

**THE  
MACARONI  
JOURNAL**

**Volume 53  
No. 6**

**October, 1971**

# Macaroni Journal

OCTOBER, 1971



“Many of my good friends and customers have asked just what the new Riegel/Rossotti association will mean to our packaging business. It's a good question. And I'd like to use this ad and others that will follow to give you as much information as possible about the good things that are happening.

**“C.R.” Rossotti says:**

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“We will continue to help you design better packages. But now we have a vastly expanded graphics capability plus a staff of experienced Riegel structural design specialists.

“And now we may also call on the resources of Riegel's multi-million dollar Packaging Research Center in Flemington, New Jersey for product and package development. There's more. And it's all good. Rossotti plus Riegel is good news for all of us.”



**Riegel Packaging**

# The Macaroni Journal

October  
1971  
Vol. 53  
No. 6

Official publication of the National Macaroni Manufacturers Association,  
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
P.O. Box 336, Palatine, Illinois. 60067.

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*Cover Photo*

Julie McRae demonstrates Bikini Power on page 8. She also lauds Macaroni as Number One for convenience, versatility, economy and popularity.

The Macaroni Journal is registered with the U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Second-class postage paid at Appleton, Wisconsin, and Palatine, Illinois.

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Foreign .....	\$7.50 per year
Single Copies .....	\$1.00 each
Back copies .....	\$1.00 each

**MACARONI WEEK - a national publicity effort for macaroni products**



**MACARONI IS NUMBER ONE**

*Publicity Covers National Macaroni Week in Every Media*

National Macaroni Week, October 7-16, 1971, has the theme: "Macaroni Is Number One."

Major Market Daily Newspapers are receiving black & white photographs with recipes and story material stressing "Macaroni Is Number One." These are supplied on an exclusive basis to food editors in 219 standard metropolitan areas, with 26,000,000 circulation per mailing. Photos for:

Macaroni Salad with Curried Eggs; Ham Noodle Bake; Spaghetti with Eggplant Sauce.

Negro Press, some 175 newspapers, will receive photo of Lasagne with Cream Sauce along with recipe and story on National Macaroni Week, stressing theme "Macaroni Is Number One." Circulation 3,000,000.

Labor Press, 600 newspapers, gets photo and recipe for Macaroni Mickey Mouse. Circulation 11,000,000. Same photograph and background material goes to Small Town Daily and Weekly Newspapers with a circulation of 12,000,000.

For Television, a program kit is planned for use during National Macaroni Week with the title "Macaroni Is Number One." The kit will include script, 35 mm color slides, a visual and recipe leaflets in quantity for the telecaster to distribute to viewers. These will be offered on an exclusive basis, and response is estimated to bring 100 or more uses.

A special radio script, with suitable recipe background on National Macaroni Week and its theme will be sent to stations across the country.

Home Economics Advertising, full-page in October issue of Forecast magazine, subscribed to by 50,000 home economists, will emphasize the theme "Macaroni Is Number One." It will contain teachers recipe leaflets for classroom use. Past results indicate that approximately 200,000 leaflets will be requested.

Press receptions. The Fifth Annual Macaroni Family Reunion will be held at Times Square in New York on September 24. Approximately 100 representatives of newspaper, syndicated column, magazine, radio and television will be in attendance.

A press luncheon will be held in Toronto on September 24 at La Scala. A similar party in Chicago will be held

at Como Inn on October 13. And Southern California press will gather at Little Joe's Restaurant in Los Angeles on October 20.

Photos on facing page:

Upper left: Spaghetti with Speedy Tuna Sauce and Mushroom Spaghetti for Alice Denhoff, King Features

Upper right: Spaghetti with Red Hot Sauce for Joan O'Sullivan of King Features

Lower left: Macaroni Mickey Mouse for Small Town Papers and Labor Press

Lower right: Lasagne with Cream Sauce for 175 papers in the Negro Press

Photos on next page:

Upper left: Macaroni Salad with Curried Eggs for Major Market Newspapers

Center left: Spaghetti with Eggplant Sauce for Major Market Newspapers

Lower left: Potpourri Noodles and Meat Balls for Aileen Claire, Newspaper Enterprise Assn.

Upper right: Ham Noodle Bake for Major Market Newspapers

Center right: Farfalle with Three Cheeses for Joan O'Sullivan of King Features

Lower right: "Serve-One, Save-One" Macaroni Meat Ball Casseroles, Westchester Rockland Newspaper Publishers



Julie McRae illustrates "Macaroni Is Number One," for convenience, versatility, economy and popularity. This will be the theme of National Macaroni Week, October 7-16.

**MACARONI\* IS NUMBER ONE**

Number one in popularity. Exports to 100 countries. And all shapes of macaroni.

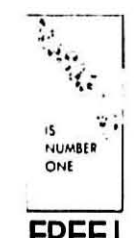
Number one in convenience. Pasta the Italian macaroni product is easy to cook, cooks in only a few minutes, and is easy to store. It's well so there can always be a supply on hand for instant use.

Number one in versatility. Macaroni combines with just about anything - poultry, cheese and eggs. It can be used in casseroles, soups, or as a side dish. It can be a main dish, too. It's healthy, young, the old and for those in between. It's for family dinners, picnics and lunchboxes for breakfast, lunch and dinner.

Number one in economy. Always in season, macaroni is always low priced. And besides, it can extend the higher priced protein foods into more servings, and stretch leftover meat into another meal.

\*Macaroni is the generic term describing macaroni, spaghetti and egg noodle products.

Turn to page XXX to order your copies of this new recipe leaflet for classroom use.



**The National Macaroni Institute**

Celebrating National Macaroni Week, October 7-16

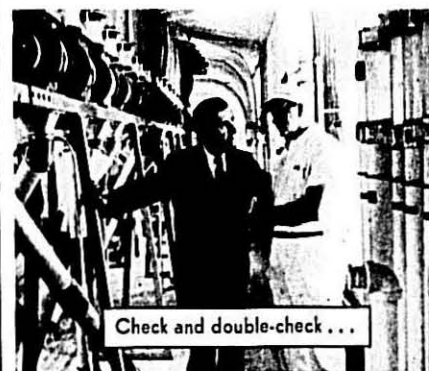
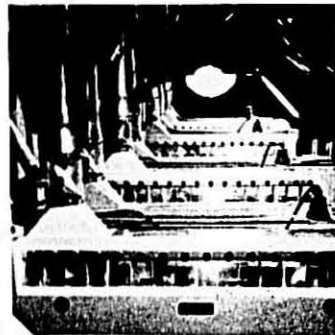
Recipes for macaroni products' main dishes will be assembled in a new leaflet offered to some 88,000 home economics teachers in the October issue of Forecast for Home Economics, teacher edition of CO-ED Magazine. This annual advertising stimulates demand for some quarter of a million recipe leaflets annually by teachers, students, demonstrators, service clubs, etc.



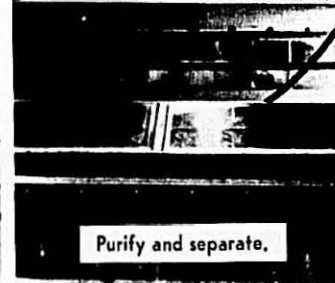
We buy the best durum wheat.



Clean, wash, temper and grind.



Check and double-check...



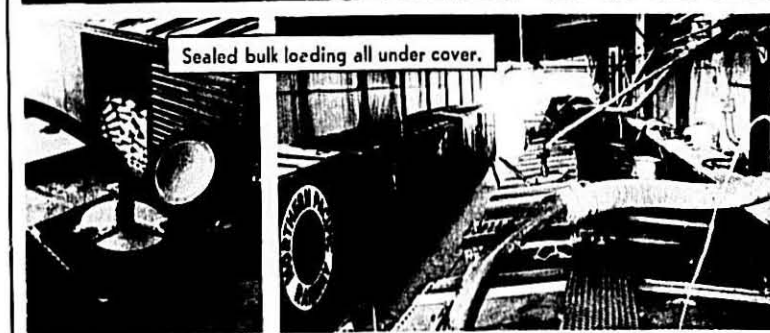
Purify and separate.



... and check again.



Sample and test again and again.



Sealed bulk loading all under cover.

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## Bikini Power with Macaroni

THE National Macaroni Institute has sent out another program kit to television stations with a script, color slides of macaroni dishes, sample packages of fine egg noodles, thin spaghetti and elbow macaroni, a copy of the USDA pocket guide "Calories and Weight," and an exercise device.

The program time takes about ten minutes and television program producers are invited to adapt the material to fit the format of their show:

Today's program is dedicated to all our lady friends who are singing the "Bikini Blues." There are many verses to this sad song. In one verse, our heroine—she's overweight, you see—goes to the beach, the lake or the country club swimming pool. She dons her matronly styled swim suit and bravely makes her appearance, only to be surrounded by slim, trim women in smashing bikinis. It's heartbreaking!

Another verse goes like this: a too-plump female won't even go swimming, though she loves it dearly! The sight of pretty bikinis in the department store brings tears to the eyes of another suffering woman, because they are not for her. And one dear friend of ours has no mirrors in her home, because it's unbearably depressing to see a reflection of her too-full figure.

Are they doomed, these ladies? No, but they must take heart and they must take action. The painful truth is they must diet. And they must count calories. The first thing, of course, is a physical check-up and the doctor's permission to start a reducing plan. He can recommend how many calories per day; usually it's no less than 1200.

### Write for Recipes

Now if any of you are thinking of going on a diet, we have some help for you. For example, the recipe leaflet "Bikini Power with Macaroni" has eight menus—each 600 calories or less designed to fit into a plan calling for 1200 calories per day. Each menu includes a delicious dish made with one of the many macaroni products, and the recipe is given for that dish. Now, let us make it clear, this is not a diet plan which has you eating macaroni every day. These are simply menus to help you start planning your own, and to prove that you can have these favorite foods, such as egg noodles, elbow macaroni and spaghetti. We'll tell you later how to get one of these leaflets.

Slide number one is shown, Egg Noodles with Shrimp Curry. Doesn't that look delicious? This recipe, calorie-counted, of course, is the answer to the

weak-hearted dieter who says, "But I can't stick to my diet all the time! What about when I have company?" This is a company dish and the guests need not know that the dieter planned the menu with herself in mind. One big serving adds up to about 363 calories, and the whole meal is only 573.

Slide two is shown Spaghetti with Peas, a typically Italian way with spaghetti. Pimentos and peas are mixed into the freshly cooked pasta, and the colorful result is a delightful accompaniment to roast chicken. One serving is a lovely 284 calories; with the chicken, and appetizer plate, fruit and milk, the total menu provides 591.

Another pitfall—or should we be brutal and call it an excuse—is The Bridge Club Luncheon. The diet has been going along—swimmingly, shall we say?—and then our dieting heroine walls, "But how can I serve something good and interesting to the bridge club and avoid the temptation to eat it myself?" Simply serve these beautiful Macaroni Melon Bowls there's plenty of good, filling food and no one would ever guess that it's part of a low-calorie menu. Chances are, you'll be doing a favor for some other members of the group, who should watch their diets, too. The melon bowl itself contributes about 363 calories, and the entire menu totals just 548.

Those are just three of the eight delicious macaroni dishes in the recipe leaflet provided by the National Macaroni Institute. And, remember, a calorie-counted menu has been planned for each of the macaroni recipes.

### USDA Booklet

Now here's something else you'll find helpful in planning your own low-calorie menus. It's called "Calories and Weight" and it was prepared by the U.S. Department of Agriculture. It's a handy size, and good for quick reference. It tells you how to decide what your calorie intake should be. And, look, here on page 9 you see the food groups you should include in the diet plan each day. There's the Milk Group, the Meat Group, the Vegetable-Fruit Group, and on page 10, the Bread and Cereal Group—which includes macaroni, spaghetti and egg noodles. And then the rest of the booklet is a listing of foods and their calorie values. This little booklet costs only 25¢. It can be ordered from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

### Exercise!

There's one more bit of advice for dieters. Exercise! Go swimming—if

you're not too self-conscious—as often as possible. Walk. Ride a bicycle. Buy a good book on exercise; it can be an inexpensive paperback version. Just check out the exercises with your doctor, to be sure they are alright for you to do. There are several inexpensive exercise devices available, too. Some of them are great fun to use, like this one. It's very small; you can carry it in your purse.

And here's the sort of exercises you can do with this stretchy rope. You get a good grip on the loops (one in each hand), then swing the rope back over your shoulders. Keep your arms bent, and raise them to shoulder level. Then stretch your arms straight out. Count 5 and bring your arms together. This will help tighten up muscles as you lose weight. You can use a device like this to simulate bicycling, and for other exercises to help trim the waistline, and firm up the legs.

### See Your Doctor

So dieters, are you ready? Remember, see your doctor first. Then get a reliable list of calorie values. Start planning menus... work out plans for a week at a time; this will make it easier to do the marketing, and it will help you make adjustments for special occasions.

And do let us send you this menu and recipe leaflet, "Bikini Power with Macaroni." Write National Macaroni Institute, Box 336, Palatine, Ill. 60067. And—oh yes—good luck!

### Creamettes Sells Salad

To help the homemaker get through the months of August and September, Creamettes carried advertising in Family Circle magazine picturing an appetizing photo of chilled macaroni and tuna salad in a wooden bowl. It promised only minutes to prepare.

Related items needed to make the salad are mayonnaise (or salad dressing), tuna (or ham, luncheon meat or chicken), canned peas, and mild cheddar cheese.

Tie-in materials included stack cards and shelf talkers.

### Nutrition Tip

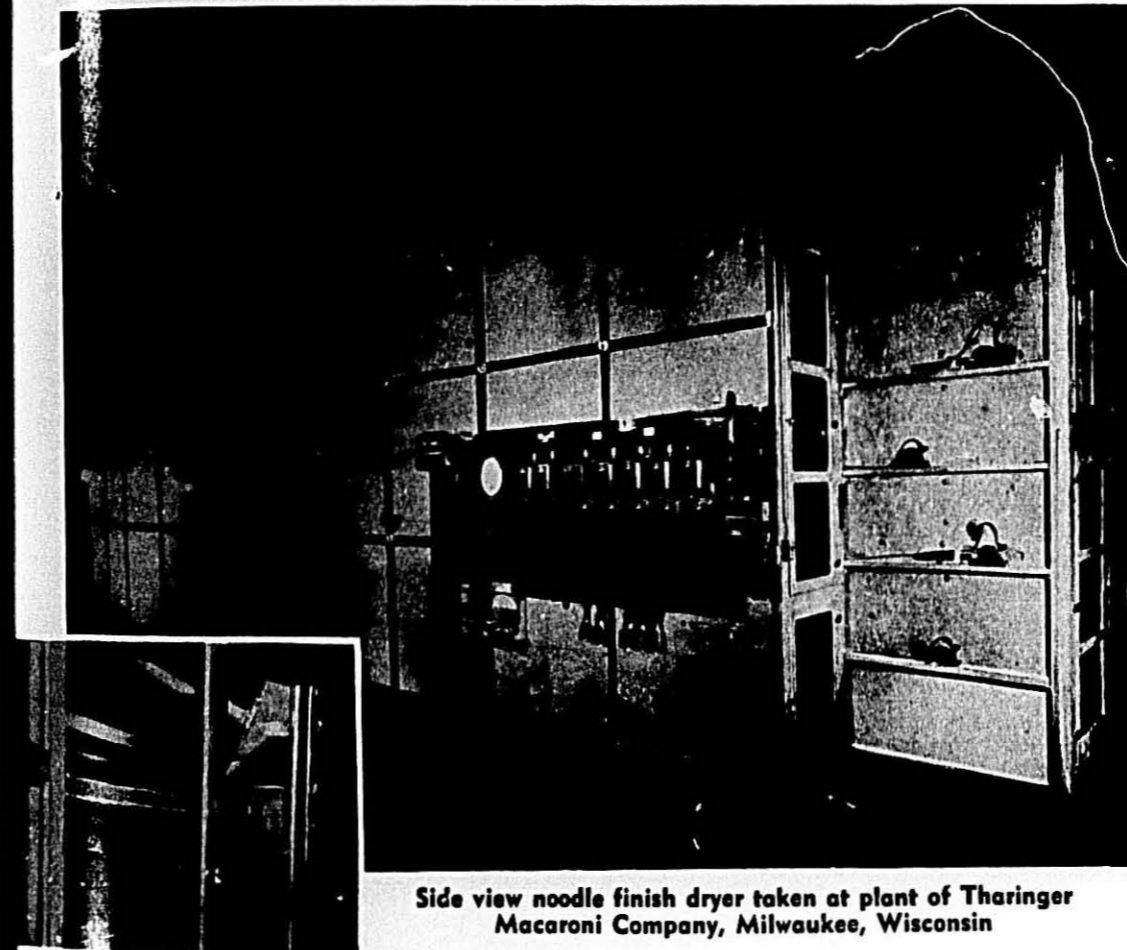
The Bread and Cereal Group is one of the Basic Four. Consumers are urged to have four or more servings each day. Foods from this group are served at breakfast as toast, muffins, pancakes, or grits; cereals, cooked or ready-to-eat; at lunch and dinner as macaroni, spaghetti, egg noodles or rice in a casserole or a side dish.

THE MACARONI JOURNAL

Clermont

## CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in superabundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer, many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

large doors permitting ready access for cleaning; large lucite windows giving clear view of the various drying stages: all are incorporated in the Clermont Noodle Dryer.

The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

The only Noodle Dryer that has conveyor screens that interlock with stainless steel side guides. Many other features are incorporated that are solely Clermont's.

But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

Please consult us for full information.

Clermont Machine Company Inc.

Division of Carlisle Corporation

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Brooklyn, N.Y. 11206, U.S.A.  
Telephone (212) 387-7540

## MACARONI PRODUCTS- INFLATION HELPS INCREASE SALES

from Chain Store Age, Supermarket Sales Manual

**R**EACTING to inflation and rising meat prices, consumers gave pasta products a 10% sales gain in 1970. But suppliers and chains believe the boost they got from the economy cannot be counted on for a similar increase this year. They predict that growth at retail will retreat to about 4% per year.

A sign of the times was the fact that macaroni, spaghetti and noodles—particularly the last with a 37% sales gain—all burgeoned. But pizza mixes and pasta dinners, except for the macaroni-and-cheese variety, experienced some difficulty.

### Dinners Drop

Some items in the dinner category have been withdrawn from the market due to poor consumer response. "Shoppers apparently feel they can add meat sauce and other ingredients easily and economically on their own," a New England chain buyer contends.

The convenience factor has apparently worked against pizza mixes. "They found it tough going against frozen pizza that needs no preparation," a West Coast chain buyer pointed out.

Still, pizza mixes managed a 4% sales increase over the previous year. In 1969, sales were 46% greater than in 1968. But manufacturers and chains attributed that increase mainly to higher retail prices, not sales volume.

### Still Great Bargain

Slightly increased prices this year have so far had no deterrent effect on poundage sales of macaroni products. "Consumers realize that pasta is still a great bargain, as it has relatively low markup from raw to finished stage," a Midwest supplier commented.

Macaroni and spaghetti each recorded 8% sales gains. Within the macaroni category, the pasta volume leader, suppliers report lasagna is gaining considerably in popularity. In the spaghetti area, the linguine or flat variety more than doubled in dollar sales and share of department volume. "That's because of the economical dishes—like chicken caeciatore or linguine with clam sauce that can be made with it," one supplier suggested. In the noodles category, Klops and Munchen varieties are "doing exceedingly well," an Eastern manufacturer reports.

### Nutritional Awareness

A matter of vital concern to the industry is increasing nutritional aware-

ness. But suppliers point out that their products have long been recognized by consumers as "enriched, high-protein foods." As a result, they were perturbed by the Food & Drug Administration's proposed identity standard that would encompass a new product shaped like macaroni but made largely of high-protein non-wheat ingredients including soy beans.

"Macaroni producers would have no objection if this product used another name and another shape," said C. Frederick Mueller, executive vice president of the C. F. Mueller Company.

"But it is clearly not macaroni, and violates the integrity of the word," he added.

The highest per-capita consumption of pasta products is still in areas with large Italian populations. But American-style products and promotions are making gains elsewhere. Cremette Company, for example, has been doing well with tie-in promotions with companies like Green Giant. Emphasis in the joint media and merchandising effort has been on American-style favorites such as summer salad bowls combining Cremettes macaroni and Green Giant peas.

The consensus of suppliers is that private label continues to be a minor factor in the pasta market. They say that at least 80% of the consumers prefer brand name pasta products, despite their higher price.

Manufacturers report they are getting more shelf space as they move increasingly into flexible packaging. West Coast suppliers took the lead in flexible packaging of pasta but East Coast manufacturers have joined the trend.

### MACARONI/PASTA PRODUCTS: NATIONAL SUPERMARKET PERFORMANCE 1970

	SALES		PROFIT		GROSS MARGIN	
	% of Department Sales	Dollar Volume (Millions)	% of Depart. Gross Profit	Millions \$	ASSORTMENT Ave. Gross Items/Brand Size at Warehouse	Avg. Gross Margin % of Retail
Macaroni	29.6	\$110.0	27.6	\$20.5	36	18.7
Elbow	12.2	45.2	11.9	8.9	11	19.7
Other	17.4	64.8	15.7	11.6	25	18.0
Spaghetti	28.0	104.0	28.5	21.2	22	20.4
Regular	22.8	84.7	24.0	17.8	16	21.0
Linguine	5.2	19.3	4.5	3.4	6	17.5
Noodles	18.0	67.0	21.4	15.9	20	23.7
Flat	16.3	60.8	19.0	14.1	17	23.1
Other	1.7	6.2	2.4	1.8	3	29.7
Macaroni Dinners	10.5	38.8	8.0	5.9	5	2
with Cheese	8.9	32.8	6.2	4.6	4	0
Other	1.6	6.0	1.8	1.3	1	0
Noodle Din.	6.4	23.8	6.2	4.7	9	5
with Meat	3.9	14.7	4.0	3.0	5	4
Other	2.5	9.1	2.2	1.7	4	1
Spag. Din.	3.0	11.3	2.7	2.0	4	8
with Meat	1.6	6.0	1.4	1.0	2	2
Other	1.4	5.3	1.3	1.0	2	4
All Other						
Pasta Din.	0.2	0.8	0.3	0.2	5	2
Pizza Mix	4.3	15.8	5.3	3.9	6	8
<b>TOTAL</b>	<b>100.0</b>	<b>\$371.5</b>	<b>100.0</b>	<b>\$74.3</b>	<b>107</b>	<b>0</b>

% of total store volume—0.61%

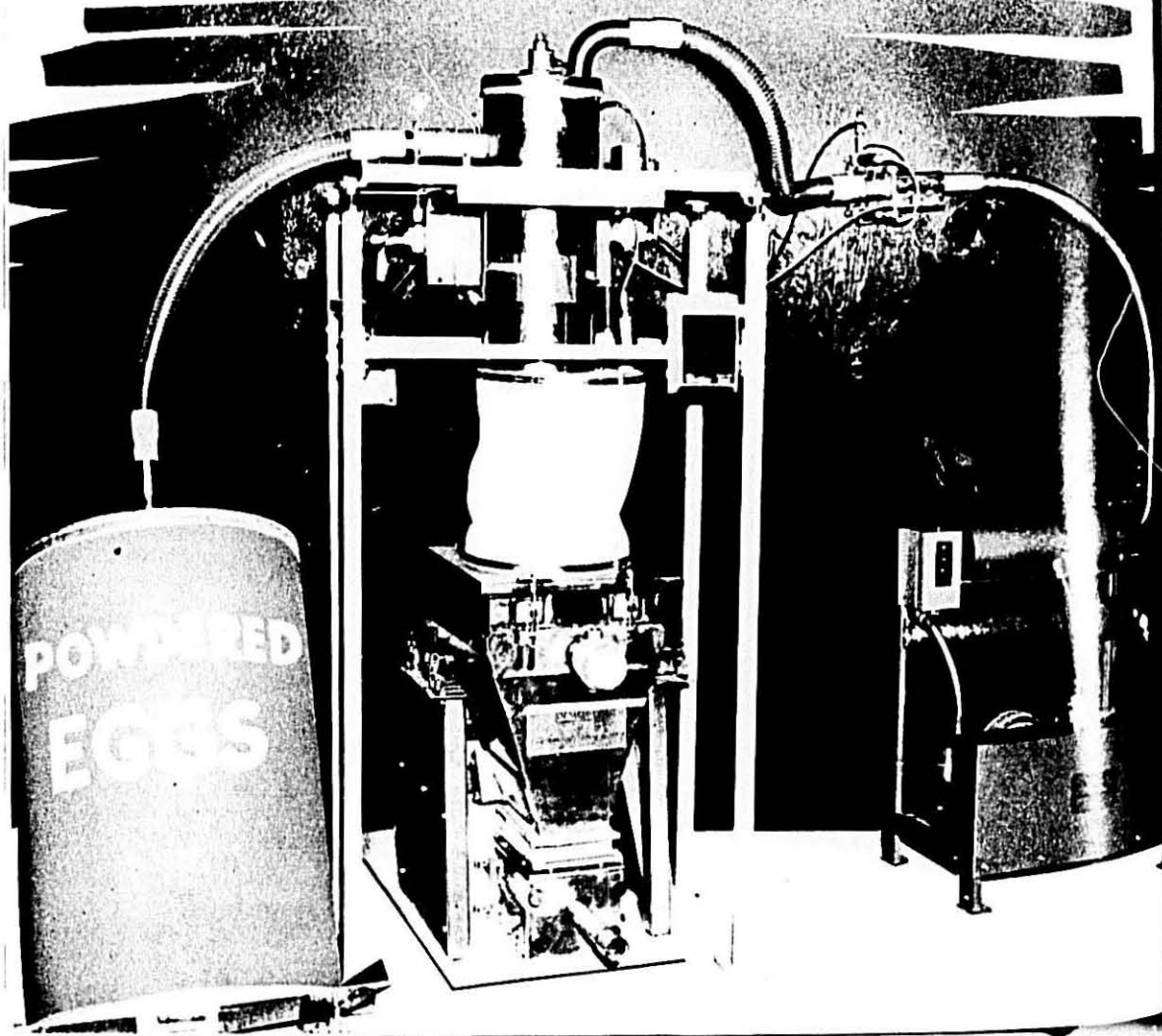
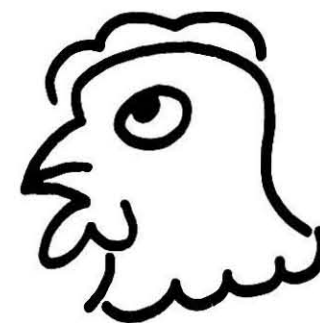
UNIT MOVEMENT Category	Share of Unit Mv.	Estimated Cases/Week	Category	Share of Unit Mv.	Estimated Cases/Week
Macaroni	31.8%	8.4	Mac. Dinners	12.6%	3.3
Elbow	13.3	3.6	with Cheese	11.0	2.9
Other	18.3	4.8	Other	1.6	0.4
Spaghetti	29.7	8.1	Noodle Din.	3.3	0.8
Regular	23.2	6.4	with Meat	1.9	0.4
Linguine	6.5	1.7	Other	1.4	0.4
Noodles	17.0	4.5	Spag. Din.	2.9	0.8
Flat	15.4	4.1	with Meat	0.9	0.3
Other	1.6	0.4	Other	2.0	0.5

Unit Movement data based on random sample, then projected. Case-2.

# ADM Milling Co.



Myrtle... they've automated us!



**That's Right...**

## **the new DE MACO DRY EGG FEEDER**

is a completely automatic method of adding eggs to your mixer.

It's easier than "breaking eggs" or egg dosing, less messier too, and offers these outstanding features:

- ★ Completely sanitary
- ★ All parts non-corrosive
- ★ Easy to clean

Here's how it works:

A drum or bag of dried free flowing eggs is placed onto the vibrating table.

The stainless steel wand is inserted into the dry egg container and the vacuum pump started, to draw the eggs into the storage hopper. When the storage hopper is fully charged, the vacuum pump automatically shuts off.

The level indicator in the hopper of the volumetric feeder actuates the discharge of the dry eggs from the storage hopper to the hopper of the volumetric feeder. A constant head in volumetric feeder is maintained eliminating variations of delivery. This feeder delivers a pre-set amount of dry eggs to the mixer. Manual adjustment of delivery rate is provided.

The egg feeder and conveying system will deliver from 14 pounds to 140 pounds of eggs per hour at a variation of 2% of set delivery rate.

*For additional information, specifications and quotations, contact*

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## The Consumer and You

by W. R. Corbett, Denver Manager, The National Biscuit Company  
at the 67th Annual Meeting, N.M.M.A.

I HAVE represented Nabisco for the twenty-nine years but today I am really representing the Grocery Manufacturers of America.

### Consumerism

The word consumerism is an interesting one—it is rather new. For many years we thought that all we had to do in business and industry was to furnish a good product, advertise it properly, distribute it properly, sort of feed the people properly and make a profit. Things have changed.

I was glad to hear that you had some government people on your program because very honestly, I think today we have a partnership in business that some of you may not know about. We own part of the business but the government owns a goodly portion and the customer today owns more and more of it. If you doubt this I would refer you to the 1966 incident here in Denver when the ladies decided they would boycott the supermarkets. And the boycott really began because the supermarkets were so big they didn't even have to talk to these people. The next thing you knew there was no ringing at the cash register and within a couple of days they were talking very fast to these people and saying a lot of things they didn't think they would say a week before. So if you don't think the consumer has a lot to do with your business today and have a lot more to do with it in the future, I hope some of my remarks might be of help to you.

### Seller Beware

How do you define "consumerism"? Mrs. Knauer, who works as President Nixon's special assistant on consumer affairs, says that this is a new militant mood that has seen "let the seller beware." A professor at the University of Colorado has a more technical way of saying it: "Consumerism is the organized efforts of consumers seeking redress, restitution and remedy for dissatisfaction they have accumulated in the acquisition of their standard of living." But really consumerism today—and I am making reference to the activists—is made up of the people who are really doing something.

### Activists

When we talk of consumers, you may be misled. Some of the activists would make you think that they speak for



W. R. Corbett

every person that eats your macaroni products. They really don't, but they are being heard very well by government. Many of the changes that the FDA and FTC are putting into effect and will continue putting into effect are brought about by a minority of consumer activists. I could mention Mr. Nader but there are many other people who have this same sense of direction. Sometimes we don't know what motivates them but they are getting a lot of attention in the press, a lot of understanding from government, and many of the things we are used to doing in business are changing because of this. The great majority of consumers who eat our products still feel that we are doing a pretty fair job. Most of them agree with us when we gather in meetings that their kids are getting bigger, stronger, breaking athletic records daily—and we wonder how our food can be so unwholesome and so impure when all of these things keep happening.

### Problems of 70's

Let me touch briefly on some of the problems we are going to face as we go down the road in the 1970's. I am sure you have heard about the problems of our environment and ecology and I am sure that in the 70's we are going to find this a tremendous problem for us. Air and water pollution particularly are going to be major problems for us. At the present time the public demand for control of emissions has far outdistanced our technical ability to handle situations. For example: the air bag for

automobiles—the automobile industry says it is practically impossible for them to meet the deadlines that the law today says they are going to have to meet or they won't be able to make cars—so we don't know where we are going. And tomorrow this could be macaroni. I think that the American public is going to have to make a major decision very soon about what we want to do in our environment and what we are willing to pay for it. I think when this choice is made, we are going to see some great compromises.

The Ideal Cement Company has recently announced that they had to shut down two plants in California. These were small company towns and there is no other place in town to earn a living. California's pollution standards were so tough that the company could not meet them. The plant was not profitable enough to pay for the pollution devices so they shut down. Immediately the government came rushing in and said: "You can't do this!" Now they have some variances that will go on for a year and during that time they hope that somewhere along the line they can come up with an answer that will enable them to stay in business and at the same time improve the environment that we live in. No one doubts that the environment must be improved.

### Recyclable Packaging

We are also now getting involved in the manufacturing industry with recyclable packaging materials. We had some bills in the Colorado State legislature last year that said that every single thing that was sold in the State had to be recycled in packaging materials. I make a marshmallow cookie that gets a little sloppy when warm and I don't know what I am going to do with the cellophane to clean it off. Fortunately, some lobbyists passed the word along to the legislators and the bill did not go through. But it will be back on the floor in two years and I hope that industry will be able to come up with some ways to solve the solid waste disposal problem.

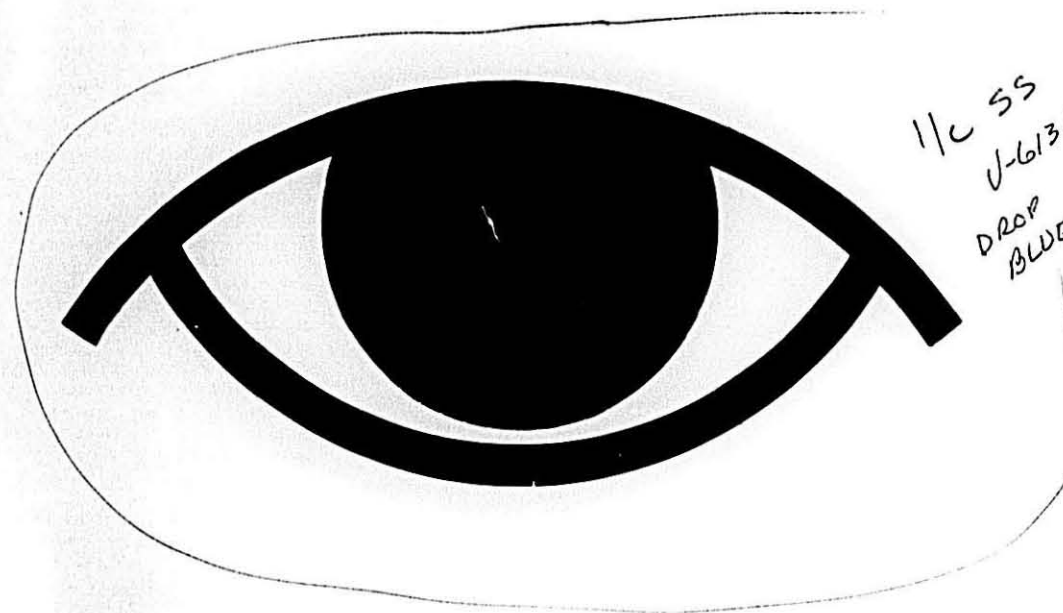
A local dairy got a lot of mileage out of advertising that they had gone back to glass milk bottles. We checked the figures, and found that in spite of all the noise, less than 3% of all the milk in the Denver metropolitan area was

(Continued on page 16)

THE MACARONI JOURNAL

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OCTOBER, 1971

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## The Consumer and You— (Continued from page 14)

being sold in glass milk bottles. I am not sure that ground glass versus cardboard is a great improvement. I think when we talk of improving our environment we should first find out what we really do want and then make some efforts in that direction.

Another interesting thing in the area of consumer affairs is that we hear so much from the consumers about what they want. A survey was made recently in Lansing, Michigan, showing that over 70% of the people polled preferred soft drinks and beer sold in returnable bottles. The stores in that city stock both returnable and non-returnable bottles. They reported non-returnables were the biggest seller. So the consumers were telling the surveyors that they wanted returnable bottles and they were buying the non-returnable bottles. So we have got some problems. We must find out whether the people who say they speak for the consumer really do or do not.

### Unit Pricing

Unit pricing has some of us in the cracker business concerned. There is concern when one of our products costs \$2.38 a pound and is sold in containers of 3½ ounces. We are concerned as to whether or not unit pricing could be handled by the manufacturer. When it first came down the line, that was the general thought. Then we ran into some government regulations—the F.T.C., the Justice Department's anti-trust people said we cannot tell the retailer what he can sell the product for so now the unit pricing situation is in the hands of the retailer. The two major retailers in Denver, with over 65% of the business, are presently involved in unit pricing programs. If you don't have it in your town, believe me, it is coming.

The problem of code-dating, or as one of our local chains likes to call it: "fresh dating," is of concern to many consumers. They do not know what is or is not fresh. A sad thing about the noise the activists make is that the customers who still trust us are beginning to wonder too. Could they be better? We do not know for sure that type of dating is going to become necessary. We are sure that FTC and FDA have spent many hours thinking about the problem to develop a system whereby the consumer will know more about the freshness of the products on the grocer's shelves.

### Nutritional Labeling

Then there is nutritional and ingredient labeling that is presently before

the FDA. When you think about all of the things they want you to put on the package, you wonder if there will be room to say "Macaroni." You may have to shorten the name. One group wants every ingredient listed on the package. Another wants all the nutrients listed and what percentage of daily requirements they represent. I'm sure they have a problem because they have been wrestling with it for a couple of years. However, this is something that is going to cost a lot more than it is worth. This is the sad thing about many of the requests government will make of you in the next few years. One of the reasons advanced behind these programs is supposedly to help the under-privileged, the minorities, those who cannot help themselves. But all of the studies that we have seen so far indicate that these people pay the least amount of attention to code-dating, fresh dating, ingredient statements, nutritional statements, and so on. The people you are really dealing with in this area of consumerism are very intelligent, highly educated, mostly sophisticated, really tough people, believe it or not.

### Meet the Ladies

When we first got involved, we invited a couple of these ladies down to one of our group meetings to discuss what was on their minds versus what was on our minds. One lady walked in with a big shopping bag full of groceries and none of us knew what she was going to pull out of the bag. And as she pulled something out of the bag from General Foods, she said: "And who is from General Foods?" Well, she compared prices, packages and products, and we had a very interesting day with her. You might think that she was a kooky-type girl—but she was the leader. The 1968 boycott was so successful that they ran a number of small retailers completely out of business and very few small retailers have made any money since then in the Denver market. The chains lost literally millions of dollars through that particular demonstration.

### It's Political

One of the reasons that consumerism is growing at the rate it is today is that it is political. With budgets tight on the national and state level, lawmakers are jumping on the consumer bandwagon very quickly because they can get a tremendous amount of political mileage with very little expenditure of public funds. So keep that in mind. One of the threads I am trying to weave into my story is that we have a job to do to try and get the consumer on our side, and to get them away from those individuals who are misleading them. Even-

tually all of these problems come home to roost in our hen houses. We must develop more ways to defend our industry by doing a better job of consumer communication. We must let government officials know about what we have already done to protect the consumers' interest. I said earlier that we spend a lot of time making a good product and selling it. You are in business to make macaroni products to feed people, make them healthier and happier. But that is not the answer any longer—we have got to make sure that people know some of the efforts that we have made—and not just to make a profit.

### Profits

The word profit is all wrong to a lot of people today. On college campuses surveys show that you had not better bring up the word "profits" or you are likely to get thrown out of the place. I was glad to see Vincent La Rosa's letter to the Department of Health, Education and Welfare recently on your feeling as to the proposal to change the standards of identity for your products. I was also very happy to see that your Association supports the nationwide industry effort called "Nutrition Awareness." I hope that each one of you in your own communities will do your share this year to alert the public to their own individual responsibility to eat well. In our society, we are trying to do all things for all men. We are taking responsibility away from the people rather than giving it back. I think the Nutritional Awareness program is one of the ways that you can use some of your advertising budget to try to point out to people that if they do not eat a balanced diet, they themselves are going to be responsible for their own increasing doctor bills. Let me mention just a couple of things that GMA is doing nationally in your effort. Because we believe education so important, we are presently participating in a three year study of consumer education beginning at the elementary level. We hope to develop a program that can be utilized nationwide as a result. I hope you hear my first remark in this paragraph—three year study. This is a long road and we are finding more and more problems. GMA decided to embark upon a public affairs program for all fifty states. At the end of the year we had a public affairs program in ten states and I think today we have it in seventeen states. But we have now reassigned some priorities. We have a new man in Washington who will be moving ahead with this job. We feel we have to get into the educational system at the elementary level and start teaching youngsters how to become consumers.

THE MACARONI JOURNAL

## University of California

We are also participating in a consumer course being taught at the University of California at Berkeley, which was limited to fifty students last year but the interest it aroused has caused it to be greatly expanded in 1971. I have had some comments pro and con. One of the news media reports from one of the assistant professors that it was a real revelation. They tried to use case studies to give the students some of the problems faced by business in the consumer area. They took almost a year is just getting under way. It is a difficult thing to find out exactly what to teach and how to teach it.

### Consumer Inquiry Center

In Washington we have a GMA Consumer Inquiry Center that answers questions on the food industry that have been sent to them from Mrs. Knauer at the White House. Let me assure you, those answers go out very quickly and top level individuals in the food industries are the ones who prepare them.

### Denver Committee

In 1967, we formed a Public Affairs Committee composed of the major food manufacturers in this Denver area. We sat down and began talking with the consumer activists. In 1968 during all of the boycott, all of the heat was on the supermarkets. They took it but they told us in no uncertain terms that the next time that something of this type came around we would be on the firing lines. This was one of the reasons we developed the program. In the spring of 1969, you may recall that suddenly the price of meat products started going up. Suddenly, the same ladies were out again making noise, but because of the couple of years we had spent meeting with them regularly to discuss some of the economic facts of the food industry, we were successful in getting them to meet with us again for concentrated periods. I can recall one meeting that began at 8 o'clock and I got home at 4:30 the next morning. After several meetings we got a couple of the leading activists to go on television and say that a boycott on meat prices would be the wrong thing. Then we got some stories in the local papers.

Suddenly in Fort Collins, a professor's wife decided she was going to have a meat boycott and began making noise. The national media sent out men for coverage and then we found out that her husband was anti-war in Viet Nam and what she wanted was a forum. We were able to send some food people to Fort Collins so by the time that supposedly thousands of consumers were

going to march in the streets there was actually five ladies and two dogs. We think our two year's effort has paid off and we have eliminated the problem of boycotts.

### Efforts Continue

We have continued our efforts and at the present time have developed an all-industry committee composed of manufacturers, consumers, government officials (particularly from the State Department of Agriculture), and some people from Colorado State University in the consumer areas. We have trade association representation as well. We have set up a program whereby we meet with thirty to fifty consumer activists from the Denver metropolitan area and other parts of Colorado every quarter. The plan is to have the first thirty minutes of these meetings for information and then have dialogue. Speakers from food groups talk to consumers in areas where they have an interest. One of the first things we did was to put on a meat seminar. Joe Shutto and his meat cutters explained why certain cuts of meat cost so much. It was amazing how many people would take a look at a steer and decide a steak should be pretty cheap. They didn't realize that there is not very much steak meat on a steer, perhaps only four or five pounds. Feedback indicated we accomplished quite a bit in getting understanding.

### Department of Agriculture

The Department of Agriculture explains about the services that are available to consumers. In short, we try to be helpful but not to monopolize the time. After facts are presented, we have an interchange of ideas. The consumers ask questions and we try to have the answers. The most gratifying thing about these efforts is that so far we have had acceptance from the rank and file.

We meet with small groups or groups of several hundred. Most of them are on our side. Some ask pointed questions, such as: "What about unit-pricing?" One time, when this was asked I asked if any one other than the lady who had posed the question could tell me what unit-pricing was, and not a person in the room could answer me. So I asked the lady who had asked the question to come up and help me answer it. She said frankly she didn't know either, but she had heard about it. We have to get back and give these people answers they can work with.

### Tell the Story

I have mentioned some of the things we are doing but I would like to make one last comment that came out of our

local paper. The FTC recently stated that in poor areas surveys show that of the complaints they receive across the nation, those concerning the food industry led the list. I think we have a tremendous problem ahead of us in attempting to tell our story. And I don't think the story is as bad as a lot of people want to make it sound.

## Gooch Launches Bulgur

Bulgur wheat packaged in 16-oz. boxes under the Martha Gooch label is showing up on supermarket shelves in major Midwest markets. The most pressing challenge in merchandising the product, says Arvill E. Davis, president of Gooch Foods, Inc., Lincoln-based subsidiary of Archer Daniels Midland Co., "will be to educate consumers to its uses and nutritional value."

### Interest in Nutrition

The decision to market Martha Gooch bulgur wheat to consumers, Mr. Davis noted in an interview, came on the heels of a "surprising interest in the product by consumers" arising from "the recent blossoming of interest in nutrition."

Gooch Foods' bulgur wheat joins an assortment of Martha Gooch and Gooch's Best labels including pancake mixes, corn meal products, macaroni products and a line of dry-type convenience foods and dinners. The line is distributed in "Goochland territory" from the Rocky Mountains to the Mississippi river, from South Dakota through Oklahoma, according to Mr. Davis, through the Gooch Foods sales force and food brokers.

Concentration of initial efforts to market the bulgur wheat, Mr. Davis said, would be on delivery to wholesale grocery depots principally servicing large supermarkets. "We are trying to guide our bulgur wheat into the rice departments of these stores," Mr. Davis told *The Southwestern Miller*, pointing out that the versatile product "can be used just like rice."

### Promotion

Promotion will include point-of-purchase display pieces and tear-off pads containing recipes emphasizing the many ways bulgur can be used in breakfast and main dishes.

Gooch Foods will also use its own "voice," Miss Billie Oakley, consumer services director of the company, in radio and television promotion efforts tied to the Martha Gooch Kitchen.

All promotion efforts will be educational and the primary goal in all is to influence consumers to try bulgur wheat, Mr. Davis said.



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## The Occupational Safety & Health Act

Three areas remain critical to the successful implementation of this legislation:

- The appropriate selection of the Assistant Secretary of Labor for Occupational Safety and Health
- How well the Occupational Safety and Health Review Commission functions
- Adequate funding—year-in and year-out

HERE is a summary of the major provisions of legislation affecting every business, every employer-employee relationship. Reprinted from National Safety News, National Safety Council, 425 N. Michigan Avenue, Chicago, Illinois 60611.

1) **Purpose**—To assure so far as possible every working man and woman in the nation safe and healthful working conditions . . .

2) **Coverage**—The act is applicable to all businesses engaged in interstate commerce—except for the mining and railroad industries, which are covered by other laws. Special provisions are made for federal and state government employees.

3) **Employer Duties**—Each employer "shall furnish to each of his employees employment and a place of employment, which are free from recognized hazards that are causing, or likely to cause, death or serious physical harm to his employees," and shall comply with the occupational safety and health standards and all rules pursuant to the act, except where an approved state plan is in effect.

4) **Promulgation of Standards**—The Secretary of Labor has the full authority to promulgate (as soon as practicable but not later than two years after the effective date of the act) any national occupational safety or health consensus standard or any established federal standard unless he determines that such a standard would not result in improved safety or health, and he need not hold hearings for the promulgation of such standards. A national consensus standard requires, among other things, that the standard has been adopted by a nationally recognized standards-producing organization under procedures that afforded opportunity for diverse views to be considered and that interested and affected persons have reached substantial agreement.

The secretary has the authority to promulgate, modify, or revoke any occupational safety or health standard using informal hearing procedures of the Administrative Procedure Act.

The secretary must provide for "emergency temporary standards," which are to take effect immediately upon publication in the Federal Register,

if he determines that employees are exposed to "grave danger" from exposure to substances or agents determined to be toxic or physically harmful or from any new hazard, and that such emergency standard is necessary to protect employees from such danger. Such standards are to remain in effect until superseded by a standard promulgated under the procedures prescribed in this act. Any affected employer may apply for variance from such standards promulgated or may file a petition challenging the validity of such standards.

5) **Inspection and Investigation**—Inspections and investigations are to be made by the Secretary of Labor or the Secretary of Health, Education and Welfare. Subject to regulations by the Secretary of Labor, both employer and employee representatives have the right to accompany an inspector during his physical examination of the plant. Employees may request an inspection if they believe an alleged violation threatens physical harm or that an "imminent danger" exists. Such inspections may be denied where the secretary determines that no reasonable grounds exist.

If the secretary determines that an employer has violated the "general duty" provision promulgated standards or rules, or the records requirement, the secretary must issue a citation in writing for violation with reasonable promptness—but not later than six months following the occurrence of any violation. If the secretary arbitrarily or capriciously fails to seek judicial relief to counteract "imminent danger," any employee who may be injured by reason of such failure may bring action against the secretary to compel him to take such action.

6) **Enforcement**—If the secretary issues a citation for violation, he must notify the employer by certified mail of the penalty, if any, proposed to be assessed, and he must advise the employer that he has 15 working days within which to notify the secretary that he wishes to contest the citation or proposed assessment of penalty. If the employer notifies the secretary that he intends to contest a citation or proposed assessment of penalty, the secretary must immediately advise the Occupational Safety

and Health Review Commission. Likewise, if any employee files a notice with the secretary alleging that the time set by the secretary for abatement of the violation is unreasonable, the secretary must immediately advise the commission. The commission, consisting of three Presidential appointees, after opportunity for a hearing, shall adjudicate the dispute. The commission's orders become final 15 days after issuance unless stayed by court order. Uncontested citations shall be deemed to be a final order of the commission and shall not be subject to judicial review.

7) **Judicial Review**—Any "person" which includes corporations or the secretary, adversely affected or aggrieved by an order of the commission may obtain a review of such order in a U.S. Court of Appeals, if sought within 60 days of the order's issuance. The proceeding will not operate as a stay of the commission's order unless so directed by the court.

8) **Variations**—Employers may obtain variances from a standard for one-year periods, renewable to a maximum of three years, on a showing of inability to meet standards because of unavailability of personnel or equipment or time to construct or alter facilities. However, the employer must also have a program for achieving compliance while taking all available safeguarding steps in the interim.

9) **Imminent Danger**—A plant or location can be shut down because of "imminent danger" only by a court order. "Imminent danger" is defined as a condition or practice involving a danger that could reasonably be expected to cause death or serious physical harm immediately or before the imminence of such danger can be eliminated through the enforcement procedures otherwise provided by act.

10) **Penalties**—Civil penalties are provided up to \$1,000 for each violation—where they are not of a serious nature, such penalty is discretionary—and for each day in which a final order is violated. A penalty of up to \$10,000 is provided for each willful or repeated violation of employer duties (see Item 3). Criminal penalties are set for willful violations resulting in death.

(Continued on page 22)

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## Occupational Health and Safety Act—

(Continued from page 20)

11) **State-Federal Relationships**—The act places all jurisdiction regarding occupational safety and health under its terms in the federal government, except for those occupational safety and health issues for which no federal standard is in effect. A state can assume jurisdiction by submitting a state plan that is approved by the Secretary of Labor. The secretary may have dual jurisdiction in some respects for at least three years after approval of the state plan.

The act provides for grants to the states up to 90 percent of the total cost to assist them in identifying their needs and responsibilities in the area of occupational safety and health, in developing state plans, in developing plans for data collection, and for experimental and developmental projects. Likewise, grants up to 50 percent of the total cost are provided to assist the states in administering and enforcing programs for occupational safety and health contained in approved state plans.

12) **Effect on Other Laws**—Enforcement procedures of the new act become immediately applicable to the Walsh-Healey Public Contract Act. Standards promulgated under the Walsh-Healey Public Contracts Act, the Service Contract Act, the National Foundation on Arts and Humanities Act, and the Longshoremen's and Harbor Workers Compensation Act will be superseded when corresponding standards, which the secretary determines will be "more effective," are issued under the new act.

Contractors of federal or federally financed contracts are subject to penalties of both the new act and the 1969 Construction Safety Act. Congressional intent was stated that there be a single set of standards applicable to both categories of contractors.

13) **Records Requirement**—Each employer will be required to maintain and make available such records as the secretary, in cooperation with the Secretary of HEW, may prescribe as appropriate for the enforcement of the act for developing information regarding the causes and prevention of occupational accidents and illnesses. Such rules may include provisions requiring employers to conduct periodic inspections (but not to determine or report their own state of compliance). The secretary must prescribe regulations requiring employers: a) to maintain accurate records of work-related deaths, injuries, and illnesses involving medical treatment, loss of consciousness, restriction of work or motion, or transfer to another job but not minor injuries requiring only first

aid treatment; b) to maintain records of employee exposure to potentially toxic materials or harmful physical agents. Certain information must be provided to the employee in the latter instance.

14) **National Institute for Occupational Safety and Health**—A national institute is created within the Department of HEW, and it is authorized among other things, "to develop and establish recommended safety and health standards." Where feasible, HEW functions under the act are to be delegated to the institute.

15) **National Commission on State Workmen's Compensation Laws**—This newly established commission is to be composed of 15 members appointed by the President. The commission is authorized to conduct a comprehensive study and evaluation of state Workmen's Compensation laws to determine if such laws provide an adequate, prompt, and equitable system of compensation for injury or death arising out of, or in, the course of employment. A final report on this study is due by July 31, 1972.

16) **National Advisory Committee on Occupational Safety and Health**—The Secretary of Labor and the Secretary of HEW must appoint such a committee consisting of 12 members—four of whom are to be designated by the Secretary of HEW—and composed of representatives of management, labor, occupational safety and occupational health professions, and the public. The committee is to advise, consult with, and make recommendations to both secretaries on matters relating to administration of this act.

17) **Research**—The act provides for research by HEW relating to occupational safety and health including, but not limited to, psychological factors, involved, criteria dealing with toxic materials and harmful physical agents,

and effects of low-level exposure to materials and processes on the potential for illness. At least annually HEW shall publish a list of all known toxic substances and the concentrations at which such toxicity is known to occur.

18) **Training**—The Secretary of HEW is to conduct, directly or by grants or contracts: education programs to provide an adequate supply of qualified personnel to carry out the purposes of the act; informational programs on the importance of and proper use of safety and health equipment. The Secretary of Labor is to provide for the establishment and supervision of programs for the education and training of employers and employees with respect to effective means of preventing occupational injuries and illnesses.

19) **Administrative Matters**—A new post, designated as Assistant Secretary of Labor for Occupational Safety and Health is created. The act also authorizes the appointment of 25 additional personnel (GS-16, 17, and 18 positions)—to be appointed by the Secretary of Labor—and 10 like positions to be appointed by the Review Commission.

## Eye and Hearing Safety

What is termed as the first booklet to be published on the subject "Eye and Hearing Safety" has just been completed by General Scientific Equipment Co. This booklet will be of particular interest as it deals with noise standards provided in the new Walsh-Healy Act.

After months of editorial research, General Scientific believes this booklet will become invaluable to industry and schools throughout the country. Management and plant personnel, as well as instructors and students in vocational schools, will find this guide to

(Continued on page 24)

## Eye and Hearing Safety

A GUIDE TO EYE AND HEARING PROTECTION.

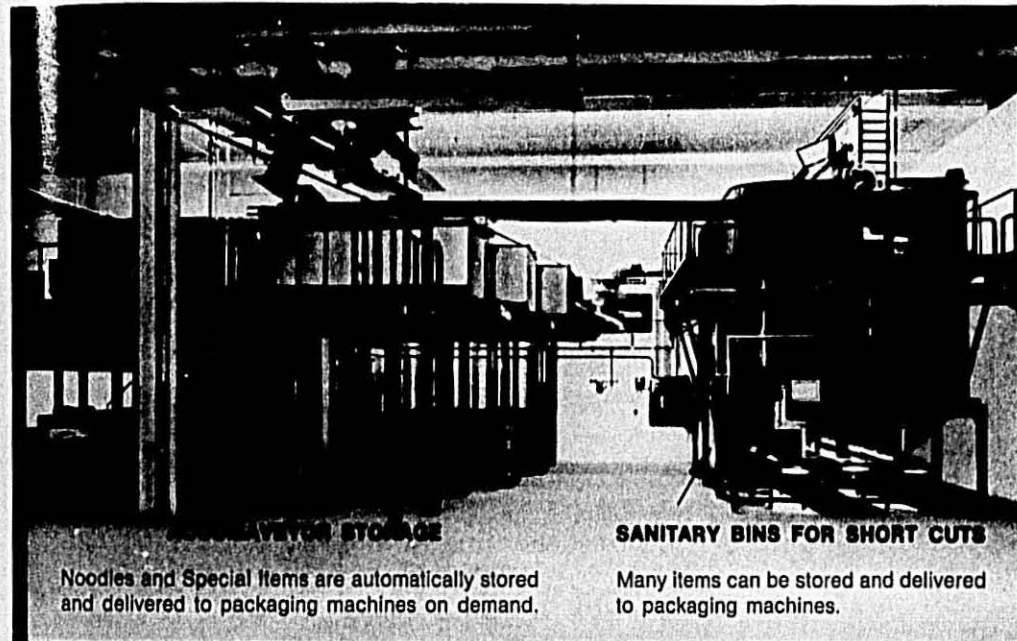


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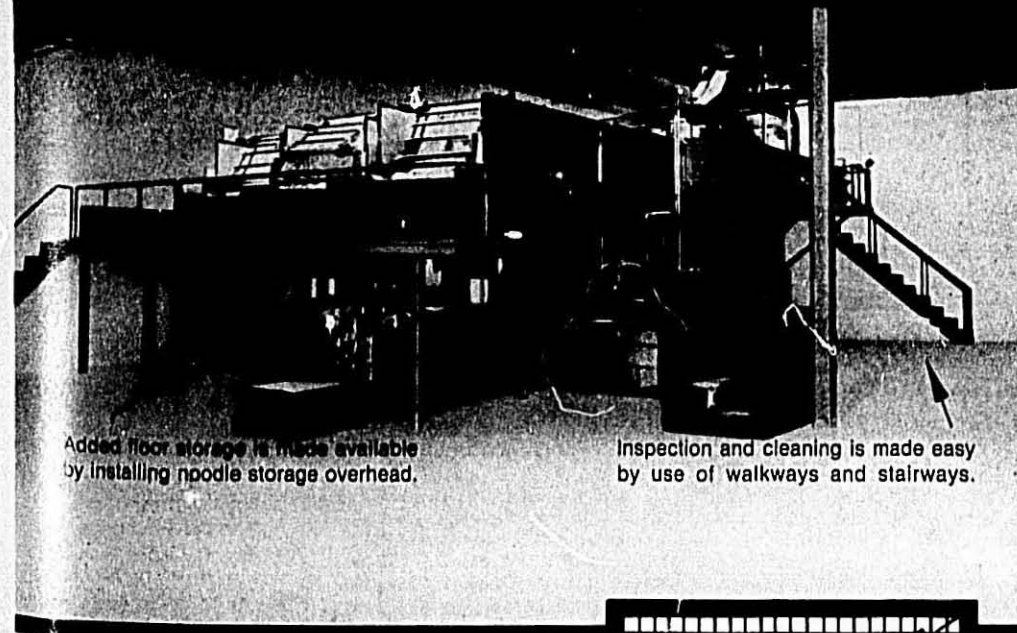
THE MACARONI JOURNAL

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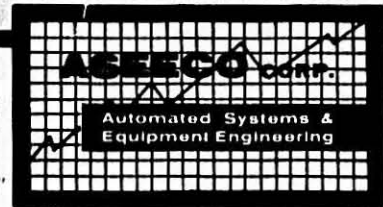
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OCTOBER, 1971

23

**Eye and Hearing Safety—**  
(Continued from page 22)

Sight and Hearing protection a means of sharply reducing eye and ear injuries. Featuring such topics as "Know where the risk is"; "How to reduce injury"; "What to look out for"; "What to do—First Aid"; "Do's and Don't's for eye safety"; "Questions and answers about hearing safety"; "Noise standards and occupational noise exposure"; this comprehensive 16-page booklet will greatly add to the well-being and effectiveness of plant workers and students.

Joseph Q. Kline, President of General Scientific, commented as the first of booklets were distributed, "that his company produced this booklet as a public service to industry and vocational schools and was happy to offer it without obligation."

General Scientific is a leading manufacturer and distributor of a complete line of safety equipment for industry and science to safeguard hands, sight, limbs and lives. For free copy, write General Scientific Equipment Company, Limekiln Pike & Williams Avenue, Philadelphia, Pa. 19150.

**Price - Wage Controls**

President Nixon on August 15, 1971 announced:

(1) The signing of an Executive Order which freezes prices, rents, wages and salaries for a period of 90 days 'not greater than the highest of those pertaining to a substantial volume of transactions' during the 30 day period ending Aug. 14, 1971. (If no transactions occurred during that period, the ceiling is the highest in the nearest preceding 30 day period).

(2) The signing of an Executive Order which imposes a 10% surcharge on dutiable goods imported after 12:01 a.m. on Aug. 16, 1971.

(3) His request that Congress enact legislation to remove the 7% excise tax on passenger cars, grant credits against income taxes (up to 10%) to businesses for investments in new equipment, and advance from 1973 to 1972 the effective date of the \$50 increase in individual tax exemptions.

**Possible Prelude**

It is believed by many that the temporary freeze is but a prelude to some system of price and wage controls calculated to slow down, but not completely stop, price and wage increases. Anything other than temporary controls (extending beyond April 30, 1972) will have to be authorized by Congress.

The 10% import surcharge applies only to those imports presently subject to duties. It is a 10% increase in exist-



Harold T. Halfpenny

ing duties. Goods which are presently duty-free will continue to be duty-free.

The removal of the 7% excise tax on passenger cars (if enacted by Congress—and it appears most certain) will apply to imported as well as domestic autos. So the net effect of the 10% import surcharge and the 7% excise tax removal will be to give domestic cars a 7% reduction and import cars a 3% increase.

There being no present excise tax on passenger car parts and accessories, the President's proposal does not affect these products. Neither he, nor any of the Congressmen commenting to date on his proposals, has suggested removal of excise taxes on trucks and truck parts. Since the tax goes to pay for construction and upkeep of interstate highways (as a "user" tax) its removal is unlikely.

Respectfully, Harold T. Halfpenny

**Cost-of-Living Council sets policy.** Members are Treasury Secretary Connally, Agriculture Hardin, Labor Hodgson, Office of Emergency Preparedness Director Lincoln, Special Assistance for Consumer Affairs Knauer, Council of Economic Advisers' Chairman McCracken. Arnold R. Weber (phone 202-254-3000) has been named Executive Director.

**Office of Emergency Preparedness** is charged with carrying out the policies. Headquarters, Executive Office Building Annex, 17th & F Sts. N.W., Washington, D.C. 20504. Phone 202-395-6980.

USDA Assistant Secretary Richard E. Lyng has responsibility for overseeing matters pertaining to agricultural and processing industries.

**New Law Affects Egg Users**

Do you run a restaurant, an institution such as a hospital or a school, or a food manufacturing plant such as a noodle factory?

If you are in one of these businesses or any other that uses shell eggs or egg products here are a few things you should know about the Egg Products Inspection Act—because it affects you.

The first part of this law, which became effective July 1, 1971, requires all egg processing plants producing liquid, frozen, or dried eggs to meet the facility, equipment, and sanitary standards of the U.S. Department of Agriculture and to operate under continuous USDA inspection.

If you have any egg products in stock that were produced before July 1 in a plant not under USDA inspection, you may still use them until July 1, 1972, provided the product is wholesome. After that date, you may use only USDA inspected egg products.

Perhaps you don't buy egg products, that is liquid, frozen or dried eggs, but purchase shell eggs to use in your business. If so, you will still be affected by the Egg Products Inspection Act. Beginning July 1, 1972, the law will control the disposition of what it terms "restricted eggs"—checks, dirties, leakers, incubator rejects, and loss eggs.

**Checks & Dirties**

Checks and dirties may be shipped only to USDA inspected egg processing plants for proper segregation and processing. All other restricted eggs must be denatured or destroyed to prevent their use as human food. Anyone who has been using any of these types of eggs must stop doing so before next July 1.

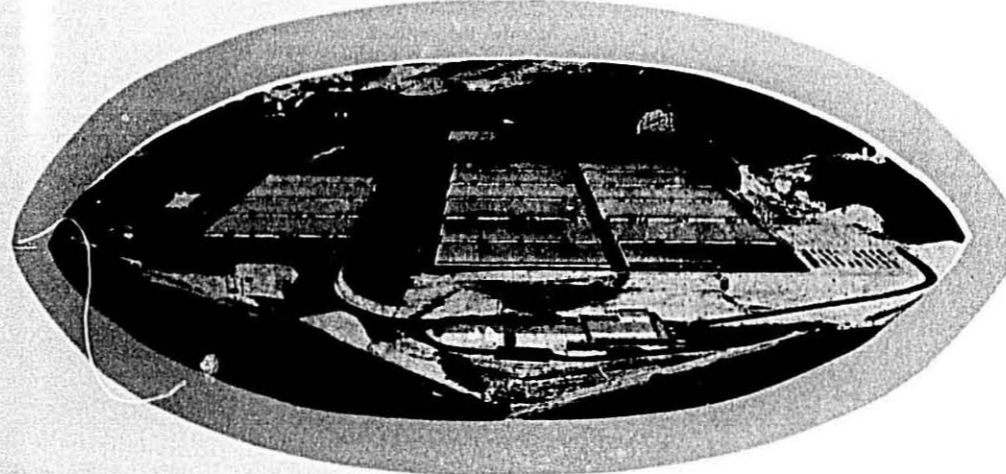
By that date, only clean, sound shell eggs may be used in restaurants, institutions, and food manufacturing plants. All businesses that break eggs for use in their products or in preparing meals will be checked periodically by the Food and Drug Administration. They may use only U.S. Grade B or better eggs. Most retail stores, restaurants, institutions and food manufacturers are now using U.S. Grade A or higher quality eggs. But some are not. It will be illegal to use any shell eggs below U.S. Grade B in quality in your business after July 1, 1972.

**For Information**

USDA's Consumer and Marketing Service urges you to check on your egg purchases and adjust procurement practices, if necessary, so that you are complying with the Egg Products Inspection Act before July 1, 1972.

If you need more information contact the C&MS poultry grading office in your area or the Poultry Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250

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### Egg Situation

Since mid-1970, persistent overproduction of eggs has depressed prices paid to farmers, and costs for feed and labor have risen to the point where even some veteran farmers say they are losing more than five cents a dozen on their eggs.

Consumers, of course, have benefited from low retail egg prices, a dramatic turnabout from the first half of 1970, when some grocers were charging as much as 80 cents a dozen. Earlier this year, the retail price for eggs was as low as 35 cents a dozen in some areas.

Recently, egg prices have begun to rise. In early August farmers received 37 cents a dozen for large white eggs in Chicago, up from the three-year low of 28½ cents a dozen in May. Retail prices ranged to more than 55 cents a dozen and industry sources predict higher prices in the next few months. Meanwhile, feeding costs are declining because of favorable corn and soybean prospects.

But few if any trade sources foresee an imminent end to the cost-price squeeze in the egg industry. The recent increases are the results of seasonal factors, they say, and the underlying problem remains—too many hens are laying too many eggs. Prices for eggs generally rise during the summer to a peak in September; this year, some experts think it's unlikely that prices will peak before November.

#### How High Prices?

Traders are generally cautious on how high egg prices may go this fall. If farmers continue to trim flocks faster than last year, wholesale prices next month could rise several cents or more a dozen from current levels, one trader says. But another market observer thinks that during September wholesale prices may rise only two cents, unless rising prices for other foods prompt housewives to buy more eggs. Increased demand could pull the price up to 40 cents a dozen or slightly higher next month, he says.

By December, the wholesale price will range around 50 cents a dozen, a few producers forecast.

#### The Surplus

The surplus of eggs resulted from a big buildup in laying flocks in response to the high prices early in 1970. Efforts to trim the hen population have been under way since late last year, after industry officials began urging farmers to step up sales of older hens for slaughter. In some weeks this year, the slaughter of hens exceeded year-earlier figures, and in the key months of March, April and May, up to 12% fewer chicks

were hatched than in those months in 1970.

By July 1, there were 312.8 million layers in the U.S., down from 317 million on June 1 and 314 million a year earlier. Ironically, however, egg production during June increased 3% from June 1970, because the cutback in layers was more than offset by productivity gains. Flock efficiency had improved, because the young chickens added last year reached their prime this year and because of the heavy slaughter of older hens.

Furthermore, attempts to curb overproduction have been frustrated by the introduction of a vaccine to combat Marek's disease, a malignant affliction that killed up to 20% of all chicks hatched in past years. The vaccine's effectiveness has been dramatic; the mortality rate from Marek's disease has dropped to about 5%, and the surviving hens are healthier and more productive than usual.

Consequently, economists think the slaughter rate is the key to higher egg prices this fall. Some believe the slaughter to date is inadequate to achieve the 40-cent to 45-cent-a-dozen range that producers say they need to break even.

#### Farmers' Ideas

But many farmers have other ideas about selling productive hens. "What am I supposed to do, go out of business?" grumbles one producer. "I've got chickens and they're laying eggs." [Some producers are trying to survive the price slump by maintaining their production in hopes that cutbacks elsewhere will restore prices.]

Indeed, many farmers are retaining their chickens longer than usual. They use a process known as force-molting, by which the chicken doesn't get any feed or water for several days. This causes the hen to quit laying eggs for six to eight weeks before resuming productivity for an additional eight to nine months. The process is cheaper than starting new chicks.

The government reports that about 11.4% of the laying hens in 17 key states had been molted as of July 1, up from 10.9% last year. Ironically, many hens in molt will begin laying again in the next few weeks, which could damp farmers' hopes for higher prices.

"Force-molting is partially responsible for the higher egg prices at the moment," says Gene Masters, an official of United Egg Producers, a huge cooperative that claims to account for more than half of the nation's egg production. The return of molted hens to productivity may keep prices from advancing as much as they otherwise

might, he says. Some members force-molted up to 20% of their flocks July, he adds.

Mr. Masters thinks egg producers will continue to feel the cost-price pinch for almost another year. He indicates that he doesn't expect prices to rise "consistently above production costs" until next summer, because egg production is seasonally heavy during the spring. "But a great deal depends on the slaughter rate," he says.

If all this weren't enough, the egg industry also is having trouble with demand. In recent months, renewed publicity associating cholesterol in eggs with heart disease has been blamed for a slump in egg sales. For several weeks last spring, some chain store sales plummeted 25%, and currently are about 5% below normal. An advertising campaign is being planned to spruce up the egg's image, trade officials say.

#### Egg Solids Production First Six Months

1,000 lbs	1970	1971	Increase %
Whole	3,643	4,782	31
Albumen	7,110	9,171	29
Yolk	6,005	7,404	23
Other	19,256	24,075	25
Total	36,023	45,432	26

#### Victor Henningsen, Sr. Honored

Victor W. Henningsen, Sr. has been elected to the American Poultry Historical Society's Hall of Fame. Only 27 men have been so honored since the initiation of the Hall of Fame in 1953.

The Society recognizes achievement of leadership in the poultry industry by electing to its Poultry Hall of Fame individuals of exceptional character and integrity who have rendered outstanding and unselfish service to the poultry industry. It holds elections once every three years. No more than five persons may be elected to the honor triennially.

The nomination of Mr. Henningsen noted he had been actively engaged in the egg drying field longer than any other man in America.

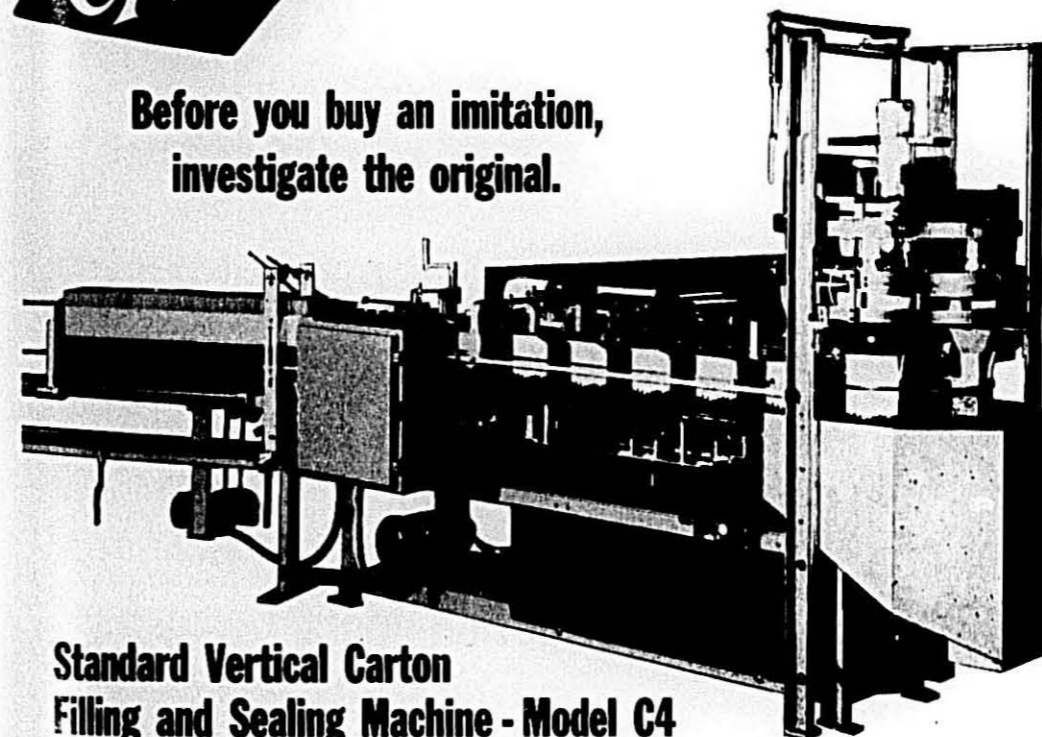
#### Egg Production

Egg production was 2% higher in July than a year ago. The only decline of 5% was in the South Central area. Regional increases: East North Central 7%; North Atlantic 6%; West 5%; West North Central and South Atlantic each 1%. Layer numbers on August 1 of 314,800,000 was virtually unchanged from the previous month and a year earlier.



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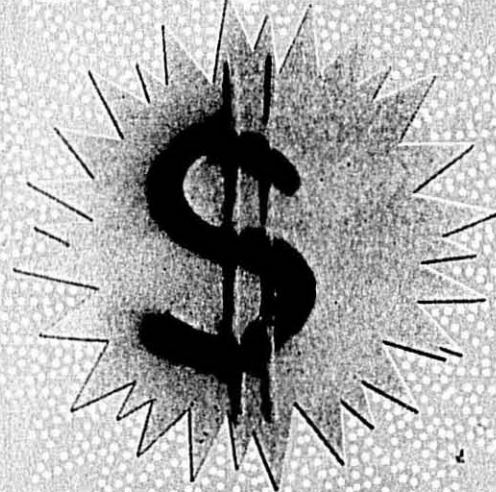
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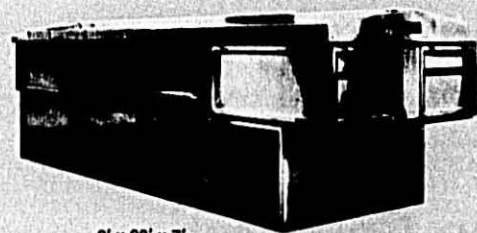
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## Good Harvest Progress

Excellent weather has permitted rapid harvest progress in North Dakota and the Red River Valley, where record yields of spring wheat, barley, oats and rye, along with near record yields of durum wheat and flax, are being produced. Generally ideal weather and moisture conditions during the growing season have contributed to this high level of production, according to Vance V. Goodfellow, executive vice president, Crop Quality Council, Minneapolis. Harvest of cereal grains was near completion in the southern half of North Dakota in mid-August and well underway in other areas except in the northern border counties.

Cereal rusts are generally light throughout the Upper Midwest and Canadian Prairie Provinces and should not be a significant factor in small grain production this year. Stem rust was not observed in any commercial spring wheat and durum fields; however, light amounts were observed on oats.

North Dakota spring bread wheat stands are uniformly heavy in virtually all parts of the state and many fields are yielding 30-35 bushels. High yields of 40 bushels or more are being produced in the Red River Valley. Good test weights of 60-63 pounds are common; however, early samples show protein levels down slightly from 1970.

### Durum Prospects Excellent

Goodfellow said North Dakota durum prospects are excellent, with near record yields indicated throughout the state. In the heavy producing Triangle area north of Lakota, Devils Lake and Leed, many fields are likely to yield 35-40 bushels.

Canadian crop prospects are above average across the Prairie Provinces; however, drought and hot weather caused some deterioration of yield potential in parts of Alberta and Saskatchewan. Cereal grain maturity averages a week or more later than normal as a result of cold, cloudy weather much of the season.

## Quarterly Durum Report

*Durum Stocks Down  
Large Crop Expected*

Durum wheat production was forecast at 86.4 million bushels as of July 1, 1971. While this is 19% below the record production in 1969, it is 71% larger than that produced in 1970. Acreage estimated at 2.7 million acres this year compared with 2 million acres harvested in 1970. North Dakota growers increased acreage about 20% and Montana growers 50%. Conditions for planting were favorable early this

spring. The crop developed well with timely moisture and ideal growing weather keeping crop development ahead of the rate of a year ago. The forecast is for a record yield per acre of 32.2 bushels nationally compared with the previous record of 31.9 bushels per acre in 1969.

### Stocks

Carryover stocks of durum wheat July 1, 1971 totaled 53.6 million bushels. This is 31% less than a year earlier but up 3% from 2 years ago. Disappearance for the crop year July 1970-June 1971 was indicated at 74.6 million bushels, up from 69.6 million bushels the year before. Farm holdings were 39% below last year but off-farm stocks were down only 2%. Carryover stocks, plus the estimated production if realized, will result in an overall supply of 140,003 million bushels for the new season. This would be about 12 million bushels June 30, 1971. 3.3 million of it was stored in North Dakota and about 1 million bushels in Minnesota.

### Exports

During the April-June quarter, 12.5 million bushels of durum were inspected for export shipment. That brought the season's total to 38.9 million bushels compared with 34.2 million the year before. Italy, Algeria, the Netherlands, France, and Belgium took the bulk of the total shipped overseas. 28.9 million bushels or 82% of the durum exported was dollar sales with the balance shipped under other export programs.

## Durum Mill Grind

U.S. Department of Commerce

Month	Cwts	Bushels
	Semolina Flour 1971	of Durum 1971
January	1,397,000	3,038,000
February	1,354,000	2,915,000
March	1,429,000	3,076,000
April	1,114,000	2,404,000
May	1,041,000	2,237,000
June	1,012,000	2,149,000
<b>TOTAL</b>	<b>7,347,000</b>	<b>15,819,000</b>

Month	Cwts	Bushels	Cwts	Bushels
	Semolina Flour 1970	of Durum 1970		
January	1,357,000	2,998,000	1,143,000	2,556,000
February	1,303,000	2,935,000	1,196,000	2,679,000
March	1,413,000	2,885,000	1,231,000	2,739,000
April	1,186,000	2,405,000	949,000	2,122,000
May	1,156,000	2,497,000	976,000	2,162,000
June	1,086,000	2,336,000	913,000	2,018,000
July	1,056,000	2,326,000	994,000	2,286,000
August	1,400,000	3,059,000	1,190,000	2,660,000
September	1,314,000	2,839,000	1,239,000	2,665,000
October	1,169,000	2,551,000	1,367,000	2,992,000
November	1,157,000	2,491,000	1,142,000	2,498,000
December	1,216,000	2,610,000	1,139,000	2,495,000
<b>TOTALS</b>	<b>14,813,000</b>	<b>32,052,000</b>	<b>13,479,000</b>	<b>29,762,000</b>

## Canadian Situation

Commercial disappearance of durum wheat in Canada from August 1, 1970 through July 21, 1971 totaled 52.1 million bushels sharply higher than the 21.9 million bushels the same period the year before. Exports accounted for 47 million bushels; and Canadian domestic use, including that milled for export, accounted for 5.1 million bushels. The Canadian visible supply of durum wheat on July 21 amounted to 33.2 million bushels. This figure compared with 26.1 million the year before. At the end of July the preliminary estimate of durum wheat acreage in Canada was reported at 2.5 million acres or 80% of the 1970 acreage for that crop.

## Durum Wheat Exports

by Crop Years in 1,000 Bushels

	1970	1969	1968
	1971	1970	1969
Algeria	6,496	5,860	8,220
Belgium	3,027	2,510	2,284
Costa Rica	177	199	57
Dominican Rep.	696	376	379
France	2,548	3,703	9,367
West Germany	567	157	918
Guatemala	341	223	118
Italy	7,795	7,154	13,774
Japan	1,788	1,437	420
Lebanon	2,384	—	—
Netherlands	6,297	6,014	6,600
Panama	202	183	60
Portugal	1,150	1,040	916
Tunisia	2,281	2,973	1,491
Venezuela	2,867	1,854	1,326
Other	270	561	463
<b>Total</b>	<b>38,886</b>	<b>34,244</b>	<b>46,402</b>

## Marketing Permit

General Foods was granted a temporary marketing permit on September 9 by the FDA, re-extended to April 28, 1972, for enriched macaroni with 35% corn, 30% soy and 33% hard wheat flour. Enrichment includes 2,111 mg. of calcium and 35 mg. of iron.



### Wheat Research

The National Wheat Institute has entered into an agreement with the U.S. Department of Agriculture to carry out a \$2,000,000 research and promotion program for developing new markets and uses for wheat. The program is authorized by the Wheat Research & Promotion Act, passed by Congress and enacted into law during the fall of 1970. Financing of projects will come from proceeds of the 1968 wheat export certificate pool not claimed by farmers. The institute met USDA requirements in terms of membership, scope of activities, and ability to carry out the new program. In membership of the institute are representatives of National Grange, National Farmers Organization, Mid-Continent Farmers Association, National Association of Wheat Growers, National Federation of Grain Cooperatives, and Durum Wheat Growers of America. Federal responsibility for the agreement will be carried out by the grain division of USDA's Consumer & Marketing Service.

### Durum Research

The Grain Research Laboratory of the Board of Grain Commissioners for Canada have recently issued their annual report.

Protein content affects spaghetti quality. Studies have been extended to include different varieties of durum wheat—Pelissier, Leeds, and a Tunisian durum. Semolinas from these wheats were fractionated into gluten, starch, and water solubles and freeze-dried. Gluten and water solubles were added to increase protein content while starch was added to lower it. A range from 8% to 17% protein was obtained in this way. For the varieties studied there is a lower limit of protein content, below which the cooking quality is unsatisfactory. The lower limit, however, varies with the gluten type—the stronger types, e.g., Tunisian, are capable of producing spaghetti of good cooking quality at a lower level of protein than weaker types, e.g., Stewart 63.

Addition of low levels of purified wheat alpha-amylase to semolina had little effect on farinograph characteristics or spaghetti quality. Addition of various levels of sprouted wheat to sound wheat showed that for levels up to 8%, spaghetti quality was unaffected. Water extracts of malted durum wheat and malted barley (2:1), fungal, bacterial, and hog pancreas alpha-amylase (1 mg/ml) were prepared and the effects of 5 ml. of each was determined

on the farinograph. Farinogram characteristics were affected noticeably as indicated by a narrow band width and high tolerance index. At high levels, alpha-amylase affects both the farinogram and spaghetti cooking quality.

In a study on degrading factors in durum wheat, it was found that gluten content was dependent on the maturity of the sample. Normally the ratio of wet gluten to protein content is approximately 3. In some immature samples, the ratio fell to 2 and in the extreme case, only 0.43. Arrangements were made to grow Hercules and Stewart 63 at Glenlea, and harvest them at various stages of maturity in order to study gluten development and the effect on spaghetti quality. Adverse weather made it impossible to harvest at appropriate times, so that only a few samples were obtained. It is planned to repeat this study at several stations in 1971.

The Grain Research Laboratory uses a Demaco laboratory-scale continuous press equipped with vacuum system to simulate conditions for commercial processing. The effect of temperature, absorption, rate of extrusion, and mixing time and under investigation to determine the optimum conditions for different varieties of durum wheat.

### Canadian Durum Grade Changes

The Canadian Grain Commission is attempting to develop grade specifications for wheat that will meet overseas customer requirements and give Canada a greater share of export markets, says H. D. Pound, chief commissioner. He made the statement in connection with changes being made in Canada's grades of Amber Durum wheat to bring those grades more into line with the requirements of the industry, thus improving Canada's competitive position in export markets. In order to minimize the effect on present stocks of durum, the changes are being made in two stages. First phase was effective August 1, 1971, and involved modifications in maximum tolerances of wheats of other types, minimum bushel weights, and minimum levels of vitreous kernels. Effective August 1, 1972, it is proposed to change the standard of quality for the top three durum grades from Minidum variety to Hercules variety. This results from a 15-year program in which Canadian plant breeders have developed improved durum varieties which combine large kernel size, excellent yellow pigment levels, and superior cooking quality. From that date, durum wheat varieties other than Hercules and Wascana would be eligible

only for grades lower than No. 1 Canada Western. The commission comments that during recent years the world market for durum has expanded very markedly, and the technical requirements for the European pasta industry have become much more sophisticated. Durum wheats for the market must be hard vitreous wheats which give a product good color and cooking quality.

### Wheat: Chemistry And Technology

The second edition of the book "Wheat: Chemistry & Technology," edited by Y. Pomeranz of the National Barley & Malt Laboratory, USDA, ARS, CRD, Madison, Wisconsin, and published by the American Association of Cereal Chemists is a handsome 652 page book. It sells for \$35, postpaid.

The book is divided into five parts: Part I covers production and utilization of wheat and the criteria of quality. Part II goes into the principles of milling and criteria of flour quality. Part III deals with the principal chemical components of wheat and flour. Part IV handles rheology and chemistry of dough, composition and functionality of wheat-flour components. In Part V, end products of wheat, there is a section on durum wheat and pasta products by G. N. Irvine, Grain Research Laboratory, Board of Grain Commissioners for Canada.

Dr. Irvine covers materials used in the manufacture of pasta products, general characteristics of durum wheat, methods of manufacture, quality criteria for raw materials, assessing wheat quality for milling and assessing semolina quality for macaroni processing.

The American Association of Cereal Chemists is located at 1821 University Avenue, St. Paul, Minn. 55104.

### Wheat Situation

Bearishness in wheat futures was influenced by the preliminary survey of 1971-72 wheat situation issued in August by the Department of Agriculture.

"Wheat prices will move downward as the harvesting season progresses, and for the year may average somewhat below last year's \$1.34 per bu.," the review says. This prospect reflects the larger 1971 wheat production and indicated smaller total disappearance, according to the survey. "With lower wheat prices, growers probably will make greater use of the loan program than the 254,000,000 bus they put under loan from the 1970 crop," it is stated.

(Continued on page 32)



### Wheat Situation—

(Continued from page 30)

The review predicts that wheat exports for 1971-72 will drop substantially, projecting 650,000,000 bus as the aggregate, against 735,000,000 in the season just ended. The decrease in exports is attributed largely to bumper grain harvests in Europe but the survey also points to other influences on level of exports as "the outturn of the U.S. Corn crop, the work stoppage at Pacific ports, a possible dock strike at other ports, and food aid requirements in South Asia." It also forecasts domestic disappearance of wheat in 1971-72 at 780,000,000 bus, compared with 799,000,000 in the preceding year, with decrease resulting from an expected curtailment in feed utilization.

Total wheat supplies for 1971-72 are estimated by U.S.D.A. at 2,279,000,000 bus, slightly above year earlier.

### Sam Kuhl, General Manager, North Dakota Mill

Sam Kuhl has been appointed general manager of the North Dakota Mill and Elevator at Grand Forks. His appointment became effective September 1 with the retirement of Eugene M. Murphy.

Sam Kuhl is 53 years old. He was born and raised in Manitoba, Canada. Graduated from the University of Manitoba with a BSA degree. After graduation from college Mr. Kuhl was employed for 17 years by the Ogilvie Flour Mills Company at Winnipeg, Manitoba, Canada.

He has been with the North Dakota Mill and Elevator for 15 years. He began his career with the mill as manager of quality control, then stepped up to production manager, followed by his appointment in 1967 to the position of assistant general manager. He now takes over the position of general manager.



Sam Kuhl

Sam Kuhl is a member of the Association of Cereal Chemists, the Association of Operative Millers, and Sanitation Management.

### Maritato Named Vice President

International Multifoods has consolidated all durum production, production scheduling and marketing functions under Sal F. Maritato, industrial foods division vice president-durum products. Maritato was formerly responsible for all durum products sales.

In a related move, David J. Baehr, formerly Central region production manager, has been named production manager-durum, with responsibility for all durum production functions.

Multifoods, a Minneapolis-based diversified foods company, processes durum in mills in St. Paul, Minn., and Baldwinville, N.Y.

### Pemrick, Administrator

Donald W. Pemrick, formerly assistant to division vice president-durum products, has become administrative manager-durum products and will assume responsibility for all administrative functions including production scheduling.

Maritato joined Multifoods in 1958 as a durum products salesman in New York. A year later, he was appointed eastern region durum products sales manager in New York.

He was named U.S. durum products sales manager in 1966 when he moved to Minneapolis.

Before joining Multifoods, Maritato was associated for 10 years with Burry Biscuit Corp. of Elizabeth, N.J., where he was a district sales manager.

A native of Newark, N.J., Maritato attended Rutgers University specializing in marketing.

### USDA Buys Durum Flour

The Agricultural Stabilization & Conservation Service in Minneapolis has asked for bids on durum flour in the amount of 310,000 pounds for October shipment. Specifications call for moisture content of 14%, protein minimum 12.5%, ash .90%, carotenoid color (ppm) 6. The flour will be furnished to macaroni manufacturers who will convert it into product for the school lunch program or for feeding the needy.

Wheat-soy macaroni is being purchased in quantities of 2 to 3,000,000 pounds monthly for relief feeding.



Sal Maritato

### International Multifoods Advertising

The Industrial Foods Division of International Multifoods has retained the Minneapolis-based advertising agency of Sielaff, Herder, Grawert, according to Wayne J. Schweitzer, division advertising and merchandising manager.

The division's product mix includes flour, bakery mixes, durum products and fillings and toppings.

The advertising was formerly handled by the Minneapolis office of Batton, Barton, Durstine & Osborn.

### Joe Hale Heads A D M Milling Co.

H. D. Joe Hale has been named president of ADM Milling Co., it was announced by Lowell W. Andrews, president of Archer Daniels Midland Co. Mr. Hale succeeds Fred L. Merrill, who resigned.

Mr. Hale had been a vice-president of ADM Milling since April 1970 when the company purchased some of the assets of companies owned by John F. Vanier of Salina, Kas. One of those companies was Western Star Mill of which Mr. Hale was general manager.

Mr. Merrill joined Archer Daniels Midland Co. on Dec. 1, 1965, as manager of the Flour Division and was named vice-president in February 1969. He became president of ADM Milling Co. on its formation in September 1969, continuing in that position and as corporate vice-president until his resignation.

### Fire Damages A D M Mill

A fire of undetermined origin damaged the plant of A D M Milling Co. at Abilene, Kansas, July 1. The mill, formerly known as Abilene Flour Mills Co., had 13 of 25 roller mills damaged.



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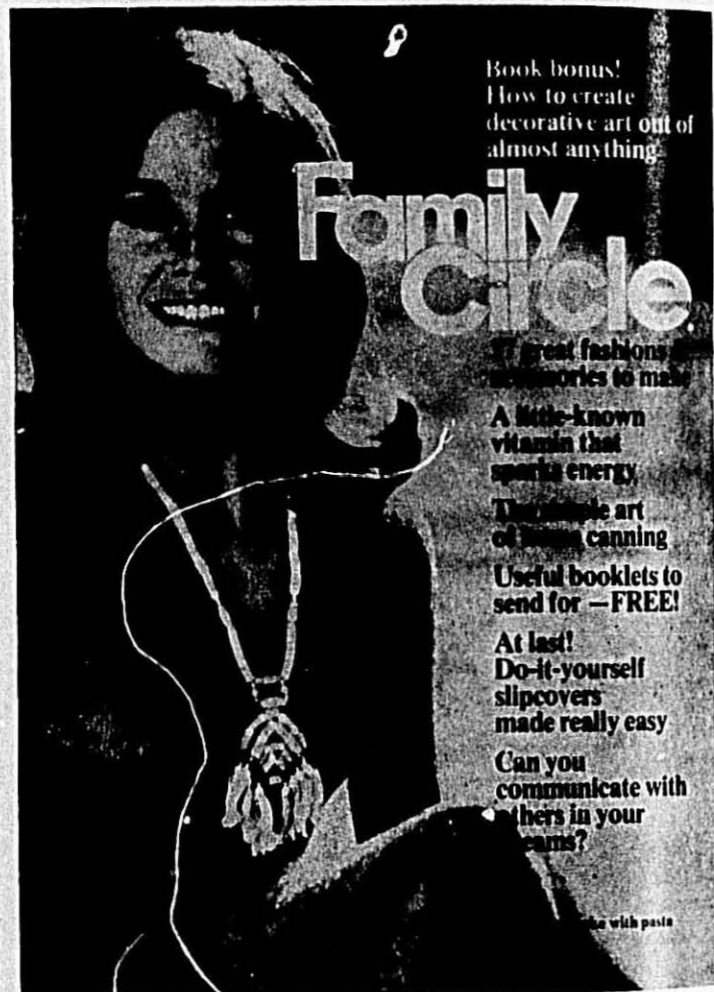
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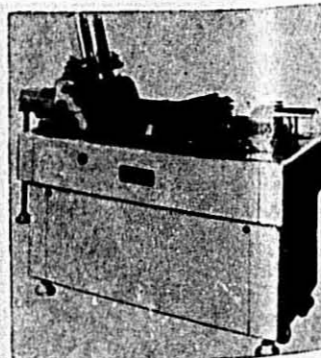
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