

**THE
MACARONI
JOURNAL**

**Volume 50
No. 12**

April, 1969

Macaroni Journal

Golden Anniversary



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on its
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The Macaroni Journal

April
1969
Vol. 50
No. 12

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Cover Photo

Pat Council holds the three basic macaroni products, spaghetti, elbow macaroni, and egg noodles, and surrounding her are the items from dairy, meat, grocery and produce sections of the supermarket that must be purchased by the homemaker to prepare the three recipes given on page 14.

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THE MACARONI JOURNAL

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It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 49 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 49 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston

APRIL, 1969

GOLDEN ANNIVERSARY

FIFTY years ago, Volume 1, Number 1 of the New Macaroni Journal made its official bow. Editor M. J. Donna wrote:

"It is presented as the official mouthpiece of the National Association of Macaroni and Noodle Manufacturers. As may be gathered from its name, its columns are to be the monthly forum of the members of this great food industry. Its object will be to collect and present to members of the Association whatever may be of interest to this vast trade.

"Every association of consequence finds it necessary to have some means of communication, some method of presenting new ideas and developments to its members between such times as the members may meet personally for an exchange of views and information, which is usually but annually at their conventions. This is sometimes accomplished by the use of mailings from the Secretary's office. But the official journal will be published at regular intervals.

"What better means of talking to each other and of advancing our ideas, of making inquiries, of registering objections, or of applauding well-directed efforts to advance the macaroni industry, could be imagined than an official publication such as this, whose columns are open to its subscribers and supporters!

Reports the News

"In addition to being a medium of expression of the views of its members, the New Macaroni Journal will review crop reports, market conditions, and various other subjects relating to our industry. It will serve as an instrument whereby Government regulations and matters of general interest affecting the trade will be given to all manufacturers. It will give the news of the trade, both general and special, official and personal. It will work first, last, and all the time in boosting for the advancement of the Association and in spreading the news of the progress of the Association for the realization of its proper aims.

"Experience has proved to organizers that an official publication such as this may be made a great power for good. If properly managed, it becomes established as a trade standard to the columns of which members become accustomed to look for authoritative interpretations of official news and latest de-



M. J. Donna

velopments affecting the industry. Such an organ the New Macaroni Journal promises to be."

And so it was for the 410 issues edited by M. J. Donna.

May, 1919

History records that it was on March 1, 1919, that M. J. Donna was appointed as the first paid executive of the National Macaroni Manufacturers Association and by May, 1919, had assumed the more arduous duty as editor of the Macaroni Journal.

For a generation he served in the dual capacity as Journal editor and Association secretary, adding the third function in 1937 as director of the National Macaroni Institute. In 1948 when the National Macaroni Institute was incorporated as a separate organization, Robert M. Green, who had been trained in the firm of Glenn G. Hoskins Company, macaroni industry consultants, was brought in to manage the program. Soon thereafter, he took over the secretarial duties of the Association, relieving Mr. Donna, in an expanding organization program. Finally, with Mr. Donna's retirement as editor of the Macaroni Journal in June, 1953, he assumed this responsibility as well.

Now after 190 issues, we feel that we are getting into the swing of things.

Fifty Years Ago

The first attempt of the macaroni manufacturers to advertise their products nationally and to stimulate sales and consumption met with unexpected good results, according to reports reaching the Macaroni Journal from all parts of the country.

The campaign was launched early in March, 1919, at a time when macaroni consumption was at its lowest ebb due to war regulations and Government restrictions. Large, full-page ads appeared in all of the leading Sunday newspapers, East of the Rockies.

It was financed by some of the generous durum millers and macaroni manufacturers who raised a sum in excess of \$50,000 at their first meeting in February in Chicago.

So successful was this first venture, that plans were being considered whereby a year-long campaign to include the leading periodicals as well as the daily papers of the whole country was to be financed.

The effort was to regain lost markets created by Federal food regulations that saw the reduction of per-capita consumption during the war drop from six pounds to three and a half pounds.

Questionnaire

To determine the sentiment of macaroni manufacturers in relation to World War I regulations with a view of putting into permanent effect such measures as worked out advantageously in times of stress, M. J. Donna, Secretary of N.M.M.A., sent out the following questionnaire:

1. What activities of the U. S. Food Administration should be continued?
2. Would you favor licensing all macaroni manufacturers with fees based on production? Or same, without license fees?
3. What regulations would you recommend for the macaroni trade?
4. Are there any obsolete, unjust and discriminatory laws that you think should be repealed? Name them.
5. Are there any laws in effect governing the macaroni trade that are not being enforced?
6. Are there any laws governing malpractices prevalent among shippers and manufacturers not now strictly enforced? Any now prevalent not governed by law? What legislation would you recommend?
7. Are there any malpractices among express companies or railroads governed by laws that are not now being enforced? Any not governed by law? What legislation would you recommend?
8. Give any suggestion or remedies that would better macaroni manufacture and distribution.

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Invitation

The National Association of Macaroni and Noodle Manufacturers of America extends an invitation to all macaroni manufacturers and allied interests to affiliate themselves with this progressive and up-to-date organization.

Its objectives: To promote the best interests of the macaroni and noodle trade (1) by applying science and improved practices of manufacture; (2) by meeting annually to discuss trade matters and cultivate friendly relations and good fellowship; (3) by uniting the members for the general good of the industry; (4) by assisting manufacturers in securing skilled and experienced operatives; (5) by advertising macaroni products as a food staple.

Twenty-five Years Ago

Official notice of a World War II Conference in Chicago had been sent to members of N.M.M.A.

Objective: Unstinted cooperation with the several food agencies of the Government in our country's war effort, and the fullest possible protection and promotion of the trade while performing that patriotic duty.

On the Conference agenda were such topics as price ceilings and priorities; civilian and fighter needs; industry requirements of ingredients, availability of eggs, equipment, manpower, product fortification, packaging materials and regulations.

An Industry Advisory Committee was appointed to work with the War Food Administration in solving some of the problems that were hindering the flow of food to the Armed Forces and civilians.

Their assignment was to find out whether the resources of macaroni plants were geared to war demands and if supplies of such ingredients as semolina, eggs and containers were sufficient. Then they were to recommend such action by Government agencies and manufacturers as might be needed to get a good job done.

Soup Mix Association

Because of the many problems common to all manufacturers of dehydrated soups, the leaders in this field met to form a new association known as the Soup Mix Manufacturers. L. J. Gumpert, director of sales for the B. T. Babbitt, Inc., was elected chairman of the new group.

Mr. Gumpert said that the extremely rapid growth of the soup mix industry was one of the reasons why an associa-

tion was necessary. He declared that the sale of soup mixes had skyrocketed from \$300,000 in 1939 to an estimated \$40,000,000 in 1943. The association spokesman said that the two most pressing problems before manufacturers were raw material shortages and rationing.

Twenty Years Ago

The Marshall Plan went into effect in June of 1948, and the export business which had been keeping many plants running around the clock and accounted for a quarter of industry's output at that time went out the window.

Mr. Donna wrote: "It was officially announced at the industry convention in Chicago in June, that a third of the test promotions would take place during the summer after hearing verbal pledges of support by the many who realized that present and future conditions in the business would require the industry to sponsor some sort of a continuing cooperative campaign to make America more macaroni conscious."

With the go-ahead sign, the National Macaroni Institute was completing plans for a promotional program on long and short macaroni.

Very early in the year, the first of the three promotions made a most favorable impression on the consumer. That promotion centered around a Spaghetti Eating School that emphasized the accepted method for eating the long strands of this fine wheat food by the fork-and-spoon method. Naturally, the story carried recommended recipes for properly preparing spaghetti dishes of different kinds of varying combinations.

During Lent, egg noodles were featured from both the historic and practical viewpoints. Publicity centered around the theme of the 400th anniversary of the discovery of the egg noodle.

A campaign was launched to appeal to macaroni manufacturers, Association members and non-members alike, to support the National Macaroni Institute with the contribution of one cent for every hundred pounds of raw material converted into macaroni products of any kind, payments to be made monthly.

NMI Director

In a Fall meeting in Chicago, it was apparent that 70 per cent of the Association's production would support the program, and the Board of Directors appointed Robert M. Green as the Institute's Director. In his first statement Mr. Green announced the objectives of the macaroni industry promotional program as follows:

1. Strengthen the competitive position of macaroni, spaghetti and egg noodles among all foods.

2. Show the economy features of macaroni products and their ability to combine with all foods and extend expensive foods—with emphasis on the natural assets of macaroni products: their taste-appeal and eye-appeal in attractive combinations.

3. Broaden the housewife's knowledge of macaroni products—the variations possible, their preparation and cookery.

4. Free macaroni, spaghetti and egg noodles from the existing emotional prejudices surrounding them, such as "Macaroni is a starchy food," "Macaroni is a fattening food," "Macaroni is a foreign food."

5. Inform the public of the nutritional values of macaroni products.

Macaroni, spaghetti and egg noodle consumption will increase when more people are more accurately informed about their worth and desirability as important food products.

Through the Years

Dividing industry history into decades, it is apparent that interest in problems has been three-fold: Government Affairs, Product Promotion, and Availability of Supplies including durum, eggs, packaging materials, and equipment.

Roaring Twenties

Following the impact of government regulation during World War I it was necessary for the voluntary officers of the National Macaroni Manufacturers Association to employ M. J. Donna as the first full-time executive. He offset some of his cost of operation by editing *The Macaroni Journal*.

Recouping lost consumption, combating imports, and promoting the product was of paramount importance during the Twenties.

Depression Thirties

Keeping the doors open and managing to stay in business was the prime activity of the Thirties when all business establishments were wrestling with the problems of The Depression. The industry became highly organized under the regional divisions of the National Recovery Act, and cooperative efforts got a strong shot in the arm during this period.

War Years

The early 1940's were the World War II years when the food industry was upset by shortages and regulations such as the War Food Administration, Office (Continued on page 10)

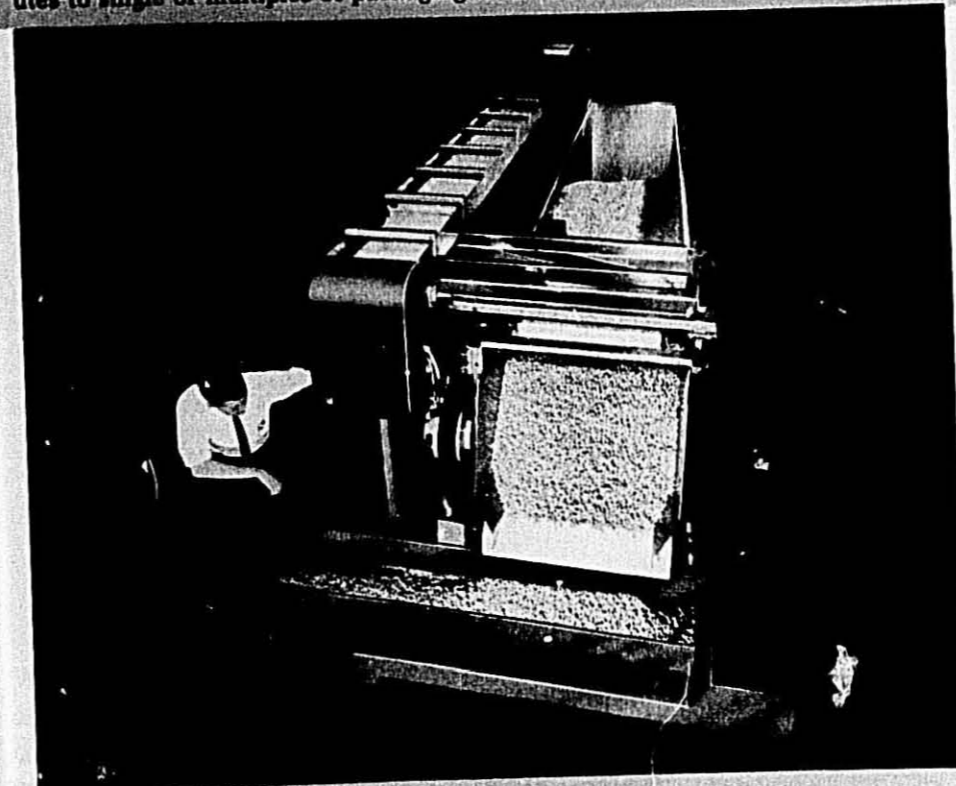
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Through the Years—

(Continued from page 8)

of Price Regulation, War Manpower Commission, etc., etc. Meat and many canned goods were rationed, but fortunately for macaroni it was not, so its popularity as a meat substitute soared.

Following World War II, the feeding of European civilians deprived of pasta production from bombed-out plants during the war produced the lush export market. This was abruptly cut off with the establishment of the Marshall Plan in mid-1948.

However, the exposure of millions of G.I.'s to Continental cuisine helped the popularity of things Italian including pizza and macaroni products.

Problems of the Fifties

During the Fifties, product promotion through the National Macaroni Institute crescendoed with accumulating results and benefits. But then came the problems of 15-B rust attacking the previously disease-resistant durum supply and reversing the upward trend of macaroni consumption.

Crash efforts by cereal technologists, plant breeders, aided by industry and Government, developed new strains of wheat that licked the rust problem after three years; but in the course of that time, many farmers abandoned durum for safer crops, such as spring wheat, barley and flax.

Even until 1961 there were problems of shortages of the main type of wheat used for macaroni products. In October of that year, the ill-fated meeting called to determine how short the crop was and why the Government's carryover figures were unchanged after a year's time, led to the Federal Trade Commission charge that the gathering was a conspiracy to fix prices of durum wheat.

Soaring Sixties

The Soaring Sixties saw a resumption of macaroni popularity favored by many related food item advertisers in combination promotions. Industry units got larger all the way from the macaroni manufacturer to the supermarket operator. This was so in the milling industry as well, and as the number of durum millers declined, the most dramatic announcement came in 1965 when General Mills went out of the durum milling business, announcing that it would put more attention on consumer products. Their success in the casserole field with combination dinners has marked the past five years.

The Hoskins Company, industrial consultants to the macaroni industry, conducted a series of plant operations forums from 1949 to 1963. At the 1961

meeting, Charles M. Hoskins pointed to the principal trends of the coming decade:

(1) The trend toward larger companies and fewer of them.

(2) The trend toward more science and less art in the food industry.

(3) The trend toward convenience foods.

(4) The great interest of large food companies in the extrusion and drying processes as a means of producing and preserving foods.

Advice

It was Mr. Hoskins' advice that macaroni manufacturers should:

(1) Resist absorption by the giants by keeping costs low and by using ingenuity and know-how to sell products at a profit.

(2) Take advantage of scientific developments by keeping up with engineering and scientific knowledge in their field. Install money-saving or quality-improving equipment and processes when they become available. Develop new or improved products.

(3) Take advantage of the tremendous potential macaroni products have in the convenience foods fields as an inexpensive source of food energy and bulk when used to extend more expensive foods.

(4) Aggressively explore the possibilities of the extrusion and drying unit operations to see where the unit to be installed can be used to produce a new or better food other than macaroni.

Not Here 25 Years Ago

The most startling way to measure the momentous developments which have taken place in the past twenty-five years is to look at the roster of items taken for granted today which were unknown to the citizens of 1943.

Here is a partial list:

The Pill
Heart transplants
Nuclear power
Satellites and space exploration
Jet transports
Helicopter service
Color TV
Teaching machines
Direct long distance dialing
Tubeless tires
Ball point pens
Aerosol spray cans
LP records and stereo
Permanent press clothes
More synthetic fibers
Corfam and other synthetic shoes
Polaroid cameras
Electric toothbrushes
Polio vaccines
Most antibiotics

Plastic packaging
Frozen orange juice
Freeze-dried foods
Teflon
Transistors, integrated circuits, etc.
Xerox
Computers
Automatic transmissions
Power steering and brakes

One suffered-for-granted item which the citizen learned about twenty-five years ago: withholding taxes.

Benjamin Ricardo Jacobs

Ben Jacobs was the colleague in unison with M. J. Donna in keeping the National Macaroni Manufacturers Association active and alive in its early years.

In 1920, C. F. Mueller, Jr., a good friend of Ben, prevailed upon him to become a consultant of the macaroni-noodle industry. For a dozen years prior, he had had experience with the Bureau of Chemistry in Washington, D.C., in the department which subsequently became the Food and Drug Administration. He was a pioneer in founding the American Association of Cereal Chemists. And during World War I, he had received a commission in the Sanitary Corps of the U. S. Army. He was on Herbert Hoover's staff for rehabilitating refugees in Europe after World War I.

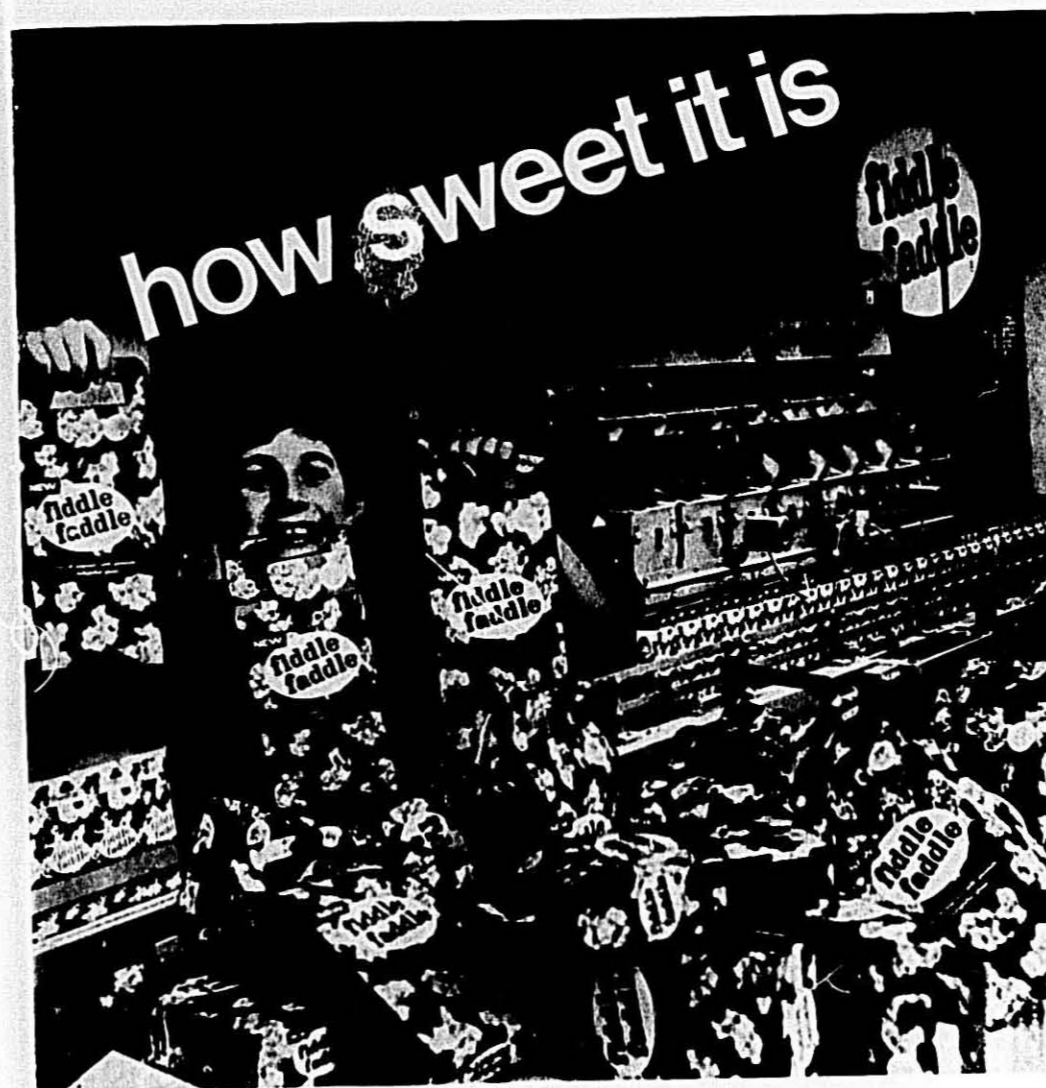
Accepting Mr. Mueller's recommendation, he was appointed Director of Research of the National Macaroni Manufacturers Association and in the same year established his commercial laboratory which subsequently became the Jacobs-Winston Laboratories, Inc. He played a vigorous part in stamping out substandard products, particularly during the Depression years. During the N.R.A. Code he was appointed Deputy Code Administrator to the macaroni industry and served faithfully.

He played a most important part in presenting data to the Food and Drug Administration in the early 1940's which resulted in the promulgation of Standards of Identity for macaroni and noodle products. During World War II Ben Jacobs acted as liaison between the industry and Washington, particularly to insure the acquisition of important metals essential for the industry.

In 1944 Dr. Jacobs was instrumental in petitioning the FDA to open a hearing relative to the optional enrichment of macaroni-noodle products. A laborious year was spent in acquiring the necessary data to ensure passage of the regulation.

He retired to Orlando, Florida, in 1950, where he lived with his wife, Margaret, until his death in 1963.

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Frank P. Tangel

Richard C. Deyo

John P. Roberts

Frank J. Cassata

Young Team at Buitoni

The creation of a new streamlined young marketing organization, composed of experienced and aggressive merchandising men in their 30's was announced by Marco Buitoni, president and marketing director of Buitoni Foods Corporation.

In announcing the new appointments, Mr. Buitoni revealed that all members of the new marketing team will report directly to him. He said, "This will make possible fast, alert and creative merchandising techniques so that we can take advantage of the sales success of our new frozen Instant Pizza and other new products as we introduce them."

Appointments to the four newly created positions are those of Frank P. Tangel as Director of Research and Engineering and Chairman of the Operations Committee; Richard C. Deyo as Marketing Manager for New Product Development; Frank J. Cassata as Marketing Manager for the Frozen Foods Division; John P. Roberts as Marketing Manager for the Grocery Products Division.

Backgrounds

Mr. Tangel, a chemist, became associated with Buitoni in 1954. Formerly Director of Research, his new duties include responsibility for all research and product development, quality control and engineering and process design. He resides in Oakland, New Jersey. Mr. Deyo, who has been with Buitoni since 1967, was formerly Product Manager for Sauces and Processed Foods. A resident of Fort Lee, New Jersey, he came to the company with a background in advertising. Mr. Cassata, previously Product Manager on Instant Pizza and Frozen Specialties, has been with Buitoni since 1958 and joined the Marketing Department in 1966. He is a resident of Brooklyn. Mr. Roberts, who lives in Colonia, New Jersey, joined

Buitoni in 1968 as Assistant Director of Sales.

Old Firm

Established in Italy in 1827, Buitoni is a multi-million dollar international corporation with divisions in western Europe. The American Buitoni Corporation, with factories located in South Hackensack, New Jersey, was established in 1940 and today produces a wide variety of packaged, canned and frozen foods. Mr. Buitoni, 38 years old and the fifth generation to assume leadership in the family business, became president in 1967, succeeding his uncle, Giovanni Buitoni.



Ben C. Ryden

Ben Ryden Honored

Mr. Ben C. Ryden, erudite, energetic, experienced, eldest member of The John B. Canepa Company management group was recently honored on the occasion of his 50th year in the macaroni industry.

A Testimonial Dinner attended by the entire Red Cross Macaroni Products sales staff and all of the officers of the company was held at the Drake Hotel and Mr. Ryden was presented with a gold mantel clock and a hand-illuminated, leather bound testimonial reso-

lution acknowledging his many contributions to the growth of Canepa Company and the development of capable men throughout the food industry.

Illinois Macaroni Co.

Fifty years ago, after an association with a Chicago food broker and service in the famous World War I Rainbow Division, Mr. Ryden started with the Illinois Macaroni Company in Chicago. Selling private label and his own Gold Medal Brand, he was an innovator in marketing devices. In the 1920's, he was the first to pack chinaware in with the macaroni product.

In 1926, Illinois Macaroni Company merged with Northern Illinois Cereal Company and moved to Lockport, Illinois. Mr. Ryden became Vice President and General Manager until 1950 when the company was sold to Kellogg's of Battle Creek.

Joins Canepa

He joined The John B. Canepa Company in February of 1951 as General Sales Manager; became Vice President and Director in 1958 until today. During his tenure, the sales force has tripled and sales have increased over 225%.

Mr. Ryden, now 74, resides in Downers Grove, Illinois and has a daughter, Jane R. V. Blaufelt, and two grandchildren, Paul and Barbara Vial.

You Work 2 1/2 Hours a Day for the Government

Employed Americans will work two and a half hours every eight-hour working day in 1969 to pay their tax bills—federal, state and local, according to tax experts of the Chamber of Commerce of the United States. The 10% surtax accounted for a big jump in federal taxes, but state and local taxes are also showing a distinct upward trend.

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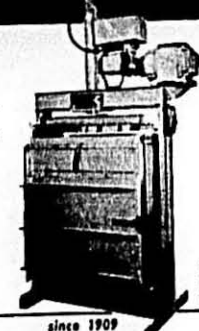
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Macaroni Message to Grocers

"YOU Can't Always Tell a Book By Its Cover," says an attractive diet brochure mailed recently by the National Macaroni Institute to macaroni buyers, merchandising heads and presidents of leading grocery chains and voluntary cooperatives.

Shaped as a book and printed in two colors, a circular cut outlines the head and shoulders of model Pat Council. As the cover is opened the picture shows Pat holding a platter of packaged spaghetti, elbow macaroni and egg noodles. On the shelves in the background are related items required for macaroni product combinations.

Three recipes are given along with costs that show one dollar's worth of macaroni products moves \$13.50 in related items.

Macaroni

An eight-ounce package of elbow macaroni in this Macaroni Luncheon Salad needs \$1.41 in related items. Recipe makes four to six servings.

Macaroni Luncheon Salad

	N.Y.	Chicago
1 tablespoon salt and other seasonings	.01	.01
1-12 ounce can Luncheon Meat	.59	.49
4 ounce jar pimiento	.33	.22
1 cucumber	.25	.29
¼ cup sour cream	.18	.37
¼ cup mayonnaise, 59¢ qt.	.04	.06
¼ cup chopped onion	.02	.02
2 teaspoons lemon juice, 23¢ 8 oz.	.01	.01
	\$1.43	\$1.40
8 oz. elbow macaroni	.13	.13

A 13¢ sale of macaroni calls for \$1.41 in related items; \$1 calls for \$10.71.

Noodles

An eight-ounce package of noodles in this Noodle-Beef Casserole calls for \$1.80 worth of related items.

Noodle Beef Casserole

	N.Y.	Chicago
1 Tablespoon salt, 1 teaspoon pepper	.02	.02
½ lb. mushrooms @ 69¢ lb.	.35	.45
2 Tablespoons chopped onion @ 29¢ lb.	.01	.01
2 Tablespoons salad oil, Wesson 85¢	.02	.02
1 lb. ground Beef Round	1.09	.89
2 8 oz. cans tomato sauce	.21	.22
½ cup grated Cheddar @ \$1 lb.	.12	.18
	\$1.82	\$1.79

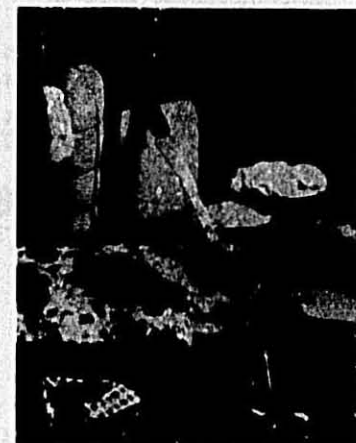
8 oz. medium egg noodles .25 .17
Average noodle price .21
A 21¢ sale of egg noodles calls for \$1.80 in related items or \$1 worth of egg noodles calls for \$8.46 in related items.

Spaghetti

An eight-ounce package of spaghetti as the base for this Chicken Tetrazzini carries a related item sale of \$2.57.

	N.Y.	Chicago
1 Tablespoon salt	.01	.01
¼ cup butter, @87¢ lb.	.11	.11
¼ cup flour @ 2 lbs. 33¢	.01	.01
1 cup chicken broth, 19¢ can	.10	.10
1 cup heavy cream, 32¢ ½ pt.	.32	.47
½ cup Gruyere cheese	.16	.16
1 6 oz. can mushrooms	.75	.60
3 cups diced chicken, 39¢ lb.	.93	1.00
½ cup Parmesan cheese	.16	.13
	\$2.55	\$2.59
8 oz. spaghetti	.12	.12

A 12¢ sale of spaghetti calls for \$2.57 in related items; \$1 calls for \$21.33.



Tuna Lasagne

Vincent F. La Rosa, senior vice president and director of sales for V. La Rosa & Sons, Westbury, New York, is first vice president of the National Macaroni Manufacturers Association. At the New York press party last fall he offered the following favorite recipes.

Tuna Lasagne (Makes 8 servings)

1 medium onion, chopped	
2 cloves garlic, halved	
2 tablespoons olive oil	
1 can (1 pound, 12 ounces) plum tomatoes	
2 cans (6 ounces each) tomato paste	

Based on an average of all these recipes, \$1 worth of macaroni products sells \$13.50 in meats, dairy, canned goods, spices and produce.

Public Relations

Publicity on the versatility, flavor, convenience and nutrition of macaroni products in the form of stories, photos and recipes is constantly appearing in magazines, newspapers, radio and television. The twenty year-old public relations program of the National Macaroni Institute provides the homemaker and shopper with good solid reasons to buy more macaroni products and related items at the grocery store.

Last year the National Macaroni Institute made three mailings to grocery chains and voluntary cooperatives: "Noodles Has Oodles of Friends," "Macaroni Has Many Mates," and "Spaghetti Goes Steady." National Macaroni Institute members who provided their representatives with the brochures as calling cards were high in their praise of the messages and their presentation.

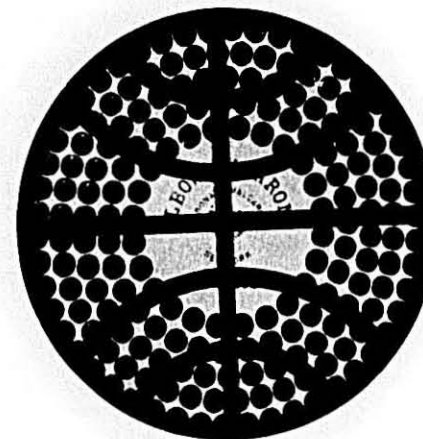
½ cup water	
1 teaspoon salt	
¼ teaspoon oregano leaves	
¼ teaspoon each: thyme, basil leaves	
¼ teaspoon crushed red pepper	
2 cans (6½ or 7 ounces each) tuna, drained	
2 tablespoons salt	
4 to 6 quarts boiling water	
1 pound curly edge lasagne (about 19 pieces)*	
1 pound ricotta	
1½ cups freshly grated Parmesan cheese	
¼ pound mozzarella cheese, sliced	

Instructions

In saucepan, saute onion and garlic in oil until lightly brown. Discard garlic. Add tomatoes, paste, ½ cup water, 1 teaspoon salt, herbs and pepper. Simmer covered 1 hour. Stir in tuna.

Add 2 tablespoons salt to rapidly boiling water. Gradually add lasagne so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Spread small amount of sauce in 4-quart baking dish. Add layer of lasagne; dot with ½ of the ricotta and sprinkle with some of the Parmesan cheese; top with more sauce. Repeat layers twice, ending with Parmesan. Arrange mozzarella on top. Bake uncovered in 375° (moderate) oven for 30 minutes.

* Or use 1 pound wide egg noodles (about 8 cups).



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Convenience Dinners Lag In Retailer Expectation

Convenience packaged dinners have had an erratic sales history in the grocery department, and most retailers surveyed by Supermarket News feel they should be doing better.

Many ostensibly exciting dinners—based on noodles, pasta, and rice—have been introduced with promotional fanfare. They bloom while consumer curiosity to try something new is high and promotional dollars are plentiful. And then they often fade into the background.

Some retailers report that consumers resist the products because of high prices and because the taste is not as good as similar dishes made from components purchased separately. They would like to promote the dinners, but feel they won't meet with success until formulas are improved.

But part of the blame appears to fall on retailer lethargy. Retailers who reported that they displayed the items in separate sections and use them for seasonal or tie-in displays, had much better sales than retailers who merely stocked them and assumed a passive role with regard to promotion.

Best in the West

The brightest sales picture was reported in Los Angeles, where retailers called the dinners one of the volume success stories of 1968. In Chicago and New York retailers said the items were not churning up much action, while the picture was mixed in Denver, Philadelphia and Cleveland.

Markup generally was called good—ranging from 16 to 30 percent. But in Denver, some retailers were reporting getting as little as three percent due to discounting.

The best sales period is said to be Lent. After-holiday sales for budget-minded housewives also were cited. Best sellers were reported to include Thos. J. Lipton's Chicken La Scala, Ham Cheddar, and Beef Stroganoff dinners; Kraft Foods' Home Cooked Spaghetti with Meat Sauce or Cheese, Noodles Romanoff, and Macaroni & Cheese dinners; American Home Foods' Chef Boy-ar-dee Spaghetti Dinner with Meat Sauce or Cheese Sauce; General Mills' Betty Crocker Keri-yaki Rice, Noodles Romanoff, Noodles Almondine, Noodles Stroganoff, and Macaroni & Cheese dinners; and Golden Grain Macaroni Company's Rice-A-Roni and Noodle-Roni dinners.

Special Sections

Most retailers, recognizing the growing volume of packaged dinners, have

created individual sections in the pasta department. Many supermarkets shy away from advertising dinners too heavily because of the feeling that they are impulse items. However, many chains will advertise when promotional support is forthcoming from manufacturers.

Most stores give good display to dinners, grouping them on gondolas next to the flavored rice mixes and on the same gondolas as macaroni, spaghetti and egg noodles. In one case, the store manager said he preferred to stock macaroni and spaghetti together, follow by tomato sauces and convenience dinners.

Convenience Consideration

In the Cleveland area, markets display dinners in special sections away from the regular grocery shelf items. Because they are convenience foods, buyers feel they should be merchandised for quick customer selection. Frozen dinners are cited as fast sellers with consumers for whom convenience is paramount. Packaged dinners are preferred by the budget-minded because they are more economical. They generally sell from 59 to 89 cents each for quantities that serve from two to four people.

Ethnic Frozen Foods Grow By Leaps and Lasagna

Food Topics reports that the market for nationality or ethnic frozen foods—mainly comprised of Italian, Oriental, Mexican and Jewish fare—is beginning to show signs of exploding like a firecracker.

In 1966 the volume for these exotic offerings had pushed up to an estimated \$175,000,000. By 1976 Quick Frozen Foods confidently predicts the market will soar past \$384,000,000, a spurt of 119 percent. In the course of this impressive rise per capita consumption is expected to climb from 1.03 pounds valued at 89¢ in 1966 to 2.05 pounds valued at \$1.76 in 1976.

Pizzas' Pull

If all this comes about, a heavy contributor to the advance will be Italian frozen foods, based on the category's performance up to now. Frozen pizzas had secured 40 percent of the national frozen foods market in 1962, but that share was up to 51.4 percent by 1966, with sales of \$90,000,000. And it still holds the lead in the field.

Oriental food is solidly in second place with 26 percent of the market and retail sales of some \$40,000,000. R. J. Reynolds' Chun King is the leading brand. Reynolds is a relative new-

comer in the competition, having bought Chun King late in 1966. Reynolds' Patlo frozen Mexican foods is the bellwether in this area with a volume of some \$35,000,000.

Convenience is the clue of why nationality frozen foods are moving up fast. Marketing men generally point to these facts:

- People are traveling more widely, acquiring more sophisticated tastes, and a fondness for more exotic dishes.
- A good part of the population is under 30 and, presumably, are susceptible to trying novel menus.
- These foods are generally nutritious and says Food Topics: "At least with Oriental foods, are relatively low in calories."
- They are among the highest impulse items in the supermarket.
- They offer the convenience appeal. These are some of the reasons regularly advanced, and all are valid.

Chef Is Testing

Food Topics reports that American Home Foods' Chef Boy-Ar-Dee, which has made a frozen pizza for eight years, is now testing frozen ravioli, manicotti and lasagna and will probably put some, or all of them, in wider distribution soon. Beatrice Foods' La Choy, a fairly recent entry, has a line of seven Oriental frozen foods being marketed in Detroit.

General Foods' Birds Eye Division has put a new line of five frozen vegetables (Mexican, Spanish, Bavarian, Danish and Japanese-type) into test markets in New England and Ohio. Campbell Soups' Swanson Dinners has had Chinese fare for some time, and has added German, Italian, and Mexican dishes, making a line of international diners.

The prediction is that probably every major company in nationality foods has a number of new items on tap, just waiting for the right time to spring them.

Gerber Toddler Meals

The distribution area of Gerber Toddler Meals is being expanded to include the entire Northeast and Middle Atlantic areas.

Flavors include beef lasagna, chicken stew, vegetables and chicken casserole, vegetables and turkey casserole, macaroni alphabets and beef casserole, beef stew, spaghetti and meat balls, creamed potatoes and ham with bacon, macaroni-beef with cheese, and green beans, potatoes and ham.

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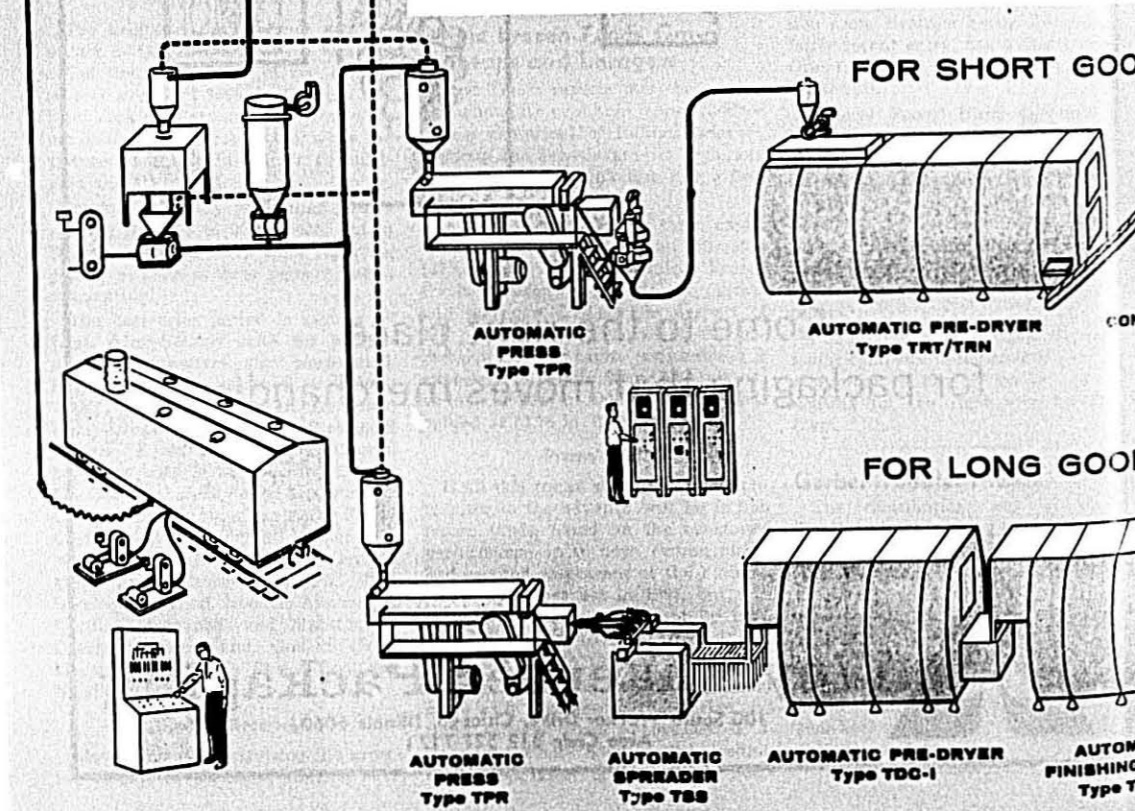
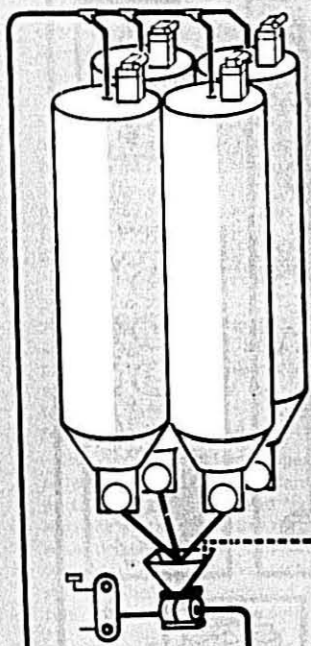
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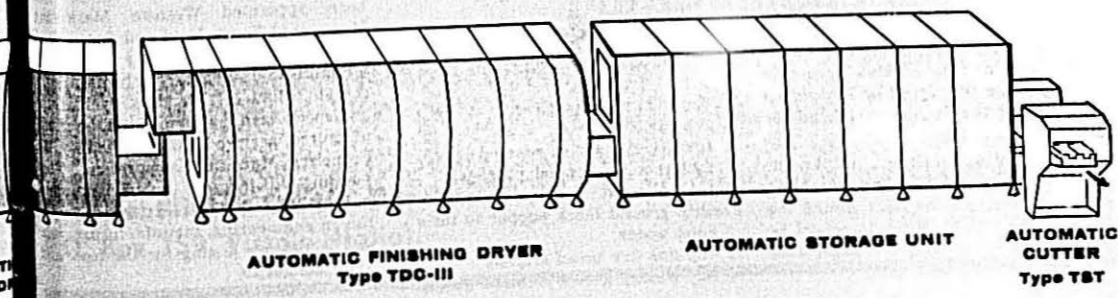
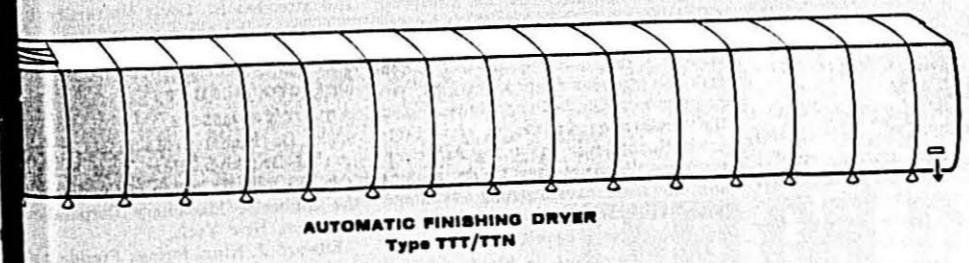
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

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THE NMMA DIRECTOR-OF-THE-MONTH

Nicholas A. Rossi

Nick Rossi is one of the energetic young men in the macaroni industry serving on the National Macaroni Manufacturers Association Board of Directors.

He was born into a macaroni family on July 6, 1926, son of Alfredo and Lena Rossi. Alfredo Rossi and his father-in-law, Nicholas Procino, founded the Procino-Rossi Macaroni Corporation in 1916 in Syracuse, and three years later moved to Auburn, New York.

Alfredo, who had been an engineer in the Italian Army setting up bakery field units, had the mechanical background to find employment in a macaroni plant when he emigrated to the United States. Living with the Procinos in Syracuse, it was a natural evolution that he married Lena Procino and went into the business with her father. His brother-in-law, Jack Procino, has been active in the business since he was a boy.

Auburn Product

Nicholas A. Rossi was raised in Auburn, in the Finger Lake District of New York State. He attended Auburn High School, and then went to Bullis Prep School in Silver Springs, Maryland, before entering Clarkson College of Technology. Here he obtained a Bachelor of Science degree in mechanical engineering with electives in the industrial area. Following school, he had two years in service in the Finance Corps of the Army.

In 1955 he married an Auburn girl, Linda Rockino, and they now have three children: Alie, 13; Becky, 12; and George, 9. Linda's early training was in nursing, but now with their family well set she is returning to school to complete her studies as an English major and hopes to receive her degree in the near future.

The family lives in Skaneateles, some six miles from Auburn, less than ten minutes away from work, according to Nick, who puts in a long day at the macaroni plant. "I normally start around 8:45, and get kidded by people who say I'm either lying or I'm nuts—it's usually after five when I head for home."

But it's not all work and no play, as Nick is an avid golfer, and enjoys skiing with the family on the hills around the Finger Lake region. While in school he was a four-letter man in basketball, baseball, football, and golf.



Active Citizen

He is also interested in civic affairs and is firmly convinced that businessmen and citizens must be involved to stop the trends they complain about. In putting his philosophy into action, he thinks it is highly important to know your Representatives in Congress and to communicate with them. This requires some knowledge on the part of the citizen to know the issues and explain his feelings about them.

Nick is optimistic on the prospects for the macaroni industry. He is located in the center of a heavy Italian population in Western New York State and sees his company's products sold in neighboring Ohio, Pennsylvania, and the western extremities of New England. He believes the mass American market will accept easy Italian recipes and that these have a strong advantage of cost over dinners which are currently riding high as a novelty.

Most homemakers, in Nick's opinion, still want to be creative cooks. Here is one of his favorite recipes that he says is easy enough for anyone to make:

Nick's Noodles (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces wide or medium egg noodles (about 4 cups)
- ¼ cup butter or margarine
- ¼ cup olive oil
- 1 small clove garlic, pressed
- 2 tablespoons chopped parsley
- ½ teaspoon salt
- Freshly ground black pepper to taste
- 2 cups water
- ½ cup fine dry bread crumbs
- ¼ cup freshly grated Romano cheese

Add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, in medium saucepan melt butter with oil over low heat. Stir in garlic, parsley, ½ teaspoon salt, pepper and 2 cups water. Cook until hot. Remove from heat and slowly add bread crumbs and cheese, stirring with a wire whisk. Combine with cooked noodles and toss.

R & F Sales Appointment

Mr. Ernest J. Ravarino, National Sales Manager of Ravarino & Freschi, Inc., makers of the R-F line of macaroni products, recently announced the appointment of Mr. Joseph A. Hiller as St. Louis Area Sales Manager. In addition to the St. Louis metropolitan area, Mr. Hiller will serve southern Missouri, including Cape Girardeau, Poplar Bluff and Sikeston.

Mr. Hiller has been active in the grocery industry in the St. Louis area for 20 years. For the past 10 years he has been with Purex Corporation, Ltd., as Sales Representative and Unit Supervisor.

A native of St. Louis, Mr. Hiller graduated from St. Mary's High School and attended St. Louis University. He is married and has three children.

DeMaco Acquires Ambrette Assets

The De Francis Machine Corporation of Brooklyn, New York has announced the acquisition of the assets of the Ambrette Machinery Corporation, Brooklyn, New York.

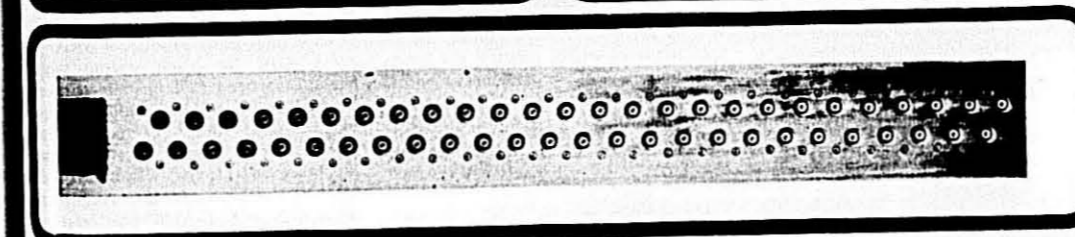
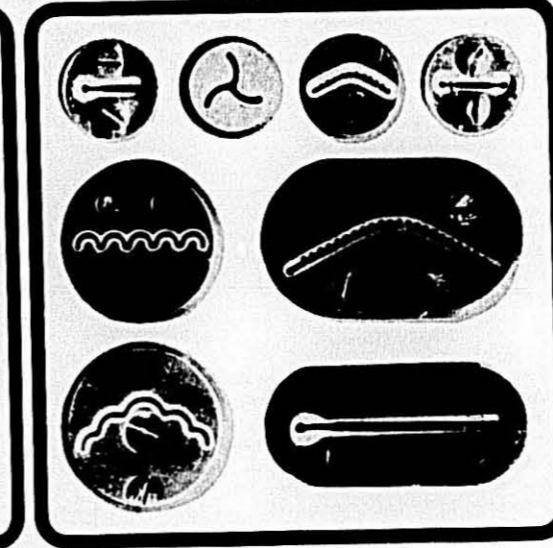
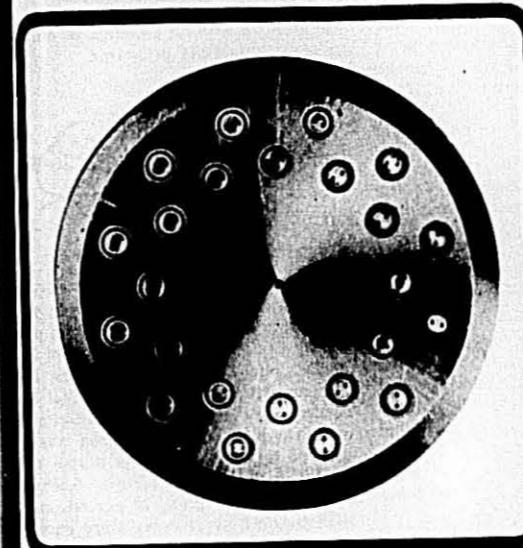
Edward J. King, former President of Ambrette Machinery Corporation, has joined DeMaco as—Eastern Marketing Manager of Snack Food and Specialized Equipment.

Charles M. Hoskins of the Hoskins Company, Libertyville, Illinois, has been appointed Western Marketing Manager of Snack Food and Specialized Equipment.

Ambrette Machinery Corporation's complete line of extruders, cyclomixer and specialized equipment will be manufactured, serviced and supplied by De Francis Machine Corporation. This merging will increase the efficiency and productivity through expanded facilities in engineering, manufacturing, sale and laboratory testing for the food and allied industries.



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DURUM WHEAT

—from the U.S. Department of Agriculture "Wheat Situation"

DURUM wheat is unique among the five classes of wheat grown in the United States. Botanically, *Triticum durum* is a species distinct from the common bread wheats. There are two separate forms of durum, of which only one is still grown extensively in the United States. Red seeded durum, common among world durums, has not been important in this country since around 1950. Amber durum is the second form. It has kernels that are free threshing, white, and usually rather long and pointed. The kernels are also translucent, which gives them an amber appearance. Durum is the hardest of all wheats. All the durums now commercially grown in the United States are of spring habit.

Widely Grown

Durum has been widely grown in the United States since about 1900; however, it has never accounted for more than ten per cent of the total wheat acreage. In 1929 it had expanded to a high of 9.4 per cent of total acreage, but had dropped to 2.1 per cent in 1959.

The area planted to durum has shifted northward until the center of production is now in northeastern North Dakota. Over four-fifths of the U. S. durum crop is normally produced in this state. Of the estimated 1968 crop of 101 million bushels, 84.9 million came from here. Lesser quantities are produced in South Dakota, Montana, Minnesota, and California. Durum production totaled 95 million bushels in 1928, but dropped to 7 million in 1934, and hit a low of only five million bushels in 1954.

Came from Russia

Most of our early durum varieties were introduced from southern Russia and the Mediterranean. Durum, like all spring wheats, is highly vulnerable to various rust strains. Consequently, new and improved varieties have been continuously in demand. Of the ten varieties grown in 1964, only one was in existence before 1924. Kubanka was probably the first important variety.

In the mid 1930's Mindum and Pentad became popular. By 1954, Mindum accounted for almost seventy per cent of the total durum acreage. However, its susceptibility to certain rust strains has contributed to its decline in the past fifteen years. By 1959, Mindum had dropped to five per cent of the total

while Langdon and Ramsey (released in 1956 under an accelerated variety development program) accounted for almost eighty six per cent. By 1964, Wells was the leading variety with Lakota in second place. These two varieties had been released in 1960. Leeds, a new variety of rust resistant durum wheat released in 1966, has gained in popularity.

Markets and Uses

Durum is used for the manufacture of semolina, a purified middling obtained from the grinding process. Semolina is used in the production of macaroni and spaghetti and related products. Domestic use of durum has been fairly stable over the years, averaging slightly less than thirty million bushels. The exact level in any given year will depend upon both available supply and quality of the crop. In years of short supply, other wheats may be substituted in the production of macaroni products. In a 1965 study, over twenty-three million bushels of durum were estimated to have been used for these products.

Over the years, the durum situation has been characterized by sharply fluctuating production and supplies, resulting in wide-ranging prices. The great variations in durum yields may be attributed to both weather and rust factors. The variation in acreage seeded is in response to changes in prices and Government programs. As durum supplies increase, the premium paid for it over hard red spring wheat decreases, thus tending to discourage further expansion.

Minneapolis Market

Minneapolis has long been the major terminal market for durum. It is also an important milling center. The Great Lakes are the principal export point, although some durum moves out of Gulf and Atlantic ports.

Durum is grown in many countries; the main producers are the Mediterranean countries, North America, the Soviet Union, and Argentina. But Argentina and Canada are the only major exporters of durum wheat. The United States has exported large quantities in the past three years, but previously most of the production was consumed domestically. During years of high prices, some countries export durum and import cheaper bread wheats. World durum trade is small, totaling

only three to four per cent of the total world wheat trade. Western Europe is the major importer of durum, almost all of which is on a commercial basis. In the last few years, the United States has shipped minute amounts of durum under the food aid programs.



Quarterly Durum Report

A record high durum wheat crop in North Dakota in 1968 and larger production in each of the other main producing States pointed to a crop of 97,700,000 bushels, according to the December estimate of the Statistical Reporting Service of the U. S. Department of Agriculture. The 1968 crop was 47 percent larger than 1967's output and established a new record. 3,560,000 acres were harvested, 29 percent more than in 1967 as growers were encouraged to increase planting because of favorable prices for durum in recent years which gave producers better returns than for other spring wheat. Yields averaged 27.4 bushels per acre, 3.3 bushels more than in 1967. The crop was planted ahead of normal, and growing conditions were generally favorable but harvest was delayed due to excess moisture in late August and September. Quality of the crop was reduced some by rain and weather in the northern growing areas.

Quality Report

A summary report of North Dakota quality showed 194 samples tested representing 2,071,000 bushels of durum. 29 percent graded No. 1; 23 percent No. 2; 21 percent No. 3, and the balance of 27 percent graded No. 4, 5 and sample grade. Test weight averaged 59.1 pounds statewide, two pounds below last year's test weight.

The major degrading factor was total damaged kernels with a state average of 4.8 percent. In dockage tests, 10.3 percent of the samples contained under 0.5 percent; 20.4 percent had 0.5 to 0.9 percent; and 69.3 contained dockage of 1 percent or over. Of the samples tested, 63 percent fell in the subclass Hard Amber Durum; 24 percent in the sub-

(Continued on page 24)

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.

The egg people

2 Corporate Park Drive, White Plains, N.Y. (914) 694-1000

Quarterly Durum Report—
(Continued from page 22)

class Amber Durum; and 13 percent Durum.

The mill grind used 14,689,000 bushels of durum from July through December, 1968 compared to 14,359,000 bushels for the similar period in 1967. Mill output was 6,670,000 hundredweights compared to the previous year's 6,328,000.

Exports

Exports during the period saw 23,461,000 bushels inspected. Nearly all of these transactions were dollar sales. These inspections compare with 12,982,000 bushels inspected for export the same period last year. Best customers in the period were as follows:

	1968	1967
Italy	8,719,000	1,262,000
France	5,265,000	2,281,000
Netherlands	3,923,000	2,772,000
Algeria	1,857,000	2,539,000
Belgium	1,099,000	1,888,000
All others	2,598,000	2,240,000

Canada Licenses New Durum

A new durum wheat variety, Hercules, has been licensed by the Canadian Department of Agriculture. Developed at the Department's Winnipeg research station, its attributes are said to be earlier maturity and shorter, stronger straw.

Hercules yields in the black-soil zone of Manitoba and eastern Saskatchewan are about equal to Stewart 63, while Hercules matures one week earlier and is nine inches shorter.

North Dakota Mill

Eighty-five percent of all the durum wheat in the United States is produced in the heart of the nation . . . the rich, fertile land of the Red River Valley of the North. The North Dakota Mill and Elevator is a thriving, modern mill, located at Grand Forks, North Dakota, in the heart of the durum fields.

Forty-seven years ago the North Dakota Mill and Elevator held official opening ceremonies. Today they have the finest semolina and durum flour for macaroni products, milled right "on the spot" where they can select the best quality durum wheat. Complete laboratory testing facilities assure constant high quality.

The North Dakota Mill and Elevator employs over 200 people. Besides the durum division, they have a hard spring wheat division, feed division, and grocery products, such as flour and pancake mixes.

The macaroni industry finds the very best in durum flour and Semolina at the North Dakota Mill & Elevator—Durakota No. 1 Semolina, Perfecto Durum Granular and Excello Durum Fancy Patent. They also find an experienced staff that understands the industry, and is eager to help with any problems that may arise.

Over the past half-century, the North Dakota Mill & Elevator has worked consistently with the macaroni manufacturers, helping them to develop quality pasta products.

Commissioners Honored

Seven North Dakota wheat growers, all past members of the North Dakota Wheat Commission, were honored at the Grain Marketing and Transportation Seminar held in Bismarck recently. They were given public recognition and were each awarded a plaque with the inscription, "In recognition of services rendered to the wheat producers of North Dakota as a member of the North Dakota State Wheat Commission."

Receiving the awards were George Mikkelson of Starkweather, Howard Hardy of Beach, Sydney Hoveskeland of New Rockford, Otis Tossett of Forfar, Arthur Knorr of Sawyer, James Ole Sampson of Lawton, and Robert Huffman of Regent.

Let's Go to the Movies

Colored films have proven to be a very effective tool to tell the story of North Dakota wheat. Through the use of nationwide television, Skyport Cinemas, and distribution by the overseas offices of Great Plains Wheat, Inc., the films "Durum—the Standard of Quality" and "Hard Red Spring Wheat" have been shown to audiences worldwide.

During the past two years, "Durum" has been telecast 383 times with an estimated total audience of about 7,761,000. In addition, throughout the nation the film has been viewed by clubs, organizations, schools, colleges, and cinemas. Distribution costs for this film are equally shared by the National Macaroni Institute, Durum Wheat Institute, and the North Dakota Wheat Commission.

The durum film has been translated into Spanish, German, French, Dutch, Portuguese, and Japanese, with prints available throughout Europe, South America, Japan and Canada.

Macaroni Menu Magic

Another co-sponsored film is titled "Macaroni Menu Magic." This is an educational and demonstrational story

to acquaint restaurateurs, chefs, nutritionists, school lunch and institutional cooks and supervisors the proper preparation of tasty macaroni, spaghetti and egg noodle dishes. Presently it is estimated that one out of three meals is eaten away from home. The increased use of tasty durum macaroni products in public eating places will lead to greater acceptance of them in the home.

Cereal Chemists Elect Bass

Dr. E. J. Bass, Associate Director of Research, International Milling Company, Minneapolis, has just been named president-elect of the American Association of Cereal Chemists in mail balloting by the 2,000 members.

Bass has been with International Milling since 1960; prior to that he was with the Board of Grain Commissioners for Canada at the Grain Research Laboratory in Winnipeg. His academic work was taken at the University of Manitoba where he received his doctorate degree in 1954.

The enzymes of the cereal grains and problems of barley malting have been among the research interests of Bass. His work for the AACC has been both in the technical and administrative fields. He has served on many technical committees and as general program chairman for the 50th Anniversary Meeting in 1956; as editor of Cereal Science Today 1963-68; as national treasurer, 1964-68; as director, 1968 to present.

Other Officers

Elected to the national office of secretary in the AACC is Dr. Donald E. Smith, Research Associate, General Mills, Minneapolis.

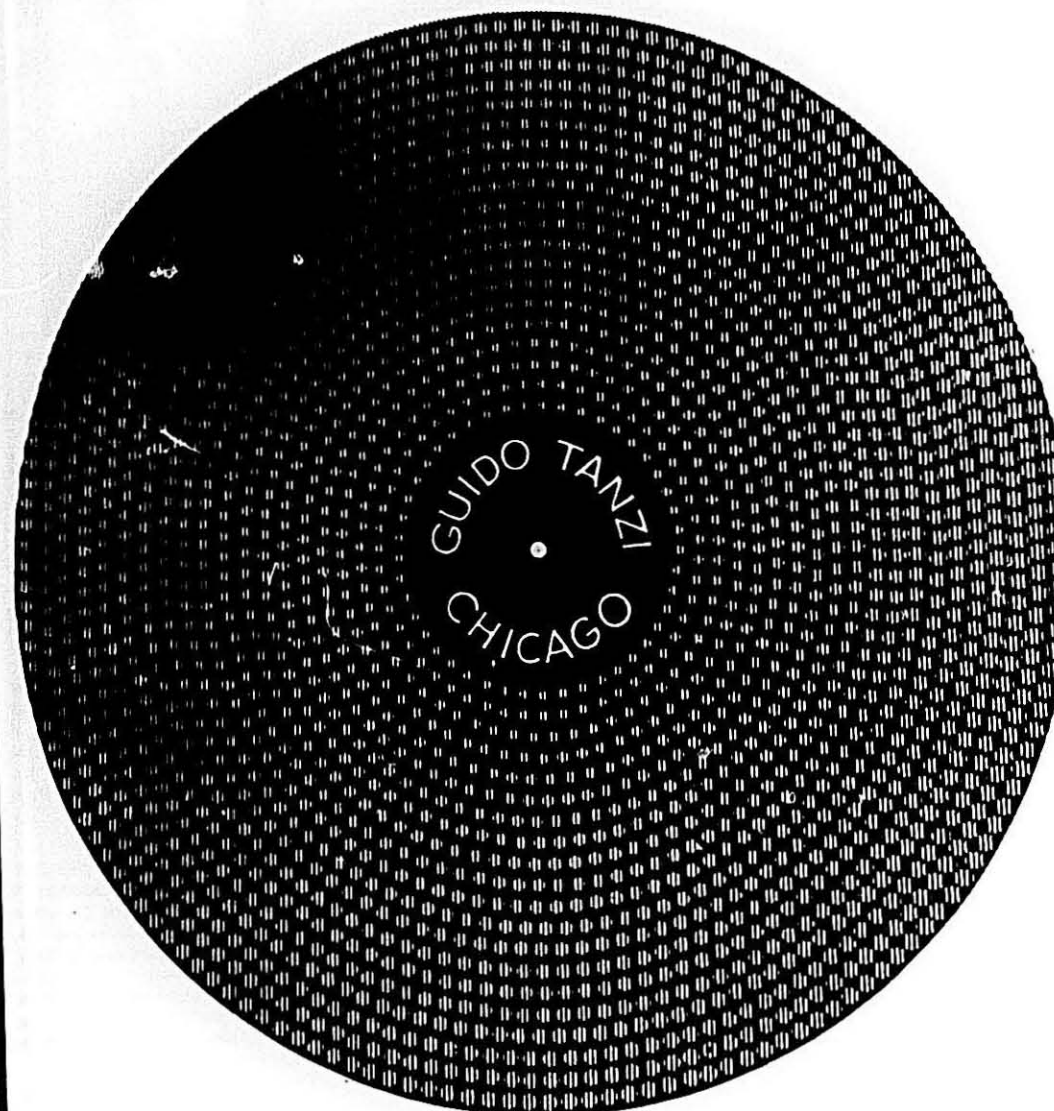
A two-year term on the Board of Directors was won by Dr. G. Norman Irvine, Chief Chemist, Board of Grain Commissioners for Canada and Director, Grain Research Laboratory, Winnipeg.

Appointed to complete an unexpired term as Director is William J. Farricone, Vice President, Marketing, Marshall Division, Miles Laboratories, Elkhart, Indiana.

Installation

The newly elected officers will be installed at the Association's 54th Annual Meeting in Chicago, April 27-May 1. Dr. Byron S. Miller, current president-elect, will assume the presidency at that time. An expected 1,000 cereal and food scientists, wives, and guests from the United States, Canada and several overseas countries will be in attendance.

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APRIL, 1969

THE MACARONI JOURNAL



Lloyd E. Workman



James H. Kallestad



Robert M. Howard

International Milling Organizes Consumer Products Division

In a move aimed at preparing for increased growth, International Milling, Minneapolis, has reorganized its corporate structure. A new consumer products division has been created, three existing divisions have been realigned and four men have been elected vice presidents of the company.

The new consumer products division will market all flour, mixes, wheat germ and other consumer products sold through grocery stores in the U.S. James H. Kallestad has been elected vice president and will become general manager of this division. He was formerly a division vice president and director of marketing.

The industrial foods division will have responsibility for the manufacture and sale of products sold to bakeries, institutions, macaroni manufacturers and other industrial users in the U.S. Robert M. Howard, formerly manager of marketing planning, has been elected vice president and will become general manager of this division.

The Supersweet division will have responsibility for all of IM's formula feed, egg and turkey operations in the U.S. Elected vice president and general manager of this division is Wesley C. Baker who was formerly division vice president and assistant general manager of formula feed operations.

The international division will have responsibility for all operations in Venezuela, Ecuador and Mexico and all other overseas activities. Andre Gillet has been elected vice president and will become general manager of the international division. Mr. Gillet was formerly a division vice president for

Latin American operations.

Canadian operations of the company were not affected by the reorganization nor were the company's U.S. grain operations.

Lloyd E. Workman, formerly vice president in charge of the U.S. flour milling division, will become group vice president and will have responsibility for all U.S. food processing activities carried on by the consumer products division and the industrial foods division. Darrell M. Runke, formerly vice president in charge of formula feeds and overseas operations, will become group vice president and will have overall responsibility for the international division and the Supersweet division.

To Stimulate Expansion

These changes in organization are designed "to stimulate expansion in each of our market areas with particular emphasis on the attractive institutional and consumer markets," said William G. Phillips, president and chief executive officer.

"It is also designed to develop a strong, young, marketing-oriented management team," he said. "We are giving specific division general managers the responsibility for both production and marketing functions in each of our major product lines and freeing up the group vice presidents for vital long-range planning, personnel and corporate development activities," he said.

Phillips, formerly president of Glidden-Durkee, Cleveland, who joined IM as president and chief executive officer last October, explained that the reorganization recognizes the "totally dif-

ferent market demands for our varying product lines."

Change to Convenience

International Milling, which became a public company in January 1964, has annual sales of about \$350 million. Phillips pointed out that the firm is in the process of changing its marketing direction in the U.S. and is placing strong emphasis on the consumer market, particularly convenience foods.

The company last month moved for the first time into the U.S. convenience food market with the introduction of four new consumer mixes under the Robin Hood brand. The company has been a leading producer of Robin Hood consumer mixes in Canada for many years.

IM, one of the world's largest flour millers, has been gradually reducing its dependence on flour milling in recent years. Of its total annual sales approximately 30 percent now results from non-flour milling activities compared to about ten percent eight years ago. Much of this non-flour milling growth has been in consumer products and formula feeds.

Other Moves

In other moves related to the reorganization, Lee W. Walden, division vice president and director of services, has been named division vice president, production. He succeeds Paul Bartz who has been appointed division vice president, production consultant, reporting to Workman.

William B. Deatrck, division vice president and general sales manager for bakery products, has been promoted to division vice president and director of marketing. In his new position Deatrck will be responsible for bakery, durum

and export product sales in the U.S. Sal F. Maritato will continue as durum sales manager, reporting to Deatrck.

Anthony L. DePasquale, assistant general sales manager for bakery products, has been promoted to general sales manager for bakery products. He will report to Deatrck.

Kallestad

Kallestad, 38, has been with International for 17 years, mostly in marketing capacities. In 1958 he transferred to the company's New York sales office and in 1960 was promoted to assistant regional sales manager. Kallestad returned to Minneapolis in 1963 as sales manager, special products, and two years later was appointed central region general sales manager. He was named division vice president and general sales manager for industrial products in 1966, and in 1967 he became division vice president and director of marketing. Kallestad is a University of Minnesota graduate with a degree in economics.

Howard

Howard, 45, joined IM in 1947 in the company's engineering department in Minneapolis, and in 1950 was transferred to Buffalo, N.Y. as division engineer. He returned to Minneapolis in 1952 and in 1957 was promoted to director of milling and engineering. In 1961 Howard was appointed eastern region production manager and last August became manager of marketing planning. He graduated from the University of Minnesota with an engineering degree.

Baker

Baker, 49, started with International's Supersweet division in 1953 soon after the company purchased this formula feed operation. He became sales manager for Nebraska in 1955 and was promoted to northern region sales manager and transferred to Minneapolis in 1960. Baker was appointed assistant general manager for Supersweet in 1965 and a year later was promoted to division vice president. He graduated from Iowa State University at Ames.

Gillet

Gillet, 42, is a native of Paris, France. He joined International in 1951 in its New York sales office and transferred to IM's headquarters in Minneapolis later that year. In 1958 Gillet was named general sales manager of International's Venezuelan affiliate and moved to Puerto Cabello. Two years later he was appointed assistant managing director. Gillet was promoted to managing director in 1963 and in 1966 he became a division vice president in

the company's Overseas division. He returned to Minneapolis last summer and his duties were expanded to include IM's entire Latin American operations. He studied at Paris University.

Golfers' Note

Chairman of the committee arranging the Golf Tournament at the Winter Meeting was Sal Maritato, Manager of Durum Sales for International Milling Company.

As master of ceremonies at the Italian Dinner Party, Sal graciously distributed the awards to the successful golfers.

The following Saturday, he went out to play for his own pleasure on the Presidential Course of the Diplomat Country Club. Here the March of Dimes was holding a Hole-in-One Contest for dollar contributions.

Sal put his tee shot on the ninth hole ten inches from the cup. This was the closest anyone came to the pin all day, and Sal won a dozen golf balls.

This is the closest Sal ever came to going in the hole for any charity!



Sal Maritato and Dick Vessels

General Mills Gears For Growth

General Mills has announced the formation of four new operating divisions as a major step designed "to provide an environment for growth."

Named the Big G Division, Sperry Division, Golden Valley Division and Betty Crocker Division, they will replace the Grocery Products and Flour Divisions of the company. They will be responsible for all consumer package foods, bakery flour and grain operations, formerly responsibilities of the predecessor divisions. Each new division will be a separate business unit with responsibility for marketing established product lines as well as development of entirely new enterprises.

Operations assigned to the new divisions accounted for more than 60 percent of General Mills' sales and operating profits reported for fiscal 1967-68. As a result of the realignment, no General Mills operating unit will account for as much as 20 percent of the company's sales.

Philosophy of Growth

In announcing the reorganization, James P. McFarland, President and Chief Executive Officer of General Mills, said, "Growth is central to our management philosophy. These organizational changes are designed to concentrate even greater attention on growth. Each of the new divisions is of a size that will permit maximum flexibility with decisions made at the lowest possible management level. General Managers will have clear responsibility for achieving growth."

The Big G Division will be responsible for ready-to-eat cereals; the Sperry Division for Gold Medal Kitchen-tested Flour and other consumer flour brands, bakery flour and grain operations; the Golden Valley Division for snacks, baking mixes, potato products, casseroles and Bac'Os; and the Betty Crocker Division for dessert mixes, including cake mixes, frosting mixes, ready-to-spread frostings, brownie and cookie mixes and puddings.

Big G Division

Named General Manager of the new Big G Division is C. W. Plattes, who joined General Mills in 1947, became a Vice President in 1964 and Director of Marketing for Cereals in 1967. Assistant General Manager is Arthur R. Schulze. He joined General Mills as a product manager in 1962, becoming Marketing Manager for adult cereals in 1966.

Sperry Division

Darryl J. Woodland is General Manager of the new Sperry Division. A Vice President since 1965, Woodland is a veteran of 30 years' service with General Mills. He has been General Manager of Sperry (Western) Operations since 1963 and General Manager of the Flour Division since January of this year. James J. Feeney serves as Assistant General Manager of the Sperry Division. After joining General Mills in 1948, Feeney advanced through a series of sales and marketing assignments, becoming Marketing Manager for package flour in 1966 and for snacks in 1967. Gordon E. Whiteman continues as Vice President and Director of Grain Operations.

Golden Valley Division

General Manager of the Golden Valley Division is F. Caleb Blodgett, who

(Continued on page 28)

Growth for General Mills— (Continued from page 27)

joined the company in 1961 after serving as President of Frank H. Blodgett, Inc., a milling firm in Janesville, Wis. Most recently Director of Marketing for flour and mixes, he was appointed a Vice President in 1968. Roger S. Carlson is Assistant General Manager. Formerly Director of Marketing for snacks, potatoes, casseroles and baking mixes, he also served as Director of Marketing for cereals. He became a Vice President in 1967.

Betty Crocker Division

Walter R. Barry, Jr., serves as General Manager of the Betty Crocker Division. He joined General Mills as a grocery products salesman in 1958, becoming a District Sales Manager in 1961. In 1962, he moved into the marketing organization as a product manager. Since 1967, he has served as Marketing Manager for dessert mixes.

All four General Managers plus the existing sales organization and package foods manufacturing and distribution facilities report directly to H. Brewster Atwater, Jr., who becomes Vice President, Consumer Foods Group. He, in turn, reports to Donald F. Swanson, Vice President.

Weiss Noodle— Ideal Macaroni Merge

A noodle business started in the home of an immigrant Hungarian couple in Cleveland in 1923 has grown into a \$20 million-a-year specialty food business that may offer its stock to the public in the near future. This was revealed late last year by President Albert S. Weiss, of The Weiss Noodle Company, who said the interests of his still closely held company had been combined with those of American Mushroom Corporation of Wilmington, Delaware.

These companies, with Conte brand canned tomatoes, the many kinds of "Mrs. Weiss Noodles" and soups, mushrooms and other products, have four plants employing 500 persons, according to Mr. Weiss.

Mr. Weiss will continue with his present management at his company's 50,000-square-foot plant at 31313 Aurora Road, Solon, Ohio.

Weiss' late mother, Bertha, began making her now famous noodles for commercial purposes in her kitchen in 1923. Her late husband, who had been a high school principal in Hungary, sold them to neighborhood stores.

When store owners, and later restaurateurs, tasted the noodles, orders sky-

rocketed, and the couple had to rent their first factory—a loft on East 123rd Street, where neighborhood women hired out to make the homemade noodles.

The business began its next era of expansion under the direction of their son, who attended Case Western Reserve and Ohio State Universities, making a name at the latter institution as fullback on the varsity football squad, on the soccer team, and in tennis in which he still is active.

Mr. Weiss conceived the idea of putting the noodles into cellophane to sell them to stores. The company has shown tremendous growth in the past 45 years.

Ideal Macaroni Merger

In late January, Ideal Macaroni Company of Cleveland merged its interests with those of The Weiss Noodle Company and American Mushroom Corporation, into a complex that is planning to go public this year.

The merger was announced by Albert S. Weiss, Chairman of the Food Division of Iron Mountain, Inc., holding company for the complex and operator of storage vaults in New York State, as well as President of Weiss Noodle Company.

The merger was completed through an exchange of Iron Mountain stock for shares of Ideal.

Leo Ippolito, Manager

There will be no changes in management or personnel of Ideal headed by President Leo C. Ippolito, whose brother, Victor D., is physician for the Cleveland Browns and Indians.

Ippolito is slated to become a director of Iron Mountain.

Ideal Macaroni Company was started in Cleveland in 1903 by Pacqual Ippolito, and has operated from its large, modern plant on five acres at 28001 Richmond Road, Bedford Heights, since 1958.

Universal Foods Acquire Scheberle Cheese

The purchase of the assets of H. E. Scheberle Company, Inc. of Broadhead, Wisconsin, by Universal Foods Corporation of Milwaukee was announced by Robert T. Foote, President of Universal Foods Corporation.

The H. E. Scheberle Company is a manufacturer of Italian cheese and has a labor force of approximately 60 employees. The purchase price was not disclosed.

Commenting on the new acquisition, Foote said, "The purchase of the H. E. Scheberle Company, Inc. is a further step in the acquisition policy of our

company and enables us to better supply the ever growing demands for our products." He said that H. E. Scheberle has annual sales of approximately \$3,000,000.

Universal is a diversified producer of yeast and allied baking products, Italian-type cheeses, chili powders, paprika, soup and gravy bases and other specialty foods marketed to food processors and to institutional, international and consumer markets.

Universal Foods with headquarters in Milwaukee has plants in Milwaukee; Oakland and Westminster, California; Chicago, Illinois; Belle Chasse, Louisiana; Peru, Indiana; Belleville, New Jersey and throughout the State of Wisconsin.

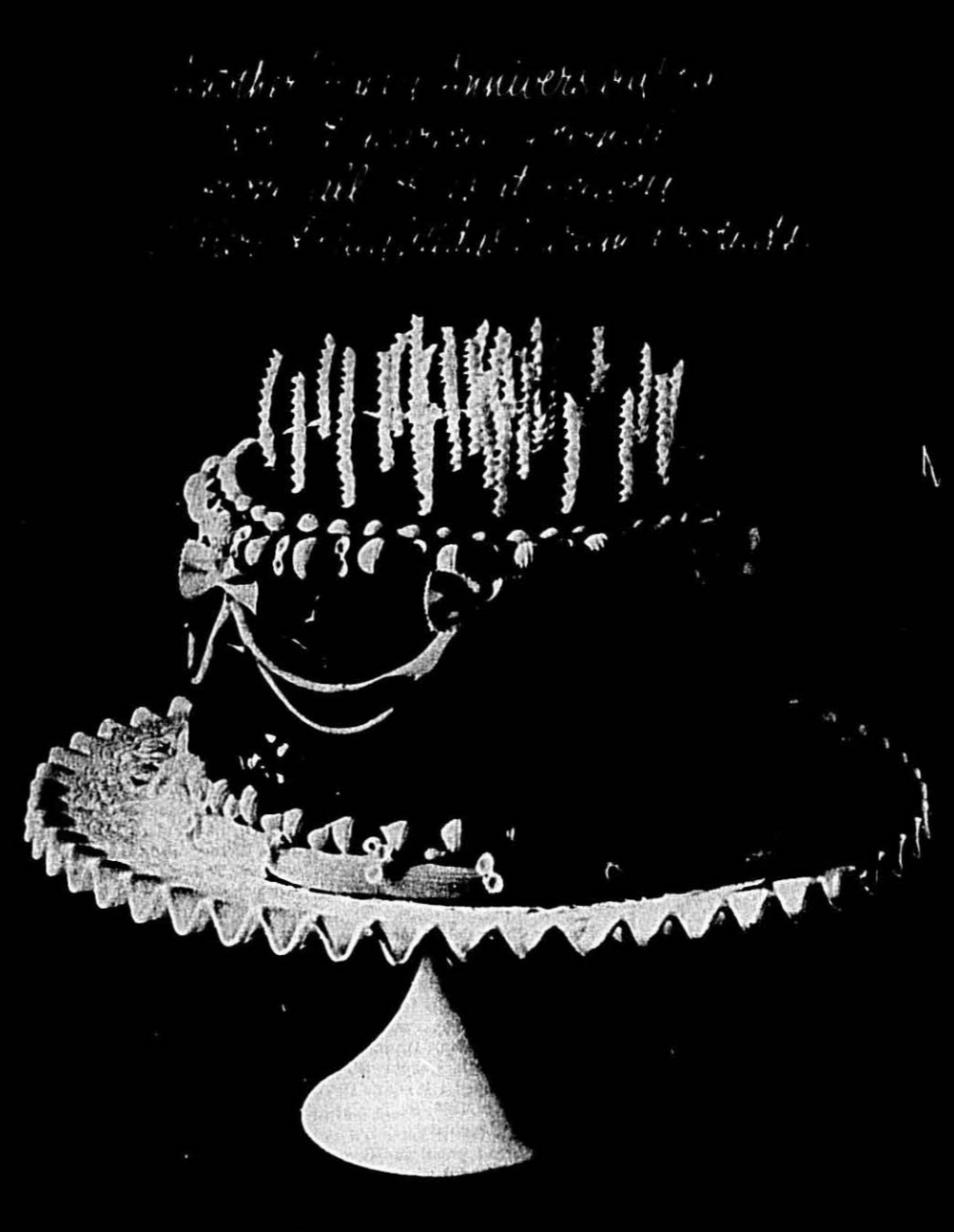
Wheat Foods Foundation

Wheat growers, flour millers, bakers, macaroni, and bulgar manufacturers organized as the Wheat & Wheat Foods Foundation, Inc., the nation's first unified agribusiness-industrial complex, have gone into action. One of the first projects will be to solicit congressional support for a long range plan of research, education and public information, said Chairman Howard L. Morton, a Longmont, Colorado wheat grower.

Five Years of Planning

Formal structure was given the foundation at an initial meeting in Chicago, and the session marked the end of a five year period of planning between farmers, processors and food manufacturers. The foundation also plans to explore means of raising funds, with consideration being given to an assessment on each hundredweight of processed wheat product destined for domestic human consumption. Mr. Morton declared: "We are pioneering a new concept of self-help for American business. We propose a self-imposed assessment to finance badly-needed research and education on behalf of man's oldest food." He pointed out that per capita consumption of wheat products had dropped from 210 pounds per year in 1910 to 112 pounds today. With 1,700,000 wheat farmers, about 125 flour milling companies of consequence, and 20,000 bakers, it appeared logical to foundation officers that the first processing level is the correct point at which to collect such an assessment. The industry produces in excess of 250,000,000 hundredweights of flour annually.

Vice Chairman of the foundation is George S. Pillsbury, the Pillsbury Company, with Steve Vesecky, Campbell-Taggart Associated Bakeries, as treasurer, and Robert J. Hilliard, American Bakeries Company, secretary.



PV PEAVEY COMPANY
Flour Mills

Semolina Grind Off

Production of straight semolina durum flour in the 1968 calendar year was down slightly from 1967, according to the Bureau of the Census. Straight semolina production in 1968 totaled 12,489,000 cwts., against 12,534,000 in 1967, a decrease of 45,000. At the same time it was up 48,000 cwts. from 12,441,000 cwts. produced in 1966.

Durum wheat ground in 1968 totaled 27,822,000 bushels, against 28,532,000 in 1967, a reduction of 710,000, or 2 percent. It also was down 1,216,000 bushels from 29,038,000 ground in 1966.

Straight semolina durum flour produced in the first six months of the 1968-69 crop year, or July-December, totaled 6,570,000 cwts., against 6,328,000 in the previous year, for a gain of 242,000 cwts., or 4 percent. Durum grind in the six months was 14,689,000 bushels, against 14,359,000 a year earlier, for an increase of 330,000, or 2 percent.

Straight semolina durum flour production in December alone was 1,050,000 cwts., against 1,062,000 in November and 888,000 in December, 1967.

Production of durum wheat products and durum wheat grind by months with comparisons, follow:

	1968	1967	1968	1967
	Straight Durum	Straight Durum	Straight Durum	Straight Durum
	semolina grind	semolina grind	semolina grind	semolina grind
	(in thousands)			
January	886	2,005	1,151	2,059
February	1,190	2,685	1,111	2,561
March	1,155	2,499	1,178	2,628
April	870	1,937	785	1,820
May	895	1,995	1,013	2,317
June	923	2,032	968	2,190
July	876	1,982	832	1,892
August	1,105	2,470	1,192	2,748
September	1,151	2,553	1,170	2,784
October	1,326	2,954	1,247	2,719
November	1,062	2,395	1,001	2,211
December	1,050	2,355	888	2,005

Peavey Product Development

New product development will be the central responsibility of three new employees of Peavey Company. Dr. James H. Dietz, who has had extensive experience in food technology, research and education, will head the product development operation in the corporate research sections. Alex Kregel, a former teacher with commercial experience as a chemist in quality control and research, will work on process development in the company's new product section. Mary Mullin, a recent University of Minnesota graduate with a B.S. degree in foods and business, will be a home economist on the research and development staff.



William D. Drummond

Crop Quality Council Appointment

William D. Drummond joined the staff of Crop Quality Council as Associate Secretary on March 1, Vance V. Goodfellow, executive vice president, announced. The Crop Quality Council is engaged in activities in support of agricultural research, extension, pest control, and crop improvement programs affecting crops grown throughout North America.

"We are delighted to have Bill Drummond join the Council staff," Goodfellow said. "He has done an excellent job as extension agronomist with the Malting Barley Improvement Association, Milwaukee, the past three years, and has worked closely with Upper Midwest research and extension scientists, industry groups, and crop producers."

Former Extension Agent

From 1953 to 1966 Drummond served as a North Dakota county extension agent with assignments in Grant and Nelson counties. Reared on a farm near Garrison, North Dakota, Drummond graduated from North Dakota State University and obtained a Master's Degree in Agronomy in 1966. He is married and has four daughters.

Drummond's broad practical, educational and scientific experience with crop production problems affecting Upper Midwest agriculture will be very helpful in his work with the Council, Goodfellow said.

"The real problem that confronts all macaroni manufacturers is not the cost of the semolina but the price it will bring when properly converted into salable products."—M. J. Donna

Pasta for the Needy

Senator George McGovern of South Dakota won restoration of a forty percent budget cut for his Select Committee on Nutrition and Human Needs as committee hearings emphasized malnutrition and related conditions in South Carolina.

Senator McGovern urged USDA to add a pasta developed from CMS, a high protein food, to its commodities distributed to the poor. "Private industry is ready to produce it," he said, "and it can be delivered to the Government at a cost of 10¢ per pound." McGovern also urged USDA to work with the grocery industry to assure that the pasta and other products such as fortified bread are available to stores that redeem food stamps.

In related developments, President Nixon indicated recently that the battle against hunger and malnutrition in the United States will be a high priority Administration issue. Secretary of Agriculture Hardin pledged to "move every possible resource" to wipe out malnutrition in the country. Health, Education & Welfare Department Secretary Robert H. Finch announced he will order the National Nutrition Survey expanded to cover more states in greater detail.

Dietary Allowances

James J. Winston, N.M.M.A. Director of Research, reports that the Food & Nutritional Board of the National Academy of Sciences-National Research Council, has revised the recommended daily dietary allowances for men and women. The report pointed out that "with the exception of iron, patterns of food consumption and food supplies in the United States permit ready adaptation to and compliance with the recommended daily allowances."

Recommended for

	Men	Women
Ages 22 to 35		
Calories	2800	2000
Protein	65 gm	55 gm
Vitamin A-I.U.	5000	5000
Vitamin E-I.U.	30	25
Ascorbic Acid	60 mg	55 mg
Thiamine	1.4 mg	1.0 mg
Riboflavin	1.7 mg	1.5 mg
Niacin	18 mg	13 mg
Iron	10 mg	18 mg
Calcium	800 mg	800 mg
Phosphorus	800 mg	800 mg

Fifty years ago B. S. (before salmonella), eggs in China were selling for only six cents a dozen. That's enough to make even a dyspeptic man hungry.

Del Coronado in Southern California

THE National Macaroni Manufacturers Association holds its 65th Annual Meeting July 13-17 at Del Coronado, Coronado, California.

Famous Resort

Charming, resplendent Hotel Del Coronado, has reigned as monarch of Western resort hotels for three quarters of a century—yet this majestic establishment has never been more alluring than it is today. As a haven for relaxation and wonderfully varied resort activities, it has no peer.

The hotel epitomizes the grand manner in a superb garden setting, surrounded by stately trees and framed between the sparkling Pacific and Glorietta Bay.

There is a picturesque boathouse belonging to the hotel on Glorietta Bay, just a stroll across Orange Avenue. It is the headquarters for sailing, water skiing, or deep sea fishing by charter boat.

On the north side of Glorietta Bay is a sporty municipal golf course.

Beach and Tennis Club

On the hotel grounds are the complete facilities of the Hotel Del Coronado Beach and Tennis Club with a heated salt water turquoise pool, cabana circle with poolside sunning terraces, championship tennis courts, and acres of white sand and beach. A children's wading pool and supervised playground are centers for the energetic activities of the younger set.

Crown Room

The Crown Room is the hotel's majestic dining room. An architectural masterpiece that remains magnificent and structurally unchanged since 1888, it is the expression of the hotel's traditional grand manner. Distinctive American and Continental cuisine is prepared with pride and care—served with flair and a flourish.

The Victorian Lounge is a rich-hued showcase for the grandeur of turn-of-the-century decor and a popular gathering place for guests.

Other meeting spots include the Casino Lounge on the terrace level, the Luau Room featuring Cantonese cuisine and beverages with Polynesian personality, and the Ocean View Room off the Ocean Terrace. This latter room is an indoor-outdoor lounge where the pleasing prospect of the blue Pacific, Point Loma and the tumbling surf blends with cocktail enjoyment. Dancing is an evening feature in this delightful room.



Greater San Diego

Coronado is a part of the Greater San Diego complex, an area that boasts of ideal weather, many attractions of natural beauty, and a most varied resort center. Without leaving San Diego County, you can sample the romance of an old Spanish mission trail, the delights of mountain resorts and mining towns, the wonders of the desert. Not too far away is the fantasy world of Disneyland, and a short distance down the freeway is Tijuana in Old Mexico.

Tijuana has a beautiful modern Callente Racecourse offering the thrills of thoroughbred racing every Saturday and Sunday. Bullfights are held on Sundays. There is also the Callente Greyhound Club, jai-alai, and the fascinating curio shops of colorful Tijuana.

San Diego itself offers the world-famous San Diego Zoo and Balboa Park, with unique exhibits and striking scenic delights. Mission Bay Aquatic

Park is a ranking mecca for small boats and sailing craft. Sightseeing points of interest include Cabrillo National Monument at the tip of Point Loma, the promontory that shelters San Diego Bay from the Pacific. This is where Juan Rodriguez Cabrillo marked his discovery of the California coast in 1542.

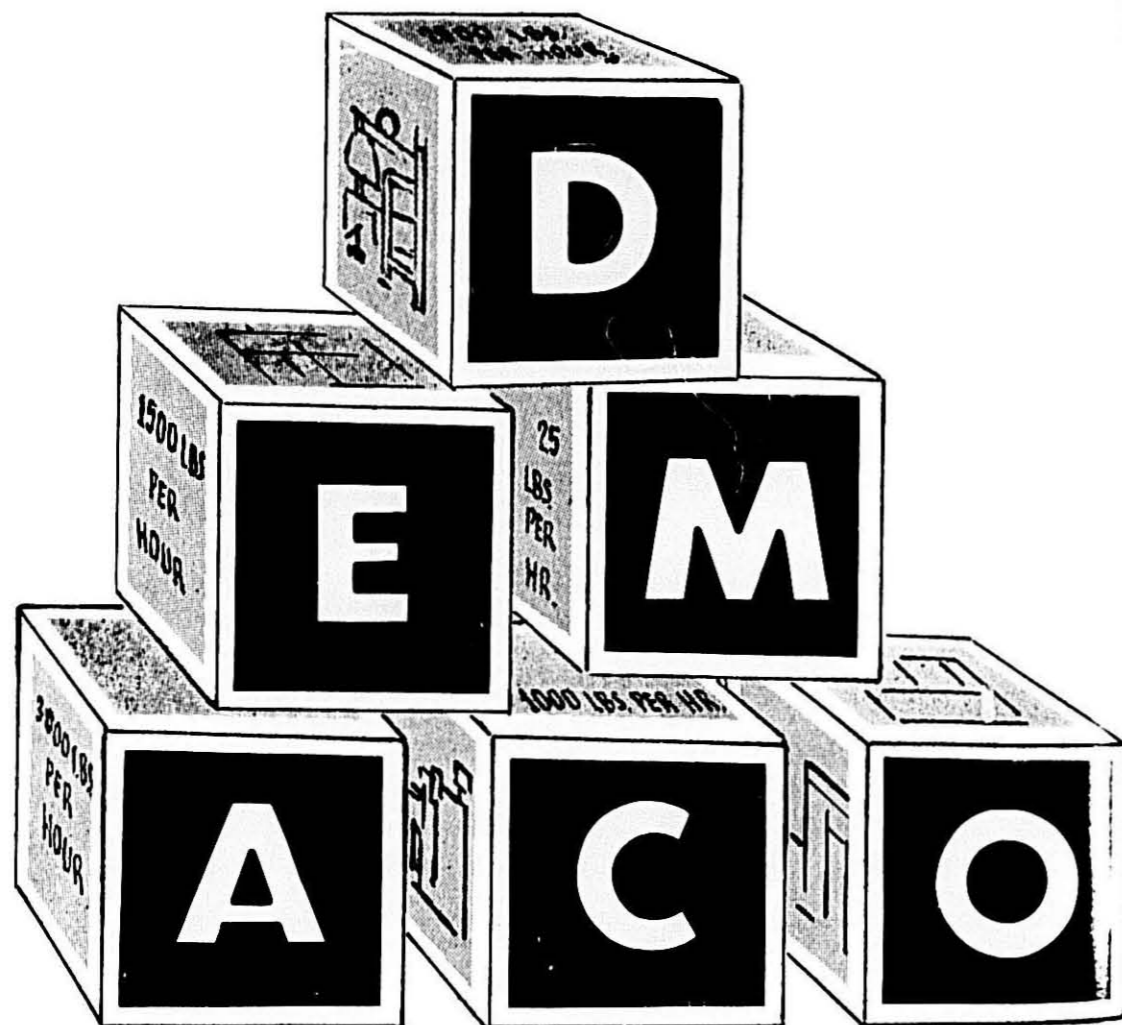
Up the coast a little way is La Jolla, with its winding streets and stairstep topography, dotted with lovely homes, gardens, quaint and chic shops and apartments.

Tours of Navy ships at the Broadway Pier in downtown San Diego are available on most week-ends. You can also visit the Marine Corps Recruit Depot on Friday afternoons for a colorful regimental recruit parade. San Diego Harbor excursions offer views of our mighty Navy.

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Promotional Allowances and the Fred Miller Case

by Harold T. Halfpenny, General Counsel, N.M.M.A.

AMONG all the antitrust problems of the last year, nothing has caused more agitation among both manufacturers and distributors than the interaction of the Supreme Court and the Federal Trade Commission in the **Fred Meyers** case. Both the opinion of the Supreme Court (issued March 1967) and the subsequent Guide-Lines by the Federal Trade Commission, have roused an unequalled flurry of concern, speculation and comments.

The story of **Fred Meyers** has several distinct chapters, each dependent upon the one preceding it, and each understandable only in view of its predecessors. As we shall see, many of the commentators have lost sight of this interrelationship; and some are asking the Federal Trade Commission to change matters which it is not within its power to control.

The Court Decision

The first chapter in the story is the Robinson-Patman Act, which, though much-maligned, still remains on the books for the courts to interpret—and misinterpret. That Act was originally adopted in the 1930's, and its original intent was to protect small business, giving them the same price-breaks and allowances as their larger competitors.

As part of this objective, one section of that Act provided that it is unlawful for a supplier to grant promotional allowances to one "customer" who resells the supplier's product, unless the allowances are made available on proportionately equal term to all other customers competing in the distribution of the product.

In the **Fred Meyers** case, a supplier sold both to wholesalers and to large retailers; it granted certain promotional allowances to the direct-buying retailers, but did not make them available to either the wholesalers or to the retailers who bought from the wholesalers. The Supreme Court held that any promotional allowances offered to direct-buying retailers must also be made available to the retailers who bought from wholesalers. It reasoned that these retailers were "customers" of the supplier within the meaning of the Robinson-Patman Act, even though they did not buy directly from the supplier.

Because of this lack of a direct relationship, there was an apparent practi-



Harold T. Halfpenny

cal problem of how the supplier was to reach the wholesaler's customers. The Supreme Court did not solve this problem, but it did cast some hints. It said that it was not necessary to by-pass the wholesalers, but could use them to distribute payments or administer the promotional program. It emphasized, however, that the supplier must take the "responsibility for seeing that the allowances are made available to all who compete in the resale of the product." As for how this was to be worked out, the Court said that the Federal Trade Commission would work out the rules on the subject.

This opinion was viewed with alarm by some commentators, as likely to jeopardize promotional programs through wholesalers, and even endanger the independence of wholesalers. Others thought it would discourage most suppliers from offering such programs, while still a third group thought that it would not be difficult to arrange workable programs. Everyone awaited the promised guide-lines from the Federal Trade Commission. These guide-lines came sooner than they had been expected, in the August following the opinion.

The F.T.C. Guides

The Guides first pointed out that it is the responsibility of the manufacturer to provide a legal, correct plan—that is, one which is available to all competing customers on proportionately equal terms. Next, it emphasizes that

it is the manufacturer's duty, and sole responsibility, to take effective action to inform all competing customers (that is, retailers of its product) of the availability of the plan, including its terms and conditions.

Once the manufacturer has devised his plan, his next problem is to notify all retail purchasers (those who purchase from him, and those who purchase from wholesalers) of the existence of the plan.

The Guides suggest that he may do this by printing promotional material on the container of the product; including the materials in a shipping container; or publishing the details of the plan in a trade publication which all retailers receive. Or, he might ask his wholesalers to submit lists of their customers.

However, many suppliers will feel that these methods are impractical, and if they have a wholesaler system of distribution, they will probably turn to the wholesaler for help in this as in other problems. The Guides recognize this possibility.

The Guides state that the seller's wholesalers or other intermediaries may be utilized to inform retailers who purchase the seller's products from them, of the promotional plan. For example, he may have the wholesalers notify his retail customers. However, this does not relieve the supplier of his responsibility to see that the retailers are informed. A supplier may be in violation of the law if a wholesaler fails to perform this function completely.

The manufacturer may also use the wholesaler to distribute any payments due the retailer. In this event, the Guides suggest that he do so upon receipt by the wholesaler of adequate proof of performance. Since the manufacturer must assure himself that the payments have been made, and the services performed, in accordance with his plan, he may, in turn, ask the wholesaler for proof of performance.

We have felt that the **Meyers** decision, and the interpretive Guides, may well offer an expanded role for the wholesaler in the distribution process. There will be many problems to be worked out, but we are confident that this can be done satisfactorily to both suppliers and wholesalers.

(Continued on page 36)

ADM Flour Mills

Fred Meyer Case—

(Continued from page 34)

Certification By Wholesaler

A problem which will arise between the manufacturer and the wholesaler is that the manufacturer will have to require some form of certification from the wholesaler, stating that notification has been made, or payments distributed. This is already being done, and at least one manufacturer is already asking his wholesalers to execute certification.

These forms state that the wholesaler has mailed promotional bulletins outlining the manufacturer's plan to all of the wholesaler's retail customers. The wholesaler is also required to state that: "I accept the responsibility of making this advertising program available on a proportionately equal basis to all retail stores to which I sell these products."

It is understandable that manufacturers should ask for some assurance along these lines. However, the wholesaler's assurance cannot relieve the manufacturer of his basic liability. Whether there could be a suit by the manufacturer against the wholesaler, if the manufacturer is held liable in an action by a retailer for non-notification, is an interesting legal problem which we hope will never have to be solved.

Commentaries

The depth of the interest for the future in this subject is demonstrated by the fact that the publication "Non-Foods Merchandising" devoted most of its January, 1969 issue to a discussion of the Guidelines. The different reactions to them are illustrated there.

One article, called "The Guidelines Are Fine" was submitted by the National Federation of Independent Business, Inc. The view expressed is that the Guidelines will have these beneficial effects: (1) Enable the FTC to effectively enforce the law; (2) Eliminate the practice of giving preferential discounts to favored customers through evasive maneuvers, and (3) Bring about honest advertising. The Federation's researchers concluded that the main purpose of the Guidelines is re-establishing honesty in the market place, and that the arguments against adoption are "quite specious, or contrived to muddle the main issue."

The magazine's editorial summary did not take such an optimistic view. It felt, for one thing, that the "effect of the Fred Meyers Decision has caused some firms to withdraw all promotional allowances." It adds some specific criticisms: (1) Distributors of numerous small objects will face difficult practical

problems; (2) Any manufacturer is "responsible for an exact check to make sure the wholesalers don't miss one corner mom-and-pop store" in notifying retailers. Its final summary: "the FTC guidelines depart from the path of reason."

In addition to comments in trade journals, the Federal Trade Commission has received hundreds of written comments, and must sometimes regret its invitation to the public to participate.

I am of the opinion that the FTC will use a "rule of reason" in any proceeding based upon the actions and intent of the manufacturer to follow the law or rules. It is unlikely the Commission would attempt to require unreasonable or impossible procedures.

Many of these commentators have lost track of the basic fact that the Guides merely outlined how to comply with the law as set forth in the mandate of the Supreme Court in the Fred Meyers case. It was the Court, not the Commission, that cast upon the manufacturer the responsibility for making his plan available to all retail customers. The Commission, in fact, took a very liberal view of that responsibility by allowing the manufacturer many alternatives—including the publication of his offer in trade journals, which hardly seems adequate. And it was the Court, not the Commission, which suggested that wholesalers might be used in carrying out the manufacturer's responsibility.

Guido Tanzi

Guido Tanzi, the die maker, came from a family of macaroni manufacturers in Torremaggiore, in the Province of Foggia, Italy.

His father, Valentino Tanzi, put the boys to work in a plant established by their grandfather. They were proficient in all phases of the business, but Guido was especially intrigued in the making of dies. At an early age he was off to Naples to serve as a die maker's apprentice. Then he went to Milan to open his own shop. Here he developed a new shape called Mafalde or Elena.

He emigrated to New York City in 1914, where he found employment in a die making establishment until he could go into business for himself in 1922.

In 1922 Guido Tanzi developed the dies for Yolanda and Fusilli. Through the years he has developed many well-known specialties such as Rotini, Cavatelli, Berretti, Gemelli, and others.

In 1943, Guido Tanzi began operations in Chicago, and for the past fifteen

years has been located in Niles, Illinois, a suburb of Chicago.

Pioneer in Teflon

He was a pioneer in the use of teflonized dies, developing a one-piece die plug with teflon and later teflonizing both the walls and the pin. This not only put a smooth surface on the exterior of macaroni tubes but on the interior as well.

Teflon dies have been used successfully in extruded noodle products and are used in large volume production for Kraft Noodle Dinners.

To equalize extrusion in automatic presses, Tanzi has been working with machinery manufacturers to develop the filter equalizer. This device makes for more regular extrusion and a reduction of the amount of scrap from trimmings.

Great Cook

Bert Fania, an adopted son of Guido Tanzi, has assumed the management of the shop as Guido continues to develop new ideas and takes new joy in cooking. Here is a recipe that comes from the maestro himself.

Genoise Sauce For Four Persons

2½ to 3 pounds Sirloin
4 Onions, finely chopped (each about the size of a big lemon)
¼ pound ham fat, chopped fine (preferably Italian prosciutto)
¼ cup Wine, White Sauterne (Muscatel if you prefer sweet)
Beef Broth (homemade is better)
Pecorino Cheese (sharp)
Salt and pepper to taste
1½ pounds Mostaccioli or Rigatoni or Shells (whichever you prefer)

In a frying pan, cast iron or thick bottom, cover onions with cold water and boil at low heat, stirring continuously, until water goes down. Remove from frying pan and place in a plate.

In the same pan, cover the bottom with oil, and render the chopped fat at low heat. Add the onions and continue cooking until they are browned. Pass this mixture through a sieve, trying to extract as much as possible.

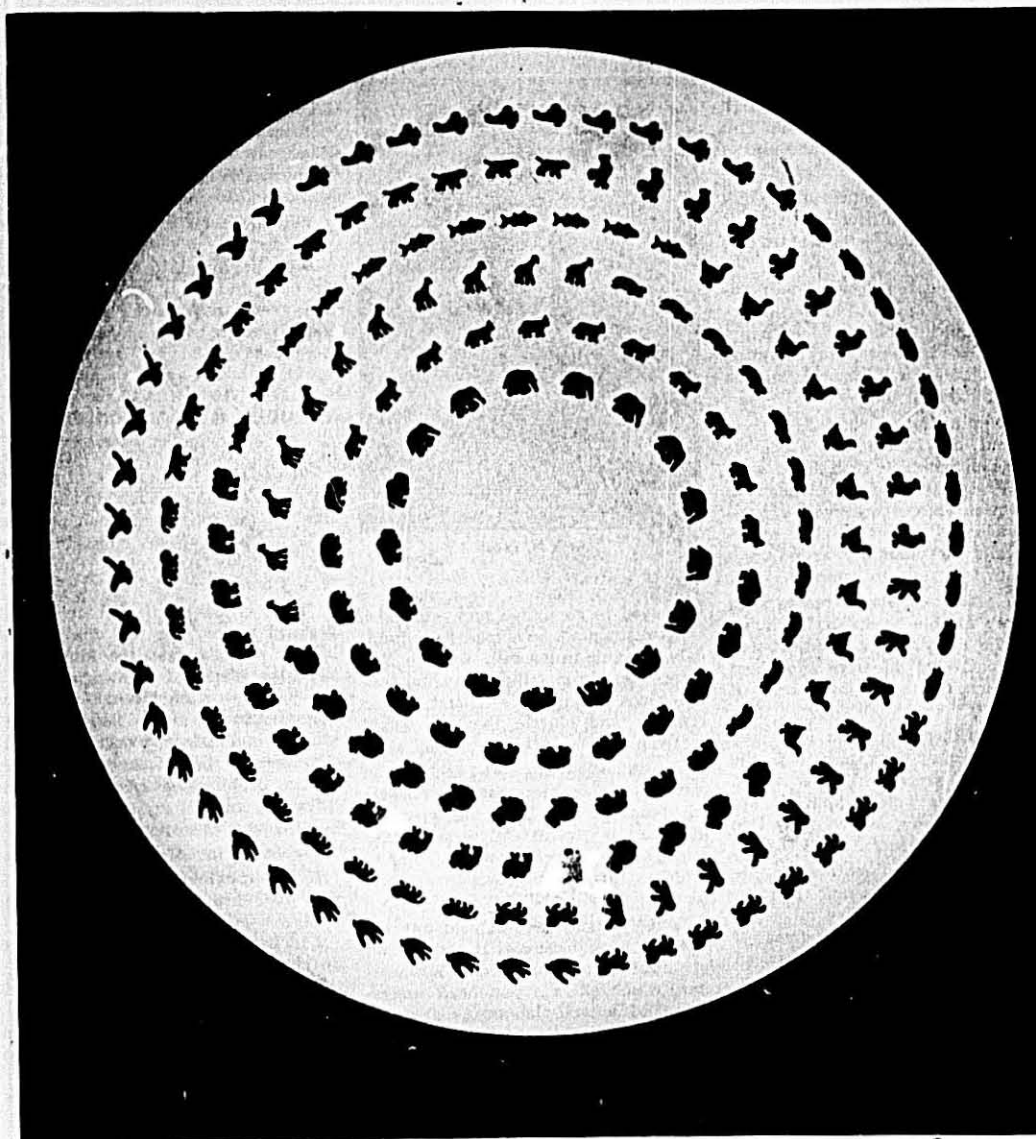
Add to this some broth (½ to 1 cup); return to the frying pan with the meat which has been rolled like Bracciale. Cook at high flame while turning the rolls of meat until they are browned. Add wine which has been heated, and enough broth to contain the amount of pasta to be used. As the broth diminishes, keep adding more broth.

For a second dish, slice the meat and cover with the same sauce.

65th Annual Meeting, N.M.M.A.
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THE MACARONI JOURNAL

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APRIL, 1969

Now's the Time to Utilize Our Fresh Opportunities

by Arch N. Booth, Executive Vice President, Chamber of Commerce of the United States

ANY change in direction requires continuing energy. Otherwise it would not be a change, but a halt. This is true of objects in motion and also of men seeking progress.

Thus the Nixon Administration, if it is to advance along a new course, needs the support of those who wanted the change.

We are seeing new faces, new methods and a new political philosophy being introduced into national leadership. But how far the new Administration goes from here will depend on the force that backs it up.

The Administration can't be left to go it alone. Not in a time of enormous problems and conflicts such as we have today. And especially not when the trend toward more conservative principles, which President Nixon represents, calls for voluntary action as a substitute for more government.

When a football player recovers an opponent's fumble he doesn't sit down to rest. He makes a quick adjustment from defensive to offensive effort and moves ahead with a new burst of energy.

Should businessmen relax now they would be leaving a vacuum in public affairs which pressure groups would quickly fill. This would make it more difficult for the new Administration to stay on the right course.

But by seizing the more favorable opportunity of the present moment businessmen can be decisive in restoring the incentives and freedoms of choice which the individual American has lost in recent times.

The road ahead will, of course, be hotly contested.

Those who favor more government intervention will never let up.

They will take advantage of Mr. Nixon's difficulties in dealing with a Democratic Congress.

They will be hustling to regain as quickly as possible an advantage they have enjoyed a long time.

We will be lucky, in fact, if they don't teach the rest of us some lessons in daring, and in devotion to cause, that we could have used when we felt the trend going against us. Let's see, for example, if disappointment or apathy becomes a problem for the other side now—but I would not recommend that we count on it.



Arch N. Booth

The legislative and other public affairs programs that have been in operation up to now are still basically good. The goals of our federation have not changed. We need only to shape our work for the new climate.

You are certain to find a need for your services as the programs are adjusted. Volunteer to do what you can do best, and do it with a new spirit. This seems to be what President Nixon had in mind in his slogan: "Forward Together."

Public Affairs Conference

VICE President Agnew cited the Chamber of Commerce of the U.S. for its "admirable leadership and initiative" in the sphere of urban problems in a luncheon speech climaxing a recent two-day Association Public Affairs Conference.

"Your efforts merit tribute from a grateful nation," he told the business leaders who jammed the luncheon to hear the Vice President spell out a five-point program through which the Nixon Administration hopes to mobilize community and business leadership behind the attack on such "forbidding problems" as crime, blight, pollution, unemployment and inadequate housing and education.

The five points Mr. Agnew listed are:

1. A strengthened "Fiscal Federalism" to enlist federal aid more effectively.
2. A national urban policy disciplined by clear cut goals and priorities.
3. A dynamic and different approach to the human problems of our cities.
4. Greater emphasis on achievement through private investment rather than public expense.
5. Advancement of not only a new approach to urban difficulties, but a new attitude.

The Vice President described the National Chamber's March 26 closed-circuit telecast as a "tremendous effort" and announced his plans to participate.

Mr. Agnew said the business federation "has recognized the scope and seriousness of urban problems. It has displayed admirable leadership and initiative in this sphere."

"Your efforts merit tribute from a grateful nation. Your 'Forward Thrust' program, Urban Action Clearinghouse and Urban Leadership Workshops have

awakened and inspired and involved the private sector."

Mr. Agnew said that the Chamber's contributions offer "dramatic proof that the private sector is both willing and able to supplement public efforts on a volunteer basis."

In the two days of conference events, members of trade and professional associations, chambers of commerce and business firms affiliated with the National Chamber saw, heard and brushed elbows with new, continuing and aspiring leaders of Congress and Nixon Administration agencies.

Consumerism

The Conference opened with emphasis on an up-to-the minute subject: Consumerism. The speaker was National Chamber Vice President Jenkin Lloyd Jones, who is publisher and editor of the Tulsa Tribune, and a nationally syndicated columnist.

Rather than try to buck the tide, Mr. Jones said, businessmen should see that future consumer regulations are workable, realistic and able to perform the public service advertised. "Nothing sells goods like confidence," Mr. Jones declared.

Legislative Issues

Legislative issues brought on free-wheeling debate by two senators and two congressmen at a session moderated by National Chamber Executive Vice President Arch N. Booth. Electoral College reform was an enlivening issue.

Senator Roman L. Hruska (R-Neb.) and Senator Birch E. Bayh (D-Ind.) locked horns. Mr. Hruska asserted that the popular vote system would destroy our federalist idea of government and that small states would have no say in Presidential decisions.

Mr. Bayh contended that reforms are needed because under our present Electoral College, a candidate can concentrate on winning the twelve most populous states and win the election while ignoring the voters of the smaller states.

Rep. Richard Bolling (D-Mo.), forthrightly outspoken on a number of issues, agreed that public employee strikes were a menace to the country and to the economy. He said that rather than classifying them as management-labor disputes, they should be compromised and ended or prevented in a way to favor the good of all society.

Rep. Albert H. Quie (R-Minn.), the fourth congressional panelist, gave a qualified endorsement of proposed bloc grants of funds to states, saying they might stimulate local private participation in attacking urban problems.

Economy Examined

An examination of the economy consumed an hour and a half during the second day of the Conference. The speakers were Dr. Walter W. Heller, former chairman of President Kennedy's Council of Economic Advisers, and Dr. Beryl Sprinkel, senior vice president, Harris Savings and Trust Bank, Chicago.

Moderating the discussion was James Jackson Kilpatrick, nationally syndicated newspaper columnist and television-radio commentator, who led the economist-panelists over a broad area.

Both Dr. Heller and Dr. Sprinkel agreed that tax reform was long overdue. Each saw some good points in either a guaranteed income or negative income tax if they would displace our present costly welfare system, and both foresaw continued tight credit curbs by the Federal Reserve Board in its fight on inflation, but with no immediate checkreins.

Other Highlights

One of the conference highlights was a special reception held for new Secretary of Commerce Maurice H. Stans and members of his executive staff. Exhibits displayed the many services offered to businessmen by his Department.

Another extra dividend was especially arranged visits for Conference participants to the headquarters offices of three agencies: Federal Trade Commission, Labor Department and Department of Commerce.

Participants were briefed by top officials.

Closing the Conference was a debate on tax incentives for business to stimulate action on core-city conditions. Panelists were Senator Charles E. Goodell (R-N.Y.); Howard Schuman, administrative assistant to Sen. William Proxmire (D-Wis.); Dr. Richard Rosenbloom, professor, Harvard Business School, and John G. Heimann, vice president and director, E. M. Warburg & Co.

Caretaker Farm Program

Washington reporter Ken Scheibel writes in Poultry & Egg Marketing: "It's beginning to look like the new Hardin Administration in agriculture will be a kind of 'caretaker' program for the next few years."

More, and more it is sinking in that there will be no bold, new, imaginative ideas tossed into the hopper to deal with the perplexing problems of farm production and income.

But the new team at the Department of Agriculture may embark on another

kind of program—providing more and better food to feed people who need it all over the world, including the hungry in America.

That the voters last November called for a "cooling off" in this country's boiling, frustrating and rending course is the message loudly heard and clearly understood in Washington.

What the nation seemed to say at the ballot box is that our leaders should give us a breathing spell before proceeding anew. This apparent wish is reflected in the caliber of the nation's new leaders. President Nixon's cabinet is a group of obviously dedicated and dependable men—not colorful or flamboyant—but probably what the voters ordered.

By now, this philosophy has begun to trickle down into the various government agencies. It does not look like a year of fireworks, new initiatives, new direction, or new ideas.

It probably will be a long time before Secretary of Agriculture Hardin comes forth with his own proposals for farming. Basic laws are in force through 1970 so Hardin has plenty of time.

What Are the Facts?

Those who have known Secretary Hardin for years describe him as orderly, methodical, and a stickler for getting the facts. At times this slows his pace and gives a cautious bent to his outlook. "What are the facts?" is a favorite expression.

President Nixon and Secretary Hardin both appear ready to tackle the farm problem in their own way and in their own time. They have agreed that human nutrition is a basic problem today and both are dedicated to doing something about it. This could be the most exciting and innovative program of the Nixon Administration.

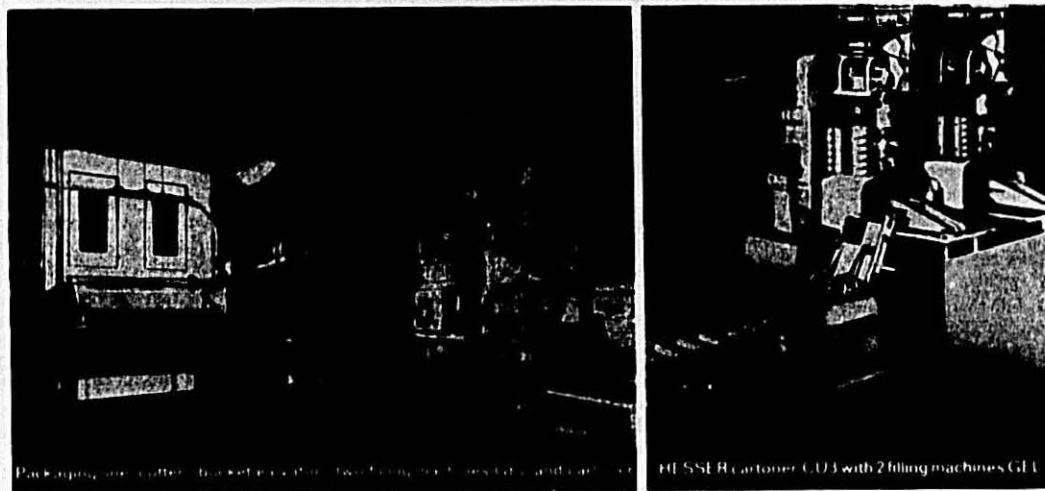
But Congress also will cast its influence into the picture. South Dakota Senator George McGovern has uncovered shocking conditions in America involving hunger and malnutrition. Senators and representatives, being alert politicians, know a ready made issue when they see one—and in this case science backs them up.

For the time being the new crew at USDA is going to go along. They are not out to wreck the farm program. But by no means are they wedded to its perpetual existence.

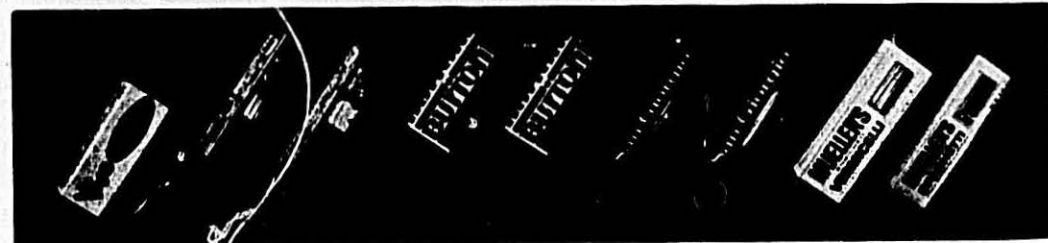
The trend to corporate farming is likely to continue. There is no way to stop it and probably no reason to do so anyway. One countermove probably will be the unionization of farm workers and this will come as no surprise to anyone.

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THE MACARONI JOURNAL

Ballas Boosts Developments

Ballas Egg Products Corporation of Zanesville, Ohio has been a supplier to the noodle and macaroni industry for the past forty years.

To maintain steady progress, Ballas believes in product improvement. In 1966, when the U.S.D.A. required that all eggs be pasteurized, it was their thought that a better method than was being used could be developed. They worked out their Vacu-Egg process of pasteurization, using a vacuum chamber to remove the air from the product prior to heating. This gives a more effective heat transfer, prevents plate burn-on. The product then is salmonella negative, with no coagulation or burnt or off-odor.

Modern Egg Drier

Ballas has been working with a manufacturer of egg driers and are now installing a most modern and advanced egg drier. It is built exclusively as an egg drier and not a revamped milk drier. Yolks dried on this equipment are the best they have ever seen. Egg yolk solids are fast replacing frozen eggs due to their many advantages and savings. Ballas is determined to maintain their position of leadership in supplying the kind of yolk that the noodle trade needs and wants. Products can be no better than the raw materials used, so Ballas makes every effort to meet the most exacting requirements.

Complete Dryer

Ballas maintains one of the most completely equipped laboratories in the egg industry, under the supervision of a qualified laboratory technician, trained in an FDA laboratory on the testing for salmonella. Due to their many years of exporting egg products to countries having salmonella negative requirements, Ballas is well experienced in avoiding the problem.

All lots of frozen eggs, or egg solids, are completely checked and tested for salmonella and functional qualities before they are shipped from the plant. No product that tests salmonella positive is ever shipped. While Ballas cannot control conditions beyond their plant, their products are guaranteed salmonella negative at time of shipment. Their laboratory is used for customer protection and is located in the same building as the drier and egg breaking room.

Government Inspection

The government is involved throughout the food business today. Ballas operates under the supervision of a resi-

dent inspector who is in their plant during breaking and packing operations to supervise the kinds of eggs used and to see that product meets USDA requirements on wholesomeness. Sanitation is a part of his responsibility and he is very thorough. The company's laboratory results are open to him.

Emphasis on Quality

Ballas knows that the frozen and dried eggs they produce can be no better than the shell eggs from which they are taken. From many years of experience, Ballas knows where to get the eggs they want. Part of their production comes from the large number of birds they control through direct farm operations.

Immediately upon delivery to the plant, the eggs are put into coolers to be sure the quality is maintained, and the eggs are at the proper temperature when broken.

Ballas has other plans and products on the drawing boards. All of them are for better egg products, with convenience and economy built in.

Cornell Popularizes Chicken

"How would you like your chicken tonight — steaked, saused, hashed, hot-dogged or chilled?" asks Jane Brody in the New York Times.

An odd question? Not in the homes of thousands of central New York State residents who form the experimental market-place for Cornell University's twenty-three new ways to eat chicken and chicken products.

Chicken steaks, chick-o-links, chicken hash, "bird" dogs and chicken chili are among the products developed and market-tested by poultry scientists to help bolster poultry prices by finding new uses for chicken and eggs.

Product Development

The poultry product development program was hatched in 1960 after the dean of the New York State College of Agriculture at Cornell told a meeting of his poultry experts that the price picture of hens and eggs was in trouble.

Their first product emerged a few days later—ready—basket cooked and colored Easter eggs.

"We wanted to do something quickly and Easter was just a few weeks away," explained Dr. Robert C. Baker, head of the program, with a slightly embarrassed grin.

Then they went on to more imaginative game.

From an experimental kitchen that combines the features of a butcher shop, ship's galley and research laboratory, came a series of novel gustatory delights, among them:

Smoked chicken. "We call it 'Jewish ham'" Dr. Baker remarked, adding that it tastes like ham and has a similar shelf-life, but that it comes from a kosher animal.

Frozen omelets. Name your variety—Western, pizza, mushroom, shrimp, pork, and of course, smoked chicken.

A 500-calorie chiffon pie (roughly half that of a regular chiffon pie) made from egg white, gelatin and fruit flavoring.

An apple-egg drink called Tren (for "tree" and "hen") was designed to satisfy the nutritional needs of those dashing Americans who drink their breakfast.

Chicken Steaks

Among the project's most successful ventures were chicken steaks made from chicken pieces knit together like cubed steaks and dipped in egg batter and corn flake crumbs; chicken chili, seasoned just like beef chili so that most people can't tell the difference; chicken sticks, a cousin to fish sticks; chicken bologna and frozen French toast.

When Cornell first introduced mild-flavored chicken frankfurters in 1962, they captured ten per cent of the hot dog market. Advertised as "bird dogs that don't bit back," they appealed mostly to older people who felt that a mild chicken hot dog would be easy to digest.

Chicken sausages—dubbed chick-o-links—were developed with the airlines in mind, Dr. Baker said. "Using chicken instead of pork," he explained, "they could serve the same breakfast meat in any country."

Egg Cookies

Egg cookies—flavored as peanut butter, chocolate or molasses—were developed especially for the teen-aged girl.

"Teen-aged girls have the lowest per capita consumption of eggs—probably because they don't eat much of anything," Dr. Baker noted.

The goal of the Cornell program is to develop new products and establish their marketability, then hope that manufacturers—there is no licensing factor involved—will take over from there.

"We began having trouble with the housewives in our market test area," Dr. Baker recalled. "We'd put something on the market, they'd buy it and like it, and then twelve weeks later, when the test was over—it was gone."

"The college, whose name was on the label, started getting angry letters. So now we market test under a fictitious brand name—Cayuga."

Why does a chicken cross the road? To get the picture on both sides.
Standards, techniques for quality control, purchasing specifications, will all be
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All About Eggs

BEFORE you start dyeing and decorating your hard-boiled eggs this year, or hanging them on your Easter Egg Tree (a Pennsylvania Dutch tradition that's growing in popularity throughout the country), take time to reflect on the amazing ovoid's background, in fact and in folklore.

Fundamental Cells

Eggs—the fundamental cells of life from which comes every living animal—are as varied in size, shape and color as the creatures that grow from them.

They come singly—the penguin lays only one or two eggs each season—or in multitudes, as in the 60,000,000 laid by the average prolific lady oyster. They come in whites, pinks, blues, greens, yellows, reds and browns. They may be plain, spotted, speckled or blotched. In shape, they may be oval as are most birds' eggs, or, in the insect world—globular, thimble-shaped, pear-shaped, cylindrical, lens-shaped, turban-shaped, or (like the wheel bug's) shaped like tiny milk bottles!

The smallest bird, the hummingbird, lays the smallest bird egg, but this relationship doesn't always hold true. A cuckoo egg is about one-fifth the size of a jackdaw's, but both birds are about the same size. The barnyard hen's egg is about one-thirtieth of her body weight, while New Zealand's wingless bird, the Kiwi, lays a six-inch long, three pound egg that equals a prodigious one-fourth of her weight.

200 Per Year

The egg-laying habits of the domestic chicken have been so artificially changed by egg farmers, to get greater and more year-round yields, that it's a wonder all the ladies of the barnyard aren't candidates for a psychiatrist's couch. Under natural conditions a hen would produce one or two broods a year, each with 13 to 15 eggs. But "egged on" by poultrymen, who pick up the eggs every day, they just keep laying—an average of about 200 eggs a year. One extra-eager hen laid 358 in a record year!

But it's all in a good cause: eggs are one of the most nutritious foods in the human diet, containing nearly all the known vitamins. One of the least expensive and most versatile sources of protein, eggs through the ages have been baked, boiled, coddled, curried, poached, pickled, deviled, stuffed, shirred, scrambled, even roasted.

It's not hard to see how the metaphor, "a good egg," became a term of praise—or how its opposite, the "bad egg,"



became a synonym for the unreliable, dangerous fellow. But have you ever counted up the number of other common sayings and terms involving eggs?

Common Terminology

If you tread on eggs, you walk warily; if you spoil someone's plan, you break an egg in his pocket; if you put all your eggs in one basket or count your chickens before they hatch, you may well wind up in the embarrassing position of having egg on your face.

In addition to getting itself talked about so frequently, the egg has played a prominent part in folklore and even religion. Eggs have long been considered to have symbolic properties, representing the origin of earth, life itself, or the seat of the soul. Many ancient civilizations attributed the origin of the world to a "cosmic egg," from which the universe was hatched.

Fertility Rites

Eggs in fertility rites were common. In 17th century France, a bride broke an egg on entering her new home, to assure the birth of many children. "Oomancy" (telling fortunes with eggs) was formerly a ritual in England on New Year's Eve, in Spain on Midsummer Eve, and in Scotland on Halloween. Egg white was dropped into a container of water—and from the shapes it assumed, people tried to guess the shape of things to come.

In many cultures, a dream of unbroken eggs means good luck or a wedding. A lapful of eggs means riches—but broken eggs are a nightmare—a quarrel for certain.

If you happen to dream about broken eggs, though, take heart by remembering an old French saying: "You can't make an omelet without breaking

eggs." Maybe your dream was merely symbolic of a delicious breakfast to follow—or of a festive eggnog party in your future!

Cold Weather Slows Egg Production

Cold weather and snow in the Midwest held egg products production below levels of a year ago. USDA reported January production of liquid eggs down 31 percent and dried egg production down 48 percent.

Wait and see seems to be the policy of egg product users according to various trade letters. Lots of product was sold in 1967 and users came into 1968 with good inventories. Such is not the case in 1969 and so any easing of price will probably lead to heavier demand which, in turn, will tend to bolster the market.

On the other hand, a decrease in price will not be evident until more fresh eggs are available to the egg-breakers. With more layers indicated by the hatchery reports and reasonable feed costs, the result will be more egg production. Influenced by a slowdown in the grain export business due to the longshoremen strike, there could be more grain to be used as feed for livestock.

Eggs On TV

The egg industry received national exposure during the week of March 24 on the Romper Room, children's television program.

Teachers on the program acquainted children and their mothers with some fundamental facts about eggs. The in-

structions were illustrated by a series of five color slides featuring cartoon characters Super Egg and Happy Hen, created by Howard Helmer, the Poultry & Egg National Board's Eastern representative. The educational project was called "All About Eggs."

Many of the same stations had telecasts of chick-hatching demonstrations on April 3, sponsored by PENB and the hatchery industry.

Watch for Egg Legislation

"This may be the year of the egg," warns William C. Foster, director of government affairs for Ralston Purina Company.

He recently told a meeting of South-eastern Poultry & Egg Producers: "The egg will be the subject of possible farmer bargaining control and it might be the subject of some new forms of supply control in the form of marketing orders."

Inspection

Egg inspection legislation will follow many of the principles established during the enactment of the red meat and poultry inspection legislation in 1967 and 1968. Foster also indicated that legislation requiring inspection of fish processing plants will be introduced in the Congress.

The inspection legislation, according to Foster, envisions a broad new system of assuring consumers of the wholesomeness of these products (eggs and fish). Under the plan, as introduced by Senator Walter Mondale in the 90th Congress, all eggs would be inspected and graded by federal, and in certain cases, state inspectors. "Presumably," Foster states, "all candlers and supervisors in the egg processing plants would be federal employees."

Foster called attention to certain proposed changes which may or may not be included in the legislation when introduced by Senator Mondale. These included the possibility of the inspection being performed by the Food & Drug Administration in lieu of the Department of Agriculture. Another is consideration of a surveillance-type of inspection which would not require a federal or state inspector in the plant of 22,000 egg handlers at all times.

Foster warned that it might require further processors who dry or freeze or otherwise process eggs to be under continuous inspection.

"The legislation has a good chance of passage," Foster predicted, although the specific provisions still are subject to congressional hearings.

Government Egg Reports

U. S. Cold Storage Report		Feb. 1, 1969	Feb. 1, 1968
Shell Eggs	Cases	55,000	75,000
Frozen whites	Pounds	7,737,000	9,058,000
Frozen yolks	Pounds	14,990,000	21,473,000
Frozen whole eggs	Pounds	36,465,000	53,294,000
Frozen unclassified	Pounds	3,341,000	1,639,000
Frozen Eggs—Total	Pounds	60,533,000	85,464,000
Crop Report (48 States)		Jan. 1969	Jan. 1968
Shell eggs produced		5,699,000,000	5,966,000,000
Average number of layers		315,724,000	325,702,000
Average rate of lay		18.05	18.32
Layer Report:		Feb. 1, 1969	Feb. 1, 1968
Hens and Pullets of Laying Age		315,373,000	323,072,000
Eggs Laid per 100 Layers		58.0	59.5

Supply Control

Supply control-type legislation may become important to egg growers and egg processors. Noting the hearing held on similar legislation last year, he said: "It is also true, and I think not a coincidence, that the price of eggs which was extremely depressed during the early months last year began to recover."

He indicated that similar legislation "almost certainly will be introduced" again in the new Congress. He declined to speculate on whether or not it would be more acceptable than in 1968.

Tracing steps leading to the enactment of Senate Bill 109 (Farm Bargaining Bill), Foster noted that many in Congress, in the industry and in agriculture generally, felt this legislation represented a satisfactory resolution of the question of farm bargaining, providing the producer the protection from discrimination which he felt was needed.

"This situation, however, has changed substantially," Foster said. The American Farm Bureau Federation adopted a policy urging the enactment of additional legislation in this area to extend considerably the reach of S. 109. Among other things, it would define an agricultural bargaining association, provide standards for bargaining association recognition and strengthen marketing rights and the definition of agricultural fair practices and redefine and broaden rights of bargaining associations under the antitrust law.

"There is a question as to whether or not labor unions would be included under any definition of bargaining associations," Foster noted.

In conclusion Foster stated: "I think it is evident that in 1969, the spotlight will be turned on egg inspection. The egg will be the subject of possible farmer bargaining control, and it also will be the subject of some new forms of supply-control in the form of marketing orders."

Liquid Egg Production

Product	in thousands of pounds	
	1967	1968
Plain Whole	239,735	223,419
Whole Blends	161,486	143,310
Total Whole	401,221	366,729
Albumen	235,965	178,023
Plain Yolk	67,791	54,072
Yolk Blends	96,714	77,327
Total Yolk	164,505	131,399
Grand Total	801,691	676,751

Egg Solids Production

Product	in thousands of pounds		Percent
	1967	1968	
Whole	13,140	13,785	105
Albumen	19,186	13,109	68
Yolk	19,126	12,861	67
Other	19,277	25,573	133
Total	70,729	65,328	92

FDA Action

The Food & Drug Administration is stepping up its testing of food for possible contamination with salmonella and other harmful bacteria.

The National Center for Microbiological Analysis has gone into operation, at Minneapolis, after functioning for four months on a pilot basis.

During the trial period, the center's staff analyzed samples from seventeen DA district offices. Principal products tested were frozen pies, cooked shrimp, gelatin, and egg noodle products.

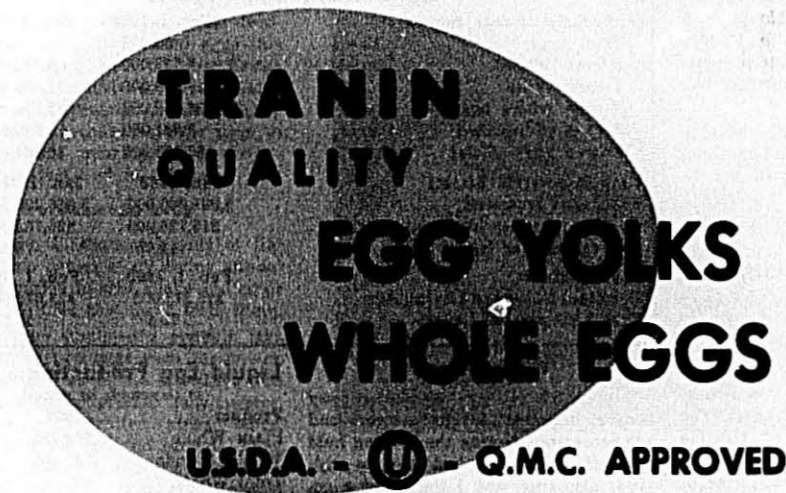
The pilot tests were said to have established that these foods were "generally safe" but trouble sources were pinpointed.

Egg Outlook

A slight decrease in egg production, a substantial increase in broiler output, and a small increase in turkey production are in prospect for 1969.

This estimate came from the Agriculture Department's 1969 outlook report. Egg production, now below a year ago, may go above 1968 levels by the

(Continued on page 46)



TRANIN EGG PRODUCTS CO.
 500 EAST THIRD KANSAS CITY, MO. 64106
 PHONE: 816-421-4300

Egg Outlook—

(Continued from page 45)

end of summer, but output will likely total slightly lower for the year.

Broiler chicks placed for marketing in the first quarter totaled 4 to 5 per cent above a year earlier, and a larger increase is expected in the spring. Producers reported plans to raise about 3 per cent more turkeys this year.

USDA said these changes "generally are in response to last year's improved product prices for poultry and relatively low feed prices. With a cut in egg production beginning last summer, prices to producers of eggs increased substantially from the depressed levels of the first half and for the year averaged moderately higher.

In the first half of 1969, egg prices at the farm are expected to average substantially above the 29.6 cents a dozen in the same period of 1968.

Egg Men Look For Stabilization

Poultry and egg men are looking hard at ways to stabilize their markets and prices. "The breakthrough to the forward pricing function of futures markets, as compared to the traditional inventory hedging function, is of great

Egg Production Moves South

Production of eggs has moved from northern states to southern states. In ten years Georgia has moved from thirteenth to second, and North Caro-

Rank	State	1967
1	California	\$190,596
2	Georgia	153,996
3	Pennsylvania	91,257
4	North Carolina	90,882
5	Arkansas	89,580
6	Alabama	85,081
7	Texas	79,952
8	Mississippi	77,957
9	Iowa	64,295
10	New York	62,317
11	Indiana	61,594
12	Ohio	56,563
13	Florida	54,242
14	Minnesota	46,181

lina from eleventh to fourth. Arkansas, not in the top fourteen producers ten years ago, is now fifth. Here's how they shape up, based on gross income, 000's omitted.

lin from eleventh to fourth. Arkansas, not in the top fourteen producers ten years ago, is now fifth. Here's how they shape up, based on gross income, 000's omitted.

Rank	State	1957
1	California	\$141,450
2	Pennsylvania	125,405
3	Iowa	116,077
4	Minnesota	94,875
5	New Jersey	92,900
6	Illinois	75,239
7	New York	70,544
8	Ohio	67,579
9	Texas	64,086
10	Wisconsin	64,866
11	North Carolina	63,914
12	Indiana	62,949
13	Georgia	52,351
14	Missouri	48,736

potential importance to the egg industry," declared Roger W. Gray, Stanford University Food Research Institute economist, at the recent Fact Finding Conference.

Maurice Stein of Main Egg Farm, Greene, Maine, speaking at the 22nd Annual Southeastern Poultry and Egg Association convention in Atlanta, stressed the need for the industry to break what he termed "the violent egg price cycle." He noted that there is gen-

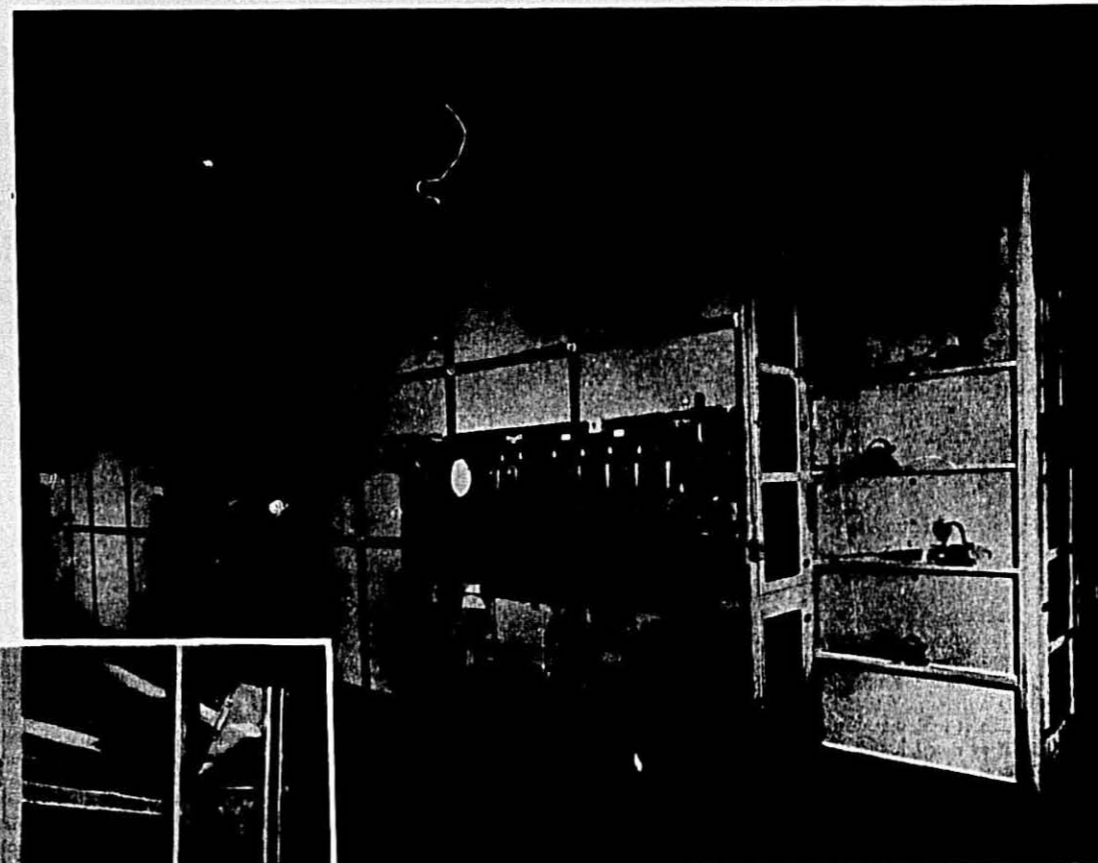
erally no increase in egg consumption when prices are down. Nor is there evidence of decreases in retail sales when prices go up but remain under 70¢ per dozen.

He proposed producer control of the egg market through diversion of spot surpluses and production controls. In the long run, both producers and consumers would benefit from a more stable market.

Clermont

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company

Subsidiary of Carlisle Corporation

280 Wallabout Street
 Brooklyn, N.Y. 11206, U.S.A.
 Telephone (212) 387-7540

Braibanti History

Up to the year 1933 macaroni goods were produced in an artisan-like way. The product was dried in the open air needing particular weather conditions as those existing in the Italian regions of Abruzzo, Campania, Sicily and Liguria.

Continuous Automatic Press

The two sons of the owner of a macaroni factory, still existing in Parma, Mario and Giuseppe Braibanti, revolutionized the production of macaroni with the invention, in 1933, of the first automatic continuous press. This machine combined in one the three traditional machines: mixer, kneader and press, and gave a perfectly uniform product with superior technological characteristics.

Since 1922 Messrs. Braibanti established the Braibanti Company in Milan which soon achieved a world reputation as manufacturers of machines and equipment for the production of macaroni goods.

From that time on all stages of the evolution and automation of macaroni industry are tied to these names and can be resumed as follows:

1947—The Braibanti Company reaches the total automation in the production of short macaroni goods and Bologna shapes.

1950—They develop the first completely automatic unit for the production of long macaroni goods.

1955—They develop the first automatic unit for the production of short and coiled macaroni goods.

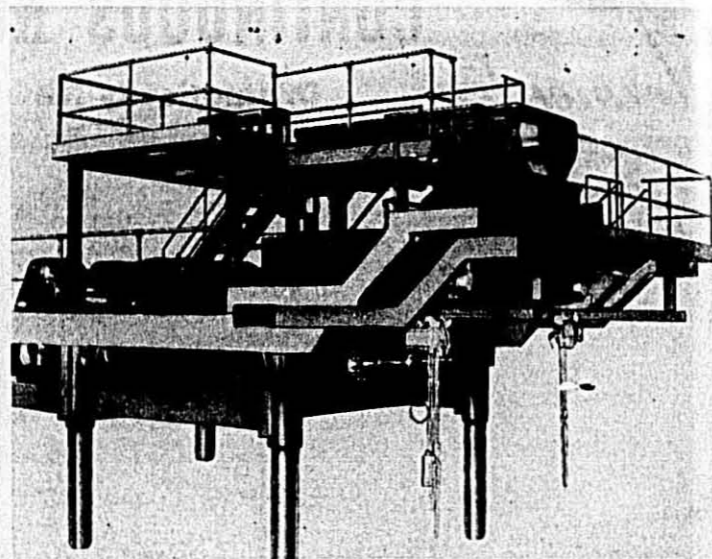
Previously, in 1951, after some experiments made by others, the Braibanti Company has developed the system of producing macaroni goods under vacuum conditions, which is today generally adopted.

Large Volume Plants

The concentration of industries in factories having large capacities has, in recent years, brought the construction of automatic & continuous plants with very high output and also in this activity the Braibanti Company has outdone itself.

In fact, in 1962 they launched on the market the COBRA automatic press and the respective automatic drying apparatuses that can produce 2200-2500 lbs. of long and short goods respectively.

These plants have held the world supremacy in production until 1967 and have been surpassed in power by the newest COBRA 2000 presses that can produce more than 4,500 lbs. per hour of dry macaroni goods.

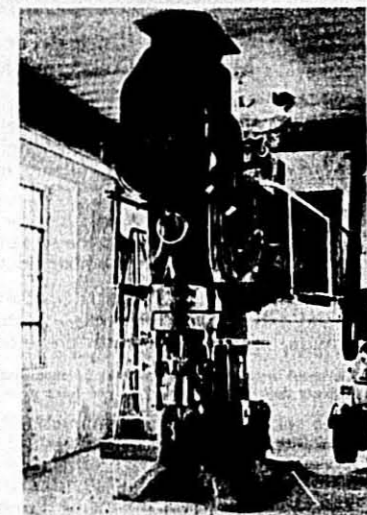


Cobra 4000

The appearance of these gigantic machines on the market was at first considered with skepticism because it was generally believed that the macaroni industry would never use plants of such a high output.

This time too, the skeptics had to change their mind because today the COBRA 2000 presses are operational in many large factories in Italy and abroad.

The working of said plants has proved so perfect, both from a mechanical point of view and from a point of view of the product quality, as to induce the large Barilla factory to



Cobra 2000

order from the Braibanti Company plants of even higher capacities.

Thus the superb COBRA 4000 presses were developed and the respective automatic dryers for long and short macaroni goods reaching the incredible output of more than 9000 lbs. per hour of dried goods.

The development of the COBRA 2000 and 4000 presses demonstrates that the Braibanti Company has now reached in its construction such technical level and results that are not only unsurpassed but unsurpassable.

"As machines become more sophisticated, the human problems of technology become more challenging."
—Sir Eric Ashby

Buhler Awarded Algerian Contract

A contract for the erection of five flour mills, with a total daily capacity of 18,000 cwt., has been awarded Buhler Brothers, Ltd. of Uzwil, Switzerland, by the Societe Nationale S.E.M.P.A.C. Algiers. Also included in the contract are elevators and a macaroni factory. Three of the mills will process durum wheat, the remaining two bread wheat.

Cheese Offer

The Borden Company is offering a 2¢ off label promotion on its three-ounce Grated Parmesan and Romano Cheese.

Macaroni,	With tomato,
Some short	With cheese,
Some long	Either way
Macaroni.	Bound to please.



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**MONARK ASSURES YOU OF HIGH QUALITY
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Changing Food Trends

Changing trends affecting the food field are noted by Franklin W. Krum, Jr., formerly marketing manager for Campbell Soup, now marketing director for ad agency N. W. Ayer & Son:

- "Professional Mothers" — working wives put a premium on time in both food preparation and clean-up. There is added affluence with two incomes in the home.
- Eating experiences in American homes point to continuous eating and a trend away from the traditional three square meals a day. Finger foods (much more inclusive than snacks) add to this tendency.
- The Big Menu Switch—what used to be breakfast menu is now served as supper, and vice versa. Example: Pancake houses serve around the clock.
- Switch in Household Roles—as more married women work outside the home. More men are hopping in the supermarkets, while the wife gets the car oiled and greased.

These trends push some old products right out of the picture but offer opportunities for new products or old products with new uses. If you portray your

products differently, they will be thought of differently.

Golden Grain TV Blitz

Golden Grain Macaroni Co. has announced plans for a \$1 million television "blitz" in 40 top population centers of the U.S. to advertise its Rice-a-Roni and Noodle-Roni products.

Paul DeDomenico, marketing vice president for the San Leandro, Calif., food company, said the advertising campaign entails purchase of air time directly from TV stations in each of the 40 areas and constitutes the largest of its kind ever undertaken by Golden Grain.

He said between 40 and 60 one-minute commercial spots will be programmed seven days a week in each area during the three-month schedule that runs to June. Each spot will be a "piggyback" message, with a Rice-a-Roni and Noodle-Roni products sharing the time.

"Where economically feasible, we will buy more than one TV station in each market," DeDomenico noted. Commercials will be scheduled through both daytime and nighttime programs.

One rule laid down by Golden Grain is that its commercials not be used in "predominantly violent shows," he added.

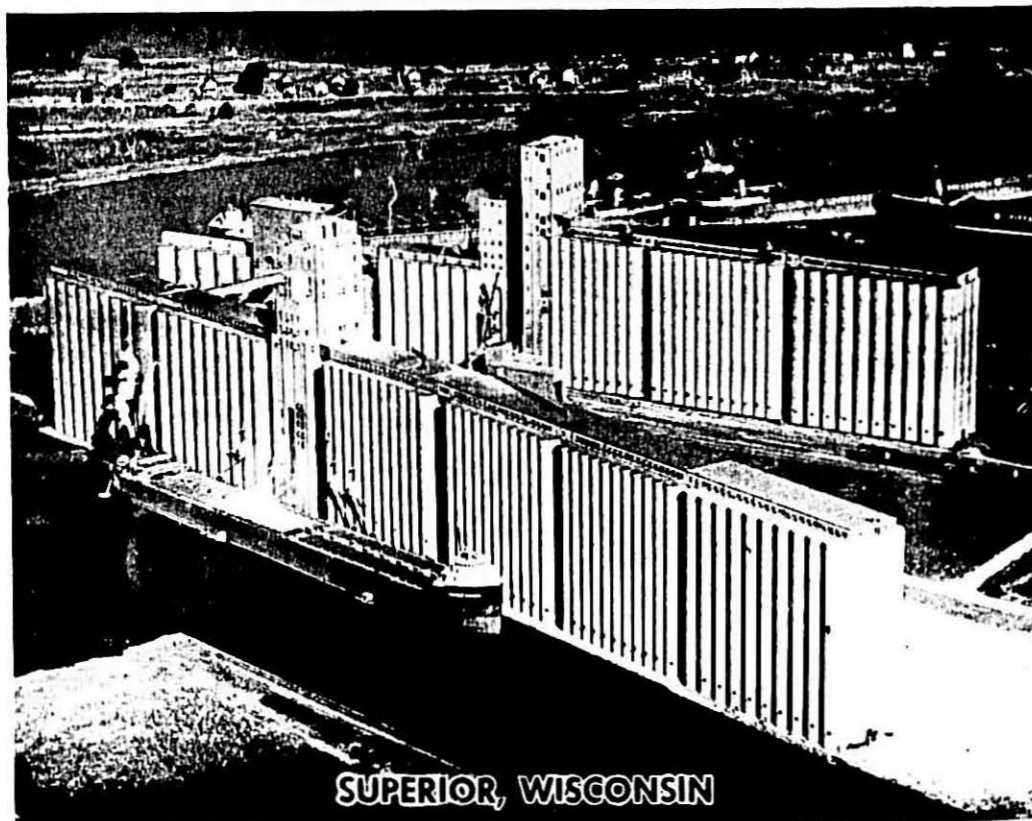
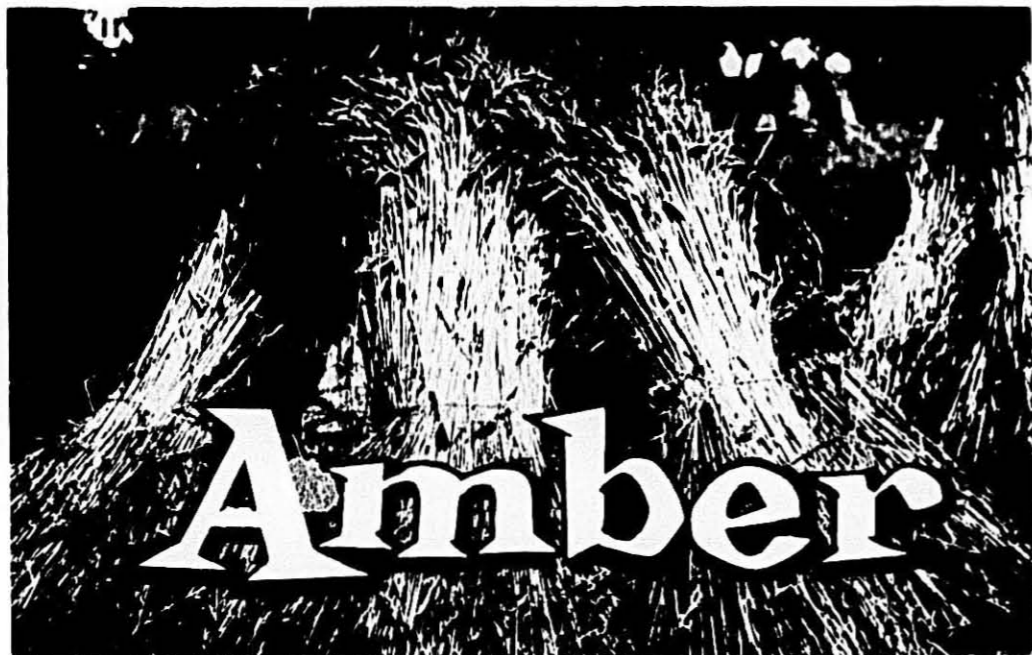
The ad campaign, handled by McCann-Erickson, will strive for a minimum of 150 gross rating points in each of the markets designated. DeDomenico stated that this campaign represents the most intense local spot campaign ever undertaken by Golden Grain.

Communications Must Be Convincing

"Communications is not what you say, or how you say it; it's whether the person you are communicating with understands, and believes, what you say."—Robert Leys, vice president, Allstate Insurance Co.

Two-Thirds of Tax Dollar Goes to Washington

"Today, more than two-thirds of every tax dollar goes to Washington and less than a third stays home. Not long ago the proportion was exactly the opposite. This presents an economic enigma—one to which a solution must be found."—E. Hornsby Wasson, chairman of the Pacific Telephone and Telegraph Co.



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Every Shipment from Amber Milling has the unmistakable amber color that identifies top quality Semolina and Durum Granular. When you find top quality, it is the same color as Amber Venezia No. 1 Semolina and Imperia Durum Granular. Protect your brand name—specify Amber . . . uniform color, granulation and quality.

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stant supplies of fresh milled Amber No. 1 Semolina and Imperia Durum Granular . . . enable Amber Milling to ALWAYS make delivery as promised.

The men of Amber Milling know WHERE to locate top Durums, and HOW to blend and mill them to assure uniformly superior color and quality in every shipment. Look for Amber . . . it means quality when you buy, helps you to maintain uniform quality in your products. To get the whole story, call Gene Kuhn . . . Midway 6-9433.

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Hercules at Packaging Show

Availability and versatility are the key words that describe the exhibit of Hercules Incorporated at the AMA's 38th National Packaging Exposition in Chicago, April 14-17.

Availability refers to the company's second polypropylene film plant at Terre Haute, Indiana, which went on stream the latter part of December, and which will double Hercules polypropylene film capacity when in full operation.

The 17 million-dollar facility, the most sophisticated film manufacturing facility in the world, will enable Hercules to substantially step-up delivery schedules and provide better over-all service. All film produced at this plant will meet the same rigid standards as those established for the Hercules EK500 film produced for electrical use.

Versatility refers to the variety of balanced polypropylene films produced by Hercules and the steadily increasing number of applications for the film.

On display will be many applications for the balanced polypropylene films in overwraps, shrink packaging, converter applications, and nonpackaging and specialty uses.

Also included in the exhibit will be a number of packaging machines which will be in operation. Technical representatives will be in attendance.

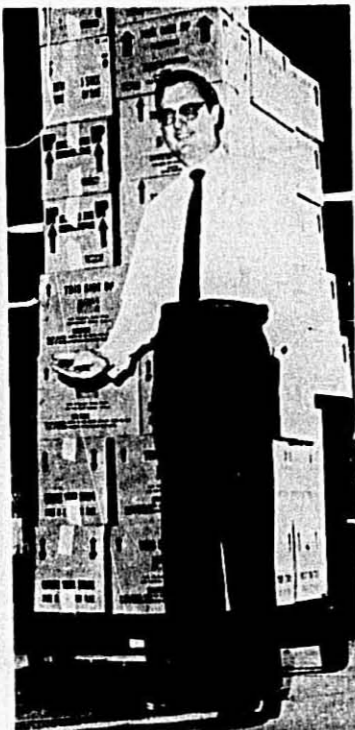
Du Pont Report

Charles B. McCoy, president of the Du Pont Company, called 1968 a "year of recovery" for the firm in its annual report to Du Pont stockholders. The report shows marked increases in sales and earnings for the year and states that the current outlook is for further growth in sales and earnings for 1969.

The company's sales for 1968 reached a new high of \$3,455 million, an increase of 12 per cent over 1967. Earnings applicable to the common stock were up 19 per cent over the previous year to \$362 million, or \$7.82 per share. This was despite the impact of the 10 per cent Federal income tax surcharge which reduced earnings per share by 69 cents. The record sales volume was attributed to sharply increased sales of textile fibers, a high level of production in the automotive and rubber industries, and improved business activity in the chemical industry.

Plastics Sales Up

"Sales of Du Pont plastics rose to a record level in 1968, continuing the growth pattern of the past decade," Mr. McCoy reported. He noted that sales of "Dacron" polyester and "Orlon"



From molehills come mountains. By closer weight adjustment of each package of pipe tobacco, one company saves 100,000 lbs. of tobacco per year. Through savings results from computer analysis of weight settings save only a few grains of tobacco per package, they add up to big dollar savings at the end of a year. Walter Muskat, vice president of Triangle Package Machinery Company, Chicago, palms a "molehill" of tobacco that amounted to a mountain saved at the end of a year. Muskat's firm has developed a computer analysis program to determine optimum weight adjustment of packaging systems dedicated to either moist or dry products.

acrylic fibers also reached record highs in the year, but voiced concern over growing import competition: "Synthetic textile imports rose sharply again in 1968 and gained a larger share of the U. S. market, particularly in the case of acrylic and polyester products. These imports pose a serious problem to the U. S. chemical and textile industries."

Subsidiaries Contribute

Sales by Du Pont and its consolidated subsidiaries outside the United States reached a record during the year. Total business abroad—sales of foreign subsidiaries and nonconsolidated affiliated companies plus Du Pont's export sales—amounted to \$700 million, up \$81 million—13 per cent—from 1967 levels.

During the year, Du Pont's German subsidiary began production of nylon and "Dacron" polyester, and the company's subsidiary in the United Kingdom started manufacture of "Orlon" acrylic fiber in Maydown, Northern Ireland. A plant to produce "Lyera" spandex yarn at Maydown will go into operation in 1969. Mr. McCoy pointed out that "Du Pont's favorable contribution to the nation's balance of payments remained high in 1968. Over the past five years, the company has generated a favorable balance of about \$1,000 million."

Role in Public Affairs

The president devoted a section of the report to a review of DuPont's role in public affairs. "We live in troubled times," he said, "and public problems invariably have private consequences. Private industry cannot remain aloof." He summarized the company's position in the statement: "Du Pont is deeply committed to good citizenship . . . we attempt, as best we can, to balance the urgency of each need against our resources and our civic obligations."

One example cited by Mr. McCoy is Du Pont's investment in air and water pollution control facilities: \$125 million at the end of 1968, \$11 million of which was installed during the year. He also pointed out that the equivalent of about 950 company employees are working full time in environmental control activities.

The report recognized Du Pont's "special civic obligation to the communities in which its facilities are located." In discussing actions undertaken in the company's headquarters city of Wilmington, Mr. McCoy listed several educational-support programs and low-rent housing project for which Du Pont has provided financial backing.

"Rice-O-Noodle" Challenged

The Golden Grain Macaroni Company of San Leandro, California, has filed suit charging the I. J. Grass Noodle Company of Chicago, Illinois, with trade mark infringement, unfair competition and over-all package simulation.

Golden Grain contends that the I. J. Grass trade mark "Rice-O-Noodle" and the package in which this product is marketed are confusingly similar to Golden Grain's nationally-advertised "Rice-A-Roni" trade mark and package. The Court has been asked to enter judgment against the I. J. Grass Company, a subsidiary of Hygrade Food Products of Detroit, and to award profits made by the defendant on the product.

Eggs

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U.S. Department of Agriculture continuous inplant inspection

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PASTEURIZED WHOLE EGGS — YOLKS — WHITES — SPECIAL BLENDS

Packaging Show in Chicago

With "Packaging's Next Step" as the 1969 theme for the American Management Association's National Packaging Exposition and Conference, three days of discussions will complement the four-day show, in Chicago in April.

The exposition, one of the largest in the country, is scheduled for the International Amphitheatre, Chicago, April 14 through 17, while the conference will take place at the Palmer House, April 14 through 16. Over 30,000 executives are expected.

The emphasis at the conference will be on long-range planning for packaging—the next step for success-oriented companies who find it harder each year to top past accomplishments.

Exhibits, too, will place emphasis on planning for the future in terms of packaging. There will be some 98 different types of packaging machinery and equipment demonstrated under simulated factory conditions. Also on exhibit will be about 60 types of materials and supplies, 23 types of containers, and 21 types of packaging services. Among these general types will be hundreds upon hundreds of examples of each.

Packaging Impact

The keynote address for the conference will consider "Packaging's Impact on the Long-Range Plan," followed by a presentation on "The Business Climate in Which Packaging Will Operate in Five Years, In Ten Years." The luncheon address on the first day will be devoted to "Changing Packages for Changing Markets."

On the second and third days of the conference, registrants will divide into three concurrent sections. Each section will hear presentations on its respective subject and follow it with clinic and buzz sessions.

Presentations for the marketing and management section will include, on the first day, "The Food Store Changes—With Packaging to Match," "Television Selling—With Packaging to Match" and "Recruiting Packaging Personnel." On Wednesday, this section will hear "The Drug Store Changes—With Packaging to Match," "Tomorrow's Kitchens Will Be Different—With Packaging to Match," "The Self-Service Impact" and "Graphics and Design for Tomorrow."

The first day of the materials section, presentations include "The Plastics Bottle's Future" and "The Can's Future." On the second day, there will be "The Glass Bottle's Future," "Flexible Film's Future," and "Foams, Boom or Bust."

The operating section will hear, on the first day, "Packaging Machinery," "Containerization for Distribution" and "Warehousing in the Mechanized Age." On the second day, the presentations will include "Air-Shipment Packaging" and "Professionalism in Packaging."

Register in Advance

Advance registration cards which eliminate waiting on lines for the show may be obtained from Clapp & Poliak, Inc., 245 Park Ave., New York, N.Y. 10017. Conference information may be obtained from the American Management Assn., 135 West 50th St., New York, N.Y. 10020. Hotel registrations should be made through the National Packaging Exposition Housing Bureau, Chicago Convention Bureau, 322 South Michigan Ave., Chicago, Ill. 60604.

Du Pont's Opaque Cellophane

After 45 years of building maximum transparency into cellophane, Du Pont's Film Department has introduced an opaque type.

Designated "K" cellophane 210-WO, the polymer-coated film was developed to meet preferences in some markets for an opaque material.

"K" 210-WO is designed for lamination with such films as "Clysar" polypropylene. The resulting combination provides the product protection and high-speed packaging efficiency of cellophane, along with an opacity and stiffness often desired in marketing such products as potato chips and other snacks.

Packager's Choice

"Preference for opaque packaging materials has become well established in some parts of the food industry," said Robert C. Myers, packaging sales director for Du Pont's Film Department. "Now a packager has a choice—transparency or opacity—whichever has maximum impact in this market. And both are in 'K' cellophane, the series of polymer-coated films with a decade of high performance in packaging machine efficiency, extended product protection and appealing sparkle and gloss on the supermarket shelf."

The new cellophane is priced at 81 cents a pound in the East, 82½ cents in the West. Eastern cost on a coverage basis is 3.88 cents per thousand square inches.

"The introduction of 'K' 210-WO," Mr. Myers added, "gives packagers an even broader base on which to build new designs for greater merchandising impact in the market place."

Packaging Promise

To be competitive and lead the field, macaroni manufacturers must cut their greatest expense—labor. Total automation, the ultimate goal of all manufacturers, is still in the future but great advances have been made in the area where overheads are the heaviest, namely packaging.

Less than ten years ago the macaroni manufacturer had to employ 10-15 operators to weigh spaghetti on his 150 carton per minute packaging line. Today, few companies can afford such an operation. Fortunately, equipment developed during the past decade offers the macaroni manufacturer the opportunity to stay competitive and even increase his margin of profit.

Amaco

Amaco—through the outstanding technical work accomplished in the packaging field by Hoefliger + Karg—can offer a total system requiring the minimum of labor and, at the same time, give maximum product savings through accuracy in weighing. High speed weighers, both for long and short goods, plus individually designed product handling systems, make it possible for one or two operators to do work formerly done by 15 or more people. In most instances, it is also possible to combine the automatic handling and weighing of macaroni products with existing packaging equipment.

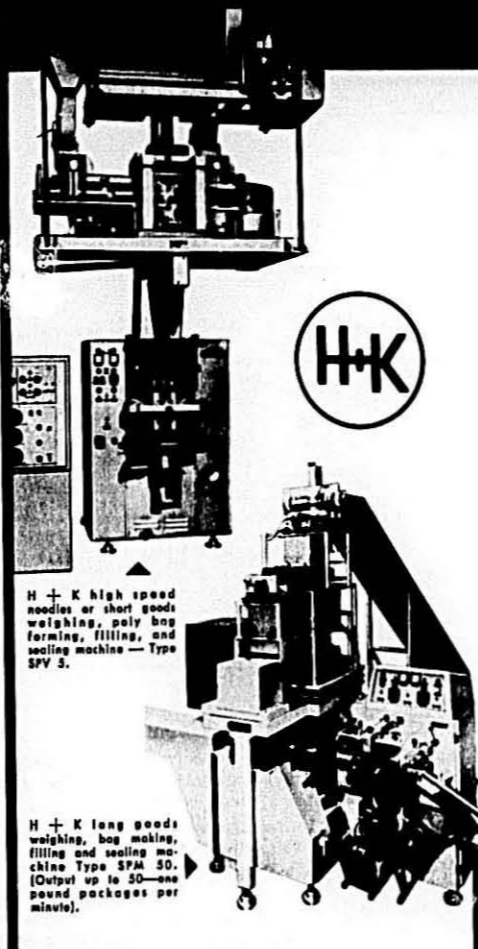
Many Installations

The growing number of automatic packaging installations the world over attest to the need and success of such machinery, as well as the dependability of Hoefliger + Karg equipment. In addition, new concepts of packaging are constantly being developed both for long and short goods to meet the demand of a growing population and the problem of shortage of supermarket shelf space. Full details of existing equipment or specialized machinery to suit individual requirements will be gladly supplied on request.

Ragu Promotion

Ragu Packing Company of Rochester, New York, is advertising three products recently added to its frozen food line. A coupon is offered, which, if accompanied by a spaghetti sauce label, is exchanged for a 50¢ off coupon on the price of the new items. They are: a 10½ ounce package of meat ravioli, a 10½ ounce package of cheese ravioli, and a 12 ounce package of meatless lasagna dinner with cheese and sauce.

AMACO puts the Profit back in PASTA!



If labor is your biggest expense in packaging long or short cut pasta products, do something about it.

Now it's possible to turn out bags or cartons of pasta products at speeds of 70, 120 or 210 packs per minute using only one operator per packaging line.

These new medium and high speed packaging machines are made exclusively for packaging pasta goods by Hoefliger + Karg, a world leader in advanced design packaging equipment.

H + K machines offer maximum profit with features like electronic scales that accurately weigh the product before packaging and automatically reject packages that are too heavy or too light.

Select from H + K Machines that form, fill and seal cellophane or polyethylene bags, either printed or unprinted, or machines that set-up, fill and seal cartons. Conveying and transfer operations are automatic too—from saw to finished package.

Investigate H + K automatic packaging machinery today. See how they can reduce your labor costs.



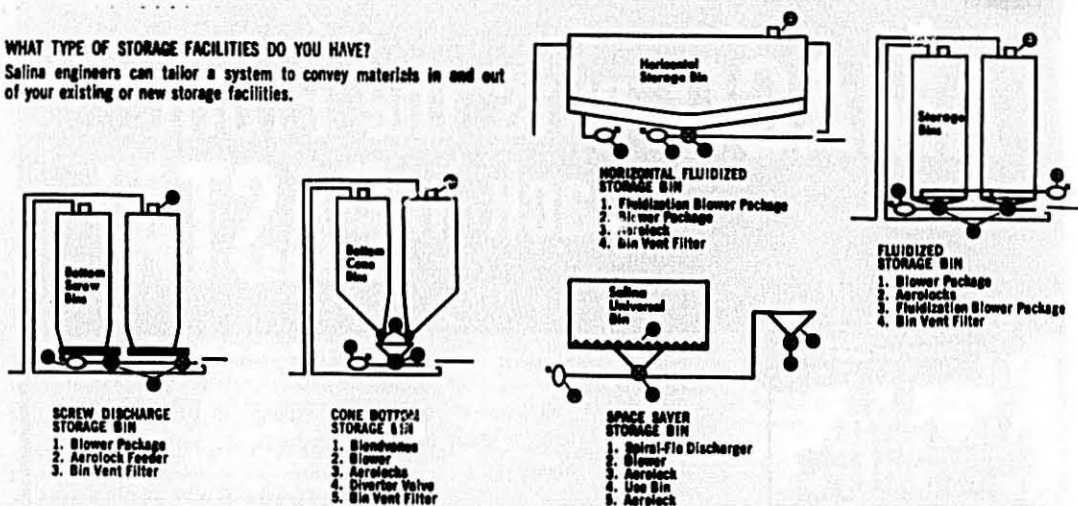
AMACO, inc.
2601 W. Peterson Avenue
Chicago, Illinois 60645
312 / LO 1-2874

Please send me details on H + K pasta machines.

Name _____
Company _____
Address _____
City _____
State _____ Zip _____

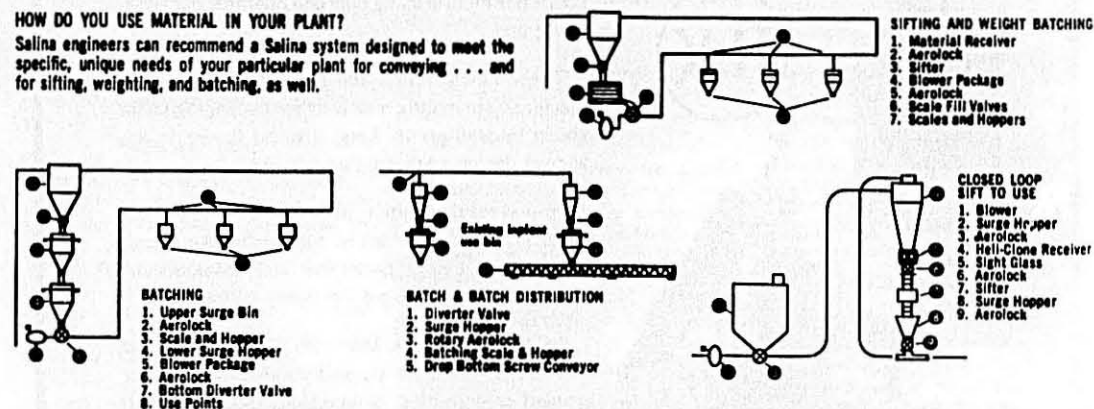
WHAT TYPE OF STORAGE FACILITIES DO YOU HAVE?

Salina engineers can tailor a system to convey materials in and out of your existing or new storage facilities.



HOW DO YOU USE MATERIAL IN YOUR PLANT?

Salina engineers can recommend a Salina system designed to meet the specific, unique needs of your particular plant for conveying . . . and for sifting, weighing, and batching, as well.



New Quarters for IPACK-IMA

The sixth edition of IPACK-IMA to be held October 4 to 10, will take place in a huge Milan Trade Fair pavilion called "Meccanica 7".

Many Modern Features

On the first salon will be machinery for the food industry. The second salon will feature packaging machinery. The third salon will contain materials for packages and the packaging industry. The building has a volume of 280,000 cubic metres.

The basement houses cloakrooms, toilets, showers, barber services, as well as exhibition services. The building is equipped with ten wide entrances, four of which are reserved for transport vehicles. It has two safety exits; three lifts, with a load capacity of 200, 100 and 60 cwt. respectively, to serve all

floors; a truck-lift, with a load capacity of 400 cwt., for goods only; mobile winches (for use of the first floor only) for the raising and lowering of heavy materials directly to and from the road outside; lifts capable of taking a total of 580 persons; moving staircases between the different floors, capable of carrying 8,000 persons per hour.

The salons are equipped with the most up-to-date lighting plants, fire-fighting equipment, and air conditioning. They also have closed circuit television, a loudspeaker relay system for announcements, and a telephone network for direct connections to the individual stands.

Impressive Bookings

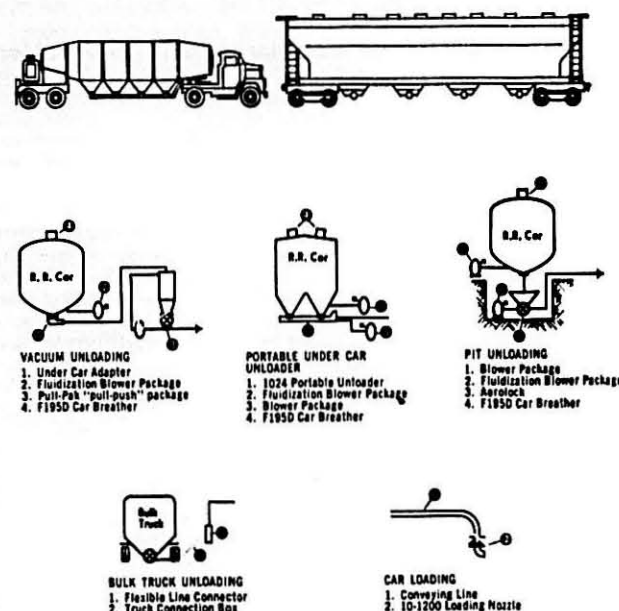
The General Secretariat of IPACK-IMA reports that bookings from exhibitors are most impressive and that increasing developments and interest in

the food processing industries, packaging and materials handling areas guarantee a great exhibition.

During the course of IPACK-IMA '69 the following events will take place:

- Technical-economic meetings and international gatherings of the trades represented;
- The awarding of the "Ing. Giuseppe Braibanti Medal," as a prize to the Italian or foreign technician who, with new ideas, has contributed in the past two-year period towards improving the industrial food processing machinery sector;
- The Second IPACK-IMA International Film Competition for documentary films on packing and packaging, on mechanical handling, and on food-processing machinery. Rules for the competition are available from the General Secretariat.

Salina engineers can recommend a component or a system, whatever is needed to move materials into your plant from rail car or truck.



For Bulletin 100A, write to Salina Manufacturing Co., Inc., Box 26, Salina, Kansas 67401.

Pneumatic Conveying of Bulk Materials

An eight-page catalog featuring ways to pneumatically convey dry bulk materials shipped rail, truck, or barge to and from industrial facilities is being furnished free upon request by Salina Manufacturing Co., Inc., manufacturer of pneumatic equipment and systems.

The two-color, 8½ by 11" bulletin, entitled "Complete Pneumatic Systems and Components for Conveying Bulk Material," illustrates systems to receive, transfer, and ship materials.

It reproduces in flow chart form the equipment and components for moving material to, from, and within a plant.

The bulletin describes such equipment as the Portable Car Unloader, Aerolock rotary seal, Blendvane volumetric feeder, Bottom and Y Diverter Valves, and the Pull-Pak pneumatic conveyor which unloads and transfers materials.

In addition, Salina provides engineering service to design and automate conveying and storage systems. Salina also offers pneumatic conveying testing under actual conditions prior to equipment purchase.

WE PACK
under continuous USDA inspection and supervision
Frozen and Dried Dark Color Eggs
For the Noodle Trade

WE DELIVER
What We Sell

V. JAS. BENINCASA COMPANY
Zanesville, Ohio
Phone 614-453-0522

V. Jas. Benincasa

Frank E. Pilley

BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

DURUM PRODUCTS

AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55101. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Inperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad pages 50 and 51.

ARCHER DANIELS MIDLAND COMPANY, Durum Department, P.O. Box 532, Minneapolis, Minnesota 55440. Manufacturers of Comet No. 1 Semolina, Romagna Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Flour. See ad page 35.

FISHER FLOURING MILLS COMPANY, 3235 16th Avenue, S.W., Seattle, Washington 98134.

GENERAL MILLS, INC., Flour Division, Sperry West, P.O. Box 10-730, Palo Alto, California 94303. Manufacturer and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Durella Semolina No. 1; Exalto and Santa Durum Clears.

INTERNATIONAL MILLING COMPANY, INC., Durum Division, Investors Building, Minneapolis, Minnesota 55415. Manufacturers of Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. General offices in Minneapolis; sales offices in New York and Chicago. Principal durum mills in Baldwinville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour.

PEAVEY COMPANY FLOUR MILLS, 800 Grain Exchange, Minneapolis, Minnesota 55415. Manufacturers of King Midas No. 1 Semolina, King

Midas Durum Granular, Gragnano Durum Granular Flour, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Durambo Durum Flour. See ad page 29.

FORTIFICATION

MERCK & COMPANY, INC., Merck Chemical Division, Rahway, New Jersey 07065. Suppliers of regular and custom vitamin mixtures to millers for inclusion in semolina and flour mixes. Sales Offices: Teterboro, New Jersey; Chicago, Illinois; St. Louis, Missouri; San Francisco, California; Los Angeles, California.

VITAMINS, INC., 401 North Michigan Avenue, Chicago, Illinois 60611. Phone: 312-527-9400. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of defatted wheat germ and other high biological quality protein supplements for enhancing the flavor, functionality, and nutritional value of macaroni and spaghetti products. Federal standards of identity for enrichment of macaroni and spaghetti products permit the use of up to 5 per cent defatted wheat germ. Sales representatives: East, Louis A. Viviano, Jr., Plainfield, New Jersey, 201-434-2788; Midwest, Jack W. Rogers, Chicago, Illinois 312-527-9400; West, Joseph P. Manson, Tiburon, California, 415-474-9151.

EGGS

ANHEUSER-BUSCH, INC., St. Louis, Missouri 63118. Armand P. Cicciu, Manager-Resale Products, Industrial Products Division. Frozen egg products.

ARMOUR AND COMPANY, 401 N. Wabash Avenue, Chicago, Illinois 60605. Offering Cloverbloom frozen and dried eggs. Dark color yolks and whole eggs produced from Armour's own quality controlled flocks packed to your specifications. Offer natural and specialty cheeses to the macaroni

industry. Contact Al Smith at the Chicago office, 312-943-3100. See ad page 7.

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade. See ad page 43.

V. JAS. BENINCASA COMPANY, First National Bank Building, Zanesville, Ohio 43701. Packers of frozen and dried egg products. High color yolks available. Plants in Louisville, Kentucky; Bartow, Florida; and Faria, Illinois. See ad page 57.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. Manufacturers of whole egg solids, egg yolk solids and egg albumen solids. Also are manufacturers of dehydrated beef, chicken and ham products in chunk and powdered form. Plants in Springfield, Missouri; Omaha, Nebraska; Malvern, Iowa; and Norfolk and David City, Nebraska. Sales offices in each of the major cities in the United States, in Western Europe, in Japan, in Mexico, and in South America. See ad page 23.

C. KAITIS COMPANY, 2039-45 N. Damen Avenue, Chicago, Illinois 60647. Phone: 312-384-0700. Distributors of fresh-broken, frozen, and shell eggs. State and Federal Inplant inspection. See ad page 53.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64106. Manufacturers and packers of all dried and frozen egg products. Specializing in dark color for the noodle trade. Continuous U.S.-D.A. Inspection. Main office located in Kansas City. Brand name: Monark. Drying and breaking plants in Missouri and Kansas. See ad page 49.

WILLIAM H. OLDACH, INC., American and Berks Streets, Philadelphia, Pennsylvania 19122. Packers and distributors of frozen and dried egg yolk.

EGGS

SCHNEIDER BROTHERS, INC. Office and plant: 1550 Blue Island Avenue, Chicago, Illinois 60608. Birmingham office and plant: P.O. Box 1590, Birmingham, Alabama. Processors of frozen eggs since 1915. Broker and Clearing House members, Chicago Mercantile Exchange.

TRANIN EGG PRODUCTS COMPANY, 500 East Third Street, Kansas City, Missouri 64106. Phone: 816-421-4300. One of America's foremost and pioneer processors of egg products. Processing and packing of all types of dried egg solids: whole egg solids (color specified); egg yolk solids (color specified); egg white solids (pan or spray dry); and blends to customer's specifications. All items are processed and packed in one of America's most modern egg drying plants under continuous U.S.D.A. supervision and inspection. All products carry the shield of the U.S.D.A., and guaranteed to pass all F.D.A. rules and regulations. All products are sold nationally through sales representatives in leading cities as well as directly from Kansas City. Being located in Kansas City, the Heart of America, affords fast dependable delivery of products to all parts of the United States. See ad page 46.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: 402-287-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 13.

MANUFACTURING EQUIPMENT

ASECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90006. Agents for Pavan macaroni production machinery. Manufacturers of complete storage systems for noodles, cut goods and specialty items: Aseco-Lift bucket elevators, vibrating conveyors and accumaveyors. Engineering and plant layout for complete macaroni plants from storage to warehouse; supervision and installation of all equipment. See ad page 9.

DOTT. INGG. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, Milan, Italy. U.S.A. and Canada representative: Lebara Corporation, 60 East 42nd Street, New York, N.Y.

10017. Manufacturers of completely automatic lines for long, twisted, and short goods. Production lines from 5,000 to more than 100,000 pounds in 24 hours. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consultation service for factory layouts and engineering.

THE BUHLER CORPORATION, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short and long goods, multi-purpose dryers for short, long and twisted goods, automatic cutters, twisting machines, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 230 Park Avenue, New York, and Buhler Brothers, Ltd., 1925 Leslie St., Don Mills, Ontario, Canada. See ad pages 18 and 19.

CLERMONT MACHINE COMPANY, Subsidiary of Carlisle Corp., 280 Wallabout Street, Brooklyn, N.Y. 11206. Manufacturers of a complete line of machinery for the macaroni and noodle trade, including bucket and cleat conveyors. See ad page 47.

CONSOLIDATED BALING MACHINE COMPANY, Sales Division of N. J. Cavagnaro & Sons Machine Corporation, 406 Third Avenue, Brooklyn, N.Y. 11215, Department M.J. Manufacturers of a complete line of all steel, hydraulic baling presses for baling all types of waste paper, cartons, semolina bags, cans, etc. Also manufacture machinery for producing Chinese type noodles, dough brakes, and cutters. See ad page 13.

DE FRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic presses for both short cuts and long goods from 500 lbs. to 2,500 lbs. per hour. Continuous automatic lines for long goods with new patented automatic return of the empty sticks to the stick reservoir of the press. Automatic stick stripping device with a speed up to 24 sticks per minute. Automatic long goods cutters, automatic weighers for long goods; automatic sheet formers; noodle cutters; high temperature finish drying

rooms; new dual air chamber design preliminary dryers for long goods. Die washers, egg dosers and conveyors. Special canning spreader for filling macaroni products at a predetermined quantity directly from extrusion press into cans. Consultations and factory layouts available for your requirements. Full line of rebuilt presses and hydraulic presses. Exchange system for preliminary dryers, ADS spreader conversions and screw cylinders. Complete line of "Ambrette" extruders, cyclo-mixer and specialized "Ambrette" equipment. Western representative: Hoskins Company, P.O. Box 112, Libertyville, Illinois 60048. See ad pages 32 and 33.

HOSKINS COMPANY, P.O. Box 112, Libertyville, Illinois 60048. Western sales representative for DeFrancisci Machine Corporation, manufacturers of macaroni machines. Representative of Semco for the macaroni industry, manufacturers of bulk storage and pneumatic conveying systems for semolina and flour.

ZAMBONI, Via Isonzo Casalecchio, Bologna, Italy. Colling machines, ravioli machines, nesting machines, shearing-folding machines. Cartoning, weighing, and bag-packing machines. Agents in the industrial branch: Dott. Ingg. M., G. Braibanti & Company, Milan. Braibanti representatives in the U.S.A. and Canada: Lebara Corporation, 60 East 42nd Street, New York, N.Y. 10017.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Specializing in extrusion dies for the food industry. See ad page 15.

PLINIO & GLAUCO MONTONI, P.O. Box 159, Pistoia, Italy. Dies in Teflon with interchangeable round and oval section elements; Bronze dies; Cromoduro dies. See ad page 21.

GUIDO TANZI, INC., 6917 Milwaukee Avenue, Niles, Illinois 60048. Phone: 312-647-9630. Manufacturer of all types of dies. Specialists in teflon dies. See ads pages 25 and 37.

(Continued on page 60)

Buyers' Guide—

(Continued from page 59)

PACKAGING EQUIPMENT

AMACO, INC., 2601 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of weighing, bag-making, filling and cartoning equipment for all branches of the macaroni trade. See ad page 55.

HAYSSEN MANUFACTURING COMPANY, Sheboygan, Wisconsin 53081. Sales offices in all major U. S. cities and agents in most countries of the world. World wide service. 57 years of packaging experience. Offer a complete line of packaging equipment for the macaroni industry: (1) Expandomatic and Expandette vertical form, fill and seal machines with net weight scales. Volumetric feeds, augers, and other feeds available. Noodle feeders, bucket elevators, and a full range of machine accessories. Equipment will form and fill bags from 3/4" wide by 3" long to 10 1/4" wide by 19" long. (2) Indexing conveyor lines with net weight scale filling of cartons, cans, jars, or pre-made bags. (3) Horizontal form, fill and seal machines. Model RT-113 Econ-O-Matic to handle spaghetti coils and other hand loading applications. (4) Accumulating and Wrap-Ship bundling equipment. Series 1000, Model 155 HD for compression bundling of cartons of macaroni or similar food products. Bundles up to 21" long by 14 1/4" wide by 5 1/4" high.

FR. HESSER Maschinenfabrik Aktiengesellschaft, Postfach 569 and 580, 7000 Stuttgart-bad Cannstatt, Germany. Equipment for packaging long goods in either carton packages or wrap. Packaging machines for short cut spaghetti or macaroni products. Spaghetti weighing equipment for long goods and short cut products. See ad page 40.

TRIANGLE PACKAGE MACHINERY COMPANY, 6655 West Diversey Avenue, Chicago, Illinois 60635. Phone: 889-0200, Area Code 312. Manufacturers of automatic form, fill, seal bag machines for the packaging of short cut goods and noodles; automatic and semi-automatic Flexitron net weighing systems for short cut goods; automatic scales and wrappers for long goods spaghetti items including a new wrapper and scale for the handling of Italian style products. See ad page 11.

PACKAGING SUPPLIES

BLUM FOLDING PAPER BOX CO., INC., P.O. Box 368, Valley Stream, L.I., N.Y. 11582. Phone: 516-561-1000. Folding paper boxes for the macaroni industry. This company also owns Swayze Folding Box Company, Canton, Pennsylvania.

BURD & FLETCHER COMPANY, Seventh Street, May to Central, Kansas City, Missouri 64105. Phone: 816-842-1122. Creative packaging engineers.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond National Corporation, 733 Third Avenue, New York, N.Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials: point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in 28 principal cities offer nationwide package design service and marketing consultation. Nine manufacturing plants are strategically located coast to coast. See ad Inside Back Cover.

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19898. The principal films from Du Pont used for packaging macaroni and noodles are: Du Pont "K"® 307 cellophanes, 2-in-1 polyethylene bag films and "Clyzar" polyolefin films. Sales offices: Boston, Massachusetts; New York, N.Y.; Philadelphia, Pennsylvania; Atlanta, Georgia; Chicago, Illinois; Prairie Village, Kansas; and San Francisco, California.

FAUST PACKAGING CORPORATION, 100 Water Street, Brooklyn, N.Y. 11201. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

MUNSON BAG COMPANY, 1366 West 117 Street, Cleveland, Ohio 44107. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

PARAMOUNT PACKAGING CORPORATION, Oak Avenue, Chalfont, Pennsylvania 18914. Phone: 215-822-2911. Converters of flexible packaging.

ROSSOTTI LITHOGRAPH CORPORATION, 8511 Tonelle Avenue, North Bergen, N.J. 07047. Complete packag-

ing services for macaroni manufacturers, from design and production via latest lithographic equipment, to merchandising and marketing assistance in packaging promotions. Rossotti Clo-Seal Cartons (sift-proof, infestation-proof carton construction); Rossotti Econ-o-mate equipment (heat-seal packaging machinery). Executive offices: North Bergen, N.J. Sales offices: Rochester, Boston, Philadelphia (Pennsauken, N.J.), Pittsburgh, Chicago, Milwaukee, Kansas City, Los Angeles, San Francisco, Seattle, and San Juan, P.R. See ads pages 2 and 3.

ST. JOE PAPER COMPANY, Chicago Container Division, 401 Northwest Avenue, Northlake, Illinois 60160. Phone: 312-562-6000. Corrugated shipping containers; corrugated paper products. Mill: Port St. Joe, Florida. Container plants in 18 principal cities throughout the United States. See ad page 13.

WEYERHAEUSER COMPANY, Paperboard Packaging Division, 100 South Wacker Drive, Chicago, Illinois 60606. Phone 312-527-7171. Manufacturers of folding cartons for food products including macaroni and noodle products. Includes graphic and structural design services as well as mechanical packaging systems. Shipping Container and Containerboard Division, address as above, offers corrugated shipping containers. See ad page 17.

JACOBS - WINSTON LABORATORIES, INC., 156 Chambers Street, New York, N.Y. 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide and bacteriological analysis. See ad page 5.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90005 and 1938 Wolf Road, Des Plaines, Illinois 60018. Manufacturers of Lawry's Spaghetti Sauce Mix, Stroganoff Sauce Mix, Goulash Seasoning Mix, Chili Mix, Beef Stew Mix, Tartar Sauce Mix, Seafood Cocktail Sauce Mix, Taco Seasoning Mix, Enchilada Sauce Mix, Seasoned Salt, Seasoned Pepper, Garlic Spread, Spanish Rice Seasoning Mix, liquid dressings, dry salad dressing mixes, gravy/sauce mixes, and dip mixes.

The

MACARONI JOURNAL

Fifty years of doing business at the same old stand.

The changes have been many, and the progress great.

The Macaroni Journal is the only publication for this specialized field printed in the English language.

It is one of the few publications strictly concerned with the manufacture and distribution of pasta products. Most other publications that deal with macaroni, regardless of what language they are printed in, are primarily interested in cereal, wheat, or milling and related products. The Macaroni Journal aims at the specific target of the making and selling of macaroni products.

Consider a subscription for your valued customer, colleague or employee. It's a bargain at \$6 for twelve monthly issues; add \$1.50 for foreign postage.

Fill out the order form below and mail it in today.

The MACARONI JOURNAL
P.O. BOX 336
PALATINE, ILLINOIS 60067, U.S.A.

Please enter one year subscription: \$6.00 Domestic \$7.50 Foreign

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Renewal _____ New Subscription _____

Presidents of the National Macaroni Manufacturers Association

1904-05	Thomas H. Toomey	A. Zerega's Sons	Brooklyn, N.Y.
1905-08	G. F. Argetsinger	L. B. Eddy Company	Rochester, N.Y.
1908-10	Ed. Dreiss	San Antonio Macaroni	San Antonio, Tex.
1910-16	C. F. Mueller, Jr.	C. F. Mueller Company	Jersey City, N.J.
1916-17	W. A. Tharinger	Tharinger Macaroni Co.	Milwaukee, Wis.
1917-21	James T. Williams	The Creamette Company	Minneapolis, Minn.
1921 6 mo.	C. F. Mueller, Jr.	C. F. Mueller Company	Jersey City, N.J.
1922 6 mo.	B. F. Huestis	Huron Milling Company	Harbor Beach, Mich.
1922-28	Henry Mueller	C. F. Mueller Company	Jersey City, N.J.
1928-30	Frank J. Tharinger	Tharinger Macaroni Co.	Milwaukee, Wis.
1930-32	Frank L. Zerega	A. Zerega's Sons	Brooklyn, N.Y.
1932-33	Alfonso Gioia	A. Gioia & Brother	Rochester, N.Y.
1933-34	G. G. Hoskins	Foulds Milling Co.	Libertyville, Ill.
1934-36	L. S. Vagnino	American Beauty Mac. Co.	St. Louis, Mo.
1936-39	P. R. Winebrener	A. C. Krumm & Son Mac. Co.	Philadelphia, Pa.
1939-40	J. H. Diamond	Gooch Food Products Co.	Lincoln, Neb.
1940-41	Joseph J. Cuneo	La Premiata Macaroni Co.	Connellsville, Pa.
1941-48	C. W. Wolfe	Megs Macaroni Co.	Harrisburg, Pa.
1948-50	C. L. Norris	The Creamette Co.	Minneapolis, Minn.
1950-52	C. Frederick Mueller	C. F. Mueller Company	Jersey City, N.J.
1952-54	Thomas A. Cuneo	Ronco Foods, Inc.	Memphis, Tenn.
1954-56	Peter La Rosa	V. La Rosa & Sons	Brooklyn, N.Y.
1956-58	Lloyd E. Skinner	Skinner Manufacturing Co.	Brooklyn, N.Y.
1958-60	Horace P. Gioia	Alfonso Gioia & Sons, Inc.	Omaha, Neb.
1960-62	Emanuele Ronzoni, Jr.	Ronzoni Macaroni Co.	Rochester, N.Y.
1962-64	Albert Ravarino	Ravarino & Freschi	Long Island City, N.Y.
1964-66	Alfred L. Spadafora	Superior Macaroni Co.	St. Louis, Mo.
1966-68	Robert I. Cowen	A. Goodman & Sons, Inc.	Los Angeles, Calif.
1968-	Peter J. Viviano	Delmonico Foods, Inc.	Long Island City, N.Y.
			Louisville, Ky.

Mrs. Leo C. Ippolito

Mrs. Leo C. Ippolito, 62, wife of the president of Ideal Macaroni Company, died February 15.

Mrs. Ippolito, the former Mary E. DeFina, was a member of St. Dominic's Church and the Church Guild. She was also a member of the Pine Ridge Country Club and the Gesu Women's Guild.

Surviving besides her husband of 40 years are a son, Pat; two sisters, Mrs. Victor Buzzelli and Mrs. Sam Consolo, and a brother, Rex DeFina. She was the sister-in-law of Dr. Victor Ippolito.

You, Too, Can be a Lobbyist

The right to petition to your government is guaranteed you in the U.S. Constitution. That gives you a right to be a lobbyist, to "speak your piece" to your legislators. The truth of the matter is that our legislators want to know what we think. It helps them to arrive at decisions that properly reflect the views of the majority.—From an article in

The Log, Pennzoil United, Inc., Houston.

Politics and Politicians

"Politics is too important to leave to

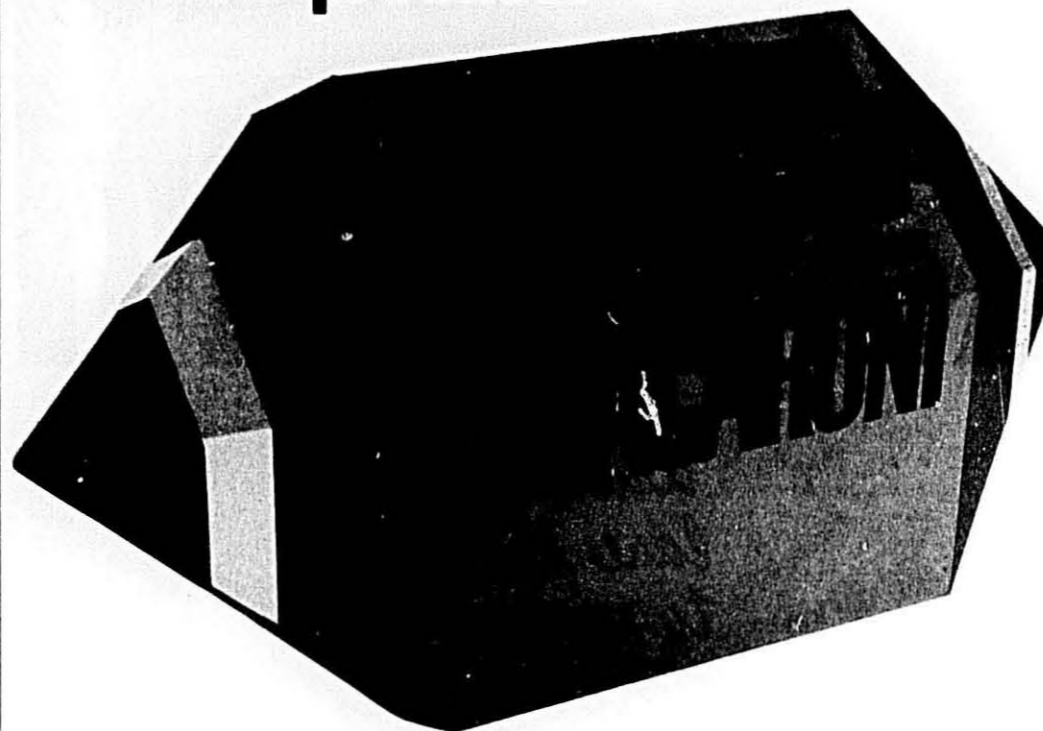
the politicians."—Winston M. Blount, president of the Chamber of Commerce of the United States, before he was appointed Postmaster General.

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THE MACARONI JOURNAL

Kicking off a new product?



To make your package a winner, put Diamond Packaging Products on your team. We offer a complete service — from design through top quality printing. We work with you to plan the entire packaging program from start to completion. Even point-of-purchase and merchandising aids. Plus experienced counsel on the right kind of filling and closing equipment. This is *Total Capability*. Let us demonstrate how it can work effectively for you. Call us. There's a Diamond man who can carry the ball for you.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION
733 THIRD AVENUE NEW YORK, N. Y. 10017, (212) 697-1700



*When you
care enough
to make
the very best.*



International Milling, Durum Division