

**THE
MACARONI
JOURNAL**

**Volume 51
No. 6**

October, 1969

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



OCTOBER, 1969

National Macaroni Week
October 16-25, 1969



PACKAGING PERSONALITIES



ABBÉ LAZARO SPALLANZANI

Eighteenth century Italian priest and biologist whose early experiments with microscopic organisms in 1765 disproved the theory of spontaneous generation of bacteria and led to boiling and sealing as preventive measures in the preserving of food-stuffs. It was a first step in the direction of food packaging.

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The Macaroni Journal

October
1969
Vol. 51
No. 6

Official publication of the National Macaroni Manufacturers Association,
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Cover Photo

Spaghetti with Chicken Cacciatore will go to food pages with rotogravure for National Macaroni Week promotion.

Subscription rates
Domestic \$6.00 per year
Foreign \$7.50 per year
Single Copies \$1.00 each
Back Copies \$1.00 each

The Macaroni Journal is registered with the U.S. Patent Office.
Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.
Second-class postage paid at Appleton, Wisconsin.

MACARONI WEEK is national publicity effort for macaroni products



Theme: Spaghetti Safari - U.S.A.



1. Stuffed Rigatoni along with cover photo of Spaghetti and Chicken Cacciatore are new color transparencies available to food editors with rotogravure for this promotion.
2. Noodle Salad.
3. Macaroni Waldorf Salad.
4. Macaroni and Cheese Salad.

These go to major market newspapers.

October 1969



5. Spaghetti with Hot Sausage Sauce goes to the Labor press and Small Town Daily and Weekly Newspapers.
6. Egg Noodles with Veal Birds will be made available to syndicated columnists.
7. Spinach Noodle Ring will be for syndicated food columns.
8. Egg Noodles with Hungarian Goulash also for syndicated food columns.

National Macaroni Week Publicity Covers Every Media

Major Markets

Major Market Newspapers are receiving three releases, each with a new black-and-white photograph, recipes and stories. These are supplied on an exclusive basis to newspaper food editors in 212 standard marketing areas.

Photos accompanying releases will include Spaghetti with Chicken Cacciatore, Baked Stuffed Rigatoni, Egg Noodle Salad, Macaroni Waldorf Salad, and Macaroni Cheese Salad.

Newspapers and Wire Services and a variety of columnists are receiving stories, photos and an assortment of items on macaroni products and the week which spotlight them.

Photos of Egg Noodles with Veal Birds, Spinach Noodle Ring, and Egg Noodles with Hungarian Goulash will serve this group.

Color

Two new color photographs have been taken, and are being placed with food editors whose newspapers use color transparencies.

These are Spaghetti with Chicken Cacciatore and Baked Stuffed Rigatoni.

Small Town Weekly and Daily Newspapers, some 1500 in number, with total circulation of 12,000,000, and **The Labor Press**, 600 publications with circulation of 11,000,000, are receiving material on Spaghettini with Hot Sausage Sauce.

Consumer Magazines have been alerted to National Macaroni Week and encouraged to feature macaroni products in their food stories in fall issues. Information, recipes and product are supplied wherever needed.

Cooperative Publicity has been solicited from publicists who promote food products compatible with macaroni. They have been informed of Na-

tional Macaroni Week and urged to participate. Recipes and product are supplied to these cooperating publicists as needed throughout the year.

To Radio, to radio commentators of 850 stations nationwide, two releases—each with a script and recipes—are being supplied.

Disk Jockeys, some 700 in number, will receive macaroni story material which they can use any time during the week to alert their audiences at home, at work, and on the highways to National Macaroni Week.

To Television, two releases—each with a special script and recipes with the Safari theme—have been prepared. They are being supplied to demonstrators of 200 stations across the country.

Television Program Kits will feature the Safari theme. They will be supplied on an exclusive basis to 100 carefully selected demonstrators. Each kit will contain a white straw "pith" helmet bearing the legend "Spaghetti Safari—U.S.A.," a specially prepared script, six 35 mm color slides showing the three steps in macaroni production (raising durum, milling semolina, manufacturing macaroni) and dishes prepared with macaroni, spaghetti and egg noodles. In addition there will be a generic package of elbow macaroni, thin spaghetti and medium egg noodles and 100 copies of a recipe leaflet entitled "Pastaport."

Home Economics Advertising will appear on a full page of the October issue of *Forecast*, a magazine subscribed to by some 50,000 home economics teachers. The advertisement will promote the Spaghetti Safari theme as a way to teach about macaroni products and offer free recipe leaflets called "Pastaports."

Sell National Macaroni Week. National Macaroni Week will sell for you.

Keys to Good Nutrition

The American Dairy Association's Fall promotion is geared to the theme "No-Guess Guide to Good Nutrition."

In a special section of the September issue of Family Circle Magazine there are two consecutive ADA advertising spreads, plus the advertising of leading national brands such as Kellogg's Corn Flakes, Rice Krispies, Special K; Excello Pure-Pak; Hormel SPAM; Mars Spring Candy. All of the ads have been designed to illustrate specific meal suggestions from the Four Basic Food Groups: (1) dairy foods, (2) cereal foods, (3) meats, fish and poultry, (4) fruits and vegetables.

It was discovered by the United



A special photograph, featuring a Negro homemaker preparing spaghetti with chili for company, will be supplied with story and recipe to 180 papers of the Negro press.

States Department of Agriculture in a recent nutritional study that poor nutrition exists at all economic levels. Thus, the September Family Circle ADA Promotion is intended to underline the importance of proper nutrition, providing a spectacular storewide promotion for food chains. For the consumer, there are hundreds of ideas and recipes in this issue of Family Circle.

In a promotional kit for grocers there are shelf-talkers, banners, swinging mobiles, plus literature from Progressive Grocer on merchandising ideas and suggestions of twelve ways for store managers to profit from the ADA's "Keys to Good Nutrition" promotion. This piece states: "Related items are the tried and true way to build store traffic and bigger profit. It pays off when you make a sale that triggers another sale! It's easy, it's good business—and the reason very few grocers are losing sales is that they haven't related their items." ADA promotion is built for related items selling, including this September through December promotion.

Suggestions that take customers into all of the major departments are then illustrated. In the poster illustrating milk and milk products, a serving of macaroni and cheese is shown with canned luncheon meat.

Among the nine ideas for Minute Mothers is Meat 'n' Cheese-A-Roni mixing canned luncheon meat with Cheddar cheese into a swinging macaroni vegetable salad.

In the ADA ad "The Keys to Good Nutrition" macaroni products are pictured in the panel mentioning breads and cereals.

SPAGHETTI SAFARI

The Spaghetti Safari was a smash success! Everyone played his part well. The weather was beautiful. The durum harvest, which set the timing for the event, was in full swing.

Gather in Minneapolis

The good editors listed below gathered in Minneapolis from around the country on Tuesday afternoon, August 19.

Glenn McGinnis, Woman's Day
Rita Moulter, Family Circle
Zoe Coulson, Good Housekeeping
Helen Mills, Redbook
Elise Manning, Farm Journal
Margaret Landin, The Farmer
Aileen Claire, Newspaper Enterprise Association
Opal Crandall, Copley News Service and San Diego Union
Ella Elvin, New York Daily News and New York News Syndicate
Dorothy Jones, Chicago Daily News
Elaine Tait, Philadelphia Inquirer
Marjorie Anderson, Portland Journal
Marian O'Brien, St. Louis Globe-Democrat
Pat Weitzel, Cleveland Plain Dealer
Rosa Tusa, Milwaukee Sentinel
Marjorie Barrett, Denver Rocky Mountain News
Gail Copeland, Hartford Courant
Diane Hild, Fargo Forum
Maude Coons, Omaha World-Herald
Jean Hoeder, U.S.D.A. Extension Service

They were greeted by macaroni and mill representatives of Minneapolis in the Lounge of Northwest Airlines, who provided a champagne cocktail party.

At 4:30 p.m. a chartered flight took us for Fargo. Enroute, President Dick Sackett of the Greater North Dakota Association welcomed the group to his plane and gave them a brief preview of what was to come. His director of membership relations, Erling Nasset, handled details of arrangements and lodgings.

In Fargo, others joined the party included John Wright, Dick Saunders, Bob Anderson, Don Iverson, Dick Stalk, Al Kenner of the U. S. Durum Growers Association, Mr. & Mrs. Paul Abramson, Mr. and Mrs. Floyd Poyzer, and Steve Reimers of the North Dakota Wheat Commission, Mr. and Mrs. Bruce Bartch of the North Dakota Economic Development Commission, Gene Murphy of the North Dakota Mill, Al Ravarino, Lloyd Skinner and Bob Green of the National Macaroni Insti-

tute. Sills' personnel, coming in with the New York contingent, consisted of Elinor Ehrman and Marian Laylin who participated in all of the planning and prepared the impressive press kits.

In Fargo KDAY reported the takeoff on film for television audiences.

Then it was on to Dickinson on the far western end of the state. An hour's bus ride to Medora took the editors through the geologic wonders of the Badlands. This is country "where the deer and antelope play." We saw no antelope, but a whitetail deer was spotted running along a fence line.

In Medora, we stayed at the Badlands Motel, dined on barbecued buffalo, and saw the end of a dramatic presentation on Theodore Roosevelt, the Rough Rider President, who at one time punched ponies in the Medora area.

Into Durum Country

There was concern Wednesday morning, when we arose to find a thick haze over the landscape, but by the time we had a Western-style breakfast with eggs, hashbrown potatoes, and beefsteak, provided by the North Dakota Beef Council, the fog was lifting and we took off for Devil's Lake. We were greeted by red-coated Chamber of Commerce men.

At Devil's Lake, one segment took two small planes another hundred miles or so up to Langdon to visit Vic Stur-laugson and colleagues at the Experiment Station. Cam Larson flew one of the craft. Mr. and Mrs. Bob Wells the other. Dick Beranek of the Cavalier County Republican gave press coverage.

The other group was loaded into cars driven by growers and taken to harvesting operations that were impressively staged.

South of Devil's Lake, a half dozen huge combines had been assembled on a farm of rolling topography, and as the monsters scooped up the swathed grain it made an impressive sight. This was the farm of Ron Anderson, and his attractive children added to the scene. One little girl dressed in red rode a bay horse making colorful splashes on the landscape as she rode about. It was like amateur night at the camera club, but these were pro's taking pictures of the harvest.

Lunch on the Farm

One of the highlights of the trip then was a visit to a farm, where the Ladies' Auxiliary of the U. S. Durum Growers Association put on a Pasta Luncheon with a half dozen tasty salads with

short cuts, shells and rings, to hot hot dishes (called casseroles in some parts of the country), and pans of different treatments of lasagne. All were delicious; the editors approved of the many unusual ideas offered.

In Devil's Lake, the luncheon was at the home of Mr. and Mrs. Miles Ophaug. Near Langdon, the luncheon was at the farm home of Mr. and Mrs. Howard Nuelle.

Enroute to Grand Forks, grain handling operations were observed at a country elevator. Grading for moisture, test weight, and dockage was demonstrated.

Governor Attends Dinner

That night at the Westward Ho Motel in the Charleston Room of the Gaslight Lounge, Governor William Guy and his wife were special guests at dinner. The affair was hosted by Mr. and Mrs. Gene Murphy of North Dakota Mill and attracted many of the day's participants including Mr. and Mrs. Jake Geritz, Mr. and Mrs. Dick Voss of the Durum Growers Association, and Tom Ridley of Wheat Commission. Arne Dahl of the North Dakota Department of Agriculture was another honored guest.

An attractive centerpiece made of cooked macaroni products and then attractively colored and artistically arranged caught the eye as you entered the room. This and hors d'oeuvres prepared by the Cow Belles of the North Dakota Beef Council were arranged by Mmes. Marie Tyler and Phyllis Connolly. Hors d'oeuvres consisted of macaroni snacks, seasoned shells and cork-screws, meat balls in a variety of combinations, and dried beef delicacies. The entrée for dinner was Beef Stroganoff and Noodles.

Through the Mill

Bright and early the next morning immediately after breakfast, the group went through the mill. They were especially impressed with the handling of boxcars by equipment that stood them on end to dump wheat into storage bins. They were also impressed that very little flour flies around in the air or was on the floors of this processing plant. Finally, the laboratory testing for quality control was observed and commented upon. Sam Kuhl and Don Gilbert of the Durum Department, assisted in making the tour pleasant.

In the eighty miles down to Fargo, combines could be seen in the fields harvesting grain. Luncheon was prepared by the home economics staff at the

(Continued on page 3)

SPAGHETTI SAFARI

(Continued from page 7)

North Dakota State University. Dr. Kenneth A. Gilles greeted the group and introduced Deans Arlon Hazen and Arthur Schultz who made brief comments. Cereal technologist David Walsh and agronomist Mark Jendro gave explanations of plant breeding and laboratory testing before taking the group through the facilities to see the actual tests.

Pasta-Land

Then it was off to Omaha and a welcome to Pasta-Land, Nebraska. The Skinner staff had thoughtfully placed a copy of the evening newspaper on each seat in the bus taking the group to the motel. Logistics were handled by Alan Pascale.

A formal dinner featuring Omaha's famous steak and spaghetti was served at the Omaha Country Club where the editors were greeted by Lloyd Skinner and Albert Ravarino.

The next morning, breakfast featured rigatoni stuffed with sausage and frilly egg noodles with meat sauce topped with fried eggs. There were also scrambled eggs and ham, plus an attractive assortment of fresh fruits. On the buffet table was a wide variety of macaroni shapes surrounded by shafts of wheat most attractively arranged. H. Geddes Stanway told the editors briefly what they would see on their tour of the macaroni plant.

Tour guides were Mickey Skinner and John Schneider. They took the group on a straight-line walk through the plant from the unloading of bulk cars at one end to the loading of box cars being filled with product in consumer packages at the other end.

Boys' Town

An interesting extra was a brief tour through Boys' Town with the famous Boys' Town choir singing a special number for the group before they departed for the airport and returned to their homes around the country.

Fine Project

The planning of the safari was excellent from the pastport invitations issued by Sills to the execution of the program. All concerned should be proud of the good impression made upon the editors, of the durum area, flour power, and pasta products.

The project was cooperatively financed by the North Dakota Wheat Commission, North Dakota Mill & Elevator, North Dakota Business & Industrial Development Department and the

National Macaroni Institute. Also cooperating in the safari were the U. S. Durum Growers Association, the Greater North Dakota Association and the North Dakota Beef Council.

Quarterly Durum Report

The Quarterly Durum Report prepared by the Grain Division, Consumer and Marketing Service, U. S. Department of Agriculture, said the outlook for a large durum crop was good based on July 1 conditions. The estimate was set at 88,477,000 bushels. Crop prospects expanded 15,708,000 bushels during July to bring the August 1 estimate to a new record of 104,185,000 bushels. This compares with the previous peak harvested last year of 97,697,000 bushels and the 1967 harvest of 66,443,000.

Good Exports

Export demand was good during the 1968-69 crop year and the U. S. shipped 46,402,000 bushels into foreign channels during the July 1-June 30 period. Only in 1966-67 was more durum exported in a single season. Italy, France, Algeria and the Netherlands took the bulk of the U. S. durum exported during the past season. About 95% of the export sales were dollar sales while the balance was moved under the barter program, long-term credit, or for local currency.

In 000 Bushels	1968-69	1967-68
Algeria	8,288	8,692
Belgium	2,216	2,816
Canal Zone	75	—
Costa Rica	57	—
Dominican Republic	379	282
France	9,367	4,347
West Germany	918	615
Guatemala	118	—
Ireland	—	44
Italy	13,774	3,228
Japan	429	772
Libya	290	—
Morocco	—	661
Netherlands	6,600	3,670
Panama	60	—
Poland	—	854
Portugal	916	466
Tunisia	1,491	2,516
United Kingdom	56	101
Venezuela	1,326	1,224
Other	42	315
Total	46,402	31,103

Heavy Carryover

The U.S.D.A. Statistical Reporting Service estimated the 1969 carryover of durum at 41,074,000 bushels, 69% above a year ago. Farm stocks were 60% larger than last year, and off-farm stocks were nearly double those of a

year ago. Based on July 1 stocks, disappearance was estimated at 80,17,000 bushels during the crop year compared with 71,000,000 the year before. Prices during the past year were high enough so little moved into possession of the Commodity Credit Corporation. The effective loan price at Minneapolis on July 1, 1969 was \$1.50 per bushel for No. 1 Hard Amber Durum.

The durum mill grind totaled 29,436,000 bushels compared with 28,038,000 the year before, up almost 5%. Flour and semolina exports were down from 85,893 cwt. to 65,873; macaroni products exports from 13,978 cwt. to 12,718.

Wheat Allotment Cut

Secretary of Agriculture Hardin in mid-August announced the acreage allotment for the 1970 wheat crop at 45,500,000 acres, down 12% from last year and the smallest allotment in the 31-year history of the wheat support program.

The 1970 cut of 12% follows two successive reductions of 13% for both 1969 and 1968 crops. The newly-announced allotment is 33% less than the recent peak on the 1967 crop, when planting restrictions were eased in response to what was then considered a world shortage of wheat.

The loan rate continues at \$1.25 a bushel and most other program details were unchanged. The anticipated result is crop of 1,200,000,000 bushels and a reduction in carryover in the following year.

Canadian Situation

Canadian farmers in the Prairie Provinces increased the acreage planted to durum wheat by 33% from last year, and 3,154,000 acres were planted to durum according to the latest estimates. The largest increase was in Alberta where 60% more durum was planted this year than last. Commercial disappearance of durum in Canada August 1, 1968 through July 2, 1969 was nearly 42% more than last year during the same period and amounted to 21,000,000 bushels. Canadian domestic use (including milling for export) took 4,200,000, slightly more than the 4,000,000 used in the comparable period last year. The Canadian visible supply for the week ended July 2 was 12,600,000, nearly the same as the 12,800,000 reported last year.

A dollar's worth of macaroni sells \$13.50 in related items in the grocery store.

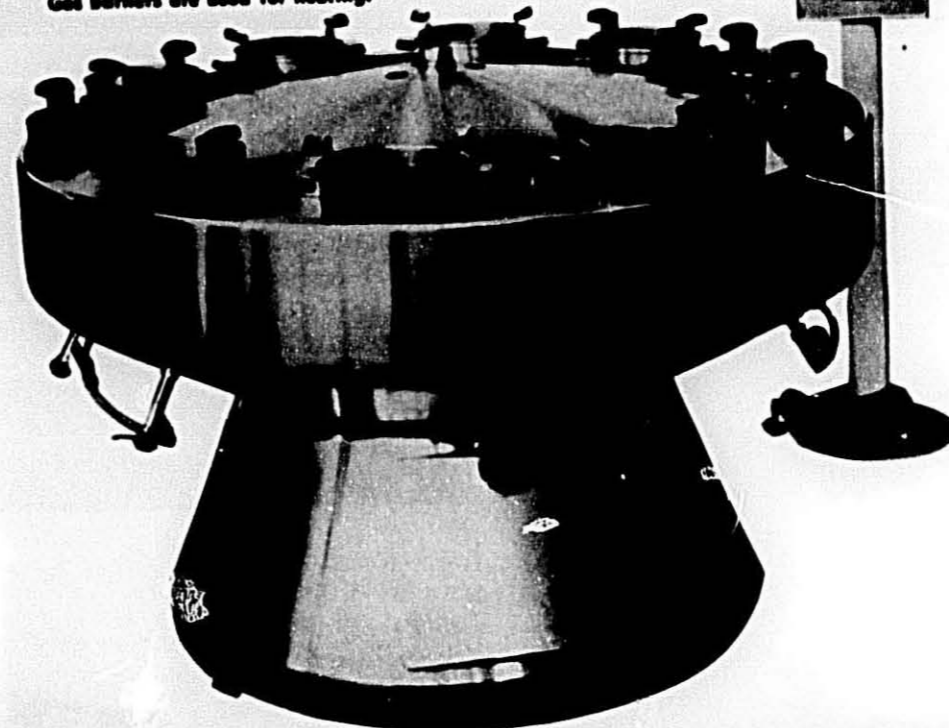
CONTINUOUS CIRCULAR COOKER FOR MACARONI GOODS

This machine permits the continuous cooking of approximately 10 to 14 ounces of macaroni or spaghetti every 2 minutes.

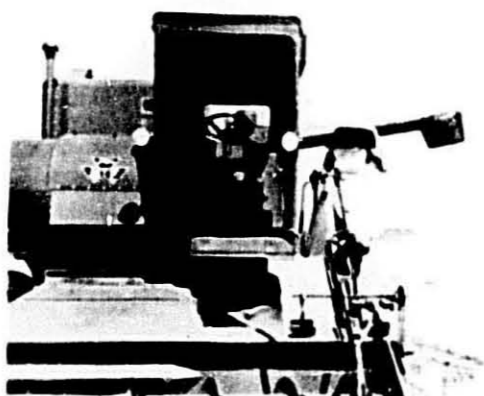
It consists of 10 pans placed on a rotating support with the cooking time of the macaroni goods determined by the time that one pan passes from the first to the last position.

A timing device controls the time required by the revolving unit to complete one rotation; the time setting depends on the cooking time required by the spaghetti or macaroni shape.

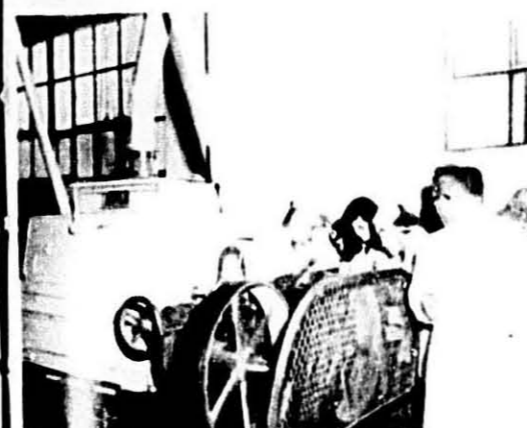
Gas burners are used for heating.



In the Harvest Fields



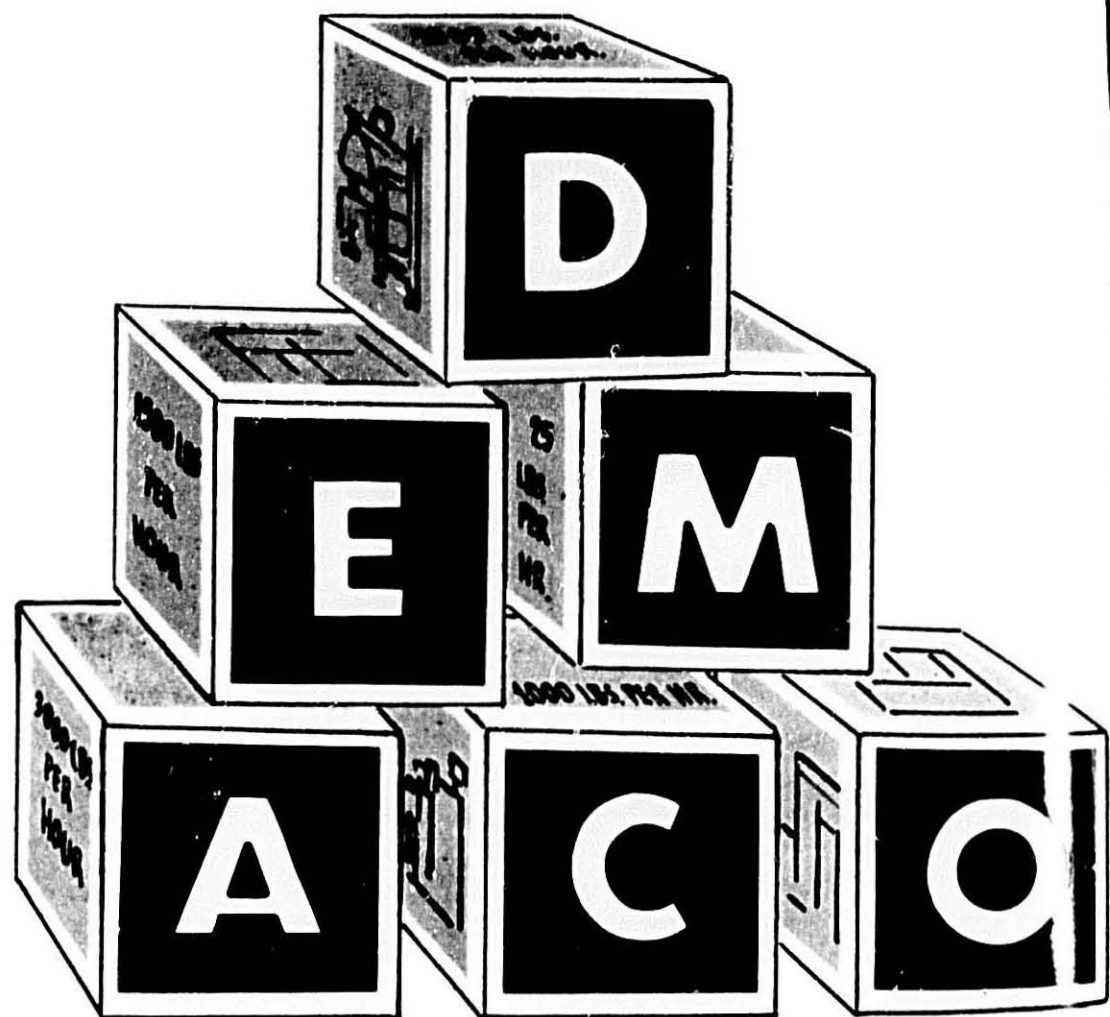
Through the Mill



1. Upper left, facing page: Don Iverson and Elinor man view fields of durum wheat
2. Upper right: Safari caravan on top of a hill in the harvest fields
3. Middle left: Rosa Tusa, Milwaukee Sentinel photographs battery of giant combines
4. Middle right: Trucks line up to receive the harvested grain
5. Lower left: Rough rider Ravarino views the topography atop a pony
6. Lower right: Gail Copeland rides a combine

7. Upper left, this page: Gail Copeland, Hartford Courant, watches balcar enter mill to be automatically unloaded
8. Upper right: Mill guide gives food editors technical background on sights to be seen
9. Lower left: Miller explains the various breaks grain goes through before becoming semolina and fancy patent durum flour
10. Lower right: Miller demonstrates the various products derived from milling streams

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Durum Studies in Canada

An annual report for the Grain Research Laboratory has been released by the Director, G. N. Irvine, to the Board of Grain Commissioners for Canada.

Extensibility

Studies of amber durum wheat included changes in gluten extensibility during the processing of spaghetti. Samples of semolina, freshly extruded spaghetti, partially and completely dried spaghetti were obtained from a commercial plant and gluten extensibility studied. Using the same semolina, spaghetti was processed by both micro-macaroni and laboratory-scale continuous process methods. Changes that occurred in gluten at various stages of processing with all three methods were compared. A significant tightening of gluten occurs in all three processes but the greatest change occurred in the commercially prepared sample. The cooking quality assessed in terms of tenderness of the cooked spaghetti, was optimal with the commercial sample.

Work on Dough

In order to determine conditions for optimal development of macaroni doughs, a study was undertaken to examine the effect of temperature and the effect of varying the amount of work done on dough during processing. Results to date indicate that increasing the mixing time in the micro-macaroni method from 1.5 minutes to 10 minutes improves not only the appearance of spaghetti but also the cooking quality. With semolina having strong gluten, e.g. Pellissier, mixing time has little effect on cooking quality or appearance. Increasing the temperature of the mixing bowl from 30° C. to 60° C. also improves cooking quality of spaghetti made from semolina with weak gluten, e.g. Stewart 63.

Oxidizing Agents

The effect of oxidizing and reducing agents such as potassium bromate, potassium iodate, ascorbic acid and sodium bisulfite on durum gluten was studied using the farinograph, extensigraph, alveograph and the gluten extensibility test. Farinograms showed no effect of oxidizing agents but showed a marked decrease in dough development time and a substantial increase in tolerance index with bisulfite. Extensigrams showed a little effect of bromate or iodate after 4 hours reaction time with 30 p.p.m., but only a fraction of the effect that is measurable on hard red spring wheat dough. Alveograms on durum gluten showed no effect of bromate, iodate or ascorbic acid. In doughs given 4 hours reaction time with 30

p.p.m. oxidant, the gluten was so sticky and flowy that stretching tests could not be made. On the other hand, hard red spring wheat gluten under identical conditions was very stiff and no stretching occurred even after 30 minutes.

Doughiness

To test the "doughiness" of cooked spaghetti a tenderness testing apparatus was modified slightly so that a degree of doughiness could be measured. Instead of cutting a strand of spaghetti, the strand is compressed under a fixed weight for 15 seconds. The cutting edge was replaced with a 1/8 inch x 3/8 inch compressing edge. Doughiness is measured both by the depth to which the edge penetrates the strand and the degree to which the spaghetti recovers after removal of the weight. As the movement of the compressing edge is recorded (just as in the test for tenderness), the parameters for doughiness can be readily measured.

Top Durums

Durum acreage in North Dakota has increased rapidly in recent years. The harvested acreage in 1968 was 28 per cent over 1967 and about 52 per cent over the five-year 1962-66 average. While domestic consumption of durum is increasing, this continued acreage increase can mean trouble for durum growers unless export markets can absorb the increased production, says L. A. Jensen, extension agronomist at North Dakota State University.

Leeds has Larger Kernel

Leeds and Wells continue to be the leading durum varieties. Leeds is similar to Wells and Lakota in test weight per bushel, has larger kernel size, slightly stronger straw and additional stem rust protection. In some areas there are reports that Leeds yielded less than Wells in 1968. This may have resulted from thin stands. Leeds does have a larger kernel and must be seeded at a rate about 25 per cent heavier than Wells or Lakota in order to expect an equal stand.

Leeds may also be more tender in the seeding stage and therefore more easily damaged by spring frost, cool soil temperatures and seeding diseases. Like other varieties, Leeds should be sown early, but it may be preferable to avoid extremely early seeding, putting the seed in the ground when conditions are a little more favorable for rapid emergence, Jensen advises.

**31st Annual Durum Show
Langdon, North Dakota
October 20-21-22**

Italy Durum Production Rises

Private trade advices estimate Italy's durum crop in 1969 at 2,600,000 metric tons, or 95,500,000 bushels, up sharply from the outturn of 2,100,000 tons, or 77,200,000 bushels last year in contrast with the durum expansion, Italy's soft wheat crop this year is estimated at 7,400,000 tons, or 257,000,000 bushels, off slightly from the 1968 harvest of 272,000,000.

Old crop stocks of soft wheat are of moderate size, but the durum carryover is described as extremely small.

Peavey to Acquire Colorado Milling

William M. White, chairman and president of Great Western United Corp. (NY Stock Exchange), Denver, Colo., and Frederic H. Corrigan, president of Peavey Company, Minneapolis, Minn., have announced an agreement in principle pursuant to which Peavey Company will acquire for an undisclosed cash purchase price the Colorado Milling & Elevator Co., a subsidiary of Great Western United Corp. The transaction will require the approval of the boards of directors of Great Western United and of Peavey, and of Great Western United stockholders.

Peavey is engaged in the sale and distribution of flour and is also identified with other agribusiness and related food activities.

Great Western United, which has interests in restaurants, convenience foods and the building of new cities, had previously announced its intentions to dispose of its flour operations.

ADM to Acquire Corporation

The board of directors of Archer Daniels Midland Co. has approved in principle the proposed acquisition of First Interoceanic Corporation. The stock of the corporation is primarily held by members of the Andreas family and their associates. Lowell W. Andreas is president of ADM.

First Interoceanic owns more than 80% of the National City Bank of Minneapolis, and 100% of Decatur Interoceanic Corporation which owns a large soybean plant in Decatur, Illinois, which ADM is presently leasing. A net amount of approximately 247,000 shares of ADM stock will be exchanged in the transaction. The proposed acquisition is subject to ADM stockholder approval at the company's annual meeting in November and a favorable ruling from the Internal Revenue Service.

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

Be sure . . . specify Amber!



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FARMERS UNION GRAIN TERMINAL ASSOCIATION
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INFORMATION EXPLOSION

by Gerald G. Alexander, District Manager, Information Network Division, Computer Sciences Corporation, at the 65th Annual Meeting

I AM sure that you will all agree that we are facing the effects and the fall-out of the information explosion as described in our film presentation, "The Information Explosion."

More information seems to pass through our hands and is needed to make business decisions which are critical to profit and increased sales revenue. As the information has become a way of our life, so has the computer.

The computer is a tool that can be used for the analysis of this information in an attempt to provide businessmen with general decision-making and problem solving.

Interface

The company I represent, Computer Sciences Corporation, was founded over ten years ago to provide a better way to put computers to productive use for people who need the benefits that a computer can provide.

We have been the interface between the user and the equipment, with our customers numbering over one thousand, including the U. S. Government, IBM, Univac, Control Data, and Honeywell.

We have been very successful in helping our customers and we have grown to where we now have nearly four thousand employees who are experts in what we call the information science field. Our stock is publicly traded on the New York Exchange and sales last year exceeded \$64,000,000.

We offer a full range of services including programming, computer facilities management, data processing education and computer leasing. With our experience in helping the user we recently have formed the Information Network Division, to establish, operate and market computer-based services by way of transcontinental network of time-sharing computer centers.

Twenty Univac 1108 large scale computers have been ordered with a value of \$50,000,000 placed on order. This service will provide more than just access to a computer, it will provide computer solutions to customer's data processing requirements with charges generally made on a per transaction basis.

Of Service to You

Now, I feel, we get to the most important part of our presentation—how can this new service be of specific value



Gerald G. Alexander

to you? Currently we have a Manufacturing Services Group associated with our Market Planning Department. These people are developing services for the manufacturer that will utilize the computer to allow you to more efficiently deal with the "Information Explosion."

The Plan

I would like to quote Mr. Fletcher Jones, President of Computer Sciences Corporation:

"From the client's point of view, the Computer Sciences Corporation service will be extremely simple in operation. Raw data entered by the client into a terminal unit installed on his own premises will be transmitted over standard communications circuits to the nearest CSC regional computer. There, a number of pre-developed computer programs, created by the Information Network Division will enable the computer to perform all of the computations and other processes required by the client. The availability of these computer programs will eliminate the need for organizations within a given industry to perform their own applications programming."

Specifically, it is our plan to include in our development of computer services various applications that many of your firms would benefit from. Applications involving inventory control, accounts receivable, sales analysis and expense reporting are all being examined.

Fall Opening

Our first computer center is opening in Los Angeles this October. Washington and New York will follow in November, Chicago and Detroit in February. Very soon we will be in a position to help you better control the information explosion.

Thank you for your attention. I welcome any questions you may have.

Communication System

The makers of Perfection Macaroni, Fresno Macaroni Company, are reported to produce some 30,000,000 pounds of pasta annually as well as packing some 20,000,000 pounds of processed dried beans.

To keep this huge volume of food products moving steadily to customers, Perfection has a highly automated 100,000 square-foot plant which operates around the clock, seven days a week. And, to control this vast operation the company has installed an Executive intercom and sound system.

Here are examples of the application:

- If one of the packaging machines should break down, the plant manager uses Executone to locate maintenance men anywhere in the plant and to dispatch them at once to the trouble spot. In a continuous operation like this one, a prolonged stoppage anywhere along the line could cause a serious backup, resulting in production delays and costly product spoilage.
- When the plant is changed over from the production of one type of macaroni to another, Executone is used to advise people up the line so that they can make the necessary equipment changes and adjustments. For example, the people in the packaging department are told to prepare new set-ups utilizing different packages and set-ups.
- If a food wholesaler calls to find out when his order will be shipped, the sales manager uses Executone to get this information from the shipping department while the customer is on the phone. The intercom permits people to get information quickly, without putting the caller on hold. Telephone callbacks are eliminated and customers are always in contact—

(Continued on page 38)

THE MACARONI JOURNAL



Modern Automatic Dryer gives you stronger, better-looking short goods

Inside this efficient, modern Dryer, temperature, humidity, and air circulation are precisely regulated to produce short goods of finest quality.

By matching temperature to the product's capacity to release moisture, BUHLER Dryers are able to use higher temperatures, thus cutting drying time to as little as 4 hours for certain products.

Sanitary. From entry to discharge, the product touches non-corrosive materials only. BUHLER swing-out panels make cleaning an easy task, and off-the-floor construction likewise simplifies sanitation.

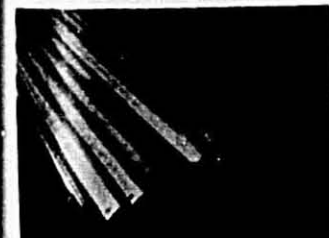
Pre-dryer. You can also improve your present drying operation by installing a BUHLER Preliminary Dryer in your present production line.

More than 200 BUHLER Dryers are now operating in the United States and other

countries. It will pay to investigate how you, too, will profit by drying the BUHLER way.

- Specially-designed swing-out panels
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- Sanitary off-the-floor design prevents condensation on floor underneath
- Patented aluminum alloy conveyor
- Takes less floor space than any other short goods dryer of similar capacity
- Positive air circulation dries uniformly over the entire width of belt
- Needs practically no attendance
- Economical. Requires relatively little power, heat, or maintenance

Swing-Out Panels provide easy access for inspection and cleaning. Requires less than a minute to remove.



5-Element Aluminum Drying Belt. Stronger, more rigid than any screen conveyor. Stays clean for there's no wire mesh in which dirt can lodge. No belts to loosen, no screens to mend.



Shaking Distributor prevents product from adhering when it first enters the Dryer. Spreads goods evenly over the belts for more uniform drying.

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Rules for Running a Computer

by Robert Cowan, Jr., A. Goodman & Sons, Inc., Long Island City, New York

THE salesmen for A. Goodman & Sons sell 350 items and the accounting for this operation has been changed from a hand operation to a computerized system. This system tests for the account number of the store, the authorization of the item in the chain store, produces a delivery ticket, handles inventory control, sales analysis, and statistics.

Back in 1959 Goodman had equipment that could tabulate, sort cards, punch cards, merge cards and summarize information. Once IBM gets their equipment in, it is very hard to live without it. However, there are some general guide lines we have developed from our experience which I will share with you today.

Guidelines

First, you should appoint an executive of your corporation who knows your business thoroughly to supervise your computer personnel and your computer supervisor. He must act in such a fashion as to explain to the people in the machine room what the company problems are, and to explain to the people in the company what the machine room problems are. I cannot emphasize enough his importance.

We hired our first supervisor in June of 1959 and we expected to go live with our system in September of 1959. We didn't quite make it and I had to fire him in October.

Get Right Man

This brings me to the second rule: You must hire and fire your supervisors until you get the right man. These people have ways of building little empires for themselves in the machine room, and its deep, dark and mysterious operation in there. Really there is nothing deep, dark and mysterious about it, if you know something about it. We have had a succession of supervisors and eventually we came up with some men who are very capable and very good. You must use every effort to hold onto these people, once you can find them.

Allow Time

The third general rule I would like to discuss is to allow sufficient time for any new endeavor. As I mentioned, we expected to go on with our system September 1 and we were lucky to make it by December 1. Doing all of the system's work that is required is a monumental task because you must antici-



Robert Cowan, Jr.

pate every problem. There are so many little things that happen in data processing that as you move through a series of operations, whatever the output or result of one operation will become the input for the next operation, and it is most important that the system be debugged, so that the work proceeds in an orderly fashion.

Very often, what is working well in the beginning runs into some sort of trouble as you get to the later stages of a system.

Be Pragmatic

A fourth general rule is to "Never bite off more than you can chew." We have discovered that when putting on new applications you are much better off in making small incremental steps rather than making a big jump. Whenever we take the big jump, it seems we always land in chaos. Whenever we take the small steps and look back over a year or two, we are surprised at how far we have come.

In 1959 we had a manual system that had been in operation for one hundred years. The salesman wrote things in hand and he made many basic calculations, often inaccurately. Today in 1969, ten years later, our salesmen enter orders on an optical scan pad. It is read directly into the computer. I dare say, that ten years ago had I stood up before our executive and said, "Our salesmen are going to enter orders directly into a machine that is going to do all the calculations," they would have laughed at me. But this is what is happening today. But you can't go from nothing to a very complicated and sophisticated optical scanning system unless you either go down a path that

someone else has tried or you pay an outside bureau to do it for you. You just can't do it in one step. There are too many things that can go wrong.

Our biggest problem today still is error correction. In the manual system everything is always in balance because anyone with an easer can change a figure and make it balance. In the machine system the error stays within the machine and it keeps going around and around. A perfect example is the department store bill. I am sure all of you are familiar with what happens once an error appears on a charge account. It seems like it is there forever. This is still our biggest problem because some individual has to go and correct the data, and make sure that the correction he makes is also corrected in all subsequent jobs. Otherwise, you may correct it in one area of your system, and if it isn't corrected in the other, the error is still there.

Garbage In-Garbage Out

The fifth general rule is one I learned in an IBM school called GI = GO. It stands for Garbage In = Garbage Out. If you don't control the input of the system and you give the machine room figures without knowledge of what totals should be, you can never be sure that they are doing it properly. I can't stress this strongly enough. We maintain control in our room to the penny every day. They must hit out to certain figures, or they don't go home until it balances. That's the way it must be, because once you permit any deviation you may be out 10¢ and then \$5 and everyone says, "We don't want to spend all that time looking for \$5." But, maybe the \$5 turns out to be \$100 one way and \$105 the other. All of a sudden, it's \$100 and you have lost control of your system.

Our system grew and grew, until after three years, we had two of every piece of equipment. By June of 1967 we installed our first computer. It was a 160 Model 20 Card System. (This is a Ford when it comes to computers, not a Cadillac.) It is a very powerful machine. And as a matter of fact, on August 1 we are going to replace it with a more sophisticated machine. The conversion from our manual system to our first tabulating and punch card system was very difficult. People had to be trained to live with the new equipment. We still have people today who fight the

system. The work in getting a manual system ready to go onto a data processing system is most difficult because of the training of the people in the system's work, which has to be different for machines as compared with doing it manually. Our conversion from tabulating equipment to a computer was very simple and easy, because people were already used to working within certain frameworks and we wheeled the old machines out and the new ones in on the same day and went live. The IBM people looked at us in amazement, but we had prepared our ground thoroughly.

Reduce Costs

The sixth general rule I would offer you is to try to reduce your costs in the data processing area. There are three areas in which to reduce them. One is to sell or lease time or provide a service, as we do. Secondly, you can purchase the equipment and then sell it to one of the leasing companies. The third way for reducing costs no longer applies because in the last three weeks IBM has changed their policy. And that was in the programming area of the business. IBM, officially, did not give programming support, they gave systems support. Beginning January, 1970 IBM is going to charge for programming, but they are reducing the equipment rental. They will come out way ahead on this deal because they are reducing equipment rental about 3 percent, but what they are charging for the programming service will be in excess of the 3 percent reduction. In the past, if we had a particular problem and our programmer couldn't solve it, we would call IBM and they would send one or two men down and they would work out the problem. This even applied when we had tabulating equipment when they would send down as many people as necessary to get the job done. How this is going to affect us in the future I can't say, because we are going to have to assume these costs, and we will have to review them very carefully.

Review Reports

The seventh rule is that the executive you appoint to be in charge of this area of your business must constantly review all the reports that are run by the computer room. He has to analyze who is getting them, why is this person getting them, what is he doing with them and how often is he getting them. After a while we began to wonder why we were running so many reports. We now review them constantly, because they are costly to produce.

Illustrations

I would like to show you now some slides of how we process an order today, as well as some of the things for which we are using our system. When our salesman goes into a store today he is selling about 350 items. Not all of them are our Goodman items. Our people are also distributing the McCormick Gourmet line in New York as well as a number of other lines. So when a man goes into a store (and there are some 80 chains) with 350 items to sell, he has 28,000 possibilities to remember for authorization. Salesmen, being what they are, take the order, throw it in at the office and don't want to know any more about it. They don't want to know production problems, authorization problems, or delivery problems. Well, in today's age this doesn't go any more. If we send an unauthorized item into a chain store all kinds of problems develop. The first thing that our computer system does is to test for the authorization of the items. It also checks that the account is a valid one as well as a few other things.

We can order up to 31 cases of a particular item for store delivery. If we are talking about warehouse type of delivery, we can go up to 999, as you can see from the way these scan sheets are laid out. We are also using the results of these order sheets to produce a delivery ticket. It helps us in our finished goods inventory and in our material inventory. It winds up in weekly billing and statements. We also run sales analyses, sales statistics, special reports for the chain (who are very conscious of case movement per store) and sales figures generally.

Accuracy Improved

Formerly, when a salesman took an order on a three part pad (sometimes four parts) he was writing illegibly. He often made mistakes in calculations which led to difficulties when the order went into the chain store billing. Some chains wanted the price to appear, other chains didn't. Some wanted the unit price; some wanted the retail price; some wanted only the extended amount. Salesmen couldn't hope to remember all of these things, so we make the machine do this for him.

An order was eventually taken on an IBM card because we only needed one copy which was sent to our offices each day. There a person at a tub-file pulled a card that had customer information on it and then the order went to another tub-file where detail card information was pulled. From there it went into the machine for processing.

Now the salesman is taking the order on a sheet and all that he is marking down is a customer number, quantity information, and a few control numbers. This sheet then comes back to us. There are timing marks down the side which tell the machine which line it is reading. These marks control the heart of this particular system. This sheet is then fed into the machine.

Summary

In closing I would like to review the seven rules for successful computer operations with you.

1. You must have an executive who knows your business responsible for the computer too.
2. Keep turning over the supervisor in the machine room until you have a capable person.
3. Allow sufficient time for any project.
4. Never bite off more than you can chew. Small incremental steps are the best way.
5. Garbage In = Garbage Out.
6. Try to reduce your costs by either leasing the equipment, selling time, or providing a service.
7. Review all reports periodically. There is no point in producing things that nobody wants or reads.

Questions & Answers

Question: Is there any way you can compare the costs of getting the job done this way compared to the old way?

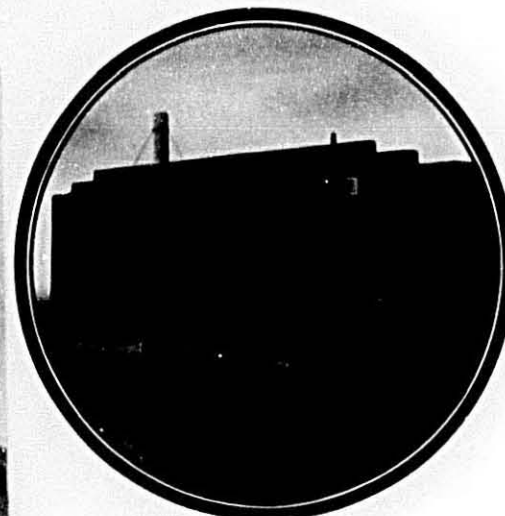
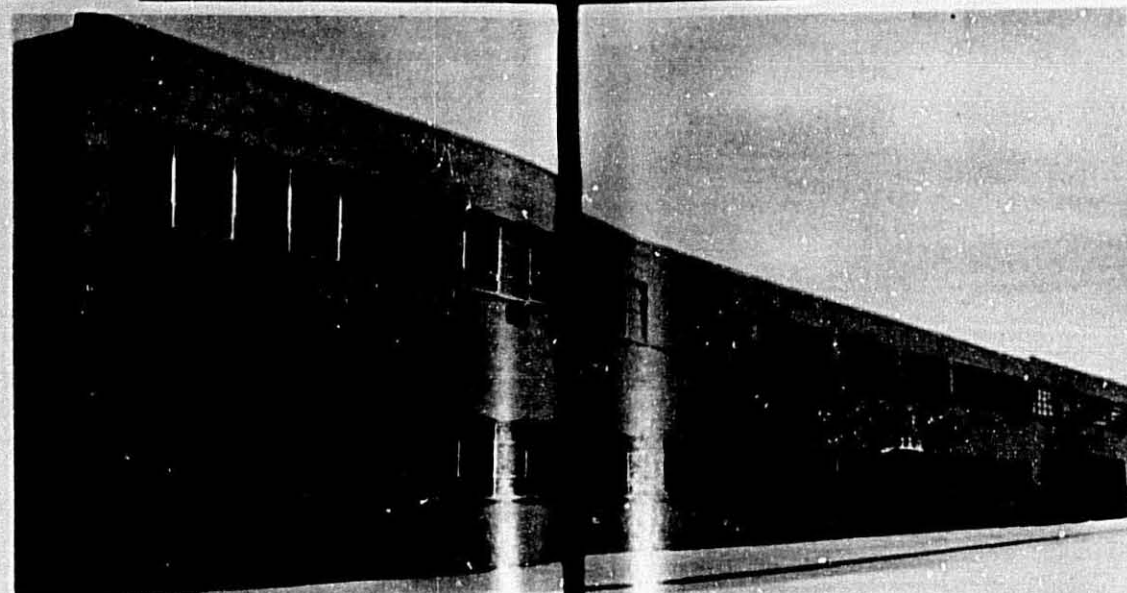
Answer: When we started on the manual system we had approximately fifteen people in our office. Then we were distributing about 80 items and we were working all kinds of overtime. Especially at peak times we were working 14 hours a day for four or five weeks in a row. Today we have eight people in the office, plus the equipment, and we are handling a much larger volume, much more complicated, and the two systems, of course, are not identical. We recently reviewed what would happen if we threw the equipment out and brought in people. Well, we found that it would cost approximately the same. But we would not get the reports on time, and we would have the people problem to contend with. At least the equipment is in every day. Generally, IBM has been terrific with service—if we have a problem they get there and fix it. We are in the time business. We're like a newspaper, if we miss a delivery we miss the sales. This is most critical on Wednesday and Thursdays, because if we're not in the store for the Friday and Saturday shopping, we might as well forget it. So, we are geared to give 24-hour service. We get orders in

(Continued on page 38)

50th Anniversary



1919



1929

Fifty Golden Years with the Golden Pasta

Now that we are reminiscing a little—some of those years were not all golden. To be truthful some were downright threadbare—as most of us well remember. However there were enough of those Golden Years to encourage us all to hold on—and the important thing is, we all tried harder to improve a little. We must have been fairly successful too, because...

...thanks to our faithful customers of long standing years as well as all our new ones, we at Clermont are still turning out those Golden Pasta machines which produce a complete line of long goods—short goods and noodle products—also a variety of conveyers to move your finished product to any part of any floor in your plant.

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Report of the Durum Wheat Institute

by H. Howard Lampman, Executive Director

REPORTING for the Durum Wheat Institute—after you've heard the exciting plans for the Spaghetti Safari and how Ted Sills plans to promote your products—the work of the Durum Wheat Institute or even that of the Hotel-Restaurant-Institutional Program may seem a little humdrum by comparison. Yet nuts and bolts and sheet metal are important even in a high style Cadillac. And I happen to believe that the nuts and bolts of the Durum Wheat Institute are basically important, even if a little less dramatic.

It's Your Program

May I open by a simple declaration? The Durum Wheat Institute program is your program and a durum growers' program even though it is financed by Amber, ADM, International, the North Dakota Mill and Peavey. If you don't like what we do, how we do it, or if you have ideas on new projects, tell the new chairman of the group, Ed Powers of Peavey, or any of the millers I've mentioned, or Bob Green with whom we have always enjoyed working closely. Everything we produce carries a credit line for the National Macaroni Institute and the durum growers as well as durum millers.

We want to work with you—and for you.

In a way, many of the things you have heard thus far at this meeting have some bearing on the design of the Durum Wheat Institute program. The fine report by Jim Winston describing your opportunity in the so-called "War on Hunger;" Lloyd Skinner's call for intensified education; the delineation of trends in the HRI field; and many other observations on your market and the problems of marketing contribute to the rationale of the Durum Wheat Institute.

Materials

Let's start with the nuts and bolts. We planned to have a kit of DWI materials here for each of you, so that you could refresh your memories on what's available, its use and purpose. But thanks to Railway Express, the kits that were shipped a month ago have not yet been delivered. So we will mail them to you sometime later in the month.

Let's hope you remember the individual materials.

First: the large classroom chart—"Durum Macaroni Foods—From Farm



H. Howard Lampman

to Table." Although in times past, some of you distributed thousands of these charts to schools in your market area, this year we mailed out 1,550.

The recipe booklet, "Specialties of the House," chalked up a similar, rather dismal record. While we have distributed almost a million copies, last year we distributed only 21,400 — and we have 50,000 in stock.

At their last meeting the durum millers decided to take some independent action in your behalf to gain greater distribution of materials. As a starter, we wrote all state directors of home economics—offering copies of the "Demonstration Outline" and its accompanying recipe leaflet, in quantities for students. Thus far 1,725 kits have been mailed out to fill the requests in addition to the 1,800 outlines and 12,800 leaflets distributed last year. The durum millers plan to take similar direct action on the other materials in stock, since printed charts and booklets work for nobody when they repose in a warehouse.

The materials I've mentioned were all produced on a project basis, presumably tailored to your specifications as materials on your products—for use in schools and home economics classrooms. We think they accomplish (if they are used), what Lloyd Skinner meant when he called for "intensified education."

But if these materials are not what you want or need, or if they have outlived their usefulness, please tell us. We will scrap them, revise them or otherwise make them satisfactory to you.

Perhaps some of you have noticed the change in format of the bulletin, "Durum Wheat Notes," mailed four or five times a year to 44,000 food editors, home economics teachers, extension agents and others who influence students and homemakers in their choice of your products over other foods. For example, a recent issue of "Durum Wheat Notes" quoted medical authorities to support the position that the old Navy pilot's "before-battle" meal of steak and eggs, and the football coach's menu of a similar nature, did not have the "staying power" of a diet high in complex carbohydrate—like spaghetti, macaroni and noodles.

The "new look" for "Durum Wheat Notes" has brought new popularity and many requests for information and recipes.

One of the current projects of the Durum Wheat Institute may prove controversial. But perhaps you'll understand—since our name is the Durum Wheat Institute, and most of you recognize durum as a standard of quality.

First, we soon will mail to all metropolitan food editors a sampler kit containing two, separate, one pound packages of spaghetti wrapped in poly or cellophane, without brand identification. A cover letter will point out the differences in color and in the cooking qualities. Recipes will be provided to demonstrate the differences in actual use. One pound of the product will be made from number one semolina; the other pound will be made from soft patent, hard wheat flour. We think this demonstration kit for food editors is essential if we want to explain why we stress the importance of durum; or, for that matter, why we are called the Durum Wheat Institute.

Second Project

The second project for the year may bother some of you, too. But there is again a reasonable explanation. One of the most popular sets of color transparencies in our library show the multitude of common and unusual shapes of pasta. Those transparencies have been reproduced so often that they have al-

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most been worn thin. But they are popular, especially with teachers and others who try to explain the basic products you make to the American public.

We plan to produce a new chart in full color illustrating the "many faces and shapes of macaroni" under that or a similar title. We will use Italian or company names to identify the different shapes, but without company mention. At the same time we hope to capture, if we can, the charm and romance of such translations as "little angels," "little guns," "little cannons," "seashells," and so-on. Only shapes manufactured in the United States and Canada will be shown: no imports. We feel that the almost "fairy tale" quality of some of those names will contribute an aura and appeal to all the products you make without complicating too much your battle to hold your shelf space in the face of increasing competition from the "just-heat-and-eat" varieties of your product or new products.

There is another aspect of the situation you might want to consider: When Campbell Soup, a cake mix manufacturer, or any food company, produces an almost constant stream of new flavors and products, each introduced with advertising and fanfare—such a step is often taken with full knowledge that those flavors or product variations will not last. But "new" is the magic word. By catering to public taste for "new," the food company keeps its shelf space which otherwise might be allocated to other foods or a competitor's "new" product.

HRI Program

So much for the Durum Wheat Institute. We have, I think, a somewhat better record in the Durum Macaroni Hotel-Restaurant-Institutional program, jointly financed by your National Macaroni Institute, the durum millers and the North Dakota State Wheat Commission.

You have all seen the color movie, "Macaroni Menu Magic," designed to teach students and employees in the HRI field how to buy, cook, serve and merchandise pasta products. Since it was produced in 1966, it has been booked 3,512 times; shown 6,584 times; with a total audience in the HRI field thus far of 183,148, more than 50,000 of them in the past year. It's a hard working film and so much in demand that we sometimes run short of prints so that a schedule is required to distribute them.

The companion filmstrip, "How to Cook Macaroni," stops the action of the movie at important points so that a teacher may show her students, or a supervisor his associates, each impor-

tant step in the preparation of pasta dishes. In the past year, we have sold more than 300 of these filmstrips accompanied by 1,500 narration guides. Sales go so well that we have reordered several times and maintain a current stock of 1,700 prints and 8,500 narration guides.

The sets of 32 recipe cards from the movie, which you saw for a first time last year in Montreal, have not, however, proved as successful, perhaps because of their cost. (75¢ in quantity; \$1.00 when ordered singly). We have disposed of only 2,232 sets of the cards, leaving a stock from the first printing of 22,768.

This situation poses a question. What do you want to do? Reduce the price? Make free distribution? We would have no trouble at all in clearing out the stock if we gave the sets away; a rerun printing would reduce the cost of future sets. The decision is yours, the durum millers and the growers.

Pasta Profit Pointers

Another trouble spot in the HRI picture is what to do about the publication, "Pasta Profit Pointers." We have received many nice comments on the prototype issue and requests for regular mailings. But the method of distribution is the key question. We offered "Pasta Profit Pointers" to you, the macaroni manufacturer, for possible imprint and distribution to your HRI customers. No sale. Then we mailed it to the Chain Store Age list of restaurants. But those people on the receiving end of that list are continually bombarded with such materials. Even if our "Pasta Profit Pointers" excelled, we could hardly expect to be swamped with requests. Incidentally, the bulletin is being copied in, at least, two European countries. So, at least we can bask in that sincerest form of flattery—imitation.

Again, what do you want to do? Continue publishing or junk the idea? Distribute free? Provide free copies to macaroni manufacturers for distribution? Provide copies free for distribution at restaurant trade shows? There are several different combinations of circulation you might want to consider.

It might be well to conclude this report on the Durum Wheat Institute with the above questions. As mentioned at the beginning, it is your program. Call it one of your "resources." You can make it work for you. Do with it what you will. You can't ask for much more than that.

Nutrition Project

But there are several other aspects of our work which might be of interest to

you. The first was mentioned prominently on your program at this hotel 11 or 12 years ago. The Secretary of the Council on Foods and Nutrition of the American Medical Association, Dr. Philip L. White, told you (if you recall correctly) that your only claim to recognition for nutritional excellence . . . that the place of your products as recommended foods, depended on enrichment.

That was a long time ago . . . but then it sometimes takes years for ideas to incubate, gestate or otherwise achieve birth or re-birth in actuality.

Monday you heard Jim Winston describe your opportunities in the enrichment or fortification of your product. "Hunger and Malnutrition" have become one of the hottest political and moral issues of the day, especially in Washington. Thus, the child Dr. White laid on your doorstep, right here in Coronado, more than a decade ago has come back full grown to claim your consideration.

The wheat growers through the Wheat and Wheat Foods Foundation, the millers, the bakers and you have been doing several things about this problem. And you, as well as the others, are also represented on the Foundation Board. Walter Villame is a director and member of the WFFF Executive Committee and Al Ravarino is also a director.

The Wheat Foods Foundation has established a "Nutrition Project Committee." The Millers National Federation has a "Nutrition Study Committee" headed by Mark Heffelfinger, whom you heard yesterday on a different topic. You might want to discuss this one with him.

Iron Deficiencies

Briefly, here is the plot: The Food and Nutrition Board last fall raised the Daily Dietary Allowance for Iron in recognition of widespread need. Perhaps as many as 50 percent of women of child-bearing years and 30 percent of all children suffer some degree of iron deficiency anemia.

The committees I've mentioned and a number of individuals, with the support of the industries they represent, have reached a point where, in all likelihood, a petition will soon be filed with the Food & Drug Administration requesting an interim increase of two to three times the current levels of iron enrichment. The word, "interim" is used because there is also a plan to raise a fund of \$200 to \$250,000, with the help of government and chemical manufacturers, to determine the more

(Continued on page 26)



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OCTOBER, 1969

25

Durum Wheat Institute Report—

(Continued from page 00)

assimilable or available forms of iron and its metabolism in human nutrition. That work will take two or three years in a series of projects of approved design under the supervision of the Food and Nutrition Board.

Question: Will you support such a petition and the need for this work?

Other Considerations

Other changes in cereal enrichment are under consideration including the addition of vitamin B₆ to the formula and the possible fortification of cereal products with other nutrients as well. The milling industry, and to a certain extent, leaders of the baking industry have accepted in principle the concept that their products should be improved nutritionally, according to popular need, within practical limitations concerning the maintenance of quality and economy — providing such steps are recommended and accepted by leading medical and nutritional authorities. For reference, read the current issue of the "Macaroni Journal."

Question: What is the attitude of your industry concerning these exciting and, shall we say, "revolutionary" steps?

Wheat-Soy Blend

As if this were not enough for the moment, may I refer you to Jim Winston's mention Monday of the so-called Senate Select Committee, headed by Senator George McGovern of North Dakota. Sometime, within the next few weeks, representatives of the milling and baking industries (and hopefully your industry) will appear before that Committee with samples of products known as "Blend A" and "Wheat-Soy Blend" incorporated into breads, cookies and pastas.

Blend A represents a combination of 70 percent flour with something called "wheat concentrate" derived from the regrinding and refitting, over and over again, of the "red dog" and "mill run" fractions of the millstream. The protein quality and quantity and the vitamin and mineral content of the product are thus improved. Presumably, the same technique could be used to raise the nutritional level of durum flour or granulars for pasta. The regrinding and refitting reduces the fiber content of the concentrate to acceptable levels.

Wheat-Soy-Blend, or "WSB," as it is called, uses the wheat concentrate plus added vitamins and minerals to make a product that can be served alone, as a drink, pudding or porridge, or mixed into more traditional forms of cereal. As a beverage, "WSB" is the nutritional

Government Egg Reports			
U. S. Cold Storage Report		August 1, 1969	August 1, 1968
Shell Eggs	Cases	204,000	262,000
Frozen whites	Pounds	10,280,000	12,396,000
Frozen yolks	Pounds	17,109,000	26,662,000
Frozen whole eggs	Pounds	33,474,000	65,863,000
Frozen unclassified	Pounds	2,167,000	4,664,000
Frozen Eggs—Total	Pounds	65,010,000	109,585,000
Crop Report (48 States)		July, 1969	July, 1968
Shell eggs produced		5,748,000,000	5,766,000,000
Average number of layers		304,565,000	305,326,000
Average rate of lay		18.87	18.88
Layer Reports:		August 1, 1969	August 1, 1968
Hens and Pullets of laying age		304,563,000	305,190,000
Pullets not of laying age		69,630,000	70,770,000
Potential layers		374,193,000	376,087,000
Eggs laid per 100 layers		60.3	60.3

equivalent of human milk. Mark Heffelfinger observed that the manufactured product would always fall short in packaging.

Question: Does your industry want participation in this voyage of nutritional discovery which may lead to improved forms of your present products, new products and help open new markets?

Heart Problem

Finally, you may recall reports in the "Macaroni Journal" concerning the American Heart Association movie, "Eat to Your Heart's Content." Your products came off very well in that movie. But it related such erroneous information concerning the fat content of bread that all copies were subsequently withdrawn from circulation by the AHA.

Negotiations on the film has led to further discussion with AHA, however, concerning both the kind and amount of fat in cereal products.

Question: How would your industry feel about specifying polyunsaturated fats in the sauces and dishes incorporating pasta? You might be able, in consequence, to state on labels and releases, "as recommended by eminent heart authorities," although you could not mention the AHA.

There are no more questions in my notes, but you have enough, I think, to indicate the very stimulating climate forecast for your future marketing operations.

Thank you very much.

Hatchery Report

Mid-August reports from USDA estimates eggs in incubators July 1 were 9 percent over the 1968 figure. This is an all time record for July hatch of eggtype chicks. This expansion will have to be reckoned with in 1970.

The Egg Market

Shell eggs this summer have been more scarce than any year since 1966. As a result, notes Henningsen Foods, less eggs are going to breakers and egg products of all kinds are in relatively short supply.

Since demand for shell eggs for breaking has been heavier than supply, costs have been advancing. At the same time, shell egg prices for table eggs have been advancing and markets continue to be firm.

Albumen has carried more than its share of the burden of advancing prices. Since one pound of dried egg albumen is equivalent to eight pounds of liquid egg white, the price of albumen fluctuates 8¢ every time the price of liquid egg whites fluctuates 1¢. Egg whites have been in short supply and the cost of liquid whites has increased by about 5¢ per pound through August. Other egg products were firm as well.

The Benincasa trade letter notes that advances in fresh egg prices have not yet carried over to frozen or dried eggs. The use of cost averages is misleading, they say, since replacement in mid-August would have been at least 2¢ per pound higher. Lower yields in hot weather increases cost and is reflected in higher selling prices.

The Tranin letter observes that inventories of dried egg products are very low—some forty to fifty percent below last year.

Egg Solids Production

	First Half 1969	1968 as % of 1969
Whole Eggs	4924	3,087 63
Albumen	8,537	4,327 51
Yolk	9,237	4,950 54
Other	9,937	20,233 204
Total	32,635	32,597 100

In the Crystal Ball

At the Coronado convention Ralph Frank, Jr., vice president, Lawry's Associated Restaurants, looked into the crystal ball in forecasting trends in the growing restaurant, hotel and institutions field. Some predictions:

- In the decade ahead, more and more food products will be tailored for particular uses, special diets, and specific markets. The choice of taste, texture, appearance and aroma will be almost unlimited. Nutritional content will be balanced and controlled. But the sophisticated products of tomorrow will demand sophisticated skills. Industry will need to develop a new crop of people capable of making the foods of the future operational and profitable.

- Since earliest times, man has fought a battle to preserve his precious food supplies against attack by insects, bacteria, and vermin—and against the possibility of famine or the hard realities of icy winter. Today these battles are largely won; he concerns himself today with preserving the more ineffable qualities of freshness, flavor and appearance.

New techniques include: freeze-drying, osmotic dehydration, foam-mat drying, micro-flake drying, falling film evaporation, freeze-concentration, hydro-static canning, continuous vacuum drying, compaction. Sonic waves may be used in future years for drying grains and settling the contents of packaged items.

- Where do we go from here? Laser beams for carving chicken; microwaves to open oysters; packages you can eat;



Tonio's was designed by Architect Calvin Straub.

and a public that snacks around the clock instead of consuming three squares a day (and all that to the tune of \$35 billion per year by 1980).

Mr. Frank spoke at length on franchising which he likened to the advent of supermarket selling in the grocery field that led to the demise of the mama and papa store. In contrast, however, is the growth of the eating establishment with atmosphere—usually on a given theme. Here individuality comes into its own.

Tonio's was designed by Calvin Straub, A.I.A. of Phoenix with the distinct feeling of a charming Italian courtyard inn. The interior is warmly decorated with vibrant colors, tiles and copperware. In full view of diners, the open kitchen adds to the charm of the room as guests may watch the preparation of meals.

The manager of the new Tonio's, Ed Holbrook, and his staff invite you to stop in any day from 11 a.m. to 11 p.m. You will always be welcome.

Tonio's Opens

An exciting new informal restaurant, Tonio's, has recently opened in Pasadena, California on Rosemead Boulevard, just north of Foothill. Located adjacent to the Hastings Ranch Shopping Center, Tonio's is designed to serve the luncheon and supper pleasure of local businessmen, residents, shoppers and theater goers.

Developed by Lawry's Foods, Inc., Tonio's features such specialties as Italian spaghetti and hamburger dishes, salads, soups, distinctively different "Pizzawiches" and desserts. Wine and beer are served by the glass or pitcher and the specialty drink of the house is a truly delicious non-alcoholic Cappuccino.

During the summer months, luncheon and dinner will be served on the patio as well as in the dining rooms and at a unique bar-height counter. The menu items will also be available for take-out orders.



Interior of Tonio's

More Franchises

Tony Bennett sang at the recent opening of the Tony Bennett Spaghetti House in Houston. Barron Industries operates the chain.

The late boxing champion Rocky Marciano was a vice-president of Papa Luigi's Spaghetti Dens.



Ralph Frank, Jr.

PEAVEY COUNTRY



Source of America's finest durum wheat

There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota when the bulk of America's durum crop is grown form the heart of Peavey Country (see map). This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts "way out in PEAVEY COUNTRY."

King Midas DURUM PRODUCTS



■ Weichsburg and Cornbelt Flour Mills ● Peavey
● Flour Mills and Macaroni ● Buffalo, New York
● Superior, Wisconsin ● Grand Forks, North Dakota
● Peavey Country ● Peavey Company ● Peavey

PV PEAVEY COMPANY
Flour Mills

Dino's Gondolas Launched

Combining fast food-preparation techniques with Italian cuisine, a new franchising enterprise, Dino's Gondolas, Inc. of Tampa, Florida, has launched over 150 outlets in the first month of operation. This is an industry record, they claim.

Drawing on the tremendous popularity of Italian food among Americans, the franchisers, Jack Poff, David O. Weaver, and R. Andrew Duncan are offering two different sized operations to investors. The various facilities are as follows: Gondola Normale for shopping center locations and Gondola Fantastica designed for deluxe operations. The structures, with take-out and dining-in capabilities, are in the shape of a giant Italian gondola. By their unique design, it requires only about ninety days to complete a unit.

Large Menu

Dino's menu offers a complete selection of Italian cuisine. Items range from pizza, priced at 59¢ for a plain one to \$1.49 for a fully garnished 14" pie. Sandwiches, hot or cold, vary from 38¢ to 88¢ for a giant submarine. Ten different sauces cover the pasta at prices from 49¢ for marinara to 79¢ for clam sauce, white or red, and mushroom or shrimp sauce. Caesar salads, garlic toast at 9¢ and other Roman treats are quickly available.

The use of special high temperature ovens guarantees that no waiting period is longer than three minutes. Faster than it takes to boil a pot of water.

To Invest

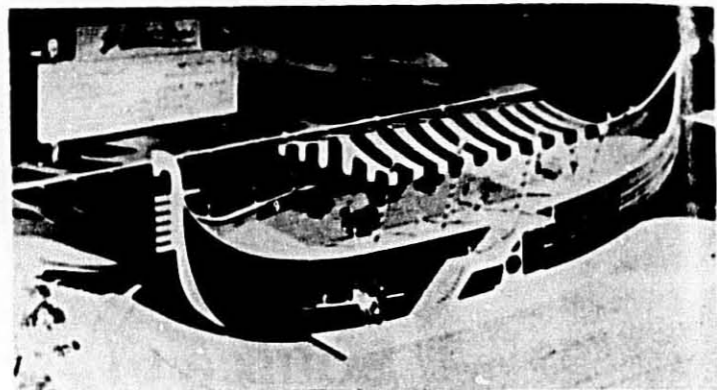
To capitalize on this opportunity, an investor requires \$19,500. That includes the \$12,000 franchise fee, down payment on the complete gondola structure and equipment. The remaining investment is for operating capital, lease deposit, inventory and advertising, etc.

Famous and unique take-out Italian food specialties may yet replace the hamburger.

Mama Tino's

Nick Fiorentino, president of Mama Tino's, a drive-in chain of spaghetti houses, states that the immediate success of pilot restaurants in Hollywood and Fort Lauderdale, Florida has made it feasible to expand at a faster rate than originally planned.

To that end, many existing buildings are rapidly being acquired and converted to conform to the basic Mama Tino prototype. Everett Garcia has been named Director of Engineering for the fast food franchise chain.



Dino's diners are in the shape of a gondola.

99 Combinations

Mama Tino's features a copyrighted "Match-Maker Menu" that permits the customer to match up any one of eleven different spaghetti with any one of nine different sauces, giving him a total choice of 99 different kinds of spaghetti.

"Any man can be a hero to his family by ordering exotic spaghetti dishes. He orders by digit and alphabetical letter. He doesn't even have to know how to pronounce 'fettuccini,'" promises Fiorentino. He merely orders a dish of 55-E on the side.

Branching Out

Stores are operating in Miami, Hollywood and Fort Lauderdale. Plans call for a dozen spaghetti houses operating in southern Florida and openings by the end of the year in Tampa, Atlanta and Boston.

Projections call for \$5,000,000 net sales by the end of 1969; \$15,000,000 sales by the end of 1970.



Mama Tino's waitress, Martha McLamb, about to serve a tray of Pizza Pups. The new concoction for adventurous eaters sells at 50 cents. "Customers enjoy the flavor as-is, without mustard, relish or ketchup," reports Martha.

Pizza Pup

A Florida-based restaurant chain is teaching the old dog new tricks.

If a hot dog tastes good, and a pizza tastes good, by putting them together they will taste twice as good, says Nick Fiorentino, president of Mama Tino's, a franchised spaghetti house with branches now operating in Hollywood and Fort Lauderdale and another soon opening in Miami.

Fiorentino declared, "We Americans are adventurous eaters. We are always hunting new taste sensations. To satisfy this native need for culinary discoveries, Mama Tino's has come up with a mouth-watering new combination of frankfurter and pizza. We've copyrighted a name for it. We call it The Pizza Pup."

The Pizza Pup is a regulation hot dog enfolded in a specially prepared pizza topped with cheese and tomato sauce. The frank is cooked to order, a matter of just a few minutes. Then it is tucked into the pizza, and heated to intermingle the savory flavors of both partners.

The result, according to Fiorentino, is a quickly-served, easy to eat, deliciously different wedding of two favorite edibles which taste even better in married bliss than they do in the single state.

"You just pick up the Pup in your fingers and have a go at it," Fiorentino instructed. "It makes a wonderful take-out food because it's easy to eat and holds its heat. We will eventually be serving the Pizza Pup in hundreds of Mama Tino's restaurants around the country. When people can eat their hot dogs neatly wrapped up in a blanket of tasty pizza, why should anyone bother with a tasteless, messy conventional bun? A bun doesn't add anything; it just lies there. I think we've got the bun on the run."

ADM Milling Excellence

New Gooch Products

Gooch Food Products Company, Lincoln, Nebraska, is introducing two new additions to their Martha Gooch line of shelf-stable convenience dinners, Beef Stroganoff and Noodles, and Fettuccine.

The 15½-ounce Beef Stroganoff and Noodles contains a can of concentrated sour cream sauce with beef plus a packet of noodles. After the sauce, with added water, is brought to a boil, the noodles are then cooked in the sauce, permitting a single-pan main dish.

The 7-ounce Fettuccine contains a package of egg noodles and a package of cheese sauce mix in which Romano and Parmesan cheeses, butter and parsley are key flavors.

Other shelf-stable convenience dinners in the Martha Gooch line are Mac' and Cheese, Spaghetti Dinner, Chicken and Dumplings, Noodles Romanoff, Beef and Noodles, and Tuna and Noodles.



17" x 22" display card, features actual Kitchen Aids sets on both sides of the card. The card is supported by a specially designed wire which fits between the tops of two grocery gondolas. Thus, the set is well displayed, without taking valuable shelf space. Other display materials include order blanks, shopping cart cards and posters.

W. E. (Bill) Clark, Vice President-Sales for Skinner, said, "Several years ago Skinner offered this unique and utilitarian set of 4 Kitchen Aids to Mrs. Housewife. Her response to that offer resulted in one of the most successful promotions in Skinner history. There is every reason to believe this repeat promotion will be another record setter."

Skinner Offers Premium

A four-piece set of handy Kitchen Aids valued at 89¢ is being offered as a 35¢ mail-in premium by Skinner Macaroni Company in its 1969 Fall promotion.

The set, consisting of a strainer, egg separator, funnel and scoop, comes in sturdy, blue plastic. Each piece is about six inches long, a size homemakers find easy to use and store. The set is not available in retail stores.

Newspaper advertising in more than 130 dailies and in sectional editions of Good Housekeeping Magazine is scheduled in support of the offer.

Exciting point-of-sale materials are available to grocers. One piece, a unique



Golden Grain Gets Stay on I. J. Grass

Federal Court has issued a preliminary injunction prohibiting I. J. Grass Noodle Company from using two trademarks and a package design that are "colorable imitations" of those used for Rice-A-Roni, a packaged rice and vermicelli dinner.

Judge Alexander Napoli said the injunction shall become effective when Golden Grain Macaroni Company of San Leandro, California posts a \$10,000 bond. It shall remain in effect until final determination of Gold Grain's trademark infringement suit against Grass.

In a subsequent amendment to the injunction order, the judge gave Grass six months to dispose of its inventory of a prepared rice and noodle product sold under a mark that allegedly infringes a Golden Grain trademark.

Grass Denies Charge

Grass has flatly denied its trademark Rice-O-Noodle for a rice and noodle packaged dinner infringes on the trademark Rice-A-Roni and that its packages for chicken and beef flavored prepared

dinners are colorable imitations of Golden Grain's packages for similar dinners.

The judge said Grass recently introduced its Rice-O-Noodle and that it appears both marks are confusingly similar to the plaintiff's.

He also said, "It appears that package designs for the defendant's product are confusingly similar to the plaintiff's package design for Rice-A-Roni."

Onion Soup Mix Display Unit

A prepackaged display unit has been introduced by I. J. Grass Noodle Company of Chicago. The die-cut base holds 288 packages of Mrs. Grass' Onion Soup Mix. Tear-off pads offer a coupon toward the purchase of any item from the meat department when the customer sends in the fronts of five packages of mix.

Marco Buitoni Elected

Marco Buitoni, who is President of Buitoni Foods Corporation and Perugia Chocolates and Confections of America, has been elected a director of Investors Funding Corporation of New York, it was announced by Jerry Dansker, chairman of the board.

Mr. Buitoni is a member of the board of directors of the Administrative Council for the Buitoni companies in France, Germany and in the United States and a member of the Finance Club of Buitoni Perugia.

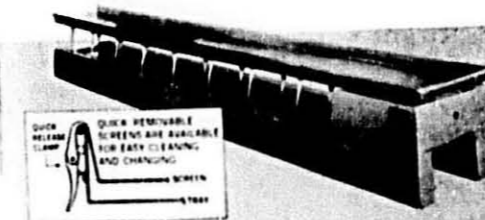
The Investors Funding Corporation has interests in such diversified fields as real estate, banking, mutual fund sales, title insurance and life insurance, development and financing. A recent acquisition was Ballantine Beer and Ale Co.

Macaroni sales run 5% ahead for the first six months of 1969.

THE MACARONI JOURNAL

BELT CONVEYORS

A complete line of standard belt conveyors with modern, streamlined frames—sanitary construction and "quick connect sections"—Special features are offered such as: Lorig self-aligning drive pulleys—Powered rotary doffers for wiping belts on return side—Dust tight enclosures—Flat-wire and mesh-wire steel belts. Write for Bulletin CC-20.



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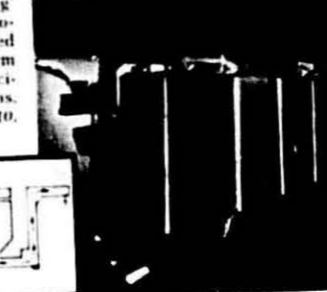


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La Renita Ronzoni

With thousands of Ronzoni Macaroni Company box-tops and labels to recommend her, nine-year old Brenda Maldonado, of Manhattan, was proclaimed La Renita Ronzoni (the little Ronzoni queen) in New York's City Hall recently.

An annual El Tiempo promotion sponsored by the Ronzoni Macaroni Company, the "Renita" contest continues to generate tremendous enthusiasm within New York's Spanish-speaking community. Brenda and her family are now the proud owners of a new car, a piece of property in Pine Lake Estates, New Jersey, and a color television set because of the 951,900 votes cast in her favor.

This year's contest drew a record-breaking total of 4,769,270 votes. The 20 runners-up were recognized at the City Hall ceremony presided over (in Mayor Lindsay's absence) by Deputy-Mayor Robert W. Sweet. The runners-up received television sets, trips or watches.

For the friends and relatives of the little girls, the ceremony capped several months of clipping El Tiempo coupons and saving Ronzoni box tops and labels. From April to June El Tiempo ran ads promoting the contest listing the prizes, and featuring a coupon worth 10 votes. The ads explained that a box top from Ronzoni "Fideos" (the Spanish word for "noodle" is "fideo"—but "Fideos" are a special variety of pasta product popular in the Spanish market) or a Ronzoni Spaghetti Sauce label were worth 20 votes, and any other Ronzoni pasta box top (or facsimile thereof) was worth 10 votes.

A Good Team

Two of the San Francisco Bay Area's leading food processors—Golden Grain Macaroni and Del Monte — have announced their first mutual promotional campaign to spotlight products of each company.

Golden Grain's Spanish Rice-a-Roni mix and Del Monte's Tomato Wedges will be featured together in food stores throughout the 50 States from mid-September through October.

Both companies plan extensive nationwide advertising of the product tie-in, it was reported.

According to Dominic Forte, national sales manager, Golden Grain's ads will also feature a tempting recipe for "Golden Gate Scampi"—utilizing both products along with shrimp and mushrooms.

As a further attraction for the consumer, 50 cent refunds will be made to



Deputy Mayor of New York City Robert W. Sweet hands Brenda Maldonado her Ronzoni-queen trophy. Looking on are Emanuele Ronzoni, Jr., president, Ronzoni Macaroni Company; Murray Firestone, president, Firestone and Associates, Inc.; Advertising, Ronzoni's agency; Albert Rabillard, vice president and director of advertising, El Tiempo.

all those mailing in a Spanish Rice-a-Roni boxtop and a Tomato Wedges label. Refund coupons will be available in all participating stores.

Complete point-of-sale display kits are available from local distributors of Golden Grain and Del Monte lines.

"This trade tie-in with Del Monte is a natural," Forte said, "for on all packages of Spanish Rice-a-Roni, our message reads 'Just Add Tomatoes!'"

IPACK-IMA A Sellout

The General Secretariat of IPACK-IMA, international exhibition of packaging and food processing machinery, as well as mechanical handling, has announced a sell-out of enlarged facilities at the Milan Trade Fair grounds. The show takes place October 4-10.



A Good Team—Dominic Forte, left, National Sales Manager of Golden Grain Macaroni Co., maker of Rice-A-Roni, and Gennaro A. Filice, Merchandising Vice President of Del Monte Corp., display their trade tie-in products set for nationwide promotion.

Exhibitors total 590, 229 coming from abroad. Countries represented will include: Austria, Belgium, Denmark, France, Germany, Great Britain, Italy, Japan, Holland, Sweden, Switzerland, and the United States.

Italian-in-the-bag

Uddo & Taormina Corp. is introducing Progresso frozen Italian entrees in boil-in-bag units, said to be the first line of ethnic foods to use this type of packaging. New package graphics for the line, plus Progresso pizza, reflect European elegance. Cartons are from Continental Can's folding carton division.

Pasta, Please

Stop calling them "paste goods." Robert M. Green, executive secretary of the National Macaroni Manufacturers Assn., objects to supermarkets and their warehouses in the western states of the U.S. using the expression "paste goods" when referring to macaroni, spaghetti, and other products of the same family. The term is used frequently on supermarket signs to designate the section where macaroni products are sold. It is used also in bulletins and advertising of home or buying offices sent to store personnel. And on occasion the term has crept into the advertising of some of the supermarket chains. Mr. Green suggests that the supermarket chains change the designation to "macaroni products" or "pasta products." To bring about this change, he has requested that the macaroni manufacturers who sell in this area ask for it to be done both orally and in writing. A similar campaign in the eastern and midwestern areas of the country is proving successful, Green reports.

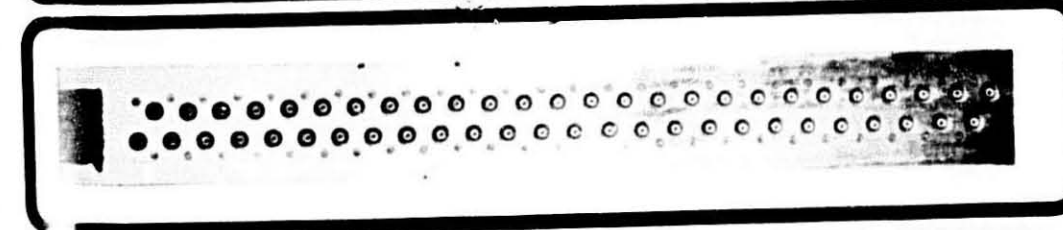
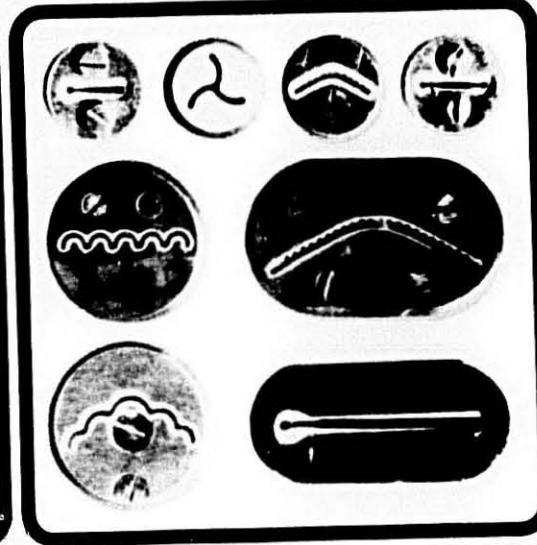
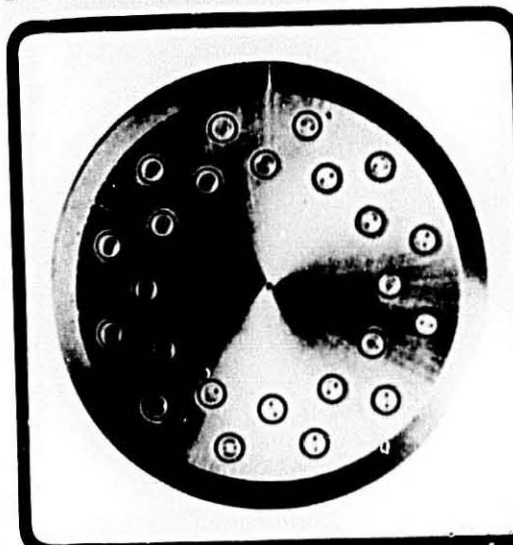
Egg Industry Finalizes Sanitary Standards

Four new E-3-A Sanitary Standards for cleanliness of equipment design have been established for pumps, homogenizers, sifters and thermometer rings for processing egg products.

The 3-A Sanitary Standards Committees are made up of representatives from the International Association of Milk, Food and Environmental Sanitarians; U. S. Public Health Service; U. S. Department of Agriculture; Institute of American Poultry Industries and the Dairy & Food Industries Supply Association. The committees thus represent a voluntary cooperative effort by processors, fabricators and the regulatory sanitation community.



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Left to right: Show Chairman A. V. Petersen, Executive Vice President of Wright Machinery Co., Inc., Durham, N.C.; PMMI President William T. Boston, President of Bartelt Engineering Co., Inc., Rockford, Ill.; J. Joseph Cronmore, Immediate past President of PMMI and President of Crompton and Knowles Corp., Packaging Machinery Group, Agawam, Mass.; Arthur J. Olsen, PMMI First Vice President and General Manager, FMC Corporation, Packaging Machinery Division, Horsham, Pa.; and PMMI Executive Director, Leif Osoff.

Packaging/Converting Machinery Show

An estimated 20,000 packaging and converting representatives from the United States, Canada and 36 other nations are expected to be in attendance at the Packaging/Converting Machinery Show '69, scheduled for October 27-30 in Detroit's Cobo Hall.

Officials of the Packaging Machinery Manufacturers Institute, which sponsors and runs the show, say that more than 270 exhibitors will display packaging materials and 1,200 packaging and converting machines, 500 of which will be shown for the first time. Other machines will be shown which incorporate the latest modifications for speed, versatility, change over, and other operating characteristics.

A total of 185,000 net square feet of machinery will fill the display areas at Cobo Hall, making this "the largest exhibition of packaging and converting machinery assembled under one roof in the Western Hemisphere," according to William T. Boston of Bartelt Engineering, the 1969 president of PMMI.

Staged exclusively for the more than 60 major consumer goods and industrial products industries that use packaging, the 1969 PMMI show will stress the practical, cost-reducing, production-boosting aspects of packaging and converting.

"We are aiming to provide the best possible answers and to point up the latest trends for top executives and production personnel of all packaging and converting machine-using industries," says A. V. "Pete" Petersen, this year's PMMI show chairman, vice-president of Wright Machinery Co., Inc., Durham, North Carolina.

"One interesting aspect of the show," said Mr. Petersen, "is that exhibitors

have found it worthwhile to put greater varieties of machines and other products on display.

"When the show was started in 1956, the 136 exhibitors in it used an average of 317 square feet, while in this year's show the average for each of the 270 exhibitors is 685 square feet, which represents not only a more than doubling in the numbers of exhibitors, but also a more than 100% increase in the space each is utilizing.

"Even so," he said, "you'll find very little open, wasted space in this show."

Concurrent Meetings

Referring to the 27 hours of technical and management sessions which will run concurrently with the show, Mr. Petersen said that six independent industry associations will cooperate with PMMI in featuring presentations on various aspects of the packaging and converting industry, each group concentrating on its own special area of expertise.

"This is our first joint effort of this kind," said Mr. Petersen, "and we really feel that it opens a new era of cooperative effort among industry associations to achieve our common goals of service to the users of our products."

The overall theme of the concurrent program will be "The Packaging/Converting Revolution," which is being planned by Adhesives Manufacturers Association, Fibre Box Association, Glass Container Manufacturers Institute, National Flexible Packaging Association, National Paper Box Association, and the Package Designers Council.

The Adhesives Manufacturers Association will sponsor discussions on new packaging developments and their relation to adhesives, along with a discussion of cost, use and storage factors.

Expanded use of corrugated in packaging, basics of corrugated, box-machinery interface and system approaches will be featured in the Fibre Box Association presentation.

The evolution of modern glass containers will be discussed and demonstrated in sessions organized by the Glass Container and Manufacturers Institute. Requirements of glass packaging lines for high speed and efficiency are also on this program agenda.

The revolutionary developments in the field of flexible packaging, with discussions by panels on meat, baked goods and snack foods will be sponsored by the National Flexible Packaging Association.

A visual presentation of new rigid paper boxes will be shown by the National Paper Box Association, along with discussions on the marketing features and the mechanics of handling the boxes.

The Package Designers Council has prepared a unique program on the latest ideas in packaging, with a forecast of how social and economic changes will affect the future of packaging.

In addition to these activities the World Packaging Organization will issue an important statement on its plans for applying packaging skills to help alleviate the world hunger dilemma, after a council meeting to be held in conjunction with the show, according to Mr. F. J. Briggs, WPO president.

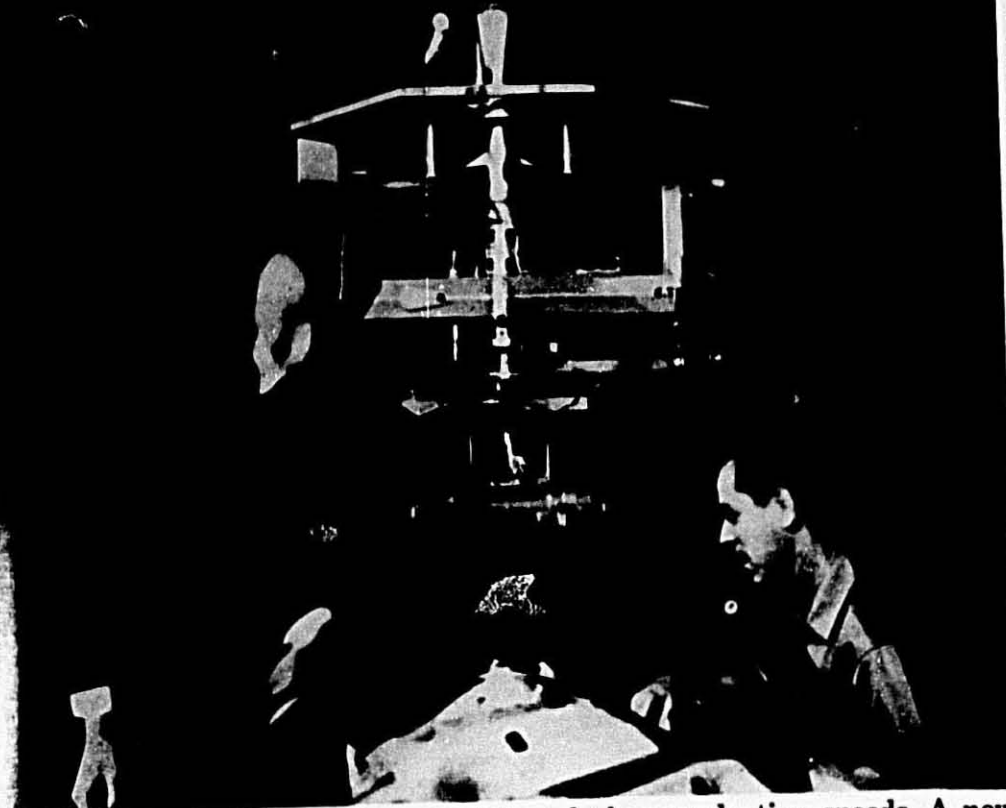
Other Features

Other features of the 1969 show will include:

- An "Information Needed Quickly" (INQ) service through which show attendees can locate suppliers capable of solving particular problems. Show attendees can write their requirements

(Continued on page 38)

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Paramount Packaging Gains

Paramount Packaging Corporation, manufacturers and designers of flexible packaging, achieved record revenues and earnings during the first half and second quarter of 1969, Theodore Isen, president, announced.

For the six months ended June 30, Paramount Packaging's net income increased 50 percent to \$519,975 from \$345,323 for the 1968 period, while net sales reached \$8,766,298, up 16 percent from \$7,518,003 recorded in last year's first half.

Earnings per share rose 20 percent to 51 cents from 43 cents a year ago. Computations were based on 1,025,000 shares for the current period compared with 800,000 shares for the like period last year.

(Continued from page 36)

and where they can be reached on a single sheet of paper which will be reproduced and distributed to all exhibitors twice each show day.

• The Manufacturers Representatives Lounge in the main exhibit hall will provide a unique new kind of clearing house for manufacturers and representatives attempting to make contact with each other.

• The International Lounge, with hostesses fluent in French, German, Spanish, Italian and Japanese, will assist foreign visitors. The lounge will be open from 9 a.m. to 6 p.m. each show day. The lounge will also serve as headquarters for the World Packaging Organization.

• The Packaging Foundation Lounge will be staffed by representatives of the Foundation, University of California (Davis), Pratt Institute, and other institutions engaged in packaging education.

• There will be a special exhibition of prize-winning packages by the National Flexible Packaging Association.

• The Packaging Institute Headquarters Lounge will be centrally located so members and prospective members can meet to discuss PI activities.

• Each show attendee will receive a copy of the 272-page PMMI 1970 Directory which includes a classified index of packaging machinery with pictures of machines, company addresses and a listing of top management personnel, as well as distributors, agents and foreign representatives.

Advance Registration

Advance registration cards for the 1969 PMMI show will be distributed by all exhibitors and many trade publications and are also available from PMMI, 2000 K Street, N.W., Washington, D.C. 20006.

Hotel reservations should be made by writing to: PMMI Housing Bureau, 626 Book Building, Detroit, Michigan 48226.

Communications System—

(Continued on page 16)

never left dangling on a dead telephone line.

President Alphonso Borelli uses Executone to check the day's production and keep in touch with key men. He claims the company saved approximately \$1,840 a year on telephone rentals by using Executone instead of telephone to handle its intercom requirements.

Running a Computer—

(Continued from page 19)

the morning and they are going out on the truck the next day. So, cost-wise we

are about the same, except that we are getting the job out where the other way we wouldn't.

Question: If you are running a promotion, what difficulties are there?

Answer: Pages 1-49 are for store delivery. Pages 50 to 79 are used for returns or credits. Pages 80 to 89 are being used for large quantity orders (up to 999) and pages 90 to 99 are being used for dollar credits of one type or another. If we have a special on an article, we have a choice of doing one of two things. If it's eight-ounce broad noodles and we are selling it to everybody, we can set in the computer that 8-oz. Wide Noodles is now 8-oz. Wide Noodles—5¢ off, and any marks made in that area will be picked up by the machine. Or we can use a blank line on a scan sheet and inform line AA that, for example, is now 8-oz. Wide Noodles—5¢ off. So it really isn't too much of a problem.

Serving Others

Question: How do you offer this service to other companies?

Answer: We are providing much more than a printing transaction on a line basis, because we are providing a total package in these cases. If the company wants delivery tickets the next day, we will provide them. If they just want weekly recapping for chain stores in the billing, we will do that too. So each application is different. Generally we have been doing this on a set fee basis, so much a week to recode it.

Handling Errors

Question: You mentioned salesman's errors before—does the machine kick out if there is an error?

Answer: That is correct. When a sheet is read in, we don't know if the sheet has been marked properly, so the first thing we do when we start up with a particular batch of sheets is to send a control sheet in. If the optical scanner reads the sheet correctly, the computer prints out, the machine is functioning properly, and we continue with the job. We then read a batch of sheets. We have the optical scanner set to reject any uncertain marks so the first thing that happens when the sheets go through, a couple will kick out because it can't decide what the correct marks should be. We then fix them and send them through again. Then it checks whether these items are authorized for this account number. First it checks to see if the account numbers are valid. It then tests for every item that we have authorized for that chain. If it is not correct, it will simply print out an error message: "The following unauthorized items were ordered today for this account for this salesman."

Headed for a new market?

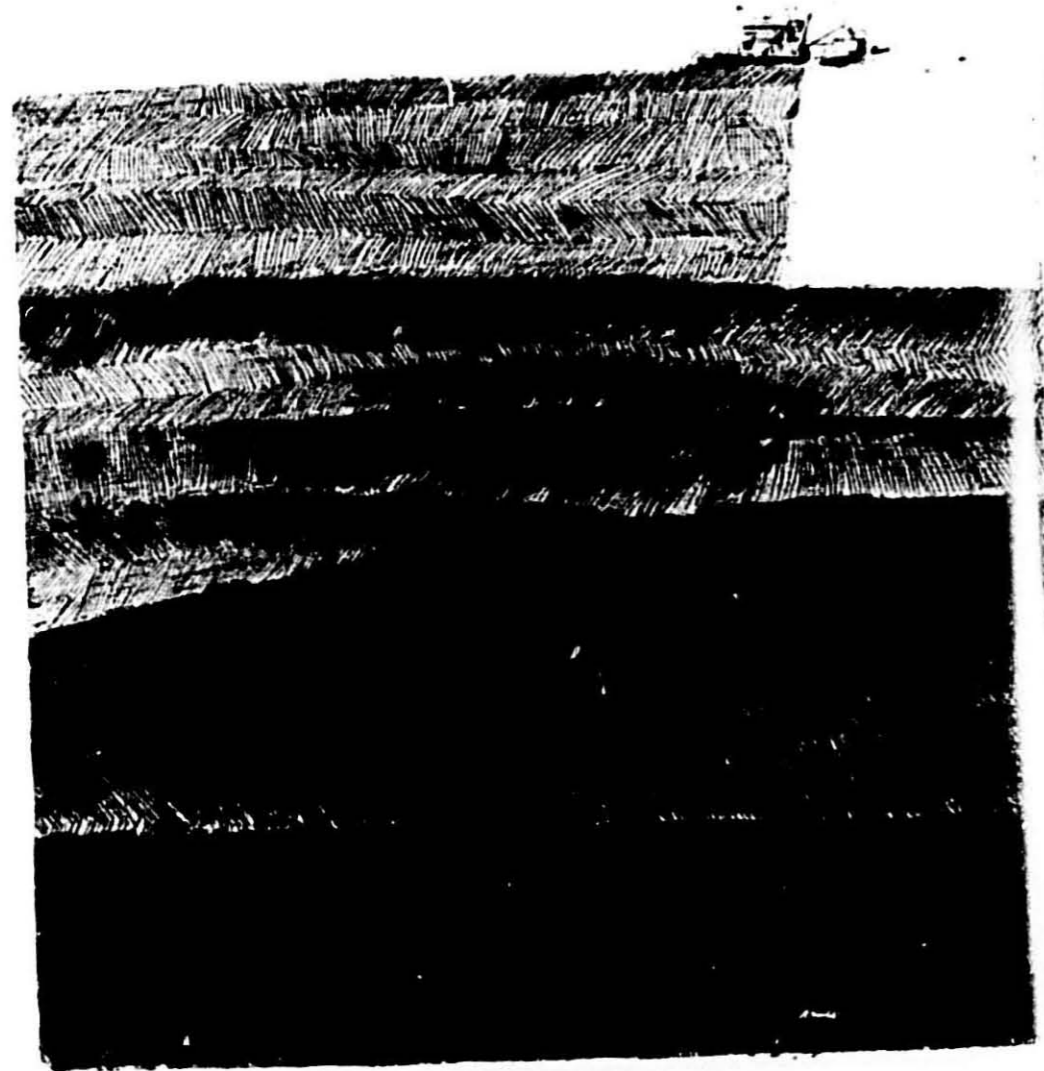


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