

**THE  
MACARONI  
JOURNAL**

**Volume 50  
No. 5**

**September, 1968**

Macaroni  
Journal



**SEPTEMBER, 1968**  
**CONVENTION REPORT**  
**Peter J. Viviano**  
**Elected President**



# PACKAGING PERSONALITIES

## GAIL BORDEN

The son of a frontiersman, and well acquainted with pemmican and jerky, Borden recognized the need for a more palatable dried food. So in 1852 he invented a dehydrated meat biscuit. Four years later he came up with the first successful process for preserving milk. His condensed milk plant at Torrington, Connecticut, was the first of its kind in the world, producing the first packaged milk on the American market.



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# The Macaroni Journal

September  
1968  
Vol. 50  
No. 5

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
P.O. Box 336, Palatine, Illinois 60067.

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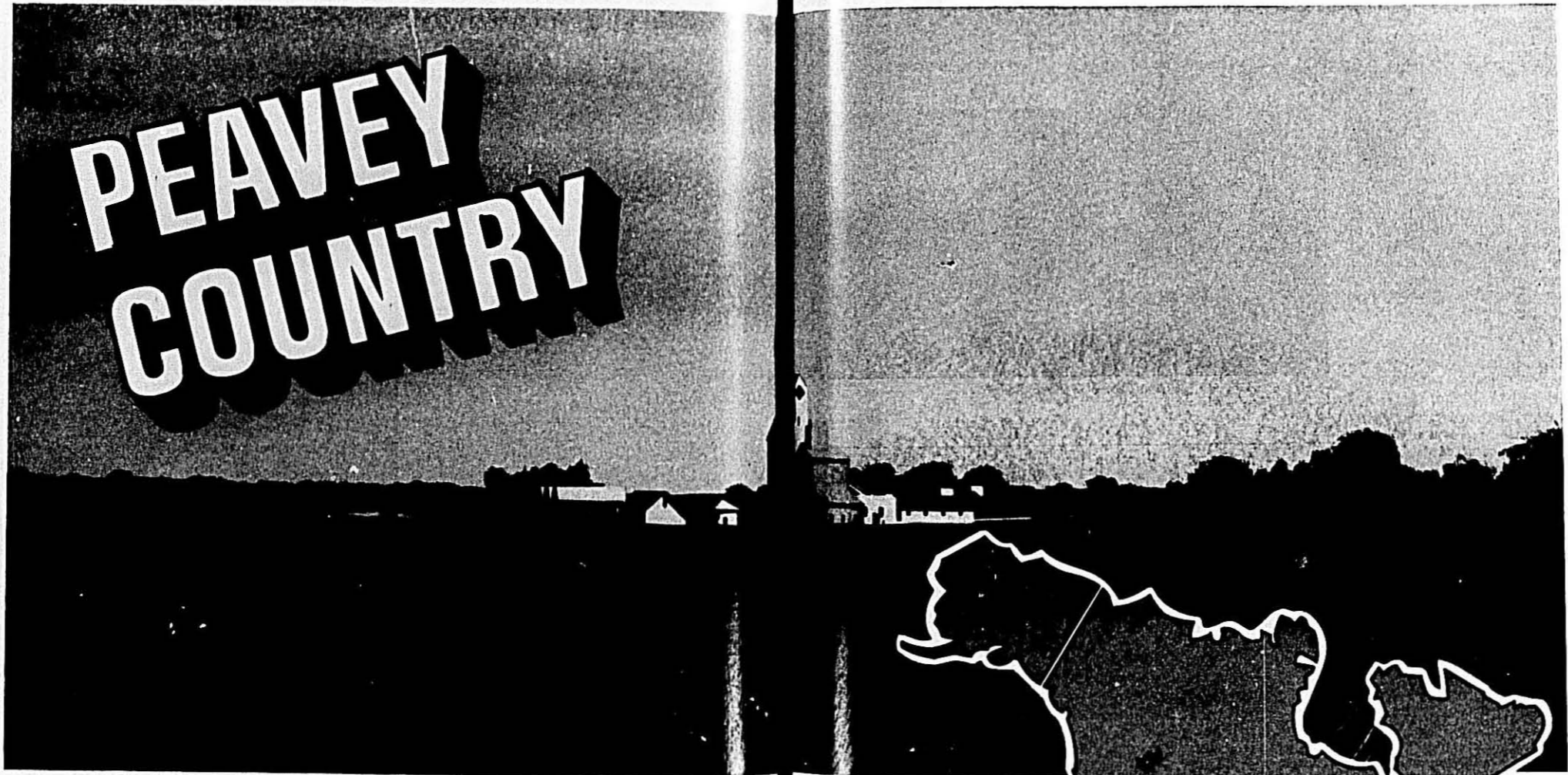
## Cover Photo:

Peter J. Viviano, president of Delmonico Foods, Louisville, Kentucky, was elected president of the National Macaroni Manufacturers Association at the 64th Annual Meeting.

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

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Second-class postage paid at Appleton, Wisconsin.



# PEAVEY COUNTRY

## Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin, Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

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

Merchandising and commodity futures offices: ● Terminals; \* Flour mills and mix plants; ✱ Flour sales offices and warehouses; ☐ Country elevator, feed and service facilities; ○ Home offices of Peavey Company and National Grain Co. Ltd.



**PV** PEAVEY COMPANY  
Flour Mills

*King Midas* DURUM PRODUCTS

# MEETING IN MONTREAL

New Officers Elected . . . Resolution on Package Proliferation Adopted

**P**ROVOCATIVE—stimulating" was the evaluation of the 64th Annual Meeting made by the many macaroni manufacturers who met in Montreal July 15-16-17. Some 229 delegates registered with their wives and families.

The convention re-elected the Board of Directors, who in turn elected new officers. They are: Peter J. Viviano, president; Vincent F. La Rosa, first vice president; Vincent DeDomenico, second vice president; Frank Denby Allen, third vice president.

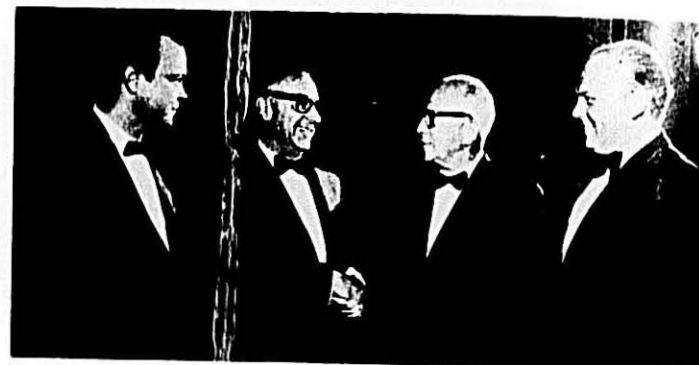
## Resolution

On the packaging proliferation problem, the following resolution was adopted in convention:

WHEREAS the United States Department of Commerce representative at the January convention urged the National Macaroni Manufacturers Association to take positive action to eliminate package proliferation, a committee on packaging was duly appointed; and

WHEREAS the committee found as a result of industry meetings and surveys approximately 150 products packaged in many sizes and shapes depending upon local customs or areas of the country, they unanimously recommended that the macaroni industry cooperate with the United States Department of Commerce to eliminate proliferation of packaging for dry macaroni and noodle products;

THEREFORE, BE IT RESOLVED: That the National Macaroni Manufacturers Association in convention duly assembled recommends the following packaging sizes for adoption as standards for the industry to the assistance of the United States Government in elimi-



Newly elected President Peter J. Viviano receives congratulations from past president Robert L. Cowen. They are flanked by Denby Allen on the left, third vice-president, and Vincent F. La Rosa on the right, first vice-president. Second vice-president Vincent DeDomenico is not pictured.

nation of packaging proliferation for dry macaroni and noodle products:

- (1) That all package sizes from 4 ounces to 8 ounces be in even increments of one ounce and that all fractional sizes be eliminated.
- (2) That all package sizes from 8 to 16 ounces be in even increments of 2 ounces.
- (3) That all package sizes from 16 ounces to 32 ounces be in increments of 4 ounces.
- (4) That in package sizes from 2 pounds to 5 pounds, increments be in even pounds.

It is estimated that this action will eliminate about half of the packaging sizes presently found for dry macaroni and noodle products.

## Bienvenu Means Welcome

In opening the convention, Paul Bienvenu, president and general manager of

Catelli-Habitant Ltd., welcomed the convention group and presented President Robert L. Cowen, Sr. with a medallion which was actually a silver dollar commemorating the Hundredth Anniversary of the Confederation of Canada taped to a blue ribbon. Mr. Cowen accepted the gesture with the thanks of the group, and presented a report on the stewardship of his administration for the past two years.

## State of the Industry

The state of industry conditions was described by a panel of C. F. Mueller, C. F. Mueller Company, City, N.J.; Vincent DeDomenico, Grain Macaroni Company, San Jose, Calif.; Lloyd E. Skinner, Skinner Macaroni Company, Omaha, Nebraska; and Kenneth J. Forbes, Catelli-Habitant, Montreal, Quebec.

In gathering information from Nielsen Reports, Mr. Mueller pointed out that there are wide variations in sales trends in contiguous territories that the seasonal trend has almost leveled off with the summer eradicated by sales for salads and to-prepare dishes.

Vincent DeDomenico noted that there was a backslide in the upward trend of macaroni sales in 1967, as consumer demand was diverted to dinners. He observed that 78 per cent of home cooks do not use combination dinners, but 21 per cent who do have been increasing consumption. Only a quarter of the market uses 75 per cent of instant potatoes consumed. Eighty-six per cent of households use rice, but 34 per cent counts for 80 per cent of usage.

Kennerly stated that dinners are popular in cities—macaroni and rice leveled off, but rice dinners are moving better than dry combination dinners. He noted that future trends are in high school now and need for continued efforts of the National Macaroni Institute progress macaroni's convenience for three food budgets.

Kennedy Forbes noted that Canada is a vast country some 4,000 miles in length from coast to coast, but that two-thirds of the population lived in the territory from Quebec to Hamilton. Sixty-seven per cent of food sales take place in that area. Chains control 65 per cent of food store sales, and private label is becoming an increasingly serious problem. The French-Canadians consume twice as much macaroni products as the English-Canadian segment of the market.

## Regulations

In a question-and-answer session, Denby Allen and Al Weiss asked questions on government regulations of Counselor Harold Halfpenny and Technician James J. Winston ranging from food manufacturing practice regulations to the pending Occupational Safety bill.

Mr. Halfpenny observed that the Government is overdoing a good thing, and that Secretary of Labor Wirtz in hard core unemployed as inspector for occupational safety was only a trouble.

Mr. Winston emphasized the surveys being made by the Drug Administration and manufacturers to tighten up on regulations.

Concerning a wage-and-price freeze, Mr. Halfpenny said that it is good mandatory to be prepared. It was to have job classifications as a matter of record, with ranges specified to cover inflation can only be controlled by Government, but cutbacks will be difficult.

## Let's Get Involved

Nick Rossi is going to get involved in governmental affairs if he has the opportunity. The old Nick Rossi was as busy as a businessman until the resignation of his management position by the unions and such government agencies as Internal Revenue Service, Interstate Commerce Commission, Food and Drug Administration and Federal Trade Commission. He urged N.M.M.A. to appoint a National Affairs Committee and stimulate activ-

ity of macaroni manufacturers in political affairs.

Walter Villaume gave a progress report on the Wheat and Wheat Foods Foundation with the aid of slides. He observed that after discussions for three and a half years the laudatory purposes of the Foundation are bogged on methods of financing, but with the Foundation now formally incorporated this matter should be resolved in the near future.

## Restauranteurs

At the Second General Session, Beverly Anderson of the Durum Wheat Institute announced that 25,000 packets of quantity recipe cards were available. Attractively illustrated in color, the cards are 6 by 9, and some 33 recipes make up a kit costing 60 cents. She also announced the development of a "Pasta Flyer," a quarterly self-mailer that will be available at six cents apiece in quantities of 5,000 and can be reduced to half a cent each if 50,000 are run. She also reported an article in the October issue of School Lunch Journal was in preparation.

Mrs. Anderson then moderated a panel discussion of restauranteurs with the assistance of Kenneth Forbes as macaroni resource man Robert E. Phelan of Cara Operations operates restaurants from snack bars to high-class meal service, from newsstands to flight kitchens and meal service on trains. Mr. Phelan observed that people are more knowledgeable about food and more demanding. Normally they do not go for pasta when eating out except at Italian restaurants. Meatless Fridays have dealt a severe blow to macaroni and cheese. He stated that restaurants cannot afford to educate the public. "The job is up to you."

John Schmied, restaurant manager for the T. Eat in Company, declared that training of chefs and kitchen personnel is essential. Materials on pasta to schools and the trade press would be most helpful. In reviewing the basic sources of recipes for executive chefs, there are very few for pasta products, but then chefs do not learn their recipes from books but from other chefs and current reading.

Eddy Prevost, executive secretary of the Quebec Provincial Restaurant Association, stated that simple foods such as soup and potatoes must be glamorized—so must pasta. He re-emphasized the need for educational efforts, stating that less than five per cent of restauranteurs learn recipes from books. He underlined the importance of demonstrations at restaurant shows and where chefs seek out information.

## Spaghetti Safari

In a slide presentation, Theodore R. Sills and Elmor Ehrman presented possibilities for a Spaghetti Safari to acquaint some twenty key food editors with the durum-growing area in North Dakota. Al Ravarino was delegated to present the plan to the growers at the Durum Show at Langdon, North Dakota October 21-22-23.

Other plans announced were for a Press Party at Tiro A Segno for the New York press and cooperative food advertising personnel the last week in September.

National Macaroni Week, October 17-26, will highlight Election Night Suppers and campaign material to "Vote For Macaroni." Spaghetti and Meat Ball posters are available for merchandising.

Author Jack Denton Scott told about his book "The Complete Book of Pasta" to be released in October. This monumental study, beautifully illustrated, will sell for \$12.95 per copy until January 1, when the price increases to \$15.

## Consumeritis

William G. Hildebrand, executive director, New York State Food Merchants Association, Inc., discussed "Consumeritis: Its Cause and Cure." He defined consumeritis as "a contagious inflammation of the consumer interest portion of the brain often resulting from political ambition for the desire to derive favor from groups of consumers through personal publicity. Its symptoms include a strong tendency to invent issues where no real issues exist. And if not treated, severe cases may lead to demagoguery." He re-emphasized the message of Nick Rossi for involvement, to insert the business influence in the political scene.

## Durum Crop

Paul Abrahamson, administrator of the North Dakota State Wheat Commission, reported on the U. S. Government Estimates of July 1, putting durum production at 79,000,000 bushels in North Dakota and a total of U. S. production of 94,273,000. Canadian acreage is on a third, and growing conditions thus far have been perfect.

## Social Side

On the social side, the facilities of the fine hotel, Le Chateau Champlain, were enjoyed by all.

The weather in Montreal was hot, and although many availed themselves of the opportunities to see EXPO in its 1968 form, "Man and His World," they were ready to cool off at the Reception and Suppliers' Social held on the evening of July 15.

(Continued on page 8)



Officers and Their Ladies. Left to right, Lindy and Denby Allen, Josephine and Peter Viviano, Ida and Robert Cowen, Kathleen and Vincent F. La Rosa.

### Meeting in Montreal—

(Continued from page 7)

On Tuesday, July 16, the ladies traveled by bus to the summer home of Mr. and Mrs. Paul Bienvenu in St. Adele for luncheon in the Laurentians and a dip in the pool.

Another Reception was held prior to the Italian Dinner, which featured antipasto at the tables, then a selection of spaghetti, lasagne, and cannelloni from a buffet table. Both red and white wines were served. Albert Ravarino worked out the details of the menu and manner of serving with R. P. Tonoli, Banquet Manager of Le Chateau Champlain.

At the Dinner Dance, also preceded by a Suppliers' Social, music was provided by Sacha of the Chateau, and a highlight of the evening was the introduction of the new officers and the presentation by newly-elected president, Peter J. Viviano, to outgoing president, Robert I. Cowen, Sr., of a plaque and a bound issue of Macaroni Journals covering the period of his administration.

#### Supplier Hosts

Suppliers were thanked by Resolution for their contributions to the social activity and enjoyment of the convention. Firms included the following: Amber Milling Division, G. T. A. Ambrette Machinery Corporation Archer Daniels Midland Company Ballas Egg Products Corp. Braibanti-Lehara Corporation The Buhle Corporation Buhler Bros. (Canada) Ltd. Clermont Machine Company, Inc. DeFrancisci Machine Corporation Diamond Packaging Products Division of Diamond National Corp. DuPont Film Department Faust Packaging Corporation Henningsen Foods, Inc. Hoskins Company International Milling Company D. Maldari & Sons, Inc. North Dakota Mill and Elevator Wm. H. Oldach, Inc. Paramount Packaging Corporation Peavey Company Flour Mills Rossotti Lithograph Corporation Schneider Brothers, Inc. Triangle Package Machinery Company Vitamins, Inc. Milton G. Waldbaum Company

#### Expansion Program

Tranin Egg Products Co. of Kansas City, Mo. has completed remodeling and expanding their drying facilities. They now boast more automatic devices, new tanks, new pumps, more sophisticated equipment.

### U.S. Government Durum Wheat Estimates—July 1, 1968

	Harvested Acreage (000's)			Yield Per Acre (bu.)			Production (000's bu.)		
	Average 1962-66	1967	Est. 1968	1966	1967	Est. 1968	Average 1962-66	1967	Est. 1968
Minnesota	78	63	107	29.6	35.0	32.0	2,319	2,205	3,421
North Dakota	1,922	2,287	2,927	28.7	22.5	27.0	55,216	51,458	79,023
South Dakota	122	158	188	17.8	28.0	21.0	2,182	4,424	2,948
Montana	181	240	336	23.8	19.0	22.0	4,282	4,503	7,392
California	8	6	8	59.4	61.0	60.0	469	366	480
United States	2,310	2,754	3,566	27.9	22.9	26.4	64,467	63,013	94,273

### Canadian Durum Wheat Acreage Estimates

(Acreage in 000')—March, 1968 (From Dominion Bureau of Statistics)

	1966	1967	1968 Intended	1968 as % of 1967
Manitoba	43	53	75	142
Saskatchewan	905	1,130	1,500	133
Alberta	116	139	230	165
Provinces	1,064	1,322	1,805	137

### Government Purchases

In mid-July the U. S. Department of Agriculture purchased 1,512,000 pounds of Scrambled Egg Mix at prices ranging from \$1.0998 to \$1.10 per pound f.o.b. plant. This brought the total quantity purchased to date to 16,686,000 pounds at a cost of \$17,954,000. Purchases are made with funds authorized by Sec. 32 of Public Law 74-300, and are for distribution to needy families. The Department declared that these purchases were adequate to cover distribution needs until next spring.

### Egg-Type Chicks

During the first half of 1968 egg-type chicks hatched totaled 290,070,000, 15% below a year ago. The number of egg-type eggs in incubators on July 1 was up 8% from July 1, 1967.

### Durum Show Dates Set

The 30th Annual United States Durum Show is scheduled for Langdon, North Dakota October 21, 22 and 23. Officers of the Show are Allyn Hart, president; Dick Saunders, vice presi-

dent; Edsel Boe, secretary, and Dr. Harold Blanchard, treasurer. On the board of directors are Victor Sturlaugson, Dick Beranek, Alvin Kenner, Harold Hofstrand, and John Wright. Phil Tveten is Show Manager and Ervin Swenson his assistant.

The second day of the Durum Show will be designated "Vic Sturlaugson Day." Sturlaugson has served on the board of directors since its beginning in 1938. From 1944 through 1961, he served as president of the Show.

### Durum Institute Committee

Norman Ness, Chairman of the Millers National Federation has appointed the following members of the Durum Wheat Institute Committee:

James H. Kallestad, Chairman International Milling Co.; E. W. Kuhn, Amber Milling Division, G.T.A.; E. M. Murphy, North Dakota Mill & Elevator; L. S. Swanson, Peavey Company Flour Mills; George A. Utter, Archer Daniels Midland Co.

### Government Egg Reports

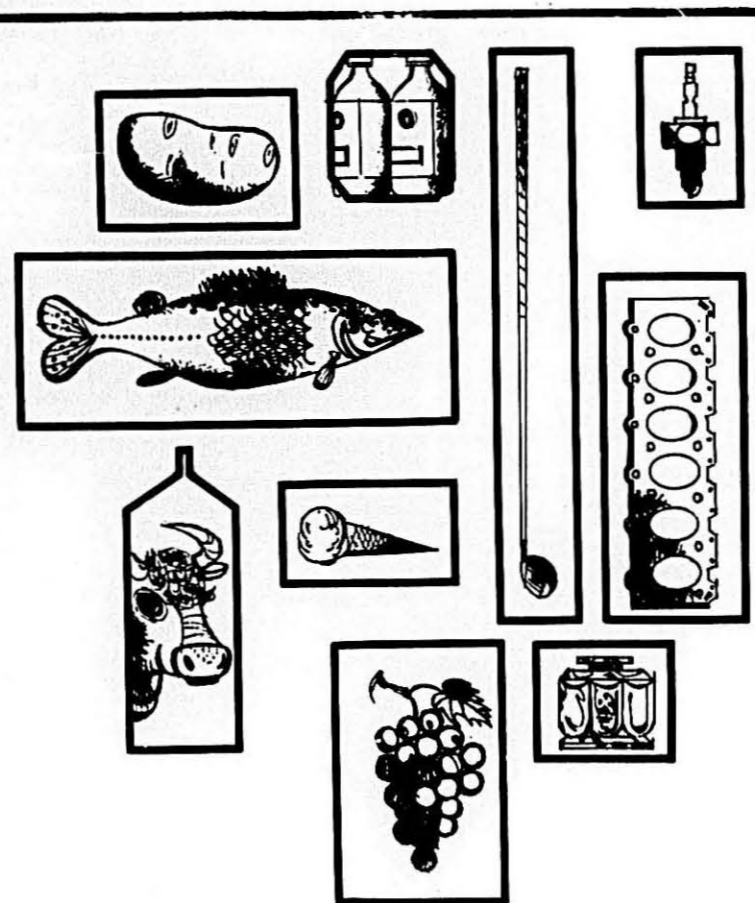
U. S. Cold Storage Report	July 1, 1968	Year Ago	5 Yr. Avg.
Shell Eggs (Cases)	278,000	427,000	300,000
Frozen whites	12,687,000	10,335,000	19,801,000
Frozen yolks	26,756,000	21,103,000	24,215,000
Frozen whole eggs	62,044,000	51,587,000	45,895,000
Frozen unclassified	4,723,000	1,648,000	1,875,000
Frozen Eggs—Total	106,190,000	84,633,000	91,859,000

Crop Report (48 States)	June 1968	June 1967
Shell eggs produced	5,703,000,000	5,789,000,000
Average number of layers	306,627,000	307,333,000
Average rate of lay	18.6	18.8

Layer Report:	July 1, 1968	July 1, 1967
Hens and Pullets of Laying Age	305,172,000	306,267,000
Eggs Laid per 100 Layers	61.6	62.3



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## THE PRESIDENT'S REPORT

by Robert I. Cowen, Sr., at the 64th Annual Meeting

**I**N January, I reported that 1967 had been a good year for macaroni manufacturers and a busy year for the National Macaroni Manufacturers Association and the National Macaroni Institute.

At this time, I should like to report on two years of stewardship and progress accomplished by our administration.

### N.M.M.A.

The membership in the National Macaroni Manufacturers Association fluctuates very little, but last year there was more activity than usual. Some half dozen firms were bought out or discontinued business. Three new firms were added to our roster. Two suppliers fell by the wayside; two new suppliers were added to the rolls. But while there has been a stability of membership, larger production has increased dues payment slightly.

Looking at income for 1966, we see that Dues accounted for \$19,800; Meeting Income \$14,800; Macaroni Journal Operations \$30,000; and Interest \$2,600—for a total of \$67,400. On the expense side, Durum Activities took \$10,100; Consultants \$10,100; Printing and Mailing of the Macaroni Journal \$10,600; Meeting Expense \$13,800; and Office Activities \$22,800.

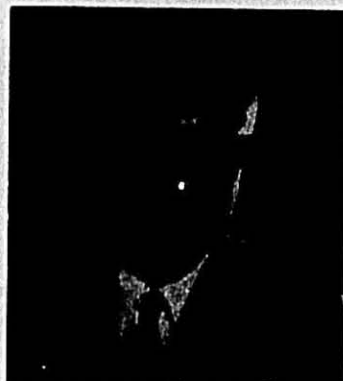
In 1967, Dues were up to \$20,600; Meeting Income \$24,400; Macaroni Journal Operations \$30,200; Interest \$2,500; and \$800 from Reserve—for a total of \$78,500. Durum Activities were constant at \$10,100; Consultants at \$10,100; Macaroni Journal Printing and Mailing \$10,800; Meeting Expense \$22,000; and Office Activities \$25,500.

The gain of 1967 over 1966 was 16.5%, which went out in increased activities and services.

### N.M.I.

The National Macaroni Institute had an income in 1966 of \$116,800. \$106,000 of this came from member contributions, \$9,300 from allies, and \$1,500 from interest on Government securities.

Expenses amounted to \$5,000 for the Hotel-Restaurant-Institutions Program; \$5,000 for Distribution of Movies; \$5,300 to Reserve; Special Projects took \$17,900. These included: the highly successful presentation at the Food Editors' Conference in Boston; Shelagh Hackett's Personal Appearance Tours on radio and television; advertising in Forecast Magazine and distribution of



Robert I. Cowen, Sr.

materials to home economists, service clubs, 4H leaders, and teachers, plus releases to Macaroni-of-the-Month Club recipients in the food press.

Office Activities took \$18,600, while the Sills retainer for general services was \$65,000.

In 1967, because of a higher rate of contribution and better business, membership payments were up to \$118,900. Allies contributed \$9,900, and Interest Earned totaled \$1,600. \$18,400 was taken from Reserve to underwrite specific special projects. One of these was the American Dairy Association promotion on the "Parade of Vitality Foods" with advertising in Family Circle Magazine and point-of-sale material to some 20,000 chain stores. Our contribution was \$15,000. We spent \$5,000 on the Hotel-Restaurant-Institutions Program; \$11,000 on Movie Distribution; \$20,300 on special projects including the Press Party at the Rifle Club in New York City, advertising in Forecast Magazine, with distribution of some 200,000 recipe folders as a result of the ad, a continuation of the Macaroni-of-the-Month Club mailings, and three mailers for grocers with point-of-sale material printed with the copy in the brochure. Those were paid for in 1967, but two of the three were mailed in 1968.

Office Activities required \$22,500, and the Sills retainer was advanced to \$75,000 for more releases and more color transparencies made available to editors. These investments not only increased the amount of our materials distributed and utilized, but encouraged others to give attention to our products.

One example was the new Casserole Cook Book released by Better Homes

and Gardens in Des Moines, Iowa, and their promotion of the book to television producers with an attractive promotional idea—a variety of macaroni products in apothecary jars with a script describing recipes given in the Casserole Book and slides for audience viewing.

### Promotions

Then there was a Noodle Tuna Casserole, which sells \$7.31 worth of related items for every dollar's worth of macaroni and noodle products sold. This information went out to grocers in a brochure in December for Lenten merchandising. Secretary Bob Green's picture went with a release to food trade publications announcing the campaign.

In April, Cool Salad Ideas went out in a second mailing, showing elbow macaroni with a wide variety of produce items, canned meats, and salad dressings, to stimulate traffic and store purchases. Donna Carr is the macaroni fan for this cool promotion.

In the Fall, we will be promoting Spaghetti and Meat Balls for National Macaroni Week, October 17-26. This material has just gone into the mails recently for grocers.

The point of all this activity, of course, is to stimulate merchandising and generate sales and consumption of macaroni, spaghetti and egg noodles.

### Meetings

Our meeting in January with the Communications Seminar led by Consultant Robert Sampson was stimulating to the vast majority of participants.

At that meeting we heard about the Department of Commerce's ideas on the proliferation of packaging, and a Committee was appointed to review the situation. You will hear their recommendations at this meeting.

Regional meetings were held in Los Angeles, San Francisco, and Seattle in March, to review the matter, and again in Minneapolis on April 25, at the time of the Seminar on Wheat.

The Seminar on Wheat featured a visit to the Grain Exchange, through International Milling Company's "B" mill and research facilities, providing information and insight to those who availed themselves of the opportunity of attending.

At a Supplier's Social and Dinner, publicity pictures were taken of Paul Abrahamson, Administrator of the

(Continued on page 12)

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**The President's Report—**  
(Continued from page 10)

North Dakota State Wheat Commission representing the wheat growers, Ray Wentzel, Chairman of the Durum Wheat Institute Committee representing the millers, and myself as an end product manufacturer representing the macaroni association.

On the more serious side, the trips and the papers presented were most educational. Sal Maritato of International Milling Company's Durum Sales Department and Bob Bruning of the Quality Control Laboratories demonstrated the operation of a small laboratory press at the company's research and development facilities.

**Consultants**

Dr. Kenneth Gilles and his colleagues from the Cereal Technology Department of North Dakota State University were on hand at the Seminar on Wheat to participate in the discussions. We continue to underwrite some of their research activities as well as contribute to the Crop Quality Council and support the Durum Show sponsored by the U. S. Durum Growers Association.

Our own Director of Research, James J. Winston, maintains contact with other scientists and technicians in the Government for liaison and representation.

Our General Counsel, Harold T. Halfpenny, has kept us posted through bulletins and appearances at our meetings, on Governmental regulations and Federal legislation. Nobody can operate in business today without knowing what's going on in the Nation's Capitol.

Messrs. Halfpenny and Winston will answer questions on recent developments in a panel discussion with a couple of macaroni manufacturers this morning.

We have made progress, but there is much to do. Everyone in business has problems. The industry has problems, and the solutions to these problems are generally best found in co-operative competition.

If we are to continue the increasing acceptance of our industry's products, we must have the support of every macaroni and noodle manufacturer in the National Macaroni Manufacturers Association and the National Macaroni Institute. The Institute's work must continue to increase per capita consumption.

Thank you.

**National Macaroni Week**  
October 17-26

**TELL IT LIKE IT IS**  
**THE STATE OF THE MACARONI INDUSTRY**

FOUR panelists reported on the condition of the macaroni industry in various sections of the United States and Canada.

Fred Mueller of the C. F. Mueller Company, Jersey City, N. J., was the leadoff man. He observed that the Association had long looked for a barometer of industry sales trends. For the past few years his company has subscribed to the A. C. Nielsen Service and with their permission reported the following data gleaned from grocery store audits.

Nielsen territories are classified as Pacific, West Central, Southwest, Southeast, East Central, Metropolitan Chicago, Middle Atlantic, New England, and Metropolitan New York. Taking the Eastern Half of the U. S. with the exception of Metropolitan Chicago, the land area amounts to 35%, number of households 57%, grocery product sales 58%. Total U. S. audit for macaroni was in 1965; eastern territories for 1966-67-68. Eastern territories account for 64% of total pasta sales, 66% of macaroni sales, 63% of egg noodle sales, and 61% of spaghetti sales.

National figures for the year 1965 shows total macaroni products sales at \$208,400,000. Of this macaroni accounted for \$88,900,000 or 42.6%; spaghetti \$68,900,000 or 33.1%; egg noodles \$50,600,000 or 24.3%.

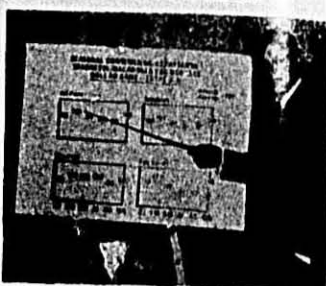
Seasonal consumer sales patterns on a dollar basis for total U.S. shows the following:  
Annual Average = 100.

	All Pasta	Spa-ghetti	Maca-roni	Egg Noodles
Dec. Jan.	99	100	98	103
Feb. Mar.	105	104	103	111
Apr. May	99	97	102	98
June July	97	95	103	89
Aug. Sept.	95	97	96	90
Oct. Nov.	105	106	100	110

**Dollar Sales and Consumption Patterns by Territories**  
Are As Follows:

	Dollar Sales in Millions	% of Total Pasta	% of Total Grocery
New England	\$18.5	7.9	6.3
Metropolitan New York	30.00	14.4	8.0
Mid Atlantic	31.6	15.1	11.9
East Central	37.3	17.9	17.0
Metropolitan Chicago	8.1	3.9	4.2
West Central	25.1	12.1	13.3
Southeast	17.3	8.3	14.3
Southwest	14.1	6.8	9.5
Pacific	28.4	13.6	15.5
Total	\$208.4	100.0	100.0

(Continued on page 14)



C. Frederick Mueller

**Family Consumption of Pasta Products, 1965:**

	Spa-ghetti	Maca-roni	Noodle	Total
Total U.S.				
Average	\$1.22	\$1.57	\$0.89	\$3.68
New England	1.75	2.61	0.69	5.05
Metropolitan New York	1.81	2.93	1.35	6.09
Mid Atlantic	1.59	2.07	1.24	4.90
East Central	1.17	1.55	1.35	4.07
Metropolitan Chicago	1.19	1.42	1.11	3.72
West Central	0.89	1.29	0.87	3.05
Southeast	0.78	0.96	0.30	2.04
Southwest	1.07	1.09	0.38	2.54
Pacific	1.29	1.25	0.84	3.38

**Distribution of Market Sales % of Dollar Sales—**

	Macaroni	Spaghetti	Egg Noodles
Ohio Market			
8 Brands	51.9%		
21 Brands	36.6		
Controlled Brands	11.5		
7 Brands		15.2%	
18 Brands		3.1	
Controlled Brands		1.7	
7 Brands			19.5%
32 Brands			13.7
Controlled Brands			16.8

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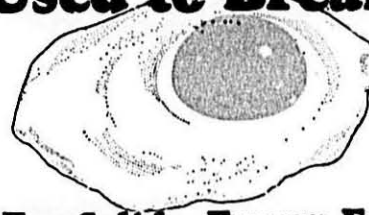
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### Tell It Like It Is—

(Continued from page 12)

#### Pasta Market Sales Trends by Area

% Change 1967 vs. 1966		
Dollar Basis	Macaroni	+2%
Total U.S.	Spaghetti	+3%
All Grocery Products	Egg Noodles	+3%
	All Grocery Products	+3%

#### Share of Market Change Top 10 Brands

Dollar Basis Feb.-Mar. 1966 vs. 1966

1966 share = 100

Brand	Share
Top 5	
Brand A	138
Brand B	120
Brand C	105
Brand D	103
Brand E	78

Brand	Share
Next 5	
Brand F	150
Brand G	114
Brand H	112
Brand I	107
Brand J	73

All Other Brands = 82  
Currently 30% of Market

#### Western Report

Vincent DeDomenico, Golden Grain Macaroni Company, San Leandro, California, referred to A. C. Nielsen Service in citing data on seven Western States. Per capita consumption of dry macaroni products in this area amounted to 3.6 pounds in 1967 and has shown an upward trend since 1962. This compared with a national average figure of some 7 pounds used by the National Macaroni Institute and demonstrates the urgent need for better industry information. This figure of 3.6 includes only consumption of dry products sold through grocery stores; it does not include institutional sales, or frozen, canned or combined packages of macaroni products.

Their research shows that canned, frozen, and dry dinners are running close to fifty per cent of the dry pasta business in dollar volume. Pasta in cans or in dinner form sells for approximately four to five times the price of dry

#### Trends on Total Packaged Dry Macaroni Products Sold in Grocery Stores in Seven Western States

Year	Pounds	Year	Pounds
1962	82,800,000	1965	96,200,000
1963	84,700,000	1966	100,500,000
1964	90,000,000	1967	96,700,000

#### Equivalent Case Basis

	Macaroni	Spaghetti	Noodles	Total Pasta
Total U. S.	-1	0	-1	-1
New England	+5	+3	+12	+6
Syracuse	-4	-7	-5	-5
New York-New Jersey	-6	+3	+3	-1
Philadelphia	-2	-3	0	-2
Pittsburgh	+3	+2	0	+1
Detroit	-1	-7	-5	-4
Ohio	+3	-0	-8	-5
Washington	-3	-4	-3	-4
Georgia-Carolinas	0	+6	+6	+3
Florida	+1	+3	0	+1

pasta. In each case, of course, there is an added package of spices, sauces, cheese, dried meat, and the like, included with the dry macaroni or noodles. This seems to be the price that housewives are willing to pay for convenience.



Vincent DeDomenico

While tonnage has been going up, population has also, and we have just about been keeping even until 1967 when we slipped. What caused the back-slide? We aren't sure so suspect increasing competition from instant potatoes, rice, and combination dinners.

#### Potatoes and Rice

Here is some information on instant potatoes: In a 1967 survey of 54,246,000 homemakers, it was found that 67% do not use them while 33% do. Of the frequent users, 24% of the homes used 73% of the product consumed. The occasional users, 58% of the market, only bought 12% of packaged instant potatoes.

Looking at rice, it was found that 86% of households were users with 14% not buying the product. Of this number 34% consumed 80% of the product. Occasional users, accounting for 38% of the market, consumed only 6% of the rice.

#### Casserole Dinners

Now we come to casserole dinner mixes: 78.6% of the families surveyed do not use them; 21.4% do. The survey was taken last year. There has been a flurry of activity this year, so this situation could have changed.

There are five Lipton Noodle Dinners with three Pennsylvania Dutch Casserole Bases. There are new Wishbone and Lipton dinners in the test markets.

General Mills has some seven Betty Crocker Dinners plus a Macaroni and Cheddar. They have just come out with a new series of rice combinations.

There are two macaroni and cheese combinations in Kraft Dinners. They also have two spaghetti dinners and three combinations of noodles: Romanoff, Stroganoff, and Chicken and Noodles.

Chef Boy-ar-dee has three spaghetti dinners, macaroni and three cheeses, lasagne, and Noodles Stroganoff and Goulash with Noodles.

Golden Grain has five Noodle Dinners, two macaroni and cheese, one spaghetti.

Add these up and you get a total of some 38 national items in the marketplace, plus regional brands in almost every area, including La Rosa, Prince, Delmonico, Gooch, Luxury, and American Beauty.

The macaroni and cheese items have shown fairly steady growth as have the spaghetti dinners. Noodle dinners have shown a sharp rise this year because of the heavy promotion of new items. The same thing is happening to rice combinations. General Foods has just entered the national market with three entrees, and Accent has another seven under their Village Inn brand.

The human stomach has the limited capacity of thirty ounces. With all foods battling for their share of this limited potential, we must increase our advertising and promotion.

Our appeal has to be flavor and convenience in today's economy. Budget stretching now has only limited appeal. Let's sell the sizzle—not the steak.

#### Mr. Skinner Reports

On the question of whether package dinners, prepared potatoes, and frozen dinners have hurt the dry macaroni business, Lloyd E. Skinner of the Skinner Macaroni Company, Omaha, Nebraska, declared, "It seems to be a ques-

tion we can answer with a yes or with a no." He continued:

Most of you know or have a pretty good idea of what is happening to the macaroni business in your own territory.

It was our experience that in the days of the heavy introduction of packaged macaroni and noodle dinners, they helped in the territory Skinner serves. For example, we found that the industry sales for 1962 exceeded '61 by 1%.

'63 exceeded '62 by 6%. '64 sales jumped up 7% over 1963. And then things leveled off and increases during the past three years have averaged out at roughly 2% per annum.

#### Package Dinners

We found that package macaroni and noodle dinners with the heavy advertising with which they were introduced created new interest in macaroni products during the early sixties. Many families tried the packaged dinners and found they were good, but they also found they were more costly than when the homemaker prepared the dish from scratch. This seemed to be particularly true among larger families with growing children because they are the families that must watch the food budget and they are, as our own survey of a few years ago showed, the best customers for macaroni products.

Whether it is a packaged dinner, a frozen dinner or prepared potatoes which make it easier to prepare a more diversified meal, it is competition to the macaroni business.

It now seems a question of the macaroni industry presenting the advantages of home prepared meals to the customer in order that we may compete with the strong ties on speed and ease of preparation used by such aggressive merchandisers as General Mills and Kraft.

I have put together a rundown gathered from various sources on what seems to be a trend in some of these competitive products.

#### Prepared Dinners

They seem to be getting their greatest acceptance in the cities. Some chains report that their stores in urban areas sell far more dinners than do their stores in rural areas.

Macaroni and cheese, which is, of course, the most popular of all the prepared dinners, is currently showing no gain in sales. They are apparently selling at about the same level as they did through 1966 and 1967.

Noodle dinners have been showing losses in volume of anywhere from 3 to 10% per annum.



Lloyd E. Skinner

Rice dinners have made long term gains over the last three years with their dollar increase exceeding their volume increase by about 2%.

#### Frozen Dinners

Frozen dinners seem to be making far better gains than the package dinners. Probably because they are complete dinners including vegetables and even desserts all in one package.

Over the past seven years this industry has shown an average product gain of 14% per annum, and they have shown a dollar increase of about 11% per annum.

Frozen dinners today are being sold at the rate of 630,000,000 per year, and at the wholesale level this accounts for an annual volume of \$325,000,000.

#### Instant Potatoes

Instant potatoes are selling at the rate of slightly more than 9,000,000 cases a year and at 24 units to the case that means about 216,000,000 packages. Instant potatoes got their big boost in 1965 when General Mills came out with Potato Buds. Sales jumped 29% that year, and in 1966 there was a further increase of 27%. They have since leveled off and sales gain is now running at about the rate of 3% per annum.

There seems to be two things going on in the instant potato field today. First, the gains are being made by the cheaper brands. It is becoming a more competitive situation. Sales on the older, more stable brands are leveling off.

An estimate from a reliable source estimates that currently about \$80,000,000 worth of instant potatoes are sold through food stores and of course this industry is now doing extremely well with restaurants, hotels, hospitals and the rest of the institutional trade.

#### Frozen Potatoes

Frozen potatoes have been enjoying a growth rate in the range of 30% per year over the past four to five years.

It is estimated approximately \$100,000,000 worth of frozen potatoes (including institutional) were marketed in the United States in 1967.

Frozen French fries and frozen hash browns are responsible for a very major share.

Good processing methods are attributed to the fantastic gains these products have made, and while we might say that the big chunk has been in the institutional field, these products are competitive to macaroni products in the home as well as in the restaurant.

#### Ideas for the Macaroni Institute

Now, this panel was asked for suggestions as to what the Macaroni Institute might do to stiffen dry macaroni competition against these relatively new competitors. I think it might be possible to develop a series of Quickie Dinners recipes that would beat package dinners for speed, convenience and cost. I have one to suggest, and I suppose it is always easier to come up with the first one than it will be those to follow.

Here is a Macaroni and Cheese Quickie:

Cook 2 cups of elbow macaroni. While it is cooking, heat a can of cheddar cheese soup (Heinz or Campbell's) along with ½ cup of milk. Drain the macaroni and mix the cheese sauce with it.

It takes 10 minutes or less to prepare this recipe, so it competes with prepared dinners for speed.

The macaroni and cheese soup can be purchased for less than a Kraft Deluxe Dinner, and the servings are far more generous. So it beats prepared dinners for cost.

It is just as convenient, and you will find if you examine the ingredients in the cheese soup and the ingredients in the Kraft sauce that it provides better nutrition.

I am sure many other such recipes could be developed.

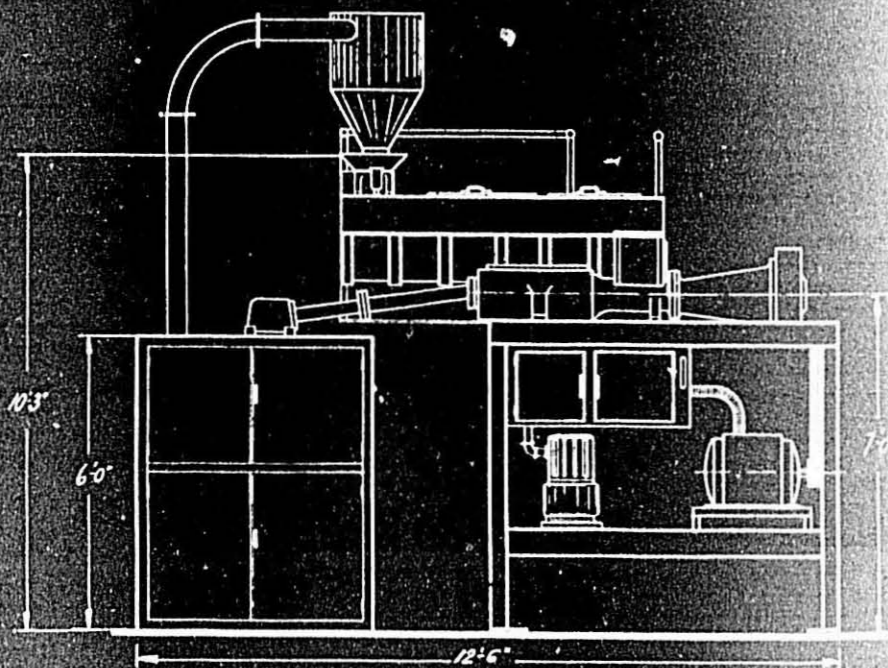
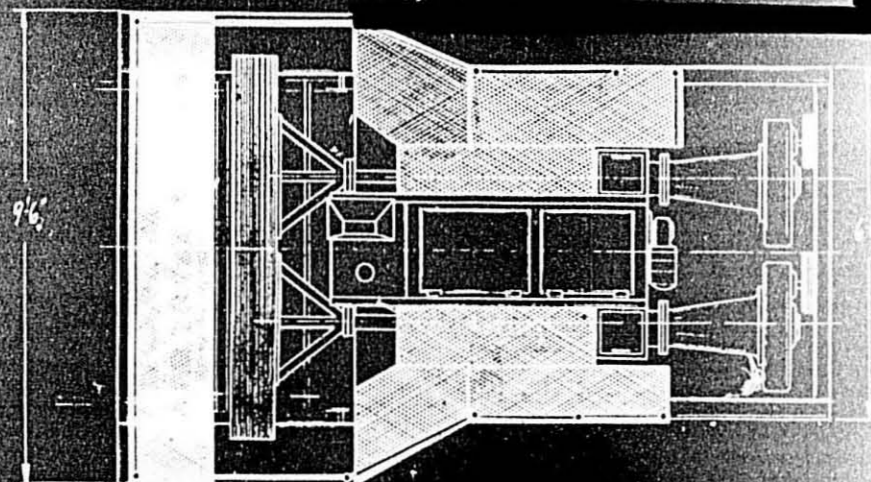
#### Future Customers

Our customers two, three, four and five years down the line are right now in our high schools and colleges.

I think both the Macaroni Institute and the Durum Wheat Institute have done a good job with the schools. But I believe even more stress with the home economics classes could be beneficial to this industry. Macaroni was a convenience food long before prepared and frozen dinners came on the market. I think we need to stress it as a convenience.

(Continued on page 18)

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SEPTEMBER, 1968

## Tell It Like It Is—

(Continued from page 15)

ence food as a means of maintaining thrifty food budgets, for with the inflation spiral we are in now the young homemaker of a few years hence will have to look carefully at her food dollars.

### About Canada

Kenneth J. Forbes, Catelli-Habitant Ltd., Montreal, announced that he would depart from the general theme of the panel discussion to tell the group a bit about Canada.

We are a vast country, some 4,000 miles long or eight hours by one of today's modern jets or six days by train. Conversely, we are only 20,000,000 people, two-thirds of whom are squeezed into an area from Quebec City to Hamilton, Ontario, a rectangle 500 miles long and 100 miles wide.

We have the second highest standard of living in the world — the United States being Number One. We are sometimes accused of being a dull nation torn between two cultures, French and English, but have just elected a young Prime Minister who represents both backgrounds — mother English, father French; he is also a bachelor, wealthy and very cultured and known as a swinger, so perhaps our image will change after all. His present cabinet of 28 ministers just elected is the youngest in Canada's history. I predict that inevitably within a very short time there will be rumors about him and Jackie Kennedy! We are also known as the talkingest nation in the world, because for the third year in a row, we have won the dubious distinction of more telephone conversation per capita than any other nation, and that in either of our languages is a lot of talk!

### Canadian Food Industry

Now, for a few notes on the food industry: Almost 87 per cent of all commodity food sales last year occurred in the two provinces of Ontario and Quebec—don't forget there are ten provinces. The total food volume in 1967 was 5.2 billion, with an increase of 35% in the last five years.

The chains account for almost 50 per cent of this total across the country. The impact of the chains is particularly striking in the province of Ontario, our largest and most industrialized, where they control over 65 per cent of the total dollar sales, and in the city of Toronto—a city of 1,750,000—almost 85 per cent.

Briefly, there are six major chain stores companies in Canada—one is national, i.e., doing business across the 4,000 miles of our country, one of the others in turn controls several smaller

chain store companies and voluntary groups.

You can well imagine, therefore, how imperative it is for a national food company to maintain good relations with the chains and how serious it would be if that same national food company were to lose listings with one, or—God forbid!—two of them. Chains in our country also control to a degree the success or failure of a new product in Canada due to their strength. There is also less competition among our chains than in the United States.

Also, it is not inconceivable that chains, already strong in private brands, will successfully launch private brands on a national scale. In general, however, our experience, and I believe that of most reputable manufacturers, is that the chain store is as anxious as we are to show profit and will cooperate to the Nth degree.

### Consumer Hearings

The Canadian food business, therefore, faces a challenge today, not only from the distributors but from the consumers. We recently had Senate Hearings on the food industry, and, frankly, we did not come out too well as far as the consumer is concerned.

All of us in this room know the rather slim margin of profit enjoyed by most food manufacturers. Yet, a poll taken among the population after the Senate Hearings indicated the opposite. One cereal company had to admit that it made a fairly handsome profit. This statement was blown out of proportion and exaggerated, and the rest of the food industry consequently suffered.

We do not have in this country one voice at government level for the food industry—the largest in Canada. We are open to some censure ourselves for being late in following other industries who have good representation in Ottawa. Steps are now being taken, and in the very near future an executive of outstanding qualifications will be appointed to a newly created position in Ottawa. He will operate at the ministerial level and will speak on our behalf. It is significant to note that Canada is the only country in the world that has appointed a Minister of "Consumers and Corporate Affairs" (one of the 28 young men I referred to before), and the incumbent is a dedicated man. The food industry, therefore, must act quickly before sanctions are forced upon us.

I hope I have given you some information about our complex industry in a large but sparsely populated country; and now for the second reason for departure from the theme, if it is true

and some very great minds feel it to be inevitable that within a very few years there will be no trade barriers whatsoever between Canada and the United States, I have given you food for thought. I have either scared you into not coming into Canada or presented a challenge.

## Government Regulations— Questions and Answers

**A** PANEL of Harold T. Halfpenny, the Association's general counsel, James J. Winston, the Association's Director of Research, and macaroni manufacturers F. Denby Allen and Albert S. Weiss considered the trend of growing governmental regulation.

Mr. Allen referred to the July 13 issue of the Saturday Evening Post with an article "Uncle Sam Coddles the Consumer." Author James Kilpatrick concludes that the food industry is a perfect target for undue government regulation because everyone eats food every day. Mr. Allen suggested that there is a proliferation of governmental agencies and regulations.

He asked Mr. Halfpenny about the pending legislation on Occupational Safety Act of 1968. Mr. Halfpenny stated that industry is faced with several problems: the proposed legislation would give the Secretary of Labor complete control over plans in interstate commerce. The objective of curbing personal injuries and illness occurring from the work situation is laudatory but every state has regulations along this line.

### Good Manufacturing Practices

Mr. Winston declared the Food & Drug Administration is proposing a huge umbrella for the food industry in its regulations covering Good Manufacturing Practices. They are strengthening sanitation controls on unseen bacteria such as salmonella. Every phase of processing would be standardized under the Good Manufacturing Practices. The Grocery Manufacturers of America have taken issue with this blanket approach as unconstitutional.

In July, from the Office of Voluntary Compliance came the idea of Plant Evaluation System, PEV. FDA inspectors will conduct surveys on sanitation practices to be developed into these evaluation systems. These activities should be questioned.

Mr. Halfpenny observed that government is overdoing a good thing, and are constantly expanding their reach for authority. These attempts should be protested by manufacturers and other



Robert Cowen, James Winston and Albert Weiss.

segments of the trade in numbers, as this is the criteria that is important in Washington.

### Work with FDA

Mr. Weiss observed that he has discerned a change in attitude by FDA. At one time it appeared that their actions were punitive. It doesn't appear that way now. Rather, they point out problems that need correction. The panel concurred.

Mr. Winston said that generally teams of two FDA inspectors will include a sanitarian and a bacteriologist. They will gather samples of ingredients in processing, and goods in process.

Mr. Weiss stressed the value of good manufacturing practices as the best insurance of keeping inspectors away—"if they don't find anything—they won't come back so often."

### Equal Opportunity

Mr. Halfpenny was asked about the Equal Employment Opportunity Act, passed in 1964 and prohibiting any discrimination because of sex, color, religion or national origin. On June 15, age was added. Now it has been proposed that a five-man Fair Employment Commission would be set up to try violators rather than the Federal Courts. It takes away business' prerogative of discussing these matters and should be opposed.

Concerning a wage-and-price freeze, no one knows for sure if such actions will be mandatory, but it is good management policy to be prepared. It was suggested to have job classifications written out as a matter of record, with rate ranges specified to cover contingencies. Inflation can only be controlled by Government, but cutbacks in spending will be difficult.

### Guides for Ad Allowances

Proposed guides for advertising allowances and other merchandising payments and services has been issued, Mr. Halfpenny reports. Last March the Supreme Court in its decision in the Fred Meyer case held that a supplier must make any promotional allowances available to all his retail customers,

whether they buy directly from him or through a wholesaler. We reported at that time that "this decision places the full responsibility upon the supplier for seeing that any type of allowances are made available to all who compete in the resale of the product." The Federal Trade Commission has now issued its "Proposed Amended Guides for Advertising and Other Merchandising Payments and Services," which attempts to describe how the supplier can carry out that responsibility.

The proposed guides are a clear and concise statement of the Robinson-Patman Act requirements as interpreted to date by court decisions. They are not meant to cover every situation, nor are they intended as a substitute for sound legal advice.

The Commission is to be commended for giving a comprehensive outline of a complex situation, in clear and easily understandable language. It uses numerous illustrative examples of permissible and prohibited practices. The Guide should be helpful in promoting voluntary compliance with the law.

## FDA Extends Self-Inspection Program

The Food and Drug Administration is extending an experimental program designed to switch to food manufacturers much of the burden of federal regulation.

Under the approach known as self-certification, FDA and a food concern agree in advance on precise manufacturing standards for the company's products. The manufacturer then performs the required inspection and other quality-control procedures, reporting results to FDA. It's agreed that if shortcomings show up, the company, without any specific regulatory action by FDA, will make the required corrections, even recalling the defective product from the market if necessary.

FDA is reported to have entered into a one-year agreement of self-certification with Green Giant Company on production of canned vegetables. Last year, FDA adopted its first agreement with General Foods covering production of Jello-O gelatin desserts and egg custard mix.

Under self-certification, FDA doesn't abandon any of its authority to inspect plants or to force product recalls should a company violate the FDA Act. But the agency conducts less frequent spot checks and relies more heavily on the company's own inspections. Ultimately, if self-certification proves safe and effective, FDA could drastically reduce its routine food-plant inspections.

FDA has about 800 inspectors who currently must supervise production of food, drug and cosmetic manufacturers with total sales of more than \$100 billion a year. Food companies, with more than 30,000 plants, are the biggest burden. If most of these concerns could be relied upon to regulate themselves, FDA could concentrate its staff on the marginal manufacturers that are responsible for most of its regulatory problems.

Green Giant plans to supply FDA with reports of its own inspections and with all complaints received from any source about its products. It will also furnish monthly summaries of incoming raw materials and finished products that deviate from specifications and inspection standards agreed on with FDA. The agreement prohibits Green Giant from promoting its participation in the program. But if the self-regulation plan proves broadly applicable, FDA will probably let concerns signify in some way, perhaps by a federal seal, that their products satisfy exacting self-certification standards.

## Let's Get Involved



by Nicholas A. Rossi,  
Procino-Rossi Corporation

**W**HEN I was asked to comment on government regulations my reaction was "I am too busy." I have a lot of problems just running a business.

Then I sat back in my office and began to think of what is happening to me. Frankly, when I look at the list of regulatory agencies that walk in and out of our plant, and then look at the way the unions have taken over the rights of management I said to myself, "Here's a chance for you, Nick, to tell the fellows what you are up against—to tell them how you feel about what can be done."

(Continued on page 22)

# new

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### **NEW TYPE WATER FEED SYSTEM**

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

### **NEW TWIN HEAD DIE**

Solid one piece head with two dies for slow extrusion with high production.

### **NEW CUTTING DEVICE SYSTEM**

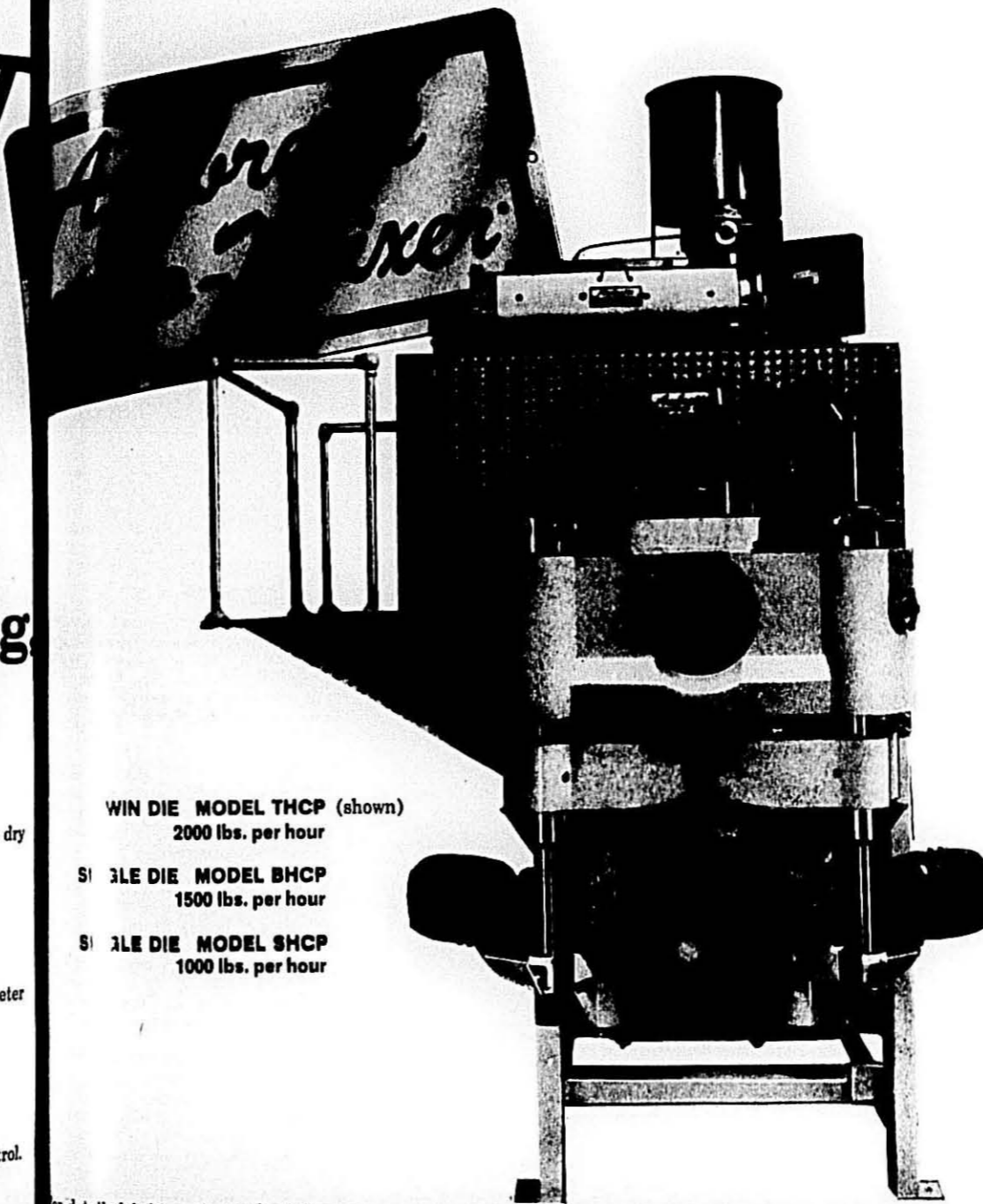
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

### **NEW TYPE SCREW FORCE FEEDER SYSTEM**

Force feeder maintains constant feed of dough to screw under pressure.

### **NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER**

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



**WIN DIE MODEL THCP (shown)**

2000 lbs. per hour

**SI 3LE DIE MODEL BHCP**

1500 lbs. per hour

**SI 3LE DIE MODEL SHCP**

1000 lbs. per hour

For detailed information write to:

**AMBRETTE MACHINERY CORPORATION**

### Let's Get Involved—

(Continued from page 19)

Passiveness is a means that all of us use to avoid problems. Activeness means jumping into the water with both feet and doing something of a positive nature. The present situation calls for activeness.

What have government actions done to my business? They have added taxes upon taxes increasing the amount from some 16% in 1945 to 29% in 1967. And the 10% surtax may be on our backs for quite a while.

They have given the welfare state to our production workers. There is no pride in work today. Promotions cannot be made without first checking the seniority list. This isn't the way our fathers used to run their business. Effort and ability used to be the yardsticks for promotion.

We are currently spending thousands of dollars for art work just to change the "net contents statement" on our packages from the upper left hand corner to the lower 30% of the main panel. Who says this is necessary? Well, the law does—and we are doing it.

An agent of the Internal Revenue Service came into our offices a few years ago, checked our books and decided our earned surplus was too large. This is the back-bone of our business—this is what makes possible new plant, new equipment, new jobs. We had to hire counsel, accountants, and fight the case in court with all of the expense attached, to prove our point that this was essential to our business life. Fortunately, we won our case.

Now comes the I.C.C.—the Interstate Commerce Commission—they want us to have sleeper cabs for our trucks. It costs plenty of money but we buy sleeper cabs.

The Food & Drug Administration has done an excellent job. Now they want to expand their activities and tell us in greater detail how to run our business.

We have had dealings with the Federal Trade Commission. When they were first set up their objective was to break up monopolies; now they are trying to limit growth and telling us how to market our products.

Now, all of these things hurt—but it's only a partial list. We have state regulatory agencies as well. The State Highway Use Tax people come in and require additional book-keeping and reports in the states of New York, New Jersey, Pennsylvania and Ohio.

#### Something Must Be Done

This adds up to quite a list and I say to myself "Something has got to be done about this." But what can be

## Consumeritis: Its Cause and Cure

Comments by William G. Hildebrand, Executive Director,  
New York State Food Merchants Association, Inc.



William G. Hildebrand

THE New York State Food Merchants Association is 68 years young serving 23,000 food stores throughout New York state. Our program of service is based on a three-point platform: Communication, education, legislation. We publish a newspaper, Food Merchants Advocate, and a variety of bulletins. Good communications requires good transmission and intelligent reception. You must be on the same wave length.

(Continued from column one)

done? We have to become active. What can I do as an individual? Well, the first thing I'm going to try to do is to convert some of you fellows that we have to get active.

Recently I was approached to run for supervisor of our town—I said, "I'll let you know"—and after thinking it over I just didn't see where I would find the time. That was the old Nick—the new Nick would find the time. This would be my contribution to seeing that we get the best value for our tax dollar.

I'm going to talk to other businessmen and tell them what we are up against. I will try to encourage them to make a business-like contribution to government.

What can we do as a group? We can have a Public Affairs Program—the U. S. Chamber of Commerce has an outline for such a program and I urge the National Macaroni Manufacturers Association to adopt it.

Politics is the very essence of the society in which we live—we are in it whether we like it or not—men make politics, so let's go out and get involved!

For education we have meetings and conventions, seminars and workshops.

On the legislative side we are concerned with "consumeritis": a contagious inflammation of the consumer interest portion of the brain often resulting from political ambition for the desire to derive favor from groups of consumers through personal publicity. Its symptoms include a strong tendency to invent issues where no real issues exist and if not treated severe cases may lead to demagoguery. When I speak about "consumeritis" I made no reference to, or to take any issue with legislative actions that are honestly directed toward the fulfillment of the public interest, or the actions taken to rectify obvious frauds. There are many of us who believe the competitive market place is the very best protection the consumer ever had.

#### The Start Of It

The food industry has been the natural spawning place for consumeritis. It is the nation's biggest industry. Food and groceries take a large share of every consumer's budget—everybody has to eat. Food affects every voter and every politician knows it.

Bills are being considered today in Congress, in the State legislatures, and in the cities that will over-regulate and over restrict thousands of legitimate businessmen in all industries to no real benefit of the consumer.

The City of New York has outlawed cardboard trays for self-service meat. Trays must now be plastic. We had to work long and hard in Albany to avert similar legislation for the state. This is a matter of public record that the law was passed because an alderman's wife thought it would be a good idea. It is unlikely that the present law will serve its intended purpose.

Elizabeth, New Jersey goes one step further. They require plastic trays for all edible, perishable foods.

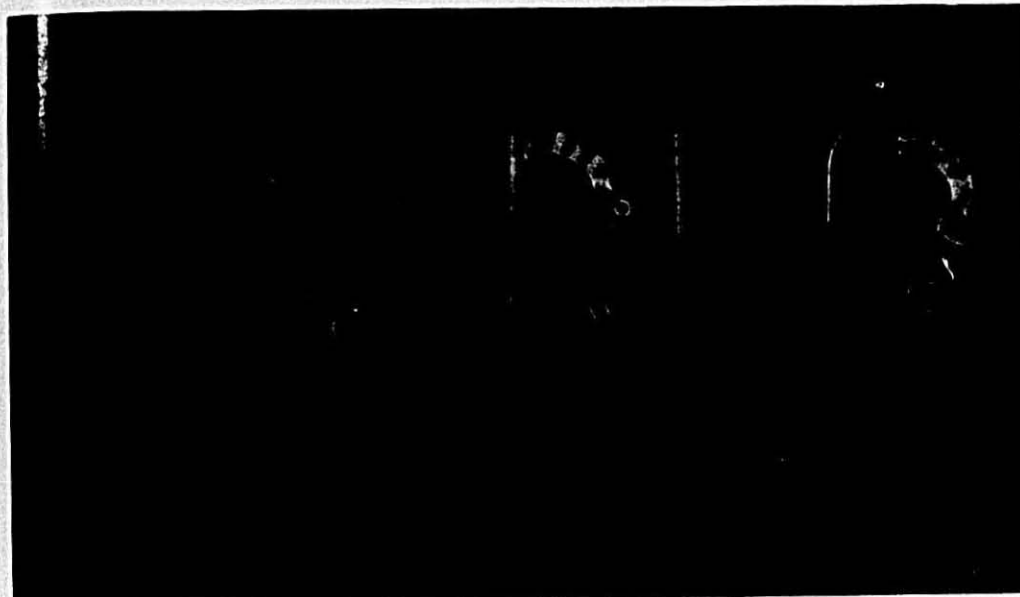
Plastic trays will be put to use in the supermarket industry when they are right, when they truly serve the public interest.

How about the truth-in-packaging bill? It would appear to be our baby in the food industry. But think of the effects it can have on all business if this pendulum continues to swing this way.

The food industry has received 100 years of experience since 1968 when a

(Continued on page 24)

THE MACARONI JOURNAL



## TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and, Imperia Durum Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure—specify AMBER.



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## Consumeritis—

(Continued from page 22)

A couple of Denver housewives got together over a cup of coffee and lamented how little they were getting for their food dollar. Prices of everything was going up. What they were getting and enjoying in their supermarket was a wide range of shopping comforts that cost their grocer money: fancy stores, background music, check cashing, carry-out service, baby-sitting corrals, a wide variety of foods and non-foods, games, stamps, give-aways, not to mention the convenience of modern packaging and preparation techniques. So with time on their hands they formed a protest, demanding immediate price cuts. One retailer panicked and met their demands—then another, and another.

The national press helped spread the word. They reached their top strength just before election day in 1966. The political overtones that went with it became stronger every day.

### Meeting with Housewives

We started meeting with housewives all over New York state. They all cried out about price, but they soon got off that subject when we listened to them. Our problem became our opportunity when we found out what they were really complaining about: personnel, deals they didn't understand, cents-off coupons, and the check-out stand.

In my old home district a candidate running for Congress charged that food retailers were making 22% profit. In a joint appearance on radio I was able to convince him with financial statements from 22 of my members that their net profits amounted to 1%. A recent proposal that will ultimately affect you is that bread cannot be left on the shelves for more than two days. Bakers say this will have no consumer benefit—some bread is better after the second day.

Another proposal—the requirement of retail stores to display the price per ounce on our shelves or on the packages of all soaps and detergents. The idea is to eliminate confusion concerning prices, and I think there is no confusion. After soap, the target will be cookies, then cereals, and it might even get to macaroni. We can't say "it can't happen to us"—because it can, any day.

The New York Marketing Department has adopted a new policy for imposing penalties upon retailers for short weights. They now charge ten to twenty dollars for each package of any given commodity they find short weight. One of our retailers was picked-up for 21 short weight packages of cottage cheese. The fine was ten dollars a package or \$210. They recessed to de-

termine who was at fault, the chain or a private label packer. When the case was reconvened with a new hearing officer he doubled the fine on the packer, \$420—same ten packages.

New York City will have a Consumer Affairs Department just as soon as it finishes the public hearings. The committee drafting the legislation notes the "constant conflict between consumer and business" and provides that no representative of business shall be on that council.

### Political Advertising

In a recent advertisement by Governor Rockefeller, running hard for the nomination, the heading read: "The Shrinking Dollar—It is the crisis of the vegetable-bin; the confrontation at the meat counter." These were the only references to the causes of inflation. He knows as well as you and I do that taxes, transportation, and medical costs to name a few have all gone up more in the inflationary spiral than the price of food.

Consumeritis is a sure vote getter. Protect the consumer for they know not what they do. Too often, the businessman is unorganized, unconcerned, and unresponsive.

### What's Being Done

Our organization is fighting consumeritis with coloring-books, with a series of shopping tips published jointly by the New York City Department of Markets, with another series of ad mats which our members are using to tell people of the bargain they are getting through the great American food marketing system.

We held a press conference last fall to show editors that food costs have gone up only 25% in the past ten years while taxes have increased 108%, transportation 81%, and medical costs 76%.

We have been holding get-togethers of food retailers and legislators in Albany to convince government at the state level that the men in the food business aren't all bad. We know we must build a greater political sophistication among our food retailers, making more of them realize they can no longer remain anti-politically apolitical as businessmen. They are going to have to stand up and be counted when it comes to the election of all public office holders.

### Profit With Honor

As marketing men we must all strive to protect the private enterprise system—the system of profit with honor. Profit with honor is the very foundation of our good life—it could be replaced by consumeritis.

## "A Complete Book of Pasta"— Jack Denton Scott

JACK Denton Scott is a much-traveled writer who became a pasta expert for the pleasure of it. He worked for five years to compile "A Complete Book of Pasta," to be published this October by William Morrow & Co. of Clifton, New Jersey.

Included in the work are over 600 recipes—more than half, typically easy Italian dishes, the rest, more difficult classics; and illustrated glossary of over 100 shapes available in the market; basic sauces; soups, seafood, meats, vegetables with pastas; international recipes; and some 65 photographs by Samuel Chamberlain, well known photographer of New England and Europe. In addition there are line drawings, a gatefold photograph in full color, and an index.

Among the remarks made in Montreal by Mr. Scott were these:

A luncheon companion in Rome one day announced: "We Italians can eat a pasta a day without repeating ourselves"—and there I had my idea and the heading for the first chapter of my book.

I was married to an Italian girl, talked to Italian chefs and learned quite a bit about pasta. It was my belief that pasta had never had the place it deserved in the food hierarchy or the prestige it warranted.

I picked up such facts as you should not put salt in your water for cooking pasta until the water is boiling briskly. Do not drain in a colander because it causes the pasta to clump. Do not serve with a spoon—serve with a fork. Togetherness is not part of pasta cookery—rather it should be "separate but equal."

### Cook to Order

In Italy pasta is cooked to order—the pasta is hot, the plate is hot, and by taking it directly from the pot the moisture separates the strands. Chefs rarely mix sauce with pasta—they may put a dab on top but allow the diner to mix the sauce and pasta together himself. The reason is that pasta is a food in itself with great flavor, not to be drowned in sauce. A slender portion is served first to stir up the appetite—not the main entrée as it so often is in America.

A good Italian chef can cook an excellent sauce in 10 to 15 minutes. It doesn't take all day by any means.

Almost without exception, Americans overcook pasta—and this is the greatest enemy of pasta. Education of proper cookery for Americans is long over due.

You need demonstrators to teach the proper cookery of macaroni products. Depending on cooking instructions on the package is not enough—Americans don't read—they watch television.

The durum wheat we use in America is superior to what they use in Italy—you cannot buy a poor pasta in America but it can be ruined with improper cookery.

My wife is a living example that pasta is a health food and does not put on weight. If it is served properly it is highly nutritious. But if you overwhelm pasta, pasta will overwhelm you.

Cooking to me is relaxing—it is a creative pastime as well as a profession.

### Travelers

Lea and Alex Frank of McCarthy & Associates, New York City, sent a card from Venice expressing regrets at missing the Convention.

## Pasta in the Restaurants of Montreal

A PANEL of outstanding restaurateurs from Canada were invited by Beverly Anderson, head of the Hotel-Restaurants-Institutions Program, Durum Wheat Institute, and introduced by Kenneth J. Forbes of Catelli-Habitant, Ltd. of Montreal. The panelists included Robert E. Phelan, vice-president Cara Operations, Ltd., Aero Caterers Division; John Schmied, Restaurant & Bakery Manager, T. Eaton Company; and Eddy Prevost, Executive Secretary, Quebec Provincial Restaurant Association.

### Robert E. Phelan

Mr. Phelan told about their operations, ranging from flight kitchens to a variety of restaurants and snack bars, news stands and drug stores from coast to coast. They are actively involved with the Canadian National Railroad in a new concept of meal service on trains.



Robert E. Phelan

He stated: "Our flight kitchen menus are set in conjunction with the airlines and do not feature pasta products generally with the exception of Alitalia. However, our restaurant operations do, to the most extent, use pasta in most locations.

I do feel that eating patterns are not being changed very rapidly these days. People are eating out more than ever but they are more demanding than ever before. This keeps the operator on his toes constantly—he has to please his clientele to be successful. Unless you are running an Italian specialty restaurant, your demand for pasta is limited. People will enjoy pasta products at home but do not go for them in the average restaurant, although they are carried in a limited way.

### Items Must Sell

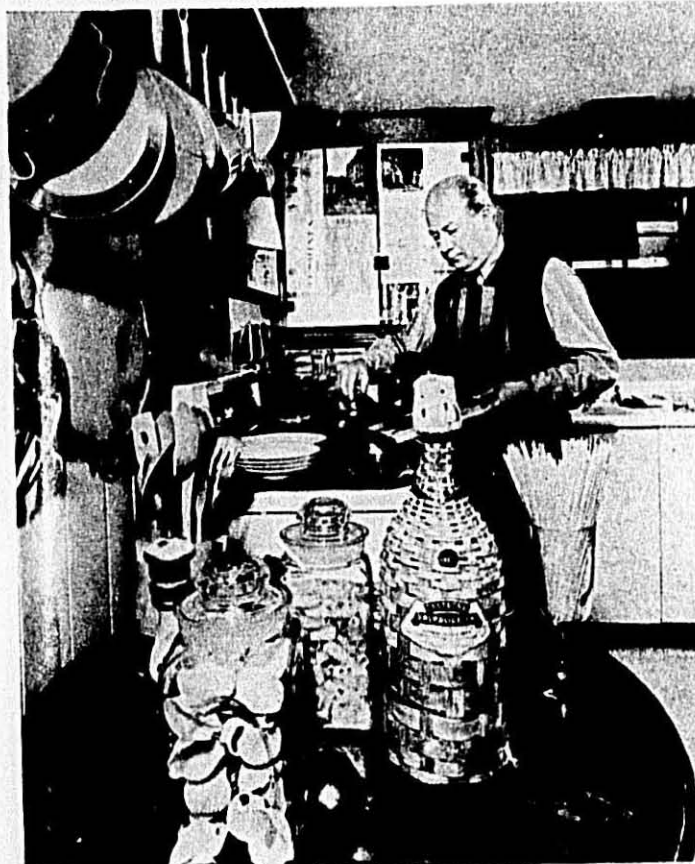
In planning our menus, the type of restaurant and the habits of our customers are two important factors. We put on items that we feel will sell.

A couple of years ago every restaurant in Canada used pasta products for meatless menus on Fridays. But when the dietary laws of the Catholic Church were changed and meat was allowed on Fridays, out went the baked macaroni and cheese.

The managers liked macaroni and cheese because it was a low-cost item, and we have a profit-sharing system based to some extent on food costs. They still would push these products if the customers would accept, but we find that this is not the case.

The big trend today is toward convenience foods. Pasta is definitely a convenience food. Put the pasta into

(Continued on page 28)



Jack Denton Scott, world traveler, author, gourmet, has just completed "The Complete Book of Pasta."

★  
**FILM STAR  
ITALIAN STYLE**

**Buitoni  
has the lead with  
Hercules Film  
for overwraps**

Buitoni Foods Corporation has given "hygienic" packaging a stellar role in an ambitious marketing plan. Outstanding in new design and color in every facing on retail shelves, the sales appeal of the new Buitoni packages is enhanced by a bright, sparkling, protective overwrap of Hercules® BX300 film.

BX300 film is a tough, durable, balanced polypropylene overwrap that makes a neat, tight package. No crushed cartons. No broken film, regardless of climatic conditions. Packages always look great on display. And the excellent moisture-barrier properties in BX300 film keep food products fresh from factory to family.

Candy, tea, tobacco, bakery products, frozen foods, cheese—you name the goods, hard or soft—there's a Hercules film that can make the package do a better job in your marketing plan. More economical, too. Hercules film wraps more products per pound of film for the money, handles well on automatic packaging equipment. For more information about the Hercules family of flexible films, call or write: Film Division, Hercules Incorporated, Wilmington, Delaware 19899.

FF68-6



### Pasta in Restaurants—

(Continued from page 25)

boiling water, cook for seven to ten minutes, add a little cheese, and presto—you have dinner. However, the convenience food aspect is not widely used in restaurants. Maybe we are wrong. But if you educate the public on the variety of ways to serve macaroni foods we can make more profit. We cannot afford to educate the public—perhaps you can as an industry, and I know you are trying to do this.

On the surface it would appear not to be an insurmountable problem as the advantages seem to outweigh the disadvantages: low cost, easy to store, easy to prepare, good to taste, nutritious, low in fat, and easy to digest. The main disadvantage is that the public considers macaroni products fattening. When they go out to eat they want meat and potatoes.

Other than their general advertising programs, we receive no help from competitive products such as rice and potatoes.

#### Convenience Trend

Our company has been an innovator of convenience foods. The trend will continue as wages and other costs increase. The only way we can survive in the battle for profits is to swing to convenience foods. Where there is better portion control, better quality control, and the ability to have a restaurant with a high priced meal without necessarily having the benefit of a high-priced chef. Somewhere in this convenience food program there is room for your products. It is your problem to convince the dining public to eat pasta products outside of the home.

How do you start this kind of approach? How did Kraft Foods put across their ideas? They put recipes out in an appetizing manner and pushed the idea



John Schmied

of eating out. Again, by organizing demonstrations and restaurant meetings; possibly by a sampling program. There are many ways to encourage customer acceptance.

#### John Schmied

John Schmied, Swiss born and trained, came to Canada in 1953 as head chef of Ruby Foo's. In 1960 he joined Eaton's and just this year has been named "Mr. Food Executive of 1968" by the Food Service Executives Association. Highlights of his comments follow:

Chefs feel that training is the answer to many problems in up-grading the trade and attracting young people to become chefs and cooks. In Quebec, the Department of Education operates five training schools.

I have reviewed many recipe books but find few mentions for macaroni products and very little information. Chefs learn from chefs, but there is very little reference material available. In the book by Escoffier, the Bible for chefs, with over 6,000 recipes there are only 21 for pasta. We do have excellent trade magazines—why don't we see more material on pasta in them? We must get busy and publish pasta recipes.

We are delighted to hear from Mrs. Anderson of the training film and film-strip that you have available. Cooking pasta is a simple process. The convenience aspect should come in the use of the sauces and other ingredients that go into making up a combination dish.

#### Cooking Schools

If you want to spread the use of macaroni products, start with the cooking schools. This is a good place to do sampling. A ring book for carrying basic pasta recipes would be helpful—then add to it with regional favorites. Contributions from chefs would win their endorsement.

#### Eddy Prevost

Eddy Prevost, Executive Secretary of the Quebec Provincial Restaurant Association, made some observations. Here is a digest of what he said:

The foremost service of the Association is the grouping of restaurateurs into a useful, vigilant and influential trade association. There is profitable co-operation between the restaurateurs themselves, with their suppliers, with public powers and services and with allied trade groups. They give practical culinary demonstrations and train personnel through publications, posters, manuals, films, and courses on the proper training of personnel. Meetings and demonstrations are held throughout the Province and groups visit allied trade industries.



Eddy Prevost

Less than five per cent of cooks learn their trade from books. Our answer to the problem is to offer demonstrations in our Restaurant Center. We ask students to attend for three hours a week, and presently have some 700 enrolled.

Simple foods such as soups and potatoes must be glamorized—so must pasta. A chart of sizes and shapes would be interesting in the presentation of pasta for demonstration. A loose-leaf binder for recipes would be an excellent idea.

Dieticians are fine to demonstrate products to consumers and institutions but it takes a chef to demonstrate to chefs. My recommendation to you is to prepare a series of demonstrations of the finished dishes you want to promote and they will increase acceptance of macaroni products.

#### Materials Available

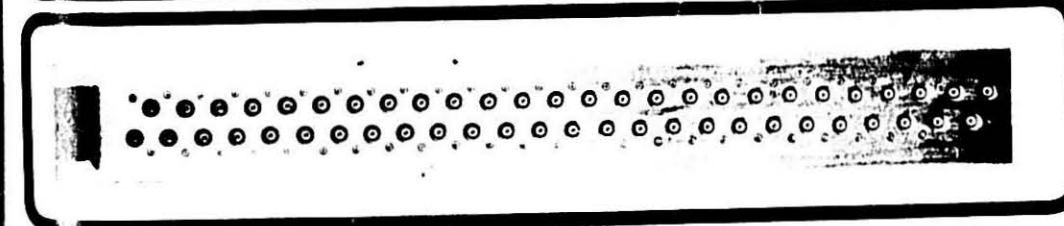
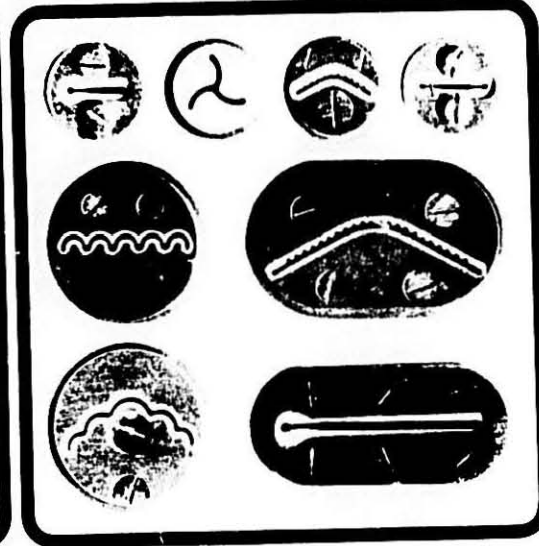
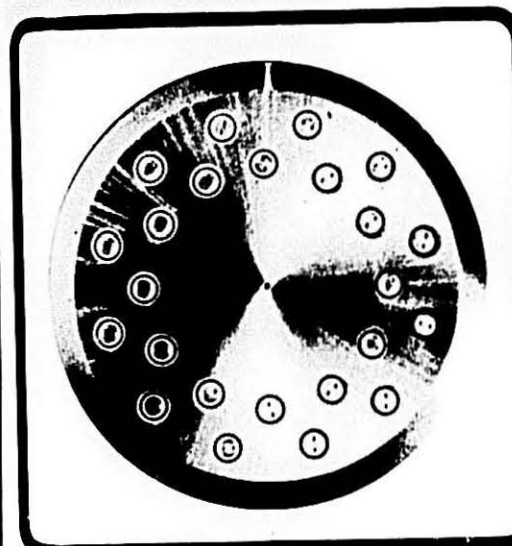
Mrs. Anderson distributed a quantity of recipe cards 6 x 9 illustrated in full color to serve 6 or 50. The recipes include the following:

- Baked Eggs in Macaroni Nest
- Cheesy Tuna Loaf with Macaroni
- Chuck Wagon Chili with Macaroni
- Wagon Wheels
- Lasagna
- White Wine & Oysters Linguine
- Ham Asparagus Roll-Ups with Macaroni
- Easy Macaroni & Cheese
- Sausage Mac in Baked Squash
- Savory Crab Meat Salad with Macaroni
- Hot German Macaroni Salad
- Macaroni Stuffed Tomato
- Low-Cal Stuffed Manicotti
- Noodle Cheese Cake
- Beef Stroganoff with Noodles
- Lobster & Asparagus En Casserole with Macaroni
- Macaroni Rings
- Cherry Crowned Pastina
- Chicken Cacciatore with Noodles
- Hawaiian Pork Chops with Noodles
- Sauerbraten with Noodles

(Continued on page 30)

FIGM M

MONTONI



**TEFLON DIES**  
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DIES IN TEFLON WITH INTERCHANGEABLE ROUND AND AT OVAL SECTION ELEMENTS

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P.O. Box 159, Pistoia (Italia)

Tel. 24207-26712



### Pasta in Restaurants—

(Continued from page 28)

Shrimp Kabobs with Noodles Marinade  
Veal Scallopine with Noodles  
Trout with Green Noodles  
Scandinavian Soup with Sea Shells  
Flavorsome Fusilli or Spaghetti  
Gourmet Spaghetti with Broiled Lobster  
Greek Meat Balls and Spaghetti  
Italian Meat Balls and Spaghetti  
Hungarian Meat Balls and Spaghetti  
Shrimp Curry with Spaghetti  
Barbecued Spareribs with Spaghetti  
Chicken Livers in Wine Sauce with Spaghetti

Veal Birds Parmigiano

Sets sell for 60¢ and can be ordered from the Durum Wheat Institute, 14 E. Jackson Blvd., Chicago, Illinois 60604.

Mrs. Anderson also announced the development of a "Pasta Flyer," a quarterly self-mailer, with quantity recipes, regional variations, comments by chefs, and the like. These will be available at five apiece in quantities of 5,000, and can be reduced to half a cent each if 50,000 are run.

### Heinz Restaurant Pack

After successful testing in key market areas, a new line of seventeen Restaurant Pack Entrees for the institutional

foodservice industry appears nationally. Ten of the items include macaroni products. They are: Spaghetti with tomato sauce, Chili and Macaroni, Macaroni and Beef, Macaroni and Cheese, Macaroni Creole, Noodles and Beef, Noodles and Tuna, Noodles and Chicken, Noodles and Turkey.

Three new Restaurant Pack Soups have been introduced. They are: New England Clam Chowder, French Onion and Cream of Potato.

### Japan Shows National Delicacies

Japan will display a taste-tempting assortment of its most prized delicacies at the National Fancy Food & Confection Show at New York's Coliseum.

Japanese noodle dishes, a favorite of the Japanese themselves, are now available in an "instant" form, ready to be mixed with hot water and served without losing any of their fresh-cooked flavor. Among the "instant" noodle dishes shown by the Matsubara Food Co. Ltd. are Wafu Yonaki Ramen, the traditional Japanese style soft noodles in broth; Hiyashi Chuka Ramen, Chinese style noodles often served on ice during the summer; Namazaru, a buckwheat noodle dish; and Nagasaki Sara



Learning the fine art of chopstick manipulation are account executive Charles Fall of McCann-Erickson (left) and client Paul DeDomenico, Golden Grain Macaroni Company. Exotic teacher is popular Chinese actress, Mai Tai Sing. Golden Grain's Fried Rice-a-Roni is the main ingredient in the Chinese dish, "Chinatown Chops," which is featured as an initial insertion in a new series of full page color ads promoting Golden Grain's Rice-a-Roni products. A different ad appears each month in eight national consumer magazines: McCall's, Chatelaine, Ebony, Ladies Home Journal, Better Homes, Woman's Day, Family Circle and True Story.

Udon, Nagasaki-style noodles in soup.

Among other delicacies shown were sukiyaki, sea urchin eggs, chocolate-covered rice crackers.

### Delmonico Dinners

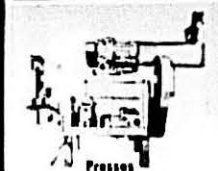
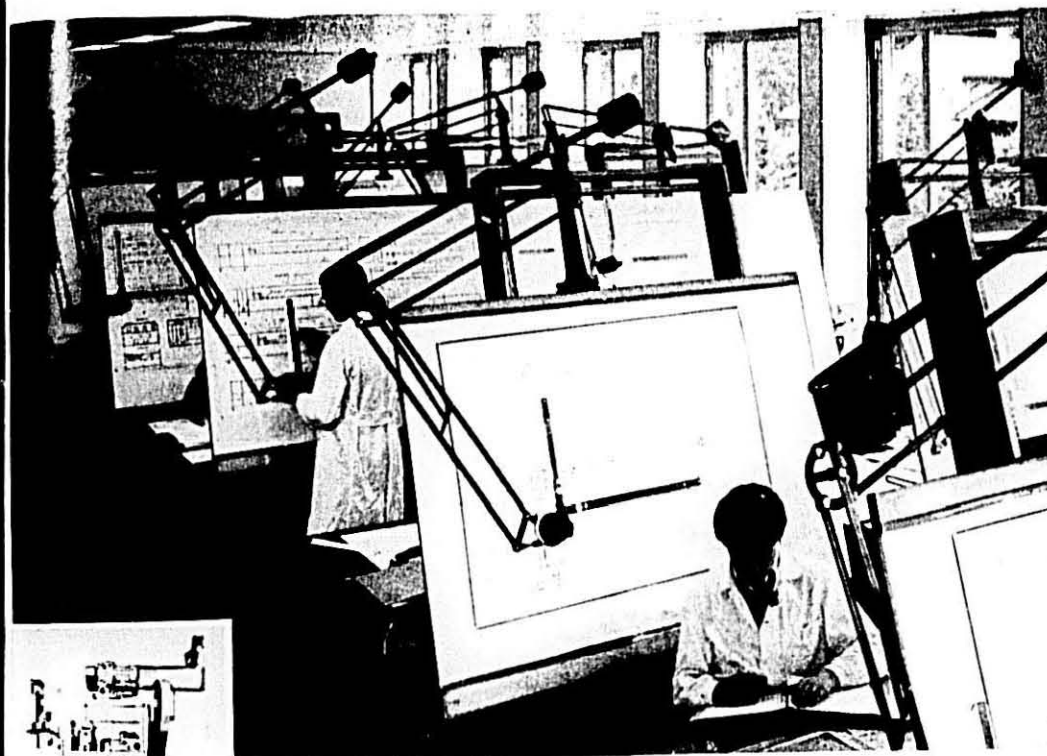
Distribution of three concepts in macaroni products has been expanded by Delmonico Foods. The convenience foods are: Four Seasons Dumpling Dinner, containing whole egg dumplings, chicken gravy flavoring and freeze-dried vegetables; Iron-Skillet Supper with macaroni curls, roast beef gravy flavoring, seasonings, sliced almonds and freeze-dried vegetables; and Spring & Summer Salad with macaroni curls, dehydrated vegetables and seasonings. Spot TV, newspapers and radio plus point-of-purchase material promote the products.

### Kraft Promotion

"The Grand Italian Feast" campaign in September by Kraft Foods is designed to sell Italian dressing, grated Parmesan cheese, spaghetti sauce mix and Parkay margarine, as well as pasta, tomato paste, and Italian bread.

The items will be used in advertisements featuring Kraft products. Point-of-purchase material includes a large display banner with menu tear-off cards and shelf talkers.

Advertising includes page color ads in September issues of Family Circle, Better Homes & Gardens and Ladies Home Journal. Radio spot commercials on 240 CBS outlets are slated for the first three weeks of September.



## Why Buhler-Designed Macaroni Plants are the World's Most Efficient

Whether you wish to build a new plant or modernize your present one, BUHLER offers the services of a large and experienced team of macaroni manufacturing engineers.

The Sales Engineer who visits you to survey your needs . . . the Project Engineer who analyzes your operation and develops the best drying diagram for your requirement . . . the Draftsman who draws up the detailed plans . . . and the Head Erector who supervises the installation: all these are factory-trained and qualified specialists in the macaroni field.

They are also skilled at finding ways in which you can save money through good plant design and efficient operation.

Behind these engineers is the experience gained from designing and operation of hundreds of modern macaroni plants located in practically every country of the world where macaroni is made.

If you are interested in learning how you can improve the quality of your product at the same time you are increasing the output and efficiency of your plant, write or call BUHLER today!

### Complete Macaroni Plants by



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Sales Office: NEW YORK CITY, New York 10017 - 230 Park Avenue, Phone 212-689-5446

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Lloyd E. Skinner (center), president of Skinner Macaroni Co., Omaha, receives an engraved silver tray honoring him on his retirement as Chairman of the Board of the National Small Business Association. Flanking Mr. Skinner are Rufus W. Gosnell (left), new president of NSBA, and Carl A. Beck, who moved up from president to Chairman of the Board. The NSBA, a non-partisan, non-profit organization founded in 1937, maintains a constant watch over the rights and interests of small business.

Mr. Skinner, who previously had served as vice president and trustee, was elected President of NSBA in 1962 and Chairman of the Board in 1966. A number of important milestones were reached during Mr. Skinner's tenure in the two top offices. They include the development of new low cost insurance programs for owners and key employees of member firms, co-sponsorship of the Hall of Free Enterprise Exhibit at the 1964 New York World's Fair, and a move into new NSBA headquarters in Washington, D.C. During the 1964 presidential election campaign, Mr. Skinner presented the NSBA recommendations to the platform committees of the Republican and Democratic Parties.

## Food and Hunger in the U.S.A.

From the Department of Agriculture, Office of the Secretary, Orville L. Freeman



Orville L. Freeman

THE years of the 60's are a decade of revolutionary change. Every area of public policy demonstrates this characteristic. The unchanging element is that change has not come fast enough. No better illustration of this explosive condition can be found than in the programs to insure better diets for low income families and for their children when they are away from home.

The vigorous effort to improve the techniques of distributing the nation's food abundance has been exceeded only by the insistence from many groups and individuals that even more needs to be done.

In the span of this decade:

- The concept of family food assistance programs has shifted from distributing a few surplus food items to increasing food purchasing power through the use of food stamps; and from supplementing the families food supply to providing a more nearly adequate diet.
- The administration of these food assistance efforts has changed from a passive offering to State and local government—"food is available if you are willing to distribute it"—to active encouragement, and the promise that Federal authority will intervene if necessary to make food available to families.
- Yet, only as recently as 1964, when it was necessary to gain support in the Congress for passage of the Food Stamp Act, the House of Representatives was told by the Agriculture Committee that the program is voluntary and "is insti-

tuted only where the Governor, based on recommendations of the appropriate State agency, has requested the program."

- The concept of child feeding programs has been enlarged from the narrow view of providing school lunches, to include school breakfasts and feeding programs for child care activities outside the school system.

These advances can be charted in legislative action. But they also must be measured in the context of victories—and battles yet to be won—to overcome the indifference, active opposition and lack of public confidence in programs; all of which affect the level of funds and the degree of State and local support necessary to transform legal authority into calories and protein.

### Family Food Assistance

In 1960, the USDA offered five food items worth at retail about \$2.20 per month per person for distribution to families—lard, rice, flour, dry milk, and cornmeal. About 1,200 counties and areas distributed these foods, and participation was about 3.5 million persons in December of 1960.

The first executive order issued by President Kennedy, in January 1961, doubled the number of commodities as well as the amount of food available under the program. Unemployment in 1962 rose to nearly 7 per cent. The improved food program reached into a peak 1,800 counties that year, and during one peak month over 7.5 million were served. Average participation in 1962 was 6.5 million people.

At the same time the commodity program was expanded, the Administration also began a pilot food stamp program in eight areas. This pilot effort had grown to cover 43 areas by 1964 when President Johnson requested the Congress to pass the Food Stamp Act as a permanent program to combat hunger.

In the next four years, the Food Stamp program increased more than 20-fold in the number of areas covered, and participation increased seven times over.

Currently, one or the other family food assistance programs is now available—or shortly will be—in 2,400 counties and will serve about 6.1 million persons by the close of fiscal year 1968. For comparison purposes, this table will show the progress since 1961:

### Areas

Fiscal Year	Direct Distrib.	Food Stamps	Total
1960	1342	0	1,342
1968	1384	1,027	2,411

### Participation in millions

Direct Distrib.	Food Stamps	Total
4.3	0	4.3
3.6	2.5	6.1

Both programs operate on the basic premise that their administration and the distribution of food and food stamps rests on a cooperative Federal-State-local structure. State and local governments are responsible for the distribution of food and food stamps, and for determining who is eligible. In the case of the Commodity Distribution program, no specific Congressional mandate exists for this procedure; it developed this way over the past three decades. However, the Food Stamp Act spells out in detail the responsibility of State and local governments, and thus limits the power of the Federal government to operate the Food Stamp program directly.

A second basic premise is that the Food Stamp program will replace the Commodity Distribution program. Stamps help the low income family get a wider and more varied selection of diet, and they utilize a single food distribution system—in this case, replacing a Governmental system for commodities with the highly efficient commercial system.

These two premises have meant that the problems of providing those who are eligible with the opportunity for food assistance are basically different for each program.

### Food Stamps

One critical problem with Food Stamps has been to overcome a general public attitude which prevailed in 1960 that a stamp program was unworkable. This view developed from the experiences with the depression-born food stamp activity which started in 1939. It was quietly shelved in 1943 when World War II halted unemployment and appeared to have eliminated the need for food assistance. The program was administratively cumbersome. A family had to buy stamps of one color, which could be used to buy non-surplus food, and they received bonus stamps of an-

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other color, which could be used to buy foods which were in surplus supply. The program came under severe attack because it was ponderous, and because adequate safeguards had not been developed to prevent large scale conversion of stamps to cash. Even with all of its problems, the program helped some 4 million persons in 1941.

When the need for the program appeared to vanish, all that remained were the memories of the operating difficulties. In 1960, these memories were very strong, and the fears which prompt them are still present today. The House Appropriations Subcommittee on Agriculture this year has directed that part of the increase in Food Stamp program funds should be withheld until a number of deficiencies in the program operation are corrected — deficiencies which the USDA uncovered itself and which are being corrected.

The program since 1961 has been uniquely successful; no major scandal has developed in its operation. Strong supervisory, audit and investigatory procedures are constantly underway. It is the most popular, and more sought after food assistance program; more counties always have requested the program than available funds will cover.

#### Extended Coverage

With the success of the Food Stamp program reflecting strong administrative control, a number of steps were taken in 1967 to improve the program and extend its coverage. The purchase requirement for the poorest of the poor was reduced from \$2 a month per person to 50 cents, with a maximum of \$3 per family regardless of size; the purchase requirement for new participants in their first month was cut in half, recognizing the difficulty of putting enough cash together in the same month that past grocery bills had to be paid; and, persons from low income neighborhoods were hired as program aides to work with low income families to explain the program and to create a communication link between these families and local welfare workers.

As a result of these efforts, and an intensified outreach effort conducted through community action agencies, local technical action panels and other public and private groups, participation in the Food Stamp program has increased sharply. In the current fiscal year, the budget for financing the bonus—an average \$6 in additional stamps for every \$10 spent by participants—was based on an expected increase of 15 per cent in areas operating prior to July 1, 1967. However, by February 1968, participation in the "old" areas

had increased 22 per cent, and participation in newly opened areas has been greater than past experience would indicate. The result was a budget squeeze which could have amounted to a \$10 to \$12 million deficit in the program. Prompt action to delay the start of a number of programs by two months, cutting administrative costs to the bone and delaying some payments into the next fiscal year, using emergency authority available under other legislation and seeking standby authority to cover additional deficits, will enable the program to continue. The other option would be to reduce the level of bonus payments, as the Food Stamp Act provides.

The suspicions about the program have not altogether been overcome, however. In 1964, when the first Food Stamp Act was passed, a three year authorization cleared the House of Representatives by a 229 to 189 margin. In 1967, when the legislation was renewed for another two years, a crippling amendment to require States to pay 20 per cent of the cost—causing those States to drop out where the program is needed the most—was defeated by an 18 vote margin.

#### Commodity Distribution

The Commodity Distribution program is to be replaced by Food Stamps, if and when the funds are provided. Until then, it can be used to fill the gap in food assistance. Currently, 16 commodities are being made available. They are:

Dried Beans  
Bulgur  
Butter/margarine  
Cheese  
Corn grits  
Instant potatoes  
Cornmeal  
Flour  
Chopped meat  
Nonfat dry milk  
Peanut butter  
Dried split peas  
Raisins  
Shortening/lard  
Rolled wheat/oats  
Rice

The major problem with the Commodity Distribution program is to obtain wider use among those counties and areas which do not now provide a food assistance program.

In order to encourage local governments to use the program—there is no authority to force them to participate—the USDA in July 1967 offered a target group of 330 counties the funds necessary to pay local administrative costs. These counties are among the 1,000 with the lowest per capita income, and

did not have a food assistance program at the start of fiscal 1968. Since that time, over 230 of these counties operate or will start a food assistance program—either commodity distribution or food stamps.

In addition, the USDA has indicated that, if after repeated efforts by Federal and State officials to get a county to start a program, local officials refuse to do so, then the USDA will operate a commodity distribution program independently of the local government until it is willing to assume this responsibility.

In this regard, the Congress has not prohibited direct Federal action—but neither has it authorized it.

Commodities used in this program are acquired by the USDA through price support activities of the Commodity Credit Corporation or the purchase of surplus farm commodities authorized under Section 32 of the Agricultural Adjustment Act of 1935.

#### Child Feeding Programs

The dramatic changes in the family food assistance programs have been accompanied by as dramatic, and substantial, change in the programs which provide food service to children when they are away from home. These include authority for:

- Special financial assistance to provide free or reduced price lunches to children in schools in low income areas;
- School Breakfast programs, available to all children, but giving Federal support to schools in low income areas or those attended by children traveling long distances;
- Financial assistance to schools in low income areas to acquire facilities and equipment needed to operate a lunch program;
- Financial assistance to States to pay the additional administrative costs of new Child Nutrition programs; and
- Financial support for meals in child care activities operating outside the school system.

#### School Lunch

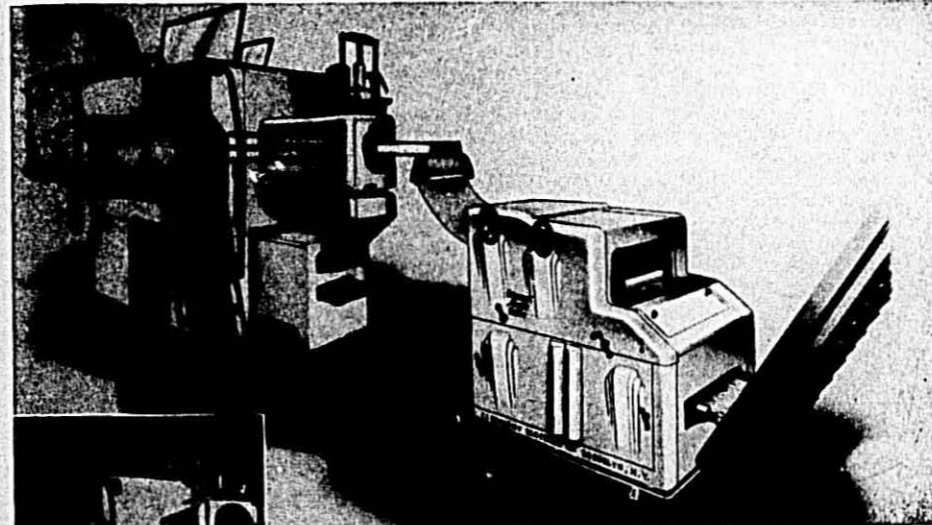
The only child feeding program available in 1960 was the National School Lunch program. Enacted in 1947, after a number of years as a special program conducted under general authority of Section 32 to dispose of surplus food, the Act provides:

- Cash assistance to States on the basis of the previous year's participation in the School Lunch program;

(Continued on page 38)

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## Food and Hunger—

(Continued from page 34)

- Additional support in the form of food commodities acquired by the USDA.

The Act directs that meals will be served "without cost or at reduced price to children who are determined by local school authorities to be unable to pay the full cost."

This program, as with the family food assistance programs, operates through a Federal-State-local system. The physical operation is the immediate responsibility of the State education agency, which provides assistance to local school districts to establish school lunch programs based on need and attendance. Need, in this case, has been interpreted in the broad sense . . . that is, taking into account all students.

In addition, the Act requires that States match the Federal cash contribution—currently about 4.5 cents per meal—on a 3 to 1 basis. In addition, the USDA contributes 8 cents worth per meal in commodities. However, the law has been interpreted, based on legislative history, that the child's payment for the lunch will be considered as the State's matching contribution. Only 10 States now appropriate funds for program operations.

At present, the School Lunch program is available in schools attended by 36 million children, of whom about 20 million are estimated to participate daily. The program is not available in schools attended by about 9 million children.

The cost of a lunch today averages between 50 and 55 cents, and the average charge per child is about 28 cents. The difference is made up from the Federal contribution and local funds—except where State funds are made available.

In 1962, a determined effort was made to get the States to do more to bring school lunches to children whose parents cannot afford the cost of a lunch. It met with little success. The Administration changed tactics and requested the Congress to authorize additional funds for this purpose. The Congress amended the School Lunch Act, adding Section 11, to give this authority. The Congress also spelled out specific criteria for the Department to follow in apportioning Section 11 funds among the States.

During the next three years the Department's requests for funds to operate Section 11 were rejected by the Congress. It was only in 1966, after the appropriation bill was amended successfully on the Senate floor, that funds became available.

## Child Nutrition Act

The major expansion of the programs for child feeding came in 1966 when President Johnson proposed legislation which became the Child Nutrition Act of 1966. The proposal included a School Breakfast program, authority to assist hard pressed schools to acquire lunch facilities, a program to provide lunches for children in programs outside the school and authority to help pay State administrative costs of these programs.

The need for these programs had become increasingly apparent. The files are stuffed with reports from schools telling of the children who come each day with empty stomachs to be taught, and cannot learn because they are aware only of their hunger. Studies of the lunch program made it clear that a large portion of children of the ghetto, particularly in elementary schools, were denied lunch because the schools could not afford the facilities. Further, the number of requests each year was growing from non-profit agencies for assistance in providing lunch programs in day care centers and other child activity programs outside the school.

The Congress enacted President Johnson's proposal, all except the program to assist children to obtain lunches in activities outside the school. This provision was not enacted until the current session of the Congress, and then only when the Senate adopted a House bill over the objection of the Senate Agriculture committee.

In the Congress, obtaining the authority for a program is only half the battle. The other half is getting the money appropriated. The Child Nutrition program is a classic case.

The situation for fiscal 1969 appears to be no different. In the appropriations approved by the House, the funds provided are the same as in fiscal 1968, although the requests by the Administration were twice as large.

## Section 32

In 1935, the Congress placed 30 percent of the annual customs receipts in a fund to be available to the Secretary of Agriculture to encourage greater use of agriculture's abundance than the commercial market could sustain. Since that time forward, this amendment to the Agriculture Adjustment Act of

1935—Section 32—has been the target of controversy. But the controversy usually arose when the means of carrying out the legislation became confused with the purpose.

Section 32 is price support legislation, with particular emphasis on perishable commodities. Neither the law nor the legislative history then or subsequently has viewed the use of these funds in any other way.

Section 32 funds have always received close and continuing scrutiny by the Congress. The purpose is to insure that sufficient funds are available to meet emergencies caused by surpluses and low prices for commodities other than those with price supports.

Over the years, and particularly in this decade, use of these funds to feed the poor has taken on a collateral and supplemental role. For example, Section 32 is the birthplace of all the major food assistance programs. The School Lunch Program began here, as did the prototype and the current Food Stamp Program. Both programs are now funded as regular appropriation items, although the Congress does occasionally transfer Section 32 funds to the School Lunch Program. The Special Milk Program also started under Section 32.

The only "permanent" Section 32 activity is the Commodity Distribution Program; and this is a program which Congress has never specifically authorized. Commodity Distribution is a creature of the Executive Branch which has grown on the brief directive that the Secretary may encourage use of surplus products by giving them to needy persons.

Congress in enacting, and the Administration in requesting the Food Stamp Program clearly developed a policy that Section 32 has a limited role in feeding hungry people. The basic program for this purpose is Food Stamps.

There is practical substance to these policy concepts. Perishables, needed for any well-balanced diet cannot be handled in a system that makes deliveries once or twice a month—or even weekly. Families must pick up packages weighing well over a hundred pounds and some weighing several hundred. Getting these bundles home is a constant problem. The variety, even at 16 commodities, is sharply limited, compared

(Continued on page 38)

	1968 Funds Requested	Millions Appro- priated	1967 Funds Requested	Millions Appro- priated
Child Nutrition				
Breakfast Program	\$ 6.5	\$3.5	\$ 3.0	\$2.0
Nonfood Assistance	6.0	.75	1.0	.75
State Admin. Expense	2.3	0	1.0	0
Spec. Assistance	10.0	5.0	10.5	2.0

THE MACARONI JOURNAL

# ADM Flour Mills

## Food and Hunger—

(Continued from page 38)

to the range of products available in grocery stores. The USDA-State-local system duplicates the commercial system, and this is needless and wasteful.

Another point which escapes public attention is that Section 32 funds, regardless of the process by which the USDA acquires them, are subject to the same budget considerations as other expenditures and that is to balance all public needs against available resources.

### Child Nutrition Program

A brief description of each child nutrition program follows.

### Special Assistance to Needy School Children—

Section 11 of the National School Lunch Act is designed to help needy children get free or reduced price lunches. In this fiscal year a peak of 400,000 children in 1,750 schools will be so assisted. In FY 69 we expect to reach twice this number of children in over 2,200 schools.

The number of free or reduced price lunches served has increased steadily; e.g.,

1965	286 million
1966	336 million
1967	385 million
Est. 1968	405 million

About 13 per cent of the total lunches served in the National School Lunch Program are made available to children free or at reduced prices.

### School Breakfasts

During fiscal year 1967, breakfasts were served to children in 752 schools in 47 States, the District of Columbia, Guam, Puerto Rico, and American Samoa. More than 75 per cent of the breakfasts were served free or at token prices to children who had no breakfast at home or who left their homes hours before the school day began.

The program began in FY 1967, is very popular with school children and school officials. Its scope is shown below:

Schools participating	752
Children participating	80,000
Breakfasts served (millions)	4.1

### Assistance for Equipment

Many schools—and most of them in low-income areas—are unable to provide lunches for school children because they lack the facilities and equipment for food storage, preparation and service.

In FY 1967 about 500 schools in all States, District of Columbia, Guam, and

American Samoa received equipment assistance. These schools, serving some 200,000 children, received assistance valued at \$711,000.

No food service had been available in 71 of these schools prior to their receiving assistance.

### Operation Metropolitan

In the current school year the USDA launched a special project to improve school lunch programs in urban schools. Many of these schools are in impacted areas in large cities, in buildings so old they go back to the time when every child carried his lunch to school. Most have either no lunch facilities or what little they have is grossly inadequate.

No special funds are available for these purposes (except for equipment assistance—and this is meager). The help to schools is being carried out by giving guidance and counsel to school officials, making them aware of the need for adequate school lunches and the possibilities for improvement of the conditions existing.

Fifteen target cities were selected for this special effort, ranging from Boston to Los Angeles and from Cleveland to El Paso.

By the end of February, 184 schools having average daily attendance of about 85,000 children, were cooperating in Operation Metropolitan. More than half of the children were getting either a lunch or breakfast.

In the 15 cities selected for this initial effort, there are over 1,000 schools that have no food service of any kind.

### Recent Proposals

In recent weeks, a number of proposals have been made by groups seeking to change various aspects of the food assistance programs. The specific proposals, and the prospects for actions, are:

1. Use Section 32 funds to institute food programs in the 256 counties without food programs which the

	1967 Preliminary	1968 Estimated	1969 Planned
Schools participating	752	1,000	2,000
Children participating	80,000	155,000	290,000
Breakfasts served (millions)	4.1	28.0	52.0

Citizens Board of Inquiry states are "areas so distressed as to warrant a presidential declaration naming them as hunger areas."

Of the 256 counties, all but 31 now have a food assistance program, or have indicated they are about to initiate one. Of the 31, all but eight are counties which the Department has already des-

ignated as eligible for special financial assistance to pay the cost of a program.

### Food Stamps

2. Provide free food stamps for persons who cannot afford to purchase them. Or, provide food commodities with Section 32 funds to those who cannot afford stamps.

The Department last year reduced the minimum price of stamps for the poorest of the poor to 50 cents a month per person, with a maximum per family of \$3.00 regardless of size.

The Act requires that persons pay what they normally spend for food. In order to speed certification, this amount is determined on the basis of family income studies which show the amount spent for food at given income levels.

### Commodities Distribution

3. Provide more and better commodities in counties operating under Commodity Distribution programs, and institute a stepped-up program of consumer education and employ a larger number of community aides from the poor community.

We are presently expanding the commodities provided through this program, particularly to enrich the diets available to pregnant women and preschool age children. We are raising the iron level of several commodities, and are adding an instant hot cereal, an enriched milk drink and fruit juices. We also are working with FDA to authorize the enrichment of dry milk with vitamins, and providing an instant milk powder which will be easier to use.

### School Lunch

4. Provide free and reduced price lunches for every needy school child.

Under the National School Lunch Act, the Congress gave local school officials the responsibility for determining which students should receive free or reduced price lunches. The USDA will send to the States a proposed set of guidelines for determining eligible children, and these guidelines include procedures to insure that children are not singled out and held up to ridicule because they receive free lunches.

The USDA endorses the goal of providing every needy child with free or reduced price lunches. Requests for funds to carry out this goal have been made each year to the Congress under Section 11 of the Act. More funds have always been requested than Congress has allowed.

The USDA also will be working with State governments to get more States to provide funds to help reduce the cost of lunch programs, and direct more help to schools in low income areas.

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On popular New York Channel 5 television program, "The New Yorkers" host Rosko asks Marco Buitoni (center), President of Buitoni Foods, and chef Arturo Musetti the secret of how to cook pasta "al dente."

Vote for Macaroni  
National Macaroni Week  
October 17-26

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**Stimulating International Development**

During the 28th Annual Meeting of the Institute of Food Technologists in Philadelphia, five experts representing different areas of the food field held a panel discussion on food problems, potentials and solutions, at home and abroad.

Merrill Mueller, NBC News, was the moderator. He declared the IFT to be an "insular" group because of the public's lack of knowledge of the many roles played by its members in the food field: management, quality control, research and development, engineering and processing, education, basic science, sanitation, nutrition, packaging, agri-



Chief Ray Meador of the Bellevue-Stratford Hotel serves meatless veal risotto to NBC Newsman Merrill Mueller at a convenience foods luncheon held in connection with the opening of the 28th Annual Meeting of the Institute of Food Technologists. Others waiting to be served are (left to right) Dr. Ben Oser, Food and Drug Research Labs; Dr. George F. Stewart, IFT president; H. J. Rafson, Topco Associates; and Dr. Ben Buchanan, General Foods. The luncheon demonstrated the food industry's ability to provide delicious convenience foods in America and for the world.

culture, international aid, government agencies, etc.

C. W. Cook, Chairman of General Foods Corporation, explained that government—higher up than the Department of Agriculture—must assist in getting other nations of the world to accept the American concept of food, and discard native prejudices and official barriers. This takes diplomacy, communication and education, with the help of counterparts overseas. The flexibility of staple diets and the transportation of simple packaging would be massive assets, Mr. Cook pointed out.

IFT President George F. Stewart declared that expanding membership and voluminous ties abroad already are providing the literature of technical know-how for improving the world's total food output, and making each gram more valuable and useful.

H. J. Rafson of Topco Associates told how volunteers were working directly with developing countries on a man-to-man, case-by-case basis—to find answers either for developing new foods, or new ways to market foods as old as mankind. He stressed that much of this work is at the village level—not with profit-making corporations. But he warned that this volunteer effort lacks a worthwhile budget and lacks government support, while it tries to steer clear of a corporate label. It may be forced to turn to industry for financial aid.

George L. Mehren, Assistant Secretary of Agriculture, told of American aid efforts in food in bulk, seed, fertilizers, industrial equipment for agricultural products, irrigation, market roads, research on new crops, new foods—on more output per acre per man.

From the floor came views and ideas, such as: the need to encourage foreign trainees here to take their inspirations home and put them to work; more effort to break political barriers; company financing of volunteers to go overseas on paid-leave; family planning—social responsibility; adaptability of substitute foods.

**Urgency of Projects**

In summary, Mr. Mueller noted the urgency of the immediate project of fighting hunger. "Planning commissions are extremely useful," he said, "but require budgets, and tend to duplicate commissions that already exist, either governmentally or internationally through the United Nations. There are just so many dollars available and bureaucracies wear out tax dollars faster than people can eat them."

"The packaging industry with its new edible 'plastic' bag could have a survival kit for distribution around the world carrying rice or wheat or seaweed as their bulk. United Nations could organize the shipping and distribution of the ten billion meals a day the world needs."

**Macaroni Capital of the World?**

In your advertising you try to make people's mouths water. Judging from industry sales—thousands do. In our advertising we try to whet your appetite for the kind of mouthwatering packaging Diamond Packaging Products Division can turn out. This Quick Quiz should give you something to think about. And, next time you have a packaging problem, we hope you'll think of us.



**Macaroni Quiz**

1. In what city are more macaroni products sold than any other in the world?  
 (a) Naples  
 (b) New York City  
 (c) Rome
2. According to legend, macaroni was named in the 14th Century. A noted chef named Cico created a new dish and served it to a Neapolitan Cardinal who tasted it and exclaimed, "Oh, ma caroni!!!"  
 Roughly translated, this means?  
 (a) Oh, how very dear  
 (b) Oh, Mother of Heaven  
 (c) Wow!
3. The coarse flour ground from the durum wheat kernel is called:  
 (a) Bull Durum  
 (b) Riccini  
 (c) Semolina
4. What famous musical composer concocted an excellent macaroni dish?  
 (a) Jackie Gleason  
 (b) Rossini  
 (c) Verdi
5. The kind of packaging Diamond Packaging Products Division turns out for its customers in the macaroni products field can best be described as:  
 (a) Hard-selling  
 (b) Economical  
 (c) Functional

Answers to Quiz:  
 1. See page 28  
 2. See page 28  
 3. See page 28  
 4. See page 28  
 5. See page 28



**DIAMOND PACKAGING PRODUCTS DIVISION**  
**DIAMOND NATIONAL CORPORATION**  
 733 THIRD AVENUE, NEW YORK, NEW YORK / 10017 (212) 697-1700

# When a fella needs a friend...

friend (frend) n 1: a person whom one knows and is fond of; an associate regarded with mutual respect. 2: a person on the same side in a struggle; an ally; one held in common esteem.

## That's us!

For quality, service, experience and know-how, count us as a friend when you need one.



**DURUM DIVISION**