

**THE
MACARONI
JOURNAL**

**Volume 54
No. 1**

May, 1972

MAY, 1972

Macaroni Journal



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The **Macaroni Journal**

May
1972
Vol. 54
No. 1

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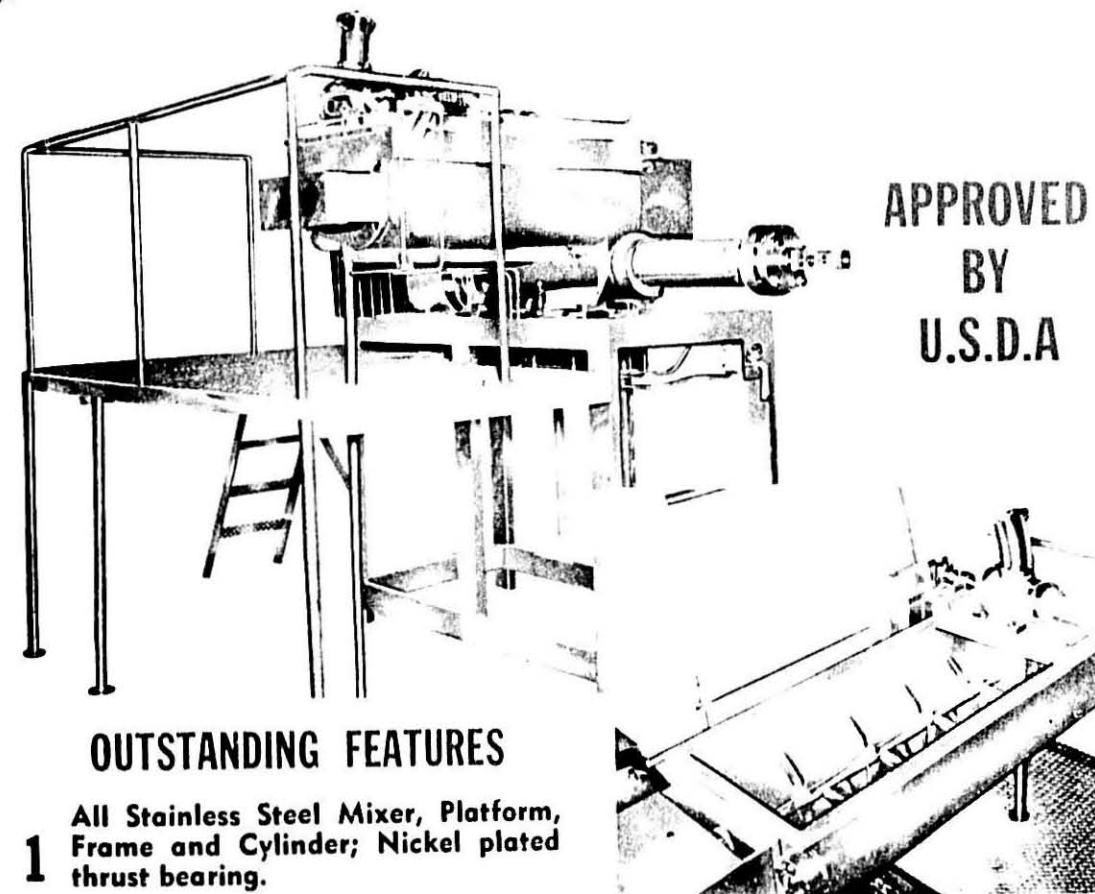
Spaghetti Delicado

A handsome and delicious combination for company or family meals. Spaghetti cooked with cream, Swiss cheese and Spanish olives. Story on page 6.

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Pasta - Your Budget's Friend

NEWS STORIES coming out of Washington keep telling us what we already know—meat prices are going up—and up—and up! And, it doesn't look as if they're coming down anytime soon. So, as you've probably discovered, it's pretty hard to keep meat on the table and your budget in line at the same time. The best way to make ends meet (no pun intended) in your food budget is to either stretch meat by combining it with other foods in casseroles, or feature meatless meals more often during the week.

Pasta products are really your budget's friend. They can be combined with a little bit of meat to make a hearty meal, or they can be the basis of a meatless meal combined with a protein food such as cheese or eggs.

You need not limit your meatless dinners to family meals—macaroni products make very elegant company fare, too. As witness this superb com-

bination of spaghetti cooked with cream, melting with Swiss cheese and spiked with slices of Spanish stuffed olives for color and tangy flavor.

Use lots of boiling water to cook the spaghetti and drain it when slightly underdone since it's cooked more with the cream and cheese. If you have a chafing dish, do the final cooking at the table for a dramatic presentation. Serve very hot!

Pimiento-stuffed olives are a great addition to all kinds of meatless main dishes whether it's for a family supper or company dinner. They are colorful, have a nice crunchy texture and add a slightly salty flavor that enhances all kinds of foods especially cheese and egg combinations.

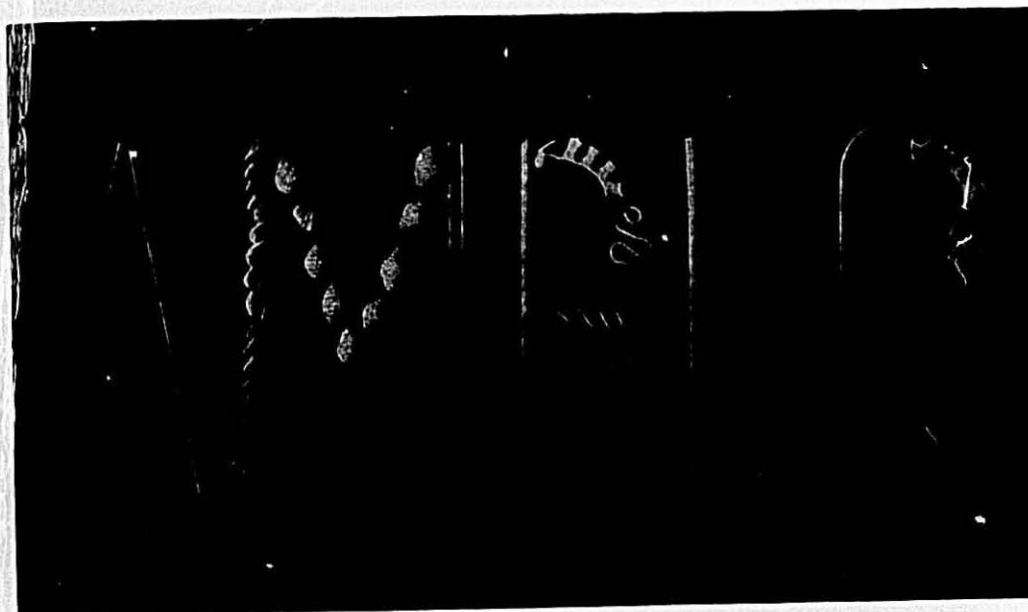
Spaghetti Delicado (Makes 6 servings)

2 tablespoons salt
4 to 6 quarts boiling water

1 pound spaghetti
1 pint (2 cups) heavy cream
½ cup milk
⅔ cup sliced pimiento-stuffed olives
8 ounces Swiss cheese, grated (about 2 cups)
Salt and pepper

Add 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until just tender, about 10 minutes. Drain in colander.

Heat cream and milk to boiling point in cooking pot. Add spaghetti and cook over medium heat 5 minutes. Add sliced olives and cheese. Toss and cook a few minutes longer, or until cheese melts and sauce thickens. Season to taste with salt and pepper. Turn into serving dish. Serve very hot, garnish with additional sliced olives. Pass a peppermill.



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SMART SHOPPER PREVIEW HOW TO COOK MACARONI SPAGHETTI NOODLES		FOOD TIP:	
<p>Measure into large pot 6 cups water and 1 teaspoon salt.</p>		<p>An 8-ounce package of macaroni, noodles or spaghetti yields 4 to 5 cups when cooked.</p> <p>1½ cups uncooked elbow macaroni yields 3 cups when cooked.</p> <p>Always select enriched macaroni, spaghetti and noodles for added nutrition.</p>	
<p>Gradually add 8 ounces of macaroni, noodles or spaghetti to water so boiling does not stop.</p>		<p>To keep food from sticking and from foaming, measure and add 1 teaspoon bland cooking oil.</p>	
<p>Special tip for spaghetti: To fit the long spaghetti into the pan:</p> <p>Place ends of spaghetti into boiling water.</p>		<p>Bring water to a full, rolling boil.</p>	
<p>Cook until tender. 9 to 14 minutes for most kinds. Shorten cooking time slightly if macaroni, noodles or spaghetti are to be used in a recipe that will need further cooking or baking.</p>		<p>As spaghetti softens, gradually coil it around the pan until it is completely under the water.</p>	
<p>Leave pan uncovered. Stir occasionally to keep food from sticking to pan.</p>		<p>To keep from being over-cooked:</p> <p>Drain cooked macaroni, noodles or spaghetti at once. Use a colander or strainer if available.</p>	
<p>SMART SHOPPER U.S. DEPARTMENT OF AGRICULTURE CONSUMER AND MARKETING SERVICE WASHINGTON, D.C. 20250 C & MN 88-8</p>			

Lunchtime at Livingston

Reprinted with permission from Du Pont Company's
"Packages and People"

A noisy gym class had left the "multi-purpose room" in Livingston School (Columbus, Ohio) 10 minutes earlier, but the only sound echoing in the high ceilinged area is the squeal of caster wheels on the folding "butterfly" tables being rolled into place. At 11:30 a.m. Mrs. Delmos Barrett's staff of three part-time school aides begin lifting "hot packs" from the convection oven in a side room and onto carts alongside the "cold packs."

By 11:39 a.m. the carts are in position just inside the big double doors at the east and west ends of the room. In another minute a bell will ring and it will be lunchtime at Livingston.

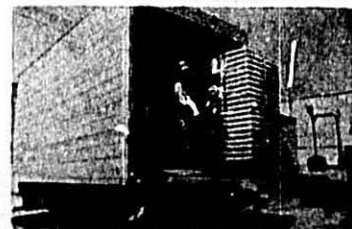
Prize Winner

The flurry of activity about to take place will by no means be unique. In similar settings at 36 other Columbus elementary and secondary schools, more than 11,000 hot lunches are served to students five days a week, every week of the school year. But, as a cooperative effort by the local school board and the state and federal governments, the program has been singled out for its efficiency and economy in awards by two national publications, "School & College Food Management" and "Institutions."

Nevertheless, a peek between the closed doors at the long lines of hungry, restless, giggling, jostling youngsters that have suddenly appeared suggests that pandemonium will soon reign. That it does not is a tribute to the care, cooperation and coordination of the Columbus Public School Food Service Production Center.

Early Start

Preparation of the lunch to be served, explains Mike Morrill, center supervisor, actually began at 7 a.m. a day earlier at the centrally-located food service kitchen. Working from a menu made up weeks in advance, the staff



Trucks bring prepared lunches from central kitchen to 37 schools each morning.



Operating 37 school lunchrooms calls for accurate estimating by Michael Morrill.

packed more than 22,000 preboiled sausage patties; prepared 250 gallons of applesauce; washed, peeled, sliced and diced nearly 150 lbs. of carrots and 400 heads of cabbage into a seasoned slaw and then baked 950 dozen honey cookies.

The items to be reheated were packed into divided aluminum foil dishes, liquid or semi-liquid foods such as applesauce being precisely metered into containers as they pass along a conveyor belt. Sealed with foil, the hot packs were stacked in racks of 10 apiece on one side of a lunchroom dolly.

On paperboard trays traversing a parallel line, women workers placed a bun, a cup of slaw, a portion pack of ketchup, a cookie and a cellophane packet containing a napkin, a plastic fork and spoon, and a straw for the half pint of milk served as part of each child's lunch. The filled trays were then automatically overwrapped and sealed in "Clysar" EH shrink film and carried on the moving belt through a shrink tunnel. They emerged as unitized cold packs, their contents protected against contamination and immobilized against accidental spillage by the now tightly contoured film. The trays were then racked, again 10 to a basket, on the waiting dollies.

Tagged with their ultimate school destination, the carts—each bearing as many as 240 complete lunches—had been wheeled into walk-in refrigerators for an overnight stay. This morning they were trucked to each of the 37 schools and placed in preparation room refrigerators. Dairy-delivered milk was stored in adjacent coolers. At 11 a.m. the hot packs were placed in the ovens.

The Bell Rings

And now the bell is ringing and the doors swing open, Principal Sam Simon

takes his place among the servers at one entrance.

A "lunchroom mother" takes up the "point" position to collect lunch slips as the line of first, second and third graders form two columns around her. A school custodian begins passing out containers of milk with both hands. Simon and Mrs. Barrett hand both a hot and cold pack to each child and the school-children walk to their tables.

By 11:45, with only five minutes elapsed, 301 children are seated. Ten minutes go by and the youngsters are streaming for the playground, depositing emptied trays and utensils in trash bins. By 12 o'clock there are only a few—"the talkers and the dreamers," suggests Simon—spoon-scraping up the last of their applesauce. By 12:07, the tables have been wiped clean and a second batch of hot packs taken from the oven. At 12:10, 298 fourth, fifth and sixth graders begin a repeat of the process, with possibly only a slight rise in the decibel count. When the "back-to-class" bell rings at 12:40, the tables have already been folded and the floor mopped in preparation for an assembly program.

Triumph in Timing

It's a triumph in timing. There have been a few incidents but not nearly on the scale a visitor would have expected. When a container of milk spilled, a new container and a sponge appeared almost simultaneously. Two boys scuffling over whose turn it was to monitor the waste receptacles were quickly separated by a word from a teacher.

(Continued on page 10)



Cold packs in preparation may contain baked goods, salad, or fruit in addition to cutlery and condiments.



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Lunchtime at Livingston

(Continued from page 8)

"It's taken a lot of planning," admits Morrill. "But I think we've gotten all the snags out."

A former General Motors engineer with a degree in industrial management, Morrill is more at home with a shile rule than he is with an egg beater. And with actual preparation in the hands of professionals, it's in the realm of costs and figures that he functions best.

Cost Control

Judicious use of surplus commodities and bulk purchases of other foods, for instance, help account for the fact that the center can sell a meal that costs 45 cents in ingredients and preparation for only 20 cents or 35 cents, depending on school location. (Though meals are government subsidized to a certain extent, more than half the lunches served in inner city schools are free.)

Day-to-day attendance, varying by as much as 15 percent of enrollment, makes accurate estimating a must in eliminating waste. On the day preceding the visit to Livingston School, Morrill's office had scheduled 11,273 frankfurter and bean lunches. Only five additional hot and cold packs had to be rushed into production to match the morning count phoned in by the schools.

Other measures that make the Columbus program a national model include truck routing that minimizes backtracking on altered orders; bulk freezing of reserve quantities of sauce, meats, baked goods, etc.; and a continuing search for equipment and materials that will speed up processing, cut labor requirements and costs or further enhance the quality and taste of food served.

It is in the latter category that "Clysar" EH shrink film has become a vital ingredient in the school lunch program. Biaxially oriented "Clysar" shrinks faster, tighter and at lower heats—48 cold packs per minute, close to 3,000 an hour, pass through the kitchen tunnel. Seals are lasting. The film is tough and durable; accidental tears are non-propagating.

The clarity of "Clysar" EH is an additional asset. There's never any question as to what a cold pack contains, whether it is complete or, more important, what the condition of the food is. Beyond this, it presents the lunch in an appealing way. And that is a real consideration.

Complete Cooperation

Says Morrill: "The success of our program stems from the complete cooperation of everyone. And that goes

for students too. Our chief concern is nutrition but it matters little how many vitamins or proteins are in a lunch if it isn't appealing enough to ensure consumption."

Variety helps ensure that. Entrees over a three-week period include spaghetti, hamburgers, pizza, meat loaf, fish sticks, chili, sloppy joes and grilled cheese sandwiches. And in the cold packs: salads, gelatin and fruit, as well as cake, cookies and muffins.

And that, of course, is the problem that "Clysar" occasionally presents. Goodies peeking through clear wrap, especially those baked to mark, say, Halloween or Valentine's Day, sometimes prove just too tempting for the younger children.

"Guess which pack they open first," grins Morrill.

A \$615,000,000 Lunch

School lunch—a common phrase to mothers. To some it means packing a peanut butter sandwich in the morning. To others it means having their children come home for lunch during the school day. To still others, it means giving their child money at the beginning of the week to buy a ticket good for meals in the school cafeteria.

During the 1970-71 school year, many low-income mothers were able to give their children much less than usual for that lunch ticket—many were able to send their children to school for lunch—for free.

This program is most often a silent force behind nourishing school lunches. Federal, state and local funds furnish the schools with the equipment, personnel and food necessary to offer school-age children at least one nutritionally-rounded meal each day. The program is administered on the Federal level by the U.S. Department of Agriculture's Food and Nutrition Service (FNS), and each state and local school system share in its cost.

Federal funds for the school lunch program are appropriated among the states to be used in reimbursing schools for part of the cost of food they purchase. The amount of money each state received is determined on the basis of two factors: (1) school lunch participation in the state and (2) per capita income for the state. For each lunch served meeting program standards, schools receive reimbursement according to their needs as determined by their State Agency or FNS Regional Office, where applicable. In addition, special cash assistance is provided to help bear the cost of free and reduced-price lunches. In cases of extreme need, up to 100 percent of the cost of food service operation, provided it does not

exceed 60 cents per lunch, may be reimbursed. Federal funds used in a state for reimbursing schools must be matched with funds from sources within the state—including state and locally appropriated funds, children's payments, donated goods and services, etc.—at the rate of three dollars for each Federal dollar.

Different Forms

The Federal funds take several different forms. Through its Food Distribution Program, and under Section 32 of Public Law 320, FNS donates commodities to participating schools for use in their lunch programs. The commodities include such items as canned juices, fruits, vegetables, butter, flour, several types of meats, milk, and other staples.

FNS also provides money for equipment from funds authorized under Section 5 of the Child Nutrition Act of 1966. These Section 5 funds are apportioned to the states at the beginning of each fiscal year for distribution to "no-program" schools to help them purchase equipment to establish facilities for introduction of the lunch program, and to some schools with a program to help with the updating equipment.

Section 4 of the Child Nutrition Act authorizes the distribution of funds to the states for the purpose of reimbursing participating schools for each lunch served. The national average for reimbursement is about 5 cents per lunch. A total of \$225-million in Section 4 funds has been authorized for Fiscal Year 1972.

Section 11 of Public Law 91-248, passed May 14, 1970, authorizes funds to be spent to reimburse schools for serving free and/or reduced price lunches to needy children. These Section 11 funds, totaling \$237-million this year, are used to reimburse, at an average of about 30 cents per lunch, those lunches served at a free or reduced price.

Funding is accomplished through one more source: Section 32 of Public Law 320, passed in 1935. This section allows a percentage of the funds collected from tariffs—\$169.2 million for FY-1972—to be used to distribute at the Secretary of Agriculture's discretion. It is under Section 32 that schools receive commodities used in food preparation plus funds for food purchasing.

Sections 4, 5, 11 and 32—all combine with the state and local funds to provide Type A nutritionally balanced lunches to hungry children. A total of over \$615-million will be spent this year to bring the National School Lunch Program's 25th Anniversary slogan—"School Lunch Closes the Nutrition Gap"—closer to reality.

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Introduce Non-Stick Spaghetti For Mass Feeding

Volume feeding operations now can prepare and serve spaghetti with ease as a result of the addition of distilled glyceryl monostearate to the flour during the spaghetti manufacturing process.

It is felt that schools and hospitals, particularly, will welcome the fact that spaghetti now can be cooked hours in advance of serving without fear that it will clump together upon standing on the steam table. Continuous stirring and cooking time are no longer critical to preparation of a tasty, texture-right dish.

The extra convenience and time-saving characteristics of the new spaghetti are a result of the addition of Myvaplex 600 distilled glyceryl monostearate supplied by Eastman Chemical Products, Inc. The Myvaplex helps prevent starch retrogradation during the cooking process.

In Butler, New Jersey

One of the first schools to have put the new spaghetti to trial is the Butler (New Jersey) School System. Challenged with the task of feeding 2,400 students located in three separate schools, the cafeteria management group had long since decided that a central kitchen would provide the most economically feasible modus operandi.

Previously, however, the central kitchen was presented with a problem whenever spaghetti was listed on the menu. Pre-cooked spaghetti was difficult to serve because, generally, it became over-cooked, soft and tasteless.

With the new spaghetti, it became possible for the Butler School System to cook over 80 pounds of spaghetti during the morning, transport portions of the batch to two other locations and



Hungry High School students await a luncheon of non-stick spaghetti—Servers feed 250 students in only 11 minutes when the spaghetti does not stick. The spaghetti being served contains Myvaplex, distilled glyceryl monostearate available from Eastman Chemical Products, Inc.

serve a properly prepared spaghetti in all three locations over an hour after it had been cooked.

Advantages

Mr. William Reinhardt, manager of Butler's central cafeteria, indicated that spaghetti manufactured with Myvaplex 600 offered substantial cooking as well as serving advantages.

Specifically, the fact that prolonged cooking does not damage the spaghetti's firmness or good sauce-cling leaves a margin for human error on the part of the kitchen staff. Should the spaghetti become inadvertently over-cooked, it still maintains its good taste and good looks, and firmness.

Supplier

Supplier of the new spaghetti to the Butler School System is A. Zerega's Sons, Fair Lawn, New Jersey, manufacturer of macaroni and noodle products. Institutional purchases are made through New Jersey's Food Distribution Program, State Department of Agriculture and the United States Department of Agriculture which furnishes the state with the raw product—durum wheat.



William Reinhardt, cafeteria manager (center) of Butler School System supervises as non-stick spaghetti is prepared one hour before serving. After it is cooked, the spaghetti will be placed on the steam table until needed.

Food Costs Per Child

If you have two elementary school children in your family and your spending for food falls in line with the U.S. Department of Agriculture's moderate-cost plan, you are probably spending about \$2,100 a year for food. Slightly less than half of this is for the children.

At current food prices, you will spend about \$8,900 for a boy and \$8,300 for a girl from infancy to age 18. As far as food costs are concerned, children are definitely cheaper by the dozen. In a 6-or-more-person family, you can subtract 10 percent per person as compared to the per-person food costs of a family consisting of a mother, father and two children. Food costs per person in large families are lowered by savings gained through buying and cooking in large quantities.

Moderate Cost Plan

Even so, to feed four children on a moderate food budget from infancy to 18 years would cost between \$30,000 and \$32,000—at current prices. This does not take into account any rise in food prices, or candy bars and ice cream cones purchased by each child away from home. Nor does it take into account the high cost of providing snacks and occasional meals for his friends. And this estimate depends upon the family's following a moderate-cost food plan for the first 18 years of each child's life.

When the additional cost for food away from home and meals and snacks furnished the child's friends are taken into account, food expenses associated with each child will be higher than \$8,900 for a boy or \$8,300 for a girl. For most families, it is fortunate this cost comes on a pay-as-you-go basis.

If you are curious, here is a table from which you can judge weekly food costs per child under low-cost, moderate-cost and liberal-cost food buying plans:

Sex-age group	A Child's Portion of the Weekly Food Bill ¹		
	Low-cost plan	Moderate-cost plan	Liberal-cost plan
Children, under 1 yr. ²	\$ 3.80	\$ 4.60	\$ 5.10
1-3 years	4.80	5.80	7.00
3-6 years	5.50	7.10	8.50
6-9 years	6.80	8.60	10.80
Girls, 9-12 years	7.70	9.90	11.60
12-15 years	8.50	11.00	13.30
15-20 years	8.70	10.90	13.00
Boys, 9-12 years	7.90	10.10	12.20
12-15 years	9.20	12.10	14.40
15-20 years	10.70	13.50	16.30

¹Based on average prices, June 1971. Estimates were computed from quantities in food plans published in *Family Economics Review*, October 1964. The costs of the food plans were first estimated by using the average price per pound of each food group paid by urban

survey families at three selected income levels in 1965. These prices were adjusted to current levels by use of *Retail Food Prices by Cities* released periodically by the Bureau of Labor Statistics.

(Continued on page 14)

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Food Costs Per Child

(Continued from page 12)

*Costs given for individuals in 4-person families. For individuals in other size families, the following adjustments are suggested: 1-person—add 20 percent; 2-person—add 10 percent; 3-person—add 5 percent; 5-person—subtract 5 percent; 6-or-more person—subtract 10 percent.

Family Economic Position

Family economic position is one of the main factors in determining how much will be spent for a child's food. Children's food expenses at various economic levels can be gauged by using the USDA food plans. The food plans are guides for the quantities of food needed for individuals of specified age and sex. Plans are available at four levels—economy, low-cost, moderate-cost, and liberal.

Both the economy and low-cost plans recommend specific amounts of food from 11 food groups that provide nutritionally adequate diets for families on limited budgets. The moderate-cost plan lists larger quantities of milk, meat, fruits and vegetables.

In addition, it provides for a few higher-priced commodities—such as fresh products purchased out of season, and convenience foods. The liberal plan suggests slightly larger quantities and permits more expensive choices within food groups.

Level of Spending

Level of food spending is affected by income and size of family. For example, the food expenditures in a two-child family with a net income of \$8,000 would probably be in line with the moderate-cost plan. Add two more children to the same family, however, and food spending per child would fall in the low-cost category.

Food costs per child increase as the child grows older. If one of the two children is under a year old, the weekly food bill for the family would be about \$35. Under the moderate food plan, the cost of feeding an infant is roughly \$4.60 per week—or about \$240 a year.

The food needs of young boys and girls grow at the same rate until about 9 years. Then a gap in their eating patterns emerges. The June 1971 estimates per week are \$11.00 for a girl and \$13.50 for a boy between the ages of 12 and 15. These costs refer to 21 meals a week prepared at home or carried from home in packed lunches.

Using yearly price changes measured by the Consumer Price Index, it's possible to estimate the cost of feeding a child of any age during any one year. Suppose, for example, there's a 9-year-

old boy in a four-person family that spends at the moderate food plan level. At June 1971 prices, his annual food bill would be \$525. But in 1960—due to lower food prices—the cost would have been roughly \$400.

What Senior Citizens Want in Supermarkets

Chain Store Age reports that senior citizens, America's fastest growing age group at 20,000,000 strong, represent sizeable food buying power. To supermarket operators they spend less money, shop more frequently than any other group of consumers and want a great deal of personal attention.

Primarily what senior citizens want in a supermarket is (1) courtesy, (2) a place to go—they are fighting loneliness at home, (3) small quantities, (4) familiar old brands because most of them have strong loyalties to an earlier era, (5) bulk produce, and (6) economy—most check newspaper ads for sales and look for specials.

Senior citizens buy heavily in dairy, produce and dietetic foods and minimally in meats and frozen foods. Most cuts of meat are too expensive for their limited budgets. As for frozen foods, they are neither conditioned to nor willing to pay the extra price for convenience.

USDA Issues Food Guide For Older Folks

A food guide designed to help older people plan and prepare nutritious meals has been issued by the U.S. Department of Agriculture.

The revised "Food Guide for Older Folks," developed by nutritionists in USDA's Agricultural Research Service, gives tips on buying food, time and energy-saving hints, and tells how to plan and prepare menus to meet specific needs.

Whether a person is eight or eighty, good food is important. It adds to the joy of living, promotes good health and normal weight, and a feeling of well-being that helps you to meet each day rested and alert.

Nutritional Needs Change

Although people choose from the same foods as they grow older, their needs for some of the nutrients and for food energy (calories) change. A daily food guide shows how to meet these needs. The four food groups—milk, vegetable-fruit, bread-cereal, and meat—are explained and a list of foods that satisfy requirements in each group is included along with recommended daily amounts.

There are sample menus based on the food guide with more than 30 recipes that can be prepared with a minimum of time, preparation, and equipment. Most of the recipes include suggestions for variations and there are ideas for using leftovers.

Copies of "Food Guide for Older Folks," (HG-17) are available for 20 cents each from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Pressure for More Food Label Data Grows

Pressure is building up for increased government activity to require more information on food labels to help consumers make more intelligent selections in the food they purchase.

• Senators Frank E. Moss (D. Utah) and Vance Hartke (D. Ind.) have introduced legislation (S. 3083) to require truth in food labeling. The bill incorporates mandatory quality grading of food products, disclosure of all ingredients on packages, nutritional labeling of food products and open dating for all perishable and semi-perishable foods.

It does not include unit pricing because of significant voluntary efforts in this area.

Senator Moss promises early hearings on the "Truth in Food Labeling Act" which he believes "would be a major step towards providing the consumer with the information he needs to make an intelligent choice in the supermarket."

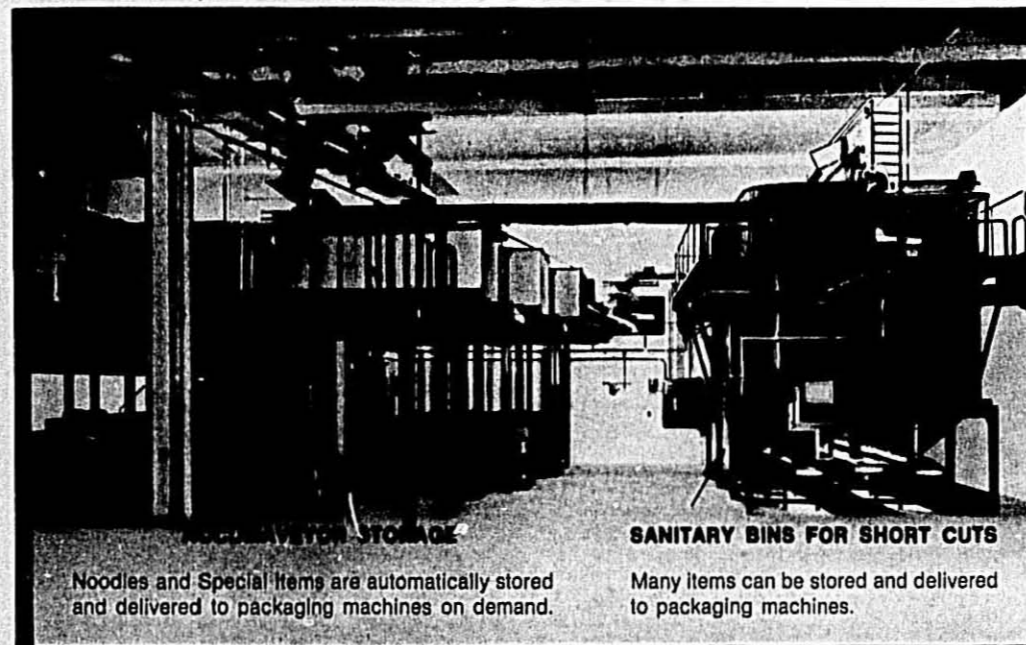
• Former Nader associate James S. Turner, speaking to the Consumer Federation of America, has called for a national nutritional policy that would let the consumer choose the most nutritional products.

The essentials of Mr. Turner's national nutritional policy are very similar to those of the Moss-Hartke bill. Mr. Turner believes that consumers can only choose the most nutritional products if they are told for all food: (1) the drained weight; (2) the complete ingredients by percentage and nutritive value; (3) the quality of all products by a single grading system; (4) the freshness period of foods; and (5) unit pricing.

Mr. Turner is now launching a nationwide citizens monitoring system of the Food and Drug Administration called Consumer Action for Improved Foods & Drugs.

Mr. Turner summed up the necessity for better labeling by saying that "the label is a powerful economic tool for fighting inflation in the supermarket.

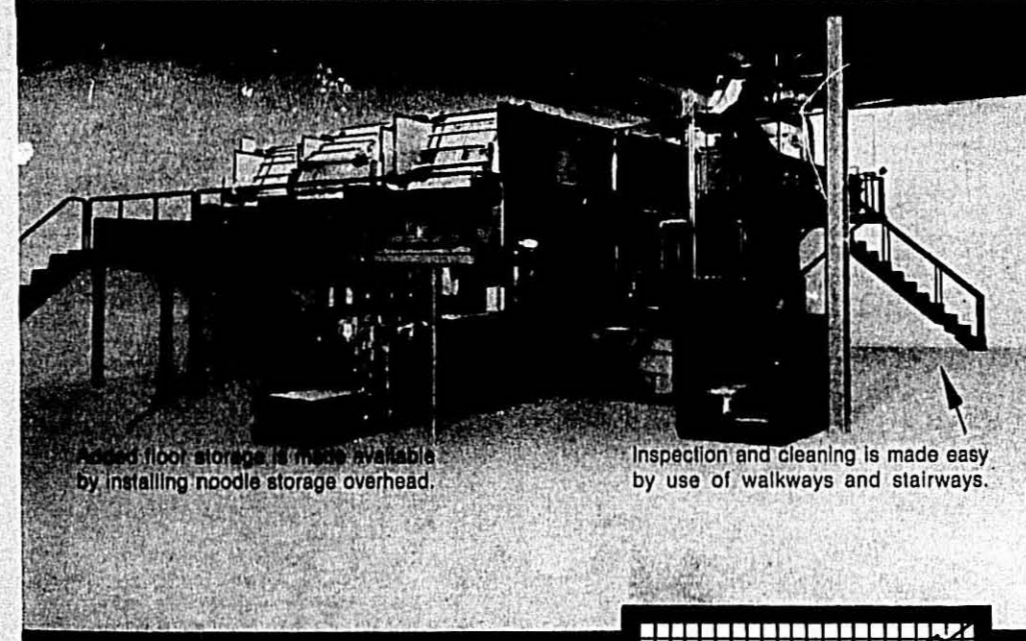
another new plant • another ASEECO STORAGE SYSTEM



Noodles and Special Items are automatically stored and delivered to packaging machines on demand.

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Automatic, Inkless Roll-Leaf Imprinter Speeds Packaging at American Beauty

Versatile In-Line Code-Dating Attachment by Adolph Gottscho, Inc.
Imprints 7-Digit Codes On Cellophane and Other Hard-To-Print Package Films

WITH the macaroni and noodle industry growing at an ever-increasing rate, manufacturers are finding that faster, automatic production and packaging equipment is the only way to keep pace with market demands.

American Beauty Macaroni Company of Denver, Colorado, was faced with just such a problem when production and packaging began to outstrip the company's existing coding and inventory control capabilities.

Previously, the company had been using rotating stampers to code-date boxes and shipping cartons. However, individual packages were not code-dated. As production steadily increased, the rotating stampers could not keep pace, and costly backlogs in the coding operation resulted.

Inventory Control

The need for code-dating individual packages became apparent in order that precise inventory controls be maintained on the company's daily output, but the rotating stampers in use at the time were much too slow to meet this challenge.

The only solution was to incorporate efficient, high speed coding devices into their production lines. The coding machines had to be adaptable to the three types of form-fill-seal machinery in use at the plant. They had to be rugged and efficient enough to meet a daily output

of nearly 100,000 packages and operate trouble-free 16 hours a day. Imprints had to be sharp, smudge-proof, odorless, and non-contaminating.

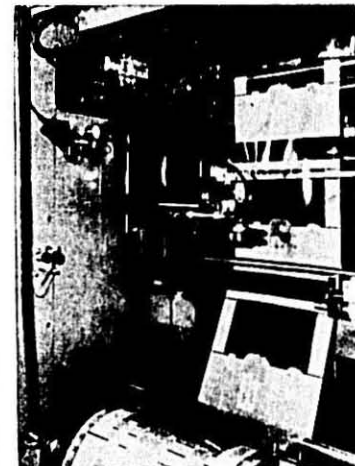
Investigations

One leg of their investigation to find a coding machine to meet these tough standards included a visit to another manufacturer's plant which was having outstanding success in coding individual packages. Here, American Beauty engineers closely examined the coding devices at work. They were greatly impressed at the speed and operating efficiency of the printers and found that they measure up to the performance criteria established for their own production lines.

As a result, for this Denver plant, the company ordered eight automatic Wrapaprinta® Model 3100 coders manufactured by Adolph Gottscho, Inc., Union, New Jersey. These machines were adaptable to all three types of American Beauty's macaroni wrappers, including single and twin tube Triangle units and Gauber machines.

Self-Contained Unit

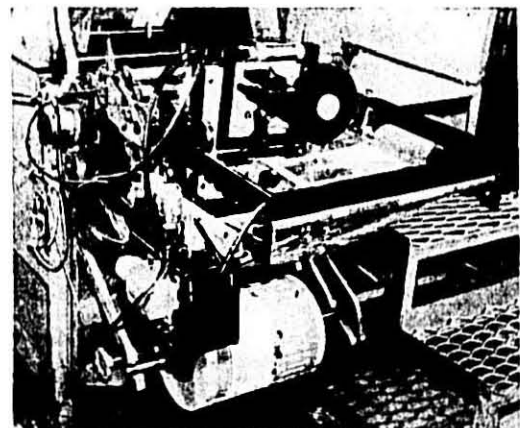
The Gottscho Wrapaprinta code-dating attachment is a versatile, completely self-contained unit, designed to permit easy installation inside or outside the frames of almost any form-fill-seal or over-wrapping machine without



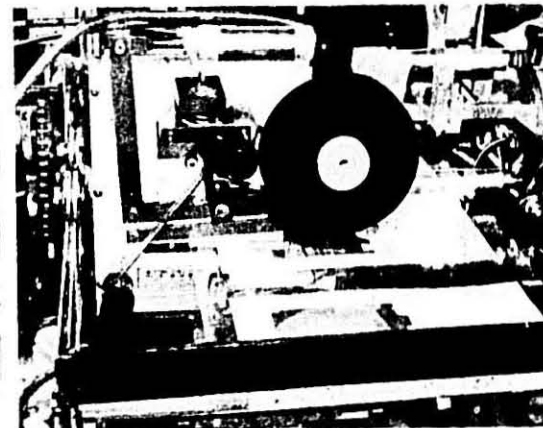
Wrapaprinta® unit as installed on a single tube Triangle form-fill-seal machine. The simple slide bar mount allows easy adjustments. Control box (arrow) is mounted in upper left.

modification of the threading pattern of the parent equipment. This eliminates the need for costly and complicated mounting brackets.

Gottscho's Wrapaprinta Model 3100 code-dating attachment will print inside or outside of the web. Leaf colors



Wrapaprinta® Model 3100 code-date attachment mounted to a Gauber spaghetti wrapping machine illustrating compact design and simple mounting brackets.



Close-up of Gottscho code-date attachment on form-fill-seal machine. Leaf is underneath the web allowing imprinting from the bottom side.

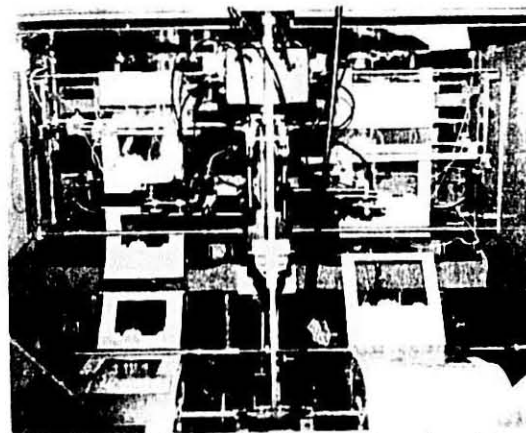


Photo of twin-tube Triangle form-fill seal machines shows two Model 3100 Wrapaprinta machines mounted back-to-back on slide bar mounts. Controls are at top center of photos.



Typical products manufactured by American Beauty Macaroni Company show 7-digit date code clearly imprinted on the packages.

can be changed in seconds with no clean-up and no wash-up. The roll-leaf advances automatically on the take-up spool after each impression is made. Leaf feed and take-up reels handle 400 foot rolls.

Precise leaf feed control provides extremely accurate spacing with maximum imprints per roll, leaving no "dead spot" leaf waste. The simple, positive, leaf feed and leaf threading utilizes a minimum number of parts assuring high reliability, minimum maintenance, and easy service.

Control Box

The unit is supplied complete with a centralized control box containing accurate and adjustable dwell time and

temperature controls to assure clear, legible codes on virtually all types of flexible packaging materials at speed-up to 220 impressions per minute or higher in some applications.

The unit requires no separate back plate to print against, and no complicated diverting rolls are necessary where different cut-offs are used. Only 25 to 30 pounds of pressure are necessary to actuate the air cylinder. Air consumption is only 2 cubic inches per stroke, and it operates off 115 volts A.C. at 1/2 amp.

The Wrapaprinta unit will operate in virtually any position horizontally, vertically, or even upside down.

Its heated type-holder block is sta-

tionary with no flexible wiring to fail, allowing a minimum mass to heat up quickly. Time and temperature controls are instantly adjustable which assure consistently sharp, permanent imprints on any packaging material, including cellophane, polyester, shrink films, and other plastics, coated films, foils, and papers.

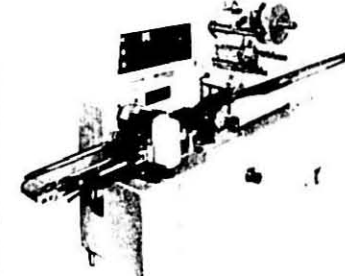
54 Units

Keeping pace with increased production requirements and the need for automatic, high speed inventory control equipment, the American Beauty Macaroni Company has now incorporated a total of 54 Gottscho Wrapaprinta Model 3100 code-dating attachments in its subsidiary plants.

Hayssen Announces New Horizontal Machines

Hayssen Manufacturing Company, Sheboygan, Wisconsin, a major manufacturer of flexible packaging machinery, recently announced the addition of a new line of horizontal form, fill and seal machines. Two models are available in the new line termed the DM Series. The Model 510 offers speeds to 300 packages per minute, an balanced end-seal jaws, fin seal wheels as well as a sanitarily constructed single piece cast aluminum frame. The Model 410 uses the same cast frame but is designed for lower speed operations. Both machines are economically priced. Products that can be handled include crackers, cookies, biscuits, candy items, sandwiches and medical items.

Hayssen, a division of the Bemis Company, Inc., designs and manufactures a full line of automatic packaging machinery and systems.



New Packaging

Henningsen Foods, White Plains, New York, are introducing new packaging for albumen and dehydrated meat products. 50 pound net weight fiber tons rather than drums. Some of the advantages of cartons over drums:

- (1) The rectangular carton stores more easily than the cylindrical drum and takes up less storage space for an equivalent volume of product.
- (2) More cartons can be shipped in a

truck or train than drums in the same space, giving the carton-packed product a freight advantage.

(3) A 50-lb. box can be handled by one man in a factory where one man cannot handle the heavier weight fiber drum.

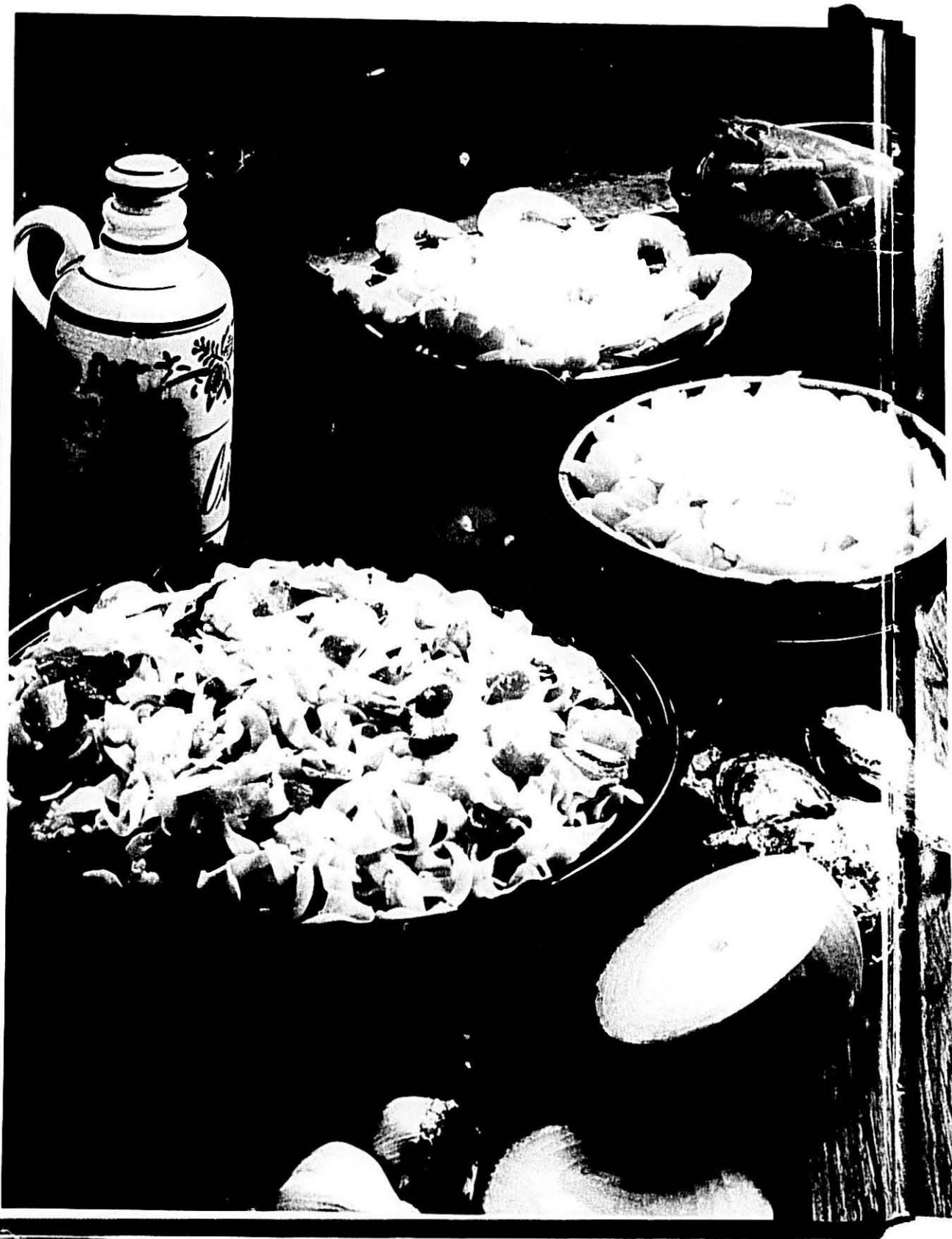
(4) The box can be broken down and disposed of far more readily than the non-collapsible fiber drum.

It is contemplated that whole and whole eggs will be packed in cartons later this year after they have eliminated the packaging change.

New Products

Stouffer Foods, Solon, Ohio, has introduced heat and serve casseroles for chicken chow mein, lasagna and chicken and dumplings. The new items are available in 16, 21, and 17-oz. packages, respectively.

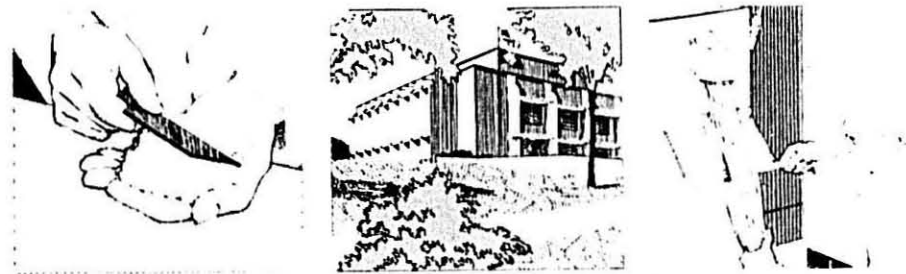
Coronado Convention
July 16-20, 1972



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At Peavey Company, we pride ourselves on the quality of our products. Our King Midas Semolina and Durum Flour are the foundation of our pasta products. We use only the finest ingredients and the most advanced milling technology to ensure that our flour is of the highest quality. This is why our pasta products are so popular and so delicious. We are committed to providing our customers with the best quality products at the most competitive prices. We are proud to be a part of the Peavey Company family.

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Where Quality Pasta Products Begin



PEAVEY COMPANY
Flour Mills

Wheat Foundation Bill Introduced

Senator Robert Dole (R-Kan.) and Representative Graham Purcell (D-Tex.) introduced identical bills of enabling legislation in Congress on March 1—measures which would make possible the financing of a broad gauge program of research, education and promotion in behalf of wheat-based foods.

The "Wheat and Wheat Foods Research, Education and Promotion Act" represented almost ten years of work by wheat producers, processors and end-product manufacturers in the development of a plan to raise needed funds. With as many as 20 co-sponsors in the House and more than a dozen in the Senate, the measure gained solid bi-partisan support, including that of three Democratic Presidential candidates in the Senate. Next step in the procedure will be referral of the legislation to the Agricultural Committees of the House and Senate and the scheduling of public hearings.

Self Help

Both Senator Dole and Congressman Purcell called attention in their introductory remarks to the fact that the proposed act represents a new departure in legislative philosophy. Both referred to the measure as "self help" legislation requiring no funds from either the government or taxpayers. The proposal would require voluntary agreement among majorities of wheat producers, processors and end-product manufacturers on a 22-member (six non-voting members) National Wheat Council to establish program, budget and a rate of assessment per hundred-weight of flour or other processed wheat product. But once agreement was reached, they said, the assessment beginning at one cent per cwt., and with a maximum of two and a half cents per cwt., would be fairly and equitably collected on a mandatory basis on all wheat processed for use as human food within the United States.

At one cent per cwt., the Bill would raise \$2,300,000 a year; at two and a half cents—\$5,750,000, assuming an annual grind for domestic food use of 230,000,000 cwt.

Millers Do Collecting

The measure provided that the processor (miller) serve as the collector of the assessment. It would be added to his customer's invoice as a separate item and paid for as part of the price of the flour or other processed wheat product. According to the Bill, the funds collected would remain in control of the 15 voting members of the Wheat Industry Council nominated by

the Wheat and Wheat Foods Industry Foundation and appointed by the Secretary of Agriculture, who also has a vote. Refunds would be available only in the event of a veto by any one of the majorities of the three groups participating in the organization or by the Secretary, in which event the program would terminate.

Public Benefits

Both Senator Dole and Congressman Purcell also stressed the public benefits to be derived from the research and education plans inherent in the measure. They looked for such activity to qualify wheat-based foods for additional consumption with greater public acceptance of such products for their nutritional, economic and social values.

Hercules 'A' Quota to End

The "A" quota on Hercules durum, allowing deliveries of five bus per quota acre, will terminate on May 12, the Canadian Wheat Board said. The Board notes that the five-bu "B" quota is also in effect in all shipping blocks, thus giving producers delivery opportunities for this variety of durum up to 10 bus per quota acre.

New Cereal Tech Head

Professor Orville J. Banasik has been appointed chairman of the Cereal Chemistry and Technology Department at North Dakota State University, Fargo. Announcement of the appointment was made by Dr. Kenneth A. Gilles, vice-president for agriculture at N.D.S.U., on the recommendation of Arlon G. Hazen, dean of the College of Agriculture and director of the North Dakota Agricultural Experiment Station. Dr. Gilles is current president of the American Association of Cereal Chemists and was department head.

Joined Staff in 1947

Professor Banasik joined the staff of the Cereal Chemistry and Technology Department in 1947 and, after several advancements during the past 27 years, was appointed professor of cereal chemistry in 1970. During his tenure at N.D.S.U., from which he holds B.A. and M.S. degrees in chemistry, Professor Banasik's principal research areas have been in barley and malt quality. He has published a number of research articles.

Prior to his staff appointment at N.D.S.U., Professor Banasik spent five years in wheat nursery and quality work.

A Navy veteran of World War II, Professor Banasik is a member of numerous scientific societies and fraternal organizations.

Business Development Manager

James P. Egan has joined International Multifoods in the new position of business development manager for the industrial foods division.

In this position Egan is responsible for divisional long-range planning, including new ventures and acquisitions. He reports to R. M. Howard, vice president and general manager of the industrial foods division.

Egan earned a bachelor of science degree in business administration from the University of South Dakota in 1962. He received a master's degree in business administration in 1966 at Northwestern University.

Prior to joining International Multifoods, Egan was venture research manager for the Joseph Schlitz Brewing Company in Milwaukee.

Egan is a member of the American Marketing Association.

Sales Pro

Believing that sales representatives should not only be professional at their job, but they should be recognized as such, the Robin Hood Multifoods consumer products division in Canada set up a "Sales Pro" award program. The aim of the program was to instill a greater sense of pride and increase the level of skill in the men who are on the firing line selling products.

After a year of operation, the results are in. Dave Tompkins, vice-president and general manager of consumer products, says the program generated enthusiasm, interest and team spirit. He also believes that the program added greatly to the growth and development of all participants.

Based on a list of objective standards, 38 of 70 sales representatives were judged to be Sales Pros and are proudly wearing attractive insignia as certification. In addition, in each of eleven sales areas, the best sales pro was named Area Sales Pro; the best in each of four regions was named Regional Sales Pro and the top salesman of all earned the coveted title of National Sales Pro.

Judging was on ability in five areas:

- 1. Performance**—Basically the salesman's business results, chiefly sales volume earned and administrative ability.
- 2. Knowledge**—Each candidate had to pass an examination based on information contained in a consumer products guide book.
- 3. Application**—Each salesman was rated by his boss during visits with him on the job.

(Continued on page 34)

MICROWAVE



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Microwave drying, the first really new development in a long time, has been quietly proven by some of the largest pasta producers.

■ It dries ten times faster ■ It uses 1/5 the space ■ It reduces dryer maintenance to about one hour a week (all stainless steel) ■ It improves product quality ■ It can double or triple production ■ Lower capital investment ■ It generally can be installed without shutting down the line ■ Are you ready for it?



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New Ways with Spaghetti, Macaroni and Noodles

Zoe Coulson, Director of the Good Housekeeping Institute, Foods & Cookery, in the February issue of the magazine devoted some fourteen pages to "New Ways with Spaghetti, Macaroni & Noodles." It began with some interesting background material:

Macaroni—a general term that includes spaghetti, macaroni and noodles—is a staple in countries around the world. No one knows where it was first made, though noodles have been used in Chinese cookery for thousands of years, and macaroni is mentioned in Italian writings that date back to the thirteenth century. (The term "pasta," sometimes used as a synonym for macaroni, is usually associated only with Italian-style cooking.) More recently, Thomas Jefferson introduced macaroni to our country and continent, after enjoying it on a trip to France in 1785-87. Today, macaroni comes in over 100 shapes and sizes.

Differentiation

How do the products differ? Spaghetti is a solid rod, available in various thicknesses as well as a wavy shape. Macaroni is tubular, either short or long, curved or straight, and also comes in special shapes—shells, cartwheels, etc. Noodles, usually flat, also come as bow ties, etc.; unlike spaghetti and macaroni, most are made with egg solids.

When you shop for macaroni products, look for the term "enriched" on labels. It means that the products are a valuable source of B vitamins and iron. High-quality products are made with durum wheat (semolina). Calories? Cooked macaroni and spaghetti contain about 155 per cup; egg noodles, about 200.

Accompaniment Sauces

Select any sauce below to serve over 8 ounces of a favorite spaghetti or other macaroni product. Makes 6 servings to accompany meat, poultry or seafood main dishes.

Pesto Sauce

1/4 cup olive or salad oil
1/4 cup grated Parmesan cheese
1/4 cup chopped parsley
2 tablespoons basil
1 teaspoon salt
1/4 teaspoon nutmeg
1 small garlic clove, minced

Just before serving:
In blender container, place all ingredients; cover and blend at medium speed until well mixed. Makes about 1/2 cup, enough for 6 servings spaghetti.

Walnut Sauce

1/4 cup butter or margarine
1 cup coarsely chopped California walnuts
1/4 cup milk
2 tablespoons minced parsley
1 teaspoon salt
dash pepper

About 15 minutes before serving:

In small skillet over medium heat, in hot butter or margarine, brown walnuts slightly, about 5 minutes, stirring occasionally. Stir in remaining ingredients and heat through. Makes about 1 1/2 cups, enough for 6 servings spaghetti.

Zucchini Sauce

3 tablespoons butter or margarine
3 medium zucchini, diced
1 small onion, minced
2 teaspoons salt
1 1/2 teaspoons sugar
1/4 teaspoon oregano leaves
1 16-ounce can tomato puree

About 30 minutes before serving:

In large skillet over medium heat, in hot butter or margarine, cook zucchini and onion until zucchini is tender, stirring occasionally. Stir in remaining ingredients; cook until mixture is heated through, stirring occasionally. Makes about 4 cups, enough for 6 servings spaghetti.

Anchovy Sauce

1/4 cup olive or salad oil
1 small garlic clove, halved
1 2-ounce can anchovy fillets, chopped
2 tablespoons minced parsley
2 tablespoons grated Parmesan cheese
1 teaspoon lemon juice
dash cayenne pepper

About 30 minutes before serving:

In small saucepan over medium-heat, in hot olive oil, brown garlic. Remove from heat; discard garlic. Stir in remaining ingredients until well mixed. Makes about 1/2 cup, enough for 6 servings spaghetti.

Marinara Sauce

2 tablespoons olive or salad oil
1 small onion, chopped
2 garlic cloves, minced
1 tablespoon sugar
2 teaspoons basil
1 1/2 teaspoons salt
1 16-ounce can tomatoes
1 6-ounce can tomato paste

About 30 minutes before serving:

In medium saucepan over medium heat, in hot olive oil, cook onion and garlic until tender, about 5 minutes. Stir in sugar, basil, salt, tomatoes and their liquid and tomato paste. With

spoon, break tomatoes into small pieces. Reduce heat to low and cook, covered, 20 minutes or until mixture is thickened, stirring occasionally. Makes about 3 cups, enough for 6 servings spaghetti.

Spinach Sauce

1/4 cup butter or margarine
1 10-ounce package frozen chopped spinach
1 teaspoon salt
1 cup ricotta cheese
1/4 cup grated Parmesan cheese
1/4 cup milk
1/4 teaspoon nutmeg

About 15 minutes before serving:

In medium saucepan over medium heat, in hot butter or margarine, cook spinach and salt 10 minutes. Reduce heat to low; stir in remaining ingredients until well mixed and continue cooking until mixture is just heated through (do not boil). Makes about 2 1/2 cups, enough for 6 servings spaghetti.

Main-Dish Sauces

Select either sauce below to serve over 16 ounces of a favorite spaghetti or other macaroni product. Makes 4 main-dish servings.

Meat Sauce

1 pound ground beef
2 tablespoons olive or salad oil
1 medium onion, chopped
1 garlic clove, minced
1 16-ounce can tomatoes
2 6-ounce cans tomato paste
4 teaspoons sugar
2 teaspoons oregano leaves
1 1/4 teaspoons salt
1/4 teaspoon cayenne pepper
1 bay leaf

About 1 hour and 10 minutes before serving:

In Dutch oven or large saucepan over medium heat, in hot olive oil, cook ground beef, onion and garlic until meat is well browned; spoon off excess fat. Stir in tomatoes with their liquid, and remaining ingredients. Reduce heat to low and simmer, covered, 35 minutes or until sauce is very thick, stirring occasionally. Makes about 4 cups, enough for 4 main-dish servings spaghetti.

White Clam Sauce

3 8-ounce cans minced clams
1/4 cup olive or salad oil
1 garlic clove, minced
1/4 cup chopped parsley
2 tablespoons white wine (optional)
1 teaspoon basil
1/4 teaspoon salt
dash pepper

About 20 minutes before serving:

Drain juice from clams, reserving juice. In medium saucepan over medium heat, in hot olive oil, cook garlic until tender. Stir in reserved clam juice and remaining ingredients except clams; cook 10 minutes, stirring occasionally. Stir in drained clams; cook just until clams are heated through. Makes about 3 cups, enough for 4 main-dish servings spaghetti.

Cooking Tips

• Since most macaroni products double in size when cooked, be sure to use a large, deep kettle, with at least four cups of lightly salted water for every four ounces of macaroni, so that it has plenty of room to expand and will not stick together. Also to prevent sticking, add about a tablespoon of salad oil to cooking water.

• Be sure water is boiling briskly; then gradually add macaroni product so that boiling does not stop. Cook, uncovered, stirring occasionally, to separate.

• Follow package directions for cooking time—cook only until tender, yet firm. Test doneness by tasting.

• When macaroni reaches desired doneness, drain at once in a colander or strainer; do not rinse. If needed, add a

bit more salad oil to prevent sticking.

More Tips on Using Macaroni Products

• Store uncooked macaroni products at room temperature in a cool, dry place in covered containers to keep out dust and moisture. Stored this way, macaroni and spaghetti will keep up to one year, noodles can be kept for approximately six months.

• If a cooked macaroni product is to be used in a casserole or with other ingredients in a dish that needs further cooking, shorten the cooking time slightly.

• When using a cooked macaroni product in a cold salad, add some of the salad dressing while macaroni is still hot. This helps prevent sticking, helps flavors blend more thoroughly, too. Add remaining salad dressing just before serving time.

• Macaroni products are at their best when cooked just before serving; but if they must be cooked ahead of time, or if there are leftovers, toss with a small amount of salad oil and refrigerate in a covered container. To reheat, place in pot of boiling water just long enough to heat through. Drain and use immediately as your recipe directs.

• When cooked macaroni products are stored in a sauce, they soften and lose texture.

• Different kinds of macaroni products are interchangeable in most recipes. For uncooked macaroni, make the substitution by weight. Don't use cup measure, because a cupful of one kind of uncooked macaroni product may weigh more or less than a cupful of another kind. However, with cooked macaroni products, you can substitute cup for cup.

Pasta Non Fazool

The manager of a Grinstead supermarket in one of Manhattan's silk-stocking neighborhood stores was startled one evening to observe a white-jacketed, black-cummerbund walter dash in from an adjacent posh Italian restaurant. Grabbing a bottle of ketchup, the waiter paid at the checkout, scorned a paper bag and sprinted toward the restaurant molto vivace. Turned out one of the elegant diners had requested ketchup with his linguini.

SMART SHOPPER

ONE POT MACARONI AND CHEESE RECIPE PREVIEW

To Prepare
6 Servings
2/3 cup each you need:

3 cups hot cooked macaroni

2/3 cup warm water

1-1/3 cup instant nonfat dry milk or 2/3 cup nonfat dry milk (not instant)

1-1/2 cups cut-up cheese (about 6 ounces)

1

USE:

For 3 cups cooked macaroni you need: 1-1/2 cups uncooked enriched elbow macaroni. Follow package instructions.

Uncooked enriched elbow macaroni Salt Water: in Large pan.

2

Mix

Drain cooking water from cooked macaroni in colander or strainer, return macaroni to pan.

Instant nonfat dry milk or nonfat dry milk (not instant) Warm water

Add to

cooked macaroni

3

Cook Slowly

Chop Cheese Measure and add to macaroni

(Low Heat)

Until cheese melts. Stirring to keep from sticking.

Tips:

For thicker sauce let stand a few minutes.

For thinner sauce add a little water.

SMART SHOPPER
U.S. DEPARTMENT OF AGRICULTURE
CONSUMER AND MARKETING SERVICE
WASHINGTON, D.C. 20250
C & MS 44-8

68th Annual Meeting Coming Up!

The 68th Annual Meeting of the National Macaroni Manufacturers Association returns to Del Coronado Hotel in Coronado, California.

The charms and splendor of the hotel have graced the Western resort scene for some three quarters of a century. In its superb setting of stately trees and handsome gardens, beside the Pacific surf, the hotel is a cherished landmark with a past that boasts the visits of princes and presidents.

As a haven for relaxation and wonderfully varied resort activities, Hotel Del Coronado has no peer. The facilities and service of the establishment will make the meeting you attend a convention to remember.

San Diego Suburb

Coronado is a suburb of San Diego, and San Diego has the best of California with a dash of international flavor added for zest. It is actually just a short 20 minutes away from the Del Coronado Hotel to Tijuana, Mexico. Enjoy everything from duty-free shopping to the excitement of racing, bullfights, and Jai Alai on the weekend, all in foreign country atmosphere. A Jai Alai trip to Tijuana is planned for a Sunday excursion July 16 (see below).

San Diego offers a wonderful world of water, with two great bays and 70 miles of sandy beaches. Take your pick: sailing, waterskiing, swimming, surfing, fishing, skin diving, sunning. Or venture out into the open sea where the Pacific Ocean is alive with fighting game fish.

Enjoy the excitement of San Diego Zoo, with the world's largest wild ani-

mal collection in 125 acres of lush tropical setting and beautiful Balboa Park.

And visit Sea World, with performing dolphins, rare captive killer whale, beautiful sea maids, and Japanese pearl divers.

Or take your pick of 64 year-round golf courses.

Stimulating Convention

The convention program will concentrate on industry problems from consumerism to constitutional changes. There will be an election of officers.

On the social scene, an Italian Dinner Party is planned for Monday night and arrangements are being made to bring back the Mario Singers of Colorado fame.

Tuesday night will be open so you may take advantage of the San Diego area.

A dinner dance will be the feature on Wednesday evening.

The Board of Directors holds its final meeting, Thursday morning, July 20, with adjournment in time for afternoon check-out.

We hope you will come to enjoy the 68th annual meeting.

Jai Alai

Fast and thrilling—that's Jai Alai! Jai Alai (pronounced Hi-Li) originated over four centuries ago in the Basque provinces of Spain and is one of the world's oldest professional sports. The modern version of the game combines the grace of ballet with the speed of ice hockey and the raw strength of professional football.



Jai Alai player swings his cesto.

The building where Jai Alai is played is called a "fronton." The playing court is called "cancha" and has three walls. It is 180' long, 40' wide and 50' high. The front wall (at your right as you view the game) is called "fron-

(Continued on page 34)



Inside: The fabulous Crown Room with its vaulted ceilings and handsome woodwork makes a beautiful setting for gracious dining.



Outside: The Olympic size pool is a magnet for bathers and sun-worshippers. Immediately adjoining are the popular tennis courts.

The Defense of the Standards Continues

Plus

Weekly Newsletter.

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Technological information.

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Meetings and Conventions; exchange ideas with colleagues.

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P.O. Box 336, Palatine, Illinois 60067

Opportunities for Wheat Foods

IN face of the trend toward higher per capita consumption of sugar and fat-based carbohydrates in snacks and prepared foods, the struggle to reverse the continuing decline of per capita consumption of wheat and wheat-based end products will be an uphill battle.

Still, with the focus on health aspects of the U.S. dietary—namely, high intake of sugar and fats leading to indictments of these foods as contributors to an increased incidence of heart disease and obesity—could lead the entire wheat industry to an “unusual opportunity” to play an increasingly vital role in providing foods low in fat and without excessive sugar.

This challenge, and opportunity, was spelled out to participants in the Seventh National Conference on Wheat Utilization Research in Manhattan, Kas., by C. Edith Weir, of the Human Nutrition Research Division of the Department of Agriculture. Mrs. Weir's presentation, titled “Nutrient Contribution of Wheat Products,” detailed the abundant contributions of wheat and wheat foods—even with some limitations—as “economical and consistent” sources of nutrients in human diets.

Text of Mrs. Weir's presentation follows:

FOR CENTURIES, wheat and wheat products have been recognized as important, economical, and consistent sources of nutrients in human diets.

Consumption of cereal products has decreased over the past decades, and there also has been a change in type of product. Between 1955 and 1965 the household food consumption of white flour decreased by 41%; white bread by 2%; corn meal and grits by 36%. At the same time, there were major increases in the consumption of rice, 44%, ready-to-eat cereal, 41%, and sweet baked goods, 65%.

Grain Foods: Critical Nutrients

At the time of the 1965 survey, grain products were good sources of several critical nutrients in U.S. diets. They provided 40% of the thiamine, 31% of the iron, 20% of the food energy, 20% of the protein, 19% of riboflavin, and 17% of calcium. These percentages are based on the total nutritive value of foods classed as “grain products,” not just the flour or cereal ingredient—that is, some of the nutrients are provided by other foods in bakery products. For example, some of the protein, riboflavin, and calcium are provided by milk, some of the calcium by leavening agents and preservatives, and some of

the calories from fats and sugar in store-bought baked goods.

Wheat: 15.3% of Total Calories

Over 80% of the cereal products consumed as food in the U.S. diet are wheat-based. Preliminary estimates have been made of the contribution of wheat in U.S. diets in 1971. Based on the disappearance of wheat products from the marketplace, wheat products are expected to provide 15.3% of the calories; 14.8% of the protein; 9% of the fat; 28.1% of the carbohydrate; 2.6% of the calcium; 9% of the phosphorus; 17% of the iron; 22.8% of the thiamine; 11.3% of the riboflavin; and 16.3% of the niacin. When the enrichment of products is included in the values, iron is increased from 17.0 to 19.2%; thiamine from 22.8 to 24.7%; riboflavin from 11.3 to 11.6%; and niacin from 16.3 to 17.2%. This represents an over-all decrease from the 1970 figures and reflects an increase in meat supplies in 1971, particularly a 9% increase in the pork supply. The preliminary estimates for 1971 are given in Issue No. 138 of the National Food Situation, November, 1971.

Effects of the Milling Process

Major losses occur in the B-vitamin and mineral content of wheat during the milling process. Retentions in hard and soft wheat flours are directly related to the percent extraction of the flour with less than 20% of the B-vitamins remaining in 60% extraction flour. Thiamine, riboflavin, niacin, and vitamin B6 retention is shown for hard wheat flour at 57% extraction and soft wheat flours at 75 and 54% extraction. Ten per cent or less of the initial B-vitamin content remains in 54% extraction soft wheat flour. However, almost 40% of the riboflavin and niacin remain in semolina—about 42% extraction—suggesting that these vitamins are more evenly distributed throughout the endosperm of the durum wheat than of the hard and soft wheats.

In a study on the effects of storage and fumigation upon baking and nutrient quality of hard wheat, wheat . . . milled experimentally to yield about 16% bran, 9% shorts, 8% low grade flour, and 67% patent flour reflected that almost two-thirds of the niacin and vitamin B6, one-half of the riboflavin, and one-third of the thiamine and tocopherol were removed in the bran. Approximately one-half the thiamine was in the shorts as were one-quarter of the riboflavin, vitamin B6, and tocopherols. About one-third of the

total tocopherols remained in the patent flour. Of this, over two-thirds was epsilon tocopherol and only 7.5% was the alpha form. The B-vitamins remaining in the 67% patent flour were from 13 to 18% of the initial thiamine, riboflavin, and niacin, and less than 10% of the vitamin B6. The milling fractions are thus rich sources of B-vitamins and tocopherols.

“Severe” Losses in Mineral Content

The loss in mineral content during processing is also severe. Less than 25% of the iron, phosphorus, potassium, copper, magnesium, manganese, and zinc were retained and slightly more of the calcium, cadmium, chromium nickel, and tin.

The National Nutrition Survey of 1968 and the 1965 food studies of individual food intakes both show that calcium and iron are likely to be present in the diet in inadequate amounts. Information on magnesium requirements and content of food is inadequate. What data exist indicate that magnesium is likely to be present in insufficient amounts in the diet. Even less is known about the nutritional adequacy for zinc. Considerable interest is presently being centered on zinc because of recently developed information on its role in protein syntheses and wound healing.

Allowances for Chromium “Soon”

Chromium is another trace element for which dietary allowances will probably soon be recommended. Chromium is necessary for proper functioning of insulin and in maintaining normal glucose levels in humans. Its naturally occurring form in wheat is much more active than the elemental form.

It has been suggested that the decrease in chromium stores in man with age may be associated with a decrease in glucose tolerance associated with aging and may reflect a chronic low level intake of chromium throughout life. At birth, the liver contains large stores of chromium which are gradually depleted. This depletion is particularly marked with successive pregnancies in women and may help explain the greater incidence of diabetes in women who have had several pregnancies.

Role of Other Trace Minerals

Several of the other minerals which occur at low levels in the diet may become critical as refined and formulated foods make up larger proportions of the foods eaten. Marginal intakes of trace minerals throughout life may cumulate in health problems in adulthood. These

results of long-time small inadequacies are real, even though hard to identify and demonstrate.

Increased Heart Disease, Obesity

Food habits, higher incomes, and the increased availability and greater variety of prepared foods have combined to increase the consumption of meats, fats, and sugars. This increased incidence of obesity and heart disease—both major health problems in the United States.

In 1965 in the diets of adult men (34-54), fat provided 45% of the calories, protein 16%, and carbohydrates 39%. Data on disappearance of foods from the market place suggest that the proportion of calories from fat may be higher in 1971 than it was in 1965. Unfortunately, there are no more recent data on consumption than 1965 and none are likely until there are funds for another nationwide food consumption study similar to the one in 1965.

A Dearth of Consumption Data

The lack of food consumption data is a serious handicap to sound nutritional evaluation of the U.S. dietary. Of particular concern are the diets of teenagers whose intake of high-fat foods—snacks, French fries, ice cream, doughnuts, etc.—is thought to have increased appreciably. Estimates of over 50% of calories from fat have been made for this age group.

Advocate Fewer Calories from Fat

In December of 1970, the Inter-Society Commission for Heart-Disease Resources recommended a reduction to less than 35% of total calories from all fats.

A reduction of this magnitude in fat intake would need to be balanced by an equivalent calorie increase in carbohydrate consumption, because it is unlikely that the protein intake would be appreciably greater. A reduction in fat intake from 45 to 35% of the calories would mean an increase in carbohydrate, starch plus sugar, consumption of 67 grams or from 251 to 318 grams per day. This would be the equivalent of an additional ¼ lb. per day of wheat flour.

The same Inter-Society Report recommends that baked products contain less fat and indeed this would be essential if the total fat intake is to be reduced.

Must Restrain Sugars, Syrups

In addition, the amount of sugars and syrups used in the products would need to be restrained. Sugars—particularly sucrose and fructose—have been implicated in the undesirable changes in fat metabolism associated with heart and vascular disease. The human body

cannot store carbohydrate except as fat and calories from carbohydrate in excess of about 800 cannot be used up directly as energy.

For this reason and others, it is important that every effort be made not to increase the intake of sugars. Diets high in sugar have resulted in a higher proportion of body fat in rates when compared to diets of equal caloric value when the carbohydrate was starch. Also, eating sweet foods may increase the number of tooth cavities in children.

Sugar consumption in the U.S. has continually increased during this century. Preliminary estimates for 1971, based on disappearance of foods from the market, are that sugar consumption may be as high as 141 grams per capita per day. This is well over the 52% of total carbohydrate from sugar estimated in 1969. Comparable figures for other countries are 180 grams per day in the United Kingdom, 125 grams per day in Switzerland, and 85 grams per day in West Germany. All these countries have programs in effect to reduce sugar consumption.

Summary

To summarize, wheat and wheat products continue to make valuable nutritional contributions to the U.S. diet. The greater proportion—usually more than three-quarters—of the initial B-vitamin and mineral content is lost during processing. The entire wheat industry is facing an unusual opportunity to play an increasing and valuable role in human nutrition, provided it can provide high quality, well-flavored foods, low in fat, without excessive sugar content at a competitive price and with the convenience characteristics demanded by consumers.

About Braibanti

Braibanti and Company of Milan, Italy, is the world's largest manufacturer of pasta production equipment. Established in 1933, Braibanti manufactures a complete line of machinery for making all types of pasta, including short and long goods, bow ties, ravioli, tortellini, lasagna, noodles.

In addition to extrusion presses for spaghetti and macaroni—ranging in output from 100 lb. to more than 12,000 lb. per hour of dried product—Braibanti also manufactures dough sheet machinery for making a wide variety of shapes and sizes of bologna (bow ties), as well as paste extruding machines for the automatic production of twists, coils, nests and other shapes.

Braibanti's line of precision engineered automatic equipment includes machinery for flour handling, pasta dryers

of every size in both tunnel and rotary types; long goods and lasagna strippers and cutters; conveyors and storage systems for dried goods. Braibanti makes a variety of pasta machine dies, built of special alloys or stainless steel, with or without Teflon, and offers specially designed cleaning tanks and storage racks, for both round and stick dies.

Other Braibanti products used by the world's leading pasta producers include palletizing equipment and warehouse storage systems, as well as specialized packaging machines. Braibanti's automatic short goods packaging machines adjust to different size boxes, are fed by weight or volume feeders. Bagging machines for spaghetti, macaroni and soup pasta are fed by electric weighers; form bags of various shapes and sizes from a continuous coil of cellophane, then fill, heat-seal and cut bags automatically, with a capacity from 12 to 80 bags per minute depending on product and method of feeding.

Known for Quality

Known for the exceptional quality of the machines it designs and produces, Braibanti is also recognized as an innovator, whose continual research and development results in new and improved production methods and machines. Braibanti equipment is the ultimate in automated production, operating with trouble-free precision and little or no supervision. Built of the finest materials for long service, Braibanti machines use only stainless steel or chrome-plated metal in contact with dough. Electronic controls automatically maintain correct temperatures and humidity, weigh and measure ingredients and dried products. Moving parts are automatically lubricated. Dryers are equipped with helicoidal and centrifugal air circulation fan systems, with exterior panels of non-conductive plastic laminated thermal insulation.

For more information contact Werner/Lehara, Inc., Grand Rapids, Mich. 49504.

Stanway Leads Omaha Rotarians

H. Geddes Stanway, president of the Skinner Macaroni Co., has been elected president of the Omaha Rotary Club as of July 1.

Mr. Stanway has been a member of Rotary since 1955, functioned as Chairman of International Committees, District Conference, and many activities. He has served on the Board of Directors for three years, as Treasurer for a year, and as Vice President for a year.

There are 375 members of Rotary in Omaha, a part of the 175,000 in the International Club found in almost every country of the world.

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Merck Expands Niacin Facilities

Completion of expanded niacin production facilities by Merck & Co., Inc. has given the United States full capacity to meet its own anticipated needs for food enrichment and medicinal grade as well as feed grade of the vitamin, Arthur L. Goeschel, Vice President of Merck Chemical Division, has announced.

He said he expects that the recently published Food and Drug Administration proposal to increase levels of B complex vitamins in bread and flour will stimulate increased demand in non-standardized foods as well. "The increase in our production capacity will enable Merck and the other remaining U.S. companies that still produce niacin to supply all domestic needs," he pointed out.

Even if higher levels of niacin, as well as other B vitamins, are proposed for corn meal, rice and macaroni, Goeschel expressed confidence that the new production capacity could adequately handle this demand. In addition, he believes that expansions in capacity for riboflavin and thiamine can cover the increased demand for these vitamins under the new proposals.

"When you consider the increased demand for niacin, and the decline in the number of U.S. niacin producers from 9 in 1963 to only 3 in 1971, you can see why we felt it was necessary to expand our production facilities in order to assure food, medicinal and feed customers of a consistent source of supply," Goeschel said.

"The report of the Presidential Commission on Human Nutrition that the diets of about 40% of our population are not adequate in basic vitamins will lead to further increases in the enrichment of foods. Our expansion insures that this growing pressure on niacin supplies will not jeopardize the position of our customers in the food, pharmaceutical or feed industries," he concluded.

Merck Marketing Manager

Vladislav V. Dobrohotoff has been named director of marketing, nutrition and medicinal products for Merck Chemical Division, according to an announcement by Thomas B. Davis, general manager of industrial and fine chemicals.

Dobrohotoff joined Merck & Co., Inc. in 1966 as manager of automation and control in the company's Systems and Data Processing department, and subsequently became director of the Automation and Control department in a new Management Information Systems

area. He was appointed director of marketing operations for Merck Chemical Division last year.

In his new assignment, Dobrohotoff will be responsible for the marketing of Merck's products for the pharmaceutical and food processing industries. They include: vitamins, vitamin mixtures and food enrichment wafers; antibiotics and sulfa drugs; magnesium products for use as antacids; steroid hormones; estrogens; medicinal narcotics; sorbitol; lysine; ascorbates and specialty products for the processed meat industry.

Dobrohotoff, who came to Merck from Allied Chemical Corp., is a graduate of City University of New York, state of City University of New York. He received his Master's degree in chemical engineering from Columbia University.

Are Pesticides Necessary?

Are pesticides—and other agricultural chemicals—really necessary?

Dr. Alex French, program supervisor in plant pathology and nematology of the California Department of Agriculture's Plant Industry Laboratory Services has spelled out the problem's parameters.

"In California we have 230 agricultural crops, 5,000 different ornamentals and 6,000 native plants. Discounting environmental influences damaging to plant growth—such as smog—plants suffer from an astounding total of 30,000 different kinds of fungus infections—400 viruses—300 bacterial diseases—and nearly 1,000 parasitic nematodes," French said.

Ban Chemicals?

Would the banning of agricultural chemicals bring incalculable loss to Man's food supply, both plant and animal?

Even with continuous vigilance for outbreaks of disease—with annual programs to eradicate disease-carrying pests, like the beet leafhopper—with plant quarantines and border inspections aimed at halting introduction of new pests into the state, the annual damage by pests and plant diseases to California's 10 leading crops alone, totals more than \$128-million according to the State Department of Agriculture.

Reported pest invasions and disease outbreaks in the final months of 1971 point up the magnitude of the problem.

Tuliptree scale, a tiny insect capable of major destruction to nursery plants, as well as walnut, linden, jasmine and other trees, was found in Alameda and Sonoma Counties. Plant pathologists moved quickly to eradicate the pest, using chemical sprays.

The European corn borer causes more than \$260-million damage to the na-

tion's corn crop annually—but, thus far, border vigilance has kept it out of California. Alarms rang when a Christmas gift of shelled popcorn from South Dakota showed up in Santa Barbara County with live corn borer larvae. An agricultural inspector's sharp eye resulted in destruction of the unwelcome gift.

Long List

The list is long. An outbreak of Asiatic Newcastle disease, highly fatal both to chickens and to wild birds such as the pheasant, led to total depopulation of chicken flocks in Sonoma, Los Angeles and San Bernardino Counties. Imported exotic pet birds were suspected of introducing the disease.

In the news in recent months was the pink bollworm—world's most destructive cotton pest—cattle scabies—highly contagious and introduced into the state from the Midwest—and the much-publicized, mosquito-spread Venezuelan equine encephalomyelitis—necessitating the vaccination of 392,000 California horses.

Mealybugs, woolly whiteflies, branched broomrape, biddy biddy, forked bush-tail katydids, kissing bugs, gerbils, red-billed Quelea and grape phylloxera were just some of the other "exotic" of the pest—plant disease—and weed world to cause recent concern in California.

"The vigilance and expert diagnosis of plant pathologists—and the use of chemical as well as biological and other countermeasures—are indispensable to the plentiful and healthful food supply consumers depend on," said O. W. Fillerup of the Council of California Growers.

Detailed Improvement

Statistical breakdowns are increasingly common in corporate reports but major Southern food chain Colonial Stores Inc produced an unusual analysis in the annual report celebrating its 70th year. The Atlanta-based company in 1971 set new records in sales, up 5% to \$898,000,000, and profits, up 16% to \$10,070,000 or \$3.51 a share. Chairman Lucien Oliver and president Ernest Boyce spelled out how the increase came about. For each of the 1,362,000 additional profits dollars:

- 58¢ came from additional emphasis on private labels and better merchandise coordination through central buying offices.
- 19¢ from reduced "shrinkage."
- 8¢ from manufacturing profits.
- 7¢ from reassessment of promotional values.
- 6¢ from centralization of supplies & equipment procurement.
- 2¢ from closing sub-marginal stores.



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Disease Hits California Flocks

The spread of Asiatic Newcastle disease through Southern California poultry flocks is slowing down, but scientists say there's still a threat it may break out elsewhere.

If it does and becomes widespread, losses to the poultry industry could run as high as \$500 million and retail prices for chicken, turkeys and eggs could be sharply higher in the months ahead, industry observers say. So far, it hasn't affected prices for these items, they add.

The Asiatic strain, also called Exotic Newcastle disease, is a more virulent variety of a common poultry ailment. Asiatic Newcastle was brought to this country during 1970 and 1971 by pet birds from Asia and South America. Outbreaks occurred in Texas and New Mexico, but these have been controlled. Scientists say the California infestation is by far the most serious. It prompted the Agriculture Department earlier this month to declare a national emergency.

Symptoms include paralysis and respiratory ailments, and the mortality rate runs as high as 100% in some unvaccinated flocks. The disease is spread in the carcasses, manure or debris of almost any kind of bird, researchers say. It is harmless to humans.

Of particular concern to veterinarians is the possibility that Asiatic Newcastle could spread to broiler flocks in the Antelope and San Joaquin Valleys, or to the vast turkey breeding ranches in Northern California, which account for 95% of the nation's turkey breeding stock. An outbreak there could wipe out most of the nation's supply of turkeys next year, state agriculture officials say.

Slaughter

One measure being taken against the disease is the extermination of all infected poultry and some birds that have been exposed. By declaring a national emergency, the government freed funds to indemnify farmers for poultry slaughtered under this plan. So far, about 450,000 birds have been destroyed, and about 1.4 million others will be killed in the next few months.

The government also quarantined flocks in eight Southern California counties and is requiring repeated vaccination of all chickens and turkeys in the area.

Some industry sources are critical of these efforts. The vaccinations are administered free by the government, but the process is time-consuming and it disrupts the productivity of laying hens. Also, the vaccines were developed to protect laying hens against the more common domestic strain of the disease, and some veterinarians doubt they will be of much help to broilers exposed to the Asiatic variety.

Among laying hens, the vaccines are 90% to 100% effective against the Asiatic strain if properly applied, veterinarians estimate. If growers had been vaccinating their laying flocks all along, the current outbreak would have been much less serious, they add.

There's even more criticism about the government's decision to slaughter infected birds, and a number of poultry producers have formed a committee seeking review of the program. "This is the first eradication program of any size that I'm aware of in this industry," says Gary Bowen, president of Southwestern Egg Producers, a major co-operative. He thinks the disease already is too widespread to be combated effectively by slaughter.

California growers also note that the earlier outbreaks of the disease in Texas and New Mexico were controlled without resorting to slaughter. The government quarantined those flocks and prohibited farmers from replacing their birds until all diseased and exposed birds died and the facilities were disinfected.

Also, the payments to producers whose flocks are slaughtered cover only the cost of replacing the birds with comparable stock. Growers aren't reimbursed for the loss of income during the six to nine months it takes to rebuild a flock.

Justification

Government officials justify their decision to slaughter infected and exposed birds by citing that less extreme measures weren't enough to eradicate the disease. Benjamin Pomeroy, a member of a Department of Agriculture Committee of Veterinary experts on Newcastle Disease, says the use of vaccination alone would be an admission that the Asiatic strain was in the U.S. to stay. The nation could ill afford that he adds.

"Every country that tried control by vaccination alone has failed," he says. "The disease becomes endemic, with explosive outbreaks that cause a mortality of 50% to 100% in flocks. Our feeling was to spend a few million dollars to hopefully stamp out the disease, rather than to saddle the industry with a problem that it will have to live with forever." He says there's a "good chance" the disease can be confined to flocks in the eight-county quarantine area.

Asiatic Newcastle has been spotted in such widespread points as Connecticut, New York City, Chicago, Miami and Puerto Rico, but these cases were found in pets such as parrots and mynah birds. These carriers were promptly killed, the government says, and imports are being tightly regulated to prevent any more infected birds from entering the country.

"Blessing In Disguise"

Coincidentally, this all comes during a prolonged period of overproduction, which has been depressing egg prices for months. One Agriculture Department official calls Asiatic Newcastle a "blessing in disguise," because it will give the egg industry an opportunity to sell off some of the surplus. California is the nation's leading egg-producing state, and most of its 25 million laying hens are located in the southern part of the state where the disease is.

Don Bell, a state farm official in Riverside County, says about 8% of the laying hens in the state will be lost to the slaughter. And output by the surviving birds will drop between 5% and 10% in the next month or two because of the intensive vaccination programs.

"That should go a long way toward removing the surplus in egg production here for quite a while," he says.

Egg Production

The Crop Reporting Board announced the laying flock produced 5,848,000 eggs during February, up 5% from February, 1971. Layers on hand during February averaged 325,300,000 compared with 326,700,000 a year earlier. The average rate of lay on a comparable per day basis was 2% higher than a year earlier and more than offset the slight decline in the average number of layers on hand during the month to account for the 5% increase in production.

5% Increase

Egg production increased from a year earlier of 5% or more in the major producing states of Connecticut, Pennsylvania, Ohio, Missouri, North Carolina, South Carolina, Florida, Tennessee, Alabama, Arkansas, Texas and California more than offset reduced output in most other states.

Fewer Layers

Layers on farms March 1 totaled 322,800,000, down 1% from the 324,700,000 a year earlier and down nearly 2% from the 327,000,000 on hand February 1, 1972. Rate of lay on March 1 averaged 82.5 eggs per 100 layers, up from 81.4 a month earlier and 81.3 on March 1, 1971.

Pullets three months and older, not of laying age, totaled 43,400,000 down 13% from March 1, 1971. Potential layers totaled 366,000,000 down 2%. Domestic placements of pullet chicks for egg-type hatchery supply flocks by leading primary breeders totaled 287,000 during February, 18% less than a year earlier.

The January-February hatch of 41,000,000 was 4% below the 43,000,000 a year earlier. Egg-type eggs in incubators on March 1 were down 20% from 1971.

Processed Eggs

A total of 49,485,000 dozen shell eggs were broken in United States during the period January 9-February 5, 1972 under the Egg Products Inspection Act carried on by the United States Department of Agriculture. The number of eggs broken was up 19 percent from the previous 4-week period. Increases by regions from the previous period were: South Atlantic, 42 percent; North Atlantic, 32 percent; Western, 27 percent; South Central, 20 percent; and North Central, 11 percent. Edible liquid from the shell eggs broken totaled 61,334,000 pounds and consisted of 32,446,000 pounds of whole eggs, 16,904,000 pounds of white, and 11,984,000 pounds of yolk. Ingredients added at the breaking plants totaled 2,855,000 pounds.

Liquid egg used in processing during the 4-week period consisted of 37,059,000 pounds of whole egg, 24,565,000 pounds of white, and 14,316,000 pounds of yolk. Ingredients added in processing totaled 3,473,000 pounds.

Total liquid egg products (including ingredients added) produced during the period for immediate consumption and processing amounted to 22,355,000 pounds, and consisted of 8,195,000 pounds whole plain egg; 2,044,000

pounds whole blends 8,709,000 pounds white; 2,444,000 pounds yolk plain; and 963,000 pounds yolk blends. Frozen egg products totaled 28,155,000 pounds, consisting of 12,607,000 whole plain egg; 4,367,000 pounds whole blends; 4,066,000 pounds white; 1,107,000 pounds yolk plain; and 5,708,000 pounds yolk blends. Dried egg production totaled 7,448,000 pounds and included 826,000 pounds whole plain egg; 3,773,000 pounds whole blends; 1,414,000 pounds white; 727,000 pounds yolk plain; and 708,000 pounds yolk blends.

To Tell the Truth


The Egg Defense Fund has gotten its first investor—Clear Creek Foods, Amanda, O. The EDF appeal for "spot cash" from egg producers on a proposed schedule basis, combines the fund drives for the 30-60 Cholesterol Club, the National Commission on Egg Nutrition, the Egg Promotion Information Committee and PENB, with a goal of \$294,000. It's anticipated that about half the goal will be raised from egg producers, with the remainder coming from associations and allied industry. The extra "spot cash" dollars will be used to tell the "truth about cholesterol, sell eggs and defend the egg in the American diet, among other things."

Promotions at Henningsen

Victor W. Henningsen, Jr., president of Henningsen Foods, Inc., has announced that Roy N. Nevans, vice president for marketing, and Dr. Richard H. Forsythe, vice president for technical affairs, have been elected to the Board of Directors. Other company promotions: James Godkin from comptroller to treasurer, and Michael R. Paturzo from assistant treasurer to comptroller.

Food Trade Convention Calendar

May 21-25: Institute of Food Technologists, Minneapolis, Minnesota.
June 18-21: Grocery Manufacturers of America, Greenbrier, West Virginia.
June 25-28: National Association Retail Grocers, New Orleans, Louisiana.
July 16-20: National Macaroni Mfrs. Association, Del Coronado, Coronado, Cal.
Oct. 22-25: Nat'l. Assn. of Food Chains, Miami, Florida.
Nov. 11-15: Nat'l. Frozen Foods Convention, San Francisco, Cal.
Dec. 2-6: Nat'l. Food Brokers Association, New York, N.Y.
Jan. 24-28: National Macaroni Mfrs. Association, Doral Country Club, Miami, Fla.



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SOBROOK Machine

Div. of Volpi & Son, Corp.
544 3rd Ave.
BROOKLYN, N.Y. 11215
Phone: (212) NY 9-5922

Sales Pro

(Continued from page 20)

4. **Development**—The salesman must have contributed to his own self-development through special projects or off-the-job education and experience.

5. **Innovation**—The salesman must have made at least one major selling innovation during the year.

Jai Alai

(Continued from page 24)

tis"; the rear wall is called "rebote" and is to your left. The long wall between the frontis and the rebote is called the side wall.

The equipment includes the "cesta," which is the wicker claw-shaped basket strapped to the right hand, and the "pelota," which is Spanish for ball.

The player must serve the ball to the front wall. His opponent must catch the ball on the fly or on the first bounce and return it so it hits the front wall on the fly and then rebounds in fair territory (very much like 3-wall handball). If a player fails to do so, or if he serves too long or too short to his opponent, he loses the point.

The number of points necessary to win is one less than the number of players or entries. Ties for place and show (second and third) are played for under rules approved by the World Jai Alai Association and the Mexican Government Rules and Regulations.

Betting adds to the excitement of the Jai Alai games. The parimutuels are exactly the same as on horse races.

Tijuana Tour

The Tijuana tour from Hotel Del Coronada to the fronton palace leaves between 4 and 5 p.m. Sunday afternoon.

We will have a fine dinner at the fronton palace and there will be plenty of time for shopping. The fronton is located right in the center of everything.

Buses will return throughout the evening with the last departure at 10 p.m. Cost for the total package is \$12.50 per person.

Ronco Advertising

Vassily Lambrinos gives the Mediterranean touch to television commercials of Ronco Foods of Memphis using the slogan "That's Italian for good eating!" Greenshaw & Rush, Inc. is the advertising agency.

• Food and Drug Commissioner Charles C. Edwards in a recent speech to the National Cannery Association's annual meeting in Miami Beach stressed that a first priority in 1972 must be the restitution of consumer confidence.

Obituaries

Erich Cohn, president of A. Goodman & Sons, Inc., Long Island City, New York, died while working in his office on April 13.

Born in Germany on May 4, 1889, he would have been 83 on his next birthday.

He joined the company in 1916 and became president in 1937.

He is survived by his son Richard and daughter Evelyn (Mrs. Melvin Golbert), and three-grandchildren.

Cam Larson, durum grower from Leeds, North Dakota, active in the U.S. Durum Growers Association and frequent delegate to macaroni conventions, succumbed to a heart attack on April 1.

Industry Items

A \$27,194,000 expansion and modernization program at the pasta and canned foods plant of Catelli Food Products, Ltd. in Montreal was announced by Ogilvie Flour Mills Co., Ltd.

Campbell Soup Company is introducing Curly Noodle with Chicken Soup and Cream of Shrimp, listed as a successor to a frozen soup item widely used in recipes, dips, and sauces.

Rice-A-Roni Promotion

Like the flowers that blossom in the spring, Rice-A-Roni is "busting out all over" the country in April and May in simultaneous nationwide trade promotions with Adolph's Meat Marinade and Chiffon Soft Margarine.

The combined sales forces of Golden Grain Macaroni Co., Adolph's and Anderson Clayton Food are providing retailers in 50 States with point of sale materials, profitable promotional information and imaginative merchandising ideas, according to Dominic Forte, national sales manager for Golden Grain, maker of Rice-A-Roni.

Full color, full page ads in Family Circle and Woman's Day will call attention to thrifty Marinated Steak-A-Roni, featuring Adolph's Meat Marinade and Spanish Rice-A-Roni, Forte said.

In addition, thousands of Steak-A-Roni recipe card inserts will be included in pre-packaged meats wherever possible.

More than 5.5 million 7-cents-off store coupons toward the purchase of Spanish, Fried or Wild Rice-A-Roni will be featured in dairy sections on every carton of Chiffon Soft Margarine, using the slogan "Mother Nature Says" Try Rice-A-Roni sauteed in Chiffon."

Forte said this marks the first time Golden Grain, now celebrating its 80th anniversary, has engaged in national trade promotions simultaneously with two other major food companies.

HOW TO GENERATE A COMPLETE MERCHANDISING PROGRAM WITH JUST ONE PHONE CALL.



**Okay.
Who put egg in the noodles?**



Sal Maritato did.

So now when you buy Multifoods' new noodle mix called "Duregg" — all you add is water.

We've gone ahead and added the egg solids to Multifoods' top-quality durum flour.

A number of our customers have already ordered "Duregg" in hefty lots.

Here are a few reasons why you should:

- Duregg eliminates time-consuming, in-plant blending of flour and egg solids with expensive machinery.
- Duregg is ready when you need it. No thawing,

less chance of contamination, and less time and mess.

- Duregg eliminates the need to re-freeze unused egg.
- Duregg assures a consistent blend.
- Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
- Duregg simplifies delivery. Now it's one source — Multifoods.
- Duregg lowers your manpower requirements.

Enough said. Order your Duregg with a phone call. The number is 612/339-8444.



**INTERNATIONAL
MULTIFOODS**

DURUM PRODUCTS DIVISION
GENERAL OFFICES, MINNEAPOLIS, MINN. 55402