

**THE
MACARONI
JOURNAL**

**Volume 43
No. 10**

February, 1962

Disclaimer: A number of the following pages may indicate a volume and/or issue number different from that which is written above. However, as authorized by Sandy Slater of UND Chester Fritz Library, the above data has been determined to reflect the correct volume and/or issue number.

Macaroni
Journal



Adding Up the Score
Summary on Eggs and Durum

FEBRUARY, 1962

MACARONI
TOP VOLUME
TOP SALES
TOP

ADVERTISING POWER ON YOUR PACKAGE



Yes! Your macaroni package can deliver FREE advertising power—with 100% "purchasing agent" readership! That's if it's a ROSSOTTI-designed package, because ROSSOTTI powers it with

- A real-life visual of your product in use . . . to fan consumer interest to "want-it-now" appeal!
- A scientifically designed, distinctive trademark, and instantly visible brand and product identification . . . to capture consumer attention, build package recognition!
- Ideas for related-item tie-ins or premium promotions . . . with a rare opportunity for multi-exposure advertising at no extra cost!
- Economical, too . . . looks like a luxury carton but costs far less than you think!

Your package, too, can gain hard-selling advertising or promotional power . . . and increased selling vigor over related products as well! Write us today to learn how.

Rossotti

"FIRST IN MACARONI PACKAGING"

A reliable source of supply since 1898

Executive Offices:
ROSSOTTI LITHOGRAPH CORPORATION
North Bergen, New Jersey

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

Central Division:
ROSSOTTI MIDWEST LITHOGRAPH CORP.
Chicago 10, Illinois

Sales Offices: Rochester • Boston • Philadelphia • Pittsburgh • Houston • Los Angeles • Orlando • San Juan

The Macaroni Journal

February
1962
Vol. 45
No. 10

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

Officers

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

Directors

Eastern Area:

Robert I. Cowen	Emanuele Ronzoni, Jr.
Vincent F. LaRosa	H. Edward Toner
Joseph Pellegrino	Paul Vermylen

Central Area:

A. Irving Grass	Ralph Sarli
Albert Ravarino	Peter J. Viviano
	Albert S. Weiss

Western Area:

Paskey DeDomenico	Edward DeRocco
Vincent DeDomenico	Fred Spadafora

At Large:

Saverio Arena	Henry D. Rossi
Arvill E. Davis	Nicholas A. Rossi
Kenneth J. Forbes	Jerome L. Tujague
Raymond Guerrisi	Robert William
	J. T. Williams, Jr.

Past Presidents:

Horace P. Gioia	C. Fred Mueller
Lloyd E. Skinner	C. W. Jack Wolfe
Peter LaRosa	Louis S. Vagnino

Subscription rates

Domestic	\$4.00 per year
Foreign	\$5.00 per year
Single Copies75¢
Back Copies	\$1.00

In This Issue:

	Page
Adding Up the Score	4
Comment—from industry leaders	5
Lots of Publicity	11
Summary on Eggs	14
North Dakota Durum Summary	16
Durum Acreage Allotments and Supports	21
Modern Management	24
The Food Industry: Its Contributions and Continuing Responsibilities	28
Lawry's Foods Center	32
Looking for Lenten Ideas?	34
Industry Items	36
Way Back When	38
Index to Advertisers	38

Cover Photo

Lois Fahsbender has a bagful of related items that go with macaroni, spaghetti and egg noodles for Lenten tie-ins. Tuna, ripe olives and macaroni combine for a January-February push while free spaghetti is offered by Booth Fisheries to consumers purchasing their fish-sticks in March.

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.

Second-class postage paid at Appleton, Wisconsin.

ADDING UP THE SCORE

NINETEEN sixty-one was a year of basic change.

Automation

The onrush of automation in book-keeping and on the production lines, says Time Magazine, largely dictated the timing of the 1961 business recovery in the United States. It was automation that boosted the productivity of United States workers a healthy six per cent during the year. It was also automation that compounded the most vexing problem in the United States economy; the growth of hard core unemployment among the unskilled. In the United States, 1961 was, above all, the year that automation took hold of the economy and shook it from top to bottom. What automation was doing to the United States in 1961 it would ultimately do to all the world's industrial nations.

The editors of Supermarket Merchandising showed what it would do in the grocery business with "That Fabulous Von's Story" (highlighted in the Macaroni Journal, May, 1961). Von's Grocery Company of Los Angeles was chosen for intensive study because it is located in one of the nation's toughest markets. They had been able to attain a \$3,500,000 yearly average sales volume per store—the highest among all major chains in the country. Moreover, they have enjoyed the best net profit ratio after taxes of any major chain. Machines and statisticians give Von's merchandisers the answers of when to promote, how often, and how to price.

Even with automation, intense competition, higher fixed costs, and oversaturation in many areas has depressed supermarket sales gains and profits during 1961, reports Supermarket News. They say generally volume was up, but the average gain was less than last year's eight per cent increase. The profit picture was less optimistic. Where supermarkets reported an increase in earnings, the figures in most cases were less than in 1960, and there were many firms which had lower earnings than the year before. There were more mergers of chains in 1961 than in any year since 1955.

About Macaroni

The Hoskins Company, industrial consultants to macaroni manufacturers, observed basic change in the macaroni industry during the year. They note:

- The United States entered the world durum market and sold half of its raw material.

- Several large companies entered the macaroni dinner and soup mix fields.
- The number of macaroni manufacturers continued to decrease.
- Several companies built new plants or expanded and modernized old ones.
- Sales of macaroni convenience foods increased substantially.
- A world market with duty free exchange of United States and European macaroni came closer.
- The automatic long goods weigher and wrapper became a reality in the United States.
- European machinery suppliers strongly entered the United States market.
- Steps were taken to increase durum and macaroni research.

"To survive, you must increase your ability to meet able competition by improving marketing, engineering, management and research in your organization," the consultants counsel.

On Durum

On the durum situation, they say: "If growers, millers, and manufacturers do not solve the problem of who will carry the durum wheat inventory, we may lose the durum supply through export again next year.

"The durum shortage is spectacular and vexing, but another trend is of much more importance to the industry in the long run. This is the increase in activity of very large companies in convenience foods closely allied to noodles and macaroni products," and the following are cited: Lipton, Kraft, Knorr of Switzerland recently acquired by Corn Products, General

Foods, General Mills, Pillsbury, and Campbell Soup.

And Research

"In the past, research by the macaroni industry was something that should be done; now it is something that must be done. During five of the last nine years, lack of an adequate supply of good quality durum has reduced the quality of macaroni products. Three times it was rust, once sprout damage and once a combination of drought and export. Next it may be any one of these or something else. We should learn to make superior macaroni from plentiful wheats, and there are several lines of research that can be followed to achieve this result—with additives, with egg products, with new varieties of durum."

Comment

Comments of industry leaders on several facets of conditions in 1961 and the outlook for 1962 are on the pages following.

On page 24 the functions of modern management have been analyzed by the DuPont Company, released in booklet form, and reviewed by your editor. Paul Willis at the recent Annual Meeting of the Grocery Manufacturers of America commented on the contributions and continued responsibilities of the food industry. This will be found on page 28.

Summaries of the durum situation and the outlook for eggs will be found in this issue, as well as a summary of highlights of publicity placements made by the National Macaroni Institute on behalf of macaroni spaghetti and egg noodles during the year 1961.

The changes of 1961 were more than the usual changes of yearly growth, and the macaroni industry is going to be a different kind of operation in the 60's than it was in the 50's.

COMMENT: A round-up of views of industry leaders on the industry outlook

A STATEMENT by Emanuele Ronzoni, Jr., president of the National Macaroni Manufacturers Association:

Our industry outlook for 1962 must be viewed at least in part with the outlook for business generally. There seems to be plenty of faith in our free enterprise system, at least by those who are willing to supply the large amount of capital needed to keep our economy expanding and healthy. It would appear, therefore, that the path American business takes in the future will likely be influenced by whether or not this healthy trend continues upward.

We in the macaroni and noodle business have been making undeniable progress, slowly but surely, over the past years. With population rate on the increase and a real consumer interest in our products, we have every right to look forward to a bright 1962. The few dark clouds on the horizon, however, bear watching. First and foremost is the critical shortage of durum wheat from which our industry derives its principal raw materials—durum semolina and durum flour. This extreme shortage of durum has already made itself felt in the need for durum wheat substitutes at considerably high-

er prices. Each passing month will see the further drying up of the amount of durum available for industry needs and, consequently, the greater usage of substitute wheats. Our industry, therefore, is faced with the challenge of presenting its products to a consumer market just about beginning to recognize the goodness of macaroni and noodles and their rightful place in the family diet. To retain the fruits of hard-hitting national industry publicity and to move forward in spite of the unfortunate circumstances of a durum shortage will be our task in 1962. I am confident that we will meet this challenge. I am confident, too, that with increased acreage allotted to durum in 1962 and with the cooperation of all those who are allied with our industry, we will lose no ground and will move forward to new highs of per capita consumption. What gives me faith and hope is the realization that we are, after all, the producers of a really good food—one that almost everyone likes in one form or another, and one that is basically good because it is made from wheat.

A Few Clouds

There are a few other "clouds" on the horizon and I mention them briefly because I am sure our industry will not suffer because of them. I refer to the increased activities of the Federal Trade Commission and the Food and Drug Administration. Our industry knows full well the pitfalls of short weights, false and misleading advertising, slack-fill and inadequate sanitation controls. All these subjects and the dire consequences which can follow with lack of constant vigilant effort on the part of industry management are ever before us. It is my personal belief, however, that, as an industry, we need take our hats off to no other in the food manufacturing business and that we can be justifiably proud of our record.

Positive Promotion

Then, are my thoughts for our industry outlook in 1962. We learn for the future from the past, and if the past has been good to us through cooperative effort and hard work, what better resolve can we make at this time than to redouble our vigor in what has proved good and wholesome while eliminating that which has shown itself otherwise. It has been definitely proved that coordination between the National Macaroni Institute, the Durum Wheat Institute and the North Dakota Wheat Commission has produced beneficial results in publicizing the values of macaroni and noodle products for their nutrition, ease of



Emanuele Ronzoni, Jr.

preparation and general adaptability in the homemaker's family menu planning. With the continuance and enlargement of this joint program, we can certainly look forward to even better results in 1962.

H. Edward Toner, president of the C. F. Mueller Company, Jersey City, New Jersey, states:

It is a hazardous undertaking to attempt to forecast the macaroni industry outlook for 1962 with so many imponderables to be reckoned with currently.

We at the C. F. Mueller Company look forward with confidence for a continued growth year. We will continue our long range capital improvement program. We do not contemplate any curtailment in our promotional activities; on the contrary, we plan a stepped up program. It seems to us that business and consumer confidence is high despite the world wide picture of unrest and apprehension.



H. Edward Toner

The industry in 1962 is confronted with a series of major problems. I would say (not necessarily in the order of their importance) they might be summarized as follows:

1. Short supply of durum.
2. Price squeeze caused by increased costs of labor and raw materials (particularly durum).
3. Increased competition of private brands.
4. Increased competition from so-called "convenience foods."
5. Prospect of new packaging laws, and similar legislation.

More Durum Needed

With respect to item 1, manufacturers of macaroni products, particularly in this country, are extremely quality conscious. They have an intense desire to supply their consumers with the best possible product. To do this, they want and need to use the highest quality durum. When durum is either not available or priced beyond the level the manufacturer can afford to pay, the use of substitutes will increase.

This year, short crops here, in Canada, the North African countries of Tunisia, Morocco and Algeria caused an over-all international shortage. Our domestic short supply of durum was further depleted by substantial exports. It is risky to forecast production of durum prior to planting with scanty data available regarding seeded acreage or forecasted weather conditions. However, it would appear doubtful that the supply of durum for domestic needs will be adequate, even with the legislation enacted in 1961 providing for acreage increases for durum with the result that the manufacturers face continued high durum costs during 1962. The growers should appreciate the necessity for maintaining an adequate supply of durum for the domestic industry rather than seemingly, favoring a scarcity program to keep the price high.

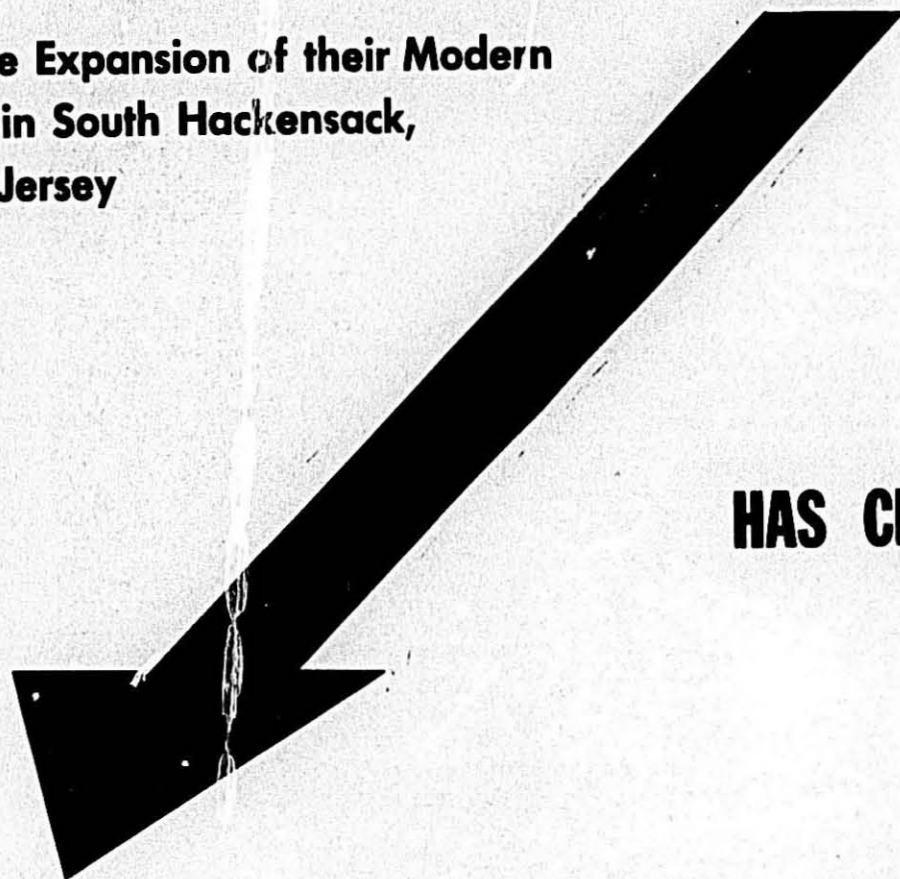
Price Squeeze

With respect to item 2 above, I have indicated to some extent the effect of the short supply of durum on costs. Every manufacturer has felt the impact of the high durum prices. The modest increase in prices which most of the manufacturers were obliged to put into effect does not compensate for the increased cost of the basic ingredient. In addition, most manufacturers will be confronted with higher labor costs in 1962. Despite urging by some of the Administration's spokesmen for restraint in collective bargaining, labor generally is demanding higher wages and shorter hours. In the

(Continued on page 8)

BUITONI FOODS CORPORATION

For the Expansion of their Modern Plant in South Hackensack, New Jersey

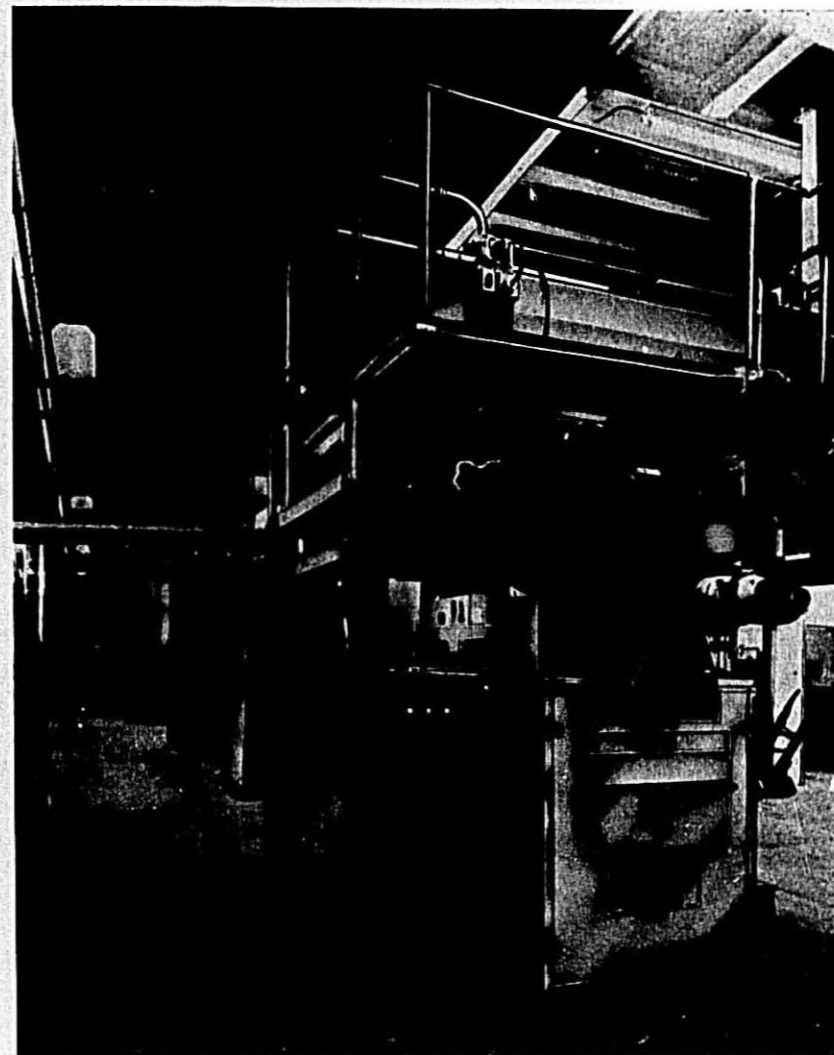


HAS CHOSEN

Braibanti

Largo TOSCANINI, 1 MILAN ITALY Tel. 792.393/4/5 — 790.531 — 794.703

THE MACARONI JOURNAL



CONTINUOUS AUTOMATIC LINE FOR SHORT CUTS INSTALLED AT BUITONI'S PLANT IN SOUTH HACKENSACK, NEW JERSEY. CONSISTING OF AUTOMATIC PRESS MABRA-C WITH TWO EXTRUSION SCREWS — SHAKER — PRELIMINARY DRYER TELEC/7/9 AND FINAL DRYER TELESS/17/9 BOTH WITH 9 TIERS NYLON BANDS.

U.S.-Canadian Representatives: Lehara Corporation,
60 East 42nd Street, New York 17, New York.

Comment—

(Continued from page 5)

macaroni industry where the products must remain competitive with other foods for shelf space and its share of the consumer dollar, increases of raw material and labor costs present a major problem.

Private Brands

In connection with Item 3, it should be noted that food store managements likewise are confronted with rising operating costs and many have expanded private brand offerings to increase gross margins. The macaroni manufacturers are experiencing the keen competition of private brands for shelf space and share of market. Increased promotion by the manufacturers of their own brands may possibly offset this trend.

It is difficult to evaluate, lacking statistical data, the effect of so-called "convenience foods" such as combination dinners, frozen macaroni dishes and the like on dry macaroni products. The spectacular growth of some of these products, however, indicates the need for constant study by the macaroni manufacturer of this problem.

Scarcely a day goes by that we do not read in the daily press releases from governmental agencies, congressional committees, or consumer groups, relating to "deceptive" food packaging and labeling. It seems fairly clear that new legislation will be enacted. In addition, governmental agencies are stepping up their enforcement activities in their respective fields. The macaroni manufacturers must keep informed as to these developments and exert every effort to see that their packages comply in all respects with governmental requirements.

C. W. Jack Wolfe, president of the Megs Macaroni Company, Harrisburg, Pennsylvania, and a past president of the N.M.M.A. says this:

To the question "What is the macaroni industry outlook for 1962?" the first thing that comes to mind is "How many brands are going to be on the shelves of each supermarket?"

Various chains have from 50 to 200 markets working out of a given warehouse. If they do not own the individual market structures they have them on tight leases for a period of years.

"How are all the new items going to get on the existing number of feet of shelving? Which items and which brands of anything now on shelves are going to lose shelf space?" Each person is entitled to his own opinion for all the reasons he knows best.

The next question is "Will supermarkets do as much business without variety?" After all supermarkets started as variety food stores. Then: "How much variety of food items is going to be in the large combination discount centers handling foods and all department store items?"

Statistics say wage rates and family income are at an all time high. Under those circumstances, "Are people going to upgrade the quality of their purchases or are they going to buy as cheap as possible and save the difference?"

The answers to these and the other questions you may think of are likely to be "Live, fight and see what happens" or "Die and forget about it."

Horace P. Gioia, president, Bravo Macaroni Company, Rochester, New York, immediate past president of the N.M.M.A., makes this observation:

Planning for 1962 is one of the most difficult tasks that has confronted us in many years. Experience has proven it has taken ample supplies of good quality durum wheat along with consistent advertising and promotion to show very modest increases in the yearly sales figures for our industry.

We now face the prospect of carrying on our efforts with the acknowledged handicap of durum wheat at an all-time high price, and a supply that has been all but depleted due to a world wide durum crop failure coupled with large purchases of durum wheat for export.

Temptation will be strong for many to maintain profit margins by decreasing the proportion of durum in the raw material blend. This is understandable. However, I think it behooves each of us to take the long range point of view. It may well be more expedient to sacrifice some part of profits in order to maintain per capita consumption. We know from our previous experience in the mid-50's that decreasing amounts of durum in our blends results in decreasing per capita consumption. Further we found that the consumers' confidence and preference is not immediately restored.

The answers and solutions to our problems cannot be arrived at without serious thought and long range planning. More than ever, what we do this year will have repercussions in the several that follow.

Association Vice President Robert I. Cowen of A. Goodman & Sons in Long Island City, New York, states:

I feel that we are entering into a period of inflation. I cannot help but see with the new wage increases which

are present and in the offing but that we will have to have increased prices. Naturally this will cause further devaluation of the dollar and the dollar in turn then naturally will have less buying power. Most companies are automated to the point where any further increase in automation will result in very little savings as far as manufacturing costs are concerned. In our own plant on some items, our manufacturing costs due to labor, run as low as four and one-half per cent. Eliminating half of the labor force on any particular operation would not do much to decrease our manufacturing cost. Everything we use, boxes, paper, flour and eggs are up from last year and I expect will be up again this coming year. We certainly can't use less of them in any operation so that the manufacturing cost is bound to increase. For a company to remain solvent, there is only one answer to this problem and that is increase selling prices.

I have noticed all along the line also, that most all service organizations have increased their prices to us. On the other hand I do feel that sales will increase so that given a reasonable margin of profit, I do feel that most companies should do as well or nearly as well as last year. Referring to our particular field, so long as macaroni and noodles are cheap enough to remain in competition with the other foods of similar nature I do not feel that the industry will be at a disadvantage. This is something that I don't think anyone can forecast too far ahead.

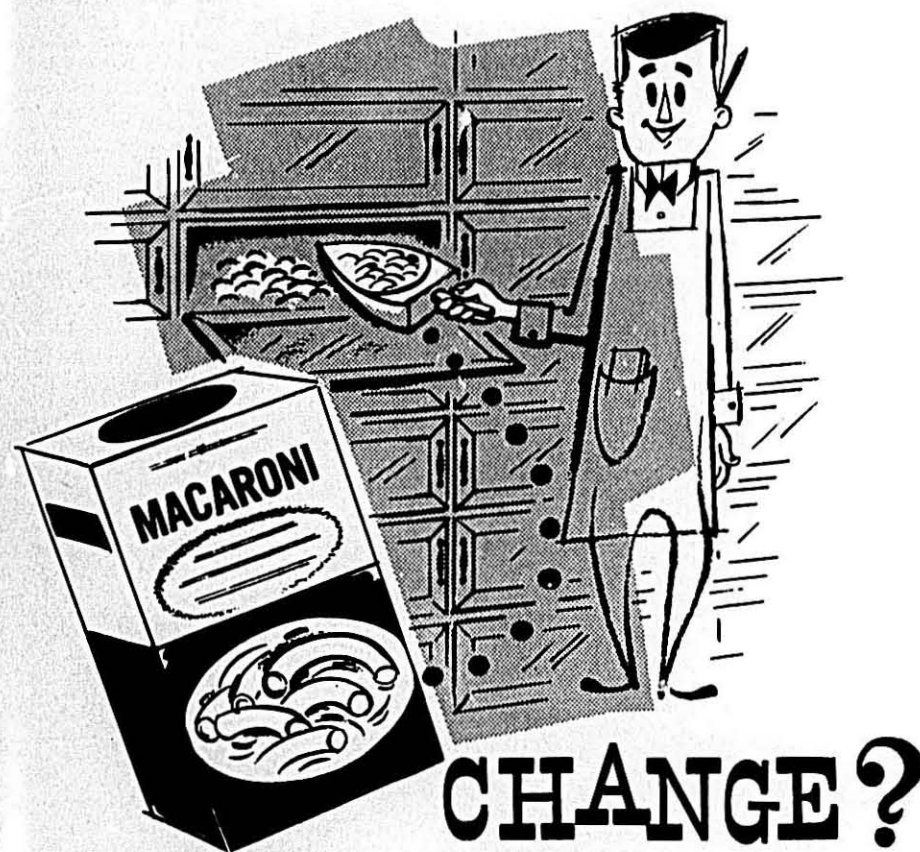
Raymond J. Guerrisi, President of San Giorgio Macaroni, Inc., Lebanon, Pennsylvania, says:

It is my thinking that the situation in 1962 will not be much improved over 1961. I don't think that the normal per capita consumption will increase, due to the product that the manufacturers are producing. In fact, I believe there will be a slight decrease. Of course, this is all based on the durum situation which I believe will take two or three years to resolve. I believe we should have a good, strong and solid durum program. We should also look for durum substitutes.

Our experience working with a poor durum crop during the year 1955 and again this year with durum very short is evidence enough that ways must be found to have the situation corrected if the macaroni industry is to grow on the basis of producing an acceptable product.

Since we have been, up to this time, dependent on durum alone to produce

(Continued on page 10)



CHANGE?

For some, Change is a problem . . . others an opportunity, but for the Research & Development people in our organization CHANGE is a profession. These are the people who not only keep our customers aware of Change but in many cases are responsible for it.

This "Finger on the Pulse of the Industry" can play an important role in your package planning. Knowing when and where Change will take place is the first step in making it an opportunity for you. Why not take that step today by contacting your U.S. sales representative?



UNITED STATES PRINTING AND LITHOGRAPH
DIVISION OF DIAMOND NATIONAL CORPORATION

EXECUTIVE OFFICES: NEW YORK 17, N. Y.

SALES OFFICES IN PRINCIPAL U.S. CITIES

Comment—

(Continued from page 8)

a quality product, a reasonable approach to a solution may be through research in developing a satisfactory product in employing raw materials other than durum or with durum in combination. The fact that we are dependent on durum alone has not worked out too well for the macaroni industry.

A. Irving Grass, President of the I. J. Grass Noodle Company, Chicago, declares:

My predictions for 1962 are very much on the optimistic side even though we will meet with greater competition from new people who have recently come into the dry soup industry.

I was very much concerned regarding the durum situation and thought it would be more serious than it is. However, we have been able to make a very good product from 50-50 blend and I believe that the resulting product has satisfied the trade. I do know however, that a better product can be manufactured from straight durum if it is available, and it is our earnest hope that it will be in the fall of 1962. We are increasing our advertising appropriation for this year and do have many promotion deals worked out to help further the sale of our products.

Jerome L. Tujague, President of National Food Products, New Orleans, Louisiana, has this view:

It is my feeling that our rate of increase should continue about the same as it has been during this year and which, according to the Hoskins' reports, is somewhat over three per cent. I am sure that we are going to suffer some because of our inability to use 100 per cent durum and we all hope that the crop due to be harvested in the fall of 1962 will be of sufficient size to take care of the macaroni industry, allow some for export and leave enough for a comfortable carryover.

My opinion is that the dinners, macaroni and spaghetti, do cut into the market of the dry macaroni products, as do canned and frozen macaroni and spaghetti dishes. But I believe that this is partially offset by the publicity which our products receive from advertising on a national scale by such people as Kraft, Chef Boy-Ar-Dee, etc. Some of these ads are so appealing that, while they attract purchases for the brands being advertised, they also promote the sale of macaroni and spaghetti products in general. At least, this is my belief.

The durum committee working with the growers and millers has done a magnificent job in bringing about the

increased acreage for durum for 1962. With favorable weather conditions there should be sufficient durum to enable the industry to return to a 100 per cent durum product.

Peter J. Viviano of Delmonico Foods, Inc., Louisville, Kentucky observes:

Statistics indicate that macaroni consumption is increasing both in tonnage and per capita consumption. I don't think that macaroni manufacturers are experiencing the same general increase; therefore, it is apparent that the increased consumption is brought about by the various new semi-prepared dishes built around macaroni products. If the individual manufacturers are to keep pace with the potential consumption figures we will have to think in terms of making our products more quickly and easily prepared for the modern housewife.

Arvill E. Davis, General Manager of Gooch Food Products Company at Lincoln, Nebraska is optimistic:

Why are we optimistic? Because we now have a marketing plan—and an organization of talented people capable of making the plan work. A marketing plan encompasses:

Manufacturing
Distribution
Merchandising

Let's look at these general classifications one at a time.

Manufacturing

We have (and anyone should have) just one goal in our plant, quality plus lower costs through efficiencies. We are attaining the efficiency goal through continuous addition of new equipment, and up-grading the quality of our personnel (plant and management). We are just at the half-way point of our fiscal year and our records show that we have lowered our manufacturing and packing costs by eleven-plus per cent compared to the same period last year. And we have every reason to believe that we will lower this cost factor by another four per cent during the second half of our year.

There is also a good chance that our increased cost of raw ingredients will eat up much of this saving because we do not intend to sacrifice quality in our product. Through long experience in blending we take a "back seat" to no one in our marketing area on quality. And we depend on 50 per cent of our blend being No. 1 amber durum semolina, in order to maintain our high quality standard. So you can see why we are just as vitally interested in the durum situation as anyone else in the industry.

Merchandising

Distribution need not be discussed as a separate subject for it is an integral part of marketing. Marketing is a proper "mix" of:

Quality Product
Sales Planning
Sales—Personnel
Merchandising
Distribution
Advertising
Pricing

You will note we put quality first. And this means quality of package design as well. If you, and your whole organization, can feel justifiably "proud" of your product package you have made a big step forward. This reflects on to your wholesalers, retailers and consumer.

"Sales Planning" is by far the most important function of our marketing executives. We have found that dividing the calendar into thirds, rather than quarters, makes a more workable pattern to present to our customers. For instance, December 8 we had our Supervisors Meeting and gave them all the promotional plans for January, February, March, April of 1962; with all the tools to take with them. All group headquarters merchandiser men have already been contacted by now for ad dates to tie-in our products "at the right time!" You have to get to your major food store advertisers at least six to eight weeks in advance of a date, or they have it all set up without you.

So "sales planning" really takes care of all phases of your operation (if it is executed far enough in advance) . . . salesmen's work, merchandising, advertising, distribution and pricing. If you have "planning" organized (and we have) you can't miss.

That's why we say we're optimistic about the potential for Gooch's Best Macaroni Products in 1962. We know how our customers (retail stores) want to merchandise. We are going to give Mrs. Consumer a quality product and a never ending recipe-service of new and different ways to use Gooch's Best Macaroni Products. And . . . we are going to work like beavers!

Giola Heads Zoning Board

Horace P. Giola, president of Bravo Macaroni Company, has been elected chairman of the Zoning Board of Appeals for the City of Rochester, New York. Appointed to the board in 1953, Mr. Giola now succeeds former chairman Harry P. Crowley who has resigned. Mr. Giola is immediate past president of the National Macaroni Manufacturers Association and is chairman of the National Macaroni Institute committee.

THE MACARONI JOURNAL

LOTS OF PUBLICITY

THE National Macaroni Institute in summary report to contributing members declared product promotion through publicity is a cumulative thing. Thirteen years of continuous effort produces many spontaneous breaks as well as the carefully cultivated placement. Highlights by months of much fine publicity for macaroni, spaghetti and egg noodles follows.

January. The Miami News headlined the food page "Oodles of Noodles" during convention time. Foreign favorites headed recipe releases. Dr. Ancel Keys unlocked great possibilities for carbohydrate foods in a story in Time Magazine (January 13) urging more in the American diet while saturated fats and total intake be cut down. "Fat of the Land" created much comment. Armstrong Circle Theater, CBS-TV, plugged "Italian Food Festival" while the Armstrong Cork people told grocers what good profit items Italian foods are.

February. A Lenten Loaf of macaroni, tuna, green olives and a cheese sauce made with evaporated milk was advertised by Carnation Company in the February 10 issue of Life and in other publications by the Spanish Green Olive Commission. National advertising had backing of fine point-of-sale material. American Dairy Association pushed macaroni dishes among their "Dollar Dinners." Hunts, Kraft, Borden, Lawry Foods and others gave macaroni much mention in heavy Lenten advertising.

March. The cover of Better Homes and Gardens pictured a man serving spaghetti. Copy contained recipes of many Italian favorites with instructions on how to cook spaghetti; prepare sauce and meatballs; antipasto and lasagne.

"Durum—Standard of Quality," the North Dakota Wheat Commission film was introduced at a Chicago regional meeting. It was later shown at the San Francisco convention and put into school distribution by the joint efforts of the Commission, the Durum Wheat Institute and the National Macaroni Institute in late fall.

April. To television stations went recipes for Thrifty Macaroni Bake; to radio stations, two new macaroni salad recipes; to major market newspapers, a sample of foreign cuisine in Lamb Macaroni Curry and Macaroni Viennese Salad. Newspapers with colored sec-

tions got a special mailing illustrating a Macaroni Supper Salad Platter.

May. MD, a medical news magazine, had a feature "Protean Pasta—Italy's culinary gift to the world." Dr. Keys' influence was felt again.

June. "Hot or Cold, Make It With Macaroni" pushed out-door eating, salads and top-of-the-stove hot dishes with macaroni, spaghetti and egg noodles. For example, Cecily Brownstone of Associated Press was sent a checklist for summer versatility.

July. Pic-nic Month; "Eating's More Fun Under the Sun" in American Weekly; Schlitz beer advertising of "Good Living Go-Togethers" all gave macaroni a plug. Salad combinations were featured heavily in National Macaroni Institute releases to all media.

August. The California Grocers' Advocate had a cover picture of Manny Ronzoni taking a lesson in eating spaghetti with chop sticks from Mai Tai Sing at the San Francisco convention.

September. Build-up began on the theme for National Macaroni Week: M-m-m, Macaroni Meals in Minutes. General newspaper mailings gave out suggestions for perking up autumn menus, and "15 minutes fast."

October. National Macaroni Institute advertising in "What's New in Home Economics" offered a recipe leaflet on Macaroni Meals in Minutes that drew more than 10,000 requests. McCall's magazine featured a seven-day countdown diet featuring egg noodles in every meal of the crash program. Glass Container Manufacturers Institute carried advertising in Life magazine October 10 and sent out trade mailings featuring spaghetti with sauce, mushrooms and grated cheese packed in glass.

Quickie suggestions emphasizing easy preparation of macaroni, spaghetti and egg noodles went round the country to all types of media for National Macaroni Week, October 19-28. The Mayor of Fargo accepted a sign honoring the city as the hometown of Roger Maris, home-run king, and Macaroni's Athlete of the Year.

November. Poultry possibilities are always pushed with macaroni products as accompaniments or as budget-stretchers after holiday splurges. Holiday entertaining got emphasis, particularly with buffet suggestions.

December. The big push was on pre-Lenten possibilities with the advertising-merchandising campaign being promoted by Chicken-of-the-Sea Tuna, the Ripe Olive Advisory Board and the National Macaroni Institute. While the Institute covered coast-to-coast publicity, Chicken-of-the-Sea and the Olive Council prepared point-of-sale material and scheduled advertising for January and February issues of Better Homes and Gardens, Good Housekeeping, Sunset, McCall's, Ladies Home Journal, Woman's Day, and Everywoman's Family Circle.

Advertising in "What's New in Home Economics" was considered most effective by Institute officials. Replies are still being received for the "Cook's Tour" recipe folder advertised in 1960, while last fall's offer of "Macaroni Meals in Minutes" is still pulling strong response. These recipe folders have been offered to contributing members of the National Macaroni Institute for local distribution at cost.

A thousand prints of the filmstrip "Tricks and Treats with Macaroni Foods" developed by the Durum Wheat Institute were distributed by the National Macaroni Institute at the start of the school year last fall. Additional requests from the school systems brought total distribution up to 1100 strips in some 68 major markets.

The joint effort of the North Dakota Wheat Commission, the Durum Wheat Institute and the National Macaroni Institute has made possible the distribution of the Wheat Commission's film "Durum—Standard of Quality." Initially it is going to schools and has had enthusiastic reception. There are some prints of "Stag Party" and "Use Your Noodle," National Macaroni Institute films made in 1956, still in circulation to home economics classes in schools.

WHERE TOP PERFORMANCE COUNTS

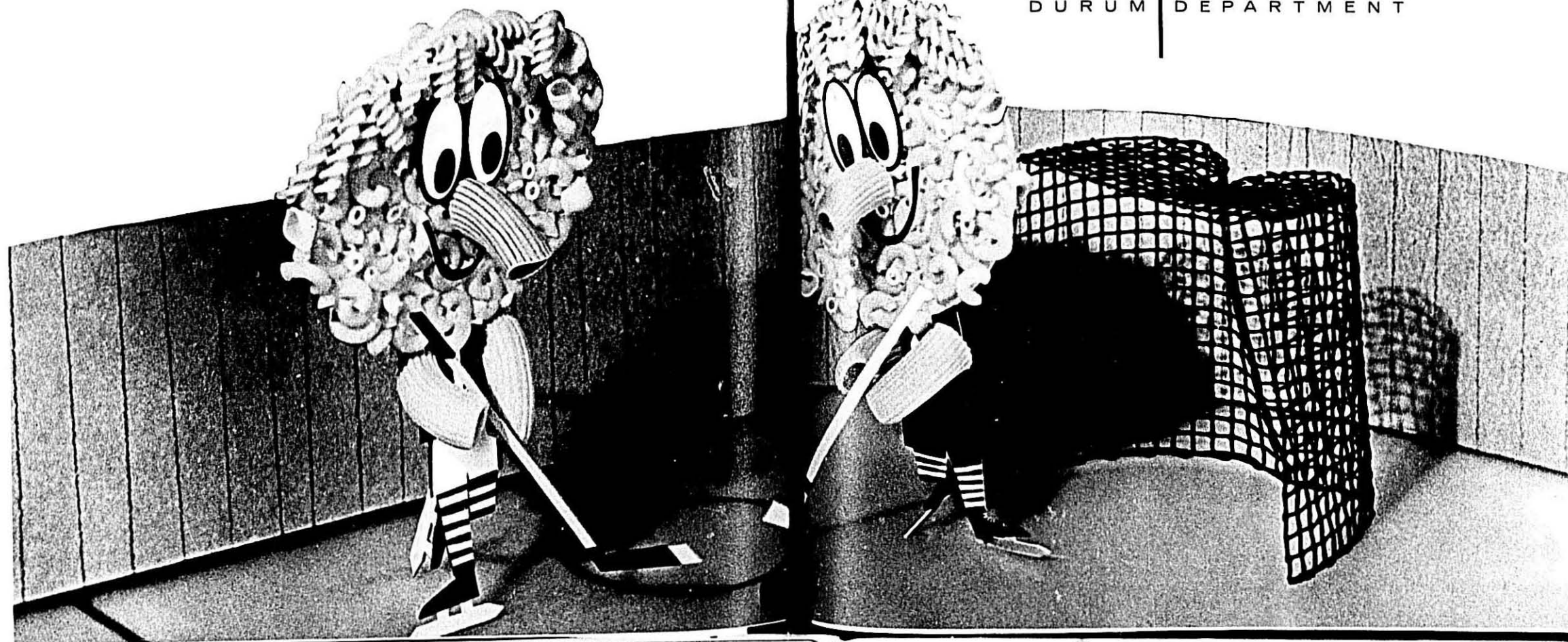
YOU CAN COUNT ON COMMANDER-LARABEE!

At Commander Larabee, it's teamwork that turns out top quality durum products. Yes . . . a combination of milling skills add up the points to make Commander Larabee the nation's top scorer in the durum league. From grain selection, milling and formula blending to precision lab control and fast-swing shipping . . . Commander Larabee's milling team scores mighty high with the nation's macaroni makers. Next time, why not put Commander Larabee's winning team to work for your macaroni fans.



Archer-
Daniels-
Midland

COMMANDER LARABEE
DURUM DEPARTMENT



SUMMARY ON EGGS

THIS IS a digest of comments from the Commodity Division of Merrill Lynch, Pierce, Fenner & Smith, Inc. on eggs. Their publications always say: "The information set forth herein was obtained from sources which we believe reliable, but we do not guarantee its accuracy."

Forces in Motion

Future developments in the egg industry—especially price trends—cannot be understood without knowing the forces already set in motion. Almost every turn of events is rooted in reactions to past developments.

The salient feature of January 1961 was the relatively high egg price level that prevailed throughout the country. The average price received by farmers that month was officially estimated at 38.6 cents per dozen. This price compared with 30.4 cents recorded during January 1960. The price comparison was even more favorable during February. In fact, during the entire period from September 1960 to March 1961 inclusive, prices were considerably above the levels prevailing in the corresponding months of the preceding year. The favorable price levels encouraged the hatching of chicks destined for the egg-laying flock. For the first four months of 1961, the hatching of egg-type chicks exceeded the output of January-April 1960 by 19 percent—an increase of considerable magnitude.

During April 1961, the price situation reversed itself—prices fell below the previous year's average curbing the incentive to buy new chicks. The loss of incentive coupled with the previous high rate of acquisitions, resulted in reduced hatchery production during May and June. By the end of June 1961, the net increase in flock replacement chicks was pared to only 5 percent for the half year.

Quick Deterioration

One interesting aspect of the price situation is how quickly it deteriorated during the second quarter of 1961. During this period, prices averaged a little more than a cent below the levels of 1960. This occurred despite (1) a production loss of 700,000 cases for the period compared with a year ago, (2) an increase in government purchases of dried eggs amounting to the equivalent of 950,000 cases, and (3) an increased hatchery demand (combined broilers and egg-layers) of about 200,000 cases.

Partially offsetting these constructive elements was a decrease in storing activity. The equivalent of a million

cases fewer of shell and frozen eggs combined were stored during the second quarter of 1961 than were set aside in the same period of 1960. Thus, about a million cases less were available for immediate consumption during the second quarter of 1961 as compared with the corresponding period of 1960. Furthermore, between 1960 and 1961 our human population rose by about 3,000,000 persons indicating a broader potential for consumption. There appears to be some conflict between economic data and the price results.

What possible answers or rationalizations can there be? First, there may be considerable double counting in assuming the dried egg purchases were in addition to consumer demand. It is likely that some and, maybe even much, of the distribution of dried eggs to needy persons displaced ordinary demand for fresh shell eggs. Second, it may be that production was actually greater than the estimates made by the U. S. Department of Agriculture. Third, the downward trend in per capita consumption may have exceeded on a percentage basis the rate of growth in our human population. Or, a combination of all these items may be the answer.

Reasonable Lag?

Considering the million case equivalent decline in combined frozen and shell egg stocks, how reasonable was this lag? The slow movement of shell egg stocks during the period stemmed from the inability of the futures market to establish a hedging relationship with fresh egg prices. Over most of the period in which storage eggs are eligible for delivery—that is February 15 to June 30—traders in futures were reluctant to bid prices high enough to attract storing. Potential long interests were constantly aware of the threat that the large early hatch was making against fall prices. By the time the hatching rate subsided, the peak of production had long since passed. A late spurt in storings fell far short of past experience and resulted in record low U. S. shell holdings of only 365,000 cases on June 30. The previous low was 852,000 cases set on June 30, 1958.

The experience of the frozen egg storage movement was somewhat different. Poorer comparisons with the Spring 1960 were expected, anyway. Too much had been placed in store during the first half of 1960. Nevertheless, the cutback exceeded reasonable proportions—partially because breakers were looking forward to heavy production of small and medium eggs in the fall. Again, this expectation flourished

as a consequence of the heavy and early hatch. By the time the hatching rate faltered, breakers were unwilling to complete vigorously with the dried egg purchase program.

The low farm prices for eggs during the second quarter did have one important effect. Slaughtering of egg-laying hens ran quite heavy. The heavy culling of these birds allowed flock size to fall faster than might have otherwise occurred in the light of previous hatching activity.

Production Sets Outlook

The outlook hinges on the main question of whether production will be sufficiently greater than last season to more or less offset the storage deficit. There are several reasons why it should.

First, it is expected that the flock will average about 2 or 2½ percent above a year ago during the critical period. Slaughtering should fall below last season's pace. This means more birds will be retained in the flock.

Second, the rate of lay continues to show an upward trend. These gains stem from a variety of improved techniques along with better birds. Moreover, the trend was most pronounced in the latter half of the year. The trend should be enhanced by the age composition of the flock. The average age cannot be higher than a year ago and might even be considerably lower. This stems from the larger spring hatch which means the increased size of the flock is due more to the entry of new birds into the egg-laying flock than from the retention of old birds.

Third, there is a margin for error in the earlier entry of the spring hatch. There should be added production from the earlier entry of pullets.

Production prospects then should be increased with the increase in both flock size and rate of lay. The prospective output gain is greater than the 3 percent storage deficit, so prices should average somewhat below a year ago.

Naturally there are other factors to consider, but they do not seem able to offset the importance of the anticipated higher production and might even reinforce the outlook for lower prices. For one thing, the government is no longer an active purchaser of dried eggs. This situation could change overnight—especially if prices went too low.

Price Performance

During 1961, current receipts of shell eggs in the Chicago market reported by the Wall Street Journal sold at a low of 28 to 30 cents a dozen in the last week of the first quarter. They got up to

(Continued on page 21)

PAVAN

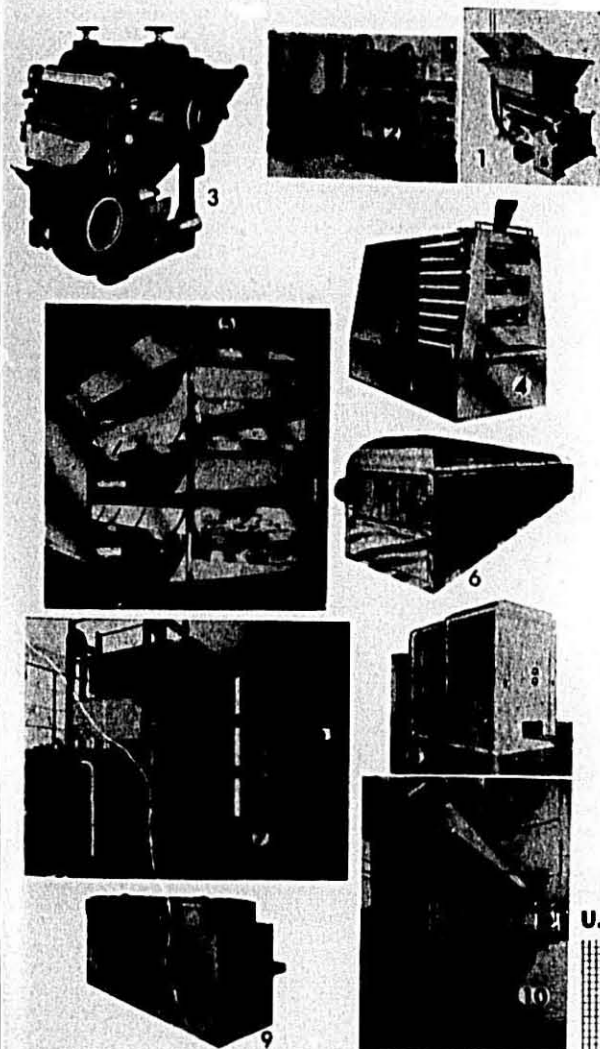
Dott. Ingg. NICO & MARIO

MANUFACTURERS — ENGINEERS — DESIGNERS

MACARONI PROCESSING MACHINERY

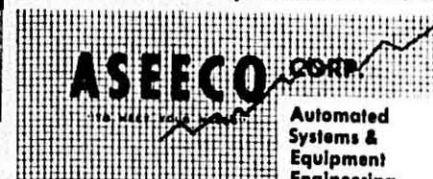
Galliera Veneta — Padova — Italy

TELEFONO 99.155-99.176-99-149 TELEGRAMMI: PAVAN - GALLIERA VENETA
C. C. I. A. PADOVA 50129 FF. SS. CITTADELLA



- (1) FLOUR SYSTEM
Blending Hoppers
Sifter
- (2) LO-BOY PRESS
Spreader
Pre-Dryer
- (3) BOW TIE MACHINE
Die Cut Products
- (4) PRE-DRYER (TR51)
Cut Goods
- (5) FINISH DRYER (TR56)
Cut Goods
- (6) PRE-DRYERS (L85G)
Long Goods
- (7) CONTINUOUS DRYER
Long Goods
- (8) PRE-DRYER
Coil - Folded
- (9) SHAKER DRYER
Cut Goods
- (10) SILOS DRYERS
and Storage
Cut Goods

U.S. and Canadian Representatives PAVAN



1830 W. OLYMPIC BOULEVARD DU 5-0091
LOS ANGELES 6, CALIFORNIA

NORTH DAKOTA DURUM SUMMARY

THROUGH the teamwork of the North Dakota State Wheat Commission; C. J. Heltemes, state statistician; the North Dakota Agricultural Experiment Station and the Extension Service; plus country elevator managers and extension agents, a survey of durum was made possible for a summary written by H. W. Herbison, marketing economist; Fred R. Taylor, chairman, Department of Agricultural Economics; and Kenneth A. Gilles, chairman, Department of Cereal Technology at the North Dakota State University of Agriculture and Applied Science.

Small Crop

The present durum wheat crop did not exceed 15,000,000 bushels—a sharp contrast from 27,000,000 bushels harvested by North Dakota farmers in 1960. Because of severe drought conditions, the United States has its smallest crop and visible supply of durum wheat since 1955.

"Generally excellent" describes both inherent and model merchandised quality in North Dakota's total 1961 durum wheat crop to be marketed. Favorable harvesting conditions resulted generally in a content of "hard and vitreous kernels of amber color" clustering out at 90 percent or better. Obviously, with such kernel texture, most of the 1961 durum wheat crop easily merits the premium-subclass description of "Hard Amber Durum."

Based on sampling of farm-to-elevator durum wheat deliveries, 85 percent of North Dakota's 1961 crop nicely meets or exceeds exacting grade and subclass requirements for "1 Hard Amber Durum Wheat." Except for "broken kernel content" the remaining 15 percent of the 1961 crop might have qualified readily for that same grade and subclass description. But, assuming most economic merchandising practice on the part of country elevator managers in a marketing year when durum wheat is in short supply and high in price, probability is that the 15 percent carrying an 8 to 12 percent of "broken kernel content" may move to market as "3 Hard Amber Durum" or in combination carlots of "1 Hard Amber Durum" and "3 Hard Amber Durum" wheats.

Quality Tests High

On the basis of grade-factors other than broken-kernel content, most of the 1961 durum wheat crop moving to primary markets more than meets the exacting requirements of official U. S. grain standards for "1 Hard Amber Durum Wheat." Supporting that as-

sumption are these following survey-findings for 1961:

(1) **Test weight per bushel** clusters at 61 pounds, covering a general range of 60 to 63 pounds adjusted to 14 percent standard moisture content.

(2) **Zero heat-damaged kernel content.**

(3) **Total kernel damage** generally "a trace to less than 1 percent" in 85 percent of all country durum wheat sampled. "Black-point" approximately 1 percent was found generally prevalent in five country marketing station areas receiving and merchandising from 12 to 15 percent of the 1961 crop.

(4) **Foreign material, other than removable dockage,** was generally "a trace" to "less than one-half of 1 percent."

(5) **Wheat of other classes** ranged mostly from "a trace" to 1 percent, with Hard Red Spring the only class admixture noted.

Dockage

While dockage is any material readily removed from wheat through use of conventional cleaning devices (and not pertinent to the merchandised market grade and quality of durum wheat consigned to the public market from North Dakota country elevators), the 1961 survey included notations of dockage prevalent in durum wheat as received from producers at the country elevator. Somewhat surprising to those who had expected something worse were these weighted-average pattern frequencies: zero to 1 percent prevalent for 58 percent of receiving stations; 1 to 2 percent for 30 percent of receiving stations; 3 percent for 7 percent of receivers; and 4 percent and over for the remaining 5 percent of country elevator receipts.

Popular Varieties

Langdon and Ramsey varieties accounted for approximately 95 percent of all 1961 market durum wheat supplied country elevators. The remainder mostly consisted of approved varieties recently released by the North Dakota Agricultural Experiment Station, together with small lots of Mindum.

The summary was based on standard laboratory analysis of 2-pound threshed durum wheat samples representative of primary receipts at country elevator stations obtained by county extension agents in the 37 durum wheat producing counties of North Dakota, with the cooperation of country elevator managers and the state's durum wheat producers. Spot checks made later of representative market carlots moving from country elevators to the public market

would indicate that survey-sampling and weighting of laboratory findings, area by area, have accurately portrayed the general market quality of the 1961 crop with an allowable error of 2 percent.

1961 Farm Acreage Down But Yields are High

The sharpest acreage cutback for farm crops since Dust Bowl days of the 1930's helped shave the nation's 1961 harvests slightly below the 1960's record haul, the Agriculture Department said. A new high in per-acre yields prevented a bigger cut in production.

The department said its production index for 50 major crops declined in 1961 to 119% of the 1947-49 average, off from 1960's high of 121% but still the second highest on record. The new index, estimated in the department's final report on 1961 farm output, was the latest in a series of upward revisions. The initial estimate published last summer placed the index at only 113%, which would have been the lowest in four years.

The first low production estimate was based on a reduction in land under cultivation, prompted largely by Government efforts to slash surplus output of livestock feed.

Farmers planted 59 crops on a total of 310 million acres, down 4.5% from the previous year's acreage and the lowest since 1912. Of these planted acres, farmers actually harvested 296 million acres, the smallest since the department started keeping records in 1909. Acreage harvested this year was 6.4% below the 1960 level. Crop experts said this was the biggest year-to-year cut since the droughts of the mid-30's.

But the acreage reduction failed to cause a corresponding decline in final production because farmers reaped greater returns from the acres they harvested. The department's combined index of yields per acre, covering 28 major crops, rose to a record 147% of the 1947 average, up from 143% last year. Crops setting new yield records included corn, sorghum, soybeans, popcorn, dry beans and clover-timothy hay.

The Government gave farmers special incentives to cut acreage of the four major types of livestock feed: Corn, sorghum, oats and barley. These acreage reductions cut feed grain tonnage 10% below 1960's.

Wheat production also declined in 1961 to 1.2 billion bushels, down nearly 10% from last year, due mainly to

(Continued on page 21)

The Story of Macaroni

No. 14

HAIL DURUM

Hail durum wheat, instrumental in the rapid development of the macaroni industry!

Until an especially hardy variety of durum was brought to America from Russia in 1898 by the United States Department of Agriculture, our annual production was less than 100,000 bushels.

However, macaroni manufacturers were quick to realize the advantages of the new wheat. As durum production increased, the Macaroni Industry in America began to flourish.

As one of the important builders of a great industry, durum may rightfully accept its place of honor in the wheat family.

Only the very finest quality durum is ever used in milling King Midas Semolina.

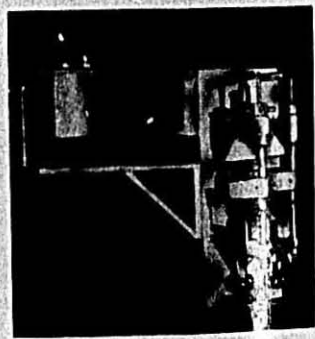
King Midas DURUM PRODUCTS

MINNEAPOLIS MINNESOTA



DEMACO

twin die short cut press-



DEMACO - the full line:

SHORT CUT PRESSES, AUTOMATIC SPREADERS,
SHEET FORMERS, SHORT CUT DRYERS, NOODLE
DRYERS, LONG GOODS PRELIMINARY DRYERS,
DRYING ROOMS, EGG DOSERS.

THE MACARONI JOURNAL

NOW — get production of
over 1500 lbs. per hour with
Demaco's new **TWIN DIE**
SHORT CUT PRESS

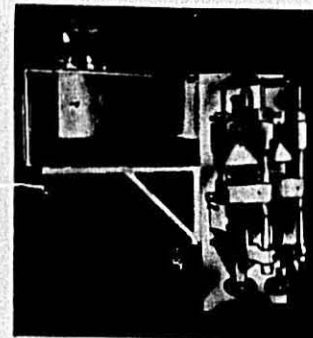
Come see the newest Demaco Short
Cut Press with two extrusion heads
assembled in one compact unit.
Here the accent is on quality pro-
duction with slow, slow extrusion
over two dies, yet production is
increased over 50% in the same
floor space.

Demaco — will improve your qual-
ity of short cuts due to slow ex-
trusion.

Demaco — will increase your pro-
duction as this press is designed
for today's high production de-
mands.

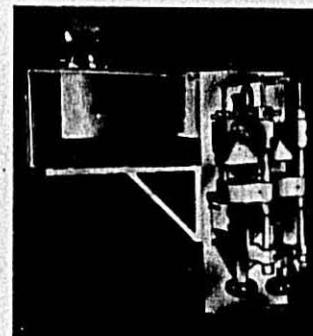
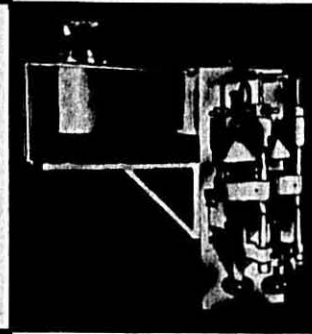
Demaco — will lower your produc-
tion costs by increasing the effi-
ciency of your operation.

Demaco's Twin Die Short Cut Press
is planned for tomorrow's needs,
today. This is the key to better
production capacity needed today.
Demaco's Twin Die Short Cut Press
puts you in the position to produce
top quality short cut products with
top operating efficiency and stay
on top of heavier production with
equipment that can deliver — day
after day after day!



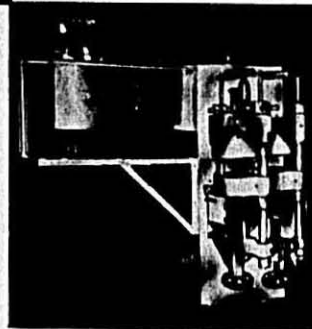
*to help
you*

*produce
the*



*BEST
shortcuts*

for LESS



De FRANCISCI MACHINE CORPORATION

45-46 Metropolitan Avenue • Brooklyn 37, New York

Phone EVergreen 6-9880

Durum Acreage Allotments and Price Supports Increased

Growers may increase plantings by 40% Secretary Freeman says

SECRETARY FREEMAN announced increases in durum wheat acreage allotments and durum wheat support prices for 1962 to encourage increased production of this class of wheat now in short supply. The formal determination and implementing regulations will be published in the Federal Register.

The action on the allotment increase was made under authority contained in the Agricultural Act of 1961, which permits the secretary to proclaim such an increase for the 1962, 1963 and 1964 crops if he determines that "the acreage allotments of farms producing durum wheat are inadequate to provide for the production of a sufficient quantity of durum wheat to satisfy the demands therefore, but not including export demand involving a subsidy by, or a loss to, the federal government."

To Assure Ample Supplies

Secretary Freeman, in announcing this decision, said "Severe drought in the Northern Great Plains this year greatly reduced the U.S. durum crop, which is grown principally in North Dakota. The resulting short supply has been further intensified by a drop in durum production throughout the world.

"This special program which is authorized by the Agricultural Act of 1961 makes it possible to take specific steps to help assure more ample supplies for the future.

"While acreage allotments and price supports can be increased to help encourage more durum production, weather in the coming months will be the major factor in the size of the 1962 crop. In view of this, the permitted acreage increases could result in heavy production if weather is favorable and yields high. On the other hand if weather continues unfavorable and yields down, supplies could be tight again next year even if a acreage is stepped up.

"The decision made was aimed at striking a middle course, recognizing that the margin between undersupply and oversupply of durum is narrow."

Under the acreage program, producers will be able to increase for durum production their 1962 wheat allotments, which is the allotment after the minimum of 10% diversion required for participation in the 1962 wheat stabilization program, by an acreage equal to 40% of their 1960-61 plantings of durum. The increased allotments cannot exceed the cropland on the farm "well suited to wheat."

In addition, the increase in the allotment for any farm shall be conditioned upon the production of an acreage of Class II durum wheat at least equal to the average acreage of such wheat produced during 1960-61 plus the number of acres by which the allotment is increased.

For Historic Producers

The law specifies that any allotment increases for durum production be limited to counties that are capable of producing durum and have produced it for commercial food products during one or more of the years 1957-1961, inclusive. The eligible counties in the States of North Dakota, South Dakota, Minnesota, Montana and California will be designated in the regulations to be issued in the near future.

Individual producers will be able to participate in the special durum program through county Agricultural Stabilization and Conservation offices. Applications for participation, which will be available later, must be submitted to these offices.

Producers who increase their durum acreage in line with program provisions will be eligible for price support. They will not be subject to marketing quota penalties if they remain within their increased allotments. Producers who participate in the special durum program will not be eligible for payments under the 1962 wheat stabilization program.

Price Supports

Under the 1962 price-support program, producers of durum will be given assurance of greater price protection. This will be accomplished through differentials to be added to basic county wheat price-support rates of 10 cents per bushel for ordinary durum, 25 cents per bushel for amber durum, and 40 cents per bushel for hard amber durum.

The price support advance on durum came as somewhat of a surprise, especially since it already had been announced that the national average loan on all wheat of the 1962 crop will be 21 cents a bushel above 1961, or at a national average of \$2.00. The upturns on durum, to be accomplished through stepped-up premiums under the loan for this class of wheat, range to a net advance of 51 cents a bushel over the price-support rate in effect for this year's harvest. At the same time, the higher loan rate is still substantially below market prices presently prevailing on durum in light of the extremely

short supply status this season.

Assuming that the basic support rate for No. 1 ordinary wheat in Minneapolis on the 1962 crop will be raised by 21 cents over 1961 to \$2.37 a bushel this would mean the following 1962 support rates for No. 1 durum of various types, with comparisons for 1961 and 1960, per bushel:

	1962	1961	1960
Ordinary	\$2.47	\$2.16	\$2.15
Amber	2.62	2.21	2.20
Hard amber	2.77	2.28	2.25

Acreage May Be 2,200,000

Tentative estimates are that the 40% increase will raise 1962 durum wheat plantings to about 2,200,000 acres. This compares with a recommendation by a committee comprising representatives of the Millers' National Federation, Durum Growers' Association and National Macaroni Manufacturers' Association that the allotment be set so as to assure a minimum of 2,500,000 acres of durum wheat for the 1962 crop. The 1961 act requires the secretary to consult with industry before making his determination of the need for an allotment increase.

It is indicated that the 2,200,000-acre estimate for 1962 assumes that about three-quarters of the eligible durum growers will participate in the program. One estimate is that 100 percent participation would mean a durum area of about 2,400,000 acres.

Acreage planted to durum wheat in 1961 was 1,709,000 acres, and the 1960 total was 1,671,000. The recent high was 2,489,000 acres in 1956.

Durum production in 1961 was down to 18,600,000 bushels, a little more than half of the previous year's crop and the smallest since 1954. Carryover of durum last July 1 was 12,000,000 bushels with the total supply for 1961-62 at 31,000,000. Domestic use is now estimated at 15,000,000 bushels and exports at 14,000,000, leaving a carryover next July 1 of only 2,000,000. Normal domestic utilization of durum is about 27,000,000.

The 1961 law provides that "any increases in wheat acreage allotments authorized by this subsection shall be in addition to the national, state and county wheat acreage allotments, and such increases shall not be considered in establishing future, state, county and farm allotments."

Durum Conference at University of North Dakota Fargo, March 19-20

THE MACARONI JOURNAL

The Final Figures

	Production in Bushels	Harvested Acres	Yield Per Acre
Durum	18,955,000	1,540,000	12.3
Other Spring Wheat	156,431,000	9,327,000	15.0
All Wheat	1,234,705,000	51,620,000	23.9

Acreage Down—Yield Up—

(Continued from page 16)

drought in the Northern Plains.

But while total grain production declined, farmers stepped up their output of oil-bearing crops and of sugar. Soybean output totaled a record 693 million bushels, up 25% from the previous year's harvest, due both to greater acreage and record yields. Output of sugar beets rose to a new high, as did production of sugar cane.

Semolina Hits \$10 Mark

Semolina prices in December passed the \$10 per cwt mark, bulk, Minneapolis, one of the rare instances mill quotations for any type of flour have reached this level. Previous peak for semolina was \$11.75 in January, 1955.

For all practical purposes, the \$10 price represents the all-time high for straight semolina. During the previous durum shortage in 1954-55, mills did not offer 100% durum semolina and sales for special purposes comprised insignificant volume, virtually nil. In that year practically all business was in blends of 25% durum and 75% hard winter.

This crop year a sizable volume of 100% durum semolina was booked before a decision was made at an August meeting of durum millers and macaroni manufacturers to concentrate on 50-50% blends. Mills continued to offer straight semolina, but most contracts were converted to blends.

Percentage of durum in macaroni products varies more widely this year than during previous shortages, the result of widespread conversion to bulk handling in recent years. By far the heaviest percentage of purchases since August has been of 50-50s, but some macaroni and noodle manufacturers buy straight semolina, and buy farina separately to blend to their own specifications. A few manufacturers are omitting durum from certain products.

Cash durum, which sold in the Minneapolis market around \$2.25 per bushel most of 1960, jumped to \$2.65 at the start of the crop year July 1 with strong export demand and forecasts of shortage because of drought. By December, it was another dollar higher reaching the \$3.70 level.

Fifty-fifty blends, half farina and half semolina, first offered in August sold at about \$7.30 (\$8.20 cwt. for semolina—\$6.20 for farina) were selling in Minneapolis in December at \$8.30 (\$10 for semolina—\$6.60 for farina).

How Much Durum Is There?

Government production figures for durum have been set at 18,955,000 bushels. Carryover reported July 1 was 12,000,000 bushels. Exports from July 1 to the end of November took 13,633,000 bushels of the 30,955,000 supply.

The amount that goes into feed and the requirements for seed will total around 5,000,000 bushels. Approximately 3,000,000 bushels were ground as semolina in the months of July and August. It takes another million bushels a month to produce the 50-50 blend currently offered. Twelve months on this basis would result in a shortage of 678,000 bushels. But the outlook before that time will either change the durum supply available or the amount of substitution necessary.

Macaroni Wall Chart for Schools

The Durum Wheat Institute, promotional organization of durum millers in the Millers National Federation, in cooperation with the Durum Growers Association and the National Macaroni Institute has recently released a wall chart for school class rooms on "Durum Macaroni Foods from Farm to Table."

Measuring 32 by 44 inches, the chart tells the complete story of macaroni in five panels: history, processing, how semolina and durum flour become macaroni, use and value, and how macaroni can be served in some new way, every meal, every day.

Processing Diagram

The history tells about durum coming from the Crimea. The Marco Polo legend is mentioned. Introduction into the United States by Dr. Mark A. Carleton is described as is the present durum growing area.

A diagrammatic sketch of the milling process clearly outlines how durum wheat is milled into semolina and durum flour. Mention is made of marketing movement of the grain from the farm to country elevators and how growers sell their wheat through the grain exchange.

Another diagram illustrates how semolina and durum flour become macaroni by proceeding through the press, spreader, dryers, cutter and to the packaging room. Three separate illustrations show the operation of a die: first, a cutting bar for spaghetti; then a revolving cutter for elbow macaroni; and finally a three-blade cutter for alphabet.

For Health's Sake

Percentages of recommended daily dietary allowances chart the nutritional contributions in an average serving of enriched macaroni and cheese and in an average serving of enriched spaghetti with tomato meat sauce. Popular macaroni shapes as well as some unusual ones are attractively pictured.

The final punch is delivered with eight handsome pictures of macaroni dishes in full-color under the caption: "You can make macaroni foods some new way, every meal—every day." Classifications include casseroles, sauces, side dishes, loaves and molds, salads, soups, skillet dishes and specialties such as lasagne.

The Durum Wheat Institute is making the chart available at their cost of printing: \$31 per hundred, plus shipping charges. Single copies are offered at 50 cents to cover the cost of envelope and postage.

On Eggs—

(Continued from page 14)

34.5 cents for a high in mid-October but were back down to 26 to 30 cents in December.

Frozen whole eggs followed a similar pattern with the low at the end of the first quarter of 1961 and then steady prices in a range of 26 to 29 cents steadily throughout the year to mid-November when they fell to 24.5 to 26 cents.

Frozen whites showed surprising strength from the low of 6.5 cents a pound for which they sold at the end of March to the high of 11.5 cents at which they were selling in December. Frozen yolks of dark color were difficult to find and sold between 60 and 65 cents a pound when they were available in the late spring and early summer months.

Dried yolk solids started out the year selling at a high of \$1.56 to \$1.61. Their descent was steady throughout the year with brief rallies noted in April and July, but by the end of the year they were selling in a range of \$1.22 to \$1.30 a pound.

Picture Story

The Louisville Times recently did a pictorial feature on "Pasta Masters," Delmonico Foods. Pictured in the story by Bud Kamenish were shots of the mixing operation, spaghetti draped on sticks, elbow macaroni riding on conveyor belts, a bronze die for alphabets, and a packaging scene with Joe Viviano, grandson of Delmonico's founder.

It was reported that the Kentucky firm produces about 98,000 miles of macaroni a week. This may mean something to consumers but it sure confuses competitors.

**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**

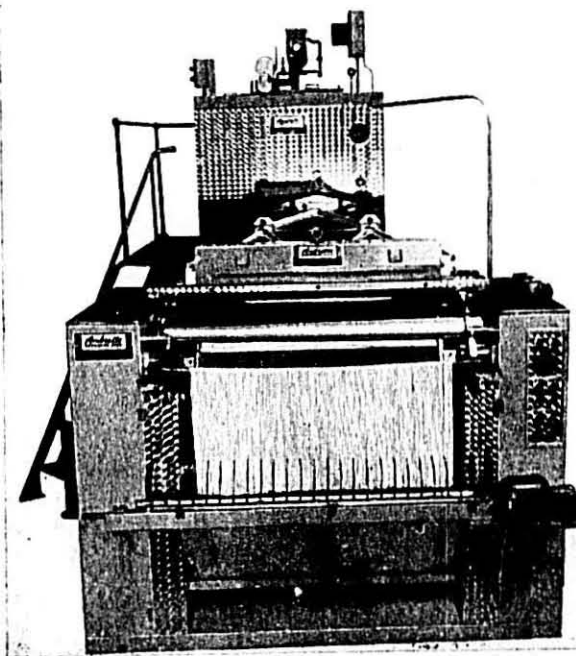
increases production while occupying the same space as
a 2 stick 1000 pound spreader.

**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.

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

★ Patent Pending
★★ Patented



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

Ambrette
MACHINERY CORP.

156 Sixth Street
Brooklyn 15, New York

THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS
PRESSES**

SHORT CUT MACARONI PRESSES

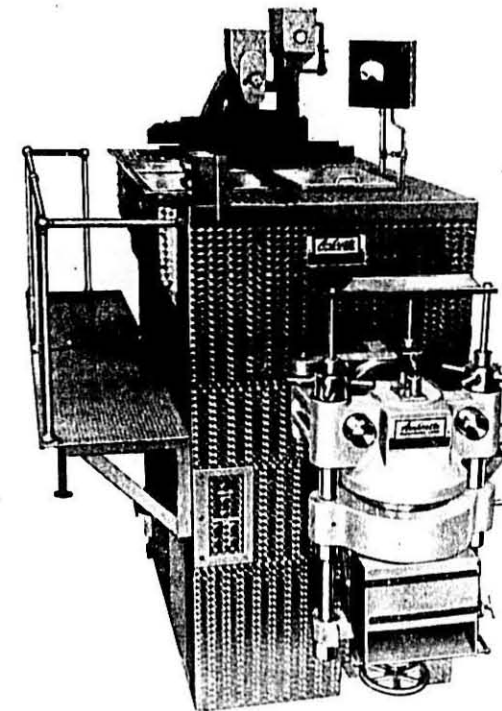
Model BSCP — 1500 pounds capacity per hour
Model DSCP — 1000 pounds capacity per hour
Model SACP — 600 pounds capacity per hour
Model LACP — 300 pounds capacity per hour

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 66 Sixth Street
155 7 Seventh Street
Brooklyn 15, New York

Ambrette
MACHINERY CORP.

MODERN MANAGEMENT

THE creative role of American management is one of the prime reasons the nation's economy has soared to unforeseen levels of output and efficiency. This is the theme of "The Story of Management," a booklet published by the Du Pont Company.

Management Is an Art

Management has become an art of binding together the creativity of many 8—MACADONI (Feb) 12-30-61 dw people the booklet says. "Without its force to provide direction and momentum, the nation could not have attained its present stature, and would have no prospects for progress in the future."

Drawing a distinction between methods and purposes, the 32-page illustrated booklet shows that management is more than simple stewardship, more than housekeeping and warehousing, more than hierarchies and chains of command.

"The supervision of men and resources is inherent in its function," the booklet says, "but supervision is not the function itself. The fundamental purpose of management is to bring cohesion and vitality to the human effort within its purview, transforming ideas and materials into units of greater value."

The booklet points out that while "management" is generally considered a synonym for business executives, the function is not restricted to large business firms, nor even to the commercial sector of modern life. Every organization must be managed. The operator of a corner candy shop, in his own way, is as much a manager as the bank president; so is the college president, the church leader, the government official, or the director of a philanthropic foundation.

Rapid Rise

In the past half century, as never before, the manager has seen his tribe increase and his role gain in prominence.

In 1900 or 1910, a modest sized directory could have listed all the men in the U. S. who held management responsibility. Today, such a compilation includes 7,000,000 names, that being the number of people classed as "managers, officials, and proprietors" by the Bureau of Census. Their decisions shape the work of more than 70,000,000 people, giving form, direction, and order to the social, political and economic institutions in which work is centered.

Universities explore the functions of this group and help train its members. Publishers cater to its needs with

critiques, guidebooks, and research studies. Conferences and conventions probe its techniques and trends of thought. Cartoonists, who are as sensitive to the forces of their times as any group, poke gentle fun at the rituals and stereotypes that have grown up around the management function, to become part of its mythology.

Multiple Effort

The management of enterprise today is a multiple effort drawing its strength from the diversity of the group involved. The concept of multiple management is not new. The church and military have followed it for years, demonstrating its effectiveness time and again. The widespread application of the idea in the corporation, though, is a phenomenon of this century.

Where the one-man system of direction demands conformity in subordinate ranks, the many-man system thrives on variety. More ideas, and more different ones, can be heard and considered, generating a vitality almost impossible to duplicate in an authoritarian system.

Advantages

Multiple management has these other advantages: It gives authority to the people closest to detailed problems and most familiar with possible solutions. Decisions based on hearsay and hunch, which are inevitable when power is centered in one office, can be sharply reduced.

Second, decentralization lends durability and stability to an organization. It provides a large pool from which future managers can be drawn and, equally, important, it frees senior men from minutiae and momentary problems.

Within this framework of organization, the higher a manager rises, the smaller his opportunity for an immediate accounting of his performance. A foreman can often tell within a day or two whether a change in work assignments is effective, but months or years may pass before a general manager knows if he did the right thing in building a new plant for a new product. The president and directors, in determining the overall course of a company, may not live long enough to see the full results of their major decisions. Clearly, because it is their duty to weigh problems of such long-term consequence, the senior men of management need all the time they can get, free from day-to-day harassments. The many-man approach gives them this time, and thus improves the chances that the organization will survive and prosper in the decades as well as the months ahead.

Last, this approach permits management techniques that are tailored to special condition. In a large corporation, no single set of rules will apply with equal effectiveness to every type of activity. In one group—the teletype office, for example, it may be best to schedule the work on an hour-by-hour basis. In another, the man who manages best may seem to manage least. The research director, for instance, obtains maximum results by giving his people wide discretion in the way they allocate their time.

Responsibility Fixed

Organizations with multiple management are not always able to move as rapidly or adjust as quickly as centralized, autocratic groups, but their great flexibility and virtuosity more than offset this handicap.

"Subdivided as the management function is," the booklet says, "the basic responsibility of corporation executives is indivisible and nontransferable. As agents of the owners, the senior men of management have both the moral and legal obligation to safeguard the owners' investment and, to the limits of their talents and opportunities, enhance that investment."

Further, a company must maintain satisfactory relationships with employees, customers, and the public. In the long run, unless its products, services, and behavior meet the approval of these three groups, no company can survive. Thus, the responsibilities management acknowledges in these areas grow out of, and can always be referred back to, the primary relationship between managers and owners.

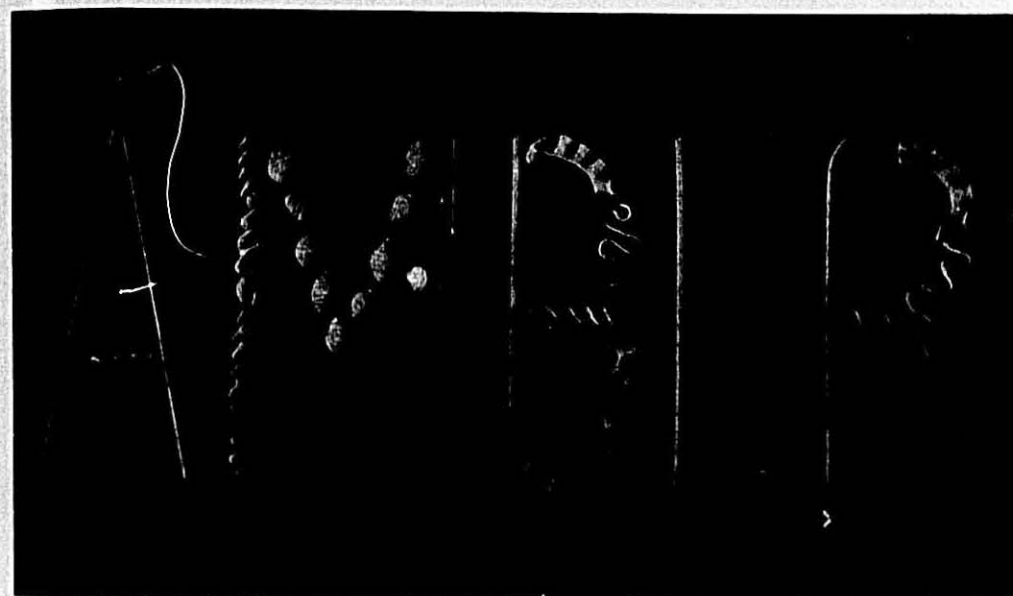
For convenience and efficiency, executives may apportion authority as they wish, but they remain responsible for the result. It is they and not their subordinates who must answer for the company's performance. Specific duties can be divided and assigned, but the ultimate accountability cannot.

Problems Listed

Listed among the problems of management is the acceleration of technology, which generates vexing questions as well as new opportunities. Management somehow must find ways to keep its plants competitive, and at the same time expand the research and engineering programs essential to future profits. Inevitably swift changes in technology affect employees. Some must be retrained; some must find jobs elsewhere. However, the pattern has been an expansion of employment opportunities.

(Continued on page 26)

THE MACARONI JOURNAL



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality MACA, 50-50 Durum—Hard Wheat No. 1, and, AMAX, 50-50 Durum—Hard Wheat Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure—specify AMBER.



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: Midway 8-9433



Modern Management—

(Continued from page 24)

The maintenance of individual incentives at every level in the organization is one of the most difficult problems management faces. The importance of incentives is obvious. When talented, experienced people sympathize with their company's objectives and want to make a contribution, the success of the venture, if not guaranteed, is at least highly probable. When this mutuality of purpose is missing, the company is likely to be torn by conflict and perhaps destroyed.

The investors who have placed their money in the hands of management expect two things in return. They want the company to grow and prosper, to the end that their investment will gain in value, and they want a portion of the profits that is proportional to the risks involved in the enterprise. On both counts, management faces problems making delivery.

Foreign Competition

Management's approach to the problem of foreign competition is frequently misunderstood. When U. S. businessmen ask for tariff barriers or import quotas, the inference is that they really do not want competition at all. Such is not the case, states the booklet. What they want is a chance to compete on an approximately equal basis. Ordinarily, rival producers and sellers in the U. S. enter the competitive arena on the same terms. Raw material, equipment, and employment costs are comparable for all products. Foreign competitors, however, operate from a different base. Their employment costs are rarely more than half those of the U. S. and are frequently much less. They often can deliver products at prices no American firm, however efficient or technically skilled, can match. The solution is not to keep foreign competition out but to assure that they enter the U. S. market as equals rather than favorites.

Fundamental Contribution

Management, in all its forms, has made a fundamental contribution to the nation. There are today nearly 5,000,000 business units in the U. S., about 325,000 of them in manufacturing. The managers of these manufacturing firms are responsible for \$170,000,000,000 in stockholders' equity, and direct the work of 16,000,000 employees. Producing most of the nation's goods, this complex, interrelated network is an impressive testament to the vitality and generative force of management in this country.

The production establishment was not created by managers alone. No

structure of such monumental proportions could be fashioned by a single group. It is, instead, a composite construction for which tens of millions of people share credit. Management's role in the creation, however, is singular and unduplicated, for it is management that has given order to ideas, and direction to aspirations. It is the management group, as much as any body of men, which has made it possible for the nation to turn potential into production.



Vincent S. La Rosa

Tie-ins with Local Newspaper Ads

Chain supermarkets, co-ops, and independent grocers alike all welcome community newspaper advertising because of the in-store merchandising tie-ins they make possible, according to Vincent S. La Rosa, newly elected president of V. La Rosa & Sons, Inc.

Addressing an Association of National Advertisers Workshop on "Merchandising to Selected Markets," Mr. La Rosa—whose company markets America's largest selling brand of spaghetti, macaroni and egg noodles—described how retailers respond to a three month community newspaper promotion combining chopped meat and spaghetti, and chicken and egg noodles.

"We felt the response in store cooperation as retailers tied-in with our ads, and in sales results," said Mr. La Rosa. "Store interviews definitely confirmed the fact that these ads had caught the consumers' attention."

Allowing that part of the reason La Rosa uses suburban newspapers is that in many communities the La Rosa plant is a home-town operation, and local newspaper advertising shows the company to be a good neighbor and responsible citizen, the main purpose of the promotion, he said, was to "give super-

markets and stores a number of promotional opportunities."

"They could, and did, use La Rosa point-of-purchase material in the meat department, cross-plugged with the grocery department," recalled Mr. La Rosa. "Conversely, shelf talkers in the grocery department plugged the specials on chopped meat and chicken in the meat department. Retailers could also promote the combinations elsewhere in the store, at their option."

Most supermarket meat departments are proprietary, the speaker pointed out, and retailers welcome a traffic-building promotion that moves meat and chicken.

A typical example of retailer cooperation was the Boston sales area, where La Rosa supplied literally hundreds of island displays to stores just before the appearance of the ads in local papers. Overall results, measured against the comparable period of the year before, showed sales were "up sharply" as about 85% of the stores carrying La Rosa brands joined the promotion.

"This is as good as any promotion we've ever run to date," commented Mr. La Rosa.

Three aspects of community newspaper advertising were described as "needing improvement" by Mr. La Rosa. He said that one problem faced by advertisers is "to make sure community papers get circulated and read before the customer goes shopping, not after."

Another was the lack of merchandising support available. "So far, only about 20% of the community papers we are using seem to understand the importance of merchandising activities, and aggressive promotion, the way big city dailies do," he said.

The third problem was worded as a question, "Why don't more publishers get together and give the advertiser a group line rate when he buys several papers at once?"

Mr. La Rosa concluded by predicting that community newspaper's would play an important part in his company's future advertising plans.

Doing the Twist

Employees of the Ideal Macaroni Company, Bedford Heights, Ohio spend a good portion of their working hours "doing the twist." President Leo Ippolito advises he hasn't introduced a "dance break" in lieu of coffee but rather has introduced a new macaroni item known as the "Ideal Twist." This fancy shape is made on an intricate machine at the Ideal plant which is also doing the twist.

He who has a thousand friends has not a friend to spare. All Ibn-Abu-Talib.

THE MACARONI JOURNAL

CLERMONT'S TWIN HEAD PRESS PRODUCES 2,400 lbs. of **SHORTCUT** per hr.



CLERMONT VMP-4-A-T SHORTCUT MACARONI PRESS

Twin Head for **TOP PRODUCTION**

with slow extrusion for **HIGH QUALITY**

Large mixer and screw for **UNIFORM PRODUCT**

PHONE or
WRITE
FOR ADDITIONAL
INFORMATION

Clermont
MACHINE CO., INC.

Tel: 212 EV.7-7540 280 Wallabout St., Brooklyn 6, N. Y.

The Food Industry: Its Contributions & Continuing Responsibilities

Remarks of Paul S. Willis, president of Grocery Manufacturers of America at their 53rd Annual Meeting

THE theme for the meeting is timely. We consider it appropriate to present a program that will describe the growth of the industry, its contributions to our economy, and what management considers its continuing public responsibilities.

We consider it essential to present this program in view of the recent criticisms which have been falsely directed at this industry, presumably because of existing misinformation or the lack of adequate understanding of why manufacturers do certain things.

Splendid Record

The food industry has a splendid record of accomplishment in the public interest. We want the people to be informed about this, and to know about the unending efforts of management to give the consumer better products, greater varieties, bigger values, more time-saving conveniences, and higher standards of living.

I shall briefly review the fabulous growth of this industry during the past 20 years and comment upon some of its contributions. Because we do not have the once-a-year new model cars, our daily progress has obviously not created the same amount of excitement. Our industry's growth has been a steady one with new products, new packages, new recipes and many other new innovations appearing on the scene almost daily.

Perhaps the best way of describing the industry's growth and contributions is to draw a few comparisons between what we have now, compared to 20 years ago.

Food consumption expenditures in 1961 will total about \$78 billion compared with \$16 billion.

Today's homemaker selects her groceries from an assortment of some 8,000 items compared with 1,000 items. Two-thirds of today's items are either new or were materially improved within the last ten years.

Today's homemaker prepares her three daily meals of nutritious, tasty foods in 1½ hours compared with an earlier time requirement of 5½ hours.

Today's food products in many instances are far superior in nutrition, tastiness, safety, variety, and reliability of quality.

Today's new household items with their built-in maid services provide many time-saving devices which have materially lightened the homemaker's chores.



Paul S. Willis

Today's beautiful super markets offer consumers a one-stop shopping place for their complete grocery basket.

We could state many additional examples, but these are sufficient evidence of progress.

Stabilized Prices

In connection with all of this progress, it is with great pride that we make the following additional statement: The American homemakers obtain these better quality foods with all their conveniences at prices which are no higher today than they were in 1952. This statement becomes all the more significant when you consider that the overall cost-of-living index rose 12% during this time. Were it not for the stability of food prices, this overall cost-of-living index might easily have risen 15%.

The stability of food prices along with increased wage rates has produced another favorable result. In 1947 the average factory employee worked 61 hours to earn enough money with which to buy the government's monthly standard grocery basket. In 1960 he needed to work only 38 hours. Translated this means that after the factory employee works 38 hours to earn the money for his monthly grocery bill, he still has the remaining 23 hours of earnings left over with which to buy more and better quality foods and other things. This has all happened within the short space of 14 years.

The fact that this industry has so successfully stabilized prices means that

consumers, today, spend only about 20% of their disposable income for food. This leaves them almost 80 cents out of the dollar with which to buy other things such as clothes, refrigerators, automobiles, appliances, recreation, education. When you consider that in many of the free nations consumers spend as much as 50% of their disposable income for food, it is easy to see the vital role this industry has played in the economic growth of our country, and its contributions to our higher standard of living.

We can really say that the food industry has made the greatest single contribution to the economic growth of this country by reason of fact that the people, as stated, have about 80 cents left out of their dollar with which to purchase other things after buying their groceries. Just think for a moment where our economy would be if we, too, had to spend 50 cents out of our dollar for food. Probably our living standards would be about the same as they are in other countries, where the family automobile and many other things, which we here take for granted, are the exceptions.

One additional comment, and this may surprise you: The combined net rate of profit which the manufacturers and distributors take out of the consumer's grocery dollar amounts to a little less than 4 cents. Twenty years ago, it was 6 cents.

Continuing Responsibility

I have described the industry's growth and some of its contributions to the public. Next, I would like to comment upon management's continuing responsibility, and what are some of the things the public can rightfully expect from manufacturers.

The public can rightfully expect that the food provided by the manufacturers is properly identified by trade mark, that it is safe, properly packaged, truthfully labeled, nutritious, tasty, reliable quality, truthfully advertised, and conveniently available at reasonable prices. Moreover, the public can rightfully expect manufacturers to continue their research for the purpose of improving old products, creating new ones, new uses, new recipes, and so on.

It is against this background of the industry's contributions and acknowledged public responsibilities that we present our program. We purposely se-

(Continued on page 30)

✓ CHECK AND FILE THIS IMPORTANT INFORMATION FACT FILE ON ENRICHMENT

The minimum and maximum levels for enriched macaroni products as required by Federal Standards of Identity are as follows:

ALL FIGURES ARE IN MILLIGRAMS PER POUND

	Min.	Max.
Thiamine Hydrochloride (B ₁)	4.0	5.0
Riboflavin (B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30-50% losses in kitchen procedure.

Suggested labeling statements to meet F.D.A. requirements:

For macaroni, spaghetti, etc., from which cooking water is discarded—Four ounces when cooked supply the following of the minimum daily requirements:

Vitamin B ₁	50%
Vitamin B ₂	15%
Iron	32.5%
Niacin	4.0 milligrams

For short-cut goods from which cooking water is not usually discarded—Two ounces when cooked supply the following of the minimum daily requirements:

Vitamin B ₁	50%
Vitamin B ₂	10.5%
Iron	16.2%
Niacin	3.4 milligrams

for batch mixing
ROCHE* SQUARE
ENRICHMENT WAFERS



Each SQUARE wafer contains all the vitamins and minerals needed to enrich 100 lbs. of semolina. They disintegrate in solution within seconds . . . have finer, more buoyant particles . . . and break clean into halves and quarters. Only Roche makes SQUARE Enrichment Wafers.

*ROCHE—Reg. U. S. Pat. Off.

for mechanical feeding
with any continuous press
ENRICHMENT PREMIX
containing ROCHE VITAMINS



1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the levels required by the Federal Standards of Identity. If you use a continuous press, get the facts now on mechanical feeding of enrichment premix with Roche vitamins.

VITAMINS ROCHE

For help on any problem involving enrichment, write to

Fine Chemicals Division • Hoffmann-La Roche Inc. • Nutley 10, N.J.

Enrichment Wafers and Premix Distributed and Serviced by Wallace & Tiernan Co., Inc., Belleville 9, New Jersey

ENRICHMENT DATA

The Food Industry—

(Continued from page 28)

lected some of the areas where misinformation seemingly exists and we hope that our discussions will promote better understandings. Why do we have trade marks and what do they mean to the public? How do we find out what consumers like? Why we invest so heavily in research. How new products help to raise our standard of living. What advertising means to the public. How modern packages give improved product protection, and so on.

It is important that the public has a greater understanding of these things and to realize that this industry's fabulous growth didn't just happen.

Population increases and also some price increases have added to the total consumption dollars, but these are not the only major factors contributing to the growth. This extra growth has occurred mainly because of the many things we have done together from farm to table: the great improvement in growing farm food crops, heavy investment in research, new and improved products, modernization of plants, new equipment, distribution, automation, education, advertising, promotions, and, importantly, the beautiful super markets where all these products are available to the public, conveniently, attractively, and at reasonable prices.

There are numerous other contributing factors, and I shall mention two additional ones:

One is that the public has a much better understanding and appreciation of the value of nutrition, good eating, and balanced meals, and what they mean to good health and better living.

The other one, I refer to the great value that has come from the fine teamwork cooperation which exists between GMA and the efficient distributor associations. Working constructively together, we have been able to do a lot of things to increase operating efficiencies, thereby providing improved services and lowering the costs of moving goods from factory to table.

Food Retailer Lauds Industry Cooperation

The men who process America's food heard a man who sells it cite the need to be more informative to the public and thereby "anticipate legitimate consumer curiosity."

George W. Jenkins, president of the 73-store Publix Super Markets, Lakeland, Fla. and president of Super Market Institute spoke on "How Manufacturers and Distributors Can Work Together in the Public Interest" at the GMA meeting.

"I am sure," he said, "that when we find the most effective ways of telling our story to each of our different publics, we will do a good job of it. We shall regain much ground that has been lost because the public has been ill-informed about what we have accomplished. It will be a difficult job—because food, while something almost everyone enjoys, is also too often taken for granted."

Mr. Jenkins paid tribute to the cooperation existing between the manufacturers and distributors which, among other things, results in the booklet issued by GMA and the six national distributor associations under the title "Trade Practice Recommendations for the Grocery Industry."

He described this booklet as the framework for improving distribution methods, lowering operational and promotional costs, and generally rendering better service to the consumer.

"The convenience of the one-stop shopping facilities we offer the public," he said, "evolved so gradually that everyone accepts them without thought of the pioneering risk that went into their development. The convenience foods that took the housewife out of the kitchen for hours of new leisure are accepted with no knowledge of the costly research that preceded their introduction to the market."

Noting the attacks on packaging and labeling practices, Mr. Jenkins urged the grocery manufacturers not to wait for attacks. He suggested that they anticipate legitimate consumer curiosity and questions by giving them the facts right on or in the package.

"I'm not a manufacturer or a packaging expert," he said, "but as a retailer it seems to me that the best way to talk to the consumer is by way of the package itself. And your merchandising people must be capable of coming up with some dramatic and interesting messages."

"Food is more than a mere vehicle of profit—it is an instrument for the national health and well-being—it may well be a weapon for our survival as a nation!" he said.

"The food industry has made great contributions to the American standard of living. It has assumed great responsibilities, and it will meet the challenge of responsibilities yet to be placed before it. It will do so, I think, in a far more intelligent and unified manner than it has ever done in the past."

Comment—(Continued):

Albert Ravarino, Ravarino & Freschi of St. Louis, a vice president of NMMMA, observes:

The macaroni industry in 1962 should continue to enjoy its fair share of the food industry dollar.

The consumer will continue to look upon our products with high regard and increasing usefulness only if we continue to make the product attractive in taste, packaging and nutrition.

An early and diligent concentrated effort will be imperative to encourage a large durum wheat crop and one that can be protected to satisfy our own domestic needs first.

An early house cleaning of packaging irregularities will help prevent the "black-eye" with which some of our Federal authorities are presently so anxious to embarrass and belittle any part of the greatest food industry in the world—by far.

Scientific discoveries in food nutrition continue to unfold more favorable values of macaroni foods and this may prove to be our greatest ally.

In 1962 we might count our blessings a little more often and contribute some unselfish effort or ideas as to how we might help relieve the hunger pains of so many people around the world, many not too far from our country's borders.

Grass Celebrates 50th Anniversary

A Chicago enterprise has produced enough noodles to wrap around the world 111 times according to a newspaper columnist. The concern is the I. J. Grass Noodle Company celebrating its fiftieth year in business. President Irving Grass had to get a computer to produce these statistics from production data dating back to 1911.

The company actually was started by Sophie Grass and her husband in their delicatessen store. Demand for the noodles became so insistent that they decided to close the store and concentrate on the making of noodles. Early deliveries were made on bicycles by Irving and his brother Sid.

Today fleets of trucks distribute the noodles and the firm's soups, mixes which it introduced in 1939 throughout the nation.

Donald Grass, Irving's son, has disclosed the company is planning an aggressive advertising campaign built on the theme that noodles represent a low calorie diet. Their soups are advertised nationally with the slogan: "Let Mrs. Grass make the soup at your house."

A reception for the many friends and associates of the Grass boys was held during the National Food Brokers Association convention in Chicago.

THE MACARONI JOURNAL



If it's
MARKET ANALYSIS,
you get it from
International!

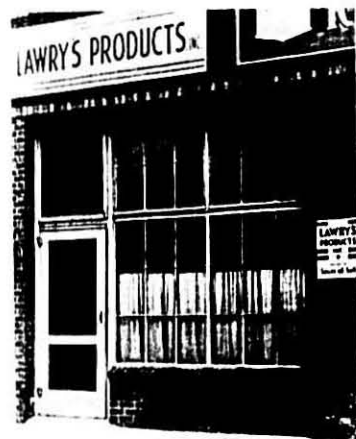
Whether it's information on new durum varieties, surveys on wheat quality and availability, techniques and procedures in bulk handling, or the latest market news, International consistently brings you the most recent factual data available. You'll be well-informed and well-supplied when you order durum products from . . .

Saint Paul, Minnesota

Baldwinsville, New York

International
MILLING COMPANY
DURUM DIVISION

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA



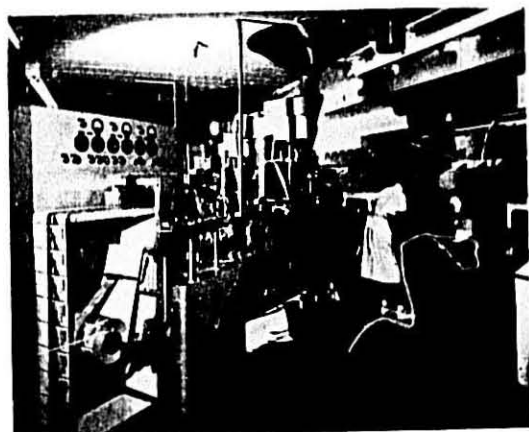
From these humble beginnings . . .



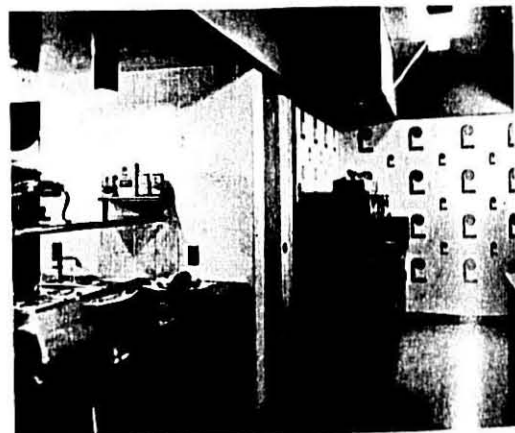
LAWRY'S FOODS CENTER

Lawry's Products, Inc., the forerunner of Lawry's Foods, Inc. first began producing the now famous Lawry's Seasoned Salt in 1938 in the modest factory on Mateo Street pictured on the left.

On September 26, 1961, the company opened its dramatic new Lawry's Food Center, 568 San Fernando Road, Los Angeles, California. This new edifice now houses all the operations of the firm which now manufactures and distributes many special food products including Seasoned Salt and Pepper, salad dressings, and spaghetti sauce mix.



In the packaging room: sauce mixtures are wrapped in foil.



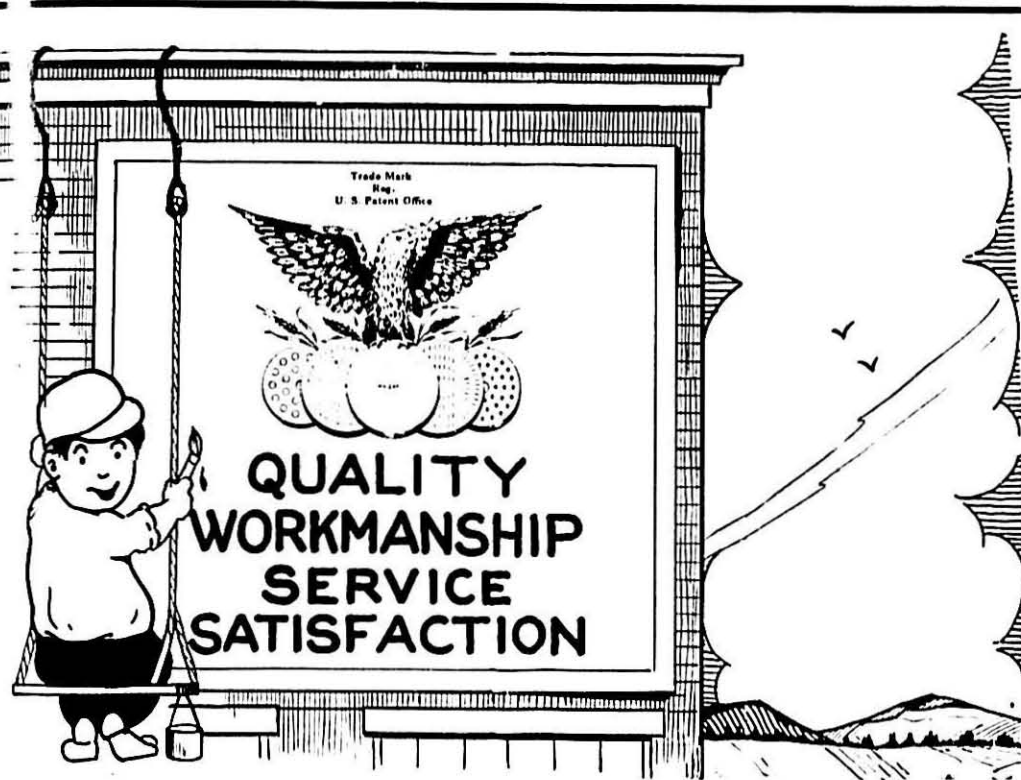
Test kitchen: recipes for promotional work, and product development are worked out here.



Simulated super market gives realistic surroundings for testing advertising and merchandising ideas.



Home economics library provided over by Mabel Sherrill, Director of Consumer Services, and colleagues.



EXTRUSION DIES FOR THE FOOD INDUSTRY

Makers of



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

Looking for Lenten Ideas?

LOOKING for new ideas for Lenten menus? Take a look at these tempting recipes which feature elbow macaroni, spaghetti and noodles. The casserole is a delicious tasting, eye-appealing combination of elbow macaroni, tuna, chives and olives, baked in a celery sauce. Fish sticks in a vegetable sauce are featured in the spaghetti suggestion, while fish sticks with tartar noodles is also a delightful combination.

Fish sticks as a main course with either macaroni, spaghetti or egg noodles as a side dish make a delicious meal, and in March Booth Fisheries Corporation is offering free spaghetti with the purchase of two packages of Booth Fish Sticks in 37 markets. The consumer offer will be made in newspapers, while the program will be advertised in mid-February to the trade in Food Mart News, Supermarket News, Cooperative Merchandiser, Frozen Food Age, and Quick Frozen Foods.

Tuna Olive Macaroni Casserole (Makes four-six servings)

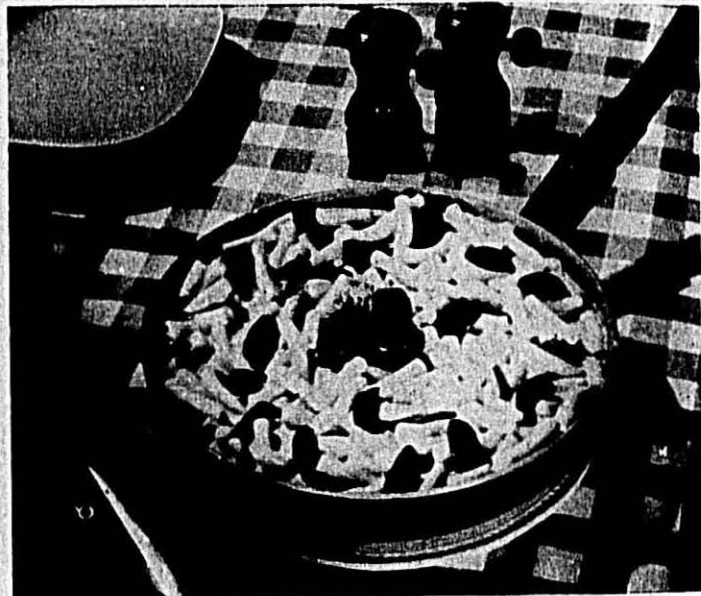
1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
1 can (10½ ounces) condensed cream of celery soup
1 2/3 cups (large can) undiluted evaporated milk
2 cans (6½ to 7 ounces each) tuna, drained
¼ cup chopped pimiento-stuffed olives
¼ cup chopped chives
Salt and pepper to taste.

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

Meanwhile, combine condensed soup and evaporated milk; mix well. Combine macaroni, evaporated milk mixture and remaining ingredients; mix well. Turn into buttered two-quart casserole. Bake in moderate oven (350 degrees) 30 minutes.

Spaghetti and Fish Sticks (Makes four-six servings)

1 can (1-pound) cream-style corn
3 tablespoons chopped scallions
1 medium-sized onion, chopped
3 medium-sized tomatoes, diced
¼ teaspoon pepper
1 teaspoon salt
1 teaspoon curry powder
2 packages (8-ounces each) frozen fish sticks



Tuna-Olive-Macaroni Casserole.

1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti

Combine corn, scallions, onion, tomatoes, pepper, teaspoon salt and curry powder; cook 10 minutes, stirring occasionally. Add fish sticks; cover and cook over low heat 10 minutes.

Meanwhile, add one tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve fish sticks and sauce with spaghetti. Preparation time: Approximately 20 minutes.

Fish Sticks with Tartar Noodles (Makes four servings)

1 tablespoon salt
3 quarts boiling water
8 ounces wide egg noodles (about 4 cups)
2 tablespoons chopped parsley
1½ tablespoons capers
¼ cup chopped pimiento-stuffed green olives
1/3 cup sweet pickle relish
3 tablespoons lemon juice
¼ cup mayonnaise
1 10-ounce package frozen fish sticks

Add one tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook

uncovered, stirring occasionally, until tender. Drain in colander.

Combine noodles, parsley, capers, olives, pickle relish, lemon juice and mayonnaise. Mix well and turn into greased, shallow one and one-half-quart casserole. Top with fish sticks. Bake in hot oven (425 degrees) 12 to 15 minutes, or until fish sticks are done.

Twisted Geography

Norman Hearn of Bethesda, Maryland, tells about Peter, age four, whose favorite food was spaghetti. Only Peter never called it anything but "getty."

It wasn't till he went visiting in Italy with his grandmother that he learned to call it spaghetti. Then, one day, when he and his Italian friends were talking about battles, Peter piped up and said, "Close to where I live in the United States there's a big battle-field with lots of guns. It's called 'Spaghettisburg.'"

Perfect Pasta

The New York Times is quoted: "For the best spaghetti and macaroni, choose a pasta that is slightly rough in texture and with a yellow cast in the color. The strands should snap off clean, without splintering, when broken. These characteristics are typical of pasta made with hard durum wheat."

THE MACARONI JOURNAL



New Key to
Macaroni
Profitability

ADM

Ardex 550

new protein supplement

ARDEX 550 is a totally new protein supplement. New ARDEX 550 is unbelievably bland . . . neutral in taste, odor and color. Yet it offers the economy, functional properties and nutritional quality of soy flour.

With ARDEX 550 you can boost the nutrition and tolerance to overcooking of all your products without altering flavor . . . or increasing costs. In prepared foods, as well as standard and specialty products, these features add premium appeal.

ARDEX 550 also keeps foods firm and fresh far longer on a steamtable. This important benefit—coupled with nutritional economy—makes ARDEX 550 especially attractive for school lunch, restaurants and other institutional foods.

And ARDEX 550 is a big boon in canned and frozen macaroni products, giving them the appearance, firmness and taste appeal of a freshly baked casserole.

Yes, now ARDEX 550 enhances all macaroni products—spaghetti, macaroni and noodles. It gives them a strong competitive edge over ordinary products. So don't delay . . . write, wire or call ADM today for more information on ARDEX 550. Learn how it can boost your sales and profits.

Ardé says: *Serve the best from first to last!*

**Archer-
Daniels-
Midland**

700 Investors Building
Minneapolis 2, Minnesota



for specialty and standard products



for prepared products



for institutional programs

New Plant, New Name

After fifty years of operation, Skinner Manufacturing Company is changing its name to Skinner Macaroni Company. The change in company name was voted at a stockholders' meeting, October 27th.

In his discussion before the group, President Lloyd E. Skinner said, "The new name is descriptive of our product. Many times in the past our company has been called Skinner Macaroni Company. The name, Skinner Manufacturing Company, gives people no idea of what product we make. Some have difficulty associating it with food products. It is appropriate that the change in company name should be made at the approximate same time that we are moving into our new macaroni plant." Mr. Skinner also told the stockholders that he expected the new plant to be in operation by January 1, 1962.

New Monosodium Glutamate Plant

Hercules Powder Company has announced it will build a multi-million-dollar plant to produce monosodium glutamate (MSG), utilizing a new low-cost fermentation process which is the result of several years of research.

The plant will be built adjacent to existing Hercules facilities at Harbor Beach, Michigan, and will have an initial capacity in excess of five million pounds a year. Wheat starch produced at Harbor Beach will be used as the low-cost basic raw material in the fermentation process.

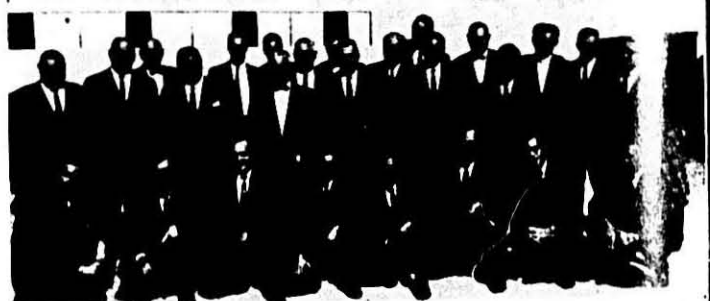
MSG is a flavor enhancer for food used not only by home, hotel and restaurant cooks to bring out the finest flavor of foods but also by processors of most canned and frozen foods.

Swiss School

The Swiss Macaroni School at St. Gall successfully finished its fifth course during the period of November 20 to



Macaroni students pictured after finishing their courses at the Swiss Macaroni School at St. Gall



San Giorgio Macaroni sales representatives pose before the new reconstruction of the LeLanon, Pennsylvania macaroni plant damaged by fire in 1960. After a sales meeting at the new Lebanon Tree-way Inn they had a conducted tour of the plant

December 15. Classes were conducted in the German language and were attended by some 19 plant-managers and technical staff members of macaroni firms from Switzerland, Austria, Germany and France. One important firm has sent staff people to this professional school for the third time.

Well known macaroni specialists as Dr. Hummel Gstaad, and Project-Engineer Robert Ernst of Buhler Brothers, Uzwil, presented interesting talks on macaroni manufacturing. Thermodynamics and drying problems were the main subjects. Visits to several of the most modern macaroni factories in Switzerland and Italy were highlights of the course.

Much new experience was picked up during these days which was highly appreciated by all of the participants. No doubt this will encourage the school management to conduct another seminary in the not too distant future.

Milan Packing Fair in June

The Italian Food Machinery Manufacturers Association has announced that it will not take part in the Milan Fair any longer. The machines of this category will be exhibited with a bi-annual rotation during the IPACK ex-

hibition (machines for the packaging industry) which from this time on will be called IPACK-IMA. The first exhibition under this firm will take place from the first to the ninth of June, 1962. The location will be the same as the Milan Fair Grounds. This new organization has the advantage that the food machinery will be shown in a specialized exhibition which will be attended by specialized visitors only. There will be more exhibition space available for the individual companies.

The move will tend to alleviate the crowded conditions that accompany the Milan International Trade Fair when accommodations are tight and even meal procurement provides difficulties. Another advantage will be that the weather in June is usually mild and nicely regular instead of the heat that may occur in April which is the time of the Milan Fair.

Buitoni Sings Opera

Giovanni Buitoni, canteur and actor, fulfilled a long ambition when he made his concert debut at Carnegie Hall in New York City. He played to a full house and was tended by invitation only.

Appearing on the program were four Italian operatic duets and a solo aria. Buitoni was paired with operatic soprano Anna Maria Buitoni. The duet was from "Don Giovanni," and it is noted that "as Don Juan made up for the lack of singing with the ardor of his role."

Mr. Buitoni heads the Italian corporation Buitoni-Pertusini.

Interesting Statistics

There are 121 five-strand macaroni forkfuls in every one-pound package of Canepa's Red Cross Spaghetti. "Count them," urges a recent ad.

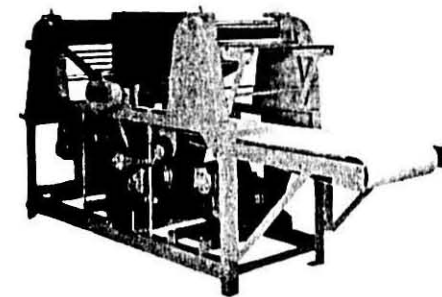
JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in 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.



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses

Manufacturers of ravioli and tamale machines.

40 Years Experience
Bianchi's Machine Shop
221 Bay Street, San Francisco 11, Calif.
Telephone Douglas 2-2794

READ
the
MACARONI
JOURNAL



in March—for Convention Coverage:

Macaroni Packaging Seminar.

in April—43rd Anniversary Issue.

RESEARCH MEANS PROFITS

Concentration on the trend towards CONVENIENCE FOODS by using the complete research facilities of Hoskins-Food Technology, Inc. laboratory and plant to develop new or better products.

HOSKINS COMPANY

Telephone: Empire 2-1031
P.O. Box 112 Libertyville, Ill.

WAY BACK WHEN

40 Years Ago

• **Lent: A Macaroni Season.** M. J. Donna notes that the Lenten season should be harvest time for macaroni manufacturers. This foodstuff will supply the wants of the season and no opportunity should be lost in making this point known to the thousands of housewives who will welcome your advice. Lent presents opportunity. It's up to each individual in the industry to grasp it.

• **A special tariff convention held by the National Association of Manufacturers in Washington, D.C.,** issued the statement: "If the hardships of unemployment and its attendant evils are to be removed, it is essential that there shall be a prompt return to a policy of protection for American labor on the farm, in the mine, and in the factory; and to make such protection effective under the new and altogether unprecedented economic conditions now prevailing in competing countries, it is imperative that the American valuation method of assessing ad valorem duties should be incorporated as a basic administrative principle of the Tariff Act."

• **B. F. Huestis, president of NMMA,** observed that macaroni business had increased slightly but volume was insufficient for the many new factories which have started up all over the country. He observed that slack-filled packages and price cutting were evils that would dwindle when quality manufacturers would advertise rather than sell customers from a mammoth sample trunk. Quality, he said, is the answer to low price.

30 Years Ago

• **Future policy was discussed at the Winter Meeting held in Chicago January 26.** During 1931 membership in the Association was made contingent on subscription to the Macaroni Advertising Campaign with the result that some former members were eliminated and with the final result that the advertising fund was closed out.

• **Frank Traficanti of Chicago proposed a plan of selected members applying to firms that were willing to support selected activities.**

• **John Ravarino of St. Louis called for an Association "with teeth."**

• **R. B. Brown of Chicago suggested a separate section for packagers and another for bulk producers, while A. J. Fischer of Pillsbury Mills urged the two sections to get together in the national association.**

20 Years Ago

• **The war and the anticipated restrictions and regulations on production and distribution concerned the Chicago conference meeting January 26, 1942.**

• **The morning session conducted by President C. W. Wolfe was given over to a study of the testimony presented by counsel on the National Macaroni Manufacturers Association at the several hearings on proposed Standards of Identity for macaroni products.** Enrichment was held in abeyance. Director of Research Benjamin R. Jacobs pointed that little consideration was given the industry's contention that while the national average consumption of macaroni foods is low, it is relatively high among all low-income groups and especially so among Italian, Polish and Jewish national groups.

• **Labeled as "the food industry's fastest growing baby" the exhibit of the Chef Bolardi Food Products Company at the National Food Distributors Association exposition attracted much attention.** In addition to its line of canned spaghetti, prepared sauces and dinners, the Bolardi firm exhibited its newly developed dehydrated foods.

• **The Mission Macaroni Company of Seattle, Washington, offered a 2 1/2 cents National Defense Stamp with every purchase of 12 packages of its products.**

10 Years Ago

• **The importance of good marketing practices were emphasized by President C. Frederick Mueller at the Winter Meeting held at Hotel Flamingo, Miami Beach, Florida.** He observed that a near record year in the industry was completed in 1951 with total production nine per cent above the previous year.

• **He also noted the prospect of continued government price control at least to mid-year and that the ceiling prices authorized in the fall of 1951 was the last increase in sight in view of the fact that raw material prices have softened.**

• **John Betjemann of the A. C. Nielsen Company described how market research operates.**

• **Charles D. Huyvetter of Topics Publishing Company used charts of facts and figures in presenting "A Study of Food Selling and Merchandising Problems."**

• **Hal Jaeger, marketing director of the Can Manufacturers Institute, discussed how promotion and public relations can build a stronger industry.**

CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application
Want Ads.....75 Cents per line

FOR SALE—Buhler Press, like new. Box 175, Macaroni Journal, Palatine, Ill.

FOR SALE—Ambrette Press with Spreader. Box 178, Macaroni Journal, Palatine, Ill.

FOR SALE—Used Senzani Spaghetti Cutter. Box 181, Macaroni Journal, Palatine, Ill.

WANTED—Used, Mixer 300 lb. capacity, Kneader and Bowtie Machine. Box 187, Macaroni Journal, Palatine, Ill.

INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A.	25
Ambrette Machinery Corporation	22-23
Archer-Daniels-Midland Company	35
Bianchi's Machine Shop	37
Braibanti Company, M. & G.	6-7
Buhler Corporation, The	Cover III
Clermont Machine Company, Inc.	27
Commander Lubbock Milling Co.	12-13
DeFrancisci Machine Corporation	18-19
General Mills, Inc.	Cover IV
Hoffmann-La Roche, Inc.	29
Hookins Company	37
International Milling Company	31
Jacobs-Winstan Laboratories, Inc.	37
Macaroni Journal	37
Maldesi, D., & Sons, Inc.	33
Pavan, N. & M.	15
Rossetti Lithograph Corp.	Cover II
Russell Miller-King Mides Mills	17
U.S. Printing & Lithograph	9

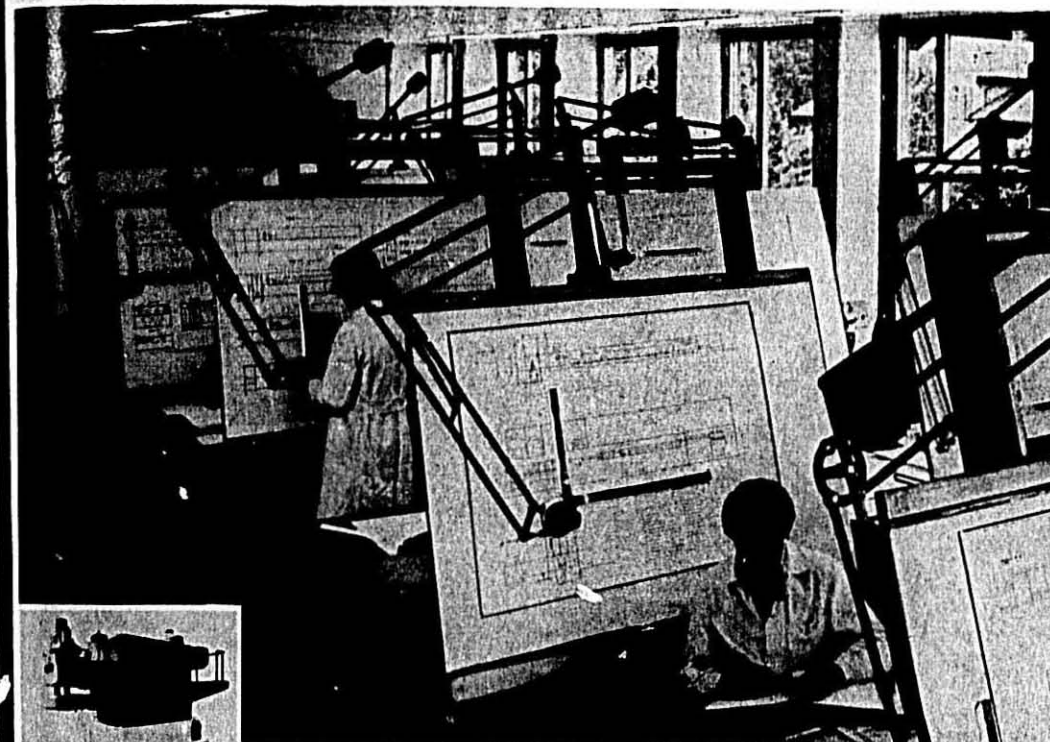
New Appointment

K. J. Forbes, president of Catelli-Habitant, Ltd., has announced the appointment of D. W. Dyson as company vice president. Prior to joining Catelli-Habitant, Mr. Dyson was president of Dyson's, Ltd., which firm's assets were purchased by Catelli Food Products Ltd., in 1960.

Director Named

E. B. Frost, retired western vice president of Ogilvie Flour Mills Company, Ltd., has been appointed a director of Catelli Food Products, Ltd. Mr. Frost is a vice president and director of Manitoba Cold Storage Company Ltd., a director of McGavin Bakeries Ltd., and Canada Grain Export Company, Ltd. The appointment was announced by Paul Bienvenu, president

THE MACARONI JOURNAL



Presses



Automatic Spreaders



Automatic Long Goods Dryers



Automatic Short Goods Dryers



Automatic Cutters

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

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

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

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

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

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

Complete Macaroni Plants by BUHLER

Sales Offices: NEW YORK CITY—230 Park Avenue (MU 9-5445)
CHICAGO—Room 515, 327 South LaSalle Street (HA 7-5735)

Sales and Service Representatives: LOUISIANA: Arthur Kunz, 10200 Pressburg St., New Orleans (CH 2-4139)
CALIFORNIA: Hans Zogg, 1715 Juarez Avenue, Los Altos (YO 7-7556)
WASHINGTON: Ben Borg, 8056 Sunnyside Avenue, Seattle 3 (LA 2-5418)

THE BUHLER CORPORATION
8925 Weyzata Blvd., Minneapolis 26, Minn.
Phone: Liberty 5-1401

BUHLER BROTHERS (Canada) LTD.
111 Queen St. E., Toronto 1, Ontario
Phone: EMpire 2-2575



MACARONI USA

Betty Crocker Presents Macaroni New England Style

One ingredient of the
New England influence: elegant
sea food from the oceanside!



MACARONI NEW ENGLAND STYLE

3 slices fresh bread	1 cup finely grated
2 tbsp. butter	Cheddar cheese
1 pkg. (7 or 8 oz.)	Creamed Sea Food and
small shell macaroni	Mushroom Sauce

Finely crumb bread with fork and brown lightly in butter. Then cook macaroni following manufacturer's directions and drain. Immediately lightly toss cooked macaroni with cheese until all cheese is melted.

To serve: Spoon macaroni onto a warm plate in a ring around bowl of Creamed Sea Food and Mushroom Sauce which has been sprinkled with bread crumbs and garnished with parsley. About 6 servings.

CREAMED SEA FOOD AND MUSHROOM SAUCE

1 can (8 oz.) button mushrooms (reserve liquid)	pinch of nutmeg
1/4 cup butter	mushroom liquid plus enough water to make 1/2 cup
1 tbsp. minced onion	1 1/2 cups commercial sour cream
1 tbsp. chopped chives	1 can (5 to 7 oz.) flaked crabmeat, lobster or clams
1 tbsp. chopped parsley	2 egg yolks, slightly beaten
1/4 cup GOLD MEDAL "Kitchen-tested Enriched Flour"	1 tbsp. sherry flavoring
1 tsp. salt	
pinch of cayenne pepper	

Slice mushrooms and sauté in butter with onions, chives and parsley until onions are transparent. Remove from heat. Stir in flour, salt, cayenne pepper and nutmeg. Cook over low heat until smooth and bubbly. Remove from heat. Stir in mushroom liquid. Bring to boil; boil 1 min., stirring constantly. Remove from heat. Blend in, in this order: sour cream, crabmeat, egg yolks and sherry flavoring. Bring just back to boil and serve immediately.

Success tips:

1. Macaroni is best when cooked just before serving, and is slightly chewy. Do not overcook.
2. Stir sauce mixture constantly after mushroom liquid and water are added.
3. Do not boil sauce after sea food and sour cream are added, otherwise flavor of fish is lost and sour cream will curdle.

Macaroni (tossed with golden cheese) in company with sea food and a mushroom sauce balanced with sour cream, sherry flavoring and buttered crumbs.

Once again in support of the National Macaroni Institute's "A Salute to the 50 States," General Mills and Betty Crocker offer you and your customers this exciting new main-dish creation with a New England flavor. Macaroni New England Style has met the standards in the Betty Crocker Kitchens and in homes in New England. Another delightful recipe pointing up the imaginative, easy, delicious ways of serving macaroni products.

To serve the macaroni industry is a source of pride and pleasure for General Mills, a leading producer of the finest Semolina and Durum flours. Look for more recipes from Betty Crocker in our Macaroni U.S.A. program to help you increase your profits through the broadened use of your products.

For more information on this Betty Crocker recipe program ask your Durum Sales representative or write...

DURUM SALES
MINNEAPOLIS 26, MINNESOTA

