

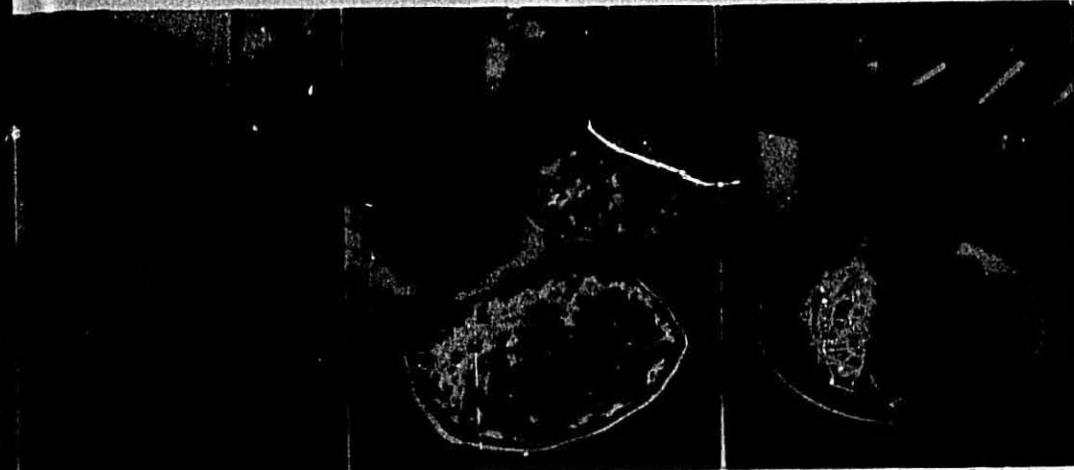
**THE  
MACARONI  
JOURNAL**

**Volume 57  
No. 12**

**April, 1976**

# Macaroni Journal

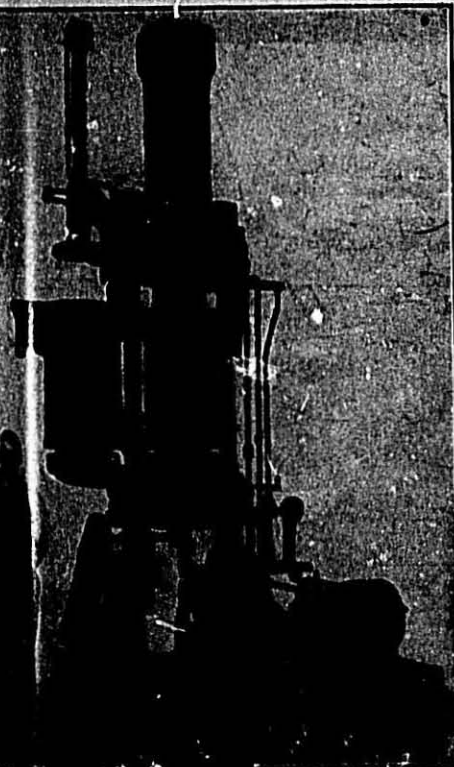
APRIL, 1976



Baked Macaroni & Cheese

Buttered Parmesan Noodles

Spaghetti With Meat Sauce



57th Anniversary Issue

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## The Macaroni Journal

April  
1976  
Vol. 5  
No. 12

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19 South Bothwell Street, Palatine, Illinois. Address all correspondence  
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P.O. Box 336, Palatine, Illinois 60067.

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### Historical Sketch

What do Thomas Jefferson, Enrico Caruso, Dr. Mark Carleton and Charlie Chaplin have in common? "Thanks to each of them", Richard Condon wrote in Venture magazine some years ago, "The national dish of the United States of America is spaghetti. If all the roast turkey, Boston baked beans, Southern fried chicken, hot dogs, corn pone and pumpkin pie produced since the arrival of the pilgrim fathers could be loaded on one side of the American gastronomic balance, the spaghetti eaten here in any year would so far outweigh them as to exceed all statistical exigencies."

Mr. Condon then went on to relate that spaghetti was first imported to the United States by the man who also introduced Lombardy poplars, Roman architecture and Chianti wine. The second vice-president and third president of the Republic, Thomas Jefferson. He commissioned his secretary to travel to Naples and bring back a spaghetti making machine for Monticello, where it became the father of the mighty ropes of spaghetti ("little strings" in Italian) that were to bind America to Italy beginning with Columbus and culminating with Sophia Loren.

Great popular idols who dominated the American scene in the early part of the century.

(Continued on page 6)

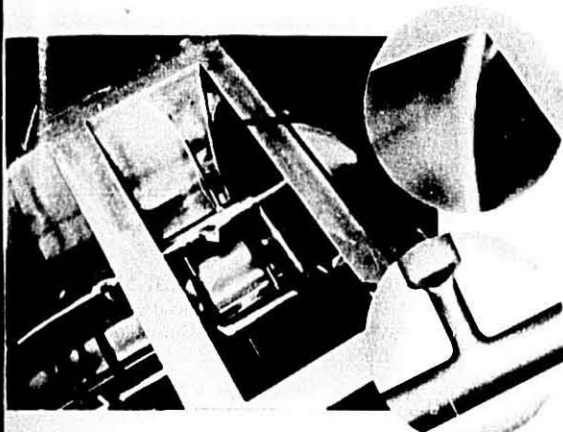
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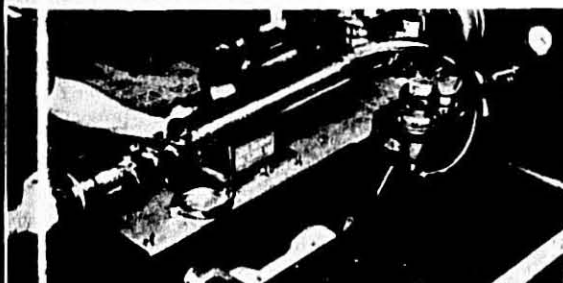
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## Historical Sketch

(Continued from page 3)



Antoine Zerega

of the 20th Century also did their bit: Enrico Caruso, for instance, always seemed to be eating spaghetti when he wasn't singing, and Charlie Chaplin managed to use it in almost every film he made that required eating.

### Durum

Durum is a very hard, amber colored wheat planted in the spring. It is used primarily to make macaroni and noodle products. Probably first grown in the Crimean section of Russia, durum is harvested along the Mediterranean, in favorable climates of Italy, France and Algeria, and in India, and South America—particularly in Argentina and Chile. Durum was first brought to the United States in 1853. But it was not until 1900 that durum varieties brought from Russia by Dr. Mark A. Carleton, a pioneer wheat scientist with the U.S. Department of Agriculture, were grown successfully. Carleton helped develop the durum crop by discovering it grew best in the upper Midwest.

### First Commercial Plant

Despite its strong ethnic ties with Italy, it is interesting to note that the first commercial establishment manufacturing macaroni in the United States was a plant at the foot of the Brooklyn Bridge founded by Antoinette Zerega, a Frenchman, in 1848.



Thomas H. Toomey

It is also probably coincidental, but the first president of the National Macaroni And Noodle Manufacturers Association of America, later shortened to National Macaroni Manufacturers Association, was an Irishman by the name of Thomas H. Toomey, who was an executive with the firm A. Zerega's Sons. At a meeting of macaroni manufacturers in Pittsburgh in 1904, a formal organization was established to help these businessmen meet their problems and promote their products. The first voluntary secretary-treasurer was of German descent, Fred Becker of the Pfaffman Noodle Company of Cleveland. He started the first Macaroni Journal to report the happenings of the industry.

### World War I

Another Irishman James T. Williams, the founder of the Creamette Company, was president during World War I (1917-21). It was through his efforts that the first paid execu-



M. J. Donna



Fred Becker

tive of the National Macaroni Manufacturers Association was hired, Modesto John Donna of Braidwood, Illinois.

In 1919 Mr. Donna had two important assignments: The first was to launch a campaign to restore macaroni consumption from wartime 3½ pounds per capita to the prewar 6 pounds. The second was to finance himself by selling advertising space for the new Macaroni Journal now established as the official publication of the National Macaroni Manufacturers Association and published on a monthly basis.

The following year Dr. Benjamin R. Jacobs, a chemist with the U.S. Bureau of Chemistry, was appointed to establish a laboratory in Washington, D.C. and to have charge in matters pertaining to macaroni standards. His laboratory also operated the self-policing program for the industry to keep macaroni and noodle products wholesome and free from artificial coloring. Years later his assistant, James J. Winston, took over the laboratory under the present name Jacobs-Winston Laboratories, and he became the Association's Director of Research.

The Roaring Twenties were noted for the efforts to recoup lost consumption, combating imports, and promoting the products of the industry.

During the Depression 30's keeping the doors open and managing to stay in business was the prime activity when all business establishments were wrestling with the problems of the Great Depression. The industry be-

(Continued on page 9)

THE MACARONI JOURNAL



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THE MACARONI JOURNAL

### Historical Sketch

(Continued from page 6)

can be highly organized under the regional divisions of the National Recovery Act, and cooperative efforts got a strong shot in the arm during this period.

#### World War II

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 of Price Administration, War Manpower Commission, 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 a lush export market. This was abruptly cut off with the establishment of the Marshall Plan in mid-1948 and led to the establishment of the National Macaroni Institute. Robert M. Green was hired to coordinate this effort and Theodore R. Sills was retained to publicize macaroni products.

#### The 15B Rust Epidemic

During the 50's, product promotion through the National Macaroni Institute crescendoed with accumulating results and benefits. But then came the problems of 15B rust attacking the previously disease resistant durum supply and reversing the upward trend of macaroni consumption.

Cash efforts by cereal technologists and plant breeders, aided by all segments of the industry, developed new strains of wheat that were rust resistant. But even in 1961 there were problems of shortages for the main type of wheat used for macaroni products. Following an ill-fated industry 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 the prices of durum wheat.

At that time durum growers organized themselves into a U.S. Durum Growers Association and worked for the establishment of the North Dakota State Wheat Commission which joined

other state wheat commissions to form the Great Plains Wheat, Inc. to promote export trade. Today, exports take as much of the durum crop as the domestic market.

#### And now—

The soaring 60's saw resumption of macaroni popularity favored by many related food item advertisers and combination promotions. Industry units got larger all the way from the macaroni manufacturer to the supermarket operator.

In the 70's there has been a rise of consumer expectations, the development of the so-called consumer advocate, consumer specialists, etc. Governmental regulations increase and competition for a share of the consumer's dollar gets tougher.

The Macaroni Journal continues to report the happenings of this growing industry and to provide a forum for the news that affects it.

### The Wheat Situation

Published by  
Economic Research Service  
U.S. Department of Agriculture,  
February, 1976

Midway through the 1975/76 crop year, stocks are the largest in 3 years, a record demand year is in progress, and 1976 potential acreage in wheat is the largest in nearly a quarter century.

January 1 stocks of wheat totaled 1,385 million bushels, 25 percent above a year ago and the largest since the winter of 1973. Around 40 percent of the total was still on farms, about the same as a year ago.

Total disappearance during July-December of 1.1 billion bushels was the second largest on record for that period. Domestic use showed moderate gains from a year ago in all categories except feed. Exports were exceptionally heavy, totaling around 700 million bushels, a fourth ahead of last year's pace. An important factor in the surge was the loading of close to 125 million bushels for the USSR or about 80 percent of their purchases to date. India, Japan, and Brazil were also large buyers.

Demand for the remainder of the year is expected to continue heavy, although it may tail off from the July-December pace. Domestic use may

slip to below 300 million bushels. Mill grind is expected to follow the seasonal pattern and weaken. Seed use for January-June will be less as spring wheat accounts for only around a fourth of the planted acreage; since wheat prices continue well above feed grain prices, wheat feeding will be limited.

#### Exports

Exports during January-June are expected to continue heavy. But the attainment of the predicted record export level of 1.3-1.4 billion bushels for 1975/76 will be contingent on a number of factors; the amount of competition from Southern Hemisphere exporters; the extent of additional wheat sales to the USSR; the size of PL-480 sales; and the anticipated adequacy of supplies in the new crop year. Even if total disappearance during 1975/76 reaches the projected level of over 2 billion bushels, carryover stocks may still range from 390 to 465 million bushels compared with 327 million on July 1, 1975.

After declining from September highs, wheat prices to farmers leveled out in December and January, averaging around \$3.40 per bushel, some 70 cents below a year earlier. If the export demand continues heavy and it becomes evident that exports will be record large, and if concern heightens about 1976 crop prospects, wheat prices could rise some from current levels. However, if exports lag and a sizeable buildup in stocks looms ahead along with favorable 1976 crop developments, prices to farmers could weaken, possibly nearing last season's harvest time lows of below \$3.00 per bushel.

#### Winter Wheat

Acreage seeded to 1976 winter wheat and planting intentions for the spring crop total 77.2 million acres, the largest since 1953. Winter wheat acreage at 57.2 million is up 2 percent from a year ago while spring wheat intentions as of January 1 are up 6 percent. Dry weather last fall and extreme cold in some areas have caused concern about winter wheat yields. The winter crop, as of last December, was estimated to be 9 percent below 1975's. The total 1976 wheat crop will fall short of 1975's record harvest of 2.1 billion bushels.

(Continued on page 10)

## Wheat Situation

(Continued from page 9)

unless growing conditions improve. U.S. wheat exports are expected to continue strong in 1976/77. Some improvement is expected in domestic demand as wheat feeding expands.

The 1975 world wheat crop is currently estimated at 340 million metric tons, down 3 percent from a year ago. A sharp reduction in the USSR and European harvests more than offset good crops in many other countries. Trade is projected at a record 76 million tons, 11 percent above last year. The increase is due to heavier USSR purchases of roughly 14 million tons.

## North Dakota Mill

During this Bicentennial Year, it is a time to look at beginnings, and the beginning of the unique North Dakota Mill goes back to the turn of the century. In 1887, two years before North Dakota became a state, the Farmers Alliance at their Dakota Territory Convention called upon the legislature to build a publicly-owned grain terminal to protect their interests. At that time the Dakota farmers were captive customers to monopoly elevators. In 1893 North Dakota made an attempt to build and operate a mill. Various legal barriers had to be overcome, and it wasn't until 1913 that the legislature passed a special mill levy for financing construction.

It wasn't until 1919 that all legal and political hurdles were crossed, and an Industrial Commission was set up to run all state-owned enterprises. Construction started in Grand Forks in 1920, was stopped, and again in 1922 went ahead full speed so the mill was ready at the end of October.

The original North Dakota Mill cost \$3,044,391. It could wash, clean and dry grain; store 1,700,000 bushels, and manufacture 3,750 barrels of flour each day. The terminal building was 12 stories high—the tallest structure in North Dakota.

The mill was gradually expanded during the years, and was a financial success. And then in July, 1971, a disastrous fire destroyed the milling equipment and caused much structural damage.



North Dakota Mill & Elevator, Grand Forks.

Rebuilding and modernizing of the Mill took a year and a half with an estimated cost of two and a half million dollars. It officially reopened on January 31, 1972, with completely new durum and spring wheat mills. The new, automated equipment enabled the mill to increase its capacity by approximately 75 percent, from 8,000 hundredweight per day to 10,000, combining the capacity of the completely new spring wheat and durum mills. The mill was also designed for pollution control, and is now quieter and more efficient.

### Many Changes

Many other changes were implemented in the rebuilding of the North Dakota Mill. Pneumatic systems lift the grain and flour in sealed aluminum tubes, as opposed to the wooden bucket elevators formerly used. A reclaimer removes the solids from the durum wash water. Filtering units eliminate dust and chaff from the air within the building.

There is a blending system to mix grain before it enters the milling process to assure a consistent blend of wheat or durum. Air make-up systems provide the proper amount of air, temperature and humidity during the milling process.

There is a good system of sprinkler systems and fire prevention equipment.

The North Dakota Mill has embarked on a new era of prosperity. A state-owned enterprise, it is run as a business. Over 95 percent of the durum and spring wheat flour and semolina is shipped out of the state of North Dakota, mostly to metropolitan areas.

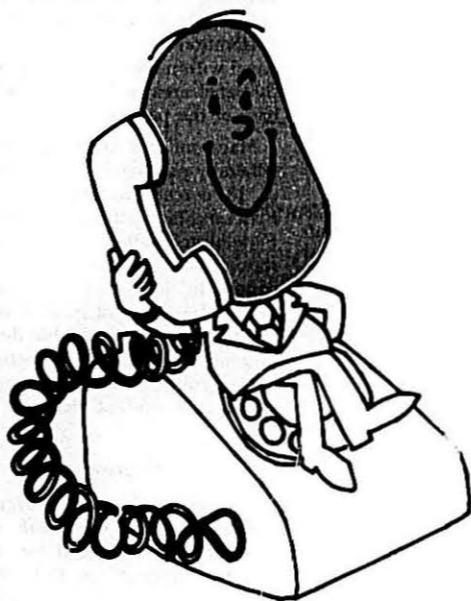
Visitors to the North Dakota Mill in Grand Forks, North Dakota are always welcome.

### Quarterly Durum Report

Durum wheat 1975 production totaled a record 123 million bushels, according to the Crop Reporting Board's Annual Summary, which is 52% above 1974 and 57% above the 1973 crop. Both acreage and yield were up sharply from a year earlier. Acreage harvested, at 4.7 million up 14% from 1974. The U.S. average yield at 26.4 bushels per harvested acre is well above last year's 19.8 bushels. Seeding of durum got off to a late start due to cool, wet weather but was completed by early June. Combining began at a normal pace but delayed mid-August by cool, wet weather. Much of the North Dakota

(Continued on page 12)

# If you want results, call the durum people.



You can measure the results when you start with the best. The best durum wheat is raised on the prairies of North Dakota, and the North Dakota Mill uses only the best durum wheat for our durum flours. If you want the best results, start with Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour. Call us today — you'll get the results you want. The best.

the durum people



NORTH DAKOTA MILL  
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Phone (701) 772-4841

## Durum Report

(Continued from page 10)

crop laid in the swath several weeks, resulting in quality deterioration. The durum program is being expanded to recognize production in the Southwest beginning in 1975, which now includes Arizona and New Mexico.

### Stocks

Durum wheat stocks in all positions on January 1, 1976 totaled 85.7 million bushels, 21% above a year earlier and 27% above two years ago. Farm holdings, at 65.3 million bushels, were 26% above a year ago. Off-farm grain stocks, at 20.4 million bushels, showed a 9% increase. Disappearance during the October-December quarter is indicated at 29.8 million bushels, compared with 21.0 million for the same quarter a year earlier.

### Exports

U.S. exports of durum wheat amounted to 38 million bushels. This is up 19 million bushels from one year ago. Canadian exports of durum, July-December, 1975, amounted to 32.3 million bushels, slightly under the 32.8 million bushels exported the same months of 1974. The Canadian Wheat Board announced final payments to farmers from this year's crop will average \$2.03 per bushel, giving average price of \$6.23 second highest on record.

### Canadian Situation

Acreage of durum wheat in the Prairie Provinces in 1975 was increased to 3.6 million acres compared to 2.8 million seeded in 1974. Yield estimated at 25.5 bushels per acre compared to 20.1 bushels per acre in 1974. The November estimate of last year's crop was 93.2 million bushels compared with 57.4 million in 1974. The visible supply of Canadian durum on January 28, 1976 amounted to 36.9 million bushels compared to 21.8 million bushels the same week last year.

### Durum Stocks Up Sharply; Prices Weaken

January 1 Durum stocks of 86 million bushels vividly reflected the record Durum crop this year and the failure of demand to grow correspondingly. Durum stocks were 20 percent



Marvin E. Winston

larger this January 1 with most of the increase on farm.

### Mill Grind Up

Mill grind of Durum totaled around 17 million bushels during July-December, over 5 percent ahead of last year's pace. The recent pickup in mill grind and some easing in semolina prices may herald an increase in domestic food use of Durum this year. Exports during July-December at around 40 million bushels were almost identical to first half movement during the last crop year. The EC and Algeria continued to be our largest customers. However, Poland and East Germany have accounted for nearly 10 percent of the shipments to date.

Mill grind should continue heavy during the next six months if Durum and semolina prices continue to improve their competitive position relative to other wheat classes and flours. Durum acreage (January 1 planting)

(Continued on page 18)

### Profile

Marvin Eliot Winston is vice-president of the Jacobs-Winston Laboratories, Inc. of New York City. He received his Bachelor of Science degree in Chemistry at Indiana University in 1972 and a Master of Science degree in Food Science at Rutgers, the state university of New Jersey, in 1975.

In addition to his role as Associate Director of the laboratory, he performs sanitary and industrial surveys of pasta manufacturing plants throughout the United States.

Recently, Mr. Winston accepted a position as Adjunct Lecturer in the Department of Family and Consumer

Studies at the City University of New York. His course, entitled "Experimental Foods," is geared to seniors following the study program of the American Dietetic Association. The course objectives are to expand the students' knowledge of foods and correct misinformation, and to imbue the students with the scientific approach to reasoning and problem solving.

He is co-author of several technical papers including "Pre-cooked Frozen Macaroni Products", "The Use of Alcolac 505 in Macaroni Products", "The Effect of Protein Additives on Macaroni", and is author of "Microwaves and Pasta Drying".

### Net Weights

Director of Research James J. Winston reports that on Dec. 31, 1967, the Food & Drug Administration issued regulations for the enforcement of the Fair Packaging and Labeling Act. One of the main requirements is that the net weight declaration be on the main display panel within the bottom 30 percent of the label area in lines parallel to the base of the package.

Macaroni and noodle products are generally packaged at a moisture level of 13 percent as stipulated in the Federal Standards of Identity. The Federal regulations on net quantity state that "reasonable variations caused by loss or gain of moisture during the course of good distributing practice or by unavoidable deviations in good manufacturing practice shall be recognized. Variations from stated quantity of content shall not be unreasonably large."

### Hygroscopic

The recognition of the hygroscopic nature of flour and cereal products was recently confirmed by the U.S. Court of Appeals on Oct. 29, 1975. The decision involved short-weight flour case, the court noted that when the flour was packed, it contained 13-14 percent moisture which is in compliance with the Federal Standards of Identity for flour.

The judge therefore ruled that the three firms flour was correctly labeled as to net weight when it left the flour mills.

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We are happy to say that, after 56 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  
Marvin E. Winston





Panelists: Nancy Vermylen, Linda Rossi, Jim Winston.

## Let's Ask The Wives

A panel of wives plus a college-age daughter gave their comments on pasta, shopping and meal planning at the Winter Meeting. Bob Green served as moderator. Here are some of the comments made by Nancy Vermylen of Fair Lawn, New Jersey; Linda Rossi of Auburn, New York; Kay Skinner of Omaha, Nebraska; Mildred and Marla DeDomenico of San Leandro, California.

### Preparation & Sauces

**Nancy:** I prepare pasta as a main dish once a week; at least one other time during the week as a side dish. For company, I will serve stuffed Jumbo Shells or Manicotti—something my friends might not know about and would appreciate.

**Kay:** At least one member of our family eats pasta every night. We serve pasta as a side dish almost every day and as a main dish course at least once a week. Our friends expect pasta when we entertain.

**Linda:** We serve pasta almost every day as a main dish or as a side dish. I regard pasta both as a flexible convenience food and as a fancy company dish for entertaining.

**Mildred:** We have pasta three or four times a week and most people expect pasta when they come to our home for dinner. I use Rice-A-Roni a lot.

As a rule, I make my own sauce but on occasion I will use a canned sauce, especially for leftovers.

**Linda:** I make my own sauce but will use a prepared sauce in a pinch. I make a marinara sauce—a light red type—easy and quick. I can come in at 5:30 p.m. and have dinner on the

table by 6:15 p.m. White clam sauce is easy to prepare. Fettucine Al Fredo is quick and easy to prepare and my family loves it.

**Kay:** I prepare my own sauce—our family frequently uses just butter, cheese and Lawry's seasoned salt.

**Nancy:** I normally make a meat sauce but I'm surprised when I visit our children as to how good some of the canned sauces are. I think the industry could promote more use of pasta products as a side dish.

### Labeling & UPC

**Marla:** Nutritional labeling is helpful. College kids are big on health food store products and nutrition generally.

**Nancy:** I read the labels—I check caloric content, vitamins and additives. The additives turn a lot of people off.

**Kay:** The younger generation particularly reads nutritional labeling. Most regular users of a product pretty well know what is in it.

**Linda:** I'm interested in nutritional labeling. I helped change our company labels. We are dealing with a sophisticated buying public today because of the consumer movement—they are interested and they are reading about nutrition.

**Mildred:** People today are much more conscious of nutrition than they used to be. On unit pricing—up until recently I wasn't concerned, but now I do read and compare prices.

**Linda:** Universal Product Code will speed up checkouts in stores and it's nice to have the printed tape with items listed on it.

**Kay:** Industry will have to answer the questions being asked about UPC very positively because most people resent anything that is new.

**Nancy:** Having fed seven children for many years I'm cost-conscious and find unit-pricing very helpful. If people know what their costs are with UPC, (and I understand the prices are on the shelving) they will favor it.

### Recipe Sources

**Marla:** I get recipes from my mother, cookbooks, other publications—and I fool around—experiment in the kitchen.

**Nancy:** New recipes come from magazines, newspapers and friends. I try new recipes often.

**Kay:** Friends and magazines are the best source for recipes I have. I try new ideas on my bridge group.



More Panelists: Marla, Mildred, and Vincent De Domenico.

**Linda:** I always try new pasta recipes.

**Mildred:** Recipes come mainly from magazines, some cookbooks, some friends. I'll try one or two new recipes each week. I try National Macaroni Institute recipes when I know about them and find them excellent because they are kitchen tested.

### Appeals

**Green:** Do you serve pasta because it is nutritious, versatile, economical, or all three?

**Kay:** The price is right. Friends ask about nutrition and ask about high calories—we blame the calorie count on the sauce.

**Nancy:** Versatility is important—but we eat pasta because we like it. People eat what tastes good.

### Coupons

**Marla:** I am not a coupon shopper.

**Nancy:** Coupons are good to introduce new products. I use them to save money but they are a nuisance. I read the food page and supermarket ads in the New York Times.

**Kay:** I shop with coupons. I use the food page and ads as a shopping guide.

**Linda:** I don't use coupons—I don't have time. I shop the food store with a list and make note of good buys and plentiful foods.

**Mildred:** I think coupons are a rip-off. Many shoppers get rebates for using coupons like script.

**Nancy:** I make one trip a week for a large grocery order and then one small shopping follow-up.

**Kay:** Your dinners are always more interesting if you shop when you are hungry.

**Marla:** I shop after meals so I can be thrifty.

(Continued on page 16)

**BUHLER-MIAG**

### Let's Ask the Wives

(Continued from page 14)

**Linda:** Women are interested in different ways to prepare pasta. Recipes are the key to increasing consumption.

**Kay:** These recipes might be developed for microwave and crock-pot cooking. A lot of crock-pots are being given as bridal gifts.

**Nancy:** The industry might stress the different forms of pasta—variety will increase consumption.

### New Durum Mill Nears Completion

Pasta manufacturers in Northeastern United States will soon be able to receive truck delivery of freshly-



Carter-Day disc separators, one of the machines in the cleaning process designed to remove impurities from the grain.



Seaboard Allied Milling Corporation's new mill at Albany, New York as it nears completion.

milled No. 1 Semolina and durum flour direct from the mill. Nearing completion in Albany is Seaboard Allied Milling Corporation's new 1,000 cwt. durum mill featuring the very latest in durum plant layout and equipment design. Grain will be carefully selected by people experienced in selection of the finest hard amber durum wheat with uniform color. A staff fully-trained in the milling of durum wheat will operate the mill.

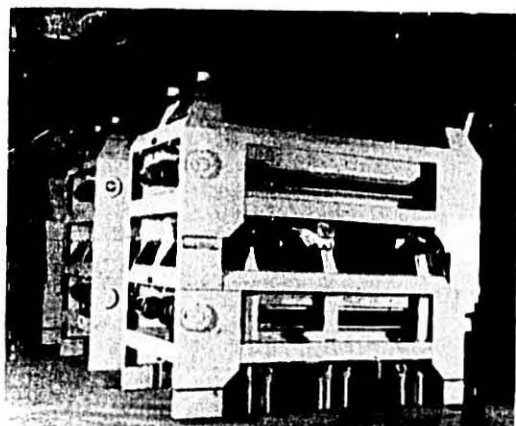
#### Automatic Controls

The new Seaboard mill features fully automatic controls to monitor and assure uniformity of finished product within the processing plant. Finished product is automatically

measured and directed into loadout bins resting on load cells, enabling trucks to be gravity-filled in minutes. Weighing of trucks over a platform scale before and after loading enables weights to be double-checked. Fully enclosed truck wash facilities assure year-round ability to clean bulk trailer equipment.

The Albany mill includes a fully-equipped on-site laboratory; however, Seaboard's central laboratory in Kansas City will provide assistance by conducting experimental milling and performing additional quality control tests to assure the customer's receiving a top quality product.

(Continued on page 15)



Henry Simon roller mills of latest design in the process of being installed. This equipment performs a major primary role in the grinding process.



Henry Simon double-decker perform an important function in assuring product quality.

# look out your back door!

See that new flour mill in Albany? It features the very latest in plant layout and durum milling equipment and will produce 4,000 cwts of durum semolina a day.

Product quality? You can be assured that thoroughly knowledgeable and experienced durum people are selecting the very finest hard amber durum wheat with uniform color.

So now you get truck delivery of freshly-milled No. 1 Semolina direct from the mill in a matter of hours.

The new Seaboard mill in Albany is just one more step in the company's program of locating modern milling facilities close to the marketplace.

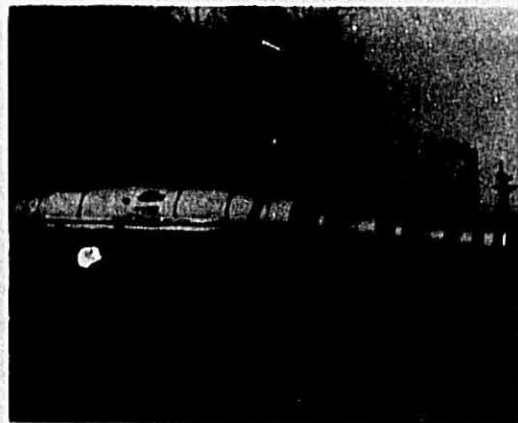
*Seaboard . . . the modern milling people.*



**Seaboard Allied Milling Corporation**

P. O. Box 19148,  
Kansas City, Missouri 64141

Telephone:  
(816) 561-9200



Seaboard Allied Fleet of latest design bulk trailers assure a clean product.

The mill was designed and engineered by Henry Simon of Stockport, England in association with CEA • Carter-Day of Minneapolis. Combs & Company of Kansas City are constructors. Seaboard's operating and engineering staff in Kansas City provided overall supervision of the project.

The Albany mill is Seaboard's second Semolina operation. The company's new mill at Port Allen, Louisiana, which began operations in 1974, also includes a durum milling operation.

#### Durum Planting Intentions

(Continued from page 12)

intentions) was estimated at 5.2 million acres, 8 percent above a year ago. This would require around 7 million bushels of seed. Combining these two domestic disappearance items would leave around 65 million bushels available for export and carryover. The outstanding sales report of January 18 showed 10 million bushels shipped since December 31 and 17 million bushels outstanding, including 10 million optional origin sales. If exports reach or exceed 60 million bushels, total disappearance for the year would climb to 100 million. This would still fall short of the record 1975 harvest and would leave wheat stocks this summer of nearly double last year's 21 million bushels.

#### Durum Prices

Prices of No. 1 Hard Amber Durum at Minneapolis have weakened since their September highs of over \$6 per

bushel. In January prices had slipped to the mid-\$4 range and the price spread between Durum and the hard wheat had narrowed. Unless demand surges unexpectedly, Durum prices may continue to weaken relative to other wheats in the months ahead.

#### Multifoods Names Mill Personnel

Joseph A. Van Bourgondien has been promoted to plant superintendent for the Buffalo, N.Y., flour mill of International Multifoods Corp. Mr. Van Bourgondien previously was plant manager at Multifoods' mill in Columbus, Ohio. Succeeding him at Columbus is Donald B. Winegard.

The Buffalo and Columbus mills are part of Multifoods' Industrial Foods Division, which produces and markets bakery and durum flour, prepared bakery mixes and supplies, and markets bakery equipment.

In his new position, Mr. Van Bourgondien is responsible for directing production, maintenance and warehouse operations at the Buffalo mill. He joined Multifoods in 1962, and has held various milling positions.

Mr. Winegard previously was superintendent of Multifoods' prepared mix plant at Lockport, N.Y., and has been with the company since 1966.

#### U.S. Durum Show

U.S. Durum Show will be held in Langdon, North Dakota, October 18-19-20.

#### Support for Wheat Foods Bill

Members and directors of the Wheat and Wheat Foods Foundation, in a meeting on Tuesday, Jan. 27 in Chicago, voted almost unanimously to proceed with introduction of legislation in Congress to create a Wheat and Wheat Foods Nutrition and Education Act.

Supporting and financing introduction of the legislation will be American Bakers Association, National Association of Wheat Growers, Millers' National Federation and several state wheat grower organizations and state wheat commissions.

The Foundation voted to retain John F. O'Neal, former counsel of the House Agriculture Committee, to coordinate introduction of the bill. Mr. O'Neal has worked with the group in preparation of the draft bill and has been instrumental in authorship of earlier commodity legislation.

#### Follows wheat grower approval

Decision of the sponsoring organizations to proceed with introduction of the bill came after approval of the National Association of Wheat Growers at its annual convention the previous week in Billings, Mont., and earlier approval of the American Bakers Association and the Miller's National Federation.

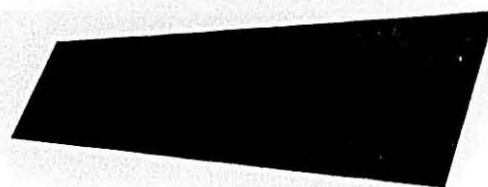
Associated Retail Bakers of America, originally expected to support the legislation, has voiced opposition to a wheat foods promotion program requiring participation of the federal government of federal enabling legislation. A.R.B.A. was not represented at the Foundation's Chicago meeting.

#### Amendment on flour usage

In voting to proceed with the bill, the Foundation members and directors approved several amendments to the measure, including one which in effect excludes most retail bakers from involvement in the program by establishing a minimum flour usage of 2,000 cwt. per year for inclusion.

It was indicated at the meeting that the bill would be introduced in Congress during February, after preliminary technical discussions with U.S. Department of Agriculture officials and with potential sponsors.

#### FOOD PROCESSING & HANDLING EQUIPMENT



Company

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Dear Sir:

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SEMCO features fixed or portable unloading from hopper car or truck.

SEMCO completes the system through storage to mixer and extruder.

SEMCO offers a pressure system, a vacuum system, or a combination of both.

SEMCO produces mixing, scaling, and blending components as well as complete systems.

SEMCO provides design, manufacture, installation, and start-up of your flour handling system.

SEMCO assures you of dust free and efficient systems which are in constant use by macaroni manufacturers throughout North America and overseas.

Call Hoskins Company -- specialists in the Macaroni Industry -- for complete evaluation of your requirements. We will be pleased to visit your plant at your convenience.

Yours very truly,

HOSKINS COMPANY

*Albert B. Green*  
Albert B. Green

## An Industry Look at Microwave Drying

by Franklin Smith, President of Microdry Corporation



White portion is microwave 3-stage drier superimposed on conventional type.

The best overall industry view of microwave drying is from a mailed survey done by an independent survey firm a couple of years ago. It went to the top management of every major U.S. pasta plant. The high 38+-% response to the 18-question survey permitted sound deductions. Because the respondents did not identify themselves nor know who was behind the survey, the answers were highly objective.

Since that time there has been no major change of attitude, just a growing acceptance of microwave use. A few more plants now use it, gaining substantial benefits. Furthermore, microwave techniques and equipment have improved; for example, at that time no one had mastered microwave drying of short cuts or elbows.

Here is the industry attitude as shown by the survey:

70% of U.S. pasta producers already had considered using microwaves and 57% had done some investigating. But still only 9% felt they knew enough to make a decision. They realized that a change in thinking is required because microwave drying occurs in a much shorter time and the moisture distribution throughout the product is different.

### Method of the Future

Despite their lack of microwave knowledge, a surprising 67% believed a combination of microwave and conventional drying to be "the method of the future." 49% tempered this by supposing that the technique was not perfected, and 43% feared it might change product quality (which it does slightly, for the better properly applied. Usually this improvement can be seen at a glance in richer color, since the blanching effects of conventional heating are reduced or eliminated).

80% admitted to having production space problems, and 80% of these

knew enough about microwave drying to realize it cuts space requirements around 75%.

44% admitted to infestation problems. All but one felt that microwaves would solve this (that one was not sure). In fact, a very large eastern pasta producer stated that it reduced bacteriological count "by four logarithms—or about 99.99%". Another large producer reports, "It stops weevil infestation . . . even kills the eggs," and says he thinks microwave processing will some day be mandatory.

43% reported high maintenance and service costs with their standard equipment and 76% of these believed microwave drying would solve this problem. In fact, it does: several plants report that the 15 minutes a week sanitizing chore with microwave equipment allows them another 8-hour production shift per week.

### Golden Grain Pioneer

When Golden Grain first started using microwave dryers their Vincent DeDomenico explained, "With conventional drying you wind up with huge ovens and space requirements. Fantastic! and risky! Then if one point in the line breaks down, everything stops. The only answer is smaller, compact units."

But the survey answers again and again showed the industry reluctance to quickly accept the new technique. Not only did 49% decide it might not be perfected yet, and 43% that it might change product quality, but another 20% would not consider switching because they would not want to discard present equipment. Since the cost of microwave equipment is comparable to that of conventional equipment, when replacement time comes these producers may consider buying microwave dryers.

The industry outlined its position on capital investment as follows:

42% would consider using microwaves if total savings would pay for the equipment within two years. Another 43% if in three years; and the remaining 15% if in four years.

### Energy Savings

The energy savings never have been completely outlined. Golden Grain reported three years ago a 52% energy savings, and now are making more studies-in-depth in their Chicago plant. Another eastern producer claimed 40% savings in energy use.

The first microwave drying of pasta was single stage. It cut drying time from 4 or 5 hours to less than a half hour, using much less space.

With this one-stage drying the release of deep heat implanted in products larger than noodles became critical. Unless controlled, it could cause surface crazing and powdering. Vincent De Domenico suggested a "heat equalizing stage" to follow the microwave drying and Microdry developed it. The microwave heated product passes through the bottom of the same dryer in heat and humidity controlled air.

The third development was a conventional drying stage preceding the microwave heating. It eliminated the need for equilibration periods and reduced time and space requirements of preliminary drying as much as 6%.

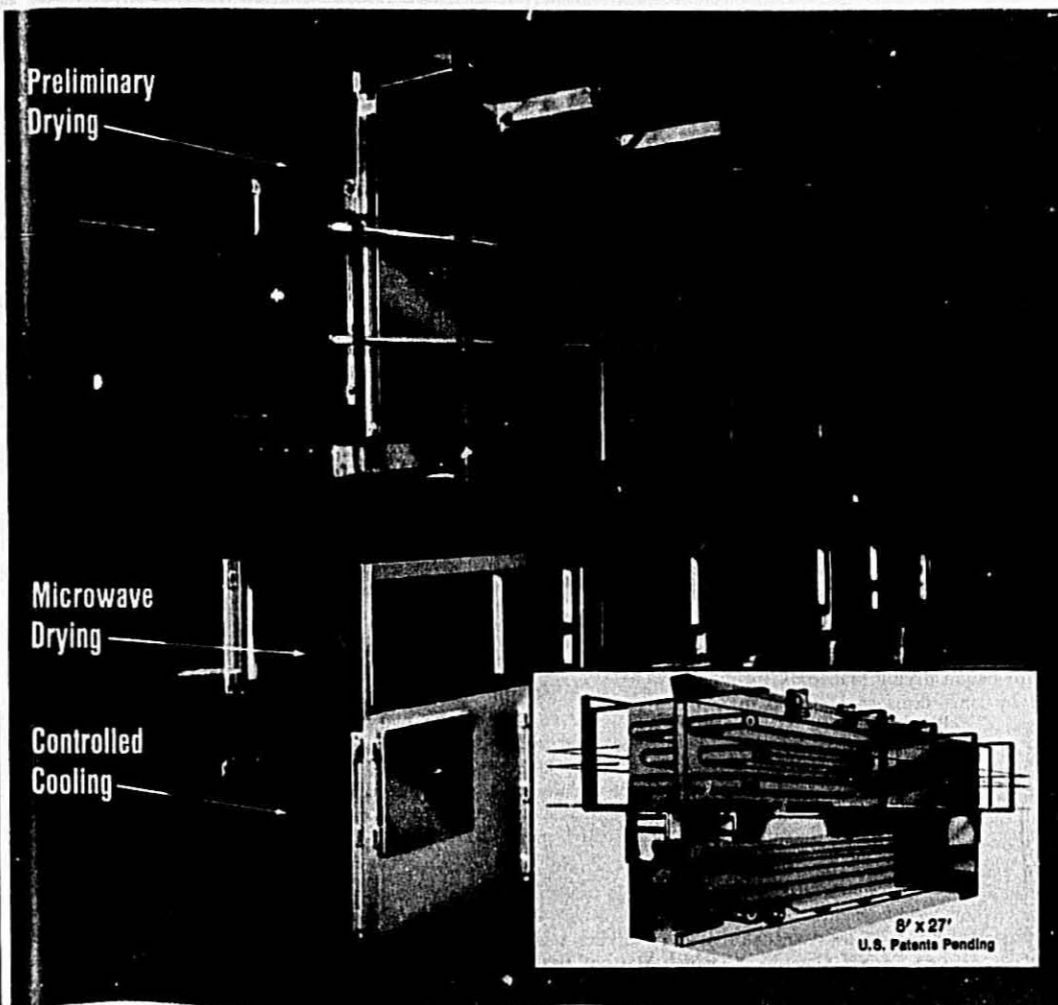
All three stages are done in a 2' x 7' foot conventional/microwave/conventional dryer.

### About Microdry Corporation

Microdry Corporation began in a garage in 1962 as Cryodry Corporation. As the original name indicates, they were intent upon developing freeze-drying with microwaves. The present handsome research and manufacturing facility, located among walnut orchards in San Ramon, California, was built in 1964. In 1965

(Continued on page 22)

THE MACARONI JOURNAL



## 3,000 lbs./hr. of noodles, ELBOWS and SHORT CUTS with MICROWAVES in routine production in mid-west plant

Microwave drying and controlled cooling, with or without preliminary drying in the same unit, can do this for you:

- dries ten times faster • takes one-fifth to one-tenth the space • Improves product quality • reduces dryer maintenance to as little as one hour per week • lowers capital investment • lowers power costs in most areas • generally can be installed without shutting down the lines

When standard preliminary drying immediately precedes microwave drying (as in complete unit shown above) it eliminates the need for equilibration periods and reduces time and space needs of preliminary drying as much as 60%.

Controlled cooling (third stage) determines product moisture content and appearance.

Proven in leading pasta plants. Call or write today.



**MICRODRY CORPORATION**

3111 Fosteria Way, San Ramon, CA 94583  
415/837-9106

## About Microdry Corp.

(Continued from page 20)

Armour and Company purchased Cryodry and then in December 1971 private parties bought the assets and Microdry Corporation was formed.

During those years the firm became the acknowledged world leader in the research, design and manufacture of industrial microwave heating equipment. In the late sixties a federal study reportedly determined that 93% of all operating industrial microwave heating systems were designed and built by Microdry (Cryodry). Their production includes: chicken pre-cooking, bacon pre-cooking, pasta drying and onion drying.

### Pasta

Microdry started experimenting with pasta in 1965, unsuccessfully at first. After more work they perfected a pasta drying technique and Lipton Ltd. in Bramalea, Ontario began producing soup noodles with microwaves. A little later Golden Grain in San Leandro began drying macaroni, followed by such firms as D'Amico in Chicago, Catelli, Gooch, OB Macaroni, Golden Grain in Chicago and Gilster Mary Lee. Golden Grain has a couple of two-stage microwave dryers, but most of theirs are three-stage. Lipton now dries both noodles and elbows, Golden Grain does macaroni, elbows and short cuts, Catelli sometimes switches to elbows and shorts, Gooch also produces elbows with it.

Because of Microdry's close relationship with the pasta industry, in 1976 they have added the manufacture of noodle cutters, shaker pre-dryers and die washers.

## Marshall Produce Egg Products

Marshall Produce Co., one of the nation's leading processors of dried egg products, has developed two products especially well-suited to the needs of egg noodle manufacturers. The products—Marshall's Dried Whole Egg Solids and its Dried Egg Yolk Solids—involve cost as well as ease-of-handling advantages, and are designed to yield noodles of uniform high quality and rich color.

The Marshall products were developed by concentrating on quality



Eggs of especially high quality and richness of color are used by Marshall Produce Co., Marshall, Minn., the nation's leading processor of dried egg products, for its Dried Whole Egg Solids and Dried Egg Yolk Solids—two products particularly well suited to the needs of egg noodle manufacturers. Shown here is the egg-breaking operation that takes place prior to drying in Marshall's plant, where U.S.D.A. inspectors continuously monitor quality.

from the start of the production process . . . even before the egg-laying stage. Marshall was able to do this by feeding laying hens a diet specially formulated in its own grain mills—a diet that would produce eggs of especially high quality and richness of color.

Once this objective had been met, the rest depended upon utilization of modern drying techniques—methods which Marshall has helped to pioneer during the past three decades. Processing today is done in the company's plant in Marshall, Minn., where U.S.D.A. inspectors continuously monitor quality. By using the spray-drying method, the company is able to produce whole egg and yolk formulations of total uniformity.

Next, the products are pasteurized and certified for purity at the company's own U.S.D.A. bacteriological laboratory, after which they undergo continuous testing in yet another in-house facility, Marshall's test kitchen.

### Marked Advantages

The end result of this production process are two products with very marked advantages over both fresh and frozen eggs.

For one thing, there is no messy handling involved—no eggs to break

or dripping cans to handle, nor is there any chance of "bad" eggs ruining a batch.

Because the products can be stored at room temperature for up to five weeks or considerably longer at 45 to 55 degrees F, there is a saving in refrigeration costs as well as in storage space.

The fact that the products permit dry mixing, helps to assure both speed of handling and a more uniform finished product. And, since no thawing is involved, there is little danger of bacteria buildup at temperatures somewhat above freezing.

### Modern Plant

The company, which is a wholly-owned subsidiary of Marshall Foods, Inc., utilizes the most modern egg processing facilities in the industry at its processing plant in Marshall, Minn. The plant was modernized in 1976 with the addition of a new stainless steel dryer—equipment that makes possible utilization of the most up-to-date pasteurizing and micro-filtering techniques.

Both Marshall's dried whole egg solids and its egg yolk solids are packed in 50 and 180 pound polyethylene lined, reusable fibre drums.

### Egg Production

The nation's laying flock produced 5.5 billion eggs during December—virtually the same as in December 1974, according to the Crop Reporting Board. Layers on farms January 1, 1976, totaled 279 million, down 7% from the 285 million a year earlier and down slightly from a month earlier. Rate of lay on January 1 averaged 63.7 eggs per 100 layers, up from 62.6 a year earlier but below 63.7 on December 1, 1975.

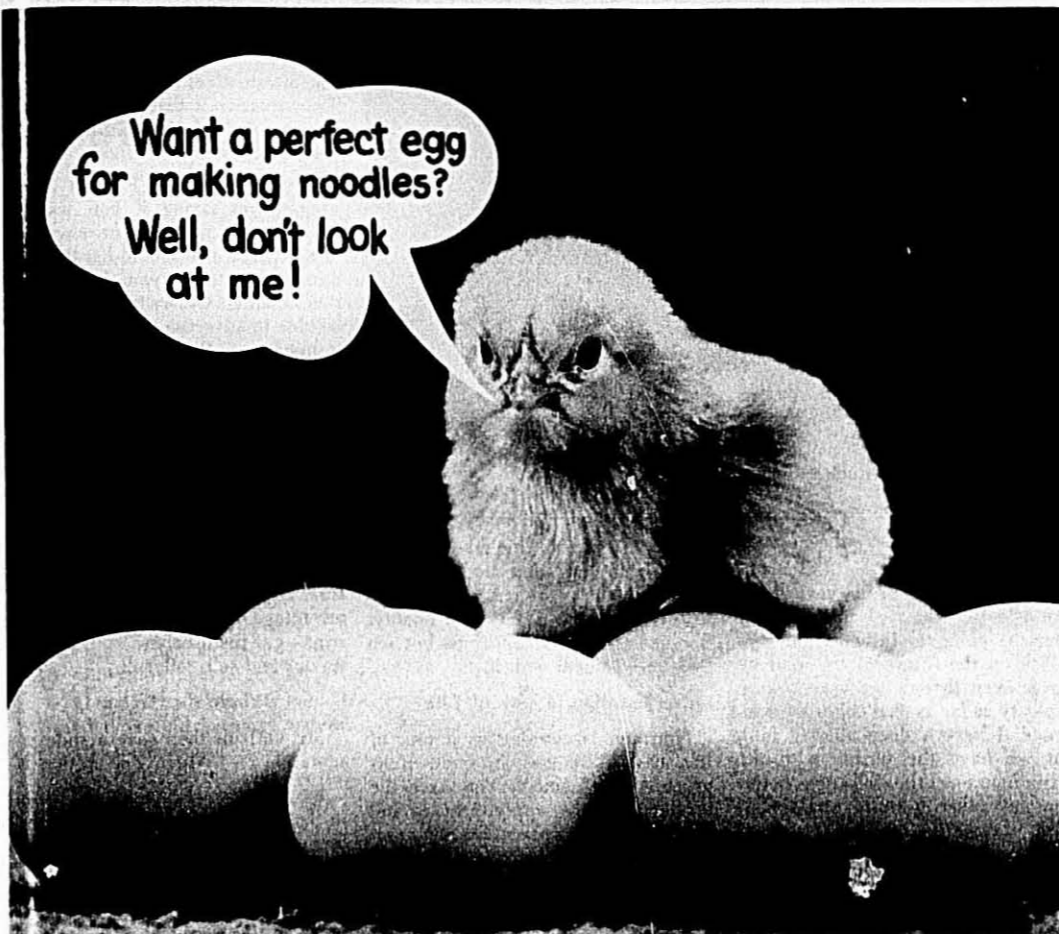
Egg-type chicks hatched December 1975, totaled 31.1 million, down 7% from the 32.2 million produced a year ago. Eggs in incubators on January 1, 1976 at 31.3 million, were 3% above a year ago.

### Processed Eggs

A total of 29.7 million dozen shell eggs were broken in December, down 3% from a year ago.

Liquid egg production was down 7%; frozen egg production up 13%; Dried egg production down 27%.

For the year: liquid down 7% frozen 8%; dried 9%.



Want a perfect egg for making noodles? Well, don't look at me!

There isn't a hen in creation that can provide you with egg solids as suitable for making egg noodles as Marshall, the Egg People. In fact, Marshall whole egg and yolk formulations are custom-made for the noodle-maker who wants uniform high quality and rich color every time.

What makes Marshall egg products so special is simply this—Marshall is able to control quality from the very start...even before the hen gets down to laying eggs. Marshall uses hens fed a special diet formulated by its own grain mills. Its processing plant utilizes spray-drying to assure

total uniformity of product and has on site U.S.D.A. inspectors to continuously monitor quality. Next, products are certified for purity at Marshall's U.S.D.A. bacteriological laboratory. Finally, the pasteurized products are submitted to continuous testing in Marshall's own test kitchen.

Sure, that's a lot of trouble to go to...but then Marshall didn't get to be the nation's No. 1 dried egg processor by taking short-cuts. So for quality—plus free technical service that may prove an important cost-saver—why not contact your local Marshall representative or call the company collect.

**M**  
**MARSHALL**

MARSHALL PRODUCE COMPANY

103 North Eighth Street, Marshall, Minn. 56258

If you call collect, please ask for Dick McCluskey at (507) 532-4426



## A Look At The Food Industry

One of the highlights of the Winter Meeting of the National Macaroni Manufacturers Association was an address by George W. Koch, President, Grocery Manufacturers of America, and his moderating of a panel of three outstanding grocers: Nicholas J. D'Agostino, Jr., Executive Vice President and Director of Store Operations for D'Agostino Supermarkets, New Rochelle, New York; Ronald L. Offhaus, President, Tops Friendly Markets, Buffalo, New York; Herbert F. Marra, President, The May Company, Minneapolis, Minnesota, a full line food distributor.

### George W. Koch

Here is a digest of the important points made by Mr. Koch in his address:

At the beginning of the year we all take a look at the past and what the future is going to bring. I am very bullish on the future of the food industry even though we have a horn of plenty as far as challenges are concerned. I have a deep abiding faith that we have the people with the fortitude to meet the challenges better than any other industry and this is as it should be as we represent ten percent of the gross national product.

What are we going to do with our vast array of problems? In this bi-centennial year we should look back to where we were 200 years ago. We were ready to take on challenges—we took on the British Empire. We formed a Union and wrote a Constitution. One hundred years later we got ourselves into a Civil War. So when you hear about divisiveness and division today it sounds terrible—until you take a look back. I think our country has a great future because of its great people.

### Farmer Is Doing Great

No look at the food industry would be complete without looking at the farmer. He is doing great! His share of the consumer's food dollar has grown by 6¢ since 1967. Labor is getting 3¢ more. The processor and distributor—the so-called middlemen—are getting 9¢ less. The farmer's market is now the world. His products have



George W. Koch

become the chips in the international game of foreign diplomacy.

Next, we are shifting from concern of marketing and merchandising practices to a consumer era where attention is on health, safety and quality. Technology is enveloping us but we will have to deal with it.

### Nutrition, a way of Life

Nutrition is entering as a way of life. Pasta is on the threshold of its greatest development. You have the product and the opportunity to sell to the young consumer. Do what you do best: manufacture and sell quality pasta products.

The Food Safety Surveillance Bill pending in Congress will require every food handler running a plant to set up a surveillance system. This is to the good. Our original objections were to the criminal liabilities and the possibility that the president could be held criminally negligent due to a housekeeping mistake. All food handlers want safety surveillance.

Microbiological Standards are moving toward an advisory committee evaluating by the Food and Drug Administration for certain select products of the Frozen Food Industry. FDA is considering some ten Good Manufacturing Practice rules scheduled for release in 1978, including one for pasta. It is important that you take the initiative in writing these up so the problems are rigidly defined.

You are dealing in an atmosphere today the likes of which we have never seen. FDA is under severe attack. Industry is under severe attack. Only 17 percent of the people trust us.

The aftermath of the Reddy Number Two situation is that we are going to have to watch very carefully most of the additives used in foods.

Now comes the Federal Trade Commission saying if you want to advertise in a magazine or newspaper or television, you should list the eight nutrients just like you do in nutrition labeling. Otherwise you will not be able to advertise that your product is nutritious. Probably the best you could say is: "My pasta is good."

In the time that follows we will discuss some of the problems of your customers—the supermarket operators—and we have three outstanding retailers to give you an insight on what it will take to make the future great. You have problems—but you also have great opportunities. The future is yours if you will just take advantage of it. Face up to your problems—get them behind you, and let's go out and sell, sell, sell.

### Where the Action Is

Mr. Offhaus then gave a slide presentation on "Where The Action Is".

He showed the products carried in Tops Stores in Buffalo, Rochester and Syracuse. They include Bravo, Creamettes, Gioia, Mueller's, Prochiro-Rossi.

Some people say it takes special displays for merchandising, but Tops believes in shelving full variety to give Mrs. Consumer what she is looking for.

Macaroni merchandising is done with a vertical set. This creates impulse sales, simplified inventory control, makes ordering and stocking easier and provides for ready brand identification. Vertical set equals impulse sales.

There were then several shots of how macaroni merchandise is displayed on shelving in the Tops stores.

Pasta sales helps to sell related products. The type of merchandising I think the market should do is to relate all of the prepared ready-to-eat items in one aisle so the potential possible for Mrs. Consumer shopping is readily realized. This takes in sauces, mushrooms, tomato paste, breadcrumbs, and the ethnic lines of Italian products.

# ASEECO BIN STORAGE SYSTEMS

## BIN STORAGE

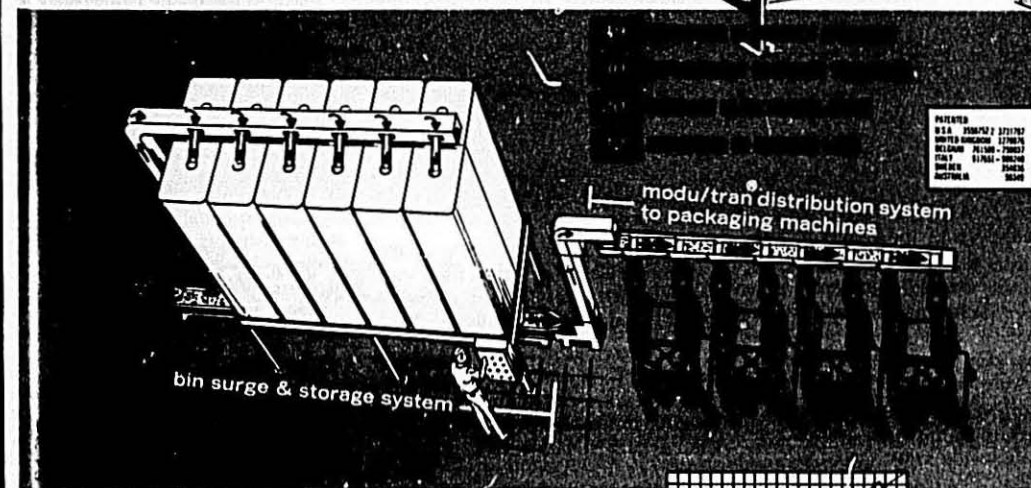
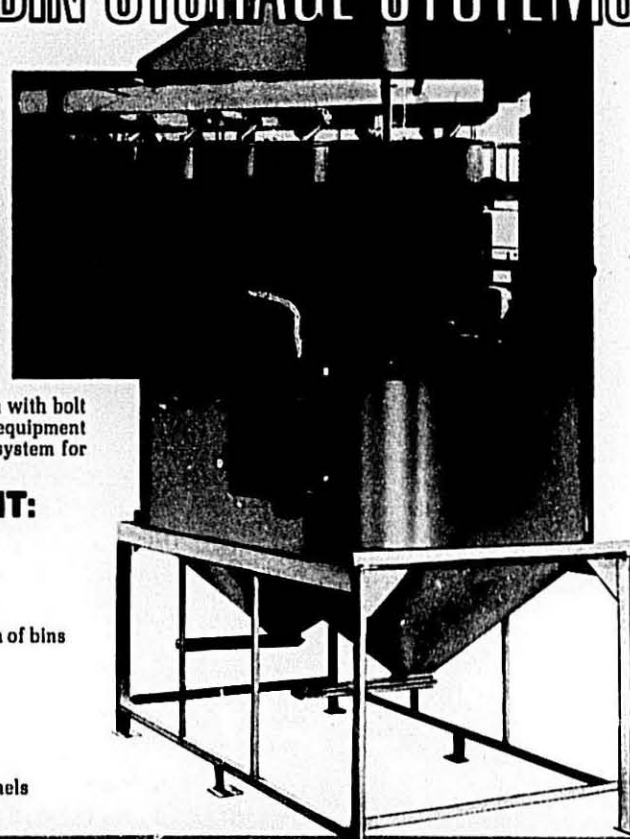
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the next bin can be selected manually or automatically.

Material is discharged from bins on demand from packaging or processing machines. Automatic discharge gates at bottom of bins control material flow into belt or Vibra-Conveyors.

Bins are available in sanitary construction with bolt or weld on support structures. Optional equipment provides for a complete automated storage system for surge storage or overnight storage.

## OPTIONAL EQUIPMENT:

- Bin Full Signal System
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- Bin full light indicators
- Bin empty light indicators
- Lucite view ports on side and bottom of bins
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services offered: Plant Engineering and Layout  
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(213) 852-5780 TWX 910-490-2101





Ronald L. Offhaus



Herbert F. Marra



Nicholas J. D'Agostino, Jr.

### A Look at the Food Industry

(Continued from page 24)

We even stock Italian cookies adjacent to the pasta department. We can sell three times as many Italian cookies here as we can in the regular cookie department.

A dollar's worth of pasta generates \$7.22 in related item sales. We want to make it easy for the consumer wanting to prepare Italian dinners to find all the items down one aisle.

Everyone uses pasta—91 percent use macaroni, 89 percent spaghetti, 81 percent egg noodles. To capitalize on this fact we display on a twenty-eight foot pasta department.

#### Store-wide Sales

Timely store-wide sales pay off. Among the factors are inflation and consumer demand. With the high price of meat the consumer went to low cost meals that were nutritious but more economical. Our profit potential was enhanced because consumer demand was there for the product. Pasta sales skyrocketed. We were very happy with the results of 1975.

In order to capitalize on mass merchandising we take the display away from the shelves and set up a display of noodles, plus sauce, plus bread crumbs, plus tomato paste. Also pictured were end of the aisle displays.

This gives an exciting, theatrical atmosphere in the store—it generates total store-wide sales.

#### Italian Festival

We have run an Italian Festival sale in October as an annual event for the past ten years. Displays incorporate olive oil, salad oil, breadcrumbs,

sauce, tomato products, mushrooms, et al.

Our advertising tied in every department in the store—bakery, dairy, produce, meats, dry grocery department, frozen foods and even general merchandise. We decorate the store and make an all out effort for a two-week period. Examples of this type of advertising were pictured. This kind of merchandising helps build sales and profits.

We run a pasta feature in our ads just about every week. We feature a different pasta as a top draw to our stores every week.

#### Extra Sales

Tie-ins mean extra sales. There are a galaxy of related items to be sold with pasta: dairy products, meat, fish, poultry, vegetables, sauces, condiments, herbs and spices, canned milk, pickles and olives.

Here is an unusual display with a cooler set in the center of a mass of noodles for promoting Noodles Romanoff with cheese and sour cream as related tie-ins.

Another shot was shown for a mass merchandising display for macaroni, salad dressing and tuna fish.

We allow our managers a lot of freedom. They can buy and merchandise—we have an ongoing contest for merchandising. Some will tie in to the ethnic background of the neighborhood area, such as a display of Polish noodles that go big in the Polish neighborhoods.

Store-wide sales are the real "show biz" of in-store merchandising. By special effort and promotions we have

peaked our pasta sales on the Fourth of July, Labor Day and with October Italian Festivals. We push pasta because it sells so many other items in the store.

#### Panel Discussion

**Koch:** Nick, do you want to comment on the slide presentation?

**D'Agostino:** I'd like that much shelving in my entire store, let alone in the pasta section. Our stores in Manhattan and the Bronx average 7,000 square feet.

**Marra:** In our area we do not use the number of items that Ron has in his stores; we do have large sections, but we merchandise fewer items.

**Koch:** What about Universal Product Code? Are any of you testing?

**Marra:** Some of our larger supermarkets are ready and we have the warehouse ready to tie in.

**D'Agostino:** No testing yet.

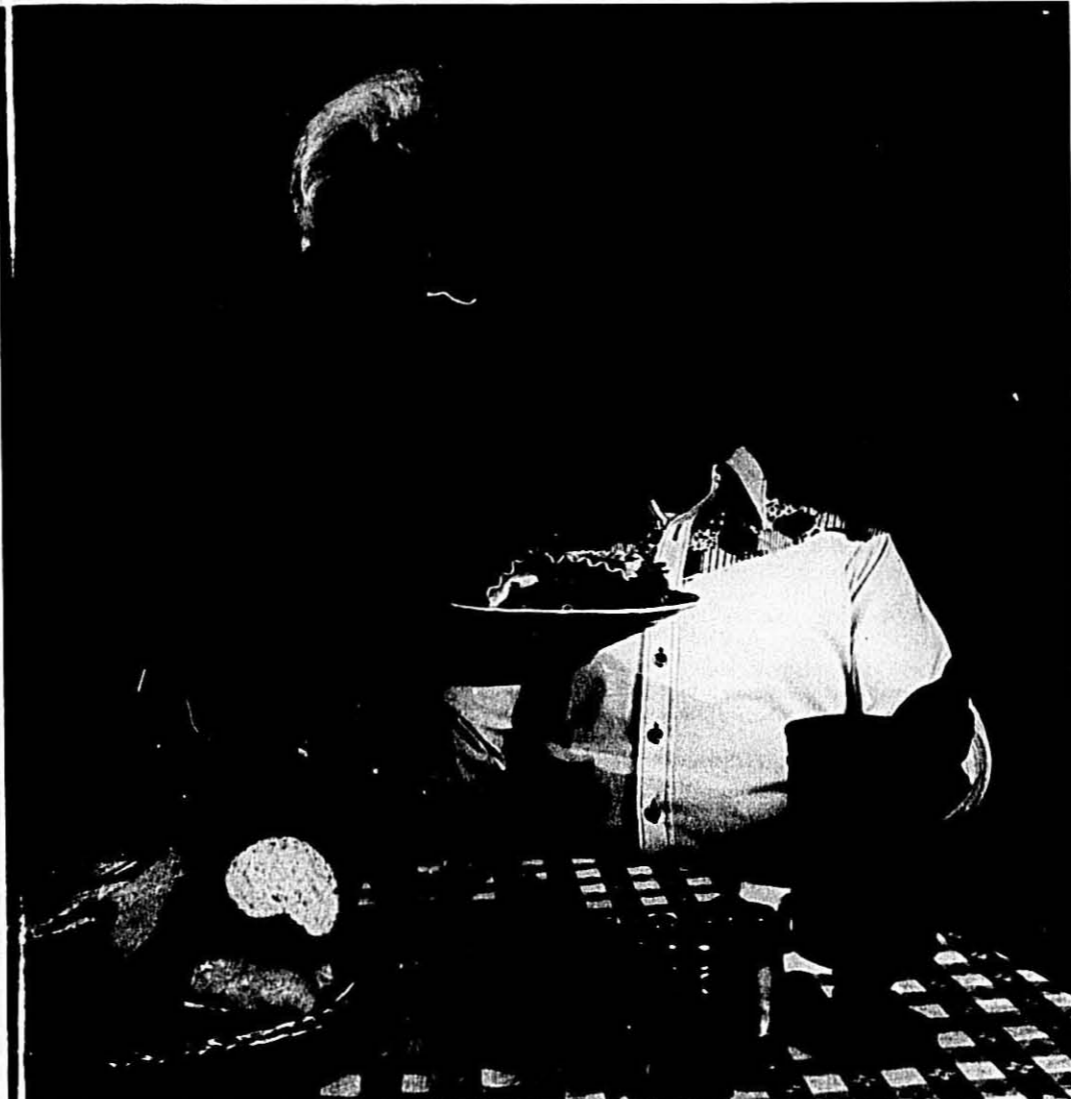
**Offhaus:** We think UPC is coming, but it is a matter of time. The investment for equipment plus the function of the scanners will play a role in timing. We are replacing cash registers with electronic units.

**Koch:** As another area of productivity, would you comment on backhaul?

**Marra:** We are engaged in wholesaling foods. We only backhaul 7 percent of our incoming merchandise; about 65 percent comes in by truck—the rest by rail. If we did have the opportunity to pick up merchandise in our trucks we could increase backhaul up to 35 percent. This is within a radius of 250 miles.

(Continued on page 28)

THE MACARONI JOURNAL



Gianna "Mama D" D'Agostino, of tv-cooking and cookbook fame, serves up proof-packed pasta at Minneapolis' popular Sammy D's restaurant.

# The proof is in the pasta!

If it looks good and tastes good. That's good pasta!

But good pasta requires good products. Like Amber's Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent flour.

Thanks to uniform high quality, color and granulation, these ingredients make your pasta operations run more smoothly.

Amber works exclusively with the finest durum wheat grown by farmers of the northern plains. And Amber grinds this fine durum in its modern efficient mill.

And Amber serves you right...by matching your specs and by shipping when promised. And the consumer gets a break, too, because the proof is in the eating. Call Amber now for your own proof.



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165/Phone (612) 646-9433



## A Look at the Food Industry

(Continued from page 26)

**Koch:** Your costs on utility bills have been startling to me—would you comment, please?

**Offhaus:** In the past year to 18 months we have had increases that have tripled our costs. In many instances, it exceeds the rent factor. It will have an effect on retailing as to the types of store built in the future. We must all stress energy savings programs.

**D'Agostino:** We in New York are paying one of the highest utility rates in the country. We are a highly union organized market. We must have a merchandise mix so that departments will generate good gross profits to cover high operating costs.

**Marra:** We have been working with 3M on a computerized energy flow system to cut energy usage 25 percent at peak periods and reduce costs. This system should pay for itself in two years.

**Offhaus:** People must be made aware that heat and light cost money—this is a teaching process, but a vital one.

**Koch:** Do you get into tie-in sales like Ron does?

**D'Agostino:** Yes, we do—but on a smaller scale.

**Marra:** We have a voluntary group—we set up all of their ads, but we have not gone into such a complete merchandising program as Ron has—but we intend to.

### Price Wars

**Koch:** The trade press indicates that we are getting into some area price wars at the retail level. A price war is when your closest competitor is selling below cost some of the more popular branded items and you are pressed to meet him. It is not good because it weakens the retailer, the distributor.

**Offhaus:** Nobody wins in a price war. There is always a fierce competitive situation and only the tightest operations survive. Where will you be after you give away your small profit?

**D'Agostino:** Price wars are stupid. It's a dangerous situation.

**Marra:** We have had our skirmishes in the Minneapolis area. But these situations always have to end and the

question to answer is what do you wind up with?

### What Customers Want

**Koch:** What do you want from macaroni manufacturers?

**D'Agostino:** We are sellers of merchandise—the consumer's agent—we must have the products she wants to buy at the right price. We must provide the customer who shops in our stores service, quality merchandise at the best possible price, so she will be satisfied and we can make a profit. Your requests for promotions or more shelf space must be thought of in those terms.

**Marra:** Sanitation is a most important consideration at the warehouse level. We black light every product that comes in and reject them if we do not feel they are clean and wholesome. We also must have lead time—we are working on faster turnovers. Because of the money shortage we must get 18 to 20 turns annually.

**Offhaus:** We would like tailored presentations for our needs. Your allowance must be good. Your product must move. Check what is happening at store level—we are handling 10,000 items. Be sure we are doing a good job.

**Koch:** What do you do about store locations? Are you closing any stores?

**Marra:** The small independent stores in the metropolitan areas are rapidly diminishing. The break-even point has become a volume of \$70,000 a week.

**Offhaus:** Tops bought four A & P's—three were just a few years old.

**Marra:** The chains are moving toward wholesalers for their distributing points. Retailers can do a better job of retailing and wholesalers can do a better job of wholesaling. In the future we will have massive wholesale distribution centers in the 600 to 700,000 square foot locations. This will help the pasta manufacturer by shipping larger quantities, such as truck loads and carloads.

**Offhaus:** You have to do your homework to open a store. You must maximize store layout for productivity. You must have energy savings devices. You must have a good balance of merchandise but you can't handle everything. You want a nice straight

line durable supermarket—a comfortable place to shop. Sanitation must be made easy.

**D'Agostino:** We must be more aware of our plans because of the money situation.

**Marra:** Fewer stores will open in the future. The average store today has 20,000 square feet and takes a \$600,000 investment.

### Coupons & Consumerism

**Koch:** Where are coupons going? **D'Agostino:** We do not use them in our ads. We do use them in circulars. We need support of a total program.

**Offhaus:** Coupons must have promotional activity with them.

**Marra:** There are too many of them. The other day a 15¢ paper had \$9.50 worth of coupons.

**Koch:** You are on the firing line—what about consumerism?

**D'Agostino:** The retailer is at home plate. He catches the heat. There are two types of consumer representatives: (1) The professional—we try to live with them; (2) The customer—we listen to her and try to be of service. We get involved—with local, city and national organizations so we know what is going on.

**Offhaus:** Work with them, understand them. We get 75 letters a week and we answer them.

**Marra:** There is more antagonism than there ever was. You've got to give them the right answers.

### Hygrade Dividend

The board of directors of Hygrade Food Products Corporation has declared its regular quarterly common stock dividend of 25¢ per share, payable April 9 to shareholders of record of March 26, 1976. Mrs. Gertrude Noodles is a division of the Corporation.

**ADM pays 5c Dividend**  
Directors of Archer Daniels Midland Co. declared a quarterly dividend of 5¢ per share on the company's common stock, payable March 1 to shareholders of record Feb. 19.

### Nestle Souptime

Nestle Co., White Plains, N.Y., is introducing Souptime, a 10-second instant soup, in Buffalo and in Portland,

Ore. The line includes chicken noodle, cream of chicken, cream of mushroom, tomato, green pea and French onion. The soup comes in flip-top boxes, each containing four single-serve envelopes. Each envelope makes a 6-oz. serving.

### Lipton Make-a-Better Burger

Thomas J. Lipton, Inc., Englewood Cliffs, N.J., has introduced a flavor enricher and extender for ground beef called "Make a Better Burger". The 3 oz. package of soy protein and seasonings doubles the quantity of ground meat mix and makes burgers juicy, full of flavor with less shrinkage.

It comes in four flavors: onion; chili—with red pepper; hickory—with bacon-flavored chunks; and mildly seasoned.

Retail price is about fifty cents. It has been advertised with coupons.

### Peavey Focuses on Quality, Service for Pasta Manufacturers

Peavey Company concentrates on supplying pasta manufacturers with quality durum products, a tradition of 35 years.

"This year in particular," says Jim Jacobs, manager of durum quality control, "we have seen severe variations in the quality of available grain. This has led us to redouble our efforts in crop selection and milling control so that we can consistently provide product of light color, low speck count and uniform granulation."

Peavey also places a priority on service. Recently it has been making its scientific and technological resources available to manufacturers, particularly helping to further understanding of the microbiology of pasta dusts and advancing standardization of microbiological laboratory methods. This work is to assist the industry in demonstrating its ability to set and maintain responsible standards of product quality on its own rather than leaving regulation to the Food & Drug Administration.

"Manufacturers have worked to build knowledge and procedures. Data we are gathering now in conjunction with the American Association of Cereal Chemists shows the



Improvements proceed at Peavey Company's mill at Superior, Wisconsin. At left is the new air makeup system which controls the environment in the process area of the mill; at right is the new bulk loadout bins for better handling of product.

industry is much better prepared to deal with the whole matter of microbiology," says Dr. John Nelson, vice president of Research and Development.

### Key Supplier

To back its role as a key supplier of durum products, Peavey is strengthening its capacity to supply manufacturers by expanding its Superior, Wisconsin mill. The modernizing project now in progress will make this mill the largest durum production unit in the country.

Improvements, occurring without interruption of daily production, are progressing so efficiently that "we may well complete the planned 10-year program in six years or 1978," says Frank Lindholm, assistant operations manager of Peavey's Industrial Foods Group.

By the end of this year the major alterations of a new electrical system and mill process equipment will be in place. The air makeup system controlling the environment inside the mill and bulk loading facilities are also to be done in 1976. The mill's capacity is being enlarged from 8,000 to 12,000 hundredweights daily, growth in line with serving a growing industry.

### Corrigan to Head Minneapolis NAB

Fritz Corrigan, Chairman of the Board and Chief Executive Officer of Peavey Company, has accepted a White House appointment to serve as

the metro chairman of the National Alliance of Businessmen (NAB) for the Minneapolis area.

"I have accepted because of my conviction that the business community as never before needs to demonstrate our concern for the social problems that plague our system of free enterprise, that we do have responsibilities beyond those of making profits and that NAB is a means whereby businessmen can show concern in a practical way," said Corrigan.

NAB involves over 1,000 area companies in providing jobs and training for the disadvantaged, Vietnam veterans, needy youth and ex-offenders. Established in 1968 and based in Washington, D.C. with branches in 130 major U.S. cities, NAB locally has a target of finding jobs for 2,000 disadvantaged adults, 3,200 Vietnam veterans and 100 ex-offenders in 1976. In April, the metro Minneapolis NAB organization will conduct its annual campaign to place 1,100 youth in summer jobs.

Corrigan succeeds Floyd H. Bragg, Senior Vice President for Prudential Insurance Company of America, as the Minneapolis metro chairman. Corrigan has a 40-year career with Peavey and is on the Board of Directors of Abbott-Northwestern Hospital of Minneapolis, the Minneapolis YMCA, the Minnesota Orchestra and the Center for Family Studies, Inc. of Duluth.

### Peavey Earnings

Peavey Company announced net earnings for the second quarter ended January 31, of \$3,651,000 or 64 cents per share on sales of \$124,486,000. This compares with net earnings of \$4,290,000 or 76 cents per share on sales of \$127,779,000 for the second quarter a year ago.

Net earnings for the first half were \$8,756,000 or \$1.53 per share on sales of \$251,630,000. This compares with net earnings of \$8,828,000 or \$1.56 per share on sales of \$257,854,000 for the first six months a year ago.

"Reduced second quarter earnings," Peavey Chairman Fritz Corrigan said, "are traced to a decline in volume of grain handled, lower grain merchandising margins and continued reduction in livestock feed sales for the Agricultural Group."



## Peavey doesn't quit working until dinner is served.



When the durum wheat is still growing in the North Country, Peavey goes to work. Checking field samples for quality and anticipated yield. Then, we collect and move the harvest through grain elevators and carriers to the mills. Not just flour mills. Durum mills. There the grain is processed into the finest King Midas Semolina and Durum flours. By this time, our sales offices are already matching our supplies with your requirements. So you get the finished flour where you want it. When you want it. But we don't stop there. Our Technical Center continues to look for ways to make our products perform a little better. And to make our systems work a little faster. You've got a good thing going in King Midas Semolina and Durum flour. Because we don't stop working until dinner's on the table.



### Peavey Semolina and Durum flour.

**Sales Offices:**  
Minneapolis, Minnesota (612) 370-7840;  
White Plains, New York (914) 694-8773;  
Chicago, Illinois (312) 631-2700

# Peavey

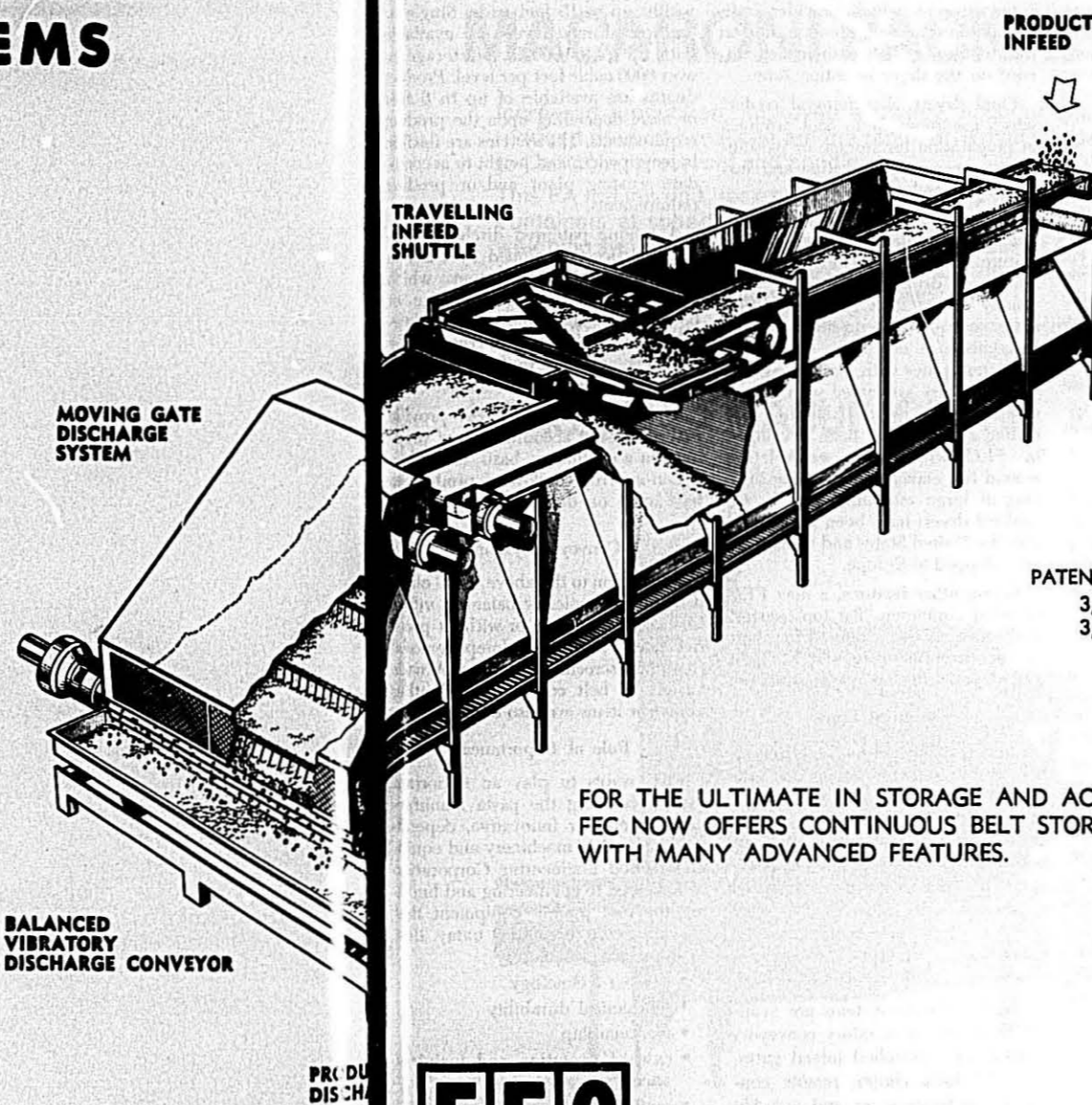
Industrial Foods Group

# CONTINUOUS BELT STORAGE SYSTEMS

FOR NON-FREE AND FREE FLOWING PRODUCTS

## FEATURING:

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- A MOVING GATE DISCHARGE SYSTEM FOR THE CONTROLLED DISCHARGE OF NON-FREE FLOWING OR DELICATE PRODUCTS AT A UNIFORM RATE WITH LITTLE OR NO BREAKAGE
- STORAGE CHAMBER SIDE WALLS ARE SLOPED INWARD AT THE TOP, REDUCING PRODUCT DRAG AND THE POSSIBILITY OF PRODUCT MARKING OR BREAKAGE
- A TRAVELLING INFEED SHUTTLE WITH SIMPLE, SELF CONTAINED MECHANICAL DRIVE SYSTEM, OBTAINS ALL REQUIRED POWER FROM THE CONVEYOR BELT BRINGING PRODUCT TO IT.
- A DYNAMICALLY BALANCED VIBRATORY DISCHARGE CONVEYOR, REQUIRING NO SENSING DEVICES, DISCHARGES NOODLES AND OTHER PRODUCTS IN A VERY UNIFORM STREAM
- STORAGE SYSTEMS AVAILABLE IN SINGLE, DOUBLE OR TRIPLE LEVEL ARRANGEMENTS WITH VARIABLE LENGTHS WIDTHS AND HEIGHTS



PATENT NUMBERS:  
3,877,585  
3,921,853

FOR THE ULTIMATE IN STORAGE AND ACCUMULATION  
FEC NOW OFFERS CONTINUOUS BELT STORAGE SYSTEMS  
WITH MANY ADVANCED FEATURES.

# FEC

**FOOD ENGINEERING CORPORATION**

2722 FERNBROOK LANE • MINNEAPOLIS, MINNESOTA 55441 • PHONE: (612) 544-5055

## Young Equipment Manufacturer Is On The Move

Food Engineering Corporation, Minneapolis, manufacturers of dryers, finished product bulk storage systems, conveying systems and other food processing equipment, has recently signed a purchase agreement for a tract of industrial land in the City of Plymouth, Minnesota, a Western suburb of Minneapolis, reports Ralph Burgess, President.

Plans are presently being drawn up for the construction of a 42,000 square foot phase I manufacturing and assembly plant with adjoining engineering and administrative offices, which the firm hopes to occupy by the end of summer, 1976. The expansion will allow the present staff of 32 to more than double. The new site will allow the eventual phase II and phase III expansions, which are already being planned, to grow to a maximum building size of about 130,000 square feet.

The new facility will feature high ceilings with overhead cranes and will have wide bays for efficient handling of materials and parts through manufacturing, assembly and warehouse areas.

### Doing Own Manufacturing

A few years ago Food Engineering Corporation started out as an engineering company engaged in the design and development of food processing machinery and equipment. During the initial years manufacturing was sub-contracted to outside shops. As several lines of standard equipment began to emerge, there was a strong need to obtain control and stability over quality, delivery and prices, and in 1972 a major effort was made to fully equip and staff their own manufacturing facility. The effort has paid off, and FEC is now doing over 95% of their own manufacturing on new, modern fabricating equipment.

### Dryers

Preliminary dryers, final dryers, final dryers with integral coolers, and shaking type pre-dryers are now being offered by FEC for the processing of short cut and noodle pasta products. All dryers have been designed to be the most sanitary and corrosion resistant machines available today.

Preliminary dryers feature an independent conveyor drive on the last conveyor pass which provides individual adjustment of retention time on the "tempering" belt without dependence on the dryer retention time.

Final dryers offer integral coolers which use room air to cool products in preparation for storage or packaging to prevent condensation and further moisture loss.

Pre-assembly before shipment of all but the largest dryer sizes is a unique feature pioneered by FEC. Pre-assembly of dryers in the FEC shop usually results in a greatly reduced cost compared to an on-site assembly. In addition, it eliminates the clutter and interference with work areas that are sometimes associated with an on-site assembly. Special skidding and crating systems have been developed by FEC which form exoskeletons around the machines and allow shipping of large assembled dryers. Assembled dryers have been shipped all over the United States and three have been shipped to Europe.

Among other features, a new FEC extruded aluminum "flat top" perforated conveyor slat is offered for short cut dryers. The new slat is light weight, yet strong enough to stand on.

### Storage Systems

Continuous belt storage systems as well as bin storage systems are now offered by FEC. The bin systems are used for free flowing products whereas the belt systems may be used for both free and non-free flowing products. The systems are generally used to continuously receive the store products from processing lines 24 hours per day and to discharge to packaging during a single 8 hour shift.

The bin storage systems are available with infeed vibratory conveyors with remote controlled infeed gates, spiral let-down chutes, remote controlled discharge gates and variable rate discharge conveyors. The storage bins are available in a wide range of sizes, capacities and arrangements.

For the ultimate in storage and accumulation FEC now offers continuous belt storage systems with many advanced features. Conveyor systems

of both stainless steel and aluminum self supporting slats are available in widths up to 15 feet wide. Single or multiple storage levels are available with up to 100,000 lb. of storage or over 6000 cubic feet per level. Product depths are available of up to 6 feet or more depending upon the product requirements. The systems are flexible in length width and height to accommodate existing plant and/or product requirements.

A unique patented discharge system has been developed by FEC to work with the belt systems which provides a controlled discharge of both noodles and other non-free flowing products as well as of free flowing products, at a very uniform rate with little or no product breakage.

The belt storage systems provide first-in first-out accumulation of products on a continuous basis, and allow a non-interrupted flow of product to packaging on demand from packaging.

### Conveyor Systems

In addition to the above, FEC offers a line of dynamically balanced vibratory conveyors, with or without product fines removal or lump removal (scalping) screens or sections. A wide variety of belt conveyors and other conveyor items are also offered.

### Role of Importance

FEC wants to play an important role in fulfilling the pasta manufacturers needs for innovative, dependable, up to date machinery and equipment. Food Engineering Corporation is dedicated to engineering and building the best possible equipment that is available on the market today. Benefits in terms of:

- process technology
- mechanical durability
- workmanship
- ease of operation and maintenance
- sanitation
- simplicity of installation
- value/affordability

Packaging's value equals 2% of the Gross National Product, and less than 6% of total personal expenditures for manufactured goods.

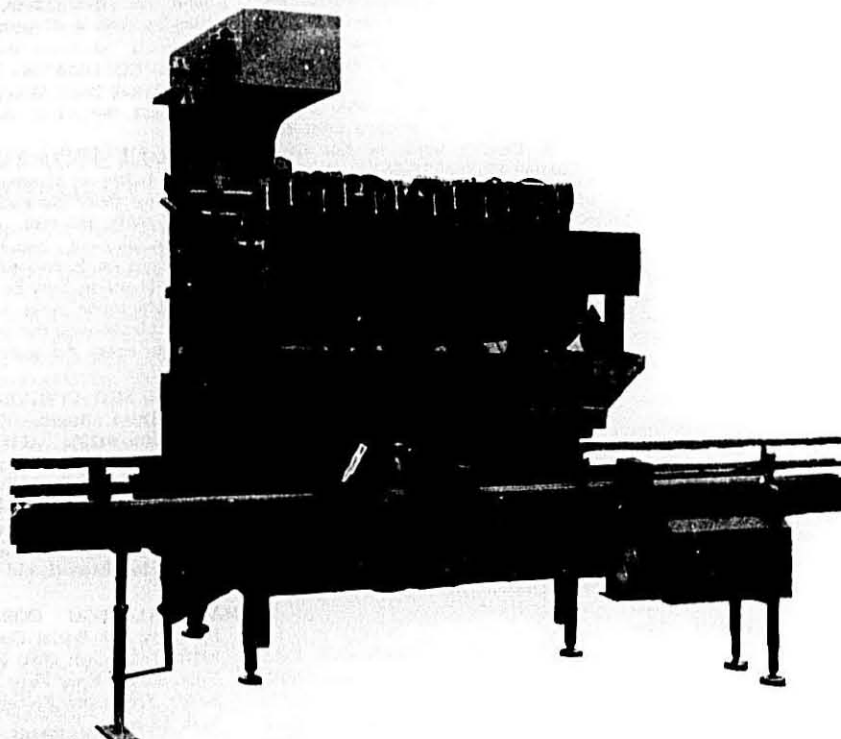
## A new Wright capability- MACARONI PACKAGING

Increased production, improved accuracy, superior line efficiency, and reduced product breakage are the result of Wright's integrated approach to packaging macaroni and noodles.

This FA In-Line unit, for example, is eminently suited for packaging rigid containers at speeds from 30 to 90 packages per minute. In-Line FA weighing systems are offered in multi-headed designs of from 2 to 6 scales to work in conjunction with existing carton units or are available as a complete system to include a carton machine.

Find out about your increased production—contact Wright Machinery today!

► DESIGN ► MANUFACTURE ► SERVICE



**WRIGHT MACHINERY COMPANY, INC.**  
Durham, North Carolina 27702 Tel. 919-682-8161

# BUYERS' GUIDE

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

## DURUM PRODUCTS

**A D M MILLING CO.**, Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Golden-glo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad page 7.

**AMBER MILLING DIVISION, G. T. A.**, St. Paul, Minnesota 55165. Telephone: Area Code (612) 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kumbanka Durum Flour. See ad page 27.

**GENERAL FOODS, Igleheart Mill Operation**, P.O. Box 1128, Pendleton, Ore. 97801; Phone: (503) 276-6511. Durum products. Mr. Dan H. Breland.

**GENERAL MILLS, INC.**, Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Gold Medal Semolina No. 1; Exalto Durum Clear; Gold Medal Durum Flour. Northern California and Pacific Northwest call: Jean Hassell, Region Manager (415) 327-0372; Southern California call: Don Anderson (213) 583-4335.

**INTERNATIONAL MULTIFOODS CORP.**, Durum Product Division, 1200 Multifoods Building, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. Duregg (TM). 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. General Sales Office: Mr. V. M. Peterson, Grand Forks (701) 772-4841; District Office in Stillwater, Minnesota: Ray Wentzel (612) 439-5662; in Haworth, New Jersey: John Tobia (201) 384-3862. See page 1.

**PEAVEY COMPANY - DURUM MILLS**, Peavey Building, 730 - 2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour, Durambo Durum Flour, GL 75/25 Semo Farina, Granorina 50/50 Durum-Hard Granular, Premiata 50/50 Durum-Hard Flour. General Sales Office: Minneapolis: Robert H. Cromwell, Vice President, Durum Sales (612) 370-7840. District office in New York: Gerald P. Marron (914) 694-8773. District office in Elk Grove Village: William H. Grady (312) 631-2700. See ad pages 30-31.

**SEABOARD ALLIED MILLING CORP.**, P.O. Box 19148, 1550 West 29th Street, Kansas City, Missouri 64141. Telephone: Area Code 816, 561-9200. Mr. R. G. Myers, Mr. Lin L. Lundgaard, Mr. Henry L. Sumpter. Complete line of durum products milled in Albany, N.Y. See ad page 17.

## EGGS

**BALLAS EGG PRODUCTS CORPORATION**, 40 North Second Street, P.O. Box 2217, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

**BROWN PRODUCE COMPANY, INC.**, P.O. Box 245, Farina, Illinois 62838. Telephone: Area Code 618, 245-3301. A fully integrated company packing Bakers Egg and Bakerite Brand Frozen Eggs, Egg Solids, Liquid Egg Products and specializing in a complete Dark Yolk program.

**CUTLER EGG PRODUCTS INC.** 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales

Telephone: Area Code 205, 585-2688. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36310.

**HENNINGSEN FOODS, INC.**, 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. For information, contact: John T. Henningsen, Roger C. Buckley, Vito J. D'Agostino.

**JULIUS GOLDMAN'S EGG CITY**, 8643 Shekell Road, Moorpark, California 93021. See ad on page 45.

**MARSHALL PRODUCE CO.**, The Egg Products Div. of Marshall Foods, Inc. P.O. Box 1088, Marshall, Minnesota 56258. (507) 532-4428. All types of egg solids and blends, including whole egg solids, free flo & standard; egg yolk solids, free flo & standard; egg white solids, spray and pan dried. Three plants—warehouse stock from coast to coast. Ad page 23.

**MONARK EGG CORPORATION**, 11 East Third Street, Kansas City, Missouri 64106. (816) 412-1000. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, and White Solids. Dark color available. Main office in Kansas City. Facilities located in Missouri and Kansas.

**NATIONAL EGG CORPORATION**, P.O. Box 338, Social Circle, Georgia 30279. Telephone: (404) 464-2652. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow. Frozen 45% Solids Yolk 3.0 color.

**WILLIAM H. OLDACH, INC.**, P.O. Box 337, Flourtown, Pennsylvania 19031. Specializing in egg products sale and distribution to discriminating food manufacturers with strict adherence to quality specifications. Liquid-Frozen-Dried. See ad page 39.

**SCHNEIDER BROS., INC.**, 315 North Carpenter Street, Chicago, Illinois 60607. Mr. Morris Schneider, president; Mr. William Schneider, vice-president; Mr. Sid Schneider, vice president. Liquid frozen and dried egg products.

**TRANIN EGG PRODUCTS COMPANY**, 3330 Woodrow Wilson Avenue, Jackson, Mississippi 39207. Telephone: Area Code 601, 948-5317; Telex 585-401. Processors of dried egg products including free flowing or standard egg yolk and whole egg, complete lines of blended to specifications dried egg products, and all types of dried egg whites both spray and pan dried, with all products packed under strict quality control. A subsidiary of American Consumer Industries, Inc. See ad on page 55.

**MILTON G. WALDBAUM COMPANY**, Wakefield, Nebraska 68784. Phone: (402) 278-2211. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks, spray dried whole egg or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact. See ad on page 49.

## MANUFACTURING EQUIPMENT

**AESECO CORPORATION**, 8357 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aeseeco (overlapping bucket lifts (elevators), belt conveyors-sanitary, accumulators, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selective bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad page 25.

**ATT, INGG. M., G. BRAIBANTI & COMPANY**, Largo Toscanini 1, 20122 Milano, Italy. U.S. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017, Phone (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of

specialty machines, including ravioli and tortellini. Free consulting service for factory layouts and engineering. See ad pages 52-53.

**ZAMBONI, VIA G. VERGA**, 3 40033 Casalecchio de Reno, Bologna, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017. Phone: (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

**BUHLER-MIAG, INC.**, 8925 Wayzata Boulevard, Minneapolis, Minnesota 55426. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short goods, noodles, long goods and twisted goods, automatic accumulators for short, long goods and noodles, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag Canada Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. Phone (416) 445-6916. See ad page 15.

**DEFRANCISCI MACHINE CORPORATION**, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 4-5.

**FOOD ENGINEERING CORPORATION**, 2722 Fernbrook Lane, Minneapolis, MN 55441. Phone: (612) 544-5055. Design and build custom made machines, coolers, dryers, storage and accumulating systems and diverse equipment. Mr. Ralph Burgess, president. See ad pages 32-33.

**HOSKINS COMPANY**, P. O. Box F, Libertyville, Illinois 60048. TWX 910-684-3278; Phone: (312) 362-1031. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of

macaroni machines; Semco, manufacturers of bulk flour handling systems; Aseeco, manufacturers of food conveying and storage equipment. American Sanitation Institute, a division of the Hugel Co., sanitation consultants. See ad page 19.

**S. HOWES CO., INC.**, Silver Creek, New York 14136. Manufacturers of equipment for the grain and food processing industries since 1856. Mixers of stainless steel for sanitary applications, including the continuous, automated noodle processing system, insuring that every particle of wheat is moistened to proper viscosity. Telephone: (716) 934-2611. See ad page 43.

**MICRODRY CORP.**, 3111 Fostoria Way, San Ramon, California 94583. Multi-stage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. Also noodle cutters, die washers, shaker pre-dryers. See ad on page 21.

## DIES

**D. MALDARI & SONS, INC.**, 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Manufacturer of Extrusion Dies only. See ad page 8.

## PACKAGING EQUIPMENT

**AMACO, INCORPORATED**, 2601 West Peterson Avenue, Chicago, Illinois 60659. Suppliers of fully automatic macaroni and spaghetti conveying, sorting, high-speed weighing, bag forming, filling and sealing, as well as cartoning, equipment for both long and short goods.

**CLYBOURN MACHINE DIVISION**, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Ill. 60076. Phone (312) 677-7800. Vertical cartoning equipment with volumetric or net weight filling. Horizontal cartoners for long macaroni products. See ad page 41.

**CROMPTON & KNOWLES CORPORATION**, 3000 St. Charles Road, Bellwood IL 60104. Phone: (312) 544-7100. Manufacture following machines for macaroni product packaging: Redington Type 26K horizontal cartoning machine for handling long cut macaroni or spaghetti. Can be equipped to drive automatic scales. Redington

(Continued on page 38)

Vertafil vertical cartoning machine for handling short cut macaroni products with volumetric measuring or can be equipped with scales. Sales offices: Eastern U.S., John W. Hoskins, 1051 Bloomfield, Rm. 9A, Clifton, NJ 07012 (201) 773-7360; Ohio Area, John J. Soltes, 2247 Westminster Rd., Cleveland Hts., OH 44118 (216) 932-5032; New England, James J. Tallon, 30 Southwick St., Feeding Hills, MA 01030 (413) 786-0120; Midwest, Joe E. Wilcek, 3000 St. Charles Rd., Bellwood, IL 60104 (312) 544-7100; Southern U.S., Beacon Engineering Co., Inc., P.O. Box 129, Jasper GA 30143 (404) 692-6411; Southwest, Lyttleton Packaging Machinery Co., P.O. Box 66431, Houston, TX 77006 (713) 524-2173; Western U.S., Ed Minneman, 15 Arcangel Way, San Rafael, CA 94903 (415) 479-4819; Southeastern U.S., M. Cecil Somerall, Inc., 7224 Lancer Dr., Charlotte, NC 28211 (704) 384-4364. See ad page 51.

**HI-SPEED CHECKWEIGHER CO., INC.**, 605 West State Street, P.O. Box 40, Ithaca, New York 14850. (607) 273-5704—Telex 937485. Checkweighers, net weighers, package handling systems, metal detectors, control systems, custom designers. See ad page 47.

**MIRA-PAK, INC.**, 7000 Ardmore, Houston, Texas 77021 (713) 747-1100. Manufacturers of vertical form-fill-seal packaging equipment—the Mira-Wrap series 10,000 with Sigmatrol computerized weighing; volumetric and auger fillers; tailored flat-bottom package machines; inert atmosphere packagers; Way-Fill weighing systems; for instant and continuous control and analysis of the packaging line; Mira-Cartoner bag-and-box system; Mira-Pak diagnostics, a computerized troubleshooting system. Sales Offices: Eastern region, 5 Brandon Road, Trenton, New Jersey 08638 (609) 896-1974; Mid-western region, 566 General Steuben Road, King of Prussia, Pa. (215) 265-7350; Western and Canada region, 7921 Shouk Avenue, Canoga Park, Ca. 91304 (213) 884-5782; International sales and reconditioned machine sales, 7000 Ardmore, Houston, Texas 77021 (713) 747-1100.

**TRIANGLE PACKAGE MACHINERY CO.**, 6655 W. Diversey Avenue, Chicago, Illinois 60635. Vertical Form, Fill, Seal Bag Machines with Auger Fillers for seasoning or sauce mixes. Vertical Form, Fill, Seal Bag Machines with Volumetric Fillers for Short Cuts. Vertical Form, Fill, Seal Bag Machines with Flexitron Net

Weighers for Short Cuts and Noodles. Gaubert Weighers and Wrappers for Long Cuts. Sales Offices: 361 Franklin Avenue, Nutley, New Jersey (201) 681-0829. 4500 Campus Drive, Newport Beach, California (714) 546-6795. 202 Calcita Drive, Santa Cruz, California (408) 426-5161; 6915 Atwill, Street, Houston, Texas (713) 665-8138; 6655 West Diversey Avenue, Chicago, Illinois (312) 889-0200.

**WRIGHT MACHINERY COMPANY, INC.**, P.O. Box 3811, Durham, North Carolina 27702. Telephone: (919) 682-8161. Form-fill systems for your flexible package needs. Complete carton systems for rigid container needs. New 4-page bulletin describing Wright's complete line of packaging machinery for the macaroni industry now available. See ad page 35.

#### PACKAGING SUPPLIES

**CLOUDSLEY COMPANY**, 470 W. Northland Road, Cincinnati, Ohio 45240. Flexible packaging converters. Call 825-4800, Area 513. Mr. Howard J. Maue.

**DIAMOND PACKAGING PRODUCTS DIVISION**, Diamond International 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. 2 Divisional General Sales Offices for inquiry convenience: Midwestern Area—Middletown, Ohio & Eastern Area—New York, New York. Nine manufacturing plants are strategically located coast to coast. See ad Inside Back Cover.

**FAUST PACKAGING CORPORATION**, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

**FIBREBOARD CORPORATION**, 55 Francisco Street, San Francisco, California 94133. Eastern Sales Office: 560 Sylvan Avenue, Englewood Cliffs, New Jersey 07632. Rossotti Sales group of Fibreboard Corporation specializes in the manufacture of folding cartons for the macaroni and frozen food industry. Manufacturing Capabilities: Large, modern plants located

on both East and West Coasts. They offer extensive lithographic capabilities including combination form and die-cutting, windowing machines and special finishes back up major printing equipment. Fibreboard's position as largest west coast paperboard producer assures adequate supply of board to all plants. Special Finishes: Gloss coating, waxing, embossing, metallic leaf stamping, pre-applied adhesives. Mechanical Packaging Systems: In-depth engineering analysis to help assure you of the most efficient packaging system in your plant. This is followed up by continuing service by our engineers. Packaging Design: Professional designers experienced in the pasta and related industries are available for your packaging needs. See inside front cover.

**INLAND CONTAINER CORPORATION**, 37333 Cedar Blvd., P.O. Box 565, Newark, California, 94560. Corrugated containers. Mr. Ernest Gup-till.

**MUNSON PACKAGING COMPANY**, P.O. Box 512, Edgewater Branch, Cleveland, Ohio 44107. Subsidiary of RoSpatch Corporation. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

**PARAMOUNT PACKAGING CORPORATION**, Oak Avenue, Chalfont, Pa. 18914, Telephone: (215) 882-2811. Manufacturers of flexible packaging materials for noodles, macaroni, and spaghetti products, including a new economical series of all plastic laminations. Also, flexographic printing, gravure printing, extruded and co-extruded plastics. Plants: Chalfont, Pa., Murfreesboro, Tn., Philadelphia, Pa. Sales Offices: New York, N.Y., Philadelphia, Pa., Chalfont, Pa., Cincinnati, Ohio, Murfreesboro, Tn., Chicago, Ill., Dallas, Texas, and Los Altos, Ca.

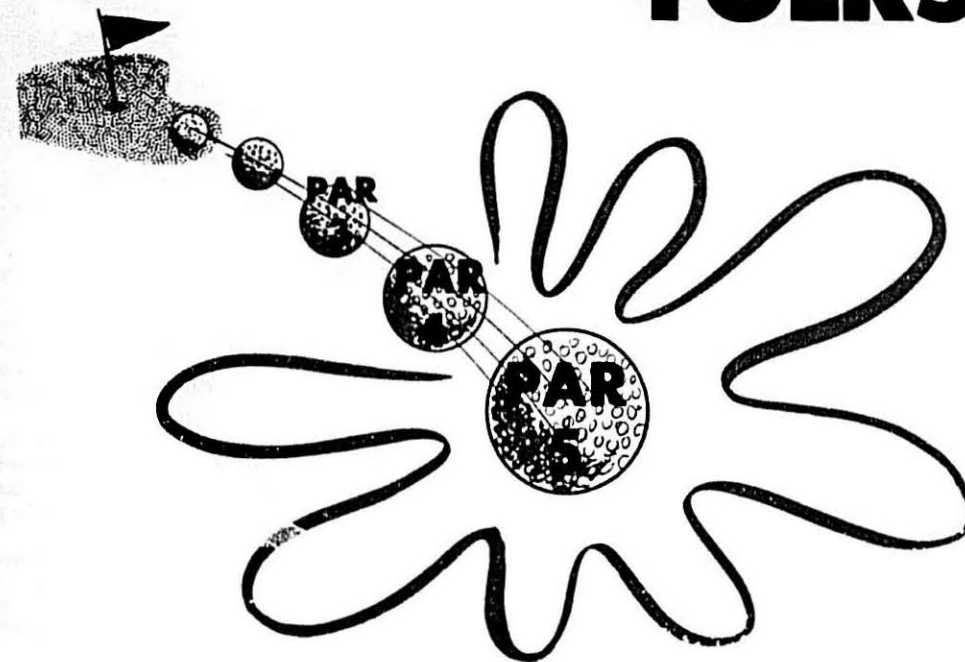
#### SERVICES

**JACOBS-WINSTON LABORATORIES, INC.**, 156 Chambers Street, New York, N.Y. 10007. Phone (212) 692-6536. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide, bacteriological and nutritional analysis. See ad page 13.

(Continued on page 40)

WHATEVER SCORE IS PAR FOR YOUR PLANT  
WE HAVE THE

DEEP  
COLOR  
YOLKS



- ★ AVAILABLE NATIONWIDE
- ★ PACKED TO SPECIFICATION
- ★ FROM CONTROLLED FLOCKS

**WILLIAM H. OLDACH, Inc.**

Flourtown, Pennsylvania 19031

Telephone: 215-836-7800

P. O. Box 337

## National Macaroni Institute Report

by Elinor Ehrman, Vice President, Theodore R. Sills, Inc.

We were asked by the Committee this year to present a Job Description of our public relations commitment to the National Macaroni Institute.

As I explained at the Committee Meeting, we don't plan a year's program without a thorough review of our results, and a re-think of our Marketing Objectives and Strategies. Our Marketing Objectives:

1. Broaden consumer awareness of the many attributes of macaroni products.
2. Increase frequency of usage of macaroni products.
3. Build shelf space and retailer support at point of sale.

### Our Strategies:

1. Educational public relations program to inform consumers of nutrition, versatility, economy, flavor and ease of preparation.
2. Provide a variety of menu suggestions and recipe ideas.
3. Tailor editorial copy to today's lifestyles to communicate with the widest range of audiences.
4. Develop centerstage opportunities for macaroni products in participations at professional meetings of food specialists.
5. Alert supermarkets to the promotional program and National Macaroni Week.
6. Series of advertisements in grocery trade magazines.

### Big Breaks

If there was ever any doubt as to the efficacy of our strategy in communicating our objectives to the media, these two special interest magazine food features which ran in the second half of 1975 should put your mind to rest.

A full-color centerspread in a September issue of TV GUIDE pictures a Stuffed Shell recipe with the headline "A Savory Way To Save." The complete feature contains two additional recipes demonstrating "pasta as a good way to stretch meat or cheese," in the #1 magazine in circulation (almost 20 million), surpassing Reader's Digest by a couple of million.



Elinor Ehrman

Our diet story couldn't be better told than as a food feature in WEIGHT WATCHERS, picturing a full-color centerspread captioned "A PASTA FEAST" in the November issue. The cover flags attention to the "PERFECT PASTA . . . SUPERB SAUCES" story and a full page of sauce recipes and our pasta cooking instructions.

If we were your advertising agency, instead of your public relations agency, we'd end our report right here. Because combined, the space costs alone come to \$178,000!!!!

### Leading Women's Magazines

Leading women's magazines gave us multiple-page features in full color; Good Housekeeping—in August and September, the latter a cover feature on economy: How to get more meat for less money.

House & Garden—in June—another cover feature on Make-Ahead Casseroles featured 3 pages of Inventive Pasta Casseroles: 4 to make ahead and freeze; 4 to make the day before—Menus to go with them.

Ladies Home Journal—in November did a 2-page feature on party pasta recipes from the Four Seasons Restaurant.

In November, American Home featured macaroni in its cover feature, "Continental Parties for Pennies" which presented menu and Pasta Recipe for entertaining 12 under \$25.

In March the #1 Magazine in the

Bridal Field featured a full-color centerspread entitled "Have a Classy Classic Italian Supper"

True Confessions featured our full page color photo of Meatballs in Tomato Sauce in a 2-page feature in May's issue entitled "From Italy's Kitchens . . . with love," and Modern Romances ran a full-page on "Let's Have Pasta" in December.

Woman's Day Service Series . . . Best Casseroles to Make . . . included pasta in a cover feature "Glamorous Low-Cost Meats, Poultry, Fish, Vegetables—on a Budget" in a 6-page feature including a full-color centerspread on "Pick a Perfect Pasta."

### Youth Books

Four major stories appeared in leading youth books:

Last month's Seventeen ran a full color centerspread article on "It's a Party! Bring on the Pasta."

Girl Talk, catering to teens in health and beauty areas, included pasta in a cover feature entitled "How to be a Superb Hostess using Supermarket Specials."

American Girl, the Girl Scout magazine, ran a 3-page Pasta Portfolio feature in February, including a page of food suggestions and a page of craft suggestions.

Young Miss—the youth digest—featured "One Step to Dinner" . . . 6 pages of our pasta recipes last April. Total space valued at \$53,000

### Special Interests

As we've noted before, in recent years special-interest books have proliferated. Here is an example of new outlets for pasta stories.

Braniff Airlines Jet Set—Summer issue—ran a page of Summer Macaroni menu suggestions.

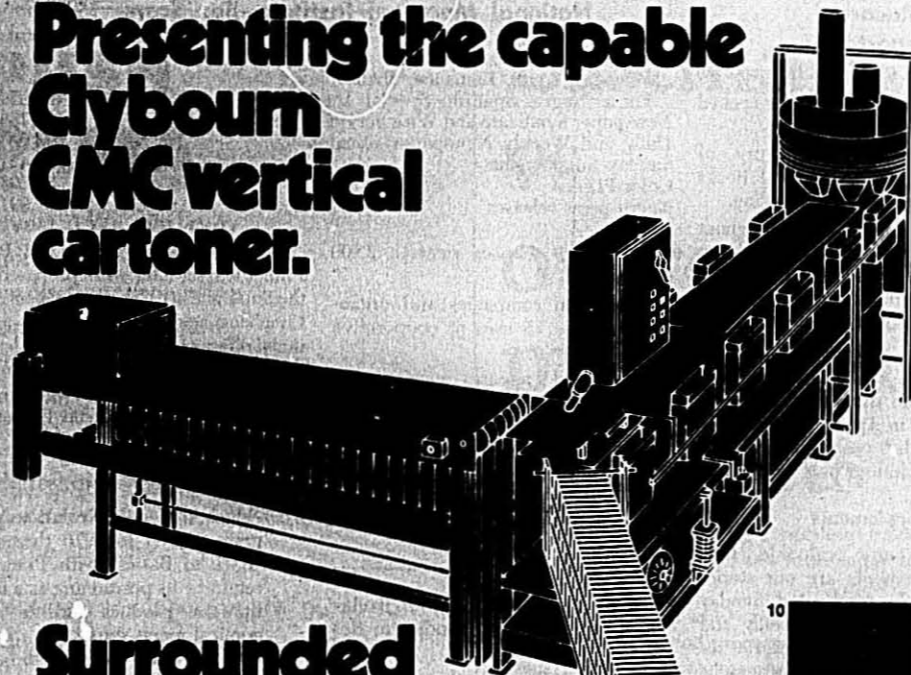
Carte Blanche—the credit card's prestige magazine of Travel, Dining and Entertaining, featured our color photo of Spaghetti with its travel issue on Clamming and foods to serve with them.

Bon Appetit—the gourmet magazine ran our color photo in a Encore for Trazzini story.

and Woman's World gave pasta a cover plug in its article on Money-

(Continued on page 42)

## Presenting the capable Clybourn CMC vertical cartoner.



## Surrounded by its many talents.

You're looking at a brilliant performer. And with the help of its many options, it can show you a remarkably versatile performance. In fact, the Clybourn CMC satisfies the specific requirements of almost any application. Automatically.

All the operator does is keep carton magazine and glue pots supplied. The cartoner forms the cartons, fills them volumetrically with free-flowing products, seals and delivers them to the compression section.

With the Clybourn options, it can also fill cartons with powders, bagged products and non-free-flowing products. Bottles, cans, pour-spouts, premiums and coupons can be automatically inserted.

Products can be fed by volumetric, net weight, auger, or exact count feeders. Cartons can be intaglio-pattern cold glued or glued by hot melt systems for tight slit-proof seals.

Clybourn not only engineers equipment to meet specific requirements, but provides for convenient conversion to meet later needs.

If you make hard-to-load products or need ever-changing carton sizes — or whatever your cartoning problem — count on Clybourn CMC cartoners for a solution. Write now for the fully detailed brochure No. CMC-1014. See how Clybourn CMC vertical cartoners can make your production line move at top efficiency.



**CLYBOURN MACHINE COMPANY**  
a division of Paxall, Inc.  
7515 N. Linder Ave., Skokie, Illinois 60076  
(312) 677-7800

- 1 High speed, positive carton opening
- 2 Attachment for inserting coupons, pouches
- 3 Precise volumetric filling
- 4 Accurate net weight filling
- 5 Metering auger feeds
- 6 Vibrating track assures proper product settling
- 7 Impression or ink coding
- 8 Check weight monitoring and control
- 9 Hot melt or cold pattern gluing
- 10 Compression sealing

## National Macaroni Institute Report

(Continued from page 40)

Savers to stretch vegetables cooked fresh from the garden.

Specialized-specialized category of magazines include the Doll Books entitled *Easy Budget Cooking*.

Three of our features ran throughout the year . . . including our photograph in a color cover in September, along with a 3-page illustrated article entitled "Flavor it Italian."

A January issue ran two pages on *Magic Menus Featuring Low Budget Meats* and the stellar article of the year ran in April, entitled *Pasta A'Plenty* with 8 centerspread pages on pasta, including 6 of our photographs.

### Supplements

Sometimes more valuable than magazine placements are our stories which appear in syndicated Sunday Supplements of *Family Weekly* and *Parade*. *Family Weekly's* 4 stories included here all use our photographs and recipes. With a total circulation of 10,700,000 this is the color-gravure weekend magazine for 308 influential daily newspapers in what may be termed secondary markets.

The Sunday supplement appearing primarily in major markets in *Parade*, with a total circulation of 19,033,098 in 111 newspapers including such papers as *Boston Sunday Globe*, *Hartford Courant*, *St. Louis Post Dispatch*, *Salt Lake Tribune*, *Pittsburg Press*, *Oakland Tribune*, *Washington Post*, *Seattle Post Intelligencer*, *Richmond Times Dispatch*, *Newark Sunday Star-Ledger*, *Houston Post*, *Dallas Times Herald*, etc.

Here are two placements which ran in April and October of main course entrees.

The magazines and the Sunday Supplements are the glamor part of our results, and give us an impressive story in large circulation consumer outlets.

### Newspapers

Add to this work with the newspapers . . . the results of which we have here en masse:

161 color pages in Independent Newspaper Sunday Supplements and Dailies representing a total circulation of 55 million.

## National Macaroni Institute—Box Score, 1975

Medium	Placements	Circulation
Consumer magazines—		
Women's Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	132	405,954 328
Newspaper Syndicate and Wire Service Placements	134	1,165,730 366
Daily and Weekly Newspaper releases	24	624,000 000
Sunday Supplements	7	91,421 315
Color Pages	161	54,503 524
Negro press releases	8	997,264

Four radio releases went to 2,800 stations.

Fifty-seven companies and organizations gave 75 uses of cooperative publicity.

Three trade releases went to 480 publications.

One television kit garnered 103 shows.

Four releases and a press kit were prepared for the New York Press luncheon.

Five releases, press kit and Pasta Primer leaflet offer were prepared for the Supermarket Consumer Specialists Luncheon held in Chicago plus additional offers of the Pasta Primer leaflet to the entire Supermarket Consumer Specialist group.

A mailing went to 1,700 Extension Home Economists.

Daily newspaper results from Exclusive Releases and Syndicate Releases

And our results with the electronic media . . .

4 radio scripts to 700 stations

1 Television Kit which has reported use on 103 shows

And our work with the Trade Press and you have a complete appreciation of our Basic Program.

### Special Projects

This year our Special Projects included two stellar events in the month of September:

Our Ninth Annual Macaroni Family Reunion at Tiro A Segno which drew the most impressive ever to attend this traditional event;

and Our Supermarket Consumer Specialist Luncheon in Chicago where we hosted some 40 women representing major national chains across the country, and gave them a general update on the industry.

Our Pasta Primer consumer leaflet was developed especially for them, and they have distributed 55,000 of these at store outlets since September.

### For 1976

And now for 1976—Our Consumer Objectives are the same.

Our Strategies, as determined at the Committee Meeting for 1976, will be specifically:

1. Educational public relations program geared to 1976 theme of "Back to Basics" with Pasta, to reinforce its positioning as a multiple-use product and an economical menu staple.

2. Develop year's theme with back-to-scratch recipes with pasta, emphasizing casseroles, to be coded with estimated cost per serving and cooking time.

3. Concerted drive to reach youth market with Pasta Primer kit via 4-H Club Members enrolled in food and nutrition programs.

4. Continue one-on-one meetings of macaroni manufacturers with national consumer press at Tenth Annual Macaroni Family Reunion at Tiro A Segno.

5. Alert Supermarket chains and independents to "Back to Basics" promotional program via grocery trade releases and ad series in *Progressive Grocer*.

### First Break

And for 1976 results, here is our first major break for the New Year—in *McCall's*:

2 4-color centerspreads in the January issue entitled *A Little Pasta Goes a Long Way*

Space value \$175,000!

### New Film

"Macaroni, Nutrition and Numbers" is about nutritional labeling. For purchase or for rent from the National Macaroni Institute, Box 336, Palatine, Ill. 60067.

## PUSH PASTA

Invest 1 3/4c per cwt. monthly in pasta production promotion, consumer education, and trade advertising to keep sales up.

Constant promotion of macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

Recipes and photographs go to food editors of every type of media.

Educational materials and recipe leaflets are distributed to consumers, teachers and students.

Films and film strips are distributed for general use and special television showings.

TV Kits are periodically prepared for program producers.

Cooperation with related item advertisers and publicists is sought and obtained.

Special projects include press parties, materials for Consumer Specialists, background for editorial writers.

Do your Share—support the effort.

P.O. Box 336, Palatine, Illinois 60067

# Eastman vs. overcooked macaroni products

Yuck! Let's face it, there's nothing more unappealing to look at or try to sell than soggy spaghetti, macaroni or noodles.

Macaroni products which stay firmer longer offer canners, frozen food processors and mass-feeders many advantages. Advantages that will make you happy as well as your customers.

Here's where our Myvaplex® 600 glyceryl monostearate comes in. It's a starch-complexing agent of high purity which enables the macaroni to withstand lengthy cooking periods, retorting, flash-freezing and reheating while resisting becoming sticky or losing "al dente" firmness.

This means easier handling for people who cook macaroni products. And, the fact that our Myvaplex 600 comes in powder form means simpler and easier processing for macaroni manufacturers.

Ask your macaroni supplier to incorporate Myvaplex 600 in your product.

For further details, call 800-251-0351 free. (In Tennessee, call 800-352-0301.)

Ask for DPI Information Center.

Or send the coupon:



Eastman Chemical Products, Inc., Kingsport, Tenn. 37662.

Please send me more information on Myvaplex 600.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Tour of Egg City Planned



Egg City's founder Julius Goldman proudly displays his product—one of over 3,000,000, eggs his company processes every day.



Research technicians monitor quality throughout the production process.

Egg City is about an hour north of Los Angeles, California. It grew out of the barren hills near Moorpark in 1961, and it's still growing. But already, with its more than 3,000,000 birds and its vast complex of support facilities, there's very simply no egg operation like it in the entire world. Hundreds of acres of lay houses, research facilities, laboratories, offices, drying rooms, storage houses, maintenance shops, a fertilizer plant, a packaging and processing plant and even a feed mill. All blended carefully into one masterplanned and fully integrated facility.

But is it just efficiency that dictates the Egg City approach? Is bigger automatically better? Why go to the trouble of controlling production so carefully from start to finish if you don't have to? The answer is quality—the guiding watchword at Egg City since its first hen laid her first egg. Quality is why the company has its own breeding flock, and hatches its own chicks (about 250,000 a month). It's why they have their own veterinarians and their own chemists. Quality led them to develop their own vaccines, and build their own feed mill to meet their careful feed mix specifications. And quality, combined with efficiency, is why today Egg City is known throughout the world, and can serve those world-wide markets with fine, consistently pure eggs and egg products.

#### The Egg City Story

It's incredible to think that a facility as vast and complex as Egg City less than 15 years ago was only an idea in the mind of its creator, Julius Goldman. But not if you know Julius Goldman. The operation that is now Egg City began early in 1953, with a 3,000 bird ranch in California's San Fernando Valley. A year later, the count had risen to 10,000 birds, but the residential growth of the Valley had begun to make ranching difficult. The search for a more suitable location led to Moorpark, which has one of the most desirable climates in the world for poultry production. Today, more than 8 million cubic yards of Moorpark hills have been reshaped into the foundation for Egg City as it now exists.

#### Technology—With a Personal Touch

Almost everywhere you look at Egg City, in every step of the production process, complex machinery has been designed or installed to increase efficiency and improve quality. But over the years, the company has never lost sight of one important fact: in the egg business, machines can only help people, not take their place.

Egg City does its own breeding, and quality control starts before a chick is even born, with scientifically dispersed heat and rotation during hatching, carefully monitored by company technician. Staff chemists control

the birds' special diet, and Egg City's veterinary staff vaccinates them against disease. Integrated, personal supervision continues at the feed mill, too, where skilled people prepare 400 tons of up to ten different types of feed a day, depending upon the season, age of the bird and other important factors. Once processed, the proper feed mix is delivered fresh three times a day, again closely watched by trained people.

Even more important than what goes into egg production, though is the finished product, and even more important than Egg City's quality control laboratories are the people who staff them. All of them are top professionals, and as a team their only job is to make sure that the eggs in whatever form they are produced, are always completely pure and consistently good to meet the demands of a growing list of customers.

#### One Product—Many Forms

You might think that an egg is an egg, and at some ranches it might be, but at Egg City, the eggs come in nearly a dozen forms, each designed to fit the special needs of a particular customer. There are fresh shell eggs, of course, in cartons, flats and 30-dozen cases, and even containerized shipments if a customer needs them. The Egg City frozen line includes whole eggs, whites, and yolks

(Continued on page 46)

We have over  
four million chickens.  
Does that make our  
egg products  
better?



Egg City is the largest single egg-producing facility in the world, and we have 4.5 million of the world's most carefully raised chickens (over 3 million of them in production). We know, because we raise them ourselves, from our own breeding flock, with care from our own veterinarians, monitoring from our own laboratories and feed from our own feed mill. Every moment of their lives is quality-controlled by us for just one reason: to make our eggs and egg products the

very best you can buy. And those products are ready for your products right now, including fresh shell eggs, a frozen line that includes whole eggs, whites and yolks in plain, salted, sugared or colored (full NEPA range) form, and our spray-dried albumen (standard or angel type). Why not find out more about Egg City? We've got good reasons for thinking we can meet your needs — 4.5 million of them!

We  
think  
so.

Julius **Egg City** Goldman's

Send for our free color brochure!

8643 Shekell Rd., Moorpark, Ca. 93021 • (805) 529-2331



## Egg City Tour

(Continued from page 44)

in plain, salted, sugared or colored form, packed in 30-pound tins or one-gallon cartons. And there also is spray-dried albumen in standard or angel type, which comes in 150-pound drums. In one form or another, these products are used world-wide by the manufacturers of bread, pastry, noodles, chocolate, dressings, mayonnaise and other foods. And no matter what form is used or who uses it, every product has been carefully checked by Egg City inspectors and by a team of full-time inspectors of the United States Department of Agriculture.

### Quality

Once more, in processing as in production, quality is the singular watchword at Egg City, and dedicated people combined with advanced technology are the means by which that quality is achieved. There are machines that wash, grade, weigh, candle and package the eggs. There are automatic breaking machines that separate the yolks and whites. But most of all, there are people who make the machines work. The same kind of people—more than 400 of them—who make all of Egg City work. People are the secret of the company's success. They're the reason it's grown and the reason it will keep on growing in the years ahead.

### Tour April 30

The NMMA Plant Operations Seminar is planning a visit to Egg City Friday morning, April 30, for a bus departure from the Sheraton-Universal Hotel in North Hollywood, California at 8:30 a.m. sharp. We will return in time for afternoon departures and/or sightseeing at Universal City movie studios.

## Facing New Weights and Measures Laws

by Walter P. Muskat

Triangle Package Machinery Company

Doesn't it seem that almost every day a consumer group or government agency pops up with a new proposal for controls and penalties on weights and measures?

Coping with these proposals, which can become law, is a problem of some



Walter Muskat

magnitude, since most often packagers, associations and equipment makers in no way have been a party to their development.

The fact that those who do the drafting might not fully understand the situation the way packagers and other insiders do simply compounds the problem.

One way to insure one's operation against the proliferation of rules and regulations is to bite the bullet and overfill all packages. This is painfully expensive, since you may be doing it for years and to remain competitive in the marketplace you can't pass the extra cost of giveaway on to consumers.

Another way is to really fine tune your equipment. But that's probably just what your people already have tried to do. Older packaging lines just can't be tuned in today's weight tolerances. Tuning must be done, of course, but the amount of attention required just may be more expensive in downtime than giving piles of product away.

### Plan to Update

One more alternative, and we think the best, is to embark on a three to five year plan to update the packaging operation.

Such planning has to include an appraisal of each piece of equipment, deciding which is to be replaced first and with what, calculating in the lead time required to acquire the machine, and, of course, working out the financial considerations.

We suggest that a packager start with the most troublesome equipment and plan to replace it with a system that not only guarantees zero underweights but requires minimal atten-

tion from plant people once rate and weight have been set. This is the type of system that not only will meet foreseeable rules and regs, but is likely to satisfy the needs of the future.

For example, perhaps these days you should be keeping precise production information—the kind you get from readout. Well, you'd want a line that not only provides that capability for future tapping, but also has the components that are accurate enough to be really reliable. This is why we've gone to great lengths to build into our Flexitron 1600 net weighing system highly accurate weights as well as readout reliability that reliably reports them.

### Invest in a Checkweigher

Your new system still might leave you with other machines that cannot be replaced for several years.

To handle this we suggest you invest in a checkweigher for each unit. A good one will kick out all over and underweight packages. Though production will be reduced, you'll be assured proper weights leave the plant and you won't be giving product away, which can add up to a saving of many thousands of dollars a year—enough to pay for the checkweigher and a good part of a new system.

As I've indicated, the best insurance of all is a new system that's designed to do more than meet the weight and measure rules coming from all levels of government.

Anything less in the way of planning is just postponing the inevitable.

## Ronzoni Uses "Hi-Speed" Checkweighers

"There is no doubt about it, with Hi-Speed Checkweighers in our packaging lines, we are getting better quality control, as far as proper weights are concerned," said Alfred C. Ronzoni, Vice-President in charge of production, at the Ronzoni Macaroni Company in Long Island City, New York.

"The Checkweighers hold our close fill tolerance with a very high reliability. In our industry it is natural to overfill slightly. We allow the overfills to pass through the line, but, by watching the Checkweigher indicator we discover constant overfilling faster



CM60 Hi-Speed Checkweigher

and then can adjust the filling machine to decrease the fill closer to target weight.

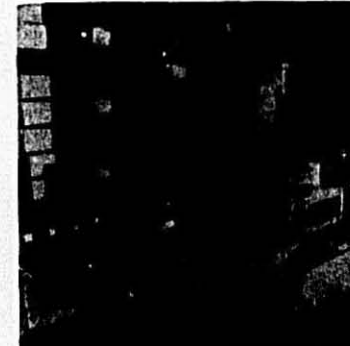
"The CM60 Hi-Speed Checkweigher with a push-off reject is used on six macaroni and spaghetti packaging lines in conjunction with six Hi-Speed Metal Detectors. The first unit was installed five and one-half years ago to allow the usage of a high speed filler on each line. The lines were operating at a speed of sixty per minute and weights were spot-

checked by pulling a package out of the line and weighing it on a nearby scale. Packages were constantly overfilled to ensure that no underfills passed through.

### 150-200 per minute

"The present lines are operating between one hundred fifty and two hundred packages per minute. Each line handles a variety of macaroni and spaghetti products. Simple adjustments of the side rails of the conveyor and the Checkweigher are all that is necessary to accommodate different size packages. The packages are sealed before they pass over the Checkweigher.

"We have not had any problems at all with our Hi-Speed units," continued Mr. Ronzoni, "and have had only minimal downtime. The controls of each unit are designed with solid state circuitry so that, when a section goes bad, it can be replaced in a matter of minutes. Naturally, we keep a supply of parts on hand, but when we need a vital part, Hi-Speed will rush—air mail it to us and invariably, we will have it the next day. It goes



Used at Ronzoni Macaroni Co.

without saying, that we are pleased with the operating efficiency of the Hi-Speed units."

The Ronzoni Company is family owned, and was started about fifty years ago in Long Island City by Mr. Alfred Ronzoni's grandfather. The company manufactures a complete line of macaroni, spaghetti and noodles plus a variety of sauces and frozen foods. The major distribution area for Ronzoni products is in the north-east.

# 'We keep our weight under control'

Alfred C. Ronzoni



HI-SPEED

### Plant Operations Seminars

Two plant operations seminars are planned by the National Macaroni Manufacturers Association this year.

The first will be held April 28-29-30 at Sheraton-Universal Hotel, 30 Universal City Plaza, North Hollywood, California 91608.

On Wednesday evening, April 28, a hospitality suite will be open from 7 to 9:00 p.m.

#### Agenda

The following morning the seminar will be held from 8:30 a.m. until noon covering the following subjects:

1. Good Manufacturing Practices currently being negotiated with the Food and Drug Administration. Discussion leader will be James F. Winston, NAMA Director of Research.

2. Net Weights—How to Control Them—State and local laws. Discussion will be led by Walter P. Muskat, Triangle Package Machinery Company, active in this subject area for the Packaging Machinery Institute.

3. Sanitation Developments in New Equipment will be discussed by Charles M. Hoskins of Hoskins Company.

4. What To Do When The FDA Inspector Comes To Call will be discussed by a macaroni manufacturer, C. Mickey Skinner, Executive Vice



Sheraton-Universal, North Hollywood, April 28-29-30

President of Skinner Macaroni Company and a representative from the Food and Drug Administration.

#### Plant Tour

In addition to the brief presentations by each speaker there will be in-depth discussion periods for each subject, with a rotation so that each will be covered for every delegate.

Following a noon luncheon there will be an afternoon tour of Western Globe Products Macaroni plant in Los Angeles.

#### Egg City Trip

Friday morning, April 30, at 8:00 a.m. sharp, the bus leaves for Julius Goldman's Egg City in Moorpark. This interesting operation is described on page 44. We will return in time for afternoon departures and/or sightseeing at Universal City movie studios next door to the hotel.

Continuous tours give you a chance to experience the extra special effects that have made Hollywood famous. You will see how a complete outdoor set is recreated indoors. You will organize dozens of famous sets for movies and television shows. You see hundreds of famous props, times plus live shows including thrilling exhibition by some of Hollywood's most daring stunt men. It'll be an exciting afternoon and don't get your camera.

#### Second Seminar

The second plant operations seminar will be held May 12-13-14 at Dearborn Inn, Dearborn, Michigan 48123. The Inn is ideally located on I-75 (12 miles) between Detroit Metro Airport. It is on U.S. 12 to the Henry Ford Museum, Greenfield Village. Here are nearly 100 homes and shops of famous Americans—craftsmen at work—horses, carriages—transportation, power agriculture—preserving 300 years American history.

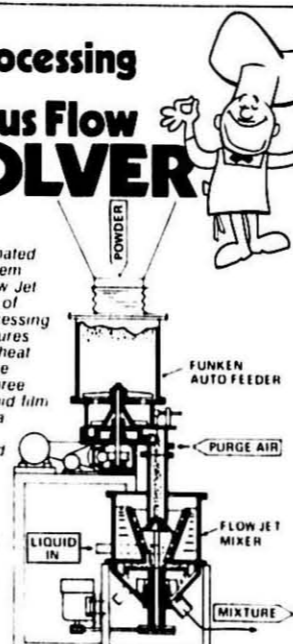
(Continued on page 45)

THE MACARONI JOURNAL

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This continuous, automated noodle processing system using Model MW-F Flow Jet Mixer upssets 100 years of mechanical noodle processing. The Flow Jet Mixer insures that every particle of wheat flour is moistened to the proper viscosity. The three phases—flour film, liquid film, & induced air—produce a tasty noodle that far exceeds hand processed noodles.

The remarkable Continuous Flow Dissolver is ideal for moistening and mixing all pasta products: noodles, spaghetti, macaroni. "Bon giorno" Give us a call for complete information.



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## Celebrating our Silver Anniversary during the Nation's Bicentennial

We're the egg people—eggs are our business. In addition to our carton egg production, we process more than 1 million cases of eggs annually in our processing facility. We are currently supplying some of the largest bakers in the country as well as producers of baking mixes. We are major suppliers to the mayonnaise and noodle industry, offering frozen eggs and dried eggs, whole, separated or in custom blends.

Our modern, automated plant features the latest in sophisticated equipment to safeguard purity and insure quality. We would welcome your visit to inspect our facilities and we would like to hear from you if we can be of service in any way.

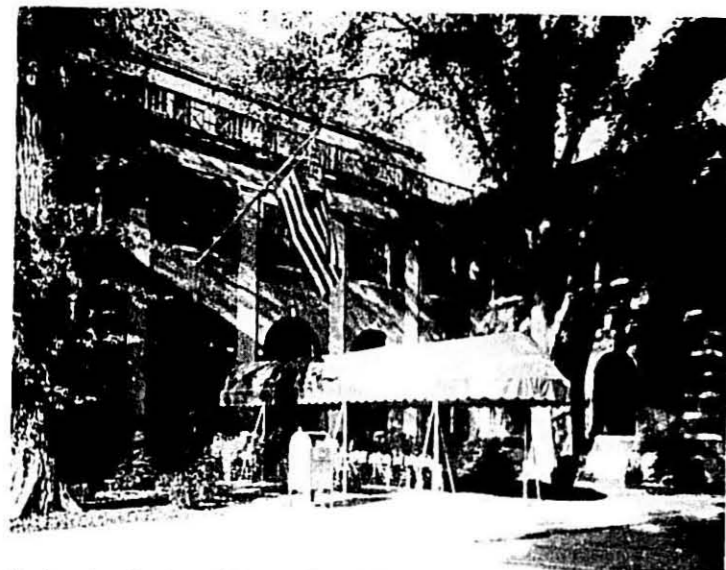
### The Egg People

MILTON G. WALDBAUM  
Company

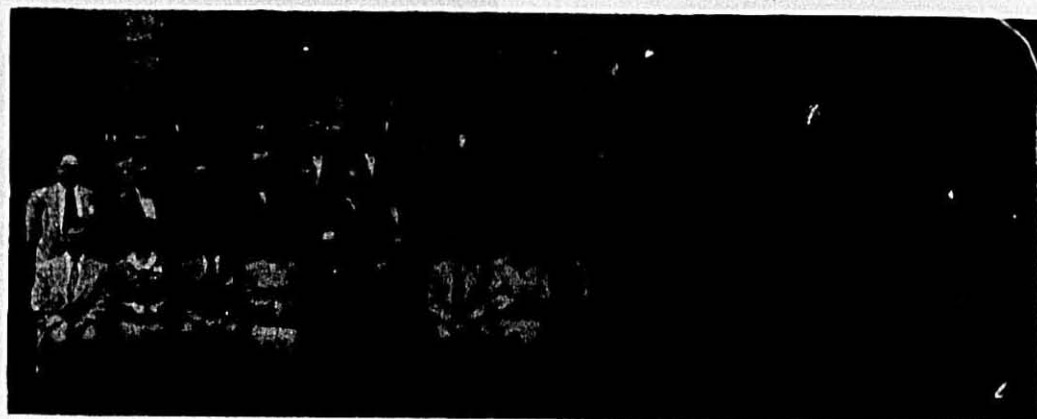
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#### Sales offices in:

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- Detroit, Michigan
- New York, New York
- Chicago, Illinois
- Grand Island, Nebraska



Dearborn Inn, Dearborn, Michigan, May 12-13-14



How many of these people can you identify from the Hoskins Company Plant Operations Forum-VI, April 29-30, 1954? The winner will receive suitable recognition at either the Plant Operations Seminar in North Hollywood, April 29-30, or at Dearborn, Michigan, May 13-14.

#### Plant Operations Seminar

(Continued from page 48)

Cocktails and dinner will be served Wednesday evening, May 12, at 6:30 p.m.

The seminar on Thursday begins at 8:30 a.m. and runs until a noon luncheon. Format will be the same as in Los Angeles, with one additional discussion leader: Charles Niskey, Plant Superintendent of San Giorgio Macaroni.

Thursday afternoon there will be a tour of the Ford Mustang Assembly Plant, Henry Ford Museum and Greenfield Village.

On Friday morning, May 14, we will be picked up by bus at 8:30 a.m. sharp for a tour of the Prince Macaroni Plant in Warren, returning back in time for afternoon departures.

Plan now to attend.

#### Hamburger Helper

General Mills, Minneapolis, is adding spaghetti to its line of Hamburger Helper main-dish mixes. The new variety contains all the ingredients for an Italian-style spaghetti skillet dinner except meat. Recipes on back of packages suggest using the mix for casseroles. The product retails for about 69¢, and weighs 7.25 oz. Introductory advertising begins in March and will include daytime and late night network television. Also backing the entry will be 10¢-off coupons appearing in four-color, full-page ads in selected family magazines.

#### Anti-Skid Surface Treatment of Boxes

The use of anti-skid treatments on corrugated shipping containers is the subject of a new brochure published jointly by the Fibre Box Association and the Packaging Machinery Manufacturers Institute.

A number of anti-skid treatments are available, all intended to reduce the slipping or sliding of containers during movement by fork-lift trucks or in transit. The new brochure, "Recommended Practices: General Notes on Anti-Skid Treatments for Fibreboard Shipping Containers," provides a general introduction and notes on each type of treatment.

A section on testing for anti-skid treatment effectiveness describes the two common test methods. General comments in the brochure, however, indicate that effectiveness is inversely proportional to the original slickness of the surface. The rougher the untreated surface, the less relative increase in friction an anti-skid treatment will provide.

It is recommended that anti-skid treatments be applied to containers after the cases have been filled and closed. This timing allows optimum effectiveness of the treatment, and prevents machinery problems associated with some of the formulas.

Copies of the brochures are available from the Fibre Box Association, 224 S. Michigan Ave., Chicago, Ill. 60604, or the Packaging Machinery Manufacturers Institute, 2000 K St., N.W., Washington, D.C. 20006.

#### Automatic Filling & Cartoning Machine

Crompton & Knowles, Packaging Machinery Group has introduced a new Vertafil-tm continuous motion, vertical automatic filling and cartoning machine.

Economy priced, it will automatically fill and carton a wide range of free-flowing products similar to candy, cereals, condiments, macaroni, seeds, flour, detergents, chemicals, fertilizers, pet foods, etc. at speeds to 100 cartons per minute.

Ruggedly constructed, the cartoner is factory-equipped to operate with a wide range of glue end cartons:

- Length: 1"-8"
- Width: 1/2"-3/4"
- Depth: 4"-12"

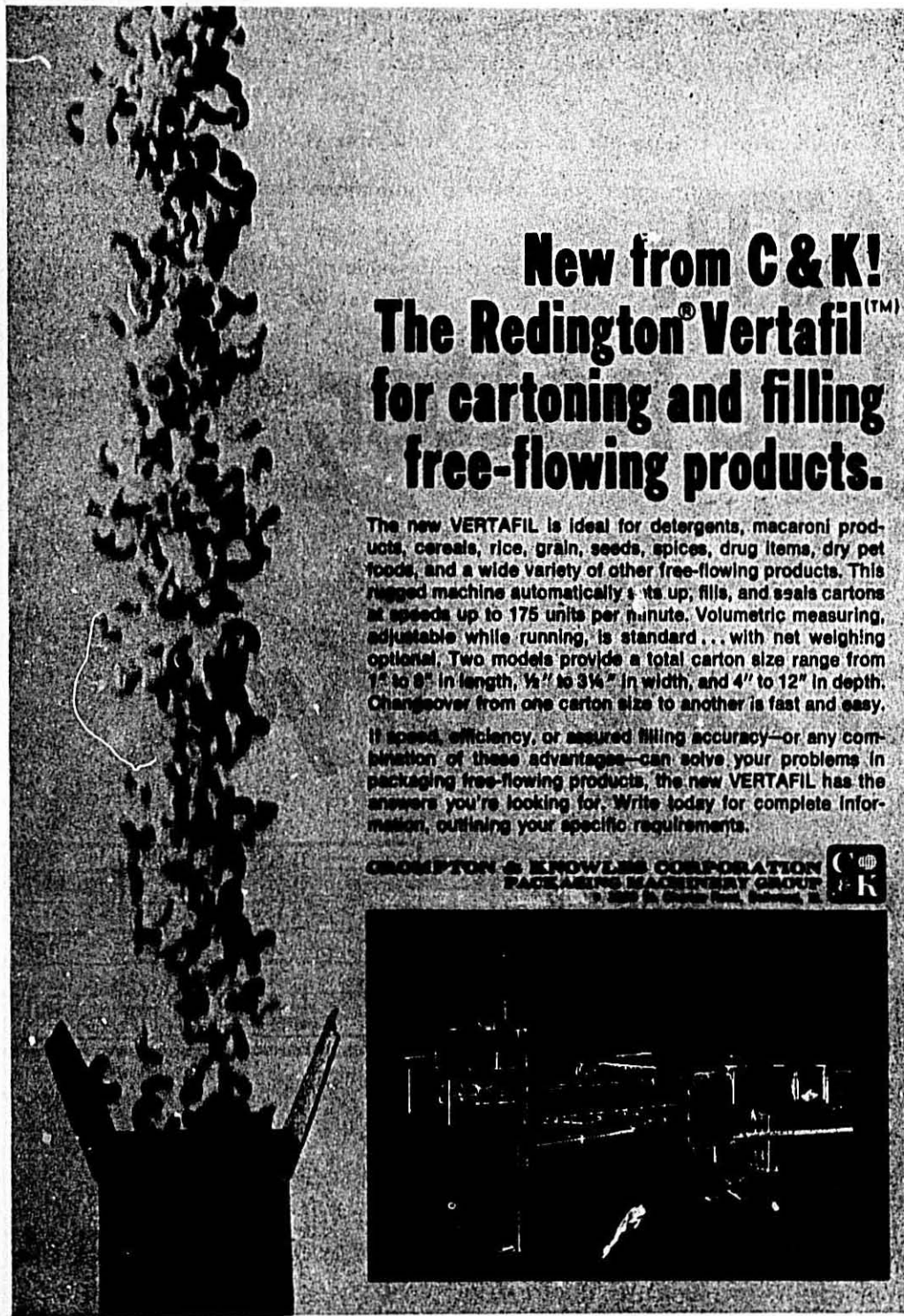
Standard features include: volumetric fillers, adjustable while machine is running; simple, fast thru-dimension carton size changeover; no-carton, no-fill detectors; car vibrator to settle product fill.

#### Optional Features

Optional features include: weight fillers; pour spout; servo-controlled filler adjustments; intaglio and hot melt adhesive systems; code bossing and imprinting; dust shrouds.

Machines available for quick thirty to sixty-day deliveries; leasing terms available.

For complete details, write C & K, Packaging Machinery Group, 3000 St. Charles Road, Bellwood, Illinois 60104.



## New from C & K! The Redington® Vertafil™ for cartoning and filling free-flowing products.

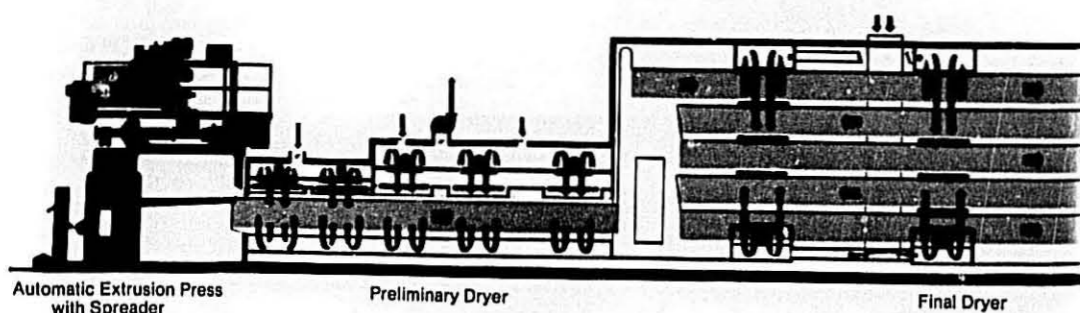
The new VERTAFIL is ideal for detergents, macaroni products, cereals, rice, grain, seeds, spices, drug items, dry pet foods, and a wide variety of other free-flowing products. This rugged machine automatically sets up, fills, and seals cartons at speeds up to 175 units per minute. Volumetric measuring, adjustable while running, is standard... with net weighing optional. Two models provide a total carton size range from 1" to 8" in length, 1/2" to 3/4" in width, and 4" to 12" in depth. Changeover from one carton size to another is fast and easy.

If speed, efficiency, or assured filling accuracy—or any combination of these advantages—can solve your problems in packaging free-flowing products, the new VERTAFIL has the answers you're looking for. Write today for complete information, outlining your specific requirements.

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Plate Counts Slashed.



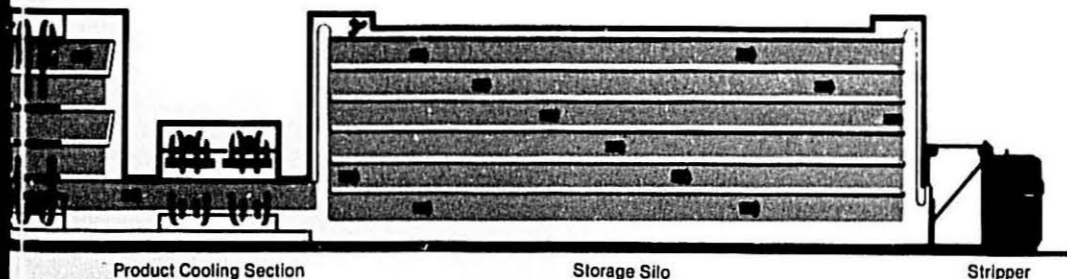
Side Panels Open for Easier Cleaning. Lock Tight to Conserve Energy.



Cooking Qualities Improved. Stickiness Eliminated.

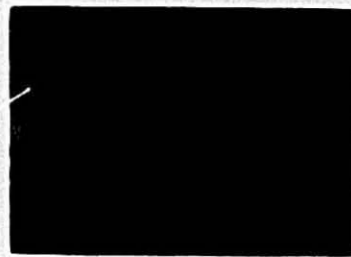


Drying Time Chopped.

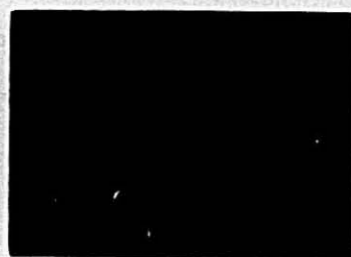


# Braibanti

DOTT. INGG. M., G. BRAIBANTI & C. S. p. A. 20122 Milano-Largo Toscanini 1



Tranin Egg Products begin at the breaker.



Powdered Yolks. One of the many products Tranin's quality control fits to your particular needs.



Laboratory perfect egg products produced by Tranin assures consistent quality in pasta.

### Egg Products Pioneer

There was some talk of invincible armies being formed in Europe under Kaiser Wilhelm.

An unsinkable luxury liner, the Titanic, was about to be launched in England.

In Kansas City an innovative man by the name of Sam Tranin made a promise to produce quality. The year was 1911.

The armies proved uninvincible. The Titanic did, tragically, sink. Yet, the promise of Sam Tranin is alive today and is the guiding philosophy of Tranin Egg Products Company.

### Users Reliance

Users of egg products rely heavily on the purity, quality and the consistent analysis of this ingredient. Spray dried whites and yolks and pan dried whites in any formulation and quantity are carefully processed by a highly efficient staff working with complex stainless steel machinery.

The products are constantly evaluated, functionally as well as bacteriologically in a modern, quality control laboratory. USDA inspectors continually supervise each step of the manufacturing process. So, when Tranin Egg Products receives your order—you are assured getting what you ask for.

### Division of Cal-Maine Foods

Recently, Tranin Egg Products Company became a division of Cal-Maine Foods, Incorporated, the world's most completely integrated egg producer. This merger gives Cal-Maine another market for eggs and assures Tranin a constant raw product supply.

From the early days we've come a long way, but the promise of Sam Tranin, made in 1911 is still the guiding philosophy at Tranin Egg Products Company.

### Myvaplex 600 Helps Frozen Pasta

Consumer reheated frozen pasta dishes need neither suffer from the unappetizing look of swollen and mushy pasta nor from water weeping from the sauce. The proper addition of a special starch complexer, Myvaplex 600 concentrated glyceryl monostearate, enables frozen-food processors to keep macaroni pieces firm in texture throughout the entire flash-freezing, thawing and consumer preparation cycle.

The elimination of an undesirable overcooked, mushy appearance is accomplished through the complexing action of the Myvaplex 600 with the free amylose found in the flour and dough, resulting in the reduction of the gel formation in this starch fraction. Myvaplex 600 is a monostearate marketed by the DPI Division of Eastman Chemical Products, Inc., especially for macaroni and egg noodle products.

The addition of less than two percent by weight of the finished food of Myvaplex 600 allows the frozen-food processor to greatly enhance the consumer appeal of frozen food products containing noodles, macaroni and spaghetti. In addition to reducing the swelling of the pasta, Myvaplex 600 reduces the amount of water that separates out of the accompanying sauce.

Available in finely divided powder form, Myvaplex 600 can be metered directly to the mixer with a dry feeder. It blends smoothly with the flour and water dough.

The DPI Division of Eastman Chemical Products, Inc., Kingsport, Tennessee 37662, markets monoglycerides, antioxidants and vitamin concentrates.

### Buyers' Guide

(Continued from page 38)

### ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fernando Road, Los Angeles, California 90065 and 1938 Wolf Road, Des Plaines, Illinois 60018. Manufacturers of Lawry's Spaghetti Sauce Mix, Goulash Seasoning Mix, Chili Mix, Beef Stew Mix, Tartar 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.

### FORTIFICATION

EASTMAN CHEMICAL PRODUCTS, INC., P.O. Box 431, Kingsport TN 37662. MYVAPLEX 600 Concentrated Glyceryl Monostearate. A powdered starch-complexing agent to improve firmness and reduce stickiness and clumping in macaroni, spaghetti and noodles during processing and in use. Representatives located in all principal marketing centers. Call (800) 251-0351 toll free. See ad page 43.

VITAMINS, INC., 200 East Randolph, Suite 5560, Chicago, Illinois 60601. Phone: (312) 861-0700. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield, NJ 07061, (201) 754-9031; Midwest, Jack W. Rogers, Chicago, Illinois 60601 (312) 861-0700; West, Fala Sales Company, Inc., 2750 Oregon Bldg., Torrance, California 90503, (213) 320-6710; and Fala Sales Company, Inc., North, Suite 265, 1267 Lawrence Station Road, Sunnyvale, California 94086 (408) 734-2422.

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## New Spaghetti and Cheese Dinner

New from Golden Grain is a deluxe Spaghetti and Cheese package dinner that's ready in minutes. Described as a creamier cheese dinner with other natural flavors, this quick, easy dish is delicious with hamburgers or frankfurters, or may be enjoyed alone. Simple directions call for adding milk and a little butter or margarine for a serving of four. Other serving suggestions are also printed on the back of the package.



The Broadmoor Hotel, Colorado Springs, Colorado, is the site of the 72nd Annual Meeting of the National Macaroni Manufacturers Association, June 26-July 1, 1976. The Broadmoor is one of the favorite spots for macaroni meetings.

## Tuna with Tuna Helper

General Mills' Tuna Helper and Castle and Cooke Foods' Bumble Bee Tuna are jointly promoting their brands during March and April.

Full-page, four-color ads in women's magazines show how to combine the convenience of Tuna Helper with the quality of Bumble Bee Tuna to make a delicious tuna casserole.

The recipe ads will appear in the following magazines: March—Family Circle, Better Homes & Gardens, Redbook, Parents' and Sphere; April—Family Circle, Good Housekeeping and McCall's.

The two brands will concurrently promote to the trade.



## Multifoods Chairman Urges Expansion in Production, Exports

The United States must increase food production and exports to help alleviate world hunger on a short-term basis, William G. Phillips, chairman of International Multifoods Corp., said Thursday, Jan. 29, at the Wheat Quality Conference of the Crop Quality Council.

By increasing techniques and technologies, Mr. Phillips told the conference at the Leamington hotel in Minneapolis, the U.S. also will help underdeveloped nations improve and expand their own food production.

Mr. Phillips said that the population control in needy nations must be implemented if the world is to avoid overpopulating its food supply. Less food per person

"With the world's population increasing at about 2.2% annually, or the equivalent of the Twin Cities area every 10 days, and the world's food supply growing at the rate of 2%," Mr. Phillips said, "it is fairly obvious that the world gradually is producing less food per person."

The U.S., Mr. Phillips said, today has both surplus capacity and expertise to offer in helping to alleviate world hunger. "Our greatest strength as a nation," he said, "will be the fact that only 20% of our people produce, process, transport and market foods so efficiently that it requires less than 20% of average income to buy food."

Benefits domestic, overseas markets. Increased food production, Mr. Phillips said, should be undertaken to help relatively low food costs for American consumers and thus prevent erosion of consumer buying power and to maintain overseas markets.

In discussing population control, Mr. Phillips noted that family size tends to decline with affluence. "Perhaps we are approaching the problem from the wrong aspect," he said. "Rather than assuming that large family size creates a shortage of food, perhaps we must generate a higher level of affluence—in the form of adequate food supplies. Then, following the western trend, family size may decline."

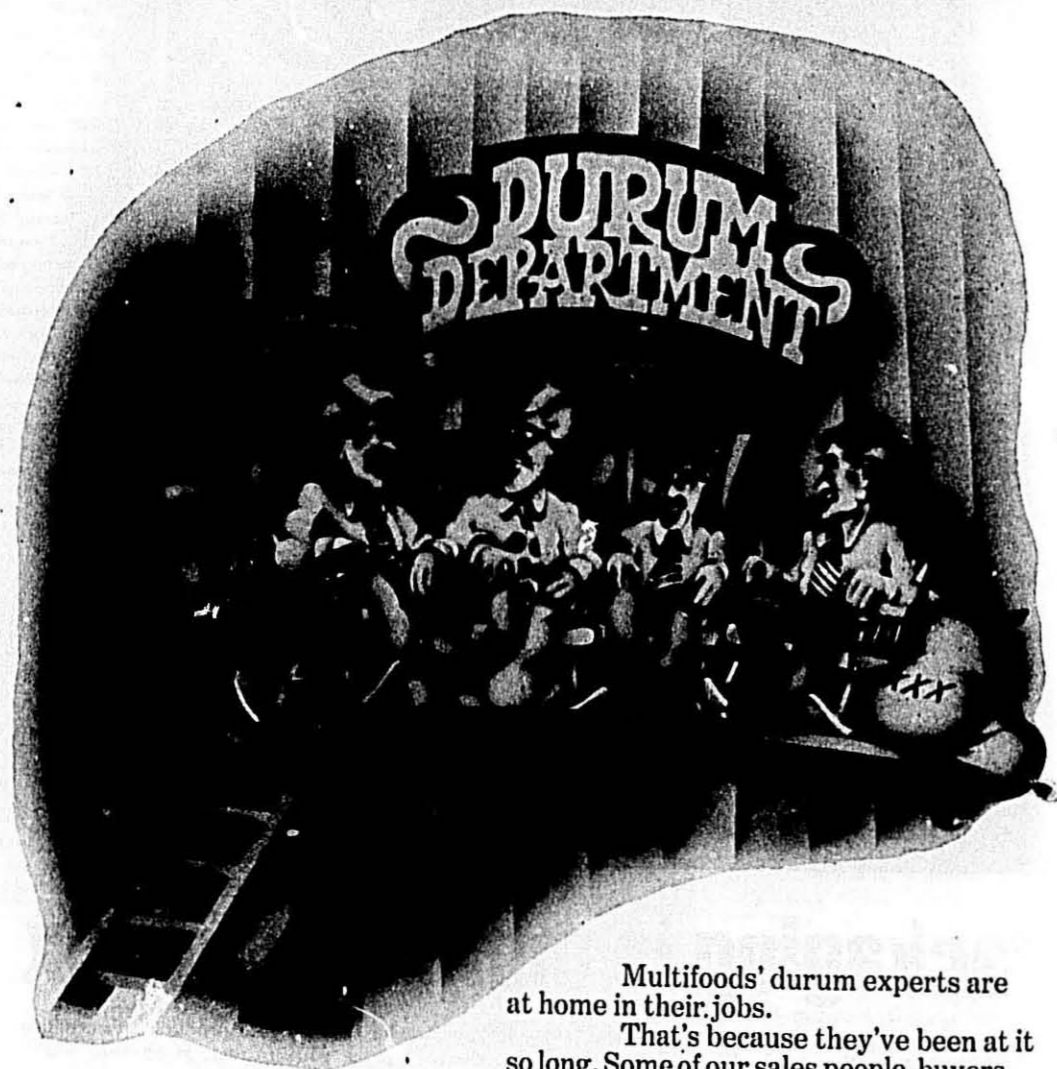
# Packaging is more than a Box

When it comes to pasta, the choices are many... macaroni, spaghetti, vermicelli, lasagna, ziti, mafalde — and numerous more. But when it comes to packaging, Diamond International is your logical choice. Diamond packaging is designed to provide your product with creative folding cartons, plus labels, streamers shelf-talkers and point-of-sale displays... Diamond can be your one-stop, one-source for packaging and merchandising aids.

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