

**THE
MACARONI
JOURNAL**

**Volume 42
No. 4**

August, 1960

Macaroni Journal

THE PASTA
INDUSTRY
MANUFACTURERS
ASSOCIATION



AUGUST 1960

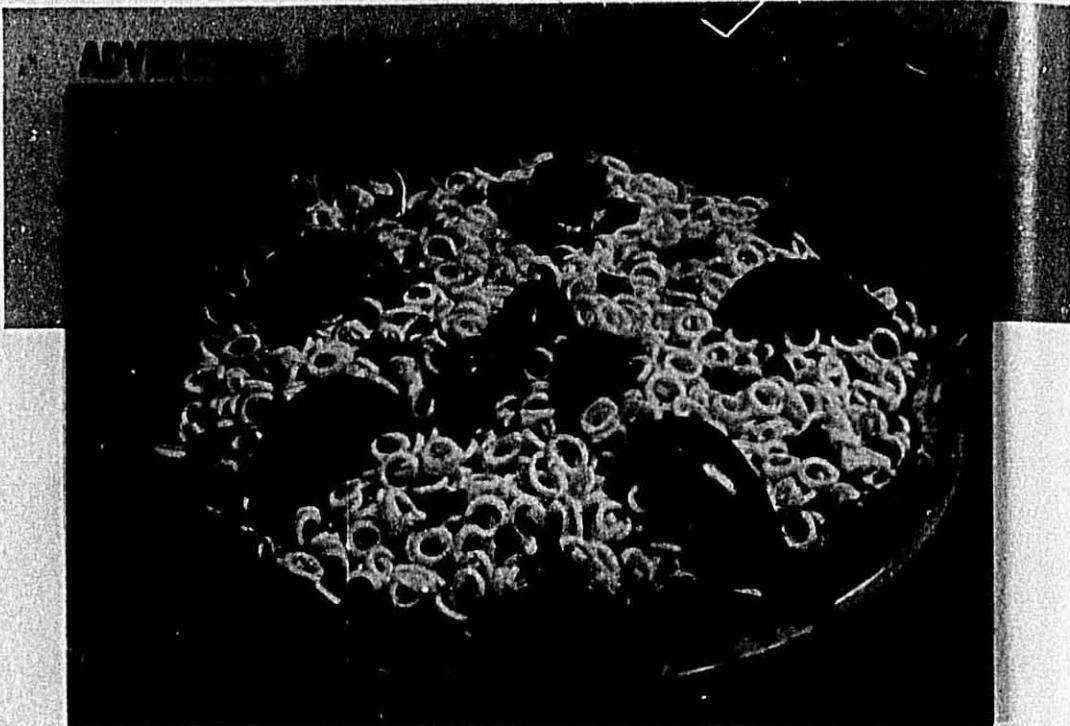
Convention Highlights

Food Editors Speak

Summer Salute



Association Officers Elected at 56th Annual Meeting



Yes! Your macaroni package can deliver **FREE** advertising power—with 100% "purchasing agent" readership! That's if it's a **ROSSOTTI**-designed package, because **ROSSOTTI** powers it with

- A real-life visual of your product in use . . . to fan consumer interest to "want-it-now" appeal
- A scientifically designed, *distinctive* trademark, and instantly visible brand and product identification . . . to capture consumer attention, build package recognition!
- Ideas for related-item tie-ins or premium promotions . . . with a rare opportunity for multi-exposure advertising at *no extra cost!*
- Economical, too . . . looks like a luxury carton but costs far less than you think!

Your package, too, can gain hard-selling advertising or promotional power . . . and increased selling vigor over *related* products as well! Write us today to learn how.

Rossotti

"FIRST IN MACARONI PACKAGING"

A reliable source of supply since 1898

Executive Offices:
ROSSOTTI LITHOGRAPH CORPORATION
New Bergen, New Jersey

Western Division:
ROSSOTTI CALIFORNIA LITHOGRAPH CORP.
San Francisco 24, California

Central Division:
ROSSOTTI MIDWEST LITHOGRAPH CORP.
Chicago 10, Illinois

Sales Offices: Rochester • Boston • Philadelphia • Houston • Los Angeles • Orlando • San Juan

AMBER'S
Venezia
No. 1 Semolina
and
Imperia Durum
Granular



U Uniform amber color and granulation.

N Nationally famed macaroni manufacturers prefer Amber's Venezia No. 1 Semolina and Imperia Durum granular.

I It's easier to control the quality and color of *your* products with Amber's Venezia No. 1 Semolina and Imperia Durum granular.

F Fast shipment! Every order shipped when promised.

O Only the finest Durum wheats available from the best Durum growing areas qualify for Amber's Venezia No. 1 Semolina and Imperia Durum granular.

R Rigid laboratory control, highly skilled milling personnel and modern milling methods complete Amber's quality control program.

M Make your next shipment Amber's Venezia No. 1 Semolina or Imperia Durum granular.

IT'S
Amber!

No. 1 Semolina

Amber
MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL 1, MINNESOTA

AUGUST, 1960

The MACARONI JOURNAL

August, 1960

Volume 42, No. 4

Officers

President.....Emanuele Ronzoni, Jr.
1st Vice Pres.....Albert Ravarino
2nd Vice Pres.....Fred Spadafora
3rd Vice Pres.....Robert I. Cowen
Secretary.....Robert M. Green
Research.....James J. Winston

Directors

Region 1 Joseph Pellegrino
Region 2 Saverio Arena
Emanuele Ronzoni, Jr.
Raymond Guerrisi
Region 3 Horace P. Gioia*
Albert S. Weiss
Region 4 A. Irving Grass
Henry Rossi
Region 5 Albert Ravarino
Peter J. Viviano
Region 6 Kenneth J. Forbes
Ralph Sarli
Region 7 John Laneri
Region 8 Lloyd E. Skinner*
Region 9 Paskey DeDomenico
Region 10 Vincent DeDomenico
Region 11 Alfred Spadafora
Edward DeRocco
At Large
Robert I. Cowen
Vincent F. La Rosa
Nicholas Rossi
Walter Villame
Jerome L. Tujague
Robert William
James T. Williams, Jr.
* Past
Presidents
Peter La Rosa*
C. Fred. Mueller*
C. W. Wolfe*
Louis S. Vagnino*

Subscription rates

Domestic \$4.00 per year
Foreign \$5.00 per year
Single Copies 75¢
Back Copies \$1.00

Official publication of the National Macaroni Manufacturers Association, 139 N. Ashland Ave., Palatine, Illinois. Address all correspondence regarding advertising or editorial material to Robert M. Green, Editor.

You'll Find:

	On Page
Convention Highlights	5
Greetings from the President	8
Durum Marketing Considerations	10
Use Your Noodle—About Eggs	11
The Food and Drug Looks at Macaroni	12
Comments on Trade Practice Rules	14
Changing Consumer Tastes and Habits	16
Your Responsibility to the Consumer	18
The Teen-Age Market	23
Convention Registrants	36
Summer Salute	44
Way Back When	46
Index to Advertisers	46

Cover Photo

Newly elected officers (left to right): Robert M. Green, Secretary-Treasurer; Robert I. Cowen, Third Vice-President; Horace P. Gioia, Retiring President; Albert Ravarino, First Vice-President; Emanuele Ronzoni, Jr., President; Fred Spadafora, Second Vice-President.

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

Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

Entered as second-class matter at Appleton, Wisconsin.

THE MACARONI JOURNAL



Ted Sills of the podium presides over a panel discussion with Vincent F. LaRosa, Mrs. LaRosa, Mrs. Horace P. Gioia, Kenneth J. Forbes, Robert William, and food editors Dorothy Thompson, Isabel DuBois and Ruth Ellen Church.

CONVENTION HIGHLIGHTS

THE Fifty-sixth Annual Meeting of the National Macaroni Manufacturers Association held at the Edgewater Beach Hotel in Chicago was a huge success. There was record attendance, lively discussions, and solid business accomplished.

Newly elected officers include Emanuele Ronzoni, Jr.; Albert Ravarino, first vice-president; Fred Spadafora, second vice-president; Robert Cowen, Sr., third vice-president. All other officers and directors were re-elected.

The Board of Directors approved projects for the promotional program of the National Macaroni Institute including advertising in "What's New in Home Economics," distribution of brochures for National Macaroni Week, and National Macaroni Week kits. The constitution for the Association was updated to improve geographical realignment.

Greetings by President Horace P. Gioia to open the convention will be found on page 8.

Suppliers Speak

Alvin Kenner of the Durum Growers Association outlined the long range program of the farmers for expanding durum markets. Otis Tossett, president of the North Dakota Wheat Commission, observed that agriculturalists are taking a greater part in the marketing of their products and noted increasing quality consciousness and ability to buy in Europe.

The durum millers gave estimates of the durum wheat supply and distribution picture and encouraging words on the appearance of crop prospects.

Don Fletcher of the Crop Quality Council invited macaroni men to make a durum field trip tentatively set for August 15, 16, 17.

Harold M. Williams, president of the Institute of American Poultry Indus-

tries, urged manufacturers to "use your noodle." His comments appear on page 11.

Howard Lampman unveiled the new wall chart in preparation by the Durum Wheat Institute for schoolroom use. The chart will have an interesting treatment of history, production, and use of macaroni products. "Economic Gourmet Entrees" and the consumer version called "Specialties of the House" are being offered by food editors in newspapers across the country and are getting good response. He urged manufacturers to use these tools to better advantage and help get wider distribution of this important educational material.

Ted Sills of the National Macaroni Institute moderated a discussion by a panel of food editors including Dorothy Thompson of the Chicago American, Isabel DuBois of the Chicago Daily News, and Ruth Ellen Church of the Chicago Tribune. Highlights of their comments are reported on pages 16 to 23.

John Betjemann, a vice-president of the A. C. Nielsen Company, world's largest market research organization, outlined thirteen common marketing errors in business today. Highlights of his talk will be reproduced in the September issue.

Future of Macaroni

Neal Conley, graduate student from Northwestern University, predicted a consumption increase for macaroni of about half a pound per person by 1970 based on the record of the 1950's. This would be about eight pounds per person per annum. He observed that margins in the macaroni industry do not permit adequate brand advertising and consequently there should be more effort put behind commodity promotion. He found no relationship between in-

come and consumption and felt that the ultimate consumer doesn't know and cares little about the price of the macaroni which she regards as a specialty. The price consciousness which has such an effect upon the industry comes from the grocery buyer in the distribution set-up. He pointed to the new products and new uses as a way to increase consumption and noted that the potato industry has halted their declining consumption by coming out with new instant flakes, institutional packs, and convenience forms that are winning ready acceptance. A digest of his comments will appear in the September issue.

Additives and Trade Rules

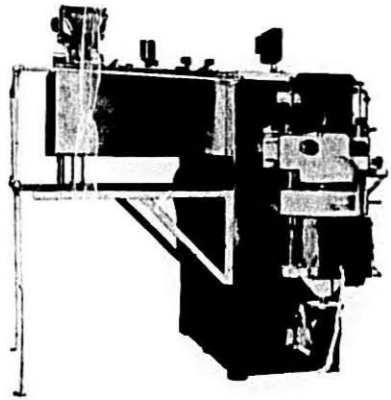
J. Kenneth Kirk, assistant to the commissioner, Department of Health, Education and Welfare, Food and Drug Administration, gave the talk scheduled for John L. Harvey. It appears on page 12.

Robert J. Beller, attorney in charge of administration of the Trade Practice Rules of the Macaroni Industry, Federal Trade Commission, reviewed highlights of rules provisions. He noted cease and desist orders on "low calorie" claims for macaroni products during the past year. In answer to questions from the audience he said that a defensive price reduction to one supplier is legal if it is made to meet the lawful lower price of a competitor. He urged that questionable conditions should be brought to the attention of the Commission so that they could investigate and make for correction when possible.

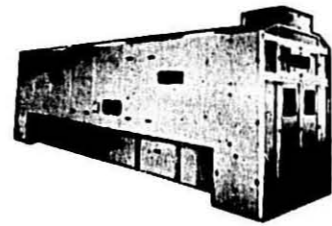
Lon Carl of Progressive Grocer Magazine showed the film on their comprehensive Dillon Study. These were findings based on the performance of five Dillon Supermarkets over a six-

(Continued on page 31)

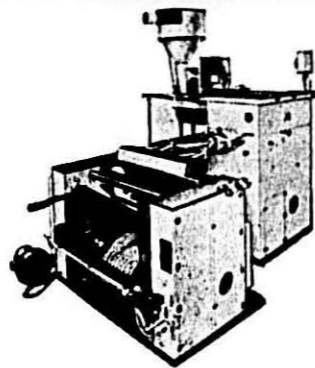
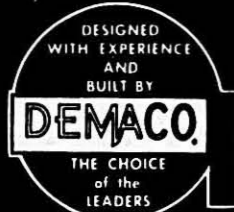
AUGUST, 1960



Demaco—the complete line—Automatic Short Cut Presses



Demaco—the complete line—Automatic Short Cut and Noodle Dryers
Conveyers—Die Cleaners

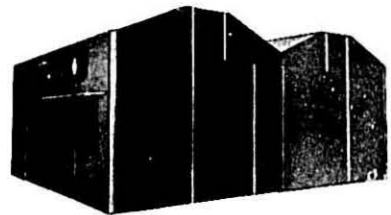


Demaco—the complete line—Automatic Long Goods Spreaders

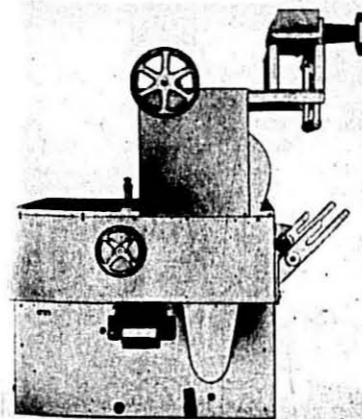
The amazing records of the macaroni industry are a tribute to the dependable productivity of machines and dryers, designed and built by Demaco, for nothing sells a product like customer satisfaction. Here at Demaco most orders are repeat orders. Now your company can improve its operating performance and product quality with new presses and dryers or by the Demaco conversions or exchange plans. Our engineering service specialists are ready to serve you—call us today.

DE FRANCISI MACHINE CORPORATION

45-46 Metropolitan Avenue, Brooklyn 37, New York
Phone EVergreen 6-9880



Demaco—the complete line—Automatic Long Goods Finish Dryers



Demaco—the complete line—Automatic Sheet Formers, Noodle Cutters



CREATING FROM THE PAST

Remarks of Horace P. Gioia at the 56th Annual Meeting

ON BEHALF of the officers and directors of the National Macaroni Manufacturers Association it is my privilege to welcome you to our fifty-sixth annual convention.

It is particularly good to be back in Chicago again. I say this because advance registration figures indicate this will be one of the very best attended conventions in many years. Chicago is apparently a logical site for our national meetings. Our group used to meet here more frequently—having done so last in 1951 and prior to that several times during the 1940's when travel was curtailed. Since the geographic convenience of this city has much to recommend it I would like to suggest to our board of directors that in the future we schedule our summer conventions in this area more frequently.



President Horace P. Gioia

Association Functions

I would like at this time to make a brief report on the comparative status of our Association.

As compared to the same date a year earlier our Association dues are up approximately ten per cent. This reflects in part the dues rate increase voted a year ago, plus new Association memberships on the part of foreign manufacturers namely in Germany, where we have three and Italy where we have one so far. We certainly extend a warm welcome to these European members.

We would do well to heed the example of these foreign manufacturers in joining our Association. These companies have come in unsolicited, because they see some real value in becoming members. Obviously, they feel our group has, and will continue to have, something of value to communicate to them.

It is regrettable that here in our own country, too many macaroni and noodle manufacturers cannot or will not see the benefits to be derived from better communications.

It may be that some manufacturers still have a misconception as to the functions of a trade association such as ours. Admittedly it is a time consuming job selling the benefits of a trade association. Often times it is necessary to correct some erroneous impressions or overcome personal feelings in order to sign up the new member. Yet much work in this direction must be continued.

Some six months ago I had an experience that vividly pointed up how

misunderstood a trade association may be in the minds of some people. At that time, which was back in January of this year, I met a fellow competitor, and after a few brief salutary remarks, I asked whether he was planning to attend our mid-winter meeting in Florida. His reply startled me more than a little. He said very quickly and curtly, "No, I will not meet with any group whose president is not the first to raise prices."

I quickly realized that whereas I had been assuming everyone knew the true and real purpose of trade associations, here was at least one individual, who thought our purpose and function encompassed activities that actually are illegal, and in addition immoral.

I hastened to explain to this individual that price fixing and pricing agreements have absolutely no place whatsoever in our group activities. Also I went on further to explain how the members of a trade can legally follow common interests much more effectively and economically than might otherwise be done as individual companies.

I further attempted to point out some of the fields in which this was particularly true, such as serving as industry spokesmen in contacts with the government, when it comes to matters of legislation and administration. Also I attempted to point out the tremendous value received from our publicity arm, the Macaroni Institute, even though the Institute operates on a very

modest budget. I might further have mentioned the great possibilities in carrying on research and development as association operations.

The operating figures covering the Macaroni Journal show a slight decline in income over expenses as compared to the like period a year earlier. This is due because of increased costs with regard to two specific items. They are, the cost of printing and mailing, and the item of postage. We expect to improve this picture shortly. Our Macaroni Journal managing editor is now in the process of making new arrangements for the printing of the Journal. This should arrest the steady rise in printing costs, we have had over the past few years.

However one pertinent item needs improvement, and all of us can help in this regard. The Journal advertising revenue is down almost 12 per cent. Each of us, obtaining a new advertiser from among our suppliers could readily overcome this problem. If you should have leads or prospects that you think Bob Green could work on, please pass along the prospect's name to him.

Institute Items

The third operation with which we are concerned is the Macaroni Institute. For the first five months of this year our income is down almost 11 per cent when compared to the same period a year ago. We hope this is a temporary condition, and may reflect only some tardiness in remittance. With the durum mill grind running about one per cent below a year ago it is difficult to reconcile the greater decrease in payments made to the Macaroni Institute.

The Institute items of expense are down almost 15 per cent mainly because some funds, although allocated have not been spent yet.

I certainly hope that when the figures are reported on the whole year we will find a healthy increase in contributions to the Institute program. We cannot afford to have it otherwise. The work of the Institute should be accelerated in order to maintain our relative position. Our products compete against additional new items found on the retailers' shelves every day. There remains a limit as to how many food items Mrs. Homemaker can purchase, and her family consume. Therefore it seems to me that merely to maintain our present volume is going to re-

(Continued on page 31)

THE MACARONI JOURNAL

There is something special
about Macaroni products made from

King Midas

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too. They meet all the requirements of big-family budgets to the most exacting taste of the gourmet. To obtain that "something special" in your products use the finest—use King Midas.



King Midas

 DURUM PRODUCTS

MINNEAPOLIS  MINNESOTA

AUGUST, 1960



DURUM MARKETING CONSIDERATIONS

by Alvin Kenner, Durum Growers Association,
at the 56th Annual Meeting, N.M.M.A.

As of June 1, the durum crop situation looked good. While spring was late this year and the weather cold and wet for a long time, when growers could get into the field they planted the crop quickly and moisture conditions have been most favorable. The government estimate was that a yield of 19 bushels to the acre would produce a crop of some 33,000,000 bushels.

Long Range Expansion

The marketing committee of the Durum Growers Association has developed a long range program for expanding durum markets. We recognize fully that we must beat competition of other countries in quality and standards by which durum is purchased. We feel that the best of everything should be available in this great country, and that quality will always be the best sales advantage that can be offered.

As farmers, we must constantly remind ourselves of the importance of seeding varieties of durum that the industry wants. We must use pure seed and exercise care in handling to avoid add-mixtures. We are urging both farmers and grain handlers to exercise greater care to avoid these mixtures. The discriminating buyer is entitled to this consideration in order that he may in turn guarantee the ultimate customer the finest in macaroni and spaghetti products.

We are attempting to educate the growers as to the needs of industry both as to quantity of durum needed as well as to the best varieties to seed for a quality semolina product.

In our efforts to improve public relations with the domestic industry, we are trying to better acquaint ourselves with industry problems. We want to know what your problems are; we think you are interested in having a better understanding of our problems.

We welcome any suggestions that the millers and macaroni manufacturers may have along this line. Integrating our thoughts and working unitedly in joint promotions is our aim, because we are dependent upon one another. We feel that farmers are doing a good job but can and will do a better job.

We are interested in seeing a real effort in promoting experiments to develop new products, including the Crockett and Lampman dip snacks

made from durum. Maybe when you get home, someone will come up with the favorite of all snacks.

We strongly favor the promotion and advertising that will acquaint the people with the durum production story and the advantages of buying products made from high quality durum. One way under study is the development of the documentary film on durum for television use that would give the whole production story tied together with macaroni processing and the nutritive values of the end products. We are also considering tourist promotion within the state of North Dakota which would take the form of little sample bags of durum wheat along with material that would tell the durum story.

As an association, we are working closely with the North Dakota State Wheat Commission to develop new markets in foreign countries and expand those where we do have some business. We must find out what foreign countries like and want—this is a job of market research. We must expand and improve our public relations with our prospective buyers. We must help promote things that will increase the satisfaction of our users and expose those things which create dissatisfaction. We think that possibly the grain handling practices of the Commodity Credit Corporation could be improved with this respect.

Orderly Marketing

Orderly marketing is a very important consideration for the grower and an objective of our marketing committee. We are encouraging farmers to use their best bins for storing durum, rather than putting it in any old bin that creates an add-mixture problem.

We are recommending research for the possibility of growing grain under contract. Durum production has been cyclical in nature. As producers, we must exert every effort to expand our

domestic market and re-establish our foreign markets. Establishing these outlets will firm our outlets in years of over-production, keep durum wheat out of Commodity Credit Corporation stocks, and encourage production by farmers who specialize in durum as a specialty crop. We feel that the extreme highs and lows in the durum market due to high and low production of some years usually proves to hurt the farmer, the miller, and the macaroni manufacturer. Extreme high prices of durum have brought in mixing of other wheats by some manufacturers, and extreme low prices create acreage shifts by the farmer back to hard wheat, flax, or barley. With these facts in mind and experience behind us, let's all be fair about getting an adequate profit, and work together as a three-horse team—the farmer, the miller, and the macaroni manufacturer—for an expanded business selling quality.

Durum Supply and Distribution

The durum millers' estimate of the durum wheat supply for the crop year 1960-61 includes an estimated carry-over June 1 of 14,500,000 bushels of which 9,500,000 are under loan. With a crop estimate of 33,000,000 this makes the supply outside of the government stocks 38,000,000 bushels.

A 15-month mill grind, June 1, 1960 through September 1, 1961, is estimated at 27,850,000 bushels. Seed, feed, and cereal should amount to about 6,000,000 bushels, and the amount held in country elevators and error in government calculations is estimated at 3,000,000, making this total usage 36,850,000.

This leaves a surplus of 1,150,000 bushels added to the 9,500,000 bushels of government owned stocks, making carry-over for September 1, 1961 at

(Continued on page 40)

Durum Wheat Production by States

	10 Year Average (1948-1957)	1959	1960*
North Dakota	23,000,000	17,518,000	25,992,000
Montana	8,157,000**	1,955,000	4,400,000
South Dakota	2,359,000	824,000	1,920,000
Minnesota	818,000	585,000	660,000
Total	34,334,000	20,882,000	32,972,000

* June 1 Government estimate.

** Short time averages.

USE YOUR NOODLE

by Harold M. Williams, President,
Institute of American Poultry Industries

It's nice to speak to such a normal audience—no neurotics, no psychotics. I say this because Ludwig von Bertalanffy, an eminent psychologist in discussing human stress and strain during World War II said that neurosis reaches its peak not when biological survival is at stake . . . but when life becomes intolerably dull, void and meaningless. We well know the food business is anything but dull. Most of us are too busy using our noodles to have time to develop a neurosis.

Whites and Yolks

Here's something that has been keeping our minds occupied—Bob Green refers to it as the "sad situation on whites." At times technical albumen has sold for more than edible whites. This throws a heavy cost burden on yolks. Our Research Council had this to say on the subject: "The imbalance of demands for egg white and yolk has led to a drastic decrease in the sale value of egg white and a surplus of this product. The correspondingly high price that yolk must bear in relation to shell egg prices threatens to restrict the use of this product as well. The persistence of this imbalance threatens the total consumption of egg products, which is the area which offers most promise for maintaining and increasing the total per capita consumption of eggs."

Now, is this a problem or an opportunity? Whites are high in quality protein, low in calories and low in price. Join these facts with the current trend toward high protein foods and you can see opportunities for the use of whites. Possible uses coming to mind include: Enriched bread containing egg whites, 95 per cent of the white bread now produced in the United States is enriched with B-complex vitamins. Egg whites in malted milks. Freeze-dried egg whites, using two, three or four whites to one yolk. I am told the protein in the whites acts as a fire to consume calories and appease the appetite. Foam dried egg nog, instantly soluble. Egg white capsules instead of gelatin for the ladies' fingernails. New markets in international trade.

Working Philosophy

And now let's discuss something which might be helpful in meeting the challenges of industry. We must find time to develop a working philosophy to meet the stream of new problems present in a dynamic industry. Meet-



Harold M. Williams

ing new problems requires judgment and foresight. According to Robert Bridges, "wisdom is the masterful administration of the unknown," and we need a practical philosophy to learn to live with our problems.

Some of us may say that philosophy is alien to business, that it should be relegated to the ivory towers. But the business of business is people, and "people" are customers, employees, stockholders—all of the many publics with whom we deal. And whenever people deal with people, there is need for philosophy. Yes, the business of philosophy is people. James Hill, the railroad builder, said that railroads are 90 per cent people and 10 per cent iron. Our business must be the same.

I am of the firm opinion that the future confronting any industry is, to a large extent, circumscribed or determined by the thinking, the know-how and the vision of management. I would like to brief, discuss management tools or implements needed to deal effectively with problems, so that these industries and your Company can be expanded on a sound basis. And after this we should look at the relationship of basic research as a tool in meeting some of the situations facing our industry.

A business in our free enterprise system is a great deal like athletics, both demand a lot of personal effort, training, and will to win. Competition is the driving force making for progress. And the standards of perform-

ance are getting higher. Records are getting more difficult to break in sales, production, the mile run, high jump or pole vault, but they are being broken. Finally, results rest largely on individual performance as well as team work. In any line of endeavor progress and success are achieved by creative response, and, because man by nature is creative, this also brings a sense of achievement.

Management Tools

Some of the management tools needed are: (1) Technical know-how, abilities in management skills. (2) A working philosophy, with a new attitude toward our business. (3) Creative working relationships between existing organizations to accomplish specific goals.

First, let's look at something we all appreciate—technical know-how or aptitude. There is an urgent need to train and develop individual ability. As in athletics, we need a well-rounded organization. Business is much more complex today than it was twenty years ago. We don't manufacture only one, two or three products, today we manufacture dozens, and merchandise them under brand names. This new type of operation calls for a wide variety of talents and techniques in production, research, marketing, advertising and public relations. All of this requires a well-balanced team, this could be our greatest business asset. Developing this team is our first challenge.

Next we come to a working philosophy, developing a new attitude. The poultry and egg business is a four billion dollar business, yet business men in this industry often refer to themselves as "chicken pickers." This belittling attitude displayed by management within our own industry has an adverse effect on the very publics we must reach in order to successfully stay in business. Others see us in the image we cast for ourselves. A realization that you are producing products good for people and of value to them, should give personal satisfaction and pride in one's industry. This sense of pride can be spread throughout an organization as a basis of building and maintaining good morale. This is public relations at the grass roots level. There appears to be a relationship between good nutrition and good citizenship. We know that the future of a country depends upon its children . . . and these children must be correctly nourished.

(Continued on page 34)

THE FOOD & DRUG ADMINISTRATION LOOKS AT MACARONI PRODUCTS

by John L. Harvey, Deputy Commissioner
Food and Drug Administration

U.S. Department of Health, Education, and Welfare

Presented by J. Kenneth Kirk, Assistant to the Commissioner



IT WAS a pleasure to be invited to meet with you this year. When Mr. Winston extended the invitation, he referred specifically to the desire of the group to have some discussion of the Food Additives Amendment to the Federal Food, Drug, and Cosmetic Act, as it applies to your industry and, while I plan to comply with this request, I do think there are a few other items which also warrant some mention.

Additives Amendment

The Food Additives Amendment was enacted in September of 1958 to become fully effective on March 6, 1960, subject, however, to individual extensions of the effective date up to March 6, 1961, where it could be shown that the extensions were necessary and could be granted without undue hazard to the public health. This law is a very important one and represents a real forward step in the efforts of the government to protect the health and well-being of consumers.

Essentially, what the law says is that if your product contains any food additive, whether you add it directly or whether it gets into the product indirectly, your product is not legal for interstate shipment unless and until the safety of the additive has been clearly established. The law deals with this in several ways. First it exempts additives for specific uses which are generally recognized as safe by experts qualified to evaluate the safety of food additives. Next it exempts products for uses which have prior sanction under specific conditions. These are not the only exemptions but these are the one which would be applicable to the macaroni products industry.

This industry, incidentally, is perhaps better off than many others as far as status under the Food Additives Amendment is concerned because a large proportion of your products are covered by formal standards of identity established under the Food, Drug, and Cosmetic Act. These standards constitute prior sanction for each and every substance authorized therein in the manufacture of macaroni products. Thus these component products of standardized items are not food additives.

The law, however, refers not only to direct additives but to those which may become a part of the food indirectly such as from migration of unsafe substances from the equipment you use or from the packages which are employed.

Keep in mind that the law does not rule out food additives, it merely provides for their control based on evaluation of sound scientific data. If you have a substance getting into the food, either directly or indirectly, which is not generally recognized as safe, and is not covered by a prior sanction (prior sanctions given to one firm for a specific usage of a specific product, apply to all), and if the additive may be safely used, the law provides for the submission of a petition for a regulation to legalize that additive within certain limits, if necessary. The petition must state what the additive is, give full information about it, outline its toxicity, its effect on the food, show a reason for its presence, and must also provide a means of checking to be sure that the regulation sought can be met. The need for having an appropriate method to check on the product is obvious: We are not going to issue any regulations without a means of enforcing them. The law also prohibits us from issuing such a regulation for an additive which has been shown to induce cancer in man or animal.

You Are Responsible

If you ship food in interstate commerce, you are responsible for making sure that none of your products are in conflict with the Food Additives Amendment but, quite naturally, you are looking to your suppliers to give you the assurance that they are not selling you something which will create a food additive problem. The machinery and packaging industries which, by and large, had not previously had very much contact with the Food and Drug Administration, found this Food Additives Amendment rather hard to take. There were those who took the position that even if poisonous substances were migrating from machinery and from packaging sources, only a little bit would so migrate under normal conditions and that no one should be concerned about this.

There was a lack of realization of the fact that while a little bit of one substance might not be at all harmful, the same amount of another could present a real health hazard. Then too, there was the lack of realization that there are many substances which, while not hazardous up to a certain point of the diet, could present a real hazard if that amount is exceeded. One feature of this Food Additives Amendment is that in considering any necessary limitation for an additive, whether direct or indirect, we must take into account the amount of this substance that might get into the diet through other means.

We had expected that by the March 6, 1960, date we would have issued about several hundred regulations authorizing the addition of various substances directly or indirectly to our food supply. On the effective date, however, the actual number was closer to ten. As that date approached, suppliers of ingredients, packaging materials and machinery as well as various manufacturing adjuncts became concerned. I may say that this was a proper, but belated, concern.

Largely, I think, as a result of steps taken by food manufacturers as are represented here today, these suppliers realized that they would have to clear up the status of their products under the Amendment since, if they failed to do so, their customers would find other sources of supply. Certainly, you people and other food manufacturers were entirely correct in taking the position that you were not going to take the risk of having your products seized and of your being subject to criminal prosecution for violation of the statute just because a supplier had not been alert to his responsibilities to protect his and your interest.

As a result, we were flooded with requests for extension in all of the fields I have mentioned. So far, we have issued over 800 individual extensions and while this has taken care of the situation for the moment, we cannot impress upon industry too much the fact that the law does not contain any provision for extension beyond

(Continued on page 42)

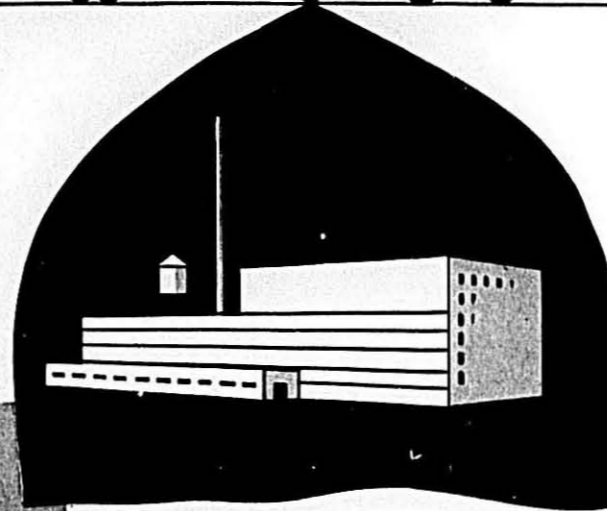
THE MACARONI JOURNAL

SAVE with BULK DELIVERY from International



Bulk handling can mean savings to you. International stands ready to serve you by "AIRslide" rail car or bulk truck delivery from strategically located mills in St. Paul and Baldwinville.

*AIRslide, a trade mark of the Fuller Co., Ceterogue, Penn.



International
MILLING COMPANY
DURUM DIVISION
GENERAL OFFICE - MINNEAPOLIS 1, MINNESOTA
MILLS AT
ST. PAUL BALDWINVILLE

Bulk handling enables you to eliminate sack costs, reduce storage and handling costs, reduce housekeeping costs, and improve working conditions in your plant. International's engineering staff has had many years' experience dealing with bulk problems. Ask your International representative for further information on how bulk handling can be adapted to your plant.

Comments on Trade Practice Rules
 by Robert J. Beller, Attorney in Charge of Macaroni Industry Trade
 Practice Rules, Bureau of Consultation, Federal Trade Commission

IT IS a pleasure for me to participate with you in this annual meeting of your Association. I worked with the Industry's Trade Practice Committee in the establishment of the revised trade practice rules for your industry and I particularly welcome this opportunity to speak to you as I have been in charge of the administration of such rules since they were promulgated August 1, 1958.

In my comments I shall be expressing my personal views and shall not be speaking for or expressing the official views of the Federal Trade Commission.

Business Ethics

Business ethics and good trade practices as aids to marketing are matters of definite interest to the Federal Trade Commission for they are among the basic aims of the laws it administers as well as the trade practice rules which are interpretative of such laws. Practices employed in the marketing of your products can mean the difference between success and perhaps your very survival in this highly competitive business. If such practices are unfair you may not only get in trouble with the Commission with possible attendant adverse publicity but what is more serious is that the public may lose confidence in your firm and your products.

Your trade practice rules afford guidance as to types of practices which must not be used in the marketing of your products. Several provisions therein are designed to prevent misrepresentation of your products in advertising and spell out specific types of representations which must be avoided. Of particular importance to this industry as well as to members of the purchasing public, particularly those who must diet for health reasons, is the rule designed to prevent deception of purchasers concerning the protein, caloric and starch content of industry products. This rule contains a note which reads—"Among practices to be considered as subject to the inhibitions of this rule are representations in any advertisement that an industry product is a high protein food, or is food of low starch or caloric content."

In September of 1959, just about a year after the revised rules for your industry were promulgated, the Commission issued an order against a ma-



Robert J. Beller

caroni manufacturing company and its officers requiring the respondents to cease and desist from representing that—(a) Its macaroni is a low calory food. (b) The starch content of said product is less than in other macaroni products. (c) The protein content of said product is higher than in other macaroni products. The order also prohibits the respondents from representing that the consumption of its macaroni product will result in the loss of body weight, which is another type of deception inhibited by the trade practice rules. I mention this case because it is a good example of the jeopardy you place yourself in when your marketing practices are at variance with the rule provisions.

About Advertising

The Commission's jurisdiction over false advertisements of foods, as well as drugs, devices and cosmetics, is broader than it is with respect to advertisements of other products. The Commission is vested with jurisdiction not only to stop dissemination thereof in commerce, but also to stop dissemination of such false advertisements by the United States mails, or by any means when the advertisements are for the purpose of inducing, or are likely to induce, the purchase in commerce of food.

A "false advertisement" such as I have referred to is defined in the Federal Trade Commission Act as meaning— "... an advertisement, other than labeling, which is misleading in a material respect; and in determining

whether an advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in said advertisement, or under such conditions as are customary or usual." You will note that in arriving at a determination as to whether an advertisement is violative of the law the Commission is to consider "representations made or suggested" and this includes both representations made categorically and by innuendo.

While the trade practice rules spell out certain types of misrepresentations which must not be used, neither Congress nor the Commission can furnish advertisers with a list of everything that they may or may not say about their products. It is up to the individual advertiser to make such determination in the first instance. If an advertiser is intellectually honest with himself he can easily determine what is false advertising. He starts with the simple premise that it is unlawful to put false ideas in another's head by direct statement, innuendo or otherwise. Let the advertiser ask himself these questions: "What will the reader of this advertisement think about the product?" "Is what he will think true?" "Is there anything else he ought to know?"

The matters covered by an advertisement are matters within the particular knowledge of the advertiser. Who is in a better position to make an honest appraisal of his product or to frame the advertisements that honestly represent it?

Of course, it is apparent that the lie direct is misleading, but it does not follow that a statement which is 100 per cent true is not misleading. The Supreme Court of the United States in the case of *Donaldson v. Read Magazine Inc.* stated: "Advertisements as a whole may be completely misleading; although every sentence separately considered is true. This may be because things are omitted that should be said, or because advertisements are

(Continued on page 38)

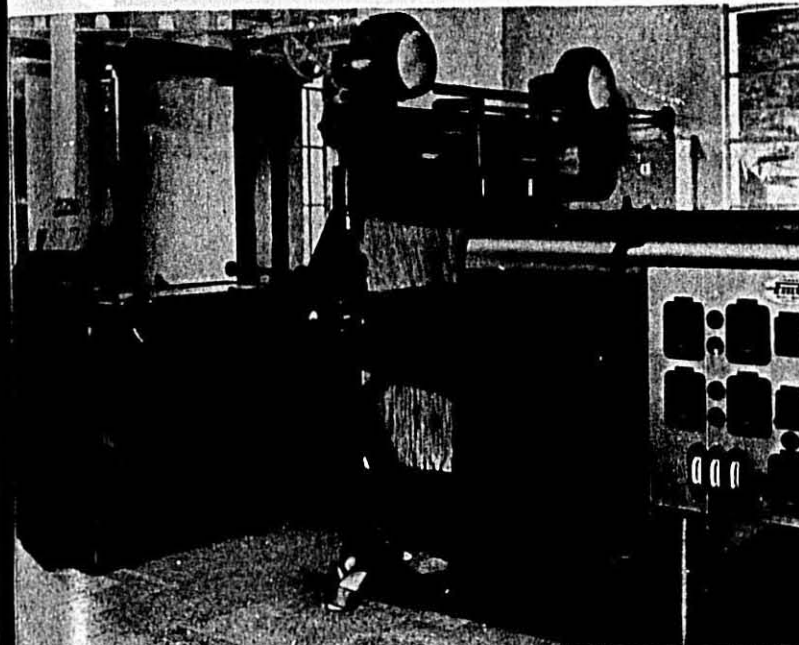
FAVAN

OFFICINE MECCANICHE SPECIALI
 MACCHINE ED IMPIANTI PER PASTIFICI
 GALLIERA VENETA

SALES REPRESENTATIVES

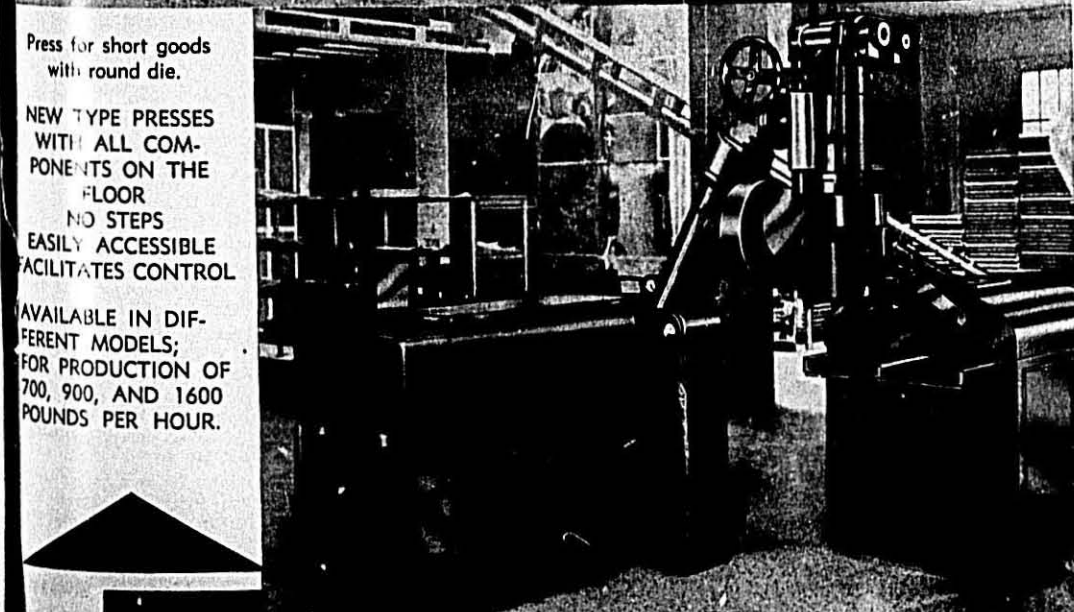
East zone: **ROBERT MARR & SON, INC.**
 154 NASSAU STREET, NEW YORK 38, N.Y.
 WOrth 2-7636

West zone: **ASEECO, INC.**
 P. O. BOX 862,
 LOS ANGELES 28, CALIFORNIA



Press with Automatic Spreader, rectangular die.

REVOLUTIONARY DEVELOPMENT IN THE TECHNIQUE OF MACARONI PRODUCTION.



Press for short goods with round die.

NEW TYPE PRESSES WITH ALL COMPONENTS ON THE FLOOR
 NO STEPS
 EASILY ACCESSIBLE FACILITATES CONTROL

AVAILABLE IN DIFFERENT MODELS; FOR PRODUCTION OF 700, 900, AND 1600 POUNDS PER HOUR.

Changing Consumer Taste and Food Habits

by Dorothy C. Thompson, Food Editor, Chicago American

PSYCHOLOGISTS tell us that eating habits do not change quickly, that they are deeply rooted in habit, full of social meaning and emotions. But our food habits are changing, changing faster than ever before. There are reasons for this acceleration and the research boys have done a pretty good job in telling us why. They have given us reasons, some of which can be no secret to you in the food industry.

Influences

Top of the list of influences in our changing food tastes is our growth in population, a result of larger families. Families themselves are changing. There are more children, more teenagers and more oldsters.

We are shifting about. Farm people are coming to the city. City people are going to the suburbs. Apartment dwellers are buying homes. It sometimes seems that everyone is moving to California, Arizona or Florida!

Since we spend fewer hours at work, we have more leisure. Life is becoming more informal, more casual. We eat out of doors, in the backyard, on our porches, on beaches, in roadside or public parks, and in the alleys of an increasing number of powered boats.

Whether we like it or not TV has had a considerable influence on our lives, not only in the way we spend our time, but as an influence in the tremendous growth in the number and quantity of snack foods and beverages. It has even helped to build up the importance of the morning coffee break, a phenomena replacing breakfasts because of late night shows and consequent later risings with too little time to prepare and eat the latter.

We are eating more meals away from home at specialty food "mills," producing "custards," hamburgers, hot dogs, pizza, steak and pancakes—foods served at lower costs to families, informally dressed, who might not be able to afford dinner for six in the conventional type of restaurant.

Interest in weight control for both esthetic and health reasons has been reflected, not only in our eating habits, but in our food supply. And, certainly not the least of all the influences which have changed our eating habits are higher incomes (70 per cent higher since 1950) diminishing our lower economics group and increasing the size of the middle income group with consequent high standards of living.

There is another dominant influence, some researchers think will become



Dorothy Cooley Thompson

even stronger and that is the dominance of the teen-age group. They not only buy food but are learning to prepare it. Brought up in the day of self-service supermarkets and TV dinners and as part of a family busy with outside activities, they have fewer preconceived ideas of what to eat and how. Their acceptance of new ideas (as exemplified by pizza these past few years) will certainly do much to speed up the change in food habits in the 1960's.

On top of all these social phenomena, no one can deny the technological influences that have been present in the past ten years. Improvement in raw materials has been reflected in such areas as the growing of crops and the breeding of meat animals. Better methods of processing have manifested itself in improved flavor, color, textures, and nutrition.

Gastronomically speaking, refrigeration has made a year of no seasons and transportation has made Gulf shrimp and Arizona lettuce always as accessible as the nearest supermarket.

Curious Contradictions

But as you look at the influences in our changing food patterns there are curious contradictions and phenomena apparent.

We want convenience foods, foods easier to prepare or already prepared. Yet, these convenience foods are being used increasingly as ingredient products, as parts of "made" dishes. This is part of the trend toward more creative cookery among young people whose parents encourage them to experiment and learn about cooking, among men who have discovered that

cooking is a lot of fun, and among women who find food preparation a worthwhile application of artistic and creative talents.

While we are concerned with calories and expanding waistlines, we buy more snack foods and sugar-filled soft drinks. We have a desire to cut down on the use of fats in this concern, yet we buy more potato chips, french fried potatoes, doughnuts and french fried shrimp.

The use of flour for baking is down, yet we are buying more cake and biscuit mixes. We are buying as much bread as ever and an increasing amount of specialty bakery products. Hard rolls, frankfurter rolls, and hamburger buns—our purchase of these has almost doubled in ten years.

The sandwich has become a big shot, from those fashioned in meals from the outdoor grill to the open-face beauties adorning the hors d'oeuvre tray. They suit our more mobile way of life, whether we carry them in a lunch box meal or buy them as we travel from roadside stands. One survey has revealed some 21 billion sandwiches are made at home each year with 12 billion more added from those made in restaurants and sandwich shops.

Though emphasis these days seems to be on meats, poultry, fish, citrus fruits, tomatoes and dairy foods, yet the consumption of fresh fruits and vegetables, even with pre-packaging and improved store displays is down. Part of this loss is reflected in the increase in the use of frozen vegetables and a marked preference for canned fruits.

And Shifts

There have been interesting shifts in the popularity of foods within a single industry. Take milk, a lot of people do, and the use of fluid milk is being maintained. But the use of evaporated milk and butter has declined, the latter explained by the higher price differential between butter and margarine. There is an increase in the use of ice cream, sour cream, cereal cream, ice milk, fluid skim milk and dry milk solids.

Furthermore, the cheese makers have never had it so good. Consumption has reached record levels. While cheddar (or American) cheese accounts for a large per cent of this increase, marked preference is being shown for Italian and Swiss cheeses.

We are eating fewer eggs, as such, but more are going into mixes. The poultry people are happy about turkey

(Continued on page 23)



From Tots to Teens...

... the durum taste is tops. And, there's a special treat tucked in every bite of macaroni made with Comet No. 1 Semolina. Commander's finest 100% durum tailors your product to the growing appetites of young America.

COMMANDER LARABEE



Durum Department

A DIVISION OF ARCHER-DANIELS-MIDLAND-MINNEAPOLIS

AUGUST, 1960

Your Responsibility to the Consumer

by Isabel DuBois, Chicago Daily News Home Economics Editor

REMEMBER that time worn cliché: "What was good enough for Grandma is good enough for me." I'm certain that if I could parade a thousand homemakers before you each of them would be quick to tell you . . . "It ain't necessarily so!"

Indeed the fine music of yesteryear, the magnificent Strauss waltzes, the music of Chopin, was good enough for Grandma and it's still good. Likewise the fine china and sterling of the nineteenth and early twentieth century, the paintings, sculpture and tapestries. And we shouldn't overlook old fashioned chivalry. There are scores of other things however, and food is one of them, that though they were good enough for Grandma are not good enough for today's homemaker. Today's homemaker, enlightened by the era of progress in which she lives and moves demands far more of today's food manufacturer than did Grandma.

Though any homemaker would smilingly tell you she'd be quite happy to settle for yesteryear's prices, she'd also be quick to tell you she wants nothing at all to do with the foods and packaging of yesteryear.

Our Heritage

We in the United States are the best fed people in the world and we have come to accept this as our rightful heritage. And today's food manufacturer has a responsibility to the public to keep things that way.

Today we have an abundance of meat, fish, eggs and poultry; copious supply of milk, butter and cheese; a bounty of fruits and vegetables; all the bread, macaroni and cereals we can eat.

Our market basket knows no season. We enjoy favorites around the calendar. We eat watermelon and tomatoes in December as well as in July and August. Turkey comes to our tables the year 'round, as does spring chicken and lamb.

We have a galaxy of processed convenience foods—heat-and-eat items, cake mixes, dehydrated products that are instantly soluble, frozen and heat processed foods.

Fifty years ago our food stores were dingy and unsanitary. Pickles and crackers were scooped out of big open barrels by a genial grocer. He'd never heard of pre-cut meat or built-in-maid service foods. Most every item was weighed when purchased; coffee was specially ground to meet each customer's needs.



Isabel DuBois

Fifty years ago, too, Mrs. Homemaker visited the butcher, the baker, even the candlestick maker to get her supplies.

Compared to yesteryear, today's food story reads like a fairy tale. Today we shop for everything from groceries to candlesticks under one roof—in streamlined modern supermarkets that boast wide aisles and big open displays, invitingly arranged to attract our eye. Today our food comes ready-packaged in a variety of modern wrappings to protect its freshness, flavor and quality. And the packages are specially designed to make them easier to handle and store in our cupboards.

The American homemaker thanks the food industry for these achievements, thanks you for your role in helping to bring us so superior a market basket. In the face of constantly increasing population, a steadily improving standard of living and an increased demand for food abroad, you have accepted and met the challenge of providing us with more and better food.

Must Be Continued

But don't let it stop there. Continue to strive for even better products. Don't let the macaroni that you manufacture today be your ultimate goal. I urge you to continue to make your product better and better, to package it better and better. Just as today's homemaker is not satisfied with yesteryear's foods, she will be dissatisfied with 1960 foods and packaging twenty-five years from now. You have a grave responsibility to give the lady what she wants now as well as in the future.

You are not alone in having a responsibility to Mrs. Homemaker, however. I believe that I too, that all food and home economics editors have a responsibility to the public. I believe one of the food editor's biggest responsibilities is in interpreting the homemaker's wants and needs to our nation's food manufacturers. Also to interpret his products, your products to her, and to pass along information that she may not have the opportunity to acquire in any other way. Specifically I believe that we have an educational and selling job to do—teaching homemakers how to use today's foods to best advantage—how to incorporate them into their menus in the best way—to show them new ways to preparing old favorites and in so bringing variety into their menus.

Editorial Influence

Many homemakers view the word of the food editor as final authority, and this is the thing that scares me most about my job. There are times I know, that if I told Daily News readers that the moon was now manufacturing green cheese that was better than Wisconsin made cheese that a percentage of them would believe me. A food editor can't be too careful in what she says, or how she says it. She must be ever on the alert for facts and information. And that's where you come in. You must see to it that the latest and best possible information is piped to the nation's food editors. You must pass along information about your products, find unique new uses for them. Though homemakers love to experiment, try out unusual or gourmet recipes, don't overlook the fact that old favorites with a new twist are always good, too. Take macaroni and cheese as an example. It was good in Grandma's day, is still good today, perhaps with a dash of Worcestershire or some other unique flavoring addition, to give it a different twist.

Remember that food editors run the gamut of products—they must write and give recipes for meat and milk, cheese, butter, bread, and vegetables as well as macaroni. And they can't possibly do all of their own recipe research—they need you and other food manufacturers to help them in this direction.

I'm sure you'll be interested in a few readership figures. Yes, your recipes, facts and data and those of other food manufacturers are widely read. Food pages are second only to front and pic-

(Continued on page 28)

THE MACARONI JOURNAL

Clermont PRESENTS THE

**FINEST
SPREADER**

EVER

CONCEIVED!

2000 lbs.

1000 lbs. + 1000 lbs. = 2000 LBS./HR.

2 sticks + 2 sticks = 4 STICK

LONG GOODS

SPREADER

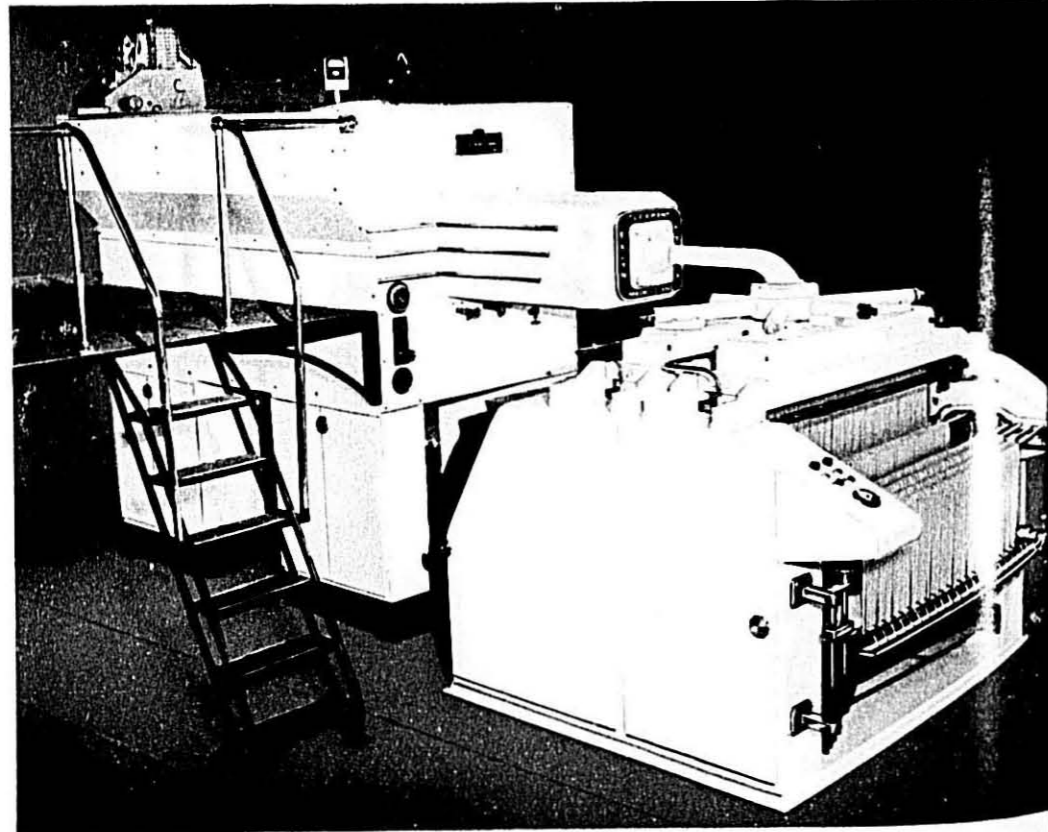
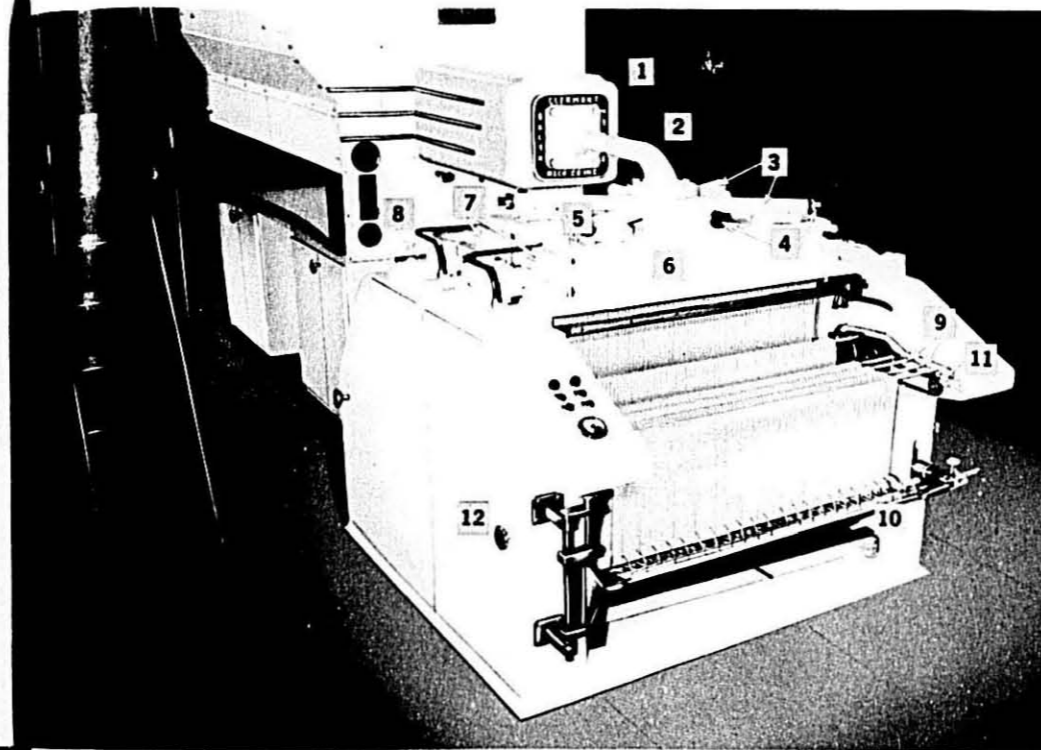
AFTER YEARS OF RESEARCH, EXPERIMENTATION AND ENGINEERING,

Clermont HAS ADDED THE MISSING LINK

TO ITS DISTINGUISHED CHAIN OF COMPLETELY AUTOMATED MACARONI PRODUCING EQUIPMENT...

a SPREADER which combines slow extrusion for a superior quality product with top production for increase in volume; a SPREADER which extrudes uniform stick patterns for minimum trim and an eye-appealing product of invariable smoothness, color and consistency; a SPREADER which produces continuously on a 24 hour daily operation with the Clermont VMP-5A, 2000 lbs/hr press—"The Greatest of All Long Goods Presses."

This SPREADER is destined, like other Clermont long goods equipment, to meet the exacting requirements of particular manufacturers. After you have studied the features of this machine only a personal inspection can reveal the full measure of its superiority.



FEATURED COMPONENTS

- | | | |
|-----------------------------|------------------------|-------------------------|
| 1 VMP-5A, 2000 LBS/HR PRESS | 5 SPREADER HEADS | 9 SPREADING STICKS |
| 2 ELBOW FEEDER | 6 WATER JACKET | 10 TRIMMING DEVICE |
| 3 RADIAL FEEDERS | 7 DIE RETAINING BLOCKS | 11 CHAIN STICK DELIVERY |
| 4 EXTRUSION ADJUSTING CAPS | 8 STICK FEED MAGAZINE | 12 MOTORS & CONTROLS |

This matchless 4 stick—2000 lbs/hr spreader was designed, as shown, to work in conjunction with the Clermont VMP-5A, 2000 lbs/hr Long Goods Press. This press, like its counterpart the spreader, is distinguished by its radically advanced design to give consistently high performance which shows up—where it counts—in the product. Increased capacity, more product, less maintenance expense for added net profit are the economic end results to the Macaroni Industry.

THE MACARONI PLANT OF THE 60's TAKES SHAPE TODAY AT CLERMONT! COME SEE FOR YOURSELF.

RADIAL FEEDER CLEANOUT

TRIMMING DEVICE OPENED



2 HEADS AND 4 STICKS

The first spreader which extrudes through 2 heads and on 4 sticks. Each head, with its own die and 2 sticks, produces 1000 lbs/hr on high speed for a total of 2000 lbs/hr and 750 lbs/hr on low speed for a total of 1500 lbs/hr.

ELBOW FEED WITH RADIAL DISTRIBUTION

The first spreader to eliminate complicated piping. Has one elbow feeder from the press supplying the radial feeders going to the 2 spreader heads. Each radial feeder is of the same length to insure equal distribution of pressure to give constancy in product texture, tenderness and flavor. Each radial feeder is easily adjusted to regulate flow of mixture through each die by turning the extrusion adjusting caps with a wrench.

WATER JACKETED HEADS

The first spreader to have 2 extrusion heads totally enclosed in water jackets to maintain a fixed, stable temperature on each die. This also contributes to equalizing flow of mixture for an evenly extruded product with only minimum trim required.

TRIMMING DEVICE PREVENTS CHECKING

The trimmer has sickle blades to prevent crimping or closing of holes on tubular products and trims product straight and even with no ragged edges. It is easily raised or lowered to trim products 18 to 24 inches long. Designed for long, efficient, trouble-free performance.

RAPID FEED MAGAZINE

The magazine holds and feeds approximately eighty $\frac{3}{4}$ " dia. ribbed aluminum sticks but is designed to also handle any type and size of stick. The $\frac{3}{4}$ " aluminum sticks, which are straight and have just enough give under product load to prevent rolling, are more adapted to rapid magazine feeding and elimination of excessive waste.

SIMPLE AND FAST DIE REMOVAL

Each die is quickly removed by sliding it out of its head after simply loosening and removing the die retaining blocks.

ULTIMATE IN SANITATION

Meets the most demanding sanitary requirements — stainless steel and chrome plated construction with streamlined, bright, clean appearance. Cleaning greatly simplified since only the elbow feeder requires removal. Each radial feeder is easily cleaned by simply removing the extrusion adjusting caps and using a cleaning rod.

VERSATILITY AND COMPACTNESS

Extrudes all types of long goods: round, solid, flat, fancy and tubular. Operates with all existing long goods presses and dryers. Designed to occupy a minimum of space and fit into any existing long goods line. All motors, controls and mechanisms are neatly housed in the frame and completely accessible. The chopper-blower is also housed in the frame to eliminate the hazard of personal injury.

THE TEEN-AGE MARKET

by Ruth Ellen Church, Mary Meade of the Chicago Tribune

YOUNGSTERS below their teens love hamburgers, hot dogs and french fries. Teen agers love pizza and french fried shrimp almost more than hamburgers. All kids love beef, and most love fried chicken. These were my observations, but since I was going to give a talk on what young people like to eat, I asked my sons to quiz their friends.

"Mother, my friends all agree that roast beef and steak are our very favorite foods," reported Mr. Fourteen-and-a-half. He conceded that french fried shrimp and pizza, hamburgers and cheeseburgers were also favorites, and more likely to be ordered from a menu than beef, if an adult wasn't paying for the meal!

Age Eight-and-a-half reported hamburgers and french fries were the only things his friends liked better than peanut butter and jelly sandwiches. "Don't any of your friends like spaghetti?" I asked, for this talk was for macaroni and spaghetti manufacturers and I hoped to say something they'd like to hear about the popularity of their products.

How About Spaghetti?

"Well," said the lad who has just left third grade behind, "Richard likes Italian spaghetti. He didn't tell me, but I see it around his mouth all the time!"

And 15-year old twin girls told me that they and all their friends love Italian spaghetti if it is good. But they don't like the kind they usually get in restaurants, and they don't like the canned spaghetti. Also, it's too hard to make for parties, they think. They'd rather make or buy pizza. "You always have pizza for parties," they declared. And soft drinks.

An army survey of what G.I.'s like (a third of them are under 20) puts spaghetti about midway in the scale of food preferences. Spaghetti with tomato sauce and ground beef is the most popular macaroni product in the Army, too. But spaghetti is less popular than potatoes, and considered, like potatoes, as an accessory to meat.

In order of preference, Army men like these ten foods best: fresh milk, hot rolls, hot biscuits, strawberry shortcake, grilled steak, ice cream, ice cream sundaes, fried chicken, french fried potatoes and roast turkey. Their chief hates are vegetables. Corn and peas are the only really popular vegetables, and that's true of the teen in the general population. Salads are relatively



Ruth Ellen Church

unpopular; fruit salads are preferred to vegetable combinations.

And combinations of foods are less liked than individual foods. The best liked mixtures in the Army study was chili. Ground meats rate high, especially in cheeseburgers, with Army teens.

Most studies show that the taste for sweets decreases with age. But teens adore sweets, especially anything chocolate. When they cook, they like to make chocolate cake and cookies. This was shown in the recent Kroger-Westinghouse junior cook competition, where 37 of the 51 dishes prepared were desserts, many of them chocolate. Seventeen Magazine's annual teen recipe contest bears this out. Both contests show that teens love ground beef, and pizza.

Pizza Popularity

Pizza has given the hamburger a run for its money, the American Baking Institute reports. The all over preference in breads still is enriched white, and two teen boys will eat a whole loaf sans butter while touring the plant, Mary Moore of the Institute reports. The trend to crusty bread reflects a rather sophisticated taste, she says.

The All-American meal still is one of fried chicken, mashed potatoes, peas or corn, tossed salad and pie. The hamburger and the pizza are consumed more when teens are with teens, not their families. What can macaroni manufacturers do to lure the juvenile crowd?

First, see that better macaroni mixtures go into cans, packages and froz-

en food cabinets. More ground beef, more tomato and more cheese are teen preferences. And if the macaroni can taste like pizza, it's wonderful.

Why can't something be done to make macaroni as popular as french fries at the drive-in? How about french fried macaroni? How about crisp and crunchy macaroni snacks to rival pretzels as between-meal fare?

And why not give teens easier recipes so that when they cook for the young crowd, they can do it fast. Teen appetites hate to wait, and teen cooks don't want to miss any of the fun by being in the kitchen too long.

Changing Habits—

(Continued from page 10)

for we are buying small turkeys more often and we are buying them all year 'round. The popularity of chicken can be explained by its tenderness, its fresher flavor, and the larger amount of meat to zone. Food economists classify it as one of the best buys for the protein dollar.

More Casseroles

Though some fathers may still favor the basic meal of meat, potatoes and gravy, they are learning to eat casserole dishes and salads. They'd better, for the little woman likes them for many reasons, chief among which is the fact that the casserole is usually a meal in one dish. Into many of these go macaroni products, cheese, ground meat, tuna and canned, frozen and dehydrated soups.

Whether we like it or not, this is the era of the self-service meat counter and its influence has not been all to the bad. It has encouraged more varied taste in all varieties of meat. It has influenced our choices since no selection, such as brains or ox tails, need attract the attention of either the meat cutter or other shoppers. Self-service meats have educated shoppers in the various cuts of meat. And while roasts (including legs of lamb) are sold cut in smaller portions, we are all eating increasingly larger amounts of meat.

Meat tenderizers have made less tender cuts more desirable. They cook fast enough after treatment so that some are suitable for grilling, even dry roasting.

And Hamburger

And how can we speak of trends in the use of meat without mentioning hamburger? Call it ground round steak, chuck, ground beef or meat-loaf mix, (Continued on page 20)

VISIT OUR NEW ENGINEERING & ADMINISTRATION OFFICES

Clermont
MACHINE CO., INC.
100 WALLABOUT STREET
BROOKLYN 2, N.Y., U.S.A.
Telephone: BR 7-7740

**FOR YOU
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production
Improve Quality

★ **NEW POSITIVE SCREW
FORCE FEEDER**

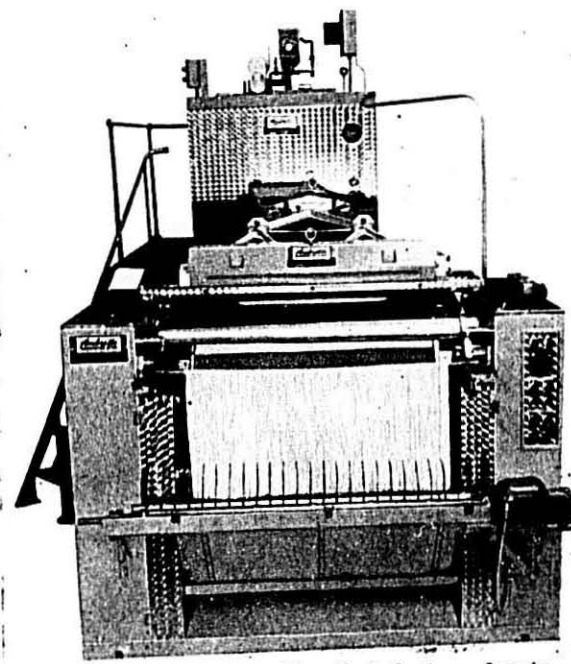
improves quality and increases production of long goods,
short goods and sheet forming continuous presses.

★ ★ **NEW 3 STICK 1500 POUND
LONG GOODS SPREADER**

increases production while occupying the same space as
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES
AND DRYERS LINES**

now in operation in a number of macaroni-noodle plants,
they occupy slightly more space than 1000 pound lines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

These presses and dryers
are now giving excellent
results in these plants.

★ Patent Pending
★★ Patented

Ambrette
MACHINERY CORP.

156 Sixth Street
Brooklyn 15, New York

THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS
PRESSES**

SHORT CUT MACARONI PRESSES

Model BSCP — 1500 pounds capacity per hour
Model DSCP — 1000 pounds capacity per hour
Model SACP — 600 pounds capacity per hour
Model LACP — 300 pounds capacity per hour

LONG MACARONI SPREADER PRESSES

Model BAFS — 1500 pounds capacity per hour
Model DAFS — 1000 pounds capacity per hour
Model SAFS — 600 pounds capacity per hour

COMBINATION PRESSES

Short Cut — Sheet Former
Short Cut — Spreader
Three Way Combination



QUALITY — — — —

A controlled dough as soft as desired to enhance texture and appearance.

PRODUCTION — — — —

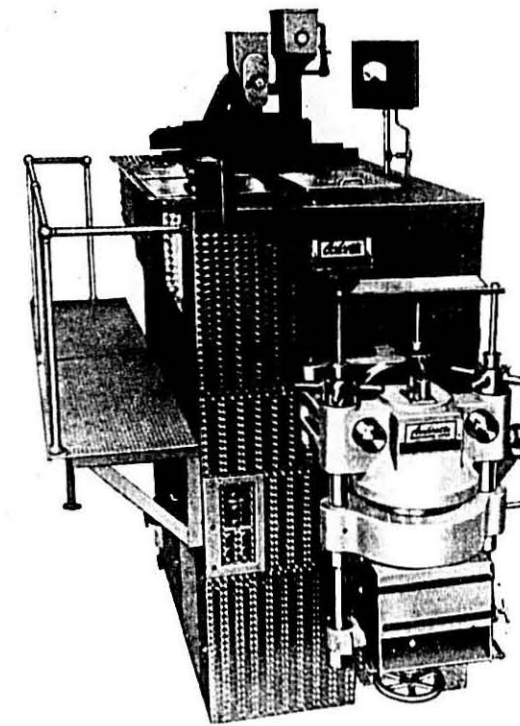
Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

CONTROLS — — — —

So fine — so positive that presses run indefinitely without adjustments.

SANITARY — — — —

Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.



Model BSCP

Ambrette
MACHINERY CORP.

PLANT
156 166 Sixth Street
155-167 Seventh Street
Brooklyn 15, New York

AUGUST, 1960

Changing Habits—

(Continued from page 23)

It all simmers down to hamburger. It is "Mr. Big" at the meat counter. More ground beef is sold at meat counters than any single cut. It's relatively inexpensive, well-flavored, and easily and quickly cooked. Children love it, oldsters find it easy to eat and grown-ups love it, too. Though it is not considered "stylish," it is reported unofficially that 47 per cent of the lunch business at that celebrated retreat of the tired business man, "21," is hamburger. They list it on the menu as hamburger and to it add a spoonful of green beans. The tab is \$3.50 plus a one dollar cover charge (not including martinis).

This is a day of frozen foods in endless variety, of instants, of prepared and partially prepared foods. Yet, it is a day of awakening interest in foreign foods, in wines as a beverage and as an ingredient product, and a greater awareness of spices, herbs, and other seasonings.

Food for Fun

In the fun-area of eating—where are we going? Though some trends seem clearly defined and unmistakable, there are mutations that make the boldest prognosticators wary. We can best state the case by quoting Samuel G. Barton, a researcher in this subject, who in discussing consumer food interests in the next generation in an address before the National Soft Wheat Millers Association two years ago said: "Will there tend to be two fairly clearly defined groups of people—those who feel rewarded by their own artistry and creativity in food preparation versus those who could not care less, or a third group who are skillful selectors of packaged completely finished products? Will people not split into such groups, but will they distinguish between two types of meals—the quick, easily prepared meal affording individual selection (as in a restaurant) versus the formal meal in which meal planning and food preparation is a fairly elaborate affair as we know it today?"

"These trends will greatly affect your business," Mr. Barton told the millers. And it will affect yours, gentlemen, and mine.

Your Responsibility—

(Continued from page 18)

ture pages. They outrank all general news and feature stories. One survey indicates food pages more interesting to women than sport pages are to men. One survey shows that 83 per cent of suburban homemakers are regular food page readers. Sixty-three per cent of



Food editors approve publicity placements. Association President Emanuele Ronzoni, Jr., Ruth Ellen Church, Dorothy Cooley Thompson, Isabel DuBois, and Horace P. Gielo, chairman of the National Macaroni Institute committee review a release prepared by Theodore R. Sills and Company for macaroni products.

farm women read newspaper food pages and about 71 per cent of urban women. Women not only read recipes but they clip them too. The same survey showed that they clip upwards of twenty recipes a month.

Importance of Packaging

Now, briefly, I would like to touch on the importance of packaging. Food editors regularly encourage homemakers to feature macaroni in their menus by printing new and different recipes. In your own advertisements you likewise entice homemakers into eating macaroni products. Much of this is for naught if your products are difficult to use, poorly packaged and labeled. Mrs. Homemaker needs good descriptive labels so she can fit the product to the needs of her family. Besides reference to ingredients, color, size, net contents, directions for use and storage, a good label often tells the story of unusual nutritive values. A good descriptive label is well worth the reading—for menu suggestions, for a new note on how to serve and perhaps for a new recipe. Packaging is as important as labeling. In these days competition is keen among food product manufacturers. They are working to produce the best foods science, research, equipment and knowledge can give the homemaker for prices in keeping with the times. One manufacturer may create a package that will keep the product fresh longer or that simplifies storage or use. Be that manufacturer. Take the lead. Make sure that your package is the one that attracts attention. It is the attractive package that prompts the shopper to smile engagingly and snatch at a particular item. Homemakers like packages that are easy to handle, recall pleasant memories, suggest sumptuous foods, or carry a familiar trademark. Appetizing artwork such as to-

mato sauce drizzled over a mound of spaghetti, melted cheese coating a big dish of macaroni will catch more sales than plain or traditionally decorated packages.

Mrs. Homemaker has at least 1000 reasons for her feeling of friendship toward today's food manufacturer. That's approximately the number of meals she prepares with their help each year.

Three times a day the widest variety of nutritional values the bountiful earth can offer are brought to American dinner tables by these partners in meal preparation. You, the macaroni manufacturers of America are one of these partners. You are doing an excellent job. I am confident that you will continue to do so.

Henningsen Moves

On July 5 Henningsen Foods moved its entire New York executive offices to the Lincoln Building, 60 East 42nd Street, New York City. The move was occasioned by the rapid and continued growth of the company, which simply outgrew its former office space.

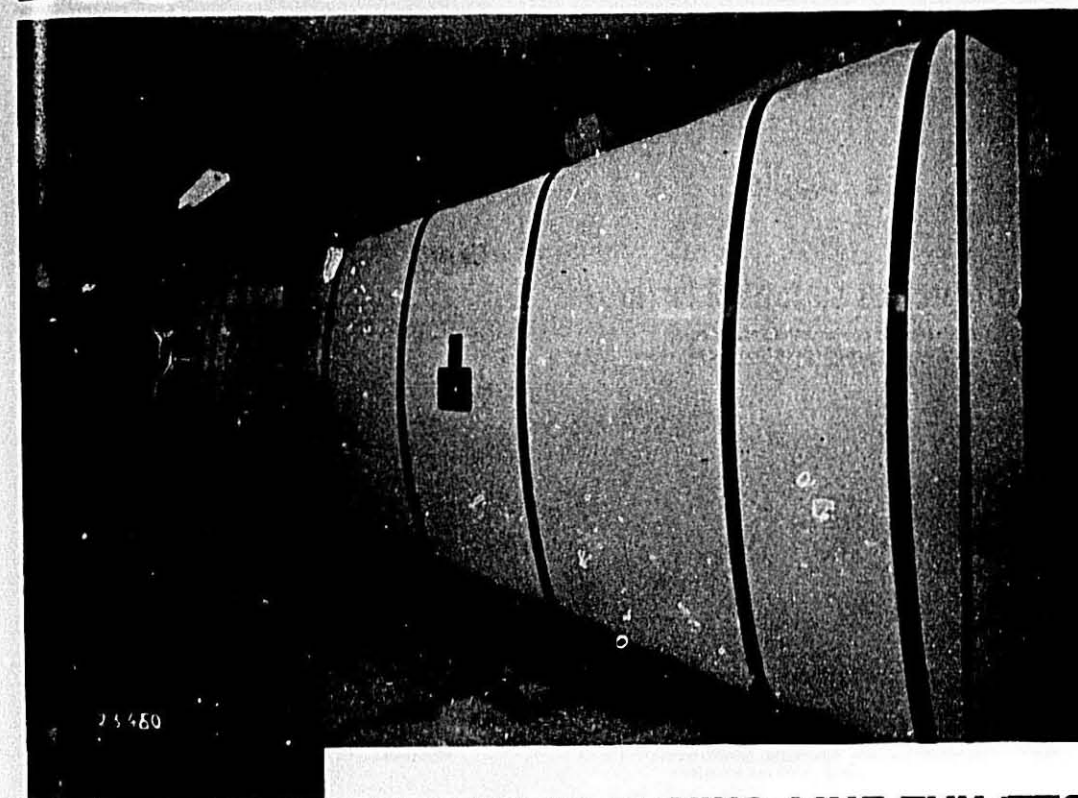
Overlooking 42nd Street and Park Avenue from the thirty-fourth floor in the Lincoln Tower, the offices offer an unobstructed view of midtown New York. On a clear day this view extends from the Hudson to the East River. Friends are invited to come and see.

Canned Shells

Shell macaroni dinner in 15-ounce cans introduced under Enrico's brand name by Ventre Packing Company will have initial distribution in New York state and then nationally.

THE MACARONI JOURNAL

DESIGN WITH A FUTURE



BUHLER



AUTOMATIC DRYING LINE TVK/TTQ for Short Goods and Noodles

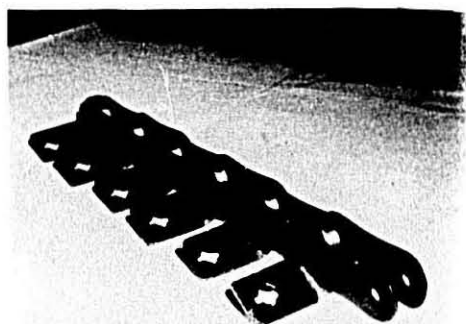
Here is the automatic short goods drying line to fill both your present and future requirements for automatic plant operation because...

- new conception, new conveyors, new paneling permit higher drying temperatures while maintaining the desired low depression, thereby producing a stronger, better looking product. Excessive heat losses and condensation hazards are eliminated.
- it is designed to meet the highest sanitation standards.
- advanced design requires less cleaning time, less maintenance, saving valuable time for greater production. All parts are easily accessible and there are no belts to remove, no screens to mend.
- it is styled for the most modern plant of the '60s.

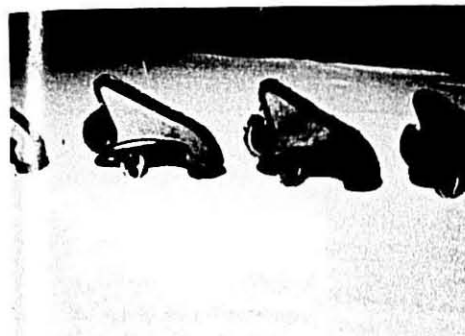
New S-Element Conveyor
heart of the
BUHLER AUTOMATIC
Drying Line for Short Goods
and Noodles

Type TVK/TTQ
for capacities up to 1500 lbs/hr

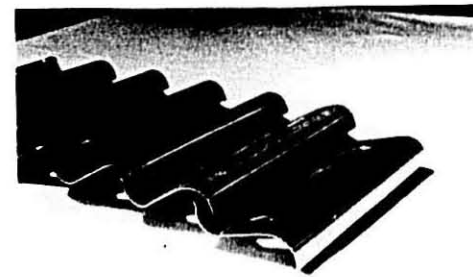
(This series of photos, taken of a model, illustrate the unique features of the new conveyor)



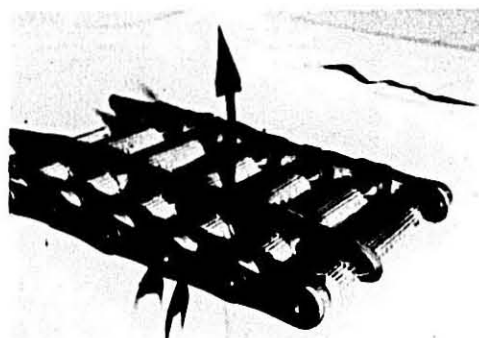
1. Roller chains, specially designed to work under the prevailing strains and climates of a modern macaroni dryer...



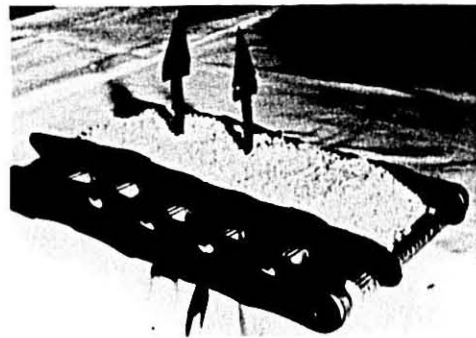
2. ...and fasteners to provide a positive connection between the S-shaped aluminum elements and the links of the roller chains.



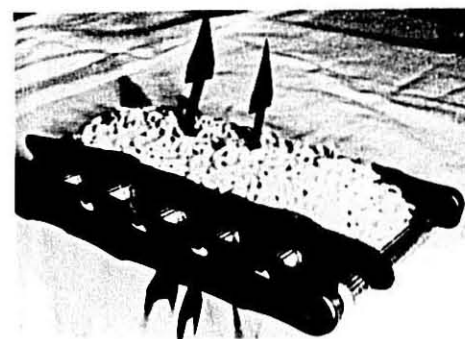
3. S-shaped channels of aluminum alloy (best for food handling), which stay clean because dirt can't stick in the wire mesh, are assembled to form...



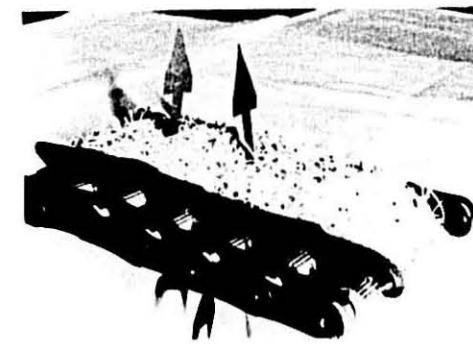
4. ...the patented Buhler drying conveyor. It is stronger and more rigid than any screen conveyor, handles your product gently and reduces costly downtime for maintenance and cleaning.



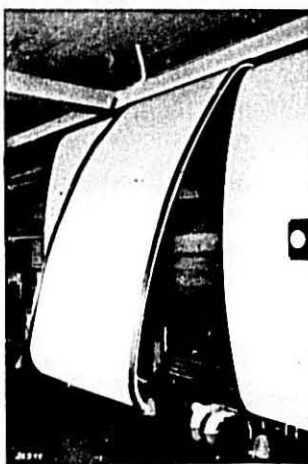
5. Handles all classes of short cut goods, such as small Alphabets...



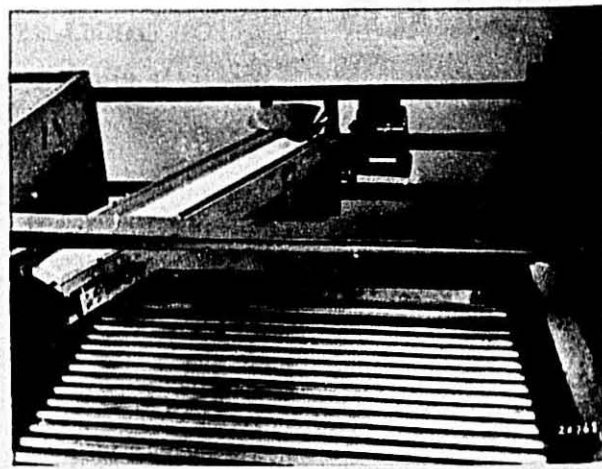
6. ...Elbows, Shells, Rigatonis...



7. ...and all sizes of Noodles. Black arrows illustrate forced air flow.

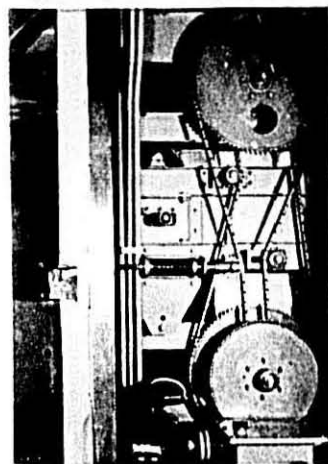


The half-moon shaped side panels, made of insulating and vapor-resisting materials, can be opened and removed quickly, giving immediate access to the inner part of the dryer for cleaning.



Close-up showing intake belt distributor. Belt or shaking type distributors available.

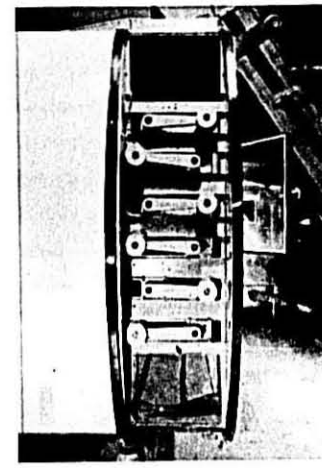
Write or phone for a Buhler engineer to visit you



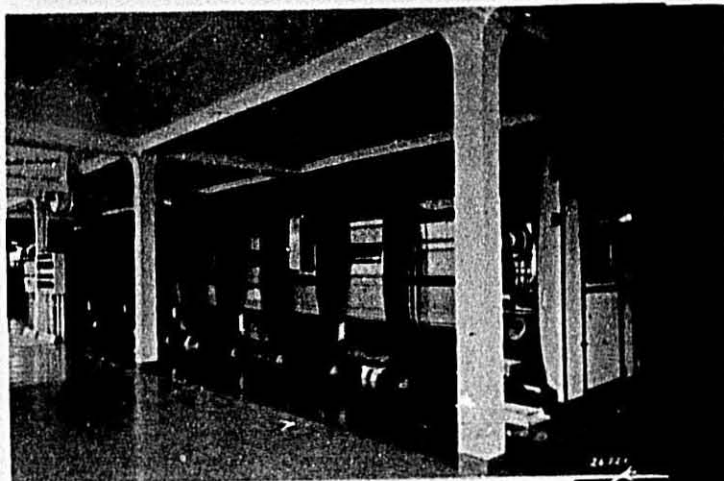
Driving station with overload protection.

If you have a short goods drying problem—such as difficulty with thick wall products, or color spoilage during drying—or if you wish to increase the capacity of your present drying line, the inexpensive Buhler preliminary dryer may be your answer. Once you have operated a Buhler preliminary dryer, you will want to install the complete short goods line.

Due to the unique design of this dryer, the individual units can be manufactured in large numbers and assembled to form any size drying line required. Mass production of units to meet large demand also enables you to secure the most modern dryer at a price that will make your investment doubly sound.



Belt tighteners on seven-belt pre-dryer Type TVK.



It took one man not more than 5 minutes to unlock and remove all the side panels from the open sections visible in this photo. The openings in the vertical side walls are air transfers to the drying conveyors. They can be opened or closed to adjust the air-flow to best suit your drying problem.

This dryer will enable you to maintain the highest sanitation standards with a smaller sanitation and maintenance crew.

Cleaning the floor and the circulating fans.



OPTIMAL CLIMATE CONTROL

Preliminary and finishing dryers can be equipped with the new Buhler Optimal Climate Control, the only control system where the product sets the drying temperature according to its water release possibilities.

9 preliminary dryers and 6 finishing dryers with the patented Buhler conveyors are in operation in the U.S.A. and Canada.

More than 200 preliminary and finishing dryers are in operation around the world.
Capacities up to 1500 lbs/hr.

THE BUHLER LINE

- Automatic presses for short and long goods, capacities from 550 to 1500 lbs/hr.
- Automatic spreaders, capacities up to 1500 lbs/hr.
- Continuous long goods dryers, capacities up to 1500 lbs/hr.
- Automatic storage units for dry long goods.
- Automatic cutters for dry long goods.
- Continuous dryers for short goods and noodles, capacities up to 1500 lbs/hr.
- Automatic multipurpose dryer for long, short or twisted goods.
The only dryer with all-aluminum structural frame and 100% plastic paneling.
- New optimal climate controls.
- Conveying—for bulk handling and storage of raw materials.

Engineers for Industry
Since 1860



Write or phone for a Buhler engineer to visit you

BUHLER BROTHERS, INC.

BUHLER BROTHERS LTD.

Convention Highlights— (Continued from page 5)

teen-week period during 1959. The J. S. Dillon chain in Hutchinson, Kansas is an example of modern super-marketing at its best. This year Dillon's is doing business at an annual rate of over \$90,000,000 in its fifty-two supermarkets in Kansas and Colorado. This is three times their total sales in 1952.

This report is of the same type as the Super-Valu study and the Food Town analysis made in the last few years. Findings from the study are being currently reported in a series of articles in Progressive Grocer Magazine running from May through December. Highlights of the study are available in booklet form at 25 cents each, and the film that was presented at the convention is available at \$420 for colored prints.

Tours and Socials

An interesting plant tour was made by convention delegates on Monday to see the operations of a modern egg breaking plant at the Schneider Brothers establishment in Chicago. The following day tours were made of the Triangle Package Machinery Company to see a demonstration of a fully automatic bag maker and noodle packager, and then to see new automatic net weighing scales for carton packaging at the Clybourn Machine Corporation.

A full social schedule enabled convention delegates and their families to mix and mingle. On the opening night the durum millers including Amber Milling Division, G.T.A.; Commander Larabee Milling Company; Doughboy Industries, Inc.; General Mills, Inc.; International Milling Company; King Midas Flour Mills; and North Dakota Mill and Elevator held a Hawaiian Festival Cocktail Party and Reception. This was followed by the entire group having dinner and enjoying an All-Hawaiian Review in the Polynesian Room of the Edgewater Beach Hotel.

On the second evening, representatives of the egg firms of Ballas Egg Products Company; Hennings Foods, Inc.; Monark Egg Corporation, Inc.; William H. Oldach, Inc.; and Schneider Brothers, Inc., hosted at a Cocktail Party and Reception preceding the traditional Rossotti Spaghetti Buffet. The buffet was presided over by Mr. and Mrs. Charles Rossotti and their son Jack, as well as representatives of the firm. The sumptuous spaghetti spread was enjoyed by about 250 guests.

The annual Association Dinner Party with the announcement of new officers was preceded by a Cocktail Party and Reception held by the machinery equip-



Spaghetti King Jimmy Ranieri (center) polished off a platter of his favorite food in 90 seconds at the St. Michael's Music Festival in Chicago to win the title. He received a trophy from convention delegate Joe Viviano (left) and congratulations from comedian Morry Amsterdam (right).

ment manufacturers: Ambrette Machinery Corporation; M. & G. Braibanti Company; Buhler Brothers, Inc.; Clermont Machine Company, Inc.; De-Francisci Machine Corporation.

Faust Carton Corporation of Brooklyn, New York provided the music at the Association Dinner Party and Reception.

At the Dinner Party, retiring president Horace P. Gioia passed the gavel on to newly elected president Emanuele Ronzoni, Jr. After making a brief acceptance speech Mr. Ronzoni presented Mr. Gioia with a beautiful plaque in recognition of leadership and service as the head of the Association for the past two years.

Travelogue Luncheon

At the Travelogue Luncheon concluding the convention program, Dr. Angelo Giaroli, Italian Trade Commissioner in Chicago, extended a warm invitation to delegates to visit Italy and the Milan Fair next spring. Mr. Rudy Moor of Buhler Brothers urged business men to expose themselves to new ideas that they would undoubtedly find on the Continent. He extended a special invitation to them to visit Switzerland. Charles Moulton of the Lebara Corporation, representatives of Braibanti in the United States, urged that all who could should avail themselves of the opportunities to see the sights and pick up business ideas in Italy,

Switzerland, Germany and France next year in the month's tour planned from mid-April to mid-May. Particulars of the itinerary as planned will be outlined in the September issue of the Macaroni Journal.

New Members

Announcements were made of two new members joining the Association. They are Sonnen-Werke, Sieburg & Pförtner, Seesen/Harz, Germany; and Amaco, Inc., of Chicago, manufacturers of special processing and packaging machinery.

Greetings from the President—

(Continued from page 8)

quire more effort and funds spent on publicity and advertising. May I also make the observation that "who among us will be content to merely maintain his existing volume?" All of us want, and need to grow. Since it becomes increasingly difficult to do so in today's market it is a matter of expediency and logic to keep abreast in activities having to do with industry publicity, product promotion, and brand advertising.

It may very well be timely to reconsider the theme of our advertising. I am prompted to say this because of a trade magazine article I read recently.

The article had to do with the wheat industry and its plan for increasing consumption. Very little mention was made of macaroni and noodle products specifically. However, the one paragraph is worthy of repetition. Quoting John A. Lynch, Associate Editor of Food Business in the June issue, he said, "The social status factor is doing real harm to some wheat products like spaghetti and noodles. They're tagged as economy dishes in an era when it's fashionable to at least give the appearance of eating high off the hog."

I believe Ted Sills' organization has been aware of this problem. So many of the recent releases have carried recipes with quite exotic and romantic names such as Noodle Ring with Lobster Sauce, Barbecued Lamb with Spaghetti, New Mexican Noodles, Oriental Pork on Spaghetti, Macaroni with Shrimp Creole, Macaroni Sea Food Medley, and many, many more. Howard Lampman and the Durum Wheat Institute have recently used the expression "Gourmet" in the title of their recipe book. So, you can see, our problems multiply, and our goals become more difficult to achieve. Under these conditions the activities of the National Macaroni Manufacturers Association and the National Macaroni Institute assume even greater importance.



Here comes the bride! Mr. and Mrs. David F. Wilson married in Minneapolis and are at home in Great Neck, New York. Mr. Wilson works out of King Midas Flour Mills Durum office in New York City.

Name Change

The Milling Division of F. H. Peavey & Company henceforth will be known as Russell Miller-King Midas Mills, but with no change either in product brands or in facilities serving the trade.

This decision was made July 2 by the board of directors of the parent company, and announced by Totton P. Heffelfinger, president of F. H. Peavey & Company.

W. M. Steinke, president of Russell-Miller Milling Company, and H. E. Kuehn, executive vice president of King Midas Flour Mills, will continue to head the management of the new grouping, with Mr. Steinke as president and Mr. Kuehn as executive vice president.

Thus two of the oldest names in United States flour milling, Occident and King Midas, which were first linked six and one-half years ago when Russell-Miller became a wholly-owned Peavey subsidiary, are now joined in a single operation.

The newly-established division operates ten mills so located as to offer a complete line of milled products, including hard spring wheat, hard winter wheat, soft wheat, whole wheat and specialty flours, rye and durum flour and semolina.

"All established grades and brand

names of both Russell-Miller and King Midas will be maintained as heretofore," Steinke and Kuehn said in a joint statement. "Naturally we hope to do an even better job of serving our customers in this keenly competitive industry, and we will maintain the same team of sales, administrative, research and operating people who are known to our customers through either Russell-Miller or King Midas. We're proud of both organizations and of our fine people who have helped build them."

The Russell-Miller tradition goes back to a beginning 80 years ago in Valley City, North Dakota, and one of the company's mills is still operated at that location. Its other mills are at Billings, Montana; Minot and Grand Forks, North Dakota; Alton, Illinois; Buffalo, New York, and at Dallas, Texas where American Beauty is its most familiar brand name.

King Midas also has a long history of some 54 years, well known not only in family flour in the midwest but also in bakery flour in many parts of the nation and universally to the macaroni industry as a supplier of durum wheat flour and semolina. Its mills are at Superior, Wisconsin, and Hastings and Minneapolis, Minnesota.

North Dakota Joins Great Plains Market Association

North Dakota State Wheat Commission became a contributing member of the Great Plains Wheat Market Development Association on July 1.

Clifford R. Hope, Great Plains president, said that the North Dakota commission voted to affiliate with the regional association for a one-year period. In 1959, the North Dakota legislature established a wheat commission and provided for a levy of two mills a bushel to finance the commission's activities. The commission is headquartered at Bismarck.

"We welcome North Dakota wheat growers into our market development program," Mr. Hope stated. "Their participation will add depth and scope to our association, and their contribution will make it possible to expand both foreign and domestic activities of our organization."

New Catelli Plant Near Winnipeg

Catelli Food Products, Ltd., has announced that it will build a \$1,030,000 plant in Transcona on the eastern outskirts of Winnipeg. Plant operations are expected to begin in about a year.

The new plant will process the whole line of Catelli-Habitant food products. Custom-built machinery will be installed to produce Catelli and Habitant products in cartons, cellophane wrap, glass and tins.

Manitoba farmers, particularly those in the Greater Winnipeg area, the company stated, will find a new market for the products required in the processing of foods allied to spaghetti products, such as sauces.

Catelli is Canada's largest processor of durum wheat products. The company uses all Canadian durum wheat, most of it grown in the western provinces.

The company, founded in 1907, also operates plant at Lethbridge, Alberta, and St. Thomas, Ontario, and employs more than 700 people.

Canadian Production

More macaroni, vermicelli and noodles were manufactured during the first quarter of 1960 than in the corresponding period last year: 28,365,013 pounds compared to 23,925,562.

Frozen Spaghetti

Capitol Food Corporation, San Fernando, California, is marketing frozen Oh Boy spaghetti and meatballs dinner with Italian green beans. The 14-ounce package retails for about 69 cents.

**National Macaroni Week
October 20-29, 1960**

THE MACARONI JOURNAL

Sterwin ENRICHED Macaroni MEANS MORE...

Volume for Him



Value for Her



PROFITS
FOR YOU!

GET
CONSISTENTLY UNIFORM ENRICHMENT
WITH

B-E-T-S

(The original food enrichment tablet)

FOR THE BATCH METHOD

VIVRAM

(Brand of food-enrichment mixture)

FOR CONTINUOUS PRESS

Both enrich macaroni products to conform
with federal standards of identity

THE RETAILER knows that enriched macaroni products have more sales appeal—move faster—give him the turnover he wants.

That's because more and more housewives today insist on foods that are enriched, knowing that they offer the best dollar value for they contain the most nutrition value.

All this adds up to increased sales, more profits for you when you enrich your macaroni products. And the profits grow even larger when you use Sterwin's modern enrichment methods. For enrichment by Sterwin is more economical... assures you of maximum accuracy at minimum cost.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
1450 BROADWAY, NEW YORK 18, N. Y.

SPECIALISTS IN MACARONI PRODUCTS ENRICHMENT

Use Your Noodle—

(Continued from page 11)

Therefore, we do have a responsibility to the consuming public to inform them of the importance and necessity for using our products—noodles, eggs, macaroni and spaghetti in their diets. If we don't recognize the importance of our products in the food industry, how can we expect others to see this?

The third implement, creative working relationships. This is the capacity to see, utilize and work out possibilities to be gained by constructive cooperation with the public with which we deal, such as consumers, labor, farm and various governmental agencies. In the face of growing tensions and pressures there is an ever increasing need for industry-wide public relations. A case in point is consumer education on the importance of science in the production and processing of foods.

Working Together

Let me point out a few examples of creative working relations in action: An outstanding example is this Fifty-sixth Annual Meeting of the National Macaroni Manufacturers Association—here we have various industries meeting together to discuss issues of mutual interest to our industries.

And, through my work as president of the Institute of American Poultry Industries, I am familiar with other creative working relationships, to name a few: The National Food Conference with which you may be familiar. The food industry in its largest concept, embracing elements representing every link in the chain from farm-to-table, is now able to speak unanimously in telling the fascinating story of food. Commodity organizations, like the Institute, organizations representing farmers, retailers and others have a special project, the National Youthpower Congress. It calls upon teen-agers, youth leaders, parent groups and educators to examine the role of youth and the place of food in developing health, vigor and achievement.

Our Research Council, composed of 75 men and women scientists from industry, from government and from education is another example. In united action, they encourage research that will help improve industry's competitive position, give technical advice to industry, aid in outlining projects with research institutions and other similar activities. At one of their recent meetings 36 recommendations were made for needed research in the fields of poultry and egg utilization, marketing, home economics, farm production and marketing services and education. Special emphasis was given to the need for basic information on several of the technical phases of the industry. It is

felt that when such basic information becomes available the industry can proceed with applied research based on these findings that will improve products and product development. And still another example is the development of foreign markets for poultry and egg products which has been a united industry effort. The national and regional associations of our industry have joined forces through the Institute to find and develop new outlets abroad through market promotion activities.

These are clear-cut examples of existing organizations joining hands to accomplish projects which they have not been able to accomplish single-handedly.

Basic research, as you know, lays the ground work for new products, new methods of distribution and new uses. Some American corporations through basic research have opened the doors to a new industry. Upon publishing some of this work other industries have had the benefit of this work and gone on to create other products. Dr. James Killiam, Jr. of M.I.T. says, "We have an urgent need for unrestricted funds for basic research, the kind of research which may have no immediate application, but in the long run may produce the greatest good in the world." However, basic research is very costly and much of it is done by the government and educational institutions. Industry then carries on research and development work necessary to devise new products. We must continue to develop and encourage this team work, this working relationship, between business, government, educational institutions and the research departments of industrial companies.

Dried Egg Whites

The development of the dried egg white industry is an example of the results of basic and applied research used to explain observed facts. First of all, flake dried albumen was originally processed in China. It was sun-dried. It performed very satisfactorily in some products, mainly candies. The procedure was a well-kept family secret. Processors in the United States could not duplicate the Chinese product until they realized that during the slow sun drying process bacterial fermentation was taking place. When egg whites were dried before fermentation, the dried product was dark brown to black in color and insoluble, but then when fermented prior to drying, a clear, light amber flake resulted. When this was tried, the product compared favorably with the Chinese product. In 1916, a French chemist named Maillard, reported on the chemical reaction between reducing sugars and proteins. He

found that dark insoluble products called humine resulted from the reaction of these two substances. Later investigation in the United States showed that the darkening of dried egg whites as well as whole egg and yolk solids was due to this chemical reaction identified by Maillard. When the reaction was identified, new processes were developed for specific fermentation and enzymatic conversion of the glucose. This provided egg whites of excellent quality previously impossible to attain—product which is used in angel cake baking. This development also accounts for the marked improvement in the whole egg and yolk solids which are used by noodle manufacturers as well as in baked goods, mayonnaise and other foods.

International Trade

There is need for creative working relationships in the field of international trade. How can individual business men compete in the world market with Communistic state trading? Public Law 480, or the Agricultural Trade Development and Assistance Act of 1954 facilitates trading between individual businesses in the United States and private industry abroad in countries where dollars are not presently available. The United States government pays the exporters in dollars and accepts the local currencies which may be used for a variety of purposes, such as, improving the economy, building United States air bases, paying the United States Embassy employees and helping to finance market promotion activities for United States agricultural products. In Germany through the use of P.L. 480, we in the poultry business, initiated and were able to develop an expanding dollar market for our poultry and egg products.

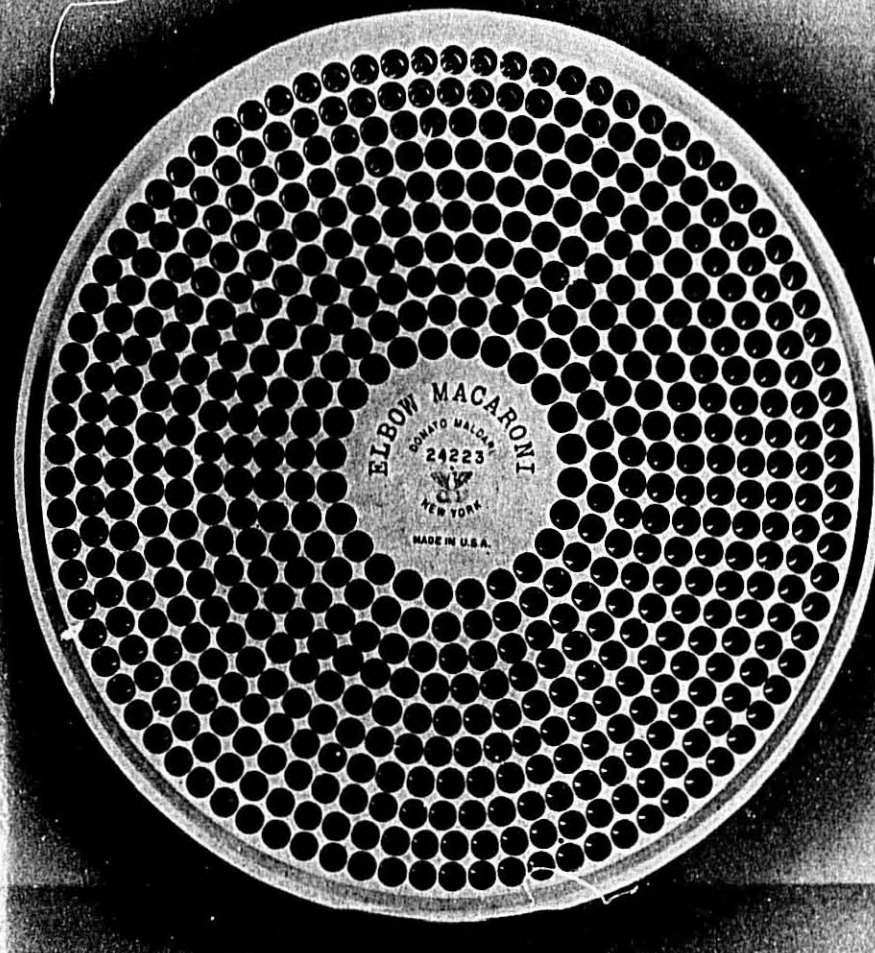
I mentioned earlier that the future of the world rests on its children, now if over half of the world is hungry, this is a dangerous and explosive situation. Our productive capacity for food can be a tremendous asset to us and to our country, and we must not permit anyone to jeopardize this asset. Our attitude will determine whether this capacity to produce food will be to us a crushing burden or a constructive implement of international power. Our capacity to produce food efficiently can be a bulwark for defense—greater than our atom bombs. In food production America does excel. Even Mr. Krushchev cannot deny this fact, for in Russia it takes 50 per cent of the population to produce food, and in the United States, 10 per cent. Therefore, we must recognize the economic, political and international significance of our industry.

(Continued on page 40)

THE MACARONI JOURNAL

**Maldari Dies are known for Quality, Workmanship, Precision --
and Maldari is known for Service, Reliability, and Guarantee**

Our Fifty-seventh Year



D. MALDARI & Sons, Inc.

557 THIRD AVENUE

BROOKLYN 15, NEW YORK

U. S. A.

Manufacturers of the finest Macaroni Dies distributed the world over

CONVENTION REGISTRANTS
At the 56th Annual Meeting
of the National Macaroni Manufacturers Association
Macaroni Manufacturers

Mr. and Mrs. Ralph Sarll	American Beauty Macaroni	Kansas City, Kan.
Mr. and Mrs. Peter Vagnino, Jr.	American Beauty Macaroni	Los Angeles, Calif.
Mr. and Mrs. Louis S. Vagnino	American Beauty Macaroni	St. Louis, Mo.
Mr. and Mrs. W. A. Basile	American Beauty Macaroni	St. Paul, Minn.
Mr. and Mrs. Sam Arena	V. Arena & Sons, Inc.	Norristown, Pa.
Mr. Joseph S. Goldware	Brice Foods	Omaha, Neb.
Mr. and Mrs. Horace P. Giola	Bravo Macaroni Company	Rochester, N.Y.
Mr. and Mrs. Anthony Giola	Bravo Macaroni Company	Rochester, N.Y.
Mr. and Mrs. Kenneth J. Forbes	Catelli-Habitant, Ltd.	Montreal, Canada
Mr. and Mrs. Lucien Constant	Constant Macaroni Products	St. Boniface, Canada
Mr. John H. Linstroth	The Creamette Company	Minneapolis, Minn.
Mr. Peter J. Viviano	Delmonico Foods, Inc.	Louisville, Ky.
Mr. Joseph Viviano	Delmonico Foods, Inc.	Louisville, Ky.
Mr. and Mrs. Dominic Palazzolo	Delmonico Foods, Inc.	Cincinnati, Ohio
Mr. and Mrs. Vincent DeDomenico	Golden Grain Macaroni Co.	San Leandro, Calif.
Mr. and Mrs. Robert Cowen, Sr.	A. Goodman & Sons, Inc.	Long Island City, N.Y.
Mr. Melvin Golbert	A. Goodman & Sons, Inc.	Long Island City, N.Y.
Mr. and Mrs. Arville E. Davis	Gooch Food Products	Lincoln, Neb.
Mr. and Mrs. Sidney J. Grass	I. J. Grass Noodle Co.	Chicago, Ill.
Mr. and Mrs. Alvin M. Karlin	I. J. Grass Noodle Co.	Chicago, Ill.
Mr. Donald Grass	I. J. Grass Noodle Co.	Chicago, Ill.
Mr. Leo C. Ippolito	Ideal Macaroni Company	Bedford Heights, Ohio
Mr. and Mrs. J. F. Hurley	Kellogg Company	Battle Creek, Mich.
Mr. Stefano La Rosa	V. La Rosa & Sons	Brooklyn, N.Y.
Mr. and Mrs. Vincent F. La Rosa	V. La Rosa & Sons	Brooklyn, N.Y.
Mr. and Mrs. Vincent P. La Rosa	V. La Rosa & Sons	Hatboro, Pa.
Mr. and Mrs. Lester Thurston, Jr.	Mega Macaroni Co.	Harrisburg, Pa.
Mr. and Mrs. Walter F. Villaume, Sr.	Minnesota Macaroni Co.	St. Paul, Minn.
Mr. James B. Miller	Mamma Weaver's Noodle Co.	Canton, Ohio
Mr. J. Charles Grieco	Miro Macaroni, Ltd.	Toronto, Canada
Mr. Ted Pasquale	Miro Macaroni, Ltd.	Toronto, Canada
Mr. Paskey DeDomenico	Mission Macaroni Co.	Seattle, Wash.
Mr. C. Frederick Mueller	C. F. Mueller Company	Jersey City, N.J.
Mr. and Mrs. J. L. Tujague	National Food Products	New Orleans, La.
Mr. Rosario Coniglio	Paramount Macaroni Co.	Brooklyn, N.Y.
Mr. Joseph Coniglio	Paramount Macaroni Co.	Brooklyn, N.Y.
Mr. Anthony J. Cantella	Prince Macaroni Co.	Schiller Park, Ill.
Mr. and Mrs. Nicholas A. Rossi	Procino-Rossi Corp.	Auburn, N.Y.
Mr. and Mrs. Albert Ravarino	Ravarino & Freschi	St. Louis, Mo.
Mr. and Mrs. Ernest Ravarino	Ravarino & Freschi	St. Louis, Mo.
Mr. Albert Robillo	Ronco Foods	Memphis, Tenn.
Mr. Emanuele Ronzoni, Jr.	Ronzoni Macaroni Co.	Long Island City, N.Y.
Mr. Richard Ronzoni	Ronzoni Macaroni Co.	Long Island City, N.Y.
Mr. and Mrs. R. F. Di Pasca	Ronzoni Macaroni Co.	Long Island City, N.Y.
Mr. Henry D. Rossi, Sr.	Peter Rossi and Sons	Braidwood, Ill.
Mr. and Mrs. N. J. Roth	Roth Noodle Company	Pittsburgh, Pa.
Mr. E. D. De Rocco	San Diego Macaroni Co.	San Diego, Calif.
Mr. and Mrs. Richard Schmidt	Schmidt Noodle Mfg. Co.	Detroit, Mich.
Mr. and Mrs. Lloyd E. Skinner	Skinner Manufacturing Co.	Omaha, Neb.
Mr. and Mrs. H. Geddes Stanway	Skinner Manufacturing Co.	Omaha, Neb.
Mr. Alfred Spadafora	Superior Macaroni Co.	Los Angeles, Calif.
Mr. and Mrs. Joseph Ricci	Toronto Macaroni	Toronto, Canada
Mr. J. S. Pavia	Toronto Macaroni	Toronto, Canada
Mr. and Mrs. Albert S. Weiss	Weiss Noodle Co.	Cleveland, Ohio
Mr. Robert William	Western Globe Products	Los Angeles, Calif.
Mr. and Mrs. J. P. Zerega, Jr.	A. Zerega's Sons, Inc.	Fair Lawn, N.J.
Mr. Jacob Zwick	J. Zwick	Hamburg, Germany
Mr. and Mrs. Robert M. Green	National Macaroni Mfrs. Assn.	Palatine, Ill.
Mrs. Vera Ahrensfield	National Macaroni Mfrs. Assn.	Palatine, Ill.
Mrs. Lorraine Amtmann	National Macaroni Mfrs. Assn.	Palatine, Ill.
Mr. James J. Winston	Jacobs-Winston Laboratories	New York, N.Y.
Mr. and Mrs. Theodore R. Sills	Theodore R. Sills & Co.	Los Angeles, Calif.
Mr. and Mrs. John Bohan	Theodore R. Sills & Co.	Chicago, Ill.
Mr. Gordon Winkler	Theodore R. Sills & Co.	Chicago, Ill.

Allies

Mr. Gerard Ziffer	Amaco, Incorporated	Chicago, Ill.
Mr. and Mrs. E. W. Kuhn	Amber Milling, Div. G.T.A.	St. Paul, Minn.
Mr. James F. Driscoll	Amber Milling, Div. G.T.A.	Chicago, Ill.
Mr. Conrad Ambrette	Ambrette Machinery Corp.	Brooklyn, N.Y.
Mr. Paul Ambrette	Ambrette Machinery Corp.	Brooklyn, N.Y.
Mr. Robert S. Mathews	Archer-Daniels-Midland Co.	Minneapolis, Minn.
Mr. Robert J. Peterson	Archer-Daniels-Midland Co.	Minneapolis, Minn.
Mr. and Mrs. V. James Benincasa	Ballas Egg Products	Zanesville, Ohio
Mr. Robert J. Smith	Armour & Company	Chicago, Ill.
Mr. Russell J. Anshell	Bozell & Jacobs, Inc.	Omaha, Neb.
Mr. Charles F. Moulton	Braibanti-Lehara Corp.	New York, N.Y.
Mr. Donald E. Alguire	The Borden Company	Elgin, Ill.
Mr. William Berger	Buhler Brothers	Englewood, N.J.
Mr. Egon Gastpar	Buhler Brothers	Uzwil, Switzerland
Mr. F. Bondi	Buhler Brothers	Uzwil, Switzerland
Mr. Robert Ernst	Buhler Brothers	Uzwil, Switzerland
Mr. Rudy Moor	Buhler Mill Engineering Co.	Minneapolis, Minn.
Mr. John C. Tinker	Certified Proteins Corp.	Chicago, Ill.
Mr. William Freeman	Certified Proteins Corp.	Chicago, Ill.
Mr. John McCann	Certified Proteins Corp.	Chicago, Ill.
Mr. E. B. Horstmann	Chinski Trading Corp.	New York, N.Y.
Mr. and Mrs. John Amato	Clermont Machine Co.	Brooklyn, N.Y.
Mr. and Mrs. C. W. Kutz	Commander Larabee Milling	Minneapolis, Minn.
Mr. W. A. Julien	Commander Larabee Milling	Minneapolis, Minn.
Mr. E. Melton	Commander Larabee Milling	Chicago, Ill.
Mr. Donald G. Fletcher	Crop Quality Council	Minneapolis, Minn.
Mr. Eugene S. Hayden	Crop Quality Council	Minneapolis, Minn.
Mr. Leonard DeFrancisci	DeFrancisci Machine Corp.	Brooklyn, N.Y.
Mr. and Mrs. Nat Bontempli	DeFrancisci Machine Corp.	Brooklyn, N.Y.
Mr. James Deegan	Dobackmun Company	Cleveland, Ohio
Mr. B. C. Robbins	E. I. DuPont de Nemours & Co.	Wilmington, Del.
Mr. and Mrs. Ray Wentzel	Doughboy Industries, Inc.	New Richmond, Wis.
Mr. Alvin Kenner	Durum Growers Association	Leeds, N.D.
Mr. Richard K. Saunders	Durum Growers Association	Doyon, N.D.
Mr. K. K. Lillen	Elam Mills	Broadview, Ill.
Mr. Thomas F. Sanicola	Faust Carton Corporation	Brooklyn, N.Y.
Mr. Robert J. Beller	Federal Trade Commission	Washington, D.C.
Mr. C. A. Crouch	Fluidizer Company	Hopkins, Minn.
Mr. J. A. Babeor	Fluidizer Company	Hopkins, Minn.
Mr. J. Kenneth Kirk	Food and Drug Administration	Washington, D.C.
Mr. John M. Gleason	General American Transp. Corp.	Chicago, Ill.
Mr. Wm. A. Lohman, Jr.	General Mills, Inc.	Minneapolis, Minn.
Mr. and Mrs. Lee Merry	General Mills, Inc.	Minneapolis, Minn.
Mr. J. M. DeMarco	General Mills, Inc.	New York, N.Y.
Mr. and Mrs. D. W. Knutsen	General Mills, Inc.	Kansas City, Mo.
Mr. and Mrs. Richard L. Vessels	General Mills, Inc.	Park Ridge, Ill.
Mr. Harry J. Bailey	General Mills, Inc.	Coral Gables, Fla.
Mr. Robert Ginnane	Henningens Foods, Inc.	New York, N.Y.
Mr. J. C. Lamping, Jr.	Hoffmann-LaRoche, Inc.	Nutley, N.J.
Mr. and Mrs. Charles M. Hoskins	Hoskins Company	Libertyville, Ill.
Mr. and Mrs. William G. Hoskins	Hoskins Company	Libertyville, Ill.
Mr. T. L. Hage	The Huge Company	St. Louis, Mo.
Mr. and Mrs. Harold Williams	Inst. of Amer. Poultry Industries	Chicago, Ill.
Mrs. Margaret Lolley	Inst. of Amer. Poultry Industries	Chicago, Ill.
Mr. Phillip Von Blon	International Milling Co.	Minneapolis, Minn.
Mr. and Mrs. A. L. DePasquale	International Milling Co.	Minneapolis, Minn.
Mr. and Mrs. Sal F. Maritato	International Milling Co.	New York, N.Y.
Mr. A. M. Rondello	International Milling Co.	New York, N.Y.
Mr. and Mrs. George Hackbush	International Milling Co.	Chicago, Ill.
Mr. Angelo Giaroli	Italian Trade Commissioner	Chicago, Ill.
Mr. Frank Herbert	Johnson-Herbert & Co.	Chicago, Ill.
Mr. Henry Kuehn	King Midas Flour Mills	Minneapolis, Minn.
Mr. and Mrs. Lester S. Swanson	King Midas Flour Mills	Minneapolis, Minn.
Mr. Victor Hanson	King Midas Flour Mills	Minneapolis, Minn.
Mr. and Mrs. George L. Faber	King Midas Flour Mills	Chicago, Ill.
Mr. and Mrs. David Wilson	King Midas Flour Mills	Manhasset, L.I., N.Y.
Mr. and Mrs. John F. Sullivan, Jr.	Lawry's Foods, Inc.	Highland Park, Ill.
Mr. and Mrs. C. Daniel Maldari	D. Maldari & Sons	Brooklyn, N.Y.

Convention Registrants—Allies—(continued)

Mr. and Mrs. M. E. Krigel.....	Monark Egg Corp.....	Kansas City, Mo.
Mr. and Mrs. Hiram Cooley.....	The Munson Bag Company.....	Cleveland, Ohio
Mr. George W. May.....	National Bakers Service.....	Chicago, Ill.
Mr. John H. Betjemann.....	A. C. Nielsen Company.....	Chicago, Ill.
Mr. and Mrs. P. R. Fossen.....	North Dakota Mill & Elevator.....	Grand Forks, N.D.
Mr. Evans J. Thomas.....	North Dakota Mill & Elevator.....	Chicago, Ill.
Mr. Otis Tossett.....	North Dakota Wheat Commission.....	Bismarck, N.D.
Mr. Harold Hofstrand.....	North Dakota Wheat Commission.....	Langdon, N.D.
Mr. Neal M. Conley.....	Northwestern University.....	Evanston, Ill.
Mr. William H. Oldach.....	William H. Oldach, Inc.....	Philadelphia, Pa.
Mr. Hugh G. Oldach.....	William H. Oldach, Inc.....	Philadelphia, Pa.
Mr. and Mrs. H. J. Patterson.....	Pillsbury Company.....	Minneapolis, Minn.
Mr. Lon Carl.....	Progressive Grocer Magazine.....	Chicago, Ill.
Mr. and Mrs. Charles C. Rossotti.....	Rossotti Lithograph Corp.....	North Bergen, N.J.
Mr. Jack Rossotti.....	Rossotti Lithograph Corp.....	North Bergen, N.J.
Mr. John Swan.....	Rossotti Lithograph Corp.....	Chicago, Ill.
Mr. Kenzie MacDonald.....	Schneider Brothers, Inc.....	Chicago, Ill.
Mr. and Mrs. Sam Schneider.....	Schneider Brothers, Inc.....	Chicago, Ill.
Mr. and Mrs. Sidney Schneider.....	Schneider Brothers, Inc.....	Chicago, Ill.
Mr. and Mrs. Harold Schneider.....	Schneider Brothers, Inc.....	Chicago, Ill.
Mr. Morris Schneider.....	Schneider Brothers, Inc.....	Chicago, Ill.
Mr. Arnold Kaehler.....	Special Foods.....	Red Wing, Minn.
Mr. H. D'Sinter.....	Standard Brands, Inc.....	Chicago, Ill.
Mr. and Mrs. Robert Tardella.....	Tardella Flour Company.....	Chicago, Ill.
Mr. and Mrs. Louis E. Kovacs.....	Vitamins, Inc.....	Chicago, Ill.
Mr. Louis A. Viviano, Jr.....	Vitamins, Inc.....	Jersey City, N.J.
Mr. and Mrs. Howard H. Lampman.....	Wheat Flour Institute.....	Chicago, Ill.
Miss Margot Copeland.....	Wheat Flour Institute.....	Chicago, Ill.
Mr. James R. Affleck.....	Wm. Penn Flour Mills Co.....	Philadelphia, Pa.
Mr. Robert H. Cass.....	The Woodman Company.....	Chicago, Ill.

Trade Practice Rules—

(Continued from page 14)

composed or purposely printed in such a way as to mislead."

In competitive advertising care must be taken not to falsely disparage competitors' products. This does not mean that a fair and truthful comparison between your product and that of your competitors cannot be made. But any misrepresentation as to the difference between your product and those of competitors, or the benefits to be derived from such difference, may very well be subject to corrective action by the Commission.

On Pricing

The trade practice rules for your industry contain a provision condemning the use of false and misleading price quotations and several months after the promulgation of such rules the Commission adopted Guides Against Deceptive Pricing containing more detailed information as to the types of pricing practices which are considered deceptive. While deceptive pricing may not be a problem in this industry at the manufacturer's level, I understand it is in other parts of the food industry and I thought you may be interested in several of the Guide provisions on the subject. You must not use such phrases as "Manufacturer's Suggested Retail Price," "Sold Nationally At," "Nationally Advertised At" or "Value" unless they are representations

of a product's usual and customary retail price. You may compare the price of your product with the price of comparable merchandise provided (1) that you disclose that the comparison in price is between your product and a comparable product, and (2) that the product to which the sale price of the advertised article is compared is of the same quantity and at least of like grade and quality in all material respects and (3) provided further that said comparable product is generally available for purchase at the comparative price in the same trade area, and if not available, that fact is clearly disclosed. Of course no statement must be made by a macaroni manufacturer which represents or implies that a product is offered for sale at a savings from an established retail price unless the savings or reduction is from the usual and customary retail price of the product in the trade area or areas where the statement is made.

Rule 12 for your industry affords guidance as to the requirements of Section 2 of the Clayton Act as amended by the Robinson-Patman Act which relates to price discriminations, payment of brokerage commissions or allowances, the furnishing of advertising allowances and other sales promotional benefits, and the inducing or receiving of an illegal discrimination in price. The Commission has recently received complaints alleging that some members of this industry are discrimi-

nating in prices charged and in promotional services and allowances furnished their customers in violation of this law. A formal complaint has been issued against two concerns and other matters are being investigated. This is cause for concern and while I am not at liberty to discuss the pending matters I feel that some comments concerning the rule provisions on the subject may be advisable.

Price differentials to be violative of the Clayton Act must be made by an industry member engaged in commerce and in the course of such commerce, the goods involved must be of like grade and quality and sold to two or more customers at different prices, and there must be a reasonable probability of the differentials substantially lessening competition or tending to create a monopoly in a line of commerce. Even if these conditions are present the law provides that price differentials are justified if it can be shown (1) that the differentials made only due allowance for differences in the cost of manufacture, sale or delivery resulting from the differing methods or quantities in which the goods were sold or delivered; or (2) that the differentials were made in response to changing conditions affecting the market for the goods or the marketability thereof, such as but not limited to, actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process or sales

in good faith in discontinuance of business in the goods concerned, or (3) if it can be shown that the lower price involved was made in good faith to meet an equally low price of a competitor. The three justifications I have mentioned are affirmative defenses which, if they are to prevail in a Commission case, must be proven by the party charged.

About Classification

There are no functional classifications of purchasers provided for in the Robinson-Patman Act. The validity of price differentials based solely on differences in the distributive functions performed by purchasers depends in the first instance, like other price differentials, on actual or probable injury to competition. Under normal conditions a manufacturer's sales to wholesalers at lower prices than charged retailers who buy directly from the manufacturer do not involve the requisite competitive injury or reasonable probability thereof.

In the Morton Salt case the Supreme Court sustained an order of the Commission prohibiting Morton from granting a large chain retailer a lower price than accorded to wholesalers whose customers were not permitted to buy directly from Morton and who were in competition with the chain.

With respect to cost savings to sellers which serve to justify price differentials to their customers, savings of this nature usually occur in sale and delivery rather than in manufacture. Variations in sales cost may be involved when salesmen of the seller are required to call on purchasers several times during a week for small orders which aggregate in quantity no more than a one call order from other purchasers; and there may be a variance in delivery cost due to distances the goods must be shipped, or requirement of special packaging or crating for shipments. Only those cost savings which are directly connected with the buyer's purchases are allowed. Cost savings resulting from the fact that additional business spreads overhead cannot be allocated to particular buyers. Discounts based on the total of separate purchases over a period of time which are granted without regard to the number of orders making up the total, or the cost of separate deliveries made with respect to such orders, usually cannot be cost justified.

Defense of Marketability

The defense based on the marketability of goods has application when it is necessary to dispose of goods quickly because of some condition affecting the particular goods involved such as

the fact they are about to spoil, or become obsolete, etc., and a price differential is granted to expedite such sale. The defense does not have application to price discriminations made pursuant to general market demands. Price changes made in the regular course of business must be made at the same time for all competing customers.

With respect to the defense of meeting in good faith the lower price of a competitor, the Supreme Court in its opinion in the Standard Oil case used the word "lawful" as descriptive of the lower price to be met, which raises the question as to whether a respondent seeking to take advantage of this defense has a burden of proving that the lower price which he meets is a lawful price. This question has not been settled. In its opinion in the Staley case regarding the burden on a seller of showing that his discriminatory lower price was made in good faith to meet a competitor's price, the United States Supreme Court applied the test of whether the seller could show the existence of facts which would lead a reasonable and prudent person to believe that the lower price would in fact meet the equally low price of a competitor. It seems to me logical to apply this same test with re-

(Continued on page 48)

FLY to Europe

on an Alitalia DC 8 Jet—
New York to Rome in 7¼ hours.

National Macaroni Manufacturers Association study tour available to members, associate members and their immediate families.

A full month—mid-April to mid-May in Italy, Switzerland, Germany and France, at group rates.

For details contact R. M. Green,
Executive Secretary, Box 336,
Palatine, Illinois.

MACARONI MANUFACTURERS ASSOCIATION

FOR QUICK SALE!

TWO BUHLER PRESSES

Type TGP for continuous short cut macaroni products. Output: 600 pounds per hour. Machines have had very little use—they do have dies.

TWO FERGUSON PACKAGING LINES

Top and bottom carton sealer, weigher and case sealer for packing 6 to 16 ounce cartons of cut macaroni products.

Write Box 171, Macaroni Journal
Palatine, Illinois

(Continued from page 34)

A Story to Tell

We have problems, yes, but we have a great story to tell. There may be some who would ask the government to buy egg whites so the yolks would cost less. Is this a sound response to the problem? What did the tobacco people do when confronted with the health scare? Was their response to this problem creative? I think so—Filters—sales of cigarettes have gone up, and so have the profits.

This is turning a crisis into an opportunity. The Chinese word for crisis consists of two symbols—one means danger, the other opportunity. How we look at our problems and respond to them will determine how successful we are in meeting them.

I haven't tried to be the answer man, but I do appreciate the opportunity to discuss with you the outlook for eggs as related to your industry. The purpose of such a meeting as this is not to have your problems solved for you (if such is possible), but rather to gain a new perspective, a fresh approach and broader outlook. I only hope that we have exchanged ideas which will help develop new attitudes and new thinking to convert obstacles into challenging opportunities.

Today the food business in the United States is a 70 billion dollar industry. Are we getting our share? In ten years the food business in the United States may be well over 100 billion dollars. What will your share be then? The answer depends on you.

Whole Egg Noodle

Raymond Guerrisi, president of San Giorgio Macaroni, Inc., Lebanon, Pennsylvania, and a long time leader in the manufacture of spaghetti, macaroni, sauces and noodle products, announced the full scale production of a revolutionary noodle product. The name of this product is "Old Original" Whole Egg Noodles.

As the name implies, this is an egg noodle made with the whole egg . . . rather than just the yolk. Until now, the use of only the yolk in the manufacture of egg noodles has been standard procedure.

In pointing out the advantages of using whole eggs for San Giorgio noodles, Mr. Guerrisi said, "Old Original Whole Egg Noodles have a distinctive flavor, a finer texture, and are more nourishing than ordinary noodles made with only the yolk."

Mr. Guerrisi also announced that San Giorgio "Old Original" Whole Egg Noodles are being heavily advertised in all major media. In addition to a satur-



Members of the board of directors of the United Tavern Owners of Philadelphia were guests at a dinner sponsored by San Giorgio Macaroni, Inc., prior to a recent meeting. Shown above, a display of San Giorgio products, are, left to right: Frank Shreenan, UTOP sergeant-at-arms; Carl Amann, executive secretary; John Kane, first vice president; Edna May, UTOP office manager who acted as hostess; Henry J. Guerrisi, of the San Giorgio sales department; Walter Garvin, UTOP president; Dave Melnick, board chairman, and Ray Castaldi, second vice president.

tion schedule in radio and television, San Giorgio is utilizing an extensive promotional campaign in newspapers starting with a series of two-color ads.

Mr. Guerrisi pointed out that "Old Original" Whole Egg Noodles are being stocked by most leading supermarkets and grocery chains, and larger independent grocers, as well. The new product is being introduced to the consumer at five cents off the regular price.

In addition to whole egg noodles, San Giorgio produces a full line of spaghetti, spaghetti sauces, and macaroni products.

Liquid Egg Production

Liquid egg and liquid egg products production (ingredients added) during May totaled 100,549,000 pounds—down 10 per cent from May 1959, but up 17 per cent from the 1954-58 average for the month. The quantities used for immediate consumption, freezing, and drying were all less than a year earlier.

Liquid egg used for immediate consumption during May totaled 7,745,000 pounds, compared with 7,904,000 pounds in May 1959. Liquid egg frozen during May totaled 74,684,000 pounds—down one per cent from May 1959. Frozen egg stocks increased 30,000,000 pounds during May, compared with 34,000,000 pounds in May 1959 and the five-year average increase of 37,000,000 pounds.

Egg solids production during May was 4,523,000 pounds, compared with 6,943,000 pounds in May 1959 and the

average of 3,342,000 pounds. Production in May consisted of 2,616,000 pounds of whole egg solids, 838,000 pounds of albumen solids, and 1,069,000 pounds of yolk solids. Production in May 1959 consisted of 3,976,000 pounds of whole egg solids, 1,658,000 pounds of albumen solids, and 1,309,000 pounds of yolk solids.

Durum Supply—

(Continued from page 10)

10,650,000 providing no durum is exported. This is not too big a carry-over.

Gross loan figures are down a nickel in 1960 as compared to 1959 for No. 1 Hard Amber Durum and for No. 1 Amber Durum. Two dollars and twenty-nine cents was the figure for the top grade last year, \$2.24 now, and the expected final for this year \$2.22.

No. 1 Amber Durum was \$2.24 last year, \$2.19 now, and expected to be \$2.22 for the final 1960 figure.

No. 1 Common Durum was \$2.19 last year, is \$2.17 now, and is expected to be \$2.20 for the final 1960 price.

Chef Advertising

Chef Boy-Ar-Dee products in the 40-ounce family size packages will be promoted by a four-color page ad in the August 2 issue of Look Magazine. The products are spaghetti and meatballs, spaghetti with tomato sauce and cheese, lasagna, and ravioli.

FAMOUS SYMBOLS



THE DONKEY AND THE ELEPHANT ARE SYMBOLS OF A POLITICAL YEAR

The donkey was first used as a Democratic party symbol in a political cartoon by Thomas Nast. It was published in the January 15, 1870, issue of Harper's Weekly. The elephant as a symbol of the Republican party appeared first in 1874 in a cartoon by Thomas Nast.

The Democratic party took its present name in 1828 with the election of Andrew Jackson. The Republican Party is often called the Grand Old Party or G.O.P. The political groups that Henry Clay and John Quincy Adams headed around 1825 adopted the title National Republican. About 1854 the current name, Republican, was adopted.

NO. 7 IN A SERIES OF FAMOUS SYMBOLS!

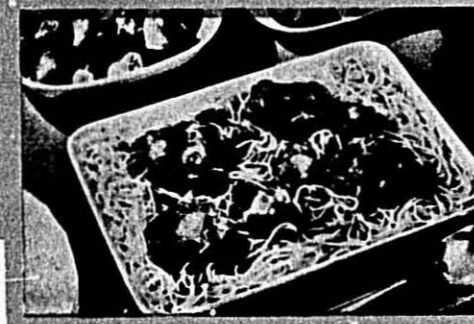
NORTH DAKOTA DURUM WHEAT IS A GREAT TRADITION, TOO!



In a political year, as well as in every other year, North Dakota continues to produce 85% of the world's durum wheat!

The rich Red River Valley of the North is the hub of a great farming empire, and the North Dakota Mill and Elevator stands right in the heart of this magnificent wheat country.

When you select Semolina and Durum Flours milled at the North Dakota Mill and Elevator, you know you have the finest flour available to give you top quality macaroni and spaghetti products. In a political year, as in every year, vote for flour from the North Dakota Mill and Elevator!



Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR

Flour Milling Division



Grand Forks, North Dakota

Food and Drug Looks at Macaroni—

(Continued from page 12)

March 6, 1961. It is, therefore, important that any food additive, be it direct or indirect, which is to be used after March 6, 1961, must be covered by an appropriate regulation. Incidentally, if your products now contain an additive which is not covered by an appropriate regulation and is not on the list of substances covered by extension for the use to which you are putting it, these products are in violation right now.

If you have not already done so, I would recommend to each of you that when you get back to your plants, you make a very painstaking and thorough check of your whole operation to find out just how you stand under the Food Additives Amendment. You must have full information about every ingredient you use in order to make this evaluation. You should check your equipment and your packaging to see whether or not unsafe substances are likely to migrate keeping in mind that the law refers to substances which may reasonably be expected to become a part of the food or otherwise effect its characteristics. Our people have devised means of testing equipment and packaging material to determine whether there is, in fact, migration and if your suppliers have not already done the job of finding out the facts, you had better have it done yourself.

Sanitation

For your 1956 meeting in New Hampshire, I prepared a paper which discussed at some length the sanitation features of the law as applied to this industry. What I outline then is equally applicable today and while I do not plan to repeat those comments, I do want to impress on each and every one of you that our experience in this field clearly demonstrates that the fight for sanitation in the manufacture of food is never over. Constant vigilance must prevail in every food plant, and, of course, you all realize that a plant which uses flour to the extent that you do is in a special category in this regard.

Experience shows that correcting small things before they get to be big problems pays real dividends whereas failure to do this results in seizures, criminal prosecutions, and injunctions. We are firmly of the view that the former is the best and we are extremely gratified when we get reports from our inspectors and our laboratories which enable us to conclude that specific producers are operating to put out clean, sound, wholesome products

which have been prepared, packed, and held under sanitary conditions.

Short Weights

I was surprised to find that last year we encountered three macaroni products manufacturers putting out products which ranged from five per cent to 17 per cent short weight. Years ago, short weight was a real problem with us but I thought that this had been corrected. All three of these short weight cases resulted in criminal prosecution and the fines imposed by the courts were \$600, \$600, and \$1,000. The \$1,000 fine, however, also reflected a charge that the products were contaminated and had been prepared under unsanitary conditions.

Compared with the other problems this industry faces, I am convinced that the matter of putting out full weight products is the easiest to control. We know an occasional slack package or two may get by but let's take another look at the filling and weighing practices so that we don't have this sort of thing again.

Misbranding

During the past year, we have had more complaints to the effect that certain products represented as being made from semolina are in fact prepared in large part, or in some cases completely, from flour. The Food and Drug Administration takes no position as to the relative merits of the macaroni products made from semolina and those which are not. This industry, however, has created a demand for the semolina articles in some quarters and we must insist that if you label your products as having been made from the more expensive semolina they must be so made.

It is, of course, a misbranding under the law to misrepresent a food in its labeling and where we acquire the evidence that such a misbranding has occurred, we will have no choice but to institute appropriate legal action.

New Products

During the past year, we have had a number of discussions with firms and individuals about the possibility of making various improvements to macaroni and noodle products. Certainly, the Food and Drug Administration is not adverse to improvements and we are set up to deal with these. In most cases, the products involved are those covered by the standards of identity and the law provides a means of amending the standards on petition which, of course, must give reasonable grounds and show that the proposed change is one which will promote honesty and fair dealing in the interest of consumers. We do have the temporary permit system to authorize varia-

tions from the standard requirements to enable a firm to test-market a new item. These two routes are the only ones by which you may vary standardized products from the letter of the standards as they exist today. Of course, if the improvement involves the use of a food additive, the procedures I mentioned earlier must be followed as well.

Just last month we found it necessary to institute legal action by way of seizure against some macaroni products, the standards for which do not provide for enrichment, where a manufacturer elected to include enriching agents. Further, we must not lose sight of the fact that the Section 403(j) regulations dealing with foods for special dietary use call for certain minimum daily requirement statements to appear on the labels of products to which vitamin and mineral substances have been added. Action has been taken where these have been omitted.

Proper Labeling

Finally, I should mention that in one seizure we included a charge that the mandatory information on the label failed to appear sufficiently conspicuously so as to be readily seen and understood under customary conditions of purchase and use. This to me is something that can't go on without full knowledge of those in charge of the manufacturing operations.

The law says that the consumer is entitled to be able to read the label to know certain things about the products. It is not expected that she will carry a magnifying glass when she goes shopping and you people can tell as well as we can whether or not your products are labeled in such a way that the required information can be easily read and understood.

I have tried to cover a few highlights of probable interest to you, but hope that I can answer any specific or general questions you may have about the law.

Two Envelope Pack

A new two-envelope package of Italian style spaghetti sauce mix has been announced by the R. T. French Company of Rochester, New York.

A spokesman for the company reports that recent studies of consumer purchase patterns indicated that 70 per cent of all packages are purchased in quantities of two or more. The twin package will offer a lower cost per case and higher unit profit to the retailer as well as saving to the consumer. The package is said to be easy to store and mark, offer better shelf display, and provide an increase in unit sales.

ONLY 1/3c POUND COST

- * DOUBLES THE PROTEIN VALUE OF ALL YOUR PRODUCTION WITH 5% HEALTHFUL DEFATTED WHEAT GERM.
- * SUPPORTS EFFECTIVE ADVERTISING AND LABEL PROTEIN CLAIMS.
- * STIMULATES MORE FREQUENT SPAGHETTI MEALS WITH HIGHER NUTRITIONAL APPEAL AND LOWER COSTS.
- * PERMITTED UNDER FEDERAL STANDARDS OF IDENTITY FOR ENRICHED MACARONI.

"LET'S DOUBLE OUR PER CAPITA SALES CLIMB BY '69."

Write us today for more information.

VITAMINS, INC.

809 West 58th Street
Chicago 21, Illinois

Manufacturers of Food Additives Since 1936.

SUMMER SALUTE

IN THE good old summer time, four states on the Great Plains west of the Mississippi rate the August salute from the National Macaroni Institute.

Cornhuskers

Nebraska is the Cornhusker State, because corn is one of its chief crops along with other cereals and grains. Some of the greatest packing plants in the United States are in Omaha which ranks as one of the world's largest livestock markets.

The people of Nebraska still have a great deal of a hopeful and ambitious pioneer spirit. Nebraska is one of the very few states which have no public debt. It has been on a pay-as-you-go basis since 1875, when the constitution prohibited a public debt of more than a hundred thousand dollars.

Sunflowers

Kansas is called the Sunflower State, because the tall yellow sunflower grows so abundantly there. It is also known as "the breadbasket of America," as it ranks first among the states in wheat production. It ranks high in the production of corn and cattle.

Kansas has also developed large manufacturing industries. The state ranks first in the country in flour milling and grist-mill products and fourth in meat packing. It is one of the leading states in the manufacture of airplanes and aviation equipment.

Hawkeyes

Iowa, the Hawkeye State, honors Blackhawk, a chief of the Sauk Indians, who fought to keep his people's hunting ground.

Iowa is known everywhere as "the land where the tall corn grows." It ranks first among the states in the growing of corn, oats, popcorn and timothy seed, and in the number of hogs, horses, chickens, and eggs. Only Illinois raises more soybeans than Iowa. Iowa produces more butter than any other state except Minnesota. But Iowa is not entirely a farming state. Many of its cities and towns have huge factories which turn farm crops into food products. Des Moines is one of the largest printing and publishing centers west of the Mississippi.

A Missouri Congressman

Missouri takes its name from the mighty river which flows through the heart of the state. A Missouri Congressman, making a speech in Philadelphia in 1899, said: "I come from a country that raises corn, cotton, cockleburs, and Democrats. I'm from Missouri and



you've got to show me." Missouri is both northern and southern, eastern and western. The influences of city and farm life are about equally strong in the state. It is one of the best balanced states in the Union. A variety of crops is raised on its broad, rich farms. St. Louis in the east and Kansas City in the west are two most important cities in the state. They influence the state politically, industrially and culturally, and bustle with business, banking, railroading, meat packing and service distribution centers.

Mid-American Menus

Food in these mid-central states is typically American. For example, Steak and Vegetable Skewers on Hot Macaroni Salad would make excellent outdoor eating in the good old summer time. Pork in Barbecue Sauce served on spaghetti would tickle the palate of any native. Noodle Nests for Creamy Bacon and Eggs would be right in step.

With another month of hot weather ahead, there is still plenty of time before picnic baskets and grills are put away for the winter. The National Macaroni Institute suggests appetizing beef rolls stuffed with a savory noodle stuffing, wrapped in aluminum foil and baked in hot coals. Grilled tomato halves and mushrooms, a tossed salad and coffee complete this simply-prepared picnic meal.

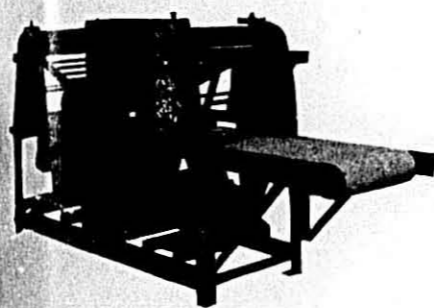
Noodle and Beef Rolls (Makes six servings)

1 tablespoon salt
3 quarts boiling water
8 ounces wide egg noodles (about 4 cups)
¼ cup butter or margarine
¼ cup chopped onions
1 tablespoon paprika
1 tablespoon chopped chives
1½ pounds ground beef chuck
Salt and pepper to taste
¾ cup fine dry bread crumbs
½ cup milk
1 egg, beaten
1 tablespoon horse-radish

Add one tablespoon salt to rapid boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine and add onions; cook over medium heat until tender and lightly browned. Add paprika, chives and cooked noodles; mix well.

Combine remaining ingredients and mix until all ingredients are well blended; divide into six equal parts. Pat each part into a rectangle one-fourth inch thick; place some of noodle mixture on each rectangle and roll meat around noodles. Wrap each roll in aluminum foil. Bake in hot coals or moderate oven (350 degrees) 45 minutes.



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

Manufacturers of ravioli and tamale machines.

40 Years Experience

Bianchi's Machine Shop

221-223 Bay Street, San Francisco 11, Calif.

Telephone Douglas 2-2794

For dependable uniform quality

DURUM SEMOLINA GRANULAR FLOURS

Call Roy Wentzel
CHapel 6-2101
New Richmond, Wis.

Doughboy

DOUGHBOY INDUSTRIES, INC.
Milling Division New Richmond, Wis.

Quality Since 1856

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director
156 Chambers Street
New York 7, N.Y.

N-RICHMENT-A®
FOR PLUS QUALITY

—in handy wafer or powder form

—convenient nationwide stock locations

—write for descriptive literature



N-84-53

WALLACE & TIERNAN
INCORPORATED
25 MAIN STREET BELLEVILLE 9 N.J.

WAY BACK WHEN

40 Years Ago

• "Opportunity plus cooperation equals attainment" says the New Macaroni Journal cover.

• Practically all leading macaroni manufacturers have decided to follow the advice of the representative body that appeared before the Federal Trade Commission where it was agreed that eight ounces should constitute the minimum weight of packages of macaroni products. There has been frequent complaint that consumers pay more for wrappers than for the food in the package.

• The Association established a laboratory in Washington, D.C. and obtained the services of Dr. B. R. Jacobs, whose years of training in the United States Bureau of Chemistry having direct charge of matters pertaining to Macaroni Standards, marked him as a real expert.

30 Years Ago

• Forward With the Industry—announcements were made of national advertising to begin in October issues of six leading service magazines to promote macaroni. Plans were also announced for a national macaroni recipe contest.

• "The Three 'C's' Trio" was described by James M. Hills of Grocery Store Products at the Niagara Falls convention. First "C" was for "cooperation" with the newly appointed merchandising manager of the national Association.

Trade Practice Rules—

(Continued from page 39)

spect to the lawfulness of the lower price. The courts have held that a lowered price is within this defense only if it is made in response to an individual competitive demand and only if it is used defensively to hold customers rather than to gain new ones.

About Allowances

Concerning the brokerage provision of the Robinson-Patman Act, to put it briefly, it is unlawful for a seller to grant to a buyer or his representative to receive, a brokerage, or a discount in lieu thereof, on purchases for the buyer. Where the intermediary transmits to buyers commissions received from a seller, or is obligated to transmit same, the law is violated. The transmittal may arise from contract between buyers and the intermediary, or by any other means by which the buyer has the ultimate legal power to control the distribution of the brokerage.

20 Years Ago

• The consumer expects a full package. The Government ruled that responsibility for the degree of fill in packages of macaroni products rests entirely on the manufacturer. The question was asked if an 80 per cent fill would be sufficient.

• As a war measure to stabilize the price of wheat and wheat products and to increase its income, the Canadian Government established a processing tax on wheat, similar to that with which the United States sorrowfully experimented a few years before.

• The millers proposed definition changes to be more descriptive of product than of process. This would affect durum flour, farina and semolina.

10 Years Ago

• There was concern for the durum crop which was two to three weeks late. The wheat was green and soft and needed warm weather and much sunshine to harden the straw and ripen the heads.

• A violation of enrichment laws was charged when a label statement gave comparative food values of macaroni as against other foods.

• Macaroni Day was held in Devils Lake, North Dakota August 3, 1950, with parades, contests, a Durum Queen and a Macaroni Queen. Morris Ryan and C. L. Norris represented the Association.

With respect to promotional allowances, services or facilities, the Robinson-Patman Act requires that if such are furnished by a seller to any of his customers, he must offer and make available the same kind of allowances, services or facilities (or an alternative kind when the same is not suitable to other customers' types of businesses or facilities) to all competing customers on proportionally equal terms. Promotional allowances which you furnish must be used by your customers for the purpose for which they are furnished. If they are not you may be guilty of granting an illegal price discrimination. What you furnish customers for promotional purposes as well as what, if anything, you require your customers to furnish in connection therewith must be proportionally equal as to all competing customers.

The Commission on May 12, 1950 adopted "Guides for Advertising Allowances and Other Merchandising Payments and Services . . ." which

CLASSIFIED ADVERTISING RATES

Display Advertising . . . Rates on Application
Want Ads 75 Cents per line

FOR SALE—on West Coast, 1 Buhler 60 lb. per hour press with single stick, large plant for fancy items. Contact Box 168, Macaroni Journal, Palatine, Illinois.

FOR SALE—Four Simplex automatic packaging machines equipped with four scale or volumetric. Write Box 169, Macaroni Journal, Palatine, Illinois.

FOR SALE—Two Buhler Presses
Two Ferguson Packaging Lines
See details on page 39.

MACHINERY SALESMAN—To sell manufacturing equipment direct to pasta producers. American of Italian descent preferred, but not essential. Send qualifications and experience to Box 170.

INDEX TO ADVERTISERS

Amber Milling Division, G.T.A.	24
Ambrette Machinery Corporation	24
Blanchi's Machine Shop	27
Buhler Brothers, Inc.	27
Classified	39
Clermont Machine Company, Inc.	19
Commander Larabee Milling Co.	4
DeFrancisci Machine Corporation	4
Doughboy Industries, Inc.	19
General Mills, Inc.	Cover
Hoffmann-LaRoche, Inc.	Cover
International Milling Company	4
Jacobs-Winston Laboratories, Inc.	4
King Midas Flour Mills	4
Maldari, D. & Sons, Inc.	4
National Macaroni Association	4
North Dakota Mill & Elevator	4
Pavan, N. & M.	4
Rosotti Lithograph Corporation	Cover
Sterwin Chemicals, Inc.	4
Vitamins, Inc.	4
Wallace & Tiernan, Inc.	4

make possible a better understanding of the obligations of sellers and the customers in joint promotional activities. The Guides contain suggestions which business men will find very useful in preventing unintentional violations. Copies of such Guides may be obtained by request to the Commission.

The Commission is making an intensive effort to eliminate unfair trade practices in all industries and your assurance that your practices are proper is to see that they are in accord with the trade practice rule and guide provisions. With your cooperation in serving the rule requirements and bringing to the attention of the Commission rule violations, the rules will be of benefit to the entire industry.

The Roche Review Of Enrichment Requirements

for Cereal Grain Foods in the United States

All figures represent milligrams per pound

PRODUCT	Thiamine (B ₁)		Riboflavin (B ₂)		Niacin		Iron	
	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.
Enriched BREAD or other baked products	1.1	1.8	0.7	1.6	10.0	15.0	8.0	12.5
Enriched FLOUR ¹	2.0	2.5	1.2	1.5	16.0	20.0	13.0	16.5
Enriched FARINA	2.0	2.5	1.2	1.5	16.0	20.0	13.0	*
Enriched MACARONI & NOODLE Products ²	4.0	5.0	1.7	2.2	27.0	34.0	13.0	16.5
Enriched CORN MEALS	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched CORN GRITS ³	2.0	3.0	1.2	1.8	16.0	24.0	13.0	26.0
Enriched Milled WHITE RICE ⁴	2.0	4.0	1.2**	2.4**	16.0	32.0	13.0	26.0

* No maximum level established.

** The requirement for vitamin B₂ is optional pending further study and public hearings because of certain technical difficulties encountered in the application of this vitamin.

¹ In enriched self-rising flour, calcium is also required between limits of 500-1500 mg. per pound.

² Levels allow for 30-50% losses in kitchen procedure.

³ Levels must not fall below 85% of minimum figures after a specific test described in the Federal Standards of Identity.

⁴ The Standards state that the rice, after a rinsing test, must contain at least 85% of the minimum vitamin levels. The Governments of Puerto Rico and the Philippines also require this rinsing test. If the method of enrichment does not permit this rinsing requirement to be met, consumer size packages must bear the statement, "Do not rinse before or drain after cooking." Rice enriched by the Roche method will meet the rinsing test. The South Carolina law does not require a rinsing test on packages less than 50 pounds, as the rice in small packages is presumed to be sufficiently clean.

The maximum and minimum levels shown above for enriched bread, enriched flour, enriched farina, enriched macaroni, spaghetti and noodle products, enriched corn meal and corn grits and enriched rice are in accordance with Federal Standards of Identity or State laws. Act No. 183 of the Government of Puerto Rico requires the use of enriched flour for all products made wholly or in part of flour, including crackers, etc.

Roche © 1950 IHLR Inc.

Brief, authoritative stories about the enrichment of many cereal grains have been gathered into a booklet which you may have for the asking. Just send your request for "The Vital Story of Cereal Grain Products" to the Department of Education, Fine Chemicals Division, Hoffmann-La Roche Inc., Nutley 10, N. J.



Hundreds of women "must have their say" make Betty Crocker recipes good enough for y

And they are all Betty Crocker home testers! These are the women who test Betty Crocker's macaroni, spaghetti, and noodle recipes. They carefully check every recipe to be sure directions are easy to understand, ingredients are available and reasonable in price, and that their families like the finished foods. Frankly, some recipes

don't make the grade. Those that have a high rating are passed on to you, for example, in General Mills' new "Macaroni, Spaghetti, Noodles" recipe booklet—for you to pass on to your customers under your own brand name. Now, follow the creation of a Betty Crocker recipe from her kitchen to your consumers.

FIRST STEP: Betty Crocker's own kitchens

Here the recipe is painstakingly developed by Betty Crocker's professional home economists. The finished dish is subjected to a taste panel—men and women who are skilled in detecting and understanding flavors.

SECOND STEP: pilot tests with six homemakers

Six local homemakers try the recipe in their own homes. Each fills out a complete report. Did she like the recipe? Was it easy to understand? What would she do to improve it?

THIRD STEP: 25 food detectives must say "OK"

Next, Betty Crocker asks 25 homemakers to try the recipe under typical home conditions and to tell her if the dish was easy to make. If the recipe was too fussy. If any of the ingredients were difficult to obtain. If her family liked it. The women send actual samples of their finished food to the Betty Crocker Kitchens.

FOURTH STEP: America's homemakers try their hand

Eventually the recipe is ready for testing coast-to-coast—in cities, small towns, on farms—by inexperienced brides and by women who have cooked half a lifetime—by women from all social and economic levels.

FIFTH STEP: Betty Crocker's own kitchens

One final analysis of all the information gathered and the recipe is ready for Betty Crocker's approval and inclusion in the new General Mills' "Macaroni, Spaghetti, Noodles" recipe booklet.



Just off the press! You may have as many of these new booklets as you wish, imprinted with your own brand name, at less than cost. Ask your General Mills Durum Sales representative for details. (Offer good in U.S.A. only).

DURUM SALES
Minneapolis 26, Minnesota

