

**THE  
MACARONI  
JOURNAL**

**Volume 53  
No. 4**

**August, 1971**



AUGUST, 1971

*Macaroni Journal*





# An open letter to the customers and friends of Rossotti Lithograph Corporation

“After 73 years of continuous service to the macaroni industry, it gives me great pleasure to announce our new association with the Folding Carton Department of the Packaging Division of Riegel Paper Corporation.

“I feel that the combined Riegel/Rossotti capabilities will make it possible to better serve the industry's growing packaging needs.

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Sincerely,  
Charles C. Rossotti

*Charles C. Rossotti*

# The Macaroni Journal

August  
1971  
Vol. 53  
No. 4

Official publication of the National Macaroni Manufacturers Association,  
139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
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## In This Issue:

	Page
Convention Report .....	4
Greetings from the President .....	5
School Food Services .....	10
School Lunch Participation .....	16
Spaghetti, Spare ribs Supper .....	18
Macaroni Research .....	22
Report from Crop Quality Council .....	24
Egg Production—Credibility Crisis .....	26
Product Promotion by the National Macaroni Institute .....	28
The Eyes Have It—Box Score .....	30
Teamwork .....	34
Automated Triangle Packaging System .....	36
Index to Advertisers—Personals .....	38

## Cover Photo

Spaghetti Spare ribs Supper (see page 18). Lamb Spare ribs, zucchini and tomatoes, and spaghetti are the components of this budget-conscious summer supper.

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## CONVENTION REPORT

### "One of the Best Ever"

THE 67TH Annual Meeting of the National Macaroni Manufacturers Association was acclaimed "one of the best ever." The speakers had thought-provoking messages. The social program was well received. The facilities and services of the Broadmoor caused the Board to schedule future meetings there in 1974 and 1976.

All officers and directors were re-elected. President Vincent F. La Rosa reviewed the highlights of an active year and predicted more to come in 1971-72. His comments appear on page 00.

#### On Marketing

Margaret Benton, Director of Food Services, Denver Public Schools, declared that when they have a high acceptance on a product or menu item they are most reluctant to alter the recipe or the ingredients. They have to satisfy some 40,000 school children and so doing they don't want the government to mess around with the macaroni.

Robert W. Wegner, market researcher with A. C. Nielsen, presented facts and figures from industry studies. He declared that annual case sales per household of dry pasta products are not expanding. The number of households are increasing and the fastest growing group of 20-30 year olds are buying convenience foods. The increase in the number of households in the past two years has been 4.4%. Increases in frozen entrees 35%; frozen prepared dinners 18%; dry packaged dinners 14%; rice mixes 19%; instant potatoes 7%; rice 5%; pasta 5%.

Robert W. Mueller, editor and publisher of Progressive Grocer magazine, declared that grocery stores were at the top of the list in retailing in 1970. Middle-sized chains are more aggressive and responsive to changes in the marketing mix. Discounting is up. Convenience stores continue to grow (they may represent 10% of the market in a few years and are that high in some areas now).

Margins were cut for grocery retailers more sharply in 1970 than any time since World War II, so if your margin performance is better than the 14% average, take advantage of the fact in your sales efforts. (Macaroni normally runs 18 to 22%.)

#### Promotions

Howard Lampman, director of the Durum Wheat Institute, reported on the



Conventioners: left to right—H. G. Stanway, Mary Campanella, Fran Green (back to camera) Cathy La Rosa, Kathleen La Rosa, Kay Tobio, Vincent F. La Rosa, John Tobio.

activities of that organization in cooperation with the National Macaroni Institute and the North Dakota State Wheat Commission. The Pasta Recipe Contest will get full coverage of the winning recipes in the July issue of Hospitality Magazine. Some 4,000 sets of quantity recipe cards were distributed at the National Restaurant Show and are available for your distribution. The durum millers favor increased teamwork efforts and are willing to put more in the pot.

Ted Sills and Elinor Ehrman gave the report on activities of the National Macaroni Institute. See details on page 28.

#### Denver Distributors

A trio of Denver distributors commented on the industry's product promotional efforts and added some words of advice:

Joe Shutto, independent super market operator: "Cover the independents; you've got to sell at store level."

Jerry Henderson, Cosmos manager, King Soopers: "Cosmos is a new merchandising concept with computers looking at direct profit after incurring handling and selling costs. Movement and profit of an item determines space allocation. Macaroni is holding its own in the 21 King Soopers."

Art Schaefer, Western Commission Company: "Restaurateurs are under tremendous price pressures. Lobster has gone from \$3 per pound to \$5.50. Macaroni on the menu takes the pressure off high meat prices. Don't stint on quality. The diner does not know the brand he is eating—a poor product makes a poor

impression. Do a good sampling job with good quality."

#### Government Feeding

Juan del Castillo, Director, Food Distribution System, Food & Nutrition Service, U. S. Department of Agriculture, reported that 1,000 counties are using direct food distribution to help feed 4,000,000 needy people. The purchase of wheat-soy macaroni is growing rapidly: 10,000,000 pounds in 1970; 25,000,000 in 1971; 43,000,000 projected for 1972. If included in the nutrition program the quantity could be more. General Foods has asked for an extension of their marketing permit on Golden Elbo and it is under consideration. Mr. Del Castillo indicated that A.S.C.S. will start soon to include semolina and durum flour in its buying of commodities for domestic relief distribution and that they are consulting with mills and macaroni manufacturers in establishing specifications. Under such an arrangement macaroni manufacturers would bid on conversion of the durum products which would be supplied to them by the government.

#### Consumerism

Robert Corbett, manager of the Nation Biscuit Company plant in Denver, defined consumerism as "let the seller beware." There is an organized effort of consumers to gain satisfaction and the activists are being heard. He told what grocery manufacturers and retailers are doing in the Denver area to communicate with consumers. His remarks will appear in the Macaroni Journal soon.

Harold Halfpenny, Association counsel, reported on the preliminary regula-



Joe Viviano, low net golf trophy winner.

tions released at the end of May on standards for working conditions. He advised that people in business had better read it, thoroughly. A bulletin on the subject will be issued by the Association shortly. He reported that new teeth have been put into the regulations against the job discrimination. There will be a minimum wage increase—the only question is "how much?" The Welfare Reform bill will hit you right in the pocket book. Business must be organized to combat organized labor and big government. "Be in your Association," said Mr. Halfpenny, "and be active."

#### Socials

On the social side, Suppliers' Socials each evening made for good fellowship. The hosts of the functions included the following:

A D M Milling Company  
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Ballas Egg Products Co.  
Braibanti/Werner Lebara  
The Buhler Corporation  
Cello-Foil Products  
Clermont-Pavan  
De Francis Machine Corp.  
Diamond Packaging Products  
Du Pont Film Department  
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Hoskins Company  
International Multifoods  
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Monark Egg Corporation  
North Dakota Mill & Elevator  
Wm. H. Oldach, Inc.  
Peavey Company Flour Mills  
Rossotti Lithograph Corp.  
Riegel Paper Corp.  
Milton G. Waldbaum Company

#### Operatic Evening

Rossotti Lithograph Corporation sponsored the entertainment at the Italian Dinner, the famous Mario singers. Mario himself was introduced by Charles C. Rossotti. The operatic and light classical selections given by the group were thoroughly enjoyed by the macaroni manufacturers and their guests.

#### Golf Awards

Sal Maritato was chairman of the Golf Tournament and awarded the prizes as follows:

Ted Sills, Joe Viviano, Bill Brezden, Ernest Ravarino, Luke Marano, Gene Kuhn, Bob Howard, Les Thurston and George Hackbush.

The Ted Sills silver trophies went to Ernest Ponce for low gross and to Joe Viviano for low net. Most honest player was Al Katskee with high score.



Ted Sills presents low gross trophy to Ernest Ponce. President La Rosa applauds.

#### Meritorious Service

Madeleine Constant along with her brother Lucien has sold their business in St. Boniface, Manitoba to William Evans. She brought eleven special mint Manitoba memorial Canadian dollars with her to the convention to give as mementoes to officers and committee chairmen. Her awards were as follows:

President Vincent F. La Rosa  
VP Denby Allen  
VP Nick Rossi  
Secretary Bob Green  
Research Director Jim Winston  
Counselor Harold Halfpenny  
Al Ravarino, NMI Committee  
Lloyd Skinner, Durum Relations  
Paul Vermylen, Standards Committee  
Anthony M. Vagnino, Convention Program  
Sal Maritato, Golf Chairman

## Greetings from the President

LADIES and gentlemen, welcome to the 67th Annual meeting of the National Macaroni Manufacturers Association. At this point in time, we have a registration of 230 members and guests which is indeed a sizable group. You have all seen our agenda, and you know we should have very profitable business sessions and most enjoyable social functions.

#### Review

At this juncture, rather than outline for you what is going to happen, I would like to review for you what has happened during the last year. I think it is important that everyone will know how and to what extent this organization is being of service to the member companies as well as to the industry as a whole. There would not, of course, be

much purpose to this organization if it could not, and did not serve its members.

#### Washington Conference

The first function of note during the past year was the Washington Conference held in September of 1970. That was the second venture on the part of the Association to develop a liaison with government people. We featured speakers from government and Washington based associations. Senators, Congressmen, Department of Agriculture, and Food and Drug Administration people were all represented at this meeting. In two short years we have been able to make a very definite impression in Washington and develop some really good friends in government.

(Continued from page 5)



President Vincent F. La Rosa



## Greetings from the President—

(Continued from page 5)

We have already scheduled our third Washington meeting, which will be held on September 21, 1971, at the Hotel Washington.

While I am on this subject, I would like to outline for you a plan of mine, for the future even though at the beginning of these remarks I said, that I would be reviewing rather than forecasting. I am completely convinced that we should not only continue that which we have already started in terms of government liaison and involvement, but that we should go one step further. At the meeting of the Board of Directors, I will appoint a Government Affairs Committee. This Committee will have a chairman and two or three working members whose function will be to seek out existing problems, anticipate future problems, and coordinate a program to solve these problems.

All member companies will be auxiliary members of the committee, in the sense that I will ask all member companies to make available to the committee all of their power and resources in terms of technical people. All of us here at the Convention and those of us who attend these meetings year after year do not represent all of the resources of our respective companies. Some of us have lawyers working for us on a full-time basis. Some of us have engineers; some of us have chemists; some of us have lab technicians; some of us have nutrition experts. We all have a certain amount of technical knowledge and expertise back home. My plan is that we use our experts when our Government Committee finds a problem. The committee would form a plan of action and request from members of the industry the technical assistance to go in and solve these problems. I anticipate and visualize that this Committee can function not only on the federal level, but also on the state and local level. If we bring the full resources of our Association together in solving the small problems, then the larger problems may never materialize; or if they do, they may well be of a lesser magnitude.

### Press Party

The next important function of the Association during the past year which was of real value to this industry was the Food Editors' Meeting in New York. This luncheon, to which we invite the food editors from the major national magazines, has developed into a real tradition. These food editors actually look forward to these meetings, for they find they are enjoyable social functions, and probably more important, we are

giving them lots of details to make their jobs as food editors easier. Almost without exception, they each pick up one or two feature articles for their respective publications. For those of you who don't know how these food editors' meetings work, what we do is this; we have the members of the Institute Committee attend the meeting, plus enough individuals so that we will have at least one member of the industry sitting at a table with the food editors. We do not sell them any concepts by lectures. We do it rather in this informal way. A number of you have expressed a desire to attend these meetings and have wondered why invitations have not been more widespread. We feel that the format of the Food Editors' Meeting is perfect; therefore, we should not disturb the manner in which the meetings are conducted. However, in order to assure every member of the Institute a chance to attend these meetings through the years, we shall change the manner of inviting individuals. Each year the members of the Institute Committee will attend, and the additional members required to fill the tables will be filled from member companies on a rotation basis. It is important, however, to realize that once an invitation has been extended and accepted, the individuals must attend the meeting or a whole table or food editors will go unattended.

### Food Editors Conference

The New York meeting was followed by the Association's cocktail party at the Food Editors' Conference in San Francisco. The Food Editors' Conference is an association of national newspaper people; and every so often, we are able to host one affair at their annual meetings. Last year we received an invitation, and we participated by a cocktail party at which we served macaroni hors d'oeuvres. New, different, and delightful uses for macaroni were dramatically brought to the attention and palates of the newspaper food editors. A number of features were published in the newspapers throughout the country as a result of this conference; and from time to time, we still see the result of our work with the magazine and newspaper food editors cannot be over-emphasized.

### Winter Meeting

Our Winter Meeting this past January in Puerto Rico was a fantastic success. Never before have I seen our morning sessions so well attended. I think this speaks well of the program that was scheduled and the interest that this Association has been able to develop in

its members in making our meetings, work sessions, as well as social functions successful.

An important feature at the Winter Meeting was the recipe contest sponsored by the Durum Wheat Institute, The North Dakota State Wheat Commission, and the National Macaroni Institute. Three semi-finalists attended as our guests at the winter meeting in Puerto Rico. Mr. Ladell Kloek, manager of Bridgeman's, a Division of Land O'Lakes Creameries, was chosen as the grand prize winner for his Garden-Fresh Salad recipe. Mr. Kloek went to Europe with us as his reward for his efforts; and we, as sponsors of the contest, were able to capitalize on our efforts through the tremendous publicity received at the National Restaurant Show in May of this year.

The social functions at our winter meeting were supported by extremely good weather and by the pomp and ceremony of Puerto Rico. Our final dinner at the very exclusive Bankers' Club in San Juan was attended by the Mayor of San Juan and his charming wife.

### European Trip

The final organized function of this past year was the Macaroni School—European jaunt from May 10 to May 31. Thirty-eight industry members, their wives, and families, as well as Associate members, went on this trip. Bob Green tells me the trip was an outstanding success.

### Golden Elbo

Superimposed upon all of the formal and sponsored activities of the Association, we found ourselves this year with an activity which probably is the most important thing this Association has done in a number of years. I speak, of course, of the defense of the Federal Macaroni Standards by this Association against the encroachment of a proposed so called Golden Elbo Macaroni. On May 3, 1971, there was printed in the Federal Register a proposal to establish an Identity Standard for an Enriched Macaroni Product with Improved Protein Quality.

The industry had prior notice that this proposed amendment to the Federal Standard would be forthcoming, and we were able to do some preliminary canvassing of the industry to determine how the member companies felt. The feeling was one of definite opposition. The Standards Committee met, and in a relatively short time were able to develop a very definitive approach to combat the proposed standard.

So many people in this organization are always working for the benefit of

(Continued on page 8)

# ASEECO CONVEYING SYSTEMS

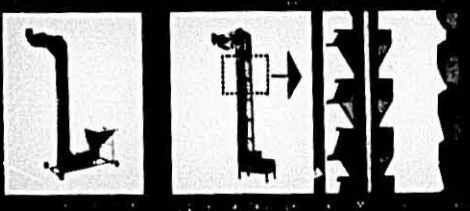


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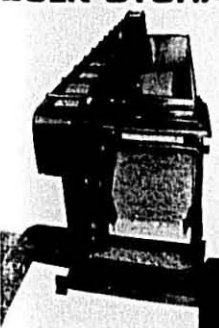


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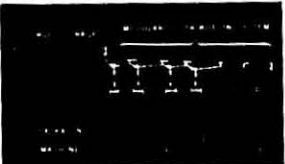
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### Greetings from the President—

(Continued from page 6)

the organization that I hesitate to name individuals for their efforts on our behalf. I think, however, I must name the members of the Standards Committee who, under the chairmanship of Paul Vermeylen, did a tremendous amount of work and put forth a tremendous amount of effort in having this industry cope with this problem. Lou Coniglio, Roger DiPasca, Jim Winston, Larry Williams, and Lester Thurston all did an extraordinary job and certainly deserve recognition for their efforts.

### Corn and Soy

As most of you know by now, the proposed standard would allow a product made up primarily of corn and soy to be known as macaroni. This, of course, does complete violence to the traditional concept of macaroni and would, in effect, completely negate the years of dedication which all of us have had to traditional macaroni products and the millions upon millions of dollars that this industry has spent in the last fifty years in promoting that from which we all make our living. The part that many of you may not have realized is that this was not a proposal for a consumer-oriented product which may or may not have been commercially successful. It was specifically created as a product to meet the demands of the Department of Agriculture's School Lunch Program. The Department of Agriculture lists certain foods which, so to speak, become government sponsored foods for use in feeding children in the school lunch. These food items, when included in a school lunch program, become a no-cost item to the local school district. Uncle Sam picks up the tab. Thus, a local school, whether it be P.S. 100 on Third Avenue in Manhattan or a little red schoolhouse in the plains of Kansas, which now include macaroni in its menu once or twice a week, would substitute the Department of Agriculture sponsored macaroni product because they would not have to pay for that macaroni.

All the local school boards would obviously take advantage of this for economic reasons. If your Association had not been cognizant of these ramifications, the proposed amendment to the Standard of Identity would have seemed harmless. It would have undoubtedly gone unopposed, and soon the children of this country would be eating a corn-soy-wheat extruded product in the shape of elbows which they would call, like Yankee Doodle Dandy, macaroni.

### Industry Problem

The industry would find itself with a whole new generation who would not know what macaroni is. This concept could have been fostered because supposedly there was no present Standard of Identity which would allow for the manufacture of a macaroni product which would meet the Department of Agriculture requirements that the product be 20% protein with a 95% protein efficiency ratio. The Association immediately set up the mechanics for an animal-feeding program to determine the food value of various products which were formulated and manufactured for us by one of the mills. This testing was done under the direction of Jim Winston, our Director of Research. Recently the final results of the test showed that a macaroni product made of 88% durum and 32% soy would produce a finished macaroni product which had 24% protein and which proved to have a 97% protein efficiency ratio. So what started out to be a proposal to amend the Standard because of supposed inability on the part of the industry to make an adequate product to meet the School Lunch Program demands allowed us to definitively show that we could fill, and in fact surpass, the requirements to qualify for the School Lunch Program.

### Strong Support

In our efforts in opposing the proposed new Standard of Identity, we had the support of not only all industry members, many of whom sent direct and detailed objections to the Food and Drug Administration, we also had the support of the mills who supply us with wheat products, vitamin companies, farmers' groups, and the Durum Wheat Institute, and a number of Senators and Congressmen whose interest was solicited by the Association and by individual member companies. The Association also retained the services of the public relation firm of Bursan and Marsteller who guided us so expertly through the maze of problems in this matter. We were granted an extension of an additional thirty days so that we could proceed with the animal-feeding program that I have already mentioned.

Our work on this matter is not yet finished. It is hoped that we will have a public hearing on the proposed new Standard.

Our industry will still have to do a lot more creative thinking and a lot more work in order to once and for all remove the possibility of having something other than a primarily wheat based product being included in our Standard of Identity.

Ladies and gentlemen, that covers in a rather sketchy form some of the details of the efforts of your Association on your behalf. Of course, our efforts and programs have only been successful because of the interest and cooperation of industry members . . . so, I guess at this point we should congratulate each other for having done a good job for ourselves during the past year, then pause and start again in working towards even better results in the future.

### Company Responsibilities

Vincent F. La Rosa has been appointed National Director of Sales of V. La Rosa & Sons, Inc. In such capacity, Mr. La Rosa will have responsibility for all Company sales which includes industrial, institutional, and military, as well as consumer pack sales under the La Rosa brand name.

Vincent F. La Rosa is a Senior Vice President of V. La Rosa & Sons, Inc., a Company founded by his grandfather and namesake, Vincenzo, in 1914. He is also a member of its Board of Directors.

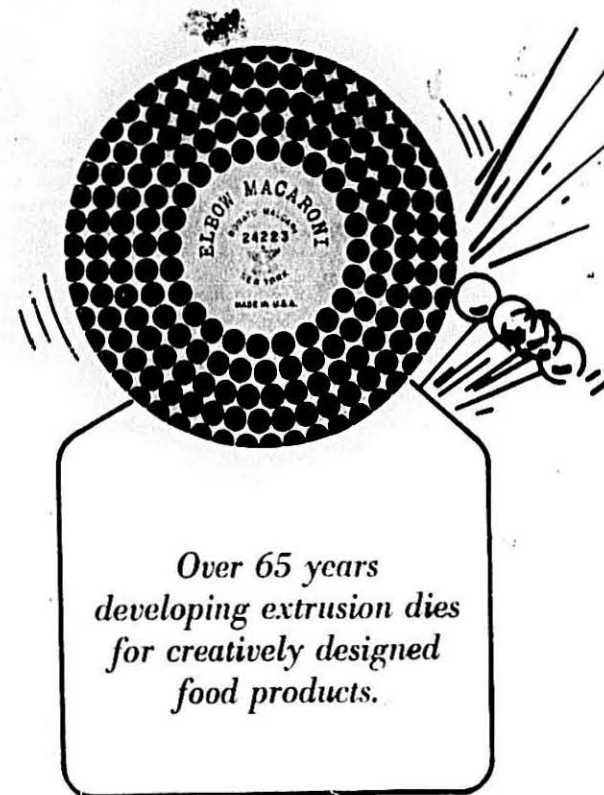
Mr. La Rosa was in charge of industrial, institutional, and military sales prior to assuming his new duties. During his twenty years with the Company, he has served in virtually every department of the Company; in his early years, he did yeoman duties in the consumer pack division. Of his new duties, Mr. La Rosa said: "Some of the burdens of my new area of responsibility will undoubtedly be cumbersome, but it appears that these will be made easier because of the spirit of cooperation which I have already found in our excellent retail sales force. I anticipate that the most pleasurable part of my new duties will be the opportunity it affords me to renew old friendships and make new acquaintances in the retail grocery business."

### Macaroni Expert

An expert in all phases of the macaroni business, Mr. La Rosa has long been his Company's representative to the macaroni industry. In this capacity, he has been an active member of the National Macaroni Manufacturers Association for twenty years, and he has served on many of its standing committees, has chaired a number of special projects for the Association, and has been a member of its Board of Directors for the past eight years. He is currently serving as President of the National Macaroni Manufacturers Association. The NMMA has 120 company members which are virtually all of the pasta manufacturers in the United States.

(Continued on page 38)

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## SCHOOL FOOD SERVICES

by Margaret H. Benton, Director, Department of Food Services, Denver Public Schools

MILLIONS of children attending schools are hungry—some for lack of money, others for lack of education, and some because food service is not provided. Last September figures from the United States Department of Agriculture indicate there are 23,000 schools in the United States, including more than 5,000 economically needy schools, which do not have food service facilities.

### Twenty-five Years Old

Twenty-five years ago on June 7, 1946 the National School Lunch Program was born in Congress. President Harry Truman said as he signed the bill to make it a law that: "No nation is any healthier than its children." There are somewhat more than 50,000,000 school children but we reach approximately half of these children daily with a meal at school. In February, 1971 USDA statistics indicate that 28% of the meals served are either free or partial pay to the child. There are perhaps an additional 3,000,000 students who are needy and do not have access to school meals. Seven million now receive subsidized of 23,900,000 daily.

### Absenteeism

Additional reasons that more students do not participate include non-attendance at school. The daily absenteeism averages about 10% of the enrollment in Denver. The total enrollment of the district includes students below the first grade who attend school for from one to two hours either in the morning or in the afternoon and are not in the schools during the time of regular meal service. Again this figure amounts to about 10% of the enrollment: this makes 20% of the total enrollment in absenteeism below first grade age. Then there are a number of schools around the nation that are on a double session, extended days, as well as various educational programs where a large number of the students in upper grades are not at school during the lunch hour and cannot participate in the food service. These students are enrolled in work-study courses and their schedules call for them to be at their place of work during meal service at school. It seems to me that when one is making a statement concerning participation that all the facts should be considered. Whenever I read comments by the news media that "they aren't



Margaret H. Benton

reaching the students," I wish to question the basis of their information. We do know that some states are and have been doing a much better job of providing food services than others. The State Superintendent of California, Wilson Riles, said in March of this year that one in four in California did not have food service available, but they were going to try to have food service available for every needy child by September, 1971.

### Hazards of Malnutrition

All children are susceptible to the hazards of malnutrition. The problems of malnutrition are not purely economic, but a great deal of our recent health problem is due to malnutrition even among the rich. Dr. Jean Mayer, Harvard nutritionist and Chairman of the White House Conference on Food, Nutrition and Health, made that statement. A USDA Household Food Consumption Report of 1965 reveals that low-income families receive greater nutritive value for the food dollar spent than middle-income families. Dr. Arnold E. Schaeffer of the U. S. Public Health Services directed a national nutrition survey which reveals that irrespective of family income, one-third of all children are classified as anemic.

There is substantial evidence to document the fact that poorly fed children are very poor learners at school. If certain things are not learned early, they may never be learned. Classroom teachers have observed that recently initiated breakfast programs in poverty schools resulted in more receptive pu-

pils. Dr. Paul Briggs, Superintendent of the Cleveland, Ohio schools reported improved grades in reading and arithmetic in 95% of the children after a few months of participation in the school breakfast program in elementary schools. Representative M. W. Griffiths (D-Michigan) Bill H.R. 3966 "furnishing of three meals a day to all children under 16 whose families are below poverty level, at day-care centers and at public and private schools" is in the Congressional hopper.

### History

As early as 1790 in England, Count Rumford started school feeding as a part of his campaign against vagrancy. In 1867, France began serving noon meals in a public school of Angiers. In 1906 the English government authorized serving food to children in school. In 1892 Holland had school feeding accomplished by volunteer societies.

About this time Italy and Switzerland began providing hot food for children. By 1909 nearly all European countries had taken steps in the school feeding movement. In some countries, as well as our own, school feeding includes breakfast as well as lunch. A city in Germany served breakfast as early as 1800. The famous "Oslo Breakfast" of Norway consisted of fruit, milk, open sandwiches on hard bread, cod-liver oil, and raw vegetables such as rutabaga or carrots to clean the teeth. In the early 1850's certain philanthropic organizations recognized the need for solving the problem of malnutrition among children in their districts in the U.S.P.T. organizations were particularly instrumental in establishing school lunches. Boston in 1894 followed by Rochester in 1903 and Philadelphia in 1909 were the first cities to have school board sponsored food service programs.

### Same Purposes Today

We follow the same purposes today to provide a nourishing meal for students of the school, to encourage children to learn to eat a variety of foods, to promote fitness and well-being of the children, and to encourage good eating habits and acceptable table manners. The 1917 draft of men for World War I indicated that if we were to expect a sturdy nation, the function of our schools must include the care of the body as well as the mind. Dr. Thomas Parran, Surgeon General of the U. S. (Continued on page 14)

# Report No. 2 from North Dakota Mill.



JOHN M. TOBIA  
Sales Representative  
New York Area



LOUIS A. VIVIANO  
Eastern Sales  
Representative



RAY WENTZEL  
Midwestern States  
Representative



DONALD L. GILBERT  
Sales Mgr.  
Durum Division

## "We'll be back in business soon"

The North Dakota Mill has been waiting more than a year to make that statement. And, it's been a long time since that bad day in July of 1970 when fire gutted our mill structure. Each month has seen progress, and soon the North Dakota Mill will be "back in business" with the newest, most modern 10,000 cwt. daily capacity durum mill in the nation. It takes more than just a rebuilt mill and the latest in new machinery to meet a portion of your durum flour or semolina business. It takes the durum specialists—the men with real "know-how"—to help provide the service you deserve.

The North Dakota Mill has a real "team" in this new ball game, and you can truthfully call them experts.

John Tobia is our sales representative in the New York area; he attended New York University, speaks Italian (some French and Spanish, too) and is a native of New Jersey, now presently living at Haworth, New Jersey.

Louis Viviano is our eastern states sales representative. He is a graduate of Cornell University, and has held executive sales positions in Chicago and New Jersey since 1946. He now resides at Plainfield, New Jersey.

Ray Wentzel is sales representative for the midwestern states, and is widely recognized as a Durum milling specialist. He began his career as a cereal chemist for five years, before switching to durum milling and sales. He has toured both Japan and Europe for the durum industry, and has an extensive background of all phases of the durum industry. Mr. Wentzel will continue to live at Stillwater, Minnesota.

Don Gilbert makes his headquarters in Grand Forks at the home office of the North Dakota Mill and is sales manager of the Durum Division. He has spent 20 years in sales management of which the last five years have been with the North Dakota Mill.

As we said at the beginning, "We'll be back in business soon"—with a "brand new" mill and a top-flight team of durum sales people.

It's been a long time since July of 1970, and we're eager to do business with you!

E. M. Murphy  
General Manager

the durum people.



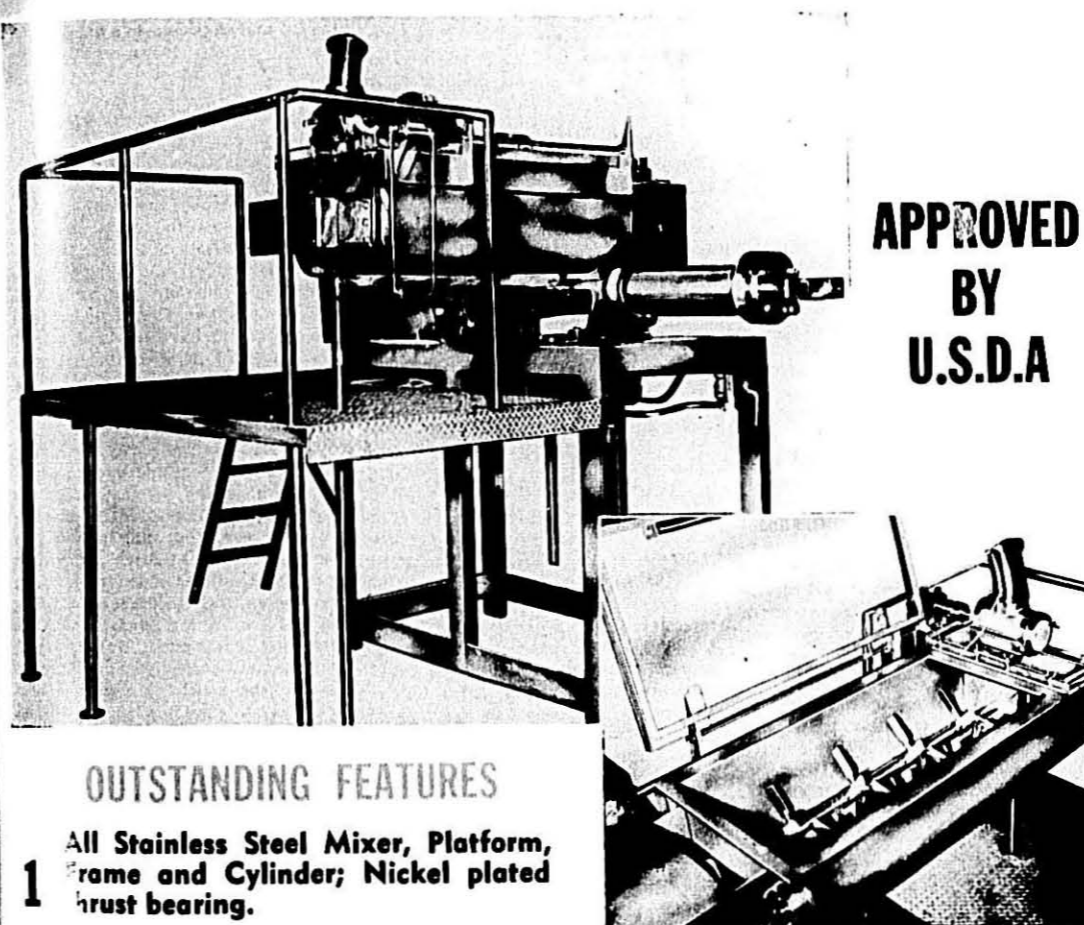
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## School Food Services—

(Continued from page 10)

Public Health Service observed "we are wasting money trying to educate children with half-starved bodies. They cannot absorb teaching; they hold back classes; they require extra time of teachers; and they repeat grades." These statements are as true today as they were in the early 1900's. To overcome this problem various federal agencies began some assistance to local school districts. In 1933 the Reconstruction Finance Corporation made loans to some school districts in Missouri to pay the labor cost for preparing and serving school lunches. Then C.W.A. and Federal Emergency Relief Administration supplied labor and trained management personnel for school lunch operations. Public Law 320 passed the 74th Congress in 1938 provided donated commodities—food items to the program. The funds from the national level are somewhat limited. There is little financial aid from the majority of state governments and little support nationwide from the local level, so the food service directors of this country have one of the more difficult assignments of any school district, making our money stretch.

All of us in food service have had one type or another of a profit and loss statement as you people in industry have. These vary from a daily to monthly and possibly annual statements. Many educators have difficulty balancing their personal checkbooks and so have much difficulty in comprehending what we are explaining about food costs, labor costs, other expenses in relation to our limited incomes. There is one hope, however, many states are adopting a budgeting system which requires each school to compute the cost of instruction per student, including teacher time, materials used, etc.

### School Food Service Association

I would like to deviate from this to acquaint some of you with the American School Food Service Association. This organization is a non-profit, professional association, dedicated to the health and well-being of the nation's school children. It has a membership of more than 50,000 state and local school lunch directors and supervisors, lunchroom managers, food service workers, and other educators throughout the U.S. Membership is open to individuals or companies who are interested in supporting the organization. One of the aims of this organization is the establishment of a universal lunch program. This would provide a meal for every school age child at no cost to the child.

### Universal Lunch Program

The financing of a universal lunch program is not an impossible proposition. We never ask a child what his Dad makes before we let him get on a school bus, enter an art classroom, or go into a gymnasium for physical education. But at the door of the lunchroom we do. We did away with this asking in the other areas of public school education 200 years ago when the nation decided there should be free public education. It would take about five billion dollars to provide a meal at no charge to all youngsters attending schools in the U.S. Last year the nation spent \$10,500,000,000 on tobacco products, \$14,000,000,000 on alcohol, and \$13,000,000,000 on various forms of recreation. In fact on October 30, 1970 we spent \$30,000,000 on treats for the Halloween Trick or Treat and this amount would more than provide the meals for all the students one day at school.

Senator Perkins of Kentucky in H.R. Bill 5291—Nutritious meal for every child free of charge—says we can afford what we want. Medical costs have increased 400% since the school lunch program began. Now we can afford \$82,000,000,000 a year to be sick. Eighty percent of the hospital illnesses could be prevented by proper eating habits. The cost of education in the U.S. is \$70,000,000,000 today. However, to provide food, lunch for each child will cost from \$50 to \$75 annually. To educate each child the annual cost is between \$600 to \$1,000. Inflation has caused an increase of 40% of the rise in education costs from 1957 to 1967. The dollar of 1969 compared to the dollar of 1939 purchased only 41¢ in goods and services.

### Golden Elbo

In order to get some relief to food service budgets as well as yielding to the pressure of the big guns of the food industry (General Foods Board Chairman C. W. Cook was the lead-off witness as well as the moderator of an industry panel) under the guise of the statement made by President Nixon on the convening of the White House Conference that (we must) put an end to hunger in America itself for all times. USDA on February 22, 1971 published specifications for various "engineered" foods. One of these is a protein-fortified enriched Macaroni-Type Products (B-2). May I say the ink was not dry on the announcement and the influx of purveyors began in my office. I encourage all company representatives to bring to our department any items that are new. If we don't stay on our toes we will land on our backs. I am a rather wary individual and agree with Mark Twain who said: "We should be careful to get out

of an experience only the wisdom that is in it—and stay there, lest we be like the cat that sits down on a hot stove lid. She will never sit down on a hot stove lid again—and that is well; but also she will never sit down on a cold one any more." We have experimented with various products in varying amounts in our recipes. At this date we are beginning to begin again. What is allowable by the USDA does not make a palatable, attractive, flavorful, acceptable product for assistants and me. We have the assignment of attempting to please about 40,000 students and adults each day in our system. One of the rules we live by, and it has been most helpful, is never serve an item that all of us would not enjoy eating.

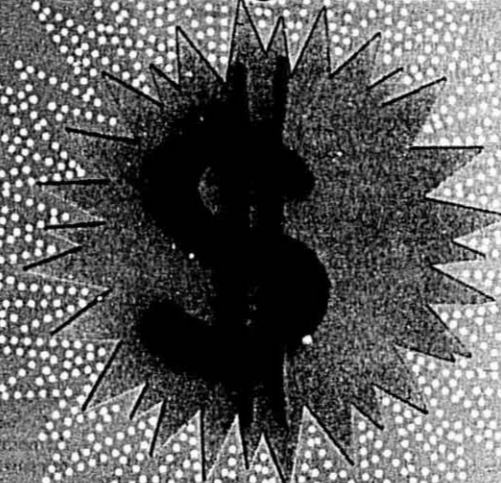
### Don't Mess With Macaroni

The products we have been using have been the textured vegetable proteins to be added to meat dishes. We have not been impressed by anything we have tasted thus far. On June 3, in one of the Denver papers, my eyes hit upon the headlines of an article: "Just don't mess with the macaroni." Now before I scanned the article I had a fair idea what it was about. Sure enough I had guessed correctly. For the first time, if the article is correct, I now know that this product being sponsored and instigated (as the article says) by General Foods is composed of a mixture of cornmeal, soybeans and wheat. I have not been approached to work or test this product. I did taste it at the national meeting of the A.S.F.S.A. in Boston last August. Again this product and any similar product must be thoroughly evaluated from an acceptance standpoint of the consumers—an our most important consumers are our students. We make an all out effort to be certain we are pleasing the majority of our students knowing that the menu items are nutritious and tasty. When we have a high acceptance on a product or menu item we are most reluctant to alter the recipe or the ingredients.

The other day my secretary compiled the following information for me concerning the usage of pasta products in our district last year. Our students and faculties consumed 7 tons of macaroni, 5 tons of noodles and 9 tons of spaghetti. These are rounded figures. All of these products are well accepted by our students and are among their favorite menu items. So until my staff and I are thoroughly satisfied with alternative products (these products must be accepted by the 115 managers in the various school kitchens), my motto will be the same as the headlines of the article: "Just don't mess with the macaroni."

THE MACARONI JOURNAL

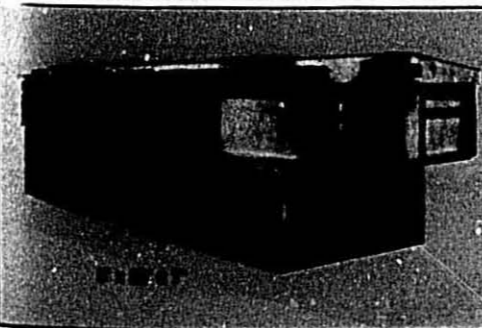
# MICROWAVE



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### Pupil Participation in School Lunch

Most U.S. school children have noon-time food programs available to them, according to a report issued by the U.S. Department of Agriculture.

USDA's Economic Research Service conducted a sample survey of 3,673 public and private elementary and secondary schools in March 1968 to measure participation in lunch programs and to evaluate trends in programs. At the time of the survey, 82 percent of the Nation's school-age youngsters had lunch services regularly available to them.

Participation rates in the National School Lunch Program per day averaged about 51 percent of the public school pupils and 56 percent of the private school enrollees. Daily participation rates in plate lunch or a la carte food services outside the national program were about 35 percent in public schools, 42 percent in private institutions.

#### Lower Prices

Lower lunch prices encouraged higher daily participation. The ERS researchers found almost two-thirds of the pupils in public elementary schools in the National School Lunch Program ate meals priced at 25 cents, but participation dropped back to 38 percent at a charge of 40 cents.

At the time of the ERS survey—March 1968—most youngsters paid 30 to 35 cents for their lunches. These low prices were made possible by contributions from Federal, State, and local agencies.

"Open" lunch periods generally cut participation in noontime food programs. Seven percent fewer students ate school lunches in public schools that permitted pupils to leave the premises, compared with schools that required attendance during the lunch period.

#### Information Available

A copy of "Lunch Programs in the Nation's Schools," AER 210, is available free on postcard (please include zip-code) or telephone request (DU 8-7255), to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

### Canned Entree Lunch System Approved

The U.S. Department of Agriculture has announced approval of a canned entree method of providing hot lunches in schools located in low-income areas without kitchen facilities.

The low-cost method of supplying lunches in nonfacility schools was developed and tested in Philadelphia, Pa., by the Academy of Food Marketing of St. Joseph's College with the cooperation of the Philadelphia Archdiocese. Lunches using the canned entree method can receive cash reimbursement and donated food assistance under the National School Lunch Program.

#### Can Combinations

The lunches consist of individual 8-ounce cans of combination food (stews, beans and franks, spaghetti and meatballs, etc.) one-half pint of milk, and supplements to meet all the requirements of the Type A lunch. Supplements include bread and a fruit or vegetable, and for some items additional meat or other protein-rich food. The cans are heated in inexpensive ovens, and served to the children directly from the cans, along with the supplements. The overall simplicity of the program and the fact that the program can be used for at-the-desk feeding makes it attractive for schools with no facilities and/or no cafeterias.

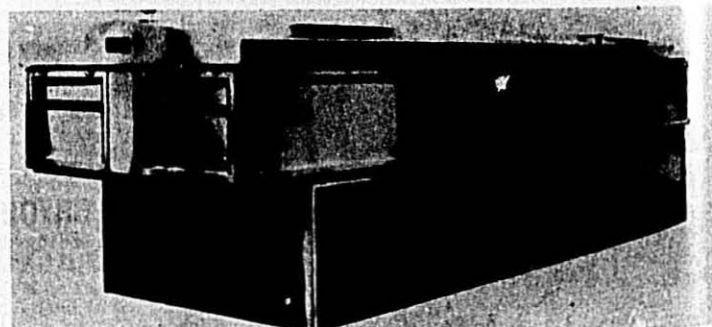
#### Notice Out

The Food and Nutrition Service is notifying all State agencies that the Philadelphia method has been approved for use where local school authorities so desire in their efforts to provide lunches in nonfacility, economically deprived schools.

### Braibanti Film Available

Nicholas Moreth, Braibanti representative at Werner Lehara, 60 E. 42nd Street, New York, New York 10017, announces the availability of 16 mm sound film on the macaroni plant at Corticella, Italy. The running time is about fifteen minutes.

This interesting installation was visited by the delegation of N.M.M.A. members touring Italy in May. The film was



Crydry Microwave Dryer.

shown and acclaimed at the Macaroni Convention in June. Write directly to Mr. Moreth if you would like to borrow the film.

### Microwave Drying

Another dramatic success for commercial microwave cooking/drying is announced by Crydry, this time in the macaroni industry.

The first commercial microwave drying of macaroni has significantly lowered costs and improved quality for two of the largest producers of "short goods" pasta, according to Crydry.

Pasta that once took up to 14 hours to dry in enormous ovens now dries in fifteen minutes in microwave ovens only about 5% as large. These ovens also cost less, state Crydry engineers, and are far easier to clean.

The stainless steel microwave ovens permit macaroni manufacturers to clean drying equipment in an hour instead of struggling with huge complicated mechanisms of wood and fiberglass that are hard to clean and regularly require painting.

#### Armour Subsidiary

Crydry Corporation, a subsidiary of Armour and Company, have pioneered microwave drying of potato chips and pre-cooking of chicken, bacon and other foodstuffs. Equipment for the tempering of frozen products and a wide range of non-food applications has also been developed.

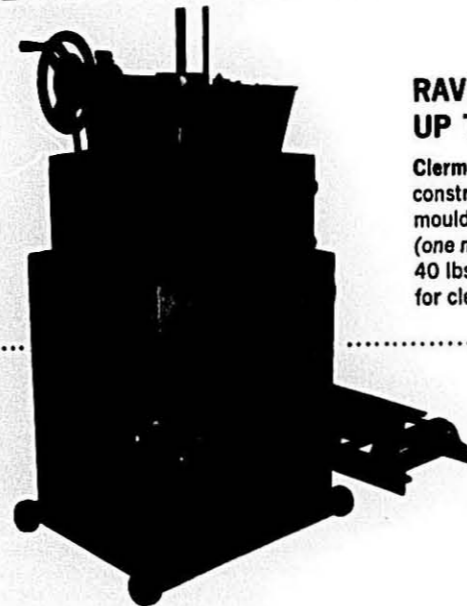
For more information write Crydry Corporation, 3111 Fostoria Way, San Ramon, California 94583.

### Plentiful Foods

Wheat products are featured on the Plentiful Foods List for August by the Consumer and Marketing Service of the Department of Agriculture.

Other foods on the list are fluid milk, peanuts and peanut products, summer vegetables, plums, fresh pears, Broiler-fryers and cranberry sauce and juice.

## Clermont builds machines that produce—



### THOROUGHLY KNEADED DOUGH FOR YOUR RAVIOLI OPERATION

Clermont's Double Arm Kneader-Mixer has 200 lbs. capacity, stainless steel construction and double arm agitator for complete kneading . . . other models available with up to 500 lbs. capacity, with single arm agitators if desired.

### RAVIOLI IN ALL SIZES & SHAPES UP TO 20,000 PER HOUR

Clermont's Ravioli Machine is the only one of its kind constructed to accommodate varying sized moulds which can be interchanged within minutes (one machine makes all sizes) . . . holds up to 40 lbs. of filling and all parts are easily removable for cleaning.



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Clermont's Dough Skin Processor produces up to 600 per hour . . . makes round skins up to 6" in dia., also square or other shapes by simply changing the dough discs . . . operates automatically, requires only one operator with no special skills.



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### Spaghetti, Spareribs Supper

Outside, the gentle aroma of charcoal smoke drifts through the lazy summer evening. Inside, the bubbly sound of boiling water announces that the spaghetti is cooking and will soon be ready to join the barbecued meat for a delicious supper on the patio. On the grill are lamb spareribs being done just right with a gutsy seasoning of crushed red pepper. And simmering near the pot of spaghetti is a colorful sauce of zucchini and fresh tomatoes. In the refrigerator is a big bowl of tossed green salad awaiting the final flourish of tossing with its dressing.

The scene is set. The food is ready. And so begins another happy outdoor summer meal, with Spaghetti Spareribs Supper on the menu. A bonus: this is a costed recipe, good for the ailing food budget.

#### Spaghetti Spareribs Supper (Makes 6 servings)

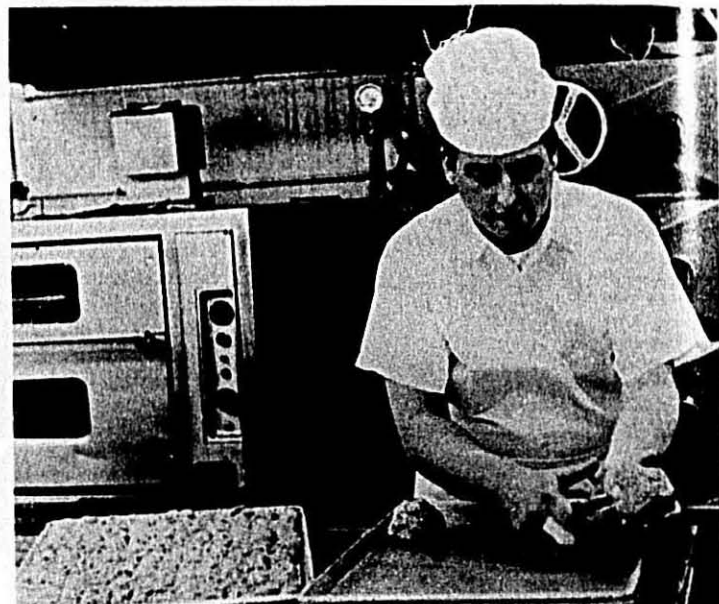
1½ tablespoons salt  
4 to 5 quarts boiling water  
12 ounces spaghetti  
¾ cup margarine  
1 medium onion, sliced  
1 cup chopped celery  
1½ pounds zucchini, sliced  
2 large tomatoes, peeled and cubed  
¾ to 1 teaspoon salt  
½ teaspoon each:  
oregano leaves  
basil leaves  
¼ teaspoon instant minced garlic  
Grilled Lamb Spareribs\*

Add 1½ tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, melt margarine in large skillet; add onion and celery and saute until almost tender. Add zucchini, tomatoes and remaining seasonings. Cover and cook over medium heat 10 minutes; uncover and cook 5 minutes, or until zucchini is tender. Combine with spaghetti. Serve with Grilled Lamb Spareribs,\* recipe given below.

\* Grilled Lamb Spareribs: Cook 4½ pounds lamb spareribs with 2 teaspoons instant minced onion in boiling salted water to cover 45 minutes, or until tender; drain. Brush lamb with 2 tablespoons lemon juice; sprinkle liberally with salt, then lightly with crushed red pepper. Grill or broil 4 inches from source of heat 8 minutes per side, or until well browned. Garnish with lemon wedges.

Total cost approximately: \$4.11 in New York City area, possibly less elsewhere.



Panning faster than one meatball per second, David Pennell, first cook in the Grandview, Mo., Sveden House, easily outdistanced all competition in Sveden House International's "Meatball Making Contest." Pennell, a 28-year-old Canadian, scooped and panned 640 meatballs in 7 minutes, 33 seconds. His .71 second per meatball is thought to be the world's record. Sveden House, a chain of 39 family-style restaurants in 9 states, features Swedish meatballs as a regular dinner item and claims to serve more meatballs than any other restaurant chain in the world.

### IM Sales and Earnings Up

International Multifoods Corp. reported record sales and a 21 percent improvement in net earnings for the first quarter which ended May 31.

William G. Phillips, president of the diversified Minneapolis-based foods company, said sales for the three-month period were \$106,520,000, up 11 percent from \$96,343,000 a year earlier.

Consolidated net earnings were \$1,275,000 or 39 cents per common share, compared with \$1,050,000 or 34 cents

per share for the first quarter a year ago.

The average number of shares outstanding during the period was 3,040,000, compared with 2,842,000 last year.

Phillips said the figures reflected gains in the industrial foods and consumer products divisions in the United States as well as improved results in the company's away-from-home cooking operations.

The industrial foods division benefited from a strong performance in its bakery mix area plus better mill prices and increased earnings from grain storage and merchandising operations.

A combination of favorable circumstances, including the continued strong sales of Kretschmer Wheat Germ and inclusion of the recently acquired Kaukauna Klub cheese line contributed to an improvement in consumer products sales and earnings.

In the firm's away-from-home eating area, King Foods showed a significant increase in earnings and the firm's chain of Sveden House restaurants and Mister Donut shops both showed significant improvements over their last year operations.



New Symbol

# ADM Milling Co.





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

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

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

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

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

## the Pure, Golden Color of Quality.

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



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



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



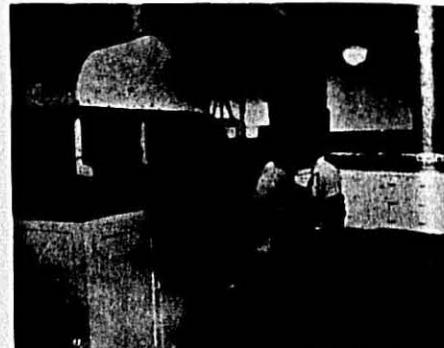
istics. And at the Peavey mills, automation of virtually all processes means that quality levels are maintained - all the way. We wouldn't have it any other way.

Peavey Company Flour Mills, Minneapolis, Minn. 55415



**PEAVEY COMPANY**  
Flour Mills





## MACARONI RESEARCH

*A progress report from Dr. David E. Walsh, head, Department of Cereal and Technology, North Dakota State University.*

SINCE 1939 when durum wheat research was initiated at North Dakota State University, a continuing program of research to investigate durum wheat and pasta products has been conducted. Through the cooperative efforts of the Department of Cereal Chemistry and Technology and the Agronomy Department, improved durum wheat varieties were developed in an effort to meet the needs of the Macaroni industry as well as the farmers. Varieties such as Sentry, Stewart, Lakota, Wells and more recently, Leeds, have been the results of the research. In addition to the durum wheat development, the efforts of the Cereal Chemistry and Technology Department have been directed towards basic research to investigate the major constituents of semolina (proteins, carbohydrates, enzymes and fats), and applied research to develop objective methods for measuring macaroni quality. During the period covered by the report, research sponsored by the NMMA included a study of the effects of sprout damaged durum wheat on spaghetti quality, a project to develop an objective method to measure firmness of cooked spaghetti and a processing study to characterize the effects of extrusion conditions on pasta quality.

### The Effects of Sprouted Durum Wheat on Spaghetti Quality

Rains during the harvest season in North Dakota have resulted periodically in sprouting of a portion of the U. S. durum crop. In 1965, and again in 1968, a high percentage of the crop showed evidence of sprout damage and top

grade durum became scarce. To meet the demand for semolina, sprouted durum was milled and processed into pasta products. Although the sprouted material was used by many manufacturers, there was little agreement as to what influence the sprouting had on pasta quality.

To show the effect of sprouting, a study was initiated where durum wheat samples were sprouted under field conditions at Langdon, North Dakota. The work was conducted by Mr. Joel Dick who presented the results for his Master's degree. For the research, seven durum varieties were grown under comparable field conditions. Samples were harvested at intervals during a rainy period so that the wheat ranged from sound wheat to heavily sprouted wheat. Semolina milling and spaghetti processing studies were conducted on a semi-commercial scale and tested to show the effect of the sprouting on quality.

The results of the research showed that as sprouting increased, durum wheat grade, vitreousness, kernel content, protein and test weight were adversely affected. However, the semolina milling yield and semolina specks remained unchanged throughout the experiment. Semolina lipoxidase activity showed no significant change, although a large increase in amylolytic activity was found by the falling number test. When processing the sprouted material into spaghetti, no unusual processing characteristics were noted. Furthermore, spaghetti color, resistance to shattering, and cooking quality did not appear affected by the sprouting. From the results, it was concluded that sprouting had little effect on spaghetti quality, although wheat grade, protein and appearance were adversely affected by

sprouting. Since the data were obtained on small scale equipment, it was further concluded that commercial-scale tests are needed to confirm the findings.

### Measurement of Cooked Spaghetti Firmness

The quality of cooked pasta products depends on several factors—how the product holds up to cooking, the amount of water absorbed, loss of solids to the cooking and in particular, the firmness. Although most of this information can be obtained with ordinary laboratory equipment, there is no completely reliable instrument available for measuring pasta firmness and most often the "bite test" is used to measure firmness. The "bite test," however, depends largely on the personal preference of the individual who performs the test and errors are inherent in the results.

To accurately measure firmness a method was developed where the shearing properties of cooked spaghetti were measured. An Instron Universal Testing Instrument was fitted with a special plexiglass "tooth" for shearing spaghetti. The work (g. cm.) required to shear a single cooked strand was used as a measure of spaghetti firmness. Taste panel tests were conducted and the results compared with shearing values. Statistical analysis of the data showed that the shear test had a high positive correlation with taste panel scores for spaghetti firmness ( $r = 0.812$ ). Furthermore, the shear test was more rapid and gave more reproducible results than the taste panel.

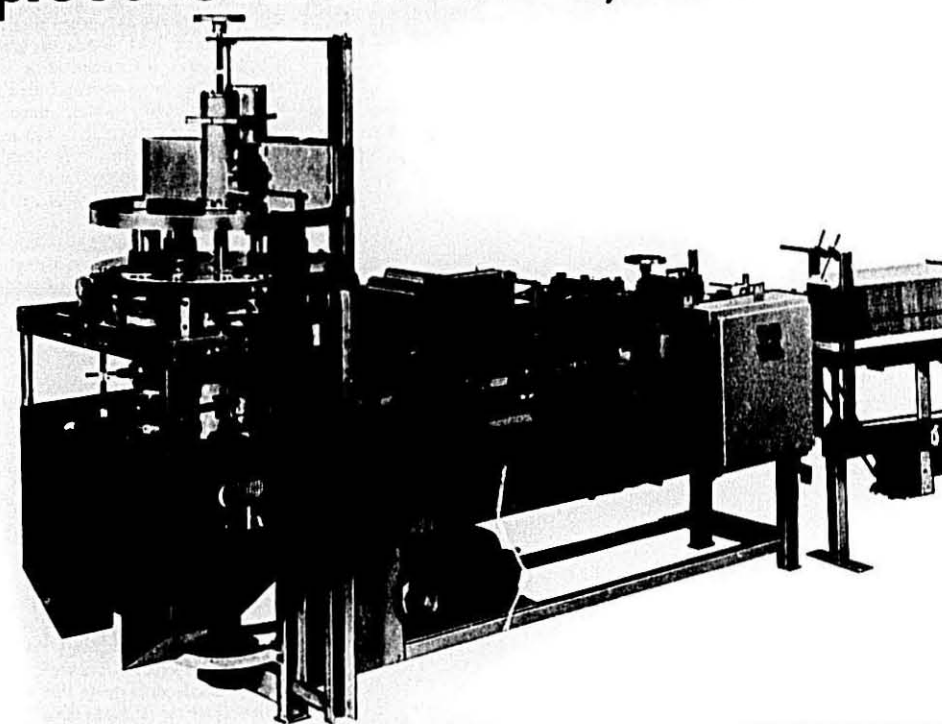
### Linear Programming for Spaghetti Processing

The technique of linear programming (L.P.) has been widely used in the milling and feed industries to lower formula

(Continued on page 24)

THE MACARONI JOURNAL

## 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 3/4" 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.

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### Macaroni Research—

(Continued from page 22)

costs. However, little application of the technique has been reported where quality rather than economic criteria were used as the basis for optimizing a formula. In this project, L.P. was used to construct a mathematical model of a continuous pasta extruder and to determine the conditions for extruding spaghetti of optimum quality.

In spaghetti making, a number of operations are performed with the continuous press. First, semolina is mixed under vacuum with a measured amount of water. Next, the wet semolina dough (pasta) is transferred through a temperature controlled barrel with an auger and extruded through a spaghetti die. The following conditions can be varied on most presses:

1. Water to semolina ratio (absorption %)
2. Vacuum (in. Hg)
3. Extrusion auger speed (r.p.m.)
4. Temperature of the extrusion barrel (temp. °F)

Since each of the four conditions are known to influence the quality of the final product, it should be possible to adjust a continuous press so that optimum quality spaghetti is produced.

A research project was conducted to study the relation of extruding condition to spaghetti quality. Fifty separate lots of spaghetti were processed on a semi-commercial scale press. Absorption, vacuum, extrusion rate, and temperature were varied and the quality of the resultant spaghetti was measured. The data for press settings and quality evaluations were analyzed with a special computer program (L.P. matrix). The solution to the matrix identified the extrusion conditions which were necessary for production of "optimum" quality spaghetti. To test the results, spaghetti was processed at the "optimum" conditions and compared for quality against the computer predictions of the quality.

From the results of the experiment, it was concluded that the L.P. computer system could be used to control spaghetti quality by specifying the extruding conditions. Furthermore, it was shown that specific quality factors could be enhanced (particularly cooked spaghetti firmness) by using the L.P. system to set the press conditions. It should be emphasized, however, that the system has not been tried on a commercial scale. To be useful for actual production of pasta products, research data are needed on a commercial scale test of the L.P. system.

### Scientific Papers Presented

1. Walsh, D. E. Measurement of Spaghetti Color. *Macaroni Journal*, 20-22, August 1970.
2. Dick, J. W., Walsh, D. E. and Gilles, K. A. Effect of sprout-damaged durum wheat on spaghetti quality. (*Abstract Cereal Sci. Today* 15: 308 (1970)\*.
3. Walsh, D. E., Ebeling, K. A. and Dick, J. W. A linear programming approach to spaghetti processing. (*Abstract Cereal Sci. Today*, 15: 307 (1970)\*.

\* Presented at the 55th Annual Meeting of the American Association of Cereal Chemists, Minneapolis, Minnesota, October, 1970.

### Future Work

The current research on linear programming will be continued. It is hoped that commercial-scale tests of the system can be conducted.

The influence of food additives on pasta quality will be studied. Emulsifiers and proteins will be tested.

Additional work on the firmness of cooked pasta products is planned. Instron tests will be conducted on a number of pasta products.

### Report from Crop Quality Council

By Vance V. Goodfellow



Since the January convention in Puerto Rico, the Council devoted a substantial amount of time working with U.S. Congressional leaders encouraging their support of several crop research budget items. The Council presented testimony before the Senate and House subcommittees on agricultural appropriations in support of increased operating budgets for federal research workers located at upper midwest experiment stations. Operating funds for supplies, part-time seasonal help and for travel have been seriously reduced due to salary increases voted by Congress which did not increase the total budget. As an example, durum wheat research

workers have the same amount of money as they did three years ago, but the current ratio for 1972 is 90 percent for salaries, and 10 percent for operations. This type of funding seriously affects operation of programs, as funds are so limited it is even difficult for the research worker to get to the field and take care of his plots. It is hoped some additional funds will be made available, bringing the ratio to near 80 percent for salaries and 20 percent for operation.

### Cereal Rust Laboratory

Cereal Rust Laboratory construction funds were made available in February, 1971. Successful bids were received and construction was begun in May. The Council was instrumental in securing the Congressional appropriation for this facility in 1965, which amounted to \$800,000. A number of delays were encountered, including the Presidential freeze on construction. Funds were held by the Office of Management and Budget. Council efforts to secure release of the funds were successful this spring. The new rust laboratory, being built at the University of Minnesota's St. Paul campus will greatly help expand rust control research vital to maintaining dependable durum and other grain supplies.

### Crop Conditions Excellent

Current upper Midwest crop conditions are excellent at this time. Rust so far in the south has been extremely light.

Cereal leaf beetle surveys in Illinois have shown this destructive small grain pest present in an additional 23 counties. Beetles were also found in an adjacent county in Wisconsin. This is the first known infestation in Wisconsin. Work to develop durums resistant to the beetle is progressing well, and some should be in yield tests this year.

The Council is supporting continued strong quarantine efforts to slow spread of the beetle to still uninfested Upper Midwest areas.

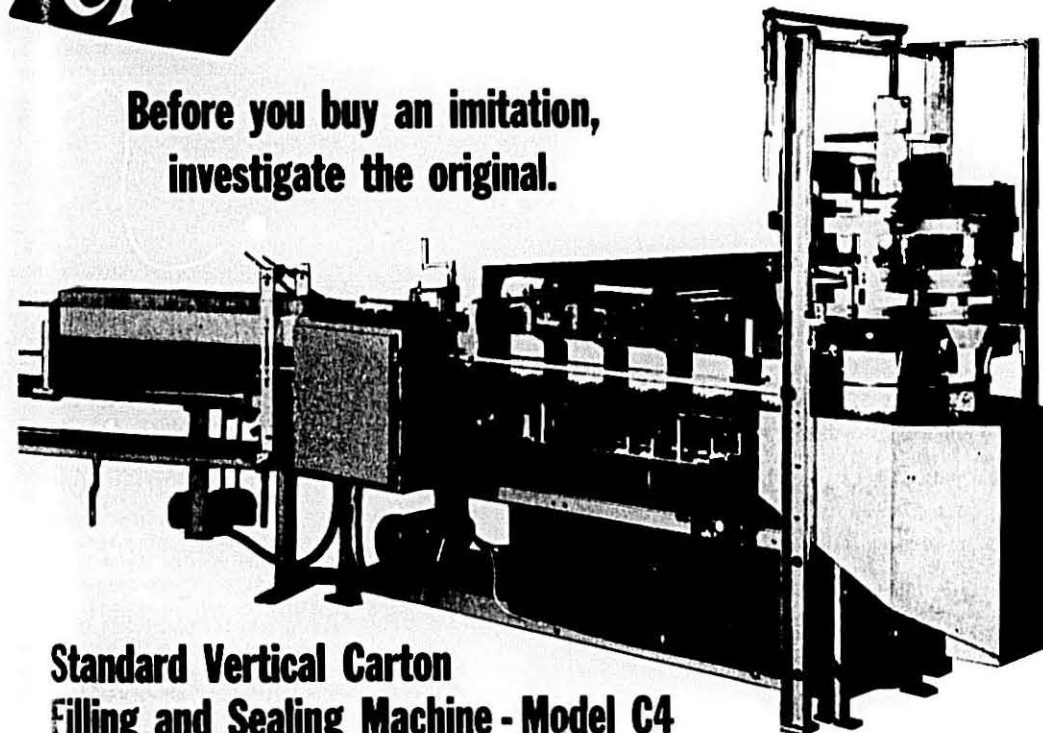
### Normal Seeding

In North Dakota, South Dakota, Minnesota and Montana seeding of wheat, durum, barley and oats was slightly ahead of normal and well ahead of last year's late season. Small grain stands are reported good to excellent at this time. Soil moisture is generally adequate for present needs throughout the Upper Midwest. The Canadian Prairie Provinces also report seeding near normal and ahead of last year. Crop prospects are good and rains have restored topsoil moisture in wide areas, especially in central and northern Saskatchewan, where moisture was becoming short.



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### U.S. Egg Production

The nation's layers produced 6,224 million eggs in May, up 2% from May, 1970. Layer numbers averaged 319.2 million, 1% above a year earlier.

Egg production exceeded year earlier output in all regions except the South Central, where it was down 3%. Regional increases were: East North Central 9%, West North Central 4%, North Atlantic 3%, Western 2%, and South Atlantic 0.5%.

#### Layers Up

Layer numbers on June 1 totaled 318.1 million, up 1% from a year earlier, but 1% below May 1, 1971. Regional gains from a year earlier were: East North Central and Western, each 5%; North Atlantic 3%; and West North Central 2%. The South Central declined 5% and the South Atlantic 1% from a year ago.

#### Rate of Lay Up

Rate of lay on June 1 averaged 63 eggs per 100 layers, up 2% from a year earlier and up slightly from a month earlier. The rate was above June 1, 1970 in all regions except the Western which was down slightly.

#### Hatch Down

Egg-type chicks hatched during May totaled 60 million, a decrease of 7% from May 1970. The hatch was down 23% in Iowa, 15% in California, and 11% in Minnesota. A 29% increase was reported in Georgia, and the Indiana hatch was up 10%. Egg-type eggs in incubators on June 1 were 2% below a year earlier.

### Poultry Programmer

Bruce H. Dutton has been appointed programs director of the Institute of American Poultry Industries.

In announcing the appointment Harold M. Williams, Institute president, said: "We're pleased to have on our staff a man with Dutton's experience in marketing. He will be working with the various Institute committees and will be responsible for programs at the Marketing Conference and Fact Finding."

Dutton has been on the staff of business magazines, involved in market research, sales forecasting, sales control systems, budgets, and acquisition activities.

### Egg Processors Set Equipment Standards

E-3-A Sanitary Standards Committees adopted a new standard for storage tanks, a revision for homogenizers and an amendment and supplement for

thermometer fittings at their Milwaukee spring meeting.

These sanitary guidelines—the result of cooperative action by the Sanitary Standards Committees of five groups to establish voluntary criteria for cleanliness of processing equipment and product protection—will be published in the *Journal of Milk and Food Technology* later in the year. Reprints of the new standards and amendments will then be available from the *Journal*, International Assn. of Milk, Food & Environmental Sanitarians, P.O. Box 437, Shelbyville, Ind. 46176.

Action taken at the meeting combines for a total of 14 separate E-3-A Sanitary Standards and Accepted Practices circulated by the egg processing industry since the inception of the program in December, 1968.

#### Proposed Practices

Tentative drafts and proposals of projected practices for egg breaking, egg washing and HTST pasteurization of liquid eggs were considered by the Institute of American Poultry Industries user group.

A special pasteurization conference signaled a significant new effort to model egg pasteurization criteria on accepted 3-A fundamentals. These three projects were referred to the Technical Committee of Dairy & Food Industries Supply Assn. for implementation. They will largely constitute the E-3-A future agendas.

Dairy & Food Industries Supply Assn., Institute of American Poultry Industries, International Assn. of Milk, Food & Environmental Sanitarians, U.S. Dept. of Agriculture and U.S. Public Health Service work together in the E-3-A effort.

### Credibility Crisis

A senior vice president of one of the world's largest food manufacturers said that business leaders must be responsive to the forces of today's consumerism or run the risk of being remembered as members of an extinct managerial system that perished in total dedication to society's obsolete values. Aaron S. Yohalem of CPC International declared that Americans are now engaged in a fundamental reappraisal of their entire social system and that business leaders, whether they like it or not, are involved in a credibility crisis.

#### Speaks to Technologists

Mr. Yohalem, speaking at a meeting of the New York Institute of Food Technologists, said: "Credibility gaps open and widen with increasingly frequent regularity between the government and

consumer, business and the consumer, and business and the government. There seems to be no common ground of tacit trust, no predisposition that we seek a common consensus, but rather that only unconditional surrender on the part of one's adversaries will suffice. Insofar as credibility is concerned, it's one continuous cry of 'up against the wall!' There is a sense of total and mass distrust. We have, it seems, entered an era of mutual non-credibility."

He told the food technologists that their work in the laboratory has an impact on society and that they are no more immune to the forces of consumerism than anyone else. Mr. Yohalem explained that pressures for a better life have elicited new criteria for the product innovator. It is no longer sufficient, he added, to create a better product at less cost but rather a product that will be more responsive to the public interest. Mr. Yohalem declared that the increasing concern on the part of the consumer over nutrition is taking the food technologists more and more out of the laboratory and "into the action."

#### Growing Complexity

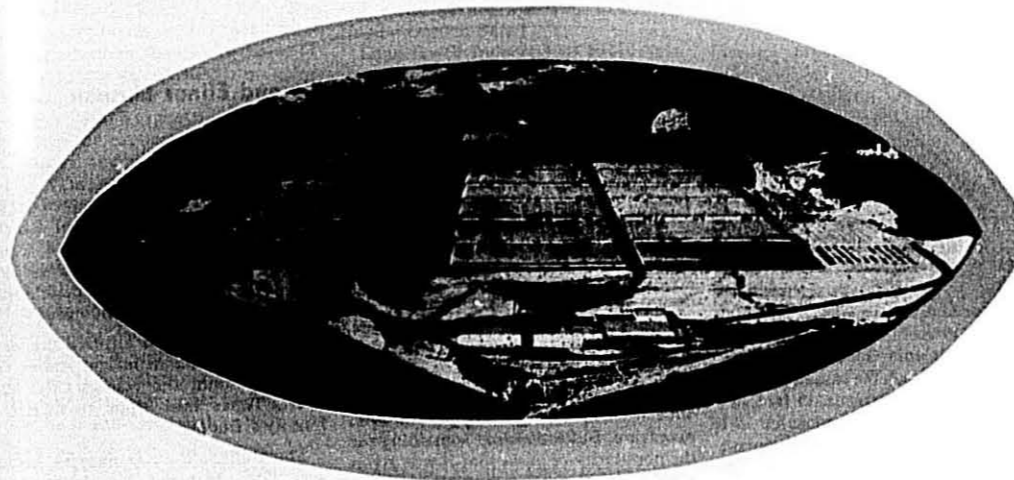
Mr. Yohalem said: "Your obligations and responsibilities will of necessity enlarge and multiply, grow more complex and require more of you as professionals and as responsible members of society. You will more and more be drawn into the policy and strategy of marketing the products you innovate. It may be that a reassessment of your role as technologists would perhaps persuade you that you should be speaking up more forcefully along the corridors of power in our corporations about product decisions having social as well as technical impact on our customers and publics."

#### Pandora's Box

Consumerism, according to Mr. Yohalem, is not a here-today gone-tomorrow proposition. We are dealing, he declared, with a prolonged quest for responsiveness on the part of all our basic institutions—economic, government, educational, religious—responsiveness to a yearning that America become a more human community, with renewed relationships between man and man, man and society, and man and the world around him. Mr. Yohalem said: "Consumerism is manifest in the whole Pandora's box of expectations of greater freedom to express individuality and of hopes to share in the nation's affluence. Once opened it can't be shut."

Brown or white, the egg tastes the same; but New Englanders prefer the brown.

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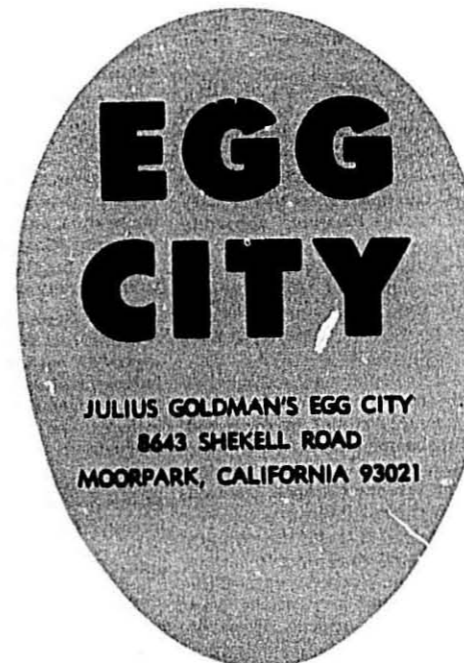
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# Product Promotion by the National Macaroni Institute

## Smile!

"Those skinny noodle manufacturers wearing the fat smiles this year are America's macaroni producers."

Go ahead, smile, because "Macaroni is Number One in Nineteen Seventy One!"

### Macaroni Is Number One

Macaroni is "number one" in popularity, as headlines declared in publications all over the country.

The quotation about the smiling macaroni producers was the lead sentence in a feature article in the February 24th issue of the Phoenix Gazette. The story continues: "Reason? We're eating more of their product. Americans, in fact, are expected this year to consume 7.1 pounds of pasta per person, an increase over last year of half a pound each. The National Macaroni Manufacturers Association, in reporting a 10 per cent increase in consumption over 1969, gladly gives credit to the emphasis placed by the U.S. Department of Agriculture in its Daily Food Guide promoting the Four Basic Food Groups. Macaroni is included in Cereal and Grain food group."

"More and More Americans Say, Pasta, Pasta Every Day!" This feature included six stories, numerous recipes and photographs and appeared in all newspapers of the Westchester Group on February 10th.

"What's The Fairest Fare of All?—Pasta!" Nineteen recipes for macaroni products were included in this story in the May issue of Daring Romances.

The popularity of macaroni inspired The Christian Science Monitor's story "For the Palate's Pleasure," appearing nation-wide on March 25th.

The Nashville, Tennessee, Banner, on March 24th, announced "Pasta Concoctions Rate Cheers." Featured was our new color photograph of Macaroni with Sausage Eggplant Sauce.

Macaroni is popular with Blacks, as shown by these two stories. Ebony, February issue pictured in color and gave the recipe for Bonanza Stew made with noodles. Tuesday, a Negro Sunday supplement, this one for April, featured Spaghetti and Meat Balls.

"Pasta—Italy's Gift to the World" was the first food story ever to appear in Pan American World Airways' Clipper magazine. This story in the May issue included four recipes. Those of

## Presentation by Ted Sills and Elinor Ehrman

you who have attended the Macaroni Family Reunion will recognize the author, our friend Marie ("Prosciutto") Hamm. While she writes of the popularity of macaroni, she does not call it "number one" in Italy; rather she quotes an Italian saying, "First God, then pasta."

No, we are not going to try to tell you that macaroni is "number one" with the men who read Penthouse magazine! But it does say something for the popularity of pasta that it was given a color photograph and a page and a half in the February issue.

### Budget Stretcher

There is no doubt that economy is still the "number one" concern of homemakers, and no doubt that macaroni is the "number one" solution to food budget problems.

Good Housekeeping, January issue, featured in color Chicken and Macaroni Stew, seasoned to spicy perfection."

Bell McClure Syndicate, on February 10th, recommended our Macaroni Fish Chowder in an economy story.

Seattle Times Sunday magazine, January 10th, called our Chicken Tetrazzini one of "The Budget Stretchers."

The same color photographs was featured by Grit nationally distributed farm publication, on January 31st. Copy read in part: "Spaghetti is an excellent stretcher for the budget and also adds to the variety of your menus."

Dallas News, May 13th, asked "Why Not Use Your Noodle to Cut Cost?" and suggested our Egg Noodles and Hamburgers, saying "You can take a holiday from budget worries . . . if that meal includes one of the many macaroni products."

Detroit News, January 6th, called our Macaroni Chili "High in Flavor, Low in cost." The story read in part "Some of the best-liked dishes are inexpensive but flavor galore."

"Bounty on a Budget," featuring our color photograph of Spaghetti with

Chicken Liver Sauce, appeared in the Memphis Commercial Appeal Sunday magazine on March 7th and stated "Pasta is a real money-stretcher, and has the bonus of being compatible with so many other foods and sauces."

Three publications all used the same color photograph in budget stories. On February 18th, the Kansas City, Missouri, Times told "How to Stretch a Family's Budget."

The Buffalo Courier Express, February 12th, featured our material in "Budget S-t-r-e-t-c-h-e-r-s."

### Makes Economical Meal

And Grit, on January 10th, announced that "Spaghetti With Chicken Liver Sauce Makes Economical Meal."

The same photograph, along with Baked Stuffed Rigatoni, filled the page of the January 28th Houston Chronicle's story "Pasta No Cost-a Much," subtitled "Spaghetti, Rigatoni S-t-r-e-t-c-h-e-r-s Budget."

And Baked Stuffed Rigatoni also appeared in the Buffalo Courier Express on January 16th in "Mini Price Macaroni Dishes."

Many daily newspapers featured our black-and-white photographs and tested recipes. Lima, Ohio News, on Sunday January 17th, declared "Pasta Paves Way on Road to Economy." Columbia (South Carolina) State, on January 14th featured "Money-Saving Dishes Made from Macaroni." The Denver Post, on January 13th stated "Pasta Products are Succulent Economical Meal Stretchers."

"Budget Power," in the February 14th Atlanta Journal Constitution Sunday magazine, featured our color photograph of Macaroni with Frankfurter Sauce, along with the costed recipe and stated: "There's one sure-fire formula for economizing of food and at the same time serving nutritious and appetizing meals. That is simply to use low cost macaroni products often, and to team them with inexpensive meats."

"Stay Even While Food Costs More" advised the Chicago Sun Times on April 30th and featured the same photograph and recipe.

The recipe was also offered, as "Pocketbook Protection," by Dallas News on January 7th.

The "Penny Pinchers Gourmet Cookbook" appeared in the March issue of McCall's magazine. Pictured in color were Baked Macaroni Shells and Chicken in Wine with Spaghetti. Of the spaghetti dish the caption read: "You can save money and please everybody by serving Chicken in Wine with Spaghetti."

### Versatility

Macaroni is "number one" in terms of versatility, as these few story titles and photograph captions illustrate.

"Pasta—So Good, So Versatile" was the title of the feature story in the Worcester Telegram Sunday magazine of January 17th. Our color photograph of Spaghetti and Meat Balls was used.

The Boston Herald Traveler, on January 7th, featured our All American Macaroni Casserole in the article headlined "Versatile Pasta Perfect for Cold Blustery Days."

Our new color photograph of Egg Noodles with Shrimp Curry illustrated "The Peripatetic Pasta" in the May 9th Sunday magazine of the Memphis Commercial Appeal. The story featured recipes with the flavor of India, Italy, and America.

"The Italian Way" appeared in the St. Louis Post Dispatch on April 21st, with our color photograph of Spaghetti with Beans.

Chicago Sun-Times, April 2nd, featured our Macaroni with Greek Lamb Sauce.

Our black-and-white photograph of Egg Noodles with Hungarian Goulash illustrated the syndicated column Celebrity Cookbook on January 6th.

Fourteen recipes, with five black-and-white photographs attest to the versatility of "Pasta" in the January issue of Workbasket. One and a half million circulation.

Recipe book, February issue, proved the versatility of Spaghetti with 18 recipes for "Sauces for Spaghetti Lovers."

Two pages, from the Wilmington, Delaware, News and from the Wilmington, North Carolina, News Star, on January 14th show uses of our exclusive releases to newspaper food editors. The title of one is "Versatile Pasta, Basis for Hundreds of Recipes." The other announces "Two Way Manicotti is New Way with Pasta," and describes how the stuffed baked manicotti can be used as an hors d'oeuvre.

### Dessert

Two Sunday supplements gave two different ways of serving macaroni products. Parade, February 28th presented "A Noodle Dessert." And Family Weekly, May 16th, featured our black-and-white photograph and recipe for Noodle Garden Salad.

Long Beach Independent Press Telegram, in the Sunday magazine of April 4th, devoted a full page to Tuna Lasagne in color, as a Lenten Dish.

"Meatless Menus" in the King Features syndicated column of March 1st used our Macaroni Fish Stew.

Daring Romances, January issue, featured our black-and-white photograph of Lunch Box Beef and Noodles, along with eight of our recipes in "Pack a Lunch That Packs a Punch."

King Features Syndicate, February 1st, used two of our black-and-white photographs and four recipes to show how to use macaroni products with leftover ham.

### For Campers

Macaroni is also great for campers' meals. Here is Apartment Ideas for summer, published by Better Homes and Gardens, with a full page color photograph of Mexican Skillet Spaghetti.

True Story, June issue, gave a full page to our black-and-white photograph of Campers' Noodle Kettle and presented two recipes.

### And Dieters

A macaroni is good for dieters, too! Here is the February 4th Miami Herald, saying "Macaroni—Low in Calories, Believe It or Not!"

King Features Syndicated diet column, made use of two of our black-and-white photographs, along with the calorie-counted recipes in two separate stories. On January 28th, it was Spaghetti Drumstick Dinner which ". . . Fits into Diet Day's Menu," while on February 4th, Dieters Macaroni Beef Salad was the main course in "A Luncheon Menu for the Calorie Counter."

### Convenience

Macaroni is "number one" for convenience. For most cooks, this means primarily easy preparation which doesn't take much time.

"Short-cut Cooking" featured Spaghetti and Meat Balls and Country Style Skillet Dinner made with medium noodles in color photographs in the May issue of Good Housekeeping.

The February issue of Cosmopolitan gave a full page to Italian Meat Balls with Spaghetti in "Cook-Ahead Dinner."



Theodore R. Sills

The Spanish language Good Housekeeping, March issue, featured a Macaroni Salad in color in an "Easy Menu."

Good Housekeeping, March issue, featured Hearty Manicotti in color in this story "Great Recipes with a Busy-Day Bonus." The recipes are to be frozen ahead in order to save time.

Los Angeles Herald Examiner Sunday magazine for January 10th, used our color photograph and the recipe for Macaroni with Frankfurter Sauce in "The Flavorful Art of Speedy Cookery."

King Features, March 3rd, recommended "Use Macaroni Products for East Tasty Dishes."

Two full pages from daily newspapers ask "What's Cooking?" and explain how easy it is to cook macaroni properly. One is the Hayward, California, Review and the other is the San Jose Mercury News of February 10th. Both make use of material from the press kit distributed at the Festa della Pasta held at the Newspaper Food Editors Conference in San Francisco last fall.

And here was a new cookbook, "Pasta Pronto," devoted entirely to recipes which can be "made while the spaghetti boils." Written by Bill Massee, the book was published in cooperation with Better Homes and Gardens magazine.

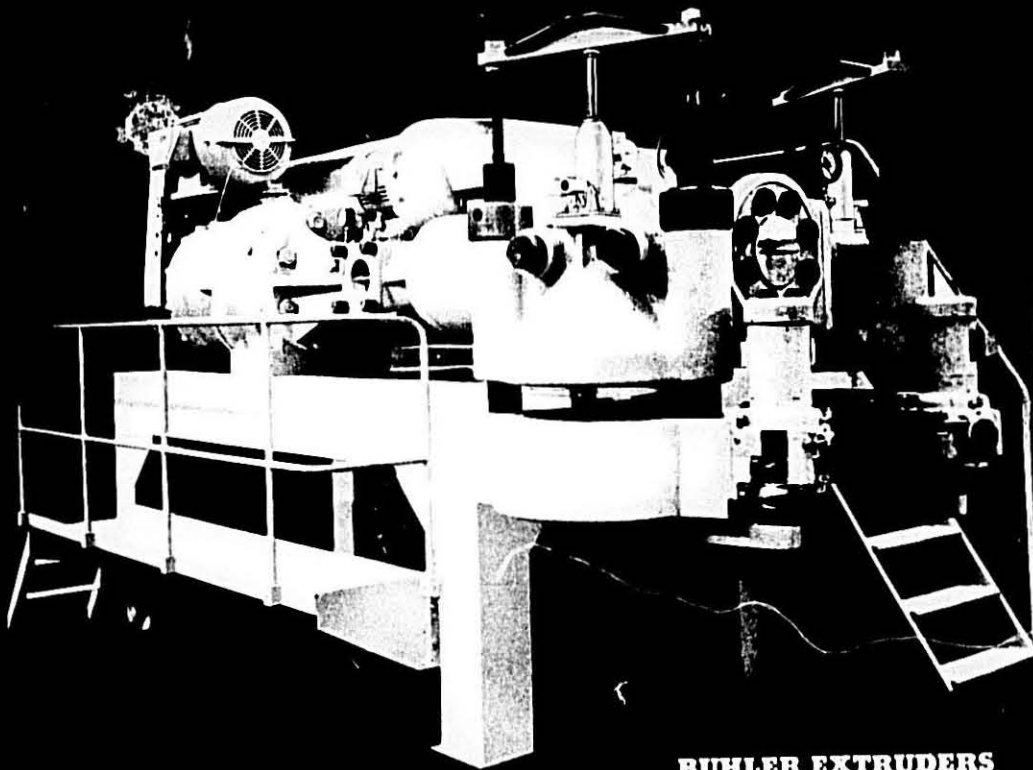
### No. 1 With Telecasters

Macaroni was "number one" with telecasters on women's interest shows. A program kit, called "Macaroni Winners" was offered on an exclusive basis and has been used, or scheduled for use, on 115 stations to date. The kit included an 8 minute script, packages of elbow macaroni, medium egg noodles and spaghetti, spaghetti tongs, three 35 mm

(Continued on page 32)



# SANITARY.



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Model	Lbs./hr. Capacity
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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

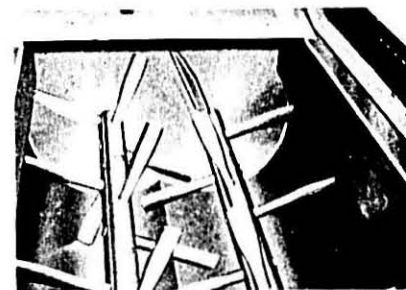
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- **All motors, sprockets, chains and electrical controls** are standard components readily available throughout the U. S.

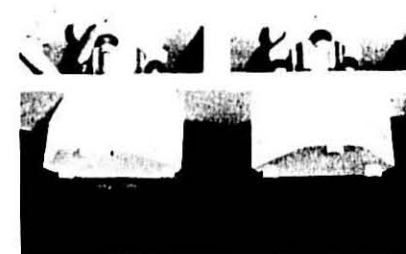
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Press base and belt guard reflect the clean, efficient design and attention to detail in every Buhler press. Base is sturdy, easily accessible. All joints have smooth welds for easy cleaning.



### Product Promotion—

(Continued from page 29)

color slides of macaroni dishes, and a supply of recipe leaflets for distribution to viewers. All recipes were based on entries in the National Pasta Recipe Contest.

#### In the News

Macaroni was "number one" in the news, too. One event, the commissioning by the National Macaroni Institute of Pat Nixon's portrait in pasta, was covered by such prestigious publications as the Wall Street Journal, Playboy magazine, Look magazine and Family Weekly Sunday supplement. Three wire services, Associated Press, United Press International and Newspaper Enterprise Association also made use of the story in a total of five releases.

For the rest of the year, we will be telling the nation, through all media that "Macaroni is Number One."

#### The Eyes Have It

"Yes, the 'eyes' have it as far as macaroni products are concerned. Every day for the past twenty-three years, the National Macaroni Institute has been hitting the consumer right smack in the eye to help the retailer sell more macaroni products."

So says a colorful brochure sent to macaroni buyers and merchandising heads of chains and voluntary co-ops recently. Pictured on the cover was a large eye with a platterful of spaghetti in the center.

Also pictured were headlines from newspapers, magazine and television carrying coast-to-coast publicity for macaroni products. There were scenes from the Food Editors Conference and the New York Press Party at Tiro A Segno.

Reported audiences of 4,974,000 in 2,568 television and live showings saw films about the macaroni industry and its products. One thousand film strips on ways to cook macaroni products and 250,000 recipe leaflets went to home economics classes in schools across the nation.

Through promotional campaigns aimed at restaurants and other mass feeding outlets consumers were encouraged to take home a taste for macaroni products after trying them outside.

#### 8 to 1 Related Item Sales

Catching the eye of the consumer the past twenty-three years has resulted in an 80% increase in macaroni consumption and remember one package of spaghetti, for instance, sells nearly eight times its price in related items.

### National Macaroni Institute — Box Score First five months, 1971

Medium	Placements	Circulation
Consumer magazines—Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	112	255,186,299
Newspaper Syndicate and Wire Service Placements	63	412,965,750
Daily and Weekly Newspaper releases	12	312,000,000
Sunday Supplements	5	51,475,985
Color Pages	47	15,941,798
Cooperative publicity and advertising	36 companies with 65 uses	
Cookbooks, Calendars, Special Publications	10	
Trade releases	1 to 146 publications	
Television Kit	1 with 115 shows	
Home Economics Advertising	50,000 leaflets distributed	
Merchandising Mailing	3,200 String-Alongs	

These are the members of the National Macaroni Institute who are backing a program to build greater consumer awareness in their products and related items:

American Beauty Macaroni Co.  
Anthony Macaroni Company  
Bravo Macaroni Company  
California Vulcan Macaroni  
John B. Canepa Company  
Catelli-Habitant, Ltd.  
Conte Luna Foods, Inc.  
The Creamette Company  
Cumberland Macaroni Co.  
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#### Organized Effort

Keep America Beautiful, Inc., is the national public service organization for the prevention of litter. It was formed in 1953 by a group of business and civic leaders. It conducts a year-round program of public education which advocates litter-prevention as a first step in environmental quality control.

KAB is financed by business, industry, labor unions and trade associations representing nearly every major industrial category. It is guided by an Advisory Council which includes representatives of seven Federal Departments and 77 national, civic, service and professional organizations with memberships exceeding 70,000,000.

#### KAB also—

- serves as a clearinghouse for litter-prevention techniques and materials;
  - encourages volunteer groups to cooperate closely with governmental agencies which are working to eliminate litter;
  - counsels and assists thousands of groups throughout the country.
- For additional information and materials, write to—Keep America Beautiful, Inc., 99 Park Avenue, New York, New York.

**National Macaroni Week  
October 7-16, 1971**

THE MACARONI JOURNAL



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## TEAMWORK

by Howard Larnpman, Director, Durum Wheat Institute

Teamwork is what it is all about, so that's the theme of my talk today. First, the Pasta Recipe Contest is now history, but it was a big success. Its purpose was to create excitement and topical interest. And it did that.

We have sent out a packet of pictures with releases, with the first break appearing in Hospitality Magazine with mention of Jefferson House Speckled Noodles. Pete Bianchi of Armando's Restaurant in Chicago thought so much of this dish that he said he was going to put it on his menu. We hope this happens all around the country.

Of particular interest to us is the recommendation of Vivian McMullin of Hospitality Magazine of Speckled Noodles as an accompaniment to steak. I think that is one of the things we want.

In July, Hospitality Magazine is going to carry all three of the top contest winners in color. I am sure you will remember Del Kloek's Garden Fresh Salad; Wolf Hannau's sauce entry, Spaghetti Americana 2000. Wolf, the man from Miami who runs the two Steak Things down there, was so enthusiastic about the pasta contest that he entered our Sandwich Contest and placed among the twenty best. Then there was Larry Gardner from Ontario, Oregon, who won with Teen-Agers Lasagne. He was enthusiastic and will enter future contest.

In handling the mechanics of the contest, a team of extension agents at North Dakota State University performed the original tests and decided upon the top twenty winners. Then we had two panels of restaurant and institutional professionals judging and they reduced the field to the three winners you met in San Juan.

### How to Cash In

How can you cash in on the contest? We discussed the possibility of taking a booth at the National Restaurant Show, but this presents problems of staffing the booth throughout the Show. So we printed the prize winning recipes on cards, inserted them with the other 32 large quantity recipes we prepared for the HRI program some time ago, and received great help from the Food Trades Commission of the USDA. They handed out 4,000 sets and if they had had 10,000 could have disposed of them. We will be glad to mail you a set if you can use it in your sales efforts (in the U.S.).

There is a film: "Macaroni Magic,"

available to restaurant groups and you. Made primarily for training students, chefs, cooks, restaurant people, some 165,000 have seen this film at a cost of about a nickel apiece. I think it will reflect in better pasta products served in the hotel, restaurant and institutions field.

So here are the tools: a film and your own recipe cards. You can set up your own show with any restaurant group around the country and such groups are looking for such programs.

I would like to invite you to come and see us in Chicago and see how we work. We have a large test kitchen which I think is one of the best in the Midwest and perhaps in the country. It has a large steam jacketed kettle, a small steam jacketed kettle, a steam table serving tray so we can test out the holding quality of products. It has sophisticated gadgets like radar ovens, convection ovens and so on. It is a stainless steel heaven. So come and see us and give us your ideas of what we can do to help you.

At the National Restaurant Association we have a kind of renaissance of their interest both in the area of the contest and in any other common work that we might do together. This brings us to the question of the future of the contest and where do we go from here? Looking at the balance of the HRI Fund it was decided that we could not repeat this year, but I am sure we can accumulate enough for a contest in 1972 if you think it is a good idea. It may well be that we need more money to do a better job. We got bargain rates this time with San Juan and the European trip. The price tag might go up if we had to contract individually for such transportation another time. The durum millers are willing to increase their ante to the HRI pot if the macaroni manufacturers and the wheat growers will. I need not remind you of the importance of this market representing one of every three meals eaten. Another important aspect is the sampling. What you can do in the restaurant field is give the public a taste of beautiful food, beautiful pasta.

### Phony-Roni

We showed great team-work in the case against phony-roni, golden elbow, or whatever you want to call it. I think we ought to ask ourselves whether or not the issue is dead, whether we have won the battle or whether it is still going on. I think in the temper of the

times we are going to see more and more efforts to do things of this nature. We do not know if golden elbow has been scotched or whether they may label it "imitation macaroni." But think of what it does when you feed it to 50,000,000 school children; if the product is not appetizing it certainly does not create any appetite for the products you make. We are in the age of engineered foods and you will see more and more of this.

Then there are the pending changes in the enrichment laws. The new standards for enrichment were expected a month ago but have not yet been published. You have worried about the form of iron in your enrichment formula, and I have some good news concerning that. The Iron Committee of the Food and Nutrition Board has been conducting studies which show that ferris sulphate is assimilable when it had been assumed it was not. You may have the form in which it will assimilable as you want it to avoid the anticipated problems affecting color, and metallic taste. Inasmuch as they are going to treble the levels of iron if present plans go through I think the findings of this research may give something you can live with and comply with what the government wants you to do.

### Teamwork

Another point I would like to mention is the support of the National Macaroni Institute. This has been discussed and the durum millers are perfectly willing to make their contribution to the National Macaroni Institute on an equitable basis in the common cause as part of the teamwork concept that we have been operating under. There has been some thought that the western mills might be enrolled in the Durum Wheat Institute at the same time. Amber, A D M, International Multigrains, North Dakota Mill and Elevator, and the Peavey Company are all of one mind on this and I think you should be very pleased about it.

Finally, I would like to mention that there is an organization called the National Wheat Institute. This was a group formed to allocate about \$2,200,000 infundsw hich had ben e accumulated and not claimed in the export subsidy. The government collected the money, much of it in small amounts, and if farmers did not claim it, it went into a pool which was then made available for the domestic promotion (Continued on page 38)



Larry Gardner  
A prize winner in the  
Pasta Recipe Contest

## MACARONI IS A WINNER

Constant promotion of Macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

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uted to consumers, teachers and students.

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### Automated Packaging System Introduced by Triangle

With the development of a new electronic device that automatically monitors package production and keeps net weight settings within prescribed tolerances, a completely automated packaging system is now offered by Triangle Package Machinery Company, Chicago.

The new component, called the "Flexitron Automatic Servo," was introduced and demonstrated at the American Management Association Packaging Exposition held at Chicago's McCormick Place.

#### Form-Fill Seal

Its development closes the loop for Triangle's automated form-fill-seal packaging system. Used with the company's new Checkweigher, packagers can now monitor and control line performance, package by package. The Flexitron Automatic Servo adjusts both scale and feed before overfilled or underweight packages can occur. Those that stray from set weight tolerances are rejected by the Checkweigher.

"We believe the Flexitron Automatic Servo constitutes a real breakthrough for packagers," says Walter Muskat, Triangle vice president. "It actually goes beyond management's goal of obtaining timely and adequate information for close control of the packaging operation. It performs these tasks automatically."

"Just what adequate knowledge and control can mean in dollars saved has been dramatically revealed in studies we've done for customers," Muskat adds. "In one recent case, closer control of scale and feed performance added up to a potential savings of more than 200,000 lbs. of product per year."

Packaging equipment normally has been subject to periodic manual weight tuning due to variations in product size, density, consistency, line speed, or changes in environmental conditions. The Flexitron Automatic Servo eliminates adjustments and associated downtime, while maintaining weight accuracy. It also conserves product and packaging materials.

#### Pre-established Weight Tolerances

In operation, form-fill-seal bag machine scales are set according to pre-established weight tolerances. From then on the system takes over. The weight of each package produced is analyzed and any needed adjustment is instantly and automatically made. The Checkweigher monitors final production, weighing, counting and rejecting overfilled or underweight packages separately.

"The Flexitron Automatic Servo is



Biggest 1971 Packaging Show, which will also be the biggest PMMI show in history, will find visitors from fifty states and 36 foreign countries cruising between Atlantic City's boardwalk hotels and the new exposition facility in carts inherited from another big exposition, the New York World's Fair. The 1971 PMMI show, to be held November 15-18, and all but sold out six months in advance, promises to be the most automated ever, according to Show Chairman Steve Resina, Resina Automatic Machinery Co., seen here in the driver's seat flanked by Walter Muskat, Triangle Package Machinery Co., holding the exhibit floor plan. Also in Atlantic City recently to preview the expanded convention hall were (from left, front row) Harold Masdala, Jr., Package Machinery Co., Robert Coughlin, Pneumatic Scale Corp., E. D. Wilcox, Jr., Union Camp Corp. and Richard Jansing, FMC Corp.

another building block in Triangle's modular system concept," says Muskat. "Though it is designed to serve as an integral part of the form-fill-seal packaging system we now provide, it also can be added to any single or twin-tube bag machine now in service."

Like Triangle's Checkweigher, the Flexitron Automatic Servo features integrated, solid-state circuitry and the Flexitron weigh cell, highly regarded for its accuracy and repeatability. The unit is able to distinguish which scale is producing off weight packages. A light indicates a servo adjustment of a particular scale. The Flexitron weigh cell delivers consistent sensitivity to 3/100th of an ounce.

Components of Triangle's completely automated packaging system include: Flexitron net weight scales; the automatic form-fill-seal bag machine (five units in the company's line); the Checkweigher; and the new Flexitron Automatic Servo unit. It also embodies a modular, compartmented takeaway conveyor system.

The Flexitron Automatic Servo can also be used for automated control of volumetric and auger type filling equipment.

#### PMMI Show A Sell-Out

The 1971 Packaging/Converting Machinery Show, scheduled for November 15-18 in Atlantic City, has surpassed

exhibit space rental for all previous years "in a year when most U.S. trade shows are off 10 to 30 percent," according to its sponsors, the Packaging Machinery Manufacturers Institute (PMMI).

"Every nook and cranny of the expanded one-floor hall in Atlantic City has now been utilized to help meet the unexpected extra demand for space," said PMMI Show Chairman Steve Resina, president of Resina Automatic Machinery Co.

"This comes to us as somewhat of a surprise," he said, "because of the sluggishness we have seen in other shows this year."

Resina attributes the increase to the general optimism in the business community that by show-time in November the economy will have pretty well turned around.

"People will be out looking for new ideas and better ways to cut costs and boost production," he said.

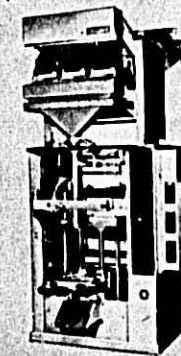
"Space rental projections looked good earlier in the year," Resina said, "but we didn't think we would have to expand the original layout, as has now been done."

The PMMI Show, nicknamed "PMMI Pack Expo," started in 1956 with 43,500 square feet of exhibit space and reached 120,000 square feet in shows and ten years later.

Triangle is running faster in high-performance packaging systems.

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## INDEX TO ADVERTISERS

A D M Milling Co. ....	19
Amber Milling Division .....	33
Asseco Corporation .....	7
Buhler Corporation .....	30-31
Clermont-Paven .....	17
Clybourn Machine Corp. ....	25
Crompton & Knowles Corp. ....	23
Cryodry Corporation .....	15
DaFrancisci Machine Corporation ..	12-13
Diamond Packaging Products Div. ....	39
Julius Goodman's Egg City .....	27
International Multifoods Corp. ....	40
Jacobs-Winston Laboratories .....	35
Malderi & Sons, D., Inc. ....	9
Macaroni Journal .....	35
North Dakota Mill .....	11
National Macaroni Institute .....	35
Peavey Co. Flour Mills .....	20-21
Rossetti Lithograph Corp. ....	2
Triangle Package Machinery Co. ....	37

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## Vincent F. La Rosa— (Continued from page 8)

An expert in nutrition, Mr. La Rosa has represented the macaroni industry in its relationships with the United States Department of Agriculture in developing various special high-protein formula macaroni products for use in the Food for Peace program and for domestic feeding of the needy.

### Family Man

Mr. La Rosa resides in Manhasset, New York, with his wife and four children. He is an active member of the American Legion, the Bishop's Lay Committee, Rockville Centre, New York, and a moving force on the finance committee for the support of St. Francis Hospital, Manhasset. Mr. and Mrs. La Rosa are completely dedicated to the activities of their children and the youth of the area in which they reside. Mr. La Rosa coaches football, baseball and lacrosse for the Police Boys' Club of Manhasset, and Mrs. La Rosa is a member of the Advisory Board of the Manhasset School District.

## In Advertising Age

This item appeared in Advertising Age, trade publication: "Senator Quentin N. Burdick (D., N.D.) had a big spread in the 'Congressional Record' the other day which sought to stir a fuss over Food & Drug's recent proposal to let food processors make macaroni from corn or soybean flour (instead of good North Dakota durum wheat). The idea originates with General Foods, which argues that the product is cheaper, more nutritious and tastes good. Consumer Federation of America comments that it doesn't challenge any of this . . . but it shouldn't be called macaroni."

## Order on Nutrition Claim

General Foods Corp. has been prohibited by a consent order provisionally accepted by the Federal Trade Commission from making false nutritional claims for its "Toast'ems Pop-Ups" or any other consumer food product. Benton & Bowles, Inc., General Food's advertising agency for Toast'ems, also is cited in the order.

Both companies are charged in the F.T.C. complaint with misrepresenting in a television commercial that two Toast'ems contain as many or more nutrients than a breakfast of two eggs, two slices of bacon and toast, and that eating two Toast'ems for breakfast, instead of eggs, bacon and toast, is a good nutritional practice. The order forbids any representation that a food is a nutritionally sound substitute for any meal consisting of identified foods unless this is true.

### Questioned Commercial

The commercial in question shows a young child mulling over a plate of two eggs, bacon and toast. The audio portion states: "Gerald: You're not eating your breakfast. . . . No breakfast will do a kid if he leaves it on his plate. So give him something good for him you know he enjoys eating." The commercial then cuts from a picture of the breakfast plate of eggs, bacon and toast to a picture of two Toast'ems. The audio portion then states: "Two Toast'ems provide 100% of the minimum daily requirement of vitamins and iron. As long as you know that—let him think it's just a big cookie."

According to the F.T.C. the agreed-to order is for settlement purposes only and does not constitute an admission by the companies that they have violated the law.

## Carmine Surico Dead

Carmine Surico passed away July 4 at 2 p.m. He would have been 87 years old on July 24.

Founder of the Clermont Machine Company of Brooklyn, New York, he retired in 1961. However, he remained very active in his real estate dealings and was alert until the last day of his life.

His daughter Josephine is Mrs. John Amato, wife of the president of Clermont Machine Company.

## Creamette Comptroller

Kermit Kalleberg has been elected vice-president and comptroller of the Creamette Company, Minneapolis, it was announced by L. D. Williams, president. Kalleberg has been with Creamettes since 1957.

## Teamwork—

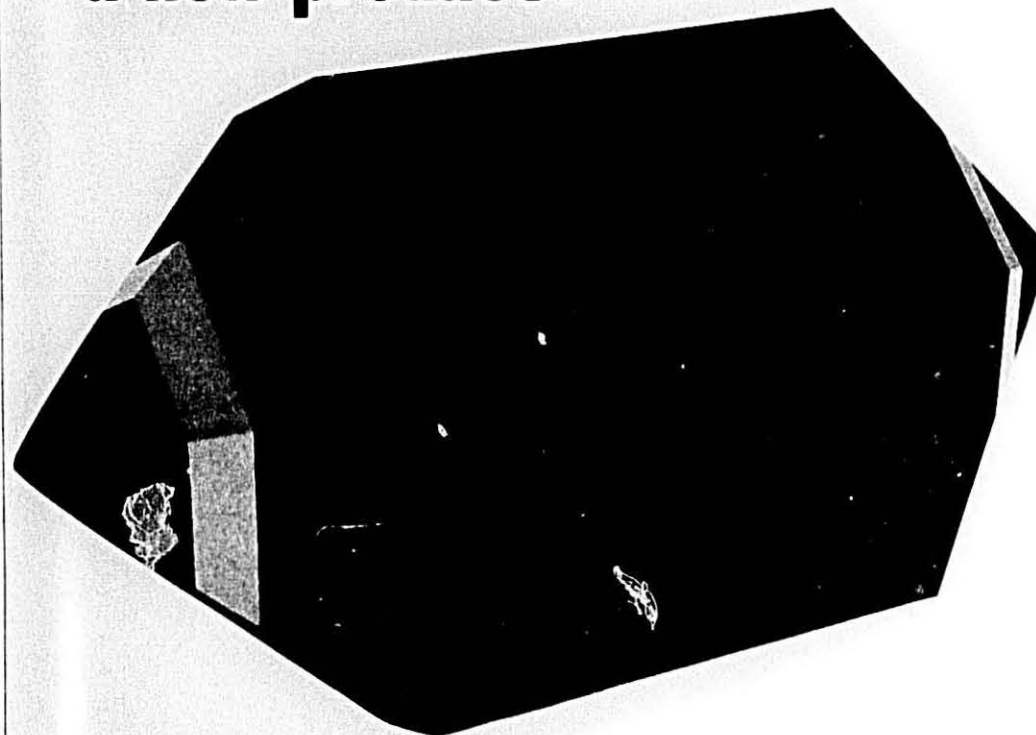
(Continued from page 34)

wheat products as allocated by the National Wheat Institute. Bud Wright, president of the Durum Growers Association, is a member of the Wheat Institute. Everyone has made application for grants of some sort. I understand that Kansas State University has applied for more than \$1,500,000 in grants and I have made requests that will exceed \$1,000,000. Dr. Hegstead of Harvard University has made application for a grant in studies of human nutrition research. He would feed some children in India to show the nutritional contribution of wheat when it is fed in large amounts in the diet. Dr. Mickelson of Michigan State University maintained a group of men in nitrogen balance; nitrogen balance is an index as to whether your protein needs are fulfilled on a diet completely of wheat. There is an application for studies to follow up on these young men.

After discussing the matter with Paul Abrahamson and Bob Green, we are going to make another application for a grant to make marketing studies relating to pasta products. Some years ago we did a good job of selling Congress on the idea of appropriating \$100,000 to the Statistical Branch of USDA for a marketing study to give us some guide lines for pasta. They made the appropriation but neglected to provide for salaries and operational overhead so the money went for those purposes rather than the study. If you don't ask, you don't get.

I think our accomplishments have been good and the challenges ahead are tremendous. Let's keep up the team work.

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