Capacity of 400-800-1000

pounds per hour



Why don't you manufacture  
this new kind of product?

**FAVAN**

Dott. Ingg. NICO & MARIO

OFFICINE SPECIALIZZATE  
MACCHINE E IMPIANTI PER PASTIFICI  
GALLIERA VENETA — PADOVA — ITALY

# National Macaroni Institute Publicity Highlights

A report on 1958 activities by Theodore R. Sills & Company

IT was accent on youth in 1958. While hula hoops were girdling young people's waists, macaroni, spaghetti and egg noodles ran rings around their appetites with National Macaroni Institute stories, photographs and recipes.

Nineteen hundred fifty-eight was also the year of the shape. Fashion gave American women the trapeze and the chemise and the macaroni industry gave them 150 different shapes—of macaroni products—for added menu variety.

In this brief digest, we would like to give you the highlights of this year's publicity activities and results.

## "What's New In Home Economics" Advertisement

To conclude our year of emphasis on youth, the National Macaroni Institute prepared an 8-page, 4 color advertisement to run in the January, 1959, issue of "What's New In Home Economics," leading home economics publication with a circulation of 40,000.

This advertisement which is a pull-out wall chart highlighting the nutritional story of macaroni products is designed for use by home economics teachers in conjunction with their lessons on macaroni products. This instructive and valuable teaching aid is backed on the reverse side with an editorial feature on the proper methods of cooking macaroni, spaghetti and egg noodles. We assembled the material for the article which is illustrated by one of our black and white photographs of Basic Macaroni and Cheese.

## Food Editors' Conference

The Waldorf-Astoria Hotel became a little red schoolhouse when New York University home economics students and their foods instructor held a classroom discussion on macaroni products during the National Macaroni Institute's program at the Food Editors' Conference in New York, September 26th.

Approximately 150 food editors of metropolitan newspapers and national syndicates attended our meeting and each one received a Macaroni Primer giving the ABC's of macaroni in addition to special stories, photographs and recipes with youth appeal. Gift boxes of macaroni products were sent to the attending editors for National Macaroni Week by volunteer macaroni manufacturers.

This presentation brought in an excellent clipping return from these editors who used our stories and photos.

## Magazines

Throughout 1958, macaroni, spaghetti and egg noodles were featured 84 times in the nation's top consumer magazines in color and black and white photographs and recipes with lots of youth appeal. Combined circulation total—255,153,676.



THEODORE R. SILLS

To enumerate all these breaks would be too lengthy, but we would like to call your attention to several that particularly emphasized the youth angle.

Outstanding were: the double-page "The ABC's of Macaroni, Spaghetti and Noodles," in November *Good Housekeeping*; March *Seventeen* and *Seventeen-at-School* which gave teen-agers party suggestions and background of macaroni products; August *Good Housekeeping* with a recipe and color photograph showing Dad serving Junior spaghetti (spaghetti tongs supplied by the National Macaroni Institute); the photograph and our recipe for Macaroni Salad in the Winter issue of *Brides Magazine*, so closely followed by the newly married and happy hopefuls who are learning to cook; the *May Farm Journal* with a Macaroni Salad featured in the "For Junior Cooks" department; July *Parents' Magazine's* article, "Mommy, Teach Us to Cook," with a recipe for Macaroni with Meat Sauce, explained step-by-step; March *Farm & Ranch's* "Made with Macaroni" story illustrated by one of our color photographs; October *Progressive Farmer*, which ran our color photograph of macaroni salad in an after-the-game buffet story; *Ladies' Home Journal's* "Simply Great Teen Cooking" with a recipe for meat balls and spaghetti in May; January's *American Home* with a cover photo showing a father fixing spaghetti in the living room; September *Everywoman's Family Circle's* color photograph and recipe for Parsley-Cheese Spaghetti with Sautéed Meat Sticks; *Better Homes & Gardens* Baked Lasagna color-photographed in the November issue; the Spaghetti with Clam Sauce sketch and recipe in the Young Adults Food Section of *Redbook* in January.

## Newspaper Syndicates

Desirable space in influential syndicated food columns was devoted to macaroni, spaghetti and egg noodles. A total of 107 syndicated stories appeared during the 12-month period. Total circulation of these syndicate breaks is 1,771,700,000.

To give you some idea of how the editors heralded our "Youth Will Be Served" promotion, here are a few of the headlines these columnists used to point up our theme:

*NEA*—"Nothing Pleases Children More Than Spaghetti."  
*United Press International*—"Hungry Children Like Noodles and Deviled Eggs."  
*Chicago Tribune Syndicate*—"Children Like Casserole Lunch."

*Chicago Tribune Syndicate*—"Basic Macaroni and Cheese Has Some Appealing Variations—Dish Is One Your Teens Can Prepare."

*Bell Syndicate*—"Teen-ager Can Prepare These Macaroni Recipes."

*King Features*—"New Spaghetti Dishes Younger Set Will Enjoy."

*General Features*—"Macaroni Dish Is As Good As Spaghetti For Teen-Age Group."

*Exclusive to Major Market Dailies*

Throughout the year, the nation's newspaper food editors were supplied with stories, photographs and recipes covering every facet of the macaroni products story—its youth appeal, the nutrition story based on Jim Winston's report, Lenten usage, summer salads, macaroni as a party dish, ease of preparation and economy, macaroni as a welcome extender and convenience food, meals-in-a-hurry, macaroni shapes, history, correct cooking procedure, macaroni as an art medium for youngsters.

Twenty-four stories with photographs and recipes went out to newspaper food editors during the 12-month period reaching a total circulation of 576,000,000.

*Color Photographs*

More and more papers are using color on their food pages and to garner this precious space, eye-catching color photographs of tempting macaroni product dishes with stories and recipes were released to food editors of leading newspapers using color. These resulted in a total of 30 color breaks ringing up a combined circulation of 10,536,768.

*Sunday Supplements*

Food pages of well-read syndicated newspaper Sunday supplements, such as *American Weekly, Parade, This Week and Family Weekly*, distributed by the country's key newspapers centered their readers' attention on macaroni, spaghetti and egg noodles 11 times during the year. Combined circulation total—79,021,524.

Many newspapers with their own weekend magazine sections, including such

leaders as *The New York Times, Los Angeles Times, New York Herald Tribune, Toronto Star Weekly* and *Providence Journal*, to name a few, also made macaroni products colorful subject material during the year.

## Television and Radio

Macaroni, spaghetti and egg noodles were hailed in 1958 by many top television and radio shows. On the macaroni bandwagon were such celebrities as George Gobel, who did a comedy skit based on noodles and spaghetti in May over 130 NBC-TV stations reaching 25 million homes, and Arthur Godfrey, who on November 7th said over the CBS-TV network that Jackie Gleason eats spaghetti for breakfast—thus informally furthering our "Noodles for Breakfast" theme.

On October 16th, National Macaroni Week was plugged on the Jack Paar Show, NBC-TV network by Baby Rose Marie.

Listeners who tuned into Morgan Beatty, NBC radio network, October 16th, heard about National Macaroni Week and the National Macaroni Institute's spaghetti-eating contest at St. Theresa's Chinese Catholic Mission School in Chicago during National Macaroni Week.

CBS-TV newsreel crews also covered the spaghetti lunch at the Chinese school and released a film on it to 72 of their syndicated stations around the nation. Disk jockeys in 26 states reported that they had plugged Macaroni Week and youth in their platter spinning shows reaching audiences in the home and on the highways.

In addition to these favored plugs of macaroni products, Reynolds Wrap devoted two of their commercials during 1958 to macaroni. On March 12 on Disneyland over the ABC-TV network, their commercial featured a macaroni Lenten dish and for National Macaroni Week, another macaroni dish was highlighted in the commercial for the Peter Lind Hayes Show, October 24, over the ABC-TV network.

The TV reel taken during the Rossotti Spaghetti buffet during the summer meeting at Coronado was used by KFMB-TV San Diego during the windup NMMA banquet Thursday evening, July 10. Monitors were set up throughout the banquet room and all members present viewed the reel.

The reel was also used by five TV stations in Los Angeles—KHJ-TV, KNXT-TV, KRCA-TV, KTLA-TV and KGOP-TV.

Lloyd E. Skinner was tape-interviewed by Tony Kent of KFSB-radio, San Diego, and aired on Kent's news broadcast, July 9th.

To keep the 700 radio and program directors and 200 TV demonstrators thinking of macaroni in terms of youth, special material with an accent on youth was sent to them throughout the year.

Additional material was released to the radio syndicates for servicing to their member stations.

## Labor Press

A "Youth Will Be Served" story was directed to 600 labor papers with a circulation of 11,000,000. Among the many large-membership union papers running it were: Washington Teamster, International Laundry Worker, Auto-Aircraft Worker, Labor Tribune, AFL Labor Press.

## Cookbooks and Encyclopedias

In keeping with our "Youth Will Be Served" promotion, we have aided the future instruction of students and young homemakers by supplying background information, photographs (both color and black and white) and recipes to the MacMillan Company, McGraw-Hill and Prentice Hall for new cookbooks and foods textbooks.

We have also contributed text material and photographs to the World Book Encyclopedia for their forthcoming revised edition.

## Films

"Stag Party" and "Use Your Noodle" have received exceptionally good exposure on television stations during 1958. "Stag Party" had 144 showings and "Use Your Noodle" also had 144 showings.

## Wheat Commission for North Dakota

Bills enacted by the 1959 North Dakota legislature included a measure providing for the creation of a new state wheat commission to promote the use of wheat and wheat products. To finance

programs to foster this use, the commission will use proceeds of a 2-mill tax on each bushel of wheat sold in the state after July 1.

The tax, which will be deducted by the first purchaser of the wheat, is refundable to growers who do not wish to participate in the promotion of the North Dakota grain.

The two-mill tax amounts to \$2 per 1000 bushels of wheat sold. Commission expenditures are limited by law to \$100,000 over the next biennium.

The Wheat Commission will be directed by seven members who will be appointed by the governor from nominations submitted by the commissioner of agriculture and labor, the North Dakota Crop Improvement Association, directors of the North Dakota Experiment Station and Extension Service, the North Dakota Farmers Union, North Dakota Farm Bureau and North Dakota Grain Dealers Association.

The appointments, one from each of six districts and one at-large, will be used for staggered terms. Directors will later be elected by growers in their respective districts.

The Wheat Commission is expected to devote much of its attention to the expansion of foreign markets through assistance of the Foreign Agricultural Service as provided for under Public Law 480. The commission is also authorized to carry on research and in other ways generally promote wider use of wheat and durum products.



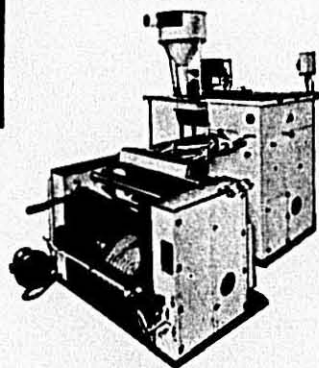
Olive-Salmon Noodle Ring

Successful Lenten Promotion. Olive-Salmon Noodle Ring was advertised by the Carnation Company with a full page in the March issue of *Better Homes & Gardens*. The Spanish Green Olive Commission and the Canned Salmon Institute carried half-page ads in the same issue plus *Ladies Home Journal*. National Macaroni Institute publicity went to the trade and press. Merchandising was done by all four partners, and sales showed it.

*In automatic macaroni presses and Dryers*

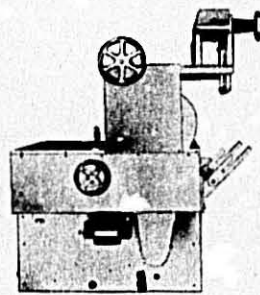
**DEMACO DESIGN MAKES THE DIFFERENCE...**

*for instance you getting-*



**THIS?**

Fully Automatic MECHANICAL SPREADER WITH NO TIMER, NO BRAKE MOTORS, NO LIMIT SWITCHES. A positive vacuum system over the entire mixer. A single mixer with constant positive feed into the screw cylinder producing a perfect extrusion pattern.



**THIS?**

A Sheet Former that produces a uniform sheet with true golden color and transparency. A Teflon die that will produce a sheet of uniform thickness. Die design with simple easy Teflon replacement.



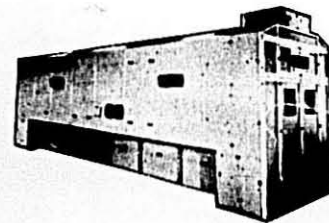
**THIS?**

A Long Goods Preliminary Drying Room that will exit product uniformly at 21%, no extra second drying required. Dual Air Chambers insuring even drying across entire stick. New DeMaco sign and patented positive pick up and transfers. Controlled with Taylor temperature and Humidity controllers, fin type steam electrical controls, engine aluminum fans.



**THIS?**

Long Goods Finish Drying Rooms that are fully automatic and will dry day in and day out to the moisture content you desire. Only DeMaco offers you the greatest space savings. Eight DeMaco rooms will dry the entire output of two Spreaders working twenty-four hours per day.



**THIS?**

Short Cut Dryers with NO hidden extras. Included are steam coils, electrical controls, aluminum side baffles for each screen, main vari-drive, dual air chamber design with maximum efficiency and uniform drying across screen. Perfect short cut drying in 3 sections, a 32'-0" Preliminary, a 40'-0" 2nd Stage and a 40'-0" Finish Stage up to 1500 lbs. of elbow.

**DEMACO**  
SPREADERS

**DEMACO**  
SHORT CUT PRESSES

**DEMACO**  
SHEET FORMERS

**DEMACO**  
LONG GOODS DRYERS

**DEMACO**  
SHORT CUT DRYERS

**DEMACO**  
NOODLE DRYERS

**DEMACO**  
PRELIMINARY DRYERS

**DEMACO**  
CONVEYORS

**DEMACO**  
NOODLE CUTTERS

**DEMACO**  
DIE CLEANERS

**DEMACO**

De FRANCISCI  
MACHINE CORPORATION  
45-46 METROPOLITAN AVENUE  
BROOKLYN 37, N. Y.  
EVergreen 6-9880

### Joint Promotion

The Skinner Manufacturing Company, Omaha, and Lawry's Foods, Inc., Los Angeles, combined advertising, merchandising, and publicity to further sales of spaghetti and spaghetti sauce mix during the Lenten season.

Feature of the campaign was a two-thirds page, four-color ad in the March issue of *Good Housekeeping* pointing out the "delicious difference of Skinner Spaghetti and Lawry's Spaghetti Sauce Mix that provides true meatless flavor-magic for Lent."

Skinner used the same illustration in a two-thirds page black and white ad in the March issue of *Everywoman's Family Circle*, and Lawry's used the same art in four-color ads in *American Weekly*, March 8, and *This Week*, March 15.

Lawry's and Skinner were advertised in 21 major markets in joint newspaper ads. In more than a hundred other newspapers, Skinner or Lawry's ads of the same type appeared carrying only the signature of the sponsoring firm.

News releases on the promotion were widely used by newspaper food editors.

### Regular Advertising Maintained

Throughout the special joint promotion, both Lawry's and Skinner maintained their regular continuing advertising campaigns.

A four-color Skinner-Lawry's store poster provided space for pricing both products. Grocers were supplied with "take-one" pads of full-color recipe sheets containing directions for preparing several dishes that utilized Lawry's Seasoned Salt and Skinner elbow macaroni and noodles, as well as spaghetti and spaghetti sauce mix.

Skinner and Lawry's brokers distributed a brochure with photo illustrations for dump bin and shopping cart displays combining the two related items to retailers. The promotion piece also showed the advantages of special facings of Skinner Spaghetti along side the regular display of Lawry's Sauce Mix and a shelf-extender display of Lawry's in the section where Skinner Spaghetti is featured.

Mats with both the brand names were made available to grocers. A special allowance was given retailers for supplemental displays.



Skinner products and Lawry's Spaghetti Sauce Mix are displayed together in the macaroni department.



A shopping cart display of Skinner Long Spaghetti and Lawry's Spaghetti Sauce Mix utilizes a four-color poster with pricing of both items and "take-me" pads in color with recipes for products of the two companies.

### Prince Heat-and-Serve Contest

The Prince Macaroni Company of Lowell, Massachusetts has embarked upon an advertising contest campaign in the New England market featured on 43 radio stations which includes the Yankee Network, and 7 television stations in New Haven, Springfield, Providence, Boston, Burlington, Bangor and Portland. The promotion promises to be one of the largest of its kind ever held in New England.

Prince is offering 218 automatic electric Sunbeam Frypans to listeners and viewers. The frypans will be awarded on a basis of approximately 31 each week for a period of eight weeks beginning March 16th.

The consumer is asked to send a postcard to their local station featuring the contest on which they write their name and address and the names of any 7 of the Prince Heat-and-Serve Foods and Sauces in glass jars along with a one word description of Prince Products, such as "magnificent, delicious, delectable," etc.

The Frypans are the 9 1/2" model, so extremely popular with housewives, and will prove a natural companion to the heat-and-serve food line.

### Interest Created

With no proof of purchase required, the contest should be easy for everyone to enter and should create an unusual amount of in-store interest on the part of the housewife around the Prince displays as she seeks to complete her list of 7 heat-and-serve foods in glass jars. This will naturally result in more interest in the Prince line and additional sales.

In-store demonstrations of the Prince Products in combination with the Sunbeam Frypan will also tie in the contest.

As the winners are announced, they will receive their prizes on the air from the station participating. In addition, the Sunbeam Electric Corporation will feature in-store demonstrations of the Frypan in Electric Appliance stores and departments, and will further tie in the contest by using Prince Heat-and-Serve Foods as a vehicle for further promotion.

Truly unique in concept, this campaign will have terrific impact on the consumer and should provide greatly increased store traffic.

### Baby Food

Heinz is putting a new baby food, beef and egg noodles, into national distribution in the 4 1/2-ounce strained size. The firm has a similar food in the junior size.

The product is priced at approximately six jars for 67 cents, similar to the price of the strained vegetable, egg noodle and turkey being marketed by the firm. Point-of sale material is available.

### New Inn Maid Package

Inn Maid Products, Inc., of Millersburg, Ohio, has noted an increase in sales of its Pure Egg Noodles since the adoption of a printed cellophane bag supplied by the Flexible Packaging Division of Continental Can Company.

Formerly offered in plain cellophane bags, Inn Maid Egg Noodles, prepared with 12% egg yolk as opposed to 5% employed in most other brands, are now packaged in 8-ounce quantities in hand-somely printed cellophane bags. The bags are formed from printed roll stock on a Simplex bag machine.

Printed design on the bag features a series of scalloped-edge labels, on the front and back, in blue, black and white colors. The brand and product names are highlighted on the bag front while recipes are given on the back.

Inn Maid Egg Noodles, which originate from a recipe of the 140-year-old Smithville Inn, are distributed through out Ohio, Michigan, Pennsylvania and Indiana.



AMERICA'S LARGEST

# MACARONI DIE MAKERS

SINCE 1903

Management continuously retained in the same family.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- PLASTICS

Satisfied customers in over twenty-five countries

• ENGLAND	• BRAZIL	• ITALY
• GREECE	• CHILI	• MEXICO
• JAPAN	• PERU	• VENEZUELA
• UNITED STATES	• ARGENTINA	• ISRAEL
• PUERTO RICO	• ECUADOR	• HAWAII
• CANADA	• URUGUAY	• COLOMBIA
• PANAMA	• CUBA	• DOMINICAN REPUBLIC
• SOUTH AFRICA	• AUSTRALIA	• SWEDEN
	• HAITI	

**every die unconditionally guaranteed!**

send for our **FREE** catalog to supplement your present products. Written in SPANISH, ENGLISH, ITALIAN.

**D. MALDARI & Sons, Inc.**  
557 THIRD AVE. BROOKLYN 15, N. Y., U.S.A.

not once...not twice...but **3** times

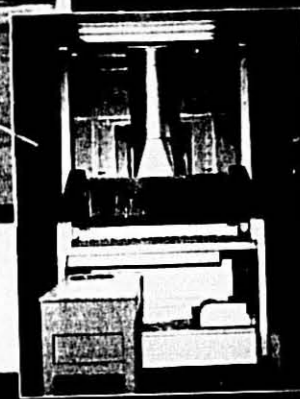
# CATELLI

chose **BUHLER** Automatically Controlled

with **AUTOMATIC SPREADER**  
and  
**AUTOMATIC TAKE-OFF**



Installation of three automatically controlled Long Goods Dryer Units at CateLLI.



Automatic Take-off (Stripper) and Automatic Stick Return.

**BUHLER BROTHERS, LTD.** (Canada)

24 KING STREET WEST, TORONTO 1, ONTARIO • EMpire 2-2575



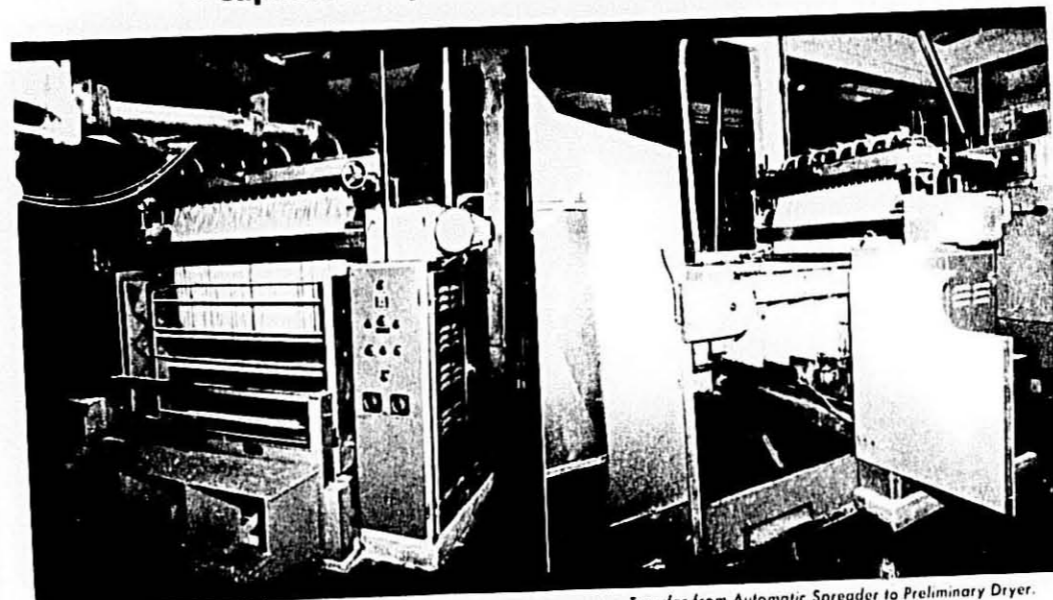
Engineers for Industry Since 1860

## Food Products Ltd.

MONTREAL, CANADA

### LONG GOODS DRYER UNITS

- for
- superior performance
  - easy maintenance
  - sturdy construction, less down time
  - capacities up to 1100 lbs. per hour



Automatic Spreader.

Transfer from Automatic Spreader to Preliminary Dryer.

CATELLI Food Products, Ltd. has also installed 2 BUHLER SHORT GOODS LINES, each with a capacity of 1400 lbs. hr., because Buhler equipment pays off in profits.

Let our engineers show you what Buhler equipment can do for you.

Write or phone for full information.

**BUHLER BROTHERS, INC.** (U.S.A.)

130 COOLIDGE AVE., ENGLEWOOD, N. J. • Lowell 7-2200

Sales Representatives: E. C. Maher Co., Los Angeles, Cal. • Hans Zogg, Los Altos, Cal. • Arthur Kunz, New Orleans, La.



Engineers for Industry Since 1860

### Gus Siemers Mourned

Gustav F. Siemers, technical director of the Vitamin Division of Hoffman-La Roche Inc., Nutley, N.J., died April 12th, in Community Hospital. A resident of Montclair since 1942, Mr. Siemers lived at 239 Upper Mountain Avenue.

Born in Gordonville, Missouri, Mr. Siemers was graduated from the St. Louis College of Pharmacy in 1913. During World War I he served in the Army's poison gas development center at Edgewood, Maryland. He was with Monsanto Chemical Works from 1918 to 1920, then for the next 11 years was chief of the synthetic organic chemicals division of Glas, Pfizer & Co. From 1933 to 1936 he was technical director for McKesson & Robbins in Bridgeport, Connecticut, following which he held a technical post with Apheuser-Busch, Inc. in St. Louis four years.

### Technical Director

Mr. Siemers joined Hoffman-La Roche Inc. in October of 1940 as technical director of the Vitamin Division, which had been founded early in 1939 when Roche was becoming a key bulk producer of vitamins B1, B2 and C. Many technical problems involving stability of the various vitamins in pharmaceuticals, and the practicability of food enrichment, at that time were still unsolved. Mr. Siemers contributed many articles to scientific journals and was a frequent speaker on the technical aspects of vitamins. He was a technical witness at several Food and Drug Administration hearings held in connection with food standards of identity and, most recently, food color regulations. His foresight and imagination added much to the impetus which inspired Roche research teams to develop methods for producing pure beta carotene, now used by the margarine industry as a dual source of color and vitamin A, and more stable pharmaceutical forms or vehicles of several other vitamins.

### Organization Man

He was a member of the Chaldean Chapter, F&AM, of Brooklyn; the Morris and Essex Hunt Club; the Institute of Food Technologists; the American Society of Bakery Engineers; the American Chemical Society; the American Association of Cereal Chemists; and the American Oil Chemists' Society and other professional societies.

He is survived by his wife, Mrs. Florence E. Loper Siemers; two daughters, Mrs. Albert P. Molinaro, Jr. of Gulph Mills, Pennsylvania and Mrs. Barry J. Ballance of Montclair; two sisters, Mrs. Loy Seabaugh of Jackson, Missouri, and Mrs. William Opitz of Cape Girardeau, Missouri, and two grandchildren.

### Durum Exports

The United States Department of Agriculture reports that 192,580 bushels of amber durum wheat were shipped to Europe during the period, July-February, 1957-58.



GUSTAV F. SIEMERS

### Modernization by Maldari

From a basement shop with crude tools and a hand driven drill press to a modern air-conditioned plant is the story of D. Maldari & Sons, Inc.

Felice Maldari started the first die-making shop in the United States on Broome Street in New York City in 1903. He was joined by his brother Donato in 1905, and moved to larger quarters in 1907. In 1925 Donato bought the business.

During the period of World War II, business boomed along with macaroni makers working around the clock. With his two sons in service, government priorities for scarce metals and other wartime red tape made things difficult for D. Maldari. Son Ralph returned in November, 1915; son Daniel came with the firm in February, 1916 after service in the armed forces and getting his Master's degree in industrial engineering at New York University.

The firm has constantly improved and modernized, and finally outgrew their quarters on Grand Street in New York



DONATO MALDARI

City. In 1956 they moved to a new air-conditioned building at 557 Third Avenue in Brooklyn. They now have some 5,000 square feet on the ground floor, and office space with an additional 1,000 feet on the second floor. The plant is well ventilated and lighted with four skylights. The latest in equipment helps maintain workmanship and pride in the craft.

The new plant is located handily for transportation: can be reached by both subway and automobile, with parking space alongside. Driveways permit truck loading and easy access to trucking routes. And there is room for expansion.

The familiar trade-mark of the flying eagle perched atop five dies and clutching stems of wheat, symbolic of Maldari dies, is internationally known, and Maldari dies are used in all parts of the world, including the United States, Australia, Brazil, Canada, Colombia, Cuba, England, Greece, Haiti, Hawaii, Japan, Mexico, Panama, Puerto Rico, and Venezuela.

### More Processed Eggs

Production of plain liquid egg and liquid egg products (ingredients added) during February totaled 55,725,000 pounds — up 51 per cent from February 1958 and the largest production for the month since February 1950. The quantities produced for immediate consumption, freezing, and drying were all larger than a year earlier.

Egg solids production during February totaled 4,882,000 pounds, compared with 2,053,000 pounds in February 1958 and the 1953-57 average of 1,734,000 pounds. Much of the increase over a year earlier continued to be in the production of whole egg solids produced under Government contract for use in the National School Lunch Program. Total production in February consisted of 2,473,000 pounds of whole egg solids, 1,202,000 pounds of albumen solids, and 1,207,000 pounds of yolk solids. Production in February 1958 consisted of 194,000 pounds of whole egg solids, 1,117,000 pounds of albumen solids, and 742,000 pounds of yolk solids.

Frozen egg production totaled 30,325,000 pounds, compared with 25,845,000 pounds in February 1958 and the 1953-57 average of 29,976,000 pounds. Frozen egg stocks in storage decreased 2 million pounds in February, compared with a decrease of 4 million pounds in February 1958 and the 1953-57 average decrease of 2 million pounds.

### Dried Egg Purchases

The Department of Agriculture has purchased 450,000 pounds of dried whole egg solids, the equivalent of about 45,000 cases of shell eggs, for distribution in the National School Lunch Program. From the start of the weekly buying program in October, the Department has bought 9,067,500 pounds of the egg solids, with the expenditure of \$11,037,000 of Section 32 funds.

### Egg Solids Analysis

James J. Winston, Director of Research for the National Macaroni Manufacturers Association, reports that there are three official procedures endorsed by the Association of Official Agricultural Chemists and Cereal Chemists for the determination of egg solids in noodle and egg macaroni products.

(1) Lipoid P205 — most adaptable for routine analysis and yields the results in 1-1½ days.

(2) Cholesterol Bromination — very time consuming; takes about 2½ days for completion. This method takes precedence in an old sample of noodles since the Cholesterol content does not deteriorate while the Lipoid P205 in a noodle after 8-10 months may show deterioration and consequently a low egg solids content.

(3) Cholesterol Digitonin — this takes about 1½ days for completion.

The Jacobs-Winston Laboratory was selected by the A.O.A.C. to participate in the study resulting in the adoption of both the Lipoid P205 and Digitonin Cholesterol Procedures.

All three official methods, when utilized by an experienced chemist will yield comparable results. It is customary for Regulatory Officials to use the Lipoid P205 procedure. If this test shows a low egg solids, in general, the noodles will be re-analyzed using either one of the two Cholesterol methods.



JAMES J. WINSTON

In calculating the egg solids content, the percentage of Lipoid P205 or Cholesterol found is introduced into an official formula. This will yield the calculated egg solids either as egg yolk or whole egg solids. Different constants are used in the formula for either egg yolk or whole egg. It is therefore necessary for the macaroni manufacturer to indicate the type of egg ingredient used, or the mixture, if such be the case, in order to insure the correct calculation of egg solids as the result of the analysis.

### Winston Appointed

James J. Winston, Director of Research for the National Macaroni Manufacturers Association, has been selected to serve on the new technical committee which is being established by the American Association of Cereal Chemists.

The purpose of this technical committee is to consider methods of analysis of macaroni and noodle products to be included in the new forthcoming edition of Cereal Laboratory Methods, which are considered official.

### Cheap Eggs

Low-cost eggs cheer consumers but discourage producers. The Wall Street Journal reports top quality eggs bringing 12¢ less on the Chicago market in March than a year ago. With output running about 3 per cent ahead of last year, prices are likely to drop another nickel or so by late spring, dealers say. Low white prices hold up yolk prices, however.

Hatcheries report farmers cut back on buying baby chicks. Some expect this spring hatch will drop more than 5 per cent below the level of a year ago. This would mean fewer eggs and higher prices late in the year. Another factor: shell egg storage stocks are down 62 per cent from a year ago to a record low; they are only one-seventh as large as the average for the last five years.

## Association Members Get a Rate Reduction

from the Analytical Chemists  
Jacobs-Winston Laboratories, Inc.  
on their individual work.

The firm is retained by N.M.M.A. to  
handle industry matters.

Here is another instance where Association membership offers tangible benefits.

It doesn't cost — it pays!  
Join today!

MACARONI  
MANUFACTURERS ASSOCIATION

FOR DETAILS WRITE BOX 336, PALATINE, ILLINOIS

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director  
156 Chambers Street  
New York 7, N. Y.

## RETROSPECTIONS

by  
M. J.

### 40 Years Ago

- The New Macaroni Journal, sponsored by the National Association of the Macaroni and Noodle Manufacturers of America, was introduced this month.
- 1918-1919 officers of the Macaroni Association were James T. Williams, Minneapolis, president; Frank L. Zerega, Brooklyn, vice president; Fred Becker, Cleveland, treasurer; William A. Tharinger, Milwaukee, chairman of executive committee; C. F. Mueller, Jr., member of executive committee; and M. J. Donna, Braidwood, Illinois, secretary and editor.
- The first united macaroni manufacturers national advertising campaign to "Eat More Wheat" surpassed all expectations in its good results.
- J. H. Barnes, president of the government Grain Corporation, was named the new United States Wheat Director by President Woodrow Wilson upon the recommendation of one Herbert Hoover, chairman of the Grain Corporation.
- A prediction: Less than one-dollar wheat will never again be seen by the American farmer.
- A suggestion: "Eat less meat in the spring. Try macaroni and spaghetti as meat substitutes."
- Daylight Saving Time saves fuel, reported the Fuel Administration.

### 30 Years Ago

- The Journal cover for May, 1929, carried the following precept: "Trade good will fosters good business. It will best be promoted by understanding and unselfish cooperation."
- Elaborate plans for the industry convention in the Astor Hotel, New York City, June 18-20, have been completed.
- "A survey of the macaroni products manufacturing industry reveals the fact that most of the successful men therein are descendants, several generations back, from ancestors who have long followed the trade, either here or in Europe."—Glenn G. Hoskins.
- "Only by comparison with the obsolete manufacturing methods of fifty years ago can one get any idea of the phenomenal development which the industry has undergone since macaroni products first became a popular Italian food."
- During 1928, a total of 2,245,500 barrels of semolina was produced from 14,818,400 bushels of durum wheat by the nine mills reporting to the Bureau of Foreign and Domestic Commerce.
- Demand for Chinese frozen egg products was very inactive in the U. S. no doubt due to the new change in the tariff rate.

### 20 Years Ago

- Announcement was made that June 28, 1939 was officially designated as Macaroni-Noodle Day by New York World's Fair officials. This coincides with the industry convention to be held in New York June 26-27.
- Prudence Penny, family food authority, in her New York Mirror column pointed to the close relationship between circus stars and spaghetti—their natural preference for this energy food.
- Rochester, New York, was selected as the first city in which the new food stamp plan for distributing surpluses to low income workers would be tried out.
- "Fril-lets," made by Porter-Scarpelli, Oregon, were advertised with an aluminum noodle ring offer to stimulate increased purchase of macaroni products in warm weather.
- May Day, also designated as Child Health Day, was given special emphasis in the press with regard to proper nutrition; macaroni products were recommended.
- Clermont Machine Co., Brooklyn, N. Y., celebrated its 20th anniversary with announcement of its latest macaroni press development at an informal Macaroni Dinner Party at which macaroni made by the new press was served.

### 10 Years Ago

- Theme of the 45th convention of the NMMA at the Edgewater Beach Hotel June 27-28: Better Materials, Better Methods, Better Merchandising for Better Business.
- The durum growers—semolina millers—macaroni makers combination was clicking. The manufacturers and millers were cultivating the good will of the durum growers while the latter were cultivating better quality durum.
- The NMMA booth at the North Dakota State Durum Show held in Langdon, North Dakota, April 7-8 exhibited over 500 samples of macaroni, spaghetti and egg noodles supplied by sixteen firms.
- Institute manager, Robert M. Green, listed 91 supporters of the National Macaroni Institute program.
- Former NMMA President James T. Williams of the Creamette Company, Minneapolis, sponsored a dinner in the Minneapolis Club honoring 30 years of service to the Association by M. J. Donna whom he had the pleasure of first appointing as secretary and Journal editor.
- Christopher Robin Green found a permanent home in the Robert M. Green home in Palatine, Illinois, April 14—age one month.



Twenty-minute spaghetti dinner in the real Italian style is now available to busy housewives in a new easy to prepare spaghetti sauce by McCormick. Packaged in a special sealed foil to keep in all the flavor, the sauce mix combines imported mushrooms, cheese, yeast, salt, sugar, potato flour, spices and herbs as the basis for tasty spaghetti, meat, fish or egg meals. Recipe directions and serving suggestions are featured on the back of the new package. The new package is made of "Metalam," a lamination of reverse printed acetate, aluminum foil, and heat-seal coated paper designed and manufactured by The Dobeckmun Company, Cleveland, Ohio, a Division of The Dow Chemical Company.

## CLASSIFIED

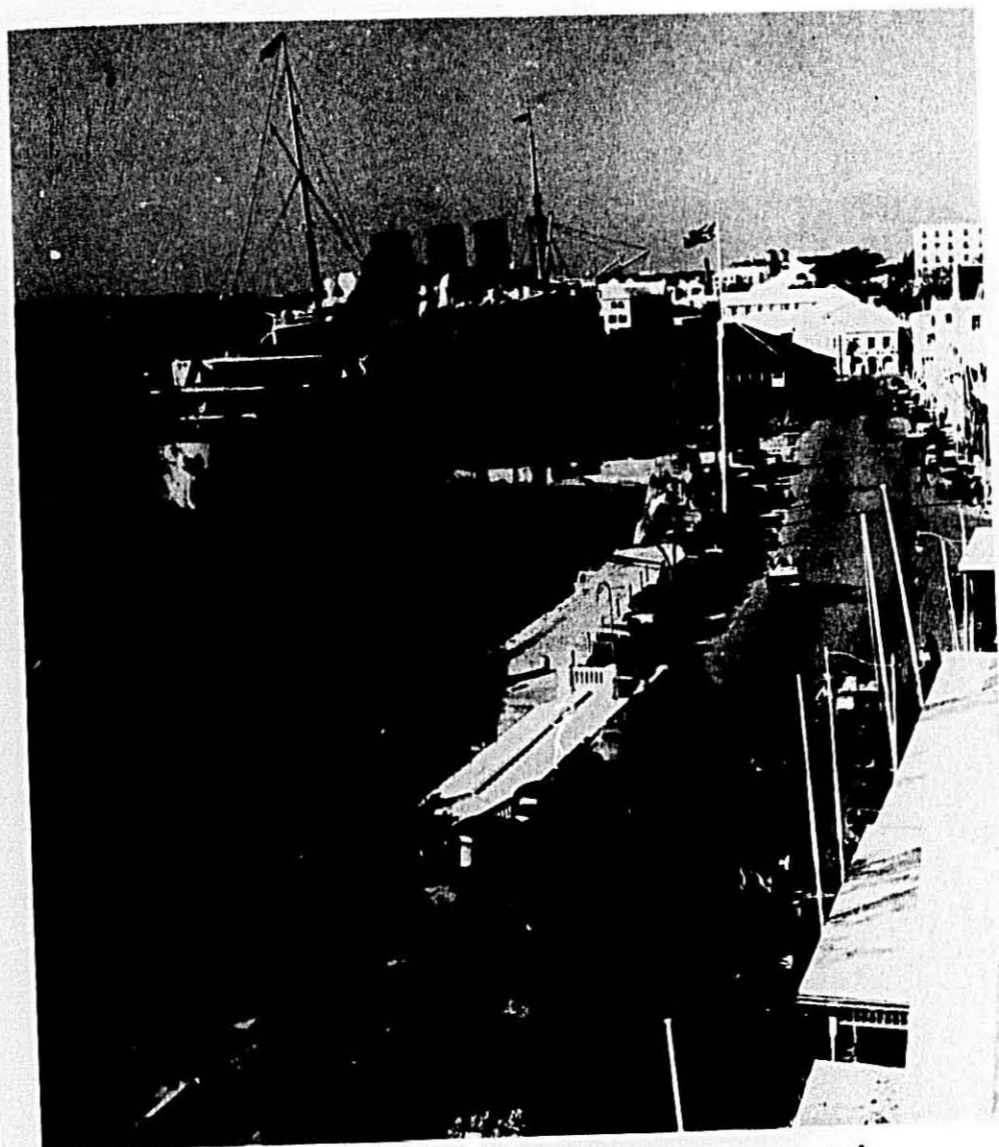
ADVERTISING RATES  
Display Advertising Rates on Application  
Want Ads.....75 Cents per Line

**FOR SALE**—Clermont Noodle Cutter, with five sets standard cutting width rollers. Dough Breaker, Noodle Dryer consisting of two units, Preliminary Dryer and Finish Dryer. In excellent condition, in operation now. Reasonably priced. Write Box 134, Macaroni Journal, Palatine, Illinois.

**FOR SALE**—New Lombi Ravioli Machine 5 Column Piston, 1 1/4 Square New Type. Good Buy if you can use this. Not suited for our operation. Box 159, Macaroni Journal, Palatine, Illinois.

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Queen of Bermuda docked at Front Street, Hamilton, Bermuda

## DON'T MISS THE BOAT!

The 55th Annual Meeting of the National Macaroni Manufacturers Association will be held aboard the Queen of Bermuda, sailing from New York City, June 27, returning July 3.

Accommodations from \$153 up plus taxes should be reserved with Mr. Reginald Martine, Jr., Convention Manager, U. S. Travel Agency, Inc., 807 15th Street, N.W., Washington 5, D. C.

Convention registration fee will be \$7.50 per person — \$2.50 discount for advance registration. Reservations and checks should be sent to N.M.M.A., Box 336, Palatine, Illinois.

TIE UP WITH

**Mr. I**

For better  
macaroni  
products...

"Bow-tie shells, spaghetti, noodles — no matter what type of macaroni products you manufacture, you can be sure . . . when you "tie-up" with "Mr. I". "Mr. I" is a symbol of International's personal service and quality products. "Mr. I" stands for integrity — an International by-word! "Mr. I" means increased consumer acceptance of your macaroni products. Yes, "Mr. I" is a good "man" to know — a good "man" to have working for you.

**International**  
MILLING COMPANY