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JOURNAL**

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Macaroni Journal

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NATIONAL
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ASSOCIATION



JUNE, 1963

Plant Operations Forum



THE H. K. SY COMPANY
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Research—Its Importance to the Macaroni Industry on page 6.

Restaurant Trends—"Stuck a Feather in His Hat" on page 8.

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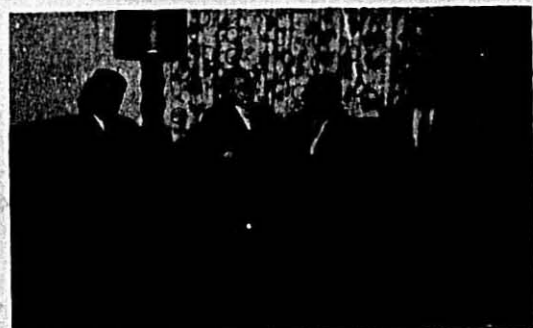
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Board Considers Hoskins Proposal



In New York, Roger Di Pasco, Emanuele Ronzoni, Jr. and Al Ravarino discuss research ideas with Charles Hoskins. Around the table for a directors meeting are Albert Wels, Ray Guerrisi, Kenneth Forbes, Jim Winston, John Zerega, Jr., Fred Mewhinney, Frank Dierson, Ed Toner, Al Ravarino, Bob Cowen, Vincent F. LaRosa, Lloyd Skinner (standing), Les Thurston, Jack Wolfe talking to Horace P. Giola and Peter J. Viviano, Roger Di Pasco, Charles Hoskins. Present at the meeting but not pictured were Ralph Sarli, Paul Vermylen, Sam Arena, E. Ronzoni, Jr. and Bob Green.

ON APRIL 25, the Board of Directors of the National Macaroni Manufacturers Association met at the Roosevelt Hotel in New York City to consider a proposal for a macaroni research program by Charles Hoskins.

Mr. Hoskins stated the purpose of the program is to study the physics and chemistry of raw materials and processing techniques to see how they affect macaroni cooking quality. It would also develop methods for maintaining good cooking quality at reasonable cost under all conditions of raw material supply.

The second purpose to the program, he stated, would be to obtain the basic scientific knowledge which would form the foundation for guidelines in durum breeding, new processes and improved products.

Changes Cited

In citing the need for such a program, Mr. Hoskins observed profound changes in the industry have increased the need for precise scientific knowledge of raw materials and processing and their effect on macaroni cooking quality. He noted that in the last ten years the supply of top quality durum has been insufficient for the needs of the industry more than half the time. This has been caused by rust, sprout damage, drought, and purchases by foreign countries. Each time there has been a shortage of durum, the price of raw materials has been drastically increased and the quality of macaroni has dropped. In some cases, this drop in quality has been accompanied by interruptions in the steady climb in per capita consumption.

The durum breeders have been developing new varieties of durum wheat

to be grown in the United States. Emphasis has been on color, rust resistance, yield per acre, and certain physical characteristics of gluten, he said. There has not been a clear understanding between macaroni manufacturers of the desirable characteristics necessary for good cooking quality of the macaroni. A precise definition of cooking quality and an understanding of the relationship between raw material characteristics and cooking quality would greatly aid durum breeders in developing desirable varieties.

He declared the greatest growth of consumption in macaroni products has taken place in the area of convenience foods, such as dried dinners, frozen dishes, canned spaghetti, and dried soup mixes. To tailor-make products for these uses and use in the institutional trade, a greater understanding of the raw materials and the cooking process is required, he observed.

Proposed Plan

The proposed plan of research would (1) define cooking quality in scientific terms; (2) determine how raw material characteristics affect cooking quality; (3) work out methods of obtaining high quality under all raw material supply conditions.

To study changes during processing and cooking, selected samples would be manufactured into spaghetti, dried, and cooked. The chemical and physical changes taking place during processing, drying, and cooking would be studied in detail. From these studies tests would be run, the microscope would be used, and physical properties measured with such instruments as the farinograph and Buhler strength tester for dried and cooked products.

The work would be done by Hoskins Company in cooperation with Food Technology, Inc., a food research laboratory with which the Hoskins Company has been closely associated for a number of years.

The proposal called for work to begin immediately and projected so that the basic objectives could be achieved in a period of approximately three years. It was proposed that a contract between the National Macaroni Institute and the Hoskins Company be executed to finance the proposal.

More at Mackinac

The Board of Directors approved the idea of research but did not approve of the approach recommended by the Hoskins Company. The Standards & Research Committee of the National Macaroni Manufacturers Association was instructed to review the various possibilities and come in with recommendations for a program at the Annual Meeting to be held at the Grand Hotel on Mackinac Island, Michigan, at the end of July.

The Committee is currently soliciting ideas and recommendations and will meet prior to the convention so that recommendations can be made in writing at least 30 days prior to the next Board meeting.

Hart Bill

At a luncheon meeting the same day, Frank T. Dierson, general counsel for the Grocery Manufacturers of America Inc., and Fred Mewhinney, Washington representative of the Millers National Federation, discussed the Hart "Truth-in-Packaging" Bill. Mr. Dierson charged the real motive behind the bill was a power grab, with changes that would

(Continued on page 38)

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RESEARCH- ITS IMPORTANCE TO THE MACARONI INDUSTRY

by Charles M. Hoskins,

at the 14th Annual Hoskins Plant Operations Forum.

THE enormous influence of science on human events has been emphasized by the flood of news about space exploration, atomic bombs and new drug discoveries. The Astronaut and the nuclear physicist are the heroes of the Space Age.

It is not generally understood that research in the food industry is just as important to the human race as space exploration and that the scientific problems presented are often as difficult as the problems in atomic research. Throughout the world the most pressing problem is to increase the production of highly nutritious and cheap foods for people in the underdeveloped areas of the earth.

Our problem in America is different. We are now exploring advanced methods of preserving foods which will result in better flavor, nutrition and convenience of the finished product. Food research along these lines has revolutionized the food industry. Companies which were strong 50 years ago have disappeared from the scene and giant companies have grown into prominence through the application of scientific principles coupled with imaginative merchandising methods.

One Idea—New Industry

Let us examine one scientific development that resulted in a new industry. Some years ago a small group of men spent the winter in a cabin in the North Woods. The temperature plunged far below zero and the Arctic winds howled viciously around their tiny log cabin.

Periodically these men ventured out into the cold to bring in a cabbage from a barrel outside the cabin. They found to their surprise that the cabbage was crisp and fresh after it had been thawed out. When spring came and the snow ran off into the crystal clear rivers and trout streams these men returned to civilization and one of them made a scientific study of why the cabbage had remained fresh. By applying scientific theory and experimentation he found that quick freezing resulted in very small ice crystals which did not harm the structure of fresh foods. Once frozen, the foods could be kept for a long time without deterioration.

When the laboratory work had been done, engineering principles were used



Charles M. Hoskins

to design commercial sized equipment. Studies were made of heat transfer rates, the refrigerating capacity needed, the amount of insulation needed for freezers, methods of delivery and cabinets for holding the frozen products in the retail store.

The man who was responsible for the new industry of frozen foods was Clarence Birdseye. The development was due to the combination of Birdseye's ability to recognize something of importance when he saw it plus the scientific knowledge which enabled him to expand the basic observation into something useful to man.

Many Possibilities

There are now many ideas which are capable of developing new industries or at least increasing the sales in existing industries. For example, new drying techniques, including freeze-drying, have resulted in dried foods whose quality is much higher than that of the dried foods of World War II. If costs of drying can be made reasonable, a dehydrated foods industry will develop which will rival the frozen food industry in volume of sales. This development is already rapidly taking place through such things as soup mixes and freeze-dried complete dinners.

You may say, "What good is all this to me? I am no scientist and this theo-

retical stuff is way over my head. I have all I can do to handle the workers' grievances, to keep the machinery in the plant running smoothly and to keep the FDA inspector off my back."

The Plant Operations Forum is designed to give you the answer to this question. You do not have to become a scientist to take advantage of the advances of science. In fact, it is one of the main functions of the scientist to study very complex problems and to work out theories which permit simple answers to these problems. In order for you to use the findings of the scientists already working in the macaroni industry, you should understand what these scientists are trying to do.

Scientific Approach

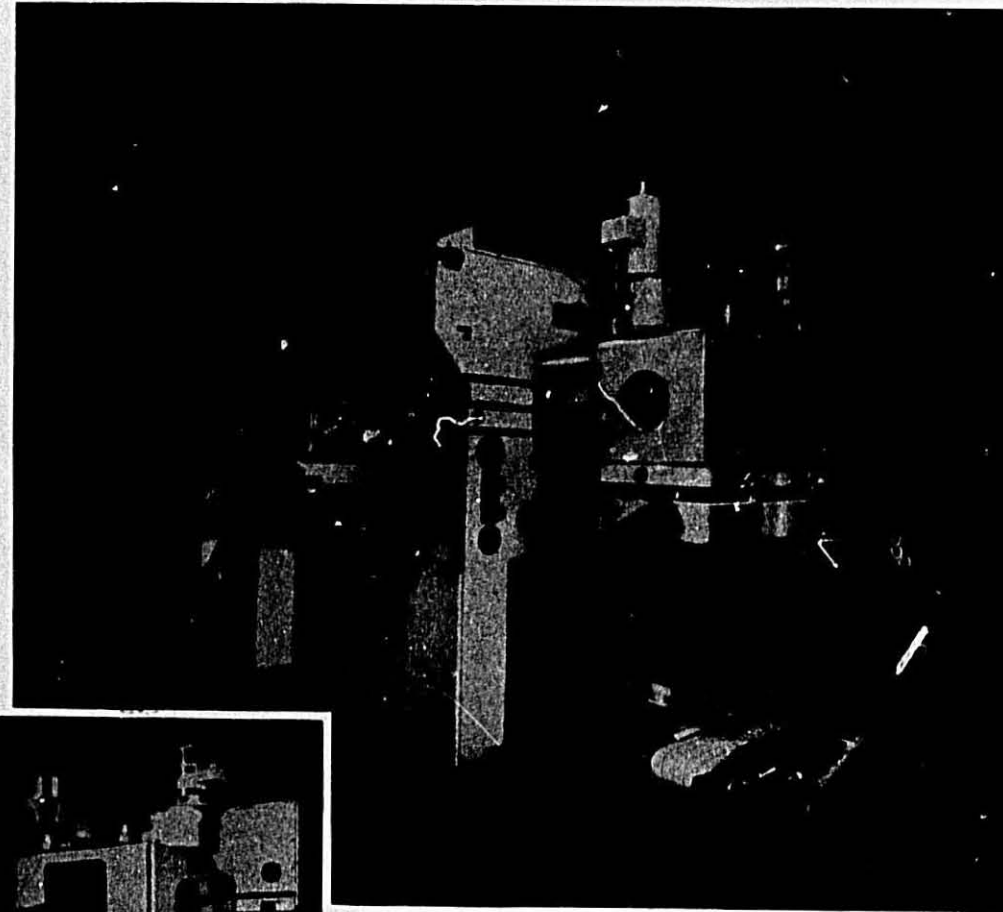
The scientist's approach to a problem consists of a number of steps:

1. He defines the problem. Let us suppose that the problem is, "How can macaroni be dried in 30 minutes without checking?"
2. He searches the literature. By using modern libraries a good scientist can gather together the published information which is of importance to his problem. Much scientific work has been done on drying of many products, on the chemical and physical structure of flour and in the field of macaroni drying itself.
3. He plans the research. Some of the knowledge needed to solve the problem will come from the literature. However, there will be gaps in the information which must be filled and there will be questionable data which must be checked by repeated experimentation. The research will be planned to fill in the gaps.
4. He performs the experiments. The scientist is basically a very practical man. He does not believe anything until it has been actually tried. It is usually tried on a small scale to keep the costs reasonable. Often the practical man has the idea that the scientist lives in an ivory tower and does not know what goes on in the practical world. Actually he is working more closely with physical things than most people in their daily lives.

(Continued on page 20)

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JUNE, 1963

STUCK A FEATHER IN HIS HAT

by John J. Ruffley, Hoskins Company, at the Plant Operations Forum.

Mr. Ruffley was formerly Technical Director of the National Restaurant Association and consultant in the restaurant field.

AT the time of the American Revolution, the English soldiers and Hessian mercenaries wanted to poke fun at the poorly dressed, rag-tag American militia. So they made up a song of derision:

Yankee Doodle went to town
Riding on a pony;
Stuck a feather in his hat
And called it macaroni.

Now the term macaroni referred to the Macaroni Boys of the London of that day. They corresponded to the Teddy Boys of the London of today. A Macaroni Boy was one of a class of traveled young men affecting foreign ways, hence a dude or dandy. Well, the poorly dressed American militia men were just the opposite of dudes, so they were jokingly referred to as Macaronis.

But the Americans liked the Yankee Doodle song and adopted it as their own. Today we all think of it as an historical song. Now the chorus of that song was:

Yankee Doodle, keep it up
Yankee Doodle dandy;
Mind the music and the step
And with the girls be hand!

But time marches on and it's 200 years later. A young English soldier that I met on a train near London told me that they liked the American soldiers stationed in England, but—they always got into fights because the American boys stole their girl friends. Today the Americans have more money to spend on the girls and are the dudes and dandys!

Food Trends Tried Here

So change we always have with us. And because changes in the food field are first tried out—or first become apparent in the restaurant industry, I will point out trends in the restaurant industry and how they could affect your business.

What's this about changes in the food field being noticed first in the restaurant industry? Yes, sales of a new or modified product can readily be tried out in a restaurant, or even all restaurants in any part of the country. For example, until about 1950, turkey was essentially a holiday or specialty item. So in order to boost sales of turkey, the turkey farmers and

processing plants, through their National Turkey Federation, started a campaign to get restaurants to use turkey on the menu more often. They developed recipes, methods, educational and promotional material—all based on research and testing that they first carried out. Then finding that it would add variety to the menu—and please their customers—restaurant operators began to use turkey more and more often. And thus the public became more and more familiar with turkey all the year around.

The next step was, of course, to extend the promotional effort to the supermarkets and the housewives of America. And the trend to increasing year around use of turkey became evident to the supermarket trade also.

Another example is pizza. After about 1948 the popularity of pizza increased in restaurants all across the country. The public got to like it. Now, in the last five years, there are many type of pizza items on sale in the supermarkets. You can even buy a complete frozen pizza pie in many stores today.

Other items such as potato flakes and dehydrofrozen peas were tested early in their development in restaurants. This was to obtain the opinions of knowledgeable food service people concerning the possibilities of these foods.

So we might say that the restaurant industry is often the bellwether of change in the food field. We have seen how changes in product and marketing practice, as in the case of turkey, were first tried out in the restaurant field. Some brief information on the restaurant field could, therefore, be of interest to you, since it may serve as an indicator of change in the entire food field.

Food Service Industry

Let's take a quick look at what this restaurant industry—or more correctly, food service industry, is. Basically, it means any meals served away from home. Webster defines a restaurant as a public eating place. And, since places other than restaurants serve meals away from home, we find it best to cover all categories by saying "food service industry."

The food service industry has grown tremendously in recent years. In terms



John J. Ruffley

of retail sales, food service is out-ranked only by grocery stores, department stores, automobile sales and service stations. Over 60,000,000 meals are served daily in the United States by about 600,000 food service establishments (1960 figures).

Meals served outside the home represent approximately 25 per cent of total food consumed. Of this amount approximately 56 per cent are served by restaurants, cafeterias, caterers, lunch counters; five per cent by industrial restaurants; eight per cent by hotels and four per cent by hospitals. The remaining 27 per cent are served in schools, colleges, drug stores, bars, concessions, vending machines and the like.

The restaurant or food service market is growing. It is estimated that the annual volume will be \$20 billion by 1965; it was \$17 billion in 1963. This growth is in two ways. There is the growth caused by the increasing population growth—and then there is the growth because more and more people are eating away from home—that is, eating out. There are several reasons behind the growth of eating out:

1. Incomes are increasing.
2. City population is increasing.
3. Life span is longer.
4. There are more working women.
5. More people get paid vacations.
6. The number of autos has increased.

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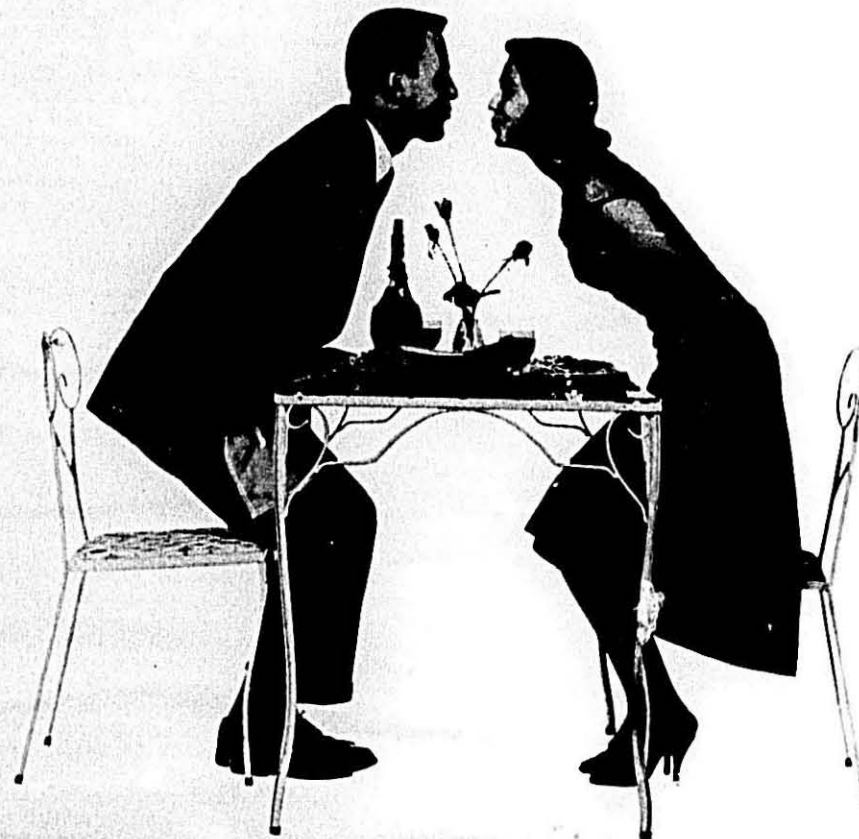
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Food Service Industry—

(Continued from page 8)

The net result of all this is that the number of away-from-home eating places doubled in the period 1929-1955, and that today approximately one out of every four meals is eaten away from home.

So our quick look at the restaurant industry has shown us that it is:

- (1) a composite of all the places where the public eats away-from-home; and
- (2) a present or potential market outlet for one-fourth the goods produced in any type food factory.

Since we're talking about change, it is logical to ask: Is the restaurant itself changing? And the answer is a definite: Yes! Influences causing change in restaurants fall into two categories—external and internal.

External influences:

1. Tollroads—Just a few years back there was much discussion as to how tollroads were ruining certain highway restaurant operations. Today there are tollroad restaurants.
2. Automobiles—All restaurants need parking lots today and the drive-in restaurant is especially designed for the auto.
3. Foreign menus—Wars and worldwide travel have exposed us to new styling in foods. And we Americans are from different parts of the world anyway so we like varied foods.
4. Economic factors—Surveys show that cost is still a prime reason why more families with children don't eat out more often than they do. They do like to eat out when they can afford it.

Internal influences:

1. Labor costs are high, and employee turnover is great. Training employees to cook complicated dishes becomes a problem.
2. Food costs are high. Portion control is important.
3. Equipment is more expensive. Initial cost and maintenance are sizeable items today.
4. Need for high volume. Tables must be kept occupied and there must be many orders of the same menu item.
5. Need for standardized product. Cooking time, quality, and exact reproducibility in handling are needed.



Restaurant menus must be satisfying, nutritious, colorful, tasty, and quickly prepared.

6. Convenience foods. Less preparation is done in the restaurant kitchen today and more in the supplier's commissary or factory.

What's It To You?

How could these changing trends in the restaurants affect your business? Well, according to the influences—both external and internal which affect him—the restaurant operator will purchase products which help him solve his problems. He will buy, and is already buying, types of products which make it more convenient for him to run a successful operation. Eventually, all items used by the restaurant operator will come under his scrutiny to determine how well they fit into his operational needs.

Here are some of the trends and product characteristics (of your products) which will help the restaurant operator meet these trends:

Fast Service on tollroads, airline terminals, in cafeterias, school lunchrooms, requires products which can be cooked quickly.

Standardized Menu in chain restaurants requires a product of uniform quality that can be cooked exactly the same in different locations.

Low Calorie Meals are a current fad. The nutritional value of enriched flour and macaroni products should be stressed.

High Food Costs of certain items on the menu can be balanced by using more low cost macaroni products.

Portion Control to give each customer a standard portion.

High Labor Costs hasten the use of convenience foods and precooked foods prepared in the factory rather than the restaurant kitchen.

Wider Variety of menu items expected by travelled Americans increases use of foreign recipes.

Drive-Ins offer a market for suitable menu items for such service.

Children's Menus are used by many restaurant operators to feature tasty and attractive dishes sold at low cost to attract families with children.

Vending Machines offer selected items on a round-the-clock basis in certain locations.

Of Direct Concern

Further explanation may serve to point up why trends in restaurant operation today are of direct concern to food manufacturers. This particular trend is not noticed by the average individual because it is hidden from the ordinary eye—it is in the kitchen or back-of-the-house operation that this important change is taking place.

The high class restaurant kitchen formerly performed many—maybe even 50—complex and sometimes lengthy operations, requiring skilled and experienced people. These people started with raw materials and through many complicated steps produced finished products. But today there is neither the time nor the space available for much of this work. More and more of it is going back to the factory. It is no longer possible to do it in the restaurant kitchen. For example, many hotels and restaurants today buy "pre-fabricated cuts" of meat—and in some instances the steaks are already cut up when purchased. These are the "portion-control" steaks. This is quite a change from the former practice of holding a side of beef for a month or two in the restaurant cooler so that it could be properly aged and tenderized.

A recent example of this back-to-the-factory trend is the complete frozen entree. Here the meal is no longer prepared in the restaurant kitchen, but in the factory where it is also frozen so that it can be held until needed.

And the latest change reported in the restaurant kitchen is really astounding! No tedious food preparation or cooking is done in the kitchen—the only work performed there is to drop frozen meal-in-a-pouch dinners into boiling water and to remove them when ready.

Again, how can these trends affect your business? Quite simply. If the characteristics and specifications of the products which you sell meet the needs of the restaurant operator now—and in the future—he will buy them. He in turn will be influenced by the demands of his customers. And having many friends in the restaurant field, we thought we would ask them about

macaroni products: We made a survey. This survey included different types of eating establishments: Restaurants, cafeterias, coffee shops, college feeding, drive-in, etc. We did our best to get a cross section of the food service industry. The comments naturally had to be condensed.

What About Macaroni?

What do restaurant operators think about macaroni products?

One friend said that he had plenty of headaches in the restaurant business, but—that if we knew the answers, he'd be in the macaroni business! Seriously however, this man who owns three restaurants features "spaghetti with sauce" for his noon luncheons because it's very popular with his customers. He also thinks that "it's very easy for spaghetti and macaroni products to be mishandled in most restaurants."

In general, the restaurant people questioned liked macaroni products because:

- They are relatively easy to prepare.
- They are "low food cost" items.
- They can be prepared in a variety of ways.
- Certain dishes are very popular.

Suggestions for improvement included the following:

- The institutional size package needs cooking directions.
- The product sticks together in cooking.
- It's easy to overcook.
- It's necessary to watch very carefully to avoid overcooking.

All in all, however, the restaurant people queried in the greater Chicago area are favorably inclined to macaroni products.

Let us keep in mind too, that restaurant people must give the public what it wants in order to stay in business. And what does the public want in a food product? Your own comments, I think, plus those of our friends the restaurant operators, will be something like this:

People have a tendency to like what they're used to.

But—they don't like the same old thing served up in the same old sad way.

A menu item should be: modestly satisfying—not too heavy for travel—nutritious—colorful—attractive—easy—quickly prepared and modestly priced.

What To Do?

Now—what are you going to do about this? I have described for you something about the restaurant market

—its particular needs and how trends in the restaurant and food service industry could affect your business.

Permit me to offer some suggestions. First of all, decide if your share of this \$20 billion restaurant and food service market is important to you. If it is, then study what your customer wants—what changes he is facing. Remember, this is no place to dump your low quality or off-grade merchandise. You may be doing the "kitchen-work" for your food service customer in the very near future. You may be making the complete meal in your own factory. And if you don't, someone may build a brand new macaroni factory to do it.

As examples of what you can do, you can go back to your factory and:

- work up the correct instructions to go on the packages of your various products.

- figure out how to keep the product from sticking together when cooked.
- work out a method of portion control for the customers.

- develop recipes for menu items which meet today's requirements for tasty and attractive meals.

- be sure your own products are standardized and uniform so that they work the same way each time the customer cooks them.

- explore additional ways in which your product can be used in today's changing and expanding markets.

- work with your own industry groups in any way necessary to maintain your share of the market.

- STICK A FEATHER IN YOUR HAT AND CALL IT MACARONI!

All-Time Best-Seller

More than 842,000 copies of the all-time best-selling **Better Homes and Gardens New Cook Book** were sold in 1962 to top all previous one-year sales figures for a hardbound book.

Sales figures released by **Publishers' Weekly** show that the best-selling book in 1961 was **The New English Bible** which sold 758,000 copies. The number two best seller in 1961—**The Agony and the Ecstasy**—had a total sale of 215,618.

The Better Homes and Gardens Cook Book, a compilation of the recipes, illustrations and food editorial appearing in **Better Homes and Gardens** magazine each month, ranks as the best-selling hardbound title of all time, excluding all publishers' editions of Bibles and dictionaries. More than 9,000,000 copies have been sold since the **Cook Book** was first published in 1930.

The newest edition contains a number of interesting macaroni dishes. In the section on "Jiffy Cooking" one will find a menu for a Stroganoff Dinner

which takes just a few minutes to prepare. Quick Beef Stroganoff with Poppy Seed Noodles is the entree. With it, serve Pickled-beet Salad and dark rye slices. Fresh fruit and cheese make an easy dessert—arrange it all on a tray.

"Jiffy Cooking"

The "Jiffy Cooking" section also includes a "10-minute Spaghetti Sauce." What's the secret of making a delicious quickie sauce in so short a time? Answer: All ingredients are combined in a pressure pan and cooked under 15 pounds pressure for just 10 minutes, as the name implies.

A chapter on "Casseroles and One-Dish Meals" is introduced by a double-page full color photograph of Lasagne being cut into individual servings. The recipe, using Italian sausage, Ricotta, Parmesan or Romano, and Mozzarella cheeses, along with ten ounces of lasagne or wide noodles, is given.

Clear-cut, concise illustrated instructions on "How to Cook Spaghetti" properly are featured in the Casserole section. Then comes a delicious recipe for Spaghetti and Meatballs, an Italian style one-dish meal.

Tasty Tenderloin-Noodle Casserole, using three cups of noodles, is illustrated in full color. Remember this recipe next time you have a company dinner—it's "something special!" Pork tenderloin slices and tender egg noodles bake in a rich blue-cheese sauce, with polka dots of pimiento and green pepper.

A sample of foreign food cookery is found in Hungarian Goulash served over hot noodles, and Hungarian Noodle Bake, a combination of two-and-a-half cups of fine noodles with cottage cheese, dairy sour cream, poppy seed, and seasonings.

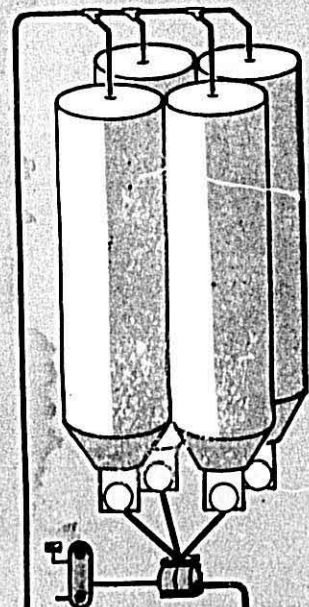
Beside a standard, tried-and-true recipe for Macaroni and Cheese the **BH&G Cook Book** suggests a Macaroni-and-Cheese Puff. This variation is a souffle-like concoction and a good one to remember for meatless meals.

Specialties are used in several recipes. Spaghettini with Green Sauce notes that capellini, fidelini, or vermicelli may be substituted for the macaroni product called for; while Veal Scaloppine is served with eight ounces of hot, buttered green noodles (tagliatelle verdi).

The Institutional Market "Selling the Consumer"

59th Annual Meeting of the National Macaroni Manufacturers Association at the Grand Hotel, Mackinac Island, Michigan, July 28-29-30-31.

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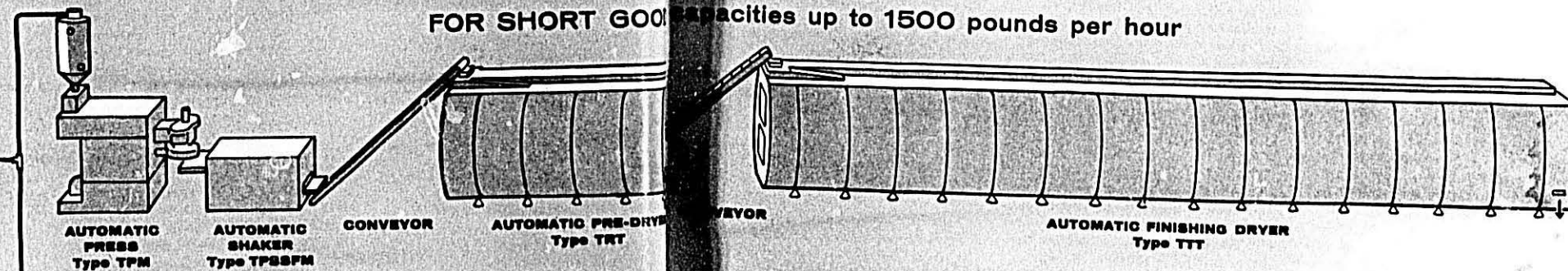
production lines

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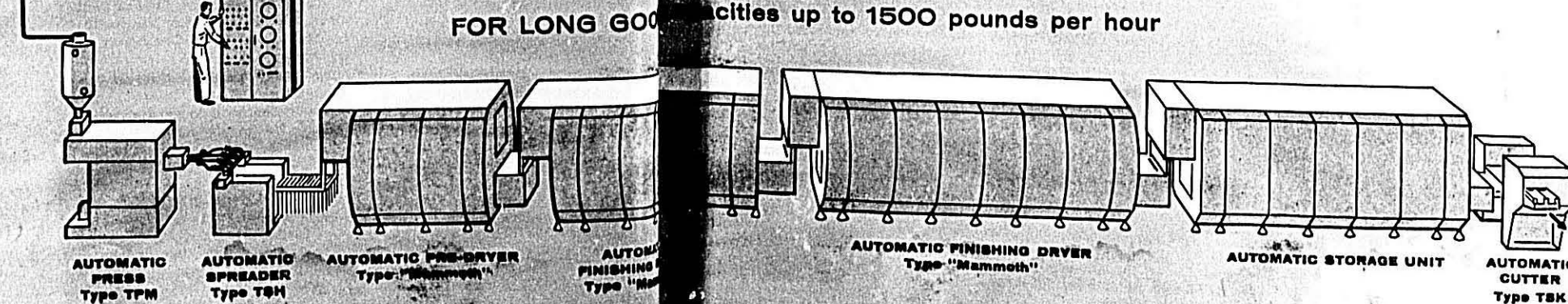
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EXECUTIVE HEALTH

by Theodore R. Van Dellen, M.D.—
Medical Editor, Chicago Tribune

IF I were to ask you whether you wanted to be more efficient, productive, energetic, happier, and live longer most of you would say yes. You might be a bit disappointed when I tell how it is done—that is, by capitalizing on what the medical profession knows about health. Many people do not realize that these are the dividends accrued from being physically, mentally, and emotionally sound. It does not mean living the life of a purist, health fanatic, and avoiding all the pleasures and evils of man. Good health is the dynamic ingredient in that hypothetical tonic that makes a person feel like working, playing, and fighting his weight in wildcats.

It is unfortunate that we speak so often about executive health, because what is said applies also to other employees. On the other hand, executives have special health problems because there are demands upon them in terms of behavior, which is an emotional and physical drain that a person on the assembly line does not have. He needs a special type of understanding and protection. Now and then I find it difficult to define an executive except as a person charged with administration. According to my Webster's dictionary he also is "designed or fitted for, or pertaining to execution." I am more familiar with the term execution and will let it go at that.

One way to discuss this problem is to tell how to avoid or delay the diseases that kill or disable most executives. Disorders of the heart, blood vessels and lungs, and cancer are high on the list. Alcoholism and emotional difficulties occur also and tend to lessen their thinking, judgment, and efficiency. But I prefer to take a more positive approach and will offer several rules to improve and maintain good health.

Rules for Good Health

1. Any health program begins with a physical examination which includes a detailed medical history and a variety of tests. This is done to establish the present state of health and to obtain "base lines" which are used for comparisons in the years to come. The chest x-ray, for example, is as constant as the fingerprint unless something happens to the heart. It helps also to know whether the weight or blood pressure is normal or whether certain

constituents of the blood are elevated or within normal limits.

2. The next step is to correct any defects or potential abnormalities. We know, for example, that there are certain factors that increase the risk of having a heart attack. The chance of developing coronary thrombosis is increased six times when hypertension is present. Overweight men develop two times as many heart attacks as men of the same age with normal weight. An elevation of the serum cholesterol also increases the risk six-fold. Smoking two packages of cigarettes does the same. Those with combination of two or three of these abnormalities have about one chance in two of developing a heart attack in middle age. Those conducting these community studies are coming up with startling statistics. I was told recently that a man had a 90 per cent chance of developing a heart attack by age 60 if his blood cholesterol was 275 or higher and non-specific changes are noted in the T-waves of the electrocardiogram. This may not mean much to many of you but is mentioned to demonstrate the fact that we are getting closer to predicting coronary proneness in men.

This information is brighter than it sounds because all of these high risk factors can be corrected.

3. Avoid gluttonous eating; it encourages obesity and helps to raise the cholesterol level of the blood. There is a relationship between fat in the diet and hardening of the arteries. More than 80 per cent of people with heart attacks have a high cholesterol level. Lowering the level does not necessarily prevent additional attacks, although the real answer to this problem is not known as yet.

At the present time the best and safest way to lower the level is by means of diet. Other methods include hormones such as estrogens, thyroid, dextro-thyroxine, as well as aluminum nicotinate and vegetable steroids. The level is influenced also by exercise, stress, clotting mechanism, and weight.

This is important to the executive because the majority are men, and men have six times as many heart attacks as women. There is something in the hormones that prevents women's arteries from hardening as rapidly as men's. When female hormones are given to a male, the rate at which his arteries harden is slowed down. He



has fewer heart attacks, but in time he must choose between sex and survival. There is something in female hormones that changes his configuration and raises his voice. He would rather drop dead of a heart attack than wear a brassiere.

4. Eat a well balanced diet containing the basic foods plus anything else that will not encourage obesity or raise the cholesterol level. Additional vitamins and minerals are not necessary unless the executive drinks too much, has strong food preferences, or a gastrointestinal problem.

5. Keep physically fit. Exercise lowers the cholesterol level, burns up energy that might otherwise be stored as fat, and improves the coronary circulation of the heart. It is well known that heart attacks, which will kill half of us, are more common in sedentary workers.

Physical fitness adds years to life. Any man can remain in good condition from college to age 80 by exercising daily. This means walking, hiking, riding a bicycle, swimming, rowing, and playing golf, tennis, or volleyball. Resistive exercise is a good substitute and is recommended to the more lazy members of the audience.

6. Moderation in all things. Smoking heads the list because of its association with bronchitis, emphysema, and lung cancer. The city dweller gets a double dose because of air pollution. Alcohol is a double-edged sword. It can be used for good as well as bad. It is a potent ally, for example, when it relieves tension, creates good will, and euphoria, but a false friend when it helps the executive to escape from reality, clouds his thinking, or poisons his body. The after-effects of over-

indulgence often force him to work under a great handicap.

7. Overwork can kill but no one ever died of hard work. This is true when the overwork leads to over-fatigue. In most instances the executive is not quite the executive he thinks he is. There usually is an easier way to do it; if not, he needs more office help, assistants, modern equipment, or perhaps a partnership. Overwork leads to staleness, boredom, or getting into a rut.

Work is tiring and everyone knows that the antidote is relaxation and sleep. This is one of the reasons why I have dubbed the brief case—the grief case. It has been said that any man who cannot finish his work in eight hours is inefficient. On the other hand, it must be admitted that the grief case is seldom opened after it gets home.

8. Don't develop a work obsession or become a neurotic competitor. It brings financial awards because the very essence of business is competition. It is hell on a family, and like a perfectionist, the executive suffers considerably when his plans fail. He usually works night and day and over week-ends while his better-adjusted competitor relaxes with his family. He brings home the bacon and many citations—not love.

But he is psycho-neurotic, and the constant tension of competition results in many illnesses including ulcers and high blood pressure. He is the three-two man, a smoker of two packs of cigarettes a day, two martinis at noon, and two scotches before dinner. Old Satchel Paige once said, "Never look back; the other guy may be passing you." The neurotic competitor is too busy looking back over his shoulder to see where his opposition is going. And it bothers him. He avoids boredom by working long hours, attending meetings at night, and expresses his tension by increasing irritability. He should stop and take stock of what he is doing and evaluate his goals. Some require psychiatric advice. He has a real problem when it comes to retirement.

9. Do not be overwhelmed by the emotional and psychic aspects of modern business. A healthy and vigorous man is able to rise above ordinary aches and pains but anger, frustration, and gloom will sap his strength. This explains why stress and top level anxieties add to physical fatigue and inefficiency. In time he is bogged down by trifles, irritability, procrastinations, feelings of being persecuted, and dissatisfaction. Most of these anxieties disappear by thinking big—that is, with coolness and objectivity. This is ar-

other way to tell a man to have confidence in himself. Relax from time to time, especially when the going is tough. Relive for a moment that pleasant scene in Florida or California—or fishing in the Northwoods.

But above all—avoid anger, which has been acknowledged for centuries to be the most influenced agent in precipitating angina. Hostility raises blood pressure, constricts blood vessels, increases the churning movements and acidity of the stomach.

There is a difference between stress and anger. Stress stimulates drive. David Harum said, "A certain number of fleas is good for a dog." It keeps us on our toes. The itch is to get on with the drive. The bad feature of drive crops out in those men who are looking for new worlds to conquer. They are never satisfied, have no time to rest between chores or to dwell on the satisfaction that comes from achievement. The greatest satisfaction in life comes from being satisfied.

Stress, strain, and overwork are blamed too often for heart attacks. This is not the cause but we might as well let it go at that. After all, it is more rewarding to blame coronary thrombosis on a virtue such as hard work rather than gluttony and sedentary living.

10. Live in day tight compartments, as Sir William Osler suggested. Plan the day, do your work, and go home and forget it. Never look ahead or behind. This is easier said than done but worth trying. One of the busiest men I know finds culture an excellent antidote for a lagging brain. He relaxes with literature, art, music, drinking, travel, reading, and other fine things of life.

11. Pick a suitable wife. Love is blind when we select our mate, but it helps to have a compatible, understanding, and sensible woman who cooperates by spacing social engagements, develops a household tuned to your schedule and conducive to rest and relaxation.

12. Make good use of your leisure time. Too many extra-curricular activities often make Johnny a dull executive. More than one man has been left at the promotion post because he spent too many evenings learning to be a Sunday School teacher, fund raising, or settling the affairs of his suburban community. Don't spread yourself too thin; concentrate on your major job by learning it well.

In summary: Too many of us fail to live because we spend most of our time trying to avoid diseases that we will never get. Fear must not be allowed to flourish in a land like ours and in an era of man's greatest achieve-

ment.

Changes in American Diet

Changes in the American diet—more than likely reflected in food purchases of the nation's eating places, are shown in a comparison of per capita consumption of various foods now and 25 years ago.

The average citizen of today eats 57 per cent more beef than he did in the 1935-1939 era, 118 per cent more chicken, 232 per cent more turkey, 228 per cent more margarine and 56 per cent less butter. He drinks 12 per cent more coffee and 10 per cent less tea. He consumes 1,100 per cent more frozen fruits and juices and 31 per cent less fresh fruit. The tremendous gains in frozen foods is due to the fact that most of them have been introduced within the past two decades.

Soy Specifications May Be Obsolete

"Many specifications for soy protein products which food manufacturers presently have on file are obsolete and meaningless."

This evaluation was offered recently by Fred H. Hafner, director of marketing of protein products for General Mills, Inc., at the annual meeting of the American Association of Cereal Chemists.

Mr. Hafner told the chemists gathered for the meeting that these specifications "should be rewritten in the light of the newer knowledge about composition and properties of soy protein products."

"All too often," Mr. Hafner reported, "specifications for product quality are based on empirical values which bear no real significance to the end result." He presented information on the physical, chemical, biochemical and nutritional properties of soy protein products and called for specifications that are "meaningful and related to functionality."

Presenting data which originated in food manufacturing establishments, Mr. Hafner elaborated on variables in soy protein products and how these variables can be controlled. He described the results as of practical as well as academic value. Many of the results obtained in actual practice, he said, have revealed advantages for soy protein products which, up to this time, have not been appreciated by many food technologists and cereal chemists.

Mr. Hafner, a graduate of the University of Buffalo who has been with General Mills since 1946, used slides to illustrate a new criterion for selecting the proper soy protein product for a specific use.

Top of the class!



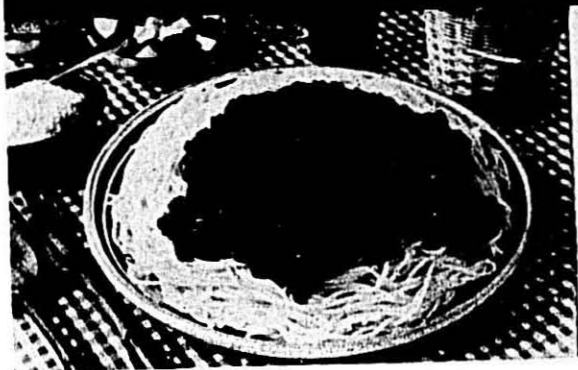
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THE MACARONI JOURNAL

TEFLON DIES

by Ralph A. Maldari, D. Maldari & Sons, Inc.,
at the Plant Operations Forum.



Ralph Maldari

THERE are two distinct schools of thought on the pros and cons of teflon dies. We assume a middle-of-the-road attitude with regard to their use. From a professional point of view, we can only give you our experiences.

Repairs Are Costly

The use of teflon dies is most generally accepted in the Far West, and in a more limited way in the Midwest. The Far West, particularly, had great difficulties in obtaining a smooth product, and the use of teflon has helped them. Teflon dies are very expensive not only in initial cost, but also in maintenance. Any grit or pieces of hard dough will be instrumental in damaging the teflon. Teflon cannot be repaired, and so must be replaced each time the die is in need of repairs, whether because of wear or because of damage. Conflicting reports are received on wear. The majority of dies returned for repair show excessive wear, though a limited number of users report little wear of teflon. Poor maintenance programs will result in damage to the teflon, necessitating expensive repairs.

Teflon dies have found their greatest use with egg products in that the golden color is more pronounced. We are supplying a great number of teflon noodle extruding dies, and were successful in developing a rather unique insert which guarantees an even wall thickness. This patented approach permits noodle extrusion direct through the die itself.

Some advantages of teflon are offset by disadvantages, but I must stress that every plant has its own peculiar methods of production, and the disadvantage encountered by one plant may not be encountered by another. A product with no eggs from the teflon die has a very smooth surface. We make this statement with reservations, for there have been isolated instances where the extruded product has been rough—undoubtedly due to faulty die cleaning and maintenance. This smoothness makes the product more translucent and imperfections are more glaring. As a result of this characteristic, the mixing must be thorough to prevent white spots, the vacuum must be effective to eliminate air bubbles, and grit and bran specks must be minimized as much as possible.

Generally speaking, the use of teflon inserts requires more room which in turn means fewer holes in the die. The density of the extruded product is lower, which means that one pound of product from a teflon die will require more volume than one pound of product from a bronze die with the same specifications. This slightly lower density also results in a faster cooking time. We have also found that shrinkage is greater with the teflon product.

Let us now leave the characteristics of the product itself, and turn to the die. The use of teflon inserts must of necessity be supplemented by the use of a brass retaining bushing in order to anchor the teflon in the die so it will not fall out. The brass bushing usually rests on the teflon insert and is a press fit in the die chamber. It has been noted in some instances that the pressure was instrumental in forcing the brass bushing down on the teflon insert, thereby compressing it with the result that the outlet became slightly reduced. This condition causes considerable difficulty in drying, packaging, and cooking.

Brass Bushing

In order to eliminate this condition, we are redesigning our dies to have the brass bushing rest on a shoulder in the die itself, thereby affording greater protection to the teflon insert. While this is a distinct advantage, the disadvantage lies in the fact that we require more room which in turn means fewer outlets in the die. We believe the advantage offsets the disadvantage of fewer outlets, especially

with the faster rate of extrusion when using teflon.

Our initial teflon dies were constructed with a solid teflon insert and a brass retaining ring. The extrusion was direct through the teflon, with practically no resisting pressure being developed. Dough amalgamation was poor. In order to counteract this condition, we designed the dies to have the dough extrude first through the brass bushing to give the product its proper size, and then through the teflon for the smoothing effect.

The use of teflon for extruded noodles at first presented a serious problem in that the solid teflon insert was so soft that the outlets stretched during production with the result that the product was oval instead of flat. This condition was magnified with continuing production. We got busy and developed a patented insert whereby the noodle was formed, shaped, and sized by brass and then given a smooth surface by passing through teflon. This one piece patented insert design is now finding application for other products.

Problem with Fancy Cuts

Rigid flow control still cannot be obtained with teflon, and for this reason many fancy products cannot be made on teflon dies. We are making progress daily, but the element of doubt always exists.

The method for cleaning teflon dies does not differ from that for bronze dies. Excess dough should be removed immediately, and the die put into a soaking tank to soften the dough. The die should be cleaned in a die washer as soon as possible. Advancement in die washing machine designs may change or eliminate the soaking period.

We have found that a film of dough becomes impregnated in the teflon inserts as a result of improper cleaning. This condition will give a rough product the same as a bronze die which requires reconditioning. Replacement of the inserts is the only solution. Damage to teflon by sharp instruments is common. Shop personnel tend to treat teflon dies the same as bronze dies, and a great many teflon dies have been returned with the teflon seriously cut and nicked.

Excessive extruding pressures will also create problems in that the teflon inserts are pushed out of the die. G-

where top performance counts

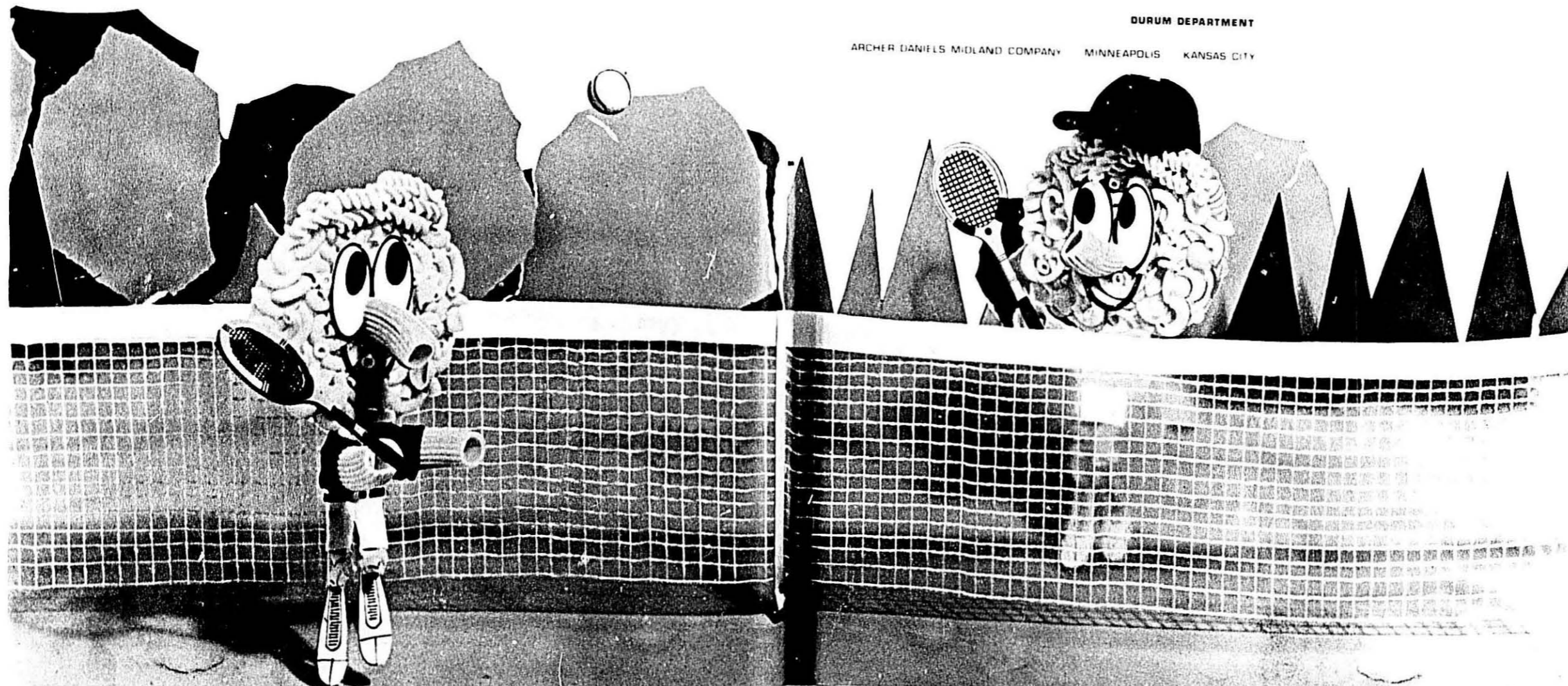
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DURUM DEPARTMENT

ARCHER DANIELS MIDLAND COMPANY MINNEAPOLIS KANSAS CITY



Teflon Dies—

(Continued from page 17)

erally speaking, this is a result of the die yielding under pressure, which deforms the outlet and causes the teflon insert to pop out.

Our latest problem is with teflonized pins for elbow products. We have worked out a method whereby we fasten a teflon sleeve to the smaller diameter elbow pins. This eliminates the roughness inside the hole of the product. We find, however, that shop personnel take advantage of the required lower pressures, and try to get more production. This, when supplemented with the use of a dry mix, creates excessive friction or "drag," and the teflon sleeve actually rips off the pin.

Shell Die Bends

Another very serious problem being encountered is bending of shell dies. The shell inserts are manufactured to extremely close tolerances, making them truly a work of precision. All proportions must be rigidly maintained for extrusion of a satisfactory product. Understandably, shell dies take higher pressures. If exceptional care is not exercised, the die will bend, thereby deforming the insert which in turn will extrude an unsatisfactory product.

It can be seen that exceptional care and attention to operating procedures must be observed when using teflon. Do not run too dry; do not use excessive pressures; do not poke with sharp instruments; do not allow dough to dry and harden in the outlets; where applicable, do use the die support properly; do eliminate grit and pieces of hard dough; and do clean the die thoroughly.

The use of teflon dies resolves itself into a matter of opinion or a matter of necessity. Please bear in mind, however, that as of today teflon dies are not as versatile as bronze dies. Their use is a decision which you, yourself, must make.

Research—

(Continued from page 6)

lives. To study drying the scientist would run precisely controlled drying tests in a small dryer.

5. He forms a hypothesis. On the basis of the literature and experimentation the scientist forms an idea of how the various things he has observed are related to each other. Why he has achieved the results which he has observed. This idea is called a "hypothesis." On the basis of this

hypothesis he will predict what should happen if he performed certain experiments.

6. He tests the hypothesis. He then performs the experiments to see if the hypothesis is true. If experimentation shows that he guessed right in forming the hypothesis, he then accepts it as being a valid theory. If the experiment is unsuccessful, he then has to form a new hypothesis.

7. He turns the problem over to the engineer. Once a scientist has solved the specific problem in the laboratory, it must be scaled up into a larger size and worked into a practical commercial process by engineers who understand the science and also the economics of a process. When the engineer has completed his work, the process can be turned over to the practical plant operator and production can begin.

Plant Manager's Part

Plant managers have a very important part in the process of scientific development. Several things should be done:

1. You should let the scientists know your problems so that they know what they should work on to help you.
2. You should be alert to see ideas which would help you if they could be brought to practical reality.
3. You should be aware of the scientific facts already known in your field so that you can apply these ideas to solve your problems. You cannot be expected to know the detailed chemical formula of the different kinds of starch of the exact ways in which enzymes work. However, you should know that an enzyme called "amylase" causes starch to break down into sugars when wheat is sprouted because this fact has caused you trouble in the past and will probably cause trouble in the future. You should also know that an enzyme called "lipoxydase" causes loss in color in the macaroni press and that you should not buy semolina with a high lipoxydase activity.

Forum for Background

The forum is designed to give you a background of the scientific knowledge which is already available to the macaroni industry. Because of lack of communication between scientists and practical men in this industry, much of this information has been available for

many years, but has not been put into use generally. Furthermore, much of the information is fragmentary and has not been brought to the stage where the engineer can convert it into practical reality. We hope that communication between practical men and scientists will improve as a result of this forum and other cooperative activities and we further hope that the tremendous progressive potential of science will be used more effectively by our industry in the future.

Pictured at the Hoskins Company Plant Operations Forum

Front Row (left to right): Joseph Viviano, Walter Villaume, Joseph Santi, Leonard Bergseth, Pat Ippolito, H. G. Starway, A. L. DePasquale, Arthur Bauman, Fred Duncan, Tom Viviano, Edith Linsley.

Second Row: Wilmer Hegener, Tony Basile, Pete Kolb, Victor Bognas, Robert Cowen, Sr., Leonard DeFrancisci, L. T. Heikkila, Kenneth A. Gilles, William Julian, William Scully, Barton Hempel, Ed Vognino, Charles Hoskins.

Third Row: A. M. Rondello, Bob Peterson, Arvill Davis, Elmer Globe, Lloyd Skinner, Ray Greenleaf, Ray Wentzel, Al Katskee, Mark Bolton, Paskay DeCermenico, Harry Harper, John Amato, Ralph Maldari, Perry Anderson.

Top Row: Dennis Sprowles, William Berger, James Barlow, Victor Hanson, R. J. Bruning, William Brezden, M. V. Vognino, S. F. Maritato, John Ruffley, Robert M. Green.

Pointers on Profits

Companies without profits means workers without jobs. Remember when the boss is in financial trouble, the worker's job isn't safe.—Samuel Gompers

Profits decline more during (an economic) crisis than wages. It is because of the fall in profits that unemployment occurs.—Jean Fourastie

No profit is possible, if outlay exceeds income.—Plautus

What's none of my profit shall be none of my peril.—Scottish Proverb

The justification of private profit is private risk.—Franklin D. Roosevelt

Where profit is, loss is hidden nearby.—Japanese Proverb

THE MACARONI JOURNAL

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DURUM IN CANADA

C. L. SIBBALD, director of Catell Durum Institute, reporting on the Canadian durum situation for the first quarter of 1963, states that with the Canadian prairies drying rapidly (in fact, too rapidly in the far west), thought now turns to the question... "How much durum acreage?" Following the closing of the 1961-62 pool for durum, with the price for No. 1 C.W. Amber Durum settled at a record high of \$3.13 per bushel in store the Canadian lakehead, the picture looked bright at first glance. But durum had backed up on the farms in the meantime, and the Canadian Wheat Board selling price for this same grade dropped to \$2.40 per bushel. According to reports received by the Dominion Bureau of Statistics, Canadian farmers had determined by March 1, 1963 that they would cut back to 2,012,000 acres of durum, as compared to 3,199,000 acres a year ago. D.B.S. was careful to point out that this may not be their final intention, as many things may influence them before they actually put the seed in the ground.

The reduction is 37 per cent. More important, durum may drop to roughly seven per cent of the prairie wheat acreage, rather than 12 per cent as was the case in 1962. This puts it into better proportion to its demand. At the same time, 2,000,000 acres can produce a good reserve of durum so that our customers can be assured of future supplies.

Canadian durum has been selling well all year, although more in spurts and spasms, than in a steady flow. By mid-March Canadian farmers had on hand about 217,000,000 bushels of all wheat which they wished to deliver. It is probable that slightly more than 20,000,000 bushels of this is durum. Most of this should move into marketing position before the new crop comes in.

Durum Growers Association

The 5th annual meeting of this United States farmers organization was held March 27 in Devils Lake, North Dakota. Representing durum growers in the four states where durum is produced, they are a most enthusiastic group. Organized in 1957 to push re-

search, get more recognition and better legislation for the crop, and promote increased durum at home and abroad, they have accomplished much. Not the least of these accomplishments has been their contact with millers, exporters and macaroni manufacturers. Frank exchanges of views between these various arms of the industry are now taking place, to the benefit of all. (Editor's note: See "A Canadian Viewpoint on Durum," Macaroni Journal, page 24, May 1963.)

President Al Kenner, of Leeds, North Dakota led discussion on several important issues. Deterioration of American durum from the time it leaves the farm until it reaches overseas markets is hurting export sales, the meeting was told. The growers are determined to have grades tightened, to prevent possible adulteration. Recognition of durum as a special, beneficial, kind of wheat is being sought in Washington, D.C. with good results to date. Growers point out that this is a crop which should not be grouped with the wheat surplus problem as a whole. In fact, there is a big domestic market available of 25,000,000 bushels or more.

But the macaroni industry and the exporters demand a good supply of durum at all times, and this was one prime reason for durum growers having banded together for the good of the industry as a whole. The feeling was that too many shortages, as had occurred from time to time in the past, would eventually drive the macaroni manufacturers to try substitute raw materials.

With this background, and durum prices steady at about \$2.50 to \$2.62 Minneapolis for No. 2 Hard Amber Durum, farmers in the United States were reported to be thinking of planting 2,200,000 acres of durum in 1963. This is in spite of a high 72,000,000 bushel crop last year. Reduction in acreage from a year ago would be 12 per cent if this report is proved to be correct at seeding time.

Rust Again?

Our old enemy stem rust fungus has driven out many good quality varieties of durum from Canada's eastern prairies. On the way out may be the newest,

Ramsey durum. The Manitoba Department of Agriculture lists this single variety as "recommended" for southern areas of the province. Added to the recommendation is the warning "Resistant to most races of stem rust but susceptible to some races." To date our farmers have experienced little damage to Ramsey from rust, and there is no immediate reason to panic. But the handwriting is on the wall.

As we face 1963 it must be remembered by Manitoba farmers that early seeding is a must, and this should include those in the south-eastern part of Saskatchewan as well. For areas farther west on the Canadian prairies, stem rust is not normally a problem. Plants have hardened and are not as susceptible to attack by the time the rust spores reach our western prairies in most years. Canada does not need many lessons in dealing with this disease; she has had them all. But this is, none the less, one more good lesson showing why durum should be grown in all prairie provinces. It spreads the risk.

Alternatives to Ramsey, whenever it breaks down, are few. Canadian plant scientists have refused to license the varieties Wells and Lakota, even though they have shown better resistance to rust. Small kernel size of these American durums is the chief dislike. A well-coordinated effort is now under way at the Canada Department of Agriculture station at Winnipeg to attempt to overcome this problem. Breeding of adequate resistance into new durum varieties can be a time-consuming task. To this date no new durums have been developed in Canada. Let us hope that we can pull one out of the hat to do the job very shortly.

World Wheat Consumption

The International Wheat Council, while admitting that forecasting world wheat consumption is "more than usually hazardous," nevertheless has taken a stab at it. Among other things, they think prospects for further increases in consumption of wheat in the richer nations are unlikely. They continue that "special terms" are needed in order to sell to less-developed countries. As to supplies, these are currently high, and continue to increase. They conclude their rather pessimistic report by saying that many nations are paying their farmers high prices, and that world trade will face extreme difficulties.

This need not cause panic among Canadian farmers, even if true. It should however convince even the most doubtful of the need for continued improvement in the quality of Cana-

dian wheat. As to durum on world markets, it seems to be in a class by itself. Most production areas of the world are not large enough, to compete with Canada and the United States. While year to year variations will almost surely occur, Canada can probably maintain her exports of durum over the long term, and may even increase them.

Canadian Durum on General Quota

The Canadian Wheat Board announced on April 10, 1963 that durum wheat will be returned to the government agency's general quota delivery system August 1, which is the date of the start of the 1963-64 crop year.

After that date, durum will be lumped with oats, rye and other wheat varieties in the setting of grain delivery quotas for farmers. The Board sets the number of bushels of grain per acre farmers are permitted to deliver to elevators.

Because durum has been in short supply for some years, the Board has set separate delivery quotas for durum since the 1959-60 crop year. Separate quotas allowed the Board to better govern the amounts of durum shipped to elevators to insure a satisfactory supply.

A Board official said last summer's good durum crop changed the picture and produced adequate supplies, paving the way for a return to the old

system. He also stated that the announcement of the changeover was made early in the year in order to give farmers adequate warning before spring planting operations.

The Market at Planting Time

The cash durum market in Minneapolis the first half of April remained steady with No. 1 Hard Amber Durum in a range of \$2.50 to \$2.62. Traders said the quality of the offerings was not particularly good, and the feeling generally seemed to be that ample supplies of "free" durum would be moving to markets during the balance of the crop year.

By the second week of the month, sales were reported sluggish, and there was a noticeable decline in shipping directions, with numerous requests for postponement or cancellations.

Grain Market News of April 19 reported that durum wheat had turned weak as more and more buyers lost interest. No. 1 Hard Amber Durum was down two cents at the top, and was traded in a range of \$2.40 to \$2.60, depending on the milling quality. Full discounts were taken for such factors as test weight, shrunken and broken kernels, or foreign material. Very few cars qualified as top in the eyes of the buyers.

Directions Slow

Shipping directions lagged the last two weeks of the month, and new business was very quiet. At month's end,

the millgrind averaged hardly more than three days.

Stocks Up

The USDA Statistical Reporting Service stated that on April 1, 1963 durum wheat stocks were estimated at 58,272,000 bushels, compared with 65,856,000 bushels on January 1, and 12,742,000 bushels on April 1 last year. Some 40,748,000 bushels were reported on farms, compared with 7,342,000 on farms at the same time last year; while 17,524,000 bushels were stored in mills, elevators, and warehouses on April 1, 1963, compared with 5,400,000 bushels on April 1 last year. Owned by Commodity Credit Corporation as of April 1, 1963, were 16,000 bushels stored in commercial elevators and in binsites controlled by the agency, compared with only 6,000 bushels a year ago.

Field Work Advanced

Field work was started in late March in the durum area. This was delayed by snow and rain which improved moisture conditions and outlook for planting. Seeding of durum in North Dakota made rapid strides the second week of April, especially in southern portions of the state. By mid-month, approximately four per cent of the durum was planted, with progress of the season about one day earlier than usual. There was adequate moisture for germination of seed in all sections.

By the end of April, durum planting was approximately 39 per cent complete. (Continued on page 26)

Durum Industry Representatives Meet at Fargo



Around the table at the Durum Industry Advisory Committee Meeting at the Cereal Technology Department of North Dakota State University at Fargo: Dr. Betty Sullivan, Dr. Alvin W. Donahoo, Lloyd E. Skinner, William A. Brezden, Walter Villoume, Jr., Leonard D. Sibbit (back to camera). Against the far wall are three members of the NDSU staff, Fred H. Duncan, Harry G. Obermeyer, and Orville J. Bonasik.



Front row (left to right): Delbert B. Pratt, Jr., Dr. Betty Sullivan, Harry Obermeyer, Walter Villoume, Jr., James J. Winston. Second row: Alvin Pinckney, Len Sibbit, Dr. William R. Johnston, Lloyd Skinner, Ray Wentzel, Don Fletcher. Back row: Orville Bonasik, William C. Shuey, Mark Heffelfinger, Dr. Al Donahoo (face partly hidden), Malvin Mojer, V. C. Bremer, Dr. Ken Gilles, Bill Brezden, Dr. Robert Cotton, Fred Duncan.

JUNE, 1963

Intended Acreage of Durum Wheat in the Prairie Provinces as at March 1, 1963 (with estimated acreages for 1960, 1961 and 1962)

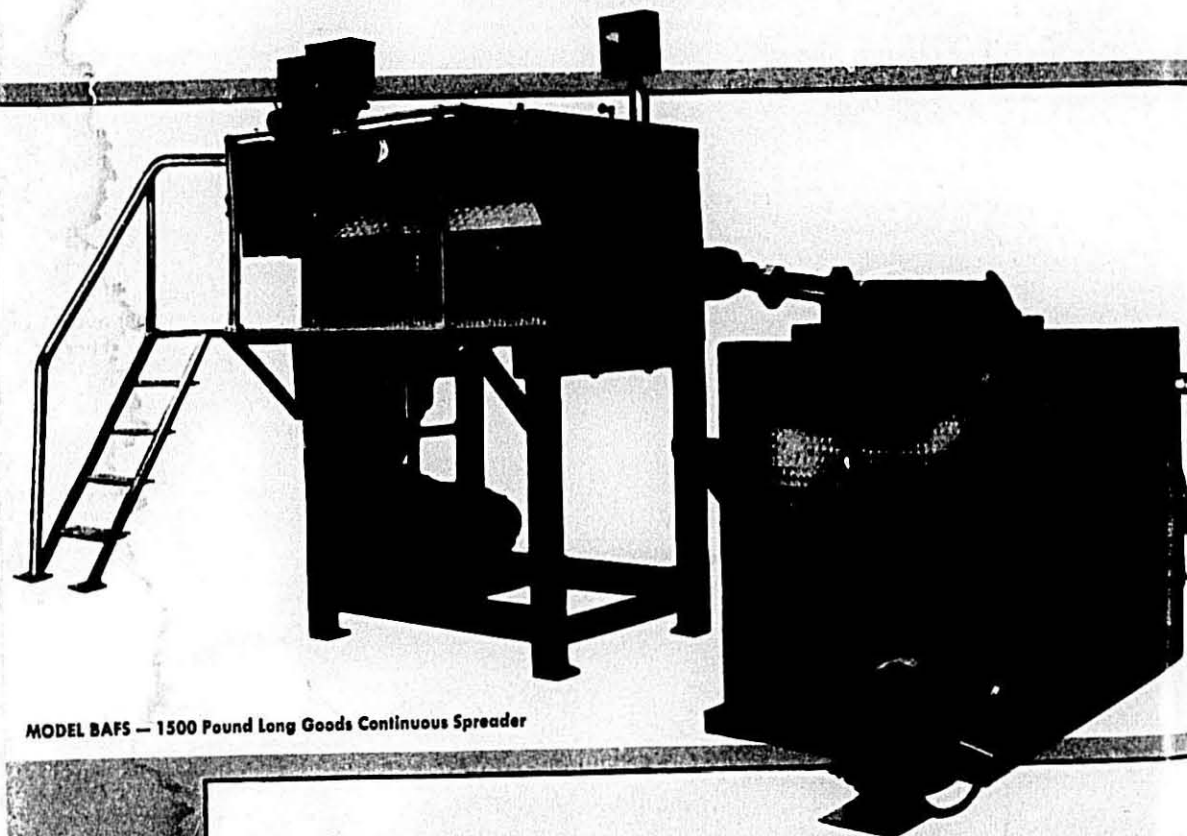
Manitoba	50,000	85,000	161,000	143,000
Saskatchewan	275,000	1,578,000	2,613,000	1,679,000
Alberta	63,000	189,000	425,000	190,000
Canada	878,000	1,852,000	3,199,000	2,012,000

THE MACARONI JOURNAL

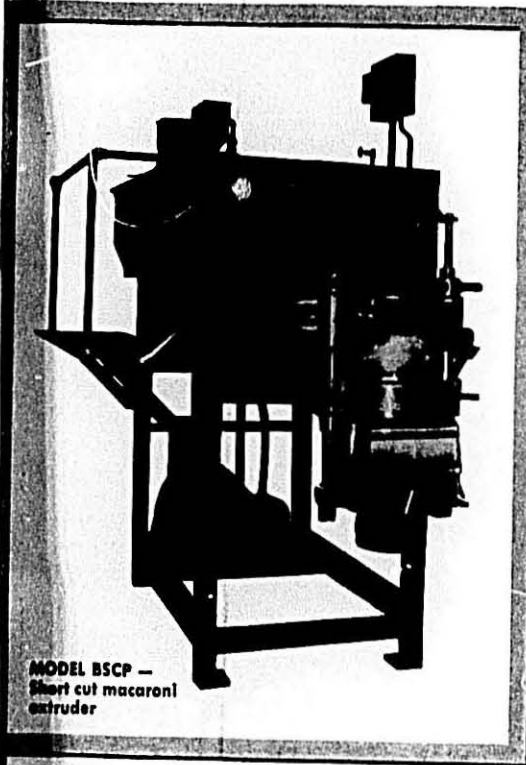
**ANOTHER
FIRST!**

NEW SANITARY CONTINUOUS EXTRUDERS

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader



MODEL BSCP —
Short cut macaroni
extruder

by *Ambrette*

SHORT CUT MACARONI EXTRUDERS

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 EXTRUDERS

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

COMBINATION EXTRUDERS

Short Cut	Sheet Former
Short Cut	Spreader
Three Way Combination	

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 tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write or phone:

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6-166 SIXTH STREET, BROOKLYN 15, N.Y. PHONE: TRIangle 5-5226
SINCE 1908

***NEW
**NEW
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POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

3 STICK 1500 POUND LONG GOODS SPREADER increases production while occupying the same space as a 2 stick 1000 pound spreader.

1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE NOW GIVING EXCELLENT RESULTS THROUGHOUT THE UNITED STATES IN A NUMBER OF PLANTS.

*patent pending
**patented

Durum Planting—

(Continued from page 23)

pleted, compared with 26 per cent at the same time last year, and a six-year average of 27 per cent.

In the main durum section, 42 per cent of the acreage had been planted, but virtually none had emerged, while at least a third was out of the ground in the southeast.

Crop Glossary

Durum has been seeded and is starting to grow. From now on we will be getting reports of the development of the crop. Sometimes the language used to describe this development can be confusing. Here is a glossary of terms to make the reports more intelligible.

Cereal—A grass cultivated for its edible seed or grains.

Seeded, also planted or sown—The seed has been placed in the soil and covered.

Sprouted—The seed has put forth a shoot and root in the soil.

Emerged—The new shoot has appeared above the soil surface.

Seedling—The juvenile stage of a plant grown from seed.

Tiller—An erect shoot arising from the crown (base) of a grass.

Stool—A clump of young shoots or tillers arising from a single plant. (The terms "tiller" and "stool" are commonly used synonymously.)

Jointing—Developing joints (nodes) and internodes in a grass culm (stem).

Shooting or shot blade—A rapid elongation of the stem, pushing up the leading leaf.

Boot, also sheath—The lower part of the leaf that encloses the stem and growing head.

Heading—Emergence of the first heads from the boots.

Flowering—The stage after full head formation when fertilization takes place. Evident to the casual observer by the appearance of pollen.

Milk Stage—Kernel development has progressed to a point where a milky liquid can be squeezed out with pressure of the thumb and finger.

Dough Stage—Kernel development is such that the milk has stiffened into a doughy consistency. (Also further refined to early dough and late, or stiff dough.)

Ripe—The plant is mature and seed formation is complete.

Durum Acreage

Field representatives report that 1963 seeded acreage will be very close to the U.S. Government report of intentions to plant of 2,182,000 acres.



International flour mill at Maracaibo, Venezuela.

Venezuelan Mill Purchased

International Milling Company, through its subsidiaries, has purchased its third flour mill in Venezuela. The mill, located at Maracaibo, has a daily capacity of 2,000 hundredweights.

John B. Bean, vice president in charge of International's Overseas Division, announced the purchase of the mill from the builders Pietro Castell and Vittorio Possenti. No purchase price was announced.

Built in 1959, the mill has been operated since then on a lease basis by Molinos Nacionales C.A. (MONACA), Venezuelan subsidiary of Robin Hood Flour Mills Ltd, which in turn, is the Canadian affiliate of International.

The mill at Maracaibo gives International a daily capacity of 8,000 hundredweights in Venezuela, Bean said. In addition to the mill at Maracaibo, International owns mills at Puerto Cabello and Cumana, Venezuela.

Cut in Durum Premiums

A major change in the schedule of premiums and discounts for 1963 wheat loans, announced the end of April by the United States Department of Agriculture, was a reduction in the premiums on the subclasses of durum wheat.

The premium over the basic loan for No. 1 wheat for hard amber durum in 1963 will be 25 cents a bushel, compared with 40 cents on the 1962 crop; for amber durum, 10 cents, against 25 cents last year; and for ordinary durum, no premium, as compared with 10 cents on the 1962 crop. At the same time, the 1963 durum premiums are substantially higher than in effect in 1961 when they were only 10 cents for hard amber and five cents for amber.

In explaining the reduction in durum premiums, the USDA said in its announcement: "The reduction in premiums for durum is made in view of larger supplies of the grain now available. The higher 1962 values reflected

the fact that crops were drastically reduced by the drought in 1961 so stocks were at a very low level."

General Mills Quits England

General Mills, Inc., has announced that its English subsidiary, General Mills Limited, will discontinue the manufacture and marketing of its products in England.

William F. Mitchell, Vice President of General Mills for International and Chemical Activities, said this development does not indicate any change in the company's plans for expanded international operations. "We expect," he emphasized, "to expand our food business internationally during the years ahead. We have simply concluded that the market for our current product lines in England does not at present offer adequate business opportunity."

General Mills Limited was established in 1959 when General Mills, Inc. acquired the business of Latham Foods Limited. Since then, it has produced and sold cake mixes and has also marketed other products.

American Home Vice President

Dan Rodgers has been elected vice president of American Home Products Corporation according to William F. Laporte, president.

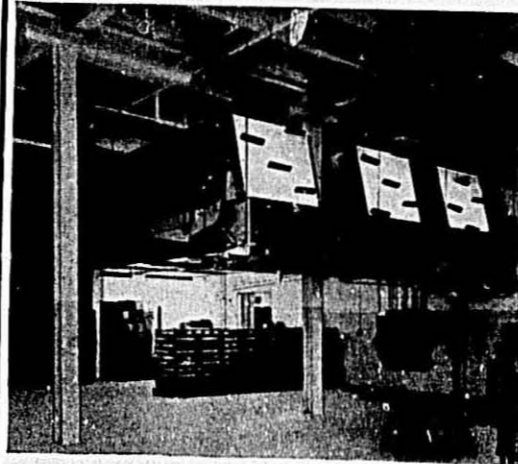
Mr. Rodgers will be a member of the Finance Committee and the Operations Committee of American Home Products. He will work primarily with the three consumer products divisions of the Corporation.

Mr. Rodgers, former senior vice president of Ted Bates & Company, Inc., long has been associated with advertising agencies handling many products of American Home Products. He joined Ted Bates in 1956 after six years with the Biow Company.

STOR-A-VEYOR FOR NOODLES

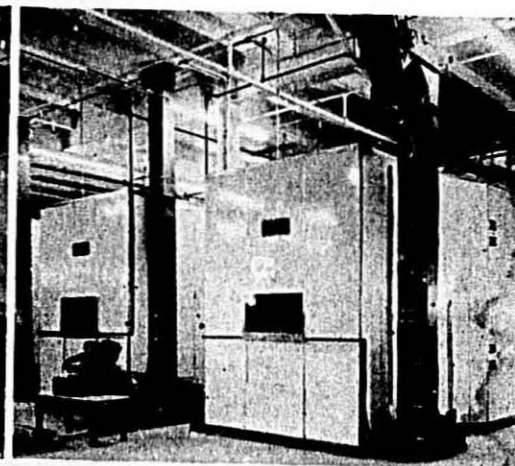
Recently Installed
at

SAN GIORGIO MACARONI PLANT

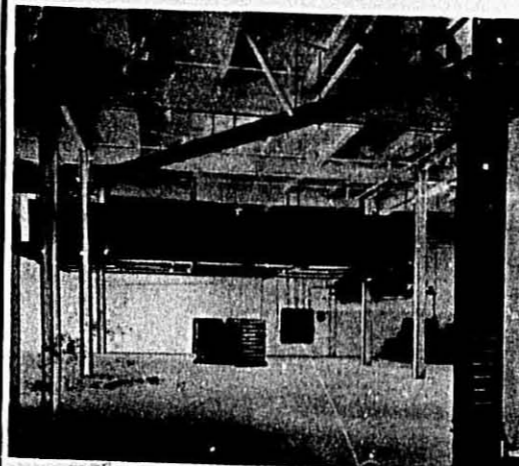


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity—3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

Note—Ceiling Mount allows free storage area under the Stor-A-Veyors.



From Dryers to Storage



Verti-Lift Bucket Elevator picks up from the Noodle Dryer and delivers to the pre-selected Stor-A-Veyor.

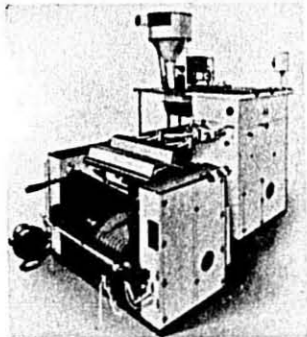
ASEECO CORP.

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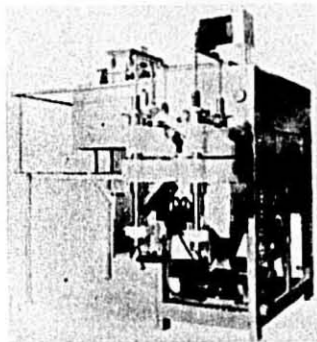
DEMACO ENGINEERING—

THE NEW DEMACO 4 STICK SPREADER



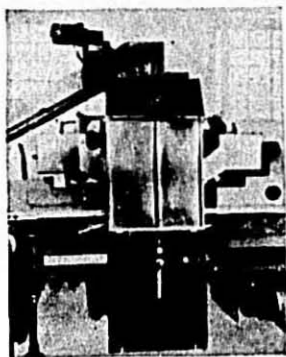
MODEL SAS-1500 WITH
A PRODUCTION OF
1500 LBS. PER HOUR
AND
MODEL SAS 2000
WITH A PRODUCTION
OF 2000 LBS. PER HOUR

THE NEW DEMACO TWIN DIE SHORT CUT PRESS



PRODUCTION—
2000 LBS.
PER HOUR
AND OVER

THE NEW DEMACO SPAGHETTI WEIGHER



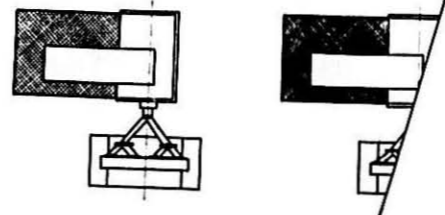
SINGLE UNIT
FROM 40 TO 50
UNITS PER MINUTE

DOUBLE UNIT
FROM 80 TO 100
UNITS PER MINUTE

DeFRANCISCI MACHINE CORPORATION

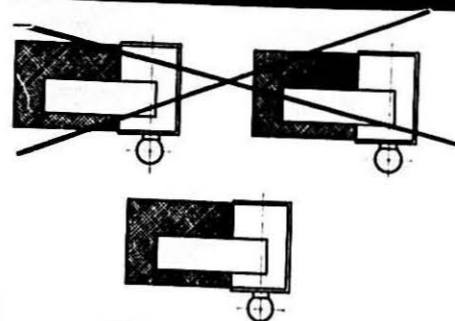
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SAVES PRODUCTION COSTS!



SAVES FLOOR SPACE

WITH
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QUALITY
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TAKES HALF THE FLOOR
SPACE OF 2—1000 LB. PRESSES

WITH
GUARANTEED
QUALITY
PRODUCTION

VERSATILITY

HANDLES FULL RANGE
OF DRIED LONG GOODS
SPAGHETTI - SPAGHETTINI
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JUNE, 1963

AT THE PACKAGING SHOW

Creativity in Packaging

"Give your creative people their heads," Robert L. Eskridge, director of advertising and promotion, Ralston Division, Ralston Purina Company, advised management men attending the recent American Management Association's annual packaging conference in Chicago.

Declaring that "creativity is the key to successful packaging," Eskridge said that "when you have most of the world looking at something from one direction, the creative process takes place when you move 90 degrees or even 180 degrees away from the usual way of looking at things.

"The management problem is deciding when that difference makes sense and when what might seem to be creative merely is odd-ball or nutty."

Eskridge said that "some of the best truly creative minds in the world are very poor management people (and) some of the best management people somehow have little patience or sympathy with the creative function."

Pointing out that it was the whole concept and not merely copy, art or design which made a successful package, Eskridge cited several examples from Ralston Purina's experience in which the difference in perspective resulted in creative packaging achievements.

He cited Ralston's use of the famous "Look, Ma! No Premiums" copy theme on the package as a creative adaptation of a basic marketing decision—to sell cereals to adults rather than to appeal to children. In the case of the company's "Morning Chex Press," the breakfast package newspaper which has good news only, he pointed out the creative role of the idea in "making people feel good about the product and the company."

Other examples were use of appetite-appeal color photos on Ry-Krisp individual cellophane wrap for restaurants as a device for selling consumers on extra uses of the product at home; development of a new design and illustration approach for Purina Cat Chow to communicate the brand-new concept of a dry cat food; and use of friendly, humorous copy to encourage moving cereals off the pantry shelf.

By contrast, Eskridge pointed to a current competitive trend in the breakfast cereal industry. Some manufacturers are reducing the thickness of the package and increasing the size of the front panel, so that the same contents appear to be in a much larger

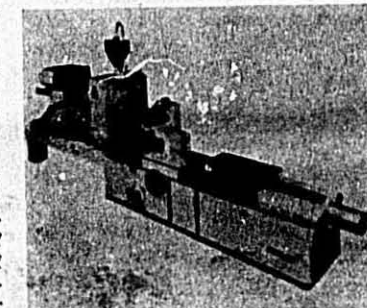
package. He asked his audience "What would you do? I'll be frank to tell you we haven't decided yet, but it's an interesting challenge."

He concluded by saying that "the creative route is the best way to go in marketing the package. This is especially true if your product is battling the odds. The people on top sometimes think they can afford to sit back and let someone else be creative, then move in with the superior weight of dollars. But there aren't many at the top, and there are lots of us farther down the ladder. For us, creativity is the key."

Hayssen Signs Agreement With German Firm

The Hayssen Manufacturing Company of Sheboygan, Wisconsin and the MFM packaging machinery division of Industrie - Werke Karlsruhe (IWK), Western Germany have announced the signing of an important marketing agreement. Hayssen will now supply MFM's complete line of automatic cartoning, tube filling and small pouch packaging machines in North America.

Both firms are leaders and pioneers in the packaging machinery business; each having over 50 years experience in the field. "We feel this is a very important addition to our line," said Bob James, Hayssen's Vice President. He stated that the use and reputation of MFM equipment among Europe's largest drug, cosmetic, pharmaceutical and food companies was the prime



Pictured on the Right

- (1) At the Rossotti booth (left to right): Andy Russo, Charles Rossotti, Al Ravarino, Dick Walker and Arthur Tarditi.
- (2) Hayssen packaging personnel are knee-deep in bags made to demonstrate the form, fill and seal machine.
- (3) Steve Brodie and Vaughn Gregor were in from Los Angeles to man the Aseco display.
- (4) U.S. Printing and Lithograph had a display of food packaging including several samples of macaroni cartons.
- (5) Walter Muskat of Triangle Package Machinery Company, Chicago.
- (6) John Grevich of Doughboy Industries, New Richmond, Wisconsin.

reason why Hayssen wanted to market this line in North America. Some of the major companies reportedly using FFM equipment in Europe are Thomas Hedley, Ltd., Vadamacum, Wella, Ciba Chemicals, Blendax, Colgate and Bayer Drug.

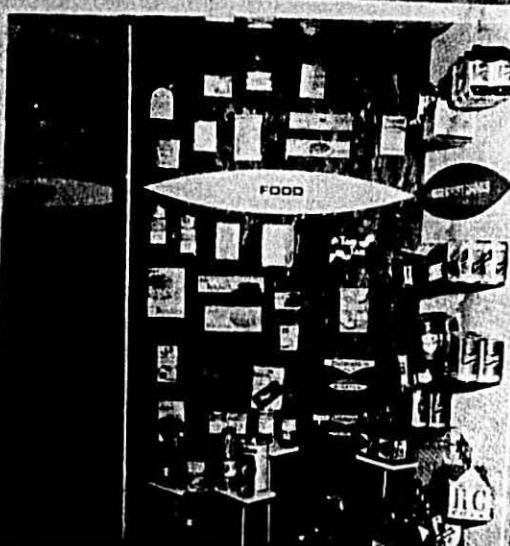
Included in the automatic equipment to be sold under the Hayssen-FFM name are: combination tube filling, closing and cartoning machines with outputs of up to 150 per minute, several models of tube fillers with outputs ranging from 20 to 150 per minute, cartoning equipment that opens, fills and closes from 40 to 200 cartons per minute, automatic three and four side seal small pouch machines with special models for tea bags and sugar.

"The objective of this and our other expansion moves is pretty obvious," says Ed Pringle, Hayssen's General Sales Manager. He explained, "we want to be the first manufacturer of packaging machinery who can take the responsibility of designing, building and supplying an integrated packaging system . . . performing every packaging function in a plant . . . from the raw product to the shipping stage."

Mr. Pringle stated that Hayssen sales-engineers have been at MFM's headquarters in Europe for the past two months. They are now introducing the new Hayssen-FFM line to local Hayssen representatives. Complete information is available from these representatives or direct from the Hayssen Manufacturing Company, Sheboygan, Wisconsin.

Consider a Package Change

1. If you decide to go after a different segment of the market.
2. If consumer attitudes have changed about your products.
3. If your package is not consistent with your advertising.
4. If your competitors have recently modified their packages.
5. If new methods or materials will allow you to package your product more effectively.



NEW MACARONI PLANTS IN U.S.A. AND CANADA

During the last 30 years a completely automatic working cycle has been obtained in the macaroni industry. This is due to a continuous and gradual progress, to substantial innovations and to a radical change of the technical means employed in the manufacture of macaroni products. There is no question that at present the Macaroni Industry is enjoying a new and important phase of evolution.

Following the comparatively recent but definite alignment of the Macaroni Industry with other older ones, one also notices in our branch the tendency to concentrate the production in large plants. This is due to economical reasons which require plants with an increasingly high capacity per unit. The growth of the macaroni consumption everywhere influences, of course, the world-wide tendency for the creation of big plants.

This tendency will probably lead to a progressive reduction of the number of macaroni plants and to the amalgamation of firms possessing small and medium outputs. We can but point out that the realization of this new tendency in the field of macaroni production has been made possible by the Braibanti Company of Milan. As a matter of fact, this company has since the end of the war, widely introduced automatic and continuous production lines which now attain such capacities as 45-55,000 lbs. each one in 24 hours. We also believe that the increase in the consumption of alimentary pastes has been definitely facilitated by the improvement obtained in quality. The stability encountered in some of today's macaroni products highly esteemed by the consumer, can only be obtained in continuous production lines, which, at the same time, also guarantee the safest working conditions from a mechanical point of view. The stability in quality is of course due to the constant conditions of the working cycle.

The automatic plants installed by the Braibanti Company have for many years fulfilled all of the above requirements. Their outfits are operating in every corner of the world. In North America, for example, Braibanti have plants in operation in San Giorgio, Lebanon, Pa.; Prince in Lowell; Buitoni in Hackensack; La Rinascente in New Jersey; Catelli in Winnipeg; Gattuso-Prince in Montreal, etc.

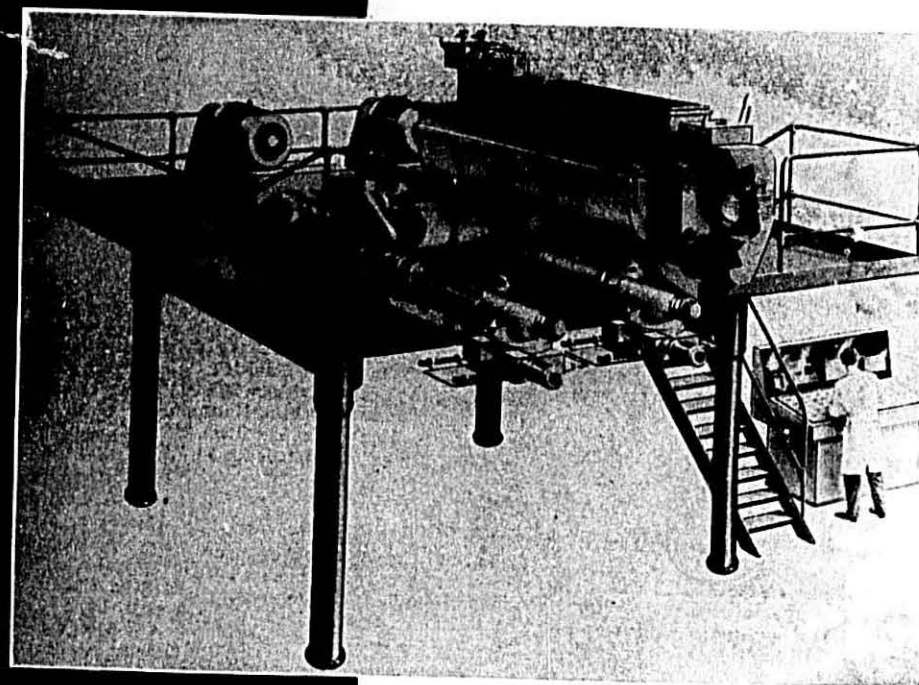
The considerable increase in production and the superior quality of the macaroni products which the above firms have put on the market is certainly an attestation to the high technical and technological efficiency of the "Braibanti" macaroni installations.

Braibanti

DOTT. ING. M., G. BRAIBANTI & C. s. r. l. - MILANO LARGO TOSCANINI, 1 - TELEFONI 792383/4/5 - 790531 - 794703

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Mixers, the first one provided with two mixing shafts, feed the vacuum mixer through the cap-vacuum device

Independent extrusion screws both fed by the mixers above

Die heads

U.S.-CANADIAN REPRESENTATIVES:
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MAXIMUM OUTPUT
HIGH QUALITY
PREPARATION OF AN EVEN DOUGH AND
AN EVEN EXTRUSION THROUGH THE DIE

Spot Your Target

"Manufacturer response to 'market fission,' a rapid splitting of consumer demand into specialized product interests, will help to determine the success or failure of their consumer products," William Blau, vice president and general manager of the Chicago office of Harley Earl Associates, told a "Packaging Strategy" Workshop recently.

"Those manufacturers who are able to accommodate their new product programs to this increased demand for individuality will enjoy success," Blau told his audience of more than 100 key marketing and advertising executives at the Workshop.

"The trend toward specialization of consumer interest, noted recently with the wide acceptance of the imported car and of low-calorie foods, is continuing at an advanced rate," Blau continued, "forcing the manufacturer to trade in his marketing shotgun for a rifle."

"The need for creating packages for these specialized markets will be a major factor in upping package design expenditures of manufacturers across the nation to more than \$15 million in 1963, a 25 per cent increase over 1962 figures," he concluded.

Redesign Cuts Costs

A combination redesign and machine development program has increased merchandising appeal and reduced packaging costs for Homestead Ravioli of San Francisco, who market both frozen and fresh pack varieties.

U.S. Printing & Lithograph, division of Diamond National Corp., redesigned and produced the four-color cartons and arranged for the installation of a Kliklok KF Former that automates packing operations.

The former on the Kliklok unit dispenses a hinge cover carton or tray onto a linked conveyor. The conveyor moves across the top of Homestead's

automatic ravioli machine and past packing stations where packers load ravioli directly into the cartons before they are automatically sealed.

The machine program replaced former set-up cartons which were both more expensive to fill and more expensive to store since they occupied at least ten times the space of folding cartons.

New Products

Three complete soup mixes—egg vermicelli and mushroom, barley and mushrooms, and minestrone—are being marketed in the New York-New Jersey-Southern Connecticut area by Prince Macaroni Manufacturing Company, Lowell, Massachusetts.

Besides the dry ingredients, each long, thin cello package also contains an individual bag with seasonings. Cooking time is 20 minutes. Suggested retail price is two for 31 cents.

Stuffed macaroni shells and macaroni are offered by Silver Star Ravioli & Macaroni Company, Brooklyn, New York. The shells, pre-cooked and filled with spiced ricotta cheese, are packed in an aluminum foil container, 12 per box. Price: \$1.10. The manicotti, 22 ounces, is packed in a foil pan and is sold at \$1.14.

Mostaccioli, a dinner containing jumbo macaroni and meat balls in Italian-style tomato sauce, has been introduced by Tortino's Finer Foods, St. Louis Park, Minnesota, in the St. Paul-Minneapolis area and other cities in Minnesota as well as in Wisconsin, North Dakota and South Dakota. The item, one and one-half pounds, retails for 79 cents.

Construction Begun

Hoffmann-LaRoche, Inc., drug manufacturer, has begun construction of a multimillion dollar, 15-story research tower in Nutley, New Jersey.



On the Square

Congressman F. Bradford Morse (left) of Massachusetts and Joseph Pellegrino, president of the Prince Macaroni Manufacturing Company, Lowell, Massachusetts, talk Square Spaghetti in the Representative's Washington office on April 24, the day the new product was introduced to the House of Representatives. Over 3,000 Congressmen, House employees and their guests dined on Square Spaghetti in the House restaurant and cafeteria.

Negotiations Terminated

Negotiations to complete the proposed purchase of the assets of Duffy-Mott Company by General Mills, Inc. have been terminated, it was announced by H. E. Meinhold, president of the leading food processor, packer and distributor.

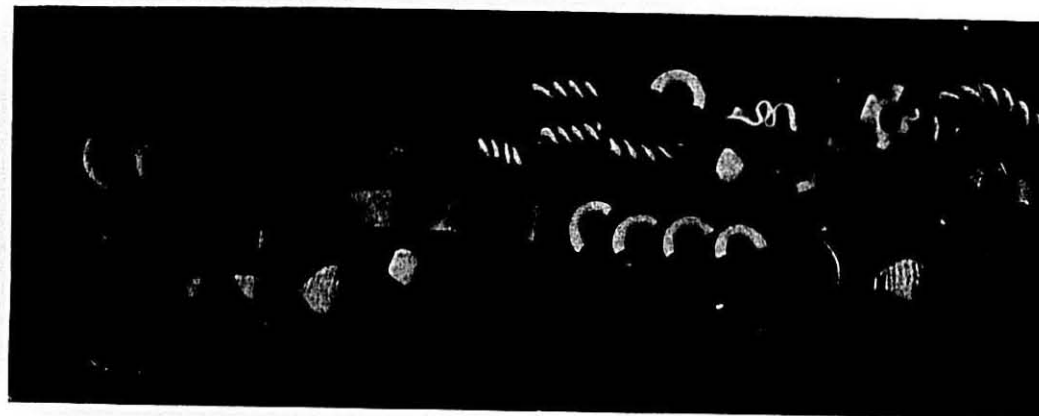
General Mills made no comment on the announcement, but also distributed copies of Mr. Meinhold's statement.




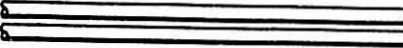





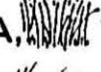






The Meinhold statement said that the discussions were ended because it was found that certain of the advantages expected from the merger could not be achieved as a result of differences in the business and operations of the two companies.

"The situation was further complicated by a temporary weakness in Duffy-Mott's product pricing due to market declines," Mr. Meinhold also said. "These have since been corrected but they undoubtedly will affect the company's earnings this year."

Cessation of purchase negotiations came less than a month after the joint announcement of the proposed merger of the two companies. Under the plan, General Mills would have issued .025 share of common stock for each outstanding share of Duffy-Mott, which would have involved the issuance of 807,946 shares of G.M. common with an approximate market value of \$28,000,000.

59th Annual Meeting N.M.M.A.
Grand Hotel, Mackinac Island, Mich.
July 28-29-30-31, 1963.



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  **AMBERI** WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  **AMBERI** IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY  **AMBERI**  NO. 1 SEMOLINA



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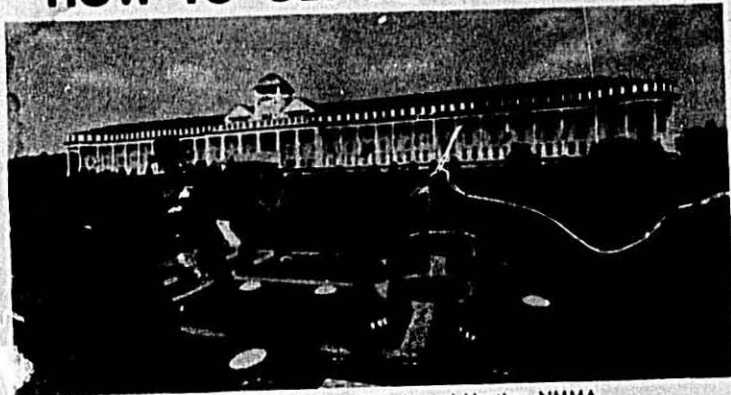
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Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

TELEPHONE: MINN. 6-9433



New package for Homestead Ravioli.

HOW TO GET TO MACKINAC



Grand Hotel, scene of the 59th Annual Meeting, NMMA.

MACKINAC, pronounced "Mack-i-naw" by the natives, is an island seven miles from the mainland of Upper Michigan where Lake Huron and Lake Michigan join.

For centuries, Mackinac has been a place of magical importance. The Indians worshipped it as a shrine because of its entrancing beauty, towering elevations, arresting rock formations, and sweeping vistas. The Jesuits made it the first outpost of civilization in the Northwest. Then it became the citadel of the Great Lakes and the battle point between French, British, and Americans, under whose flags Mackinac has lived.

Here stand stockades, block houses, forts and missions of Colonial America. Today one may see the landmarks of the early fur trade, the original homes of the Astors and the Biddles.

All roads lead to Grand Hotel.

Two Gateways

There are two gateways to the island: Mackinaw City and St. Ignace.

Frequent ferry schedules are maintained to and from Mackinac Island from Mackinaw City and St. Ignace. Round trip fare from Mackinaw City is \$1.90 and \$1.65 from St. Ignace. Special chartered speed cruiser service is available. As no automobiles are permitted on the island, cars have to be parked at either Mackinaw City or St. Ignace. Facilities are ample and maintained at all mainland terminals. Rates are about \$1.25 daily.

If you are flying to the convention, North Central Airlines goes to the top of Michigan with direct flights daily from Chicago, Detroit, and Cleveland to Pellston. There are several choices of times of day to make the trip. Every flight is met by limousine in Pellston and goes direct to the Mackinac Island Ferry Dock.

Trans Canada Airlines flies to Sault Ste. Marie, Ontario, airport (13 miles west of Sault Ste. Marie). Chartered car or taxi is available to St. Ignace Ferry Dock. Arrangements must be made in advance, and travel time is approximately an hour and a half.

Steamship service on the S.S. South American between Mackinac Island and Duluth, Detroit, Cleveland, and Buffalo, is offered by the Georgian Bay Lines.

Automobile and passenger service is offered on the Great Lakes on the Clipper Line between Milwaukee Wisconsin, and Muskegon, Michigan; the Chesapeake & Ohio Railroad between Milwaukee and Ludington, Michigan; and the Wabash Railroad between Frankfort, Michigan, and Wekaunee, Manistique, Manitowoc, and Menominee, Wisconsin.

Highways Are Good

Highways are good, and maps with distances are available from the Grand Hotel or your local travel agency.

Once you are on Mackinac, your transportation is by rolling chair, bicycle, or horse-drawn vehicle. This transformation back to the slower pace of the turn of the century will make your stay pleasant and your attendance at business meetings more profitable with little distraction except the beauties of nature.

The Grand Hotel, site of the fifty-ninth Annual Meeting of the National Macaroni Manufacturers Association, July 28-31, is surrounded by 500 acres, with terraced gardens and wooded landscapes overlooking the clear blue waters of the Straits of Mackinac. July will be the height of the season, and there will be ample opportunity to enjoy the fine facilities of this hostelry as well as to benefit from a well-constructed business meeting agenda.

The Hart Bill

(Continued from page 4)

necessarily result in higher costs for consumers. Testimony from supporters of the legislation indicate a socialistic economic philosophy and lack of faith in the functioning of the free market. Opponents to the bill however have not been vocal. This includes the advertising fraternity as well as packagers and food and drug manufacturers. Mr. Mewhinney expressed the opinion that while the bill may not get out of committee this session, industry should write their senators fully stating their views as to the impact of this kind of legislation on their business.

The Egg Market

After one of the most severe winters in recent history, the early spring, arriving the beginning of April, was most welcome. Similarly, the increased shell egg production was most welcome also, as food manufacturers looked forward to filling their needs for egg products at attractive prices. During the entire month of April, egg prices were low and represented good values.

The hatchery report for March showed 71,201,000 egg-type chicks hatched. This is 10 per cent less than in March 1962, with the hatch of egg-type checks during March in the east, north-central and west-north-central states the smallest of record. This is the area where the large volume of frozen and dried eggs are produced. It will be six to seven months from the time of hatch until eggs are produced by these birds.

At mid-month, the United States Department of Agriculture announced its intentions to buy dried egg solids as a means of helping to remove excess supplies of eggs from the market, and bolster prices. This caused some fluctuation in the market. The first government purchase was made at the end of April. Some 1,674,000 pounds of dried whole egg solids for donation to school lunch programs and charitable institutions were bought at prices ranging from \$1.039 a pound to \$1.0599.

In the Chicago market, April current receipts of shell eggs were down from March, ending the month in a range of 24.75 cents to 27.75 cents a dozen. Frozen whole eggs fluctuated from a top of 26.5 cents the first of the month to a range of 23.5 to 25 cents at month's end.

Dried whole eggs sold between \$1.08 and \$1.11 a pound the whole month, while dried yolk solids were purchased in a range of \$1.08 to \$1.15 a pound.

(Continued on page 38)

THE MACARONI JOURNAL



Why do some people fail to buy macaroni products?
Why do many people fail to use macaroni more often?
How do we sell more products to more consumers?
These will be areas of consideration at the

59th ANNUAL MEETING NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Grand Hotel, Mackinac Island, Michigan — July 28-29-30-31

Outside experts, inside specialists will help you probe, plan and pursue more profitable courses for your business.

Make plans now to attend.

ATTENTION - HARD BOILED EGG BUYERS



NOW is the best time to buy uniform, high quality deep yellow egg solids — dry or frozen.

MONARK offers the best, most consistent high quality DRIED WHOLE EGG AND YOLK SOLIDS available!

SAVE TIME: Shipped in 52 to 200 pound drums . . . easy to handle . . . order the size for your exact needs.

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Phone: Area Code 816—Harrison 1-1970

The Egg Market—

(Continued from page 3F)

Frozen whites remained steady during the month in a range of 11.5 cents to 12.5 cents.

Frozen 45 per cent dark colored yolks were unquoted most of the month of April, but by the last week of the month Chicago dealers were offering No. 3 color at 52 cents a pound and No. 4 color at 55.5 cents.

Guaranteed Color

Four years ago, Ballas Egg Products Corporation, Zanesville, Ohio, in cooperation with certain feed manufacturers, started work on the production of feed with the natural nutrients the old farm flocks of chickens had so that eggs could be produced with the same dark color or even darker in modern commercial egg production. They have been most successful in this. No color additives, or dyes, just a careful selection of feed ingredients, handled and processed, give the hen the essential nutrients to make a dark yolk.

Other factors to be considered are the strains of birds, location, housing, management, all of which are very important in a successful production of No. 5 color Golden Egg Yolks.

Ballas guarantees this to each individual buyer.

Liquid Egg Production

There were 52,673,000 pounds of liquid egg and liquid egg products (ingredients added) produced in the United States during March—15 per cent less than in March last year, according to the Crop Reporting Board. The quantities used for freezing and drying were smaller than in March 1962. The quantity used for immediate consumption was larger.

Liquid egg used for immediate consumption was 5,086,000 pounds, compared with 3,098,000 pounds in March last year. The amount of liquid egg frozen was 34,376,000 pounds—down 16 per cent from March 1962. Storage holdings of frozen eggs at the end of March were 38,877,000 pounds, compared with 47,753,000 pounds at the end of March last year and the 1957-61 average of 64,907,000 pounds. This was an increase of one million pounds during March, compared with an increase of eight million pounds during March 1962 and the average March increase of five million pounds. Quantities of liquid egg used for drying were 13,231,000 pounds in March 1963 and 18,112,000 pounds in March 1962.

Egg solids production during March was 3,302,000 pounds consisting of 1,150,000 pounds of whole egg solids,

847,000 pounds of albumen solids and 1,325,000 pounds of yolk solids. In March last year production of egg solids was 4,704,000 pounds consisting of 1,658,000 pounds of whole egg solids, 1,142,000 pounds of albumen solids and 1,908,000 pounds of yolk solids.

Egg Solids Flowability

Bakers and noodle manufacturers may soon say goodbye to lumping and caking of egg yolk solids in continuous mixing equipment. New facts on egg yolk solids flowability were reported at the 48th annual meeting of the American Association of Cereal Chemists by Richard H. Forsythe, professor and head, Department of Poultry Science, Iowa State University.

Dr. Forsythe told the 800 cereal chemists who gathered for the meeting about two methods used to measure the flowability of egg yolk solids. One was visual correlation of a modified screen test, which Dr. Forsythe described as quite successful. The second method involved an electron microscope, where the layering of additives on the surface of the egg yolk particles could be studied closely.

As certain substances were added to the egg yolk solids, the particles became "lubricated" and flowed more freely.

Dr. Forsythe, an Iowa State graduate in Chemistry and Biochemistry, pointed to silica gel and sodium silico-aluminate as extremely effective additives for boosting flowability of egg yolk solids. Silica gel was slightly preferable over the latter, he reported. Diatomaceous earth, which was also used in the experiments, was not successful.

From his research, Dr. Forsythe concluded that particle size of the additive is of primary importance in increasing the flowability.

Dr. Forsythe also reviewed other studies aimed at making eggs and egg products more useful in formulation research by cereal chemists. He covered such topics as deterioration of stored eggs as related to lipid components, and the effect of dietary constituents on the color of products containing egg yolks.

Dr. Forsythe's first position after receiving his Ph.D. degree was Iowa State Poultry Science Department as a poultry products technologist. After leaving that position in 1951, he spent nine years in research work with two food firms, and was named head of the Iowa State Poultry Science Department in 1960.

When you're thirsty it's too late to think about digging a well.—Japanese proverb.

Improve Specifications for Egg Products

No one can dispute the fact there have been far-reaching changes in egg production in recent years. But therein lies the golden opportunity for parallel improvements in procurement, processing and packaging.

This word came from Margaret Lally, laboratory director for the Institute of American Poultry Industries, Chicago, addressing the American Association of Cereal Chemists.

"Developments from research, technology and engineering can account for new potentials in the uses of egg products," Miss Lally said. "Specifications for egg products can take into account these improvements."

Miss Lally said that specifications should also reflect the actual function of the egg product in the finished food item.

Other questions that need to be answered as improved egg product specifications are developed: In what form will the egg products be purchased—liquid, frozen or dried? What storage facilities will be available and what quantities will be required? What form will the final food item take—liquid, frozen or dried? And how will that food item be stored?

Miss Lally, who has been with the Institute for ten years, was previously a chemist for the USDA and the National Egg Products Association. She received her M.S. degree from Loyola University in 1956.

Dairy Data

Milk drinkers fail to win much distinction for America. This country ranks sixteenth among seventeen major producers in per capita consumption of fluid milk and cream. We are eleventh in cheese-eating, sixth in dry milk and third in canned milk.

Who are the winners? The Finns are the biggest milk and cream drinkers, the people of New Zealand consume the most butter, Italians eat the most cheese, Holland ranks first in per capita consumption of canned milk, and Belgium ranks first in dried milk.

Prince Packs Parmesan Blend

A new addition to its growing line of grated cheeses has been introduced on a national basis by the Prince Macaroni Manufacturing Company of Lowell, Massachusetts. Packaged in a twist-top glass container, the new product is a blend of Parmesan and Romano cheeses and is the only 100 per cent pure Italian cheese blend on the market today. It is currently available in a six-ounce size. Suggested retail price is 79 cents.

THE MACARONI JOURNAL

PAVAN

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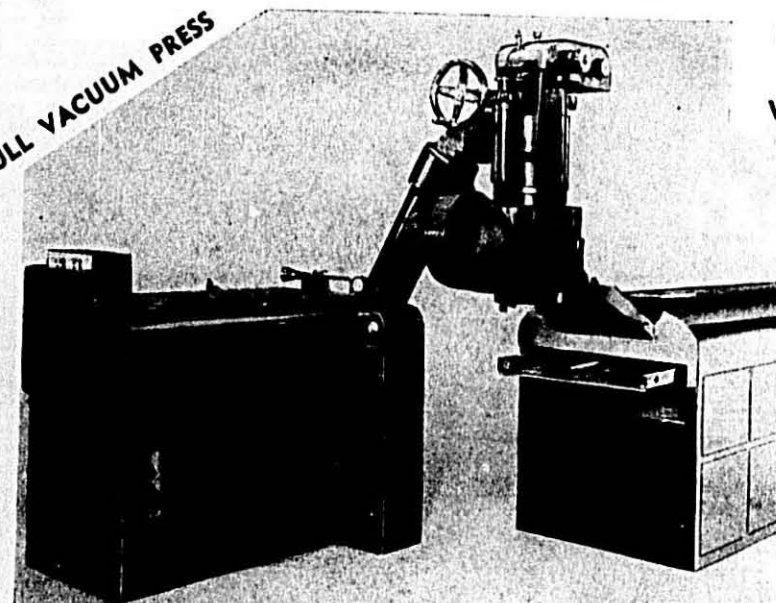
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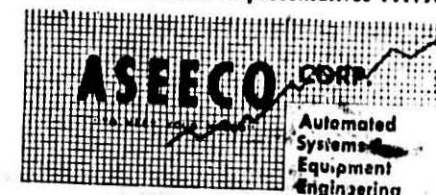
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Frank C. Outwater



Valentine C. Bremer

Executive Appointments

H. Edward Toner, president of C. F. Mueller Company, has announced three executive appointments.

Valentine C. Bremer has been named director of technical services and Fred William Woelfle and Frank C. Outwater have joined the Jersey City firm as, respectively, assistant production manager and assistant purchasing director.

Mr. Bremer has been manager of quality control for Mueller since 1947. After obtaining his master's degree at Columbia University in 1937, he spent 10 years with Sheffield Farms Company as a technician.

Mr. Woelfle, who had been plant manager of the U.S. Rubber Company's hose division, received his master's degree at Springfield College in 1951.

Mr. Outwater had been general manager of the U.S. Tire Supply Company for the past four years. He attended Seton Hall University.

"Merry-Go-Round" Accumulating Table developed by Pack-Rite Machines Division of Techtmann Industries, Inc. of Milwaukee is capable of smooth rotation under distributed loads of 1000 pounds. The five men in the lower left-hand corner are demonstrating the table's strength. Complete description of the equipment follows in the adjoining column.



Accumulating Table

Development of a new heavy duty "Merry - Go - Round" Accumulating Table has been announced by Pack-Rite Machines Division of Techtmann Industries, Inc., Milwaukee, Wisconsin, manufacturer of sealing, packaging and materials handling equipment.

Designed for a wide variety of industrial uses in packing, packaging, materials handling, processing, assembly, and production operations, the new Pack-Rite Rotary Table is capable of smooth rotation under distributed loads in excess of 1000 pounds. It is recommended for use as a surge or spill-over table to absorb or accumulate overflow from production conveyors, as a "time-out" accumulator in carton, package or case loading, as means of changing flow angle on conveyor lines, as a small-parts assembly "bench" or a turntable for welding, and many other applications.

The new Pack-Rite Rotary Accumulating Table is set at a speed of three revolutions per minute in either direction. It is powered by a one-fourth h.p. gear head motor, operating through a vertical drive shaft. Round 48-inch diameter table top of formica or tempered masonite on laminated plywood is mounted on a deep-webbed reinforced steel plate. Drive shaft runs in self-aligning heavy duty ball bearing flanged block at top and ball thrust bearings at the bottom.

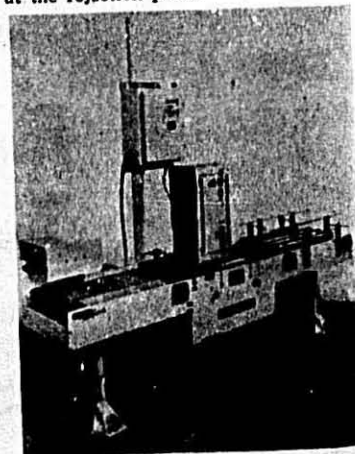
The stand or frame and bottom plate are of three-sixteenth-inch and one-fourth-inch steel for extra strength and rigidity. Entire unit is attractively finished in grey enamel. Table height is 32 inches. Further details and prices on the new Pack-Rite Heavy-load model are available upon request to the manufacturer, Pack-Rite Machine Division, Techtmann Industries, Inc., 407 East Michigan Street, Milwaukee 1, Wisconsin.

New Case Checkweigher

A new checkweighing unit for detecting over or underweight cases now is being offered by Hi-Speed Checkweigher Company, Inc., Ithaca, New York.

Known as Model C-62, the new continuous motion checkweigher is designed for installation on production lines to receive either open or closed cases in a timed sequence at a rate of up to 30 cases per minute. Cases below a set point are rejected to one side via a rejector (illustrated) which is mounted on the discharge conveyor. Maximum capacity of Hi-Speed's Model C-62 Case Checkweigher is 60 lbs.

Like all of the firm's continuous motion checkweighers, the unit employs stainless steel bead chain to convey cases smoothly over the weighing platform. Separately mounted controls enable it to be built to allow for the close floor clearances found on most case handling lines. Seven feet, six inches in length, the new unit provides plus or minus one-half percent accuracy at the rejection point.



THE MACARONI JOURNAL

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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156 Chambers Street
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Delicious NOODLES with RICH GOLDEN COLOR

TEPCO offers special types of EGG YOLK SOLIDS and WHOLE EGG SOLIDS with the DEPTH OF COLOR required for maximum SALES APPEAL . . . TEPCO purity and high quality contribute to superior flavor, fulfilling the promise of product appearance.

- ample stocks for spring deliveries
- quality at reasonable price
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Give us the opportunity to show how we can serve you. We invite your inquiry, large or small.



All products packed under USDA supervision

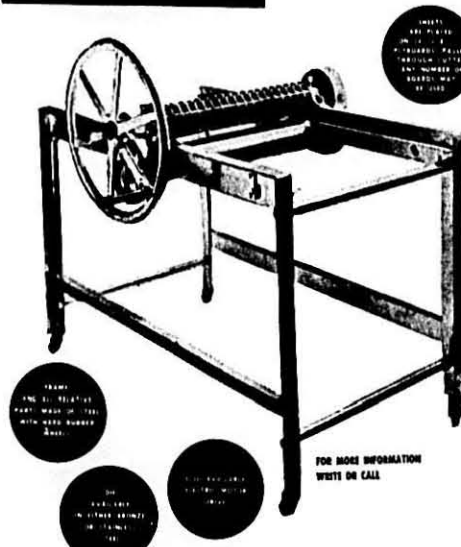
EGG SOLIDS FROZEN EGGS

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FORMS 162 11" x 11" RAVIOLIS on each revolution of the bronze die



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YOU WILL HAVE A PIC-NIC reading the July Journal.

Features will include:
The Convention Program;
Recipes for Out-of-doors;
Ideas on Selling the Consumer;
and news of the industry.

Don't miss a single issue. Please notify us promptly of any change of address.

MACARONI JOURNAL

P.O. Box 336, Palatine, Illinois

WAY BACK WHEN

40 Years Ago

• The 1923 Macaroni Conference, held at Cedar Point, Sandusky, Ohio, went on record as strongly opposing the use of coloring in macaroni products and urged that laws be adopted to eliminate this practice. E. R. Jacobs was authorized to present this resolution to the chief of the Division of Food and Dairies.

• Tom Brown of the Washburn-Crosby Company of Minneapolis, reported at the convention that per capita consumption of macaroni products in Italy was 86 pounds per year, France about 80 pounds and in the United States only three and one-half to four pounds per year.

• Mr. Andrew Ross of Armour Grain Company, Chicago, stressed that the macaroni industry needed a cooperative advertising campaign to interest the consumers in a greater consumption of macaroni. He felt if "Macaroni Friday" were adopted by the consumer, the industry would be doing a big thing for itself and for the health of the people.

• Officers elected for 1923-24 were: President, Henry Mueller, Jersey City; 1st Vice President, E. Z. Vermilyen, Brooklyn; 2nd Vice President, H. D. Rossi, Braidwood; Treasurer, Fred Becker, Cleveland; and Secretary, M. J. Donna, Braidwood.

30 Years Ago

• The worst depression in history had come to an end and the trend back to prosperity finally started. As the thirtieth Annual Meeting of NMMA was about to convene in Chicago, Secretary Donna stated: "There now comes a ray of hope in the promised self-control of the macaroni business under government supervision, that aims at stabilization of prices which are fair to producer, distributor and consumer alike; the equalization of wages; and the ultimate recovery of the macaroni business."

• At a hearing in Washington, D.C., National Macaroni Manufacturers Association representatives pledged the Association's fullest support to government agencies in the enforcement and application of the provisions of the Farm Relief Act covering processor tax, working hours, and wages.

• At a meeting of Eastern macaroni manufacturers in New York City, 17 non-member firms attending voted to join the NMMA, handing in their written applications at the conclusion of the meeting.

• Senator Royal S. Copeland, M.D., leading Democratic senator in an overwhelmingly Democratic Senate, released an article through his weekly syndicated service on foods stating that macaroni products are "democratic" foods. They have a pleasing aroma, are easily digested, are an energy food, and furnish the body with fuel and heat.

20 Years Ago

• At their wartime conference in 1943, macaroni manufacturers and their suppliers planned to learn first-hand what was expected of them on the home front as related to the fighting on the battle fronts of the world.

• Five hundred leading food processors and Quartermaster Corps personnel met in Chicago to study "Millions of Meals Daily and How the Quartermaster Does It" in connection with the feeding of our Armed Forces.

• A National Macaroni Institute recipe for Spaghetti and Meat Balls was described in the Macaroni Journal as "timely and patriotic"—macaroni products were not rationed and the investment of only a few precious "points" was needed for the hamburger called for in the recipe. Step-by-step instructions, profusely illustrated, followed, showing how to cook spaghetti, sauce, meat balls, serving tips, and correct eating technique.

• Chicago's "Spaghetti Nights" were the "talk of the town," according to thousands of service men who had eaten fine spaghetti meals served through the courtesy of Chicago macaroni manufacturers.

• An emergency food measure, brought about by extreme shortages of such foods as bread and cornmeal in Italy during the war, authorized the distribution of spaghetti and macaroni against numbered bread tickets for a two-week period.

10 Years Ago

• After editing 410 issues of the Macaroni Journal, from May, 1919 through June 1953, Mr. M. J. Donna turned over his editorial prerogatives to Robert M. Green.

• A meeting in Hershey, Pennsylvania, of the National Macaroni Institute Council reviewed progress of planned product promotion and the report of Dr. Bing, along with the "Some Like It Hot, Some Like It Cold" campaign. They also went over plans for National Macaroni Week.

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.

WANTED—Shortcut Head Adjustment for a DeFrancisci Press for 1 1/2-inch Die. Box 205, Macaroni Journal, Palatine, Ill.

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Chinese Esteem Good Cooks

The Chinese so esteem a good cook that centuries ago one of the greatest was made a leader of the nation (as things turned out he should have stayed in the kitchen) and during a later period the best Chinese cooks were elevated to the aristocracy.

Fine chefs still use recipes developed 500 or more years ago and kitchen techniques have become so carefully polished over the years that no cook would think of cutting a carrot with the same motion of his knife he used in cutting celery.—Stanley Karnow, *Life*

• George Raft, one of Hollywood's best known tough guys, starred in a new television whodunit for Golden Grain Macaroni Company, on the West Coast.

• The Los Angeles Macaroni Queen was part of a promotional program for macaroni products sponsored by manufacturers of this product. She was Lai Oloha, who was featured in the Harry Owens KNXT television program. She wore a crown made from macaroni products to emphasize the vast variety of uses of this product throughout the year.

THE MACARONI JOURNAL

33 U-S AWARDS

What's in them for YOU?

Are 33 LPNA* AWARDS impressive? Of course. To us, mainly. But there's something in them for every buyer of macaroni packaging and advertising materials.

It goes much deeper than the simple fact that it pays to do business with a leader. We could easily dip into our files and show you how we've helped dozens of companies increase sales and reduce costs.

What is special about our 1963 LPNA winners is the many different categories in which we came out tops. Tops in folding cartons, wraps and labels... lids, banners and car cards... outdoor posters, inserts and art prints... greeting cards, displays and foil printing.

To you—a buyer or specifier of packaging and advertising materials—this means that no matter what type of printing job you require, U-S delivers the finest results.

That's important. And that's what we hope our awards mean to you.

UNITED STATES PRINTING and LITHOGRAPH
DIVISION OF DIAMOND NATIONAL CORPORATION

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* Lithographers and Printers National Association Annual Competition.

MACARONI USA

Betty Crocker Creates Noodles Romanoff with Salmon or Tuna

From the Deep Blue Pacific
off the Northwest coast...



PACIFIC NORTHWEST NOODLES ROMANOFF WITH SALMON OR TUNA

1 pkg. (8 oz.) egg noodles
1/2 cups cottage cheese
1 to 1 1/2 cups commercial
sour cream
1/2 cup finely chopped
onion
1 clove garlic, minced
1 to 2 tsp. Worcestershire
sauce to taste

dash of Tabasco or red
pepper
1/2 tsp. salt
1 lb. salmon, flaked (fresh
poached or canned,
drained) or 2 cans (6 1/2
oz. each) tuna, drained
1/2 cup grated sharp
cheese.

Heat oven to 325° (slow). Cook noodles as directed on pkg. Drain and rinse. Mix noodles lightly with cottage cheese, sour cream, onion, garlic, Worcestershire sauce, Tabasco, salt and salmon. Place in greased 2-qt. baking dish. Sprinkle with cheese. Bake 40 min. Garnish with parsley and lemon slices or wedges, if desired. 6 to 8 servings.

Note: In areas where fresh salmon is available, broiled salmon steaks or hot poached salmon may be served separately with the noodle mixture.

A delicious combination of salmon
or tuna and noodles with a delightful
blending of flavors.

General Mills and Betty Crocker are proud to offer you and your customers this delicious new casserole creation inspired by the Pacific Northwest. Noodles Romanoff with Salmon or Tuna has been thoroughly tested in the Betty Crocker Kitchen and will surely be savory evidence to your customers that your products can be eaten imaginatively, easily, inexpensively, *deliciously!*

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