

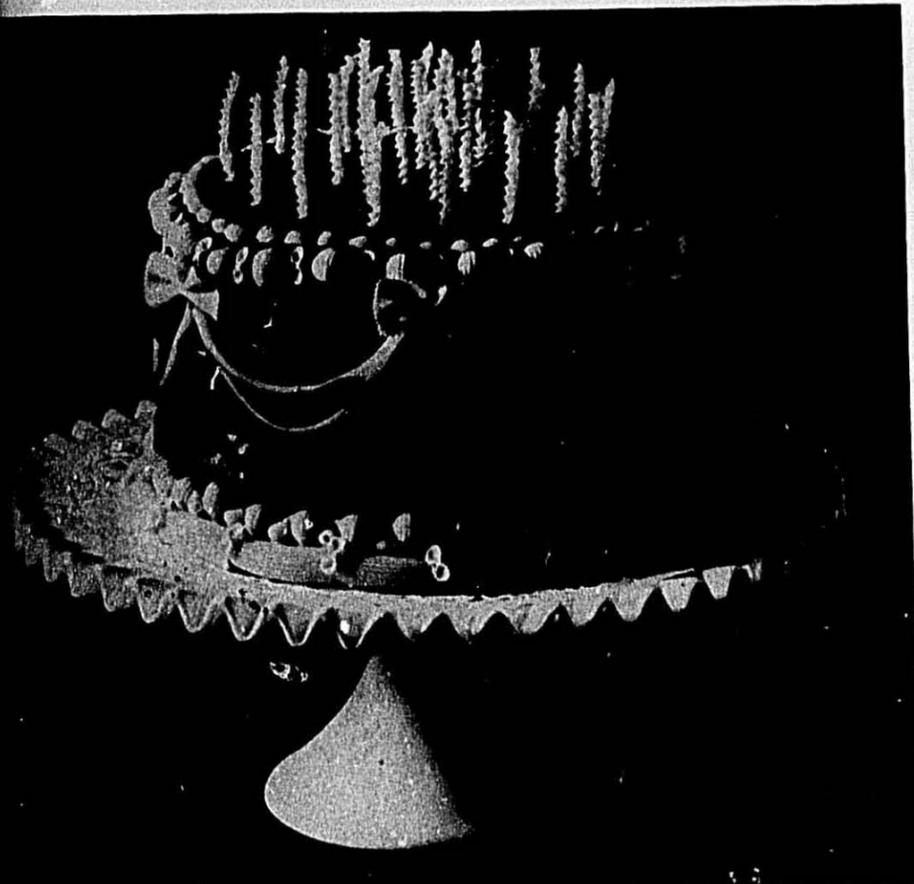
**THE  
MACARONI  
JOURNAL**

**Volume 58  
No. 12**

**April, 1977**

*Macaroni Journal*

APRIL, 1977



58 Anniversary Issue

ste  
DS

# PASTA AL FIBREBOARD.

Pasta packaging with a special touch. From Fibreboard. Not just spaghetti in a box, but folding cartons with a flair. Discover the difference our knowledge of your business can make. Call us for help with package design, money-saving combination printing runs, any folding carton question. Fibreboard Corporation, San Francisco, California. Eastern Carton Operations, 560 Sylvan Avenue, Englewood Cliffs, N.J., 201/568-7800.



## The Macaroní Journal

Vol. 58  
No. 12  
April  
1977

Official publication of the National Macaroni Manufacturers Association,  
19 South Bothwell Street, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial materials to Robert M. Green, Editor,  
P.O. Box 336, Palatine, Illinois 60067.

### Officers

President ..... L. D. Williams  
Vice Pres. .... Paul A. Vermynen  
Vice Pres. .... Angelo Guido  
Vice Pres. .... L. R. Thurston, Jr.  
Executive Secretary .... R. M. Green  
Director of Research ... J. J. Winston

### Directors

Eastern Area  
Joseph P. Viviano  
Anthony H. Gioia  
Emanuele Ronzoni, Jr.  
Nicholas A. Rossi  
Lester R. Thurston, Jr.  
Paul A. Vermynen

### Central Area:

Ralph Sarli  
Lloyd E. Skinner  
Walter Villaume, Jr.  
Lawrence D. Williams

### Western Area:

Vincent DeDomenico  
Angelo Guido  
Robert William

### Italy:

Jim F. Ronald

### Editor:

M. (Andy) Anderson

### CARRIERS' RATES

Subscription rates  
Domestic ..... \$10.00 per year  
Foreign ..... \$12.50 per year  
Single copies ..... \$1.00 each  
Back copies ..... \$2.00 each

The Macaroni Journal is registered with  
the U.S. Patent Office.

Published monthly by the National  
Macaroni Manufacturers Association  
its official publication since May, 1919.  
Second-class postage paid at Appleton,  
Wisconsin, and Palatine, Illinois.

APRIL, 1977

### In This Issue:

	Page
Do You Remember When? .....	4
Winter Meeting Had International Flavor .....	6
The President's Address .....	10
The Status of World Hunger .....	18
Automated Systems Concepts .....	22
World Wheat Situation .....	24
Durum Stocks Building Up .....	26
Improvements at Peavey Mill in Superior .....	29
Multifoods Helps Create Pasta Awareness .....	32
Isolation of Salmonella Typhimurium .....	34
Plant Operations Seminars Announced .....	35
New Cut Spaghetti Storage .....	40
Braibanti Services Are Worldwide .....	42
IPACK-IMA October 1977 .....	43
Egg Review .....	46
In the Industry .....	48
Eulogy to Albert Bavarino .....	50
BUYERS' GUIDE .....	52
Index to Advertisers .....	56

### Salute to Advertisers

Advertising is a form of selling. Its purpose is to persuade people to buy goods or services, or to accept a point of view. The word advertising comes from the French *avertir*, which means to notify. Advertising is a public and paid-for way of telling, or notifying, people about a product, a service, or an idea.

Throughout the fifty-eight years of existence of the Macaroni Journal, advertising has made it possible to be the voice of a dynamic, growing segment of the food industry.

While there are not as many suppliers, or macaroni manufacturers, as there was fifty-eight years ago, the volume of the industry's products has

more than doubled and the effectiveness of the way the message is told is improving.

We salute the advertisers who make the Macaroni Journal possible.

### Salute to the Old-Timers

The old-timers are dropping off. On page 50 there is an eulogy to Albert Bavarino prepared by a business colleague.

On page 56 there are obituaries of two more macaroni men who were leaders in the industry.

We will miss them and we share the sorrow felt by their families and colleagues.

## Do You Remember When? . . .



M. J. Donna

M. J. Donna of Braidwood, Illinois was hired in 1919 as the first paid executive of the National Macaroni Manufacturers Association. His job was twofold: to prepare for an Annual Meeting, which was the primary function of the Association; and to publish a monthly magazine called *The Macaroni Journal*. M. J. Donna edited about 400 issues of this publication.

In 1952 the present editor, Robert M. Green, took over and he has edited about 300 editions of the monthly magazine.

It is striking how similar the problems of today are with those of yesterday.

### Fifty Years Ago

Mr. Donna quoted Edmund Burke, the great Irish-English statesman, who said: "No men can act with effect who do not act in concert; no men can act in concert who do not act with confidence; no men can act with confidence who are not bound together with common opinions, common affections and common interests." The coming convention at Minneapolis was heralded as an opportunity for united action to cure present ills and to ward off pending disaster.

Pure Food Law violators were subject to heavy penalties. There were reports of numerous seizures of artificially colored macaroni products in violation of the law.

Famous recipes of prominent club women were given. Spaghetti for six people was presented by Minna Hall Corothers, president of the Federation of Women's Advertising Clubs of the World.

Betty Crocker was telling interested radio listeners through a chain of thirteen stations how to prepare macaroni recipes for large parties.

Trademark registers were reported for Joliet Macaroni Company of Joliet, Illinois; Antonio Morici of Chicago; the Tharinger Macaroni Company of Milwaukee, Wisconsin; Antonio Palazzolo of Cincinnati, Ohio; and J. L. Rosenfield of Alameda, California.

### Forty Years Ago

Association president Philip R. Winebrenner listed some business problems bothering macaroni manufacturers:

- a new Food and Drug bill;
- the unfavorable price trend;
- the Robinson-Patman Act;
- the distinct drift to lower quality;
- the unfair and unfavorable purchase contract now in use;
- the proposed NRA (National Recovery Administration);
- the aggressive plans of competing industries who hope to place their products upon the dinner table where macaroni is now served;
- the increasing use of artificial color;
- the unrest of labor;
- and many more items equally disturbing.

V. LaRosa & Sons of Brooklyn, New York, one of the largest users of radio time in advertising macaroni products, announced an expanded program of their Italian opera stars.

### Thirty Years Ago

An industry conference was called for the end of June at French Licks Springs Hotel, French Lick, Indiana by Association President C. W. Jack Wolfe.

In a column headed "The Signs Of The Times" there was notice of \$3.00 wheat, \$6.30 granulars, hogs selling in the Chicago market for \$30.00 a hundredweight and 15¢ bread. A survey of the Chicago market showed a 20 pound box of bulk macaroni selling for \$1.90-\$1.95. A few purchases of used cotton sacks went as high as 30¢ a piece. Inflation had reared its ugly head.

There was an effort in 1947 to Americanize the names of macaroni styles. The industry organized by regions under the National Recovery Administration found the eastern manufacturers willing to reduce the num-



Robert M. Green

ber of styles of sizes and shapes then considered impractical and uneconomical and to limit the number of packages to bare necessities. However, a committee in the central states, which in general accord with the program eliminate odd shapes that were economical or practical, went on record favoring the retention of a few shapes that the eastern manufacturers had decided to discontinue.

C. L. Norris of the Creamette Company and Morris Ryan of the Quaker Macaroni Company presented sweepstakes award to farmer T. Ridley, who is still growing durum up in the Langdon area, and pointing out choice hunting spots for snow Canadian geese during the hunting season.

### Twenty Years Ago

Twenty years ago the *Journal* gave a salute to the return to the buyer's market to a seller's market.

Lloyd E. Skinner was the hitting president of the National Macaroni Manufacturers Association.

Paul S. Willis, then president of the Grocery Manufacturers Association, was honored as "Grocery The Year". He said: "Self-service selling has helped us to reach the masses, in the broader sense of the word, need not necessarily be a prospect face-to-face, or act as order-taker. Salesmanship is the ability to persuade people to buy and use. This definition, many modern service grocers would belong among the nation's most successful salesmen. The same may be said of people advertising, promotion, packaging

and many other related fields, who contribute their talents to the end that purchases are made."

Durum was coming back after the industry's early failures of the early 1930s. Henry O. Putnam, Executive Secretary, Northwest Crop Improvement Association, predicted production of over 39,000,000 bushels with 5,000,000 bushel carryover to make supplies in 1956 some 44,000,000 bushels. The industry was back on a percent durum standard in 1957. Gum gluten was being sold to the macaroni trade by Huron Milling Division of Hercules Powder Company and the Keever Starch Company of Columbus, Ohio. General American Transportation Corporation was pushing the use of air-slide cars for handling flour and semolina products in

### Ten Years Ago

H. Edward Toner, president of the C. F. Mueller Company, told the Winter Meeting how Mueller's maintained its position in the market. Mr. Toner said: "We believe that every department in our operation—production, purchasing, traffic, industrial relations, sales and financing—shares responsibility with each of the others for the continued success and growth of the company."

"Our company, from its very beginning, has stressed quality. This means the purchasing department must furnish adequate engineering talent and the most modern and technologically advanced equipment. We place great emphasis on quality control and sanitation."

"We try to move our products right through to Mrs. Consumer. We are not content to sell merchandise to purchase agents at the wholesale level and distributors, be they wholesalers or chains, will move it on to the shopping baskets."

### Today

In January, 1977 an editorial in the *New York Times* noted that Muellers Advertising Agency of eighteen years, headed by Edith M. Harper and Steers, does a great deal of consumer research in hopes of creating better advertising. They are just coming up with the idea of capitalizing on motherhood—not by being a motherly looking television actress but by lining up mothers of celebrities. These included Margaret Boone, mother of Pat Boone; Cellie Lindsay, Julius Erving's mother; and Estelle Bauer, the mother of Dr. Joyce

Brothers—all of whom display favorite dishes of their offspring.

Foremost-McKesson, Inc. 1976-77 Fact Book says: "The Foods Group includes three elements: Foremost Foods Company, Foremost International and C. F. Mueller Company."

"Foremost Foods Company is a marketer of food products. The company is a leading processor and distributor of dairy products, principally in the western U.S., and produces and markets a number of proprietary grocery-shelf items. It is the largest supplier of processed water for consumer use in the U.S. and is the world's leading processor of lactose and high-protein items derived from whey. The company is also a major processor and marketer of dehydrated onions and garlic."

"Foremost International is a multinational marketer of food products and has operations in 16 countries."

"C. F. Mueller Company, acquired in October, 1976, is one of the nation's principal dry pasta companies. These branded grocery products are sold primarily to chain and independent grocery stores in 22 states east of the Mississippi River."

### Pasta Moods

Rosa Tusa, food editor of the *Palm Beach Post and Times*, had a full page in color in the food section of the February 10 issue while the National Macaroni Manufacturers Association was holding its Winter Meeting.

Caption of the top picture was: "A Sublime Version of Spaghetti Carbonara is a Popular Entree at La Vieille Maison Restaurant", and the bottom picture showed "America's favorite economy dish—spaghetti and meatballs, according to Papa's recipe. Water and breadcrumbs make them tender. Cook in a tomato sauce or brown and serve separate from the sauce."

Miss Tusa went on to say that macaroni products in America have outgrown the economy meal image and gave some history and gourmet recipes.

Miss Tusa was one of the food editors on the *Spaghetti Safari* back in 1969 and became great friends with the late Albert Ravarino of St. Louis. She comments on his contribution to the industry in her article, presents pictures of varieties and sizes and shapes, and generally makes a very favorable impression for pasta products.

An eulogy to Mr. Ravarino, prepared by a business colleague appears on page 50.

### In Guatemala

Bob and Fran Green of the National Macaroni Manufacturers Association vacationed in Guatemala two weeks before the Winter Meeting. They were impressed by the reconstruction accomplished since last year's earthquake. Signs everywhere proclaimed: "Guatemala is on its feet!"

While there we learned that Mr. Pradip Kumar Saha, representative of Officine Roncaglia of Modena, Italy had recently installed a new milling plant for Alimentos Panamericanos at Guatemala City. This mill produces hard wheat grind and semolina for the pasta factory of the same firm operating under license of one of the most important Italian firms in this sector. The product is reported to be of good quality and has already gained an international market.

### Market Closings

Joe Viviano has given a giant Hershey Bar to the closest guesser of the Dow Jones closing as of December 31 and the Durum Market high, at the last two Winter Meetings.

Winners this year were Walter Stehrenberger of Buhler-Miag on Dow Jones and William Deatrick of International Multifoods on the durum high. The actual figure was considerably under the guesstimate.

### Spaghetti and Sauce Promotion

C. F. Mueller Company, Jersey City, and Ragu Foods, Rochester, New York, are promoting their spaghetti and sauce products with ten cents-off coupons. Mueller's one-pound packages of regular and thin spaghetti and vermicelli will feature coupons good for any size jar of Ragu sauces.

The Creamette Company of Minneapolis has a similar offer on their spaghetti packages.

**73rd Annual Meeting  
National Macaroni  
Manufacturers Association  
Hershey Motor Lodge  
July 10-14, 1977**

### Horizontal Glu-Pac Cartoner

Clybourn Machine Company, a division of Paxall, Inc. has a flyer out on a special CMC adjustable continuous motion horizontal glu-pac macaroni cartoner. Features are as follows:

- Right-hand inline continuous motion operation.
- 12 ft. (3.6 m) sloped product in-feed tray conveyor with sized product trays contoured for hand-loading and automatic feeding (trays interface cartons within flap area to provide direct loading funnel into carton); includes return belt for tray conveyor.
- No product/skip carton feed and no carton/skip product load controls and machine continues to run.
- Rotary deboss coder for open date designations on carton end flap.

#### Slide Loading Conveyor

- Gradual product slide-loading conveyor with product jam/stop machine control.
- Nordson VII circulating hot melt adhesive system with 4-gun dual orifice nozzle applicators and the necessary carton closure mechanisms and plows for tight double seal end carton closures.

- Optional extended line shaft with single revolution disconnect clutch if required to drive customer's selected volumetric or net weight scale feeders.
- A.C. vari-speed drive, adjustable overload safety clutch, vacuum pump, control transformer and control panel with motor starters and panel door power disconnect.

- Rugged welded construction painted durable epoxy finish enamel, stainless steel or plated finish product and carton contact surfaces and the necessary stainless steel and Lexan safety guards to obstruct access to moving parts and pinch points.
- Semi-automatic modular lubrication system, with all lube points piped out to convenient manifolds grouped corresponding to required frequency of greasing.

#### Complete Instructions

- Complete set of certified layout prints, electrical schematics, spare parts and replacement parts lists, operating and maintenance instructions.
- Carton size range from 2 1/4 x 1 x 8 inches (57 x 25 x 203 mm) to 5 x 3 x 11 1/2 inches (127 x 76 x 292 mm) with change parts.
- Variable speeds to 120 cartons per minute.

### WINTER MEETING HAS INTERNATIONAL FLAVOR

The Winter Meeting at Boca Raton, Florida had an international flavor with attendees from London, Milan, Venezuela, Mexico, Canada and all parts of the United States.

Unfortunately, President Larry Williams was unable to attend because of the sudden hospitalization of his wife, Fran, who was stricken with an attack of pancreatitis the week prior. She is recovering nicely at last reports.

Vice President Paul Vernylen read the President's Address in which Mr. Williams called for the appointment of an Energy Committee to recognize the ramifications of the energy crisis upon the macaroni industry. Charles Niskey of San Giorgio Macaroni outlined how to proceed with an energy audit and the Board of Directors instructed that the planning for the Plant Operations Seminars in April in Philadelphia and San Francisco have more information on this for plant engineers and operating personnel.

Mr. Williams pointed to the accomplishments of the Association in the past year including the underwriting of expanded durum research, the establishment of the monthly macaroni sales index compiled by Ernst & Ernst and to the work of the National Macaroni Institute in which there was a consensus that the publicity garnered was the best ever in the last twenty-eight years.

He declared: "It is imperative that we in the industry continue to initiate—individually and jointly—programs that achieve positive economic benefit to ourselves—to our customers—and to the ultimate consumer. We cannot rely upon governmental action and other forces beyond our control to resolve the basic economic problems we face or to formulate the programs necessary to their resolution."

#### Sales Statistics

Joseph Viviano announced that Ernst & Ernst now send monthly sales index reports only to firms which supply information. He urged that anyone not now reporting telephone to John J. D'Asaro at Ernst & Ernst in Chicago—(312) 368-1800.

Val Bremer reported that Handbook 67, Guideline for State Agen-

cies participating in the National Weights and Measures Conference was under revision but that the project had come to a standstill for the moment. His committee will watch for developments and meanwhile urged that all packaging supervisors watch net-weights carefully.

John Ronald reported that metering is proceeding rapidly in Canada and that in pasta 14 retail sizes will be reduced to 7. The problem of consumer expectation and education as well as the passing along costs when incurred are being worked out. His advice was to look upon the development as an opportunity rather than a problem.

James Winston commented on the status of world hunger, stating that world food supplies are at their highest level in four years, but agricultural experts warn that the dream of eliminating hunger in underdeveloped countries is far from being realized. The need for stockpiling of reserves against famine is necessary because we do not know what the climate is going to do.

#### September 15

The National Affairs Committee announced there would be a Washington, D.C. meeting scheduled for mid-September and meanwhile would make every effort to cultivate our new representatives in Congress and the agency people of the new Carter administration.

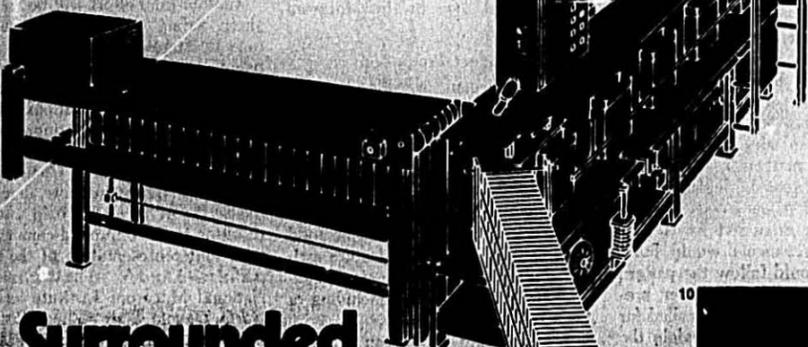
#### Durum Activities

Dr. James S. Quick of the North Dakota State University said he was one of the team for improving durum wheat by breeding, emphasizing that this was a cooperative effort they were developing improved methods, studying genetic variability and producing favorable economic returns. He noted that it takes ten years to produce a new variety of wheat so the work must be constant.

Cereal Technologist Dr. Frank Donnelly told how his department test the quality of new lines developed by plant breeders and of the interest in new projects such as high temperature drying, vitamin enrichment, capsulation, effect of frost damage on quality and correlation cooking qualities.

(Continued on page 8)

## 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.

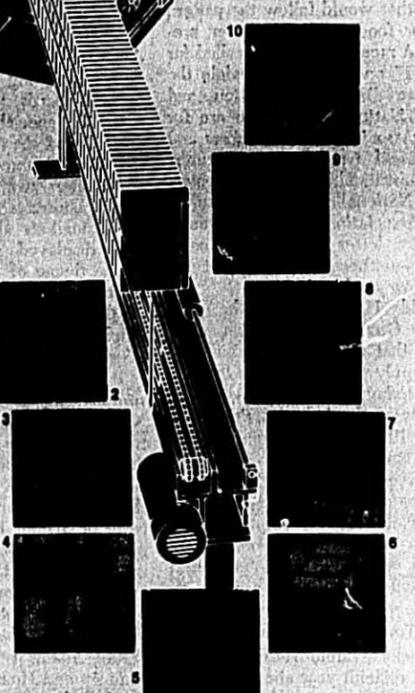
With the Clybourn options, it can also fill cartons with powders, bagged products and non-free-flowing products. Bottles, cans, pour-spouts, premiums and coupons can be automatically inserted.

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 silt-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) 677-7600



- 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

## Winter Meeting

(Continued from page 6)

Vance Goodfellow of the Crop Quality Council described the work of that organization as problem prevention—providing leadership service for healthy agriculture. He emphasized that preventive maintenance is the key and while it is not always spectacular it is very necessary.

Lloyd Skinner explained the joint support for expanded durum research as being necessary to keep competitive with improved varieties of spring wheats. Exports must be encouraged so supplies will be adequate for domestic needs. He declared: "If we can get improvement in color and gluten we can increase sales both in export and domestic markets."

He reported that the legislation for the Wheat and Wheat Foods Foundation has been discussed for a long time—that assessments would build a fund that would follow the pattern of other food marketing order programs. A meeting has been called for March 17 on the bill and while the American Bakers Association and Millers' National Federation are for it, the Associated Retail Bakers and Cookie and Cracker Manufacturers are against it. The Board of Directors of the National Macaroni Manufacturers Association instructed counsel to draft a letter that our position is neutral—neither for nor against the legislation at this time.

Harold Hofstrand of the U.S. Durum Growers Association commented that the situation from gross undersupply three years ago to oversupply today was unhealthy for all segments of the industry. Price controls in 1973 brought Argentina and Arizona into the world export picture. Presently, the drought situation extending from Canada through the Great Plains of the United States down to Mexico is the worst in one hundred years and timely rains next spring will be vital to crop prospects in 1977.

### Tough Year Predicted

Counselor Harold Halfpenny predicted a difficult year ahead. He surmised that governmental policies on energy might help homeowners but not business, noting that every state has a utility board which regulates rates. He warned businessmen to be careful of discussions that might concern fixing of markets or price stabil-

ization as the Federal Trade Commission and the Department of Justice have been given increased powers and will be watching business closely. Government bids will be scrutinized and felonies with penitentiary punishment have already been meted out to executives in the packaging industry.

He said that an audit of the constitution of the National Macaroni Manufacturers Association appeared to be in order and the full document will be published soon in the Macaroni Journal.

### Product Promotion

Elinor Ehrman of Sills, Inc. reported that the 1976 public relations program on behalf of the National Macaroni Institute accomplished a record print results for pasta products that exceeded those of 1975—a banner year. By working closely on a one-to-one basis with top magazine food editors a total of 41 full feature articles were produced in major magazines in all categories including a dozen cover stories.

By displaying results on a series of clip boards, she divided the results into special interest magazines and showed the results of a program that had garnered more than a million dollars worth of space. Tables full of clippings from newspapers in major markets all over the country were displayed.

The theme of 1977 will be "Score High With Pasta" launched last fall at the New York Press Party and emphasized in National Macaroni Week promotion.

Trade press advertising has been running monthly in Supermarket News and Sills has now embarked on the Food Service Program for the industry as of December 1. The first placement of this new program was a three-page feature in the February issue of School Foodservice Journal reaching operators serving 45,000,000 meals a day. Details will be covered in Progress Reports sent to National Macaroni Institute contributors and highlighted in the Macaroni Journal.

Judi Adams reported as the Nutritionist and Home Economist of the North Dakota State Wheat Commission they are trying to reach consumers that range from the cassandras of Adele Davis type to the hedonists who only eat, drink and make merry. They have found that one-to-one contacts at Home Economics conven-

tions, Clinical Seminars of the American Medical Association have been most productive.

They are working cooperative with the Durum Wheat Institute and the National Macaroni Institute on the distribution of the films "Durum Standard of Quality" and "Macaroni Nutrition and Numbers" (on nutritional labeling), as well as joint sponsorship of the Hotel-Restaurant-Institutions program.

Another joint effort will be the Spaghetti Safari scheduled for harvest time in August, 1977, bringing some twenty leading food editors of magazines and newspapers to durum country to see harvest operations, milling and macaroni manufacturing as a first hand experience.

Robert M. Howard, Chairman of the Durum Wheat Institute, described the series of meetings held last fall resulting in the improved communications and representation of the three partners—Durum Wheat Institute, National Macaroni Institute and the North Dakota State Wheat Commission—in committee sessions and financing of joint projects including film distribution and HRI program mentioned above.

### Socials

On the social side the Pasta Party featured the menu served last fall at the New York Press Corps at Tiro Segno and was warmly received. At the Annual Banquet awards were given for the Tennis Mixer won by Helen Marie Ravarino and Joe Viviano and for the Golf Tournament won by the Sills Silver Trophy, a silver bowl, presented to Skip Peter for low net for men and Lois We for low net for women.

Vice President Paul Vermilyea pressed thanks to the hosts of the Suppliers' Socials which preceded the evening meal functions:

ADM Milling Company  
Shawnee Mission, Kansas  
Amber Milling Division  
St. Paul, Minnesota  
Ballas Egg Products Corporation  
Zanesville, Ohio and New York  
New York  
Braibanti Corporation  
New York, New York and  
Milan, Italy  
Buhler-Miag Corporation  
Minneapolis, Minnesota  
Clermont Machine Corporation  
Brooklyn, New York

(Continued on page 10)

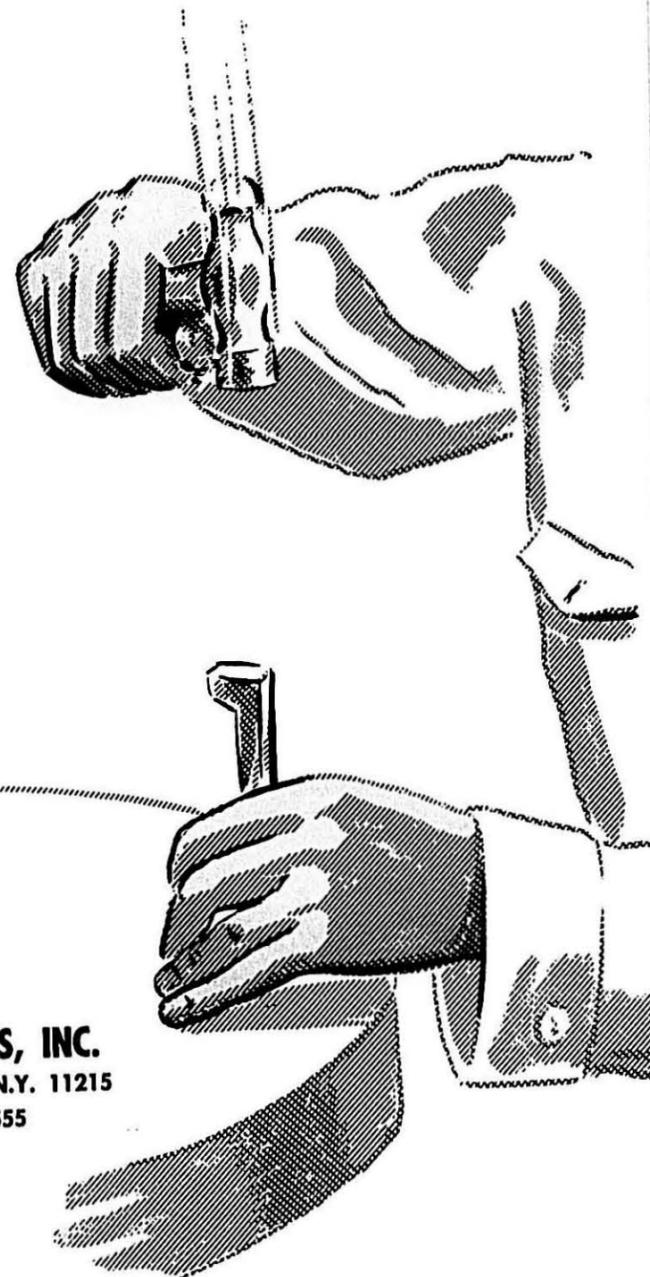
THE MACARONI JOURNAL

the confidence  
of craftsmanship,  
the dependability  
of experience . . .  
MALDARI.



**D. MALDARI & SONS, INC.**  
557 Third Ave., Brooklyn, N.Y. 11215  
Phone: (212) 499-3555

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family  
JANIL, 1977





Lawrence D. Williams

### THE PRESIDENT'S ADDRESS

Prepared by President  
Lawrence D. Williams

Presented by Vice President  
Paul A. Vermylen

Good morning and welcome to your Winter Meeting.

I am certain each one of us is very happy to be present here today. A large number of us—for the past sixty days—have been fighting nature's elements with little success. Perhaps in this Florida setting we can attain a measure of mental and physical relief from Winter's rigors.

In all seriousness—I desire to share with you today my concerns and aspirations for our nation and our industry.

#### Energy Crisis

Today—our nation and the entire world is confronted with perhaps the most critical political and economic crisis of our lifetime. Energy shortages abound in every locality of this globe. It is possible national economies and governments will collapse unless there is a resolution of this energy crisis. Our Association is not capable of resolving the energy crisis—but it is capable of recognizing its ramifications to our industry—and it is capable of developing programs to mitigate its effects upon our industry. In this regard—I am requesting your Board of Directors to establish an Energy Committee—this Committee to be charged with the responsibility of determining—to the best of its ability—the near term and long range effects of the energy crisis on our industry—and also, to determine alternative courses of action we can implement to meet this crisis.

With diligence and hard work on its part—an Energy Committee can assist each member of this Association to remain an economically viable company. Our respective companies must remain economically strong in order to hold and strengthen our posture in the business community of the future. The establishment of an Energy Committee—which I am recommending—is not a new or novel action for this Association. It is solely a continuation of this Association's constant alertness and ability to recognize basic economic problems and to rise to the challenges presented.

In regard to your Association meeting challenges and securing affirmative action I direct your attention to



Paul A. Vermylen

some recent concrete accomplishments of your Association.

1. During the past year there was the establishment of the monthly Macaroni Sales Index compiled by Ernst & Ernst.
2. During the past year there was the Association's underwriting expanded research for Durum Wheat in Agronomy and Cereals Technology along with the North Dakota State Wheat Commission and the Durum Wheat Institute Committee meetings.
3. During the past year your Association has had several conferences with the millers to resolve the operations of the Hotel Restaurant-Institutions Program and to include the representatives from the Durum Wheat Institute and the North Dakota State Wheat Commission in Institute Committee meetings.
4. During the past year your Association held two plant operation forums rather than one in the past. This spring there will be two more—one in San Francisco and in Philadelphia.
5. During the past year your Association increased the retention of Sills, Inc. and it is the consensus of the Association that the publicity garnered was the best in the last 28 years.

It is imperative that we in the industry continue to initiate—individually and jointly—programs that achieve positive economic benefits for ourselves—to our customers—and the ultimate consumer. We cannot rely upon governmental action and other forces beyond our control to resolve the basic economic problems.

(Continued on page 12)

### Suppliers' Socials

(Continued from page 8)

- Cutler Dairy Products, Inc. Abbeville, Alabama
- DeFrancisci Machine Corporation Brooklyn, New York
- Diamond International Corporation New York, New York
- Fibreboard Corporation Englewood Cliffs, New Jersey
- Food Engineering Corporation Minneapolis, Minnesota
- General Foods Pendleton, Oregon
- Henningsen Foods, Inc. White Plains, New York
- Hoskins Company Libertyville, Illinois
- International Multifoods Corporation Minneapolis, Minnesota
- D. Maldari & Sons, Inc. Brooklyn, New York
- Microdry Corporation San Ramon, California
- Monark Egg Corporation Kansas City, Missouri
- National Egg Products Corporation Social Circle, Georgia
- North Dakota Mill & Elevator Grand Forks, North Dakota
- William H. Oldach, Inc. Flourtown, Pennsylvania
- Packaging Industries, Inc. San Leandro, California
- Peavey Company Flour Mills Minneapolis, Minnesota
- Rossotti Consultants Associates, Inc./A. L. Garber Company Fort Lee, New Jersey
- Seaboard Allied Milling Corporation Kansas City, Missouri
- Triangle Package Machinery Co. Chicago, Illinois
- Milton G. Waldbaum Company Omaha, Nebraska



Mama 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 unique 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. 55167 • Phone (612) 646-9433



### President's Address

(Continued from page 10)

we face or to formulate the programs necessary to their resolution.

In addition to the energy crisis—what are some of these basic economic problems? We are able to glean some insight in this regard from industry data and industry surveys.

#### Demand and Sales

Morton Research Corporation of New York recently issued an Economic Marketing and Financial Study on the Macaroni market. They indicate demand for pasta products is soaring both here and throughout the world—that shipments have more than doubled during the past five years, after ten years of very little change. Morton Research Corporation projects this soaring market to double again by 1985. Even though it is the observation of many of us within the Association that the Macaroni industry has shown a fairly steady increase of four to five percent each year rather than the big boom Morton points to in the last five years—we still must be prepared to profitably satisfy any amount of future demand for pasta products. This requires adequate production and marketing facilities.

During 1976 there was a flatness in sales and we can reasonably conclude this was the result of competition from both inside and outside the industry. We continue to operate and live in a meat and potato economy and when those commodity prices are lowered, we have strong competition. Adding to this fact was the abundance of rice and beans.

#### Wheat and Wheat Flour

The present supply of wheat and wheat flour is adequate. We know this can change quickly and without warning. Weather conditions over the world are variable and crop failures can and do become realities. Can any person at this meeting accurately project the total economic effect of this nation's coldest winter which we are presently experiencing?

The United States Department of Agriculture at the beginning of this month advised that extremely dry weather is endangering next summer's water supplies from the Rocky Mountain states to the Pacific Coast. That lack of snow is also threatening crops, especially wheat, in the plains of Kansas, Nebraska, North Dakota,

South Dakota, Oklahoma, Texas, Wyoming and Colorado. As a result, a dozen states besides California are preparing for a drought this year.

#### Foreign Competition

During the past five years imports have nearly quadrupled. According to Morton Research Corporation imports amounted to about 3.2 percent of United States consumption in 1976. There exists no evidence to indicate any reduction in imports—in fact, imports in all probability will continue to exert strong market pressures. At present Canada and Italy are the largest suppliers, but Mexico's sales to the United States have risen dramatically in recent years. Italy continues to be the world's largest producer of pasta products with Japan and the USSR challenging this position.

#### Costs

Although there has been a weakening or levelling of wheat flour prices we continue to be plagued—as all businesses are—with rising costs for labor, freight, energy, packaging, taxes, etc.

As an example we are advised the paper industry—a necessary supplier to our industry—also has been faced with rising costs and soft demand in many key product areas, and has few major capital expansion projects underway or on the drawing board. This could result in paper product shortages by 1978 and price increases as early as this first quarter of 1977. Even though economists are forecasting a 4.5 to 5 percent rate of growth in the Gross National Product in 1977 and the actual rate for 1976 is expected to be about 6 percent, a Paper Institute Survey predicted that paper and board capacity would increase only about 2.2 percent annually over the next three years. Our conclusion that we face higher paper product costs during the course of this year is justified.

To overcome and counter these basic economic problems of our industry—we can—and should—individually and jointly—pursue a vigorous course of action. This includes an intense and in depth survey and review of our present production and marketing divisions—with the ultimate goal of increasing their respective operating and cost efficiencies and increasing their level of profitability.

Production equipment that functions inefficiently destroys the successful marketing accomplishments. Outmoded and obsolete production equipment must be updated or replaced.

Our marketing divisions and the Association must be designed and programmed to reach out to the ultimate consumer—by all available means of communication—with indisputable factual information as to the quality and nutritional value of our product and its relatively low cost to the consumer. Without consumer acceptance—generated by a strong monetary commitment on our part—our share of the consumer's food dollar cannot remain at present levels, let alone achieve progress. If the ultimate consumer of our product becomes disenchanted with our product—or directed attention to presently less competitive products—then irrespective of our production efficiency and capacity the level of pasta product sales will decline. Extensive fresh research and surveys are required to ascertain the key factors which will maintain and create additional consumer demand.

Last—but certainly not the least important—is the necessity of each of us maintaining the financial integrity of our companies. We cannot forget that today's dime is really a dollar with the taxes taken out. A man pays a luxury tax on his billfold—an income tax on the stuff he puts into it—a sales tax whenever he takes anything out. There is no reason to believe that continuing inflation and rising taxes will not continue walking with us as we solve the economic problems I have outlined. Therefore—strict and constant attention must be maintained as to all fixed and variable expenses. Whatever type or nature must be created.

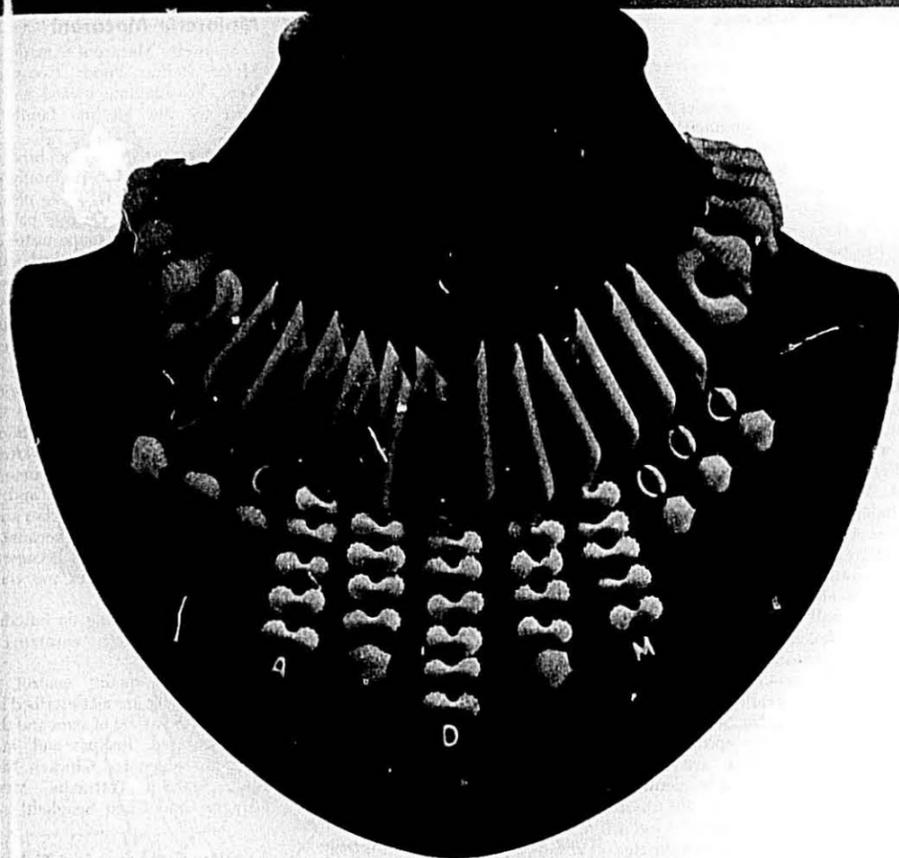
The suggestions and recommendations I have just made today are complex in their meaning—their execution. We can achieve success in their execution if we remember that all business is like a wheelbarrow—it stands still unless someone pushes it. We must also remember the following homily and be guided by it:

If you want your father to take care of you—that's paternalism.

If you want your mother to take care of you—that's maternalism.

(Continued on page 14)

THE MACARONI JOURNAL



## Pearls of Pasta

For a rare adornment of pasta flour, we recommend ADM's golden blends of Durum flour and Semolina. Clean. Radiant. Pasta-perfect flour. Precious consistency.

Enhance your treasures with ADM pasta flour. Your customers will think you're a gem!



### ADM MILLING CO.

4550 West 109th Street, Shawnee Mission, Kansas 66211  
Phone (913) 381-7400

### President's Address

(Continued from page 12)

If you want Uncle Sam to take care of you—that's Socialism.

If you want your comrades to take care of you—that's Communism.

But if you want to take care of yourself—that's Americanism.

In conclusion I say to you that I have attempted to be brief and concise—speakers should speak up so they can be heard—stand up so they can be seen—and sit down so they can be enjoyed. Thank you and enjoy your meeting.

### Small Business Needs "Catch-Up Congress"

Small business needs a "catch-up Congress and a catch-up Presidency" that will make up for years of federal indifference and unconscious harassment, Senator Gaylord Nelson told the Independent Business Association of Wisconsin during its annual State Legislative Day.

"Both must cooperate in an urgent, systematic effort to restore the climate for small business, otherwise it could be choked to death by the growth of giant corporations," Nelson declared. "This would be an unmitigated disaster for smaller communities and neighborhoods, for our economic creativity, and for the spirit of free enterprise, all of which are firmly rooted in small individually-operated enterprises."

#### Calls for Conference

Nelson, the chairman of the Senate Small Business Committee, has proposed that President Carter call a White House Conference on Small Business to stimulate a new awareness of its role in American society, and expose the problems that have discouraged small business formation and expansion.

"Professor Irving Kristol has described the small businessman's current condition best," Nelson said: "No one is leading a crusade against him, and . . . no one really wants to. He is merely being chided, harassed, ruined and bankrupted by a political process that takes him for granted and is utterly indifferent to his problematic condition."

Much of the trouble, Nelson told the Wisconsin businessmen, exists in "hurdles" and "roadblocks" unwittingly erected by the federal government in the last two decades. Nelson listed these as the chief problem areas:

The tax code—the accumulation of special benefits for big businesses has resulted in blatant discrimination against small businesses.

Paperwork—now imposes a \$40 billion yearly cost on the economy, more than half of which is borne by small businesses.

Over-regulation—laws which seek to achieve socially acceptable objectives have been transformed by over-zealous administrators into bureaucratic nightmares."



Salesman of the Year, Joe Vitale (left) received his award from Joseph P. Viviano, President (right) on behalf of the San Giorgio Macaroni Company. Mr. Vitale competed for the award with the firm's forty-one salesmen throughout the northeastern United States. Celebrating the occasion with him is Mrs. Vitale. They reside at 42 Farmbrook Drive, Old Bridge, New Jersey.

### Skinner Ads Stress Quality

Skinner Macaroni Company is entering a full-color, two-third-page ad in various Midwestern and Southern regional editions of March 8 Family Circle. The ad is just one part of a continuing multi-media pasta push. The same ad appears in Good Housekeeping and Woman's Day. Television commercials will support the campaign, as will low-cost-per-serving ads in TV Guide, and newspaper ads featuring attractive consumer coupon offers.

The campaign explains how the Skinner people make their macaroni and spaghetti products with 100% Amber Durum Semolina, recognized as "the finest pasta ingredient in the world." According to Skinner, most other brands blend Semolina with less expensive types of flour.

**73rd Annual Meeting  
Hershey Motor Lodge  
July 10-14, 1977**

### Majorette Macaroni

Majorette Macaroni is made by the Major Italian Foods Company, Kent, Washington, owned and operated by the Merlino family since 1925.

In a recently released brochure is stated: "The Merlino family makes many varieties of pasta, to please the varied and sophisticated palates of pasta lovers. Each shape tastes different, depending on its thickness, the amount of pasta surface exposed to the sauce, and the speed at which the pasta dries. The kind of pasta to be used in a particular dish is a matter of personal preference."

"The three major categories of pasta are (1) Spaghetti—little string—small rods that vary in thickness and length. (2) Macaroni—often tubular shaped, they also come in a variety of fanciful shapes and sizes. (3) Noodles—Merlino noodles are thin and often curled—thin because they taste better, and curled because they cook up better. Noodles, too, come in a variety of sizes."

Merlino is planning on introducing two new products: cavatappi and riccioli.

Ingredients, quality control, plant and equipment are all described in the brochure. A variety of sizes and shapes are illustrated. Recipes and illustrations are given for Chicken Noodle Soup, Seafood Tetrazzini, Mexican Lasagne, and Clam Spaghetti.

### Seattle Supersonics Tickets

Lucky fans of the Seattle Supersonics are seeing their heroes Fred Brown and Slick Watts for free courtesy of The Creamette Company.

Creamettes is giving away 20 tickets for National Basketball Association games in Seattle during the regular season. Tickets are awarded by drawing.

To be eligible, fans write their names and addresses on the back of any Creamette package or family size box and mail with an entry blank found in local daily newspaper ads. Four winners of pairs of tickets are drawn for each of 25 home games.

The Creamette Company, maker of Creamettes Brand Macaroni and Creamette Brand Spaghetti, produces the most widely distributed pasta in the world. It has three plants in the Minneapolis area and a fourth in Winnipeg, Canada.

THE MACARONI JOURNAL

# If you want results, call the durum people.

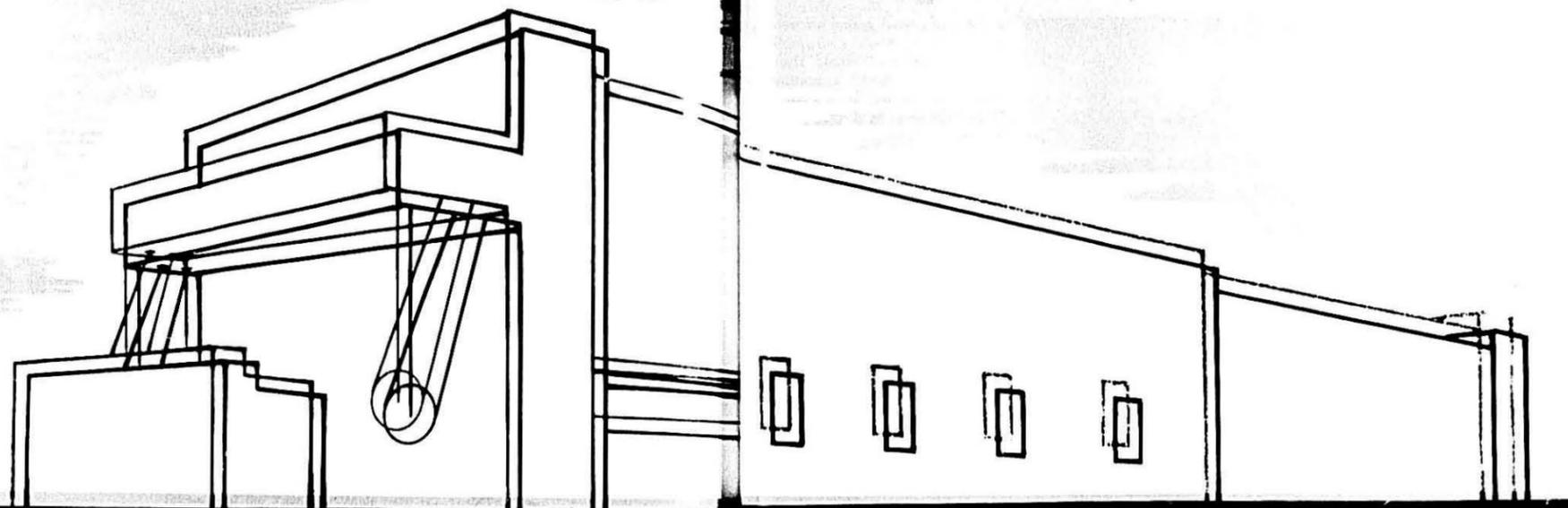


You can measure the results when you start with the best. The best durum wheat is raised on the prairies of North Dakota, and the North Dakota Mill uses only the best durum wheat for our durum flours. If you want the best results, start with Durakota No. 1 Semolina, Perfecto Durum Granular or Excello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

**the durum people**



**NORTH DAKOTA MILL**  
Grand Forks, North Dakota 58201  
Phone (701) 772-4841



# The Demaco Dryer.

Higher temperatures, straight-through,  
uncomplicated mechanical operation  
assures you of:

- **BETTER QUALITY**
- **BETTER COLOR**
- **BETTER COOKING RESULTS**
- **BETTER BACTERIA CONTROL**

*Call or write for illustrated literature, or for immediate assistance,  
a factory trained field representative, without obligation.*

**DE FRANCISCI MACHINE CORPORATION**

280 WALLABOUT ST., BROOKLYN, N.Y. 11206  
Western Rep: Hoskins Co., Box F, Libertyville, Illinois 60048  
Phone: 312-362-1031

Please note our new phone number  
**(212) 963-6000**

## The Status of World Hunger

by James J. Winston  
NMMA Director of Research



James J. Winston

Although world food supplies are at their highest level in four years, agriculture experts warn that the dream of eliminating hunger in underdeveloped countries is far from being realized. Officials at the United Nations Food and Agriculture Organization (F.A.O.) say the current good crops are primarily a result of good weather; a factor that cannot be counted on to prevent famine in the years ahead. A recent article in the "Saturday Review" by Robert Claborn, a scientific specialist in physical geography, stresses the necessity of stockpiling of reserves against famine—not because we know what the climate is going to do but because we don't know.

The F.A.O. of the United Nations emphasizes that the developing countries will have to improve their methods and produce not only enough for current needs, but also enough to keep pace with growing populations and still maintain adequate stores in case of crop failure or disaster. Unfortunately, the achievement of this goal is still at least ten years away though slow progress is being made. The current mood is a far cry from what prevailed during the World Food Conference held in Rome in November 1974, when statistics showed that 500 million people were chronically hungry and that the situation seemed likely to get worse. F.A.O. statistics indicate a 2 to 3 percent increase in global food production this year, including a 7 percent rise in grain production. Surprisingly, chronically food-short countries such as India and Bangladesh managed to harvest relatively good crops this year mainly because of favorable monsoon rains. India, to everyone's surprise, stocked 17 million tons of grain. The problem area is Africa—where a combination of drought and political upheaval have caused crop failure in Cape Verde, Mauritania, Chad, Ethiopia, Mozambique and Angola. The current estimates show a steady recovery from the global crisis that began with the sub-Saharan drought of 1972 and wiped out that year's record stocks. Despite the encouraging signs, the F.A.O. Director General, Edouard

Saouma, believes that redoubled efforts by the developed and developing areas are necessary to prevent famine. According to the Director General of the F.A.O. and I quote, "Not only are individual countries and regions as subject as ever to devastation from natural calamities, droughts, plant diseases and so forth, but each cyclical food crisis tends to be worse than its predecessor as the number of lives at stake and the qualities of food required increase under the pressure of population growth."

Unfortunately, not all the recommendations of the 1974 World Food Conference attended by representatives of 137 nations have been carried out. A major recommendation was the allocation of 10 million tons of grain per year for global food aid—a level viewed as a minimum requirement, yet not enough to cope with a global crisis. Contributions for the 1975-76 period fell short and projected contributions for 1976-77 total nine million tons. A 500,000 ton emergency reserve approved last year by the United Nations General Assembly has yet to be realized. The data indicate that the industrialized countries were spending too much on arms and not enough on guaranteeing emergency food. The developed countries are putting aside 3 percent of gross national products for food-security programs while the oil producing nations have been laying aside 2.6 percent. F.A.O. officials indicate that another goal not yet achieved is food reserve stocks in developed countries. This would allow them to maintain a yearly

surplus of cereal grains amounting to 18 percent of annual consumption.

The question of World Hunger is, to a certain extent a controversial matter. According to the Woodrow Wilson School of Public Affairs at Princeton, "Hunger has never been known on such a world-wide scale as it is today." However, Walter P. Falcon, Director of Stanford Food Research Institute states "The world is not slowly starving to death" and adds that per capita grain availabilities have increased fairly steadily in the last 15 years. The basic argument that the world's population growth will outstrip its ability to produce food, has been around since well before Malthus's late 18th century admonition; somehow since then, the world population has doubled and fed itself without laying the idea to rest. Professor Falcon of Stanford observes that currently, the annual rate of population growth is averaging 1.9 percent while that of food production is 2.5 percent. The real problem according to Professor Falcon is local and regional food shortages augmented by a poor policy of distribution and storage.

### Malnutrition in U.S.

It often comes as a great surprise to Americans to learn that in spite of our affluent society, malnutrition still prevails among different segments of our population. This matter has received prominence from several sources; namely, Congressmen who have toured different areas of this country; nutritionists who have emphasized in their presentations the lack of proper dietary intake e.g., Nevin S. Scrimshaw, Professor of Nutrition and head of the Department of Food Science at M.I.T., and Professor Jean Mayer who is now president of Tufts College. At a recent conference of prominent nutritionists held in Philadelphia on December 3, 1976, it was also stressed that the world food situation currently favorable, as a result of good weather in most growing areas, remains precarious for the near future and potentially disastrous over a longer term. In addition, several organizations have recently been established for the purpose of disseminating pertinent information to help improve the nutri-

(Continued on page 20)

THE MACARONI JOURNAL

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

...the eggs you put into your egg noodles by better methods of handling and blending and ... And we know all the ... After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningesen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningesen, the egg people. But it is a good idea.

**Henningesen Foods, Inc.**  
The egg people  
2 Corporate Drive, White Plains, N.Y. (914) 694-1000

## World Hunger

(Continued from page 18)

tional status of the impoverished groups of this country. They are as follows: The National Council on Hunger and Malnutrition in the United States, with headquarters in Washington, D.C. and the Organization with Meals for Millions Foundation with headquarters in Santa Monica, California.

### Children Suffer

It is rather startling to realize that today in this world an estimated 300,000,000 children suffer physical and mental damage because of insufficient food, particularly a lack of high quality protein food. The common disease in children that is characterized by insufficient protein is called Kwashiorkor. This can disable a child for life and frequently it is fatal. Dramatic improvement has been noted when a child with this disease is fed sufficient protein of the proper quality to restore him to normalcy.

It has been emphasized at a meeting of the American Dietetic Association by Dr. Nevin S. Scrimshaw, who asserted that "a severe deficiency of protein in the early years of a child leads to a permanent decrease in the number of brain cells and reduces a child's learning ability. Also, an adult man with enough calories may not be able to do a day's work due to lack of protein". Authorities feel that the world's population is expected to double in about 30 years and that is why efforts are being made now to evaluate the protein quality of diets. This has, therefore, resulted in recommending the supplementing of foods with high quality protein additives to raise the protein quantity and quality. At the present time, according to statistics, just to maintain present dietary levels with an expanding U.S. population, farmers will be required in the next 15 years to increase the production of beef 45%; pork 13%; poultry 50%; milk 16% and vegetables 38%.

### Objectives

In testimony before the Senate Select Committee on Nutrition and Human Needs, Dr. Aaron M. Altschul of USDA reviewed the desirable objectives for a United States food program. The following was emphasized:

1. No one must go hungry.
2. Hunger or malnutrition must not be a deterrent to economic development.
3. The American diet must provide

for optimum health throughout life.

Our pasta products have in the past played an important part in alleviating hunger particularly after World War II when our industry was called upon to ship many tons of pasta to Europe to feed the hungry. Also, several years ago, after a conference I initiated with Mr. Clifford Hardin, the then secretary of Agriculture, the USDA decided to purchase Macaroni products in large quantities fortified with defatted soya flour as a "give away item" to help the indigent in this country improve its intake of protein foods.

In a letter to Dr. John A. Hannah, Acting Head of Staff for the World Food Council of the United Nations, I have advised him that our Pasta Industry is geared to produce a large volume of products. These can serve as carriers for important nutrients both for vitamins and especially for protein additives which will bring the Protein Efficiency Ratio (PER) of our products up to a level approaching Casein. This letter was acknowledged by Dr. Hannah and I may be privileged to meet with him at the appropriate time. Our production capacity has been substantially increased with the installation of new Macaroni and Noodle equipment with improved drying techniques. Our industry is ready and available to embark on any program to feed the masses and the hungry.



Marvin E. Winston

### M. E. Winston To Wed Ellen R. Krufka

Mr. and Mrs. Abraham Krufka of Matawan, N.J., have announced the engagement of their daughter, Ellen Ruth Krufka, to Marvin Eliot Winston, son of James J. Winston of Amagansett, L.I., and the late Mrs. Winston.



Manus M. Gass

### Buitoni Officer

Manus M. Gass has been named Executive Vice President and Chief Operating Officer of Buitoni Foods Corp., South Hackensack, N.J.

The new position entails full charge of all of Buitoni's wide-ranging U.S. operations in canned, packaged and frozen food: sauces, pastas, pizzas, convenience frozen foods, and other retail and food service products. Marco Buitoni, who retains the title of President of the U.S. Division of Industrie Buitoni Perugina, S.p.A. will assume the duties of Executive Vice President of the multi-national parent company, headquartered in Perugia, Italy.

Mr. Gass, who joined the company in 1966 as Treasurer-Controller, was appointed Vice President of Finance and Administration in 1972.

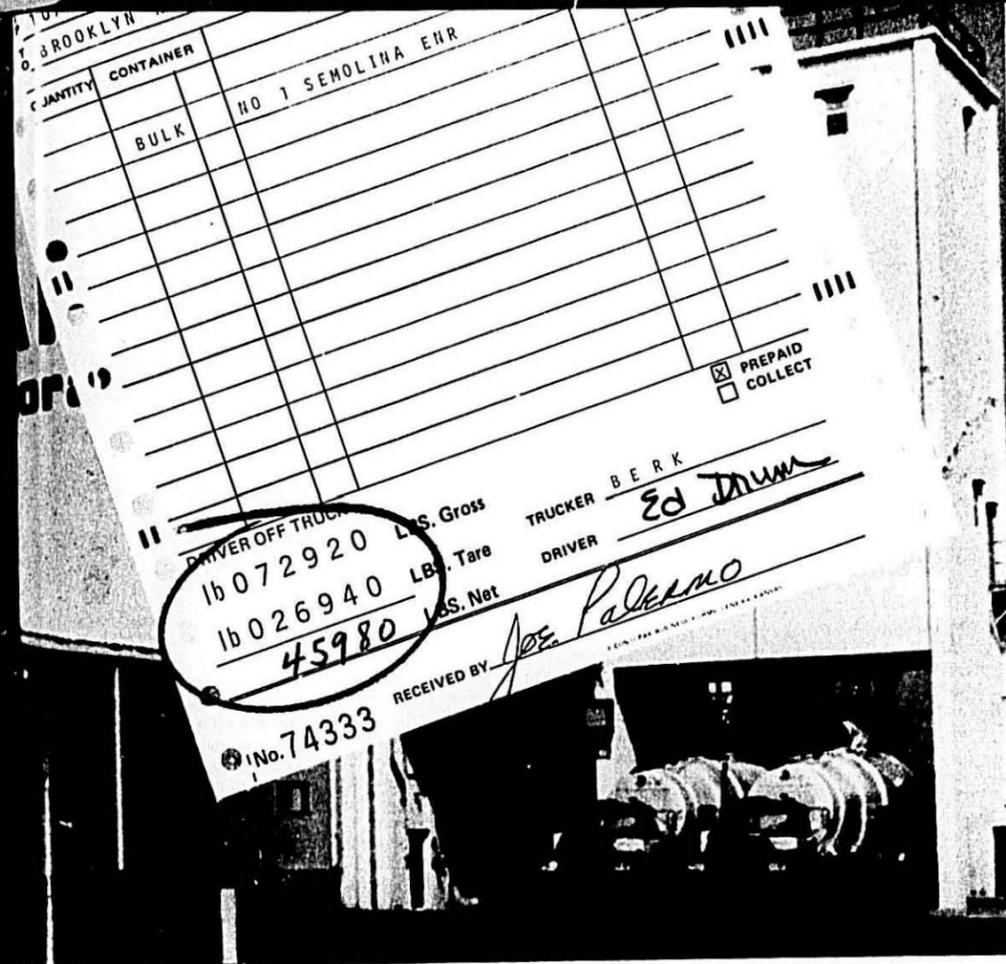
The wedding is planned for May 22.

Mr. Krufka, an electrical engineer is a partner of the electrical and energy management firm of P. Krufka & Krufka in Holmdel, N.J., in which his daughter also is a partner.

Mr. Winston's father is director of research of the National Macaroni Manufacturers Association in New York. The prospective bridegroom is vice president and associate director of Jacobs-Winston Laboratories, a New York consulting food chemist and sanitarian. He also is adjunct lecturer in the family and consumer studies department at Lehman College.

Miss Krufka graduated from Bryn Mawr College and received a master's degree from Duke University. Mr. Winston has an B.A. degree in chemistry from Indiana University and an M.S. degree in food science from Rutgers University.

THE MACARONI JOURNAL



## "no wait" weights!

When you buy freshly-milled truck-delivered SAMCO No. 1 Semolina from Seaboard there's no weight guessing. You receive the exact amount of product you pay for. Here's why:

Each empty truck is driven on to the platform scale at the mill site and the tare weight recorded on the weight ticket. The truck is then pulled a few yards to a loadout bin which rests on load cells. Product is automatically measured and the truck gravity-filled in minutes. Back to the same scale for recording of gross weight. Then product, accompanied by the weight ticket, is quickly on the way.

SAMCO No. 1 Semolina . . . freshly-milled, truck-delivered, exact weights.

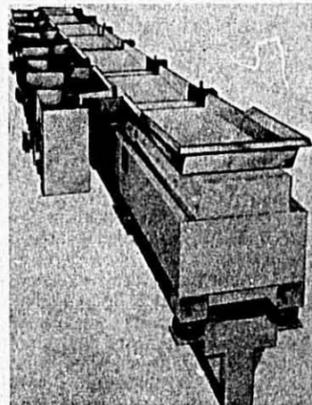
Seaboard . . . the modern milling people.



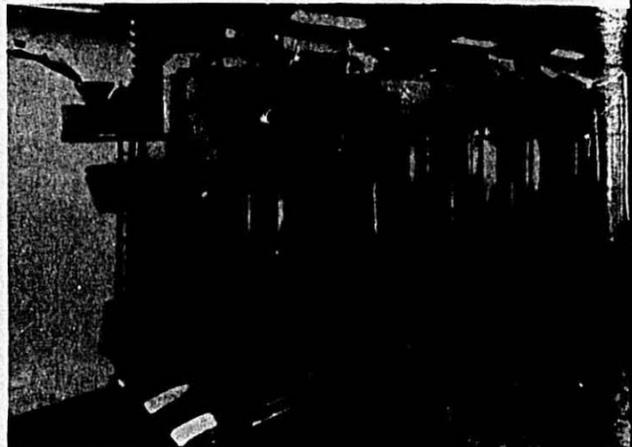
Seaboard Allied Milling Corporation  
P.O. Box 19148,  
Kansas City, Mo. 64141  
(816) 561 9200

## Automated Systems Concepts

by Peter V. Kenford, Vice President Sales,  
The Aseeco Corporation



Aseeco Model MT11-500



Aseeco Select-O-Matic Bin Storage System

The Aseeco Corporation is comprised of an integrated team of highly competent technical professionals who devote all of their time and efforts to the development, design, fabrication and sale on an international scope completely automated, integrated process systems for widely diversified food industries.

Aseeco is an acronym for Automated Systems & Equipment Engineering Corporation.

Through its efforts in the engineering and development of automated systems concepts for the food industry, the Aseeco Corporation feels that it has shared in the development of this industry to where it is one of the most advanced in automation in the world.

Such a feeling is rightfully justified for it has been Aseeco's creed for over two decades that a product, no matter how well and economically made today can be made better and more economically through automation.

### California Headquarters

Operating out of their Beverly Hills headquarters, the Aseeco Corporation maintains representation not only throughout the United States; but also internationally through Aseeco International with representation in Canada, The United Kingdom, France, Australia, Japan, New Zealand, Iran, Switzerland and Venezuela.

The Aseeco Corporation's endeavor is primarily that of an engineering company which designs, manufactures and erects automated integrated process systems. The standard product line is comprised of Aseeco overlapping bucket elevators, sanitary belt conveyors, vibrating conveyors, select-o-matic bin storage systems with free flowing materials, accumaveyors which are moving belt storage systems for non-free flowing materials, can and bottle conveyors, Modu/Tran distribution systems, automatic continuous blending systems, dehydrators and driers.

Many of the above products are marketed as individual pieces of equipment and the client can adapt them to his line or process. However, Aseeco will also contract the complete design of a modern functional automated process system, wherein Aseeco will interface the above pieces of equipment together with other equipment to accomplish a complete process function efficiently and economically.

When Aseeco is commissioned to perform an entire project, the services which Aseeco offers are plant engineering, lay out and mechanical, electrical engineering and control panel design, machinery selection and procurement, evaluation of sub contracts and bids, site selection and construction supervision, erection and installation of machinery, plant start up and final adjustment, training of operating and maintenance personnel plus service after sale.

Pioneer

The Aseeco Corporation is actively engaged in providing systems both process and bulk materials handling not only for the pasta industry, but also for other diversified food production facilities.

The Aseeco Corporation has evolved through the last 20 years, techniques not only for mechanization, but pioneered techniques for automation to keep pace with the changes in technology as they are applied to various facets of the food industry which Aseeco is involved. Many of today's standard pasta plant concepts were conceived by Aseeco, such as surge storage for noodles; select-o-matic bin systems for short goods, to name but a few.

One of the latest technological developments of the Aseeco Corporation is the Modu/Tran II Distribution System. This system was developed by Aseeco for the simultaneous conveying and distribution of products on demand to multiple packaging machines, hoppers, mixers or other batch use points. This system is unique in

(Continued from page 24)

THE MACARONI JOURNAL

# ASEECO BIN STORAGE SYSTEMS

## BIN STORAGE

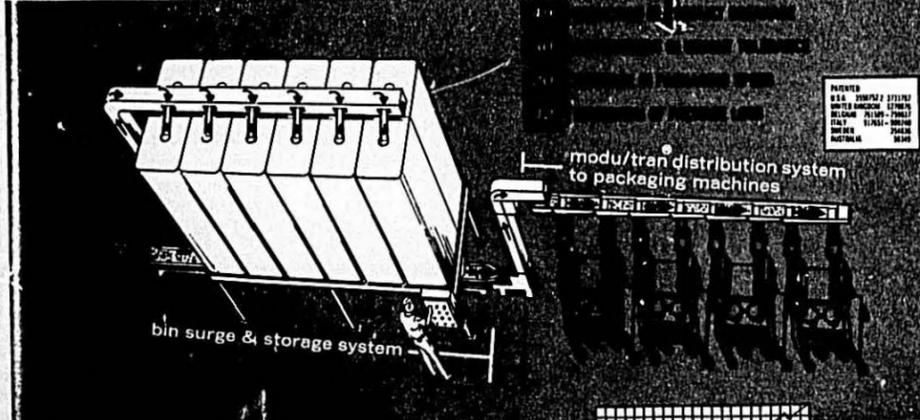
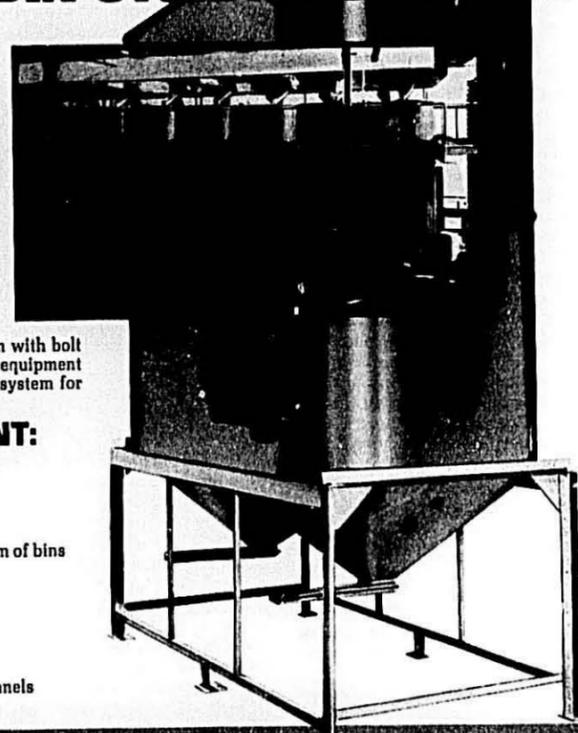
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the 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
- Bin Empty Signal System
- Bin full light indicators
- Bin empty light indicators
- Lucite view ports on side and bottom of bins
- Y type multi discharge outlets
- Spiral lowerator chutes
- Multi-rotation infeed conveyors
- Under bin collector conveyors
- Pneumatic control panels
- Electrical Control and indication panels



services offered: Plant Engineering and Layout  
Electrical Engineering and Control Panels  
Erection and Start-up

Write for your nearest representative.

ASEECO 6957 W. Olympic Boulevard, Beverly Hills, Calif. 90211  
(213) 652-5760 TWX 910-490-2101



### Automated Systems

(Continued from page 22)

that any number of discharge points can be fed at a controlled variable rate from one stream of product without the use of slide gates, ploughs, or right angle blow off mechanisms. This unique system has the following advantages; instantaneous delivery which eliminates starvation, increases packaging machine efficiency, improves machine net weights by virtue of constant rate feed. In addition the system eliminates recirculation which causes product degradation and the product is delivered on a true first in, first out basis which ensures fresh quality. The system can feed multiple discharge stations with diverse feed rate requirements and any number of discharge stations can be shut down without effecting the remaining stations in the system. The entire system is modular in concept in that it can be easily extended by the future addition of modules to serve additional capacity requirements.

#### Global Expertise

In addition to developing new products for industry, Aseeco has also greatly expanded its manufacturing operations in order to serve its international operations. Equipment is now currently being fabricated in Canada, The United Kingdom, Australia, and Japan to serve these widely dispersed markets.

The current projects in house will result in Aseeco installations not only in the continental United States, but in Canada, England, Australia, Egypt, Venezuela and Iran.

When your conveying and bulk materials handling problems are submitted to Aseeco you immediately have the benefit of global expertise gained by Aseeco from the solution of many similar problems over the years. The Aseeco representatives internationally are individuals who are qualified to give professional assistance in working out the most modern and economical solution to your particular conveying storage or distribution problem. The resources of this highly skilled group of individuals are available to you for planning and application engineering.

**73rd Annual Meeting  
National Macaroni  
Manufacturers Association  
Hershey Motor Lodge  
July 10-14, 1977**

### World Wheat Situation

Production	Estimated 1975/76 by ConAgra	Projected 1976/77	Estimated 1975/76 Actual
— Million Metric Tons —			
W. Europe	51.0	50.6	48.6
E. Europe	32.0	33.7	28.5
Australia	10.0	11.6	12.0
Argentina	8.0	11.0	8.6
Canada	16.0	23.5	17.1
India	24.0	28.3	24.2
USSR	90.0	96.9	66.2
U.S.A.	50.0	58.4	58.1
Other	86.0	92.8	86.0
Total	367.0	406.8	349.3
*Ending Stocks	53.6	56.4	33.1
Exports/Imports	63.0	60.7	65.6
U.S. Wheat Exports	26.3	25.3	31.5

\* 5 Major exporting countries

### The Wheat Situation

Published by  
Economic Research Service  
U.S. Department of Agriculture,  
February, 1977

The 1976/77 marketing year is well past the halfway mark and the large supplies from the record 1976 crop continue to dominate the U.S. wheat market. Domestic use is running near year-earlier levels but exports have faltered since both competing and importing nations harvested bumper crops in 1976. It appears that more than 400 million bushels will be added to the U.S. carry-over next June 1, pushing stocks to more than a billion bushels, the largest since the early 1960's.

Large supplies and less foreign demand resulted in wheat prices last fall about a dollar per bushel below the start of the season and the lowest level since 1972/73. However, markets have strengthened seasonally since then, with grower prices averaging \$2.43 per bushel in mid-January. Apparently the market is being supported by weather uncertainties, the prospective reduction in 1977 plantings, feed prices and heavy placements in the loan program. Market prices are expected to continue to rise seasonally as the 1976/77 marketing year draws to a close, and grower prices for the season will likely average around \$2.75-\$3.00 per bushel as compared with \$3.55 in 1975/76.

#### 16% Larger Crop

The 1976 world wheat crop was 16 percent larger than a year earlier. Record or near record crops were the rule for both importing and exporting countries, spearheaded by the

record Canadian crop and a dramatic recovery in the Soviet Union in 1976's disastrous harvest. With supplies bountiful, competition among suppliers has been keen for a smaller 1976/77 export market, thus keeping prices under pressure. Prospects for the 1977 world winter wheat crop are generally good for major producing countries except the United States.

#### Low Prices and Dry Conditions Move Wheat Growers to Shift to Other Crops

Wheat growers appear to be looking at both economic alternatives and weather conditions in making plans for the 1977 crop. Plantings for winter wheat were down 3 percent. Winter wheat yield prospects have also been affected by dry cold weather. Based on December 1 conditions, the crop was estimated around 8 percent below the 1976 crop of 1,566 million bushels.

On January 1, spring wheat growers indicated they would cut plantings 18 percent—39 percent for Durum and 10 percent for other spring wheat. Should prices and moisture conditions improve in the Northern Plains plantings could be somewhat larger than these earlier intentions. Hard wheat producers in the Plains appear to be shifting to barley, oats, oil crops, cotton, and possibly fallow, while soft wheat growers in the East are switching to corn and soybeans. These indications and dry conditions over the wheat belt point to a substantially smaller 1977 U.S. wheat crop. Larger world wheat stocks will weigh on U.S. export prospects.

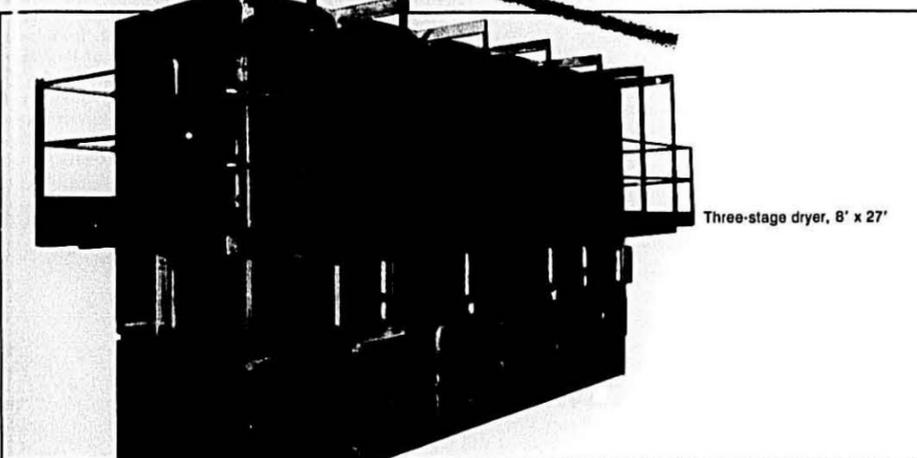
### World Wheat Harvest Breaks Record

Now that Southern Hemisphere wheat harvests have been virtually completed, world production is estimated at a record 407 million metric tons, 16 percent over last year and a tenth more than the previous record in 1973. For most major producing regions, crop estimates have been revised higher with the completion of harvests. Thus, the world crop has turned out much larger than prospectively indicated last summer. Record or near record wheat harvests were recorded by many of the Northern Hemisphere's major producers—the United States, Canada, USSR, People's Republic of China, Turkey, and India.

(Continued on page 26)

THE MACARONI JOURNAL

## THE DRYER OF THE FUTURE



Three-stage dryer, 8' x 27'

In a 1973 survey of the entire pasta industry by an independent research firm, 67% of respondents stated that a combination of microwave and conventional drying is "the method of the future."

## TODAY'S DRYER

The pioneering is over! The microwave dryer is standard 24 hour/7 day equipment for any size macaroni or noodle plant

Up to 4 times the production in the same feet of floor space (a bargain in itself with construction costs in the \$20 sq. ft. range).

Riduces infestation up to 99.99%. Kills: bacteria, Salmonella, E. Coli, C.iforms, mold, yeast, weavils and eggs.

Most easily sanitized dryer. Hose it down or steam it clean.

Makes a richer looking product; no blanching.

Energy savings reported: 52% less BTU's, 6% less KW's.

Lowest downtime. "We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads or lists at less than 2%" — Pitt. Mgr., leading mid-west operation.

"If future equipment will be Microdry" — Tech. Dir., large pasta plant.



New! Diewasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

Compared with conventional dryer

Units in these lbs./hr. Capacities: 1500, 2500, 3,000 and 4,000.

Operating today at: Golden Grain, San Leandro (2 units); Golden Grain, Chicago (2 units); D'Amico, Chicago; Catelli, Montreal; Gooch, Lincoln; O. B., Ft. Worth; Lipton, Toronto (2 units); Gilster Mary Lee, Chester, Ill.

Completely fabricated and assembled in our plant. All stainless steel construction. Complete microwave and process control instrumentation systems with the unit — no extras to buy. Personnel generally can learn operation in one day. Continuing consultation privileges with Microdry.



**MICRODRY CORPORATION**

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

## World Wheat Record

(Continued from page 24)

There were bumper Southern Hemisphere wheat crops except for Australia where output was about average.

The coarse grain world harvest was a record as well and the 1976 rice crop is expected to be the second largest, so grain production (including milled rice) for 1976/77 is projected at a record 1.33 billion metric tons, up 9 percent over last year. This will be a year of stock buildup around the world.

## Durum Stocks Building Up

Durum stocks on January 1 totaled 117 million bushels, 36 percent larger than last January. Slow farm selling since November and producers' large storage capacity have kept over 70 percent of Durum stocks at farm locations. These large mid-crop year stocks will continue to pressure prices and year-end stocks may be close to 100 million bushels.

June-December exports were a sizeable 30 million bushels. However, over 12 million bushels were shipments of Southwestern-produced Durum. Outstanding export sales on January 23 showed another 6 million bushels are slated for future delivery. Competition from Canada and Argentina has been keen, so 1976/77 Durum exports may be down about 15 percent from last year's 52 million bushels.

## Prices Down

Prices of No. 1 Hard Amber Durum (med.), Minneapolis, have continued their dramatic decline, dropping below \$3.00 in December and January. While the trend was similar to other classes, the extent of the drop was more severe as Durum came under pressure from the record supply. A 40-cents-per-bushel price spread between Durum and No. 1 Dark Northern Spring has remained fairly constant since the new crop harvest. Last season this differential was well over \$1 per bushel, reaching as high as \$2 per bushel.

## Milling Up

Milling activity during June-December showed a moderate increase. Considering the growth in pasta demand and low Durum prices, the use of hard wheat flours (farina) in semolina blends will decline. Thus, 1976/77 Durum food use should be 5-19 percent above last year.

On January 1, producers indicated their intentions to plant 2.9 million acres, a 39-percent decrease from a year ago. Growers apparently plan to adjust to the poor price performance of Durum as this would be the smallest acreage since 1972. Northern Plains intentions were down 36 percent. However, the greatest decline was in the Southwest where growers appear to have shifted to other crops.

## Turkish Wheat on World Market

The Great Plains Wheat office in Rotterdam reports that Turkey has placed 500,000 tons of breadwheat for sale on the world market. One hundred thousand tons have apparently been bought by Iraq, and 300,000 tons will be offered into Brazil, although at prices unlikely to be competitive. A contract for the remaining 100,000 tons was under negotiation with Dutch importers, but an agreement could not be reached; the Turkish government will reportedly tender this amount on the world market in two weeks.

## From Wheat to Flour

The Wheat Flour Institute, 1776 F Street, Washington, D.C. 20006, has released a new edition of "From Wheat to Flour"—an 80 page booklet on the story of man in a grain of wheat.

Sections deal with History-Religion-Wars; The Wheat Plant, Culture—past and present; Milling; Testing and Grades of Flour; Mill Products and Special Definitions (including durum wheat products); Breadstuffs in Popular Diet; References and Suggested Reading.

Profusely illustrated, this is a most excellent reference. Price \$2.00

## Pasta

"Pasta" by Vincenzo Buonassisi is the "bible" of one of the world's favorite foods, pasta. Translated from Italy's perennial best seller *Il Codice della Pasta*, it contains over 650 recipes covering every imaginable kind of pasta preparation. Some reach back to antiquity, others are as contemporary as today's newspaper. All have their origins in the rich and varied tradition of Italian cooking and have been carefully adapted for use in the American kitchen without losing any of their authenticity.

Along with the recipes there is a brief but colorful history of pasta, a discussion of pasta varieties and basic sauces, and glossaries of principal ingredients, herbs, seasonings, and Italian cheeses. In addition, there are full-color reproductions of charming antique prints from the historic museum of pasta at Pontedassio, Imperia, and delightful chapter illustrations and line drawings by the gifted Italian artist, Vincenzo Agnesi. Published by Lyceum Books, Wilton, Connecticut 06897, the book sells for \$14.95.



**Promote Pasta for Profits.** Macaroni products really sell related items and here's an excellent illustration. A \$1.00 sale of elbow macaroni sells \$7.99 in related items based on a recipe for Macaroni-Tuna Salad developed by the National Macaroni Institute in its home economics test kitchens. Cathy Abelson shows at the right most of the actual ingredients that go with the macaroni including canned tuna from the grocery department, and peppers, tomatoes, celery and radishes from the produce section. The recipe also calls for spices, oil and vinegar. Push pasta this spring to promote package sales of related items.

## Tuna a Winner in Satisfying Salad

It's spring—a season of many delights such as balmy breezes, gentle rain, budding trees, and returning birds. So why are you spending an hour in the kitchen cooking? Spring and summer are wonderful seasons and the right time of year to save your time with quickly-prepared seafood entrees. Take a walk in the warm, fresh air and look over the products in the frozen seafood section of the supermarket, then check the area where canned fish and shellfish are displayed. Don't be an impulse buyer, be armed with a list or plan and stick

(Continued on page 29)

THE MACARONI JOURNAL

# A MAN CAN'T BE ALL THINGS TO ALL NEEDS

Some of the most efficient men I know wouldn't think of being their own lawyer or accountant. Yet these same individuals dictate judgment on their advertising, sales promotion and marketing activities.

We, at Rossotti are in the Packaging Business. Reviewing some of the accounts that Rossotti has served over the years, we feel that we have built up a reasonably successful track record. However, in the art and practice of selling to the consumer in today's highly competitive market, I must further "expertize" my judgment. Therefore, I have attracted to our Rossotti organization one of the country's outstanding sales makers and his group. Now, in addition to the excellent facilities of The A. L. Garber Division of the 400 million dollar conglomerate, Wheelabrator-Frye, Inc., we can not only supply necessary packaging services, but we are also prepared to review your sales area, study your sales influencing communications and make recommendations to you or your advertising agency.

Without obligation, we shall be glad to set up a preliminary conference.

## ROSSOTTI CONSULTANTS ASSOCIATES, INC.

2083 Center Avenue

Fort Lee, New Jersey 07024

Telephone (201) 944-7972

Established in 1898

CHARLES C. ROSSOTTI, President

JACK E. ROSSOTTI, Vice President

The

# MACARONI JOURNAL

Fifty-eight years of doing business at the same old stand.

The changes have been many, and the progress great.

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

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

Consider a subscription for your valued customer, colleague or employee. It's a bargain at \$10 for twelve monthly issues; add \$2.50 for foreign postage.

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

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

Please enter one year subscription:  \$10.00 Domestic  \$12.50

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

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

Renewal \_\_\_\_\_ New Subscription \_\_\_\_\_

## Improvements at Peavey Mill in Wisconsin Near Completion

Peavey Company's commitment to serving pasta manufacturers with high quality durum products has been taking a major step forward with improvements to modernize and expand its mill in Superior, Wisconsin.

The multi-million expenditure for new equipment will make the Superior mill one of America's largest semolina and durum flour production units with a capacity of 12,000 hundredweights of durum products daily.

All improvements relating to production will be completed in 1978. Following demolition of obsolete buildings, the facility's exterior will be refinished during the following two years.

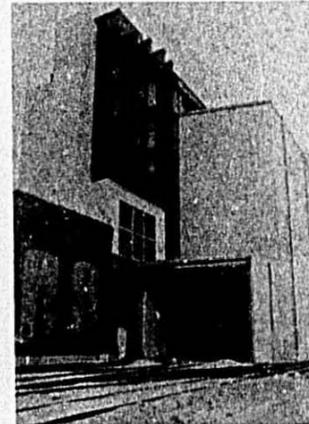
The project, part of a major improvement program at all nine Peavey flour mills, has already increased daily capacity to 11,000 hundredweights—up 37 percent since improvements began in 1972. The Superior mill is the largest of Peavey's three durum mills. Others are in Hastings, Minnesota and Buffalo, New York.

### Vital Role

"Our mill at Superior is vital to Peavey's role as the country's leading producer of durum products," said Marcus W.K. Heffelfinger, Vice President of Peavey's Industrial Foods Group. "Initial improvements at the mill went so smoothly that we accelerated the project and have achieved increased production capacity much sooner than planned."

Replacing the grain receiving area and equipment handling grain coming into the mill are among improvements already made at the Superior mill, Wisconsin's only flour-producing mill. Other completed improvements include replacement of all electrical equipment, building a new service area for employees, and installing an environmental system which maintains temperature-controlled, dust-free air in the mill's processing area. Through the system, heated air is filtered and recirculated throughout the plant to conserve energy and heating costs.

Renovation of the mill's warehouse and new facilities for bulk loading of is in progress. New packing equipment millfeed, a milling by-product, will be in operation by fall.



Peavey's Superior, Wisconsin mill already has a new bulk load-out area, right, and a new air makeup system, left, which controls the environment while durum products are milled. The mill's exterior will be refinished during the next two years.

Peavey has invested substantially in refurbishing its flour mills since 1972. The newest project began last October at the company's mill in Hastings, Minnesota. All new milling equipment will be installed, increasing capacity for bread wheat, whole wheat and rye flour production at Hastings to a total of 14,500 hundredweights by 1981.

### Investment In Future

"The capital improvement program in the Industrial Foods Group is an investment in the future," said Fritz Corrigan, Peavey Chairman and Chief Executive Officer. "Opportunities in America's food industry are abundant, and our program of maintaining and upgrading our flour mills continues to serve our growth interest and the interests of our customers."

Corrigan noted that Peavey's flour milling and related activities achieved record \$11.8 million earnings in fiscal 1976, the year in which the company's newer activities of consumer foods and specialty retailing also expanded. Home Brands, Minneapolis manufacturers of jams, jellies, peanut butter and syrups, joined Peavey's Consumer Foods Group and the Retail Group grew from 120 to 180 locations, including Northwest Fabrics Centers; Peavey, Fish and Thunderbird Buildings Supplies Centers; Wheelers and Peavey Marts farm merchandise stores; and Craft Village stores.

## Tuna Salad

(Continued from page 26)

to it except for taking advantage of specials such as canned tuna. With other protein products rising so rapidly in cost, it is nice to know that many frozen and canned fishery products are still available at moderate or low prices. These products provide a whale-sized protein punch, are easily prepared, and may be stored in the freezer or on the pantry shelf.

Tuna, one of the most versatile of all products, is ready at the zip of a can opener, always ready to fill your family's nutritional requirements whether used in a hot, succulent entree, a satisfying sandwich, or a cool, nourishing salad. Tuna combines so readily with other foods that a can makes a meal for six when extended with other foods. It is one of the greatest of all protein products, provides a rich source of vitamins and minerals, makes wonderful eating, and is moderate in cost.

**Meal-In-A-Bowl Tuna Salad** is a hearty entree with a touch of the orient in flavor and makes 12 cups of savory eating. The tuna, pineapple chunks, cheese, green pepper, and sweet pickle are blended with tender macaroni which has been marinated in the mayonnaise, pineapple syrup, curry powder dressing. Chill and tote along in a refrigerated container to enjoy at a picnic, or serve this satisfying salad for lunch or Sunday supper. No matter how, where, or when you serve **Meal-In-A-Bowl Tuna Salad** it is sure to be a winner because it pleases and nourishes the eaters, saves your precious time, and rescues the budget.

### Meal-In-A-Bowl Tuna Salad

- 1 package (8 ounce) elbow macaroni
- 1 can (1 pound 4 ounce) pineapple chunks
- 1 cup salad dressing or mayonnaise
- 1 teaspoon curry powder (optional)
- ½ teaspoon salt
- 2 cans (8½ or 7 ounces each) tuna, drained and flaked
- 1½ cups sliced celery
- 1 cup cubed process American cheese
- ½ cup chopped green pepper
- ½ cup chopped sweet pickle
- Salad greens

Cook macaroni as directed on package label. Drain and rinse well in

(Continued on page 32)



**INTERNATIONAL MULTIFOODS HELPS CREATE PASTA AWARENESS**

by Sal Maritato

Today's consumers have become a sophisticated, particular group. In one breath, they demand foods high in nutrition and free of potentially harmful additives. In the next, they ask for foods that are easy and quick to fix, tasty and inexpensive.

Few foods can live up to all their demands.

One that can—and has for centuries—is pasta.

The men and women who manufacture the 150 types of pasta on today's market are supplying food products that sophisticated shoppers want. The fact that Americans eat more than one million pounds of pasta each year is testimony that macaroni products are meeting consumer needs.

International Multifoods is pleased to have supplied macaroni manufacturers with the basic pasta ingredient—high quality semolina flour—for the past 34 years. As we look to the future, one of our greatest challenges is to do our part to promote even greater consumption of macaroni products. Multifoods is in a position to help encourage pasta sales in two ways: By continuing to provide top-quality semolina flour to our customers and by helping raise consumer awareness of pasta and its many menu uses.

**Continued High Quality**

Since Multifoods entered the durum milling business in 1943 with its purchase of a Baldwinsville, N.Y., mill, our durum buyers have attempted to purchase only the best wheat available. Our millers in Baldwinsville and at mills in St. Paul, Minn., have developed expertise to produce semolina that meets the requirements of the pasta industry.

Multifoods has grown to be the second largest durum miller in the United States. But we are not content to dote on the past.

The future is our biggest concern. Tomorrow's challenge could be the greatest we have yet faced. Consumers are becoming more aware, more concerned about the quality of foods they are eating, about the price they are paying for those foods. With supplies of animal protein likely to grow shorter and prices to rise, demand for protein-rich pasta will continue to grow.



Sal Maritato

Keeping the industry supplied with ample quantities of good quality semolina—the basic ingredient for a good end product and happy customers—the challenge we face and will strive to meet.

**Increased Awareness**

Pasta consumption in the United States has increased, but there's still plenty of room for growth. Estimates are that Americans eat an average of eight pounds per capita per year. Italians, estimates say, each eat 66 pounds annually.

At Multifoods we view ourselves primarily as a supplier to the pasta industry. But we are also dedicated to promoting increased pasta consumption. We believe that an American public educated to the natural, nutritional qualities of macaroni will become a buying public. More purchases of pasta will benefit the entire industry—manufacturer, supplier and farmer.

To promote pasta awareness, Multifoods' award-winning chef, Ed Stettin, this fall promoted macaroni in television and radio appearances in several midwestern states. Chef Stettin developed a recipe for an oven-prepared entree called Macaroni Bake which he demonstrated in his appearances. A thousand viewers wrote to request his recipe.

Our pasta education efforts have also been directed at school children. The Educational Research Council of America (ERCA), chaired by Multifoods' Chairman William G. Phillips, has recently published a series of booklets on "Real People at Work." Featured in the series is a durum

wheat farmer and his family. The hundreds of thousands of students who read the booklet will learn about the day-to-day activities of a durum farmer and about the pasta products that are eventually made from durum. Multifoods personnel assisted in arranging the booklet's content.

Those of us who work in Multifoods' durum division are urging the use of macaroni products in our own grassroots way. We have insisted, with success, that the kitchens in our clubs and organizations substitute noodles occasionally for rice and potatoes and that pasta become a more important part of our diet at home. We believe this approach helps neighbors to the endless uses for pasta.

Multifoods is in full support of macaroni promotions by the National Macaroni Institute and the Durum Wheat Institute. Through the coming year, we look forward to assisting in any efforts to increase awareness and purchases of pasta.

**Tuna Salad**

(Continued from page 29)

cold water; drain pineapple chunks; save ¼ cup syrup. Combine reserved pineapple syrup, salad dressing or mayonnaise, curry powder (if used), and salt; mix well. Pour over macaroni; mix to coat well. Chill at least 1 hour. Add pineapple chunks, tuna, celery, cheese, green pepper, and sweet pickle; mix well. Chill before serving. Serve on crisp salad greens. Makes about 12 cups salad.



Meal-in-a-Bowl Salad

THE MACARONI JOURNAL

**TRANIN EGG PRODUCTS COMPANY**

**IF YOU NEED DRIED EGG PRODUCTS YOU NEED TRANIN. . .**

Tranin Egg Products Company is one of the pioneers in the egg processing business since 1911. The world's most modern egg drying plant is located in the heart of America's egg processing area and meets all USDA requirements. Dried Products include Whole Eggs, Egg Yolks, Blends to Specification, and Egg Whites both spray and pan dried, with all products packed under strict quality control. But those are only statistics. What makes Tranin Egg Products Company your best source for all dried egg products is a dedicated production crew and a national network of Sales Representatives with your needs as their main concern.

**JIM MOWAT**  
General Mgr.

**TOM FETZER**  
Sales Manager

**TRANIN EGG PRODUCTS COMPANY**  
Division of Cal-Maine Foods Inc.  
3330 Woodrow Wilson Avenue Jackson, Mississippi 39207  
TELEPHONE 601/948-6813 TELEX 585-401

**Isolation of Salmonella Typhimurium from Artificially Contaminated Egg Yolk and Comparison of Salmonella Analytical Methods**  
by S. Rasheed U. Ahmed, Prince Macaroni Company of Michigan, Inc.

Salmonella contamination of pasta product is a potential hazard to the public as well as to the macaroni manufacturer.

Salmonella is a gram negative aerobic and facultatively anaerobic organism found in the digestive tract of animals. Salmonella food poisoning is due to ingestion of foods contaminated by appropriate strains of this genus in significant numbers.

The primary source of salmonella contamination in a macaroni plant is from the egg yolk either dried powder or frozen. If the sanitary practices are not followed by each individual it may be due to food handlers. Although salmonella may be found in air and dust but this is not the primary source to the foods.<sup>11</sup>

The isolation of salmonella organism goes back to 1927 when Bible<sup>2</sup> studied the relative motilities of salmonella typhosa, shigella and coliforms through capillary tubes. In 1967 Banwart<sup>3</sup> described a glass apparatus for use in determining the presence of salmonella. Several authors including Chau & Forrest,<sup>4</sup> Edward and Ewing,<sup>5</sup> Greenfield and Bigland,<sup>6</sup> Hajna and Perry,<sup>10</sup> Leifson<sup>12</sup> and Smith<sup>14</sup> reported number of difficulties with other enrichment of plating media in the isolation of S. choleraesuis, S. typhi and S. gallinarum.

Galton<sup>7</sup> recommended to use tetrathionate enrichment broth containing brilliant green and tergitol No. 7 and streaked to brilliant green agar containing sodium sulfadiazine to isolate salmonella from human foods, animal feed and feed ingredients. Galton and others<sup>8</sup> recommended for eggs, egg products, other dried foods and processed foods to use lactose broth with tergitol No. 7 and streaked to BGS and bismuth sulfite agar plates.

Fagerberg and Avens<sup>9</sup> recovered 61 salmonella serotypes from artificially contaminated turkey skin by using Selenite Brilliant Green Sulfa enrichment containing between 80 streaked to Brilliant Green Sulfa agar plates.

The purpose of this investigation is to compare the recommended method of FDA<sup>6</sup> with refined optimum salmonella enrichment and plating method by Fagerberg and Avens<sup>9</sup> for

the isolation of salmonella from artificially contaminated egg yolk sample.

**Material & Methods**

Freeze dried sample of salmonella typhimurium obtained from American type culture company of Rockville, Maryland was mixed with 0.4 milliliter of sterilized nutrient solution and incubated for 24 hours at 35-37°C.

Frozen pasteurized salmonella free plain egg yolk samples were supplied by Brown Produce Company of Farina, Illinois. 200 grams of thawed egg yolk were blended with 0.4 milliliter nutrient solution containing salmonella typhimurium in a sterile laboratory blender for 60 seconds. Duplicate 25 grams of contaminated egg yolk sample were used for each of the following analytical methods:

1. Method recommended by Fagerberg and Avens<sup>9</sup>:

Twenty-five grams of contaminated egg yolk sample was mixed with 225 milliliter of selenite brilliant green sulfa broth (BBL Cockeysville, Maryland) containing 0.6% tween 80 (BBL) and then incubated for 24 hours at 35-37°C. A loopful of broth was streaked to brilliant green sulfa agar plates which were then incubated at 35-37°C for 24 hours. The typical salmonella colonies were inoculated on Triple Sugar Iron Agar (TSI), or Kligler Iron Agar (KIA) and Lysine Iron Agar (LIA). This was followed by urease test and finally confirmed through serological tests described in FDA methods.<sup>6</sup>

2. Method recommended by FDA<sup>6</sup>:

The FDA method consists of the procedural steps of pre-enrichment (lactose broth), enrichment (selenite cystine broth and tetrathionate broth), plating on selective agars (brilliant green agar, salmonella-shigella agar, bismuth sulfite agar) identification of colonies suspected being salmonella by biochemical tests (TSI and LIA) and confirmed further by serological tests.<sup>6</sup>

**Results and Discussion**

The colonies on the brilliant green sulfa agar were pink in color, some of them colorless, translucent to opaque with surrounding media also



S. Rasheed U. Ahmed

pink to red in color. Similar colonies were also observed on brilliant green agar.

Pale pink to uncolored, opaque, transparent colonies were observed on salmonella-shigella agar.

On bismuth sulfite agar the colonies were brown to black in color with metallic sheen. The surrounding medium was also brown in color.

The principle purpose and biochemistry of TSI are basically the same as for KIA. The primary difference is the addition of a third carbohydrate sucrose into the TSI agar.<sup>11</sup> The use of KIA slants in this investigation is just to observe the biochemical reaction although it is not recommended in the FDA method.<sup>6</sup>

Salmonella positive culture showed alkaline (red) slants and acid (yellow) butts with H<sub>2</sub>S production (blackening of the agar) on TSI and KIA slants and alkaline reaction throughout the medium with H<sub>2</sub>S production in KIA slants.

Pure culture from these slants showed negative results on rapid urease broth tubes.

These cultures were confirmed through further serological tests to be salmonella serogroup of the original contaminant.

The results of this experiment indicates that the use of SBCS enrichment containing tween 80 streaked to BGS agar will produce the same kind of colonies as brilliant green agar which will confirm further through same biochemical and serological tests as described in FDA method.<sup>6</sup> Fagerberg and Avens<sup>9</sup>'s method does not have any pre-enrichment media compared

(Continued on page 36)

**JACOBS-WINSTON LABORATORIES, INC.**

156 Chambers Street  
New York, N.Y. 10007  
Phone: 212-962-6536

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 57 years in operation concerned itself primarily with macaroni and noodle products.

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

We are happy to say that, after 57 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*

## Salmonella Study

(Continued from page 34)

to FDA method. It also recommended plating on only one selective agar (BGS) compare to three selective agar medium described in FDA method.

The purpose of tween 80 in SBGS enrichment is to emulsify the fat content of the sample. The fat content of the sample may hinder the release of salmonella.<sup>7</sup> The plain frozen egg yolk contains about 28.9% fat.<sup>13</sup>

Fagerberg and Aven<sup>3</sup> utilized the same principle as Galton<sup>7</sup> for the enrichment of the sample and plating agar media.

Most macaroni manufacturers utilize the frozen egg yolk for the manufacture of egg noodle. In that case egg yolk is the primary source of salmonella contamination, FDA method<sup>6</sup> does not recommend the use of emulsifier in their method because this method is primarily for all foods.

Beside this the quality control laboratory of a macaroni manufacturer has to run lots of analysis for salmonella. Fagerberg and Aven<sup>3</sup> method could be used successfully to isolate salmonella from contaminated egg yolk sample with the saving of time, labor and expenses compared to FDA method.<sup>6</sup>

It is also recommended to store frozen egg yolk in a public or private warehouse with 3 to 4 week stock, analysed each lot numbers for salmonella and do not bring it to the plant unless it is negative for salmonella.

### Summary

The isolation of salmonella from artificially contaminated egg yolk was compared with FDA's bacteriological analytical manual for foods method<sup>6</sup> and Fagerberg and Aven's method<sup>3</sup> of using selenite brilliant green sulfa enrichment broth containing tween 80 streaked to brilliant green sulfa plate. Fagerberg and Aven's method could be used successfully to isolate salmonella from egg yolk sample.

### Acknowledgements

The author wishes to thank Prince Macaroni Company of Michigan, Inc., for providing funds, Dr. John S. Aven and Dr. Diane J. Fagerberg of the Department of Animal Sciences, Colorado State University for helpful comments and suggestions, Bi-County Community Hospital, Warren, Michigan for utilizing their lab facilities and finally to Mrs. Jeanne Coecia, typist, for her excellent work.

### References

1. Banwart, C. G. Glassware apparatus for determining motile bacteria. 1. Salmonella poultry sci. Vol. XLVII, No. 4, 1967.
2. Bible, L. B. Differentiation of intestinal organisms by means of semi-solid sugar media. *J. Bacteriol.* 13: 123-128, 1927.
3. Chau, P. Y., and C. R. Forrest. Further study of strontium selenite and selenite F broths for the isolation of *S. typhi*. *J. Clin. Pathol.* 25: 966-969, 1972.
4. Edwards, P. R., and W. H. Ewing. Identification of enterobacteriaceae, third edition. Burgess Publishing Company, Minneapolis, 1972.
5. Fagerberg, D., and J. S. Aven. Recovery of 61 *S. typhi* serotypes from artificially contaminated egg yolk by skin. *Avian Diseases*, Vol. 20, No. 1, 1976.
6. FDA's Bacteriological Analytical Manual for Foods. Food and Drug Administration Bureau of Foods; Division of Microbiology. Published by A.O.A.C., Washington, D.C., 1976.
7. Galton, M. M. Laboratory procedures for the isolation of salmonella from human and animal food products. Proceedings 65th Annual Meeting, U.S. Live Stock Sanitary Association, 435-438, 1961.
8. Galton, M. M., G. K. Morris, and W. T. Martin. Salmonellae in Foods and Feeds. Review of isolation methods and recommended procedures. U.S. Department of H.E.W., Public Health Service. Communicable Disease Centre, Atlanta, Georgia, 1968.
9. Greenfield, J., and C. H. Bigland. Selective inhibition of certain enteric bacteria by selenite media incubated at 35-43°C. *Can. J. Microbiol.* 16: 1267-1271, 1970.
10. Hajna, A. A., and C. A. Perry. A comparative study of selective media for the isolation of typhoid bacilli from stool specimens. *J. Lab. Clin. Med.* 23: 1185-1193, 1938.
11. Jay, J. M. Modern Food Microbiology. D. Van Nostrand Company, New York, 1970.
12. Leifson, E. New selenite enrichment media for the isolation of typhoid and paratyphoid (salmonella) bacilli. *Am. J. Hyg.* 24: 423-432, 1936.
13. MacFaddin, J. F. Biochemical tests for identification of Medical Bacteria. The Williams and Wilkins Company, Baltimore, 1976.
14. Smith, H. W. The isolation of salmonellae from the mesenteric lymph nodes and feces of pigs, cattle, sheep, dogs and cats and from other organs of poultry. *J. Hyg.* 57: 266-273, 1959.
15. United States Department of Agriculture. Composition of Foods Agricultural Handbook No. 8. Washington, D.C. 1963.

### Author

S. Rasheed U. Ahmed is a cereal chemist working as a Quality Control Manager at Prince Macaroni Company of Michigan, Inc. He received his B.Sc. Degree in Agriculture, M.Sc. Degree in Horticulture from India and his M.S. Degree in cereal chemistry and technology from North Dakota State University. Prior to joining Prince Macaroni Company, he was Quality Control Chemist for B. Heller and Company,

Chicago. Ahmed is a member of American Association of Cereal Chemists, Institute of Food Technologists and American Society for Microbiology.

### FDA Wants More Data

Acting FDA Commissioner Sherman Gardner believes his agency should have more access to the records of manufacturers in the food industry.

Gardner said flatly, "We would like to know just who is in the food area today."

The FDA official, who has been "acting" Commissioner since Dr. Alexander Schmidt left in December for a post at the University of Illinois, believes the Government's watchful eye over the food industry is necessary because of the assortment of companies having some food related business today.

While Gardner does not propose that such action necessarily be effected through new legislation, he saw a need for continuing government involvement in business operations. To his thinking, government involvement will lead to better products for consumers.

"We are interested in looking at the internal operating records of companies because we are concerned about the way products are made and handled in their plants," Gardner said.

He pointed to the government trend in the past several decades to look more closely at internal operating procedures of businesses, and see this continuing.

"You can establish all the criteria you want," said Gardner. "But if we are going to establish standards, we are going to want to be sure they're justified."

He believes such action ultimately will "establish more consumer confidence in products and in government as well."

### Corrugated Standards Revised

Two of the corrugated industry's voluntary standards, specifying dimensional tolerances for end-loading boxes and for scored and slotted sheets, have been revised by the sponsoring trade associations.

The two standards, initially issued in 1968, are "Tolerances for End-Loading 175 lb.—200 lb. B Flute and C Flute Regular Slotted Corrugated Fibreboard Containers (RSC)" and

(Continued on page 38)

THE MACARONI JOURNAL

## 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.

## NATIONAL MACARONI INSTITUTE

P.O. Box 336, Palatine, Illinois 60067

# Eastman vs. overcooked macaroni products

Yuck! Let's face it, there's nothing more unappetizing 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 Health and Nutrition Info. 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 \_\_\_\_\_





Hyatt on Union Square

#### Plant Operations Seminars

The National Macaroni Manufacturers Association is holding two plant operations seminars in April—one in San Francisco—the other in Philadelphia.

April 13-14-15

Headquarters in San Francisco is at Hyatt On Union Square, the tall graceful hotel in the center of the city on fashionable Union Square—a microcosm of all those fascinating things that make San Francisco everyone's favorite city.

The entrance is a broad plaza of hand-made brick, decked with the greenery that is so much a part of Union Square.

Walking across the plaza you pass the Plaza Fountain—a cool haven encircled by a bronze bas relief portraying a panorama of San Francisco, as seen through the eyes of the city's

children. Sculptured by Ruth Asawa, this unique work of art was commissioned for Hyatt On Union Square.

Even the most widely traveled will find staying at Hyatt On Union Square a great experience. For example, each of the 750 rooms has an outside view. Each is furnished as a residence, with a living area where you can relax and see the city—Nob Hill, the Golden Gate, the Bay—the whole thing.

Program calls for a welcoming reception Wednesday evening, April 13, with breakfast meetings the two following days and tours to Golden Grain's San Leandro plant and Rene Gaubert's Packaging Industries shop, also in San Leandro.

April 20-21-22

In Philadelphia, April 20-21-22, we will be staying at the Cherry Hill Hyatt House, located on New Jersey's Route 70, just ten minutes from the center of Philadelphia and twenty minutes from the Philadelphia International Airport. It is near the Garden State Race Track.

The Cherry Hill Hyatt House basks in the reflected heritage of Ben Franklin's Philadelphia and the beautiful countryside of the Cooper Riverbasin. Thirteen stories tower over landscaped gardens, swimming and wading pools, Copper River and its winding bicycle trails. Outdoor activities range from swimming, tennis, bicycle riding and pitch-and-pat right at the hotel.

There is gourmet dining at Hugo's, featuring delicacies from the rotisserie. Authentic Chinese cuisine and delicatessen specialties in Ginsberg and Wong. Cocktails and entertain-

ment in Poor Richard's nightclub—a good blend of colonial gracious and ultra-modern amenities.

The program will feature a coming reception and dinner, April 20, with morning meetings scheduled the next two days to cover Good Practices, Auditing and Conservation, Energy, Cereal and Manufacturing Technology, Quality Control, round-table discussions with operating personnel and engineers.

An afternoon tour on April 21 of the Campbell Soup Plant and Museum in Camden, New Jersey is planned, and a morning tour the following day of the facilities of Philadelphia Macaroni Company.

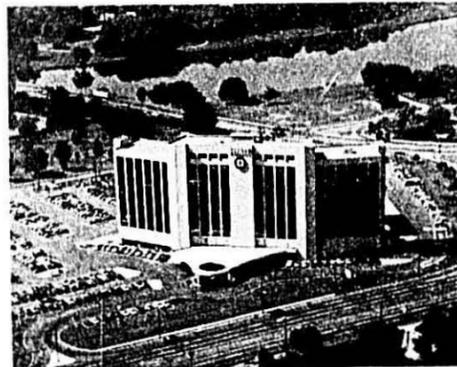
#### Corrugated Standards

(Continued from page 36)

"Tolerances for Scored and Slotted Corrugated Fibreboard Sheets Used with Automatic Packaging Equipment." Revised material includes clarification, additional illustrations, and SI (International System of Units) metric values. Basic manufacturing tolerances remain unchanged in both documents.

The four-page standard for loading boxes covers variations in side dimensions, and the maximum amount of warp which can normally be accommodated by automatic opening and loading equipment.

Copies of the bulletins are available free from either the sponsoring organizations: Fibre Box Association, South Michigan Avenue, Chicago 60604; and Packaging Machinery Manufacturers Institute, 2000 K Street, N. W., Washington, D.C. 20006.

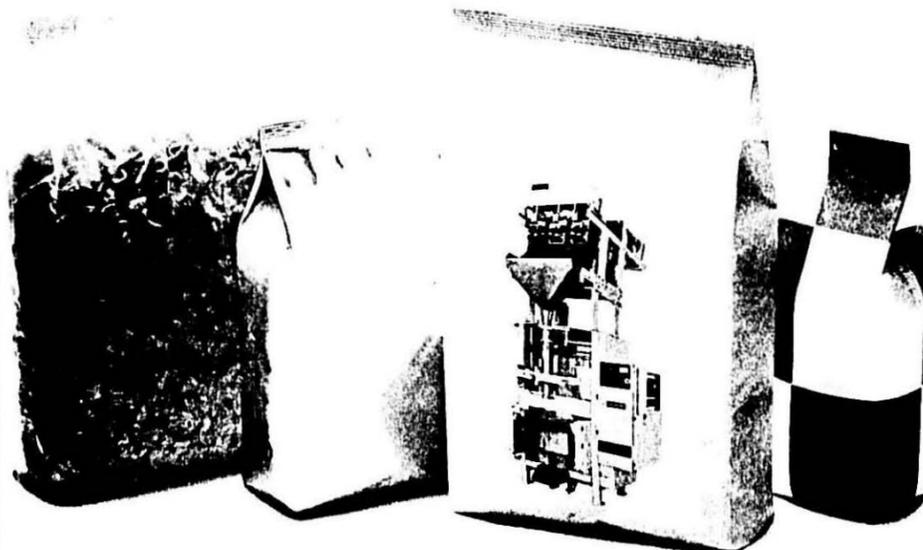


Hyatt House at Cherry Hill, N.J.



Rear view of pool, tennis courts.

# Stand up.



# Stand out.

Put your product in our flat bottom bag.

Showcase your product in sparkling flat bottom bags that really know how to stand-up. Our Pulsamatic II FBB's exclusive system relaxes the film while flat bottom gussets are formed and sealed, preventing product from ever entering the folds to spoil food posture. This gives you a true flat bottom bag that stands erect

You can run the Pulsamatic II FBB System with our Flexitron 1600 net weigher, or our Volumetric or Auger feeders. Whatever way you get all the speed and economy of flexible packaging, plus outstanding Pulsamatic II features like no cam shaft to adjust, simple dial tuning, film runout alert, diagnostic monitoring lights, integrated solid

state electronics and plug-in printed circuit boards. Make stand-out packaging that stands-up. Make it Pulsamatic II FBB System. To get the facts write: Triangle Package Machinery Company, 6655 West Diversey Avenue, Chicago, Illinois 60635. Or Call (312) 889-0200.



Turn a profit. Turn to TRIANGLE

**NMMA Study Tour**  
**Oct. 2-17, 1977**  
**Italy, Switzerland,**  
**Germany, England.**

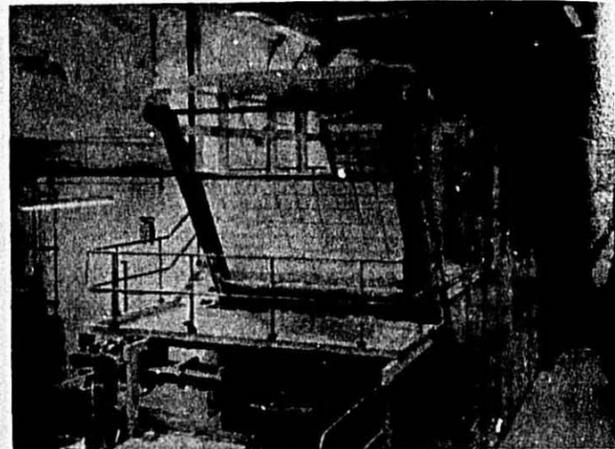
**Buhler-Miag Occupies  
 New Complex**

Buhler-Miag, Inc. has moved into its new U.S. headquarters complex in Plymouth, a suburb of Minneapolis. The complex consolidates several plant, office and warehouse facilities of the company into a single location at 11000 Xenium Lane.

**New Cut Spaghetti Storage**

Buhler-Miag offers bucket storage with infeed and discharge carousel. Features of new cut Spaghetti Storage:

1. Very compact design. A maximum of 100,000 lbs. of cut spaghetti can be stored in a floor area of only 882.5 sq. ft.
2. Length of storage between 41.75 ft. (TACB-3) and 73.25 ft. (TACB-10) depending on storage capacity and requirements.
3. Infeed and discharge time and speed completely independent.
4. Due to cut product storage, there is less stick handling in a production line; fewer mechanical problems, less cleaning.
5. Slow stripping and cutting speed (24 hrs./day) at high production capacities guarantee a minimum amount of breakage and waste (regrind) on the cutter.
6. Special indexing device on carousel drive guarantees a positive and accurate positioning of buckets in the feed and discharge station. Together with new designed cascades the product spillage at these stations is virtually eliminated.
7. The very slow movement of the product containers in the infeed, discharge and storage section guarantees a troublefree mechanical operation.
8. Enclosed product storage compartment for sanitary storage. Two doors give access to the compartment when needed. No air movement, (drafts) to the stored product assure a straight product, ideal for high speed packaging.
9. Special discharge carousel, flexible to feed one, two or several packaging lines at the same time.



Stacker TACB-discharge station with discharge bucket carousel TBEK for feeding the packaging machine.



Bucket Stacker TACB  
 from right to left:  
 - Intermediate magazine  
 TAMA  
 - Stripper and cutter TST-2000  
 below  
 - Intake bucket carousel TBEK  
 - Stacker TACB  
 - Discharge bucket carousel TBEK

The new storage will save you space and with it costs for building, heating and electricity. In a given building, a line with a higher capacity can be installed producing a higher profit per sq.ft. of production area.

**Operating—Description of Cut Goods Storage TACB**

The stripper and cutter TST is in operation 24 hrs. a day, guarantees a

slow cutting speed at optimum operating conditions. The cut product is fed via a cascade into a carousel. The cut off mechanism feeds even 5 kg (11 lbs.) or product into each stainless steel carousel container. As soon as 10 containers are filled and properly positioned by an indexing drive in front of the storage bucket they are emptied via cascades in one row of plastic storage bucket



**BUHLER-MIAG**

## Spaghetti Storage

(Continued from page 40)

This cycle is repeated at intervals of approx. 70 seconds (time to fill 10 containers). Now the bucket frame, containing 13 rows of 10 buckets, is lowered slowly by one pitch to be ready for the next filling. In time all 13 rows are filled, the bucket frame is pushed inside a paneled compartment towards the discharge side. The cut product is now stored in the enclosed, sanitary lower level of the storage.

Emptying of the storage is achieved the opposite way. The bucket frame is lifted slowly pitch by pitch and in proper position all 10 buckets in the same row are tilted and emptied via cascades into the discharge carrousel. The stainless steel containers of this carrousel empty, depending on installation needs on the right-hand side of the left-hand side of the storage, into the cascade of the packaging machine.

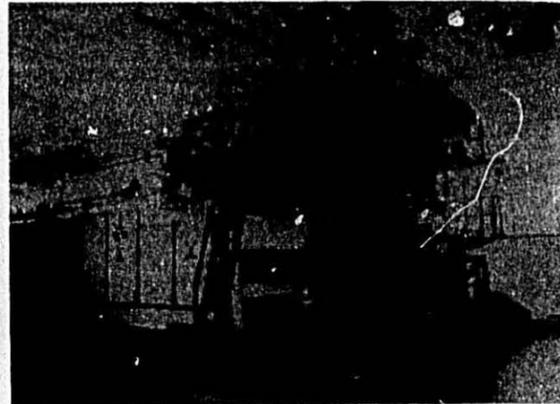
The excellent performance of the storage at Rivoir & Carret (France) as well as the one at Catelli (Canada) is guaranteed by its simple mechanism, its sturdy design and even at the high capacity of 4000 lbs/hr. of cut product by its very slow and positive controlled movements.

Manufacturer is Buhler-Miag now located at their recently constructed plant and office headquarters at 1100 Xenium Lane, Plymouth, Minnesota. Mailing address is P.O. Box 9497, Minneapolis, Minn. 55440; telephone (612) 545-1401.

## Braibanti Offers Worldwide Service

In the past ten years supplying sufficient food to all the people in the world has become a problem that has received an ever increasing amount of attention. This concern has not only been centered on those countries of the Third World where sufficient foods simply cannot be produced, but also in the more bountifully endowed and industrialized nations.

The circumstances which focused the public's awareness onto this problem of the adequacy of our food supply are many and varied and include such factors as the inability of the world's food supply to meet the ever increasing requirement as our populations grow, the need, in some areas to replace traditional and diffi-



New Braibanti "ATR" High Temperature Dryer

cult to raise items with more easily produced and more abundant foods, and the ever increasing concern of consumer advocate groups followed by new government regulations to improve the sanitary conditions under which foodstuffs are produced and processed.

At the same time there has also been a universal movement and demand for a greater variety of products, an upgrading in the types of products wanted and greater convenience in the preparation of these foods in the kitchen.

These demands have not gone unnoticed by various governmental agencies, consumer groups, and the mass communications industry and they have reacted by rediscovering a very old product: pasta. In fact, their efforts have resulted in a very real boom in the consumption of this important foodstuff.

Braibanti & C., aware that it has been a most important supplier of pasta production equipment since 1934, and a leader in the field, has developed in the last few years some new systems for producing this nutritious, tasty and economical food in the most efficient manner possible.

### High Temperature Dryer

The new Braibanti "ATR" High Temperature Dryer for long goods, and the "AT" High Temperature Dryer for short goods give yet another advantage to the manufacturer in that drying times are faster, the complete production time cycle is shorter and production costs are thus substantially reduced. Based on actual production

data, and comparing two lines, both of which are continuous and automatic producing the same shape, the drying time and complete production cycle is higher 30 to 40 percent when traditional dryers are used in one line and high temperature dryers used in the other.

While these advantages already make the "ATR" and "AT" high temperature dryers outstanding, they have yet one more feature that is of growing importance to both the manufacturer and to the consumer. This is the lower plate count of the products they deliver.

### Low Plate Counts

It is only within the past few years that our hygienist, sanitarians and microbiologists have made us aware of the importance of low plate counts and its relationship to the well being of the consumer. With our new system, and starting with the presses and then continuing through the high temperature dryers, product from Braibanti pasta production lines will have plate counts so low that they approach actual sterilization.

Equipment that is designed to be sanitary and to stay clean while in use are features of our machines that aid us in achieving these low plate counts. The fact that they are also designed to be cleaned easily makes them economical since less manpower is required for their cleaning. This further improvement in our equipment is the result of recommendations made by our customers, industrial consultants, research, and the use of special materials of our machines.

INTERNATIONAL EXHIBITION  
Packing and Packaging  
Mechanical Handling  
Food-Processing Industrial Machinery



Milan  
3-9 October, 1977  
Milan Fairgrounds

Section:  
MACHINERY FOR THE FOODSTUFFS  
INDUSTRY

Machines and equipment for the:  
soft drinks industry  
confectionery industry  
dairy industry  
oil and fat industry  
mills and animal feedstuffs  
production of bread, "grain", biscuits, etc.

Section:  
PACKING AND PACKAGING

Section:  
MECHANICAL HANDLING

Offices IPACK-IMA - 20149 Milano (Italy)  
via C. Pavetta, 62  
Tel. (02) 49.53.20-49.53.65  
Telex 35134 ipackima

In summation, Braibanti & C., believes that with the concepts used in their new lines they have once again made a major advance in the technology of the pasta industry.

Braibanti pasta production lines are exclusive of specially designed machines that are based on operating concepts that have always been considered to be revolutionary at the time of their introduction and, as an example of this, our high temperature dryers were a most significant technological advance and solved numerous problems that had traditionally plagued the industry.

While governmental regulations in such countries as Italy and France require that pasta must be made exclusively from durum wheat semolina the available quantities of this raw material are limited. In addition, when with a restricted supply, there are wide variations in quality.

Thus, while some of this semolina may meet the government's standards, the reaction during the production process may prove it to be inferior in quality. In those areas of the world where regulations are less stringent and where soft wheat, blends of other cereals or various other additives may be used, the pasta manufacturer naturally wants his product to have

characteristics which are at least reasonably similar to pasta that is made from high quality semolina exclusively.

While the machines that Braibanti supplies are superior, they cannot perform miracles and thus cannot deliver the highest possible quality of pasta if inferior raw materials are used.

However, since they are so technologically advanced, even pasta made with poor quality raw materials will be far better than the product

that results from these same ingredients but processed in earlier and less advanced machines.

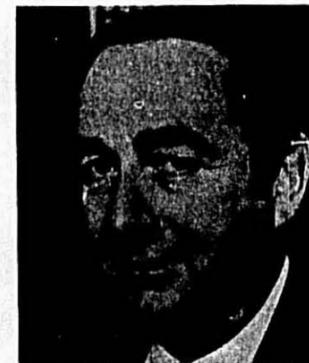
Our new technology advanced concepts and machines deliver pasta that has far better cooking qualities and which is free of the stickiness that both the gourmet and the average persons find to be objectionable.

This improved product tends to be more digestible and therefore quite naturally appreciated by the housewife, and because of these reasons, the task of restaurant operators and institutional cooks is greatly simplified.

## IPACK-IMA, October 1977

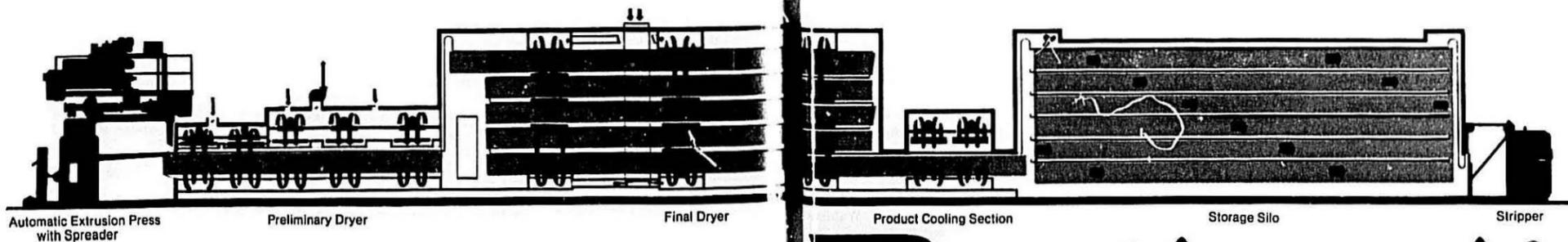
IPACK-IMA, the international show of packing and packaging, mechanical handling, food-processing (including macaroni equipment), and industrial machinery, will be held at the Milan Fair grounds October 3 to 9.

The National Macaroni Manufacturers Association is organizing a tour to see the show and visit plants in Italy, Switzerland, Germany, and England. Freddie Fox, manager of Pasta Foods, Ltd. attended the NMMA Winter Meeting to invite the group to visit his plant in St. Albans.



Freddie Fox

# ATR: The hotter, faster, cleaner dryer.



Automatic Extrusion Press  
with Spreader

Preliminary Dryer

Final Dryer

Product Cooling Section

Storage Silo

Stripper

**Braibanti** corporation

60 EAST 42ND STREET-SUITE 2040 - NEW YORK N. Y. 10017

PHONE (212) 682.6407-682.6408 - TELEX 12-6797 BRANY

Drastically reduces the time required in the production cycle.

Higher drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.

Electronic controls sequentially start and stop fans as the product moves by.

Pneumatic controls regulate relationship between time, temperature and relative humidity.

At the end of the final dryer, a power-driven cooling section reduces product temperature to a safe packaging point.

Braibanti ATR—newest in the long line of Braibanti pacesetting Pasta Dryers.

Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts  
Slashed.



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



Cooking Qualities  
Improved.  
Stickiness Eliminated



Drying Time  
Chopped.

# Braibanti

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

**Egg Products under Federal Inspection, Crop Reporting Board, U.S.D.A.**

	Period	
	10-12-75 1-3-76	10-1- 12-18-76
	1,000 Dozen	
Shell Eggs Broken	107,388	134,064
	1,000 Pounds	
Edible Liquid from Shell Eggs Broken:		
Whole	70,000	86,031
White	38,146	48,598
Yolk	26,606	34,368
Total	134,752	169,017
Inedible Liquid from Shell Eggs Broken	7,846	8,288
Liquid Egg Used in Processing: <sup>2</sup>		
Whole	79,609	101,338
White	53,400	68,276
Yolk	29,905	39,114
Total	162,914	208,728
Ingredients Added in Processing: <sup>3</sup>	6,284	6,436
Liquid Product Produced For Immediate Consumption and Processing: <sup>4</sup>		
Whole Plain	22,286	27,384
Whole Blends	8,982	10,538
White	21,685	29,851
Yolk Plain	3,972	5,833
Yolk Blends	5,960	7,055
Total	62,885	80,681
Frozen Product Produced: <sup>4</sup>		
Whole Plain	25,306	33,208
Whole Blends	10,891	12,757
White	8,350	8,328
Yolk Plain	2,216	2,532
Yolk Blends	11,928	13,830
Total	58,691	70,655
Dried Product Produced: <sup>4</sup>		
Whole Plain	1,027	2,334
Whole Blends	5,032	3,998
White	2,896	3,739
Yolk Plain	2,001	3,324
Yolk Blends	873	1,324
Total	11,829	14,720

<sup>1</sup> Data for 1976 include 7 less days than data for 1975.  
<sup>2</sup> Includes frozen eggs used for processing. Excludes ingredients added.  
<sup>3</sup> Includes all non-egg ingredients added.  
<sup>4</sup> Includes ingredients added.

**Egg Review**

The nation's laying flock produced 5.5 billion eggs during January, down 1 percent from both the previous month and a year ago. Layers on February 1, 1977 totaled 278.2 million, 1 percent fewer than the 280.6 million a year ago and the previous months number of 281.3. Rate of lay on February 1 averaged 62.7 eggs per 100 layers compared with 63.8 a year earlier and 63.5 eggs on January 1, 1977. Egg-type chicks hatched during January totaled 40.2 million, up 13 percent from the 35.7 million pro-

duced a year ago. Eggs in incubators on February 1, 1977, at 39.8 million were up 12 percent from a year earlier.

**American Egg Board Meets**

Ernest E. Brown of Corn Belt Hatcheries, Gibson City, Illinois, chairman for the research committee urged egg producers to find new markets for eggs and broaden present ones.

Brown said AEB is spending less than 10 per cent of its annual budget, \$332,700, for nutrition research. The AEB board approved a \$30,000 grant to Kansas State University for marketing research that would study the possibility of selling eggs by weight.

The research committee has been cooperating with the American Heart Association, which was termed "a necessary evil." Robert Fischer, consultant, said AHA feels money collected from egg producers should be used to promote the notion that people should not eat eggs. He said the committee has had meetings with the AHA and will attempt to set up projects on cholesterol.

Fischer said he was working with a Senate committee to help get results of the AEB research to the public. A coming book by Richard Passwater on egg nutrition is expected to be out in late spring, he added.

The total research budget for the year will be about \$565,000, Brown said. Of this, \$100,000 will be for product research and \$50,000 for public relations.

AEB directors carried a motion for three more television commercials. The commercials will employ four "strategies," according to Kenneth Probst, vice president and account supervisor. Campbell-Mithun. They are low cost-versatility, naturalness, low calorie diet and the omelet.

**Monark Modernizes**

In response to the changing needs of food processors, Monark Egg Corporation, a Kansas City, Missouri, has continued its program designed to enhance the company's ability to constantly offer the best possible dried egg products, service and economy to their many friends and customers in the noodle and macaroni industry. Continuing the extensive modernization program started in 1975, Monark's egg processing operations in Missouri and Kansas have been completely up-

dated with the installation of new egg breaking equipment and liquid egg handling facilities. The new equipment and facilities represents most efficient egg breaking operations now available. A portion of Monark's raw material is supplied from their own laying hens as well as production under contract. This affords a program for controlled feeding for color, and above all, insures a stable and economic source of high quality shell eggs twelve months a year for use in their egg products plants.

**Waldbaum's People**

Milton G. Waldbaum Company of Wakefield, Nebraska has a new attractive booklet out which says: "Our Service Makes The Difference. Our People Make The Service". The people include Dr. Milton G. Waldbaum, his brother Sidney Waldbaum, General Manager Daniel W. Gardner, Sales Staff of Bob Berns, Gene Shephard, Bob Penn, Dick Brownell, Phil Rouse, and Don Paulson.

"We're the egg people—eggs are our business! Not machines—not groceries—not cheese—not meat—packing—not feed. Eggs are our business, our only business. We produce eggs, we buy eggs, we sell eggs and egg products.

"We process nearly two million cases of eggs annually in our modern automated plant at Wakefield, Nebraska. We employ the latest in sophisticated equipment to insure strict sanitation and the finest production possible.

"Why buy from us? Because quality control program insures freshness and purity of our product—because service is a way of life with us—because we have the facilities to handle your business. We really bend over backward to give you the very best service possible. us a chance to prove it."

Copies of the brochure are available from Milton G. Waldbaum Company, Wakefield, Nebraska 68081.

**Gooch Introduces Bulgur**

Gooch Foods, Lincoln, Neb., is introducing Martha Gooch Bulgur wheat. The product, according to the manufacturer, can be used as a rice substitute, meat stretcher or breakfast cereal, or in pancakes, bread and salad. A recipe booklet is available from the company.

**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 Goldman's**



Send for our free color brochure!

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

### Skinner's Southeast Sales Director

C. Frederick Mueller IV has been appointed Director of Sales/Southeast Region for the Skinner Macaroni Co.

Mueller will administer sales activity, budgets and development of promotional programs in the Southeast.

The 42-year-old Mueller will be responsible for sales operations in the Virginias, the Carolinas, Georgia, Alabama, Florida, Kentucky and Tennessee.

The Skinner Macaroni Company supplies Skinner label dry pasta products to 32 states from the East Coast to California and the Skinner Gold Medal dry pasta products in several Southeastern states.

Mueller has been with Skinner since 1974, initially as Manager/Market Development.

A 15-year veteran of the macaroni business prior to joining Skinner, Mueller held several field and headquarters executive positions in sales and marketing with the C. F. Mueller Co., which was founded by his great-grandfather.

Mueller holds a BA in Economics from Dartmouth College and completed graduate studies at Syracuse University in sales management and marketing.

Mueller and his wife, Leah, have two daughters, Betsy and Meg, and will reside in Clover, S.C. Mr. Mueller's regional sales office is located at the Skinner Distribution Center in Charlotte, N.C.

### I M Transportation Man

Edwin J. Williamson has been promoted to eastern region transportation manager for International Multifoods' Industrial Foods division.

With his promotion, Williamson assumes responsibility for the movement of raw and finished products to and from Multifoods eastern region flour mills in Buffalo and Baldwinsville, N.Y., and the bakery mix plant at Lockport, N.Y.

Named assistant regional transportation manager in 1968, Williamson served in a variety of traffic management positions during his 22 years with Multifoods.



C. F. Mueller IV

### Firm of Guido Tanzi Continues

The firm of Guido Tanzi, Inc., of Niles, Illinois continues to do business in the manufacture of extrusion dies for the food industry.

Guido Tanzi, a long-time die maker and innovator of creative designs and fancy cuts such as Yolanda and Fusilli, passed away last November. The business is being continued by Bert Fania, his stepson, and Frank Blatnick, his grandson, as co-owners and managers, maintaining the family tradition of service and craftsmanship.

They specialize in no-check teflon and standard dies, which guarantee a uniform macaroni product. They use forged materials in their dies that are engineered for higher tensile strength, allowing a die to increase its production by adding up to 50% more holes in the surface area. This process also prevents a die from bending or cracking under extreme pressures.

Tanzi developed the filter equalizer for equalized extrusion approved by reputable machinery manufacturers.

The new owners and managers of the firm are anxious to be of service and invite your inquiries for custom requirements or creative designs.

### Intense Sauce Competition

Chesebrough-Pond's Inc., expects to continue to improve its profit margins and to post record results in 1977, Ralph Ward, president and chief executive officer, told a meeting of security analysts.

Mr. Ward said the Ragu division's

tomato crop is in pretty good shape despite the drought-stricken West Coast. It won't be as large as a year earlier, but it has inventories from a year ago, he said.

The spaghetti-sauce competition was intense last year, especially by Hunt-Wesson subsidiary of North Simon Inc., but "we still had an excellent year with the food division and this year will be another up year," he said.

### N.Y. Macaroni, Cheese Promoted

The Department of Agriculture and Markets has launched an intense six-week campaign designed to encourage the use of New York state produced macaroni and cheese.

The campaign, titled New York a Great State for Macaroni and Cheese, will run Feb. 23-Apr. 9. It is part of the "grown, produced and processed" campaign initiated by Governor Hugh Carey's administration in 1976.

The department is providing advertising materials to producers and grocery outlets throughout the state and has also arranged a series of television demonstrations to offer innovative recipes and menu suggestions.

"Because many persons faithfully observe meatless diets during Lenten season, this six-week period represents an excellent opportunity to encourage the sale of New York State macaroni and cheese," said Roger Barber, department commissioner.

### More Coupons

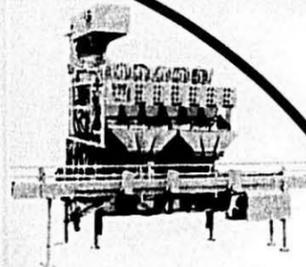
Distribution of manufacturers' cents-off coupons last year rose 23 percent to a record 45.8 billion, according to Nielsen Clearing House estimate.

The figures are based on manufacturers' regular cents-off coupon distribution, but exclude in-ad coupons circulated by retailers in their newspaper ads. Based on Chicago and Waukegan market newspaper ads in 1976, it is believed retailer in-ad coupons in those two areas, at least, records.

The 25.8 billion manufacturer cents-off coupons distributed in 1976 compared with 35.7 billion distributed in 1975 and 29.8 billion in 1974. Nielsen notes that in the last five years, coupon activity has more than doubled, with distribution rising from 20.3 billion in 1971 to the 45.8 billion last year.

# packaging automation

FIVE  
MACARONI/NOODLE  
IDEAS



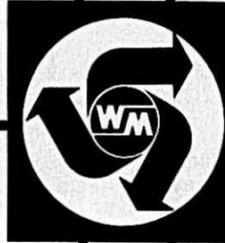
### MODULAR NET WEIGHER WITH INDEXING CONVEYOR

For packaging rigid containers at speeds from 30 to 90 packages per minute. Offered in multi-headed designs of from 2 to 6 scales to work with existing carton units or available as complete system with carton machine.



### DU-O-BAG III

Versatile, high production system that combines two Mon-O-Bags in one unit. Delivers up to 120 form-fill bags per minute. Each side has its own controlled feed and can accommodate up to three scales.

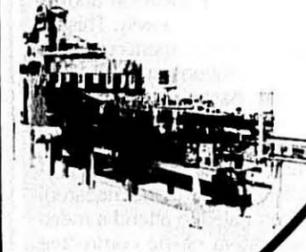


### ROTARY NET WEIGHER

For high speed packaging of a variety of macaroni/noodle products in rigid containers. Allows the packager to maximize speed without compromising accuracy. Available with 12 or 18 scales.

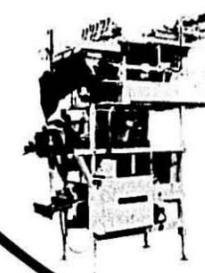
### MON-O-BAG® NET WEIGHER

Employs an automatic single tube form-fill-seal system with a fully controlled feed system and two or three Electrolux® scales. For macaroni/noodle product that can be handled on vibratory feeders.



### MON-O-BAG® VOLUMETRIC

Single tube form-fill-seal system for packaging elbow macaroni, small shells, and short-cut noodles. Excellent speed when weight accuracy is not the prime requirement.



**WRIGHT MACHINERY COMPANY, INC.**  
Durham, N.C. 27702 U.S.A. ☐ Tel. (919) 682-8161



## Albert J. Ravarino 1913-1976

A man of tremendous stature and presence in the macaroni industry passed away December 15, 1976.

Albert J. Ravarino was a giant in the trade. Those who were privileged enough to know him knew what a truly fine man he was.

Al, president of Ravarino and Freschi, makers of R & F macaroni products, was both dedicated and deeply involved in business as well as charitable and civic activities.

Aside from serving as president of the National Macaroni Manufacturers Association from 1962-64, Al was on the board of directors and one of the Association's most active members for over 30 years.

Although his business was very demanding, Al made time for civic and charitable activities.

He served on the Notre Dame Alumni Association (class of '35) and was a past president. The university named him its Man of the Year in 1960.

Children were very important to Al Ravarino. He was active in Junior Achievement

and on the board of directors of the St. Louis YMCA.

The Rotary and St. Louis Ambassadors also counted him as an active, hardworking member.

The industry — its association and its members — relied on him heavily. This astute, attentive businessman spent countless hours working conventions such as SMI, and the National Association of Food Chains.

"Al was, without a doubt, a leader of the National Macaroni Institute Committee," observed one of Al's peers in the macaroni industry. "He never failed to attend a meeting of the food editors or the committee often sacrificing his own time and money." "He was a man who always showed great interest in our cause."

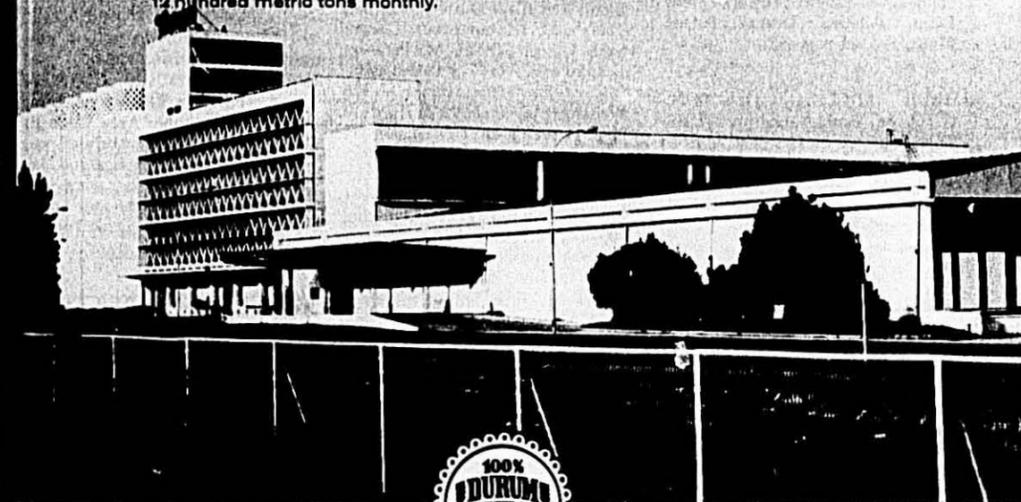
Al left behind his wife of 30 years, Helen Marie; two daughters, Anne Marie and Mirella, and brothers, Ernest and Mario.

Their loss is deeply felt by those who knew Al and worked with him in business, civic and charitable work.

FIDEOS Y ALIMENTOS CAROZZI S.A. SANTIAGO-CHILE

# CAN INCREASE YOUR PROFITS

Carozzi is the largest producer of pasta products in Chile. We enjoy more than 50% share of market. However, because of our newly opened plant facilities, we are now in a position to export approximately 11 to 12 hundred metric tons monthly.



All pasta produced is manufactured from 100% DURUM WHEAT and to U.S. Food and Drug Administration nutritional specifications. Carozzi is prepared to manufacture to the buyer's specifications so as to type, weight, special packing and label design; or it can ship bulk in 20 or 25 Lb. cartons for Institutional trade. Price is negotiable, based on amount purchased and length of contract.

FOR MORE INFORMATION ON PRICES THAT ARE BELOW YOUR PRODUCTION COST AND A FREE COPY OF OUR PLANT BOOKLET WRITE TO:

ARNALDO MERBILHAA C.  
EXPORT MANAGER  
FIDEOS Y ALIMENTOS CAROZZI S.A.  
CASILLA 2079 SANTIAGO, CHILE.

THE COMPANY FIDEOS Y ALIMENTOS CAROZZI S.A., was established early in this century by a group of Italian citizens intent on producing pasta to supply the resident Italian community while, at the same time, introducing these products into the local market.



# BUYERS' GUIDE

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

## DURUM PRODUCTS

**ADM MILLING CO.**, Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad page 13.

**AMPER 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 Kubanka Durum Flour. See ad page 11.

**GENERAL FOODS**, Igleheart 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, Marketing 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. Principal durum mills in Baldwinsville, 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 15.

**PEAVEY COMPANY INDUSTRIAL FOODS GROUP**, 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. K. Charles Kolkjen, Durum Sales (612) 370-7836; William H. Grady, Durum Sales (612) 370-7837. District office in New York: Gerald P. Marron (914) 428-1250. District office in Elk Grove Village: (312) 631-2700. See page 30-31.

**SEABOARD ALLIED MILLING CORP.**, P.O. Box 19148, 1550 West 29th Street, Kansas City, Missouri 64141. Telephone: Area Code 816, 581-9200. Mr. R. G. Myers, Mr. Lin L. Lundgaard, Mr. Henry L. Sumpster. Complete line of durum products milled in Albany, N.Y. See ad page 21.

## 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.

**BENDER GOODMAN CO., INC.**, 5 Worth Street, New York, New York 10013. Top Hat Frozen Dark Yolk, Top Hat Frozen Whole Eggs; Sonstegard Foods Dried Yolk; Sonstegard Foods Dried Whole Eggs. J. Talcott Vice President (212) 431-5700.

**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, 585-2288. 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 Whole Egg 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: Vito J. D'Amico, Michael H. Cruger, Fred W. Hartfelder, Kit Henningsen. See ad on page 19.

**MONARK EGG CORPORATION**, 601 East Third Street, Kansas City, Missouri 64108. (816) 421-1970. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids and Egg White Solids. Dark color available. Main office in Kansas City. Facilities located in Missouri and Kansas.

**JULIUS GOLDMAN'S EGG CITY**, 8643 Shekell Road, Moorpark, California, 93021. See ad on page 47.

**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.

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

**TRANIN EGG PRODUCTS COMPANY**, 3330 Woodrow Wilson Avenue, Jackson, Mississippi 39207. Telephone: Area Code 601, 948-8813. Telex 585-401. Processors of dried egg products including free flowing or standard egg yolk and whole egg, complete lines of blended egg products dried to your specifications, and all types of dried egg whites both spray and pan dried, with all products packed under strict quality control. A division of Cal-Maine Foods, Inc. See ad on page 33.

**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 eggs or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact.

## MANUFACTURING EQUIPMENT

**ASEECO CORPORATION**, 8857 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseeco overlapping bucket lifts (elevators), belt conveyors-sanitary,

accumulators, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selectomatic 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 23.

**DOTT, 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 44-45.

**ZAMBONI**, Via C. 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.**, 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. 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) 445-6910. See ad on page 41.

**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 16-17.

**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.

**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 (also Clermont Food Machinery Co., manufacturers of pasta processing machinery); Semco, manufacturers of bulk flour handling systems; Aseeco, manufacturers of food conveying and storage equipment.

**MICRODRY CORP.**, 3111 Fostoria Way, San Ramon, California 94583. Multistage 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 25.

## DIES

**D. MALDARI & SONS, INC.**, 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Manufacturer of Extrusion Dies only. See ad page 9.

**GUIDO TANZI, INC.**, 6917 N. Milwaukee Avenue, Niles, Illinois 60648; Telephone: (312) 647-9630. Manufacturer of Extrusion Dies for the Food Industry. See ad on page 55.

#### 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. Also slow and medium size pouch forming, filling and sealing equipment for powders, seasonings, and other free flowing products.

**CLYBOURN MACHINE COMPANY**, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Illinois 60076. Telephone: (312) 677-7800; Telex: 28-9472. Manufacturer of automatic—CMC Vertical Carton-ing and Filling Machinery, for elbow, noodle and other specialty macaroni products and includes special feeder, attachments for cheese pouches, etc.; CMC Horizontal Carton-ing and Loading Machinery for long cut spaghetti, lasagna and similar macaroni products. See ad on page 7.

**HAYSSEN MANUFACTURING COMPANY**, P.O. Box 571, Sheboygan, Wisconsin 53081; Telephone: (414) 458-2111. Bill Hollingsworth, Horizontal Form, Fill, Seal Product Manager, located at Home Office. Don Gable, Midwest Regional Manager, O'Hare Office Center, 3166 Des Plaines Avenue, Des Plaines, Illinois 60018; Telephone: (312) 298-7220. Gerry Secord, Western Regional Manager, 520 S. ElCamino Real, San Mateo, California 94402; Telephone: (415) 342-1454. E. T. Melle, Eastern Regional Manager, 130 West Lancaster Avenue, Wayne, Pennsylvania 19087; Telephone: (215) 688-3044.

**MIRA-PAK, INC.**, 7000 Ardmore, Houston, Texas 77021—(713) 747-1100. Manufacturers of vertical form-fill-seal packaging equipment in all packaging films: the Mira-Wrap series, 10,000 with Sigmatrol computerized weighing for extreme accuracy on various short goods and miscellaneous other pasta products; miscellaneous other pasta products; volumetric and sugar fillers; tailored flat-bottom package machines; Way-Fil weighing systems; Data Analysis Systems for instant and continuous control and analysis of the packaging line; Mira-Car-

toner bag-and-box system; Mira-Pak diagnostics, a computerized troubleshooting system.

**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) 661-0829. 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. See ad on page 39.

**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. A four page bulletin describing Wright's complete line of packaging machinery for the macaroni industry now available. See ad on page 49.

#### PACKAGING SUPPLIES

**CLOUDSLEY COMPANY**, 470 West Northland Road, Cincinnati, Ohio 45240. Flexible packaging converters. Mr. Howard J. Maue. Telephone: (513) 825-4800.

**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, 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. Ten 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. 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 runs. 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 Guptill.

**PARAMOUNT PACKAGING CORPORATION**, Box 97, Oak Avenue, Chalfont, Pennsylvania 18914. Manufacturer of flexible packaging material especially designed for spaghetti and macaroni industry. Proven laminations that resist puncturing. For additional information contact: Edward A. Morse, Marketing Manager.

**ROSSOTTI CONSULTANTS ASSOCIATES, INC.**, 2083 Center Avenue, Fort Lee, New Jersey 07024. For Folding Paper Board Cartons representing The A. L. Garber Company, with plants in Syracuse, New York; Victory Mills; New York

Solve your  
checking  
problems with **NEW**

**TANZI**  
**NO-CHECK**  
**DIES**

With or without Teflon®

STANDARD  
MACARONI DIE

NEW TANZI  
"NO CHECK" DIE



Ashland, Ohio; and Chicago, Illinois. For Labels, representing Lawson & Jones, Calvert Lithographing Division. For Corrugated Shipping Containers, representing President Container, Inc., main plant located in Moonachie, New Jersey. Rossotti Consultants Associates, Inc.—Established 1898. See ad on page 39.

#### SERVICE

**COLUMBIA LABORATORIES, INC.**, P.O. Box 40, Corbett, Oregon 97019. Provides fast, reliable and low cost analysis of semolina, macaroni and other foods; protein, ash, moisture; vitamins; bacteria and molds; cooking test; taste panels; and pesticides. Request a complete schedule of services today. Telephone: (503) 375-2287. See Classified Advertising.

**JACOBS-WINSTON LABORATORIES, INC.**, 156 Chambers Street, New York, N.Y. 10007. Phone (212) 962-6536. Consulting and analytical chemists; sanitation consultants; new product development; labeling new packaging advisors; pesticide, bacteriological and nutritional analysis. See ad page 25.

#### FORTIFICATION

**EASTERN 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 on page 37.

**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; South, Faia Sales Corp., Inc., 2750 Oregon Court, Bldg. M-11, Torrance, California 90503 (213) 320-6710; and North, FSC Corp. (formerly Faia

Sales Corp., Inc.), Suite 265, 1287 Lawrence Station Road, Sunnyvale, California 94086 (408) 734-2422.

#### CLASSIFIED ADVERTISING RATES

Want Ads ..... \$1.00 per line  
Minimum \$3.00  
Display Advertising ... Rates on Application

#### FOR SALE

Rebuilt and Guaranteed  
**NOODLE CUTTERS**  
Demeco and Clermont  
P.O. Box 336, Palatine IL 60067

**ANALYSIS AND CONSULTING**  
fast . . . reliable . . . low cost  
**COLUMBIA LABORATORIES, INC.**  
Box 40, Corbett, Ore. 97019  
(503) 375-2287

**WANTED:** Two Gaubert scales for weighing long goods. Mounted or unmounted. P.O. Box 336, Palatine, IL 60067.

**FOR SALE:** One Clermont Long Goods Stripper. Excellent condition. Please contact G. Sergeant, Golden Grove Foods, 101 E. 69th Ave., Vancouver, B.C. V5X 2W8 or phone (604) 327-1411.

**FOR SALE:** Buhler Extruder Model TPJ, 1000/1500 lbs/hr. Excellent condition. Reasonable offers considered. Call or write Everfresh Food Corp. 501 Huron St., S.E. Minneapolis, MN 55414, (612) 331-6393.

#### Alfred L. Spadafora

Alfred L. Spadafora, president of Superior Macaroni Company of Los Angeles, and president of the National Macaroni Manufacturers Association 1964-66, died in his sleep on March 8 at the age of 78. Long active in industry affairs, Fred was a regular attendant at conventions and had attended the Winter Meeting in Florida with his wife Isabel. They have a daughter, Elaine. His brother Emil was in business with him.



Alfred L. Spadafora

#### INDEX TO ADVERTISERS

Page	Advertiser
13	ADM Milling Co.
17	Amber Milling Co.
23	Aseco Corporation
44-45	Braibanti Corp.
47	Buhler-Mieg, Inc.
51	Carozzi
52	Clybourn Machine Company
16-17	DeFrancisci Machine Corporation
57	Diamond Packaged Products Div.
37	Eastman Chemical Products
2	Fibreboard Corporation
47	Goldman's Egg City
16	Henningsen Foods, Inc.
58	International Multifoods Corp.
43	IPACK-IMA
32	Jacobs-Winston Laboratories
26	Macaroni Journal
9	Malderi & Sons, D., Inc.
22	Micrody Corporation
37	National Macaroni Institute
13	North Dakota Mill
30-31	Paevy Co. Flour Mill
39	Rossotti Consultants Associates
21	Seaboard Allied Milling Corp.
32	Tranin Egg Products Co.
53	Guido Tansi, Inc.
36	Triangle Package Machinery
46	Wright Machinery Co.

#### Obituary

Filippo La Rosa, 81, retired Vice Chairman of the Board of V. La Rosa & Sons—father of Vincent F. La Rosa—passed away February 24. He had been living in Florida.

#### Hospitalized

Carrie Lucenti of D'Amico Macaroni Company has been hospitalized following open heart surgery in Chicago.

Fran Williams, wife of Association President Lawrence D. Williams, has been hospitalized since early February but is making good progress.

#### Argentina Suspends Wheat Export Licensing

The Argentine Grain Board temporarily withdrawn from wheat export market by suspension for one week the issuing of any further wheat export licenses. Trade sources reported this Argentine development after that country sold an additional 130,000 tons of wheat to Brazil at \$97.35 to \$99.44 per ton fob Argentine ports for April shipment. (No. 2 Hard Red Winter Wheat for shipment during the April-May period was offered at \$110.45 per ton fob the Gulf.) According to various trade and government sources, Argentina has sold approximately 6 million tons of wheat, which would leave about one million tons available for either further export sales or for domestic stocks.

## We've been going together for nearly 50 years.

Diamond International Corporation makes perfect partners for you. From all over the country, we have selected the nearly 40 finest manufacturers of macaroni, spaghetti, and other pasta products.

These products are packaged in the most beautiful and functional ways. You get award-winning package designs. Service is prompt. Delivery is dependable.

And everything comes to you from one convenient source—with one phone call. Call (212) 697-1700 now. And start a beautiful relationship.

labels, for point-of-purchase displays. You get award-winning package designs. Service is prompt. Delivery is dependable.

And everything comes to you from one convenient source—with one phone call.

Call (212) 697-1700 now. And start a beautiful relationship.



Diamond International Corporation  
Packaging Products Division  
150 West Avenue, New York, N.Y. 10017





Multifoods natural goodness is always in good taste

 INTERNATIONAL  
**MULTIFOODS**  
INDUSTRIAL FOODS DIVISION