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# Macaroni Journal

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OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



JANUARY, 1971

WINTER MEETING  
IN SAN JUAN







**PUERTO RICO RECIPE**

If you would like your fun in the sun to be flavored with a dash of Old Spain, Puerto Rico is your dish.

For this subtropical island in the Caribbean—now a United States commonwealth—was ruled by Spain for more than 400 years and is proud of its heritage.

In fact, history can come alive for the visitor during a tour of the seven square block area which comprises Old San Juan—once a major fortress on the Spanish Main.

The old city with its walls, forts, colonial homes, churches, and narrow streets is linked by bridges with modern San Juan, a bustling metropolis of high rise office and apartment buildings and luxurious beachfront resorts. A possible starting point for a tour would be the Plaza de Colon, dominated by a statue of Christopher Columbus who discovered the island on November 19, 1493, on his second voyage to the Americas. Walk in any direction and it is like stepping back into the days of the conquistadors.

**Founded in 1521**

The old city on the narrow island between the Atlantic ocean and San Juan bay was founded in 1521, 13 years after Juan Ponce de Leon arrived as governor and established the first Spanish settlement nearby.

Ponce de Leon, who was killed by Indians after discovering Florida in his search for the "Fountain of Youth," is buried in a marble tomb in San Juan cathedral on Cristo street. The plain white cathedral was rebuilt in the 1800's after the original 16th century building was destroyed by hurricanes.



Charming park outside San Juan Gate.



San Juan Beach Scene

Also on Cristo Street is San Jose church, the oldest in the western hemisphere, dating back to the mid 1500's. It features a variety of vaulted ceilings, lovely chancel and transept, a 15th century painting by a Flemish artist of the Virgin of Belen, and an Andalusian Renaissance figure of Christ on the Cross dating to the mid-16th century.

Ponce de Leon, who donated the land for the church and adjoining Dominican monastery, was buried in a niche in the chancel wall until his remains were transferred to the cathedral in 1908. The statue of the Grand Conquistador in the plaza was made of cannons captured from the British after their unsuccessful invasion in 1797.

Construction of the walls around the city began in 1631 and took 150 years to complete. Except for the section between Fort San Cristobal and the post office, which was demolished in the 1890's, the wall of rock and coral up to 15 feet thick still stands.

**Fort El Morro**

Still standing, also, is the formidable fortress of San Cristobal built in the 17th century to prevent Fort El Morro on the northwestern tip of the island from being outflanked by land or sea invaders. It was enlarged and its defenses reinforced against the threats of the British, French and Dutch in the mid-1700's by a Spanish engineer named Thomas O'Day.

Preserved and restored are gun rooms, barracks, and other quarters of the Old Spanish garrison. Ancient ball-

and-powder cannon still point toward sea and inland from the main gun deck and a two-tiered platform more than 150 feet above the sea.

A half mile to the west, dominating the approaches to the bay, looms El Morro which has survived attacks by man and nature for more than 400 years. Construction of the mighty fortress was begun in 1539 but not completed until 1776. Its 40 foot high walls withstood the guns of Sir Francis Drake's fleet in 1595 and those of the United States navy warships in the Spanish-American War some 300 years later.

(Continued on page 34)



La Galeto—a typical little street in Old San Juan.

**WINTER MEETING**  
**National Macaroni Manufacturers Association**

Hotel Americana, San Juan, Puerto Rico

Sunday, January 24 — Registration Desk Open  
6:30 p.m.- Manager's Cocktail Party

Monday, January 25 — First General Session  
Colombian Room

9:30 a.m. Greetings from President  
Vincent F. La Rosa

10:00 a.m. "The Scene on Capitol Hill"  
Counselor Harold T. Halfpenny

10:30 a.m. "National Macaroni Institute  
Report"  
Theodore R. Sills, Elinor Ehrman

11:00 a.m. "Pasta Recipe Contest Winners"  
presented by Howard Lampman,  
Director, Durum Wheat Institute

Adjournment

2:00 p.m. Tour of Old and New San Juan

7:00 p.m. Welcome Rum Party at Port-O-Call

8:00 p.m. Theatre Restaurant, Dinner and Show

Tuesday, January 26 — Second General Session  
Colombian Room

9:30 a.m. "Planning for the Future"  
Secretary Robert M. Green

10:30 a.m. Golfers Outing at Dorado Hilton  
Afternoon and evening at leisure.  
Dinner reservations at popular spots  
should be made well in advance.

Wednesday, January 27 — Third General Session  
Colombian Room

9:30 a.m. "Getting Things Done Through People"  
William A. Henry, Skinner Macaroni  
Company

10:15 p.m. "The Missing Link of Merchandising"  
Lester Willson, Du Pont Film Department

11:00 a.m. "Distribution Matters — Materials  
Handling"  
Martin Coughlin, Director of Traffic,  
Thos. J. Lipton, Inc.

Adjournment

Afternoon at leisure.

Evening Entertainment Cocktails and Reception

7:00-p.m. Dinner at the Bankers Club

Thursday, January 28 — Board of Directors Meeting  
9:30 a.m.-

12:30 p.m. Colombian Room

Friday, January 29 — Optional trip to St. Thomas  
or day of leisure in San Juan.

Saturday, January 30 — Homeward bound!



Harold T. Halfpenny



William A. Henry



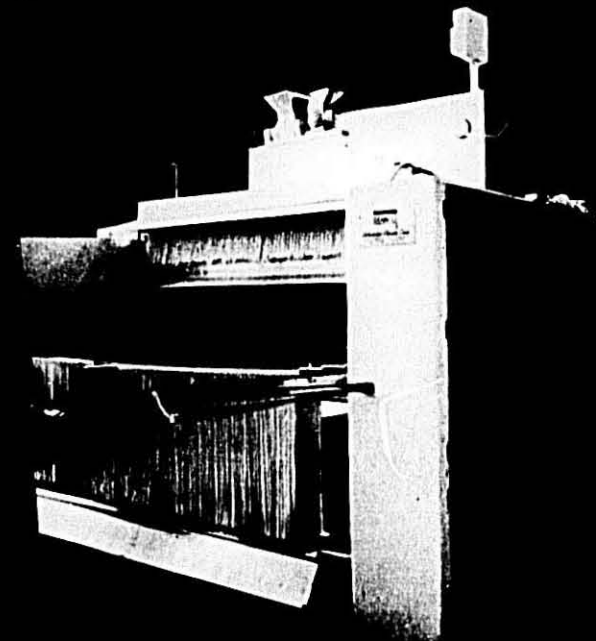
Lester S. Willson



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## At the GMA Marketing Meeting

### How to Succeed in Business

The race will go to the grocery manufacturer who, regardless of size and capitalization, uses imagination, creativity and flexibility in his advertising and marketing approaches to woo the increasingly discerning consumer of the '70's, speakers told a Grocery Manufacturers of America, Inc., marketing workshop.

The public is seeking more information to help it choose among the vast range of products on grocery shelves and is irritated with advertising messages in all media that serve only to "tease" and not inform, Oscar Lubow, president, Daniel Starch & Staff, Inc., told the manufacturers.

Total merchandising, the wave of the future in grocery retailing, underscores this view by showing that closer manufacturer-retailer cooperation results in increased productivity of merchandising allowances, according to Robert W. Mueller, publisher and editor, Progressive Grocer magazine.

### Add Head to Heart

Louis P. Vesco, executive vice president of the 45-store Michigan chain of Vesco's, Inc., emphasized that smallness is no drawback to a company that "adds head to heart," maintains flexibility of operation and learns from the mistakes of the larger competitor.

Vesco called for the greatest care in product advertising lest the consumer be offended and stressed that attractively labeled, lesser known or regional brands of good quality merchandise provide the smaller chain with the opportunity to make profits along the better known, nationally-advertised brands.

### Your Advertising Message

"The medium is not the message, the message is the message," Lubow emphasized. Stating that a public which had been trained for 40 years to receive information was increasingly tuning out or flipping by audio visual and print advertisements in all media to an "alarming" degree.

A massive Starch survey, he reported, revealed that 60 percent of all TV messages were never "seen" by the viewer and that around 70 percent of the viewers failed to associate the advertiser with his message.

The small percentage of messages that do get across, Lubow emphasized, are simple, clear, informative and unique.

In the bid for attention, he stated, the manufacturer (small, medium or large) who uses units of space or time intelligently will fare much better than the one who leans on money to "blitz" the consumer with 10-, 20-, or 30-second spots for, like we saw in the recent election, "Money alone does not buy votes or sell merchandise."

The path to greater product sales, he pointed out, "does not rest on the media opportunity" or on "how much exposure you buy for your message" but "on a great many one-to-one confrontations, one message against one reader."

The Starch study finding that there is a vast range between best read and best received messages in print or on TV drew from Charles A. Tucker, president, Frenchette Division, Carter-Wallace, Inc., the comment that "effectiveness can be increased up to seven times for the small manufacturer."

### Supers Get Bigger

Supermarket floor space will expand from an average of 20,000 square feet to 30,000 square feet and more by 1975, and handsomely designed new structures will be in greater harmony with the community they serve and offer more service features, Mueller said.

The increase in items carried from 7,500 as of today, to 10,000 or better by 1975 will result in the creation of a boutique-type operation with separate stores such as snack shops, cheese caves, etc.

In this type of operation, he pointed out, the automatic check out with its Universal Product Code will permit the retailer and distributor to know more about the performance of the individual item and create a greater challenge for the manufacturer.

As the computer moves into the area of in-store merchandising, it will supply vital information on how to get more from the individual store, Mueller predicted.

Mueller described the rapidly emerging new concept of total marketing for the grocery industry as one in which the retailer, manufacturer and wholesaler pool their talents and sometimes money to achieve mutually desirable goals.

Case studies of how individual grocery manufacturers have already worked with retail chains for impressive sales gains for all parties were illustrated by a color slide presentation.

### Consumer Education Essential

Consumer education which will help homemakers formulate their buying decisions must become part and parcel of the advertising and marketing function in a free and open society, the 62nd Annual Meeting of the Grocery Manufacturers of America, Inc., was told by G. Warren Reynolds, president, Ronald-Reynolds Co., Ltd., of Toronto.

"No industry has the right to allow its publics to be uninformed or to depend upon a well-meaning few to communicate sporadically on behalf of the industry as a whole," Reynolds said.

Responsible businessmen, the speaker asserted, have the "responsibility to ensure that the consumer gets a fair shake in the marketplace," adding that attacks upon the advertising profession are "a product of our own default."

### Canadian View

Sharing the luncheon platform with Reynolds, a fellow Canadian, R. E. Oliver, president, Canadian Advertising Advisory Board, told the Grocery Manufacturers that the role of advertising in a free society implies the "responsibility to tell what we are doing and why."

Should business shirk this responsibility, both speakers stressed, free enterprise faces the eminent threat of legislative control.

The principle thrust of the talks and panel discussion at GMA's meeting was to explore consumer concerns about the advertising practices of the American grocery manufacturing community whose approximately \$100 billion annual sales account for about 14 percent of the nation's Gross National Product.

### Help Against Deception

Reynolds pointed out that the buying public expect business leaders to "help protect them against deceivers and deception."

He added that "unless we display a collective and active conscience, you may be sure that the climate for bureaucratic intervention is ripe."

"Consumer education will not only inform homemakers," Reynolds said, "but assist the business community, since a well-informed buying public facilitates communications and marketing."

He affirmed that "consumer education is such a vital matter that it deserves encouragement from all sectors of the community, including business, labor, the professions and government."

He states that "such education would deal with the process of communicating information on family and personal budgeting, household economics and general product information."

### Cooperation in Canada

Canadian business is meeting its responsibility with an all-industry advertising body, the Canadian Advertising Advisory Board, sponsored and supported financially by the advertisers, agencies and media, Oliver told the meeting.

"In our country," he stated, "misleading advertising is a violation of both federal and provincial statutes."

Acknowledging that the CAAB has no legal authority, he said: "Our strength lies in industry cooperation, and media participation is essential to our operation."

Where an advertisement is judged in violation of the Canadian code and the advertiser refuses to make a correction, the media is simply advised not to accept it.

"So far this has been necessary in one case only," Oliver remarked.

In his concluding remarks, Reynolds offered these guide posts: "All of us accept the fact that we cannot build customer loyalty and repeat business upon shoddy products, poor services or false promises. A good product must precede good advertising. We cannot serve unless we can communicate or communicate without trust."

### Proposed Consumer Protection Units Called "Political Sandwich"

A current proposal to establish new federal consumer protection units was called a costly "political sandwich" by Rep. John H. Buchanan (R. Ala.) at the Annual Meeting of the Grocery Manufacturers of America, Inc.

The Congressman was referring to a bill by Rep. Benjamin S. Rosenthal (D-N.Y.) which was to come to the House floor for a vote when Congress returned to Washington for its post-election session.

### Too Many Units

He described the bill, H.R. 18214, as setting up "two federal consumer units to do essentially the same thing, a third unit to help the other two." Rep. Rosenthal's bill would establish an independent Consumer Protection Agency, a permanent Office of Consumer Affairs in the White House and a Consumer Advisory Council to recommend action to the Agency and Office.

The bill became a political sandwich in Committee, Rep. Buchanan said, when "mutually exclusive" Republican and Democratic bills were merely joined together—with consumers "caught in the middle." This was not a compromise, taking the best provisions from both bills, he said.

Congressman Rosenthal's bill "obviously would cost three times the necessary money to get half the job done," Rep. Buchanan said. "Those familiar with the Washington scene know that little gets done there when lots of bureaucrats have the same thing to do."

Congressman Buchanan cited as "sheer wasteful duplication" a series of powers that would be given identically to both the Office and the Agency under the bill by Rep. Rosenthal. For example, Rep. Rosenthal's bill would require both consumer units to receive and act on consumer complaints; construct separate public display rooms for the same complaints; encourage and support consumer research; advise the President and Congress on the same subject; disseminate consumer information, and receive notices of all consumer activities in other federal agencies.

### Consumer Affairs Service

Congressman Buchanan has introduced his own consumer protection bill, H.R. 19331, which would establish only one consumer unit, an independent agency called the Consumer Affairs Service. His bill would adopt 11 of the 18 major powers now in Rep. Rosenthal's bill, he said.

He differs with Rep. Rosenthal as to the wisdom of the remaining seven powers, some of which are "hidden horrors." Among the hidden horrors cited by Congressman Buchanan was a provision that would allow the Consumer Protection Agency to review and publish income tax returns and all other confidential information except defense secrets now in the hands of the government.

Another provision in Rep. Rosenthal's bill to which Congressman Buchanan takes grave exception would allow the Agency to "subpoena from any person any thing that the Agency—not a court—thinks might shed some light on the needs, interests or problems of consumers."

The Alabama Congressman also objected to provisions to allow Rep. Rosenthal's Consumer Protection Agency to attempt to overturn in court administrative decisions of other federal agencies and to authorize government testing of all consumer products to gain

information that might aid shoppers. "Fair and accurate government product testing to aid consumers in making value comparisons is impossible from a practical standpoint," he said.

The use of product testing or other government-held product information in areas that do not concern public safety, Rep. Buchanan said, "is unthinkable from a good government standpoint." He stated that "the power to aid in choice, when the government is doing the aiding."

The fact that several of the major sponsors of Rep. Rosenthal's bill indicated that they would offer floor amendments to meet some of Rep. Buchanan's objections was cited by the Alabama Congressman as underscoring the "deficiencies" to which he objects and as an indication of the extent to which his substitute bill eliminates these.

However, the amendments do not go far enough in the areas they cover and they do not cover all of his objections, Rep. Buchanan said "on the basis of an initial review."

### "Consumer Myths"

Rep. Rosenthal's bill reflects the prevalence of "consumer myths" in Washington, Rep. Buchanan said. His address to GMA was titled, "How To Build a Better Myth Trap."

The haste to report to the floor a bill full of duplication and hidden horrors is an example of being trapped into the "consumer myth" that, "Any consumer bill must be better than no consumer bill," according to Congressman Buchanan.

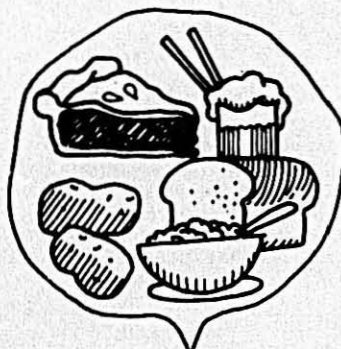
The product information and testing provisions of the bill by Congressman Rosenthal are examples of being trapped into believing in the "THE Consumer" myth—that there is a standard consumer for which government employees can determine satisfactory product performance criteria.

The greatest myth of them all, Congressman Buchanan said, is that there are two warring camps—one which wants to protect consumers and another which does not want to help consumers. This "is absurd," he said, "we are all consumers" and it is hardly part of human nature to act against one's own interests."

The AFL-CIO spent more for lobbying last year than it has since the mid-1950s. In complying with federal lobbying law, the union reported spending nearly \$185,000, the most since the more than \$236,000 spent in fighting passage of the Taft-Hartley law.



## YOU ARE WHAT YOU EAT



are making a poor choice—nutritionally—of our food abundance, and that to a large extent income does not determine a good nutrition. . . . There is need for better nutrition information to help guide people in decision making."

Acting on the concern of the Food Retailer's Panel of the White House Conference on Food, Nutrition and Health, Food Council of America is reactivated. This umbrella organization of food industry trade associations has begun to mobilize the industry into a nationwide voluntary Nutritional Awareness Campaign. The council is acting on evidence that even those people who have sufficient money to spend on food give little attention to healthful buying. We have become a nation with very poor eating habits.

### Adequate Nutrition

What constitutes adequate nutrition? Briefly, it means that each day, a person's diet should supply protein for growth and body repair, vitamins and minerals to keep the body functioning properly, and fats and carbohydrates for energy.

What is a balanced diet? All food contain some nutrients but no one product meets all requirements for balanced nutrition. However, balanced nutrition can be easily obtained by eating a variety of foods.

### Basic Four Foods

The Nutritional Awareness Campaign is trying to make people aware of the basic four food groups that are essential to good nutrition: fruits and vegetables; milk products; meat, fish and poultry; and breads and cereals.

### Fruits and Vegetables

You have a good income, you eat more than your share of three square meals a day, you might even be overweight—yet, the simple fact is that you may be suffering from malnutrition. Today, more than ever, there is a need for realistic nutritional information to help guide Americans in their daily food choices. The urgency for people to utilize the information is even more pressing. Man cannot live on potato chips alone . . . or soft drinks, or candy . . . yet, too many of us skimp on nutrition and fill up with one-dimensional meals.

So serious is the problem that in February, 1968, the Secretary of Agriculture summed it up by saying: "We must conclude that many Americans

Servings of fruits and vegetables should include one rich in Vitamin C: grapefruit, oranges, cantaloupe, strawberries, broccoli, brussel sprouts, green peppers and sweet red peppers and asparagus. These provide healthy gums and body tissues. Products rich in Vitamin A are dark green or yellow fruits and vegetables such as apricots, broccoli, carrots, cress, kale, pumpkin, spinach, sweet potatoes and winter squash. Other fruits and vegetables provide smaller amounts of these vitamins, but provide needed variety. A daily diet of four servings of the Vitamin A and C products can insure growth, normal vision, and healthy condition of skin and other body surfaces.



Eat the basic 4 foods every day.



### Milk Products

Milk products are a leading source of calcium, necessary for healthy bones and teeth. Additional nutrients provided by milk include protein, riboflavin and Vitamin A. Children should be served three or four cups of milk a day, teens, four or more cups an adult, two or more cups. However, cheese or ice cream can be substituted for part of the daily milk servings.

### Meat, Fish, Poultry

Beef, veal, pork, lamb, poultry, fish and eggs are high in protein which is needed for growth, repair of body tissues, enriching muscles, organs, blood, skin and hair. They also supply significant quantities of the B vitamins. Two

or more servings should be included in your diet everyday. Substitutes could be dry beans, peas or nuts.

### Breads and Cereals

Four or more servings of the bread/cereal group should be a part of everyone's daily diet. This group includes: bread, cooked cereals, ready-to-eat cereals, cornmeal, crackers, flour, grits, macaroni, spaghetti, noodles, rice and baked goods. These foods also contain protein, iron and several B vitamins.

All of these foods are sources of nutrition and it doesn't matter whether the foods are fresh, canned or frozen. In fact, many times, canned foods save the nutritional day for homemakers. If a vegetable, fruit, meat or other type of food is out-of-season or hard to obtain, chances are good that you can find it in a can. The canning process maintains the food's fresh flavor and nutritional quality due to the vacuum sealed containers, making your grocer's shelf a virtual horn of plenty. Nearly 1400 different canned food items and combinations are packed, including vegetables, fruits, juices, milk, meat, seafoods, soups and infant foods, as well as a variety of specialty items.

These canned items can also give you nutrition-on-a-budget, since many times fresh out-of-season food can be very costly. Canned foods, however, are available at all times, and are usually much more economical in this form.

### Shopping Tips

Now that you know about nutrition and the four basic food groups, how do you go about planning sound nutritional meals? Simple. Start at the supermarket where you do your shopping. Allow 1/2 of your budget for the four basic food groups, never loading the shopping cart with one to the detriment of the others. Remember, canned items are designed to keep for long periods of time so they will be available when you need them. After you've spent 1/2 of your budget, then allow yourself to spend the rest on things the family likes, but which may have no particular nutritional value . . . such as sodas or candy. In this way, you'll be able to have nutrition and the trimmings, too.

Remember, you are what you eat is all too true. And if your eating is nutritionally sound, you'll be healthy as well as wise.

### FDA Nutritional Guidelines

James J. Winston, NMMA Director of Research, reports that the Food & Drug Administration has taken initial

steps to establish guidelines for the nutritional quality of certain classes of foods.

Commissioner Charles C. Edwards has announced a two-year contract with the National Academy of Sciences-National Research Council to determine what classes of foods require minimum and maximum nutrient levels, and then establish what these levels should be in the foods when served. The study, recommended by last year's White House Conference, will be under the direction of the Academy's Food and Nutrition Board.

The FDA-supported study comes in response to a growing consumer demand for prepared foods. The study will define a number of food classes. The committee will concentrate on those food categories which provide either a major part of a person's nutrient intake or a substantial portion of the diet of the low income groups—particularly those vulnerable to malnutrition.

Formulated main dishes, factory-prepared completed dinners, meat products, staple products consumed by groups susceptible to malnutrition and new foods are among the categories to be studied.

### Nutritional Information

Nearly 400 million breakfast cereal packages are coming on the market bearing new side panels emphasizing the importance of selecting a diet with a variety of foods from the Basic Four Food Groups. Bringing basic nutrition information to the American breakfast table is the goal of the cereal industry in launching this innovative nutrition information program, says Eugene B. Hayden, executive director of the Cereal Institute, Inc., Chicago. A substantial number of packages with these messages are now present in stores throughout the country.

### Nutrition in Eggs

Eggs as associated with food have four functions: nutritive, coagulative, foaming and emulsifying. From a nutrition standpoint, eggs are probably the most nutritive of any single food. Larger quantities should be incorporated in your fine products to make them more nutritive and more appealing. Let's look at the nutritive value of Egg Solids: Nutrients per 100 Gram of Product:

	Calories	Water-Protein-Lipids-Minerals			
		Gram	Gram	Gram	Gram
Whole Egg Solids	606	5.0	44.6	40.8	3.7
Egg White Solids	412	8.0	80.7	—	5.7
Egg Yolk Solids	656	5.0	30.0	60.7	3.4

Nutrition is the key word in food today. Government and private industry are vitally concerned. Many foods supply several nutrients. Others but a few. A nutrient is a chemical substance that has its own specific function in the body and works with other nutrients for growth and for regulation of all body processes throughout the life cycle.

Proteins made up of simpler units called amino acids. Protein in foods varies in quantity and quality.

Fat, a component of all body tissues, is necessary in the diet. It is a source of energy, a carrier of fat soluble vitamins, and a source of essential fatty acids.

Carbohydrates. No daily amounts of carbohydrates has been recommended. Healthful diets may contain widely varying amounts of carbohydrates.

Calorie. The calorie is a standard unit of measure of energy produced in the metabolism of protein, fat and carbohydrate in the body. Weight for weight, fat yields about two and one-fourth times as many calories as protein or carbohydrates.

The protein in Egg Solids is composed of 16 different Amino Acids, including all essential Amino Acids for man. The fat in Egg Solids is composed of 5 different essential fatty acids. The minerals are composed of 13 different essential minerals. To all this add 13 different vitamins.

### Nutrition in Egg Noodles

James J. Winston, Director of Research for N.M.M.A., writes: The foods that we eat are comprised mostly of carbohydrates, fats, proteins, and a small quantity of vitamins, minerals, salt and plenty of water. Everyone is familiar with carbohydrates in the form of sugar, jams, flour, potatoes, and of course, macaroni and noodle products. Carbohydrates are utilized by the body mainly for energy, since they are easily converted into simple sugars, stored as glycogen in the liver and used to provide calories for the body as required. It has been determined by nutritionists and biochemists that one gram of carbohydrates provides four calories. Fats and oils are likewise familiar to everyone since they are present in the form of oils, fats, cream, butter and similar foods. This type of food, likewise, is

(Continued on page 12)



## Meet the Challenge

An affirmative response to the surging wave of consumerism presents the food industry with a golden opportunity to provide more and better products and increased quality of service, according to L. A. Collier, senior vice president-marketing and sales, Heinz USA, a division of the H. J. Heinz Company.

Speaking before the annual convention of the Pennsylvania Food Processors Assn., Mr. Collier said:

"As part of our strategic planning, we must do some drastic re-thinking of our priorities in terms of packaging, labeling, product design, pricing, advertising, public relations, education, and quality control."

He cited developments in unit pricing, pack dating of perishable and semi-perishable foods, and nutritional labeling as only a few areas recently receiving public attention and government probing.

### Unit Pricing

"It is my opinion that unit pricing will become a reality," said Mr. Collier. He explained that food manufacturers are by law effectively prevented from marking packages in any way to facilitate unit price, since they cannot control the retail price. Some 35 retail chains, however, have made significant efforts.

Unit pricing shows not only total price and weight of an item, but also the cost per ounce, pound, pint or other standard measure.

### Pack Dating

Concerning pack dating, Mr. Collier observed that the U.S. Department of Agriculture has begun a three-month study on the issue. The objective of the study is to determine whether it is feasible and desirable to stamp an expiration date on perishables and semi-perishables, after which such products could not be sold.

"Hopefully, the study may provide some guidance for establishing a pack dating system that will operate successfully from the standpoint of the consumer, the retail store and the food processor," he noted.

He added that Heinz would apply a workable pack dating system to its product line. He said that such a system would necessitate a pack date on sterilized canned products, as well as on perishable commodities. And if a date is placed on the container, there is a question whether the consumer would understand its significance.

## Nutritional Labeling

Product labeling of nutritional ingredients is another area being given close scrutiny, pointed out Mr. Collier. One danger to avoid is a race among food processors to add ingredients whether they are helpful or not, thus setting up a "numbers game" among competitors for the consumer food dollar. Products could, for example, be fortified with excessive amounts of certain ingredients, leading to an oversupply that could produce undesirable effects.

"In finding our way toward improved nourishment and effective labeling, we will need to establish rigorous standards for the terminology we can use," said the Heinz executive. "We will also need to scrutinize our advertising for any false impressions it may convey about our products or the benefits that may be derived from using them."

Once a system of nutritional labeling is adopted, he continued, Heinz will immediately begin development of a program to make use of such labeling on its products.

### Leadership Role

In facing the realities of the changing environment during the next decade, Mr. Collier called upon the food industry to assume a leadership role by applying its energy to five specific suggestions:

First, strategic planning should be given more attention in order to answer such questions as: Do we know enough about the nutritional value of our products? Is that nutritional value sufficient? Is our advertising morally right? Does it emphasize what the consumer wants to know, or does it simply reflect what we want to say?

Second, an "early warning system" to recognize emerging consumer problems should be set up so they can be solved before the problems become headlines.

Third, avenues of communications must be opened in all areas, but especially to the consumer and to various levels of government.

Fourth, more intensive support—in both money and manpower—should be given to industry trade groups, making such groups better equipped to tell the industry's story and demonstrate how it works for the public benefit.

Fifth, leaders in the industry must have the courage to express their convictions. To constructively and realistically influence the changes going on, spokesmen must assume a positive stance and take the offensive.

## Nutrition in Egg Noodles—

(Continued from page 11)

utilized by the body for the provision of fuel. One gram of fat yields nine calories, which is more than twice the amount produced either by one gram of carbohydrates or protein.

Macaroni and noodle products are relatively free from fiber and are easily digestible and assimilated and absorbed.

At the present time, most macaroni and noodle products are enriched to comply with the Federal Standards of Identity. Enrichment levels are as follows:

	Milligrams per Pound
Thiamine (Vitamin B-1)	4 to 5
Riboflavin (Vitamin B-2)	1.7 to 2.2
Niacin (another B Vitamin)	27 to 34
Iron	13 to 16.5

This level is high enough to insure that four ounces of macaroni or egg noodles after cooking, will provide the following proportions of the minimum daily adult requirements of these essential substances:

Thiamine 50%, Riboflavin 25%, Niacin 40%, Iron 32.5%.

The protein content in egg noodles runs 13 to 13.5%; fat content 4.5%; sodium content in uncooked egg noodles averages 5 milligrams per 100 grams (about 3½ oz.) of food and drops to 1.6 milligrams when cooked.

There is not enough evidence now available to permit a rigid stand on the relationship between dietary fat, arteriosclerosis and coronary heart disease. But the evidence that does exist warrants the most thorough investigation.

## Farm Bill

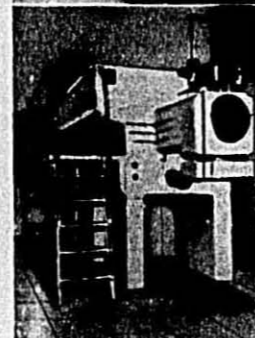
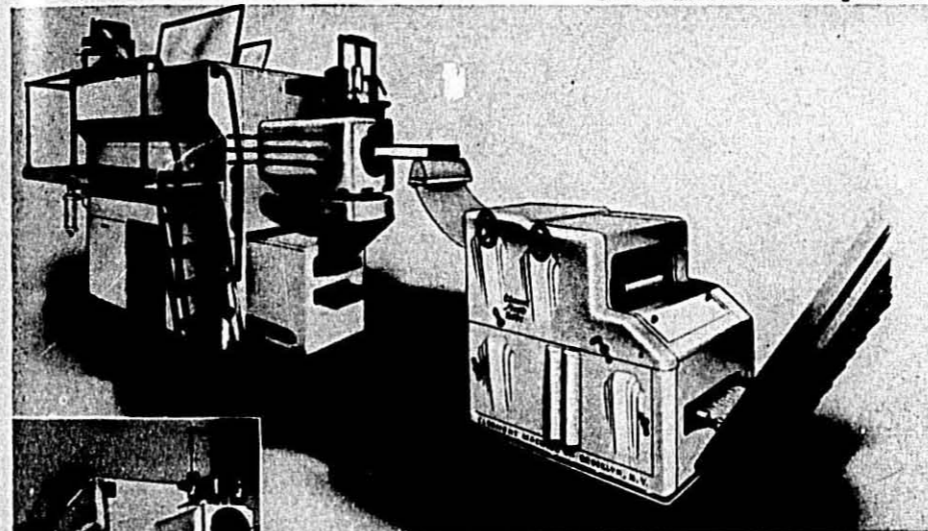
A farm bill, containing a \$55,000 a-crop annual ceiling on subsidies to individual growers, was passed in late November by a Senate vote of 48 to 35. The vote against the bill came mainly from farm state Democrats who wanted to return it to a House-Senate conference committee for rewriting.

The bill contains fundamental changes in the way support programs work, including a relaxation of traditional links between subsidies and the parity concept. The Department of Agriculture predicts that this, coupled with a new set-aside formula for restricting crop acreages, will gear farm programs more closely to market price movements.

As passed, the bill sets a \$1.25-a-bushel floor for the wheat price-support loan and establishes a formula for determining the amount of direct Federal subsidy payments to wheat farmers.

# Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter-1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

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Machine can be purchased with attachment for producing short cut macaroni.

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Available with or without vacuum process

- C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

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## MACARONI SALES VOLUME

The 23rd Annual Consumer Expenditures Study of Grocery Products appears in the September, 1970 issue of Supermarketing magazine. The following statistics are given for macaroni products: (Dollars in thousands)

	Value of Total Domestic Consumption	Amount Spent in Grocery Stores	% of Total Sales	% Grocery to Total Consumption	Percentage Total Change from Previous Year
<b>1969</b>					
Spaghetti	\$186,600	\$139,520	.19	75	4.2
Macaroni	150,120	96,810	.13	64	3.6
Noodles	124,640	79,640	.11	64	4.2
Total	\$461,369	\$315,970	.43	68	4.0
<b>1968</b>					
Spaghetti	\$179,689	\$133,320	.19	75	2.1
Macaroni	144,900	93,450	.13	64	2.4
Noodles	119,620	76,430	.11	63	1.9
Total	\$443,609	\$303,200	.43	68	2.1
<b>1967</b>					
Spaghetti	\$175,400	\$131,150	.20	75	0.8
Macaroni	141,500	91,170	.14	64	0.3
Noodles	117,160	75,000	.11	64	0.2
Total	\$434,290	\$297,320	.45	68	0.5
Rice—1969	\$176,350	\$127,590	.17	72	4.1
Rice—1968	169,400	122,210	.18	72	1.7
Soup Mixes—1969	\$ 53,390	\$ 51,130	.07	96	5.8
Soup Mixes—1968	48,669	47,000	.07	97	3.7
Boullion—1969	19,110	17,280	.02	90	4.8
Boullion—1968	18,230	16,540	.02	91	11.7



"San Francisco Treat"—Development of Golden Grain Macaroni Company's advertising program to its current (1970-71) budget of \$3.5 million was detailed in a talk by Vincent DeDomenico, chief executive officer, before the San Francisco Advertising Club recently. DeDomenico (shown here) related how Golden Grain's top sellers—Rise-A-Roni and Noodle-Roni—have come to be known as "The San Francisco Treat" through nationwide print and electronic media ad campaigns.

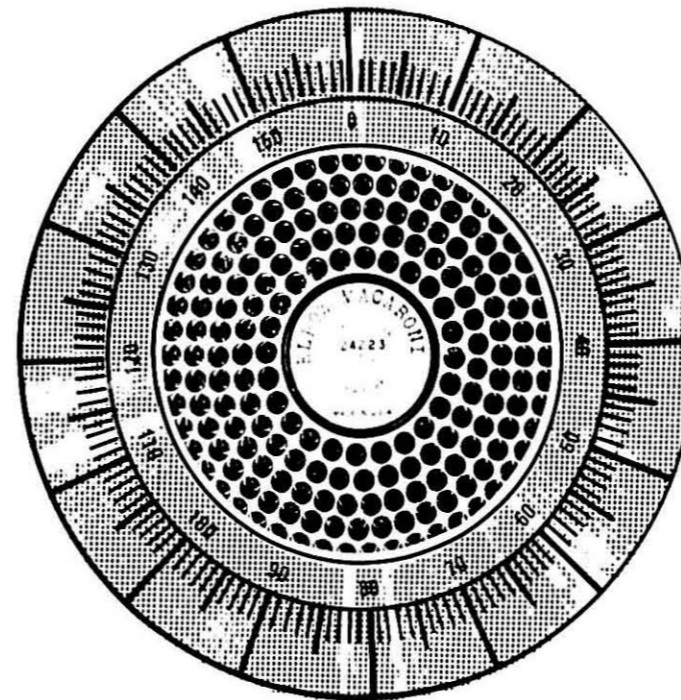
### How the Average Shopper Spent a \$20 Bill

	1969	1968	1967
Perishables	\$9.85	\$9.61	\$9.90
Baked Goods	.88	.89	.93
Dairy Products	1.43	1.43	1.46
Frozen Foods	1.00	.96	.96
Meat, Fish, Poultry	4.54	4.44	4.64
Produce	2.00	2.09	2.00
Dry Groceries (which includes Macaroni Products, Rice)	7.81	7.77	7.77
Non-Foods	2.34	2.44	2.25
Health and Beauty Aids	.69	.66	.66
Housewares	.20	.20	.19
All other Non Foods	1.45	1.38	1.41

### Canned Macaroni Products Appear in the Canned Meat-Fish Section

Of all canned meat product sub-sections showed big growth in total tonnage moved in 1969 over 1968. These included canned spaghetti (with meat sauce and meat balls) up 15%; canned hams up 7%; Vienna sausage up 7%; stew 7%; luncheon meats up 5% and chili con carne 4%.

This trend is expected to continue because younger parents use canned spaghetti, chili and canned luncheon meats for luncheon and snack items in their children's diet. There is also an economy appeal.



## The right combination for '71:

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MALDARI WORKMANSHIP  
MALDARI SERVICE

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Telephone: (212) 499-3555

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



The Prince television commercial featuring the "boy running" received a Gold Award as one of the best TV commercials at the recently held 13th Annual International Film and TV Festival. Shown in the photo are (L. to R.): Sal Cardinale, Manager of the Prince Macaroni Mfg. Co. of New York; Joseph Pellegrino, Jr., President of Prince Macaroni; Connie Lundell, Sales Manager of the New England Division of Prince; and Zal Venet, President of Venet Advertising, Inc., agency which created the award winning commercial.

The commercial, based on the company's longtime theme, "Wednesday is Prince Spaghetti Day," stars a cast of Italians from Boston's North End, who are real people, not actors. The leading role features a youngster, Anthony Martignetti, running home for dinner.

The "boy running" commercial, which is currently being aired in the New England and New York markets, is the same "clio" award winning commercial singled out as the best TV commercial in packaged goods this year at the American Television and Radio Commercials Festival.





White biaxially-oriented polystyrene trays have accounted for a substantial reduction in labor packaging costs on the manicotti packaging line at San Giorgio Macaroni, Inc., Lebanon, Pa. Packers simply place seven manicotti in trays, inspect for breakage, and slide two filled trays into manicotti boxes. The new plastic trays have replaced cardboard separators.



A packer on the San Giorgio packaging line demonstrates the problems of loading manicotti shells by hand into board separators. The packer first has to insert the board separator into the box. Holding the box with one hand, she inserts each of the fourteen manicotti individually into the box. This time-consuming process has been eliminated.



With the new seven-cavity manicotti trays, a packer on San Giorgio's manicotti packaging line has only to place seven manicotti shells in each tray, inspect for breakage and then insert the two trays into the manicotti box. The white biaxially-oriented polystyrene manicotti trays accounted for a substantial reduction in labor packaging costs during their first three months of operation at San Giorgio, Inc., Lebanon, Pa.



San Giorgio will soon begin packaging its manicotti shells in Quik-Lok formed boxes. Consumers will find these top-loaded boxes more convenient to use. The packer demonstrates the ease with which she loads the two filled manicotti trays into the simple Quik-Lok box. San Giorgio officials expect that the W. R. Grace plastic trays and the new top-loading boxes will combine for a further increase in manicotti packaging productivity.

## Plastic Trays Increase Productivity

**L**IGHTWEIGHT plastic trays have proven to be worth their weight in gold on the manicotti packaging line at San Giorgio Macaroni, Inc., Lebanon, Pa.

Made of white biaxially-oriented polystyrene, the seven-cavity manicotti trays accounted for a substantial reduction in labor packaging costs during their first three months of operation.

San Giorgio Macaroni, Inc. has one of America's most modern plants in the macaroni industry and has long been regarded as one of the country's lead-

ing manufacturers of egg noodle and macaroni products.

### Rising Sales

The company began production of manicotti in February 1970 because manicotti sales have risen sharply in four years as a result, in part, of food editors having helped to popularize the specialty pasta item. The 56-year-old company had previously bought pre-packaged manicotti from a leading specialty supplier and then resold it under the San Giorgio name.

### Tough Production Problem

Charles J. Niskey, San Giorgio plant manager, said "We first used cardboard separators inside the manicotti boxes when the new product line went on stream, largely because our former supplier used them and we weren't familiar with the problem.

"The board separators were flimsy and didn't give the manicotti much protection inside the boxes," said Niskey. "Packaging manicotti by hand into those separators was time consuming because they were awkward to form

and hold to shape while inserting manicotti shells.

"A girl on the packaging line first had to insert the board separator into the box, then hold the box with one hand while she inserted each of the fourteen manicotti individually into the box.

"The frustration of trying to insert the manicotti into individual slots showed up in production. We found the girls' productivity was the same at the end of their shift as it was at the beginning.

"There had to be a better and more efficient way of packaging the manicotti."

### Plastic Tray Idea

The idea of using plastic trays for San Giorgio's manicotti came from another Pennsylvania food company . . . a bakery.

Niskey learned that a large bakery in Lancaster, Pa., was enjoying success in packaging their cookie line in plastic trays. When he got in touch with the bakery to learn about their packaging, he was put in contact with the bakery's cookie package manufacturer, the Formed Plastics Division of W. R. Grace & Company, Reading, Pa.

"We explained our problem to the Grace people," Niskey continued, "and they came up with our custom-made manicotti trays. Now our girls simply lay seven manicotti in each tray, inspect the shells for breakage, and then quickly insert two filled trays in each box."

### Saves Labor

The cost of the new plastic trays is somewhat higher than the board separators—about 16.6%, but San Giorgio officials feel this increased cost is more than offset by the reduced labor costs and consequent increased productivity on the packaging line.

The plastic trays are stamped from a continuous piece of biaxially-oriented polystyrene at the Reading, Pa., plant of the Formed Plastics Division of W. R. Grace & Company, and shipped in bulk to San Giorgio.

The manicotti are handpacked into bright red-white-blue-and-yellow cardboard boxes. San Giorgio will soon convert their manicotti boxes to Quik-Lok formed boxes. Consumers will find these new top-loaded boxes more convenient to use. The 14-piece, 8-ounce manicotti packages are then packed 12 to the carton for retail distribution.

### Package Promotes Product

With manicotti sales growing steadily, San Giorgio is examining the opportunity to promote the product to

consumers because of its modern packaging—which consumers will find a definite convenience—and increased production control. Manicotti is a glamour item among pasta products and has strong consumer appeal in holiday seasons.

Niskey attributes a portion of the increased sales to the new W. R. Grace plastic trays. "They give the package a cleaner look that tells a customer that an awful lot of care, cost and attention must have been put into the preparation of the manicotti.

"We deliberately chose the white polystyrene tray over the clear tray since the white tray gives a greater contrast to the rich yellow of the manicotti," he said.

Besides giving the housewife an added degree of convenience in removing the manicotti from its package, the new top-loading boxes and the W. R. Grace plastic trays will further increase the productivity on the manicotti packaging line.



### Maxitainer

The Standard Casing Company, Inc. announces a new container designed primarily for food handlers and it is already being used world-wide by firms engaged in all phases of the food industry.

The "Maxitainer" has a 35 gallon capacity and is made of a high quality polyethylene, for lengthy service. An

injection mold of special construction, plus the new plastic material make these leakproof unseamed boxes almost indestructible.

And, the "Maxitainer's" construction makes it easy to clean. Their nonporous surface resists dirt, contamination and stains. They also will not bend, dent, warp or rust. These receptacles are easily sanitized by water, steam, or most chemical agents. Also, they are resistant to most acid and bacteria and withstand temperatures ranging from 220°F to sub-freezing. The "Maxitainer" was designed to permit maximum utilization of space. They stack easily, without crushing or bruising their contents. They also nest to conserve space. Stainless steel dollies are also available through the Standard Casing Company.

Capacity: 35 gallons  
Size: 30" x 21½" x 16"  
Weight: 13¾ pounds  
Color: White Cat. No. BB. 1135

For further information, please write the Standard Casing Company, Inc., 121 Spring Street, New York, N.Y. 10012.

### Du Pont Cello for Snack Pack

Two new cellophanes for snack packaging that offer superior moisture protection, durability and eye-catching consumer appeal have been introduced by the snack foods marketing group of the Du Pont Company's Film Department.

Anthony Bosworth, manager of the newly formed snack packaging group, said the new films were developed for use as single-wall, lightweight snack bags. One of the new films is clear. The other is white opaque.

The new films, designated "K" 130-907 cellophane and "K" 130-907W, offer moisture protection equivalent to most coated glassines and to double-wall cellophanes used in small snack bags.

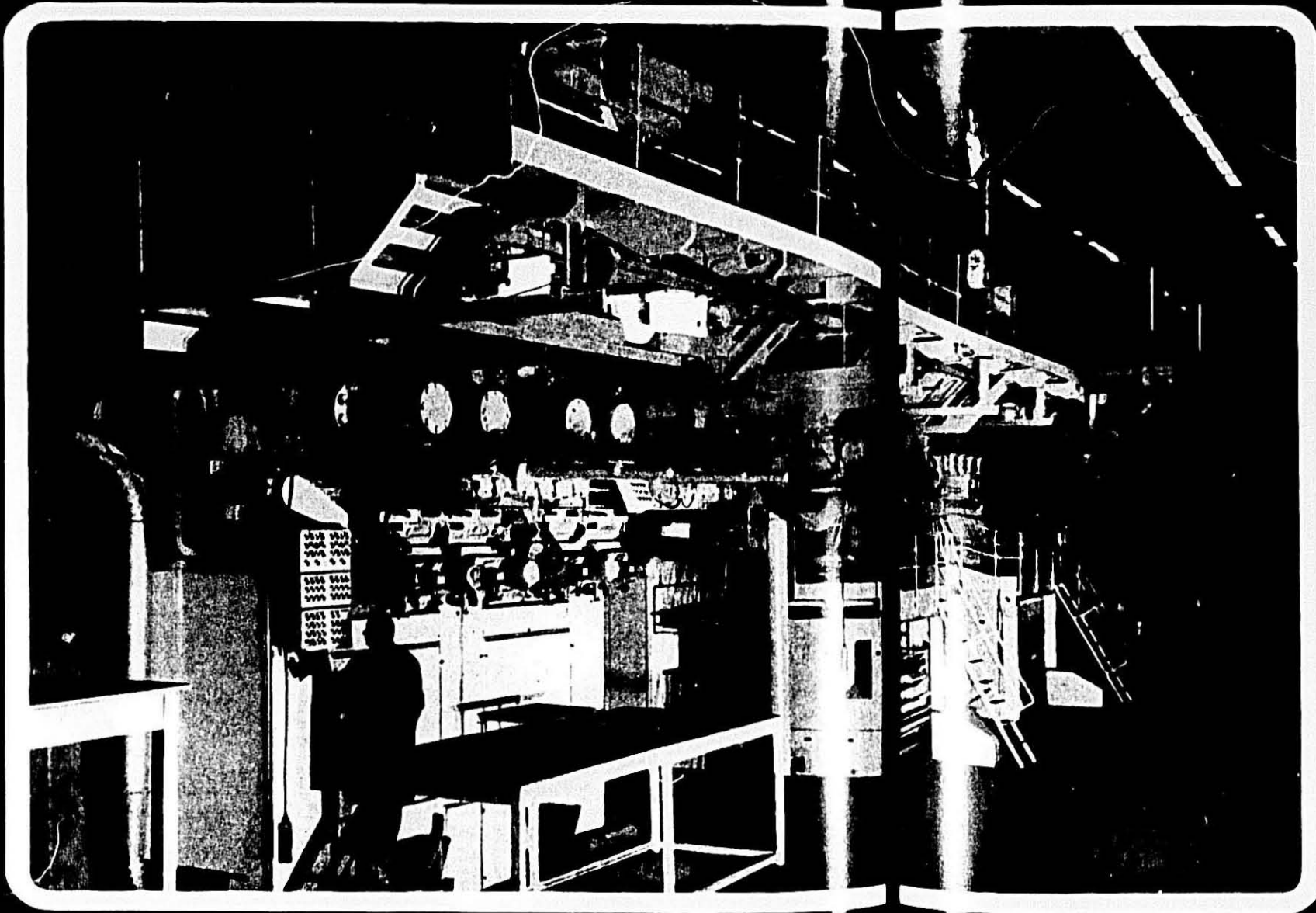
"This high degree of protection," Mr. Bosworth says, "is retained even after the film has been run on snack-packaging machines and handled during distribution."

Price of the white opaque cellophane, effective December 1, is 68 cents a pound with coverage cost at \$.0523 per thousand square inches. The clear cellophane is 75 cents per pound, for a coverage cost of \$.0577 per thousand square inches.

"K" 130-907W is whiter and more opaque than the majority of glassines on the market today and when surface printed," Mr. Bosworth continues, "both films show excellent sparkle and gloss with or without the use of overprint coatings."



## BRAIBANTI ACHIEVEMENTS



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### The Wheat Situation

The Economic Research Service of the U. S. Department of Agriculture reports that sharply increased wheat exports and the potential for further expansion in wheat feeding point to gains in total use this season, and a reduced carryover next June.

Exports of 725-750,000,000 bushels are likely, compared with 606,000,000 in 1969-70. Feeding of wheat in July-September totaled about 140,000,000 bushels, slightly above the same period of 1969. The season's total likely will exceed the 216,000,000 bushels of 1969-70.

These gains will draw from a supply that is slightly smaller than last season's, trimming the prospective carryover next summer some 200,000,000 bushels below the 883,000,000 of last summer.

### Corn Blight

The rapid pick-up in wheat exports and high corn prices, brought on by the reduced 1970 corn crop, have pulled wheat prices up sharply. The farm price of wheat in October at \$1.43 per bushel was up 2¢ from September and 20¢ above July. Even with corn prices off from the high levels of September, wheat prices are likely to continue strong, reflecting the high levels of wheat disappearance and relatively small supply held privately.

The increase in U. S. wheat exports stems from an expansion in world trade. World wheat trade rose to almost 2,000,000,000 bushels in 1969-70 after hitting a modern low of 1,700,000,000 in 1968-69. It will likely rise further this season. Canada and Australia are both increasing their exports with Canada making another large sale to Mainland China. Each is limiting production through domestic control programs. Canada's 1970 crop is only half as large as the 884,000,000 bushels of 1969. But large stocks in both Canada and Australia keep supplies at a high level. The 1970 world wheat crop is a hefty 10,300,000,000 bushels, only a billion below the 1968 record and the fourth largest.

### Smaller Crops in Europe

The increase in world trade results from reduced harvests in Europe. U. S. exports to Western Europe during July-September 1970 more than doubled the low rates of a year earlier. Romania, an exporter in recent years, has bought U. S. wheat this fall.

Hard red winter wheat will account for the bulk of the increase in U. S. wheat exports in 1970-71. Exports of hard spring and durum may equal or exceed last year's outgo. Soft red ex-

ports may approach last year's total. White wheat exports may fall somewhat due to the reduced supply.

### Durum Quarterly Report

The U. S. Department of Agriculture reports that the durum supply is down but disappearance is ahead of last year's rate.

Harvest of the crop got under way in mid-August in the early areas of North Dakota but was not completed until about the middle of October as wet cool weather slowed the harvest during the final weeks. U. S. durum production is expected to total 50,000,000 bushels, based on October 1 conditions. This would be only 47% as much as was produced in 1969. Three years ago output was 66,400,000 bushels. It moved up to 99,500,000 in 1968 and 106,300,000 in 1969. The July 1969 carryover amounted to 24,000,000 bushels. It went to 41,000,000 a year later and jumped to 77,000,000 the past July. Producers noted this rise in stocks and cut durum wheat production this year by about half. The expected yields per acre at 24.9 bushels is well below the record high yield of 31.9 bushels last year. Growers cut acreage from 3,338,000 acres in 1969 to 2,002,000 acres in 1970.

### Carryover Down

Carryover stocks of durum July 1, 1970 amounted to 77,300,000 bushels. These stocks, along with the new crop, will provide a supply of 127,400,000 bushels for the season, or 88% as much as we had the year before.

Based on stocks in all positions of 104,000,000 bushels on October 1, 1970, disappearance during the quarter was 23,300,000 bushels or 27% more than a year ago. Stocks remaining on farms totaled 77,957,000 bushels and were 26% smaller than last year but off-farm stocks at 26,066,000 bushels were up 12% over those a year ago. CCC had a total of 6,600,000 bushels of durum wheat in its noncommitted inventory October 16, 1970.

### Disappearance Up

Disappearance was quite large during the quarter with exports 16% over the same quarter last year and 70% larger than two years ago. Mills were grinding at a heavy rate too, and during the first two months of the new crop year (July and August) reported they ground 5,400,000 bushels, 11% more than they ground in those months in 1969. It is estimated that the grind for the first quarter will total 8,300,000 bushels, or about 10% more than last year.

Prices for durum at Minneapolis during June and July 1970 averaged 14¢

per bushel lower than in 1969. Off-farm stocks July 1 were 52% larger than the previous year, and overall stocks were expected to be ample. Marketing was orderly, however, and in August prices were about at the same level as a year ago. Good export and mill demand and tight holding put prices up 15-18¢ over last year in September and October.

### Average Cash Price at Minneapolis For No. 1 Hard Amber Durum

	July	Aug.	Sept.	Oct.
1969	1.83	1.74	1.68	1.68
1970	1.70	1.73	1.83	1.85

### Average Midmonth Price Received by North Dakota Farmers

	July	Aug.	Sept.	Oct.
1969	1.41	1.32	1.35	1.36
1970	1.33	1.33	1.44	1.47

### Durum Disappearance

Only 2,802,000 bushels of seed was used in 1970 compared with 4,700,000 in 1969.

The durum mill grind for the 1969-70 crop year totalled 31,672,000 bushels for 14,572,000 cwt. compared to 28,955,000 bushels and 12,935,000 cwt. of milled product turned out the previous year.

Exports dropped to 34,244,000 bushels in 1969-70 from 46,402,000 in 1968-69; flour and semolina exports dropped too, from 65,873,000 cwt. in 1968-69 to 46,178,000 in 1969-70; but macaroni products exports rose from 12,718,000 cwt. to 16,876,000 cwt.

Total disappearance was 82,644,000 bushels in 1968-69 as compared to 70,174,000 in 1969-70 due chiefly to higher exports. For the first quarter of 1970-71, disappearance totalled 23,339,000.

### Canadian Situation

In the August forecast of production, Canada indicated a production of durum wheat totaling 79,500,000 bushels compared with last year's estimate of 83,000,000. The acreage seeded this year was 3% smaller than in 1969. The Canadian visible supply in all North American positions at the end of September was up sharply from a year ago and totalled 36,800,000 bushels against 17,500,000 on that date last year. Commercial disappearance in Canada, both domestic and export, totalled 6,800,000 bushels from August 1 through September this year compared with 4,500,000 during the same two month period in 1969. Canadian mills ground 746,000 bushels during August-September this season compared with 599,000 bushels the same period the year before.

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### VIBRATING CONVEYORS

Ideal for conveying materials without degradation such as potato chips, cereals, snack foods, etc. Sanitary-self-cleaning troughs balanced designs, capacities up to 8500 cu. ft./hr. Processing designs available for screening, dewatering, cooling and drying while conveying. Write for Bulletin CVC-20

### BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS



#### ACCUMAVEYOR

The only Automatic Belt Storage System with first-in and first-out for the storage of non-free-flowing materials such as snack foods, cookies, frozen foods and/or other items prone to bridge.

Capacities up to 70,000 lbs. Bulletin CAC-20



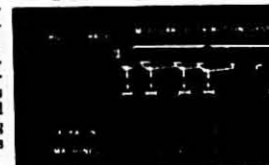
#### MODULAR VIBRATOR DISTRIBUTION SYSTEM

A unique system for the simultaneous distribution and delivery of non-free-flowing products from storage to multiple packaging points, on demand by the use of a modular vibrator concept. Positive delivery on demand. No starvation possible. No recirculation which causes product degradation. Feed any number of packaging machines at different rates simultaneously.

Any line can be extended to service additional points. No return runs. Compact, self-cleaning. Write for Bulletin CMI-10

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P. F. Vagnino

### American Beauty Macaroni Officials

P. F. Vagnino, long-time president of American Beauty Macaroni Company, was recently elected to the newly created position of board chairman by the directors of the firm. He will continue to be headquartered at the Kansas City, Kansas plant facility.

Other changes in management positions include the appointment of Ralph Sarli as president of the company and all its subsidiaries nationwide. American Beauty has plants located in Kansas City, St. Louis, Denver, Dallas, St. Paul, Los Angeles, and San Diego. Sarli was formerly vice president and treasurer. He will continue to serve as treasurer.

Anthony M. Vagnino, Denver, was appointed a vice president. Other company officers who will continue to serve in their present capacities are: L. S. Vagnino, St. Louis, vice president; A. S. Vagnino, Denver, vice president; and Mrs. Rose Teicher, Kansas City, secretary.

The company, which was founded in 1905, manufactures a line of some 50 products. These include many varieties of macaroni, spaghetti and egg noodles,



Ralph Sarli

as well as instant potatoes, sauce mixes and packaged dinners. The seven plants produce for a marketing area which covers roughly the western two-thirds of the country. The company is also an important supplier to military bases both here and overseas.

### International Multifoods Appointments

International Multifoods has announced the appointment of Beverly Bajus to the newly created position of director of new product development for the consumer products division.

Mrs. Bajus, who for the last seven years has been director of IM's consumer kitchens, becomes the highest ranking woman in the 78-year history of the Minneapolis-based diversified foods company.

James H. Kallestad, IM vice president and general manager of the consumer products division, said Mrs. Bajus will have responsibility for new product development and market research.

IM's consumer products line currently includes Robin Hood Flour and mixes, Kretschmer Wheat Germ, Poppin' Good and Buddy Boy popcorn and Turkey Main Course.

Mrs. Bajus, 32, joined IM in 1960 as a home economist in the consumer kitchens. A native of Biggar, Saskatchewan, Canada, Mrs. Bajus graduated in 1959 from the University of Manitoba in Winnipeg with a bachelor of science degree in home economics.

She is a member of the American Home Economics Association and was hostess state chairman for the group's 59th annual meeting in Minneapolis in 1968. She also has served several terms on the executive board of the Minnesota Home Economics Association.

### Director of Consumer Kitchens

Marian A. Krinke has been named Director of Consumer Kitchens.

As director of the kitchens, Miss Krinke is responsible for all home service activities associated with the firm's consumer products.

Kitchen activities include recipe development and food photography for newspapers, magazines and television. The kitchen staff also edits pamphlets and cookbooks and handles mail, telephone and personal contact with consumers as well as public relations activities involving product use and new baking concepts. Also involved is the administration of a Home Baking Panel of 150 women who test and evaluate recipes in their own kitchens.



Beverly Bajus

Miss Krinke, who worked for IM from 1946 to 1950 as assistant to the director of home service, rejoined the firm in March 1969 as a supervisor in the consumer kitchens.

She came to IM last year from Dudley-Anderson-Yutzy, a New York City public relations firm where she worked for two years as assistant director of the home economics department.

Before that she worked for 13 years for the General Foods Corporation kitchens, White Plains, N.Y., as supervisor of the baking kitchen, supervisor of the hotel and restaurant kitchen and as a product representative.

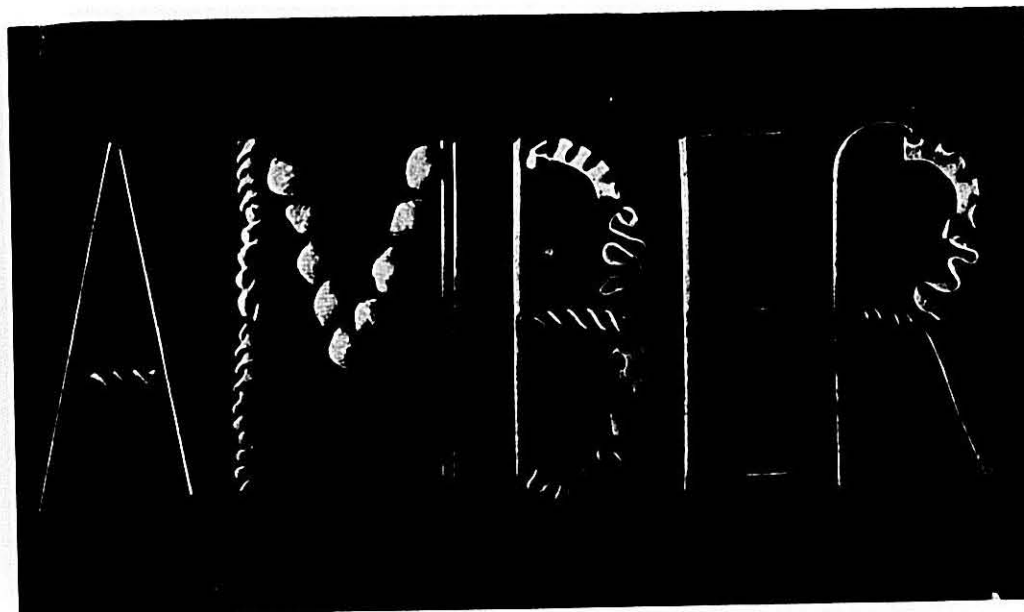
### Wheat Institute

Appointment of the first five directors of the National Wheat Institute being organized to carry out a promotion and research program on behalf of wheat foods was announced by Jerry Rees, chairman of the Institute's Information Committee. Mr. Rees, also executive vice-president of the National Association of Wheat Growers, the principal sponsoring group, said the initial board members were selected from the major farm and commodity organizations that founded the Institute.

(Continued on page 24)



Marian A. Krinke



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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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Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55101  
TELEPHONE: (612) 646-9433





### Wheat Institute—

(Continued from page 22)

Each of the board members is an active wheat producer and their selection was aimed at allocating appointments geographically and by major classes of wheat. The first five board members are Frank Jones, Lodgepole, Neb.; Stanley Moore, Jamestown, N.D.; E. L. Hatcher, Lamar, Colo.; James W. Ingwersen, LeRoy, Kans., and John W. Wright, Edmore, N.D.

Mr. Rees said that additional appointments to the board are expected shortly.

It is anticipated that the National Wheat Institute will be the organization that will manage the expenditure of funds that are expected to be created by the Wheat Research and Promotion Act of 1970. These funds represent monies growers will leave from the 1968-69 export certificate pool, rather than exercising their right to request individual payments. While the export certificate pool presently totals \$4,200,000, the Department has estimated net proceeds available for the promotion and research program at slightly more than \$2,000,000.

### Les Swanson Retires

Lester S. Swanson, vice-president in charge of durum products sales for Peavey Company Flour Mills, retired Nov. 1 after 45 years with the company. Mr. Swanson was honored by Peavey executives at a retirement luncheon at the Minneapolis Athletic Club and was presented with an engraved silver tray.

Mr. Swanson's first position was with King Midas Flour Mills, a company that later was acquired by Peavey Company. He began in the traffic department. Then for several years he was a bakery flour salesman in Louisville, Ky., transferring to durum products sales 28 years ago. He became vice-president and sales manager 15 years ago.

Over the years, Mr. Swanson formed close business and personal relationships with executives of the macaroni industry as well as among his milling associates. He regularly attended sessions of the National Macaroni Manufacturers Association and was active in affairs of the Durum Wheat Institute. Evidence of the high regard in which he was held by macaroni manufacturers was the flood of good will messages he received on the occasion of his retirement.

Mr. Swanson and his wife, Amy, have leased an apartment in St. Petersburg, Fla., for this winter and plan to spend summers at their suburban Minneapolis home.

### Archer Daniels Midland Co.

Archer Daniels Midland Co. reported operating earnings after taxes of \$8,737,355 (\$2.76 per share) for the fiscal year ended June 30, 1970. This compared with \$3,140,298 (98¢) the company earned in the previous year when restated to give effect to both the acquisition of First Inter-oceanic Corp., accounted for as a pooling of interest, and a two-for-one stock split. Total sales for the year were \$443,383,662 compared with \$320,787,250 in fiscal 1969. Lowell W. Andreas, president and John H. Daniels, board chairman said in the annual report that increased earnings could be attributed to several factors. The move of the company's main offices from Minneapolis to Decatur, Ill., resulted in better coordination, greater efficiency and reduction of expenses in corporate operations. Another prime factor cited was the continued expansion and modernization of plant facilities. Contributing also was a more favorable balance between supply and demand in the company's various agribusinesses.

### Joseph T. Viviano

Joseph T. Viviano, founder of Delmonico Foods in Louisville, Kentucky, died November 29 at his residence in Clearwater, Florida. He was 87. Survivors include a son, Peter J. Viviano, president of Delmonico Foods; a daughter, Mrs. George E. Glaser; five grandchildren and eight great grandchildren.

Married to the late Stella Palazzolo Viviano he had family ties with the Palazzolos of Cincinnati and Vivianos around the country.



Lester Swanson

### George L. Faber

George L. Faber, long-time sales representative and executive for Peavey Company Flour Mills and the predecessor company, King Midas Flour Mills, passed away in St. Petersburg, Florida on November 4, 1970.

He had retired in 1965 after 45 years with the company. He was district sales manager for durum products in the Chicago area.

Born on February 28, 1896, at Chaska, Minnesota he received his college education at the University of Minnesota. He was a former member of the Board of Directors of the University of Minnesota Alumni Association.

He had also served as Chairman of Production and Supply for the Mid-America Chapter of the American National Red Cross.

He is survived by his wife Naomi, and two brothers—Clarence of Orange City, Florida, and William of Woods, Illinois.

### Appointment at Merck

Thomas B. Davis has been appointed marketing director of fine chemicals for the Merck Chemical Division of Merck & Co., Inc., Arthur L. Goeschel, vice president of the division, has announced.

Before joining Merck, Davis was executive vice president of Metalsalts Corporation, a Hawthorne, N.J., manufacturer of industrial chemical specialties which became part of Merck in 1966. With Merck Chemical Division, Davis served as marketing director of industrial and agricultural chemicals for more than three years. A graduate of the Columbia University School of Engineering and Applied Science, Davis has also held various positions with E. I. du Pont de Nemours & Co., Inc., and the Stauffer Chemical Co.

Goeschel also announced that William J. Donwen has been named to succeed Davis as marketing director of industrial and agricultural chemicals.

In his new assignment, Davis will be responsible for the marketing of Merck's fine chemicals line, supplied chiefly to the pharmaceutical and food processing industries. It includes vitamins, antibiotics, magnesium compounds for use as antacids, steroid hormones, estrogens, medicinal narcotics, sulfa drugs, coccidiostats, sorbitol, lysine, ascorbates and such specialty product as 'Accel' and 'Lactacel' for the processed meat industry, and vitamin mixtures and wafers to the milling and baking industries. His department also markets Merck's laboratory and prescription chemicals.

# ADM Milling Co.



### International Multifoods

International Multifoods reported both higher sales and earnings for the first half of the current fiscal year, ended Aug. 31, compared with the same period a year ago. Consolidated net sales for the six months were set at \$205 million, a 15% increase over the comparable figure of \$179 million. Consolidated earnings at midyear were 7% ahead of last year, \$2,968,000 versus \$2,744,000. Earnings per share, after provision for preferred dividends, were 97¢, a 3% advance over last year's 94¢. Commenting on reasons for the improved earnings, William G. Phillips, president, pointed to favorable currency exchange rates on the company's Canadian working capital which resulted in a net gain on foreign exchange of \$433,000 or 15¢ a share. IM operations in Venezuela benefited from higher wheat flour volume and the acquisition of DAMCA, a major producer of precooked corn flour. Higher interest rates, Mr. Phillips said, had a significant depressing effect on earnings. Also, the company's flour business in the U.S. and Canada experienced lower volume in the first quarter, as well as higher costs and intense price competition throughout the first half. He noted that these conditions were expected to be corrected in the third quarter. "We put contingency plans into effect during the second quarter, dealing primarily with reducing costs and upgrading our product sales mix," Mr. Phillips declared. "We should start seeing results from these plans during the third quarter. We continue to expect to buck the general trend in this year of uncertain economic outlook and we plan to show an improvement in profits for the year."

### Fisher Flouring Mills Co.

Reporting on the company's annual meeting, John L. Locke, chairman of the board, and Kenneth R. Fisher, president, announced that the directors had elected H. B. Rogers, secretary, to be secretary-treasurer, replacing Llewellyn F. Wing who retired. Three new officers were elected—Wayne F. Fuller, assistant secretary; Mrs. Margaret Elling, assistant secretary, and William Dunks, assistant treasurer. (Mrs. Elling becomes the first woman in the history of the firm to serve as an officer.) R. G. Alden was elected vice president of the White-Dulany Co., an affiliated company. At a meeting of the stockholders, George O. Fisher was elected to the board of directors of Fisher Flouring Mills Co., the White-Dulany Co., and Gallatin Valley Milling Co., an affiliate.

### Contract Awarded

A contract for the supply of machinery and equipment for rebuilding the milling plant at North Dakota Mill & Elevator, Grand Forks, North Dakota, has been awarded to Carter-Day Company of Minneapolis. Value of the contract is in the region of \$500,000. Engineer in charge of the rebuilding project is Fred Schumacher, Fred Schumacher Engineering Company, Minneapolis, who has been working for some time on the modernization of other parts of the facility. Those portions of the facility sustained little damage in the fire.

"Business is like riding a bicycle—either you keep moving or you fall down."—Anonymous.

### Egg Production

The Nation's laying flock produced 5,848 million eggs in October, up 2 percent from October 1969. Layers on hand during October averaged 323.2 million compared with 318.4 million a month earlier. Egg production was up from a year earlier in all regions except the South Atlantic, which was down 1 percent. Regional increases were: East North Central and West North Central, each 5 percent; North Atlantic and West, each 2 percent; and South Central, 1 percent.

### The Egg Market

Shell egg prices in October pointed out once again the extreme unpredictability of price trends in this commodity, Henningsen Foods observes.

A rather sharp price decline in the early part of the month followed a break in October shell egg futures from September levels. But as soon as the industry settled back to absorb these lower priced shell eggs, the market reversed itself and egg prices followed the November futures market back up.

It seems apparent that the cost of breaking stock is very sensitive to the price fluctuations for graded eggs traded on the Chicago Mercantile Exchange. Prices on the Exchange are influenced by demand at the consumer level for table grade eggs, by market holding action taken by producer groups and even by the increased commodity speculation activity which has resulted from the slowdown in the stock market.

V. James Benincasa Company views the market as steady. While trading has not been brisk there has been sufficient to keep current production moving.

Production of liquid egg products during September was 58,913,000 pounds, according to the Crop Reporting Board. This was a 7% loss from the previous month but 25% more than the same month a year ago. January through September totaled 577,254,000 pounds, 16% more than in the same period of 1969.

The quantity used for freezing totaled 28,108,000 pounds, an increase of 10% from a year earlier. The quantity used for drying was 22,815,000 pounds, up 33% from September 1969. Output of albumen solids was 1,167,000 pounds, 39% more than September 1969. Yolk solids were down 2% from a year ago to 1,167,000 pounds. Whole egg production amounted to 722,000 pounds, down 3%. Production of "other solids" was 2,836,000. It appears that dried egg solids are gaining in production at frozen egg expense.

### Ballas Market Comment

Ballas Egg Products Corporation comments that in the last of 1969 and early 1970 the Department of Agriculture said that if egg producers increased flocks over 3% there would be trouble ahead. Looking at hatchery reports through the year, many observers felt that the flock increase would exceed 3% and there would be too many eggs in the fall and winter months. But the U.S.D.A. report of November 16 states: "Layers on farms November 1 totaled 324,500,000, up 2% from 1969. Rate of lay averaged 58.2 eggs per 100 birds. Potential layers totaled 388,000,000 or 3% above a year earlier." This indicates that flock size is being held within the government's estimate.

### Heavy Slaughter

Slaughtering plants have been running at over 3,000,000 a week which will help keep the flock below the 3% increase level.

So far egg markets have not been as low as anticipated. Egg breakers have had a hard time getting enough eggs to keep their plants operating and very few have been operating at capacity. Frozen egg inventories are at a comparatively low level and dried egg stocks are practically nil. Some driers are having problems getting sufficient eggs to meet their delivery schedules. Weather becomes an important marketing factor in winter.

All in all, the egg products market was very firm in November and had similar prospects for December. The General Motors strike settlement and general economic pick-up should increase egg usage in homes, in institutions and in manufacturing.

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James J. Winston, Director  
156 Chambers Street  
New York, N.Y. 10007

## EUROPEAN TRIP

21 days in Switzerland and Northern Italy—May 10-31.

Macaroni School in Zurich conducted by Buhler Brothers.

Visit Venice and the Pavan plant at Galliera Veneta.

Weekend in Florence, then travel north to Bologna, Cento, Parma and see Braibanti installations and works at Fava and Zamboni.

IPACK-IMA Show in Milan brings together a great collection of macaroni equipment and manufacturers.

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Write . . .

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## HERE ARE THE MEMBERS

- of the National Macaroni Manufacturers Association, dedicated to elevating macaroni and noodle products manufacture to the highest plane of efficiency, effectiveness and public service—indicated with the letter A.
- of the National Macaroni Institute, organized to popularize macaroni and noodle products through research and promotion—indicated with the letter I.

### MACARONI MANUFACTURERS

A-1 American Beauty ..... Los Angeles, Calif.  
 A-1 American Beauty ..... San Diego, Calif.  
 A-1 American Beauty ..... Denver, Colo.  
 A-1 American Beauty ..... Kansas City, Kas.  
 A-1 American Beauty ..... St. Paul, Minn.  
 A-1 American Beauty ..... St. Louis, Mo.  
 A-1 American Beauty ..... Dallas, Tex.  
 A American Home Foods ..... Milton, Pa.  
 A Angelus Macaroni Co. .... Los Angeles, Calif.  
 A-1 Anthony Macaroni Co. .... Los Angeles, Calif.  
 A Barilla, G. R. F.lli S.p.A. .... Parma, Italy  
 A B. Birkel Sohne ..... Stuttgart, Germany  
 A W. Boehm Company ..... Pittsburgh, Pa.  
 A Bravo Macaroni Co. .... Rochester, N.Y.  
 A Buitoni Foods Corp. .... South Hackensack, N.J.  
 I California-Vulcan Macaroni .. San Francisco, Calif.  
 A-1 John B. Canepa Co. .... Chicago, Ill.  
 A-1 Catelli-Five Roses ..... Montreal, Canada  
 A-1 Catelli-Five Roses ..... Lethbridge, Canada  
 A-1 Catelli-Five Roses ..... Winnipeg, Canada  
 A Constant Macaroni ..... St. Boniface, Canada  
 A Conte Luna Foods, Inc. .... Norristown, Pa.  
 A Costa Macaroni Mfg. Co. .... Los Angeles, Calif.  
 A-1 The Creamette Company .... Minneapolis, Minn.  
 A Creamette Co. of Canada .... Winnipeg, Canada  
 A-1 Cumberland Macaroni Mfg. Co. . Cumberland, Md.  
 A D'Amico Macaroni Co. .... Steger, Ill.  
 A-1 Delmonico Foods, Inc. .... Louisville, Ky.  
 A-1 El Paso Macaroni Co. .... El Paso, Tex.  
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 A Gabriele Macaroni Co. .... Los Angeles, Calif.  
 A Gattuso Corp. Ltd. .... Montreal, Canada  
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 A Gioia Macaroni Co. .... Buffalo, N.Y.  
 A-1 Golden Grain Macaroni ..... San Leandro, Calif.  
 A-1 Golden Grain Macaroni ..... Bridgeview, Ill.  
 A-1 Golden Grain Macaroni ..... Seattle, Wash.  
 A-1 Gooch Foods, Inc. .... Lincoln, Nebr.  
 A-1 A. Goodman & Sons ..... Long Island City, N.Y.  
 A-1 I. J. Grass Noodle Co. .... Chicago, Ill.  
 A Grocery Store Products Co. . West Chester, Pa.  
 A Grocery Store Products Co. . Los Angeles, Calif.  
 A Grocery Store Products Co. . Libertyville, Ill.  
 A Hammond Milling Co. .... Hialeah, Fla.  
 A-1 Horowitz & Margaret ..... Long Island City, N.Y.  
 A-1 Ideal Macaroni Co. .... Bedford Heights, Ohio  
 A-1 Inn Maid Products, Inc. .... Millersburg, Ohio  
 A-1 Jenny Lee, Inc. .... St. Paul, Minn.  
 A La Rinascente Macaroni Co. . Moonachie, N.J.  
 A-1 V. La Rosa & Sons, Inc. .... Westbury, N.Y.  
 A-1 V. La Rosa & Sons, Inc. .... Danielson, Conn.  
 A-1 V. La Rosa & Sons, Inc. .... Warminster, Pa.  
 A-1 V. La Rosa & Sons, Inc. .... Milwaukee, Wis.  
 A-1 Thomas J. Lipton, Inc. .... Englewood Cliffs, N.J.  
 A Luso-American Macaroni Co. . Fall River, Mass.

A-1 D. Merlino & Sons ..... Oakland, Calif.  
 A-1 C. F. Mueller Company ..... Jersey City, N.J.  
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 A Philadelphia Macaroni Co. .... Philadelphia, Pa.  
 A-1 Porter-Scarpelli Macaroni Co. . Portland, Ore.  
 A Primo Importing & Distrib. Co. . Weston, Canada  
 A Prince Macaroni Mfg. Co. .... Lowell, Mass.  
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 A Prince Macaroni Mfg. Co. .... Warren, Mich.  
 A-1 Procino-Rossi Corporation ..... Auburn, N.Y.  
 A-1 Ravarino & Freschi, Inc. .... St. Louis, Mo.  
 A Romi Foods (1966) Ltd. .... Weston, Canada  
 A-1 Ronco Foods, Inc. .... Memphis, Tenn.  
 A-1 Ronzoni Macaroni Co. .... Long Island City, N.Y.  
 A Roth Noodle Company ..... Pittsburgh, Pa.  
 A-1 San Giorgio Macaroni, Inc. .... Lebanon, Pa.  
 A-1 Schmidt Noodle Mfg. Co. .... Detroit, Mich.  
 A-1 Shreveport Macaroni Mfg. Co. . Shreveport, La.  
 A-1 Skinner Macaroni Company ..... Omaha, Nebr.  
 A-1 Superior Macaroni Company ... Los Angeles, Calif.  
 A Tamico Foods, Inc. .... Tampa, Florida  
 A Toronto Macaroni & Imported Foods Toronto, Can.  
 A U.S. Macaroni Mfg. Co. .... Spokane, Wash.  
 A Viva Macaroni Mfg. Co. .... Lawrence, Mass.  
 A-1 The Weiss Noodle Co. .... Cleveland, Ohio  
 A-1 Western Globe Products, Inc. . Los Angeles, Calif.  
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### ASSOCIATE MEMBERS

A-1 ADM Milling Company ..... Kansas City, Mo.  
 A Amaco, Inc. .... Chicago, Illinois  
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 A Asceco Corp. .... Los Angeles, Calif.  
 A Ballas Egg Products Co. .... Zanesville, Ohio  
 A V. Jas Benoinca Co. .... Zanesville, Ohio  
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 A Braibanti Company ..... Milan, Italy  
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### ASSOCIATE MEMBERS—Continued

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 A Schneider Brothers, Inc. .... Chicago, Ill.  
 A Supreme Dairy Products ..... Pittsburgh, Pa.  
 A Vitamins, Inc. .... Chicago, Ill.  
 A Milton G. Wauldbaum Co. .... Wakefield, Nebr.

## Plenty of Macaroni Publicity

A RECENT progress report from the National Macaroni Institute told of a cornucopia of copy coming from product promotional publicity releases. From a reception at the Food Editors Conference comes the following placements and acknowledgements:

#### In Alphabetical Order

Birmingham, Alabama Post-Herald, September 24, featured the black-and-white photograph of Macaroni Spinach Tortine and gave the recipe in story entitled "Macaroni as hors d'oeuvre?" Copy described the NMI "Festa della Pasta" and quoted Vincent F. La Rosa's remarks on macaroni consumption.

Cincinnati Enquirer, September 30, featured the black-and-white photograph of Spaghetti Squares and gave the recipe in story entitled "Pasta Makes Appetizers." Copy mentioned NMI and described three of the hor d'oeuvres served at the reception.

#### Finger Food

Cincinnati Post and Times Star, September 30, featured the black-and-white photograph of Macaroni Spinach Tortine, along with the recipe in story entitled "Macaroni turns into finger food."

Cleveland Press, September 25, reported on Mr. La Rosa's remarks, and mentioned NMI and the "Festa della Pasta" in story entitled "Eating more pasta?"

Dallas Morning News, September 26, featured the black-and-white photograph of Noodle Party Pancakes and gave the recipe in story entitled "Divert Some Spaghetti Mileage This Way." Copy described the "Festa della Pasta" as one of the most interesting sessions, credited NMI and quoted Mr. La Rosa's remarks on macaroni consumption.

Dallas Times Herald, October 15, quoted Mr. La Rosa, described the reception with credit to NMI, and gave the recipe for Macaroni Spinach Tortine in story entitled "Hors d'Oeuvres—Macaroni Magic."



Macaroni Spinach Tortine

Dubuque, Iowa Telegraph Herald, September 25, featured the black-and-white photograph of Spaghetti Squares, along with three recipes in story entitled "Super Spaghetti." Copy quoted Mr. La Rosa and described the three recipes.

Houston Post, October 8, quoted Mr. La Rosa and mentioned the "Festa della Pasta" with credit to NMI in story entitled "Macaroni eating sets new record." A second item, "This enlivens spaghetti," gave one of the recipes supplied to food editors.

Jacksonville, Florida Times-Union, September 26, featured the black-and-white photographs of Spaghetti Squares and Noodle Party Pancakes and gave the recipes. Story gave credit to NMI for the "Festa della Pasta" and quoted Mr. La Rosa.

Little Rock, Arkansas, Gazette, October 29, featured the black-and-white photograph of Macaroni Spinach Tortine, along with two recipes in story "Pasta Becomes A Finger Food." Copy described the reception with credit to NMI.

McKeesport, Pennsylvania News, September 25, featured the black-and-

white photograph of Lasagne Rollies in Crab Meat Sauce and three recipes in story "Budget-Conscious Americans Devour Miles of Spaghetti." Story included macaroni consumption figures and credited NMI.

New Orleans Times-Picayune, October 8, featured the black-and-white photograph of Noodle Party Pancakes and two recipes in story entitled "Noodle Party Pancakes Extraordinary Appetizer." Copy credited NMI and described the reception and the two recipes.

#### Entertain on a Budget

Oklahoma City Daily Oklahoman, October 9 featured the black-and-white photograph of Noodle Party Pancakes and two recipes in story entitled "Pasta's Right To Entertain On Budget." Copy described the "Festa della Pasta" with credit to NMI.

Philadelphia Inquirer, October 18, featured the black-and-white photograph of Macaroni Spinach Tortine in story which gave recipe.

Pontiac Press, October 7, featured the recipe for Spaghetti Squares in story about the reception with credit to NMI. Title was "Fry Spaghetti Squares for Unusual Appetizer."

Portland Oregonian, October 1, mentioned the NMI reception.

Richmond, California, October 7, described the "Festa della Pasta" with credit to NMI, and a promise to give the recipes in the future.

Rock Island Argus, September 26, quoted Mr. La Rosa on macaroni consumption, mentioning the Festa della Pasta and crediting NMI.

Sacramento Union, September 30, featured the black-and-white photograph and recipe for Macaroni Spinach Tortine in "Recipe Sampler from Food Editors Conference."

San Francisco Chronicle, September 23, listed the NMI function in a preview of "Culinary Marathon."

(Continued on page 32)



# PEAVEY COUNTRY



Wherever the  
sun shines  
on durum wheat  
you'll find the  
Peavey symbol

Peavey is strategically located in the heart of North Dakota's durum wheat fields. Selecting, testing, processing the finest durum wheat products for the macaroni industry.



Durum wheat inspection is made by Peavey grain men whose long experience quickly tells them the quality and quantity of the crop.

Wheat samples are sent directly from the field to Peavey where they are tested and analyzed and listed for the grain purchaser.

At this time, summer is just starting and Peavey's test and list service is in full operation, ready to serve the quality and consistent crop.

*King Midas* DURUM PRODUCTS



**PEAVEY COMPANY**  
Flour Mills



### Plenty of Macaroni Publicity—

(Continued from page 20)

Wichita Eagle, September 25, featured the black-and-white photograph of Spaghetti Squares, along with the recipe in "Spaghetti Squares Ideal for Party." Copy described the appetizer as served at the reception given by NMI.

Wichita Falls, Texas Times, October 4, presented the black-and-white photograph of Macaroni Spinach Tortine in story which described the "Festa della Pasta" with credit to NMI.

Wilmington, North Carolina Star, September 25, gave recipes for Noodle Party Pancakes and Lasagne Rollettes in story about the reception with credit to NMI.

#### Quotes From Thank You Letters

"Thank you so much for a delightful party during the Newspaper Food Editors Conference." Polly Paffilas, Akron Beacon Journal.

"I would like to thank you and the members of the National Macaroni Institute for a perfectly delightful reception at the Newspaper Food Editors Conference. I would also like to thank you for the excellent releases which you sent concerning the food you served at the conference. We tested them and printed them and found them just delightful." Mary Solaro, Chicago Today.

"Thought the ideas for all your products were exceptionally good this year. Many thanks." Barbara Bratel, Cleveland Press.

Thanks for your most delightful party Thursday evening. I would never have expected to find such a variety of pasta dishes at a cocktail party. Thanks, too for your helpful ideas all year long." Ann Hamman, Evansville Courier.

"This is it—the dipsy noodle. I have a feeling that my friends are going to be dipsy noodled out by year's end. It really was the highlight of the conference, g o u r m e t - w i s e." Mary Alice Quinn, Memphis Commercial Appeal.

"The Festa della Pasta sponsored by the National Macaroni Institute at the recent Food Editors Conference was most enjoyable. It was also worth while and interesting . . . most of us never thought of using pasta for hors d'oeuvres! We were, of course, pleasantly surprised. Thank you again for helping make the Food Editors Conference among the worthwhile events of the year for food writers throughout America. I am enclosing a tear sheet of the article and recipes as our paper covered the conference and Festa della Pasta." Cheryl Mayfield, Daily Oklahoman.

### Hail to the Chieftess!

Olive Thompson wrote the following column in the Bellflower (California) Herald-Enterprise:

Mrs. Richard M. Nixon has been named "Macaroni Woman of the Year" by the National Macaroni Institute recent news-wire stories revealed. The institute reportedly said the President's wife deserved the honor for proclaiming during a visit to Rome that spaghetti is her favorite dish.

I'm glad the Macaroni Institute assigned its greatest honor to the nation's First Lady.

It seems appropriate that in a republic the woman occupying its highest post through marriage should receive the title of something to eat of modest price that can be and probably is eaten by nearly everyone in the country. That way it's more representative.

#### Honest and Diplomatic

It was a stroke of honesty and diplomatic savvy, I feel, that made Mrs. Nixon tell the Romans spaghetti is her favorite food.

That kind of remark hits the country's populace where it counts—in the stomach. It makes any people, already swollen with spaghetti, macaroni or noodles, swell with pride. I have a hunch it's a greater remark on an official governmental visit of Italy than a declaration that Verdi is the greatest composer of operas of all time or that Rome has the top fashion designers. Food is pretty basic.

And to my way of thinking the remark also was fitting because Mrs. Nixon reminds at least me of macaroni and cheese.

#### Good Sturdy Stuff

While Mrs. Lyndon Johnson might remind an enjoyer of food of barbecued Texas beef, Mrs. Kennedy of a frappe, and Mrs. Bess Truman of deep-dish apple pie with cream, Mrs. Nixon reminds me of macaroni and cheese—good sturdy stuff, filling, good tasting, non-fancy, practical, worth every cent it costs, capable of being enjoyed when served plain and also coming off well in a more dressed-up dish through the addition of seafood and cream or other appurtenances.

What if Mrs. Nixon has been given the title of "Mrs. Noodle?" It wouldn't have mattered as long as she uses her noodle. That's what counts.

It might seem inaccurate that the Macaroni Institute would bestow the title of Macaroni Woman of the Year when spaghetti was named by Mrs. Nixon as her favorite food.

But it isn't. Spaghetti, macaroni, noodles, vermicelli, tagliani, fanti, rigatoni, fideo are all the same food made out of glutenous wheat mixed with warm water and kneaded into a stiff paste or dough. The only difference is in the size and shape. Vermicelli has the thinnest threads, spaghetti has thinner sticks and pipes than macaroni. Noodles are solid pieces of the pasta.

Of the 150 shapes of pasta—including stars, shells, letters of the alphabet, all sorts of fancy figures—recognized by the National Macaroni Institute, spaghetti leads in popularity by several million miles, according to documented figures.

If all the strands of spaghetti consumed in the United States in 1968 were strung out end to end, the resulting noodle would reach to the moon and back 270 times, the Institute reports.

And that figure isn't getting any smaller, it's probably swelling. Pasta goods are patronized heavily in times of inflation-economic recession. Spaghetti or macaroni or beans become the number one foods in such times.

But wonder of all this is how a person of such slight physical figure as Mrs. Nixon could list spaghetti as her favorite food. Spaghetti and the other pasta foods are not free of calories. Of course, Mrs. Nixon may eat temperately.

At any rate, spaghetti is apt to soar in popularity in this country because of the president's wife's remark.

#### Christopher Morley Quoted

She is not the first prominent person to speak well of spaghetti. Author Christopher Morley once observed: "No man is lonely while eating spaghetti. It requires too much attention."

That's for sure. You'll find supporters of each of the many different ways of getting spaghetti from the plate into the mouth proclaiming his way the best.

An informal poll of a number of my relatives favored spearing a mass of the spaghetti with a fork, winding the strands around and around the tines until all area caught up into the swirl, then popping the swirl into the mouth, chewing and swallowing it as quietly as possible.

However, there are dedicated slurpers who maintain the only worthwhile way is to spear with a fork the end of one spaghetti strand at a time, lifting one end strand into the mouth and slurping the remainder of the long cord slowly down the throat, and on into the stomach.

Now, if Mrs. Nixon will tell us how she eats it, we can all do likewise. There must be an All-American way to eat spaghetti.



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Books, like proverbs, receive their chief value from the stamp and esteem of ages through which they have passed.—William Temple.

### Puerto Rico Recipe—

(Continued from page 4)

Here, too, are huge arched chambers where ammunition and other supplies were stored, chapels, tunnels, cannon, and other mementos of the Spanish colonial days.

Both forts are now national monuments and open to the public free of



Americana Hotel, Site of the Winter Meeting

charge from 8 a.m. to 5 p.m. daily except Monday and Tuesday.

The Institute of Puerto Rican Culture also has restored scores of old colonial buildings while others have been converted into military, historical, and art museums.

And while Puerto Rico has been under United States control since 1898, Spanish is still the mother language. But mainland visitors should have no difficulties; most Puerto Ricans also speak English. Currency is no problem either since United States money is the legal exchange.

Puerto Rico is a major port of call for cruise ships in the Caribbean. United States airlines fly about 300 flights weekly from major cities across the continent. No special documents are needed by United States citizens.



Cobenas at the Americana

### Pasta Plates

Dinner plates with various macaroni shapes such as bows, wheels, and elbows around the edge, and three sheaves of wheat in the center, are available as gifts or premiums.

Ten inches in diameter the plates sell for \$7.20 per dozen, f.o.b. New York with a minimum order of 42 dozen. If there is sufficient interest the Macaroni Journal will pool orders to make this minimum.

Plates are available from Gary Valenti, 55-72 61st Street, Maspeth, New York 11378. The back of the plate carries the legend: "Designed Exclusively for the National Macaroni Institute," and is stamped "Made in Italy." The plates were used by the National Macaroni Institute as a gift in the press kit of the New York Press Party last fall.

### Package Wrapper

All your stretch and shrink film packaging can be handled automatically by a new wrapper, as detailed in a 2-page bulletin being offered by the manufacturer, Triangle Package Machinery Company, Chicago.

Products in trays, boxes, or containers, ranging in size from 1/2 in. x 5 in. up to 9 in. x 12 in. can be wrapped at a rate of 22 per minute under supervision of a single operator. The bulletin describes how this is accomplished, plus presenting full specifications for the unit. Details on the automatic indexing operation and rapid film changeover are also included.

### Lent

Ash Wednesday, the beginning of Lent, falls on February 24.



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