

**THE  
MACARONI  
JOURNAL**

**Volume 54  
No. 4**

**August, 1972**



AUGUST, 1972

*Macaroni Journal*





**ROSSOTTI:  
A NEW  
GENERATION  
OF PACKAGING  
SERVICE.**

**Rexham**

Rossotti Sales, Rexham Corporation, Saddle Brook, New Jersey

The **Macaroni Journal**

August  
1972  
Vol. 54  
No. 4

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

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AUGUST, 1972

*In This Issue:*

	Page
! Ole! Spanish Fiesta Salad Is Promoted .....	4
In the Industry .....	7
Crop Progress—Canadian Wheat Quotas .....	8
Smaller Flock—USDA Food Donations .....	10
Consumerism—Advertising's Challenge of the 70's ..	12
Nutritional Labeling—Macaroni-Type Products ...	22
Wheat Foods' Role in Diet Requires More Research	26
Fad Diet? Forget It! .....	28
FDA Steps Up Plant Inspections .....	30
People and Accidents—OSHA Made Clear .....	31
Standardized Broker Order Form .....	34
Index to Advertisers—Convention Calendar .....	38

*Cover Photo*

Baked Farfalle and Olives is a tasty, satisfying casserole. Olives and pasta pair up along with Kraft Mayonnaise for a summer salad promotion. Recipes on page 4.

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## ¡ Ole! Spanish Fiesta Salad is Promoted

SUMMER is the salad season!

Kraft Foods and the Spanish Green Olive Commission are pushing a macaroni salad, with some 3,000 Kraft representatives building displays with posters 28" x 22" and shelf talkers that mention you will need Kraft mayonnaise, eggs, macaroni, tomatoes, cheese, ham, and kidney beans.

A National Macaroni Institute release gives a recipe for Macaroni Salad with Curried Eggs. To prepare curried eggs, the following instructions are given for twelve halves: Halve 6 hard-cooked eggs. Remove and sieve egg yolks. Blend yolks with 2 tablespoons mayonnaise and ¼ teaspoon each—salt, curry powder and Tabasco. Fill whites with yolk mixture, piping through pastry tube, if desired.

### Macaroni Salad with Curried Eggs (Makes six servings)

- 1½ tablespoons salt
- 4 to 5 quarts boiling water
- 3 cups elbow macaroni (12 ounces)
- ½ cup diced green pepper
- ½ cup diced celery
- ½ cup chopped pimiento
- 2 tablespoons minced onion
- ¾ cup mayonnaise
- ½ cup dairy sour cream:
- 1 teaspoon curry powder
- 2 teaspoons salt
- ½ teaspoon pepper
- 2 teaspoons lemon juice

**Curried Eggs**  
Parsley and green pepper rings  
Add 1½ tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again. Combine with all remaining ingredients, except Curried Eggs, parsley and pepper rings; toss and chill. Arrange salad and eggs on platter. Garnish with parsley and pepper rings. Serve on salad greens, if desired.

Pimiento-stuffed olives brighten up a dish of pasta and Baked Farfalle with Olives is a tasty dish. Farfalle means "butterflies" in Italian and the name of this pasta describes its appearance. You could use the macaroni shape called egg bows just as well. Either shape is an interesting change from the more familiar elbows or egg noodles. Slices of bright pimiento-stuffed olives add appetizing color as well as sprightly flavor. This casserole is a satisfying one, what with the filling quality of the pasta and the extra good flavor of three kinds of cheese.



**Build Profits with a Spanish Fiesta This Summer.** Join the Spanish Green Olive Commission and Kraft in a cooperative promotion this summer on "Spanish Fiesta Salad." Full color point-of-purchase material will spotlight the one-dish meal which features Spanish pimiento-stuffed olives and Kraft Mayonnaise in an elbow macaroni salad, deviled eggs, ham and cheese roll-ups and sliced tomatoes on a bed of lettuce. At left is Betsy Jure, model for the Flamenco dancer artwork on the poster, who is holding a tray of the related item package offered by the promotion, and Eduardo Erice, commercial attache for Spain, who displays a sketch of the 18" x 22" poster. Both the poster and a full color die-cut shelf talker are available in quantity from your Spanish olive supplier or Kraft salesman. Build displays and profits with this excellent warm-weather serving suggestion for your shoppers.

### Baked Farfalle and Olives (Makes six servings)

- Fine dry bread crumbs
- 1½ tablespoons salt
- 4 to 5 quarts boiling water
- 12 ounces farfalle or egg noodle bows (about 6 cups)
- 2 tablespoons butter or margarine
- 1 cup freshly grated Parmesan cheese (4 ounces)
- 1 cup diced Swiss cheese (4 ounces)
- 1 cup diced Cheddar cheese (4 ounces)
- ½ cup pimiento-stuffed olives, chopped
- Thin White Sauce\*
- Sliced pimiento-stuffed olives

Grease shallow 3-quart baking dish and coat with bread crumbs. Add 1½ tablespoons salt to rapidly boiling water. Gradually add farfalle so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Toss with butter, then Parmesan cheese. Add Swiss and Cheddar cheeses and chopped olives; toss lightly. Turn half the mixture into prepared dish; top with half the White Sauce\*. Repeat layers. Sprinkle grated Parmesan cheese or bread crumbs on top, if desired. Bake in 350° oven 25 minutes. Garnish with sliced olives.

To prepare Thin White Sauce (makes ¾ cups): Melt 3 tablespoons butter or margarine in saucepan; blend in 3 tablespoons flour. Gradually add ¾ cups milk; cook, stirring constantly, until sauce simmers 1 minute. Add ½ teaspoon salt, ¼ teaspoon pepper and dash mace.

Another macaroni recipe which makes good use of the color and seasoning powers of pimiento-stuffed olives is Spaghetti with Olive Sauce. This is an easily prepared dish which will also be kind to the budget.

### Spaghetti with Olive Sauce (Makes four servings)

- 1 pound ground beef
- 1 medium onion, chopped
- 2 tablespoons olive oil
- 1 can (8 ounces) tomato sauce
- 1 tablespoon tomato paste
- ½ cup sliced pimiento-stuffed olives
- ¼ to 1 teaspoon basil leaves
- Salt and pepper to taste
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti

Brown beef and onion in hot oil in saucepan. Stir in tomato sauce, tomato paste, olives, basil, salt and pepper to

taste. Cover and simmer 1½ hours. Stir occasionally.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook, uncovered, stirring occasionally, until spaghetti is tender. Drain in colander and serve with meat sauce.

### Cooperative Publicity

Cooperative publicity comes from many sources. Among recent releases:

Ripe Olive Advisory Board featured macaroni in a Freezer to Oven Italian Roast in a Sunday magazine story.

Spanish Olive Oil combined Spanish Eggplant and Macaroni for a Mediterranean Casserole.

Kraft Foods sent out a release combining macaroni with salad dressing for a Hot German Macaroni Salad, pictured in color.

King Crab Association displayed a Beef Noodle Casserole as the main dish of a menu beginning with a crab appetizer.

Campbell Soup used cooked pasta ingredients in Tetrazzini Soup and Supper Soup Italiano recipes in releases to major markets.

Hunt Tomato Products had spaghetti in a ring as a part of Beef Burgundy Spaghetti.

National Broiler Council featured egg noodles in Chicken-Pennsylvania Dutch Style series of recipes.

Processed Apple Institute suggested macaroni for a special microwave cook-

ing feature; also used curly noodles in a Curly Noodle Apple Kugel recipe.

Armour Food Company releases a casserole photo of canned chili with noodles.

American Lamb Council combined lamb neck slices and noodles in a release to major market newspapers.

Reynolds Metals showed how to prepare a Cottage Cheese Noodle Ring in foil-lined ring mold.

Osterizer used their top of the table tempura cooker to prepare lasagna.

A National Livestock & Meat Board release: Leftover Special—Cooked Beef and Noodles.

National Fisheries Institute displayed ocean perch fillets on egg noodles with sour cream.

The Poultry & Egg National Board showed the serving of Chicken Paprika on egg noodles in a Hungarian specialty.

### Rice-A-Roni Has Goodhousekeeping Seal

Something "new" has been added to Rice-A-Roni "the San Francisco Treat."

Front panels of packages of all nine flavors of Golden Grain Macaroni Company's best-selling rice mixes now are emblazoned with the Good Housekeeping Guaranty Seal.

Dominic Forte, national sales manager, said, "We at Golden Grain are indeed proud that our Rice-A-Roni products, including our new enriched Long



Grain & Wild Rice, have achieved this exclusive position over all other competitors in the marketplace.

"Actual supermarket surveys have shown that when the Seal goes on, sales go up."

According to Scott Montgomery, San Francisco-based regional manager for Good Housekeeping, "For those products that earn it, this Guaranty provides the believability and confidence that are so essential in today's climate of consumerism."

### Prince Push on Radio

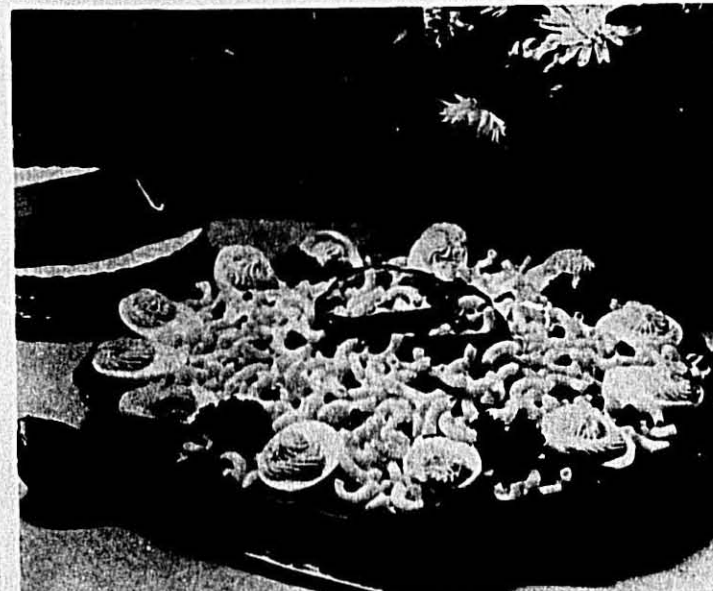
Prince Macaroni Mfg. Co., Lowell, Mass., airs their musical jingle "Wednesday is Prince Day" in a campaign of one-minute announcements on all major AM and FM radio stations in New York Metro and New England Markets over the summer period, which started June 28.

The spots integrate "live" copy between the opening and closing jingle that is delivered by radio personalities in their respective programs. Prince products being promoted are:

1. **Prince Spaghetti**—more different varieties than anyone else . . . to keep Wednesday interesting all year.
2. **Prince Sauce**—all seven varieties have authentic ingredients—the last word in sauce.
3. **Prince Macaroni**—for preparation of warm weather dishes with tuna, ham or other favorite ingredients.
4. **Prince Curly Egg Noodles**—the first new twist in noodles in 2500 years.

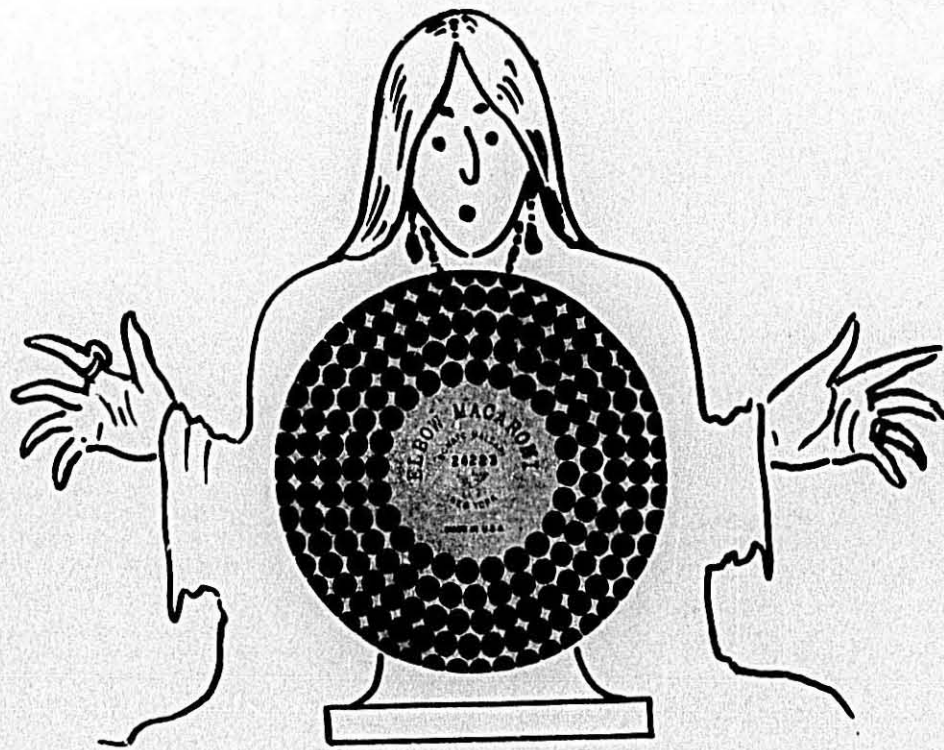
Over 500 spots are scheduled in the New York Metro market plus another 1300 spots in New England markets that run through the Labor Day holiday.

(Continued on page 7)



Macaroni Salad with Curried Eggs.





your future extruded results  
will improve . . . with a Maldari die

Over 65 years developing extrusion  
dies for creatively designed food products.



**D. MALDARI & Sons, Inc.**  
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Telephone: (212) 499-3555

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

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#### Prince Push on Radio

(Continued from page 5)

Radio stations carrying the Prince announcements are WABC, WOR, WHN, WNEW, WNBC and WRFM in New York. Stations in New England include: WBZ, WHDH, WJIB in Boston; WTAG in Worcester; WPRO, WEAN, WJAR, WLKW in Providence; WTIC, WDRC, WRCH in Hartford; WHYN, WYR in Springfield; WELI in New Haven; and WGAN in Portland.

#### Catchy Jingle

The Prince musical jingle has always produced excellent results in boosting brand awareness and creating consumer demand for Prince Spaghetti, Prepared Sauces, Macaroni and Curly Egg Noodles. The idea behind the originally conceived jingle was to utilize Prince's long-time theme which was designed to stake out one day a week, Wednesday, as "Prince Day," the day every housewife should serve Prince products.

The musical score for the jingle was the first commercial tune from the pen of Mary Rogers, daughter of composer Richard Rogers. Venet Advertising, Inc., Prince's agency, was responsible for the lyrics and getting Mary Rogers to write the tune.

Although Prince's major thrust has been in television, the current campaign of radio announcements provides continuity of effort during the warm weather months as consumers turn to the outdoors and use of pasta and sauce products for picnics, barbecues, etc., according to Zal Venet, agency president.

#### Mueller on Radio

Radio station WPAT, New York, advertises that Mueller's enriched macaroni elbows are advertised on their 93 AM & FM wavelength. Current campaign on salads helps grocers sell more salad greens, tomatoes and peppers, cold cuts and summer specialties.

#### Jenny Lee Appoints Ad Agency

Walter F. Villaume, President of Jenny Lee, Inc., announces the appointment of Peter D. Boo & Associates as the company's advertising agency.

St. Paul-based Jenny Lee is a manufacturer of egg noodles, macaroni, spaghetti and numerous other pasta products which are marketed throughout Minnesota, Wisconsin and North Dakota as well as in Upper Michigan, South Dakota and Iowa. The company was founded in 1892 by Eugene T. Villaume and has been owned and operated by three generations of the Villaume family throughout its 80-year history.

The Boo agency, according to Mr. Villaume, "will be responsible for developing and executing our marketing program which will enable Jenny Lee to continue its leadership and growth in this field."

#### Ragu Advertising

Ragu Foods, Rochester, N.Y., will use 174 daily newspapers, 149 Sunday supplements and three women's magazines to advertise its Old World Style spaghetti sauce this summer.

A stainless 8-in. patio salad server is offered free by mail in exchange for three sauce labels.

#### New Home for Mrs. Grass

The I. J. Grass Noodle Company moved into new headquarters on June 22. Their new address is 725 South 25th Avenue, Bellwood, Illinois 60104, a suburb just west of Chicago.

The architect-award-winning modern food plant has three times the capacity of the original plant in Chicago which the company occupied since 1925. It has the production capacity to accommodate the steady sales growth of Mrs. Grass egg noodles, soup mixes and new products planned for the near future.

#### Flood Victim

Procino-Rossi Corporation of Auburn, New York was one of the flood victims of the severe rains brought by hurricane Agnes in late June. A foot and a half of water ran through the first floor of the plant ruining motors and creating damage to facilities and floors.

Nicholas Rossi, president of the firm, reported they would get back into production as soon as possible and were getting merchandise from other manufacturers in the area in the meantime.

#### IM Granola

A dry breakfast cereal with rolled oats as the primary ingredient was introduced in the Los Angeles market by International Multifoods Corp. under its Kretschmer label. It is the first product other than wheat germ to bow under that label.

Debut of the breakfast cereal in the Los Angeles market was revealed by William G. Phillips, IM president, at a June 1 meeting of Los Angeles financial analysts.

The new IM cereal is Sun Country Granola. A similar product called Crunchy Granola, has been introduced in several regional markets by small food manufacturers in the past two years, and was the subject of a feature article recently in *The Wall Street Journal*.

IM is the first national food company to enter the market with granola, a generic name for the product billed as a "health food" in other markets.

IM is aiming the product for supermarkets shelves, not health food stores, a company spokesman pointed out. The cereal is produced at and shipped to the West coast from IM's New Kope, Minn., facility.

An aggressive trade promotion is scheduled for the product later in the year.

#### IM Increases Dividend

International Multifoods Corp. declared a dividend of 3 1/4¢ a share on the common stock, up 1 1/4¢ from the previous quarterly rate. The 3 1/4¢ dividend is payable July 15 to stockholders of record June 26.

The increase, which places Multifoods common stock on an annual dividend basis of \$1.25, compared with \$1.20 previously, is the first since the company made its initial public stock offering in 1964.

William G. Phillips, president, observed that the increase is in line with the President's 4% guideline for dividend increases under Phase Two.

#### Peavey to Purchase Brownberry Ovens

Peavey Company has signed an agreement in principle to acquire Brownberry Ovens, Inc., a specialty baked foods producer in Wisconsin. Brownberry makes seasoned croutons, stuffing mix, bread-based dessert items—sold nationally—and a specialty bread line, distributed regionally.

For Peavey, one of nation's largest flour milling and agribusiness companies, the purchase of Brownberry would represent a significant diversification into grocery consumer products other than flour.

#### Del Monte Dinners

Four new "add meat" prepared, packaged dinners have been introduced in California and Nevada test markets by the Del Monte Corp., San Francisco. The new dinners carry the Grant Tour label, used on Del Monte's frozen dinners.

The four new dinners are: Beef Burgundy, Casserole DiNapoli, Casserole Con Carne and Polynesian Sweet n' Sour.

#### National Macaroni Week

National Macaroni Week will be celebrated Oct. 5-14. Macaroni is Number One!



### Crop Progress

The Burlington Northern Crop Report for the first of June notes that the seeding of spring grains in North Dakota and northwestern Minnesota was considerably behind last year and the five year average. The cold, wet spring kept field work at a minimum in much of the territory until quite late in the season. Floods were also a problem.

Because of the late season, wild oats developed and many crop observers were expressing concern about this noxious weed and its possible adverse effect on the 1972 crop.

### Crop Quality Council

At the same time Vance Goodfellow of the Crop Quality Council wrote that cold, wet weather with only intermittent drying periods since April had delayed seeding of spring grains over most of North Dakota, South Dakota and Minnesota. Although showers continue to interrupt planting, warmer drying weather after mid-May permitted better progress and the crop was practically all seeded by the end of the month. Progress was considered two to three weeks late in North Dakota but still slightly ahead of the late 1970 season. Progress in Montana was near normal and was virtually completed by the end of May. The North Dakota Weather and Crop report for mid-June noted that weeds were a serious problem but crops continued to make good progress with generally adequate moisture. Towards the end of the month there was concern that the lush crop would need rains in order to maintain progress.

### Peavey Letter

The Peavey Crop letter noted spring planted crops were starting to head on short straw and rain was urgently needed. Rainfall was also needed in parts of eastern North Dakota and northwestern Minnesota.

### Durum, No. Dakota Specialty

North Dakota produced 89% of the nation's durum in 1971. Production was 78 million bushels, 78% more than a year earlier. Yields were up 7.5 bushels from the preceding year to average 32.5 to the acre.

Durum production has spread across the northern tier of counties, westward from the northwestern counties that made up the "durum triangle." Towner and Ramsey in the northeast rank one and two in production with Cavalier, whose county seat Langdon is home of the U.S. Durum Show, coming in fifth. Ward county in the northwest was third and Bottineau in the north-central fourth.

### Durum, Standard Of Quality

Modern Talking Picture Service distributed a promotional piece at the American Home Economics Association Annual Convention held in Detroit June 26-28.

Entitled "Free Films Help Classroom Homemakers" one of the listings was for "Durum, Standard of Quality." It was described as a 28½ minute color film. Copy read: "Some of our greatest technological advances in America have resulted in today's scientific farming. Here we see how the hybrid wheat, amber durum, is bred, planted, harvested and manufactured. There is an interesting part devoted to automated wheat processing. Available to seventh grade and higher from the National Macaroni Institute, North Dakota Wheat Commission, Durum Wheat Institute."

"Macaroni Menu Magic," a 20 minute color film valuable for institutional cooking classes, was also mentioned.



**Withstanding a Sanding**—A piece of polyurethane sheeting developed by Cargill, Inc., for use in grain handling where high resistance to abrasion is crucial undergoes the wearing test of falling sand in the apparatus at left. The material won required FDA approval for use in the handling of dry bulk foods when it tested substantially better than the department's standards for "rub-off" per liter of sand (simulating grain). Morris Olson (center), senior Cargill research chemist, developed the formula. Robert Hubbard (right), manager of plant operations in Cargill's commodity marketing division, uses the cost-saving sheeting exclusively in the firm's high volume grain terminals.

### Cargill Announces Plastic Sheeting for Grain Handling

Highly abrasion-resistant plastic sheeting for use in grain chute linings and spouts, developed by Cargill, Inc. and proven in its own handling facilities, is now being offered commercially by the firm.

Cargill, which moves large volumes of grain through its elevator system,

also produces resins for protective coatings, which led the company about four years ago to turn to its own chemists to combat a problem common to the industry: costly abrasion wear of elevator equipment.

The result was a polyurethane elastomer sheeting approved by the Food and Drug Administration for dry bulk food contact.

"Lab tests and, most importantly, actual performance tests at our elevators, have proved the product is more durable and abrasion resistant than anything else we've seen on the market," says Arthur Klobe, vice president in charge of Cargill's chemical products division. Klobe says the sheeting is replacing worn steel liners, which cost less per square foot but last only a fraction as long, throughout Cargill's grain handling system.

### Wheat Export Subsidy Study

The North Dakota State Wheat Commission in cooperation with the Department of Agricultural Economics, North Dakota State University, has issued a study, "The Impact of the U.S. Wheat Export Subsidy Program."

The report reviews the logic of using an export subsidy to make U.S. wheat competitive in world markets. It reveals that the \$1.4 billion spent for subsidy over the six years of 1963-68 returned a gross revenue of \$6.2 billion to the U.S. In total wheat sales. In addition, the U.S. treasury saved an estimated \$475 million for not having to pay storage costs on wheat, because it was exported.

It is concluded that the export subsidy was an investment that not only facilitated the export of U.S. wheat during this period, but contributed substantially to a favorable U.S. balance of trade.

### New Canadian Wheat Quotas

Further quota changes, including production of a "D" quota for Hercules durum wheat, were announced by the Canadian Wheat Board. A "D" quota for Hercules durum, authorizing production deliveries at a level of five bus. per quota acre, has been opened.

The two-bu "L" quota for all grades of hard spring wheat has been extended to 11 shipping blocks. The one-bu "E" quota for all spring grades has been extended to 11 blocks. The five-bu "C" quota for durum wheat, grading No. 3 and 4 only, has been extended to include all grades of durum in three blocks. The five-bu "D" quota for durum wheat, grading No. 3 and 4, has been extended to include all grades at all delivery points.

THE MACARONI JOURNAL

# Clermont

## CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



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

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

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

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

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

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

Please consult us for full information.

# Clermont Machine Company

Division of Clermont Operating Corp.

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



### Smaller Flock

The Crop Reporting Board announced the laying flock produced 6,088,000 eggs in May. This was 2% less than a year ago.

Layers on hand averaged 308,300,000, 3% below a year ago.

Rate of lay averaged 63.6 eggs per 100 layer on June 1, up from 63 a year earlier but down from the 63.8 rate on May 1, 1972. Layers on farms June 1 totaled 306,600,000, down 3% from 316,300,000 a year ago.

The May hatch was 51,300,000, down 15% from the 60,200,000 in May, 1971. Potential layers June 1 totaled 357,300,000, down 3% from June, 1971.

### Quality Pays

Victor Henningsen, Jr. is quoted in Henningsen Headlines from a letter he recently sent to their sales representatives:

"Not long ago it came time to paint the house. I saw an ad in the paper offering cheap paint. I asked a friend in the paint business what he thought of the deal. His answer: 'There is no such thing as cheap paint. When you take an overall paint job, the labor is the key, the paint an incidental; so make it the best.'

"Many of our customers advise us that they are hearing about extremely cheap egg prices from some other producers. There is no question that they do exist whenever shell egg prices have been depressed over a long period of time. The facts, however, remain the same. Like paint, there is no such thing as 'cheap eggs.' Oh sure, the price per pound may be lower, the carrying charges spread way out, and all the rest, but take a look at the product, and even more important, what is behind the product as back-up. Is it stable? Is it functional? Is it bacteriologically sound? Has it ever been checked out, or is it just shipped with a hope that it will pass muster?"

### Control Costs Money

"We at Henningsen spend a lot of time and money seeing to it that all of our products are produced to a standard of acceptable quality and performance so that the customer receives a product that is ready to do the job he demands. We value our time and labor in the same degree that our customer values his and make our products accordingly.

"It's the customers who buy the so-called 'bargains' who ultimately have quality problems and it's due to these bargain sales that the food industry always looks first at the eggs when something goes wrong."

At the present time, high quality egg products from quality-conscious pro-

ducers are at their most attractive levels in years. Maybe the distressed sales 'bargains' aren't such bargains after all.

### New Chicken Product

Henningsen Foods have announced the availability of dehydrated clear chicken broth with excellent flavor characteristics, the same ease of handling, economy of storage and transportation as does the present chicken flavored concentrate. It has the added characteristic of reconstituting to a crystal-clear golden liquid broth.

### Egg Mix Program Ends

The Department of Agriculture in June purchased 2,160,000 lbs. of egg mix at a cost of \$1,595,000 and announced termination of the current buying program. The egg mix purchases, made with Section 32 funds, were designed to supply high quality protein food for direct food distribution programs.

From the program's start April 12 the Department had bought 12,348,000 lbs. costing \$9,333,000. This is equal to 630,000 cases of shell eggs.

Egg mix is a dried food product consisting of 51% whole egg solids, 30% nonfat milk solids, 15% vegetable oil and 1% salt.

### Rice Noodles

The La Choy Food Products division of Beatrice Foods Co., is introducing La Choy Rice Noodles prepared from a blend of rice and wheat flours. They are suggested as party snacks or for soups and salads. The suggested retail price is 29¢ for the 3-oz. can. La Choy is in Archbold, Ohio.

### USDA Food Donations

Foods donated to the States and territories by the U.S. Department of Agriculture to improve diets of needy families, needy persons in charitable institutions, and school children totaled more than 1.1 billion pounds in the first half of fiscal year 1972 (July-December 1971). This is a slight increase over the 1.08 billion pounds for the same period in fiscal 1971 (July-December 1970).

The cost of the food purchased during the first half of fiscal 1972 was \$279,542,000, compared with \$268,400,000 during the comparable period of fiscal 1971 and \$560,582,000 for the full fiscal year 1971.

USDA food donations for needy families during the July-December 1971 period exceeded 630 million pounds, slightly less than in the same months of 1970 when family donations totaled nearly 635 million pounds.

During July-December 1971, some 2 counties changed from food donation to USDA's Food Stamp Program, an total participation in the Food Distribution Program declined five percent from a year earlier. The decrease of less than one percent in volume of food donated this year indicates a higher intensity of use of the foods made available for needy families.

Other USDA food donations during the first six months of fiscal 1972 include 420.2 million pounds to schools, an eight-percent increase over a year earlier, and the 56.8 million pounds to charitable institutions which was about the same as a year earlier. The school donations in this report do not include foods purchased and distributed by USDA's Food and Nutrition Service under the authorities of the National School Lunch Act.

The U.S. Department of Agriculture acquires some of the food through its price-support activities, and through other purchases to help needy persons enjoy a substantial and varied diet. The food is processed, packaged, and shipped to the States and territories for use in their school lunch, needy family, and other food-aid programs.

Any donated food in these distribution channels may be diverted for immediate use to aid victims of natural disasters.

### School Food Service

Nearly 90% of the nation's school children have a food service program in their school, while 83% of the nation's schools offer a food program, according to a survey made by the Food and Nutrition Service to determine the status of the school food service program in all states. The states were asked to provide information on all public schools and all private schools for which they have program responsibilities.

The survey showed 107,957 schools in the United States with enrollment of 50,446,231 students. Of these, 89,411 schools with enrollment of 44,848,811 had food service programs.

Of the schools with food service, 89% are public schools, covering 93% of the enrollment in those schools. The remaining 11% are non-profit private schools covering 60% of the enrollment in those schools.

Of the 18,544 schools without food service, having an enrollment of 5,597,380 children, 44% are non-profit private schools; 24% are in cities with a population under 100,000 and 28% are in rural areas; 51% are in schools with enrollment between 100 and 500 pupils, and 11% are schools with enrollment below 25, and 52% currently participate in the special milk program.



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## Consumerism - Advertising's Challenge of the 70's

by Charles B. Foll, President, Continental Advertising & Marketing Associates, Inc., at the NMMA Convention



Charles D. Foll

THERE'S really nothing new about the so-called "Consumerism Movement." There's always been one. The consumer has always called the shots. What's happening now is slightly different in that the consumer is being egged on by certain activist groups and encouraged by members of the world politic and a quite unnecessary overload of the press. The consumer has and always will be the advertiser's first consideration. If he doesn't like an automobile, he doesn't buy it. Or, if he buys it and it doesn't meet his expectations, he puts a big sign on it that reads "lemon," and that's that. The dealer and the factory respond out of self-defense. If the consumer for any real or supposed reason believes a food product has made him ill—he screams long and loudly.

Believe me, in over twenty-three years trying to communicate intelligently to the consumer the worthy features of manufactured products, I know the consumer comes first. First with the manufacturer. First with the advertising agency. We simply cannot afford to ignore or go around the consumer.

### Consumer Research

In order that the advertiser might get a preview of the consumer's thinking before putting out his campaign dollars, researchers came into prominence a dozen or so years ago. I recall a large California Canning Company Advertiser who was carried away with a romantic campaign on prune juice which his agency had dreamed together out of whole cloth. He approved it at once, and that would have been that if it hadn't been that the agency account supervisor pleaded for the opportunity to get consumer reaction before the fact. So, the campaign was copy tested. Such unusual descriptions of prune juice as "morning's delightful elixir,"

were commented on by the consumers in several panels. However, the consumer emphatically rejected prune juice as a "delightful elixir." Instead he stamped it as a "dull, but essential part of breakfast"—essential if things were to occur for him with regularity that day. Several thousand advertising dollars were saved—but more importantly, the consumer called the shot. A straightforward, honest campaign replaced the romantic nonsense, and prune juice sales went up. Remember, this was almost fifteen years ago.

### The Ogre

Just as "sex" has suddenly been discovered in this enlightened age, so, it seems, has the "ogre" of advertising. Activist groups are shooting at the established economic system, targeting its advertising voice. It seems they've picked up the gauntlet for consumers everywhere, defending against false statements, lack of information, and fraud. They honestly must feel that this is their assignment from destiny. The hue and cry of their campaign against advertising has taken over the headline in Advertising Age, the Wall Street Journal and the business pages of newspapers all over the land.

It is difficult for the elder contingent to accept sudden change—particularly when it is thrust upon him by the younger contingent. They—or I should say "we"—become emotionally involved. We become guilty of the very thing we see wrong in impatient change-makers. A young movement within the Federal Trade Commission has responded to the demands of the activists and the press to put teeth into the Consumerism Movement with such unprecedented force that it has startled all of us.

Advertising Age, May 1st this year reported a talk by Elton H. Rule, President of the American Broadcasting Network. Mr. Rule commented on the Counter Ad battle. This is the effort being made by the consumerism movement to force Counter, or rebuttal, Ads on the viewing public. Said Mr. Rule: "There may have been jokes made about the proposals by members of the Federal Trade Commission and others on the subject of counter commercials, but the concept is no joke." Rule feels that "there will be a mass exodus of advertisers from broadcasting," if the proposals were enacted.

Recently a Burt Lancaster-narrated spot warning the public about a defec-

tive automobile's engine mounts was refused by all three major networks.

Thomas B. Adams, Chairman of Campbell-Ewald (now a part of Inter-public) addressed the American business press with these fighting words: "The advertising industry must react strongly against the efforts of those who would undermine the 'freedom to sell.'" Mr. Adams continued, "If we are required by law to substantiate our product claims, then we must arrange it so that our accusers are required by law to substantiate their claims." These are calm voices echoing the fears of each of us that this Consumerism steamroller might be allowed to pick up so much momentum that the consumer and the advertiser may both suffer irreparable damage.

Frank Stanton, Vice Chairman of CBS made some pertinent remarks on the subject of Counter Advertising on May 9th, this year. He quoted a report filed with the FCC by the Federal Trade Commission. This report was filed January 6th, this year, and read in part: "For example, in response to advertising for small automobiles, emphasizing the factor of low cost and economy, the public could be informed of the views of some people that such cars are considerably less safe than larger cars. On the other hand, ads for big cars emphasizing the factors of safety and comfort could be answered by counter ads concerning the greater pollution arguable generated by such cars. In response to advertising for some foods, emphasizing various nutritional values and benefits, the public might be informed of the views of some people that consumption of some other food may be a superior source of the same nutritional values and benefits. In response to advertising for whole life insurance, emphasizing the factor of being a sound investment, the public could be informed of views of some people that whole life insurance is an unwise expenditure. In response to advertising for some drug products, emphasizing efficacy in curing various ailments, the public could be informed of the views of some people that competing drug products with equivalent efficacy are available in the market at substantially lower prices."

The debate, clearly, could be endless, Stanton observed, but would such debate between advertisers and counter advertisers serve the public interest? We think not.

(Continued on page 16)

THE MACARONI JOURNAL

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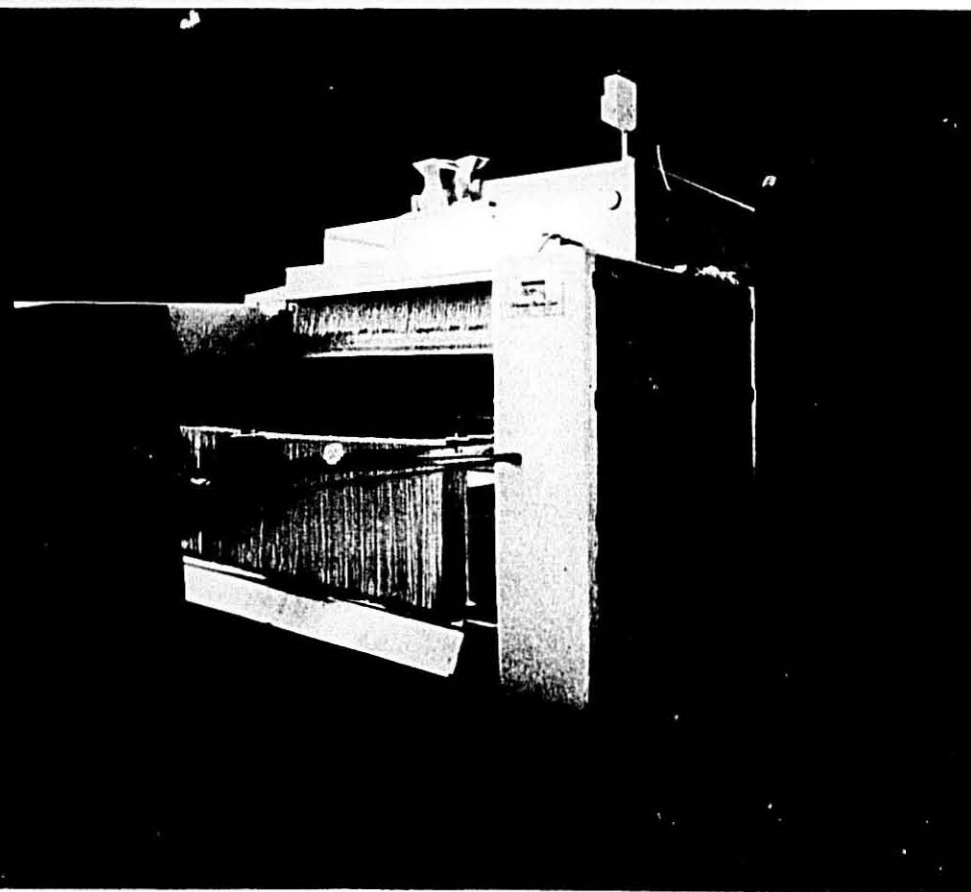
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## Advertising's Challenge

(Continued from page 12)

On May 8, Advertising Age headlined its first page with the words: "Ocean Spray Must Run Corrective Ads on 'Food Energy.'" That same day, the Wall Street Journal printed a story that Ocean Spray had consented to "Ads Clarifying Drink Claims." Ocean Spray agreed to devote one-fourth of its advertising money for a full year to the clarification of copy concerning Ocean Spray cranberry juice cocktail. The ads now include the following statement: "If you've wondered what some of our earlier advertising meant when we said Ocean Spray cranberry juice cocktail has more food energy than orange juice or tomato juice, let us make it clear: 'We didn't mean vitamins or minerals. Food energy means calories. Nothing more.'"

This was the second case in which manufacturers agreed to abide by the FTC request. The first such case was that of Continental Baking Company last year. Continental agreed to run ads explaining that the reason slices of its Profile bread have fewer calories than other breads is that Profile is sliced thinner.

### Call for Common Sense

One of those calling for a long and serious look by advertisers and agencies is John H. Hoefler, Chairman, Hoefler, Deterich and Brown, San Francisco advertising agency. In a talk before the San Francisco Chapter of the American Marketing Association in Berkeley on May 18, Mr. Hoefler made a plea for "Common Sense in the Consumerism Movement." He pointed out that it was first important to find out how those under attack feel about the whole thing. So, he reported, the Grey Advertising Agency mailed out a questionnaire to 13,250 advertisers and agency people on the mailing list of their house organ "Grey Matter." The purpose of the mailing was to get a cross-section of marketing-advertising opinion. Just what did these most involved people feel—was it anger? Disinterest? Fear? Those who responded showed a deep interest in the effect of consumerism on our economy and our society. They were concerned with the possibility that advertising today is being regulated too much. They were concerned with the future. This outpouring of opinion and feeling was for the most part optimistic, thoughtful and constructive. However, an impressive number showed that they are angry or bewildered. While 94% of the respondents agreed that some form of consumer protection is desirable—two thirds of those responding felt that more needs to be done by all of us involved in the business of advertising

and marketing. One respondent, Mr. Hoefler reported, took this position, reflecting the view of many when he wrote: "The consumer does need more protection. The world is just too involved—products too complicated. But the responsibility is a marketing concern—not just one of public policy." However, a vocal one third saw the current consumer protection as already adequate. The most eloquent, but much smaller group, voice strong concern that the consumer is getting too much protection. As one executive put it: "The consumer is protected better now than ever in history. The escalation of payments to consumers over the past 20 years as the result of product liability lawsuits, as well as the increased costs of quality control and customer service at the manufacturing level, are strong proof of self-regulation." You see, what this man was saying is that there are strong, built-in regulations. When false statements are made in advertising, the advertising industry itself rises up against the offender. And, of course, the consumers kick back. This, it would seem, is more of a regulatory force than government intervention. The National Advertising Review Board, organized to deal not only with deceptive advertising, but also with advertising in poor taste, has full industry support and represents the best form of self regulation.

### Major Challenge

Still, the strong voices are correcting, condemning—yes, even crucifying in some cases. They present the advertiser and his agency with a major challenge in the 70's! We must listen to these voices. We should do so with the awareness of their right to protest—however much we dislike the way they are doing so. Calmly we must reply. What are we going to say that might create a dialogue that is constructive, beneficial and understandable to all?

I've been listening to the voices of the Advertising Agency and the Marketer. Each has something to say. Perhaps highlights of their thinking can give us the material needed for the dialogue we speak of. We've tried to sort out the emotion from the facts and put the facts in line. This means, of course, that my own emotions, and those of our people at Continental Advertising, have to be put aside at the same time.

Carl W. Nichols, Chairman of the Board and Chief Executive Officer, Cunningham and Walsh, addressed the San Francisco Advertising Club on May 3rd. He hammered home the embarrassing fact that we are still inclined to speak down to our audiences; to treat them as little children. He pointed out the simple truth that the consumer has "grown up." "The fact is," he said, "that the

number of Americans 25 years of age and over with college degrees increased 126% between 1950 and 1970. During that same period, the number of Americans with high school education increased 110%. So that today, 50% of our population over 25 years of age has at least a high school diploma. At the same time television has brought exposure to a breadth of experience about life never before possible. Our children have walked on the moon with our astronauts. We have seen life snuffed out in Vietnam."

"I cannot consider 'consumerism' a nasty word. Because I, too, am a consumer first of all. And, I too have a point of resistance—just as you do—to faulty workmanship, and products that don't work or don't do what they're promoted to do." In his concluding statements, Nichols said: "We are appalled at how little has been done to forcefully unite our industry—not only to defend against government over-regulation—but to go on the offensive to explain advertising to government, to consumers, to students, to professors—to all our critics."

I say, "Bravo!" Let us accept the challenge by recognizing our consumers for what they are—intelligent adults. Let's get together and let them know what the marketer and the ad men really mean to their comforts, their entire way of life.

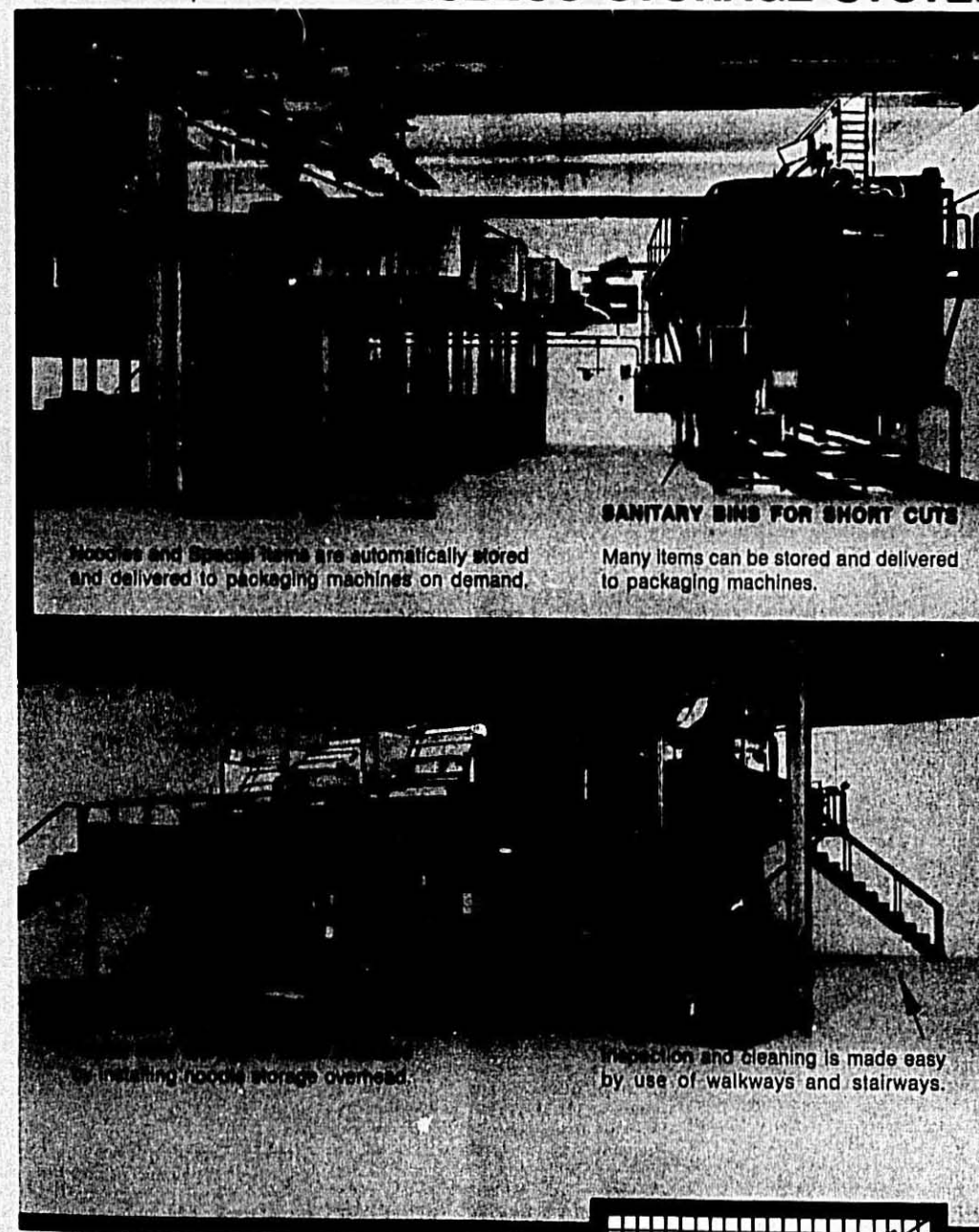
### Change Brings Confusion

This is a period of great confusion. Change always brings about confusion until the people learn to live with it. As Carl Nichols put it: "Rapid change, distress and worry about business, the economy and society, have put advertising squarely in the middle of the age of confusion. Advertisers, agency and media representatives are deeply concerned, they express it something like this: 'How in the hell can you make good advertising when the FTC keeps constantly changing its mind about ground rules. I don't even know what's good or bad, legal or illegal anymore.'"

Adding to the confusion is the increasing problem of accountability. Selling more for less cost. Showing a profit against higher supply costs. All of us are placing more emphasis on accountability.

It's a tougher and tougher business world in which we all have to compete today. So, under the impact of these increasing daily pressures, the marketer and the advertising agency alike is hard pressed to accept the sudden attacks on their integrity. They grate on the harried ear. But listen, we must. What are these angry voices saying: "Let's start saying things like they are!" "Don't double-talk with fluffery!" (Continued on page 18)

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## Advertising's Challenge

(Continued from page 16)

"Don't push so hard!" "Tell me the truth—you start pushing me and I'll turn you clear off!" That's just about what the grown-up consumer is trying to tell us. Actually, isn't it a reaction we might feel ourselves if someone tried to over-sell us? We don't like to be talked down to, either. So we must first accept the challenge of these voices and present the truth—well told. Incidentally, that was on the letterheads of McCann-Erickson Advertising Agency stationery fifty years ago. I think we've all tried to be honest. But sometimes the turning of a phrase—and clever combination of a popular statement and an attractive picture cause us to get off the track slightly and delve in puffery or fluffery, or just plain double-talk.

On that subject of organizing our forces to speak out on behalf of advertising. We agree thoroughly. In early May of this year Howard Bell, President of the American Advertising Federation proposed in an Orlando, Florida speech that the Presidents and Chairman of the ANA, the 4A's and the AAF, form an advisory council to work for greater harmony in developing policies regarding the development and articulation of industry views on legislative and regulatory issues.

### The Need to Advertise

Each industry has its own particular way of approaching the same problem. The Macaroni Industry is singular. It has very special reasons to sound out in unison. Government standards regulate manufacture—so there's little one company can say that another company can't. It's pretty hard to make claims that are deceiving. The only way this can happen is through "manufactured" double-talk. Instead of competing with each other we must complement the fine efforts of our National Macaroni Manufacturer's Association—we must continue to advertise. This is particularly important in our business. People still have to learn how to make those good pasta dishes. Remember, today we are competing with the convenience potato as well as other new products that make claim to that portion of the plate where macaroni products should be. But, as each one of us talks about his brand, it is another voice added to the top of mind awareness chorus that is so sorely needed in this industry. Don't stop telling the consumer how to use your products—don't let the fear of being caught up in the jaws of the consumerism watchdogs cause you to withdraw from the strong chorus that keeps our products in the minds of the consumer day after day. Advertising is among the

most important factors in the American economy. The end result of competitive advertising is reduced prices and higher quality merchandise to the consumer. To witness any violation of the corresponding trust and responsibility in this true economic law is tragic, indeed.

A case in point. Fifteen years ago Golden Grain Macaroni Company introduced a new idea—Rice-A-Roni. It opened a brand new category. As we told the public "Something Nice has Happened to Rice." Since then, the little cable car has been ding-dinging up and down the San Francisco hills reminding the consumer that Rice-A-Roni is "The San Francisco Treat."

It has never been necessary to exaggerate, double-talk or puff up the facts about this product. And the advertising still goes on. Today there are dozens of rice mixes on the shelves. The consumer has a choice of ten or twelve flavors—and, the price has not gone up in the last ten years. Can the meat and vegetable departments make that statement? We'd like to emphasize that continuous brand advertising in this category has made for better quality products, and lower prices against the spiral of rising prices. Yes, rice mixes are a very substantial value to the consumer today—thanks in part to advertising.

Certainly no one can dispute the fact that macaroni products, per se, are excellent values in today's market of absurdly inflated food prices. And you gentlemen have never been stingy in offering the consumer a wide selection of sizes, shapes and varieties. Furthermore, by the very nature of dry macaroni, spaghetti and noodle items, your advertising messages have been largely devoted to educating the consumer in the preparation and use of all these various sizes and shapes. Yours has been a continuing recipe service to the consumer. It would seem to me that the macaroni industry would be the last to be attacked by either consumerism groups or the FTC.

### Dr. Brozen's Stand

But, because we should be fully aware of what is going on, I'd like to review a few facts pulled together by Dr. Yale Brozen, Professor of Business Economics at the Graduate School of Business, University of Chicago. In his address to the Commonwealth Club in San Francisco, early in March of this year, he spared no punches in his attack on the attackers of advertising.

Dr. Brozen, who has been defending the Continental Baking Company against a Federal Trade Commission attack in many hard-hitting speeches, defended advertising against what he called attacks "from many quarters": from social activists, from "consumer-

ists," self-anointed social theoreticians from certain politicians who think the smell a trend, and—principally—from the Federal Trade Commission.

He goes on to quote Gilbert H. Weil, long-time legal counsel to the Association of National Advertisers: "The danger to advertising has now heightened dramatically, indeed reached a point critical to its continued existence. . . . The extremity of advertising's position today is due to the fact that the old antipathies have come to be shared and articulated by a far broader and more influential constituency than marked the debate not many years ago. Consumerist organizations and consumers unorganized are gravitating toward the camps of the activists as never before; the press is vibrant to their pulse, and many in the life political, whether they be elected or appointed officials, federal, state or local, are scrambling not merely to be responsive but to seize the vanguard banners for their own."

### The New FTC

At this point Dr. Brozen pointed to the "new" FTC, accusing it as being one that seems to be seizing the "vanguard banners for their own." That the FTC is getting "the young lions" seemed to be substantiated by the words of the Commission Chairman himself, Miles Kirkpatrick, who recently stated: "I believe the FTC will become increasingly a factor to be reckoned with in the days ahead. . . ." Kirkpatrick is quoted by one of his aides as saying: "The little old lady of Pennsylvania Avenue (the FTC) has taken off her tennis shoes and has put on cleats."

Brozen charges that "The FTC has come up with the technique of unilaterally deciding what is deceptive, conducting a trial by press release, and demanding that the advertiser run ads proving innocence is left to the advertiser, if he can survive the trial by discussion and publicity—a complex turn-about from our judicial system in which an accused is regarded as innocent until proved guilty."

"We've seen this madness in action," Dr. Brozen asserts, "The FTC ferrets out what it perceives as an abuse. Then, with no warning, it levels a barrage of publicity. The victim, reeling from consumer reaction to the attack, scrambles to hold together what is left of the product loyalty and good name he earned in the marketplace. What if the FTC was wrong in its charges? No matter! The attitude is that some innocents must be sacrificed to the common good of consumerism."

Dr. Brozen then referred to the FTC charges against Zerex. "The company

was publicly maligned for using what the FTC charged were deceptive illustrations of the product stopping a leak from a punctured can of Zerex. One can only imagine the number of sales that were lost as a result of these charges. Then, in mid-November the FTC withdrew its charges. It admitted that the ads in question were not deceptive." By any standard of American justice, this just had to be a terrible happening—particularly so when Zerex can't even sue for damages.

Since Spring of last year the FTC has issued almost a dozen "proposed orders" calling for "corrective advertising."

Whether Dr. Brozen is entirely justified in all of his concerns or not, Consumerism indeed seems to be Advertising's Challenge of the 70's.

### Service & Quality

As we mentioned earlier, the Macaroni manufacturers can best meet this challenge by continuing to give service and quality to the consumer. Dr. Brozen agrees with this as he points out: "The very simple economic basis for advertising is that it allows the advertiser, providing he offers quality and value, to sell more, thus spreading fixed production costs over more sales and reducing the price per unit to the consumer. The more you sell, the lower the price. It's that simple. But one thing should be emphasized here: Value and quality are the vital ingredients in this formula. While advertising can persuade a consumer to make the first purchase, no amount of advertising is going to sell the product a second time if the product doesn't deliver. This concept has propelled America, through mass marketing and mass production, into a material position never approached by any other nation. A second, and less often recognized, economy produced by advertising is a decrease in the cost of distribution, with a consequent fall in retail markups. Shelf space in a store is a commodity. Products which have rapid turnover produce more revenue per square foot of shelf space. The store's investment in space can be amortized more rapidly with fast sellers so the store's return on such items need not be as high per turnover as those which stay on the shelf longer. . . . The analysis of the very much higher cost of retail distribution in Russia compared to the United States, attributes part of the difference to advertising by U.S. manufacturers and the lack of advertising in Russia."

So, as Russia is reported to be starting to advertise products in order to reduce retail distribution costs, we—as is readily apparent—are having our ad-

vertising challenged. If it provides information, it is illegally claiming uniqueness. If it is done by firms which have a substantial share of the market, it is a means of monopolizing. If it doesn't provide information, it has no social value.

I recognize the dangers inherent in this situation, but again plead for cool-headed common sense. Let's not be the victims of our own emotions. Consumerism is not a new thing—it's as old as advertising itself. The present exaggerated challenge from consumerism groups, social movements and politicians will burn itself out as it becomes more evident that more harm than good is resulting from charges which are unfounded.

So, the advertiser will do well to continue to watch the consumer with respect and constancy—as he always has done. He will search for ways to hold down prices and improve quality—as he always has done. He will stop talking down to the customer. He will strive for honesty in his product communication. And, with honesty he will continue to search for ways to assure consumers value, variety and satisfaction. There have been and always will be a few who have misused the tube, the printed word and the airlines. False claims have been made. There are still con men and shysters trying to pick up a quick million here and there. But, if we must suffer because of these—let us remember, the intelligence of the consumer is your salvation and mine. Truth can only be pushed so far; then it becomes apparent who is right and who is wrong. The consumer will vote for us at the check out stand.

So, let us unite as food manufacturers and advertisers in providing the consumer with the best we can produce—both in product and product information. . . . And, in telling everyone who will listen what advertising has done and is doing for them. This most certainly is the winning way to meet the challenge of consumerism in the 70's! I thank you.

### Consumer Protection Symposium

"Consumers of foods and drugs must rely on a responsible industry, as well as on a vigilant enforcement agency, for protection against unsafe foods and drugs," Dr. Bernard L. Oser, chairman, Food & Drug Research Laboratories, Inc., New York City, told 200 executives at a science, law and consumer protection symposium. The meeting, marking FDRL's 50th anniversary, was held in New York's Waldorf-Astoria Hotel.

Dr. Oser cited three steps as impera-

### Dr. Oser

tive if future populations are to be fed: agricultural and manufacturing technology, rather than food, must be exported to needy countries; novel sources of food must be developed; and prejudices against new foods from marine, microbial and chemical sources must be overcome.

### Dr. Wodicka

The director of the Bureau of Foods of the Food and Drug Administration, Dr. Virgil Wodicka, stressed the need for greatly expanded laboratory facilities and personnel to implement new regulations for more informative labeling of the calorie, vitamin, mineral and other nutrient content of packaged food. He described the current program for reviewing and reappraising the safety of ingredients of food which scientists had hitherto generally recognized as safe for their intended uses.

### Dr. Hall

Dr. Richard L. Hall, president of the Flavor & Extract Manufacturers Association and vice president of McCormick and Co., Inc., stressed the logic of evaluating the safety of food ingredients from experience and studies in man, rather than just from tests in animals.

"Safety evaluation in the future will have to be centered more on humans," he said, "not by any means to the exclusion of animal testing, but recognizing man as the species with which we are most concerned and which provides the final criterion with the least uncertainty."

### Dr. Darby

Dr. William J. Darby, president of The Nutrition Foundation and Professor of Medicine in Nutrition, Vanderbilt University, told the food and drug industry leaders that, because consumers are decreasingly involved in the actual production and preparation of their foods, they are more dependent upon the industrial kitchen and the food producer, for wholesome, nutritious and safe food. It's the responsibility of the scientist, the producer and of the legal and regulatory agencies, he said, to see that the needs of the consumer are responsibly met.

"On the other hand," Dr. Darby said, "there remains with us an undesirable amount of malnutrition that, because it is not so palpably obvious, has only recently been exposed. We have at this same time new findings in nutrition that have not been put into universal application. This failure is due to insufficient scientific knowledge, lack of diligence in utilizing our knowledge, or to legal or regulatory restrictions."





In Semolina and Durum flour, quality has a color. Pure, flawless gold. The color of King Midas Semolina and Durum flour.

It's the color we get in Semolina and Durum flour because we begin with the North Country's finest Durum wheat, and mill it in facilities designed specifically for the production of Semolina and Durum flour.

It's the color you get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

And from the time our golden King Midas Semolina and Durum flour start on their way to becoming your golden pasta, Peavey is following through with the fastest, most reliable service possible. And we're working to be better. Our new King Midas Semolina and Durum flour mill at Hastings, Minnesota, rounds out a distribution network second to none.

It still comes down to this. We want you to keep putting Peavey in your pasta...right along with your pride.

## the Pure, Golden Color of Quality.

King Midas Semolina and Durum Flour from Peavey, for Pasta with "The Golden Touch." Pure Golden Color. Great Eating Characteristics.



At the new Peavey mill in Hastings, Minn., as in all the King Midas Semolina and Durum flour mills, Durum wheat receives all the extra milling, cleaning, purify-

ing and filtering processes that make Durum run on a Semolina mill something special... processes that mean pure, golden pasta with fine eating character-

istics. And at the Peavey mills, automation of virtually all processes means that quality levels are maintained — all the way. We wouldn't have it any other way.

Peavey Company, Flour Mills, Minneapolis, Minn. 55415

**PV** **PEAVEY COMPANY**  
Flour Mills



## NUTRITIONAL LABELING

by A. S. Clausi, Vice President and Director Corporate Research,  
General Foods Corporation

**B**ECAUSE our nation's food supply system has progressed to the point where the average American family consumes at least as much processed food as fresh food today, the entire food industry acknowledges that the consumer definitely has the "right to know" what nutrients she receives in those packages she purchases.

Nutrition is a subject of increasing concern for consumers, government, and industry alike. We manufacturers are looking forward to the nutritional guidelines for processed foods which the Food and Drug Administration is establishing. The FDA, in turn, is relying on the food industry to devise some guidelines on nutritional labeling.

Some companies, my own among them, have taken steps in this area. Meanwhile, the entire GMA membership is supporting and watching with interest the tests which the FDA is conducting with five food chains in four major cities to obtain consumer reaction to three alternative methods of labeling the nutritional values of processed foods. If you're not familiar with the three methods, let me outline them briefly:

- ... One method calls for listing the amount of vitamins, A, B2, and C plus the mineral calcium in one "average" serving as a percentage of established recommended dietary allowance of each.
- ... A second method lists eight nutrients in units of 0 to 10 for one cooked half-cup of the product. Daily consumption of 10 units of each nutrient is recommended on the label.
- ... The third method labels the product as an "excellent," "major," "very good," or "good" source of vitamins A, B2, and C, but minimum standards for each classification are not specified on the label.

Once the tests are evaluated, the Food and Drug Administration plans to issue a single standard for the voluntary listing of nutrients, to which any labels listing nutrients will have to conform. This does not seem to satisfy some, however. Recently, Senator Richard Schweiker proposed that the Fair Packaging and Labeling Act be amended to incorporate a uniform system of indicating a product's nutritive values on labels so that consumers could make comparisons. The Senator from Pennsylvania, by the way, appears to favor the 0 to 10 method being tested by FDA.

### GF Policy

More than a year ago, my own company decided that rather than wait to respond to legislative proposals, General Foods would take the initiative by giving consumers the plain talk on packages that they seemed to want. We developed and put into practice a package information policy designed to give homemakers access to all pertinent information about the contents and food values of our products.

Under this policy, we state on each GF product package what the ingredients are and what their derivation is, if this is significant, so that consumers are provided with sufficient information about ingredients to make appropriate judgment about using them and to avoid undue concern about those which are mysterious-sounding. We also explain the functions of certain additives and ingredients—identifying phosphate in instant pudding, for example, as a setting agent.

Where it is germane, we have added nutrition information to our package copy so consumers can be aware of the nutritional characteristics of our products. We note, for example, the special nutritional merit inherent in frozen orange juice, or the calorie content for an average serving where it is relevant.

As you can imagine, implementing this policy has meant changes on most of our packages—a task that took many months to accomplish. But we believe the time and money spent was well worthwhile as General Foods' products are now more responsive to consumer desires and needs.

### Nutrient Content

We have another policy in the works—this one on the nutrient content of our products—which we believe will also be responsive to consumer needs. Under this pending policy, we recognize our responsibility for the nutrient content of the products we produce. We intend to define scientifically sound nutrient specifications for each of our products. (When the product's contribution is primarily social or pleasurable, we will so stipulate.) Once specifications are defined, we'll deliver products that meet them fully. When we feel it will be informative and useful to the consumer, we will also describe each product's nutrient content on the package label and reflect it properly in advertising and promotional materials.

Once our nutrition policy has been issued, our operating units will follow a

set of guidelines we've developed on nutrient specifications for various product categories. Our company will encourage the supplementation of food products with nutrients where appropriate—in other words, in those products likely to be consumed in quantities which will make a significant contribution to the diet. In the case of formulated foods—those to which the manufacturing process usually adds values—we intend to fortify with nutrients to the level of the product the formulated food replaces.

My company is but one of many food manufacturers who feel a deep responsibility to fulfill consumers' "need to understand" more about nutrition as well as their undeniable "right to know." We are striving to make the nutrition information consumers want and need both useful and educational, for we recognize the vital role good nutrition plays in people's lives.

### Macaroni-Type Products

Consumer News from the office of Consumer Affairs, Virginia H. Knauer, director, June 1 issue carries the announcement that FDA has granted permission for General Foods Corporation to continue market tests for its new enriched macaroni-type product until April 28, 1973.

The product—labeled "enriched yellow corn-soy-wheat macaroni" has improved protein quality, but it differs from the standard macaroni product because it contains soy and corn flours. Macaroni usually is made only from wheat.

### L.I.F.E.

The League for International Food Education, Washington, D.C., in the May 1972 newsletter quotes sections from a paper presented by Samuel I. Weisberg at the School of Hygiene and Public Health, Johns Hopkins University, May 12, 1972. The paper was headed "Foods Designed to Meet Nutritional Needs," and discussed protein beverages, weaning foods, nutritious confections, pasta products and fortified baked goods.

In commenting on pasta products Mr. Weisberg said: "Such products are very widely used in Asia, Central America and South America. It is common to observe in the larger grocery stores in urban centers a very large commitment of total shelf space to the display of a great variety of pasta products."

(Continued on page 24)

# ADM Milling Co.



## Macaroni-Type Products

(Continued from page 22)

Unfortunately, while such foods do provide a great variety of shapes; they all have in common a protein deficient in lysine—namely, wheat protein. Recently it has been clearly demonstrated that pasta products of good organoleptic properties can be made with improved protein quality and quantity by adding soy flour or peanut flour to the wheat flour. It is also possible to improve the vitamin and mineral content of the pasta product. Such products are now being marketed in Brazil with indication of good acceptance. It is believed that the cost of such fortified pasta products usually need not exceed that of the standard wheat product. They can also be so designed as to need much less cooking time than regular pasta products. The very popular fried noodles also offer a good potential for nutrition improvement."

### A.L.D.

Essentially the same points are made in an article entitled "Pasta and Protein" by Wade Fleetwood, a member of the Public Affairs Staff of the Agency for International Development, Latin American Bureau. His comments appeared in the report "War on Hunger" December 1971.

### FDA Papers

In FDA papers for March 1972 Dr. Virgil O. Wodicka, Director of the Bureau of Foods, Food and Drug Administration, is questioned on the current status of food regulation.

To the question: "What is FDA doing to prepare for the day when fabricated foods come on the market and may pose a health problem?" Dr. Wodicka responded by saying: "FDA is trying to prepare standards for certain of these materials, in part to give them an accepted nomenclature so that there is something to call them legally, and in part to establish nutritional properties that will cause them to be appropriate replacements for whatever part of the diet they happen to replace.

You have to keep in mind that food is a rather unusual commodity in that each of us has a relatively fixed calorie intake; if we eat a food material we haven't eaten before, we eat it in place of other things. That being the case, it has to be nutritionally as satisfactory as what it replaces.

Therefore, even though the fabricated food may not be made to simulate any conventional food, it still replaces some conventional food or some other food, and therefore its nutritive properties need to be taken into account.

Thus, our primary emphasis on new foods has been on nutrition, most par-

ticularly to see that they do not precipitate deficiencies of one kind or another."

### F.D.A. Allows Market Test On 8% Soy Flour in Pasta

The Food and Drug Administration granted Prince Macaroni Manufacturing Co., Lowell, Mass., a permit to carry out for 18 month limited interstate marketing tests of "wheat and soy macaroni products" deviating from standards of identity for macaroni.

According to F.D.A., the Prince products contain 8% soy flour and added wheat gluten, wheat germ and L-lysine. Thiamine, riboflavin, niacin and iron are added in accordance with enrichment requirements.

The products will be labeled "enriched macaroni made from wheat and 8% soya" and "enriched spaghetti made from wheat and 8% soya." The label of each product will declare by common name the ingredients used as well as the percentage of the Minimum Daily Requirements (DMR's) for the vitamins and iron supplied by the produce per a specific quantity.

### Labeling Plan Brings Protest

The Government's latest food labeling proposal described as a shortcut for standard setting, has drawn strong objections from the food industry.

The National Canners Association and the Grocery Manufacturers of America said they would ask the Food and Drug Administration to slow its breakneck pace in issuing labeling proposals and take a sharp look at its priorities.

FDA's latest proposal would require percentage labeling of major ingredients in a non-standardized food product.

Manufacturers of the first target, seafood cocktail, would be required to list the percentage of actual seafood contained in the products, and if more than one type of seafood, a percentage listing of each type.

The director of FDA's Bureau of Foods, Dr. Virgil Wodicka, said the proposal was designed to cut down consumer confusion and increase the amount of available information about non-standardized products which can vary as to the amount and levels of ingredients.

### Around the Problem

Wodicka admitted the proposal is a way around the problem of issuing individual product standards. Instead of requiring a minimum amount of seafood (or any commodity), it is easier to require the declaration of the amount of seafood in the product, FDA said.

FDA said the normal enforcement procedures would be used in monitoring the requirements if they become

law, and Wodicka said some allowances would be set for variance.

However, Dr. Ira Somers, NCA executive vice-president, expressed definite unhappiness with FDA's proposal. He said he feels it is difficult to determine the percentage of an ingredient in an entire batch on a can-to-can basis.

"Allowances must be made," he said, in dealing with large amounts of a particular ingredient.

"In addition, the benefit to the consumer of a percentage labeling has not been tested or proven," he said.

Somers indicated NCA will study the applicability of FDA's proposal to canned food products.

### Piecemeal Approach

However, GMA criticized FDA's piecemeal approach to food labeling, in effect, calling the latest one the straw that may break the industry's back.

George Koch, GMA president, declared that while FDA's objective of making standards more flexible has "considerable merit," FDA had better start setting some priorities in its labeling proposals "right now."

Koch pointed out that FDA currently has a proposal pending that would affect labeling of fats, fatty acids, cholesterol, nutritional labeling, and now percentage ingredient labeling.

In addition, there is a bill pending in Congress to empower FDA to require ingredient listing of all standardized foods, GMA said.

"All this detail in product labeling can't be accomplished overnight," Koch said. "We can't change labels indiscriminately."

GMA is hoping FDA will clear up its labeling proposals so that industry has some idea where the labeling will lead. In the meantime, GMA said, it will review the new food proposals.

FDA said that on the basis of the acceptance of the seafood cocktail proposal, it will later propose the same percentage labeling to table syrups, fruit juices, fruit salads, canned delicatessen items, fruit pies, and egg breads.

There is a 60-day comment period

### Be Clean!

Much of the bacterial contamination of manufactured foods is caused by careless employees, especially those who do not wash their hands after going to the toilet.

We all have some harmful bacteria on our bodies, and many more when we are sick. Sneezing, spitting, coughing and "picking" habits spread these bacteria to food products. Never work around food when you are sick.

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## Wheat Food's Role in Diet Requires More Research

by Dr. D. Mark Hegsted, Professor Nutrition, Harvard School of Public Health, before the Senate and House Subcommittees on Agriculture



Dr. D. Mark Hegsted

OF ALL of the food crops that are produced, the cereals are among the most efficient. They provide more food per acre than most crops, are almost universally consumed in a variety of forms, and can be grown in widely different areas of the world.

As the world population continues to grow, cereal products will provide the greatest opportunity to produce enough food. This is already true in much of the world and may become increasingly true in our own country in the future.

### 'Not by Wheat Alone,' But . . .

If we are to feed populations largely upon cereal products, we must have enough knowledge to know how to use these products most effectively. We must know their full potential and their limitations. We do not expect that populations can live upon wheat alone, but we must know the maximum utilization that can be made of such products and still produce satisfactory nutrition.

It is well known that populations which rely largely on cereal products today are those that are least well fed. These are poor populations, with very limited natural resources, limited technological knowledge and poor medical care.

### Focus on Inadequacies of Cereals

Studies to date have tended to emphasize the inadequacies of cereal products. But these populations could not exist without cereals—the products which make survival possible. And, some families maintain good health even though they consume large amounts of cereals.

We need studies which focus upon the advantage and potential of the

cereals as human foods and how to make maximum utilization of them rather than how to replace them. We must determine how to maintain adequate nutrition with maximal utilization of cereal products.

### Replacement by Other Foods

In our own country we have seen a gradual fall in cereal consumption over the past 50 years or so. This is due in part to the fact that we are becoming an increasingly physically inactive population and require less food, and also represents a replacement of cereals by other foods, particularly those high in sugar and fat. Neither of these trends is advantageous for our national health.

### Better Off on Cereals Dietary

We believe that the increasing rates of coronary heart disease are largely attributable to the change in physical activity and the change in diet. American people in general would be better off if they consumed more cereal and other vegetable products. If people would replace a substantial proportion of the meat, milk and eggs they consume with bread and unsaturated margarines, one would expect a general lowering of the serum cholesterol level and a decreased rate of coronary heart disease. However, one needs evidence to show that these expectations will be realized.

### No Studies on Health Advantages

There have been practically no studies which focus on the role that cereal products might play in ameliorating heart disease in this country. Rather, the studies have focused almost entirely upon the role of fat—with the expectation that the cereals somehow will take care of themselves.

We need more aggressive research and action if we are to get a balance into the general view of the causal and preventive factors in this important area.

Since cereals are consumed almost universally, albeit in varying amounts, they provide one of the most logical mechanisms for distributing nutrients to the population when this is desirable. Unfortunately again, we do not have a good record even in this area where the advantages of the products seem clearly evident.

The fortification of bread and other cereals with iron was begun over 25 years ago based upon evidence that there was a substantial amount of iron deficiency anemia in the United States. This seemed entirely logical. However, no attempt was made to determine whether, in fact, the fortification program was beneficial in combating iron deficiency.

### Need For Additional Iron in Diet

Now, 25 years later, we are confronted with the fact that iron deficiency is still prevalent in the United States and the whole concept of iron fortification is under attack. We do have reason to assume that the amount of iron deficiency is less than it would have been had we not used iron fortification, but it has been far from a complete success.

It is well known that the absorption or utilization of iron from foods depends upon many factors—some of which are known, some unknown. Different forms of iron added to different kinds of foods do have different utilities in combating iron deficiency. The fact is that many of the so-called "iron fortified foods" are practically without utility and that up until the last five years or so practically no one was even interested in the problem.

The responsibility for this unfortunate state of affairs is divided. Nutritional scientists, the medical and public health professions, the industry promoting the products, etc., have not been alert or sufficiently responsive to the public need. Nevertheless, the fortification of cereal products still appears to be one of the most logical ways of combating nutrient deficiencies in this country. We must determine whether the mechanisms are effective, how to make them effective, or find new approaches.

### Decrease in Vitamin Deficiencies

The fortification program has included not only iron but the addition of the vitamins, thiamine, riboflavin and niacin. Deficiencies of these vitamins have certainly decreased in the United States in the past few decades. However, again it is quite unfortunate that these programs were undertaken without any definitive plans to determine their effectiveness. Food habits

(Continued on page 28)

THE MACARONI JOURNAL

# end give-away and underweigh

TRIANGLE



## Wheat Foods' Role

(Continued from page 28)

have changed, the general economic level of much of the country has changed, we are uncertain why various deficiency diseases have decreased. The record is not distinguished.

At this time there is accumulating a substantial body of laboratory evidence which can be interpreted to mean that the fortification program might be extended to include such vitamins as vitamin B6 and folic acid and perhaps minerals such as magnesium and zinc. However, data upon which such decisions ought to be based are extremely limited. We do not have good methods for determining whether an individual is deficient in such nutrients, and we have little data upon the extent of deficiency in the United States. No adequate surveys to evaluate the nutritional status of the population with respect to these nutrients have yet been undertaken. We can no longer expect to make decisions upon important public health programs without adequate data and once the decision is made there must be appropriate follow-up studies to determine the effects of such programs.

### Cereal Foods As 'Whipping Boy'

As I am sure that most of you are aware, the cereal products have been a favorite whipping boy during the past few years among food products. Much of this criticism is based upon nonsensical and inappropriate comparisons and evaluations. There is no doubt, however, that these kinds of articles weaken the confidence of the public in the products and much of the public has a generally negative view of bread and many other cereal products.

### No Program of Counter-Attack

The primary difficulty is that the cereal industry has very little ammunition to combat these kinds of attacks.

Without an aggressive research program, and this certainly does not exist today, they will continue to be vulnerable. Indeed, it often seems to me that many of the producers, millers and bakers have accepted these criticisms as fact. There is not enough research going on to even convince the people in the industry that their products have an important nutritional role to play.

Everyone has been told about the "protein gap" so often that most people apparently believe that this is the most important nutrient in the whole book. Without going into the technicalities, I would simply like to state that there is an increasing trend away from this point of view. The great majority of Americans consume much larger amounts of protein than they need.

Most Americans would be better off if they ate more bread and less meat, milk and eggs. Even in the developing parts of the world where so-called "protein-calorie" malnutrition is prevalent in young children, there is an increasing body of evidence to indicate that the primary gap is calories—total food—rather than protein. The children do not get enough food. However, this does not mean that the problem will be solved by increased production. We do not know why these children appear to eat less than they should.

Is it because they cannot eat enough of the bulky cereal diets?

Is it because there is not enough food in the house?

Is it because they are ill from other diseases a large proportion of the time?

Is it because the mother does not know how to utilize the foods available?

Diets that are high in cereals are inadequate for young infants. Sometime later in life good nutrition apparently can be obtained from at least some of the diets high in cereals which are consumed in various parts of the world. However, the studies are few and until we have better data upon human requirements and field studies in different parts of the world we will continue to be in a difficult situation. Appropriate strategies for feeding the world's population must depend upon diets high in cereals but these cannot be developed with the information now available. Maximum utilization of wheat and other cereals depends upon knowledge of their limitations and nutritional capabilities under differing conditions.

### Need For Independent Research

I do want to comment upon the utilization of additional research funds should they become available. There is a disturbing tendency for the bureaucracy of this country to grow. Particularly in the Department of Agriculture there has been a trend toward the establishment of research centers within the bureaucracy. There is no evidence to suggest that this is the best way to effectively utilize research funds and considerable evidence to show that it is relatively ineffective. I would call your attention to the report of the Committee on Research Advisory to the U.S.D.A., of the National Academy of Sciences—National Research Council.

The major limitations on good research are funds and people.

The bureaucracy is a consumer of research people but does not produce researchers whereas the universities conduct research in such a manner that they train young people at the same time they produce results.

I do not believe that sequestering scientists away in isolated research es-

tablishments, without the stimulation of students or the ability to train students, is an effective way to do most research. This is a particularly poor mechanism for studies in nutrition which ought to involve inputs from many different disciplines—economics, social anthropology, education, biochemistry, and various branches of the medical and public health sciences.

Research programs should only be undertaken with full consideration of the immediate and long-term aspects of the program.

### 'Major Hope For Feeding World'

In summary, increased cereal consumption in this country would be beneficial and cereals provide the major hope for feeding the world now and in the future. Yet we are grossly unprepared to make many crucial decisions because we simply do not know enough about human nutrition and the role cereal products can play in meeting nutritional needs.

Most current research focuses on the negative aspects of cereals in human nutrition. This current tendency to downgrade cereals will not be changed unless an appropriate body of knowledge is developed. This body of knowledge will be obtained most efficiently by university-based research programs rather than by expanding the in-house government efforts in research.

### Fad Diet? Forget It!

No fad diet has yet survived the test of time. The proof lies in the fact that so many are offered.

The ideal weight-reducing fare is a diet of everyday, well-balanced meals but smaller portions, said Dr. Philip L. White, director of the American Medical Assn.'s department of food and nutrition.

Yet this is the hardest diet to follow because normal nutrition is not a very glamorous subject. It is only when a new rage comes along under such appealing names as Mayo diet, drink man's diet, doctors' quick-inches diet or calories-don't-count diet that excitement is kindled.

Dr. White once analyzed each of the fad diets and found deficiencies or potential danger in each.

"A normal diet is so much simpler," he said. "Actually, it should never be necessary to eliminate any specific food from a diet."

To show how even a slight cutback in a normal diet can affect weight, Dr. White pointed out that an adult who drinks five cups of coffee a day with a teaspoon of sugar per cup could reduce nine pounds in a year by merely eliminating the sugar.

(Continued on page 30)

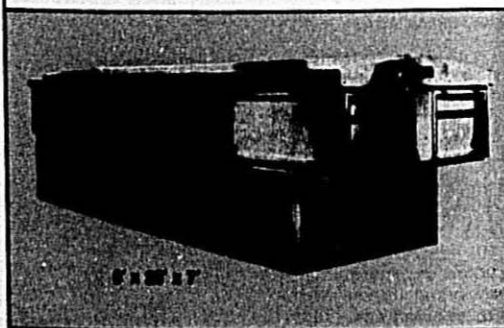
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## Forget Fad Diets

(Continued from page 28)

"If one substitutes black coffee for cups of coffee with cream, and skim milk for two glasses of whole milk each day, he would theoretically achieve a weight reduction of 29 pounds in a year," said Dr. White.

Caloric reduction is only half the message medical specialists are emphasizing. The other is a step-up in physical activity.

### Dr. Mayer

Dr. Jean Mayer of the Harvard School of Public Health, said there are two popular fallacies about exercise in relation to weight control.

One is that exercise consumes very little energy.

"This is absurd," commented Dr. Mayer. "You can triple the energy expenditure by exercising vigorously enough. An hour's walk is worth 300 to 400 calories. Swimming vigorously or playing tennis is worth 700 calories an hour."

The other fallacy is that when you exercise more you eat more and the whole process is self-defeating.

Studies by Dr. Mayer and others show that increased activity does indeed increase appetite—but only up to a point. After that, hunger goes down in ratio to the exercise.

The findings also show that the more inactive sedentary people become, the more they tend to eat.

Dr. Mayer has shown in extensive studies of Boston school children that normal-weighted girls actually eat more than obese girls. The difference is they are far more active than the fat girls.

An extra ounce of fat daily that is not balanced by activity will result in a build-up of 20 pounds of fat tissue a year.

## Consumer Interest In Nutrition

With increased interest being evidenced by consumer groups as well as governmental agencies on the nutritive value of food products, a new survey by Opinion Research Corp. for Hoffmann-La Roche, the nation's No. 1 vitamin manufacturer, provides some challenging insights. It was a follow-up on a similar survey almost a year ago. . . .

### Covers 2,000 Consumers

Results of the latest study, covering 2,000 consumers, included that young people and nonwhites are particularly strong in favoring addition of vitamins to foods and in registering concern about the nutritive quality of food. Among findings: A year ago, only 9% of the most vitamin-conscious consum-

ers (those between 18 and 29 years old) volunteered that they examined food labels for vitamins; this year's total jumped to almost 25%. However, other age groups also evidenced greater responsiveness on this question: the number of consumers 40 to 49 years old who said they looked for vitamin content on food labels almost doubled. Last year, 78% of nonwhite interviewees said they believed there was need for vitamins to be added to foods, compared to 69% of whites; the nonwhite figure rose to 81% in the latest study, while the white percentage held around the earlier level. Turning to specific meals, 45% of consumers polled said that breakfast is the meal most in need of nutritional improvement, compared to 18% for lunch and 16% for dinner. . . .

### Comment

Commenting on the high ratio of interest in nutrition among 18-to-29 year olds, who represent a market of about one quarter of all adult consumers, John W. Gage, food nutrition and marketing manager at Hoffmann-La Roche, said: "The younger consumers are generally better informed about the importance of vitamins, minerals and protein. They have been getting more exposure to nutrition concepts in the classroom." On the high reaction of nonwhite consumers, Gage stated: "Community and civic education programs directed at the three major causes of malnutrition—poverty, indifference, and lack of nutrition education—have had an obvious and beneficial effect upon improving minority group nutritional awareness."

## FDA Steps Up Plant Inspections

Promising "prompt, vigorous action to assure good housekeeping in the nation's 60,000 food plants," the Food and Drug Administration has gone on record in saying that it will give higher priority to checking general plant sanitation practices. In its first field directive on this subject, F.D.A. included baking, pasta and milling in its list of industries to be covered more stringently.

In the past, industry observers note, F.D.A. gave higher priority to inspections involving microbiological contamination. Now, despite critical shortages in manpower and funds, the agency says it will attack "all conditions that attract vermin and rodents," according to Dr. Charles C. Edwards, F.D.A. commissioner.

Faced by mounting criticism stemming from widely-reported but unspecific stories of insanitary conditions in food plants—criticism that is now heard

on Capitol Hill—the F.D.A. sent a letter on May 18 to the food industry spelling out its intent to "utilize all possible measures" to insure that foods are not contaminated within the meaning of Section 402(a)(4) of the Food, Drug and Cosmetic Act.

## Work Glove for Food Plants

Edmont-Wilson vinyl coated "KSR" glove, with inter-lock lining, is offered to food processors for economical use in packaging, shipping, receiving, light duty maintenance and general plant operations.

Lightweight and flexible, the glove lets hands work in comfort. Knit lining stretches for a snug, sensitive fit to provide excellent hand and finger dexterity, and has no nap to trap heat. Vinyl coating "breathes" to furnish ventilation, is liquid repellent, and gives a positive grip.

### Economical

Economy of the KSR glove was shown in the experience of a food plant that had been using a \$5.40 per dozen pair cotton glove that lasted five shifts in its packaging department. The company switched to the KSR. It initially cost \$4.05 more per dozen, but wore for 16 shifts to cut glove expenditures by 45 percent.

KSR also is recommended by Edmont-Wilson as an economical replacement for brown jersey, goatskin and light leather gloves. Glove reclamation can yield additional savings since the KSR is machine washable. Laundering does not cause the material to shrink, stiffen or lose its positive grip. Knit lining won't ball.

### Two Sizes

KSR glove is available from Edmont-Wilson in slip-on style in two sizes each for men and women.

Edmont-Wilson, 2232 Walnut Street, Coshocton, Ohio 43812. Division of Boston, Dickinson and Company.



## People and Accidents

People have defined an accident as "an unplanned event that hurts or kills people," and safety as simply "not having accidents." Anyone who really wants to can prevent accidents. You can, too, if you really want to, because safety is a state of mind.

People could prevent 90 per cent of all accidents if they wanted to, because 90 per cent of all accidents are caused by people—not by failures of machines, not by physical hazards, not by freaks of nature—but by people like you and me. But how does a person recognize an accident before it happens?

This isn't easy to do, but if you have the knowledge of what causes accidents—that is, if you know yourself, your limitations, your abilities and skills, your job and the rules of your job, what guards and safety equipment you have to use, your surroundings, what is happening around you and why—if you have positive safety attitudes, such as self-control in spite of anger, tension, worry and fear, and the desire to be safe—if you use sound judgment in all situations—then you can avoid or prevent accidents.

### Take A Test

Here are a few common accident situations with which you can test yourself to find out just what your safety attitude is. If you can answer "yes" to all these questions, then you are pretty well oriented safety-wise, and you should be able to avoid most accidents. Here they are—test yourself:

1. If you are upset or angry, do you stop everything for a few seconds just to cool down?
2. Do you set a safe example?
3. Do you practice the Golden Rule?
4. Do you correct accident situations when you see them?
5. Do you work with others for safety?
6. Do you avoid taking unnecessary risks?
7. Do you do it the safe way even if it takes longer or is a little harder?
8. Do you know first aid?
9. Do you know how to use a fire extinguisher?
10. Do you know the right way to lift?
11. Do you know the safety rules for your job?
12. Do you know your abilities and limitations?
13. Do you plan ahead—know what you are going to do and how to do it?
14. Do you always use all the safety equipment and guards necessary for your job?

15. Do you always apply your safety knowledge?

There you are. What is your score?

## DuPont Is Safety Consultant

The Du Pont Company has announced its entry into the field of management safety consulting.

Carl S. Oldach, a Du Pont vice president and general manager, said that the company is offering a comprehensive consulting service to help other industrial firms strengthen their safety programs, halt mounting accident costs, and comply with facets of the Occupational Safety and Health Act.

"Du Pont has one of the best safety records of any company in the world," Dr. Oldach said. He pointed out that the firm's 1971 rate of disabling injuries per million man hours worked was 0.29. He said that Du Pont's rate in 1970, the most recent year for which national industry statistics are available, was 0.37, 40 times lower than the average of 15.2 for all industry.

### Define Problems

The new safety consulting service is designed to define safety problems, review existing safety activities, and recommend and implement corrective courses of action. Du Pont is offering the skills it has developed over the years to evaluate safety practices, industrial hygiene, fire protection, and noise compliance.

Du Pont expertise can be utilized to structure an entire safety program, ranging from evaluation to implementation. The physical audit of facilities, equipment, and personnel to determine existing or potential problem areas may be purchased separately or as the initial phase in the over-all project.

### Help Meet Standards

The safety management services program is also aimed at aiding firms to meet OSHA standards. A noise compliance survey is available in which individual employee sound exposure is monitored using sound level meters, octave band analyzers, and Du Pont's audio dosimeter.

For firms wishing to reduce noise at the source, acoustical engineering consultation can be provided. Du Pont also can help establish an audiometric hearing conservation program to comply with Federal guidelines.

Du Pont has been involved in safety from its beginning in 1802. Because it was involved exclusively in the production of gunpowder and explosives for its first 100 years, positive safety thinking and action represented survival. Over the years, detailed safety and loss prevention systems have been developed and implemented in its

world-wide network of facilities and the company is now recognized as No. 1 in safety performance both nationally and internationally.

Safety management services are available through the Education and Applied Technology Division, which was established in early 1971 to market internally-developed solutions to general business and management problems.

## Western Safety Congress

This year all the emphasis was on compliance with the Occupational Safety and Health Act (OSHA). Next year it will be on safety and health training.

This was the prediction of Robert A. Finnegan, president of the Greater Los Angeles Chapter, National Safety Council, in announcing the dates of May 22, 23 and 24, 1973, for the twentieth annual Western Safety Congress & Exhibits in Anaheim Convention Center, Anaheim, California.

"Employers want to comply with OSHA," Finnegan said, "and the only answer is the proper training of personnel. Our 1973 Congress will emphasize training, training, training."

Finnegan said the 1972 Congress exceeded all previous in paid registrations, number of exhibitors and symposium attendance. He said a renewal of the official co-sponsorship of the Congress by the State of California would be even more meaningful in 1973. Exhibitors will be urged to display twenty or more years of safety products and services, making the '73 Congress a showcase for safety in the two decades of the fifties and sixties.

## OSHA Made Clear

A 20-minute audio-visual analysis of the Occupational Safety and Health Act is now available for employers and insurance carriers.

The production, "OSHA Made Clear," consists of 80 color slides, packed, ready to show, in a Kodak carousel, with a 20-minute tape cassette. It is offered for purchase or weekly rental exclusively by The Film Library of the Greater Los Angeles Chapter of the National Safety Council, 3388 West 8th St., Los Angeles, CA 90005.

Produced with the technical assistance of the U.S. Department of Labor, OSHA Enforcement Division, and the California Division of Industrial Safety, with special industry consultants, Marsh & McLennan, Los Angeles, this very latest update on the Occupational Safety and Health Act is concisely narrated by Joseph M. Kaplan, CAE, executive vice president of the Greater Los Angeles Chapter.



# IT ALL DEPENDS ON THE FOUNDATION

A building is no stronger than its foundation.  
And the foundation for an efficient macaroni  
factory is the pasta equipment itself.

Braibanti has installed pasta equipment in  
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### Standardized Broker Order Form

Manufacturers and food brokers are achieving smoother order procedures through the use of a new Standardized Broker Order Form. The new form was developed by a special committee of the National Food Brokers Association.

#### Spare Time & Money

Its use, according to NFBA President Mark M. Singer, can save time and money for manufacturers and food brokers as well as reduce the possibility of errors. Mr. Singer sees the benefits associated with the new form as stretching far into various areas of the food industry and eventually to the consumer.

"NFBA is proud," he said, "to promote the use of this new improvement and earnestly solicits support for it."

The standardized form was developed to combat the ever mounting flood of forms and additional paper work brokers are forced to deal with daily. The lack of standardization of order forms in the past often caused problems and an indirect increase in expense and loss of time.

NFBA food brokers are currently adopting the new order form and the Association is urging manufacturers to accept the new form as used by their brokers.

Specifically, the order form was developed to be functional in concept and design. Since the form is for the entire industry, it is not copyrighted and may be reproduced locally by any broker or manufacturer. It may also be purchased from the Basil Smith System of Philadelphia.

#### Emblem for Members Only

However, the NFBA emblem cannot be used on the form by any firm unless it is a member of NFBA.

The National Food Brokers Association has made distribution of the new standardized form to manufacturers and processors in the grocery field.

#### Standardized Broker Order Form

- Line 1—Memo Number.  
Line 2—Broker's Identification Number.  
Line 3—Boxes for Order date, Customer Order Number, Arrival Date, Terms, F.O.B., Promotion Number.  
Line 4—Boxes for Account of, Sold to, Ship to.  
Line 5—Special Instructions.  
Line 6—Billing of Lading No., Carrier, Pro/car No., Miscellaneous for Seller.

Line 7—Quantity Shipped, Quantity Ordered, Product Code, Pack/Sizes, Product Description, Case Weight, Case Price, Allowances, Case Cost Extension.

Line 8—Totals, Protect Shipment Rate, Total Weight Shipped, Total Invoice Cost.

Final statement: "The order subject to confirmation by seller, if incorrect advise immediately. Send copy of confirmation and copy of invoice to broker whose name appears at top."

### Real News

If the headlines reported that Congress was considering a \$300 tax increase for you, you'd sit up and take notice.

And you would probably let Congress know how you felt about it.

Well, the Congress right now is considering a bill that would raise your taxes about \$300 a year.

It's the Social Security/Welfare Bill. Under the Social Security part, your taxes would go up \$145.20.

The cost of the welfare part is not nearly so precise. But it's certain to be at least as much as the Social Security increase.

Headline:

### CONGRESS CONSIDERS \$300 TAX INCREASE!

#### A Serious Problem

About 15% of the foodborne disease outbreaks that occur annually in the United States are caused by eating contaminated manufactured foods.

Today a single plant's products may be distributed widely. If contaminated, your product could become the source of widespread food poisoning outbreaks.

Some food poisonings result in death, especially among infants, old people and persons already sick.

Consumers depend on you to produce products free of contamination and safe to eat.

Do your part to reduce bacterial contamination.

From a Food and Drug Administration leaflet

Independent Grocery & Combination Stores	1970	1971	Gain
(Operators of 10 or less stores and including food sales of country general & delicatessen stores)	\$46,340	\$49,110	6.0%
Chain Grocery & Combination Stores	42,075	45,360	7.8
(Operators of 11 or more stores)			
Specialty Stores	6,115	6,240	2.0
(Not classified as combination stores)			
<b>Total</b>	<b>\$94,530</b>	<b>\$100,710</b>	<b>6.5%</b>

### How a Customer Spends \$100 in a Super Market

From the 39th Annual report of the Grocery Industry Progressive Grocery Magazine, April 1972.

Meat	\$28.1
Produce	7.0
Dairy	10.3
Ice Cream	1.1
Frozen Foods	3.2
Bakery	4.9
Dry Grocery	40.5
Non Foods	3.75
<b>Total</b>	<b>\$99.86</b>

Health & Beauty Aids	\$1.77
General Merchandise	1.98
<b>Dry Grocery</b>	
Pet Foods	1.37
Salad Dressings	.60
Shortenings & Oil	.51
Snacks	.81
Soaps & Detergents	2.05
Soft Drinks	2.68
Soup, Canned & Dry	.95
Sugar	.67
Tea	.25
Vegetables, Canned	1.88
Vegetables, Dry	.26
Diet Meals, Cookies	.65

<b>Dry Grocery</b>	
Baby Foods	.48
Baking Mixes	.88
Baking Needs	.45
Beer, Wine, Ale	2.75
Candy, Chewing Gum	.95
Cereals	1.31
Cigarettes, Smoke Supplies	4.80
Coffee, Regular	1.8
Coffee, Instant	.11
Condiments	1.5
Cookies	.5
Crackers, Toast Products	.0
Desserts	.9
Fish, Canned	1.6
Fruit, Canned	1.9
Fruit, Dried	.3
Household Clean, Com'pd.	.1
Household Supplies	.4
Jams, Jellies, Spreads	.2
Juices & Drinks, Veg/Fruit	1.8
Laundry Supplies	.3
<b>MACARONI PRODUCTS, DRY</b>	<b>3</b>
Meat & Prepared Food	1.9
Milk, Canned & Dry	.1
Paper Products	2.8

### Long Hair May Be Hazardous

One out of every eight companies participating in a National Safety Council survey reported one or more accidents involving long hair on men.

The Safety Council recently sent out questionnaires seeking "hard data" on corporate attitudes and policies concerning long hair and beards. The survey results reflect the practices and experiences of 174 responding establishments. Most of the respondents reported for large establishments—70 percent reported more than 1,000 employees.

Although not a completely representative sample of all industries in the United States, the survey revealed some interesting information.

#### Half Have Regulations

More than half the reporting establishments, for example, said they have regulations covering the wearing of long hair by men, and a slightly smaller number had similar regulations for women. But in both cases, more than half the regulations cover only certain jobs and departments.

In addition to one in eight companies reporting one or more long hair accidents, only one in 14 reported long hair accidents involving women. Three percent reported accidents involving beards.

The Safety Council survey, which is discussed in the May issue of the Council's *National Safety News*, revealed that six percent of the reporting companies had long hair accidents even though protection was used.

One establishment out of seven said they had rules governing the length or "bushyness" of hair for employees who use respirators, and about a third of the companies indicated they give employees indoctrination training in the hazards of long hair, while almost an equal number make such training optional with the supervisor.

#### Lois of Fuss

In its article on the long hair questionnaires, the *National Safety News* observes: "While a lot of fuss is being made in the name of safety about men's current hair styles—including shoulder length hair, sideburns, moustaches, and all styles of beards, probably a great deal of the fuss is simply because the styles are new and radically different from what we've come to expect. . . . And it is quite unlikely, as this survey indicates, hair-do's and hair-don'ts will affect any company's safety record very much one way or another."

"Where a danger does exist, a few words regarding the consequences of such an injury can usually make a most recalcitrant individual actively seek

means of protecting this symbol of his masculinity."

The Safety Council report points out that a proper job of guarding revolving shafts, gears, pulleys, belts, and similar machinery that might be a factor in a long hair related accident will greatly reduce the possibility, not only of an accident involving hair, but hazards to fingers, hands and arms.

### OSHA Fines Set

The Occupational Safety & Health Administration has issued a list of standard penalties which will be assessed when certain violations are found by compliance officers. The penalties are not subject to reduction. The violations and amount of fines:

- Failure to post the official OSHA poster—\$50.
- Failure to post citation received at the worksite—\$500.
- Failure to post OSHA form 102, summary—\$100.
- Failure to report fatality, or incident in which five or more employees are hospitalized—\$200.
- Failure to maintain OSHA form 100 Log, or form 101—\$100.
- Failure to complete OSHA form 102—\$100.

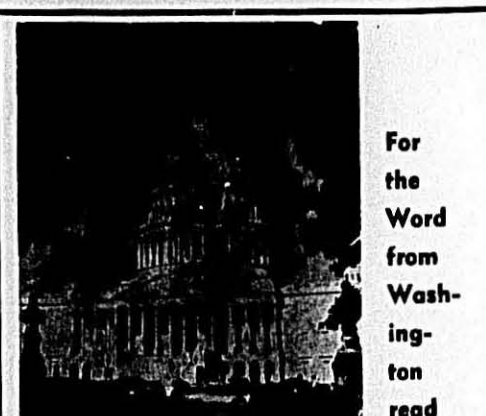
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- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
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- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

James J. Winston, Director  
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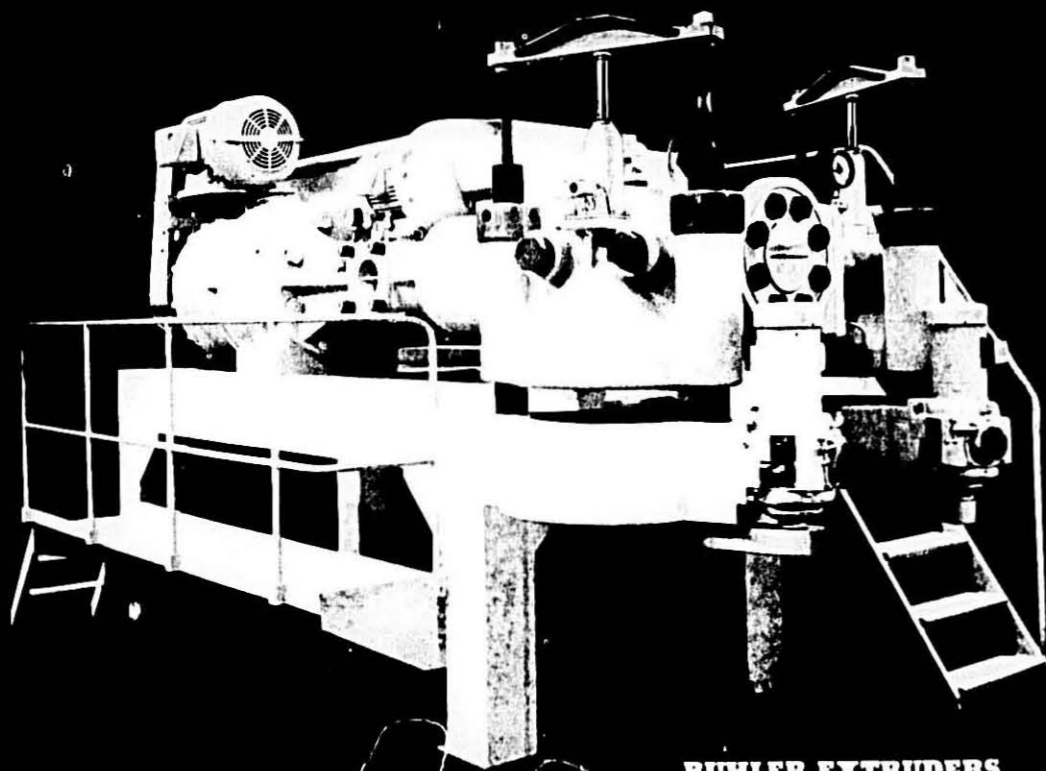
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# SANITARY.



## BUHLER EXTRUDERS

are the most sanitary you can buy!

Model TPCE shown above is equipped with specially designed twin head

**Completely Re-designed.** Buhler's new line of extruders have all the basic features which have made BUHLER the favorite throughout the world... plus many new improvements which put it far ahead of any other you can buy in North America today!

### Super Sanitary

- **Structural members** are completely enclosed, can't collect dust or dirt.
- **Motors and drives** are in the open, away from product area, completely accessible for service.
- **Drive guards** are open at bottom so dust falls through, can't accumulate.
- **One-piece mixing trough** has smooth rounded corners for easy cleaning, no place where dough can lodge.
- **Unique trough design** virtually eliminates product hangup on mixer walls.
- **Outboard bearings** on mixer shafts absolutely prevent any product contamination by lubricant.

### Finest Quality Product

- **Efficient vacuum** completely de-aerates product.
- **All processing elements** are of proven design, are properly sized and balanced to rated capacity.

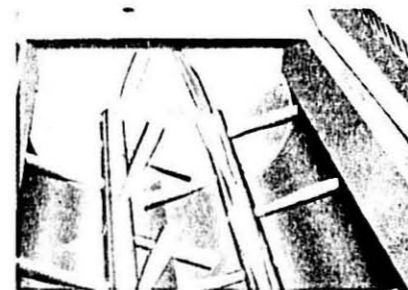
### Seven Models Available

Model	Lbs./hr. Capacity
TPAE (Single Screw)	660-1,320
TPAD (Double Screw)	1,320-2,640
TPBE (Single Screw)	1,000-2,000
TPBD (Double Screw)	2,000-4,000
TPCE (Single Screw)	2,000-4,000
TPCD (Double Screw)	4,000-8,000
TPCV (Four Screw)	8,000-16,000

### S.-Built Drives

- **All motors, sprockets, chains and electrical controls** are standard components readily available throughout the U.S.

**Get Full Details** on the new Buhler extruders and other Macaroni Processing Equipment. Call us or write: The Buhler Corp., 8925 Wayzata Road, Minneapolis, Minn. 55426, 612-545-1401. Eastern Sales Office: 580 Van Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010. Buhler Ltd., Don Mills, Ontario, Canada, 416-445-6910.



Mixing trough is one-piece stainless-steel construction. Unique shape prevents product hang-up on walls.



Bearings of mixer shafts are completely separate from product seal. Seal's may be replaced without removing bearings or shafts. Product contamination virtually impossible.



Press base and bolt guard reflect the clean, efficient design and attention to detail in every Buhler press. Base is sturdy, easily accessible. All joints have smooth welds for easy cleaning.

Complete  
Macaroni  
Plants by

# BUHLER®



## INDEX TO ADVERTISERS

	Page
A D M Milling Co.	23
Amber Milling Division	11
Asseco Corporation	17
Braibanti-Werner Lehrs	32-33
Buhler Corporation	36-37
Clermont Machine Co.	9
DeFrancisci Machine Corporation	14-15
Diamond Packaged Products Div.	39
International Multifoods Corp.	40
Jacobs-Winston Laboratories	35
Moljari & Sons, D., Inc.	6
Macaroni Journal	35
Marshall Produce Co.	25
Microdry Corporation	29
North Dakota Mill	13
Peevey Co. Flour Mills	20-21
Rexham Corp.	2
Triangle Package Machinery Co.	27

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One Buhler short goods press, 1000 lbs. per hour complete with vacuum. In good condition. \$5000 or make offer. Box 288, Macaroni Journal, Peatline, Illinois 60067.

**FOR SALE**—83 page book on Macaroni, Noodles, Pasta Products by James J. Winston, \$3.00 postpaid if check is sent with order. P.O. Box 336, Peatline, Ill. 60067.

**WANTED**—Subscribers to the Macaroni for foreign postage. Macaroni Journal, Box Journal. Twelve monthly issues \$8; add \$2 336, Peatline, Ill. 60067.

## Fumol in "One Shot" Dispenser

A giant step forward in the continuing war against insect pests has been made possible by radical new type of automatic dispenser which dramatically slashes costs. A powerful non-toxic insecticide just introduced in a new "One Shot" dispenser permits fogging of large areas in just a few minutes... without a single person or spraying equipment needed!

Two sizes of the Fumol "One Shot" insecticide are available: a 15 oz. unit can fog an area 11,000 cubic feet in five minutes. The 6 oz. container fogs a work area of 5,000 cubic feet in but two minutes. All that is required is to close off windows and doors, set the patented clip on the "One Shot" and the spray

## Food Trade Convention Calendar

Aug. 22-25: Poultry & Egg Institute of America Production & Marketing Conference, Muehlebach Hotel, Kansas City, Mo.  
Oct. 1-5: Food & Dairy Expo '72, Atlantic City Convention Hall.  
Oct. 22-25: Nat'l. Assn. of Food Chains, Miami, Florida.  
Oct. 30-Nov. 2: PMMI Packaging/Converting Machinery Show, McCormick Place, Chicago.  
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.  
Apr. 8-12: Millers' National Federation, Hotel Mayflower, Washington, D.C.  
Apr. 29-May 2: Plant Operations Seminar, N.M.M.A., Hilton Hotel, Omaha, Neb.  
May 6-9: Super Market Institute, Dallas, Texas Convention Center.

## William R. Goodale Promoted

William R. Goodale has been elected to a vice presidency of the Continental Grain Company. He had been a vice-president of Continental Grain Sales Corporation, a subsidiary. Mr. Goodale is a member of the Durum Industry Advisory Committee representing exporters.

Working with dirty hands and clothing is a sure way of contaminating food. Clean employees, following good manufacturing practices will produce clean, safe food products.

From a Food and Drug Administration leaflet

goes to work on roaches and waterbugs, silverfish, spiders, flies, gnats and other insect pests. Area should be left closed for half an hour, then may be ventilated and is ready for immediate use. The unit can also be used as a regular type aerosol dispenser.

"One Shot" is specially designed for food and meat processing plants, breweries and soft drink operations, silos, bakeries, trucks, railroad cars and locker room areas, plus wherever food is served: restaurants, bars and fast food units, where its economy of operation, effective formula and operating speed make it far superior to ordinary institutional insecticides. The Fumol "One Shot" is approved by the U.S. Environmental Protection Administration. Details available from Fumol Corporation, 49-65 Van Dam Street, Long Island City, N.Y. 11101.

## Obituaries

### Robert A. Freschi

Robert A. Freschi, treasurer and plant engineer of Ravarino & Freschi, St. Louis, died July 4 after an illness of several months. He was 54.

A graduate of the University of Arizona, Mr. Freschi served in the Army as a Major during World War II. He was decorated and knighted by Crown Prince Umberto of Italy for his distinguished service as a liaison officer between the Italian and American governments.

Ravarino & Freschi was co-founded in 1901 by Mr. Freschi's father, A. Joseph A. Freschi, who died in 1949.

Survivors include his wife, the former Anne Cortis, a daughter Barbara, three sons, Robert A., Jr., Richard and John; a brother, William J. Freschi of Ladue; and a sister, Miss Helen Freschi, a resident of Italy.

### George E. Hackbush

George E. Hackbush, died July 3, the day before his 61st birthday. Chicago representative of International Multifoods for many years, Mr. Hackbush worked for the company over forty years.

A member of the Food Products Club, The Lake Shore Club, and the Antioch Lions Club, he was an enthusiastic salesman, golfer and bowler.

He leaves his wife Marie and a brother Roy.

### Roland T. Greene

Roland T. Greene, 47, Eastern Region sales manager of the Packaging Products Division of Diamond International Corporation in New York City, passed away suddenly on June 17. Surviving him are his widow, the former Joan Cameron, son Thomas and daughters Susan and Bonnie. They reside in Norwalk, Conn.

### Rexham Names Garris Field Sales Manager

Rexham Corporation's Board Conversion Division has named Robert Garris field sales manager for its midwest region. Mr. Garris will report to P. K. Reynolds, regional sales manager for Rexham's folding carton operation in Hazelwood, Missouri.

Mr. Garris joined Rexham in 1968 after serving as the general manager of Caldwell Packaging in Atlanta. His most recent assignment has been as a markets manager for Board Conversion at Charlotte Headquarters.

His assignment in Hazelwood includes supervision of a regional sales force plus some direct account responsibility.

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

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**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:

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- 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.

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MULTIFOODS**  
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