

**THE
MACARONI
JOURNAL**

**Volume 53
No. 2**

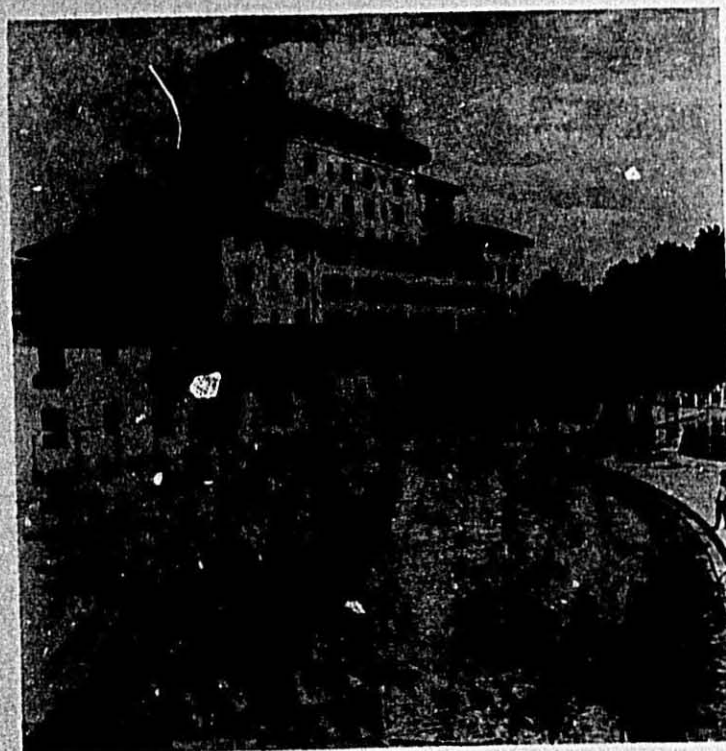
June, 1971

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



JUNE, 1971

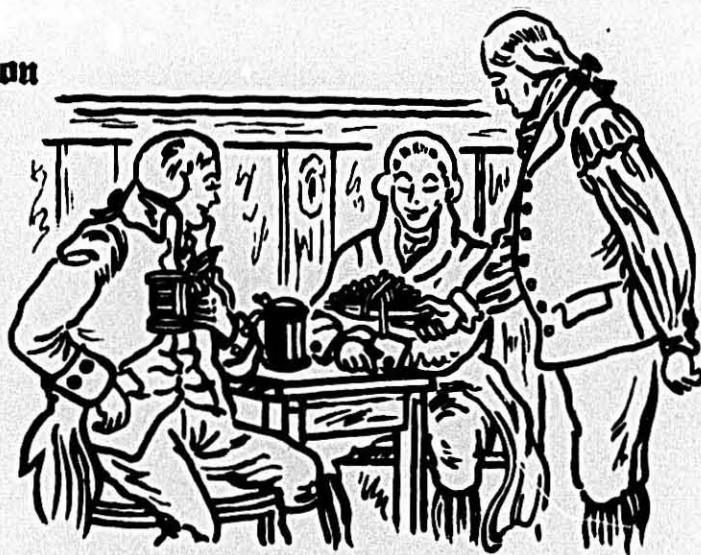


67th Annual Meeting
National Macaroni Manufacturers Association
Hotel Broadmoor, Colorado Springs, Colo., June 13-17, 1971

PACKAGING PERSONALITIES

Thomas Jefferson

Farmer, inventor, philosopher, diplomat, statesman, gourmet. Among the many foreign foods he introduced to the United States were such specialties as Parmesan cheese, Tuscan wine, and Neapolitan macaroni. In 1799 he imported a molding machine from Naples and so became the first producer of spaghetti and other pasta products in America.



LEADERSHIP Thomas Jefferson led the way to the founding of an important segment of the great American food industry: macaroni manufacturing. Since 1898 Rossotti has been a leading producer of effective packaging for macaroni and its related products, and we're obviously proud of our reputation as specialists in the business. But just as Jefferson went on to acquire renown in a number of other fields, so too has the Rossotti reputation for leadership been extended to include a wide variety of other products. The flexibility and versatility of our services cover every step of production from creative concept to completed package. If you are looking for a well established and reliable source of supply . . . if you are looking for leadership in packaging, look to Rossotti: packaging specialists for seventy years.

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The Macaroni Journal

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No. 2

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
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Cover Photo

The beautiful Broadmoor, one of the finest resorts in the country, is the site of the National Macaroni Manufacturers Association convention June 13-17.

The Macaroni Journal is registered with the U.S. Patent Office.
Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.
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Macaroni Standards Defended

THE Standards Committee of the National Macaroni Manufacturers Association met on April 14 and elected to oppose the proposal of modifying the Standards of Identity for Macaroni Products by the inclusion of a product "with improved protein quality" made of corn meal, soy flour, and semolina.

It was noted that for centuries macaroni has been a wheat food staple. It adheres to carefully prescribed ingredient standards. The long-standing standard has been the consumers' assurance that he is getting the product he wants. It is supplied by an industry which is comprised for the most part of small, family-owned businesses, which in turn are supplied mostly by thousands of small, family-owned farms for whom the macaroni industry is the principal source of livelihood.

Hearings Scheduled

On March 3, 1971, at the instance of the largest food company in the nation, the Food and Drug Administration, without prior consultation with the industry, proposed a new standard of identity for "Enriched Macaroni Products with Improved Protein Quality."

If the new standard is promulgated, the consumer will have no assurance that the product he gets is actually macaroni. Of key importance is the fact that the new product is so widely defined as to content that it can be made of almost anything, the consumer notwithstanding. Wheat would not be a prescribed ingredient.

In letters to Senators, Representatives, Secretary Elliot Richardson of Health, Education and Welfare, and Dr. Charles Edwards, Commissioner of the Food & Drug Administration, macaroni manufacturers declared at a time of widespread concern for consumer rights, this proposed new standard is nothing short of shameful. The position taken was that if a broadly defined product is to be established, it should be done so under a name other than macaroni and in a form different from recognized macaroni.

The period for comment has been extended to June 1.

DWI Responds

The Durum Wheat Institute filed the following letter with the Hearing Clerk of the Department of Health, Education and Welfare:

Dear Sir:

This letter is written at the unanimous, explicit direction of the major producers of durum semolina, durum granulars and durum flour in the United States, which products are used almost exclusively in the manufacture of spaghetti, macaroni and noodles. These producers are members of the undersigned Durum Wheat Institute, a division of the Millers' National Federation. On their behalf we wish to register their opposition to the proposal published in the Federal Register of March 3, 1971, for a standard of identity for "Enriched Macaroni Products with Improved Protein Quality."

Wheat Food

For centuries, or for as long as man has made the products commonly known as "macaroni foods," (spaghetti, macaroni and noodles) those products have been made primarily from wheat.

These foods, identified as "pastas" in their Italian derivation and "macaroni products" or "alimentary pastes" in the United States, are simple mixture of wheat particles and water, manipulated by hand or mechanically to form a dough, which is then cut or extruded under pressure through dies to form characteristic shapes — as spaghetti, macaroni or noodles. They are, according to existing FDA standards of identity, "the class of food each of which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour or any combination of two or more of these, with water and with or without one or more of the optional ingredients specified in subparagraphs (1) to (6) inclusive of this paragraph."

None of the above specifications permits the use of cereal grains other than wheat in the production of macaroni foods. The additives permitted under present standards include spices, seasoning, soy flour made by specific process, milk and milk solids, egg and egg solids, certain vegetables, wheat germ—or, a type of macaroni may be made from milled whole wheat. While minimal amounts of certain additives are specified for different types of product, and the label statement that can be made thereon is rigidly specified, nowhere is there to be found even a suggestion that macaroni products may be made primarily from anything but

wheat. The upper limits of certain of the permitted additives, other than enrichment nutrients, are not stated, presumably because their use is self-limiting. Too much soy flour, beets, carrots, spinach, milk solids or tomatoes results in a product that is inedible or unappetizing or that fails to maintain its form or integrity as spaghetti, macaroni or noodles.

Thus the millers of durum wheat, as well as others devoted to the ideal of delivering a product of highest quality to the consumer, have never challenged the present standards for macaroni products. But the new proposal, it is believed, would destroy the very foundation of the concept of definitions and standards of identity, not only for macaroni but for all foods.

Purpose of Standards

The declared purpose of a definition and standard of identity under the Act is to assure the integrity of commonly known foods sold under their common names; to "protect the consumer against 'economic adulteration,' by which less expensive ingredients are substituted, or the proportion of more expensive ingredients diminished, so as to make the product, although not in itself deleterious, inferior to that which the consumer expects to receive when purchasing a product with the name under which it was sold"; and to eliminate the confusion to consumers that in some cases results from their inability "to determine, solely on the basis of informative labeling (perhaps in 'fine print'), the relative merits of a variety of products superficially resembling each other." It was so stated in the reports of the Senate and House of Representatives relating to Section 401 of the Act which authorizes the promulgation of definitions and standards of identity, and it has so been held by the Supreme Court.

Instead of achieving this declared purpose, the proposed new standard would achieve the opposite result—deception of the consumer. Instead of getting a wheat-based product, which use of the word "macaroni" would lead him to believe he would get, the product would contain little, if any, wheat.

Temporary Permits

Under the "two temporary permits" mentioned in the published proposal of the Commissioner asking for a new

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THE MACARONI JOURNAL

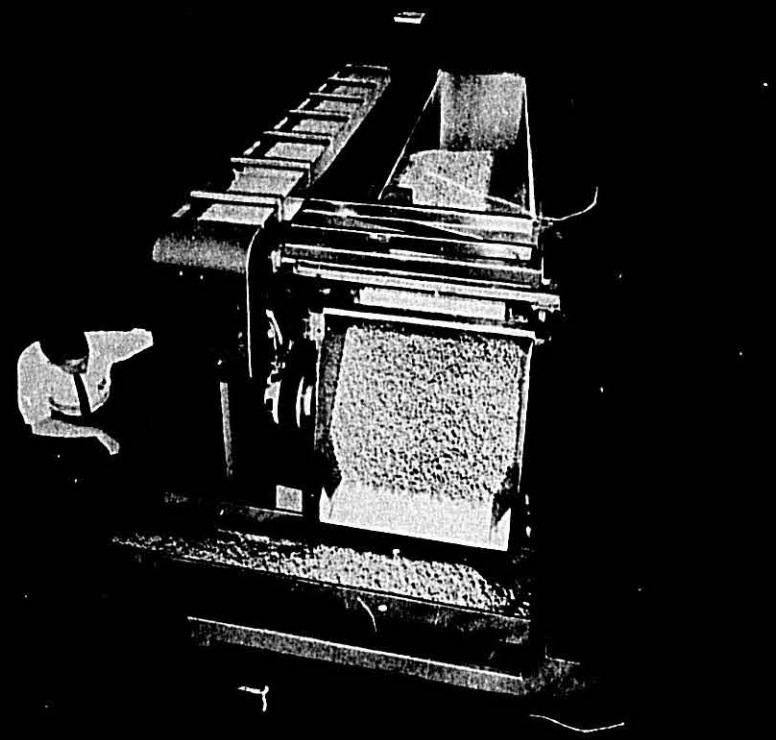
The Gap

—an unautomated interval between processing and packaging. A gap now cluttered with tote boxes, cans, racks, drums and handtrucks, creating unnecessary rehandling and confused scheduling. A gap with inherent inefficiency, costly breakage and degraded products.

Now you can eliminate expensive unneeded labor and recover valuable floor space with the

ASECO Accumaveyor

ASECO's new Fully Automatic Surge Storage Unit for fragile, non-free flowing bulk processing is Accumulated into an electrically programmed system that automatically compensates for surges and distribution changes from "on demand."



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Standards Defended—

(Continued from page 4)

standard for "Enriched Macaroni Products with Improved Protein Quality," one supplier has provided an extruded, imitation macaroni food made with 45 percent corn meal, 30 percent soy, eight percent flour, non-fat dry milk, vitamins and minerals, complying with FNS Notice 218 of February 22, 1971, calling for a product to be used in child feeding programs in lunches and suppers as a meat alternative or replacement. We have been informed that U.S. Department of Agriculture Food and Nutrition Service purchases of a similar imitation macaroni product manufactured under the "temporary permit" have resulted in a food containing as much as 60 percent corn meal. In no way could such an imitation product be accepted as a macaroni food according to the existing standards, since it would not meet the public expectation of identity and quality which has thus far been protected by those standards. Since the ersatz, imitation food material could not honestly be called a macaroni food under the existing standards, the only way to prevent consumer deception if the word "macaroni" is to be used (and degraded) would be to label the product as an imitation macaroni product.

Farinaceous

The proposed standard would call for "mixing one or more suitable farinaceous ingredients with water" and specified nutrients. Literally, the adjective "farinaceous" denotes the characteristics of farina.

"Farina" is legally defined in the standards (Code of Federal Regulations, §15.130, Title 21, Part 15) as "the food prepared by grinding and bolting cleaned wheat, other than durum wheat or red durum wheat, to such fineness that when tested. . . ." etc. The obvious reason for excluding durum is that the purified middlings of that specific wheat are legally defined as "semolina" by the same standards, and semolina, durum granulars containing a higher percentage of flour than semolina, and durum flour itself are commonly used in better quality macaroni foods.

If the adjective "farinaceous" is to be expanded to include substances which are not farina but which in one or more respects may tend to resemble farina, and if by this liberal construction it is intended to allow the use of corn meal or soy meal or flour or some other kind of meal or flour as the principal ingredient of the proposed product, this construction would be

repugnant to the definition of "farina" in the existing standards for cereal flours and related products.

Consumer Deception

To sell the proposed product, shaped like macaroni products but actually made from corn meal, in food stores, or to serve it to consumers in a hotel, restaurant, institution or school lunch room as a type of macaroni without labeling it as an imitation product would amount to deception, for the consumer would be offered something that appears to be spaghetti, macaroni or noodles but would really be something else. If standards and their integrity should be so relaxed it may someday be quite possible to fabricate and sell a macaroni-like product in appearance, made from finely ground wood pulp, with additives that make it look, taste and cook like macaroni, and with added nutrients providing high quality protein, desired levels of the B-vitamins and iron, calcium and other food values. Durum millers sincerely believe that such a goal is not the objective of the Food and Drug Administration nor in keeping with the spirit of the system of definitions and standards of identity intended by the Act and up to this time fairly honored by the Food and Drug Administration.

Insult to Injury

To add insult to injury, the very name of the product under the proposed standard, viz. "enriched macaroni products with improved protein quality" seems to be designed to lead all consumers, even the most sophisticated (except those who might by chance obtain a copy of, and be able to interpret, the standard), to expect the product to consist principally of macaroni—a wheat based food instead of a product that might contain as little as five or 10 percent wheat or no wheat at all, and up to 100 percent of corn meal or soy products or something other than wheat products. A time-honored name of a common food would thus be appropriated to identify a product that might contain little or none of the common food known by consumers and identified in existing standards by the common name so appropriated. We suggest that this would be so deceptive and misleading that if a similar degree of deception were attempted by a food manufacturer without the protection of some kind of government shelter, such as the proposed new standard, the FDA or the FTC, or both, would charge the manufacturer with misbranding and would probably prevail.

This transgression would be even more reprehensible because of the built-in puffery inherent in the proposed product name. Nothing in the name or the labeling would tell the consumer that the product is made from something besides wheat and that about the only resemblance it might bear to a macaroni product would be the shape of the units. Not only would the product name deceive the consumer but it seems to have been particularly designed to sell the product—to make the consumer believe that he is getting a very special kind of macaroni, not only a macaroni that is enriched but one that is loaded with protein.

For Nutritional Improvement

The millers of durum semolina, granulars and durum flour in no way oppose steps leading to the nutritional improvement of macaroni products—providing such steps are recommended by competent nutrition authority. The nutritional improvement of macaroni foods, such as they are presently known to consumers and defined in the present standards, is easily and inexpensively accomplished without degrading those products or changing their traditional character as wheat-based foods. For example, the B-vitamin and iron content of the enrichment formula can be increased. The protein values can be elevated to equal those of milk, meat, fish or eggs in any one of several ways without compromising the age-old, consumer-accepted, basic character of macaroni, spaghetti and noodles as wheat-based products. To offer imitation macaroni products as the real thing, however, would serve only to downgrade the total market and adversely affect hard-won popularity and demand for quality.

Nor do the millers of durum wheat oppose so-called "engineered foods" designed to provide specific nutrients in extraordinarily large amounts to meet the nutritional deficits of certain population groups, providing again that there is demonstrable need for intake of such nutrients and that such "engineered foods" are not offered consumers for anything but what they are. It should be remembered, however, that macaroni foods are not intended to be complete, all-purpose rations providing everything one person needs nutritionally, for a meal, a day or any other interval. Macaroni foods are customarily eaten with other foods in a meal. Furthermore, they are consumed with sauce, in helpings from casserole dishes, with meat, milk, cheese, fish, eggs, vegetables and a variety of other food.

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ADM Milling Co.

Standards Defended—

(Continued from page 6)

Their nutritional contribution most logically should be considered in relation to a person's total intake of food rather than what the macaroni product itself may provide.

Detriment to Many

While the proposed new standard for an imitation macaroni would work to the peculiar advantage of a few—in particular those who have been supplying such a product for use in school lunch and Federal feeding programs—it would adversely affect the interest of thousands of durum growers, millers, macaroni manufacturers and others who have labored diligently for many years to perfect their product and expand their markets. There is no shortage of wheat in general, or durum wheat specifically, and the latter variety is now and has long been regarded in Europe and the United States as a primary ingredient for quality macaroni products. Several European nations have laws specifying that only durum ingredients be used for spaghetti, macaroni or noodles, because products so made maintain their integrity in cooking, resist the mushing or pasty consequence of overcooking and assure insofar as possible the delivery of a better product to consumers at home, or in restaurants, hotels, institutions, lunchrooms and other eating places. To serve an ersatz macaroni to school children, for example, would deprive them of knowledge of quality and in the long run depress the sale of genuine products.

Summary

To sum up: (1) durum millers believe that products which would be produced under this proposed standard, or those which have been produced under special permit, are in no sense macaroni foods; (2) durum millers believe that wheat and only wheat serves as the sine qua non ingredient of macaroni foods; (3) durum millers see no nutritional gain in the proposed new standard that cannot be better accomplished by adding nutrients to what are presently known and specified as macaroni foods, according to existing standards; (4) durum millers believe that application of the name, "macaroni," to the kind of product described in the proposed new standard would grievously damage the thus far growing market for true macaroni foods and work great injury on those long devoted to the improvement of durum-based products—their culture, growth, harvest, milling, manufacture and marketing; and finally (5)

would serve only to deceive and mislead consumers. All these impairments would be inflicted on many to the benefit of only a few.

Finally, durum millers believe that the proposed new standard if adopted would ultimately destroy the total fabric of standards of identity for foods. At a time when the efficacy of regulatory agencies of government is being publicly questioned, it would seem that this proposal made by the Commissioner "on his own initiative" would lend credence to detractors and provide justification for their criticism.

We urge that the proposal to establish a standard for "Enriched Macaroni Products with Improved Protein Quality" as set forth in the Commissioner's notice dated March 1, 1971 be withdrawn.

Respectfully submitted,
Durum Wheat Institute
E. E. Powers, Chairman

Durum Wheat Institute Members
ADM Milling Company
Amber Milling Division of Farmers
Union Grain Terminal Association
International Multifoods Corporation
North Dakota Mill & Elevator Assn.
Peavey Company Flour Mills

IS THIS MACARONI?

General Foods Corporation describes their Golden Elbow Macaroni as a major advance in nutrition. They say this about it:

Golden Elbow is a new quick-cooking enriched elbow macaroni that contains 20% high quality protein. The product, made from a blend of corn flour, soy flour and semolina is a new source of high quality protein in a macaroni form that will meet the needs of institutions and those concerned with balanced feeding programs.

"Golden Elbow is delicious tasting, rich in color, easy to eat and offers:

- Nutrition**
- Contains more than seven times the protein of regular macaroni.
 - Two ounces (one cup cooked) has a protein rating equal to 60%-100% of the recommended food items for the Type A school lunch.
 - One cup cooked Golden Elbow will supply one-third of protein of a child's (ten years or younger) recommended dietary allowance. (Recommended dietary allowance for protein calculated from tables of National Academy of Sciences and National Research Council.

Convenience

- Can be easily prepared and served like regular macaroni.

- Needs no rinsing and is less sticky than regular cooked macaroni... makes for easier serving.
- Needs no special storage... handles like regular macaroni.

Economy

- Golden Elbow is an economical source of high quality protein costing only 2-3 cents for a two ounce serving (one cup cooked).
- Golden Elbow used by itself or in recipes will significantly reduce menu costs, while maintaining desired protein levels.

Acceptance

- Excellent acceptance among children and adults in over 2,000,000 servings.
- Current users consist of schools, universities, hospitals, state and federal food programs.

Golden Elbow supplies 350 calories per 100 grams.

A typical analysis of the product would be:

Protein (minimum)	20.0%
Carbohydrates (calculated by difference)	66.2%
Fiber (maximum)	1.8%
Ash (maximum)	2.5%
Fat (maximum)	2.2%
Water (maximum)	12.5%

Additional nutrients in each pound:

Thiamine	4 to 5 mg.
Riboflavin	1.7 to 2.2 mg.
Niacin	27 mg. to 34 mg.
Iron	13 mg. to 16.5 mg.
Calcium	1700 mg. to 1900 mg.

Amino Acid Analyses

	%	g/16gN Value	Per Cent of Whole E 79
Lysine	0.97	4.88	76
Threonine	0.71	3.59	72
Valine	0.88	4.44	60
Isoleucine	0.80	4.05	61
Leucine	1.77	8.70	99
Tyrosine	0.70	3.52	82
Phenylalanine	0.97	4.88	84
Tyrosine + Phenylalanine	1.67	8.40	83
Methionine	0.34	1.63	53
Cystine	0.37*	2.71	86
Methionine + Cystine	0.69	3.49	63
Tryptophane	0.24	1.21	73

* Cystine value calculated from the data in USDA HER Report No. 4.

Cooking instructions carry a caution not to overcook.

Golden Elbow will keep its rich natural yellow corn color, appetizing aroma, and flavor even after cooking, says General Foods material.

What's happening at North Dakota Mill?



After that disastrous fire hit us last July, our main job has been one of cleaning up: hauling out truckloads of charred machinery, scorched belting, burned electric motors and elevator legs from the burned-out mill structure.

This was followed with repair work on the interior of the building: chipping off and

repairing damaged cement pillars; cutting out and re-pouring concrete floors; sand-blasting the building interior to eliminate any trace of smoke odor or damage; closing all window openings by permanent walls, as preparation for complete temperature and humidity control in the new control system.

In our northern climate, there are severe temperature variations; because of this, the walls of the mill building have been relined with a new curtain of concrete block, creating a dead-air space to eliminate excessive interior moisture.

This is part of what has been happening at the North Dakota Mill in the past few months. All

eight floors have been painted with epoxy, and we are now ready to begin installation of the new machinery which is arriving daily.

As each week goes by, we see progress toward that day when we will be knocking on your door again, asking for a portion of your durum semolina business.

We will be keeping you posted on our progress, and to acquaint you with the newest, most modern, 10,000 cwt. daily capacity durum mill in the nation.

E. M. Murphy
General Manager

the durum people.

NDM

NORTH DAKOTA MILL

1823 Mill Road, Grand Forks, North Dakota 58201
Telephone (701) 772-4841

FNS NOTICE 218

The U. S. Department of Agriculture, Food and Nutrition Service, Washington, D.C., on February 22, 1971, issued FNS Notice 218 to Regional Offices and State Agencies.

The caption was: "Protein-Fortified, Enriched Macaroni-Type Products (B-2) to be Used in Combination with Meat or Cheese for Use in Luncheon and Suppers Served Under Child Feeding Programs." Copy followed:

Section 210.0(a)(1)(ii) of the regulations governing the National School Lunch Program, issued September 4, 1970, outlines the meat and meat alternate requirements for the Type A School Lunch as follows:

(ii) Two ounces (edible portion as served) of lean meat, poultry or fish; or two ounces of cheese; or one egg; or one-half cup of cooked dry beans or peas; or 4 tablespoons of peanut butter; or an equivalent quantity of any combination of the above-listed foods. To be counted as meeting this requirement, these foods must be served in the main dish or in the main dish and one other menu item.

Section 225.9 (b)(4)(iii) (b) of the Special Food Service Program for Children, issued April 1970, outlines the provision for the meat and meat alternate requirements for lunch or supper (age 6 up to 12 years) served under this program.

Attached is a specification for protein-fortified, enriched macaroni-type products which when prepared and served in combination with meat, poultry, fish, or cheese may be used as a meat alternate to meet part of the minimum requirement of two ounces (edible portion as served) of cooked meat specified in Section 210.0 (a)(1)(ii) for the Type A School Lunch. It may also be used to meet part of the meat and meat alternate requirement of item (b) in Section 225.9 (b)(4)(iii) of the Special Food Service Program for Children. An enriched macaroni-type product manufactured according to the attached specification for Protein-Fortified, Enriched Macaroni-Type Products (B-2) may be served in combination with meat, poultry, fish, or cheese to meet one-half of the minimum requirement of two ounces (edible portion as served) of cooked meat as specified in Section 210.0 (a)(1)(ii) for the Type A School Lunch; and Section 225.9 (b)(4)(iii) for service institutions.

One ounce of the dry macaroni product (which will measure one-half to three-fourths cup cooked) may be used as one ounce of meat alternate if served

in combination with meat, poultry, fish, or cheese to meet the remaining requirement.

The size of portion of the enriched macaroni-type product (manufactured according to the attached specification) when served in combination with meat, poultry, fish, or cheese may be adjusted to meet the meat and meat alternate requirement of the lunch and supper food patterns for other age groups served under the Department's Child Feeding Programs. The size of portion of this product shall not exceed 50 percent of the total meat or meat alternate portion.

Regional Offices and State Agencies shall provide a copy of the attached specification to all school food authorities for guidance in the use of this product as a meat alternate in combination with meat, poultry, fish, or cheese in school lunches or lunches or suppers served under the Special Food Service Program for Children. All school food authorities shall be instructed to require the vendor to produce the product in accordance with the specification. Also, checks will be made to determine if schools and service institutions are using the product according to the proportions required in the specification.

Laboratory tests of the enriched macaroni-type product may be made from time to time to determine if the specification is being met.

Specification

Enriched macaroni-type products meeting the following requirements may be served in the Type A School Lunch as an alternate to meet up to one-half the minimum requirements for two ounces of cooked meat. For this purpose, one ounce equivalent dry product, which will measure one-half to three-fourths cup cooked, will serve as alternate to one ounce of meat if served in combination with meat, poultry, fish, or cheese to meet the remaining requirement.

Protein-fortified, enriched macaroni-type products include macaroni, spaghetti, vermicelli and similar formed products made from cereal flours or meals, alone or in combination with one or more ingredients with a relatively high protein content such as an oilseed flour, nonfat dry milk or derived protein concentrates, and include the vitamins and minerals specified under "Chemical Composition." Optional ingredients include amino acids or their salts, binders or other ingredients that serve a necessary and useful purpose.

All ingredients shall be in conformity with the requirements of the Federal Food, Drug and Cosmetic Act and regulations pursuant to that Act as applicable.

Chemical Composition

Protein-fortified, enriched macaroni-type products shall meet the following compositional requirements. Analytical methods employed for these determinations shall be those prescribed in Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists, 10th Edition, 1965. All values except moisture are given on a dry basis.

	Mini- mum	Maxi- mum
Protein (Nitrogen times 6.25), weight %	20.0	25.0
Moisture, weight %		13.0
Iron, mg/lb.	13.0	16.5
Thiamin, mg/lb.	4	5
Riboflavin, mg/lb.	1.7	2.2
Niacin, mg/lb.	27	34

Biological Value of Protein

The protein efficiency ratio, PER, of the macaroni-type product shall not be less than 95 percent of that of casein. PER shall be determined on the cooked, drained product by the method "Biological Evaluation of Protein Quality" in the reference cited in the preceding section.

About General Foods Corporation

General Foods Corporation is the largest company in the convenience food industry. Sales in fiscal 1970 totalled \$2,045,355,030.

The parent firm was Postum Cereal Company, organized by Charles W. Post in 1895. He developed Postum, a cereal-based beverage, followed by Grape Nuts and Post Toasties, pioneers in ready-to-eat breakfast cereals. The company prospered.

His daughter Marjorie and her husband Edward F. Hutton sold a portion of the Post stock and embarked upon an expansion program in 1925.

Acquisitions in 1925:
Jell-O Company
Swanadown Flour
Minute Tapioca

In 1926:
Baker Coconut
Log Cabin Products

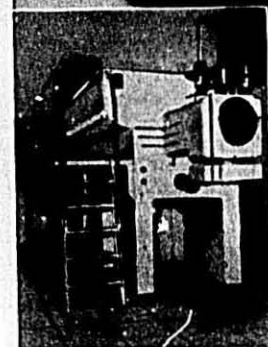
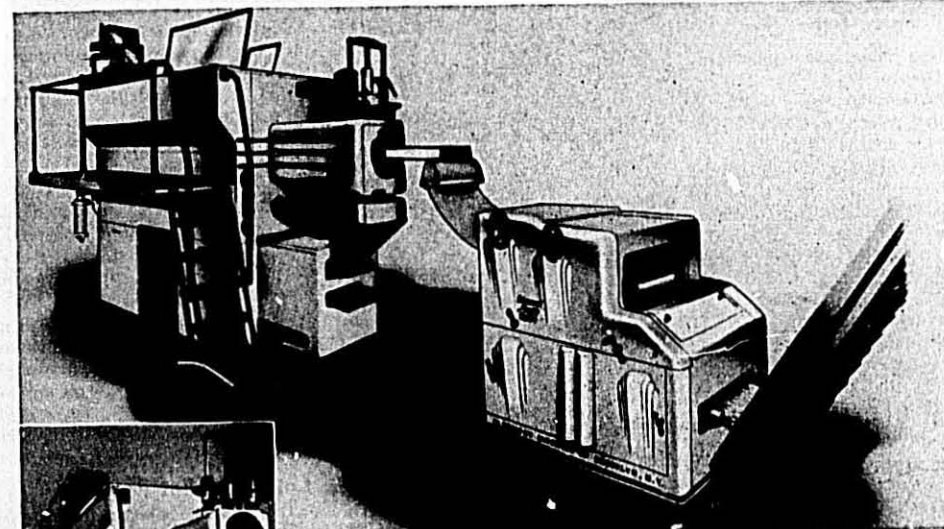
In 1927:
Baker Chocolate
Maxwell House Coffee

(Continued on page 12)

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

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About General Foods—
(Continued from page 10)

In 1928:
La France Products
Calumet Baking Powder

Company Name

In 1929 the company name was changed to General Foods Corporation. Bird's Eye brands and rights were acquired for quick frozen foods. The Certo Corporation was purchased.

Acquisitions continued, but at a slower tempo. Electricooper, Inc. (Kernel-Fresh Nuts) was purchased in 1939, Gaines Food Co. in 1943, Perkins Products Co. (Kool-Aid) in 1953 and several lesser companies along the way. Purchase of S.O.S. Corp. in 1957 led to a monopoly complaint by the Federal Trade Commission, which the United States Supreme Court refused to overturn.

New Products

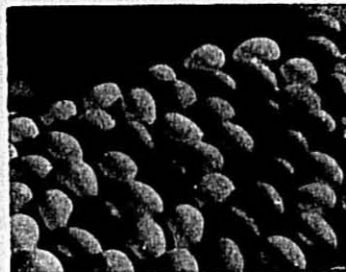
Advances in food technology have brought many new products to grocery shelves, and among the many General Foods contributions of this sort are Maxim Freeze-Dried Coffee, several instant coffees, several kinds of Sanka, decaffeinated coffee, a considerable list of desserts, a number of breakfast cereals, minute rice, a long list of quick frozen vegetables and fruits, new beverages, dog food variations and so on. These and other new foods have been the means of a large share of General Foods' expansion in late years. In fact, the only recent acquisitions have been outside the grocery field—the Burger Chef chain of quick food restaurants, a cosmetic firm, a toy manufacturer and the famous old Burpee line of garden and field seeds. The company philosophy seems to be that it must continue to grow, that growth can be infused into its established lines through new products and variations in existing products but that it is also desirable to expand into new lines.

Dramatic Growth

In the past ten years General Foods has doubled its sales volume. It is the leader in U. S. coffee sales with 37% of the market, far out-distancing all competitors. The company is rated Number One in packaged desserts and powdered soft drinks, and among the leaders in a considerable number of other foods. It does not hold these positions automatically, as it has able and vigorous competitors in all segments of the business.

General Foods principal offices were moved from New York to its suburb of White Plains in 1953. Its chief execu-

tive since 1965 has been C. W. Cook, board chairman, whose predecessors have included such noted food industry leaders as Colby M. Chester, Clarence Francis, Austin Igleheart and Charles G. Mortimer. Mr. Cook, a graduate of the University of Texas, joined the company in 1942, and after ten years in production transferred to the marketing side of the business. He is a director of Chase Manhattan Bank, Whirlpool Corp. and of a number of public service agencies and committees.



Nutritious Eggs

Searching for new ways to bolster your family's nutritional level? Keep in mind an old standby—the egg. It is rich in essential nutrients and there are innumerable ways of preparing eggs.

Besides, the U.S. Department of Agriculture's Consumer and Marketing Service reports that eggs are on the market in unusually large quantities.

Ample protein, a good supply of Vitamin A, thiamine, riboflavin, niacin and abundant amounts of iron and Vitamin D—that is an impressive line up of nutrients packed into something as small as an egg. This array has the most impact on young families where growing children particularly need these elements for good health and growth.

Protein

Protein is one of the primary ingredients of egg, and one of the most useful nutrients. Protein is a vital part of muscle, organs, blood, skin, and hair. It helps repair body tissues, from antibodies, fight infection and supply food energy.

Vitamins

Vitamin A contained in the egg also is very important for family nutrition, but unfortunately many Americans seem to miss out on its beneficial effects. A nationwide study of American household food consumption was conducted nation-wide in 1965. This study revealed that Vitamin A was one of the nutrients that was most often neglected in daily meal planning.

Vitamin A is important for normal vision, and for prevention of infection by maintaining the integrity of the skin, linings of the nose, mouth, and inner organs. These are all areas of frontline body defense against disease.

Thiamin, or Vitamin B₁ helps the body release energy from food as well as keep the nervous system in tone and regulate digestion, as does niacin. The third B-vitamin riboflavin is important in helping body cells use oxygen and maintaining a healthy skin.

Minerals

The iron found in eggs is one of the essential materials for building blood cells, without an adequate iron supply, the body could not carry oxygen from the lungs to each body cell.

Vitamin D, another valuable element found in eggs, helps the formation of bones by building calcium and phosphorus into them. Also, eggs are low in fat, so you can eat and prepare as many as practical without disturbing diets.

Let Them Eat Pasta

Dr. Donald L. Cooper, team physician at Oklahoma State University, has begun the practice of serving pancakes, bread or spaghetti to his football players before games, rather than the traditional steaks.

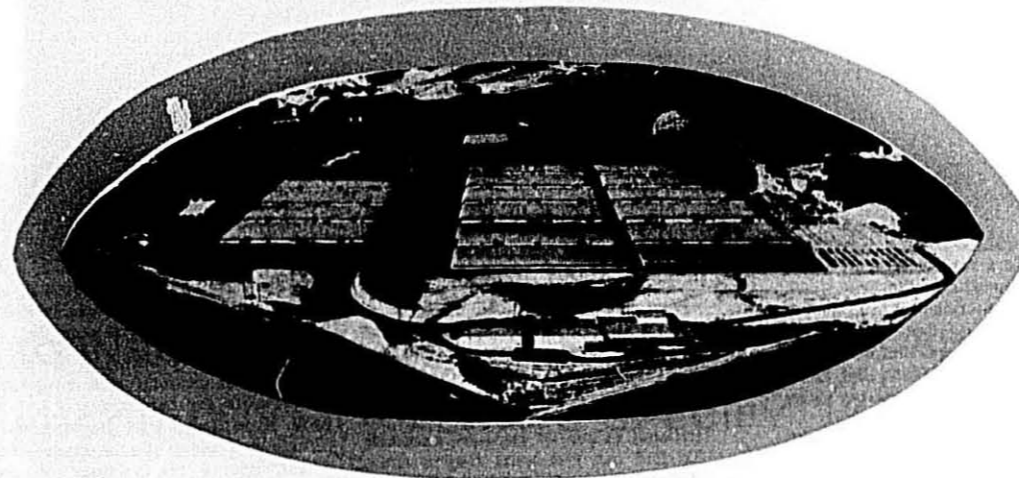
Steak, Dr. Cooper says, is primarily protein and requires 5% more oxygen for digestion than pancakes or bread products, which are carbohydrates. "The heart of it is still how tough you are, how much hard work you put in and how much guts you have," he said. "But in the last quarter, when you're looking for marginal things, you've already lost 5% of your potential oxygen by eating steak."

"It may be coincidental, but last year the guys who played were the pancake eaters while the steak men were bench warmers," he added.

Stanway Active in Community

H. Geddes Stanway, President, Skinner Macaroni Company has been elected Vice President of Omaha Rotary Club. "Stan" has been a Rotarian since 1955 and has been Chairman of numerous committees initiating civic activities and services. He has been a Board Member for four years and is currently Treasurer. Among Stan's additional civic activities, he is also President of the Nebraska Humane Society, Member of the Board of Trustees of the Country-side Community Church in Omaha, and Member of the Board of Directors of the local Cancer Society, to name a few.

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NUTRITIONAL NUANCES

The Wall Street Journal recently ran a series of articles on the dietary habits of middle-class Americans. Here are the highlights:

INCREASINGLY, nutritionists and doctors worry that millions of middle-class and upper-middle-class Americans are overfed and undernourished. To support their contentions, the doctors cite some surprising facts. A 1965-66 Department of Agriculture survey reported that "poor diets were found at higher income levels, even the highest." In a review of studies of vitamin and mineral nutrition from 1950 to 1968 among Americans above poverty status, doctors found that "the nutrition of a significant proportion of the American public is inadequate and has become worse during the past ten years."

Anemia and Overweight

Nutritionists estimate that 19% of the U.S. population is anemic while, paradoxically, 25% of Americans are seriously overweight, a condition that can lead to early death from heart, circulatory, kidney or other diseases. By age 40, most American men have an excess of cholesterol in their bloodstreams that doctors suspect is a major cause of "premature" heart attacks. Of the 600,000 deaths attributed to heart disease every year, 165,000 fall into the premature category because they involve persons under 65.

Dietary habits may be at least partly responsible, nutritionists suspect, for a variety of common health complaints ranging from hypertension (too much salt on your food) to irritability, insomnia and anxiety (all attributable in some cases to vitamin shortages). Doctors blame self-inflicted malnutrition—usually as a result of unnecessary and unsupervised dieting—for chronic deficiencies of calcium, vitamin A and C and iron among many teen age girls, and they say that failure to eat properly often lies behind many of the health complaints of the elderly.

"In the middle-income group, there's a huge amount of food available, tremendous variety and money to buy it, and all of our social customs leading us, pushing us into eating," observes R. Louise Mojonier, coordinator of the Coronary Prevention Evaluation Program at the Chicago Health Research Foundation.

The problem is that through ignorance, apathy or confusion many people get led or pushed into eating the wrong

things, medical experts say. Most people seem to have only a vague understanding of their nutritional needs and the values provided by various foods—and they don't get much help from the medical profession.

Confusion Compounded

The confusion has been compounded in recent years by a flood of new foods or new variations on old foods poured onto the market by food companies, usually accompanied by hard sell advertising campaigns that rarely impart much nutritional information.

The flood of new food products has left even nutritionists bewildered. There are "coffee creamers" that contain no milk or cream, dried "beef stroganoffs" that contain no meat and a plethora of snack products whose nutritional values—if any—are uncertain. To find out just what they're eating themselves, many nutritionists report, they often have to write the manufacturer.

Add to all this the quirks of individual taste and the hectic pace of work, school and social activities maintained by many young families, and the result is apt to be set of haphazard eating habits that bear little relationship to nutritional needs.

What Is Proper Diet?

Many nutritionists hedge on the question of an appropriate diet, suggesting that people should eat a little bit of everything and not too much of any one thing. But most agree on at least a few basic suggestions.

First of all, they urge that Americans should cut down on the amount of sweet goods consumed—candy, cake, pastry and the like. They also urge that housewives start serving more green vegetables such as broccoli, spinach and other leafy greens, which are rich in the vitamins and iron many people chronically lack.

(Women of all ages are particularly likely to be short of iron. A study of 114 college women found stored iron absent in two-thirds. According to a food executive, another study of college women revealed iron shortages in all but one. Researchers discovered she ate hamburgers and spaghetti just as everyone else did—but she cooked in a corroding iron pot. Nutritionists hasten to add, though that no one has proved iron from a pot can be absorbed and used by the body.)

Proper Preparations

Nutritionists warn against overcooking vegetables, which can destroy many of the natural vitamins. On the other hand, they note that some vegetables—carrots, for example—are more nutritious when cooked than when eaten raw.

There's a need for people to reconsider some of their old ideas and eating habits, many food experts say. There's no reason, for instance, a person can't eat a cheese sandwich, a hamburger or even strawberry shortcake with milk for breakfast and still be as well off nutritionally as if he had a more traditional menu, nutritionists point out.

A common food fallacy is the belief that steak is uniquely rich in protein; nutritionists say hamburger is just as good. Nutritionists say, moreover, that protein-rich vegetables or grains—like wheat, rice or beans—often can and should be substituted for high-cholesterol animal meats.

Many food products, of course, have long been enriched with extra vitamins and minerals—notably bread flour and milk. But now food companies are slowly responding to the idea of enriching other products as well. Nabisco, for example, has added some vitamins to its cookie and cracker products.

Food producers point out, however, that it's possible to get too many vitamins. Some, such as vitamins A and D, can be toxic when taken in extremely large doses—more than 30 times the normal requirements. Too much vitamin A can lead to loss of hair, drying of the skin, and bone and joint pain while vitamin D overdoses may result in nausea, diarrhea and weight loss.

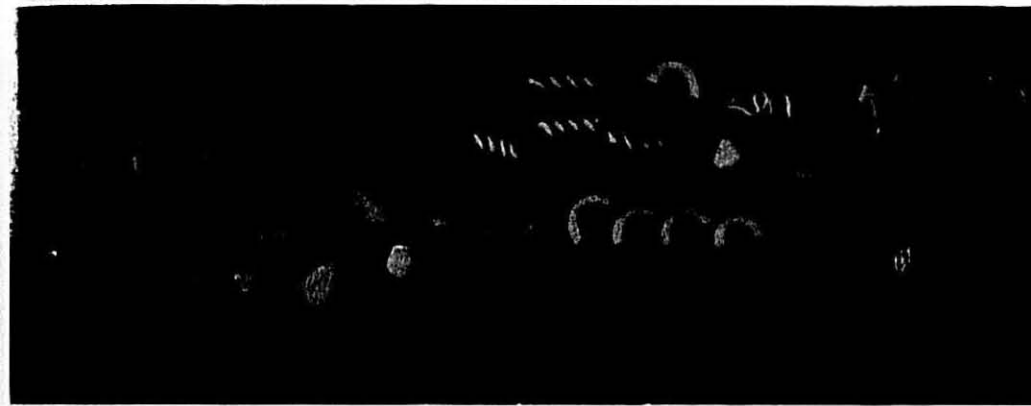
But experts figure it would take something like a nutritional panic for people to devour such overdoses. Far more worrisome, most nutritionists contend is the problem simply of getting enough nutrients in Americans.




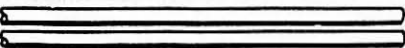











Additives

There's polysorbate 60 in your pickles. There's ethylenediamine tetracetate in your mayonnaise. There's butylated hydroxytoluene in your breakfast cereal.

Among other things, additives furnish vitamins and minerals to replace essential nutrients lost in processing and to prevent serious deficiency diseases such as rickets and pellagra; synthetic flavors to imitate or supplement scarce natural flavors; antioxidants to

(Continued on page 16)



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Nutritional Nuances—

(Continued from page 14)

keep salad oils and other fatty foods fresh for weeks; growth inhibitors to prevent mold or bacteria from infesting fruit juices and other products; thickening agents to give body and consistency, and emulsifiers to keep ingredients from separating.

The proponents insist that additives are essential for producing the most innovative, popular new items on grocery shelves, including "instant thirst-quenchers," simulated whipped-cream toppings and "nondairy" creamers. With the aid of additives, says A. S. Clausi of General Foods, "we are just on the edge of a whole new plateau of product development."

The Chemical Feast

Despite the FDA's safety moves, the agency is being excoriated by Ralph Nader and his colleagues as disregarding consumer concerns. The consumer crusader charges that FDA regulations has failed "to insure safe, pure and nutritious food in the world's largest breadbasket." James Turner, principal author of the Nader group's FDA study entitled "The Chemical Feast," adds that "the FDA has allowed a massive market in food additives to develop with no significant regulation."

An advancing food technology that underlies new products is leading to more startling results as well. It is even making possible the fabrication of artificial meats and seafoods based on inexpensive vegetable protein like soybeans. The protein is spun into thin filaments or extruded into forms that simulate the shape and texture of such foods as bacon, ground beef or scallops. Colors, flavors, stabilizers, preservatives and other chemicals are added.

Analogues

Among the leaders in this field of meat "analogues" are General Mills, Swift and Co. and Archer-Daniels-Midland Co. The FDA is encouraging the producers by planning a Federal food standard for "textured protein products," prescribing the official name and required components. The standard offers the manufacturers a major promotional advantage: They will not have to label the analogues "imitation" as the FDA required in the past.

Some versions of the analogues have already reached the market as convenient bacon "bits" and components of other products like Lipton's beef stroganoff dinner. Food-industry experts estimate that the analogues now cost about 10% less than meats and the

savings could be far more substantial in the future as volume increases. But the major uncertainty is whether consumers will accept them as complete substitutes.

Many food additives, it should be noted are naturally occurring substances, like sugar and pepper, that have long been safely used. Others are used so sparingly that serious risks are unlikely. Flavoring agents for example, are generally considered safe and self-limiting; more than little soon becomes distasteful to consumers.

Efficacy and Safety

Under its new commissioner, Dr. Charles Edwards, the FDA is emphasizing additive efficacy as well as safety. Officials want new food chemicals to provide proven benefits, such as nutritional quality, consumer convenience or lower cost. "If the additive has no definite benefit, why use it at all?" asks Ogden Johnson, head of the FDA's Division of Nutrition.

Accordingly, the agency is considering enhancing the nutritional value of some foods with certain vitamins and minerals. The most likely additives are iron in which the diets of young girls are often deficient and vitamins A and C, of which the poor usually don't get enough.

The FDA may also promote wider use of enriched flour, which contains thiamin, riboflavin, niacin, iron, calcium and vitamin D. Though enriched flour is now required only in bread, some bakers including National Biscuit Co. and Continental Baking Co., are using it in other products as well.

Nutritional Guidelines

The FDA also intends to establish nutritional guidelines for meat analogues, frozen foods, prepared main dishes and certain other products. The agency wants to be certain that in the move to convenience foods consumers do not suffer nutritionally.

In addition, officials plan to require food companies to provide consumers with more information about the nutritional value of their products in easy-to-understand form. Labels will probably have to show the percentage of protein, carbohydrates and fats and the proportion of recommended daily consumption of important nutrients that is contained in each serving. Some companies already furnish such information, but the FDA requirements would go farther, seeking specifically to prevent consumer confusion over conflicting food claims.

Food Faddism

Food Faddists have always been around. The belief that certain foods are particularly good for general health, longevity or sexual vigor is literally as old as the pyramids; the Egyptians of that age believed garlic was a wonder food and gave it to the laborers who built the pyramids. The Greeks, on the other hand, detested garlic and compelled criminals to take it to purify themselves. And the tomato was first introduced into Europe as a aphrodisiac.

But food faddism has been particularly prevalent lately. "Never before in history have absurd notions regarding nutrition enjoyed such widespread popularity," claims Ralph Smith, a writer on medical subjects who has devoted much of his attention to food faddism.

Organically Grown Foods

Perhaps the most marked development lately has been the surge of public interest in so-called health foods, particularly those organically grown—using only natural fertilizers and no pesticides—and free of artificial preservatives and additives. In the Los Angeles area alone there are more than 300 organic and other health food outlets almost half the total estimated for the entire country.

Sellers of walnut oil, Jerusalem artichokes, safflower shortening, rose hip jam, muscatel grape juice, millet flakes and the like are raking it in with both hands.

The reaction to such foods is mixed. Some customers find a health food lunch a light, refreshing change from stomach-swelling cheeseburger and French fries fare, though they might not care to subsist on an exclusive health food diet. Others share the feeling of Margie Behrens, a research chemist, who sampled the food at a local vegetarian restaurant, dismissed it as "very bland" and promptly went home and cooked herself a spaghetti and meatball dinner.

Dr. Frederick Stare

One man who spends a good deal of time pooch-pooching various nutritional eccentricities is Dr. Frederick Stare, chairman of the department of nutrition at Harvard University's School of Public Health.

The "eat your pounds away" diet which held that some foods take more calories to digest than they contain—meaning that the more you eat of them, the skinner you are supposed to get. As for the "drinking man's diet," which lets you have all the liquor you want.

(Continued on page 18)

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Nutritional Nuances—

(Continued from page 16)

Dr. Stare notes that it was concocted originally as a put-on by a couple of San Franciscans who sold bar equipment to local saloons.

Low-Protein, Low-Carbohydrate

Many current fad diets fall into two general categories. The low-protein such as the banana and skimmed milk diet, and the low-carbohydrate, such as the Mayo diet, which allows the adherent only bacon, eggs and grapefruit, and the drinking man's diet. (The Mayo diet is related in no way to the famed Mayo Clinic.)

Doctors don't deny that people who go on these diets lose weight—but they often regain it quickly when they go off them, and they can develop serious problems. Too strict an adherence to low-protein diets, for example, can lead to anemia and possible liver damage from lack of iron and proteins. Low-carbohydrate diets can cause ketosis (the improper metabolism of fat), resulting in mineral deficiency.

Nutritionists say the best way to lose weight and keep it off is to eat meat, milk, vegetables, fruit and cereals in balanced amounts, while keeping the body's caloric intake at a moderate level. The person who can do this and make it a continuing regimen will lose the weight he needs to lose and keep it off. (By contrast, some of the current fat diets don't involve calorie counts at all.)

Weight Watchers

But calorie-restriction diets take a lot of will power—enough to have stimulated the formation of groups of fatties who, like members of Alcoholics Anonymous, try to buck each other up while collectively getting rid of excess tonnage.

One of the most popular is Weight Watchers and another is Tops Inc. (Take Off Pounds Sensibly).

The group approach doesn't always work, of course; nutritionists say that results often depend on the leadership of the separate chapters and the esprit of the members. Some units are miserable failures while others are more successful than many medical clinics for obesity.

A Lost Cause?

For decades now, fat people, full of remorse and guilt pangs, have been waddling into their doctors' offices to complain, "I swear Doc, I've been sticking to that diet you gave me, no fattening stuff at all, and I still gained weight." And for decades now the doc-

tors have sternly accused the miserable fat people of lying.

The doctors may have been wrong. And it seems clear that many of the fat people were telling the truth all along. A host of new research is revealing a fact that bewilders medical men and that seems certain to dishearten obese people. That fact: diets and will power are useless prescriptions for those millions of Americans who have been obese since infancy. The stark truth, it turns out, is that there is no known treatment, other than a life of semi-starvation, that will keep this vast group of fat Americans at reasonable weights.

Perhaps a third of all fat adults are former fat children. They are doomed. The cure rate for this type of obesity "is worse than the cure rate for cancer of the stomach," says Dr. Hans Neuberger, a New York obesity specialist. "Probably more obese people should stop trying to reduce," says University of Pennsylvania researcher Dr. Albert Stunkard. "It causes more sorrow than anything else."

The Unlucky Ones

A spare tire becomes a case of obesity when it adds 15% to 20% to its owner's standard weight. Many Americans do eat their way to such weights, but not until middle age. They are the careless ones, and a sensible diet will take their paunches off, just as careful eating thereafter will keep them off. But many others begin their journey into corpulence during the first few months of life. They are the unlucky ones. They were fat in the sandbox and fat all through school. They are fat now and, almost without exception, they will die fat.

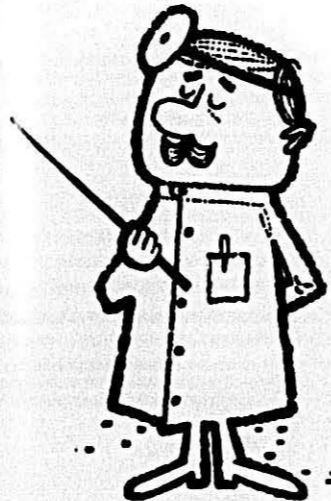
Tiny structures called fat cells appear to be the villains that prevent such per-

sons from ever staying thin. Fat cells are located throughout the body, nestled in tissue between the skin and muscles, but they especially accumulate on the abdomen and around such organs as the kidney and heart. Everyone, even the skinniest man, has some fat cells to collect the food eaten, store it and deliver it into the blood stream to be burned as energy. It isn't known if we're all born with the same number of fat cells. But it is known that once a fat cell appears on a person's body it will stay there for that person's lifetime—though the amount of fat any given cell is storing varies from day to day and year to year.

It is also known that the number of these permanent cells can triple or quadruple in the first few months of life. And there's the rub. The child who waltzes through his Pabulum days without gaining any new fat cells will have little trouble staying slim. But the child with an early excess of fat cells is stuck with at least that many cells right to his grave. Furthermore, there is something about those excess fat cells, as yet not understood, that makes a normal appetite impossible—that is, the creates a lifetime craving for excess food.

Cursed Efficiency

Consequently, even if the person burdened with excess fat cells has, through starvation, lowered his weight to normal, he still carries all those near-empty cells—each one crying out for food, or in some mysterious way telling the body it wants to be fed. Scientists believe this explains why so many once-fat persons who have reduced to thinness promptly regain their spare tires. To compound the problem, Dr. Neuberger for one speculates that the person with excess fat cells is in some



manner more efficient in using fat—that is, he burns off less fat as energy and puts more into storage than a person with a normal number of fat cells. Thus the fattie who complains he eats normally but still gains is quite likely telling the truth.

Too Much Mother Love?

No one yet knows exactly why one child accumulates more fat cells than another, but doctors are beginning to suspect that too much mother love may trigger the problem. It seems clear that the more food a baby eats the more fat cells he develops. And many an American mother, doctors complain, wants her baby to be plump and healthy, so she plies him with goodies.

Of course, it may be that some babies are just more ravenous than others. If that would indicate heredity at work. But a recent study by the New York City health department found that it's usually the mother, not the baby, that molds the baby's appetite. Rather than listen to their doctors' advice about sensible diets, the surveyed mothers said they paid more attention to advice from relatives, to TV commercials and even to old wives' tales.

Heredity?

However, there's also evidence that the fatter the parents, the fatter the child. A survey of several thousand obese children in the Boston area found that only 7% of the children had parents of normal weight, whereas 80% had obese parents. Scientists lean toward the theory not that obesity is inherited in such cases but that a baby born into a fat family is going to learn fat eating habits—and thus load himself with excess fat cells.

Even when a fat person loses 20, 50 or 100 pounds, all those fat cells remain, like empty balloons waiting to swell up. The way in which infancy-formed fat cells form a base for a lifetime of obesity was discovered by Dr. Jerome Knittle of New York's Mount Sinai School of Medicine and by Dr. Jules Hirsch of Rockefeller University.

Crash Diets Harmful

Some doctors believe that crash dieting for the fat-cell crowd is positively harmful. Dr. Stunkard of the University of Pennsylvania believes such patients will get into a never-ending cycle of losing and regaining weight. Each time weight is added, fat collects along the walls of the arteries. That fat never leaves the arteries—even on subsequent dieting. Thus, the person who gains and loses and gains and loses time and again deposits an additional layer of fat in his arteries with each cycle. The result can be a heart attack.

To some obese persons, the message is clear: to hell with it. Comedienne Totie Fields is one fat American, who after numerous diets now doesn't "give a damn" about her weight. "I'd rather eat ten bagels than anything else in the world," she says.

Miss Fields has even decided that being fat is a state of mind. "If people like you they notice you for yourself, not for how much weight you carry. Ed Sullivan once told me, 'Totie, you walk thin.'"

Chef Boy-ar-dee Promotes Dinners

A full-page, full-color ad for Chef Boy-Ar-Dee noodle, rice and spaghetti dinners appearing in May Family Circle is the latest in a continuing series of ads for Chef Boy-Ar-Dee products. The campaign also includes ads in Ladies' Home Journal, American Home, Good Housekeeping, Better Homes & Gardens and Woman's Day.

According to Chef Boy-Ar-Dee, the company is "out-advertising the competition two to one in total canned pasta-with-meat products."

Chef products are being promoted afternoons and evenings on 11 different network television programs, as well as in local markets. Radio commercials are also being utilized. Coupons are being offered in local newspapers throughout the country.

The Family Circle ad pictures ten Chef Boy-Ar-Dee dinners: Spaghetti—Meatballs, Meat Sauce, Mushroom (Meatless); Rice — Chicken Paprika,

Chicken and Mushrooms, Beef Marinara, Braised Beef; Noodle—Stroganoff, Goulash, Lasagna.

Chinese Food on the Rise

"There is no man who does not eat and drink, but there are few who appreciate it."—Confucius.

Joe Cappel writes in the Chicago Daily News: "There was no United States when the wise Chinese man uttered these words, so forgive him for being wrong. He didn't know that Americans would develop a very keen appreciation of Chinese food."

This appreciation is reflected in the rapidly growing sales of two companies that dominate the canned and frozen Chinese food market—Beatrice Foods' La Choy products and RJR Foods' Chun King brand. Although Chun King controls about 50 percent of the market and La Choy about 40 percent, don't ask them to talk about it. If the business looks too promising, someone else might try to get into the picture.

Sales Growing

Now the industry is just too big to hide any more. In 1950 sales of prepared Chinese foods (not counting restaurant carry-outs) came to about \$5,000,000. This grew to about \$50,000,000 in 1965, and an estimated \$110,000,000 in 1971. Growth rate remains at a healthy 20 to 25 percent a year.

"It's still a very small market in terms of the food industry," said Gordon Swaney, grocery division VP at Beatrice. "The consumption rate still has a long way to go before it levels off."

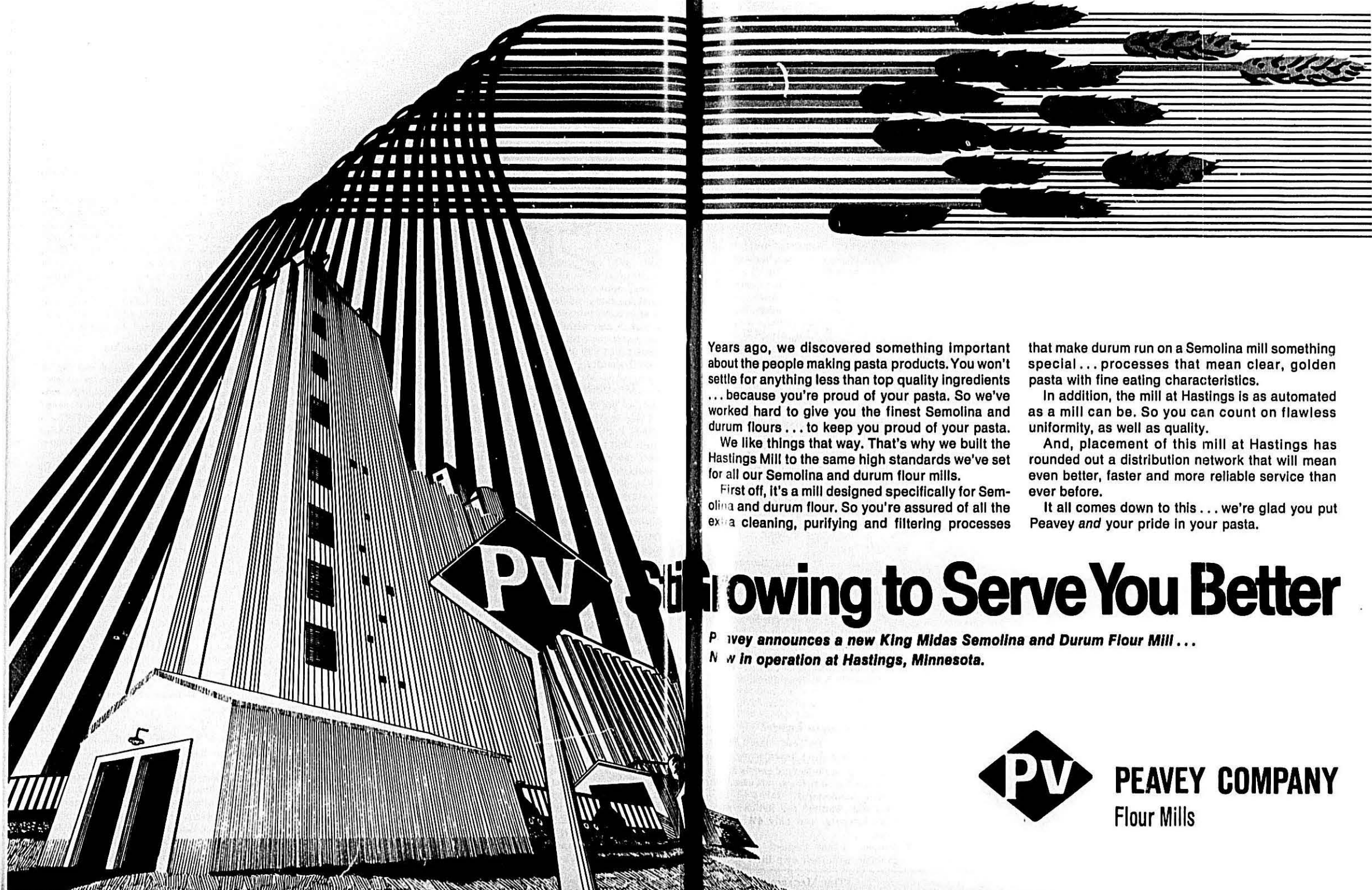
Kenneth Johnson, brand manager for Chun King frozen food said the market for prepared Chinese foods is strongest in the major urban areas of the North.

"Income isn't the major factor," he explained. "The wife of a high-paid, blue-collar worker, for example, may not be adventurous enough to serve Oriental foods at home. It's not how much money you make, but how you make your money."

Different Approaches

La Choy and Chun King have settled into the same market through different routes. La Choy, founded in 1920, is dominant in canned foods, still the biggest part of the business. Acquired by Beatrice in 1943, it dabbled prematurely with the frozen variety in 1940, but it did not come out with a full line until last year.

Chun King, started in 1947 by Jeno Paulucci, leads in the faster growing (Continued on page 38)



Years ago, we discovered something important about the people making pasta products. You won't settle for anything less than top quality ingredients . . . because you're proud of your pasta. So we've worked hard to give you the finest Semolina and durum flours . . . to keep you proud of your pasta.

We like things that way. That's why we built the Hastings Mill to the same high standards we've set for all our Semolina and durum flour mills.

First off, it's a mill designed specifically for Semolina and durum flour. So you're assured of all the extra cleaning, purifying and filtering processes

that make durum run on a Semolina mill something special . . . processes that mean clear, golden pasta with fine eating characteristics.

In addition, the mill at Hastings is as automated as a mill can be. So you can count on flawless uniformity, as well as quality.

And, placement of this mill at Hastings has rounded out a distribution network that will mean even better, faster and more reliable service than ever before.

It all comes down to this . . . we're glad you put Peavey and your pride in your pasta.

PV Still **Flowing to Serve You Better**

*Peavey announces a new King Midas Semolina and Durum Flour Mill . . .
Now in operation at Hastings, Minnesota.*



PEAVEY COMPANY
Flour Mills

Corporations Tackle Environmental Problems

The Du Pont Company plans to spend more than \$300 million on air and water pollution control in the United States over the next three years despite the hundreds of millions spent on it over the past quarter century, Charles B. McCoy, president, has announced.

Cost of the plans will be about equally divided between construction and installation of control facilities and the expense of operating existing and future controls. Projects at Du Pont's plants and laboratories across the country will total more than \$150 million. Some are already under way. The company will spend approximately \$150 million to operate and maintain the facilities, new and old.

"We have been greatly concerned with the environment and the control of pollution for many years," Mr. McCoy said. "As a matter of policy, we regard this as a necessary part of doing business and are making our plans accordingly."

Du Pont's net investment in control facilities now in operation stands at \$168 million, the result of company spending over the past years. This does not include millions of dollars spent for research on pollution abatement and for facilities which have been replaced by more effective equipment.

"The cost of our environmental improvement program is becoming enormous," Mr. McCoy said. "At \$109 million a year, it almost equals the company's total annual construction program as recently as the mid-fifties."

Cost of Doing Business

"This cost is as much a part of doing business as payrolls, raw materials and other expenses. It must depress earnings potential to the extent that we cannot recover the cost through price increases or more efficient production."

He said Du Pont's greatly expanded program has become necessary despite the company's extensive work on abatement in the past.

"For many years, we have had a firm policy that no new plant may be built or no new process approved, unless the plans include workable methods of waste disposal or treatment that meet or exceed legal requirements," Mr. McCoy said. "Likewise, we have spent millions of dollars to bring the older plants into line with this policy."

"Until recently this was considered not only adequate but an act of leadership, but what we have accomplished is no longer adequate. Not only has our

own concern for the environment become greater but so has that of the nation. This is reflected in the increasingly higher standards of control being required by the government and other public actions.

"The most difficult problems are in our old plants in crowded areas. The cost of equipping them to meet current environmental conditions and standards can sometimes become prohibitive. We are concentrating a substantial portion of our resources on these problems, but we have not resolved all of them."

At American Can

American Can Company's role in the day-to-day living of the American family and its efforts to help improve the environment are highlighted in the company's 1970 annual report, recently mailed to stockholders.

The environment section of the report notes that in 1970 American Can expended \$4.5-million in pollution control systems in its plants, exclusive of manpower. In addition, the company established a Corporate Environmental Affairs Department.

Early this year the company began collecting used cans in four can plants in Washington and Oregon, as part of a cooperative industry recycling program, which has now been extended to other can plants throughout the nation, according to the report.

Hercules Incorporated

The consolidation of all of Hercules' environmental services and programs into the company's Industrial Systems Department and the appointment of a director of environmental programs, Edward J. Sheehy, were announced by Richard J. Both, general manager of the department.

The move brings together all of the company's efforts and experience in environmental planning and control. These include solid and liquid waste treatment and reclamation systems and consulting engineering services through the company's Florida-based subsidiary, Black, Crow & Eidsness, Inc. A major effort in this new group is the Hercules work for the State of Delaware on its solid waste reclamation plant.

In the past, these efforts had been undertaken by several of the company's major operating departments.

"We feel the consolidation of this work within the Industrial Systems Department, which has had years of experience in systems analysis and plan-

ning, enables us to offer our customers a completely integrated capability in the environmental field," Both says.

"With these capabilities assembled in one organization under the direction of a single manager," he continued, "we can more effectively use our total systems experience and technology to solve the ecological problems of our customers."

Litter Is a National Disgrace!

The cost and quantity are staggering.

- Litter cleanup of public areas costs an estimated \$500,000,000 annually.
- If you add the cost of litter removal from private property, the annual national litter bill approaches \$1 billion.
- Each year, motorists drop 16,000 pieces of trash on each mile of primary highway, according to a study by the Highway Research Board, National Academy of Sciences.
- Litter is a health and safety menace.
- An estimated 130 persons annually lose their lives in litter-fed fires; every 12 minutes a home is destroyed or damaged by a fire starting in trash.
- In one state, foreign matter on the roadway contributed to 21 fatal and 1,088 non-fatal accidents in one year.
- Littered waters endanger swimmers, fishermen, boaters and plant life. During one year, 200 vessels were involved in accidents caused by striking floating objects.
- Litter provides a breeding ground for disease-carrying insects and rodents.

Who Litters?

According to a Gallup Survey, 11 segments of the population do . . .

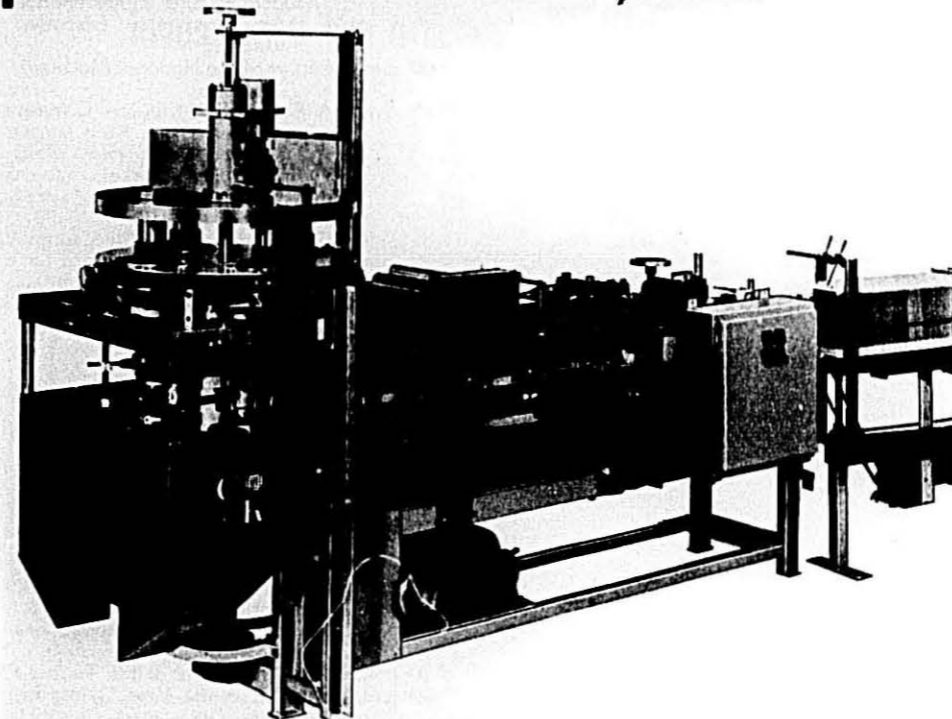
- Adults between the ages of 21 and 45 litter three times as much as people over fifty and nearly twice as much as those in the 35-49 age bracket.
- Men litter nearly twice as much as women.
- Households with two persons litter significantly less than those of five or more.

Why Do People Litter?

Carelessness, laziness, indifference and insufficient litter receptacles.

- Only 21% of the people live in communities where there are enough litter containers.
- Less than 50% of the nation's cars have litterbags and only 6% of the boats.
- People do not connect the litter problem with their own litter habits.

C&K Redington® Vertafil™ gives you dependable automatic cartoning and filling of free-flowing products for under \$20,000.



The low cost VERTAFIL is ideal for detergents, macaroni products, dry pet foods, cereals, rice, grain, spices, drug items, and all other free-flowing products. Its continuous motion operation automatically sets up, fills and seals up to 100 cartons per minute with typical Redington reliability. Higher speed model for up to 175 cpm is available. The accurate volumetric measuring unit is adjustable while the machine is operating. Net weight filling is optional. The versatile and dependable C&K VERTAFIL also gives you the advantages of trap gate filling, carton vibration, and variable speed drive. Three-dimensional changeovers to different carton sizes is fast and easy. And C&K will give you fast delivery of the VERTAFIL with a carton size range of 1" to 8" in length, 1/2" to 3 1/4" in width, and 4" to 12" in depth . . . for under \$20,000. If you demand efficient continuous cartoning, filling and sealing of free-flowing products with assured filling accuracy, use the coupon to get complete information from: Crompton & Knowles Corporation, Packaging Machinery Group, 1000 Suffolk St., Agawam, Mass. 01001.

Please send details on the low-cost Redington Vertafil Automatic Cartoning and Filling Machine.

Name _____
 Company _____
 Product to be packaged _____
 Product samples being sent for quote.
 Street _____
 City _____
 State _____ Zip _____

CROMPTON & KNOWLES CORPORATION
 PACKAGING MACHINERY GROUP
 1000 Suffolk Street, Agawam, Mass. • 3000 St. Charles Road, Bellwood, Ill.

67th Annual Meeting

NATIONAL MACARONI MANUFACTURERS ASSOCIATION JUNE 13-17, 1971

Tuesday, June 15	
2:00 p.m.	Round up and Registration
2:30 p.m.	Board of Directors Meet, El Pinar Room
6:30 p.m.	Buses leave Main Entrance for Rotten Log Hollow, Suppliers' Social, Steak Fry, Western Music
8:30 a.m. Breakfast in the Copper Room, Country Club Building	
9:30 a.m.	Greetings from President Vincent F. La Rosa Appointment of Convention Committees Nominations, Audit, Resolutions
10:00 a.m.	Comments on School Lunch Program Mrs. Margaret Benton, Denver Manager
10:30 a.m.	Market Research Robert W. Wenger, A. C. Nielsen Company
11:15 a.m.	Progressive Grocer Study Robert W. Mueller, Editor Afternoon free for recreation
6:30 p.m.	Suppliers' Social at the Terrace Pool
7:30 p.m.	Italian Dinner in the Ball Room, The Mario Singers
Wednesday, June 16	
8:30 a.m.	Breakfast in the Copper Room, Country Club
9:30 a.m.	Government Feeding Programs Juan Del Castillo, U.S. Dept. of Agriculture
10:00 a.m.	The Consumer and You W. R. Corbett, National Biscuit Company
10:30 a.m.	The Washington Scene Harold T. Halfpenny, General Convention Committee Reports Nominations, Audit, Resolutions Afternoon free for recreation
11:00 a.m.	Suppliers' Social at the Terrace Pool
6:30 p.m.	Banquet in the Main Dining Room
Thursday, June 17	
9:00 a.m.	Board of Directors Meet

Tuesday, June 15

8:30 a.m. Breakfast in the Copper Room, Country Club Building

9:30 a.m. Activities of the Durum Wheat Institute

Theodore R. Sills, Elinor Ehrman, Howard Lampman, Executive Director

10:00 a.m. Report of the National Macaroni Institute

10:45 a.m. A Panel of Distributors Comment
Jerry Henderson, King Soopers, Avers Rendell, Safeway Stores, Jim Fiddler, Knoebel, Incorporated, Art Schaefer, Western Commission Co.

1:00 p.m. Golf Tournament at the Country Club

1:30 p.m. Buses leave Main Entrance for tour, U.S. Air Force Academy

6:30 p.m. Suppliers' Social at the Country Club, Evening Open

Wednesday, June 16

8:30 a.m. Breakfast in the Copper Room, Country Club

9:30 a.m. Government Feeding Programs
Juan Del Castillo, U.S. Dept. of Agriculture

10:00 a.m. The Consumer and You
W. R. Corbett, National Biscuit Company

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Thursday, June 17

9:00 a.m. Board of Directors Meet

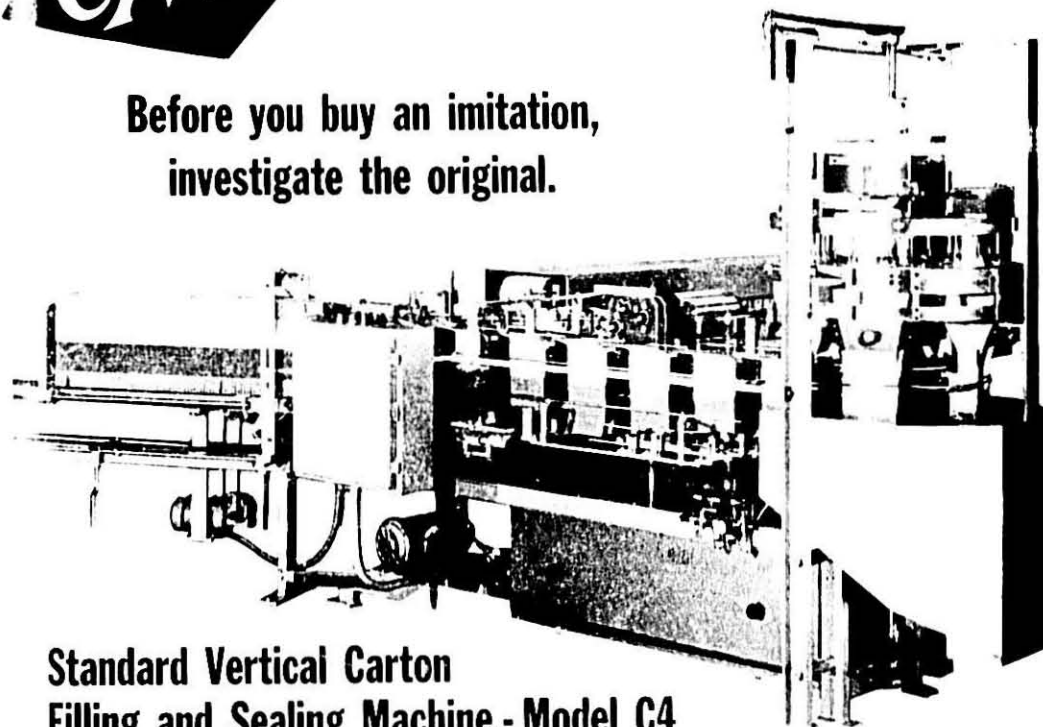


Support your industry's trade association and its product promotional efforts through contributions to the National Macaroni Institute.



Best machine in the world-copied all over the globe!

Before you buy an imitation, investigate the original.



Standard Vertical Carton Filling and Sealing Machine - Model C4

Features:

- Carton magazine capacity to 1000 cartons
- Top and bottom cold glue applicators available with pattern gluing
- Continuous motion with variable speed
- Volumetric filler with trap gate discharge
- Compression unit (standard 11 1/2" length)
- Vibration under carton at filling area
- Dust-proof wiring
- 220/440V wiring with 110V control circuits
- Fast, three-dimension changeover requiring less than one hour
- Various models and carton size ranges: width 2" to 8", thickness 1/4" to 3/4", height 4 1/2" to 11 1/2"

Optional Features:

- Hot melt glue applicator
- No. 1000 1/2" product device
- Extra hopper compression units
- Hot melt glue applications
- Dust separator and filter
- Pattern gluing
- Seal up attachment
- Net weight scales

Clybourn Machine Corporation

7515 North Linder Avenue, Skokie, Ill. 60076
Telephone: Area 312 — 677-7800

Macaroni Group Visits Europe

A delegation of some thirty-eight macaroni representatives from the United States and Canada left May 10 to spend three weeks in Switzerland and northern Italy.

Macaroni School

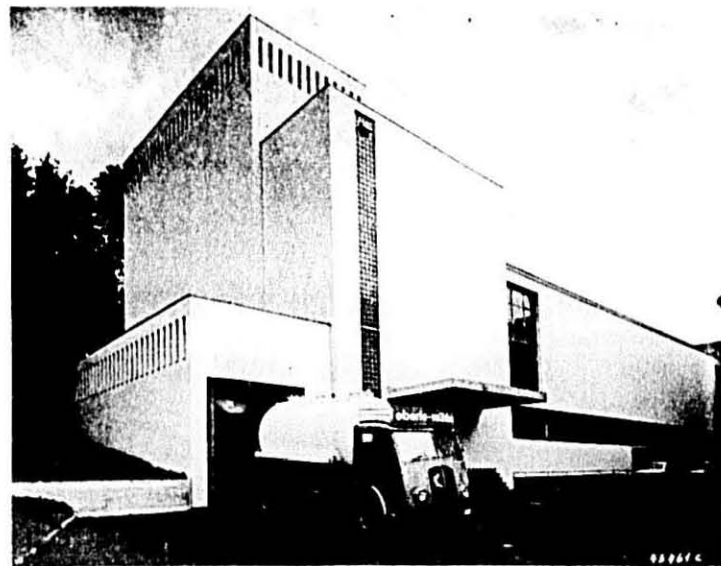
Departing from New York City, they flew directly to Zurich where Buhler Brothers presented a Macaroni School at the new Atlantis Hotel. Trips to Uzvil works of the company and the Ernst macaroni plant at Kradolf were on the itinerary. Members of the Swiss Macaroni Association entertained the group.

In the Venice area trips were made to Galliera Veneta to see the factory of Pavan and to Bimac (Braibanti) in Roveretto. There was sight-seeing in Venice, Verona, and Florence before visiting more macaroni establishments in the Bologna area. Here the Braibanti Company made arrangements for the group to see the Zamboni Equipment Factory, the Fava Factory in Cento, and the Corticella pasta plant.

An interesting tour and conference occurred in Parma when the group visited the largest macaroni producer in the world, Barilla. A fine new plant operated by a most competent staff made a deep impression on the travelers.

IPACK-IMA Show

In Milan, the group visited the exhibits of the IPACK-IMA Show, a tremendous collection of food processing equipment, including macaroni machines, packaging equipment and materials handling equipment. Officials of the show arranged for meetings with Italian macaroni manufacturers with their counterparts and entertained the group at dinner.



Robert Ernst Plant at Kradolf, Switzerland

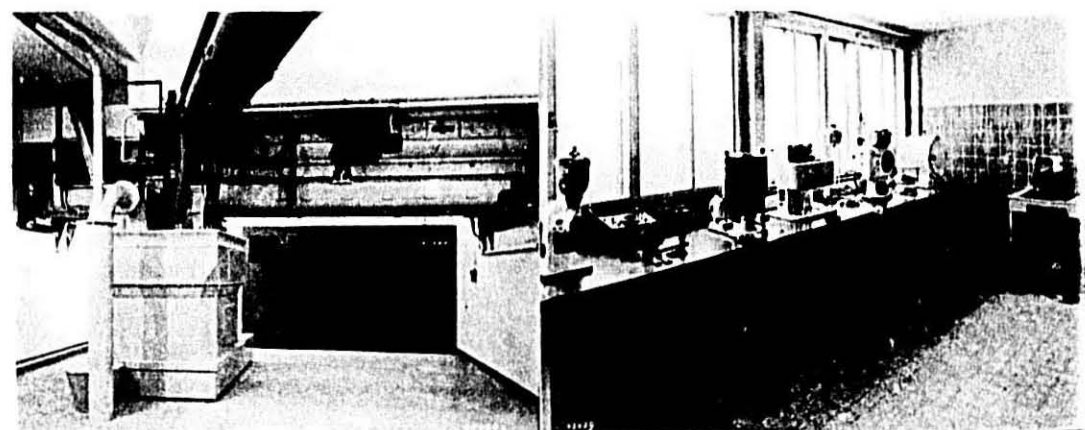
RELYING on his long experience and after inspection of a considerable number of macaroni plants in different countries, Robert Ernst selected Buhler Brothers to design and equip his new plant at Kradolf, Switzerland. Here were some of his requirements:

- Profitable return on investment
- Maximum automation
- Minimum personnel
- Top quality products
- Highest standards of sanitation
- Pleasant room climate

Production Flow

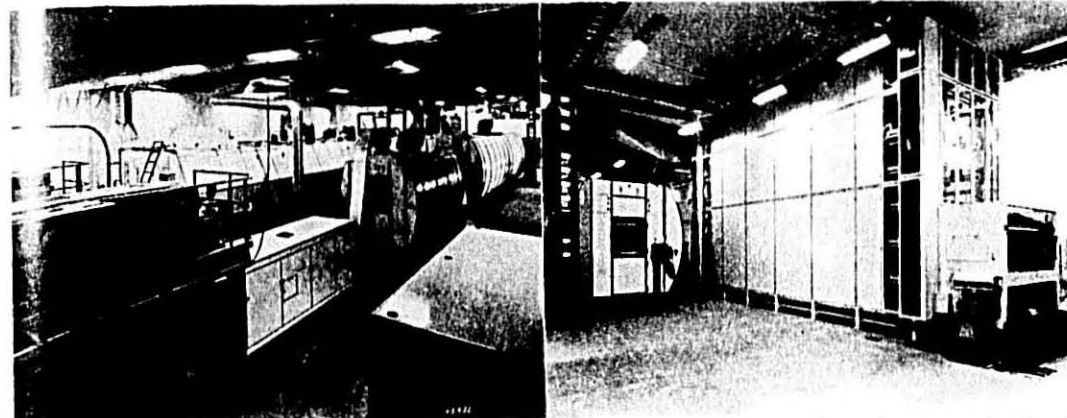
The semolina arrives in bulk trucks or bags and is pneumatically conveyed

to a 20-ton reception bin by means of a Fluidlift system at the rate of 20 tons per hour. If the raw material does not meet the quality standards it can be discharged directly into bags. Otherwise, after weighing, it is conveyed by the same Fluidlift system via remote-controlled line switchers into three storage bins with capacities of 55 tons each and five mixer bins of 40 tons capacity each. These eight silo bins are all equipped with full and empty level indicators and have a combined capacity of 365 tons. Drum dischargers, driven by 2-speed motors and fitted with screw conveyors underneath, discharge the semolina and feed a 1100-pound (500



Electric switch and control panel; the scale is shown in the foreground.

Partial view of the laboratory.



View of the production area; the short goods line is in the foreground, the long goods line in the rear.

TAG stacker in the long goods line with stripper and cutter; the stick magazine and stick return device is visible under the stacker.

kg) scale. This scale can be supplied from the eight silo bins and is controlled by a photo cell. From the scale, the semolina falls into a batch mixer (blender) by gravity. This DMCO mixer has capacity of 1100 pounds (500 kg).

A 10-ton-per-hour Fluidlift equipped with remote-controlled line switches, carries the product from the outlet of the mixer to the three 1½-ton bins which supply the presses.

Three pneumatic MFPC dischargers with succeeding control sifting feed the TNA intermediate bunkers, each of which is equipped with a high-level control device. The semolina passes from these bunkers to the press feeders.

Trimming

Trimming from the long goods stripper and cutter are recovered by means of an MVRP air-jet filter which serves as a total separator. From here they are conveyed by a Fluidlift to two bins. The trimmings are withdrawn from these bins by a DMBG discharger, fed through a rough crushing apparatus and over a magnet before they enter the Granostar mill which cleans the material before it is fed to the Totostar whip sifter.

The coarse particles (tailings) are re-ground to the Granostar mill by a screw conveyor while the reground material of the desired particle size is taken to the regrind bins. The regrind is delivered by discharger and auger to the scale where it is weighed together with the other components.

All machines are connected to the central aspiration systems. The dust-laden air is cleaned in a MVRP airjet filter. All silo bins, intermediate bunkers and surge hoppers are furnished with full and empty level indicators and diaphragm switches. A master control

panel with flow diagram permits centralized control and supervision of the complete installation.

Production Equipment

By utilizing the existing type TPJ presses, the following production lines were installed in the large, bright, air-conditioned factory building:

A A line for short goods with a capacity of 1100 lbs. (500 kg) per hour or 26,400 lbs. (12 metric tons) per 24 hours. It includes:

- a type TP-SS-FM oscillating special shaker pre-dryer
- a type TRT-3 belt preliminary dryer
- a type TTN-10 belt finishing dryer

Both belt dryers are equipped with automatic climate control devices. The dried product is stored in containers.

B A line for long goods with a capacity of 1100 lbs. (500 kg) per hour or 26,400 lbs. (12 tons) per 24 hours. It includes:

- a type TSS-2000 spreader for 2000 mm (80 in.) sticks
- a drying line with preliminary and finishing dryers equipped with TKR climate control devices
- a TAG stacker for 16 hours' stacking and 8 hours' packing time
- a TST stripper and cutter
- stick magazine with TAK stick-return

C A line for noodles with a capacity of 770 lbs. (350 kg) per hour or 18,480 lbs. (8.4 tons) per 24 hours. It includes:

- a type TP 500 F shaker pre-dryer
- a TRT/TTM drying line with preliminary and finishing dryers (taken from the old factory)
- a TAGK belt stacker with belts of reinforced "S"-shaped conveying elements

Centralized Control

All three lines are controlled from a centralized control panel with flow diagram and built-in automatic climate control devices.

A fully-automatic packing unit guarantees delivery of the macaroni products which, from raw materials to the packaged product, are untouched by human hand. A well-equipped modern laboratory makes it possible to examine the raw materials and make certain that the finished product is germ-free.

Fellow Travelers—

The group making the European Tour included the following:

Mr. and Mrs. Ladell Kloock; Mr. Kloock is the manager of Bridgeman's, restaurant division of Land O'Lakes Creameries, Inc., and grand prize winner of the Pasta Recipe Contest for hotels, restaurants and institutions.

Mr. and Mrs. John Ronald.

Mr. and Mrs. Vincent De Domenico.

Mr. and Mrs. Thomas Purcell.

Mr. and Mrs. John Laneri.

Mr. and Mrs. Lake Marano. Mrs. Vincent Marano.

Mr. and Mrs. Ernest Searpell.

Mr. Primo Poloniato.

Mr. Albert Robilio.

Mr. and Mrs. Fred Quance.

Mr. and Mrs. Joseph De Francisci.

Mr. and Mrs. Nat Bontempi.

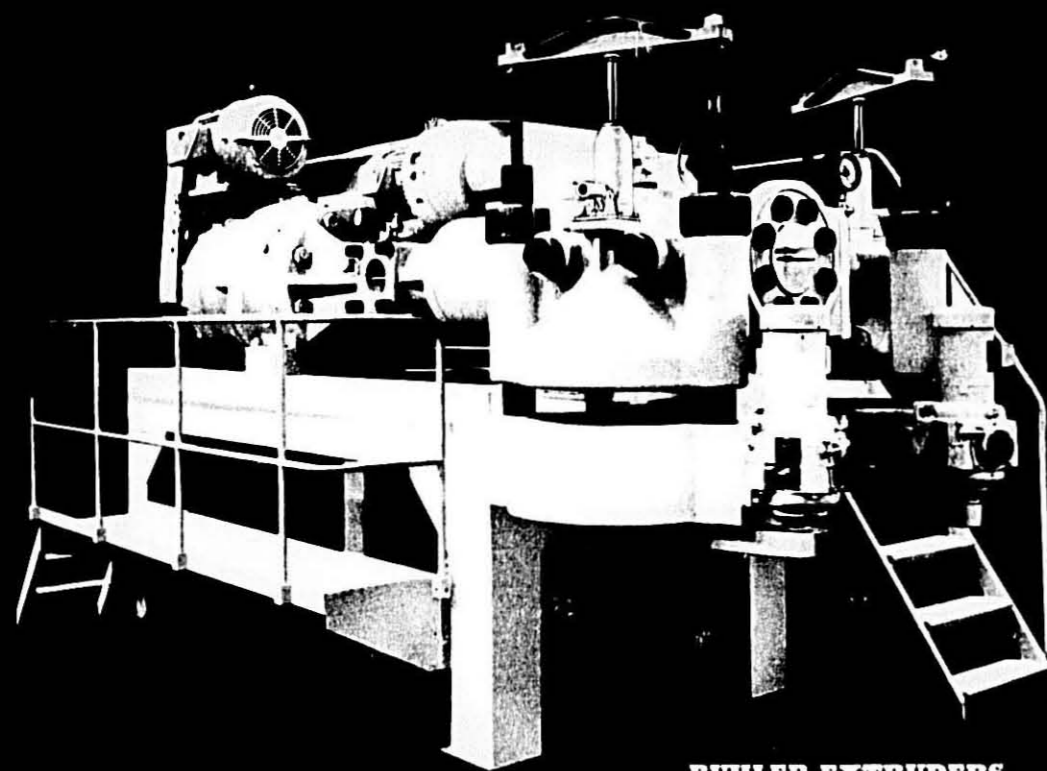
Mr. and Mrs. Anthony Kinzler. Miss Michele King, daughter of Ed King.

Mr. and Mrs. Tom Sanicola, daughter Angela; Mrs. Faust Falconi, daughter Karen; John La Barbera.

Mr. and Mrs. Dan Maldari, son Donald.

Mr. and Mrs. Bob Green, son Chris.

SANITARY.



BUHLER EXTRUDERS

are the most sanitary you can buy!

Model TPCE shown above is equipped with specially designed twin head

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

Super Sanitary

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

Finest Quality Product

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

Seven Models Available

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

J. S.-Built Drives

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

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



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



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



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

Complete
Macaroni
Plants by

BUHLER®

Is the U.S. Hooked on Hamburger?

THE 1971 Institutions-Volume Feeding Management magazine's exclusive Food Service Industry Menu Census shows the powerful burger entrenched more firmly than ever as the

autocrat of the nation's table. But it can't all be burgers: Too much of a good thing can atrophy menu imagination. So what else is the nation eating?

Types of Menus Used	Restaurants	Colleges	Total Market
Fixed Menu with Changing Special	56.2%	11.0%	36.6%
Entire Menu Cyclical or Rotating	11.2	85.0	43.7
Fixed Menu, No Changes Day to Day	29.6	.7	14.7

Menu Items Added or Dropped	% Added		% No Change		% Dropped	
	%	No	%	%	%	%
Restaurants	26.6%	55.4%	13.4%			
Hotels	22.7	47.1	26.0			
Hospitals	44.5	44.5	4.0			
Schools	36.1	50.4	2.8			
Colleges	52.9	38.0	6.7			
Total Market	33.8	49.9	10.3			

Menu Popularity of Entrees	
1. Chicken, fried, broasted	71.0%
2. Roast Beef	67.5
3. Spaghetti	64.4
4. Chopped Beef	55.3
5. Meat Loaf	55.0
6. Shrimp, fried	53.3
7. Baked Ham	52.9
8. Roast Turkey, whole	52.7
9. Eggs (any form)	51.8
10. Beef Stew	51.5
11. Meat Balls	50.6
12. Frankfurters	49.2
13. Sirloin or Strip	48.9
14. Swiss Steak	48.4
15. Macaroni & Cheese	47.8
16. Chili Con Carne	47.1
17. Pot Roast	45.7
18. Pork Chops	44.8
19. Veal Cutlet	42.8
20. Baked Beans	40.8
21. Entree Salads	40.4
22. Rice (any form)	39.6
23. Noodles	38.1
24. Cod	38.1
25. Beef/Noodles	37.2

Comment

Despite price consciousness in hotels, everything reflects appetites of affluent Americans.

USDA figures show that between 1967 and 1970:

- Beef consumption—UP 7%;
- Chicken—UP 10%;
- Fish & Seafood—UP 5%.

Survey shows extended meats (classic) are down or unpopular; meat substitutes (Spanish rice, egg dishes, etc.) are down.

Question: Why are Italian & Mexican the only ethnic types to have caught on to this extent? They are, after all, starchy in their own way.

Question: What's wrong with old-fashioned stews, casseroles, creamed dishes? Are American palates bored or is the problem bad cooking?

On Campus

Spaghetti ranked No. 1 as entree; Lasagna No. 6, Macaroni and Cheese No. 12.

Trends: Dropped from menu—cream-dishes, veal, corned beef, pork, lamb, meat loaf, liver. Added to menu—Mexican food, super sandwiches, Italian items, oriental, "ethnic," gourmet chicken items, steak and fish.

School Lunch and the Precocious Consumer

School lunch directors are watching.

1. Hamburger 96.7%
2. Spaghetti 90.6
3. Pizza 85.8

Dropped from the menu—the old, old, standby macaroni and cheese. If you add other items with cheese the total is high, and this is other macaroni/noodle dishes.

Added to the menu:

1. Ingredients on a bun or French bread; supersandwiches; "gloppy" foods out.

2. The Italian trend continues, especially in the East; more and more pizza and lasagna going on, also "pizza burgers," even manicotti.

3. Mexican: tacos come in first.

4. Dress up "gloppy" foods with ethnic twist: stroganoff, shishkabobs.

Top Dishes in Hospitals, Nursing Homes

1. Fried Chicken 93.8%
2. Spaghetti 89.2
3. Roast Beef 88.4

More on's than off's specifically named stroganoff, parmigiana, lasagna, sauerbraten, quiche, roulades. "Old fashioned" items that belie "less popular" claims.



Restaurants Adding Variety to Soften Up a Tougher Public

What is America's favorite restaurant food? They say hamburger or fried chicken or roast beef or steaks. The record says right on one count (hamburgers as sandwiches), but on the entree side, it's really fried shrimp. Notable: The tide is swinging against the limited menu. And most operators are expanding menus to build share of market.

1. Fried Shrimp 59.9%
2. Roast Beef 59.6
3. Sirloin/Strip 57.0
4. Fried Chicken 54.8
5. Spaghetti 50.0

Hotels: Fighting to Maintain Traditions

Hurt by business slump, hosteleries compete aggressively with restaurants. Travelers demand more value for their money. Banquets, even snack service is being boomed to offset low room sales.

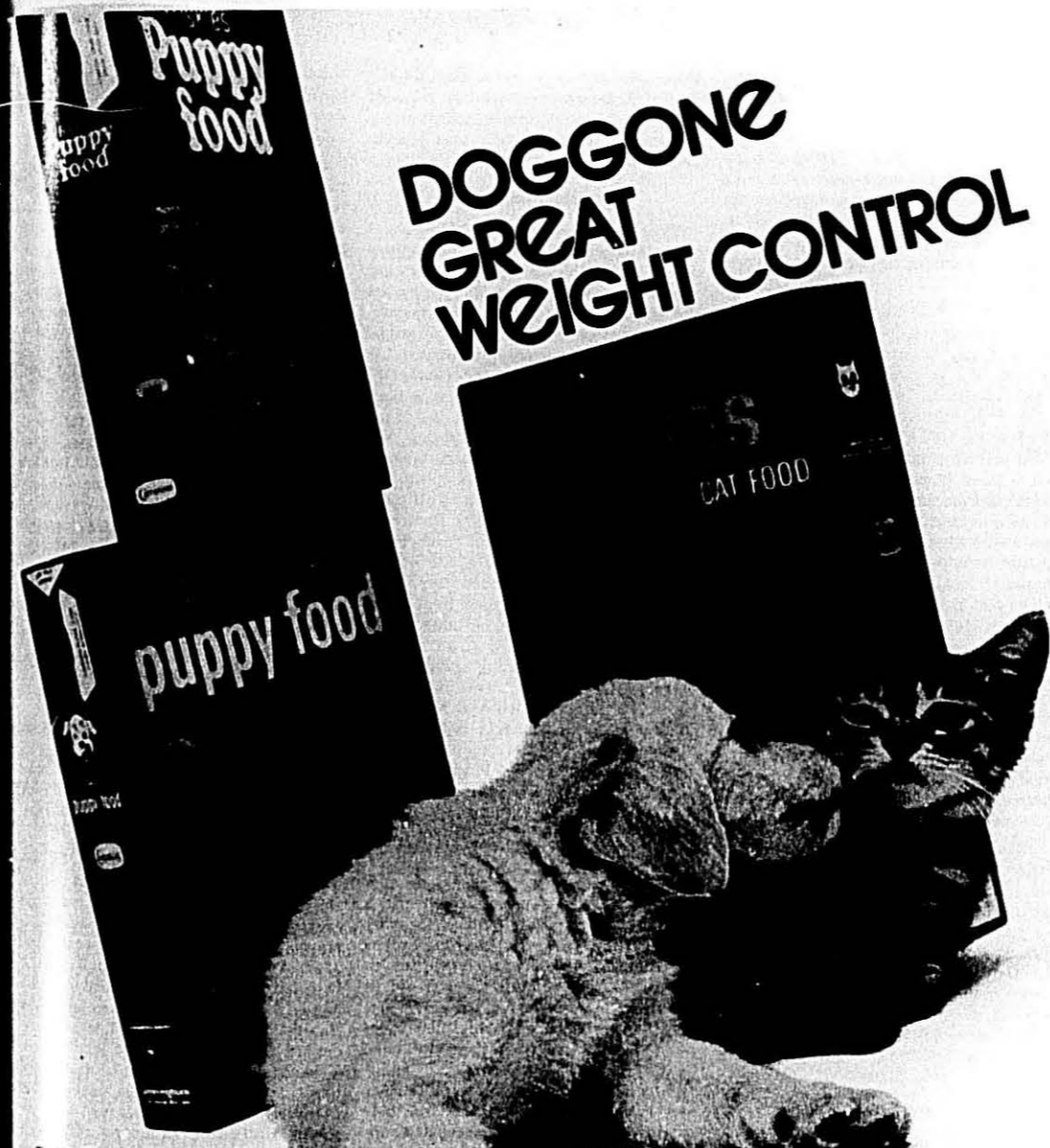
Processors List Convenience Best Sellers:

- Armour & Co.—Beef Stroganoff
- Sara Lee—Lasagna
- Stouffer's—Turkey Tetrazzini
- Carnation Co.—Macaroni & Cheese
- Durkee—Macaroni & Cheese

Hamburger Helper

A new line of products by General Mills' Betty Crocker, are packaged mixes to be added to one pound of hamburger:

1. Chili Tomato Dinner is pictured with Chili and macaroni.
2. Beef Noodle Dinner carries recipes for Oriental Beef 'n Noodles, Easy Lasagna.
3. Rice Oriental Dinner shows recipe for Burger Chop Suey.
4. Hash Dinner with Diced Potatoes, minced onions & seasoned beef sauce mix.



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From the National Food Brokers' Convention—

Food Service Marketing

"Food service marketing represents one of the brightest opportunities for food brokers" participants were told at a special workshop on Food Service Sales held during the Brokers' Convention.

A panel of foodservice manufacturers, customers, and brokers agreed that the industry is witnessing the birth of a new era in mass feeding. Government-sponsored meal programs will have a dramatic effect on the industry during the 1970's, they said. The school food-service programs are now extended to some 23 million children each day with approximately 5 million served a free or reduced price meal. The panel estimated that as many as 12 million children will become eligible for a "needy" meal in the near future. Panelists also pointed out that there is now pending legislation to fund a "meals on wheels" program to feed the elderly who cannot get out of their homes.

Commenting on convenience foods, one panelist pointed out that these were not new. What is new he emphasized, is that after many years of pioneering, real acceptance is beginning to take place. There is now the basis of many successful convenience operations.

"The airlines have been successful in using convenience foods or almost a decade. That industry has practically stopped cooking. School lunch is at least in part convenience foods. Many hospitals are now using convenience foods, having improved the quality served to the patients with much greater cost control. Colleges and universities are in convenience systems with great success. Many restaurant chains have integrated the use of these foods."

Standardization Needed

Customers on the panel emphasized the need for standardization of products from the manufacturers. They stated the manufacturers should provide new and innovative products to meet the nutritional needs of the 70's. The customers called upon manufacturers to provide custom products for the specialized need of today's foodservice "user." Foodservice brokers were recognized by the customers as the prime information source for new products and product application. Identifying some of the needs of the customer, one of the panelists mentioned the need for all his salesmen to have a thorough knowledge as to what the products can do. The customers were represented by: David R.

Page, Director of Food Services for the St. Louis Board of Education; Alan A. Weinberg, Vice President, Restaurant Associates Industries, Inc.; and Marvin Ender, Louis Ender, Inc.

Opportunities Ahead

The manufacturers on the panel acknowledged the great opportunities ahead for both the manufacturer and the foodservice broker. They stressed the importance of broker firms becoming well versed in "end user" operations enabling them to carry out merchandising programs and assist the "customer" in product preparation. The manufacturers told the audience that the foundation for foodservice marketing has now been laid and that food brokers will be instrumental in developing this market for the past twenty years. Referring to the projected growth of foodservice sales in the next five years, one manufacturer pointed out that there are many different factors used depending on different bases. But he added, "No matter who's statistics you go by, the foodservice industry is big and growing bigger." Manufacturers were represented on the panel by: Howard Elder, Institutional Sales Manager for Stouffer Foods Corporation; Jerrold W. Hannon, Vice President of Rich Products Company; and G. Edward Morgan, Food Service Marketing Director for Duffy-Mott Company.

Total Commitment

Brokers on the panel called for a "total commitment" in foodservice marketing. They stated that the food broker is experiencing the same evolution in the foodservice market that he did in the retail market during the early 50's, and that brokers are gearing their operations to effectively meet the challenge of the future. The brokers asked manufacturers to also develop complete sales and merchandising programs for their products, along with the necessary support data that the "end user" needs. They also asked for recognition by their principals of the high cost of many services being requested. The brokers were represented on the panel by: William A. Heuter, Otto L. Keuhn Company; Jordan Reifel, Baker-Bishop-King, Inc.; and H. F. Wilenchek, Massey & Fair, Inc.

"Refined and more liberal interpretations of competing items seems likely, with today's active manufacturers diversification, or brokers and principals alike may suffer needlessly. Good principal back-up, with exciting merchandising programs, is just as important to

foodservice sales success as with retail. Similarly, broker back-up of the marketing program is essential for full development of market potentials.

"The modern foodservice broker is mastering many new technologies . . . of nutrition, foodservice preparation equipment, and the understanding of distributor warehousing problems, to cite examples," Bull said. He went on to explain how "this new professionalism has enriched new product introductions, broker assistance to distributor salesmen and end users and the skillful marketing of convenience food and portion cost concepts."

Fast paced floor discussion followed the panelist's open deliberations. The moderator for the workshop was Robert Bull, President of Food Business Associates. Bull, summing up the workshop highlights, stated: "The most successful brokers are those with a carefully-planned foodservice market development strategy, developed quite independently from whatever the firm might be doing in retail or industrial selling."

Field Contact Men

"The manufacturers' field contact man can be a hindrance or an asset in maintaining effective working relations between manufacturers and food brokers," delegates were told at the Brokers' Convention.

The difference is determined by selection, training, and a clearcut policy established by the manufacturer who employs the contact man. Manufacturers on the panel were represented by: J. E. Fulton, President, Cracker Jack Division, Borden Foods, Borden, Inc.; James A. Schindwein, Chairman of the Board-Chief Executive Officer, Kitchens of Sara Lee; Bernard F. Trimpe, Vice President-Sales, The Clorox Company. Food brokers on the panel were: Marsh H. Blackburn, Seavey & Harshelm Brokerage Company, Chicago; Carl T. Floorman, Jr., Wyman Floorman Company, San Francisco; D. Roy Henley, McVay-Henley Company, Oklahoma City. The moderator for the panel was Laurence J. Taylor.

Mr. Fulton observed that too often field contact men tend to demotivate broker sales forces, rather than being an effective liaison. "As a result of many years experience through the trial and error route, I am convinced that once a manufacturer makes a decision in favor of broker representation then he must become dedicated on an all out basis. If he feels contact men are necessary to help the broker, then these district men should be hired and trained

with this help objectives in full view of all concerned—with a clear cut understanding that the district contact men would be evaluated on how they constructively motivate their individual broker groups. It also follows that the field contact man must share with his management an unreserved commitment to the food broker as the sales arm of his company—plus respect the responsibility that the broker has to all of his principals."

Mr. Foorman pointed out that the most important element in an effective relationship between brokers and field contact men is the establishment of a climate of mutual respect for the abilities and problems of each other. He further compared the field contact man's position to that of the broker stating "The broker is an intermediary between the manufacturer and the customer, serving both with integrity and fairness—the field man is also an intermediary between the manufacturer and the broker. And since the manufacturer and the broker are working towards the same sales goals, the field contact man should serve as an intermediary with character, integrity and fairness."

Guidelines to Follow

Mr. Schindwein declared that the use of field contact men is a necessity for manufacturers in training and indoctrinating broker personnel to insure complete effectiveness of representation. Manufacturers' field contact men must also be trained not to waste the valuable time of the broker with details that will not assist the growth of the business. It is also the responsibility of the broker to insure that he does not permit any of these people to waste his time in non-constructive ways, because disruptive field contact man can disrupt the whole brokers organization, and all of the packers he represents, if not properly controlled. By the same token, the broker too should be cooperative in his efforts," he stated.

Mr. Trimpe urged that all brokers and manufacturers read and use the guidelines set forth in the publication "Professional Working Relations Between Manufacturers and Food Brokers." This is a joint publication of the Grocery Manufacturers of America and the National Food Brokers Association. As an aid to constructive visits to brokers, Mr. Trimpe suggested that all field contact men use the official notification of visit form which is contained in the publication. He advised the broker to be as prepared to discuss his business as he expects the manufacturers field representative to be. "Bro-

kers should have an established procedure to use when a field contact man arrives in their market to review direct buying accounts, reports, manpower, etc," he added.

Mutual Objectives

From the brokers point of view, Mr. Henley felt that proper notification of a field contact man's visit to the market is imperative if an effective work plan is to be accomplished. He said "One of the things we dislike is the field contact man calling us on the phone and giving us the rush act. This is a hardship on our personnel, it is time consuming, moreover, it takes away from the time of another manufacturers man who has properly planned and announced his visit."

Mr. Blackburn added that the guidelines contained in the joint publication mentioned earlier, are most valuable in spelling out the need for objectives. He warned that too often the element of personalities becomes a factor in working toward the mutual objective of building the manufacturers business. "The broker and the field contact man should always have a clearly defined purpose of relationship. It is the responsibility of top broker management and top principal management to insure that this is always the case. Quality of personnel in this position is truly reflective of the value principal top management places on the responsibility of this position. As is so true in the operation of most any business, you only get what you pay for and attain only those objectives that are intelligently and purposefully sought," said Mr. Blackburn.

It was felt that continuous communication between top management of brokers and manufacturers concerning their mutual objectives would preclude any irrational decisions based on a personality conflict between field contact men and broker personnel.

Although the mission of the contact man is to assist the broker in knowledge about products of the manufacturer he represents, the panel acknowledged his role as a prime communicator between the broker and the manufacturer. They called upon all contact men to carry back factual information about local market conditions from the broker to the manufacturers management. He should use such procedures and organize himself so as not to waste time during his visit with the broker.

Mr. Foorman stated that the field contact man must be honest and forthright in his appraisal of market situations, both to the manufacturer and to the broker. "Whenever a problem oc-

curs he must delve deeply enough to find the real causes creating the problem. It is all too easy to point a finger at the broker representatives and tell them to correct the problem. If the responsibility for the problem lies with the broker, then the contact man's help is most welcome in setting the direction to overcome the problem. However, if the problem is of a more basic marketing nature that must be corrected by the manufacturer, then the field man must direct the manufacturer to do so and be honest in his communications on this subject with the broker. He should be realistic as to what the broker can accomplish and what tools and support the broker needs from the manufacturer to accomplish the objectives."

The panel agreed that although the entire publication "Professional Working Relations Between Manufacturers and Food Brokers" is essential reading for all manufacturers and brokers, Chapter 11 should be mandatory reading for all field contact men since their role is clearly defined in that section.

Renewing A & P

The man that the Great Atlantic & Pacific Tea Co., Inc., has picked to mind the store is 58-year-old William J. Kane. A protege of retiring chairman and chief executive Melvin W. Alldredge, Kane must continue A&P's long-term rejuvenation. The nation's largest food retailer has been a laggard in growth and profitability, largely because of previous managerial ultraconservatism.

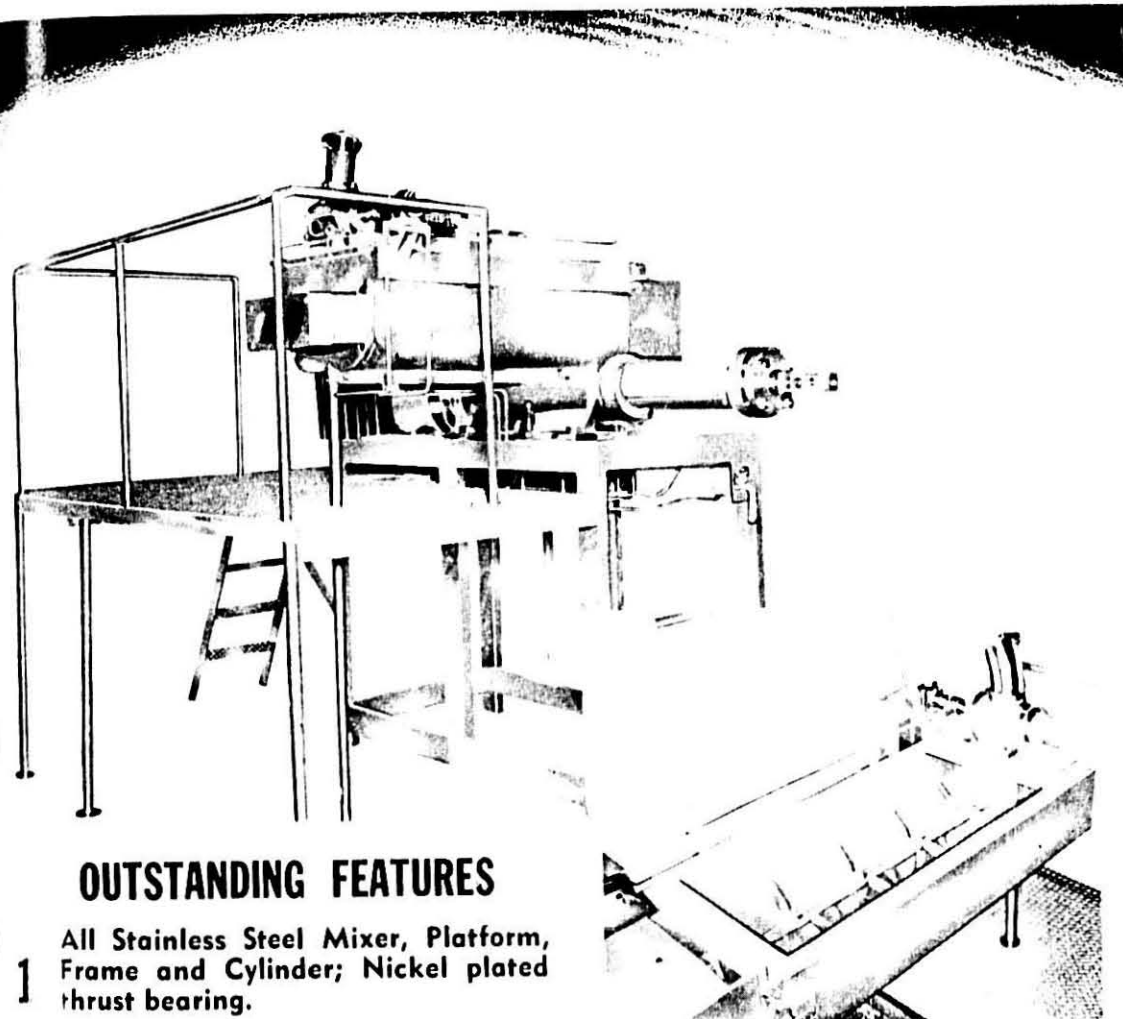
In the coming year, Kane says, A&P will probably close 250 of its marginally profitable supermarkets; Alldredge has closed 350 units since 1968. At the same time, Kane will preside over an ambitious expansion program to open supermarkets within 30 K-Mart discount stores of S. S. Kresge Co. and to erect 100 jumbo supermarkets of 20,000-sq. ft. to 30,000 sq. ft. size. "We're going to add 3-million sq. ft. of floor space," boasts Kane.

Kane came up through the ranks in time-honored fashion. He joined the company full-time in 1934, after working his way through college as an A&P clerk in Philadelphia. He has served as president under Alldredge since 1968. Alldredge will remain as an advisor. Robert F. Longacre, 47, will succeed Kane as president.

Kane, a quiet-spoken, energetic supervisor, used to spend half his time making unannounced visits to stores and plants. "I'm more at home at a store than in an office," he once said.

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MACARONI WINNERS

THE latest television kit prepared by the National Macaroni Institute for distribution around the country has some "Macaroni Winners."

The kit contained two copies of the script, three colored slides, packages of medium egg noodles, thin spaghetti, and elbow macaroni, a set of spaghetti tongs, and 100 leaflets "Macaroni Winners." Additional copies made available on request.

The telecaster was invited to adapt the material to fit the format of the show. The script takes approximately eight minutes, as follows:

Everybody Loves a Winner

Everybody loves a winner! The nation applauds the winner of the "Miss America Competition." The whole town rejoices when the final team wins a big game. The entire student body is happy for the girl selected as queen for the prom. You hold a family celebration when your son is awarded a college scholarship, or your daughter wins the state-wide music contest, or your husband comes home with the golfing trophy. Or when you are elected president of the city's outstanding community service organization.

Now, we get excited about winners of recipe contests. Or, to be more exact, we get enthusiastic about trying out the winning recipes. And that's just what we've been doing lately. Not too long ago, there was a National Pasta Recipe Contest, sponsored by the National Macaroni Institute, the North Dakota State Wheat Commission and the Durum Wheat Institute. This contest was open only to professionals in the quantity food field—you know, the experts who work with food in schools, hospitals, cafeterias and restaurants. Luckily for us, the National Macaroni Institute had home economists adapt for family use the nine best recipes of the hundreds submitted.

Noodle Caesar Salad

The first recipe was a Noodle Caesar Salad, a most interesting idea. Romaine lettuce, a very special dressing, a raw egg yolk (the trademark of any Caesar salad)—and cooked egg noodles which is the major innovation in this dish. It is refreshing as well as hearty and would be just great served along with a broiled steak or even grilled hamburgers.

Spaghetti, Lobster Sauce

If you go for Oriental fare, you'll like Spaghetti with Chinese Lobster Sauce.



Grand Prize Winner Del Kloek

It is most unusual and is made with ground pork, as well as lobster tails, and the sauce is seasoned with garlic, soy sauce and sherry if you like. Green onions add a splash of contrasting color.

Speaking of spaghetti, there is a serving tool that we think is a winner. Imported from Italy, stainless steel, and most inexpensive, this little device makes the dishing up of those strands of spaghetti an easy thing to do. If you don't have one of these, it would be worth your while to look for one in the housewares store.

Macaroni Zucchini Casserole

How about one more of those pasta prize-winners? This is Macaroni Zucchini Casserole. Now if you've ever



Noodle Caesar Salad

called macaroni and cheese an ordinary dish, try this one! Swiss cheese and Cheddar cheese are combined in a creamy sauce to give a marvelous flavor to the elbow macaroni and the zucchini. We like this dish with a sprinkle of freshly grated nutmeg, but some folks might prefer a generous amount of black pepper. We had it with fried chicken, but think it would go equally well with veal or ham.

Pasta Virtues

Of course, we've always considered egg noodles, spaghetti and macaroni themselves winners among foods. They rate highly with us, as with most people, just because they taste so good. They're tops for economy, which is pretty important to every homemaker these days. Balancing the food budget is a whole lot easier if you use macaroni products often. There's another thing about macaroni—great variety. Did you know there are over 150 different shapes and sizes generally available? Macaroni could be called a winner in the versatility department, too. What other food combines so easily with so many other foods? There's a way to serve macaroni with chicken, meat, fish, cheese or eggs. You can mix them with vegetables or fruit. You can put pasta in a casserole, a salad, a soup or a stew. You can use it for a breakfast dish, lunch, supper, or even snacks. These products rate high in food value, too. Most are enriched with B-vitamins and iron. There's protein, too and valuable energy-giving carbohydrates. They are good food for young and old. One last virtue: popularity; you can't go wrong by serving spaghetti, because just everybody likes it!

Recipe Leaflet

A new recipe leaflet has six of our new recipes we think you will enjoy. There is Great Speckled Noodles, made with medium egg noodles sprinkled with sesame seed, poppy seed, and caraway seed. Yummy! Also a recipe for Easy Lasagne. There are two more ways with spaghetti, a delicious casserole with ground beef and sour cream and an Easy Tuna Sauce to serve over spaghetti. And then there are recipes for two more salads, one made with shell macaroni and one made with macaroni rings—though they could just as well be made with the familiar elbow macaroni.

So, there you are, a round-up of macaroni winners.



Larry Gardner
A prize winner in the
Pasta Recipe Contest

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Chinese Food on the Rise— (Continued from page 19)

area of frozen foods. Paulucci developed the two-can packaging (which keeps the vegetables crisper) in 1956, and later introduced egg rolls and entrees in frozen form. Four years ago, Paulucci sold Chun King to RJR (sister company to R. J. Reynolds Tobacco) for \$63,400,000.

The companies have different advertising philosophies. Chun King stresses authenticity, and even sent its agency, J. Walter Thompson, to shoot commercials in Hong Kong and Taiwan.

La Choy, a client of Post-Keeyes-Gardner, used a "Swing American" and "East Meets West" campaign and even shows how a housewife can serve fried rice with steak.

"Hot dogs were once a German food, and pizza was an Italian dish," Swaney commented. "But Americans don't think of them as foreign foods any more. We consider Chinese food in the same way. It is a convenience item. You can even serve Chinese food with hot dogs, if you want to."



Clothes Make the Macaroni

Columnist Sydney J. Harris says that while leafing through a delightful new book, the illustrated "English Life in the Eighteenth Century," by Roger Hart, he was especially taken with the section on "Macaronis and Beaux," dealing with the wild fashions of that country.

If anyone imagines that the outrageous costuming of the hippie movement is something new, even in Anglo-Saxon society, he should learn about England's "gallants, bloods, bucks, beaux, fribbles, macaronis, fops, monstrosities, corinthians, dandies, exquisite and swells."

The Macaronis took London by storm, Hart tells us. They began as a small club called the Macaroni Club, because they always ate a dish of macaroni then little known in England. Soon the macaroni fashion swept through the whole younger generation and extended even to the middle-aged: "Even the clergy began to have their wigs combed a la macaroni, their clothes cut a la macaroni; there were turf or racing macaronis, clerical macaronis, military macaronis, college macaronis and many other varieties."

(Incidentally, this may clear up the mystery of "Yankee Doodle" for many who have wondered why he "stuck a feather in his hat and called it macaroni." The song was first chanted by the English to irritate the American "rustics" during the Revolutionary War.)

Many people strongly disapproved of this flamboyant manner of dress. According to Hart, one said: "No handsome fellow will belong to them because their dress is calculated to make the handsome ugly, and the ugly ridiculous."

The Macaroni wore a tiny hat, had an abundant quantity of hair, and wore shoes like slippers, with a small circular silver buckle. His whole ensemble included coats of cut velvet, trimmed with gold or silver lace; brocade waistcoats; white and black silk stockings;

hats laced with gold or silver; ruffled shirts and neckcloths; and jeweled buckles, swords, pistols, canes and snuffboxes.

Hair was even more important to the young bloods of that day than it is among our own youth. Wigs were the rage, among the old and middle-aged as well: Barbers and their apprentices all day long were engaged in making wigs, dressing and curling wigs, powdering wigs." This is when the "toupee" also came in an array of curls over the forehead and the side of the face, which has recently returned in men's tonsorial fashions.

What is different today is that, while in the 18th Century only the affluent could afford the macaroni style and other popular affectations, such fashions now spread throughout the whole culture and cost very little to adopt. That is the only "new" thing about them.

Packaging Man of the Year

The Packaging Education Foundation has selected November 17 during the 1971 PMMI Packaging/Converting Machinery Show in Atlantic City for its second annual "Packaging Man of the Year" award banquet. Announcement of the date and place for the event was made by Charles A. Breskin, PEF chairman, and Lief Oxaal, executive director of the Packaging Machinery Manufacturers Institute.

To be held in the grand ballroom of The Traymore, the banquet will begin with a reception at 6:30 p.m. and dinner will be served at 7:30. Proceeds from the \$50-a-plate affair will be used by PEF, founded in 1957, for its program designed "to further packaging education, financially and through improved college-level packaging curricula." To date, more than \$850,000 has been raised by the foundation for this purpose.

The name of the person chosen from more than 100 nominee as the 1971 "Packaging Man of the Year" by the PEF executive committee will be announced in June. Last year's recipient was William F. May, board chairman and chief executive officer of American Can Company.

Some 22,000 people are expected in Atlantic City for the PMMI Show from November 15 through 18. Breskin said that a select group of about 600 executives from packaging supplier and user industries will be invited to attend the award reception and banquet. He describes the blue ribbon affair during the PMMI Show as a fitting climax to an important week of packaging activity.

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