

**THE
MACARONI
JOURNAL**

**Volume 41
No. 4**

August, 1959

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION

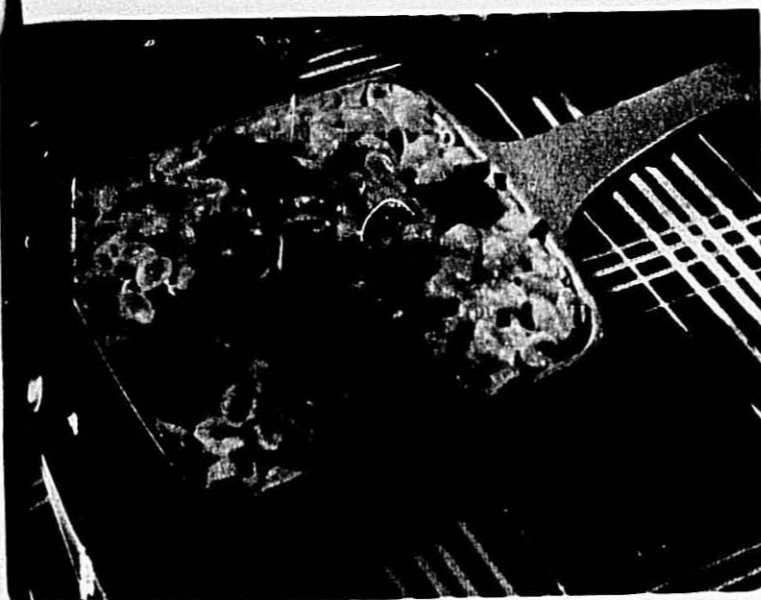
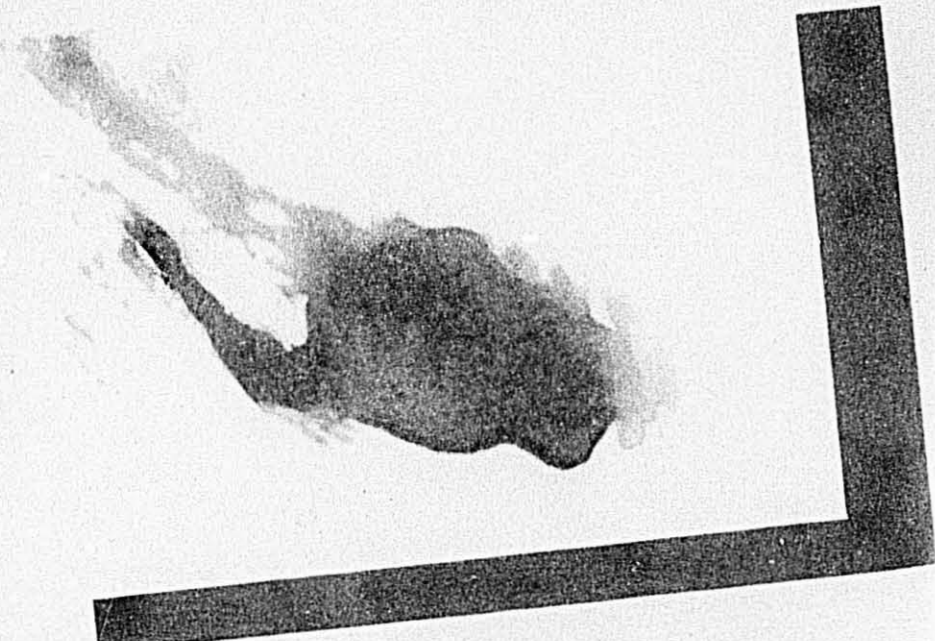


AUGUST, 1959



does your macaroni have
**Take-me-home
 use-me-now appeal?**

It will, if it's in a Rossotti-designed package, because ROSSOTTI gives it that just-packed look with the locked-in flavor! Helps it sell over related products, too!



ROSSOTTI builds mechanical efficiency into your package for increased strength and stack-ability. Gives it a lastingly clear printing surface with colorful appetite appeal. Hammers home your selling message until the last ounce of macaroni is used!

Why not package your product for increased selling power? Write us today to learn how.

Rossotti
 SINCE 1898

Executive Offices:
 ROSSOTTI LITHOGRAPH CORPORATION
 North Bergen, New Jersey

Western Division:
 ROSSOTTI CALIFORNIA LITHOGRAPH CORP.
 San Francisco 24, California

Mid-West Division:
 ROSSOTTI MIDWEST LITHOGRAPH CORP.
 Chicago 10, Illinois

Sales Offices: Rochester • Boston • Philadelphia • New Orleans • Los Angeles • San Juan • Orlando • Seattle

Every Shipment From Amber Milling

Depend upon Amber's Venezia No. 1
Semolina and Imperia Durum Granular
for the uniform amber color, granulation
and superior quality you require for
your quality macaroni products.



AMBER MILLING DIVISION

Farmers Union Grain Terminal Association

MILLS AT RUSH CITY, MINNESOTA



GENERAL OFFICES, ST. PAUL 1, MINNESOTA

The MACARONI JOURNAL

August, 1959
Volume 41, No. 4

Officers

President Horace P. Gioia
1st Vice Pres. Emanuele Ronzoni, Jr.
2nd Vice Pres. Albert Ravarino
3rd Vice Pres. Fred Spadafora
Secretary Robert M. Green
Research James J. Winston
Emeritus M. J. Donna

Directors

Region 1 Joseph Pellegrino
Region 2 Saverio Arena
Emanuele Ronzoni, Jr.
Raymond Guerrisi
Region 3 Horace P. Gioia
Albert S. Weiss
Region 4 A. Irving Grass
Henry Rossi
Region 5 Albert Ravarino
Peter J. Viviano
Region 6 Kenneth J. Forbes
Ralph Sarli
Region 7 John Laneri
Region 8 A. L. Katskee
Region 9 Paskey DeDomenico
Region 10 Vincent DeDomenico
Region 11 Alfred Spadafora
Edward DeRocco
At Large Robert I. Cowen
Vincent F. La Rosa
Nicholas Rossi
Walter Villaume
Jerome L. Tujague
Robert William
James T. Williams, Jr.
Past Presidents Thomas A. Cuneo
Peter La Rosa
C. Fred. Mueller
Lloyd E. Skinner
C. W. Wolfe
Louis S. Vagnino

Subscription rates:
Domestic \$3.00 per year
Foreign \$4.00 per year
Single Copies 50c
Back Copies 75c

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois.
Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor

You'll Find:

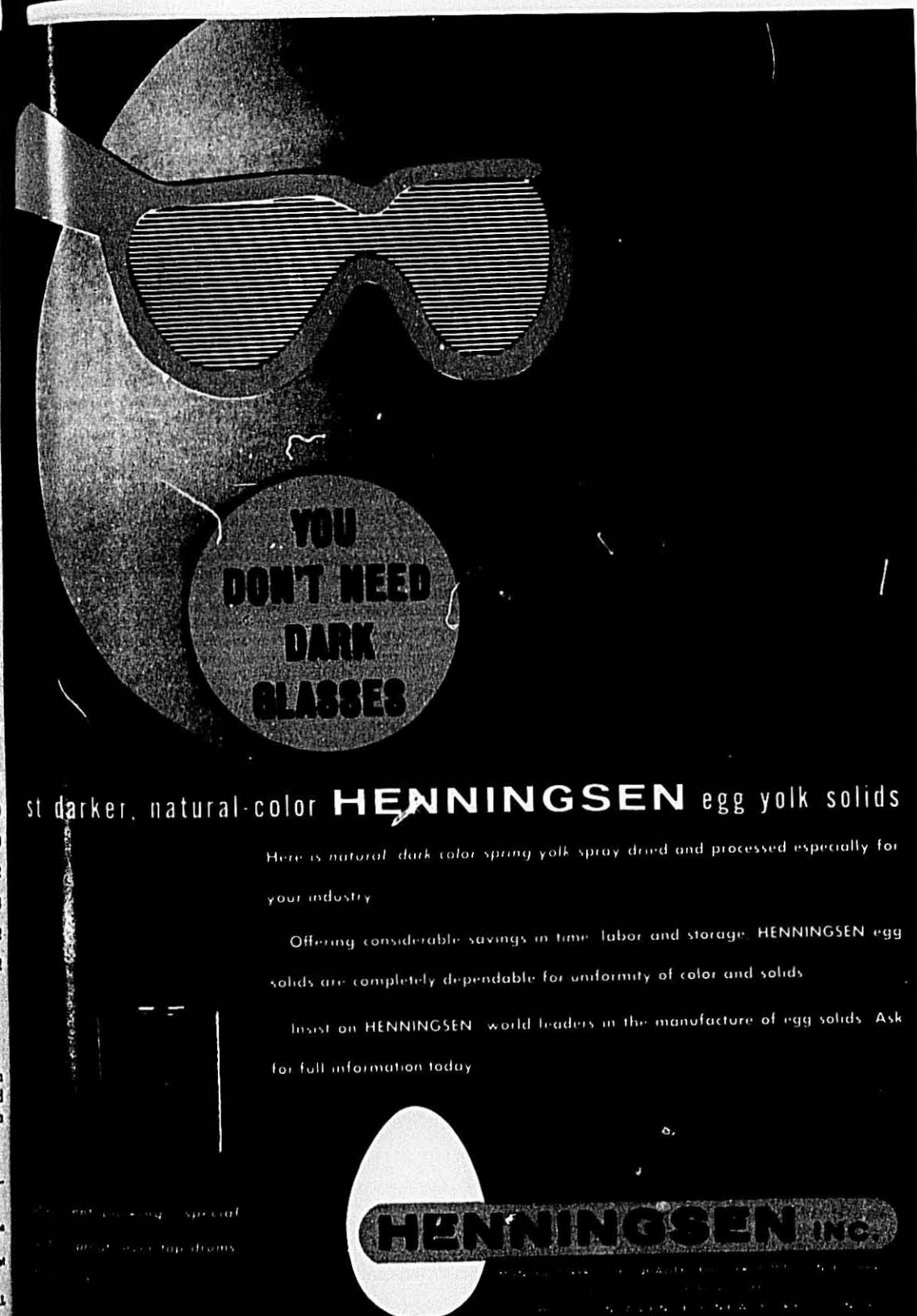
	On Page
55th Annual Meeting	6
Presidential Address	7
Successful Management	8
Buying Skill	10
Financial Management	12
What a Client Should Expect from His Advertising Agency	13
Planning for Durum	20
Optional Ingredients	30
What's New In Processing	32
In the Industry	38
Retrospections	42
Index to Advertisers	42

Cover Photo

Give the men free rein over the ship's kitchen. Fish and Noodle Stew is hearty and filling for midday and evening meals. Serve it on paper plates to make smooth sailing of galley cleaning.

The Macaroni Journal is registered with U. S. Patent Office.
Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.
Entered as second-class matter at Palatine, Illinois, additional entry at Barrington, Illinois, pending, under Act of March 3, 1879.

THE MACARONI JOURNAL



YOU DON'T NEED DARK GLASSES

st darker, natural-color **HENNINGSEN** egg yolk solids

Here is natural, dark color spring yolk spray dried and processed especially for your industry.

Offering considerable savings in time, labor and storage, HENNINGSEN egg solids are completely dependable for uniformity of color and solids.

Insist on HENNINGSEN world leaders in the manufacture of egg solids. Ask for full information today.

HENNINGSEN Inc.

55th ANNUAL MEETING

Officers Re-elected, Promotions Planned,
Durum Relations Strengthened.

It was smooth sailing for some 170 macaroni conventioners who left New York City June 27 aboard the Queen of Bermuda for the 55th Annual Meeting of the National Macaroni Manufacturers Association.

On the first night out, a President's Reception was held and Horace P. Gioia greeted the delegates.

Sunday was a busy day following church services and a Board of Directors meeting. The Dun & Bradstreet film on "Profitable Management" preceded discussions on merchant instinct, know-how, buying and selling skill, financial management, and outside counsel.

After the Queen docked in Hamilton, Bermuda, Monday morning, sightseers began their tour of the island. The athletes went for golf and swimming and shoppers found happy hunting.

The traditional Rossotti Spaghetti Buffet was served on shipboard and preceded by a cocktail party and reception sponsored by the machinery manufacturers - Ambrette, Buhler Brothers, Braibanti, Clermont, and DeFrancisci. The ship's staff outdid itself in making the affair attractive and pleasant.

Durum Session

In the session on durum on Tuesday, Richard Crockett, president of the newly-formed Durum Growers Association, said that the farm question has been fogged by politics and that the farmers are not to blame for high food costs. The objective of his organization is to promote the production and marketing of durum and to tell the growers' story. He urged that cooperative action from all segments of the industry strive for government consideration to consider durum separately and take it out of the overall wheat surplus picture. He observed that the farmer is a hard-headed businessman who must be approached on a dollars and cents basis. His plea to the industry was to "think big and market progressively."

Representatives from each of the seven durum mills described the durum picture and the promotional efforts of the Durum Wheat Institute. While crop progress appears satisfactory at this time, it will not measure up to last year's record yields. Even with good output, supplies will be short and the mills will have to draw from Commodity Credit Corporation stocks.



Mr. & Mrs. Horace P. Gioia

A meeting will be held in Minneapolis in the fall to coordinate ideas on sales outlook for 1960 and strategy on legislation in Washington contacts.

Macaroni Publicity

In discussing macaroni publicity on Wednesday, Theodore R. Sills, public relations counsel for the National Macaroni Institute, stated that the image of macaroni is much different today than it was ten years ago when industry promotional efforts began. He said that carefully planned communications with the nation's food editors had transformed the image from a poor man's dish to an American favorite; macaroni is getting recognition that it is not fattening in itself, but can be included in any diet.

The versatility of macaroni products will be demonstrated strongly in releases for National Macaroni Week with the theme "Macaroni and . . ." Kits for publicity ideas at the local level were distributed.

The publicity theme for 1960 will stress the regional preferences for macaroni, spaghetti, and egg noodles using the entry of Alaska and Hawaii into the union as a springboard for favorite recipes from the 50 states.

The ship set sail for its return voyage to New York City Wednesday afternoon and the durum millers held a reception and cocktail party prior to dinner.

"Hungry young men prizing for information . . . total participation in all promotional activities . . . help with problems that have little dollar value . . . the ability to say 'no' . . . making a profit on your account." These are some

of the things that a client should expect from his advertising agency. Charles V. Skoog, Jr., president of Hicks & Griest, Inc., said in an address before the convention. Highlights of his remarks begin on page 13.

"There is a boom ahead in the '60's," stated Clermont's president John Amato. He observed an increase in popularity of specialties, an increase in canning and freezing of macaroni products, the improvement of equipment for larger production with continuous operation, and improved quality. These sentiments were echoed by Buhler Brothers' William Berger, and Nat Bontempi of DeFrancisci. Ed King of Ambrette urged the industry to keep up to date and encourage the engineering development made possible by machinery manufacturer research.

Charles Rossotti revealed new developments in the packaging field and distributed the market research study from the Folding Paper Box Association of America, "Packaging's Role in More Profitable Retailing."

Sidney Grass reported on traffic matters, while Robert Cowen reviewed the egg situation. He saw nothing in the picture to change the wide price spread between yolks and whites. As long as there is an egg surplus, the egg industry will promote consumption of eggs rather than processed products like egg whites, which represents only a small fraction of the total industry output.

Vincent DeDomenico described the difficulties his West Coast firm had had with a strike last winter, and how good community and press relations helped in a troublesome situation.

James J. Winston reviewed the optional ingredients permitted by macaroni standards of identity and how they could be used.

Officers Re-elected

Horace P. Gioia was re-elected as president of the Association, along with the re-election of vice-presidents Emanuele Ronzoni, Jr., Albert Ravarino, and Fred Spadafora. All directors were re-elected with Walter Villame of Minnesota Macaroni Company replacing Arthur Russo as a director-at-large. Russo's firm was recently acquired by V. La Rosa & Sons.

Good weather and smooth sailing made for a pleasant trip. Many conventioners expressed a desire to return to Bermuda in the not too distant future.

PRESIDENTIAL ADDRESS

by Horace P. Gioia at the 55th Annual Meeting.

Annually at our summer convention it is customary to take stock of how we have fared as an industry. It is encouraging to observe from the figures available that additional modest progress has been made during the crop year beginning July 1, 1958. Through the month of May, 1959, the durum wheat grind as reported by the Northwestern Miller exceeded the previous like period by 410,000 hundredweight. Expressed as a percentage this represents a gain of 5 per cent. With some degree of certainty, I believe we can say our products are the only farinaceous items currently enjoying an increase in per capita consumption.

It is gratifying likewise to report that industry contributions to the National Macaroni Institute are up 16.5 per cent this year over the same period in 1958. We cannot draw long-term conclusions from such a short period; yet we are certainly pointed in the right direction, and usually during the second half of the calendar year we experience our better sales and production rate.

Comparison

How does our industry compare with the food or grocery industry as a whole? Let's examine some of the information that is available. According to the Grocery Manufacturers of America, sales of retail food stores were up about 3 per cent the first quarter of 1959 over the same period a year earlier. On a tonnage basis, total retail food stores sales increased approximately 4 per cent.

In order to plan for the future, let's examine the factors responsible for our modest yet healthy gain. The annual increase in population certainly works in our favor. The trend to larger families makes our good products logical items on the family menu more frequently. Fortunately, spaghetti, macaroni and noodles are favorites with the younger ones.

As individual companies, we have stepped up our budgets for advertising, merchandising, and attractive packaging.

The publicity job for our industry as carried on by the National Macaroni Institute and implemented by our able publicity counsel, Theodore R. Sills & Company, has been consistent and good. I firmly believe that we are receiving the cumulative benefit of the sound publicity program that has been in effect these past ten years.

We recognize and give credit to the work of the Millers National Federation, Durum Wheat Institute. Howard Lampman, the directing head of this latter group, has been sincere and untiring in his efforts on our behalf. Howard is usually present at our meetings. We thank him for his interest, and ask that he please convey our thanks to the Millers Federation.

Work on Durum

Only a very few years ago the ravages of stem rust reduced the durum crop to such an extent that substitutes became necessary for use as our raw materials. As a result, our sales suffered. To some degree, the quality acceptance for our products by the consumer was in jeopardy. Fortunately, the Northwest Crop Improvement Association and the Rust Prevention Association were already at work in developing rust resistant varieties of durum wheat. We salute the men who have so ably, and with such dedication, carried on this program - Don Fletcher, Gene Hayden, and Henry Putnam. Once again we have benefited this year from efforts, time, and planning expended several years ago.

I hope that from the foregoing the great value of our group and organization has been demonstrated. My fond hope is that the few firms not now participating in the National Macaroni Manufacturers Association and the National Macaroni Institute see the value and need as we have and as a result join. We need the support and the thinking of every company in our industry.

Snap, Crackle, Pop

What does the future hold for us? Competition from other foods will continue in a very intensive manner. Our position on the grocers' shelves and in the shoppers' basket will continue to be threatened by heavy promotional efforts on the part of already established food items. To this will be added the competition of still more convenient and prepared foods. New items are being brought out at an unprecedented rate.

We must be constantly on the alert to grow. A few days ago I was reading a farm periodical, and I ran across an interesting article that vividly pointed out the value of good sound advertising, merchandising, packaging, and research. The article reads as follows:

"Just on one acre will produce enough corn to make 10,200 boxes of cornflakes. With cornflakes selling for about 19 cents per box, the consumer will pay \$1,938 for this acre at \$1.20 per bushel. There is a price spread of \$1,818 which goes to the hauler, elevator, manufacturer, wholesaler and retailer. That's why some cornflakes snap, crackle, and pop."

This got me to thinking of what the end product retail value would be from an acre of durum wheat. At a 16 bushel per acre yield, and using 23 cents per pound as the retail macaroni price, we find that the consumer will pay only \$144.90 for the end product from one acre of durum. Therefore, with durum at around \$2 per bushel on the farm, there is a price spread of only \$113 for the hauler, elevator, miller, manufacturer, wholesaler and retailer. That is a far cry from the price spread of \$1,818 referred to for an acre of corn.

Cornflakes are sold because they snap, crackle, and pop. This also reminds me of the super-salesman, Elmer Wheeler, who in turn made a fortune training salesmen. His most widely publicized piece of sales advice was, "Sell the sizzle, not the steak." It is high time we started selling the romance in macaroni and spaghetti.

Maintain Quality

This selling effort will succeed only if we offer the consumer a product of uniformly high quality.

The maintenance of a high standard of quality depends not only upon our in-plant operations, but likewise depends upon a sufficient source of raw materials. Durum wheat competes for the growers' acreage with other grains and farm products. The growers' interest and concern for durum has been demonstrated by the formation of the Durum Growers Association. The president of this new group, Dick Crockett, is our guest at this convention. We welcome Dick as the representative of the durum growers. There is much to be learned from the durum men, and likewise there is much for them to learn from us. I am sure Dick will have an interesting report to make to his members.

Basically our interest, aims, and problems are the same, whether durum wheat grower, durum miller, or macaroni and noodle manufacturer. Our success depends upon the joint efforts of all. For one segment to prosper, all must prosper.

SUCCESSFUL MANAGEMENT

Is there a formula for the successful management of a business? Perhaps not. At the 55th Annual Meeting of the National Macaroni Manufacturers Association delegates viewed the Dun & Bradstreet film on "Profitable Management for Main Street" and then discussed such attributes of success as merchant instinct, known-how, buying skill, selling skill, financial management and record keeping, taking advice, and integrity. It is acknowledged that some of these qualities parallel and overlap. Know-how is an overall appraisal. Buying and selling skills are specific. Merchant instinct is a bit abstract, while financial management is a carefully defined area of action and judgment. Record keeping is specific business virtue, while integrity is a moral quality unrelated to skills.

Merchant Instinct

In commenting on merchant instinct, Vincent F. La Rosa observed that success in business does not just happen; success in business is subject to analysis. He divided the factors which make for business success into "outside factors or business climate" and "inside factors or individual ability".

He described merchant instinct as the ability on the part of an individual to have his business serve others as well as himself. In exploring how the modern corporation can do this, he pointed out the areas of research and development to find out what can be done to improve the product; to develop better quality; to make the product easier to use. Test kitchens have become an important instrument in the food field for this purpose. Advertising tells about a product and explains its merits in an

honest way to serve the ultimate consumer.

The distributor is aided by the manufacturer's merchandising, sound credit policy and consistent sales policy applicable to all.

Know-how

Nicholas Rossi demonstrated know-how by calling on various members of the audience to comment on knowledge of raw materials - semolina, eggs, packaging supplies. Processing of raw materials was divided into semolina handling, press operations, drying, packaging equipment and methods.

Marketing and distribution was broken down into advertising, selling, promotion, and research.

Developing uses for macaroni products involves recipes, educational programs, dissemination of nutritional information, and finding new applications.

Finally, know-how includes the understanding and rounded experience to meet any situation or emergency arising out of our daily work of running a business.

Buying skill - knowing how, where, and what to buy - was highlighted by Raymond Guerrisi. Excerpts of his comments appear further along.

Selling Skill

George J. Williams observed that selling skill involves psychological as well as technical knowledge to influence volume and profits. He pointed out that in the food field it is vital to know all of the members of a buying committee and top management of a corporate chain in order to get your story across. He also observed that it was essential to have contact with store managers in

order to know their problems and to see that good merchandising practices were exercised.

Peter J. Viviano used hypothetical cost studies to emphasize the point that profits are the test of management capacity; the business man who is able to in record keeping invites trouble in many directions. Highlights of his comments follow.

Good counsel on management comes from the voice of experience and usually from the successful operator. Bob Green. Worthwhile advice can be obtained from your accountant, banker, lawyer, and competitors at industry meetings such as this convention. He observed that outside influences exert strong pressures on management's decisions today. Governmental policies, union practices may greatly affect profit or loss. He urged business men to take an active part in politics to preserve the free enterprise system as we know it.

Integrity

Integrity is a quality rather than a skill or talent. There is no more valuable asset to a business man than a reputation for being "a man of his word." Customers like it and come back. Suppliers like it and keep you up when things get tough.

Integrity is more than honesty or measurement; it is more than the payment of suppliers' bills, or salaries. It is a hidden quality that comes to life under stress or when it would be easier, or ten times more profitable, to step aside with a candid statement of fault or reality. Integrity is hard to come by but it is worth all of your assets put together.



Vincent F. La Rosa



Nicholas Rossi



George J. Williams

THE MACARONI JOURNAL

There is something special about Macaroni products made from

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 Molas.



DURUM PRODUCTS

MINNEAPOLIS MINNESOTA

BUYING SKILL

by Raymond J. Guerrisi, San Giorgio Macaroni, Inc.,
at the 55th Annual Meeting.

We all are aware of the importance of the buyer in any business. Buying skill in some cases could spell the difference between profit and loss. This is pertinent to the macaroni industry in particular, because of the small margin of profit per unit compared to other industries. It should be remembered that we are not in business to speculate, but rather to obtain our profit at a regular margin. This margin should be set as a matter of company policy consistent with good procedures, and good purchasing should be utilized to maintain this margin.

In order to learn the market and keep current the buyer should know all the available sources of supply or at least be aware of them. For some items the principal sources of supply are sufficient.

He should ascertain what influences the supply and the price. For example, durum is influenced by plantings, weather, and government policy; eggs are influenced by meat prices, feed prices, size of broods, intentions of other users, and government policy.

He should study the commodity market by currently reading trade journals, business and government publications.

Working Relationships

He will find it good practice to establish working relationships with dependable salesmen, seeking their advice and confidence. Of course, personalities should not enter. Other benefits also accrue from such relationships; in emergency situations the cooperation of the vendor may be absolutely essential, as where orders have already been placed and these orders require modification or cancellation. Mutual respect and cooperation will assure continuous satisfactory production. The buyer is content in knowing that he will receive prompt delivery with his requirements of quality and service adequately met. He also knows that in the event of any damage or spoilage, satisfactory adjustments will be forthcoming.

In order to obtain proper perspective, the buyer should be versed in the conditions of the economy in general.

Finally, but perhaps to be considered among the most important requirements exercised by a buyer is the application of foresight.

A buyer can establish the requirements for his business and the quantity to be purchased by having a knowledge of all phases of his business, and being



Raymond J. Guerrisi

aware particularly of the sales budget, which will furnish timing and quantities.

He should know the problems of the plant manager and should be conversant with the work schedules.

A close working relationship with the Accounting Department is also recommended, as much advantage can be gained from past records, stock records, cost records, etc.

He should always be aware of the quantities and value of the stock on hand.

In his purchasing he should always consider the costs of carrying the material in inventory, which includes storage space, insurance costs, costs of tying up funds, handling charges.

Storage space is a limiting factor in purchasing and must be taken into account.

The size of the purchase will often be influenced by the present price compared to future prospects. Here we are speaking of such purchases as semolina and eggs. Where the present price is not considered good when measured against possible prices in the near future, commitments will be limited. Where current prices are attractive and future supplies are questionable as to quality or quantity, commitments will be for a more extended period. There is no measure; skill and experience play their big part here.

More Than One Source

A fundamental policy of rules to be followed in setting purchasing policies should be the maintaining of more than one source of supply, even perhaps at the sacrifice of a price advantage in

some cases. This policy should insure a constant flow of materials to support our own production schedule. In addition, it will serve to alert the vendors of the competition which they face and thus induce them to offer increased service. Care should be exercised so as not to spread the source too thin, where vendors will lose interest. A balanced policy should be sought. Speculation is another subject which we should consider when talking policy. As a general rule it may be stated that speculation should not be followed unless he who is following it is in a position to sustain a sizeable loss. Again, we emphasize, as we had earlier, that we are in business to make a profit on our regular profit margin, and not to speculate. Generally it may be said that the desired quality should be obtained in the quantity required at the lowest possible price. These savings should be transferred to the finished product in order to maintain a strong competitive position.

Don't Hedge

There appears to be no necessity for hedging in our industry.

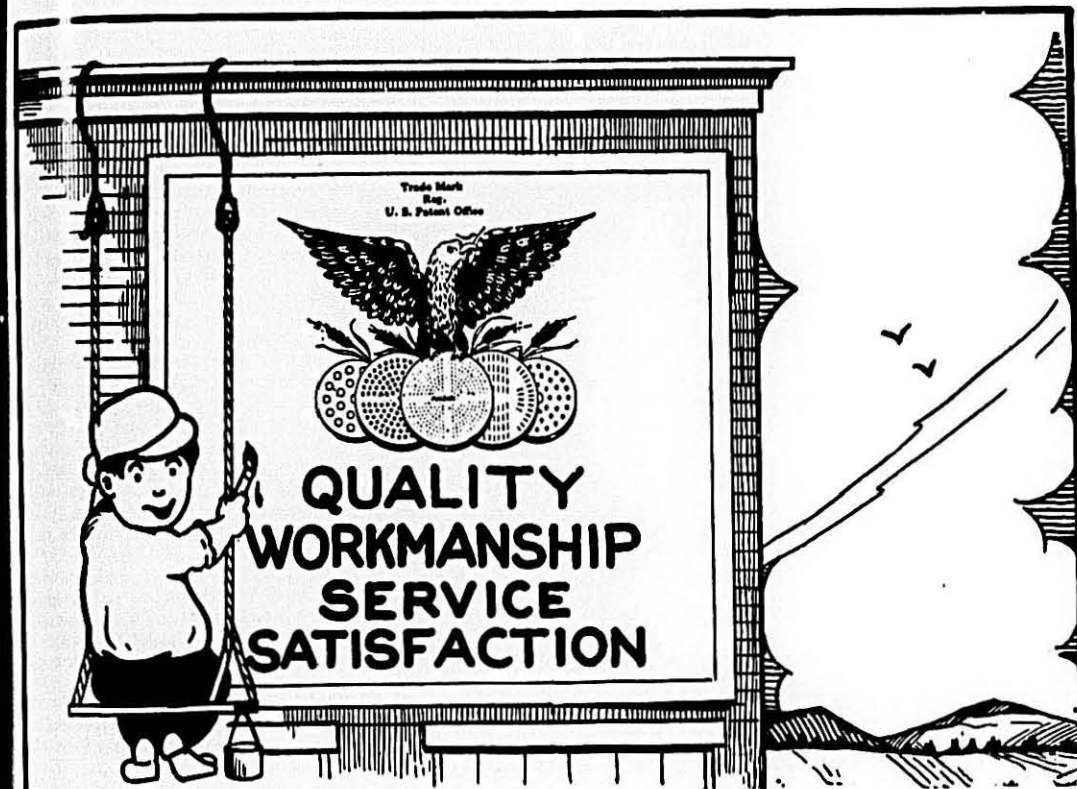
In addition to his other duties, the buyer should exercise control over all the buying functions through:

1. reference to past records;
2. a record of all transactions;
3. follow up on delivery dates - making certain the material arrives on time so production schedules are not jeopardized;
4. police quality;
5. reject undesirable shipments;
6. record experience with each vendor;
7. inform vendors of defects in merchandise or failure in proper service, etc.

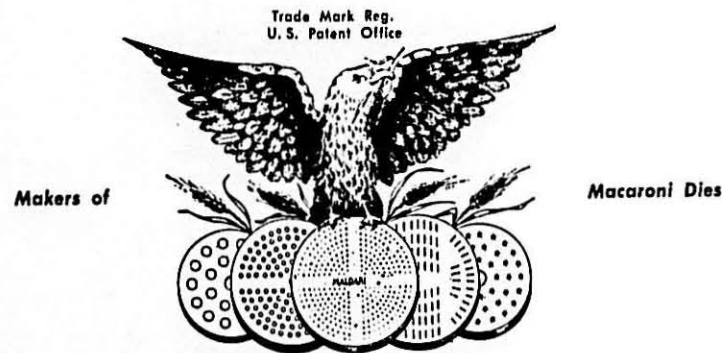
Harry Hough Dead

Harry T. Hough, a veteran copy chief in the foods field, died unexpectedly on June 18. Mr. Hough, 51, was copy chief in the consumer package goods division of Arndt, Preston, Chapin, Lamb & Keer, Inc. of Philadelphia.

He won great recognition for his copy on campaigns promoting Musselman's apple sauce and pie fillings, American Stores institutional campaigns, San Giorgio Macaroni products, Hanover Canning Co., Renuzit Home Products, and a host of others.



MALDARI'S INSUPERABLE MACARONI DIES



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

America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family

FINANCIAL MANAGEMENT

by Peter J. Viviano, Delmonico Foods, Inc.,
at the 55th Annual Meeting.

Whenever individuals are engaged in a joint effort, there are managing problems to overcome. Modern concepts of finance, production, distribution, communications, and public relations all bear a relationship to each other, regardless of the nature of the organization concerned. A practical evaluation can be made of these administrative techniques by which the business of the organization is conducted, and a long term health and growth assured.

In the operation of a macaroni business, we usually find three principal divisions, namely, administration, sales, and production. Under the heading of administration, we might find such functions as financing, purchasing, and general control or record keeping. Let's discuss the subject of financial management and record keeping.



Peter J. Viviano

Dual Function

Basically, corporation finance serves two important functions. First, it is a means of assembling the funds necessary to initiate a new business. Second, and more important, it provides the basis for continued operation. Providing for additional capital, covering the cost of operation, and generally synchronizing the diverse factors of a going business. Underlining these two functions is the formulation of policies which provide a sense of direction and an actual plan of operation.

In many respects, the more obvious and tangible functions of corporate finances can be reduced to a single and all inclusive task. Responsibility for the results. Involved is the important element of control, which is the nerve center of corporate activity.

Year in and year out, capital is needed to finance new enterprises, or the expansion of existing companies, as well as to pay off or refinance outstanding obligations. In many respects, financing is closely related to the form of basic organization. As we know from general observation, there are many ways of conducting business. Even the corporation is merely a way of doing business. It is a means whereby the small and scattered money hoards of millions of individuals are gathered together into large aggregations, capable of producing and distributing goods in quantity. If the corporation successfully performs its function, it will survive as an institution. Should it fail, it will die.

What stands out so plainly, is ever-present beneath the surface. Financial planning is the key to successful busi-

ness operation. The picture may be quickly brought into focus by reference to the familiar accounting balance sheet. On one side are assets, which are usually classified according to the degree of liquidity. On the other side are the assets, which are usually classified according to the degree of liquidity. On the other side are liabilities and the owner's equities. The balance sheet is much more than an accounting statement. It also reflects financial stewardship, which requires that the assets be equal to the obligations. There is both symbolism and realism in the balance, that must be maintained between the assets on one hand, and the liabilities and ownership equity on the other hand. Any inequality would mean an impairment to capital, and if the condition persists, insolvency would be the final result.

Continued Growth

Continued growth requires not only the support of ever-rising consumer expenditures, but also large scale investment by businesses. Many of the capital outlays that companies make are to replace worn out buildings and equipment. Basically, however, depreciation reserves provide funds only to keep capital stock intact. When prices for plant and machinery have risen as they have in recent years, the accumulated depreciation reserves are insufficient to cover cost of replacement at the new high price level. Economic growth requires not only that firms replace capital goods as they are worn out, but also that they continue adding to their number and to their complexity.

Statistical measurements are very often employed, particularly the application of management policies, to determine which phase of activity should be closely inspected. The earnings picture is a matter of accomplished fact, and must normally be considered as stemming from past management action. If past earnings are properly analyzed, they can be themselves an effective mechanism for judging the validity of the policies which help to determine their level and growth.

Many analysts fall into the error of judging a company's earning power or its future capacity solely on the record of earnings growth in recent years. Naturally, this record should be carefully considered, and should receive considerable weight. It is of equal importance, however, that the company's earning picture during all phases of a business cycle be carefully examined to assess the vulnerability of the revenues and margins to a general business decline. In the past, a wide economical upsurge in business volume has effectively concealed a number of individual management errors.

Special Responsibility

Those engaged in the financial details of the business have a special responsibility to conduct the affairs of their department so as to contribute the greatest possible financial stability and soundness to the company. Profits are the test of management's capacity. Financial management begins with an understanding of the basic economic facts of life. The capital of a business goes through a time cycle, in which the funds invested in inventory, labor, and rent, must come back with a net gain.

Have you ever heard the expression, that certain companies hire for their leader, individuals that come from financial families? These particular individuals are given the top job as president or similar responsibility so that they can help solve the money problems of the company. As you look around, it is easy to determine the successful companies by their financial influence. I am inclined to believe that many of us in the macaroni industry have not given proper emphasis to the subject of finance, in relation to our production and sales problems.

During my 25 years association with this industry, often the discussion would

Continued on Page 40

WHAT A CLIENT SHOULD EXPECT FROM HIS ADVERTISING AGENCY

by Charles V. Skoog, Jr., President, Hicks & Greist, Inc., New York

As many of you probably know, Hicks & Greist has been advertising counsel to a macaroni manufacturer for just over one year. It has been a stimulating year. We think we've learned much from our association - and we hope we've been able to contribute to our client's stockpile of experience in the marketing of macaroni products.

Bright Future

In our eyes, there never was a time when the sales picture looked brighter for a macaroni manufacturer than it does right now. Long gone are the days when macaroni products were considered a specialty item to be consumed in the main by people of Italian origin. Today, macaroni products and Italian foods in general are being gobbled up by Americans of all national origins, and are enjoying a booming popularity that seems to know no bounds.

Ted Sills, who is doing a superb job in publicity and public relations for the industry, has already shown you how Italian foods are being spotlighted in newspapers and magazines across the country. Food editors and home economists are educating millions of readers to the solid enjoyment of macaroni products - as well as the way they lend themselves to the culinary creativity of the American housewife.

Supermarkets are featuring more and more macaroni items - as their customers learn to use them more frequently in casseroles, in salads, as side dishes, in soups and stews.

And why shouldn't there be a boom in macaroni products? They're easy to prepare, quick, economical, nourishing, delicious, and in every way a change for the better.

Yes, as you can see, this is a big, big pond in which we all are fishing. Best of all, there are plenty of fish for everyone - so let's not muddy the water. We're all in the macaroni business together - and hope to be for a good long time. It is up to us to keep the pond clean so the fish keep biting, and biting often.

Big Potential

Now, with even the vogue in Italian foods today, I don't think anyone believes that macaroni products have come close to realizing their fullest potential as a basic item in the American diet. You all know, perhaps better than I, what it would mean if a macaroni



Charles V. Skoog, Jr.

Because if you do manage to get a bigger share-of-market, temporarily making a quick dollar while at the same time losing a share of the consumer's confidence in the getting, you will be damaging the industry's consumer franchise in the long run.

Client Expectations

Better relations and understanding between you, as a client, and your agency, can only mean better macaroni advertising, and more packages of macaroni products in shopping baskets every week.

So let's take a close look at this question of what you should expect from your advertising agency - and while we're at it, what your agency should expect from you.

A good agency is not only interested in increasing your sales - but also in seeing them increase at a profit to you. It is relatively easy to show sales increases today if you're willing to give away a wing of your factory - the trick is to get these sales increases and show a profit increase as well.

As a matter of fact, there is increasing evidence that the supermarket chains are also vitally interested in the state of their profit picture today.

The A & P strike in New York, for example, with warehousemen now looking for a 4-day week, is an indication of the cost increases that are facing the chains right now - and which will be squeezing them further in the years ahead. Combine these rising costs of doing business with the increasing competition from new store openings, and you will see why the chains' hunger for better profits can only heighten in the future.

Feature High Profit

I was in a buyer's office last week when he was given instructions to follow, and I quote: "feature and display the high margin items - we must increase our net profit."

Do you know how macaroni products stack up against other items in this brewing "Battle for Profits" by the chains?

Let me give you some ammunition for the next time you run into this problem.

Macaroni products generate more profits to the chain than canned fish, cake mixes, desserts, cereals, canned soups, margarine, baby foods, instant

coffee and regular coffee, cigarettes, canned milk - just to name a few.

Turnover, Too

Think detergents and soaps move pretty fast? To get a good turnover story to go with a good profit story, we compared the turnover of detergents and dry macaroni products. During a 12-week period, soaps and detergents, with a profit margin of only 10.5 per cent, moved only 441 units at a profit per unit to the chain of 3.5 cents. Dry macaroni, during the same 12-week period moved, 433 units and generated an 18.5 per cent profit margin, or better than 3.8 cents per unit profit. These figures are taken from the latest Super-Valu-study by Progressive Grocer - so they're as authoritative and unbiased as figures can be.

Again on the subject of profits, if your advertising and merchandising program (and they should be closely integrated at all levels) can somehow, some way excite the chain to cough up a display, you're half-way home. Don't say you can't get displays without giving away your shirt. At Hicks & Greist we have been successful in getting them through related item tie-ups, using promotions involving tuna fish, salad dressings and mayonnaise - or maybe traffic-building ideas for new store openings. And look what happens to sales when you get a good display.

Again, quoting the Super-Valu study, in a 12-week period, normal off-the-shelf sales of dry macaroni products averaged 341 units. With a display however, this jumped to 1,538 units - a 351 per cent increase in sales - a profit increase of \$64.51 to \$298.76 for the chain - or an overall 363 per cent increase in dollar sales. In addition, every dry macaroni package that sold triggered other companion sales for the chain - forcing the movement of such items as spaghetti sauce, grated cheese and chopped meat!

These are some of the reasons why we at Hicks & Greist like to make those all-important "key chain calls" with our clients. Every new presentation at headquarters or a major warehouse is a do-or-die matter today - and can affect your net profit picture drastically. Put a team together that can do the job best - and be sure to include your agency in!

Agency Wants to Know

Your agency should want to learn all about your distribution, your warehousing set-up, sales quotas, market penetration, product acceptance, production, past promotion, trade deals - in short, everything. Here is why I think so.

Often, advertising agencies are judged on their ability to produce out-

standing copy, art, TV and radio commercials, 24-sheet posters. And well they should be - because a high degree of creativity is the hallmark and reason-for-being of any good agency. With the average woman being hit with hundreds, even thousands of advertising messages every day, the first job your advertising must accomplish, and accomplish well, is to get her attention.

However, rarely does a campaign fail primarily due to the format of the ads, or the technique used in the TV commercials. Invariably there is another, and more potent reason. Perhaps the campaign should have been designed to get distribution, not move what wasn't on the shelves when it broke. Perhaps the product wasn't right, or wasn't priced right, or the margins were too low, or the campaign wasn't properly merchandised at all levels. Any one of these, or things like these, could have held back expected sales. But in almost every case, the advertising (and the agency) take the rap.

About the only way for your agency to make sure you get a successful campaign is to get to know your real problems - your good points as well as weak ones. Then they can prepare the most effective advertising to fit the situation. But if you insist on keeping this type of information private - if you feel your business is too confidential to tell your agency about - you don't bring all your doubts and fears out into the open - you are asking the agency to fight your battles with one hand behind its back. Not only is this an expensive thing, but you are also wasting a lot of good creative talent which most agencies can place at your disposal.

That's why I say your agency should be constantly pressuring for more information.

Total Participation

Another thing you should expect from your agency is what I call "total participation" - because I feel an agency does its best work when it becomes involved in all your promotional activities. Not just making print and broadcast advertisements, but also your selling aids, your merchandising, your promotional literature, your product publicity - the works. We have learned that the best advertising is produced when an agency and its client works closely together - sharing their thinking and planning. In fact, some of the best ideas often come from our clients. For this reason, no agency I know of wants to keep an arm's length away, or to be called in only when there's a fire to put out.

The agency should want to be invited to important conferences - be a

part of your sales meetings - visit in the field with your salesmen - get to know all levels of the company's management.

But this, too, is as much your responsibility as the agency's. After all, it's up to you to give your agency an opportunity to do the best job it knows how - to make your agency a part of your inside policies and information.

Once you take these steps, making your agency a partner in your dreams and plans, you should expect the agency to find ways to make your advertising dollars work harder. Now some firms say they expect their advertising to create a special kind of "corporate image" - or maybe a "favorable climate" in which to do business. Images and climates are all very well if you get them, but I think advertising can do more - a whole lot more. That's what I mean about dollars working harder.

Sales Generator

I think you should expect your agency to look upon advertising as a way to generate sales, today - not just a device for holding on to the business you already have, but a way to flush out new buyers. At Hicks & Greist we think of advertising as being a lot like direct selling. Just as one of your own salesmen can be personally exciting (or dull), enthusiastic (or just so-so), sincere (or obviously phony), so can your advertising. Once you have taken your agency into your full confidence, it's up to them to produce inspired, competitive, enthusiastic, exciting, sincere, appealing, attractive, hard-working advertising that produces sales - now - today!

I may be getting into a little hot water on this next point, but I also feel your agency should look beyond its immediate dollar-income when you have a problem. Let's take a hypothetical example of what I mean. You all know that one of the biggest problems we all face is to get the housewife to cook macaroni properly. Just suppose you presented this problem, or a problem like it, to your agency for the first time. The agency sends out a team to a number of markets and interviews housewives. After making a proper study, it appears that the directions on your package were not clear - say, you didn't explain that macaroni should be cooked in a lot of water, and not overcooked. So the agency recommends that you re-word your package directions, and propose you write a little folder to go on the inside of each package.

The actual cost of producing and printing the folder is, say \$500. Using the agency's normal commission of 15 per cent - your agency would make



Participation...

The hand that smears the table rules the home! And when it's macaroni products made from Commander Larabee's Comet No. 1 Semolina, there's no trouble getting more food into the tummy than on the floor!

From tots to teens... the durum taste is tops!



COMMANDER
LARABEE



Durum Department
A DIVISION OF ARCHER-DANIELS-MIDLAND · MINNEAPOLIS

AUGUST 1959

Check
DEMACO
 for the *BIG*
DIFFERENCE

LOOK FIRST AT DEMACO —

a completely new spreader with advanced Demaco "experienced" design. The only spreader that gives you a maximum production of over 1500 lbs. per hour in the same minimum floor space used for a standard 1000 lb. press. What's more, the Demaco 4 stick spreader is more compact, has simplified design that assures easier operation, less maintenance and ready accessibility.

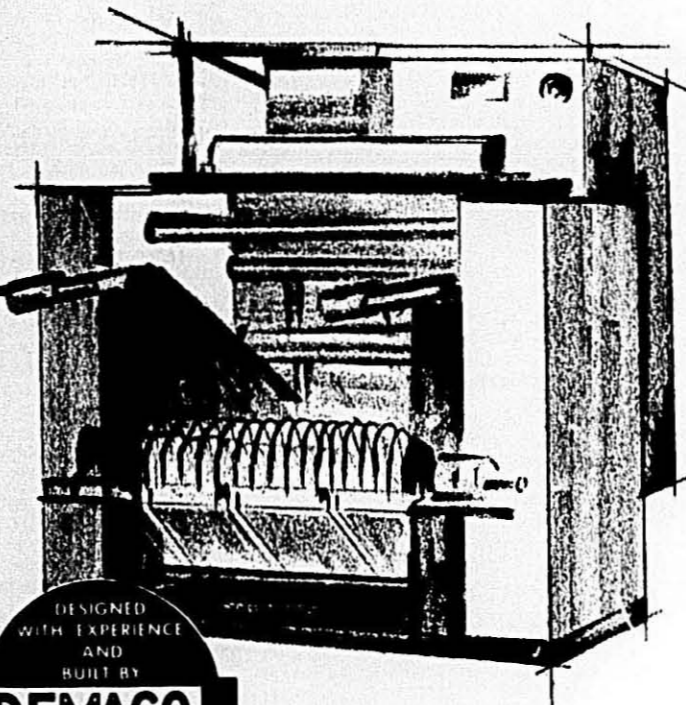
Remember that there are two important factors to consider before you purchase a spreader. Demaco has them both...

EXPERIENCE — Since 1941 - Demaco has been designing and building automatic spreaders. 18 solid years of experience.

SIMPLICITY OF DESIGN — Over 45 years of specialized macaroni machine design. Come see this Demaco 1500 lb. automatic spreader that utilizes your existing dies, and requires the same minimum floor space as a standard 1000 lb. spreader.



The 4 STICK SPREADER
 with over 1500 lbs. per hour
 proved production!



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

DEMACO
 offers you the
 complete automatic
 line

Long Goods
 continuous
 Dryers

Long Goods
 Finish Rooms

Short Cut
 Presses

Sheet Formers
 for Noodles

Noodle Cutters
 Conveyors
 Macaroni Cutters

around \$75 on the deal. I think you'll agree this is hardly enough to have covered the cost of time spent studying the problem, making a recommendation, and designing the folder. Yet, I repeat, this is the kind of activity you should want from your agency - and it is the kind of effort your agency should furnish.

We Stock Talent

And now that I'm in hot water, I'll go in a little deeper. I think you should expect your agency to want to make a profit on your account. That is, on your overall account. If it is going to stay in business, and provide the talents and services you need, it has to make a living. Keep in mind that a modern advertising agency is like a warehouse. Only we don't stock products - we stock talent and experience - in the form of people. This specially trained manpower - which, when you come right down to it, is all your agency can offer you - is always at your beck and call. But I don't think you should take it for granted, or that you should expect your agency to give it away. You should expect to compensate your agency fairly - just as you would expect fair prices from your own customers.

By the way, the idea that an agency is made up of people is one of the oldest bromides in the business. But it's still true. So while I'm on the subject, I'd like to discuss what you should expect from your agency in the way of people. At least, the way I see it.

The most important thing, it seems to me, is that you should expect your agency to know when to say "No" to you. They should have the courage and plain self-respect to fight for what they think is a right approach. I say this because in this business of advertising the man who pays the bill - you, the customer - is not always right. Many times the client is too close to his own business to know what will work best.

After all, you hired your agency because they are professional advertising men. So why not take their advice? What's more, you should never forget that the agency measures its success by how well it sells your products. Agencies plan their campaigns as if their very future depends on them - which it does. Creating successful campaigns is their bread and butter.

Please the Client?

It would be easy for the agency to take the simple way out, and try to please the client - right or wrong. It is harder, much harder, to stick by our guns and present plans and programs which we think are right - but which may not please you, the client. I might say, also, that we are our own toughest

critics. By the time you get to see a proposal, it has been passed on by some of the most critical professional advertising minds, and found to be good. These people, who want to do good work even more than you want them to, would never have submitted it otherwise.

Here is another characteristic you should look for in your agency's people: they should put the welfare of your business before their own. I am talking about people who feel that if you succeed, they will succeed too. People who are interested more in your business than they are in their own.

Look also for different kinds of people in your agency. Many different kinds. The best agencies, it seems to me, run a kind of "round-table" of people. About the only thing their people have in common is mutual feeling of respect for each other. Otherwise they come from different backgrounds, having different experience and abilities - are curious, eager and expectant - or maybe cautious, methodical and slow-moving. I think it takes all kinds to make a good advertising agency.

Checklist for Advertisers

Some of you have a better, closer working relationship with your advertising agencies than others. What this means to me is that some of you are getting more out of your agency's skills and talents - for the same amount of dollars. This is true among clients having the same agency. In the fifteen years I have been with Hicks & Greist, (and I have held every position in the house from copywriter to president), I have noticed that the best working relationships exist when the advertiser does certain things. Maybe they never wrote them down as hard-and-fast rules, but they can do them just the same. There are many things you, as a client, can do to make sure you get the most from your agency. As a starter, ask yourself a few questions:

1. Do you take the trouble to define your objectives to the agency? Not just in a general way, but your specific aims based on market conditions and your situation in the industry.

2. Do you let the agency's people talk directly with your most successful salesmen? A good copywriter, for instance, is really a salesman who sells in print. He knows how to pick up good selling ideas from your sales force and turn them into successful advertising.

3. Are you sure you are presenting your marketing data accurately and completely to the agency.

4. Conversely, is your advertising department "selling" your agency to your

associates? An agency's standing can be built up, or torn down, within your organization according to the way it is presented by your ad department.

5. When you "don't like an ad," do you call it names or clam up? In the first place, it can't help the writer or artist when you say it "doesn't ring bells," or it "didn't come off," in the second place, the ad was probably written for your customers, not for you, and you may be too close to your own proposition to judge it objectively.

6. Do you ask what I call "outsiders" to judge your advertising? Sure you may have a most charming wife, or mother-in-law, but in most cases they are non-professionals when it comes to advertising. Not having any experience with what works and what doesn't, they are in no position to pass critical judgment.

7. Do you make it a practice to listen to your agency? Agency people get to see and know the insides of many companies. Their judgments and advice are based on what they know - for free - by listening.

8. Does your agency have enough time? Time to create, to think, to produce? If your advertising looks like it was turned out in a hurry, maybe it was. Could be that your own people held up a job, or gave the assignment late to the agency in the first place.

9. Do you keep the pressure on the agency, needlessly? Why dare the agency to convince you? Results will be better if you make a contribution - try to work things out together.

10. Do you think your agency is rolling in wealth? It may come as a surprise to you, but most agencies have trouble making even a one per cent profit on their billings. And agency people don't have half the good times and fancy living that Hollywood and pocket novels say we do.

Give Recognition

11. Do you pat your agency on the back once in a while? Try it - and watch them break their backs for you. Wasn't it Napoleon who said, "Give me enough ribbon medals, and I'll conquer the world." Try giving your agency a little ribbon now and then - it will pay you well in effort above and beyond the call of duty.

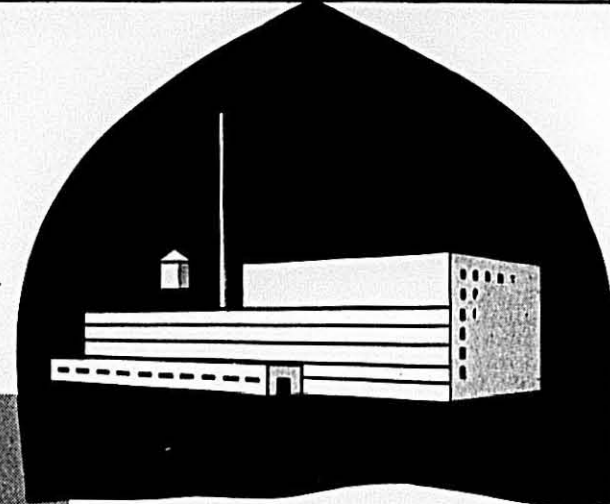
And on that inspiring note, I'll close. But before I do, I'd like to re-emphasize: During the next year, you folks will invest many millions of dollars in promoting the sale of macaroni products. Let's make our advertising work just a little harder and there is no reason why we can't bring that seven pound consumption up to eight or ten pounds.

SAVE with BULK DELIVERY from International



Bulk handling can mean savings to you. International stands ready to serve you by "Airslide" rail car or bulk truck delivery from strategically located mills in St. Paul and Baldwinsville.

*Airslide, a trade mark of the Puller Co., Canton, Pa.



International

TRADING COMPANY

MACARONI DIVISION
INTERNATIONAL TRADING COMPANY, INC.
1000 W. WASHINGTON ST.
BALDWINSVILLE, PA.

Bulk handling enables you to eliminate sack costs, reduce storage and handling costs, reduce housekeeping costs, and improve working conditions in your plant. International's engineering staff has had many years' experience dealing with bulk problems. Ask your International representative for further information on how bulk handling can be adapted to your plant.

PLANNING FOR DURUM

A Durum Grower Speaks

Appropriately enough in the session on durum, the lead-off man was a durum grower, Richard Crockett, president of the newly-formed Durum Growers Association.

He said that the farm question has been fogged by politics and that farmers are not to blame for high food costs. He pointed out that if a wheat farmer gave away the wheat, a 20 cent loaf of bread would still cost 17 cents; a 23 cent pound of spaghetti would cost 17 cents. He observed that labor costs, transportation, taxes, and other business costs go up while the farmers' share in the market food basket goes down.

The Crockett family today represents the third generation of farmers in North Dakota. Crockett's grandfather fed himself and three others. Dick Crockett today feeds twenty people because of mechanization and better methods. Mechanization has led to specialization. But, he observed, an average increase of 25% in prices has not been reflected in the cost-squeeze on the farmer.

The Durum Growers Association has as its objective the promotion and the orderly marketing of durum products. Mr. Crockett urged that cooperative action from all segments of the industry strive for government consideration to consider durum separately and take it out of the overall surplus wheat picture. An adequate supply of durum is essential, he said, but when we can plant only 300 acres of a potential 1000 acres, governmental thinking and regulations must be changed. He stated that the farmer is a hard-headed businessman who must be approached on a dollars and cents basis. "You cannot pay out more than you take in." He observed that in 1947 when he started in the farming business, a tractor cost \$3,000 and durum sold at \$3 a bushel, so it took 1,000 bushels of durum to buy a tractor. In 1957 the tractor cost \$6,000 and durum was worth \$2 a bushel, so it took three times as much wheat to buy that tractor.

His organization has been instrumental in getting the establishment of a Wheat Commission for North Dakota. This group will promote the use of durum, and he urged cooperation from the durum millers and macaroni industry. His plea to the industry was to "think big and market progressively."



Durum Panel. Standing, left to right: Lee Merry, Cliff Kutz, Howard Lampman, Tony DePasquale, Gene Kuhn. Seated: Les Swanson, Phil Fossen, Dick Crockett, Ray Wentzel.

Durum Millers Report

Lee Merry, speaking for W. A. Lohman, Jr., Chairman of the Durum Wheat Institute Committee, stated:

"The past year has shown the advantages of cooperation. Constructive work between the Durum Wheat Institute and the macaroni industry has enthused members of our group to personally do more to keep the consumption of macaroni on a healthy upward trend. This cooperation helps the men who have responsibility of initiating programs and carrying them out for maximum results.

"Efforts of the Durum Wheat Institute with the wheat organizations on increasing good durum plantings and rust prevention demonstrate the benefit of combined strength. At Washington, the covering of the situation thoroughly from farmer, to grain handler, to miller, to macaroni manufacturer, and on to the public made a favorable impression.

"Interest in the Economical Gourmet Recipes for restaurant trade carried over into school and in-plant feeding. A sound program usually finds wider targets than originally anticipated.

"The Durum Wheat Institute Committee wishes to bring information to you that will be valuable in judging all phases of the business. May I express our thanks to your officers, directors, and secretary of NMMA for the cooperation and understanding, this keeps us striving to always improve. Men work hard when the climate is friendly and constructive, and by mutual

cooperation and understanding we can accomplish much for the good of our industry."

New Crop Prospects

Lester Swanson, King Midas Flour Mills, reported on crop prospects:

"On March 18, the United States Department of Agriculture issued a report concerning farmers' intentions to plant wheat in 1959. This report indicated a total of 1,273,000 acres would be planted to durum. This compares to 947,000 acres harvested in 1958, an increase of 34 per cent.

"The June 1 government crop estimate placed this year's durum production at 22,200,000 bushels, compared to 22,077,000 bushels produced last year. Bear in mind, last year's yield averaging 23.8 bushels per acre was abnormally high and we cannot expect such a high yield this year. At this rate in making an estimate of the available durum supply for the crop year 1959-60, we shall use as a basis the government June 1 figure of 22,200,000 bushels. This total may be raised or lowered when the next report is released on July 10.

"The estimated carryover July 1, 1959, is 17,000,000 bushels. This, less the estimated 13,000,000 bushels of durum under loan July 1, 1959, is 4,000,000 bushels. The government June 1 crop estimate is 22,200,000 bushels. So, the total supply outside government stocks is estimated at 26,200,000 bushels.

FAMOUS SYMBOLS...



STATUE OF LIBERTY...

She majestically stands guard at New York harbor, a colossal work of art, created by Frederic Bartholdi, a French sculptor.

The uplifted right arm holds the torch of liberty high, while a tablet bearing the date July 4, 1776, is within the curved left arm. Made of copper sheets supported by a framework of iron and steel, the Statue of Liberty soars over 300 ft. high, including the monument base.

The statue was presented to us by the French, and made a national monument in 1924.

NO. 1 IN A SERIES OF FAMOUS SYMBOLS!

NORTH DAKOTA DURUM WHEAT IS A FAMOUS SYMBOL, TOO...



North Dakota's famous wheat fields produce 85% of the Durum Wheat raised in the United States.

The North Dakota Mill and Elevator is located right in the heart of this great durum area, and stands as a symbol of the great wheat milling industry of North Dakota.

Rely on macaroni products made of 100% Durum Wheat by the North Dakota Mill & Elevator.



Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR

Flour Milling Division



Grand Forks, North Dakota

FOR YOU
ADVANCED TECHNOLOGICAL IMPROVEMENTS

Save Space — Increase Production
 Improve Quality

★ **NEW** POSITIVE SCREW
 FORCE FEEDER

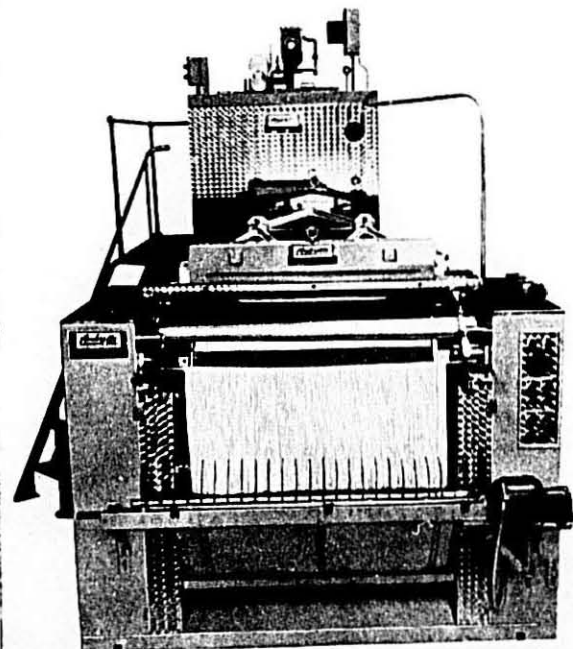
improves quality and increases production of long goods,
 short goods and sheet forming continuous presses.

★ ★ **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

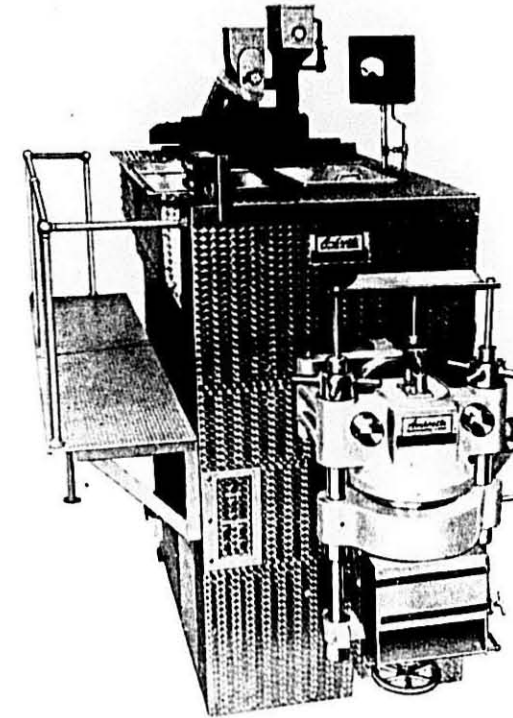
Model BSCP — 1500 pounds capacity per hour
 Model DSCP — 1000 pounds capacity per hour
 Model SACP — 600 pounds capacity per hour
 Model LACP — 300 pounds capacity per hour

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.

"The estimated usage for the crop year 1959-1960 will be made up of 26,000,000 bushels for mill grind (July 1, 1959, to September 1, 1960), 2,000,000 bushels for seed, and 4,000,000 bushels for cereal and feed. Thus, total usage is estimated at 32,000,000 bushels, which means we would have a deficit of 5,800,000 bushels.

"The deficit of 5,800,000 bushels will have to be secured from government owned stocks which are estimated at 13,000,000 bushels, leaving a carryover of 7,200,000 bushels on September 1, 1960, providing no durum is exported."

Government Stocks

Anthony DePasquale of International Milling Company explained the loan program and CCC stocks:

"Although there were many proposals presented in legislation there were no changes made in the government loan program this year. Parity was down 1 cent and as a result the national average loan rate at the farm level for the 1959 wheat crop is \$1.81 per bushel. Last year it was \$1.82.

"We are going to have a tighter durum picture this year. There will be enough and it will be close, but a large percentage will have to come from CCC stocks. These stocks are reported to be about 13,000,000 bushels. I want to point out here that we do not know the quality or the condition of this CCC durum wheat. If the quality is not good, the wheat on the free market will demand a better basis. On top of this, we found last week that CCC was offering amber durum for export. This could also make the market firmer.

"Supply and demand coupled with the price of CCC owned durum will regulate durum prices this year. Let's compare 1959 and 1958 gross loan figures:

Price per Bushel.	1958	1959
Minneapolis		
#1 Hard Amber Durum	\$2.30	\$2.29
#1 Amber Durum	2.24	2.24
#1 Common Durum	2.20	2.19

"This looks good on the surface and you may think that prices won't vary much from last year because there is only a 1 cent change in the gross loan figure.

"The picture is entirely different this year. The June 1 government forecast was 22,200,000 bushels. The normal domestic consumption of durum is about 31,000,000 bushels a year. This means a tight free durum supply. We expect the durum farmers will sell hard wheat, barley, or flax as their cash crop and hold off selling their durum for the best possible price. We might see a

slight dip at the peak of harvest as we did this year, but as soon as the crop finds storage, and this will not be a problem, the receipts will dry up. This will compel us to raise our price offers to induce farmers to sell their durum. The durum farmer will not likely be a willing seller at less than the Commodity Credit Corporation minimum selling price for durum.

"What is the CCC minimum selling price? CCC is authorized by law, as of July 1, to sell its stocks of durum at 105% of 1959 gross loan value, plus carrying charges, or at the market level, whichever is higher. If the cash market, for example, is \$2.44 per bushel, the government cannot sell below this figure. If we take the \$2.29 gross loan value on #1 Hard Amber Durum, we would have a minimum selling basis by CCC on July 1 of \$2.40 per bushel. Average carrying charges are from 1 to 1½ cents per bushel per month. These charges are set each month by CCC. In September, 1959, the minimum selling basis will be about \$2.45 per bushel. By January, 1960, the minimum selling basis will be \$2.49 or \$2.50 per bushel.

"What does all this add up to? With the short crop estimated and lower feed values predicted, CCC owned durum could very well regulate durum prices this year."

Improvement Groups

Gene Kuhn of Amber Milling Division, G. T. A., spoke of durum millers' cooperation with improvement groups.

"We, the durum millers, would like to express our appreciation to two improvement groups that are actively engaged in durum wheat research development and improvement. These two organizations are the Rust Prevention

Association and the Northwest Crop Improvement Association. The durum millers have had a long-time interest in the improvement of durum and in increasing acreage.

"The Rust Prevention Association has done a terrific job in supervising durum plant breeding. During the past winter, this group supervised the breeding of 463 lines of durum breeding material which were grown on test plots in Mexico, also at Yuma, Arizona, last winter; two of the newest durum wheats, LD-389 and LD-392, were increased by the North Dakota Experiment Station. At the present time, about 1,000 bushels of these new durums are growing in North Dakota.

"We will never forget that a few years ago 15-B stem rust almost wiped out durum as a crop. The Rust Prevention Association with the assistance of the North Dakota Agricultural College Experimental Station was the primary force in developing the four new rust-resistant varieties which enabled durum producers to stage a comeback.

"This one act alone should be enough to convince us that the Rust Prevention Association is an organization that we cannot be without.

"It is clear that research cannot be turned on and off like a water faucet. The results of the kind of research being done by the Rust Prevention Association are cumulative. Sometimes, this research seems slow. However, only constant and continuing effort, the kind being expended by the Association, will result in a satisfactory program. The investment needed is small considering the stakes involved.

"You, the macaroni manufacturers, have joined the durum mills and allied organizations interested in wheat and

Grain Value Outlook

Cliff Kutz, Commander Larabee Milling Company, gave this picture of grain value outlook:

With an estimated 20 to 25% increase in durum acreage, the consensus of opinion at the present time is that we will be lucky to get the same amount of bushels as we did last year, as last year was an exceptional year as far as durum yield per acre was concerned.

Range of dollar and cent value paid in the Minneapolis market for Ordinary Wheat, Winter Wheat and Durum Wheat are as follows:

Cash Market	Spring Wheat	Winter Wheat	Durum
Sept., 1958	\$2.03 to 2.07	\$1.98 to 2.01	\$2.32 to 2.36
October	2.07 to 2.09	2.00 to 2.01	2.30 to 2.36
November	2.07 to 2.09	2.01 to 2.02	2.36 to 2.38
December	2.06 to 2.08	2.02	2.39 to 2.42
Jan., 1959	2.05 to 2.07	1.98 to 2.00	2.38 to 2.40
February	2.07 to 2.09	2.00 to 2.02	2.38 to 2.42
March	2.05 to 2.09	1.99 to 2.02	2.39 to 2.42
April	2.06 to 2.08	1.99 to 2.02	2.39 to 2.40
May	2.09 to 2.11	2.06 to 2.08	2.41 to 2.44
June	2.10 to 2.13	2.09 to 2.10	2.44
1958 Loan Value	\$2.21	\$2.20	\$2.30
	8 to 18c under loan	10 to 22c under loan	2 to 14c over loan

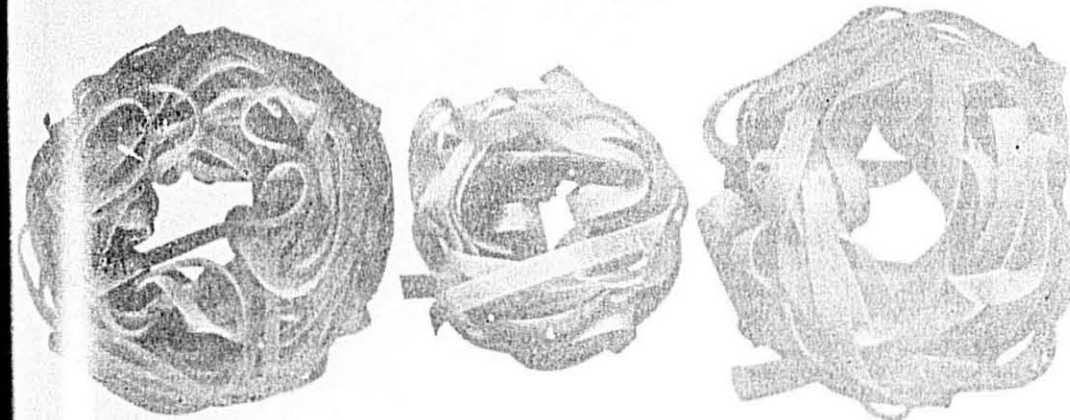
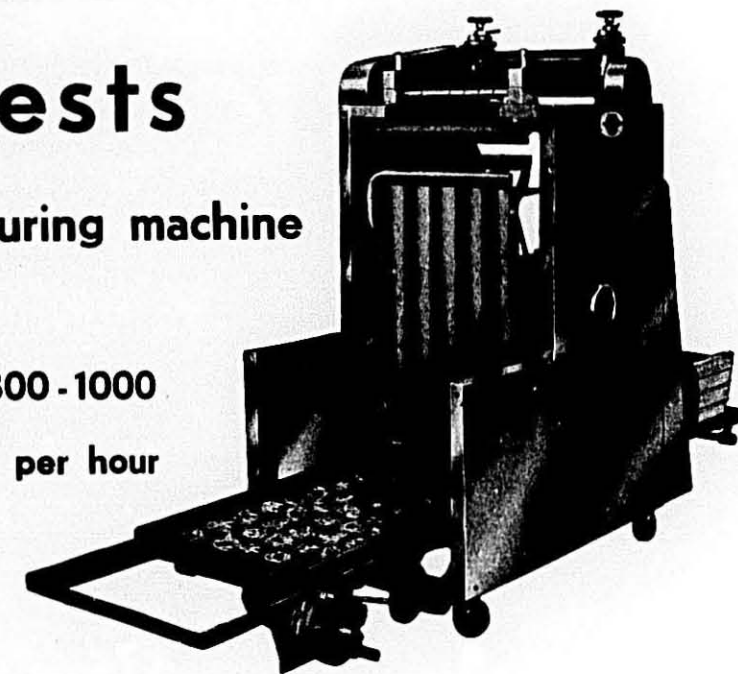
THE MACARONI JOURNAL

Bird Nests

manufacturing machine

Capacity of 400 - 800 - 1000

pounds per hour



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

Send inquiries to:

Robert Marr & Son, Inc., 154 Nassau Street, New York 38, N.Y., WOrth 2-7636

LAVAN

Dott. Ingg. NICO & MARIO

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

have contributed to this important research.

"We would also like to recognize the Northwest Crop Improvement Association for the radio and newspaper publicity campaign to increase durum acreage that it conducted this year. There is no doubt about the success of their publicity drive. This year, there will be an increase of about 325,000 acres of seeded durum over last year's total. This acreage increase can be better appreciated when we realize that 1,273,000 acres were planted in 1959, as compared to 947,000 acres in 1958. Had it not been for this campaign, it is reasonable to believe that the 1959 durum acreage would have been less than the 1958 durum acreage.

"The entire cost of this campaign was enthusiastically underwritten by the seven durum mills.

"On the basis of this work done with durum wheat, we can look forward to further industry rewards in direct proportion to the cooperation between firms that join us in financing continued durum wheat research, development, and improvement."

Legislation

In reporting on durum legislation, Ray Wentzel of Doughboy Industries said a good impression was made on the House Agriculture Subcommittee because all segments of the industry from grower to miller and macaroni manufacturer were represented. He said the Department of Agriculture was not convinced that relief was needed because a report came out the day the group appeared stating the farmers intended to plant some 30% more acres to durum than last year.

He read from a letter from Senator Milton R. Young of North Dakota which said that the durum bill was to get immediate consideration after the general wheat bill was out of the way. Senator Young said that the Advisory Committee might have to be eliminated or made optional with the Secretary of Agriculture. This is a provision that has stirred up opposition of the American Farm Bureau Federation. In his opinion, however, the important provision was the one authorizing the Secretary to increase quotas for durum wheat, and this he felt most necessary in view of tight domestic requirements with no supplies for export.

In a meeting of the Board of Directors of the National Macaroni Manufacturers Association and the durum millers it was decided to meet in Minneapolis, probably in September, to review the durum figures for 1959 and sales prospects for macaroni products in 1960; to determine industry requirements and efforts to gain governmental consideration in Washington.

In Summary

Phil Fossen of the North Dakota Mill & Elevator said the profit margin on durum milling in recent years has not been satisfactory, but that millers are optimists. He looked for better times because of several factors: better understanding is developing between the three segments of the industry - farmers, millers, and manufacturers; macaroni consumption is rising along with a population increase; the national economy is strong, and particularly the food business which weathered out the recession of 1957-1958; increased adver-

tising and promotional efforts are strengthening demand; durum mill plant improvement and modernization is helping to hold the line on costs and to improve quality; legislation for durum could be helpful and at least a start has been made.

"It is our firm belief that as we progress together, what is good for one should be good for all. The attitude of each segment of the industry must not be one of selfishness, otherwise it will be hopeless for all. Rather, by accepting responsibility and working together the industry can be kept strong and going forward."

Durum Wheat Institute Plans and Projects by Howard Lampman, Executive Director

The Durum Wheat Institute was founded more than ten years ago by the milling companies represented here today. Then, as now, durum millers sought to expand the market for macaroni foods made from semolina—a goal identical with that of your own National Macaroni Institute.

Durum millers use the personnel and facilities of the Wheat Flour Institute—for home economics work: editorial service, food photography, recipe testing and development; preparation of school materials; professional advertising; food promotion; field service and nutrition.

By agreement with the National Macaroni Institute—editorial service (stories and pictures for food editors) was dropped from the durum program more than three years ago. At that time, the durum millers shifted from publicity to special projects.

The bulletin, *Durum Wheat Notes*, is published five times a year, and circulated to a list of more than 40,000 food editors; teachers, writers, demonstration agents, and people in other branches of home economics. The bulletin provides copy ideas and serves as a lesson plan for home economics classroom demonstrations.

As another project, the Durum Wheat Institute wrote and produced the filmstrip, "Tricks and Treats with Macaroni Foods." The durum millers also financed the publication of the restaurant-school lunch recipe book, *Economical Gourmet Entrees*. During the past year, a special durum project was also developed to survey home economics teachers concerning their likes and dislikes about filmstrips and other audiovisual materials. In addition, the staff services special requests from restaurant magazine editors for material on macaroni foods.

I have summarized the years of work in the Durum Wheat Institute as back-

ground for 1959-60. It is a year in which the durum millers look forward to expansion of their own program, a year which will see the beginning of market development work by the growers of durum wheat. With this prospect, the durum millers see greater advantage in the refinement of current materials and developments of new, rather than expanded distribution of present materials.

This is the new program, point by point.

1. Continuation of the publication of *Durum Wheat Notes*, with greater emphasis on the teaching aid, "Lesson Plans," to introduce macaroni foods in actual use to the classroom.
2. Revision of the home economics filmstrip, "Tricks and Treats..." to use the 8-ounce, 2 cup size as a standard for all recipes, to include additional nutrition information, and to eliminate the so-called "modern" cooking methods suggested procedure in the preparation of the product. Even though "Tricks and Treats..." was overwhelmingly approved by the teachers in the survey mentioned...and even though it received honorable mention in a nationwide judging of audiovisual materials...we plan to redo the filmstrip to make it entirely satisfactory to the macaroni industry.
3. Development of a special series of news releases on the recipes in *Economical Gourmet Entrees*, in cooperation with the National Macaroni Institute—to make the household-size recipes and black-and white and color photographs available for distribution by your own National Macaroni Institute.

Continued on Page 40

THE MACARONI JOURNAL

Sterwin ENRICHED Macaroni MEANS MORE...



PROFITS FOR YOU!

GET CONSISTENTLY UNIFORM ENRICHMENT WITH

B-E-T-S

(The original food enrichment tablet)

VENTRAM

(Brand of food-enrichment mixture)

FOR THE BATCH METHOD

FOR CONTINUOUS PRESS

Both enrich macaroni products to conform with federal standards of identity

THE RETAILER knows that enriched macaroni products have more sales appeal—move faster—give him the turnover he wants.

That's because more and more housewives today insist on foods that are enriched, knowing that they offer the best dollar value for they contain the most nutrition value.

All this adds up to increased sales, more profits for you when you enrich your macaroni products. And the profits grow even larger when you use Sterwin's modern enrichment methods. For enrichment by Sterwin is more economical... assures you of maximum accuracy at minimum cost.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.

1490 BROADWAY, NEW YORK 18, N. Y.

SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

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 1846

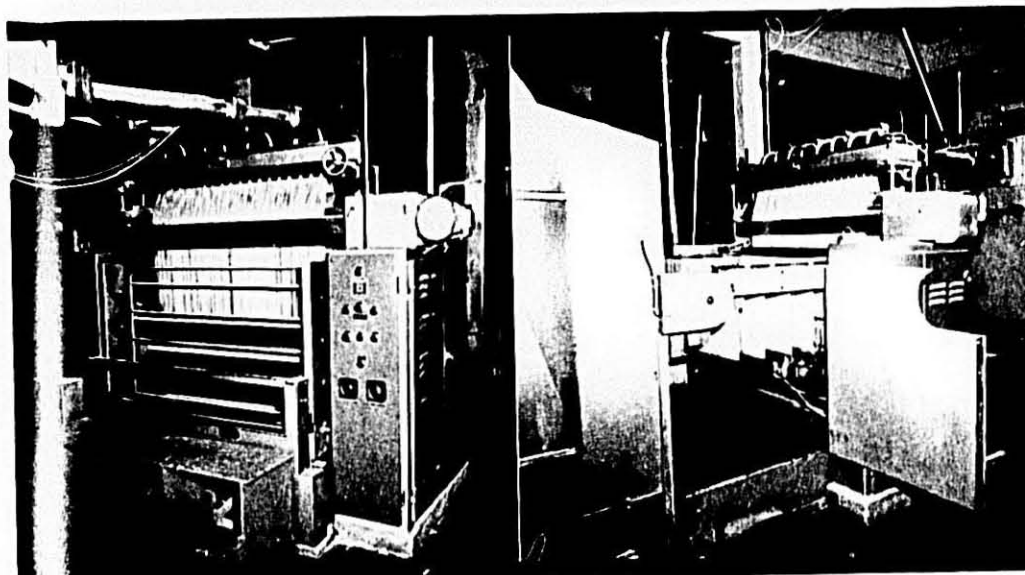
THE MACARONI JOURNAL

Food Products Ltd. LONG GOODS DRYER UNITS

MONTREAL, CANADA

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. (USA)

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 1846

AUGUST 1959

29

OPTIONAL INGREDIENTS

by James J. Winston at the 55th Annual Meeting

It may be worthwhile to review the ingredients that are permitted to be used in the manufacture of macaroni and noodle products by noting carefully the provisions in the present Federal Standards of Identity which appeared in its final form in the Federal Register December 23, 1944, and in the Standards published July 6 and July 9, 1946.

Egg Whites

The first optional ingredient that appears in the Standards is the use of egg white, either in the frozen, liquid, or dried or powdered form. This may be added to macaroni so that the egg white solids will range from a minimum of 0.5% to a maximum of 2.0%. Egg white in the dry state is approximately 90% protein of the albumen type. This will therefore tend to toughen the product and increase its resistance to disintegration, particularly during the cooking stage. As the product is boiled, the albumen becomes harder and tougher. Therefore, it has a definite application, particularly in canned macaroni products. At the same time, the use of 2% egg white solids will also increase the protein content approximately 1.8%.

Gum Gluten

Another important optional ingredient is the use of gum gluten, but in such a quantity that the protein content of the finished food will not exceed 13% by weight. This requirement originated in 1944 and 1945 when the protein quantity of a farinaceous ingredient was only 10%. This low protein content caused difficulties in processing and drying, owing to insufficient gluten and binding strength. Consequently, there resulted excessive spoilage and breakage of macaroni, particularly during the drying state. Therefore, the NMMA petitioned the FDA to amend the Standards to allow the use of vital gum gluten. At the present time gum gluten, with a protein content of 75%, is being used in a number of products to enhance the cooking qualities. It is also being used in canned products, since the addition of about 2% gum gluten will increase the resiliency of the cooked product and minimize the softening, especially during the re-torting process.

Disodium Phosphate

There is also a provision for the use of disodium phosphate in a quantity



James J. Winston

not less than 0.5% and not more than 1% by weight of the finished product. The purpose of this chemical additive is to provide for a quick cooking product. When disodium phosphate is used, the label must bear the statement "disodium phosphate added for quick cooking."

Milk Macaroni

Standards also cover the manufacture of a milk macaroni product containing a minimum of 3.8% milk solids. This, however, excludes the use of any milk derivative, such as lysine, lactalbumen, or a casein product. I believe milk macaroni has very seldom, if ever, been manufactured, because the requirement of whole milk solids tends to produce a product on the brittle side with excessive breakage. Also, the color of the product will be sharply reduced. The Standards include a regulation for a whole wheat macaroni. This type of product is very unappealing in appearance and is generally sold in the so-called health food retail shops.

Wheat & Soya

Section 16.4 of the Standards covers wheat and soya macaroni products. Requirements state that a minimum of 12.5% soya flour should be used in such a product. Inasmuch as soya flour, particularly the extracted type, is very high in protein, approximately 50%, the soya and wheat macaroni product will have a protein of approximately 16%. Such a product must be labeled as a "wheat and soya macaroni product." A Standard for soya macaroni

products was set to permit the manufacture of a high protein macaroni to supply European countries during World War II with an inexpensive good protein quality food. In our normal production, there have been very little soya macaroni products manufactured and sold except to the so-called health food retail outlets. Soya flour tends to darken the product appreciably and gives it a somewhat characteristic beany taste, which consumers dislike. However, soya flour manufacturers today have made significant improvements, and are now producing a flour that has a minimum of a beany taste and has better acceptability properties.

Vegetable Macaroni

A Standard for a vegetable macaroni product provides for the use of tomato, spinach or carrot solids. The product must contain a minimum of 3% solids in order to be called a vegetable macaroni product. Today many of the egg pasta products contain the addition of spinach or carrot, resulting in a more nutritious cereal product. It is my opinion that our industry should make a more concerted effort to publicize the virtues of our pasta product by calling it either a macaroni or a noodle breakfast cereal. This product, manufactured with eggs, enriched, and containing carrots or spinach, is an excellent breakfast cereal of good protein quality and a good source of energy.

In 1946 the Amendments to the Standards provided for optional enrichment of our products. Today over 80% of our production is voluntarily being enriched, and enriched macaroni and enriched noodles are now included in one of the "4 Basic Food Groups" deemed essential for good nutrition.

The Standards permit use of defatted wheat germ and dried yeast, ingredients high in natural vitamins and protein. The use of these additives up to the maximum of 5% defatted wheat germ and about 2% of dried yeast will result in a product that has a substantially increased protein quality as measured in the form of protein efficiency on test animals.

About Additives

For a number of years, different groups selling protein additives have come to our Association for the purpose of inducing us to consider a change in Standards, in order to produce a prod-

Continued on Page 36

THE MACARONI JOURNAL

NOW 600 K!

the most durable cellophane ever offered packagers

New Du Pont 600 K is a heavy-gauge polymer-coated film that's tougher than any cellophane you've ever used. It's made to take unusual abuse in shipping, stacking and handling . . . withstand exposure to low temperatures.

Like other Du Pont K cellophanes, 600 K keeps its initial sparkle and clarity and offers the high level of protection associated with these quality films. Its rigidity in bag form helps prevent shaking down of product. And 600 K prints well . . . runs smoothly on

conventional make-and-fill equipment. Evaluate 600 K now! You can't afford to overlook 600 K cellophane in your package planning, especially for the popular large-size units.

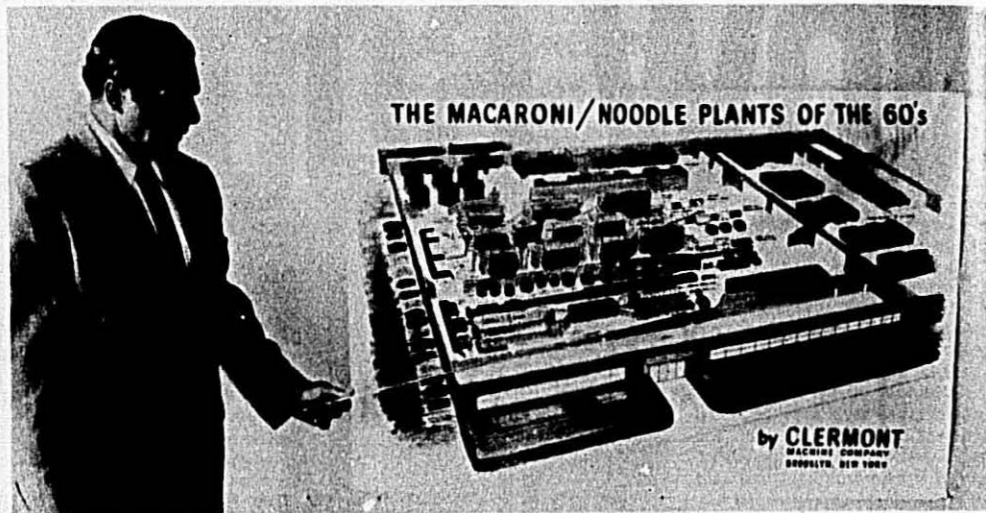
Ask your Du Pont Representative or Authorized Converter of Du Pont cellophane for details. Or send the coupon below for complete data and a sample of this unique new film.



Better Things for Better Living
... through Chemistry

KEPT
FRESH IN
DU PONT
K
CELLOPHANE

E. I. du Pont de Nemours & Co. (Inc.)
Film Dept., Room MJ-8, Wilmington 98, Delaware.
Please send me further information and send me a sample of new Du Pont
600 K cellophane.
Name _____
Firm _____
Address _____
City _____ State _____



WHAT'S NEW IN PROCESSING

John Amato of Clermont reports:

There's a boom ahead in the '60's. The expected 40,000,000 population increase will mean 400,000,000 more pounds of macaroni consumed even if present consumption increases only two or three pounds per person per year.

Demand for specialty items steadily increases and we are developing equipment for high production to handle them. It is our feeling that the macaroni plant of the '60's will make all types of macaroni products.

We have furnished noodle canning machines to Heinz, Coastal Foods Division of Consolidated Foods, and to Giola Specialty Foods, Inc., running at 120 cans per minute. No longer are noodles used only in canned soups, they are prepared with various sauces just as spaghetti.

We have completed a ravioli machine which will produce 25,000 an hour. It can take moulds for three different sizes of raviolis. The machine can be had with a continuous feed of the filling ingredients or with semi-automatic feed of the filling. The semi-automatic feed is fed filling from a large tank but the tank must be refilled manually.

We are now designing a machine for 50,000 raviolis an hour. It will have a continuous feed of the filling. The setup will include a special preliminary unit to work in conjunction with the machine to give the raviolis a hardened surface before being blanched.

We are making a lasagna machine for use in the frozen product which

differs from the wide noodle strip used in the home. Rather a sheet the length and width of the container is used. The sheets are stacked one on top of another with filling between, then packed and frozen. The machine will form a sheet 7 x 7½, 7 x 15 or other desired size.

We have many items on our agenda for the production of canned and frozen products which we will get to now that we have our new building with its enlarged engineering department facilities.

Model Plant

An artist's conception of the macaroni plant of the 60's shows a complete line of long and short cut macaroni products, of noodles and specialty items.

The model plant would include a 1500 per hour press and spreader, equipped with two heads, each with its own die. Each head produces 750 pounds per hour. Slower extrusion gives a smoother product with better color.

A minimum number of pipes feed the dough to the two spreader heads. There is but one elbow pipe from the press feeding the rotary which supplies the spreader heads. The rotary feeding can be regulated by the operator to maintain a constant uniformity of flow to have a minimum of trim. The only pipe which has to be removed for cleaning is the elbow. While the rotary is removable, cleaning is accomplished by merely taking off the caps and using a rod for clean-out.

There is one chain, one mechanism and one timer to handle the four sticks.

In front of the spreader is a three unit long goods dryer setup. We are designing a collector unit for location in front of the final finisher unit. When the sticks discharge from the final finisher they will go in this collector in a continuous storage operation during the sixteen hour night period. When the packaging department starts in the morning, discharge of the sticks will be started from the collector unit directly to the long goods stick remover and cutter. After cutting spaghetti will be automatically transported to automatic packaging equipment and packing will take place during the day. This eliminates the need of an employee at the discharge end of the final finisher.

Similar automation is already available for short cut production. Bucket conveyors simplify the transport of product to storage areas and from storage to packing. A collector is also available for any quantity of noodle production.

The model plant will have departments for long goods manufacture, short cut production, noodles and noodle canning, ravioli making, sauce department, and packing machines.

It is better to wear out than to rust away. — Cumberland.

The buyer needs a hundred eyes, the seller not one. — George Herbert.

THE MACARONI JOURNAL

Comments by Edward J. King, Ambrette Machinery Corporation:

The Ambrette Machinery Corporation was first to put the 1500 pound press into plant operation and has brought forth many new modifications for existing equipment.

For example, a new flour feeder is a volumetric type with free flowing agitator replacing the belt feeder with its expendable rubber belt.

A new extrusion screw housing liner or sleeve, made of a new high alloy steel, increases durability cutting down on maintenance and lost production time.

A new positive force feeder placed between the small mixer and extrusion screw creates a forced feeding of dough from the mixer to the extrusion screw, resulting in a uniform flow of dough and a more thorough kneading. This improves quality and increases production. More than fifty installations testify to the acceptance of the improvement.

These new modifications are adaptable to all of our presses and are now included in our present models.

We have pioneered the 1500 pound short cut press and new completely automatic short cut dryer in operation in many plants today. The 1500 pound long goods press and three stick spreader work in conjunction as a line with the new long goods preliminary dryer. This single section duplex dryer dries in two stages. The first stage is guaranteed to bring the moisture down to 22 per cent and the second stage to 18 per cent. These high production units have been field tested and accepted.

Ambrette takes pride in its high quality engineering and fabrication of equipment for the macaroni-noodle industry for the past fifty years.

DeMaco report by Nat Bontempi:

We have developed a 1500 pound per hour short cut press and noodle sheet former. The press is fully vacuumized and delivers a full 1500 pounds as advertised. Horsepower, thrust bearing, mixer capacity, cylinder and worm size have been increased proportionately so that the machine is capable of handling the increased load.

We are building a 1500 pound per hour long goods press. The spreader for this press makes four sticks per cycle. Production is guaranteed. Space requirement for this press is approximately the same as that for the 1000 pound spreader. Quality and appearance of the finished product is better because of the slower rate of extrusion since each



Edward J. King

stick is extruded at a rate of 375 pounds per hour as compared to the 500 pound rate formerly used.

With these increases in production rate it was necessary to build dryers capable of handling the increases. DeMaco has designed and constructed a long goods preliminary dryer for 1500 pounds per hour which dries spaghetti and macaroni down to a moisture content of 21 per cent.

For short cut drying there is a three section combination noodle and short cut unit. This dryer will handle any product that the press will make. It is completely instrumented so that heat and humidity can be closely controlled. All drives for the screen conveyors are variable to suit the different sizes and shapes required. For purposes of sanitation, all exterior and interior walls of the dryer are quickly removable. The distributor has been redesigned for more even distribution of the product over the screens and to prevent the lumping together of noodles. The screens are completely aluminum baffled from end to end.

For long goods drying DeMaco makes a batch dryer with completely automatic heat, humidity and cycling controls. The room will dry spaghetti in 24 to 26 hours. The time is automatically variable depending upon the type of goods, moisture content from the preliminary dryer and the ambient atmospheric conditions. The room was built with maximum sanitary conditions in mind so there are no corners or crevices that are not easily accessible for cleaning.

Our company is constantly striving to better serve the industry through engineering and development.

William Berger of Buhler Brothers:

Buhler offers three types of presses for long and short cut goods. The ATB type has a capacity of 550 pounds per hour; TPO has 770 pounds; TPM has a capacity of 1400 pounds of long goods, and short cuts too if equipped with a head for 15-5/8 inch dies or 1100 pounds per hour with head for 13-7/8 inch dies.

In the TPM models a new vacuum system is supplied on the last third of the mixing trough. The problem of transferring the dough from the non-vacuum part of the mixer into the de-aerated part is solved in a most simple manner. Two small worms, which are fixed on the mixing shafts and run with the same rpm as these shafts, convey the dough mixture through corresponding cylinders placed in the partition between non-vacuum and vacuum part of the mixer. The dough itself is part of the airlock.

The feeder is also entirely new. Semolina is fed into the mixer with a screw. The water is measured volumetrically. The capacity ratio between semolina and water feed can be set on one single knob. This ratio remains constant when another capacity of the whole semolina and flour feed is adjusted on a second knob.

The 1100 pound per hour short goods press is equipped with the same head as the standard TPJ, except that the cutter and cutter drive is somewhat different.

The short goods head for the 1400 pounds per hour takes dies of 15-5/8 inches diameter. This head comes with a motorized die support for convenient die change. The die seal is improved. With a new rubber O Ring the die no longer has to be pressed against a metallic seal because the pressure of the dough deforms the new ring to make a tight connection between head and die.



De Francisci Engineers: left to right, Ignatius De Francisci, Nat Bontempi (seated) and Leonard De Francisci

The new TPO press, rated at 770 pounds per hour has two conical mixing troughs each with a single mixing shaft. One of the troughs is vacuumized and has a vacuum lock. The mixer shaft of the non-vacuum trough can easily be snapped out and removed for cleaning. The mixers are placed parallel to the extrusion screw which makes it possible to feed the screw in a most efficient way. Screw doser for semolina is synchronized with water doser. Diameter of the die is 12-1/2 inches.

Our new short goods line has a shaker, a pre-dryer and a finishing dryer. The line is completely automatically controlled and delivers a product ready for packaging with moisture content of 12 to 13 percent.

The shaker is installed right after the press and is equipped with heaters, two or three fans and six oscillating sieves depending on the capacity. Drying time is approximately five minutes; moisture removal two percent. The object is to obtain a surface dried product to prevent it from sticking together at the entrance of the pre-dryer directly following.

The pre-dryer is of entirely new design. It stands on legs with no foundation to prepare. The ambient air can circulate around the dryer, which prevents condensation at the bottom part. The side-panels are easily removed. The entire inner part of the dryer is accessible quickly for cleaning. It has seven drying belts, built of S shaped aluminum elements which are connected on each side to a conveying chain. The length of the dryer, the number of fans and heaters depend upon the desired capacity. Drying time is adjustable from approximately 30 to 45 minutes. Target: a preliminary dried product with approximately 20 percent moisture content which is equalized, free of tension and of deep amber color.



William Jerger

The finishing dryers are of similar design but equipped with five drying belts. Capacity ranges from 600 to 1500 pounds per hour. The first dryer of this type was built in 1949. Since then more than 30 lines have been put into operation around the world.

Our long goods drying line consists of a pre-dryer, finishing dryer and a storage unit. The line is completely controlled automatically. With the automatic storage unit it is possible to feed the dryer continuously 24 hours a day and discharge it during one or two shifts. In the three-level pre-dryer, drying time is approximately 90 minutes.

The finishing dryer has a stick conveyor completely different from any other. Both end elevator stations and a center station lift and lower loaded racks from one level to another and push loads onto roller ways. No driven parts whatever exist between the elevator stations.

The storage unit can be built at as many levels as desired to suit any space

available. The unit is fed continuously from the finishing dryer 24 hours. It can be discharged as desired in 16 hours.

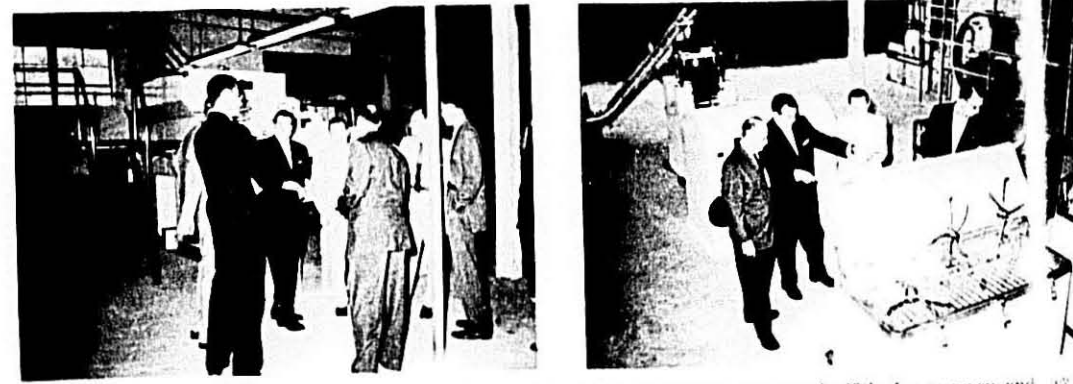
The machines of this line do not have to be installed in sequence but can be placed where space is available. We have developed an automatic conveyor for long goods which carries 2000 lbs. at a time upwards, downwards, in any direction desired. This makes transportation to any part of the building.

The dryer can be furnished with a storage unit. It is necessary, however, that the product be stored in a storage unit for four to six hours before packaging.

For smaller companies who do not want to go into continuous drying and for larger operations where some drying facilities are needed for specialties we have created a multi-purpose dryer which dries short cuts or twisted goods on trays as well as long goods on sticks. The dryer has to be filled manually. During drying the product passes through the dryer. Each stick or tray passes consecutively through periods of efficient drying and rest resulting in a uniformity of dry product which cannot be achieved in a static dryer.

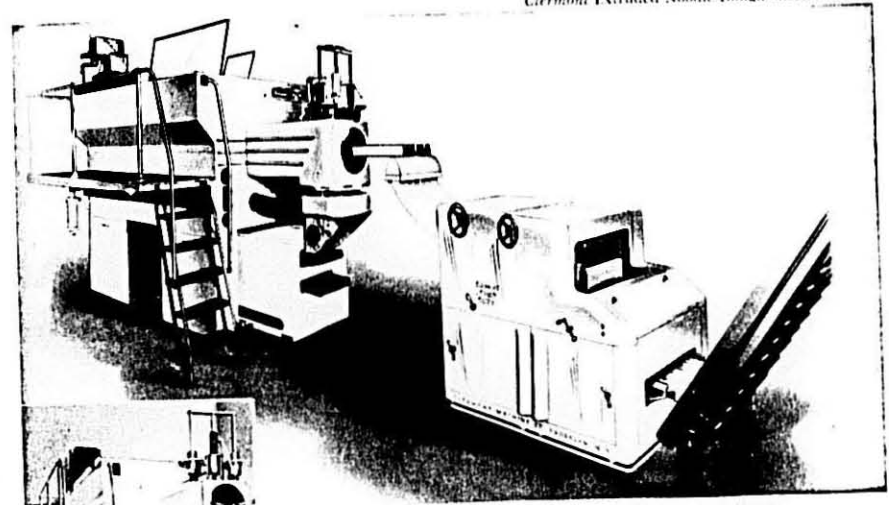
If preliminary drying to about 20 percent is accomplished, any product made of semolina and water can be finished between 10 and 20 hours. The dryer can be filled and discharged daily.

The long goods are ventilated from top to bottom and the short goods are dried vertically. Something very new in design is its structure: non-corrosive aluminum. The drying process is completely controlled. All controls as well as electrical panels for our machines are made in the United States.

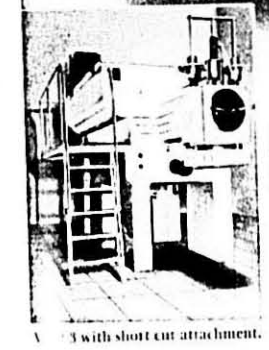


Open House. Pictured above are some of the celebrants of Clermont Machinery Company's 40th Anniversary and expanded facilities. Macaroni and noodle manufacturers, allies and suppliers made the occasion a happy and memorable one. Many spent considerable time in the new plant assembly section finding much interest in Clermont's new developments.

Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour



Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type S-V-1 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS Clermont!

Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE
Available with or without vacuum process

- C**apacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

Clermont Machine Company Inc.

266-276 Wallabout Street,
Brooklyn 6, New York, N. Y., U.S.A.

Optional Ingredients
Continued from Page 30

uct with greater acceptability due to the improved biologic value of the protein. At Coronado last year, I was authorized to get the viewpoint and opinions of nutritionists, particularly those associated with the FDA. Let me quote the report of the Standards Committee submitted by our chairman, Mr. Roger DiPasca, July 1, 1958.

Committee Report

"This report will outline the activities of the Standards Committee covering the period February to July, 1958. The most important single issue before us was the question of additives, and more particularly 'V-10 Protein Concentrate'. Your committee continued to carefully examine further data on the subject. James Winston, who also serves as Research Director of the Association, gave invaluable assistance to the rest of us that all could better understand the technical aspects of the matter. After meeting with representatives of the Wisconsin Alumni Research Foundation and Mr. Arnold A. Kaehler, inventor of V-10, the committee felt that it was in possession of sufficient material to make a final determination and to report to the directors. Accordingly, on April 17, 1958, with all members present, the following conclusions were reached:

"The Committee unanimously agreed not to recommend any changes or amendments to the present Standards of fourth. It is the opinion of the committee that the 'regular' standard product when eaten in combination with these foods with which it is almost always prepared, foods themselves rich in protein of good quality, rates very high in nutritional value and needs no qualitative protein supplementation. Further, the 'regular' product per se vies very well with other cereals and staples per se. Cooked, it has double the protein of cooked potatoes and rice; cooked, it has half the carbohydrate in white bread.

"V-10 Protein Concentrate is essentially a soya product. While it does contain aleurone in addition to soya flour, the function of the former is principally to mask the peculiar and distinctive taste of the soya with which it is combined. The committee is of the opinion therefore that to permit the addition of 'V-10' to the 'regular' product might easily give rise to exaggerated claims, thereby causing confusion and misunderstanding to the consumer. We are informed that nutritionists of repute, governmental and private, are unanimous in characterizing macaroni products as basically carbohydrate. The

addition of 'V-10' to the 'regular' product could hardly alter this characterization in spite of its admitted additional contribution to protein quality.

"We believe, however, that 'V-10' has sufficient merit for a possible place in macaroni and noodle products under the wheat and soya standards (Sec. 16.4 and 16.7). It is recommended, therefore, that due consideration by the directors be given to the advisability of changing those sections of the Standards of Identity which govern wheat and soya macaroni and noodle products so as to permit the use of 'V-10 Protein Concentrate' by our industry. In this recommendation, it is not the intention of this committee to be a party to the possible creation of a fancied nutritional 'Miracle' macaroni or noodle. We urge, therefore, that if such a product be produced, it be honestly labeled for exactly what it is and nothing more."

Washington Followup

Immediately after the July convention, I began to contact the government nutritionists to get their thoughts on the advisability of using these protein additives in our products. The additives in question are as follows: casein and lactalbumin; lysine, a most essential amino acid manufactured by Charles Pfizer & Co. and Merck & Co.; and the V-10 Concentrate, a mixture of defatted soya flour - aleurone layer from wheat, and some wheat germ, as being publicized by the Wisconsin Alumni Research Foundation.

In conference with FDA representatives, it was pointed out to me that they did not deem it pertinent to supplement cereal products with protein additives. However, it was recommended that I should spend some time with Chief Nutritionists of the FDA.

The government nutritionists were very well-informed on the status of protein additives and what their effects

would be on our products. I advised them that any action on the part of the industry would be prompted by their recommendations and those of the nutrition committee of the National Research Council. They stated that it was their opinion there was no need to supplement the protein quality of cereals.

Statistics of the National Research Council show that at the present time 100 grams (3½ oz.) of protein are consumed daily by the average American. This far exceeds the 70 grams recommended by the Council. Also, the Food and Nutrition Board of the Council feels that the protein intake of the average American is more than adequate to meet daily requirements. This coincides with the opinion of the FDA. According to the Committee on Amino Acids of the National Research Council, there is no recommendation for the fortification of cereal with lysine or other types of protein additives at the present time. Therefore, in the opinion of these scientists, there is no nutritional need for protein fortification, owing both to the quantity of protein daily ingested together with the variety of foods eaten.

The National Research Council emphasized the fact that the FDA was not amenable to any modification or change in Standards which would permit the inclusion of protein supplements to our products, or other cereals. Our industry has the privilege of using some protein additives as part of our enrichment regulations (defatted wheat germ and dried yeast), and this in their opinion would provide a superior type of protein quality.

I therefore wish to reaffirm the position and recommendations of the Standards Committee, quoted above, based on the additional information and opinions received from the FDA and National Research Council.



Happy host. The macaroni machinery men held a cocktail party and reception prior to the traditional Rossotti Spaghetti Buffet at the convention. Left to right: Nat DeFrancisci, Ed King, Conrad Ambrette in front of Joe DeFrancisci, Jr., William Berger, Nat Bontempi, Arthur Kohn. Party sponsors included Ambrette Machinery Corporation, M. & G. Braibanti Company, Buhler Brothers, Inc., Clermont Machine Company, DeFrancisci Machine Corporation.



the package
that came to dinner
sold ITSELF!

In MILPRINT packaging!

Once your products reach the display counter, they're strictly "on their own" when it comes to meeting folks — and selling 'em! That's where you need the built-in salesmanship of Milprint packages . . . with eye-appealing color and design to attract, precision printing to sell more customers every hour!

Put Milprint's unequalled packaging experience to work for you — with the widest variety of packaging materials and printing processes available anywhere. Call your Milprint man — first!

Milprint
PACKAGING MATERIALS

Printed in U.S.A. on Cellophane, Glassine, Paper, Tissue, Kraft, Wax, Laminates, etc. Also available in other countries. Write for literature. Dept. 11, U.S. Post, Box 1000, New York 17, N.Y.

La Rosa Acquires Chicago Firm

Purchase of the 75-year old macaroni firm of A. Russo & Company, Chicago, has been announced by Peter La Rosa, president of V. La Rosa & Sons, Inc. The company will continue to be operated under its present management as A. Russo & Co., a division of V. La Rosa & Sons.

Arthur Russo has been named vice president in charge of production, A. Russo division; Andrew Russo will be vice president in charge of sales; and all plant and sales personnel will be retained in their present capacities.

At the same time, Mr. La Rosa also revealed plans to dissolve A. Russo's wholesale grocery department. The new division will concentrate entirely on the manufacture and distribution of macaroni and spaghetti products, he said.

"La Rosa's modern production methods, laboratory and quality control facilities, and advertising and merchandising techniques will all be made available to the new division," added Mr. La Rosa. "With the resources and support of a much larger company behind

it, we have great expectations for the division's future growth."

In the macaroni industry, known for its high proportion of family-operated regional companies, the move has special significance. The establishment of macaroni as an American food, and the growth in size of macaroni companies to serve a bigger market, has long been predicted by industry spokesmen. Since this acquisition follows closely the recent appointment of Vincent P. La Rosa as Mid-Western sales vice-president, it is seen as an important first step in La Rosa's overall expansion plans.

With plants in Brooklyn, Hatboro, Pa. and Danielson, Conn., La Rosa is already America's largest selling brand of macaroni, spaghetti and egg noodles. The company's products are distributed in the New England states, New York, New Jersey, Maryland, Florida, Pennsylvania and Washington, D. C. The new division will add distribution in Illinois, Indiana, Minnesota, Ohio, Wisconsin, Iowa and Nebraska.



La Rosa's new long spaghetti in see-through pack. Food wholesalers look on as executives of V. La Rosa & Sons, Inc., proudly display their newest product, "Tipo Italiano." Before being marketed, the twenty-inch thin spaghetti (No. 11) was quietly unveiled to the trade at the 84th convention of the New England Wholesale Food Distributors Association.

Shown discussing the new product above are: (l. to r.) John Cuneo, La Rosa's New England assistant sales manager; Adam Bozzuto, president, John Bozzuto & Sons, Waterbury, Conn. wholesale grocers; John Ruvolo, La Rosa's Connecticut sales supervisor; James Perrelle, vice president, Perrelle Bros., wholesale grocers of New Haven, Conn.; and Vincent S. La Rosa, vice president in charge of New England sales for V. La Rosa & Sons, America's largest selling brand of macaroni and spaghetti products.



Salute to Horace P. Gioia

Each Saturday, the Rochester Times-Union salutes a man or woman who has contributed in an outstanding way to community progress. This selection is made by the Times-Union editors. On June 20 a picture and story appeared on Horace P. Gioia. It read as follows: Since 1953 Horace Gioia has been a member of the Zoning Board of Appeals, of which he is now vice chairman. The board conducts public hearings twice a month and decides the often tough questions that come up under the zoning law.

Before the Housing Authority took over running Hanover Houses, he served on the management advisory commission which helped the city run the public housing project and selected the first tenants. That group operated anonymously.

For more than a year he has served on the Citizens Advisory Committee to the Rehabilitation Commission, a group which drew the critical report on Hanover Houses operation. He is a member of the board of directors of Chatham Gardens, the non-profit housing project to be built on the Belmont-Oakmont slum clearance site.

"I firmly believe it's a private and duty of everyone to devote some time and energy to community affairs. It is so easy to criticize conditions in a community but unfortunately many persons do anything about them."

"Also, I've learned that you can't please everyone in these jobs, no matter how well-intentioned you may be. Nevertheless, I don't think that should ever deter a person from working at what he believes in."

President of the Bravo Macaroni Company, Inc., which was founded by his father, Mr. Gioia is also president of the National Macaroni Manufacturers Association. He is a graduate of the Wharton School of Finance and Commerce of the University of Pennsylvania. With his wife and four sons, he lives at 398 Beresford Road.

N-RICHMENT-A[®] FOR PLUS QUALITY

-in handy wafer
or powder form

-convenient
nationwide
stock locations

-write for
descriptive
literature

N-84-53



WALLACE & TIERNAN
INCORPORATED
25 MAIN STREET, BELLEVILLE 9 N. J.

Macaroni

goes with everything!

Macaroni's versatility creates related item sales for grocery store traffic, turnover and profit.

Sell the Macaroni Week theme "Macaroni and..." and it will sell for you.

National Macaroni Week
October 15 - 24

For ideas, kits, sales meeting support write
Box 336, Palatine, Illinois.

NATIONAL MACARONI
INSTITUTE

THE MACARONI JOURNAL

AUGUST 1959

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.

For dependable
uniform quality

DURUM
SEMOLINA
GRANULAR
FLOURS

Call Ray Wentzel

CHapel 6-2101
New Richmond, Wis.

Doughboy

DOUGHBOY INDUSTRIES, INC.
Milling Division New Richmond, Wis.
Quality Since 1856

Financial Management

Continued from Page 12

arise as to which division of the business was more important, sales, production, or financial administration. As a matter of fact, I can remember vividly when production was given the honor spot, and most emphasis was placed in that vein. Reasoning was, that without the proper equipment, suitable building, proper know-how, quality and efficiency we could not exist. Unless you possessed these qualities you would not have a product to sell. As time progressed, however, the importance of sales came into being. As a matter of fact, not too long ago, we considered sales the most important facet of our business. Practically all emphasis was directed toward this endeavor, as we actually found that without the proper mechanics to dispose of our products, all of the efficiency and production know-how were in vain. As we gained experience through the years, we finally came to understand why the successful business man has placed so much emphasis on finances.

Unfortunately, it has taken too many years for many of us to recognize the true importance and functions of one's business. In the fast moving economy, such as we are now experiencing, money problems have become apparent. It might be a rude awakening to learn that finances could be our most important commodity.

Durum Wheat Institute

Continued from Page 28

4. Continued promotion of the restaurant market with **Economical Gourmet Entrees**—to gain greater distribution of the book with the possible development of special program material for use in meetings of restaurant operators.
5. Development of the household-size recipes from **Economical Gourmet Entrees** for publication in a special homemaker's recipe booklet, with full-color illustration. This booklet will be made available at no cost to all macaroni manufacturers, with space for imprinting on the back cover.
6. We plan to make available to the growers of durum wheat the facilities of the Durum Wheat Institute in:
 - a. preparation of materials of value in market development work
 - b. the distribution of materials
 - c. market and nutrition research
 - d. professional representation with school teachers, home economists, college and university

people, doctors, dentists and public health workers at professional meetings, conferences and conventions.

7. Finally, as a special project, durum millers have offered to develop display material for the annual durum wheat show next winter.

In all these activities, the durum millers want to work as closely as possible with durum growers and with the macaroni industry, as identified in the National Macaroni Institute. We hope, in publications and filmstrips, that we can list the National Macaroni Institute, as well as durum growers, among the organizations cooperating in their preparation.



Arthur Castraberti

Prince Man Promoted

Named as General Manager of Prince Italian Foods Management Corp., parent organization of all Prince Drive-In Restaurants, is Arthur Castraberti of Burlington, Mass.

Castraberti, who will work from the main office in Saugus, Mass., comes to this post from Prince Macaroni Company of Lowell, Mass., and New York, where he served as Director of Plant Operations. He was formerly Plant Manager of Canada Dry Corp.

He is a member of Massachusetts Food Advisory Council, Industrial Management Club, Safety Council and vice chairman of Greater Lowell Personnel Council. He attended Hamilton College and Tufts College and holds a Master of Science degree from the University of Massachusetts.

In Burlington, where he resides with his wife and three children he is president of Mr. and Mrs. Club of St. Margaret's Parish.

Advertising Manager

Wallace & Tiernan Incorporated, Belleville, N. J., has announced the promotion of William Henderson to the position of Advertising Manager, effective June 15, 1959.

Mr. Henderson will be responsible for the advertising and promotion of Wallace & Tiernan's Equipment Divisions whose products include chlorination and chemical feeding equipment, precision instruments, processes for the food industry and corrosion control systems.

Letter From Norway

Alf Tefre, director of production with Ditlef Martens A/S, of Bergen, Norway, writes as follows:

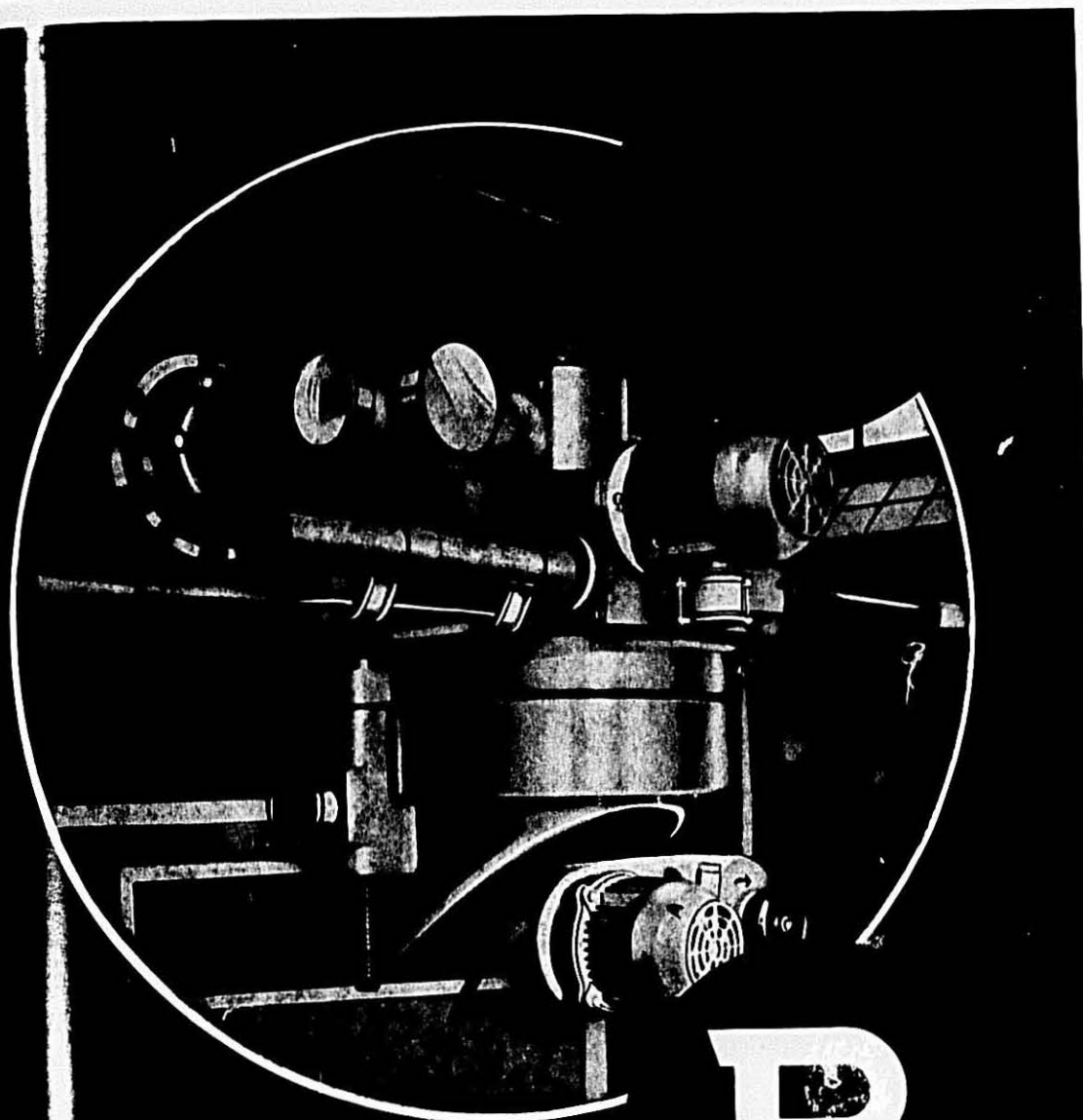
Being in the business of making bread, cakes, biscuits and macaroni, I have had for many years a deep desire to make a trip to the United States in order to study the baking and macaroni industry there. In order to get an introduction to some macaroni factories I wrote to Robert M. Green of the National Macaroni Manufacturers Association, who promptly answered me and gave me suggestions for my itinerary. In return I promised to drop him a line about my impression from visits in American macaroni plants, and here they are.

First of all I must say that the reception extended to me everywhere was marvelous in every respect. I came as a stranger without any introduction other than my own letters and was immediately received as a fellow tradesman and shortly thereafter treated as a friend.

I know that all of the gentlemen I contacted are very busy in their positions, but nevertheless they gave me the feeling that I was not wasting their time. I was pleased and surprised that everyone was so open and free in answering my questions, not hiding anything as secret. And, believe me, I asked plenty of questions, as I did not want to miss the opportunity. Consequently, my visits in various factories were interesting and informative.

The importance of a first-class durum semolina became more clear to me than ever before. Practical layouts and well-developed equipment were seen everywhere. I was impressed with drying methods and the effective packaging on high-speed machines that were in common application. But above all, the people I met knew their business, and this I believe is more important than anything else. The results show it. I do not think you will find better macaroni made in more sanitary factories and packaged more attractively anywhere else in the world.

It was a treat to me to meet so many charming and skilled fellow craftsmen and I learned much from my visits. Thank one and all for their kind hospitality.



B

RETROSPECTIONS

by
M. J.



40 Years Ago

- The labor unrest since the Armistice was signed was affecting all industries. Readjustment of labor conditions to peace-time basis, devoid of too much government interference, was aim of many classes of industry.
- Adverse conditions such as late maturing and low production reduced the 1919 crop prospects for durum wheat.
- Marquis was the leading spring wheat variety, making up more than one-half of the 1918 crop.
- Prewar standards for macaroni, spaghetti, vermicelli and similar products requiring them to be made from the semolina of hard wheat once again are in effect.
- The St. Louis Better Business Bureau reported certain grocers in the area were accused of selling bulk macaroni representing it as the product of a factory whose packaged macaroni was widely advertised.
- "Clean up at night and avoid danger of spontaneous combustion from rubbish remaining on premises all night," advised a fire protection engineer. "Morning clean-up work while factory is running is unsatisfactory, as there is a tendency to hurry the job."

30 Years Ago

- "The consumption of macaroni products will grow in proportion to the increased desire created for them by the better class of producers." - August Cover Message.
- New York State leads the country in production of macaroni products, with Pennsylvania and Illinois contesting keenly for second place. The Bureau of Census reported 353 plants in operation in 1927.
- "A natural, nutritious, economical, palate-tickling blend is Macaroni and Cheese," said Marye Dahnke, Home Economics Director of Kraft-Phenix Cheese Corporation.
- The Passing of a Giant: The machinery and equipment of the Cleveland Macaroni Company, later the Golden Age Macaroni Company, were auctioned off July 30, a victim of "undue enlargement."
- Mr. and Mrs. Henry Mueller and two daughters were touring Europe. The parents return home in fall, while the girls remain abroad to study French and art work.

20 Years Ago

- Durum wheat supplies for the 1938-39 season were the largest of record despite prospects of a current crop shortage.
- Plans were being made for the observance of the industry's third consecutive annual week, known as "National Spaghetti-Noodle Week", to be held October 7-14.
- Action was taken by the NMMA to obtain a cease and desist order from the Federal Trade Commission against the "Vitimized Pure Egg Yolks" producers for attempting to sell an ingredient considered an adulterant.
- The new modern plant of the Michigan Macaroni Manufacturing Company, Detroit, Michigan, was opened the middle of August. Victor Cavataio, president, said it will be the largest macaroni concern in Michigan, with a daily capacity of 200 barrels.
- Newly wedded couple, Elizabeth Victoria Ossola of Pittsburgh, Pa. and Charles C. Rossotti of Rossotti Lithograph Corp., North Bergen, New Jersey, were pictured entering their car to start their honeymoon following their marriage July 22.

10 Years Ago

- Manufacturers have been reporting that the raw materials being supplied them for conversion into macaroni products lack the essential protein, and tests were being made to determine the protein content of macaroni products made from durum grown both on fertilized and non-fertilized plots.
- The U. S. Crop Board estimated durum production at 48,766,000 bushels for 1949, about 9 percent more than the preceding year.
- Theodore R. Sills, public relations counsel of the National Macaroni Institute, since March, 1949, concluded a talk on "Forces That Sell" with the following precept: "The more people who talk about macaroni, the better sales will be"
- Italian spaghetti is claimed to be the favorite food of the Big League baseball players on the road, said a Louisville sports column.
- A \$20,000 fire damaging a section of the La Premiata factory at Connelville, Pa., was caused when caulking and tar were being mixed during building alterations.

CLASSIFIED

ADVERTISING RATES

Display Advertising Rates on Application
Want Ads75 Cents per Line

FOR SALE

Triangle High-Speed two-section Noodle Weighing and Filling Machine with take-away Conveyor and Conveyor Feed Hopper. Will sacrifice. Box No. 161, Macaroni Journal, Palatine, Ill.

WE NEED - All types of equipment for macaroni plant including sticks and trucks, packing equipment. State price and condition. Box 162, Macaroni Journal, Palatine, Illinois.

INDEX TO ADVERTISERS

Amber Milling Division, G.T.A. 3
Ambrette Machinery Corporation 22-23
Braibant Company, M. & G. 41
Buhler Brothers, Inc. 28-29
Clermont Machine Company, Inc. 35
Commander-Larabee Milling Co. 15
DeFrancisci Machine Corporation 16-17
Doughboy Industries, Inc. 39
DuPont, E. I., De Mours & Co. 31
General Mills, Inc. Cover IV
Henningsen, Inc. 5
Hoffman-LaRoche, Inc. Cover III
International Milling Company 19
Jacobs-Winston Laboratories, Inc. 39
King Midas Flour Mills 9
Maldari, D., & Sons, Inc. 11
Milprint, Inc. 37
National Macaroni Institute 39
North Dakota Mill & Elevator 21
Pavan, N. & M. 25
Rossotti Lithograph Corporation Cover II
Sterwin Chemicals, Inc. 27
Wallace & Tiernan, Inc. 39

Except in retrospect, there is no finished business.
A resourceful imagination is the best asset an executive can possess.
By improving ourselves we lessen the burden for all.

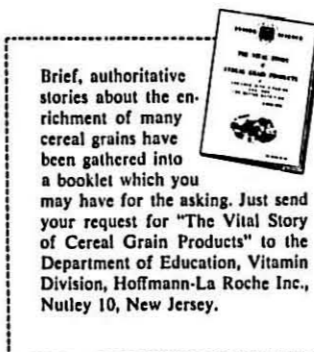
The Roche Review Of Enrichment Requirements

for Cereal Grain Foods in the United States

All figures represent milligrams per pound

PRODUCT	Thiamine (B ₁)		Riboflavin (B ₂)		Niacin		Iron	
	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.
Enriched BREAD or other baked products	1.1	1.8	0.7	1.6	10.0	15.0	8.0	12.5
Enriched FLOUR ¹	2.0	2.5	1.2	1.5	16.0	20.0	13.0	16.5
Enriched FARINA	2.0	2.5	1.2	1.5	16.0	20.0	13.0	*
Enriched MACARONI & NOODLE Products ²	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched CORN MEALS	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched CORN GRITS ³	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched Milled WHITE RICE ⁴	2.0	4.0	1.2**	2.4**	16.0	32.0	13.0	26.0

* No maximum level established.
¹ The requirement for vitamin B₂ is optional pending further study and public hearings because of certain technical difficulties encountered in the application of this vitamin.
² In enriched self-rising flour, calcium is also required between limits of 500-1500 mg. per pound.
³ Levels allow for 30-50% losses in kitchen procedure.
⁴ Levels must not fall below 85% of minimum figures after a specific test described in the Federal Standards of Identity.
⁵ The Standards state that the rice, after a rinsing test, must contain at least 85% of the minimum vitamin levels. The Governments of Puerto Rico and the Philippines also require this rinsing test. If the method of enrichment does not permit this rinsing requirement to be met, consumer size packages must bear the statement, "Do not rinse before or drain after cooking." Rice enriched by the Roche method will meet the rinsing test. The South Carolina law does not require a rinsing test on packages less than 50 pounds, as the rice in small packages is presumed to be sufficiently clean.



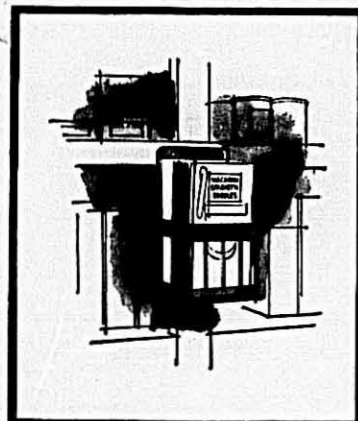
Brief, authoritative stories about the enrichment of many cereal grains have been gathered into a booklet which you may have for the asking. Just send your request for "The Vital Story of Cereal Grain Products" to the Department of Education, Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey.

The maximum and minimum levels shown above for enriched bread, enriched flour, enriched farina, enriched macaroni, spaghetti and noodle products, enriched corn meal and corn grits and enriched rice are in accordance with Federal Standards of Identity or State laws. Act No. 183 of the Government of Puerto Rico requires the use of enriched flour for all products made wholly or in part of flour, including crackers, etc.

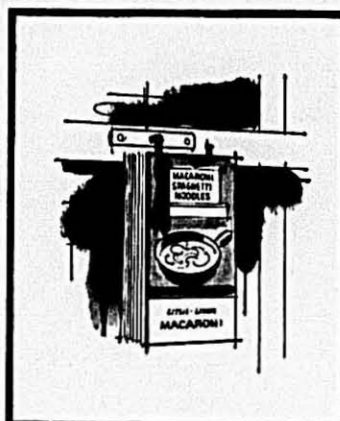
Roche®

VITAMINS FOR ENRICHMENT COME RIGHT FROM ROCHE

6 ways to merchandise your new full color Betty Crocker macaroni foods recipe booklet—for increased sales



IN SHELF RACKS



ON SHELF HANGERS



OUTSIDE YOUR PACKAGE



PASS-OUTS AT SUPER MARKETS



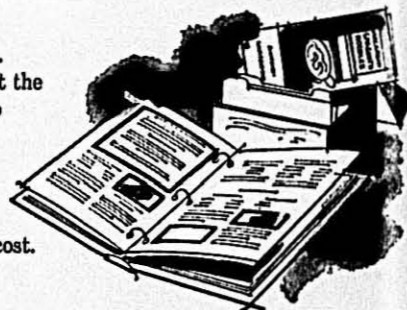
WITH MAIL-IN COUPONS FROM YOUR ADS



WITH MAIL-IN OFFER ON YOUR PACKAGE

It's a simple matter getting the new General Mills macaroni, spaghetti and noodle recipe booklet into the housewife's hand. It was designed with that in mind. And it's just as easy to get the homemaker to use the recipes regularly. Betty Crocker saw to that by including in the booklet only her tastiest and easiest-to-follow recipes. All this adds up to more calls for your macaroni, spaghetti and noodles.

We make this new full color recipe booklet available to you with your own brand imprint on the front cover at less than cost. Ask your General Mills representative for a sample copy and prices or write today.



DURUM SALES
Minneapolis 26, Minnesota



When folded, the booklet fits neatly in ordinary recipe boxes. When open, the booklet fits Betty Crocker's cook book or any standard 3-ring binder.