

**THE  
MACARONI  
JOURNAL**

**Volume 48  
No. 10**

**February, 1967**



# Macaroni Journal

THE NATIONAL  
MACARONI  
MANUFACTURERS  
ASSOCIATION



**FEBRUARY, 1967**

**Lenten Opportunities  
The Salmonella Story**





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# The Macaroni Journal

February  
1967  
Vol. 48  
No. 10

Official Publication of the National Macaroni Manufacturers Association  
1966 Vol. 48, January-December, Published 10 Times a Year. The Journal of  
macaroni advertising and information. Editor: Robert M. Goss. Editor  
FOR THE PUBLISHER: Louis S. Varinoff

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Macaroni ...

Domestic	\$1.00
Foreign	\$1.50
Single Copy	.25
Back Copy	.50

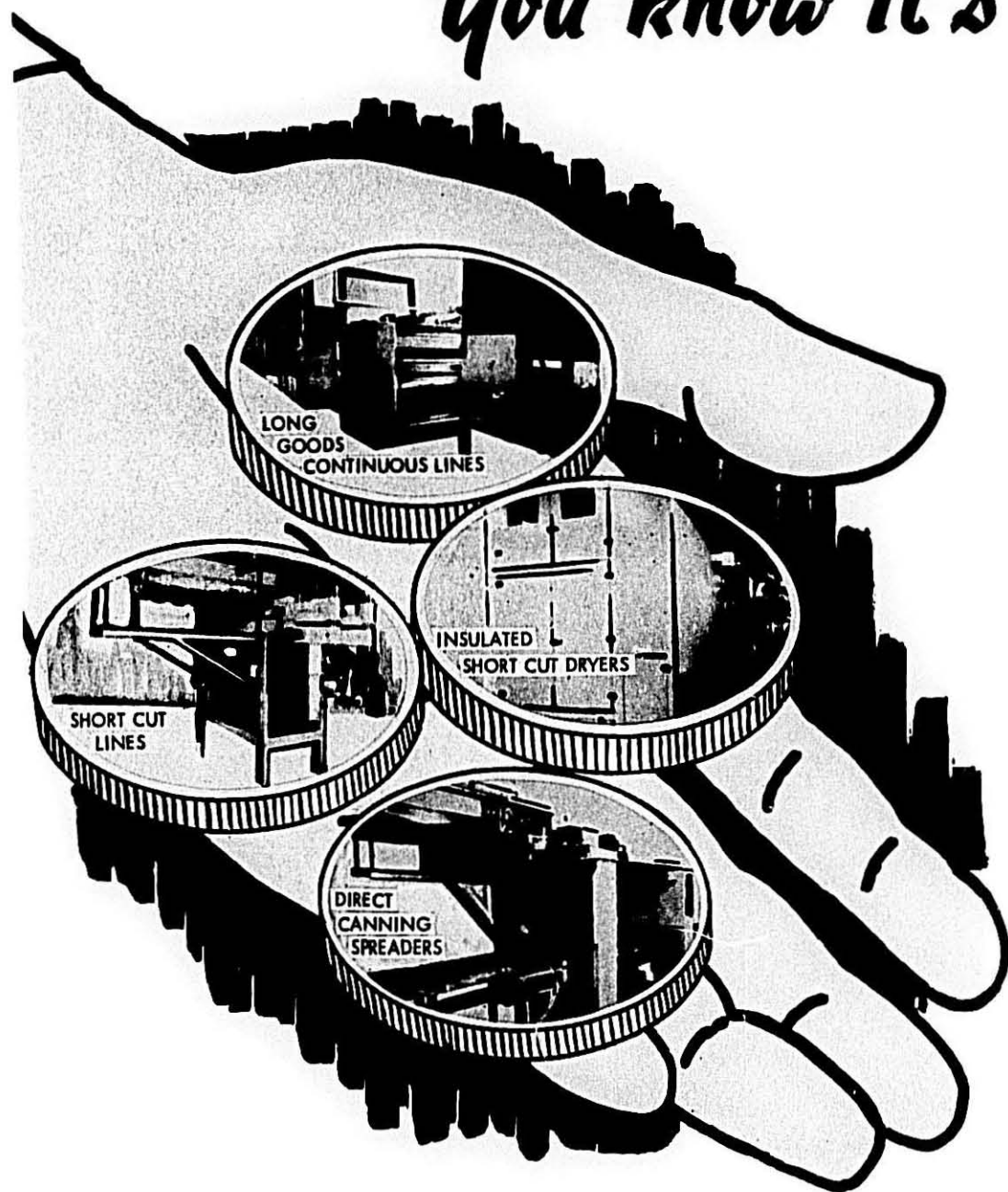
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## LENTEN OPPORTUNITIES



Deviled Spaghetti and Tuna Casserole

NOW that the requirements for Lent are less strict for many households, more people may come to fully appreciate the good flavor of fish and seafood, eggs, cheese, and other dairy products in meatless meals prepared by choice.

There are so many good dishes that are meatless, and often these can represent economy as well as a change of pace in the diet. Macaroni products just naturally lend themselves to such dishes.

Like all macaroni products, spaghetti offers great convenience and economy, as well as valuable nourishment. Here's a recipe for individual spaghetti casseroles made with other convenience foods: canned soup, evaporated milk, and chunk-style tuna, all from the cupboard shelf. These ingredients, combined with chopped cooked spinach, make a colorful, hearty meal in one dish.

### Deviled Spaghetti and Tuna Casseroles (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1 10½ ounce can condensed cream of asparagus soup
- ¾ cup evaporated milk
- ½ cup water

- 1 6½-ounce can chunk-style tuna, drained
- ½ cup chopped cooked spinach
- 2 tablespoons lemon juice
- ½ teaspoon Worcestershire sauce
- ¼ teaspoon pepper
- 2 tablespoons grated onion

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



Wonderful Good Noodles

Combine remaining ingredients and mix well. Add cooked spaghetti; mix gently. Turn into 4-6 greased individual baking dishes. Bake in moderate oven (350°) 25 minutes.

### Pennsylvania Dutch

Another recipe we have developed, designed to help busy homemakers prepare dishes which are delicious to eat, nourishing, and yet require little preparation, is "Wonderful Good" Noodles. Popular in the Pennsylvania Dutch country, whence it derives its name, it makes a fine accompaniment to your entree, you will enjoy the texture contrast of egg noodles topped with crisp croutons, and appreciate the fact that this simple but delectable dish can be cooked in about fifteen minutes.

### "Wonderful Good" Noodles (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces wide egg noodles (about 4 cups)
- ½ cup milk
- ¼ cup croutons
- 3 tablespoons butter or margarine

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

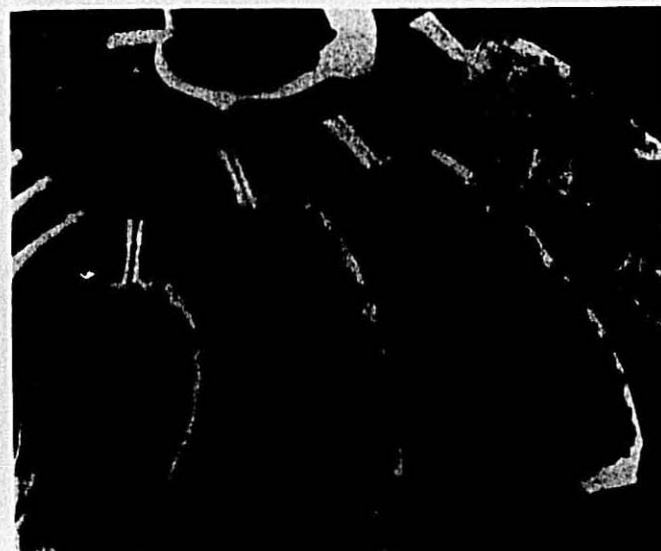
Combine noodles and milk. Cook over low heat 5 minutes, stirring occasionally. Meanwhile, melt butter or margarine and cook over low heat until lightly browned. Turn noodles into serving dish; top with croutons and butter or margarine. Preparation time: about 15 minutes.

### Chicken Delight

The combination of macaroni and cooked chicken can provide satisfying high-protein main dishes. This is a good combination at any time, but an excellent Lenten suggestion. In the photograph, our recipe for Curried Macaroni and Chicken, the perfect dish for a Lenten luncheon, is shown in individual casseroles, but this dish is equally attractive served from a large platter or casserole. Here is the recipe:

### Curried Macaroni and Chicken (Makes 4 servings)

- 2 tablespoons butter or margarine
- 2 tablespoons finely chopped onion
- 2 tablespoons finely chopped celery
- ¼ cup sliced mushrooms



Curried Macaroni and Chicken

- 1 can (10½ ounces) condensed cream of celery soup
- ½ cup milk
- 1 tablespoon chopped canned pimiento
- ½ teaspoon Worcestershire sauce
- ½ teaspoon curry powder
- 2 cups diced cooked chicken
- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)

Melt butter or margarine and add onion, celery and mushrooms. Cook over medium heat until mushrooms are browned. Add condensed soup, milk, pimiento, Worcestershire sauce, curry powder and chicken. Heat to serving temperature, stirring occasionally.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Turn onto heated serving dish and serve with chicken sauce.

### Vegetable Suggestion

An equally good vegetable dish for the Lenten season is pictured on the Front Cover this month in the form of a Macaroni Cauliflower Casserole. The leisure-loving homemaker still continues to look for those quick-and-easy meals to prepare, and this one meets her requirements. Because macaroni needs no washing, paring or energy-wasting effort, it is fast becoming the secret of those time-saving yet appetizing meals found on Lenten tables. Here's the simple recipe for the cover photo:

### Macaroni Cauliflower Casserole (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 can (10½ ounces) condensed cream of celery soup
- 2 canned pimientos, chopped
- ½ cup milk
- 2 cups grated Cheddar cheese (about ½ pound)
- Pepper to taste

1 head cauliflower, broken into cauliflowerets and cooked

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

Combine condensed soup, pimientos and milk; heat to boiling point. Add cheese and pepper; cook over low heat, stirring occasionally, until cheese is melted. Add macaroni and cauliflower and mix well; turn into greased 2-quart casserole. Bake in moderate oven (350°) 35 minutes.

### Related Items Listed

In releases from the National Macaroni Institute to food editors and mailings to grocers it is pointed out that macaroni consumption has been increasing every year, that macaroni-noodle products give the grocer a profit margin of about 24 per cent, and an annual return of \$5.89 per dollar invested, according to Progressive Grocer's Colonial Store Study. One thousand dollars worth of macaroni sales produces \$7,220 in related item sales.

it has been estimated. Lent is a good time for related item promotions in virtually every department in the grocery store.

Among NMI suggestions are dairy products, milk and cheese, poultry and eggs.

Canned goods possibilities are infinite: tomato products, condensed soups, evaporated milk, mushrooms, tuna, salmon, cooking oils.

In the condiments: spices, sauce mixes, pickles and olives, salad dressings.

In the produce department, apples and citrus fruits are available for salad combinations. Vegetables may include celery, peppers, onions, garlic.

Don't forget fresh, frozen or canned fruits and vegetables, seafoods, bread, wine, paper products—you name it.

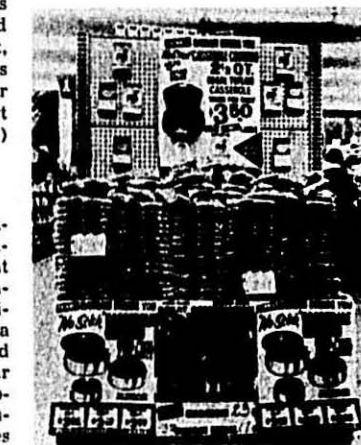
### Skinner Offers Casseroles

Skinner Macaroni Company is offering consumers three sizes of Regal Ware Teflon casseroles at substantial savings in a premium display promotion during the first quarter of 1967.

With labels from any two Skinner products, the casseroles are available at prices about 40% below list. The 1½-qt. casserole will cost consumers \$3, the 2½-qt. \$3.50, and the 3½-qt. \$3.75.

An unusual display card that shows an actual 2½-qt. casserole is the centerpiece for the macaroni and cheese display. To make the display complete are colorful macaroni and cheese store banners, casserole order blanks, and a recipe pad featuring a macaroni and cheese recipe that requires no pre-cooking of the macaroni.

Skinner has scheduled 4-color advertising in Good Housekeeping, Family Circle, Progressive Farmer, and Woman's Day, plus a feature ad in 137 local newspapers to generate consumer interest. The promotion is geared to Lent (Feb. 8-Mar. 26), the peak season for macaroni and cheese.



Skinner Casserole Display



# THE STORY OF MACARONI



**When Did Americans First Enjoy Macaroni?** Domestic macaroni first appeared in this country about 1848, well over a hundred years ago. It was introduced in the East and gradually spread through the Middle West, being sold only in apothecary shops and recommended chiefly for infants and invalids.

By 1900 there were only a handful of macaroni factories, with a combined output of 500 barrels a day.

And then, in 1898, an especially hardy variety of durum was brought to America from Russia by the United States Department of Agriculture.



To satisfy this demand for high-quality, appetizing macaroni, depend on King Midas Durum Products



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Macaroni manufacturers were quick to realize the advantages of this new wheat. Durum production increased. And the Macaroni Industry in America began to flourish.

New, high-speed machines were invented. Automatic dryers were developed. Macaroni's popularity continued to increase, and so did production.

And this popularity has continued to grow. Today, over one billion pounds of macaroni are consumed annually in the United States, and macaroni is served and enjoyed in nearly every home. In fact, macaroni is now a staple in the food diet of the world!



## Report of the Tenth Annual Conference of the Law Institute and Food and Drug Administration

by James J. Winston, Director of Research, N.M.M.A.

ON November 28, 1966, the Tenth Annual Conference under the auspices of the Food & Drug Law Institute and Food & Drug Administration was held in Washington, D.C.

This meeting, as previous meetings, was very well attended by representatives of companies in the Food & Drug Industries. The Theme of this meeting was "Assuring Integrity of Food and Drugs" or "Giving Confidence to the Purity of Food and Drugs." At this meeting there were discussed the efforts of the Food and Drug Administration and the regulated industries to assure the safety and effectiveness of Food and Drugs through constant improvement of research, marketing and advertising techniques.

The speakers on the agenda included the following persons: F. D. A. Participants—Winston B. Rankin, Fred J. Delmore, Kenneth R. Lenington, William Summerson, William W. Goodrich, Douglas C. Hansen, James L. Goddard, Commissioner.

The Law Food Institute was represented by Franklin M. Depew.

Representatives from industry were: Robert G. Ruark, Corn Products Company; Herbert L. Goldberg, University of Missouri; L. Paul Sinotte, Merck, Sharp & Dohme; Michael Markel, Attorney, Markel & Hill.

Paul Rand Dixon of the Federal Trade Commission was also on the program. The two main topics that were reviewed and discussed were:

1. Salmonella in food.
2. Health hazards arising from antibiotic drug residues in food.

In the macaroni industry, we are concerned particularly with the necessity of receiving ingredients free from salmonella bacteria and manufacturing products that will likewise be free from the salmonella organism.

### Health Problem

According to Kenneth E. Lenington, Salmonella Project Officer of the Food & Drug Administration, the salmonellae genus of bacteria probably poses as great a problem as any facing the public health today. Salmonella is a large and wide-spread group of organisms found almost everywhere where man or beast exist. There are, at the present time, over 1200 known strains, all of



James J. Winston

which are capable of causing infection in man or animal. Unfortunately, salmonella infection has been reported in recent years in increasing incidence throughout the world. This bacteria can cause severe illness (salmonellosis) in man which in some cases, can result in death. One type of Salmonella causes typhoid fever. However, those causing gastro-intestinal disorders are the most common. Animals are easily infected. Infected food animals can transmit the disease to man through contaminated meat (veal, pork, beef, poultry), fish and other animal products such as egg or milk. Finished food products contaminated with this organism violate the Federal Food, Drug and Cosmetic Act. Contaminated products may be seized by Federal or State officials, or they may be recalled from the market, causing a serious economic loss to manufacturers.

### Heat Treatment

At the present time, heat treatment is the most practical way to destroy salmonella bacteria. In the macaroni-noodle industry, pasteurized eggs are being purchased under contract with a warranty that they be free from salmonella. It is important that the conditions of egg pasteurization be carried out with precision as prescribed in the process, namely—a heat treatment of liquid eggs should be at a temperature of 145° to 144° Fahrenheit with a hold-

ing time of 3½ to 4 minutes, to insure destruction of the salmonella. This must be followed by exacting precautions to prevent post contamination due to carelessness on the part of workers; unclean cans or utensils. Management must make a concerted effort in the course of noodle manufacture to have equipment sanitized on a daily basis using an effective and acceptable sanitizing compound. This should be applied with hot water, followed by a cold rinse to egg water pipes and connections; mixing tanks; pressure pumps; and cutting and extruding devices. The following program has been recommended by regulatory officials to prevent salmonella contamination in the finished products.

1. Promote personal cleanliness among employees.
2. Adopt an employee health surveillance program.
3. Train employees to prepare, handle, and store foods in a sanitary manner.
4. Adopt good manufacturing practices including closed line operations, wherever possible.
5. Maintain rigid specifications on incoming ingredients likely to be contaminated with salmonella, and reject any incoming raw materials showing damage or visible contamination with foreign materials.
6. Destroy bacteria in raw products by approved methods.
7. Maintain proper storage temperatures.
8. Rotate raw and finished stock and destroy spoiled foods.
9. Maintain an effective control program on the plant environment. For example:
  - a. Eliminate insects, birds and rodents.
  - b. Control dust in plant.
  - c. Assure clean air intake system.
10. Test finished product (by batch or composited batches) for presence of salmonella.

According to Mr. Lenington of the F.D.A.: "The battle against salmonella is and will continue to be a formidable one. If progress is to be achieved, the combined efforts of our agricultural procedures, industry, public health agencies and even the housewife, will be necessary."





Harold M. Williams, president, Institute of American Poultry Industries, greets delegates.

## Egg Products Quality Control School

**SALMONELLA IS A MICRO-**organism which can cause salmonellosis. In mild form, this can cause diarrhea. In severe cases it can cause death.

Some years ago an epidemic in Riverside, California was caused by a contaminated water supply. Proper chlorination cured this.

### Recent Publicity

Recently, newspapers carried publicity about the Borden Company having to call back Starlac, a dried milk product, because of suspicions of salmonella contamination. This ran into a gigantic bill and a poor image for the company.

Foods (particularly dried products), domestic animals (particularly poultry), and people are prime carriers of salmonella. Egg products must now be pasteurized under Government inspection as a precautionary measure.

Because of the many questions surrounding this subject matter, the Institute of American Poultry Industries recently held an Egg Products Quality Control School in Chicago, to discuss users' requirements, governmental requirements, the egg industry's responsibilities, the operation of pasteurizers, post-pasteurization contamination, and considerations for controlling contamination.

### Laboratory Demonstrations

After two days of intensive schooling, laboratory techniques for testing for salmonella, as well as other quality control egg tests, were demonstrated by the Institute's Scientific Director, Margaret Huston, and associates.

A large turnout testified to the keen interest in this subject, and the Institute is to be complimented on bringing together such a fine array of talent to present subject matter as clearly and as completely as it was done.

The papers that follow are examples of the illuminating reports on this subject of salmonella.

## A NOODLE USER'S REQUIREMENTS FOR SALMONELLA-FREE EGGS

by Val C. Bremer, Director of Technical Services, C. F. Mueller Company

1967 marks the 100th anniversary of the C. F. Mueller Company. Original push cart sales of small bags of egg noodles back in 1867 have brought us to the leading position in the sale of this commodity throughout the Mueller marketing area. We annually manufacture about 13 million pounds of egg noodles which require nearly two million pounds of egg products.

The production of our egg noodle involves the procurement of quality flour and quality eggs. To assure this quality, reasonable but effective specifications for both flour and eggs are necessary. Specifications may be roughly classified in two ways—those on a "go-no go" basis, those which allow a degree of variation.

The "go-no go" type are usually set by regulatory agencies, wherein minimum standards or zero tolerances are set. Deviations from these should result in rejection by us or seizure of the product by them. Loss of product, delays due to replacement and monetary loss follow to us and the supplier. In

addition, regulatory seizure with resultant adverse publicity and possible litigation add to the severity.

Specifications which allow degrees of variation generally deal with characteristics of a less critical nature. While less

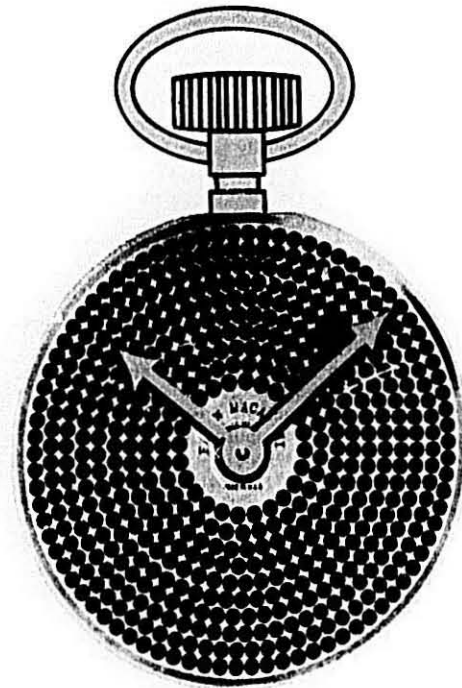


Val C. Bremer

critical, they are nonetheless essential to product uniformity and quality. They are generally arrived at after discussion with the supplier. Once adopted, they do not remain "status quo." They are subject to change based upon supplier performance, changes in test methods or instrumentation, changes in the material itself. Wheat and eggs are subject to growth and environmental changes from year to year. Unfortunately, these are not always on the "up" side. To avoid misunderstanding, specification changes when made must be mutually agreeable.

### Noodle Making

In relating how specifications affect you as a potential supplier to the noodle maker, a brief description of the process is in order. Essentially, durum wheat flour is mixed with an egg-water combination in a set ratio. It is fed to stainless steel mixing troughs under vacuum on a continuous basis. After mixing, it is fed to an extrusion screw which distributes it through a set of  
(Continued on page 12)



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## Noodle User's Requirements—

(Continued from page 10)

tubes to form a continuous sheet. The sheet of dough is then sent through sets of reducing rollers until a desired thickness is reached. Next, it is fed through a set of dies which produces strips of the desired width. Finally, a revolving knife blade cuts the strips into preset lengths. The wet product, at about 30 per cent moisture, is conveyed by belt to a dryer. After passage over a series of screens, whereon it is subjected to controlled heat and humidity, the product emerges in dry form. The entire process takes about five and one-half hours. The dry product is conveyed directly to the packaging area or temporarily stored in bins. In essence, this is a relatively simple operation. It requires a minimum of ingredients with a minimum of handling.

### Specifications Are Simple

Specifications are also simple. They consist of physical-chemical and bacteriological requirements. Solids and color (expressed in NEPA\* units) are determined on each shipment. Since egg noodles are governed by a standard of identity, egg solids as supplied to us, should vary only to a small extent. There has seldom been a rejection in this area.

\* National Egg Productions Association.

Color plays an important part in quality. Accordingly, premium prices are paid for dark colored yolks. Standards are checked on a Cenco-Shepard-Sanford B2 photometer calibrated by the IAPI Laboratory using sodium dichromate as a reference. This instrumentation was used to coincide with that utilized in the past by most suppliers. Interlaboratory checks with Institute of American Poultry Industries and ourselves have been very close. The few instances of rejection because of substandard color have been caused by a supplier's instrument being out of calibration. Because of color requirements, egg suppliers have been restricted at Mueller's to the frozen products. At present, dried eggs do not meet the requirements. Drilling of the frozen product for samples is done on the diagonal as recommended by the IAPI. We have found this to give the most representative sample along with most consistent results. While sampling cans, we have seen some which have been previously drilled by the supplier or his representative. We have observed that, in the case of the three hole sampling, much shavings are left on the surface. These shavings, usually semi-dry, do

not rehydrate properly when mixed with water.

### Physical Defects

Physical defects caused by human error are encountered occasionally. While these usually result in rejection of only the cans involved, too frequent recurrence can react adversely to the offender. For example, cans of egg white, not used at Mueller's, or whole eggs mixed in with cans of egg yolks, cans with improperly sealed seams, mislabeled cans, cans with an excessive amount of shell pieces, excess foam at the top of the can interior, or spilled on the can exterior. This latter defect presents a problem (1) in that the excess foam must be removed to afford proper sampling, (2) it does not reconstitute properly, (3) when on the can exterior, it provides food and a lodging place for pathogenic or other bacteria present in any surrounding to which the cans may be subjected.

Another area which can lead to both physical and bacteriological defects is the carrier, who either has inefficient refrigeration or neglects to use it. Shipments which show evidence of separation of the product from the side of the can are subject to rejection. The aforementioned are all points for which the supplier is responsible and subject to penalty.

### Bacteriological Standards

Bacteriological standards also fall into two categories. Those which allow a degree of variation, those for which there is no tolerance. The advent of compulsory pasteurization has had marked influence on both. Total bacterial counts have recently ranged from a low of 1100 to as high as 28,000. They serve mainly as a rough indication of pasteurization and operating efficiency. Suppliers who consistently show counts of 10,000 or under are obviously in an out of control condition if a count of 30,000 is found in a shipment. Such a finding would result in notification that corrective action should be forthcoming. Repeated out of control levels could result in discontinuance as a source of supply. Pending the collection of further data, specifications in this area are under study. To digress for a moment, pasteurization has not had any detrimental effect on functional properties of the eggs in our process. If it does not interfere with the supplier's pasteurization process for other users, we feel that the temperature could be raised to 145°F for our purposes.

Total counts are of no value in indicating the presence of pathogenic or-

ganisms which cause food poisoning. At present, the greatest concern for egg product producers and consumers is the presence of salmonella organisms. More tests, discussions, seminars and attention have probably been devoted to the presence of this organism in food during the past three years than in the previous thirty. There can be no doubt in anyone's mind that salmonella must go.

Ample reasons for this statement can be found in the following: To quote from the FDA Fact Sheet distributed at the FDA-Food Law Institute Meeting in Washington on November 28: "Finished food products contaminated with this organism violate the Federal Food, Drug and Cosmetic Act. Contaminated products may be seized by Federal or State officials, or they may be recalled from the market. This may cause a serious economic loss to manufacturers."

Many of you will recall the recent dry milk seizure. Shortly thereafter, New York and New Jersey newspapers carried an account of a suit instituted by the parents of a nine month old girl against the processor. Damages in the amount of \$560,000 are being sought because the product allegedly made the child ill. This gives one cause for apprehension.

### Company Requirements

Present Company requirements with respect to salmonella state "We will accept frozen eggs from your firm when certified salmonella negative by the USDA based on samples taken at your breaking plant by the USDA on the frozen product. We cannot use the product until receipt of the certificates." This procedure avoids return of the product, and permits immediate correction should a positive result be obtained. The frozen product is sampled to detect any post-pasteurization contamination which may occur. These requirements are on a lot basis. Reduction of this frequency depends upon the results of further experience.

At several seminars or technical meetings dealing with salmonella. I have been asked why a noodle manufacturer is concerned about salmonella contamination. Don't people boil noodles? Doesn't boiling kill salmonella and similar organisms? When I posed this question to a member of the FDA, his reply was "Many housewives do not use entire boxes. They either partially empty the box or return some portion of the dry product to the box manually. If the product is contaminated, their hands can become contaminated. Later

(Continued on page 14)

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### Noodle User's Requirements— (Continued from page 12)

contact with slices of bread, cold cuts or other food which is eaten without heat treatment sufficient to kill the organism may cause salmonellosis. Also, some persons, usually young ones, munch them in the dry state. My own daughter is in this category. When asked "why?", her answer was, "they are crisp and crunchy. Besides, I like them that way!"

#### Constant Vigil

Again, if salmonella is present in the egg product, temperatures in the noodle drying process are not sufficiently high to kill the bacteria. While primary attention is focused on salmonella, two other food poisoning organisms are constantly under close scrutiny at Mueller's. These are coagulase positive staphylococci and feral streptococci. We believe these to be introduced mainly by unsanitary practices after pasteurization. Staphylococcus poses a problem in that toxin sufficient to produce illness is not destroyed by boiling. The most practical solution to this dilemma is to keep the organism out. We also believe fecal streptococci to be a more efficient indicator of the sanitary index of a product than the coliform-E coli test. The strep test involves less steps. Accordingly, results can be obtained more promptly.

The fact that you and I receive negative reports should not allow us to relax our vigil. Recent work in research laboratories raises the following questions in my mind. How authentic is freedom from salmonella? How long will the methodology remain as is? Are we lulling ourselves into a state of false security?

For instance, a letter from the FDA Micro-biology lab in Washington states: "We have enclosed a copy of the method now being used. Please keep in mind, however, that this method is neither official nor standard. We expect to change it when it seems desirable to do so."

Also, a statement has been made in private conversation that, if present studies on the antibody fluorescence technique for salmonella are successful, 40 per cent of presently negative tests will be found positive.

#### Complex Test

Finally, the detection of strains of salmonella which react atypically on present media have been authenticated through serological typing. This further complicates a complex test.

My intent is not to discourage or disparage the present method. After all, to

date, this is the best guide we have. Regardless of what method comes out of the volume of research, you as producers must do your utmost to prevent contamination. While the primary responsibility for freedom from all these bacteria rests with the supplier, we, as processors, have a like responsibility to our consumers. To this end, steps as outlined in the FDA Fact Sheet for prevention of salmonella contamination are already in use. Recent tests on

finished products have shown the absence of salmonella, coagulase positive staph and fecal streptococci. With your cooperation as suppliers, we expect to keep them so.

We, at Mueller's, are determined to offer the very best product to consumers. This includes appearance, "palatability," the finest ingredients obtainable and most certainly, a product absolutely fit for human consumption.

### USDA Requirements for Egg Products at Plants

by G. R. Anderson, Assistant Area Supervisor, Poultry Division,  
U.S. Department of Agriculture, Chicago, Illinois

**W**HAT are USDA requirements and what new ones are being considered for USDA inspected egg products plants?

I assume that you are familiar with our program, so I will review its basic phases and get into the specific requirements of the regulations governing the inspection and grading of egg products.

The USDA Program includes:

1. Upon request for Egg Products Service by a company, a survey is made of the plant and its facilities. A specially trained Supervisor examines the plant in detail and advises management as to what alterations are necessary to bring the plant into compliance with the Regulations.
2. Management is required to submit plan drawings for approval. These prints are to cover layout of rooms and equipment, and various other details including a certificate that the plant water supply is potable. Equipment and utensils used shall be of proper design and construction so that:
  - a. they enable examination, segregation and processing of products in a satisfactory manner, and
  - b. permit thorough cleaning.
3. Specific operating requirements, in time and temperature requirements in handling and processing of shell, liquid, frozen and dried eggs. This includes segregation of all shell egg prior to entering the breaking room. Here I want to emphasize only clean eggs may be broken. This brings up a point for serious consideration. Should washing and sanitizing be required on all eggs prior to breaking? Information available certainly points in this direction.

4. All eggs are examined visually and by smell on a broken out basis.
5. The storing, handling and blending of edible ingredients in the product are carefully checked. Problems here may involve post-contamination.
6. Pasteurization—the complexity of this operation speaks for itself.
7. Final examination of the finished product.
8. Packaging of all products according to good commercial practice, or other contract requirements. This includes accuracy of labeling statement of ingredients, as well as net weight.
9. The control of the use of germicides, insecticides, rodenticides, detergents, etc. Development of an approved compound list has not only served as a safeguard against contamination of egg products, but as aided management in knowing what may be used and how it may be used.
10. Certification as to chemical and bacteriological factors of egg products. We are continuing our work in qualifying more of our egg products inspectors for laboratory work.

#### In the Plant

Our man in the plant, the USDA Egg Products Inspector, has the key roll in the rendering of the service. His job is to continuously observe

1. Sanitation.
2. Wholesomeness of shell eggs and the edible ingredients used to produce the egg products, as well as the edible ingredients added.
3. Plant operations.
4. Protection of the finished product.

(Continued on page 16)

THE MACARONI JOURNAL

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



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safe at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity.

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

**Henningsen Foods, Inc.**

The egg people

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## USDA Requirements— (Continued from page 14)

### 5. Packaging materials and labeling.

The inspector will issue certificates covering certification of the product upon request.

### New Changes

With this brief summary of our work I want to turn directly to our Regulations with the primary attention on our new changes, which were published in the Federal Register November 29, 1966, and become effective January 1, 1967. The first one, and we feel perhaps the most important, is set forth in Section 55.77. This requires the sampling and testing of egg products for salmonella after pasteurization and final packaging. This testing program will offer greater assurance to processors and buyers of inspected egg products. Basically the requirement is this:

Each lot of egg products shall be sampled on a pre-determined basis.

A lot is defined as a day's production, or it may be defined by each type and category as a day's production of:

- Whites.
- Whole eggs or yolks (with no added ingredients, or not more than 1 per cent added ingredients).
- Whole eggs or yolks with more than 1 per cent added ingredients.

This is done according to our multi-level continuous sampling plans. There are three such plans from which a processing plant can choose. I would assume that Sampling Plan No. 1 would be the one most generally used, due to its range of sampling rates, and I will demonstrate some examples as to its use.

### Sampling Plan

This plan has been developed through statistical methods and is regarded as being highly accurate for sample purposes. Beginning the first of the year processing plants now under Service will start at Level No. 2. This would mean the sampling would be done at the rate of 1 in 4 lots. If 83 lots are found to be salmonella negative the plants would then move on to Level No. 3, which has a sampling rate of 1 in 8.

If a lot was found to be positive, however, at Level No. 2, the sampling method would move to "State 2R" where 4 consecutive lots are required to be analyzed. If these are found negative the plan then moves to "State 2," which resumes at the rate of 1 sample in 4 lots. If 79 inspected lots are found negative the Plan would move on to Level No. 3, with a rate of 1 in 8 lots.

You will note that the Plan could move to the 100 per cent level in one or more steps, depending upon the level of sampling.

Basically, Plans 2 and 3 are similar. The sampling rate in Plan No. 2 only provides for a rate of 1 in 4, while Plan 3 provides for a rate of 1 in 2.

For some time most plants have carried on a quality control check for their own assurance. We have strongly encouraged this in the past, and industry has been very cooperative. This new regulation now provides for a specific plan, which certainly is more meaningful.

### Processing by 72 Hours

Another new provision will require that pasteurizing, stabilizing, or drying operations shall start within 72 hours from time of breaking. This excludes egg whites which are to be desugared. I do not believe this would be restrictive to egg products operations, and it should allow sufficient time for shipment of tankers or other temporary holding practices. Supplementary instructions to this requirement will provide for emergencies. If such delay should occur we will be required to give closer attention to the affected product, and each situation will be handled on an individual basis.

Our requirements covering shell egg washing have been expanded and are in more detail. This Section now requires that when eggs are washed it shall be done by use of an approved washing compound. Water temperature shall be a minimum of 90 degrees Fahrenheit, and at least 20 degrees warmer than the eggs. Such operation shall not allow the eggs to stand or soak in water. Washed eggs shall be spray rinsed with an approved sanitizing agent.

### "Whites and Yolks"

A change which will be of considerable interest to the industry is one which requires the egg solids content of egg products labeled as "Whites and Yolks" to be shown on the container if it is less than 24.7. At present this must be shown if it is below 25.5.

Many of you may recall, some time ago, having samples of whole eggs from your plant sent in to the USDA laboratory for testing purposes. These were submitted from various points in the country and for different seasons of the year. The results were that our 25.5 standard is not now realistic. Based upon this study this percentage has been adjusted to 24.7.

There has been a minor change in the design of our USDA shield stamp and

a new identification mark has been provided for non-pasteurized egg products which are to be shipped from one official plant to another for further processing.

The new regulations now have been rewritten to provide for pasteurization of egg products at different temperature levels. Liquid whole eggs shall be flash heated to not less than 140 degrees Fahrenheit, and held at this temperature for not less than 3½ minutes. All other egg products shall be flash heated to such temperatures and held for such times as will give equivalent effects and results in a salmonella negative product. This change basically updates our requirements to include other approved methods of pasteurization. This section may require that other product (such as yolks) be pasteurized at a temperature higher than 140 degrees.

### Holding Time

There is an important matter I would like to mention, although this is not related to changes in our regulations; and this pertains to holding time. Too often we hear of a plant manager who thinks in terms of slowing down his timing pump as a cure-all to increase his holding time. This is not entirely true, or at least not proportionately true. One of our problems in egg pasteurization is that of laminar flow. Briefly, this means that particles in the center of holding tubes would travel at a greater velocity than particles near the interior surfaces of the holding tubes. Some liquids can be pasteurized at a much higher velocity, which provides a turbulent flow and relatively uniform holding time of all product in the tube. Based on information we now have we could only assume that any slowing of the velocity would be an unwise thing to do. I have heard reports of plants which converted to smaller diameter holding tubes with added lengths so that the velocity could be increased.

### Separate Packaging Room

The Egg Products Regulations now provide for a packaging room in spray process drying operations which is separate from other operations. This requirement will be effective May 1, 1967. We have already started to place emphasis on the separation of pasteurized liquid eggs from other processing operations, and have strongly encouraged it on all new plant surveys. In some operations this can easily be done—in others it would require a major revision in their plant layout.

A similar matter, which is also related to airborne contamination, is the problem of restricting the traffic of em-

ployees between departments of the plant. We know, for example, a poor practice in plant layout is to locate rest rooms and lunch rooms in such a way that transfer room employees must pass through the breaking room in order to use these facilities. This is only one example—there are many other problems which must be corrected—and these are to be given high priority.

### Other Matters

There are a few additional items which I will briefly mention. Although we have made it a practice of requiring the use of only new containers which are lined with an acceptable type material for pasteurized product, this is now defined.

Another paragraph has been rewritten to eliminate the two hour equipment re-assembling limitation. Previously breaking room equipment could not be re-assembled more than two hours prior to the start of the breaking operation. This no longer applies.

Another section has eliminated the washing requirement of containers if equally effective measures are followed which were approved by the National Supervisor. Recently we have noted considerable interest shown by the industry in purchasing lidded and over-wrapped containers. Unless such packages have been damaged in shipment these normally can be used without rinsing.

A minor change in the liquid egg cooling requirement is the use of the "arm #2 hours from time of breaking." Previously we had included and defined the time of draw-off. This has been changed to time such requirements from time of breaking.

### Lab Techniques

Another matter concerns laboratory techniques. For a period of time a few of the USDA laboratories have been using Polyvalent-O and Polyvalent-H anti-serum in conjunction with their salmonella testing. It appears that adopting this as a standard procedure may be helpful.

Recently we have held a number of meetings and training sessions with our technical supervisory people. These efforts have been very valuable in coordinating our work and achieving a high degree of uniformity in providing service. This includes plant facility survey work, plant operations and other interpretations of the Regulations. Specialized training in certain technical phases of our work has also been helpful, and I believe added much to the value of our Service.

## Post Pasteurization Contamination

by Floyd R. Smith, Director of Quality Control, Pet, Inc.



Floyd R. Smith

THE history of food products in the pre-pasteurization era was filled with cases of food-borne infections. Eventually the processors and the consumers realized the importance of pasteurization and also the essential adjunct of sanitary practices. Application of good processing procedures apparently offered an adequate product control with reasonable assurance of consumer safety. Confidence in the wholesomeness of food products was apparently firmly established. Now we are again faced with the problem of contamination with an infectious agent which apparently is widely distributed in nature. We know that it has been isolated from several food products and cannot help wondering which will be next on the list of suspect foods.

There are many questions that cannot be adequately answered concerning this continued increase in detectable contamination. It would be futile and time consuming to attempt to argue or explain the reason for increases in reporting of contaminated articles and infections. It is far more profitable to attempt to detect and correct lapses in processing and handling which may contribute to our problems. The procedure required for destruction of salmonella has been covered in previous discussions. It is the aim of this paper to outline some post-pasteurization conditions which may contribute to product contamination.

The egg processor is not alone in his problems, but does face a series of challenges in establishing adequate control measures. Any route of transportation from the breaking location to the post-pasteurization processing area can result in a highly of contamination.

There are more possible routes than you may realize, and it would be futile to attempt to point out all which may exist. A few are as follows:

- Personnel working in or moving freely between both areas.
- Utilizing equipment in both areas.
- Combining equipment used in both areas during the washing operation.
- Movement of contaminated material through the final processing areas.
- Maintenance personnel and supervisors working and moving through both areas.

The processor must remember that the raw area must be considered a contaminated location and it is his responsibility to isolate this area from a portion of his plant which is handling product that has been pasteurized.

### Cleanliness and Cost

Equipment cleanliness and sanitization is an essential part of control. Although this has been stressed more than any other phase of environmental control, careless practices, can and do, creep into operations and result in costly product losses. At times the fault is not the direct responsibility of the clean-up crew, faulty construction of equipment, inadequate cleaning time, lack of supervision, improper personnel training, failure to correct poor practices, and so forth can lead to trouble. Frequently, management's reply to suggestions for improvement in the cleaning operation may be summarized in one word—cost. Remember that your company must pay for the cleaning and sanitization operation and you will only get your dollar value when you get the best job possible for the money expended. False economy and neglect of this operation can be a costly expense.

### Air-borne Contamination

Air-borne contamination is another factor which must not be neglected. If air inlets are located on the outer portion of the building and utilized to pull air in for the drying of product, these may be a harborage for birds. If bird nests are found in and around the incoming air, one may expect problems. A second factor is that the outlet from powdering and dehydration operations may be located close to the inlet. This can only result in possible recontamination.

(Continued on page 20)



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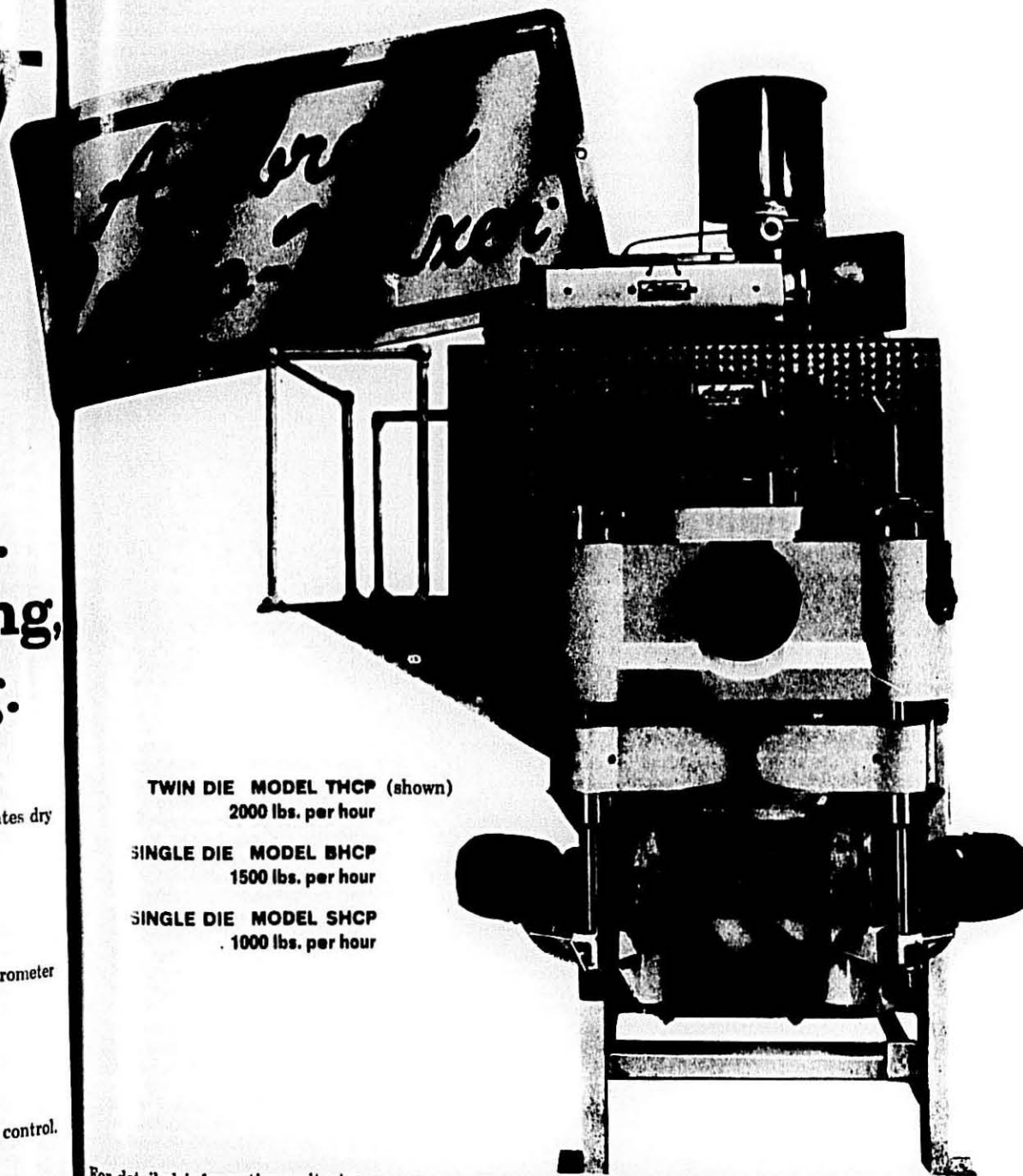
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FEBRUARY, 1967



## Post Pasteurization Contamination—

(Continued from page 17)

nation if a problem product is encountered.

In some cases the air inlets are placed close to the ground or near a roadway or areas where dust or dirt may accumulate. While it is true that filters are an essential part of the air handling system, one cannot rely on them to prevent possible contamination of the incoming air. In addition to the incoming air used for processing, it is possible for air currents in the building to carry contamination from one area to another and this may be aggravated by fans or other devices to get air movement.

### Water Supply

In many processing operations the water which is used for washing operations and general cleaning procedures may be from a stream or shallow well and could be grossly contaminated. If one has the misconception that the detergent which is used in the cleaning operations will destroy the contaminating organisms, they can look forward to serious problems. Again you may feel that the sanitizing with chlorine can assure you of freedom from problems. If this sanitization is carried out properly, it is true that the germicide should destroy the organism but any weakness in this operation could lead to problems. An additional factor is that this contaminated water, if used on belts and conveyors, may not permit proper sanitization and can result in a harborage of undesirable microorganisms.

### Equipment Design

Frequently, in the design of equipment, improper planning can result in areas where product will collect and possibly result in contamination of future production. This is particularly true where one may be working with the dehydrated product. In addition to the danger from the dry product, there is always the potential hazard of moisture take-up which can result in a desirable growth medium for the microorganisms. When this occurs we are no longer dealing with a small number of organisms but are faced with a high counts problem. Those of you who are dehydrating the egg products may be using a powder box of the Rogers type or modified Rogers type which is definitely difficult to clean. In some of the old time boxes which are in use, cracks or breaks in the box surface will result in the collection of dehydrated material. Eventually problems may occur in any powdering operation which necessitate the wet cleaning of this equipment.

Following the wet cleaning the material accumulating in cracks and crevices provides an excellent medium for the growth of salmonella and other microorganisms. If this problem occurs in any area of your operation, you can expect to encounter serious microbiological difficulty.

### Visitors

A problem which is often faced by food processors dealing directly with the farmers is that these farmers may, and frequently do, visit the plant operations. If they are transporting their product into your operation, then you must remember that they have come directly from their farm and could be carrying organisms on hands, shoes, or even on clothing. In addition, I do not feel that it is desirable to permit people to go through plants and come into reasonably intimate contact with product except those who are in your employ and understand the necessity for proper control. We have set a ruling that plant visits by groups of people will not be permitted in the processing areas where hazards of product contamination exist.

### Heating and Cooling

A problem of equipment design which has worried me in the general food processing is the use of re-generative type of equipment which may be used in the heating and cooling of product. In operating this type of equipment, it is always recommended that the higher pressure be on the treated than on the untreated side, but the possibility of interchange between the two areas is always a threat. In my opinion, it is imperative to be sure that leakage is prevented and every effort is made to be sure that post-pasteurization contamination is prevented.

### Destruction of Salmonella

Dr. Putnam of the Western Utilization Research and Development Division at Albany, California has pointed out some interesting factors in the publication "The Destruction of Salmonella" published in July 1966. I am quoting from his discussion. "Personnel who fill, handle or prepare pasteurized product containers or storage tanks should not handle the raw product containers, tanks, or other equipment. Containers should be clean, their interiors commercially sterile, and they should not be exposed to air-borne or handling contamination during transfer and storage. Filling should be carried out in a closed room, separate from the breaking room. Consideration should be given to pressurizing the filling room slightly

with filtered air by a ventilating fan. The air should be from the cleanest convenient source." I would add that extreme care is required in re-using the containers since this has been a contributing factor to many of the problems encountered by the egg processors. It is extremely difficult to thoroughly clean the interior of some of the type of cans which have been used in the past for handling egg products. In my opinion it is much better if we can progress to a single use type of containers.

In handling the fluid type of product it is essential that one carefully control the storage temperature and, if possible, the cooling should be to 45°F. or less as soon as possible, preferably immediately after the pasteurization process. If one allows the product to stand at a growth temperature, then if any organisms should be present you can expect to get an increase in the number to a definitely detectable level. We must remember that we are dealing in the salmonella detection with a zero tolerance level. We must also realize that there is no laboratory method that is absolutely perfect and, as we improve in our procedures, we will encounter more and more difficulty. However, any careless handling which allows the growth of microorganisms can be a serious hazard to the producer.

### Sanitation Practices

In any discussion of post-pasteurization contamination it is necessary to give considerable attention to personnel sanitation practices. In many of the operations the rural location results in many of the employees being connected with small farms or farming type of operations. If these individuals wear clothing to their home and return to the plant, they may have contacted poultry operations or other operations on the farm where contamination could result. It is well to limit the clothing worn by personnel in the critical areas to use in the plant only.

A second point is that it has become an established custom that personnel should wash their hands after visiting the restroom. However, we frequently fail to point out that washing and decontaminating hands can be important at other times. I would recommend that personnel wash and decontaminate their hands in a chlorine bath on coming to work or when they may have come in contact with objects or materials which might result in contamination. An additional point of interest is that with salmonella infections many of the strains produce only a very mild

response which may be limited to a slight headache and diarrhea. For this reason it is well to instruct your personnel that even though they have only a mild diarrhea, this should be reported to a member of management and they should be assigned to an area where they will not be contacting the finished product.

One very serious problem in personnel sanitation is with your maintenance personnel. These men naturally are moving throughout the entire production area and are involved in many different types of work. It is rare to see these individuals take the precaution of washing and/or decontaminating hands before working on equipment which may be handling the finished product. Occasionally you will find that these men will climb on belts or conveyors without giving consideration to possible contamination.

Although it is true in a dehydrated product one does not expect to find the growth of the organisms, still, dealing with a zero tolerance, we must take adequate precautions. In addition, if careless practices are followed throughout the plant, then you do have the risk of contaminating areas where growth of organisms might take place. I do not feel that we can over-stress the importance of careful personnel practices in the handling of food products.

### Potential Carriers

I have raised the question of potential carriers with some of the experts in the field of food microbiology. It is generally conceded that we cannot rely on a physical examination to assume ourselves that we do not have carriers in our food processing areas. Actually, a person may be free from salmonella at the time of test periods, but may be harboring the organisms at some later date. It is also possible that following a mild infection the individual may continue to shed the organisms for a reasonable length of time thereafter. We must, for this reason, consider anyone in our operation as a potential risk from the standpoint of contaminating the product with this pathogenic organism. We have made a rather extensive series of tests on the hands of personnel in our dehydrating operation and, so far, have never been able to pick up the salmonella organism.

### Container Storage

A point which is often neglected is the storage of the containers which may be used for the finished product. Careless storage of these containers can result in contamination of the interior surface which naturally is transmitted into the finished product itself. The

containers should be stored in such a way that they are protected from air-borne contamination and should never be permitted to remain in a dusty area, or in an area where they will be exposed to air-borne particles of dehydrated product. In addition, it is important that the storage area be kept in a clean and sanitary condition.

I do not see any reason to spend any great amount of time in stressing the fact that insects, rodents, birds or animals of any type should be controlled. This has been, I think, quite well covered in many publications and, therefore, the methods of control should be thoroughly understood by the processor.

### Tests in Plant?

A point which has interested me over a number of years is the questions of carrying out salmonella tests within the processing plants. I have advocated that salmonella testing be carried out in some area which is not intimately connected with the processing plant. My reason for this contention is that in the identification of salmonella we are attempting to increase the number of organisms to a point where they may be readily detected. Let us say, the product might be contaminated with say one organism per ten grams or ten milliliters of product. We then go through our enrichment or growth procedure and develop organisms to the extent of thousands per milliliter. The individual carrying out this work may be moving freely back and forth throughout the processing area and can easily carry the organisms into the finished product. This does not mean that I am advocating that no tests be carried out for salmonella: I am merely stressing that when such tests are carried out they be carried out either in a laboratory controlled by your organization which is remote from your processing operations, or that they be farmed out to some contract laboratory. I must point out also that whenever one is growing microorganisms in large numbers, there is always the risk of breakage of the container which could result in a major contamination problem. I want to assure you that it is no easy matter to be sure of the complete elimination of microorganisms if such a contamination should occur.

### Competent Personnel

A second point which must be recognized is that the personnel responsible for carrying out salmonella tests must be competent, well trained individuals. The identification involves cultural characteristics, as well as serological responses. For this reason, it is entirely possible for an individual who is in-

adequately trained to fail to detect the presence of the organisms, or to feel that he has found the salmonella present when actually they are not in the product. In either case, very complex problems could result.

In regard to sampling, it is extremely difficult to tell a person exactly how many samples they should collect in order to gain assurance of the safety of the product. One very difficult problem is to be sure of the accuracy of the identification and isolation procedures that are used to identify the salmonella. It must be stressed that I could send ten samples to ten different highly reputable laboratories with well trained personnel carrying out the tests, and get a report that eight laboratories had failed to detect the organism while two had actually detected it. This points out the fact that we must use the best technique of control at our disposal in order that we may feel assurance of the safety of our product.

### Tomato Sauce More Expensive

Despite the fact that California harvested a bumper crop of tomatoes, consumers are likely to be paying higher prices.

Although California produces about sixty per cent of the nation's tomato supply, increased government purchases and crop losses in other regions more than offset the Californian gains.

Additionally, several million cases of southern European tomato products that normally flow into the Eastern Seaboard failed to materialize because of crop failures and high demand in Europe.

In the Californian harvest 147,000 acres yielded about 3,170,000 tons of processing tomatoes, the second largest crop in history and up 27 per cent from 2,490,000 tons in 1965.

### Could Have Been Worse

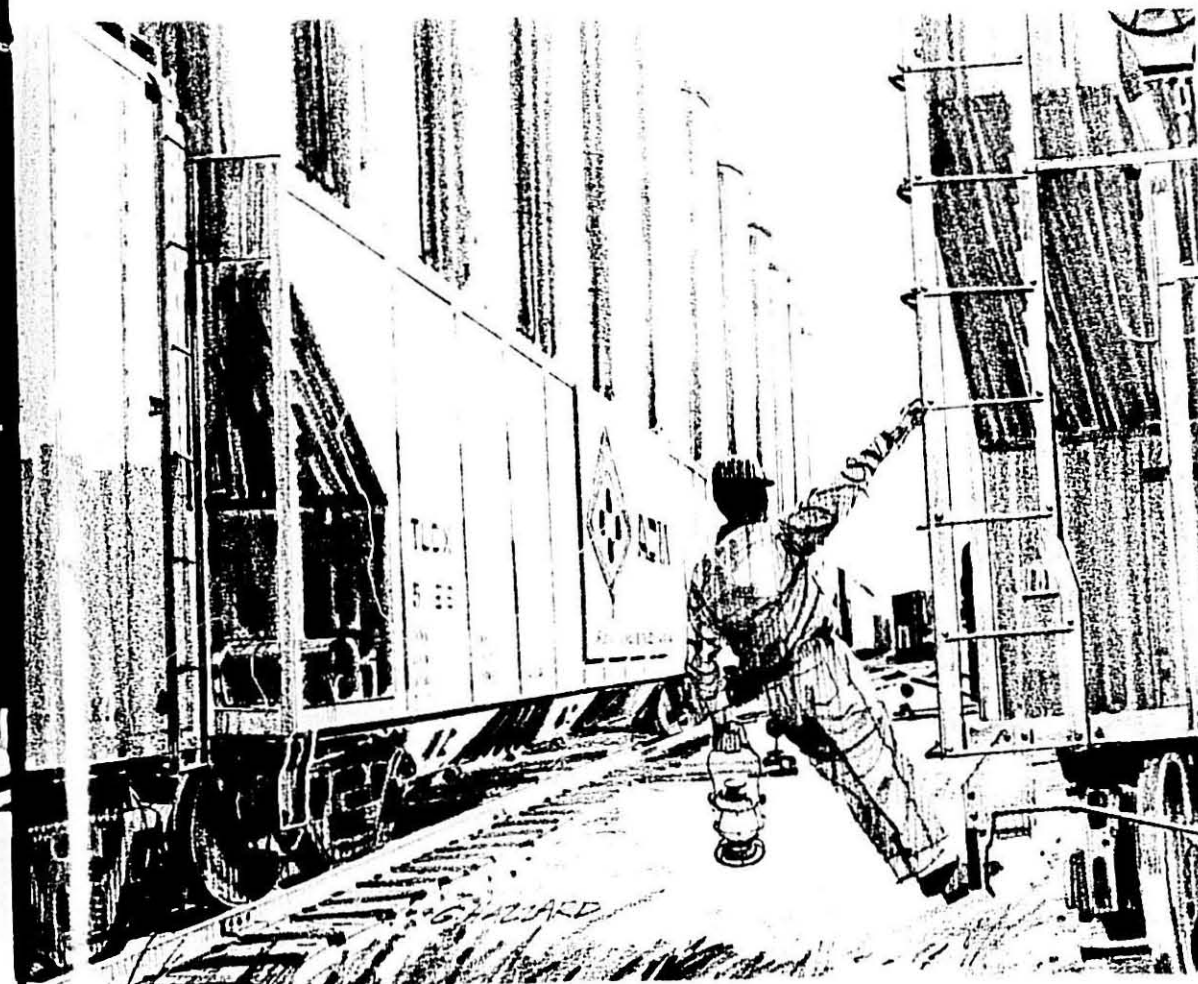
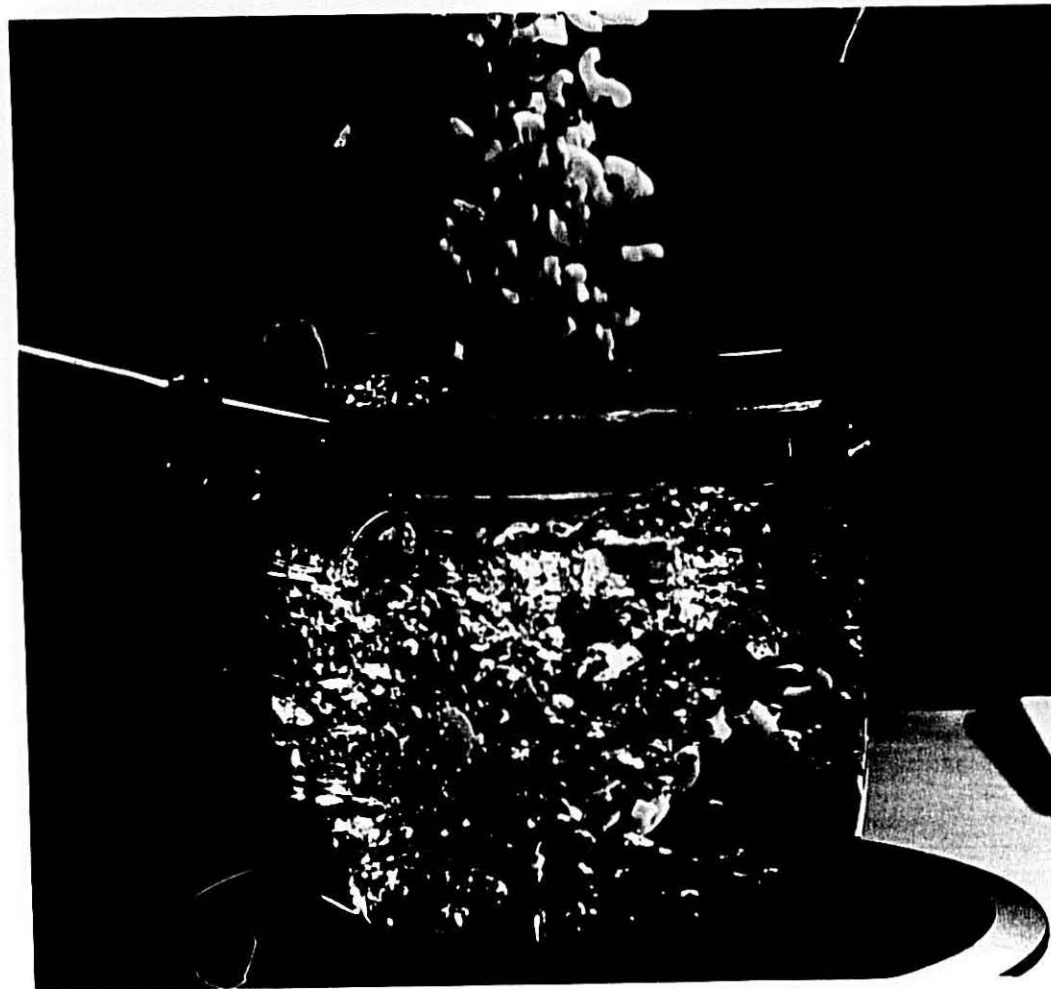
The consumer's predicament could have been much worse without the huge Californian crop. According to Department of Agriculture estimates bad weather helped reduce the Midwestern tomato crop by 23 per cent, mid-Atlantic 31 per cent, and Northwestern 25 per cent. As a result, the national harvest increased only an estimated five per cent, to 4,685,560 tons from 4,482,660 a year ago.

Supermarket prices reflect higher wholesale quotes. One grocery chain says the price of a can of solid pack tomatoes has increased 2¢ in the past year to 35¢, and catsup is up to two bottles for 43¢ from two for 39¢. Early in 1965, catsup was selling at two bottles for 29¢.



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## How Much Quality Control Is Needed?

by H. A. Perry II, President, Norris Foods Company, Chicago

It seems to me that in the last five years I have spoken a number of times to industry groups on the subjects of sanitation, quality control, product improvements, raw material improvement, technical orientation and upgrading of plants.

### Production Oriented

In speaking to each group I like to point out where our industry has been and try to define where it is and where it wants to go. I am sure that you will all agree that our major problems continue to relate to the fact that we as an industry are production oriented and not marketing oriented. We do not think in terms of our customer's need. We think in terms of producing a high volume at a cheap cost and dispose of our wares wherever we can find a user that will pay some price. As the user bears down on the price we suffer a squeeze on profit margin. As that squeeze becomes apparent we attempt to reduce cost. Cost reduction inevitably means increased tonnage, decreased fixed cost, cutting a corner or two, loosening our grade standards, cheapening our package, buying cheaper raw material and, no doubt, other ingenious devices too numerous to mention. We know that these things should not be done if we are to properly serve our customers in delivering to them high quality, wholesome food.

### Specifications Being Set

We quite evidently have reached the end of the line in corner-cutting where wholesome food is concerned. The customer is imposing product specifications to be sure that his purchases meet his formulation criteria. Legislation, State and Federal, is being enacted and enforced. This activity, I assume, to force us to recognize the fact that we are a food industry and it is time that we started to act like one. No longer can we argue with the veterinarian on the chicken line that, "What are you talking about, I would eat that chicken!" The veterinarian is a scientist. The chicken contains air sac. It is unfit for human food in his judgment, in Public Health's judgment and in any other good judgment. We can no longer say, "I can't give you any better Grade A Large pack than that at the price you are paying me." The customer has established his own specifications and has asked the Department of Agriculture



H. A. Perry II

to develop a uniform grade. Egg processors can no longer rationalize that stainless steel equipment, pasteurizers, good sanitation practices and adequate plant facilities are outside their financial justification reach since their operation doesn't make enough money to consider such an expenditure. Bringing things close to home and today, we can no longer say, "So what's the matter with a little salmonella in poultry and egg products." The customer through his own specifications and his State and Federal Government representatives is saying egg and poultry products have no tolerance for salmonella. And yet today in industry meetings there continues to prevail the attitude, "Let's play for time;" "Has anyone died from Salmonella in eggs?"; "We need more research;" and so on into the night! This industry in its history, and apparently now, has not looked upon itself as a food industry in every sense of the word. This attitude seems to prevail even after our experience with milk, diethylstilbestrol, the cranberry thing, now salmonella and, probably next, chlorinated hydrocarbons (popularly called residuals).

As far as I know, tomorrow morning there might be headlines in the newspapers across this country of another outbreak of salmonella poisoning caused by shell eggs, egg products or poultry products. Every individual that we count as a customer in the industrial, institutional and retail markets will form a further negative attitude toward the products we produce and,

in some probability, buy fewer of them or seek substitutes.

### Quality Control

Quality control is a term that is loosely used in our industry. It has good image bearing characteristics and is a pleasant term for use by processors in talking to their customers, their competitors, Municipal, State and Federal Agencies. A literal translation would, of course, be that the quality of the product in question is under control during every step of the process. The next question is how is a control effected. For the most part the egg products industry effect control by imposing good sanitation procedures employed on good equipment properly operated. The test for effectiveness is laboratory analysis. Laboratory analysis is expensive and time consuming. Without it, however, the effectiveness of the quality control cannot be determined.

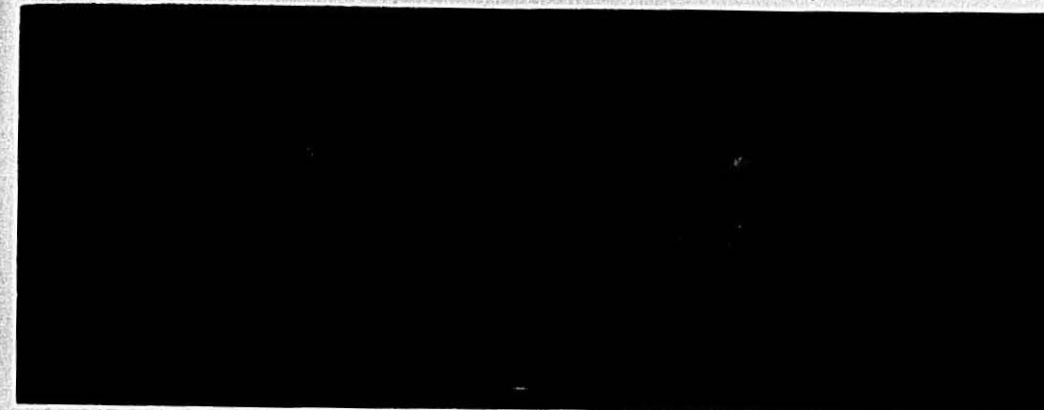
It occurs to me that in our discussions regarding sanitation and quality control we have for years omitted the most effective control of quality aspect possible. What about the raw material that we process? Historically the industry has been a salvage operation utilizing surpluses of straight production when available and otherwise providing a market for undergrade shell eggs. Taken as a whole the least attention we give quality control is in the raw material that we process. We, therefore, impose upon our people, sanitation and equipment an almost insurmountable task in products specification for today's market. We cannot make something out of nothing. High quality raw material with a good sanitation program and modern plant and equipment will attain the end product quality we desire on an integrated straight line processing basis minimizing requirements for laboratory testing since the control of the process has had positive treatment.










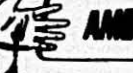








### Must Be Implemented

Quality control today must be implemented in the literal sense. We will either have quality control or go out of business. The effectiveness of our quality control will be substantiated by testing. There is not a question of the cost of sanitation and laboratory testing. The cost is born by the process or the process ceases to exist.

(Continued on page 20)

THE MACARONI JOURNAL



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  **AMBERI** WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT   , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  **AMBERI** IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY  **AMBERI** 



**AMBER MILLING DIVISION**

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn. — General Offices: St. Paul, Minn. 55101  
Telephone: (612) 646-9433

FEBRUARY, 1967

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### How Much Quality Control?—

(Continued from page 24)

Let's consider ourselves to be a food industry. The purpose of our business enterprise is creating and serving the needs and wants of our customers. Let's recognize the fact that our customers are becoming more sophisticated in their wants. Let's recognize the fact that these same customers are seeking new and different products from our basic raw materials processed in such a way that a feeling of confidence prevails between this industry and our consuming public. Let's emanate an image of progressiveness, efficiency, cleanliness, high product quality, high standards of business ethics and, most of all, let's be proud of the fact that we are recognized as a purposeful food industry.

#### Dr. Goddard Is Zealous

If we as an industry don't solve our sanitation problems someone else will do it for us. I refer you to Editor Frank K. Lawler's comment in the November issue of Food Engineering: "Beware of Goddard—He's Zealous on Sanitation."

"I cannot appear before this group without mentioning the problem of unsanitary conditions in our food handling."

That was Dr. James L. Goddard, Commissioner of Food and Drugs, speaking at the mid-year meeting of Grocery Manufacturers of America. He has made the same point on other occasions.

When Goddard says it once, we're inclined to take him seriously. When he keeps repeating the point, it is evident that he is a bit zealous.

"... It is with some dismay that I continually see the record of seizures swell with incidents of rat infestation, insect excreta, and webbings, bird filth, fly eggs, and maggots.

"This kind of problem should have been resolved decades ago. There is no secret to sanitation."

That is Goddard again. And if you still doubt his intentions, hear this:

"It is a fact that instances of salmonellosis in humans are occurring at the rate of over 20,000 a year. This is an intolerable situation. I can say the same for staphylococcus and botulinus. These food-borne diseases have not been reduced to a significant degree. Our food establishments have not gone far enough and fast enough in sanitation."

Goddard has specifically asked food manufacturers to bend every resource toward elimination of unsanitary conditions and food-borne-disease microorganisms.

#### No Excuses

And he leaves the industry no excuses. The fact that sanitation is a serious issue he attributes not to lack of technical ability to handle it. Rather, he says that it is a "definite reflection on your lack of full commitment to resolving this issue once and for all."

The food industry serves the public well. Its long-time record in respect to food-borne diseases is exceptionally good. But you have no alternative but to do the best job of plant sanitation you have ever done. And here we are reminded of an extremely tough local dairy plant sanitarian. All complained bitterly about his overzealous requirements. Yet all were pleased by benefits received from meeting them. So, too, will Goddard's demands bring benefits.

When plant sanitation is bad, disaster continually threatens—often strikes. When it is good, it improves operating efficiency, curtails losses of materials and products, helps employee morale, and does a selling job in the community and the marketplace.

Today the industry is in a new era of sanitation for biological reasons, not just to keep foreign particles out of products. So any food company that hasn't already done so, should immediately reevaluate its sanitation program.

You can't fool with this one. If you do, you might find your company out of business the morning after the evening the news about filth hits the newspaper.

#### Vitamin Rules Delayed

The Food and Drug Administration delayed the scheduled December 15 effective date of its stringent new vitamin and mineral regulations and proposed several modifications to meet industry objections.

As originally proposed, the regulations would establish the minimum and maximum amounts of up to seventeen specified vitamins and minerals that could be contained in food supplements. Other components would not be allowed, thus requiring many companies to reformulate their products. Now more hearings will be held.

#### Proposed Warning

A proposed warning, still likely to be contested by industry, states: "Vitamins and minerals are supplied in abundant amounts by commonly available foods. Except for persons with special medical needs, there is no scientific basis for recommending routine use of dietary supplements."

In another modification, FDA said it would drop infant formulas, infant

cereals and macaroni products from the list of foods "fortified" with vitamins and minerals that would have to meet new minimum and maximum standards for specified nutrients that can be added. Once adopted, the standards will foreclose the marketing of similar products with other amounts of vitamins or minerals unless changes are later adopted.



#### Campbell Dominates Wet Soup

Printers' Ink reports Campbell Soup remains the undisputed leader of the wet soup field with a 90 per cent share of market. Heinz of Pittsburgh claims five per cent and has made progress in the past year with its Happy Soup line aimed at kids, and the Great American line of "up-graded" ready-to-serve soups.

The market represented some \$500,000,000 in 1963; rose four per cent in 1964 and another 5.8 per cent in 1965. Increasing competition, spearheaded by more intensive advertising, may be contributing to the higher rate of growth.

#### Lipton Dominates Dry Mixes

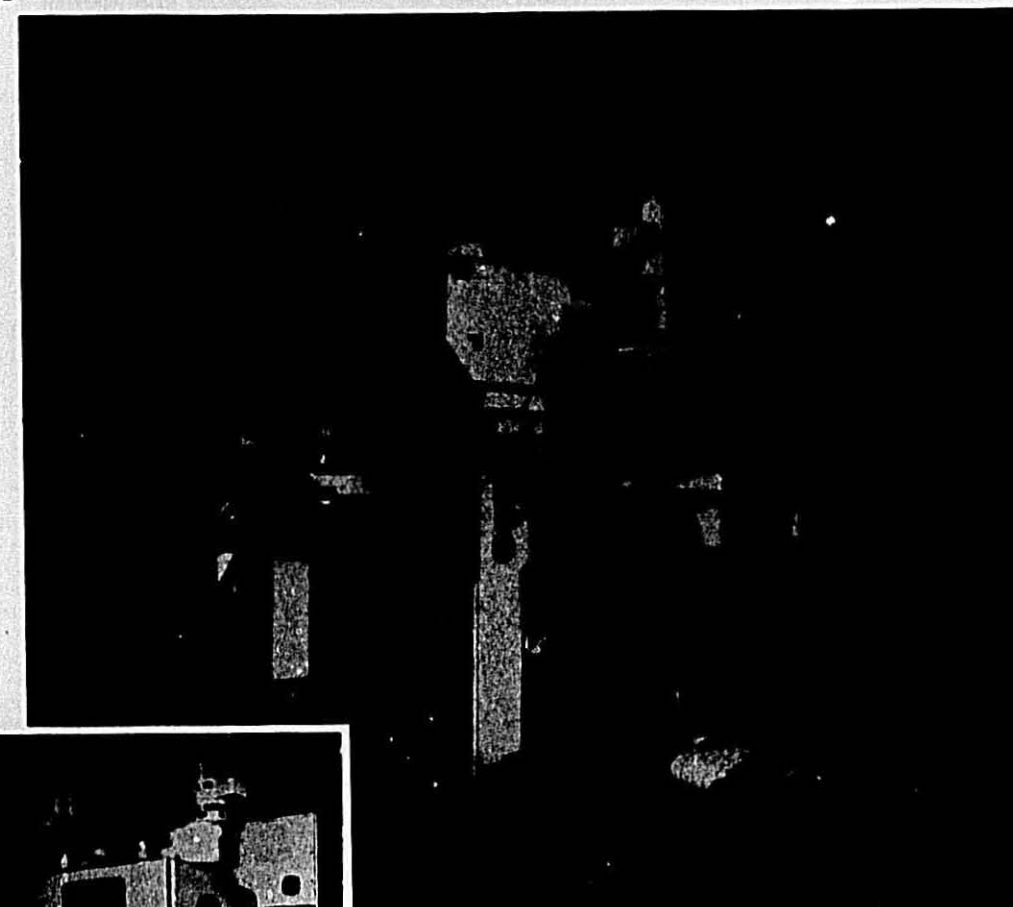
In dry soup mixes Lipton dominates with 57 per cent share of market. Corn Products had given Knorr a tremendous promotional push when it first started marketing the imported product. Now with less dollars behind the ad budget they have slipped from second to third with 12 per cent of the market while Wyler has moved up with 16 per cent share. With Campbell's Med Kettle soup mix dropping to an 8 per cent share, it was elected to take it out of the market. I. J. Grass soups are credited with 3 per cent of the market.

Dry soup volume has slipped from \$85,000,000 of three years ago to the current \$80,000,000 indicating that some of the wet gain has been at the expense of the dry category. Printers' Ink says it is a fairly safe inference that the decline in dry sales has been directly related to the decline in advertising investment especially in the case of Knorr.

"An optimist is a fellow who believes a housefly is looking for a way to get out."  
—George Jean Nathan

THE MACARONI JOURNAL

## CLERMONT'S TWIN HEAD PRESS PRODUCES 2,400 lbs. of SHORTCUT per hr.



CLERMONT VMP-4-A-TM SHORTCUT MACARONI PRESS

Twin Head for **TOP PRODUCTION**  
with slow extrusion for **HIGH QUALITY**  
Large mixer and screw for **UNIFORM PRODUCT**

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**Clermont**  
MACHINE CO., INC.

Tel: 212 EV.7-7540 280 Wallabout St., Brooklyn 6, N. Y.

FEBRUARY, 1967

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### Wheat Commission Report

A letter from Tom Ridley, chairman of the North Dakota State Wheat Commission, to Governor William L. Guy of North Dakota, remitting a biennial report of the activities and accomplishments of the North Dakota State Wheat Commission, says in part:

"Perhaps the greatest accomplishment to date has been the establishment of lines of communication, many personal, with government, and domestic grain trade, wheat producers in other states, and potential customers overseas. Through participation in Great Plains Wheat in cooperation with the Foreign Agricultural Service and by hosting trade teams, we have personally met many key wheat industry people from throughout the world.

"Lower export freight rates on wheat to the West Coast, which resulted from efforts spearheaded by the North Dakota Wheat Commission, have enabled North Dakota's hard red spring and durum wheat to enter new and potentially large markets in the Far East. Nearly 20 million bushels of hard red spring wheat have been exported for cash from Pacific Coast ports since the lower freight rates were established in comparison with less than five million bushels for any other past marketing year.

#### Successful Films

"Our two films, 'Durum: The Standard of Quality' and 'Hard Red Spring Wheat,' are continually in demand and are a major part of our wheat promotion efforts here in the United States. A new film, 'Macaroni Menu Magic,' produced in cooperation with the Durum Wheat Institute and National Macaroni Institute, is aimed at increasing durum usage in hotels, restaurants, and institutions around the United States. Our wheat nutrition information program has been expanded during the past two years. We have sought to work more closely with home economists and food people both on the local and national level.

#### Sellers' Market

"During the past year United States wheat producers saw the market for their product change from a buyer's to a seller's market. The North Dakota Wheat Commission and wheat producers from other states have worked toward this goal for many years. Efforts continue to establish improved assembling and processing of our wheat so that a more uniform quality will be exported, or we may again find ourselves in a buyer's market situation.

"The Wheat Commission is very cognizant of the great help and co-operation various agencies in our state have so generously contributed to the accomplishments I have mentioned. Finally, we are deeply gratified by the continued support of wheat producers and the faith they have expressed in the program and accomplishments of their Wheat Commission."

### Durum Mill Grind Heavy

The U.S. Department of Commerce has reported the durum mill grind for the first ten months of 1966 as follows:

	Semolina & Flour in hundred-weights	Durum wheat milled in bushels
January	1,090,000	2,476,000
February	1,086,000	2,571,000
March	1,163,000	2,762,000
April	835,000	1,994,000
May	841,000	1,943,000
June	969,000	2,282,000
July	775,000	1,766,000
August	1,103,000	2,593,000
September	1,175,000	2,667,000
October	1,350,000	3,146,000
Total	10,367,000	24,200,000

### International Buys Feed Operation

International Milling Co., Minneapolis-based food and feed manufacturer, has purchased the formula feed operations of Textron Inc. The cash purchase of Textron's Professional Feeds Operations was announced by Darrell M. Runke, vice president in charge of International's Supersweet Feeds Division. Purchase price was not disclosed.

Sales of the Kansas City-based Professional Feeds organization last year exceeded \$10,000,000, and the purchase boosts International's U.S. formula feed capacity to 3,150 tons a day.

#### Includes Egg Operation

Included in the transaction are formula feed plants at Kansas City, Mo.; East St. Louis, Ill.; and Evansville, Ind.; and an egg farm and egg processing plant at Joplin, Mo. About 240 persons are employed at these facilities. In addition, Professional Feeds has manufacturing agreements with six feed mills in Kansas, Missouri and Iowa which Supersweet plans to continue.

A corn milling plant at Kansas City is not involved in the transaction and will remain as part of Textron's Spencer-Kellogg Division, according to Robert Terril, division president. E. I. Schumm will be in charge of Textron's corn milling operations, Terril said.

The Professional Feeds line was acquired by Textron in 1961 as part of that firm's purchase of Spencer-Kellogg and Sons, Inc.

The Professional Feeds organization has been manufacturing poultry, hog, cattle and dairy feeds for distribution through a dealer organization in Kansas, Arkansas, Nebraska, Missouri, Illinois and Iowa.

As a result of the purchase International will now operate 24 formula feed plants in five countries. Other U.S. plants are located in Minnesota, Iowa, Nebraska, Kansas, Wisconsin, Illinois, Ohio and Florida. Formula feed plants are also operated by the firm in Canada, Venezuela, Ecuador and Mexico.

### Eastman Advertisises Myvaplex

The following advertisement is being carried in Saturday Review, January 14; New Yorker, February 11; Newsweek, February 20; Harper's Magazine and The Atlantic for February:

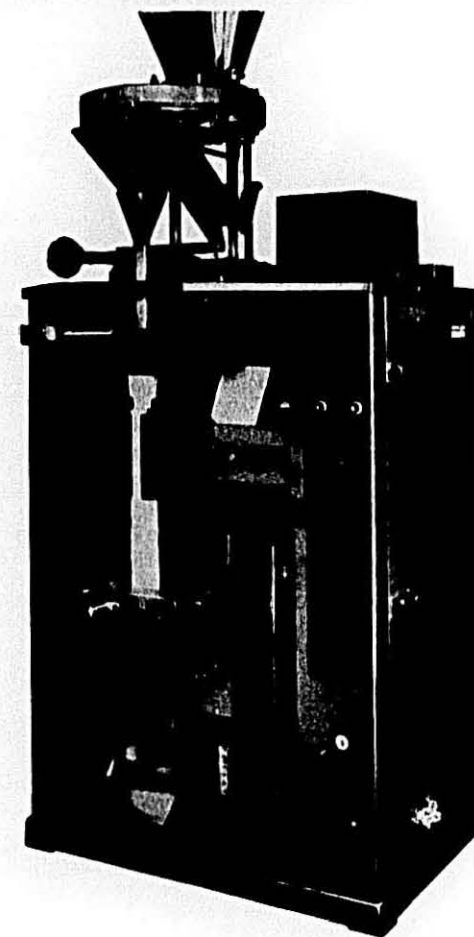
#### "Freeing spaghetti from the clock."

Right now, all spaghetti manufacturers are aware of what we can do for them. That's the kind of specialized public recognition that does some good, instead of merely giving management a feeling of power by ubiquitousness.

In the matter of spaghetti, the time to crow is almost but not quite yet at hand. The spaghetti manufacturers know our story, but there are a lot more institutional distributors than there are spaghetti manufacturers, and a lot more food service managers at schools, hospitals, industrial plants, and other institutions than there are institutional distributors. In time we'll get the word up through the big end of the funnel. The word:

Everybody loves spaghetti cooked the right number of minutes and heaped onto the plate not too many seconds thereafter. With the family sitting around the kitchen table, forks at the ready, this is no problem. In large-scale cooking there is enough of a problem to limit enthusiasm for spaghetti to less frequent appearance on the menu than the national taste would suggest. Unserved spaghetti an hour past its prime represents not only embarrassment but shameful waste. We make a material from purified vegetable food fats called Myvaplex Glycerol Monostearate that the spaghetti maker can add at a low proportion into his traditional recipe. Spaghetti that contains it tastes just the way spaghetti has always tasted, except that it is no longer tightly bound to the clock. Who loses?

## Triangle's NEW FIN SEAL BAG MACHINE



It's not only fast, but Triangle's new FIN SEAL Bag Machine can change over in minutes to different sizes without changing parts. It produces a four-sided fin seal pouch from any heat sealable supported material, and can be converted to produce pillow pouches. ■ One FIN SEAL unit produces packages with a maximum size of 5¼" x 9" in a 2 or 4-up operation at speeds of 150 or 300 a minute. Another model is also available for pouches to 6¼" x 9" at speeds of 75 or 150 a minute. ■ Triangle's FIN SEAL Bag Machine registers a single web and slits it to form the front and back panels of the pouch. Suitable fillers are available to handle both liquids and dry solids. To see a demonstration, write or call Triangle.



**TRIANGLE**  
PACKAGE MACHINERY COMPANY  
6634 W. Diversy Avenue, Chicago, Illinois 60635  
Telephone (312) 889-0200



### Buitoni Marketing Director

Robert L. Scurlock has been appointed Director of Marketing for Buitoni Foods Corporation, it was announced by Marco Buitoni, president and chief executive officer of the world-wide macaroni manufacturer.

Mr. Scurlock, a graduate of the University of Texas with a B.A. Degree in 1947, formerly served as a Vice President with Ted Bates for five years. From 1952 until 1962 he held the post of vice president and account supervisor with Dancer Fitzgerald and prior to this was an account executive with Benton & Bowles for two years.

Mr. Scurlock, who resides in New York City, also attended the University of Paris in 1949.



Robert L. Scurlock

### Garozzo Files for Alderman

Roy A. Garozzo has filed as a candidate for 24th Ward alderman on the Democratic ticket in St. Louis.

Mr. Garozzo, who has never held public office, is president of the St. Louis Macaroni Manufacturing Co. A native of the city, he serves as recording secretary of the Professional Businessmen's Club of the Hill and also is a member of the city's Police Reserve. He is a CBC High School graduate and attended Missouri University. He is married and the father of five children.

### Baby Boy

Joseph Peter Viviano, Jr. was born to Paulette and Joe Viviano of Louisville, Kentucky on December 30. Mr. Viviano is an executive of Delmonico Foods.

### Larger Romanoff Package

A new larger size, six-servings Betty Crocker Noodles Romanoff package was introduced nationally by General Mills in January.

Previously packaged only in a four-servings size, Noodles Romanoff will now be available in a six-servings size for consumer savings and convenience. Noodles Romanoff is a combination of tender egg noodles with a specially blend sour cream-cheese sauce mix. Delicious as a tempting side-dish, the addition of ground beef, ham, tuna or beef can turn it into a hearty main dish that can be prepared in just minutes. Packaging for the new 8.5 oz. larger Noodles Romanoff will include the same front panel picture that appears on the 5.75 oz. four-servings size, with main dish recipes and serving suggestions appearing on the side and back panels of every package. A bright yellow banner in the upper right-hand

corner of the package face announces "New Large Size, Six Servings."

Advertising for new Noodles Romanoff appeared in Mid-January issues of This Week, Parade and other selected Sunday supplements. The advertising agency is Knox Reeves of Minneapolis.

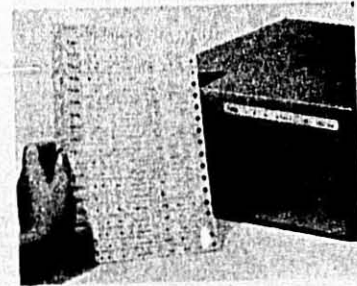
### Miniature Scales on Dual Tube Bag Machine

A dual tube bag machine with six Flexitron miniature scales has been produced by Triangle Package Machinery Company.

The only one of its kind, this machine is presently being used to package 6 oz. bags of potato flakes at speeds of 120 a minute. Though overall dimensions of this Triangle Bag Machine is only 36" x 49", the Flexitron miniature scales operate within a weight tolerance of just 1/32nd of an ounce.

Contributing to the exacting accuracy of the Triangle Flexitron Scale is a new modular weigh cell that includes a reduced balanced mass beam system and Bendix standard flexures.

The Flexitron scale is also available in a standard size. Both the standard and miniature Flexitron net weighing systems can be used in the packaging of a variety of products.



Instant Inventory Control

### Instant Inventory Control

The old "Missing Link" of inventory control was the transfer of merchandise from factory to warehouse and from warehouse to retailer. A new system application, developed by Normandie Dataforms, 350 West 4th Street, New York, N.Y. 10014, identifies units in production, in the warehouse, on retail store shelves and in transit.

Pres-On Pin Feed Labels are printed on computers as a by-product of existing production control, perpetual inventory and order processing programs. Carrying data such as part number, description, order number, date, quantity, size, warehouse location, etc., the labels are applied without moistening to shelf edges, shipping containers, and individual pieces of merchandise.

On warehouse shelves, they aid order pickers by identifying each item with its proper nomenclature. The reorder level printed on each label serves as a visual reminder to place a new order and avoid out-of-stock situations.

On retail store shelves, Press-On Labels guide clerks in replenishing stock and simplify reordering, since they carry the previous order date, number, quantity, and description. In some installations, the Press-On Labels are removable, so they can be peeled from the shelf and affixed to an order form or want book.

### Case Marker

Case marking labels provide receiving clerks with a positive check of incoming shipments against the packing slip. Printed on each label, as a by-product of the original order preparation, is the same information that appears on the packing slip—item number, description, size, packing and quantity. In addition, the suggested retail price, on record in the computer's memory is printed on the label to guide the store clerks when they price mark the merchandise.

In warehouses that are arranged in numerical sequence, the order form and labels are printed with the items in warehouse location sequence. The slot or bin number of each item is printed on the labels and the strip of labels is used as a picking ticket. After the order is picked, the labels are affixed to the cartons, providing a positive check of the order.

"When I hear somebody sigh that 'Life Is Hard,' I am always tempted to ask, 'Compared to what?'"

—Sydney Harris

"Knowledge is the only instrument of production that is not subject to diminishing returns." —J. M. Clark

THE MACARONI JOURNAL

## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

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

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

James J. Winston, Director  
156 Chambers Street  
New York 7, N.Y.

## 4 GOOD REASONS to join the

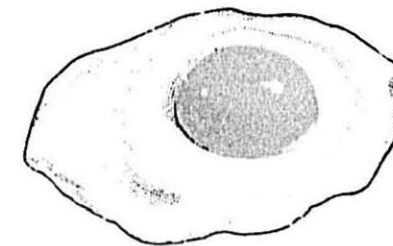
### The NATIONAL MACARONI MANUFACTURERS ASSOCIATION

- 1 Weekly Newsletter. Periodic Surveys.
- 2 Meetings and Conventions; exchange ideas with colleagues.
- 3 Research and relations in the durum area. Technological information.
- 4 Up-to-the minute facts and information for your key personnel.

### The NATIONAL MACARONI MANUFACTURERS ASSOCIATION

FEBRUARY, 1967

## Eggs Like Grandma Used to Break!



Part of the secret to grandma's delicious homemade noodles came from the eggs she used. There's no substitute for the natural golden goodness of farm-fresh eggs... like Wakefield eggs.

We pick them up in our own trucks. We even supply the right concentrate to go with homegrown grains to get the texture and quality you want. We buy the best eggs and we can furnish them the year around. When other plants close and limit deliveries, we're still filling orders on time.

Quality control is a way of life with us. We send our entire laboratory staff to school regularly, looking for ways to make the best still better.

That's why we can give you the best eggs—eggs like Grandma used to break... maybe better!!

## Wakefield Eggs



## MILTON G. WALDBAUM

Write or Call *Company* Dan Gardner 402-287-2211 Wakefield, Nebraska Cable: Waldbaum (Wakefield)

## Frozen Eggs - Egg Solids Dark Yolks a Specialty



**Lloyd Skinner Says Consumers Best Served  
By Their 'Votes' in a Free Marketplace**



Lloyd E. Skinner

**L**LOYD E. Skinner delivered a frank and candid rebuttal to those in political circles who espouse the so-called "consumer protection" movement. Mr. Skinner, president of Skinner Macaroni Co., spoke at the ninth annual Freedom of Information Conference at the University of Missouri.

**Demand For Control**

"The demand for 'control' of the manufacturing and distributing process, of advertising, of marketing and merchandising is growing . . . particularly among some segments of government personnel," Mr. Skinner said. "In the final analysis, the demands of these people, who do not fundamentally believe in the American Free Enterprise System, will only be met by the presence of an all-powerful 'Big Brother' who will make the decisions for everyone. They are planting all about us the seeds carrying the destruction of our incentive system of private enterprise.

"There are now within our federal government 253 consumer protective agencies. Here is what Paul Rand Dixon, chairman of the Federal Trade Commission, told a group of advertising executives in New York last month when asked for his views on a Consumer Dept. at Cabinet level. He was opposed to it and said, 'All of us are supposed to represent the public and we're all consumers.'

"I agree with Mr. Dixon's statement," Mr. Skinner said. "The consumer is pretty well represented in the U. S. government.

"The so-called consumer movement, which has been portrayed as a demand by an 'impatient public,' is to a very great extent stimulated by those people in government who seek to control business," Mr. Skinner said. He then described two different occasions when members of the staff of the President's Advisor on Consumer Affairs visited Omaha for the purpose of organizing a Consumer League. "Their attempts at organization failed in both instances when it became apparent that endorsement of the packaging bill then before Congress was the real purpose of the meetings," Mr. Skinner said. "Of course, if they had succeeded, our Congressman would have received a wire from the newly formed Omaha Consumer League insisting he vote favorably on the packaging bill.

**Every Day Is Election Day**

"The general tone that surrounds any discussion of 'The Consumer's Right to Know' appears to cast industry on the one hand and consumers on the other in roles which are basically antagonistic. This grossly misrepresents the attitude of the food manufacturer. I would venture to assert that well over 95 per cent of the huge volume of food items sold in this country today are beyond serious criticism with respect to display of price and weight, and general packaging practice. The competition between brands is so keen that no manufacturer wants to risk losing a sale because of the failure of his product to give the consumer the facts. You cannot stay in business long on initial purchase. It is the repeat business that is the foundation for success.

"It is obvious that self-interest requires the manufacturer to be in the consumer's camp. He must have the consumer's vote of approval, and election day for the manufacturer is every day."

**Mandatory Standards**

Mr. Skinner said that should mandatory packaging standards be set by any governmental body, the ability of major firms to re-tool or purchase machinery or equipment is much greater than smaller firms. Thus he pointed out that another result would be a higher concentration of business among a relatively few, large companies.

"Such standardization could force my own small company to make an investment in new machinery and plant ex-

pansion that amount to more than one half the amount of money already invested in our present equipment. This would force us to raise the price one to two cents per package.

"I think it is obvious," he said in summary, "that big consumer protection programs are neither desirable nor necessary, that such programs would increase the cost of products for the consumer, that consumer bureaucracies would make it more difficult for the small firm to operate or even stay in business, and that the cost of these huge government bureaucracies would represent another burden for the consumer and the taxpayer.

"Private industry working in a competitive atmosphere under our free enterprise system is delivering to the American consumer a far better value for his dollar and a higher standard of living than the world has ever known. Let's keep it that way. Let our commerce continue to operate with the absolute minimum of government control and regulation," Mr. Skinner concluded.

**Director of Economic Research**

Peavey Company, Minneapolis-based grain and milling firm, has a new director of economic research. He is Dr. Cecil E. Fuller, associate professor of agricultural economics, University of Tennessee, and widely experienced as a consultant in grain handling and marketing. Dr. Fuller earned his degrees at Ohio State University and served on the faculty there. His master's degree work involved a study of the use of terminal elevators in Ohio. His Ph.D. thesis involved a minimum cost study of the grain transportation system. He has served as a consultant in the development of grain facilities in the southern part of the U.S. and also in Pakistan, Columbia and Brazil.

**Officer at Grocery Store Products Co.**

Paul S. Souder has been named Secretary and Treasurer and elected a Director of Grocery Store Products Co., West Chester, Pa., according to Donald N. Givler, President.

Mr. Souder joined Grocery Store Products Co. in 1955 and has been Assistant Secretary and Treasurer since 1957. Prior to 1955, he was employed by Ernst & Ernst. In this new position, Mr. Souder assumes the responsibilities of Mr. G. W. Rupp, who is retiring after 34 years of service with the organization.

Mr. R. T. Waters, employed by the Company since 1954, has been appointed Assistant Secretary and Treasurer.

# Braibanti

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George N. Kahn

## SMOOTH SELLING®

by George N. Kahn

### SELLING SINCERITY

This is No. 27 of 36 sales training articles.

**"GLADHAND CHARLIES"** is the retailer's friend. In fact, he is the dealer's only friend.

At least that's the way Charlie sounds when he's calling on a customer. There's just one thing wrong with this pitch—nobody believes it.

Charlie is the type of salesman who tries to give every retailer what is termed a "snow job." His approach is something like this:

"Even though I get a salary and work for a big company, my destiny lies with you, Mr. Jones. I'm really working for you because you're more important to me than my firm."

When Charlie really gets wound up, he'll swear that he would sell his company down the river any time to protect and help his customers. He hints that he may be working for another outfit next year, so why should he owe any allegiance to his present organization.

There are three major things wrong with this line, touching as it is.

First, such tactics are the sign of a weak salesman. The man who tries to get orders by sabotaging his own company is short on ability and loyalty and long on deception. If he possessed selling power, he would have no need for con artist methods.

Second, there is little likelihood the retailer will buy such a package, however gaudily wrapped. Customers are not fools; they can recognize insincerity when they hear it.

Charlie's assurances of undying fidelity are, in fact, apt to rile the dealer more than charm him. Remember, he has salesmen of his own. He definitely does not want them to be selling him under in the same way that Charlie is

undermining his own firm. Who likes to think that he can't trust his employees?

The third reason that Charlie is doomed to failure is that he doesn't believe his nonsense himself. No salesman can do an effective job unless his heart is in his work. There is nothing more important to a salesman than true sincerity—not the phony approach of Charlie's.

Shakespeare declares in "Hamlet": "This above all: to thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man."

There is good advice here for the salesman. Be true to yourself and you will have no need for falsehoods in your presentation. To get an order at the expense of your company is a cheap way to conduct yourself.

Your outfit trusts you or you wouldn't be working for it. It has the right to your loyalty.

The sales manager of a large bicycle manufacturer tells a new man before he is assigned to a territory:

"We have absolute faith in you and we want you to have absolute faith in us. If we let you down, I promise it won't happen twice."

#### Customer's Respect

The customer will respect the salesman who is loyal to his firm. The retailer does not want nor does he expect you to pledge undying devotion. He simply wants a good product, fair treatment and dependability. He is apt to become a bit suspicious of the salesman who gives the impression that he's ready to lay down his life for him.

An Iowa hardware dealer once told me of a salesman who made himself persona non grata by employing too much hokum in his sales talk.

"This man," the dealer recalled, "put out a line that was unbelievable." He would say that everything he was in the world he owed to me and that his company had never done a thing for him. I personally knew that his outfit

had done a great deal for him. Eventually I could not stand that bull and stopped giving him orders. And it wasn't long before his company got wise to him and fired him."

#### The Price of Friendship

Salesmen who call on retailers should, of course, be friendly and cooperative. In retail selling, an easy and informal relationship with the buyer is an important factor. It's not uncommon for salesmen to be invited to the homes of customers and to be on a first-name basis with them.

But this relationship can be maintained while permitting you to retain your self respect and independence. It isn't necessary to grovel before the buyer to get an order. He realizes that you have obligations to your company and to your other customers. Most dealers will ask for only their fair share of your time and knowledge.

You should also be building your company up instead of tearing it down before the buyer. What do you think his attitude toward your firm will be if you continually denigrate it?

Even if you are having a problem with your firm, don't make common gossip out of it. Keep it within the family.

These matters are not the concern of the customer, and he doesn't really want to hear about them.

If you have to lie to the dealer about his importance to you and talk against your company to win his friendship and business, then the price is too high. Keep your self respect above all.

Marcus Aurelius, the Roman emperor and philosopher, put it as well as anyone when he said:

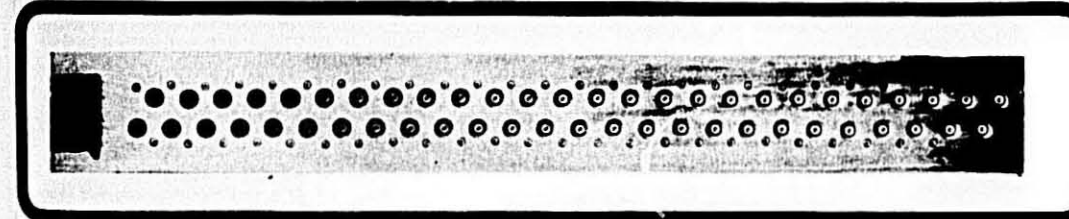
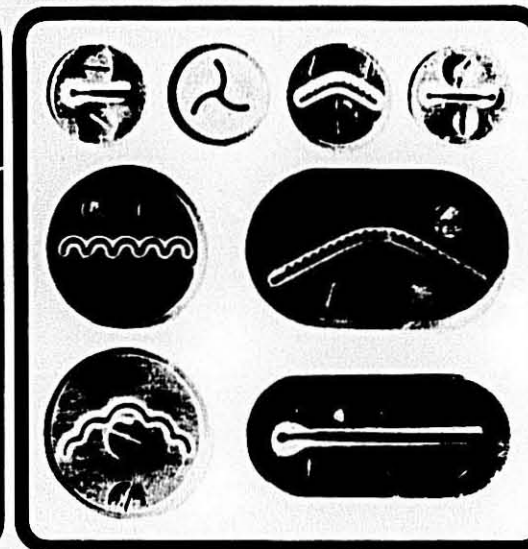
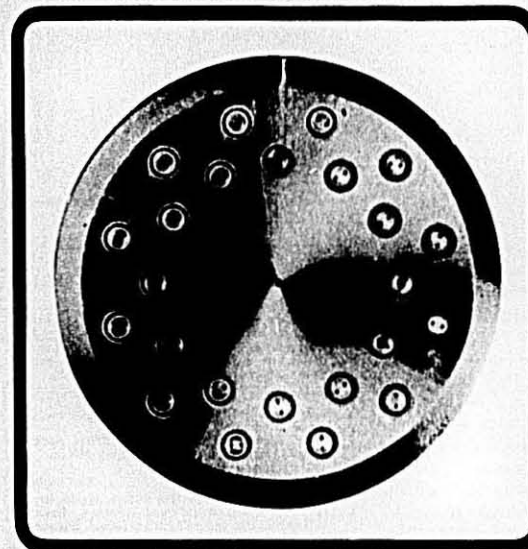
"Never esteem anything of advantage to thee that shall make thee break thy word or lose thy self respect."

#### The Customer's Goals

The weak salesman resorts to unconvincing flattery because he usually does not understand the customer's

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35



### Selling Sincerity—

(Continued from page 34)

goals. Even if he does understand them, he misinterprets them.

The salesman should first find out the dealer's situation and then try to increase his sales or cut down on expenses. He furnishes the buyer with pertinent information and respects his moods. If entertainment is necessary he entertains him. The point to remember is, the customer has certain specific problems which cannot be solved by touching his vanity. This may work once or twice, but it is no substitute for sound, intelligent selling.

Tony Jackson, a plumbing supply salesman, always greets a customer by asking him if he has any complaints with his present supply of equipment.

"As a matter of fact," said Tony, "I often tell the dealer that I'm making a service call to check on stuff we sold him to find out if it is performing satisfactorily."

Why not? A dealer who is doing a healthy, profitable business is a better customer for the salesman.

#### Avoiding the Black List

Some salesmen land on customers' black lists because they lack sincerity.

Bill Nalen, a furniture dealer, refused to have anything to do with one salesman who told the same story to every customer he had.

Said Bill:

"This guy spent most of his call time with me telling me that I was his most important customer and that he couldn't get along without me.

"Then, once at a dealer's convention, I got to talking about this salesman with other delegates. It turned out that he was giving them the same spiel. And when we compared notes, we found that he was doing less for us than any other salesman."

The upshot was that the man not only lost Bill's account but most of his other customers' as well.

#### Don't Be Too Familiar

Some salesmen feel that an informal relationship with a dealer gives them a license to practically take over the place. Nothing will bring quicker resentment from the customer.

A few years ago I was in Cleveland and needed an extra shirt. I stepped into a small haberdashery near my hotel. The owner was ordering from a salesman but he turned away and gave me his attention immediately. I was looking over his selection when the salesman butted in and suggested a certain style. The owner's face went crim-

son. He tried to control himself for a moment, but could not. He wheeled on the salesman and said witheringly:

"You're here to sell me merchandise, not to run my business."

I didn't stay for the outcome, but I'll bet that salesman had some trouble getting back into that dealer's good graces, if he ever did.

It seems that the salesman who tries to sell the buyer a bill of goods about his importance is also the guy who becomes familiar in the wrong way. He tries to force his attentions on the customer instead of making suggestions in a diplomatic way.

The customer will appreciate constructive ideas, but he doesn't want them forced down his throat. He wants to feel that he's the boss in his own establishment.

Don't make a habit of dropping around at inconvenient times or demanding too much of the buyer's time. Nothing is more annoying than the salesman who, after finishing his business, hangs around the rest of the day.

Also avoid throwing your samples all over the store, making it difficult to sell merchandise. Sample cases should be kept out of the aisles and selling areas.

The best rule is to conduct yourself as a guest. If your relationship with the buyer enters a more personal phase, let him make the first move in that direction.

Hal Dana, a drug salesman, is so circumspect in his work that he won't even sit down unless invited. He asks permission before smoking and always asks if the buyer has time before he brings in any cases. Hal is only 32 years old and yet he is number three man in his company and is in line for a promotion.

There are many pitfalls in selling. Most lie in the seller-buyer relationship. Here is a quiz to help you know if you are selling sincerely. You should be able to answer "yes" to at least eight.

- Yes No
1. Do your customers seem genuinely glad to see you? — —
  2. Do you refrain from making exaggerated statements of your customer's importance when you call on him? — —
  3. Do you credit the buyer with enough intelligence to want to hear sincere statements from you? — —
  4. Do you guard against taking his friendship for granted? — —
  5. Do you try to learn and understand the customer's goals? — —

6. Do you try to time your calls so you won't wear out your welcome? — —
7. Do you make sure your advice is sought before you give it? — —
8. Can you honestly say that you are on nobody's black list? — —
9. Do you know how salesmen get on black lists? — —
10. Do you avoid making a mess when you show your samples? — —
11. Are you aware of your customers' problems? — —
12. Do you always speak well of your company? — —

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1 to 14 listed in earlier issues.

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22. Room At The Top
23. You Must Give More To Get More
24. Running Into The Bude Buyer
25. Use More Than One Sales!
26. Close The Deal And Exit Quickly
27. Selling Sincerity
28. Re-Charging Your Battery
29. Beyond The Line of Duty
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## WAY BACK WHEN

### 40 Years Ago

• Durum was selling at high premiums, and many flour millers suddenly became interested in supplying the needs of the macaroni industry. The Macaroni Journal insisted that the macaroni industry urge the Federal Government to establish an official definition for the term "semolina."

• There were divergent views on the moisture ruling in flour created by the newly-approved "vacuum method" (which permitted 14.5 per cent moisture) as against the old "water oven method" which set the standard at 13.5 per cent moisture. Editor Donna was taken to task by the Millers' National Federation for his item entitled "Buying Added Moisture is Unprofitable."

• Exports of macaroni products were down in 1926 to 8,275,500 pounds compared with 8,557,070 pounds the previous year. Best customer was the United Kingdom.

• "How can they do it," editorially the Macaroni Journal asked, "in the face of steadily increasing prices on semolina? How can macaroni manufacturers in good faith quote ridiculously low prices to state institutions?" It was noted that some broken macaroni bids were at the exact price level of raw material while little more was received for a better product, unbroken.

### 30 Years Ago

• Dependable statistics on macaroni production and consumption were woefully lacking for reasons perhaps best known by the macaroni/noodle manufacturers themselves. The general tenor of the 1935 Census of Macaroni Manufacturers (released in late 1936) was that macaroni production was on the increase at a faster rate than consumer demand.

• Figures from the Census showed that the number of macaroni establishments in 1935 was 336, up from 296 in 1933. Wage earners numbered 8,005, an increase of 9.3 per cent over 5,492 reported two years earlier.

• A Betty Crocker broadcast on February 26 was promoting Meatless Italian Spaghetti for Lent. On behalf of vintners in the United States, the Owens-Illinois Glass Company was sponsoring Macaroni with Cheese Wine Sauce for Lent.

• Macaroni manufacturers in mid-year conference at the Palmer House in Chicago called for enforceable standards as

the quality trend declined and raw material costs increased. Stronger Association support and a more determined macaroni publicity campaign was urged.

### 20 Years Ago

• Increased Government purchases of food resulted in greater emphasis on plant sanitation. It was emphasized that an adequate program should include: (1) determination that all equipment is bacteriologically clean, that equipment used is of the type and construction that is easily cleaned; (2) pest control—pests must be kept out of the building, not killed inside, and care must be taken that food is not contaminated with agents used in pest control; (3) hygiene of personnel should receive careful attention and a personnel training program instituted if necessary, with health certificates being obtained by all food handlers; (4) materials to be stored in such a way as to enable easy inspection for infestation and so they may be easily moved; (5) proper control methods in order to determine the presence of filth in raw materials and raw food products.

• Macaroni manufacturers convened in a conference at the New Yorker Hotel on January 13 and heard plans for expanding durum planting by direct advertising in North Dakota papers. Mr. Samson Wilmersdorf, director of Osem United Macaroni Factories in Palestine, gave an interesting account of the industry in that country. Paul Peterson of Capital Mills gave estimates on the short supply of durum. With a crop of 35,000,000 bushels and a 5,000,000 bushel carryover, it looked like long extraction would be necessary to come out with the quantity needed for millgrind, feed and seed, and carryover.

### 10 Years Ago

• 1956 was reported as the year of the durum comeback. With legislation giving growers extra acres to their wheat allotments, the crop was almost 40,000,000 bushels against the previous year's 20,000,000.

• Eggs were plentiful too. During the fall, the Government bought shell eggs for the School Lunch Program to stabilize prices, and the Poultry and Egg National Board planned to kick off a long-range "Eat Extra Eggs" program in March.

• Macaroni For Meatless Meals was being promoted during Lent.

• Jim Peckham of A. C. Nielsen Company reported to GMA that the overall grocery store sales picture showed a continuation of the favorable trend that had been evident during the entire postwar period. It was noted that manufacturers of packaged food commodities and household needs had done an excellent job in keeping prices in line despite increased labor and transportation costs.

• Mr. Peckham noted that convenience items sell, and there were important trends in changing living habits that were influencing food buying, such as larger stores, the move to the suburbs, larger family size, more leisure time, more informal living, increased home entertainment.

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### Rites for Mrs. John Krahulec

Mrs. John F. (Lucille) Krahulec, 57, of Berwyn, Illinois, died after a brief illness on December 14.

Mrs. Krahulec was the former Lucille Donna, daughter of the late M. J. and Esther Donna. Surviving besides her husband, John F., are a daughter, Mrs. James (Kathleen) Pecher of Berwyn; a son, John M., and a sister, Mrs. Esther King of Chicago.

She was treasurer of the Council of Catholic Women of Our Lady of the Mount Church, Cicero, and had been active in the Music Parents Association at Morton East High School.

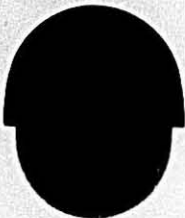
Services and burial were in Braidwood, Illinois.

THE MACARONI JOURNAL

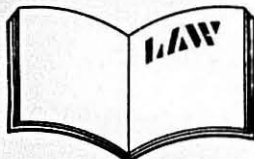
### Macaroni Quiz



1. What famous movie star said, "Everything I've got I got from eating spaghetti"? (a) Gina Lollobrigida (b) Sophia Loren (c) Shirley Temple.



2. The Chinese enjoyed macaroni products in various forms as early as? (a) 5000 B.C. (b) 1500 A.D. (c) just after the egg roll.



3. According to law, egg noodles must contain—in addition to semolina, flour and water? (a) 10% egg solids (b) 5.5% egg solids (c) one mealball.



4. The Department of Agriculture reports a record world wheat crop for 1956. How many bushels will that be? (a) 940 thousand (b) 9.4 million (c) 9.4 billion.



5. The Diamond Packaging Products Division provides top quality packaging to the Macaroni industry by which printing method? (a) Offset Lithography (b) Letterpress (c) Gravure.

Answers to Quiz:  
1. (a) 2. (c) 3. (b) 4. (c) 5. (a)

## IS SHE MADE OF SPAGHETTI?

Next to the hot dog, macaroni products such as spaghetti and noodles (with hamburger) are mealtime favorites of millions of Americans of all ages. How much do you know about macaroni? Try this Diamond Packaging Products Division Quick Quiz and see.



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