

**THE
MACARONI
JOURNAL**

**Volume 53
No. 7**

November, 1971

Macaroni Journal

NOVEMBER, 1971



“It’s time for some trips. During these next few months I plan to visit as many of my friends and customers as possible to tell them about the new Riegel/Rossotti association. And there’s lots to tell. New facilities. New capabilities. Expanded services.

“But I’m going to start with the two plants where the Rossotti packaging will be done—in Hazelwood, Mo. (near St. Louis) and Newark, N.Y. (near Rochester). I’ll be work-

“C. R.” Rossotti says:

ing closely with all Riegel plant, sales and marketing people.

“The tradition of the Rossotti family is one that has always kept me deeply involved in every phase of the Rossotti Packaging System which for two generations has meant service and economy to so many.



“But the Riegel/Rossotti plant visits are just the beginning. You’ll be seeing me in Dallas, Ft. Worth, New Orleans, Shreveport, Memphis, Chicago, Minneapolis, Kansas City, Omaha, Denver, Louisville and then back to Saddle Brook, New Jersey—where I’ll make my new office among my new Riegel associates. Rossotti plus Riegel is working. Best of all, it’s working for you.”



Riegel Packaging

The **Macaroni Journal**

November
1971
Vol. 53
No. 7

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, P.O. Box 336, Palatine, Illinois, 60067.

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Cover Photo

Spaghetti with white clam sauce is a classic favorite served at Toronto luncheon. See page 8.

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WASHINGTON MEETING

A good group of macaroni manufacturers and allies met with Congressmen for luncheon at the Rayburn Office Building in Washington, D.C. September 21. They heard Rep. Mark Andrews of North Dakota report that he had urged the Food & Drug Administration to avail themselves of the facilities of the Cereal Technology laboratories at the North Dakota State University at Fargo to resolve the standards matter.

Fred Mewhinney

The group then met at the Washington Hotel for an afternoon session. Fred Mewhinney, Washington representative of the Millers National Federation, reported that iron enrichment levels are still being considered and proposals have been made for more of the Vitamin B complex. Mr. Mewhinney urged joint study of this situation so macaroni products would be compatible with enriched flour and baked goods made of enriched flour. He noted that four west coast states of Washington, Oregon, California and Arizona had state laws calling for all flour sold at retail to be enriched, and called for a uniform model state law.

Harold Halfpenny

Commenting on the wage-price freeze, Harold T. Halfpenny, NMMA general counsel, observed that the freeze is for ninety days; what follows can only be speculated but it is expected that an announcement will be made by mid-October. He predicted that labor will concentrate on fringe benefits in their demands and urged management to have an established plan of job classifications with rate ranges.

He noted that surveys are going out from the Occupational Safety and Health Act, and suggested it might be good policy to hold monthly meetings of employees to discuss plant and job safety.

John Wenn, Jr.

John Wenn, Jr., director of the Commodity Division, Agricultural Stabilization and Conservation Service in Minneapolis, reported this agency is making greater food purchases than the Defense Agency (including School Lunch and feeding the needy). Macaroni purchases have jumped from 8,000,000 pounds in 1970 to 35,000,000 this year and a possible 80-90,000,000 pounds next year.

"Late shipments are a problem," Mr. Wenn said, and may affect future purchases if not corrected. Recipients of



government purchases are very critical of any fault and if products are not in stock distributing agencies use substitutes.

Juan del Castillo later mentioned that wheat-soy macaroni had been well received and that the use of durum flour in pasta products for school lunch had excellent potential.

Florian Majorack

The Food and Drug Administration, said there are sixteen food plants working under self-certification programs with another six writing specifications. A new program is being developed: Quality Assurance Systems Development involving industry approaches through an association sponsorship. (1) Surveys are made to get an overview of common problems. (2) Technical support is developed by voluntary groups. (3) Monitoring ascertains what is happening and whether or not the actions are effective. (4) Evaluation is made to determine whether or not the effort is worthwhile.

Carl Levin

Carl Levin of Burson-Marsteller declared overconfidence on the standards situation is not in order. General Foods has just received a six-month extension of a marketing permit from FDA for a corn-soy-wheat macaroni. The public has been advised of the issue but Food & Drug is looking for an out when no area of accommodation is apparent to macaroni manufacturers. Further appointments with top government officials were being sought to resolve the situation.

Evening Social

In the evening the macaroni group entertained the Congressional delega-

tion with a reception on the roof-top of the Washington Hotel and dinner. Among the guests was Representative Art Link and his wife Grace from Williston, North Dakota. He has gone to FDA to plead the case for durum based macaroni with the following statement:

The proposed changes to the Standards of Identity for macaroni products is of great concern to me for three major reasons:

Rep. Art Link

First of all, I represent the people and interests of North Dakota, a state that produces 85 percent of the durum produced in the United States. Since durum wheat has traditionally been used in the manufacturing process of macaroni products, any threat to the production of macaroni becomes a threat to durum producers in my state.

Since the proposed changes were made public, I have received a large amount of correspondence from very concerned citizens in North Dakota. When these concerns are placed in perspective with other threats to the security of the communities in rural America and in North Dakota, it is easy to understand and appreciate their feelings.

In the past months, two other events have aroused similar reactions in the state. First, a proposal to eliminate all rail passenger service from a state already starved for adequate public transportation brought an immediate response. Congressional delegations from the northern tier of our midwest united to demonstrate the disastrous impact such a proposal would bring to that area—as a result, some rail passenger service was salvaged.

More recently, a proposed increase in second class postal rates also causes an ominous threat to communities in rural America. By increasing the rates on educational and news communicative media in an area dependent to a large extent on postal service, a premium is placed on these materials that the economy may very well be unable to bear. This could represent a major threat to the stability of small rural communities.

Now, the Food and Drug Administration has proposed a regulatory change that could have a significantly adverse effect on the state's economy.

Effect on Exports

My second concern with the proposed change is the effect it may have on the macaroni export market that our nation currently enjoys. The United States exports about one of every two bushels of

durum produced. By allowing other ingredients to be used in the manufacturing process of macaroni that do not possess the expected quality of macaroni, the demand for the product may decrease markedly.

Concern for Consumer

Finally, I strongly feel that such a change in standards would defeat the very purpose of the system of standards—to protect the consumer. The consumer has grown to use foods such as macaroni and spaghetti in means to which sauce or other nutritious ingredients are added. For them to be confronted with a product that bears the name macaroni but does not have the same excellent qualities would be deceptive.

It is unfair to allow other products to alter the final consistency of macaroni to capitalize on a name that growers, millers, and macaroni producers have developed.

In view of these reasons, I respectfully request that the Standards of Identity for macaroni products be left unchanged.

General Foods Gets Marketing Permit Extension

The Food and Drug Administration has issued to General Foods Corp. an extension to April 28, 1972 of a permit covering interstate market tests of an "enriched macaroni product" that deviates from the standards of identity for macaroni and noodle products. Notification of the extension and notice of change in proportions of ingredients were published in the *Federal Register* of Sept. 9.

Wheat Flour Increased to 30%

The extended permit provides for marketing a product comprised of no less than 38% yellow corn flour, 30% soy flour and 30% hard wheat flour. The product is labeled "enriched yellow corn-wheat macaroni." Previous specifications under which the General Foods "Golden Elbow Macaroni" was marketed called for minimums of 50% yellow corn flour, 27% soy flour and 10% hard wheat flour.

Conflict over Proposed Standards

Issuance of the permit extension signals continuation of a controversy in which General Foods and the pasta portion of the breadstuffs industry have been embroiled since the first temporary permit was issued June 20, 1969. Controversy resulted from the proposal by FDA to establish a standard of identity for "enriched macaroni products." Pros and cons of the issue

have received wide attention in public press across the country, including news stories in many daily papers and editorial comment in several publications. On the one side, opposition was raised to using the name "macaroni" to identify a product not qualified under existing standards of identity. The other side of the stormy debate charged that opponents to the new standard would prevent school children and other consumers from gaining the advantage of a superior nutritious food.

Opposition from Industry Groups

Numerous trade associations have voiced vigorous opposition to the marketing of macaroni products deviating from existing standards of identity. Among them are the National Macaroni Manufacturers' Association; the Durum Wheat Institute, membership of which comprises the five milling companies that provide semolina to the macaroni industry; the U.S. Durum Growers' Association, and also by the National Association of Wheat Growers.

Challenge to Consumption

Macaroni manufacturers and durum growers expressed concern to FDA that marketing of a "macaroni" of texture and taste differing from what consumers have come to expect would adversely affect per capita consumption and threaten the results of years of efforts to maintain and improve pasta quality and acceptability. Durum millers protest utilization of the name and shape of macaroni to promote the product. An FDA spokesman countered that the acceptability of macaroni was needed to encourage school children to eat the high protein product.

As evidence of the quality sensitivity of pasta, the macaroni manufacturers cited marked decreases in business that occurred during the durum shortage years of the 1950's, when the crops were virtually decimated by rust epidemics. At that time, manufacturers were forced to substitute 85%, sometimes even 75%, of hard wheat farina for semolina. According to industry representatives, the decrease that occurred in per capita consumption of macaroni products during those years could be directly attributed to fact that durum was not the principal ingredient.

Quality the Key

Because of their belief that high quality durum is the key to the steady rise that has occurred in pasta consumption in recent years, macaroni manufacturers have established close working relationships with durum growers and millers in efforts to maintain and improve quality through promotion of best durum varieties.

U.S. Increases Relief Feeding

An estimated 14 million needy people took part in the family food assistance programs in July, an increase of more than 30 percent over the year before, according to the U.S. Department of Agriculture.

More than a million needy children at playgrounds and other recreational areas participated in a summer-only feeding program, and another 150,000 were served in year-around day care centers, according to preliminary figures for July announced by Administrator Edward J. Hekman of USDA's Food and Nutrition Service.

Program for Children

Hekman said that total participation in the Special Food Service Program for Children was nearly 1.2 million compared with almost 615,000 a year ago.

Participation in the Food Distribution Program, in which USDA foods are given directly to families, was estimated at 3.5 million in July against 3.8 million taking part in July 1970.

Participation in the Food Stamp Program was an estimated 10.5 million people, a jump of 3.6 million over the previous July.

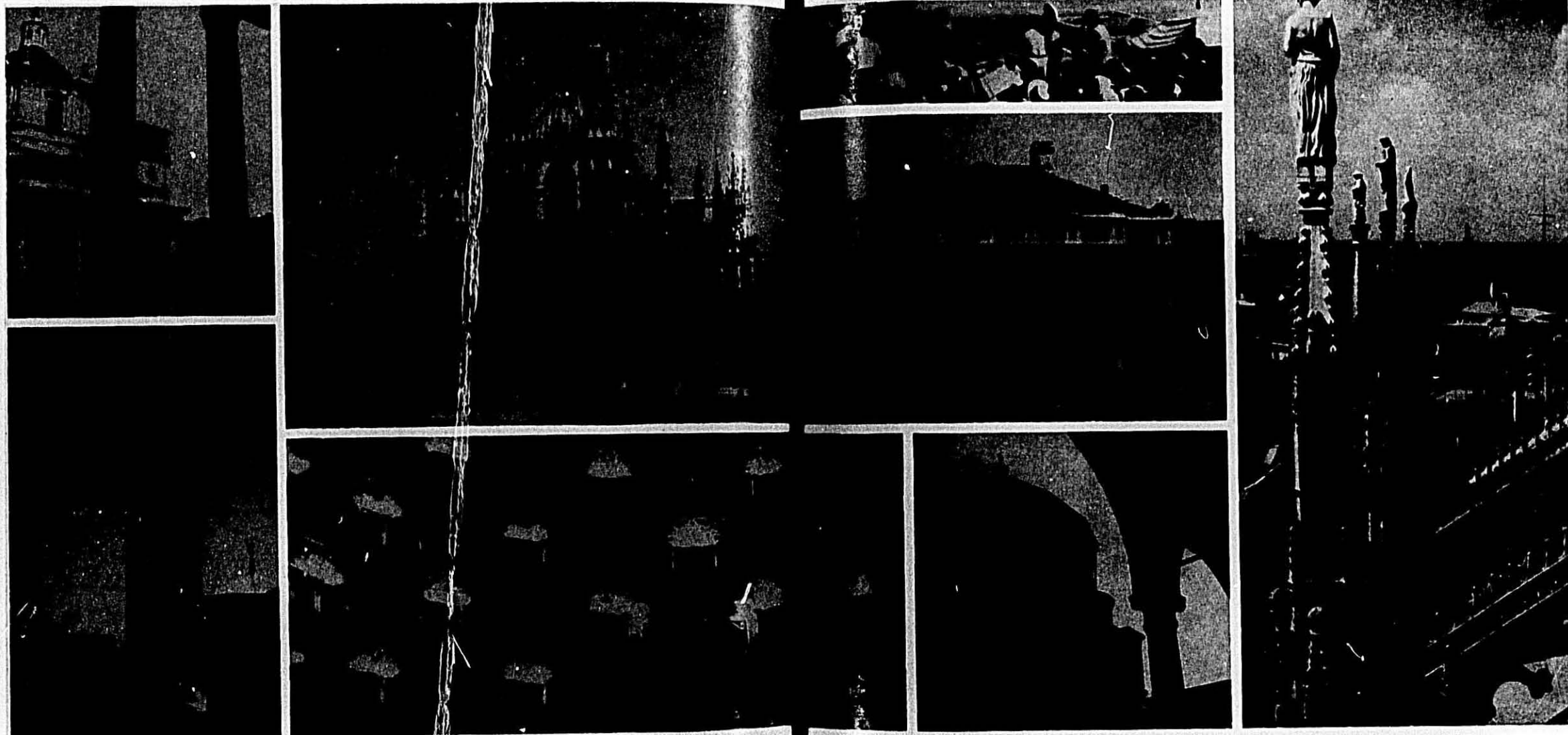
Value of "bonus coupons" to participating families during July was estimated at almost \$137.9 million. A year earlier, the value of bonus coupons issued was \$98.3 million.

Families taking part in USDA's Food Stamp Program pay in about what they would usually spend for food. They receive additional free or "bonus" food coupons to bring their total food buying power to the level of USDA's "economy diet."

USDA food programs are administered by the Food and Nutrition Service in cooperation with State and local governments.

Foods donated to the States by the U.S. Department of Agriculture to improve diets of needy families, needy persons in charitable institutions, and school children totaled nearly 1.1 billion pounds in the first half of fiscal year 1971 (July-December 1970). This is an increase of some 10.4 percent over the 945 million pounds for the same period in fiscal year 1970 (July-December 1969).

USDA food donations for needy families during July-December 1970 climbed to nearly 635 million pounds, an increase of 15.5 percent over July-December 1969. The foods donated cost \$161.8 million, nearly 26 percent more than in the same six-month period in fiscal 1970.



Ah, Milano, the world owes you much.
 For your Leonardo DaVinci.
 Your La Scala Opera House.
 Your lofty cathedrals.
 Your spaghetti and meatballs.

In art, architecture, music and foods, there are some things the Italians do better than anyone else. Spaghetti is one of them. And so are all the other good things they make from pasta. That's why more than 200 companies from 55 countries have come to Braibanti in Milan to purchase more than 870 automatic pasta extrusion lines. Companies from France and Germany, England, Holland, Japan, Brazil, and Portugal. Even from Russia. But you don't have to go to Milan. Because,

Milan has come to America. Now Braibanti is one of the select group of food machinery companies associated with Werner/Lehara, and its 50 years of experience and hard-won expertise are no farther from you than the closest phone. If pasta isn't your dish, call on us anyway. We also design, manufacture, and service equipment for the snack, baking, candy and packaging industries, and can draw on the talent and know-how of companies from all over the world. Together, we can do almost anything.



GENERAL OFFICES: 3200 FRUIT RIDGE AVENUE, N.W., GRAND RAPIDS, MICH. 49504
 EASTERN OFFICES: 60 E. FORTY SECOND STREET, NEW YORK, N.Y. 10017

NEW YORK PRESS PARTY

THE fifth annual press luncheon sponsored by the macaroni industry was held, as in the four years past, at Tiro A Segno in New York's Greenwich Village. The small and unusual private club is an ideal spot for the enjoyment of macaroni dishes. For, under the direction of steward Antonio Manfredi, pasta is prepared by traditional Italian recipes. This means, first of all, that the macaroni product is properly cooked—*al dente*, as the Italians say.

The buffet table in the center of the dining room held an array of hot and cold appetizers from which it was easy to assemble a substantial antipasto course. Found there, also, were two of the pasta dishes: Rotelle with Meat Sauce and Lasagne with Sausage and Eggplant. But for the spaghetti, the guests had to wait until it arrived—freshly cooked—at each table. It is a rule of the club that spaghetti must be rushed from the pot to the diner, who is expected to eat it immediately!

Mr. Manfredi's recipes for the rotelle, lasagne and spaghetti have been scaled down to family size for those who would like to try them at home.

Rotelle with Meat Sauce (Makes 8 servings)

- 1 cup each: chopped celery
chopped onion
shredded carrots
- 2 tablespoons olive oil
- 2 pounds ground beef chuck
- Salt
- ¼ teaspoon each: pepper
nutmeg
- 2 bay leaves
- 1 cup dry red wine
- 1 can (35 ounces) plum tomatoes
- 2 cans (8 ounces each) tomato paste
- 4 pieces dried mushrooms (optional)
- 4 to 6 quarts boiling water
- 16 ounces rotelle macaroni

In Dutch oven saute celery, onion and carrots in oil 1 minute. Add beef and cook until brown, stirring frequently. Stir in 2 teaspoons salt, the pepper, nutmeg, bay leaves, wine, tomatoes, paste, and mushrooms. Cover and cook over low heat 4 hours, stirring occasionally. Skim off excess fat. Remove bay leaves and mushrooms.

Meanwhile, add 2 tablespoons salt to rapidly boiling water. Gradually add rotelle so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve meat sauce over rotelle, with freshly grated Parmesan cheese if desired.



Antonio Manfredi

Lasagne with Sausage and Eggplant (Makes 8 servings)

- 1 large eggplant, peeled and diced
- Salt
- ½ cup olive or salad oil
- 1 pound luganica sausage*, parboiled and sliced thin
- 1 or 2 cloves garlic, crushed
- 3 quarts boiling water
- 8 ounces lasagne (14 pieces)
- Bechamel Sauce**
- 1 cup grated Parmesan cheese
- 8 ounces mozzarella cheese, sliced

Sprinkle eggplant with salt, then fry in oil in large skillet until brown (using a small amount of oil at a time). Drain eggplant on paper towels. Brown sausage and drain off fat. Combine sausage, eggplant and garlic; set aside.

Meanwhile, add 1 tablespoon salt to rapidly boiling water. Gradually add lasagne so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

In 13x9x2-inch baking pan, pour enough sauce to cover bottom. Layer half the lasagne, meat-eggplant mixture, sauce and Parmesan cheese. Repeat layers. Top with mozzarella cheese. Bake in 375° oven 20 minutes. For a browner top, place lasagne under broiler about 1 minute.

*Or use pork sausage links

**Bechamel Sauce (Makes 3 cups): In top of double boiler, over boiling water, melt ½ cup butter or margarine and stir in ¼ cup flour, 1 teaspoon salt, ¼

teaspoon nutmeg and ¼ teaspoon pepper. Gradually add 3 cups milk. Reduce heat to low and cook sauce 1 hour, stirring occasionally (sauce should be medium consistency).

Spaghetti with Marinara Sauce (Makes 8 servings)

- 2 cloves garlic, halved
- ¼ cup olive oil
- 1 can (35 ounces) plum tomatoes with tomato paste
- Salt
- ¼ teaspoon pepper
- ¼ cup chopped parsley
- ¾ teaspoon basil leaves
- ¼ teaspoon oregano leaves
- 4 to 6 quarts boiling water
- 1 pound spaghetti

In medium saucepan, brown garlic in oil, then discard garlic. Quickly add tomatoes, 1½ teaspoons salt, pepper, parsley and basil. Cover and simmer 20 minutes. Stir in oregano and cook uncovered 15 minutes longer.

Meanwhile, add 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve marinara sauce over spaghetti, with freshly grated Parmesan cheese if desired.

Toronto Luncheon

The major macaroni manufacturers of the Toronto area met with National Macaroni Institute Director Robert M. Green for luncheon at La Scala dining salon on September 24. Their special guest was Anne Wanstall of the Toronto Daily Star.

After antipasto, the pasta course was linguine with white clam sauce. Veal Piccata was followed by a dessert of spumoni and an assortment of cheeses. White Lugano wine was served with the entree. Host Charles Grieco of La Scala did himself proud in serving a Parmel masterpiece.

Miss Wanstall was provided with a press kit, her many questions answered, and arrangements were made for her to take photographs at local macaroni factories in preparation for a pasta feature to appear in the Daily Star in the near future.

OTHER PRESS PARTIES—
In Los Angeles, October 14,
at Cave des Roys.
In Chicago, October 24,
Como Inn.

THE MACARONI JOURNAL

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you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

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**"We Have Protein Product":
Pres. La Rosa Declares**

"If there is a need for a macaroni product with increased protein value, the macaroni industry can make such a food." This statement was made by Vincent F. LaRosa, president of the National Macaroni Manufacturers Association, during their annual luncheon for the New York food press.

LaRosa was referring to the Food and Drug Administration's proposal which would permit a change in the Federal Macaroni Standards and allow manufacture of a new food product made with corn and soy base to be called an "enriched macaroni product with improved protein quality." The present standards require wheat—preferably durum—as the primary ingredient. To date, there has been no decision by the FDA which first made the proposal on March 3, 1971.

"Furthermore," LaRosa pointed out, "a new formula has been developed by the macaroni industry and evaluated by an independent laboratory which conforms to the present standard of identity. A sample of macaroni made from the new formula has been sent to the FDA for evaluation. It is made of 68% durum wheat and 32% soy, and provides 24% protein with a 97% protein efficiency ratio. The proposed FDA standard calls for a product of only 20% protein with a 95% protein efficiency ratio.

USDA Demand

The FDA proposal arose out of a demand from the Department of Agriculture's School Lunch Program for a high protein food of low cost. However, a product authorized for school children could also be offered to consumers. The macaroni industry believes the labeling would confuse the homemaker who would have to exercise caution in order to purchase the macaroni product made with wheat as the primary ingredient. And although the proposed corn-and-soy base product looks like macaroni, it neither cooks nor tastes like macaroni.

The macaroni industry is not alone in its opposition to the altering of the standard of identity for macaroni products. Protests have been voiced by the Consumer Federation of America, the National Consumers League and the Federation of Homemakers, who argue that consumers are accustomed to macaroni products made with wheat as the primary ingredient. The marketing of a new food, made primarily from corn and soy flour, which would look like the familiar elbow macaroni and carry the name of "macaroni" would,



President Vincent F. La Rosa

in essence, amount to a deceitful practice.

Southern Specialties

"There is no need to change the standard of identity for macaroni products," LaRosa concluded. "Any new macaroni product to be developed can and should be made with a formula conforming to the present traditional and legal standards of macaroni products which would be superior in taste, texture and protein value to the proposed 'phony-roni' made from corn and soy.

"The macaroni industry hopes the Food and Drug Administration will exercise reason and concern for the protection of consumer rights when the final decision is made."

Macaroni Consumption Holds High!

In the past five years, Americans have eaten their way through a mountain of macaroni—roughly 6½ billion pounds of it!

This gastronomic feat represents approximately 52 billion servings of pas-



ta—elbow macaroni, spaghetti, egg noodles and over 100 other shapes and sizes—according to Robert M. Green, Executive Director of the National Macaroni Institute.

At present per capita consumption of all macaroni products is running at 7.5 pounds, which is the equivalent of 3,390 feet of spaghetti per year for each and every person in the country.

Currently the macaroni industry is maintaining its record consumption pace. Last year, Green reports, total consumption reached 1½ billion pounds. Of this total, 40 per cent was spaghetti and 30 per cent elbow macaroni, while egg noodles accounted for another 20 per cent; specialty shapes such as lasagna, mostaccioli and scores of others took care of the balance.

This growing popularity of macaroni products is not confined to the family dinner table. A recent census of food-service industry menus revealed that macaroni products were important foods in meals away from home. Green pointed out that spaghetti, surpassed only by chicken and roast beef, for instance, holds third place in overall popularity.

Cooking Encyclopedias

Better Homes & Gardens Encyclopedia of Cooking is an 18 volume set with a comprehensive recipe index. Items on macaroni appear in different volumes:

- Macaroni in Volume 10;
- Mostaccioli and Noodles in Volume 11;
- Pasta in Volume 12.

Copies of the books can be ordered from Mr. Stan Mark, Mail Order Marketing Manager, Consumer Book Division, Meredith Corporation, 1716 Locust Street, Des Moines, Iowa 50303 @ \$2.95 each.

Calories & Carbohydrate

Calories & Carbohydrates is a new dictionary of 7500 brand names and basic foods with their caloric and carbohydrate count written by I. Bara & Kraus and published by Grosset & Dunlap, 51 Madison Avenue, New York City, 10010 @ \$7.95 plus transportation.

Complete Book of Pasta

A paperback edition of the Complete Book of Pasta is being offered for a coupon plus 50¢ by Ravarino & Fieschi of St. Louis, Mo.

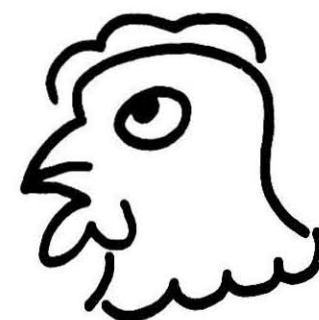
Spa Getty

An item from the continent: J. Paul Getty, oil millionaire, will build a resort on the Italian Riviera. Its name: Spa Getty.

ADM Milling Co.



Myrtle... they' re automated us!



That's Right...

the new DE MACO DRY EGG FEEDER

is a completely automatic method of adding eggs to your mixer.

It's easier than "breaking eggs" or egg dosing, less messier too, and offers these outstanding features:

- ★ Completely sanitary
- ★ All parts non-corrosive
- ★ Easy to clean

Here's how it works:

A drum or bag of dried free flowing eggs is placed onto the vibrating table.

The stainless steel wand is inserted into the dry egg container and the vacuum pump is started, to draw the eggs into the storage hopper. When the storage hopper is fully charged, the vacuum pump automatically shuts off.

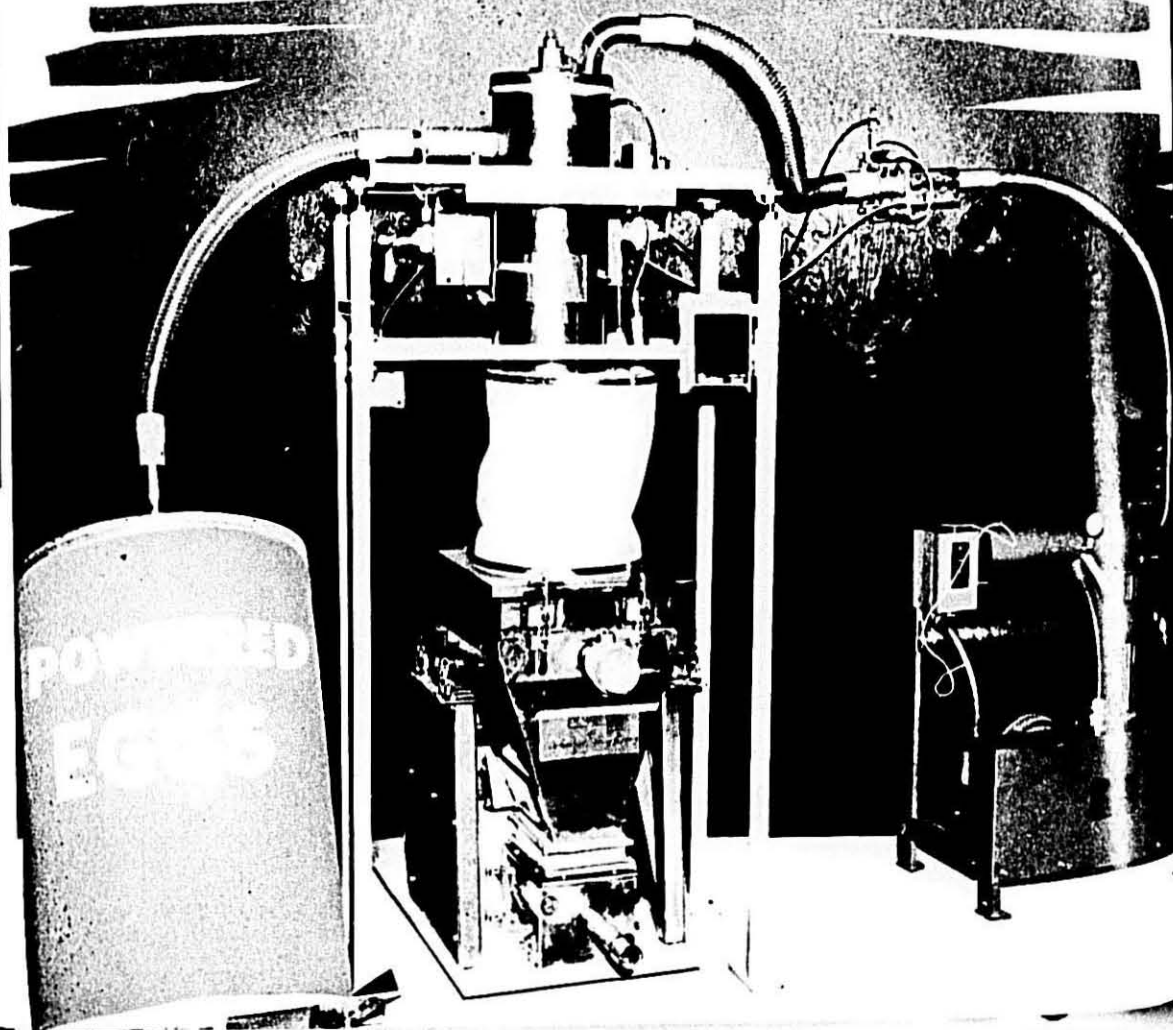
The level indicator in the hopper of the volumetric feeder actuates the discharge of the dry eggs from the storage hopper to the hopper of the volumetric feeder. A constant head in volumetric feeder is maintained eliminating variations of delivery. This feeder delivers a pre-set amount of dry eggs to the mixer. Manual adjustment of delivery rate is provided.

The egg feeder and conveying system will deliver from 14 pounds to 140 pounds of eggs per hour at a variation of 2% of set delivery rate.

For additional information, specifications and quotations, contact

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A SAMI-Grocery Mfr. Report

TRENDS in dollar sales and category share

Based on warehouse withdrawals in 7 marketing areas for comparable 3-month periods in mid-February, 1970 & 1971.

Marketing areas: Baltimore-Washington, Boston, Buffalo, Cleveland, Kansas City, Philadelphia and Los Angeles-San Diego.

| Category/Product | % Change in \$ Sales | % of total category sales |
|------------------------------|----------------------|---------------------------|
| PASTA | + 4.5 | 0.9 |
| PREPARED FOODS | + 9.0 | 2.6 |
| Pork & Beans | + 3.7 | 23.7 |
| Canned Chili | +12.5 | 7.9 |
| Pasta Dishes—canned | +12.8 | 21.1 |
| Dry Packaged Dinners | +14.9 | 13.7 |
| Pizza Mixes | + 1.5 | 3.8 |
| Canned Oriental Food | + 8.2 | 11.2 |
| Canned Mexican Food | + 9.8 | 6.3 |
| Instant Potatoes | + 6.6 | 9.6 |
| SOUP | + 9.3 | 2.9 |
| Dehydrated Soup | + 4.2 | 12.0 |
| Canned Soup | +10.0 | 88.0 |
| DRIED VEGETABLES | + 2.8 | — |
| Dried Beans | + 0.6 | 19.0 |
| Dried Peas | +10.3 | 5.5 |
| Dried Rice | + 2.0 | 54.3 |
| Prepared Rice | + 4.8 | 20.2 |
| FROZEN PREPARED FOODS | + 6.6 | 3.6 |
| Frozen Single Dish | + 7.2 | 32.7 |
| Frozen Pizza | +12.6 | 12.3 |
| Frozen Chinese Foods | - 4.0 | 4.7 |
| Frozen Mexican Foods | - 8.2 | 4.5 |
| Other Nationality Foods | +11.8 | 0.6 |
| Frozen Hors-D'Oeuvres | +13.9 | 3.4 |
| Frozen Regular Dinners | + 5.0 | 36.2 |
| Frozen Rice+Combination | - 9.5 | 7.2 |

After big moves in the ethnic and specialty foods area by pasta products, then Oriental dishes, and more recently some Mexican foods, a Southern specialty joined the top echelon, as hominy grits posted a 20% increase in dollar value of shipments.

Cereal was steady after subsequent Senate subcommittee sessions. Diet foods registered a 45% drop following the cyclamate ban.

Vegetables with cream sauce led the rise among frozen foods.

Frozen toaster items suffered a sharp decline.

Frozen poultry dropped in face of strong supplies of fresh poultry.

Canned tuna tumbled in face of government health warnings on fish.

Howard Johnson Promotes Frozen Foods

Howard Johnson's Grocery Products Division is promoting its frozen entrees this fall through trade and consumer programs based on an ecology theme.

Four different ecology experiments printed on the lids of Howard Johnson's frozen Chicken, Tuna and Haddock

casseroles, and Macaroni and Cheese, are advertised to the trade in ads that appeared in the August issues of *Quick Frozen Foods* and *Frozen Food*.

A consumer ad that will appear in Sunday comics in 28 major markets in September, reaching more than 30,000,000 readers, promotes the ecology lids and includes instructions for obtaining the new Howard Johnson's Ecology Reporter Kit. This premium, available for \$1.00 and two ingredient panels from any Howard Johnson's frozen food product, consists of a vinyl folder, note pad made from reclaimed paper, ecology stickers, badges and decal. Every kit contains store coupons redeemable on Howard Johnson's frozen foods.

As Macaroni Imports Rise, Exports Decline

U.S. Department of Commerce reports macaroni imports for the first four months of 1971 at 11,346,697 pounds, worth \$2,115,955. Macaroni exports were 435,131 pounds, worth \$103,266. Data for 1969 & 1970 follows.

| | 1969 Imports | | 1970 Imports | |
|----------------|-------------------|--------------------|-------------------|--------------------|
| | Pounds | Dollars | Pounds | Dollars |
| Belgium | 9,595 | \$ 3,038 | 19,421 | \$ 5,933 |
| Canada | 10,459,073 | 1,720,105 | 11,948,648 | 2,123,841 |
| Canal Zone | 1,920 | 496 | — | — |
| Dominican Rep. | — | — | 780,191 | 157,343 |
| United Kingdom | — | — | 19,228 | 5,812 |
| Netherlands | — | — | 34,585 | 13,797 |
| France | 52,849 | 14,169 | 86,457 | 18,046 |
| W. Germany | 51,503 | 14,586 | — | — |
| Switzerland | 166,669 | 65,875 | 272,111 | 118,100 |
| Portugal | — | — | 2,000 | 256 |
| Italy | 8,143,119 | 1,091,478 | 9,656,694 | 1,332,937 |
| Greece | 161,581 | 16,739 | 233,691 | 24,631 |
| Turkey | — | — | 2,205 | 256 |
| Lebanon | — | — | 681 | 360 |
| India | — | — | 6,376 | 2,119 |
| Phil. Republic | 76,981 | 26,028 | 139,452 | 51,182 |
| Korean Rep. | 67,311 | 18,009 | 95,687 | 24,461 |
| Hong Kong | 1,558,941 | 483,667 | 1,609,229 | 525,157 |
| China T. | 266,134 | 94,420 | 484,668 | 18,337 |
| Japan | 1,842,336 | 449,678 | 2,147,203 | 525,583 |
| Morocco | 1,984 | 285 | 4,960 | 706 |
| Tunisia | 9,040 | 1,845 | 5,732 | 102 |
| Algeria | 6,283 | 1,215 | — | — |
| Hungary | 960 | 253 | — | — |
| TOTAL | 22,876,359 | \$4,001,396 | 27,601,965 | \$5,125,588 |
| | 1969 Exports | | 1970 Exports | |
| | Pounds | Dollars | Pounds | Dollars |
| Canada | 568,389 | \$105,257 | 497,816 | \$101,711 |
| Bahamas | 295,746 | 83,923 | 250,203 | 91,171 |
| Thailand | 109,080 | 25,429 | 138,840 | 31,116 |
| Japan | 131,711 | 34,633 | 154,089 | 38,720 |
| Nan Island | 76,720 | 17,019 | 80,296 | 18,174 |
| Panama | — | — | 50,264 | 12,092 |
| West Germany | — | — | — | — |
| Other | 342,928 | 83,530 | 209,591 | 51,818 |
| TOTAL | 1,524,574 | \$349,791 | 1,381,099 | \$336,508 |

THE TREND HAS BEEN STEADY:

| Year | Imports | Exports | Year | Imports | Exports |
|------|------------|-----------|------|-----------|-----------|
| 1968 | 18,839,446 | 1,278,499 | 1964 | 9,325,475 | 2,602,639 |
| 1967 | 17,722,633 | 1,540,592 | 1963 | 9,748,867 | 1,946,375 |
| 1966 | 13,671,272 | 1,706,462 | 1962 | 9,325,475 | 2,215,906 |
| 1965 | 10,400,178 | 1,862,816 | 1961 | 7,806,000 | 4,220,000 |



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International Multifoods Shows Gains

International Multifoods reported record sales and net earnings for the first six months ended August 31.

Sales for the six months were \$220,315,000 compared with \$205,158,000 last year, an increase of seven percent.

Net earnings were \$3,227,000, compared with \$2,968,000 for a nine percent increase at midyear. Earnings per common share for the first six months were 97 cents, unchanged from the same period a year ago.

For the second quarter, the Minneapolis-based, diversified foods company, reported sales of \$113,795,000, up five percent, compared with \$108,813,000 for the same quarter a year earlier.

Second quarter net earnings, before preferred dividends, were \$1,953,000, compared with \$1,916,000 last year, a two percent increase.

However, earnings per common share for the quarter were 58 cents, down eight percent from 63 cents for the second quarter a year ago on a greater average number of shares outstanding. During the second quarter, Multifoods had a public offering of 300,000 new common shares.

Pres. Phillips Pleased

Multifoods' President William G. Phillips said that he was pleased with the second quarter results. In spite of dilution from additional shares, he said, earnings per share from company operations were significantly better this year than in the second quarter a year ago when Multifoods experienced a 15-cent per share gain from the freeing of the Canadian dollar.

During the second quarter the company opened a feed plant and a portion-controlled meats plant in the United States, and a corn processing facility in Venezuela. The company also disposed of a non-operating flour mill in Greenville, Tex., and a grain elevator in Moose Jaw, Canada.

Phillips said that the firm's industrial foods division showed significant increases in both sales and earnings as did the company's consumer products operations in both the United States and Canada.

Low Egg Prices

Agricultural operations in both the United States and Canada were adversely affected by cyclically low egg prices and lower livestock numbers, Phillips said. Overseas results were lower as a result of highly competitive market conditions.

Phillips added that the firm's franchise food operations, which include Mister Donut and Sveden House, con-



The Big Cheese Is Here!

New York traffic was jammed for nearly four hours by this mammoth Wisconsin cheese—heavier than the combined Minnesota Viking and Green Bay Packer defensive lines.

The 2,300-pound cheddar cheese was brought from Kaukauna, Wis., to the intersection of Wall and Broad Streets to commemorate the New York Stock Exchange listing of International Multifoods Corporation.

The cheese, which was nearly 4 feet high and 4 1/2 feet across, was cut into approximately 3,000 slices which were sold for contributions ranging from a dime to several dollars a slice.

Multifoods later this month will turn over the \$1,000 proceeds to Phoenix House, a New York institution for the treatment of drug addiction.

Specially built and aged over a year, the cheese represented the newest consumer product of the Minneapolis-based diversified foods company.

continued to operate profitably as compared with losses during the same period a year ago.

The company earlier this month announced an essentially non-cash settlement of a class action suit by franchisees against Mister Donut. Phillips cited an encouraging response among franchisees wanting to build additional shops since the settlement.

On August 31 International Multifoods listed its common stock and debentures on the New York Stock Exchange.

Martha White Introduces Macaroni and Cheese

Martha White Foods of Nashville, Tennessee is primarily a miller but they are diversifying into other foods. In the past year new product development has seen a Martha White blueberry and a strawberry convenience mix. A macaroni and cheese item has been highly acclaimed in early market testing.

Managing Change

"Forces now in motion are generating change in our industry," Harold M. Williams, president, Poultry and Egg Institute of America, told members of the Indiana State Poultry Association.

"To survive, we must anticipate change and be prepared to manage it," Williams said. "We must identify the risks we face and do whatever we can to reduce them."

As examples of the risks the industry faces today he cited unanticipated side effects of new technology, like the recent concern over phosphates, the current concern over PCB's and the over-reaction of government agencies to possible dangers.

For the last 10 or 15 years, Williams said, the industry has dealt with the Department of Agriculture and the Food and Drug Administration.

Confronted by Agencies

"Now, in addition, we are confronted with a whole new set of agencies," he said. "The Occupational Safety and Health Act is probably the toughest piece of legislation industry has ever had to cope with. The Department of Labor is building a staff of some 5,000 inspectors."

"Five or six years ago the Institute anticipated the interest in safe working conditions. We set up a safety committee. This committee, in turn, advised plants to set up their own safety committees. We produced a slide film showing hazards in poultry processing. It has been used by 90 plants to train employees to work safely. Recently the committee developed a booklet on how to prevent accidents. Plants have already bought 11,000 copies to distribute to their employees."

"We have to develop lines of communication with the Environmental Protection Agency and build up confidence in our industry. The Institute Research Council has been concerned about waste disposal for several years. We've offered consulting services on pollution problems for the asking at Fact Finding."

Farm Bargaining

Williams said proposed legislation on farm bargaining would further involve the industry with the Department of Labor and the Department of Commerce and narrow the area in which management can function independently.

The President's wage-price freeze—and what may follow it—brings us into contact with still other government agencies, Williams said.

"All the pressure groups want something from the federal government,"

Williams said. "Welfare groups are asking for funds. Lockheed in effect wants the government to co-sign its notes at the bank. Agriculture wants subsidies."

"For the most part the poultry and egg industry has steered clear of price supports and subsidies. But we do like those government purchase programs," Williams said. "In one day we received announcements that the U.S. Department of Agriculture had purchased chickens, turkeys, and egg products, and would subsidize exports of poultry to Switzerland."

Good Relationships

"A major function of the Institute is to establish and maintain a good working relationship between the industry and the government agencies," Williams said. "The Institute was the first organization in the industry to retain legal counsel in Washington and the first to establish an office in the capital. We provide a line of communication between the industry and the government agencies."

"We are also initiating a program to keep thought leaders informed about our industry, to tell them what is right about it and to build public confidence."

"For several years now, at both Fact Finding and the Marketing Conference, we have had dialogues with consumers. They have helped to develop mutual understanding."

Nutritious Eggs

What's in an egg?

When you serve eggs, you are providing excellent protein so necessary for growth and the building and repairing of body tissues. You are also providing vitamins A, D, and the B vitamins thiamine and riboflavin, plus the minerals iron and phosphorus.

Eggs are among the most versatile of all foods. They can be used as the main dish for any meal. They fit nicely with meat or cheese. They are good in salads, sandwiches and custards. Eggs give the fluffy lightness to angel food cakes, sponge cake and hot breads. They thicken puddings and sauces, and bind together the oil and lemon juice or vinegar in mayonnaise.

For best results, eggs should be handled carefully. In cake making, have eggs and other ingredients at room temperatures so they will combine well. Egg whites also whip up more quickly and to greater volume when they are at room temperature. When beating egg whites, add a pinch of salt to help hold volume in the finished product.

When you use egg whites and want to save yolks to use later, put yolks in a jar and cover with a little water.



Cover the jar tightly and refrigerate. This prevents yolks from drying out.

When cooking eggs, keep the heat low to moderate. High heat toughens the protein. Also, egg and milk mixtures tend to curdle at high heat.

According to the U.S. Department of Agriculture, eggs are plentiful this month. Enjoy eggs often in a variety of ways.

Honeywell Studies Processing of Foods

The expanded use of computers to modernize production controls and improve quality is being considered by two food processing firms, according to an announcement by Honeywell.

Armour-Dial, Inc. of Chicago has given Honeywell's Corporate Program Center here a contract for development of a specification for a computerized management information and process control system at its new multimillion-dollar facility under construction in Fort Madison, Iowa.

Nabisco, Inc. of Fair Lawn, N.J. has awarded the automation firm a contract to conduct a technical audit on production processes.

Howard Appleman, director of the Honeywell center, said the projects represent a transfer of defense-oriented technology and experience to non-military programs. Up to now the center has been concentrating its efforts on modernizing defense plant operations.

Appleman said the adaptation of modern equipment and storage techniques is overdue for many American industries that have not been as involved in government production efforts as the aerospace and defense industries.

"Plant modernization requires process control computers, sensors and instruments for an automated process control system," he said. "We have considerable experience putting these things—all product lines of Honeywell—together for total program performance and control."

Marsteller Acquires Lilienfeld

Marsteller, Inc., principally an industrial advertising agency, is making another move to strengthen its hand in the consumer-product area.

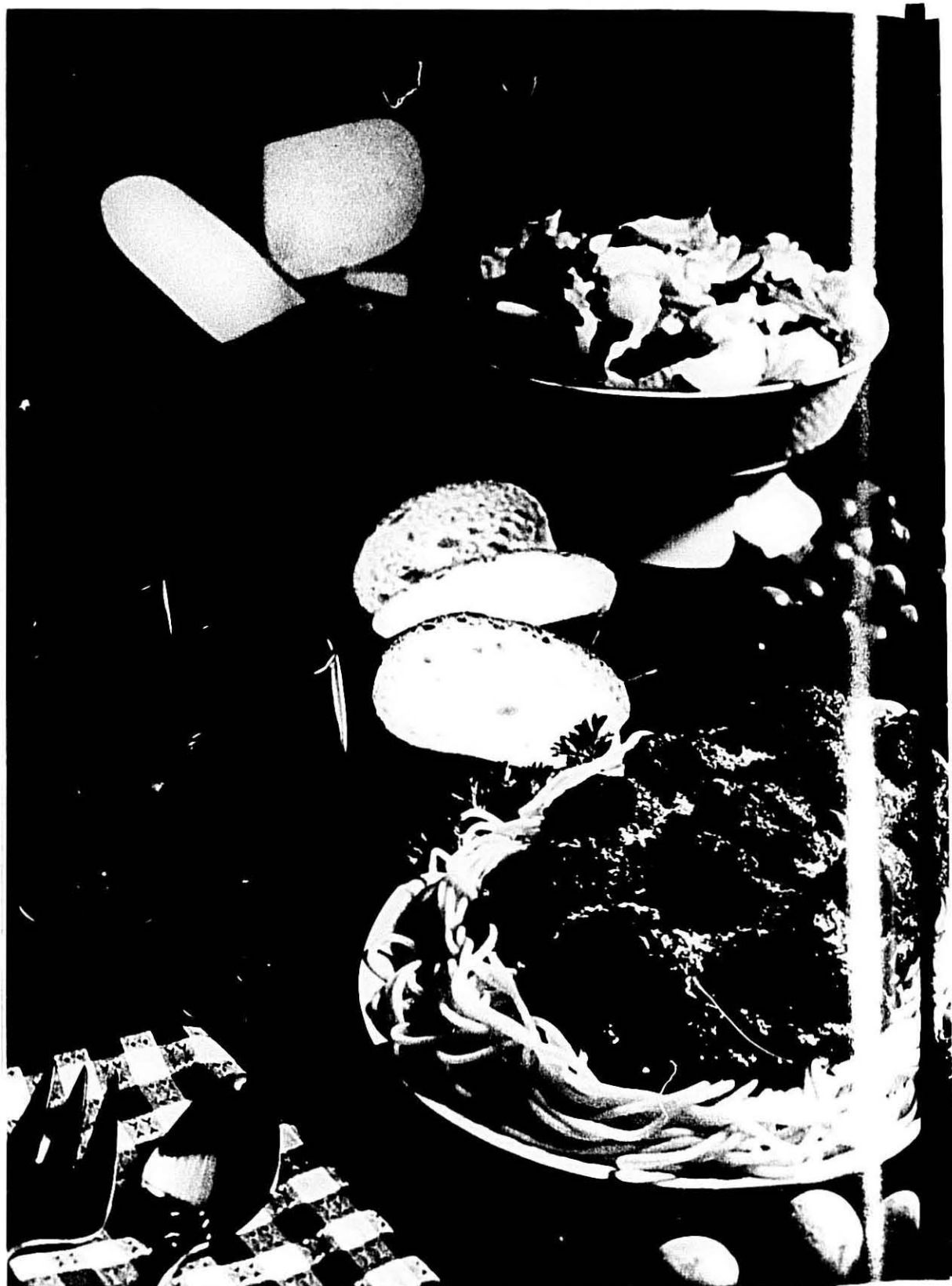
The Chicago based agency, billing about \$85,000,000, is acquiring Lilienfeld & Co., a \$3,000,000 shop that specializes in package goods business.

Under the merger agreement, the three Lilienfeld principals—president Charles H. Lilienfeld, executive vice president James K. Jurgensen and vice-president-creative director Edward Auxer—will join Marsteller as vice presidents.

Lilienfeld's client list includes many well-known names, including Red Cross spaghetti, National Tea, RealLemon, Strongheart dog food, Sparkle window cleaner and WBBM radio.

Richard C. Christian, Marsteller president, said his agency has been working to diversify its account list in recent years. "And we know that most of our growth will come in the consumer products area," he said.

In the last three years, Marsteller has acquired the Zlowe Co., a New York City agency with several package goods clients, and Theodore R. Sills Inc., a large public relations agency specializing in consumer products.



the Pure, Golden Color of Quality

At Peavey, we make sure you get the finest Semolina and Durum Flour in the industry. But that alone wouldn't be enough. We've set up King Midas Durum Flour to get you fast. When you need them.

So, we put just as much effort on saving you faster. We've set up Wheat Grinding Mills all through the North Country prime Durum areas to get this top quality wheat as fast as faster.

In milling, we put maximum emphasis on grinding efficiency. Our King Midas Products can get under way faster than

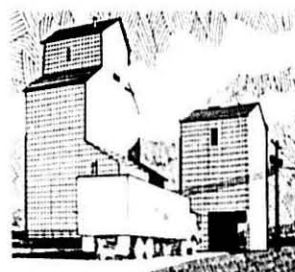
any other. We've set up King Midas Durum Flour to get you fast. When you need them.

So, we put just as much effort on saving you faster. We've set up Wheat Grinding Mills all through the North Country prime Durum areas to get this top quality wheat as fast as faster.

In milling, we put maximum emphasis on grinding efficiency. Our King Midas Products can get under way faster than

any other. We've set up King Midas Durum Flour to get you fast. When you need them.

King Midas Semolina and Durum Flour Quality with a running start on all the others



Peavey Wheat Grinding Mills are located in the North Country prime Durum areas to get this top quality wheat as fast as faster.



Peavey Wheat Grinding Mills are located in the North Country prime Durum areas to get this top quality wheat as fast as faster.



Peavey Wheat Grinding Mills are located in the North Country prime Durum areas to get this top quality wheat as fast as faster.

PEAVEY COMPANY
Flour Mills

Murphy on New Foods

W. B. (Bev) Murphy, president of Campbell Soup, was interviewed recently by Julian H. Handler of Grocery Mr. Mr. Murphy has demonstrated many times that he is more concerned with principle than expedience. This same trait is evident now in his forceful warning about the dangers of exploiting soy-based protein in its current state of development.

"Vegetable protein is the hope of the 21st century, so it would be terribly unfortunate if the industry rushes into this field on the wrong basis," he says.

Pitfalls of Protein

What are the pitfalls? "Use of protein by the body is highly complex. Protein combines up to 22 amino acids, 8 of them essential. Utilization of protein requires not only quantity but quality. There must be a balance of the essential amino acids, and they may be needed in series. Otherwise, the protein can be of little use to the body," he explains.

So Mr. Murphy is wary of "surreptitious substitution" of vegetable protein for animal protein. When it was learned that a supplier of a food service operation acquired recently by Campbell was using a soy extender this way without advising management, the supplier was dropped. And Murphy also questions the wisdom of the recent liberalization of the school lunch program to permit 30% substitution of vegetable protein. "We ought to know what we're doing first. There needs to be more research because of the unproved efficiency of vegetable protein."

Use Your Own Name

"When the industry has the right product, the approach should not be to promote it as 'meat-like' or 'bacon-like.' It should do its own thing. When rayon and nylon were developed, they were not sold as 'silka.'"

Looking ahead to a coming world food shortage, Murphy contends that the emphasis should not be on originating new foods but rather on up-grading the quality of widely accepted commodities. In line with this approach, Campbell is currently engaged in an agricultural research project to improve the protein efficiency of beans, which constitutes a low cost, basic part of the diet in many countries. Many types of beans are included in the study.

"It's a major project for us," Murphy notes. How big an investment? "It hasn't much to do with budget. It's a program where a lot of machinery would not mean as much as one highly talented man."

Trouble at Campbell Soup

Campbell researchers testing the contents of a swollen can of chicken vegetable soup reported it was contaminated with deadly botulin.

Though it was the first known occurrence of botulin in Campbell's 102 years, it was the second such discovery in the food industry in as many months. In early July, when a suburban New York executive died and his wife was paralyzed after eating the contents of a can of vichyssoise, the federal government ordered a recall of all soups, sauces, and other food processed by Bon Vivant Soups, Inc., of Newark, and the company wound up filing for bankruptcy.

Deadly Can Caught

Fortunately, in Campbell's case, the company beat the consumer to the deadly can. The can had been packed on July 15 at Campbell's Paris (Tex.) plant. After passing routine taste and laboratory tests, it was stored along with 230,351 other cans for a 14-day incubation period.

During that period, reports of flavor problems in at least two earlier days' production at Paris had caused salesmen to send in samples, then to begin recalling those cans. Similarly, a few July 15 cans were found tainted. Again, salesmen started picking off samples from dealers' shelves and shipping them to Paris. That was when the badly swollen can was found.

Preliminary tests showed a remote chance that botulin was present. A Campbell researcher was dispatched to the National Canners Assn. laboratory in Berkeley, Calif., where three days of tests confirmed the worst.

Massive Recall

Campbell sent many of its 1,000 salesmen into 16 states with 45,000 grocery outlets to collect all chicken vegetable soup—especially cans from July 15 coded 07,P13,701X. Warnings were spread by every possible communications channel, including telegrams to every newspaper. By midweek more than two-thirds of the July 15 Paris batch had been recovered. Continued testing failed to produce any more poisoned cans, and there were no reports of illness.

Campbell refused to speculate on how it happened. Company and federal inspectors were at work in Paris trying to pin down the cause. "We thought we were fall-safe," says Campbell President W. B. Murphy, who is a stickler on quality and who daily tastes samples from one of the company's plants. "We have to become more fall-safe." Lamented William C. Parker, director of

corporate services: "This is the first occurrence in over 100-billion cans and we found it because of our own diligence."

A Two-Pronged Attack On Salmonella

There are over 1,200 members in the *Salmonella* family of bacteria and any could be a contaminant in foods. Meat and poultry are not exceptions. The Meat and Poultry Inspection Program in the U.S. Department of Agriculture is aware of this possible hazard and makes every effort to minimize it.

Nationwide surveys bear out the effectiveness of the inspection program in controlling salmonellae in meat and poultry plants under Federal inspection. Other studies reveal that oftentimes the real culprits in many cases of salmonella poisoning are food service operators or those handling meat or poultry in the home. Recently it was shown, for example, that 83 percent of the reported cases of food poisoning, in which the causes were determined, originated as a result of mishandling of foods in the home or food service establishment.

The salmonellae are not particular about where they live. The organism grows in the intestines of animals and is spread through fecal material. This material may contaminate the exterior of animals arriving at a slaughtering plant. Sanitation requirements are designed to avoid the spread of salmonellae in the plant.

Various agencies in USDA are working to minimize the salmonella problem in dairy products and also in animal feeds, where the chain of contamination may begin.

Cooking Kills

With present technology, a completely germ-free slaughtering and processing environment is impossible and any raw meat or poultry may carry some salmonellae. Fortunately, thorough cooking kills this bacterium. The housewife or other food handler is therefore in a position to assure that no one eating meat or poultry becomes ill from this organism. One preventive step is cooking foods to 140 degrees for 10 minutes or to higher temperatures for shorter periods.

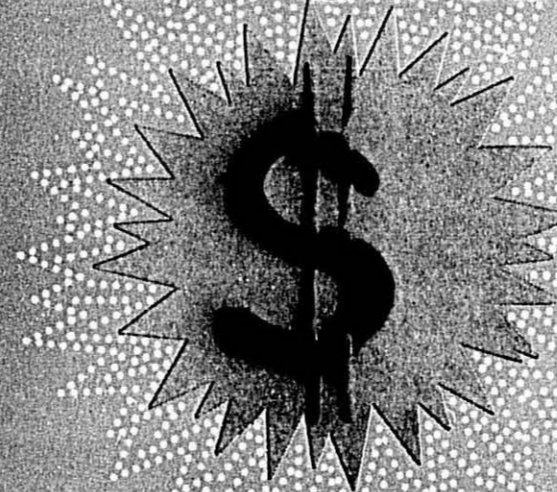
Recontamination

Even if the foods are thoroughly cooked, however, they may become recontaminated in several ways. Salmonellae in the raw product, for example, may have been transferred to a knife or cutting board used to prepare the

(Continued on page 22)

THE MACARONI JOURNAL

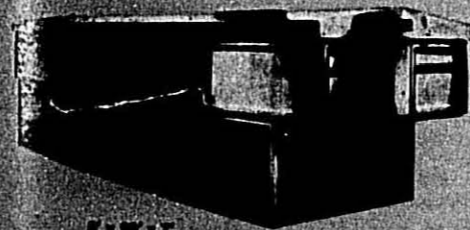
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Salmonella—

(Continued from page 20)

product for cooking. If hands, tools, or surfaces are not sanitized before they contact the cooked product, the effect of the cooking may be undone. These errors are compounded by allowing the meat or poultry to stand at room temperature for a long time after cooking. Bacterial contaminants will grow well under these conditions.

Pets, such as miniature turtles and baby chicks, can be a source of salmonellae and should be kept away from food preparation areas. Hands should always be washed after playing with these animals.

Symptoms

Salmonella poisoning is characterized by a severe headache, followed by vomiting, other digestive upsets, and fever. It's rarely fatal, but could be serious in people who are especially vulnerable such as infants, the aged, or the chronically ill. And it can obviously be an unfortunate postscript to an otherwise pleasant meal.

To help you avoid such an episode, the U.S. Department of Agriculture has a free booklet, "Meat and Poultry—Care Tips for You," (G-174). It covers in detail the proper ways to buy, store, handle and cook meat and poultry. Single copies are available free from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

FDA Studies Containers For PCB

The Food and Drug Administration is investigating the possibility of food contamination from the presence of the chemical polychlorinated biphenyls, usually called PCBs, in cardboard containers of certain food.

The FDA, in response to published news stories, confirmed that it has found PCBs in some foods, including some shredded wheat and noodles. PCB is a toxic chemical that behaves similarly to the pesticide DDT. The government this year has seized chickens and turkeys fed contaminated by excessive amounts of PCBs.

An FDA spokesman said the PCBs on cardboard containers first were discovered last June and appeared to stem from the use of so-called carbonless copying paper. The use of such paper was stopped, he said. But the agency recently began a study of containers, all made of recycled paper, for 15 products to see whether the presence of PCBs is continuing for other reasons and whether the chemical is seeping

into the food. Foods being studied include noodle products, potato chips, breakfast cereals and crackers.

The FDA has been criticized by consumer advocate Ralph Nader and several Congressmen for its handling of recent PCB-contamination cases, especially the failure to publicize them. The FDA spokesman conceded that the agency hasn't made any public notification of its findings of PCBs in the food containers and food products. "The evidence to this time doesn't warrant scare headlines," he said.

Monsanto Co. is the sole producer of PCBs, which have many industrial uses.

Statement on PCB

In response to published reports on possible presence of PCB in paperboard packaging, A. T. Luey, Manager, Boxboard Research & Development Association, Kalamazoo, Michigan, issued the following statement:

The Paperboard Packaging Industry and the Chemical Industry have been aware of the Polychlorinated Biphenyls (PCB) problem and have been working toward its solution for over a year. The former use of PCB in a variety of industrial products accounts for its presence at some levels, virtually everywhere, in the air, water, fish, food and many types of packaging materials.

Even though toxicity levels of PCB have not yet been determined, paperboard packaging companies have been measuring PCB levels in their recycled paperboards, and have instituted production control programs to hold PCB to minimum levels in paperboards for food packaging applications. In addition our industry associations have research programs to develop better tests to measure levels of PCB, determine levels of PCB in all types of packaging materials, and determine transfer of PCB from packaging materials to food or vice-versa.

Diminishing Problem

These programs have been instituted even though PCB is generally acknowledged to be a diminishing problem, a problem that certainly does not warrant scare headlines at this time.

The manufacture and sale of PCB for use in other than totally closed systems (such as heat exchangers) was discontinued over a year ago. This action was taken voluntarily by the sole PCB manufacturer as soon as it was found that high concentration of PCB might cause a public health problem.

The presence of varying levels of PCB in recycled paperboards has been traced to its former use in some office duplicating papers. The use of PCB in

office copy paper was voluntarily discontinued by industry on June 1. With this discontinued use, the paper industry viewed the problem as diminishing. Nevertheless, recognizing the possible existence of PCB-contaminated papers in the wastepaper pipeline, paperboard recyclers inaugurated programs to measure and limit PCB content in their food packages.

Task Group

The American Paper Institute Biological and Chemical Research Committee has been actively working on the PCB problem for over a year, and looks forward to cooperating with a PCB Task Group recently formed by the Government involving six federal agencies:

The Office of Science and Technology,
The Council on Environmental Quality,
The Environmental Protection Agency,
The Food and Drug Administration,
The National Institute of Environmental Health Sciences,
The U.S. Department of Agriculture.

Defines Problem

In addition to coordinating government efforts concerning PCB, the objective of this group is "to better define the PCB problem and its possible implications for human health."

The Paperboard Packaging Industry concurs with the Health, Education and Welfare Department statement issued on September 5, 1971, "based on current scientific knowledge, the government sees no imminent threat to the safety of the food supply or to the public's health. . . ."

AACC Elects Roy Whistler

Dr. Roy L. Whistler, chairman Institute for Agricultural Utilization Research, and professor of biochemistry, Purdue University, Lafayette, Indiana, has been named president-elect of the American Association of Cereal Chemists.

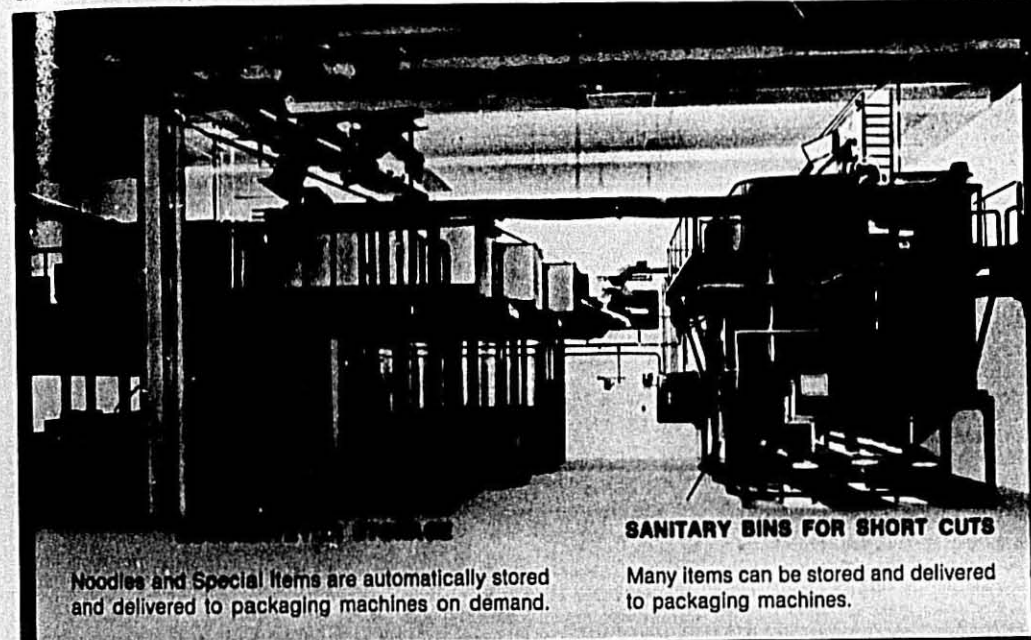
Newly elected officers were installed at the Association's 56th Annual Meeting in Dallas, October 10-14. Dr. Kenneth A. Gilles, North Dakota State University, assumed the presidency at that time. More than 1,000 cereal and food chemists were in attendance at the convention.

NMMA Winter Meeting

Doral Country Club
Miami, Florida
Jan. 23-27, 1972

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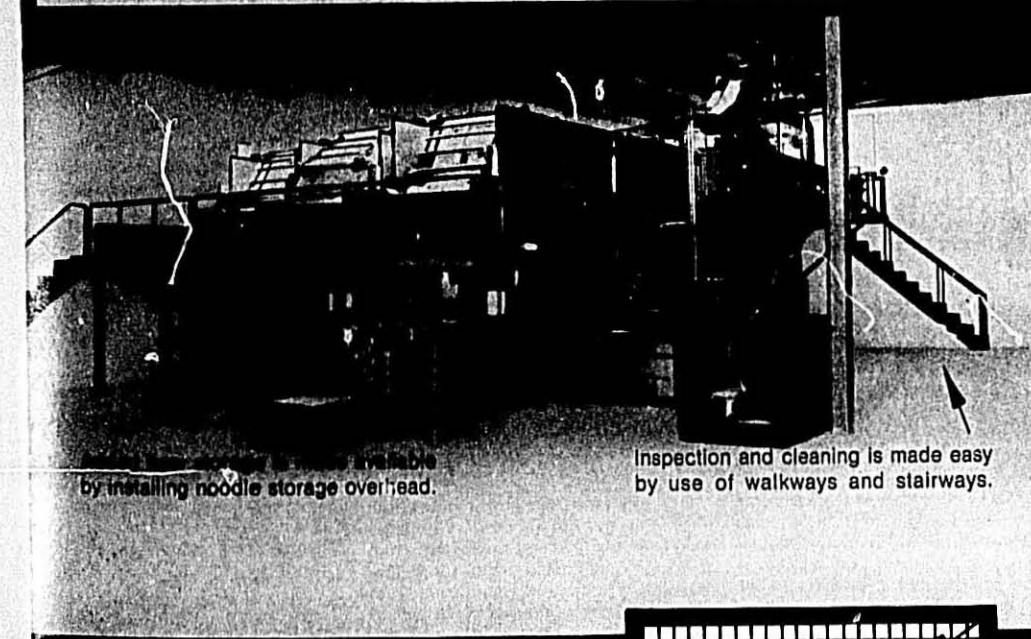
another new plant • another ASECO STORAGE SYSTEM



SANITARY BINS FOR SHORT CUTS

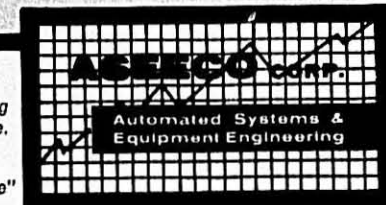
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NOVEMBER, 1971

23

ECOLOGY CHALLENGE

A recent panel of legislators and public administrators has called upon chemical engineers to accept the challenge of bettering the environment. Six leading officials in the environmental quality field addressed specific technological challenges to the chemical engineers at the 70th National Meeting of the American Institute of Chemical Engineers (AIChE) at Chalfonte-Haddon Hall in Atlantic City.

A. H. Paessler

Alfred H. Paessler, Executive Secretary of the Virginia State Water Control Board, Richmond, Virginia, believes that the state administrator with a technical background is "an endangered species." Ecologists, he said, are often unwilling to admit how much can be done to improve the environment when trained personnel are tapped for their expertise.

"Since 1966," Paessler stated, "we have reversed the trend of stream quality degradation in the State of Virginia." The state must spend \$500 million during the next five years to live up to water quality standards, he projected.

Waste treatment is a chemical process, and Paessler feels that the talents of the chemical engineer are uniquely suited to solving current waste treatment problems.

"Chemical engineers in industry must place increasing emphasis in manufacturing processes to ensure that they don't produce any wastes at all, or make sure that wastes are minimized," said Paessler.

Paessler warned that plants may be expected to install "fail-safe" treatment facilities, which will not allow pollutants to enter streams, even in emergencies. He spoke also of Anti-Degradation, a concept which would call for "zero quality impact on a so-called clean stream."

Recognizing that these goals may never be practically realized, Paessler nonetheless believes that the chemical engineer may be the man to achieve as close to these ends as humanly possible. He lamented, however, that more and more attorneys and politicians were taking on environmental administration posts, rather than technical persons.

"If the current trends such as banning all insecticides continues," he concluded, "the lawyers and insects are truly going to inherit the environment."

Dr. Robt. Rickles

Dr. Robert Rickles, the controversial Commissioner of the New York City

Department of Air Resources, agreed that chemical engineers were best suited for the environmental fight, but criticized their lack of understanding of "politics and people." He explained his role as spokesman for the "constituency of the environment" as one which required honesty and emotional commitment. "We are living in a life and death battle between people and machines, between life and what is called growth."

"The technologist," Rickles said, "must justify that what he is calling growth is real growth."

"There may come a time when no more plants can be built," he prophesied.

Rep. Gilbert Gude

The Honorable Gilbert Gude, House of Representatives, 8th District of Maryland, praised the achievements of chemical engineers in what they have already advanced toward control of pollutants. He cited a statement from the Environmental Protection Administration that 95% of all particulate emissions could be eliminated if current technology were put to work. Investment in pollution control equipment, he said has increased 50% in 1970 from 1969.

Gude offered two major challenges to the chemical engineers: ridding wastes of nitrogen oxides and heavy metals.

Representative Gude, who introduced to the House of Representatives the Power Plant Siting Bill, which provides for Federal, State, and Local Certifying Agencies to hold public hearings on proposed power facilities and expansion, stressed that the utilization of waste heat from power facilities is a major challenge for chemical engineering technology. "Two-thirds of the energy converted in power production is expelled as waste heat," Gude reported. This is enough energy to heat all the homes in America.

Oil pollution is a critical concern, the Representative said. Used petroleum products are passing untreated from municipal treatment plants into the ocean, where sea life is suffering from the resulting contamination. Crude oil and oil products have been known for some time to be carcinogenic. Marine organisms ingest and pass on hydrocarbons to other animals in their food chain.

Gude also advocates strict standards for vessels to help prevent oil spills. He supports a suggestion that the Secretary of Transportation levee an assessment on the "Pollution Potential" of oil

facilities along coastlines, and that the resulting funds could be used to help the Coast Guard and other agencies fight spills.

Wm. L. Rogers

The Honorable William L. Rogers, Assistant Secretary of Indian Affairs of the United States Department of the Interior, challenged the chemical engineers on several fronts.

"The United States will use more energy during the rest of this century than it has used since the century began," he commented. Coal research is needed, especially in the area of gasification of coal, since oil and natural gas supplies are diminishing.

The growing per capita consumption of water in the United States poses special problems for the American West. Parts of the West have less than 1 inch water runoff during the year, and chemical engineers will be called upon to develop economical means of reclamation, reuse, and desalination for future needs of human populations.

Rogers cited the unique problems of sewage facilities in the areas inhabited by the natives of Alaska. Villages are built on permafrost, where only a few inches thaw each year, with a solid bed of ice and frozen earth underneath. Septic tanks are impossible, and sewers are difficult to manage because of freezing. Chemical engineers could look for solutions to these problems.

Dr. Ralph Porges

Dr. Ralph Porges, Delaware River Basin Commissioner, added to the overall emphasis on the environment by stating that waste effluent quality is the key concern for the chemical engineer.

"Wastes," urged Porges, "must be as much subject to quality controls as products."

Another challenge for the engineer is to create more meaningful tests and more effective control instrumentation for treatment facilities.

Porges foresees the day when all industrial wastes will be solid wastes. "Closed cycle operations are inevitable," he concluded.

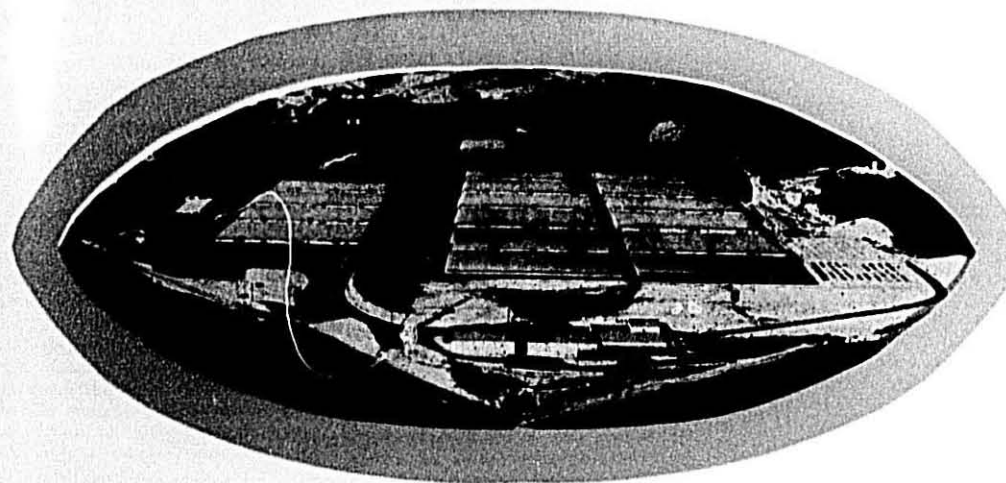
Grant Walton

Grant Walton, Director of the Environmental Quality Department, State of New Jersey, says that engineers will find the answers to pollution problems.

In addition to participation in company anti-pollution programs, Walton felt that the chemical engineer could personally look at his own work to see where possible pollutants could be kept

(Continued on page 26)

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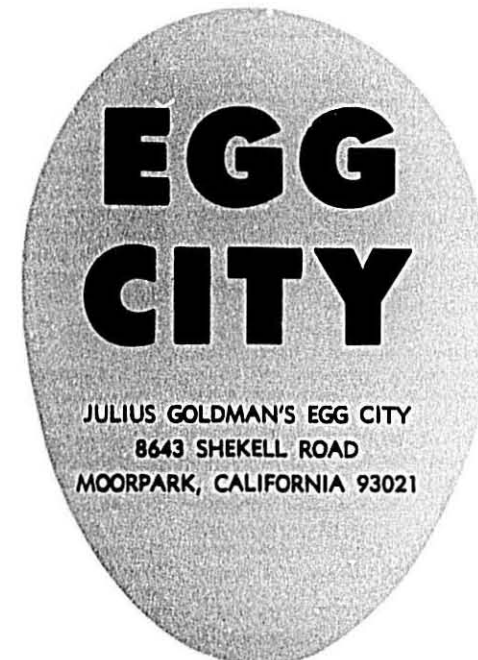
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Ecology Challenge—

(Continued from page 24)

out of the waste stream. He cited the example of a soil testing facility that discovered it was adding mercury to its waste products as a result of laboratory analyses.

One of the strong areas for the engineer to work is with such agencies as New Jersey's Air Pollution Control Team, which reviews plant operations and suggests ways of effecting abatement.

Walton concluded with several specific challenges to the chemical engineer: reducing air pollution and providing a new supply of valuable sulfur by discovering means to reduce sulfur dioxide in fuel emissions to elemental sulfur; developing more effective means of recycling solid wastes after they enter the waste stream; developing safe means of disposing of unneeded pesticides and packaged industrial solid wastes, since sanitary landfill is not an adequate means; developing economical systems of high temperature incineration; and, lastly, the recovery of industrial wastes as saleable or reusable products."

On the latter problem, Walton quipped, "After all, pollution is only chemicals out of place."

Water — 1970

"Water, water everywhere . . . but not a drop to drink," was a poet's way of expressing man's need for making impure water fit for human use. The need is more real today than ever.

Science tells us that the amount of water the earth has remained the same throughout history. Water has followed the same cycle of evaporation, rainfall, and return to the sea since time began.

Sea water, and much water that is found inland, is not suitable for man's use, and growing populations demand more and more water each day.

The United States alone uses 400 billion gallons of water a day. By 1980, the demand will double.

Chemical engineers are developing new means to make sea water drinkable and restore municipal and industrial wastewater to its pure state. **Water 1970**, a recent publication of the American Institute of Chemical Engineers, reveals some startling facts about the fight for clean water.

The ocean, which occupies more than two-thirds of the earth's surface, will be the greatest source of new water. By 1975 de-salting plants will produce more than 1 billion gallons of water per day—clean water from the sea or from brackish, inland waters.

Desalination

Desalination plants can serve dual purposes—sea water is heated to steam, steam drives turbines for electric power, and the steam is condensed for clean water.

Waste heat, the so-called "thermal pollution," from nuclear power plants, can be used to heat nearby homes and to desalt water.

Desalting is still an expensive source of water, but some areas have found it economical.

Before desalination plants began supplying fresh water to the Virgin Islands, water was delivered to houses by truck. Supplies of water were even brought to some locations by barge. Homes are designed to catch rain water, which is stored for household use. Here was a serious water shortage, and desalting plants are filling the need.

Purify Used Water

Another great source of fresh water is to purify used water—sewage. The public may balk at the thought of getting drinking water from its sewage, but the technology exists to achieve it. Total treatment of wastewater returns a clean product to the environment and extracts valuable materials. Phosphates, for example, may be recovered and used as fertilizer for crops.

Two cities on opposite sides of the world have shown the success of recovering water from sewage. Thanks to the activated carbon process, a plant in Lake Tahoe, California has pumped over 2 billion gallons of purified wastewater into a new reservoir for water sports and irrigation.

The Windhoek, South West Africa, sewage purification plant, using another system, supplies nearly one-third of the drinking water for a city of 36,000 population.

One chemical engineer predicts that waste treatment in the future will not only protect the environment but provide oxygen and food. Huge ponds of algae consume large amounts of waste. Their life processes release oxygen to the atmosphere. Finally, the algae themselves can be harvested as a source of protein, to be converted into the foods of the future.

Articles Available

These and other advances in water pollution control are related in the ninety technical articles which comprise **Water 1970**. This is the third major collection of articles from AIChE Water Symposia.

The publication costs \$9 for AIChE Members and \$15 for non-members, from the American Institute of Chemical Engineers, 345 E. 47 Street, New York, New York 10017.

Water Report

Nearly every United States food processing plant must file water intake and waste water analyses with the U.S. Army Corps of Engineers before October 1, 1971, if their industrial wastes flow directly or indirectly into navigable streams. (Separate applications must be filed for each waste water outlet.) Such evaluations must be included in applications for a Federal permit to continue such discharges as required by the River and Harbor Act of 1899 and the U.S. Water Quality Improvement Act of 1970.

Proper analyses can now be obtained economically through DuBois Chemicals Division of Chemed Corporation, an international chemical products manufacturer headquartered in Cincinnati, Ohio.

DuBois' Environmental Control Department will supply special plastic containers to use in collecting and shipping water samples. DuBois will analyze each sample and quickly return to the plant management a confidential written report on the water's content as specified for each industry by the Corps of Engineers. If desired, in-plant testing and evaluation by DuBois chemists are also available.

Complete information on required analyses can be obtained by writing Water Quality Testing Service, DuBois Chemicals Division of Chemed Corporation, 1100 DuBois Tower, Cincinnati, Ohio 45202 or, by telephoning DuBois at (513) 762-8828 or 762-6971.

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Carl Farrington

From an editorial in the Southwestern Miller

Few men are given the opportunity to sit "on both sides of the table," the term that Carl C. Farrington used to describe negotiations on behalf of government and industry. That Mr. Farrington, who died suddenly in the afternoon of September 6, was the pre-eminent example of just such an individual is an undisputed fact for all in the breadstuffs industry who knew him and held him in the very highest regard. In a career that was almost equally divided in time between industry and government, Mr. Farrington had the unique opportunity to serve as negotiator on behalf of milling and grain in presentations to government officials and then to appear for government in negotiations with industry representatives. It was the keen Farrington mind, grounded in fairness and appreciation of the problems of both sides, that make it possible for him to fulfill that dual role without prejudice to either position.

Talented Man

The talent that Mr. Farrington brought to bear in ably discharging those duties reflected the fact that his second all too brief governmental career, which began in the late spring of 1969, was preceded by nearly 22 years in private industry. All of that time in business was spent with Archer Daniels Midland Co., which he joined in 1947 as vice-president in charge of the Grain Division and later was head of development for the ADM Agricultural Group. What was so special about his career with ADM was the willingness of his superiors to lend him and his many skills to tasks that benefitted all of the industry. A recounting of these include the chairmanship of the National Grain Trade Council, the presidency of the Terminal Elevator Grain Merchants Association and, perhaps the most demanding of all, the chairmanship of the Committee on Agriculture of the Miller's National Federation. In these various roles, he helped to negotiate major revisions in the Uniform Grain Storage Agreement and a dramatic switch in the export grain business from one that drew its supplies almost exclusively from Commodity Credit Corp. stocks to reliance on open market supplies. Perhaps the "crowning jewel" of Mr. Farrington's representation of industry came in 1964, ahead of the start of the wheat certificate program. As chairman of the Federation's Committee on Agriculture, it fell largely upon him, his fellow committee members and the



Carl C. Farrington

Federation staff to bring order out of chaos in a revolutionary change that, if allowed to stand as first proposed, would have been a disaster.

Before Retiring

In 1969, just as the Nixon administration came to Washington and coincidentally Mr. Farrington was looking to retirement from business, he was asked in a conversation about the possibility of a position with the Department of Agriculture. Thankfully, the men selected by the President to head the Department appreciated the experience that Mr. Farrington could bring to government. He did not surprise anyone by the able manner in which he discharged his final career with the Department. His death leaves a great void, not only for his associates in the Department who had come to rely upon him for sound advice, but to his host of friends in industry who so often turned to Carl and were never disappointed by his advice and real concern for the ideal in government-industry relations.

Mark Singer New Broker's President

The National Food Brokers Association's Executive Committee has announced the selection of Mark M. Singer as Association President effective January 1, 1972. He will succeed Watson Rogers, NFBA President, who is retiring following service with NFBA for 28 years. Mr. Rogers will be President Emeritus and will serve in an advisory capacity to NFBA.

Mr. Singer has been serving as Executive Vice President since 1969. He later served as Information Director, Assistant to the President, and Vice President. He is a graduate of New

York University where he received a degree in Marketing and Advertising. His graduate work in Business Administration was at George Washington University. As a Lieutenant in the Army, he served as a specialist in Army administration and supply.

Rogers Retires

Mr. Rogers announced his retirement in accordance with a policy he established for NFBA. He said, "I believe strongly in a firm retirement policy for trade associations. I know it will not be easy to close what has been a most exciting and all-demanding chapter in my life. Yet I must admit I am looking forward to retirement and a release from the pressures and responsibilities of the day-to-day operations of NFBA.

"I am proud to leave the Association in a position of strength. It has a fine and loyal membership, dedicated officials, and a devoted and capable staff to carry on the fine work of this Association. I especially want to applaud the Executive Committee in its choice of Mark Singer to succeed me as President. Under his leadership I know the National Food Brokers Association will move forward in expanding the horizons for food brokers."

Starck's Statement

In making the announcement NFBA National Chairman Marce P. Starck of Chicago said he was pleased "that Mark Singer would become the Association's chief administrative and operating officer. Mark has served the Association most capably for 25 years, in positions of ever-increasing importance to NFBA. In every position he has proved his ability to meet new challenges. He is an enthusiastic believer in the broker profession and is earnestly committed to its continuous growth and development. He is highly regarded by food brokers as well as by the food industry and by the trade press.

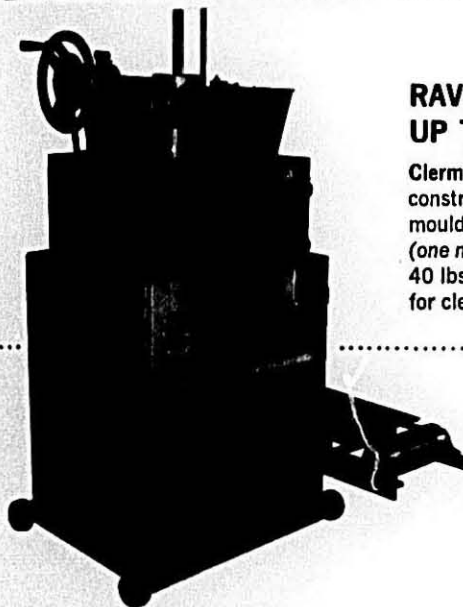
"Mark will be ably supported by the same fine team of NFBA employees developed by Watson Rogers. Their past performance gives assurance of their ability to assume the added responsibilities that will be required."

Speaking of Mr. Rogers' service to the food brokers of the nation, Mr. Starck praised the "many durable contributions Watson has made to the food broker profession. He has long been recognized as 'Mr. Food Broker.' His contributions are reflected in the businesses each of our members operates and in our own Association. Under his leadership NFBA has grown to a stature of eminence in the grocery field.

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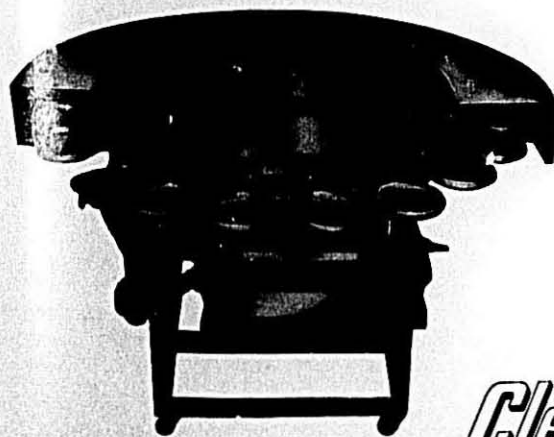


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NOVEMBER, 1971

SENSE AND NONSENSE ABOUT THE WAGE-PRICE FREEZE

by

ARCH N. BOOTH
Executive Vice President
Chamber of Commerce
of the United States



The union leaders' initial reaction to President Nixon's New Economic Policy—despite the fact that it contains most of what they had been asking for—was a classic example of their "public be damned" philosophy of social responsibility.

Later, the rhetoric began to moderate, suggesting that wiser, cooler heads had prevailed. The lowering of voices, however, did not result in any increased respect for the facts. Consequently, there are now making the rounds a number of labor-sponsored myths and half-truths about the wage-price freeze.

Prime among these myths is the charge that the freeze favors the businessman because profits, dividends and interest rates are not included.

First, there is a very simple practical reason why they are not frozen: Congress did not give the President authority to freeze these items.

Second, as most people can figure out for themselves, dividends depend on profits, profits depend on prices, and prices are frozen. Furthermore, as a percentage of the Gross National Product, profits are at their lowest point in 35 years.

Interest rates are a separate category. They are certainly as much, if not more, of a problem for the businessman as for the consumer. But tinkering with them by governmental order is not as simple as it may seem.

Money is a peculiar commodity. It is easier to transport in bulk than any other commodity, and this fact makes it especially sensitive to interest rate disparities from one country to another. Thus, if interest rates were kept artificially low in the U.S. by law, billions of dollars would flow abroad in search of higher rates there.

This outward flow would worsen our already serious balance of payments deficit. In addition, it would tend to make money (loans) unobtainable in the U.S., at the official rate, thereby worsening the plight

of the home-buyer and small businessman—the very people that those asking for interest rate controls claim to want to help.

Now, what about the 10% job development tax credit and the 7% auto excise tax repeal?

Those who oppose these actions—and they include labor and some consumer and welfare groups—insist that the proper way to stimulate the economy is to get more money (purchasing power) into the hands of the consumer, particularly the low-income consumer. But one of the problems with the present sluggish economy is that consumers are not spending the money they already have. Personal saving is running at a very high rate—above 8%.

Faced with this evidence, the President chose to try to stimulate business, to make its products more attractive to the consumer and to create more jobs. The creation of jobs, in turn, should increase consumer confidence in the economy and pry loose some of those savings.

This industry-oriented approach has another advantage, too. The tax credit should increase modernization of plant and equipment, which U.S. industry sorely needs to become competitive again with more modern, better-equipped rivals abroad.

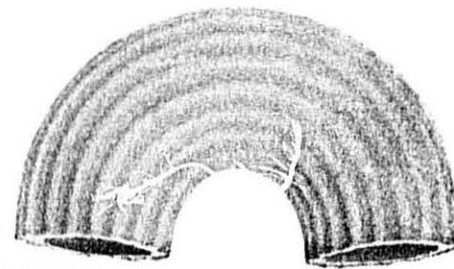
Finally, with more modern, more productive capital equipment, industry would be better able to bear the cost of the wage increases recently won by labor.

All of which leads to the conclusion that it is in the best interest of all Americans to cooperate with the temporary 90-day freeze.

Fortunately, the business community and the vast majority of the American public have been mature enough to realize that you don't poke holes in the bottom of the lifeboat just because you don't like its design.

The National Chamber itself has long opposed wage-price controls and other artificial constraints on the free-market economy. We are still opposed to them as an economic tool. But we also recognize that the President's action cannot be judged in a vacuum. Its psychological effect is of more immediate concern than its technical perfection.

To jar us loose from the inflationary spiral, restore our competitive position abroad, create jobs and stimulate recovery, it is necessary first to restore confidence in the economy. The President has made a bold and dramatic attempt to do just that. We feel the least we can do is to wish him well and refrain from carping and nit-picking during the next few critical months.



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Packaging Machinery Show

More than 527 new and modified packaging and converting machines designated by their manufacturers as directly applicable to the foods industry will be displayed at the PMMI Packaging/Converting Machinery Show, November 15-18 in Atlantic City, according to Robert Potdevin, president, Potdevin Machine Co., 1971 president of the Packaging Machinery Manufacturers Institute (PMMI), the show sponsors.

The 1971 PMMI PACK EXPO, which will contain the equivalent of eight football fields of exhibits under one roof, and which has become the largest packaging/converting exposition in the Western Hemisphere, will offer foods management and production executives "an unequalled opportunity to inspect and compare more foods packaging equipment and systems than have probably ever been gathered at one time in the U.S.," Potdevin said.

Of the 527 packaging machines pertinent to the foods industry, 155 will be displayed for the first time. The other machines in the industry incorporate recent modifications of speed, versatility, change-over and other important characteristics.

In all, the PMMI Show will feature approximately 1,400 packaging and converting machines and related equipment together with a variety of new packaging materials, displayed by 300 exhibitors.

National Packaging Week

Tying in with the Show and America's first "National Packaging Week," will be a series of important packaging-related programs and events. Among these are:

- National Packaging Week inaugural ceremonies, featuring an industry statement of the indispensability of packaging to a modern society and actions being taken by industry to overcome problems of solid waste recycling.

- A national packaging metrication conference, sponsored by PMMI in cooperation with several national packaging-related associations, and featuring presentations by two leading British authorities on the conversion of packaging to the metric system.

- A special mechanics training seminar on how to utilize the new PMMI in-plant mechanics self-instructional training course.

- Management and technical seminars sponsored by seven leading national packaging-related associations including Fibre Box Association, Glass Container Manufacturers Institute, National Flexible Packaging Association,

National Paper Box Association, Package Designers Council, Paperboard Packaging Council and the Society of Packaging & Handling Engineers.

- A special "Packages of Yesteryear" museum.

- The Packaging Education Foundation Award Dinner for the 1971 "Packaging Man of the Year," David P. Reynolds, Reynolds Metals Co., and the induction of the first five industry leaders elected to the newly-created "Packaging Hall of Fame," also sponsored by the Packaging Education Foundation.

- Information lounges sponsored by Packaging Institute-USA, Packaging Education Foundation, Adhesives Manufacturers Association, National Flexible Packaging Association and others.

World-wide Visitors

Visitors are expected to attend the now-annual event from all 50 states and at least 36 foreign countries, including several delegations from Latin America attending in connection with PMMI's recently launched Inter-American Packaging Program.

All major Atlantic City hotels—within walking distance of the expanded Atlantic City Convention Hall—have been reserved for visitors attending the exposition and the week-long national packaging week activities. (Reservations may be secured by writing to: PMMI Housing Bureau, 16 Central Pier, Atlantic City, New Jersey 08401).

Seminar for Packaging Mechanics

A special seminar on the training of packaging and converting machinery mechanics introducing a new self-instructional course for mechanic trainees, will be conducted by the Packaging Machinery Manufacturers Institute (PMMI) during the up-coming Packaging/Converting Machinery Show in Atlantic City, November 15-18, PMMI Education Chairman James L. Neal, president, A-B-C, has announced.

According to Neal, the seminars will be aimed at plant managers, production supervisors, and training personnel.

"The Mechanics Training Seminar," he said, "will show how the new self-instructional program can be used for in-plant training. It will also present a brief history of the PMMI effort in this vital area with a strong emphasis placed on the findings of a recent survey of training requirements for packaging machinery mechanics in the United States. "An opportunity will be provided for those attending to examine

the entire course and discuss ways it can be used for in-plant training programs and individual instruction in small plants," Neal noted.

Self-Instructional Course

Glenn Davis, PMMI's educational consultant and author of the three-part self-instructional course, will conduct two two-hour sessions, one on Tuesday afternoon, November 16, and one on Thursday morning, November 18.

"The course is designed," Davis said, "to function as a unit that works independently with one or two trainees but can also be used as a basis for instructor-led classroom instruction.

Depending upon the experience, background and education of the individual trainee, the course is rated at 100-150 hours of study time, or the equivalent of two semesters in evening school.

Davis reports "fantastic success" where the program has been piloted.

"In Clairol, McCormick and Co, Tops Products and Thomas A. Edison High School," he said, "pre-test scores have been in the 35-40 per cent bracket, or just a little better than chance, and the post-test scores are running in the high 80's and 90's."

Davis noted that "every effort" had been made to write the manual with the terminology and language that mechanics use and can understand. "It is not meant to be a manual for engineers, though many engineers will want to be familiar with it," he said.

The content corresponds to the PMMI Components Manual published in 1969. The actual course is divided into three categories—Basic Mechanical Components, Basic Electrical Components and Basic Hydraulic and Pneumatic Components.

The completed training manual and the Components Manual will be available for inspection by visitors at the Show and will go on sale in November.

For information: PMMI, 200 K Street, N.W., Washington, D.C. 20006.

Polyethylene as Extrusion Coating

Growth of polyethylene consumption for extrusion coating applications is still showing healthy increases. According to DuPont's 1970 Extrusion Coating Market Report, polyethylene used for extrusion coating reached 401 million pounds for 1970, compared to 355 million pounds in 1968, or a growth of almost 13 per cent over the two-year period.

Data presented in the latest report from the Polyolefins Division of the Plastics Department represent the most

detailed description of extrusion coating markets since the survey was initiated in 1958. Information for 1970 was obtained by personal interviews with firms representing 90 per cent of industry consumption.

Food Packaging 77%

Highlights of the 1970 report show more growth and poundage for rigid packaging as opposed to flexible applications. Food packaging applications increased domination over nonfood uses as coating combinations with foil and paperboard increased and paper and film composites decreased.

While many end-use applications have reached maturity, several continue to demonstrate substantial growth. Release coatings on paper, for example, are presently expanding at a 25 per cent yearly rate and strong growth is expected to continue for the next several years. Frozen food cartons demonstrated a fourfold increase over the 1968 consumption, rigid packaging accounted for 233 million pounds, a 10 per cent increase over 1968. Modest growth of 2 per cent for the same period was recorded by flexible packaging, now at 131 million pounds.

Approximately 77 per cent of all extrusion coated polyethylene went into food packaging applications. This total of 307 million pounds represents a 20 per cent increase over 1968. Conversely, nonfood packaging applications decreased 10 per cent from 1968 to a present consumption of 57 million pounds.

Du Pont's report covers all polyethylene extruded onto four major substrates—paper, paperboard, films and foil combinations. Paperboard consumption increased 10 per cent over 1968, with foil combinations up 30 per cent. Paper and film applications decreased 8 and 1 per cent respectively over the two-year period.

Some Decline

In 1970 polyethylene consumption on paper substrates totaled 73 million pounds, down from 79 million pounds in 1968. Prime reasons for the decline were the drop-off in multi-wall bag consumption plus decreases in industrial uses, baking mixes, dried foods and military uses. Substantial growth was recorded by release coatings on industrial and graphic art paper, composite cans, sugar pouches, frozen confections, bakery wrap and construction uses.

Consumption of polyethylene on paperboard in 1970 accounted for 245 million pounds, an increase of 10 per cent over 1968. Primary contributors to this growth have been milk carton construction and frozen food cartons. Substantial growth has been recorded in

cups and plates, drugs, cosmetics and bakery cartons. Highlights of the paperboard growth have been milk carton constructions for fruit and other flavored drinks which increased nearly 30 per cent over 1968, while the frozen food carton demonstrated the fastest growth rate in the area.

Foil combinations extrusion coated with polyethylene experienced substantial and widespread growth in these applications: soft drink syrup, food pouches, pharmaceuticals, tobacco, snack foods, bakery foods and cosmetics. Soft drink syrup ranks as the fastest growing application in this area with continuing growth expected. Medical supplies had handsome increases because of continuing acceptance of disposable items.

Coating on Films

Polyethylene coating on films dropped off 4.8 million pounds to 28.8 million pounds in 1970. Contributing to the decline were applications in processed meat, "boil-in-pouch" foods, candy and nuts, pharmaceuticals and military. Encouraging signs were shown by cheese packaging which increased from 4.1 million pounds to 6.4 million pounds, the bulk being cellophane. Other increases made by cellophane constructions were in other food pouches and sauces and condiments applications.

Based on current trends and market opportunities, the report estimates an annual growth rate of 5 per cent for total industry consumption of extrusion coated polyethylene. Using this forecast, the 1975 consumption will be 510 million pounds.

Double Drawstring Bags

Re-usable plastic film bags which have a unique double drawstring closure are now available for packaging and give-aways, as well as innumerable industrial and home uses.

Double Drawstring Plastic Bags are made of high-grade polyethylene material which is washable, durable, and re-usable over and over again. The bags are available in clear and a choice of basic colors. Drawstring colors may also be specified, as well as printing designed in up to 4 colors on one or both sides.

For odd shapes or bulky objects, a bag with an expanding gusset at the bottom can be furnished which, when packed, also provides a base for standing the package upright on counters, shelves, or in counter display cartons.

Sealing Tab

Another bag feature is a permanent pilferproof sealing tab at the top which can be torn away. This has application

for medical, food, candy, and other packaging where sanitation is a factor. The drawstrings are placed below the tear-off strip so that the reclosing feature is retained.

For rack displays of products, the drawstrings can be utilized as the method of hanging on rack pins or pegs.

Bag cost is determined by size, quantity, and printing requirements. For complete data write W. A. Plummer, Mfg. Co., 13000 South Broadway, Los Angeles, California 90061.

Wright Machinery Has New Catalog

A 16-page, 3-color catalog describing the complete line of Mon-O-Bag form-fill-seal packaging machinery is available from Wright Machinery Company, Inc., Box 3811, Durham, North Carolina, 27702. Attention: A. V. Petersen, Executive Vice President.

The Wright equipment includes a bagmaker section with auger, bucket, counter, volumeter or Electroflex net weighing fillers. In addition to these standard models, the new catalog also describes systems with special product handling features for packaging snacks, coffee, noodles, coconut, fragile candies and pretzels, pet foods, and frozen foods. Also highlighted are Wright systems for bag-in-box lines, and for packaging twin-packs.

Mon-O-Bag produces bags up to a maximum of 12 inches wide x 22 inches long from heat sealable film, polyethylene, machineable foil, or quick change combination.

Unlike competing machines, the Mon-O-Bag filler is free to "think." That is, the filler packs the bagmaker. Instead of rushing or loafing to match the bagmaker, the filler is free to coordinate with the machine's other components and to operate at optimum speed.

Wright also manufactures Rotary and Modular In-Line Net Weighers for use on rigid container lines.

More Coupons Used

Cost conscious consumers are using coupons and more grocery product manufacturers are using newspaper advertising for coupon distribution. Nielsen Clearing House (NCH), Division of A. C. Nielsen Company, reported in a "251 Case Study Report."

The research confirms the fact that couponing continues to play an important role in the marketing of consumer goods. "More companies are couponing. More customers are taking advantage of coupons," NCH said.

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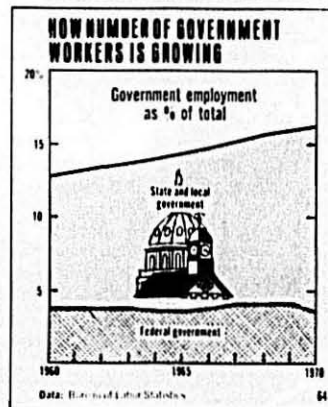
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Correcting Unsafe Acts

If an unsafe condition is brought to a supervisor's attention, he can usually correct it by installing a guard, by re-arranging things, or by making certain repairs. When the work is done, he can be reasonably sure that the condition will stay corrected.

It's your ECONOMY



By Carl H. Madden, Chief Economist
Chamber of Commerce
of the United States

During the decade of the 1960s, total employment in the U.S. rose from 65.8 million to 78.6 million, an increase of almost 20 percent. In contrast, the number of government employees rose even more—by 50 percent—from 8.3 million to 12.6 million, with most of this increase in state and local governments. Federal employment, as a percent of total work force, just about remained the same, even dropping slightly from 3.5 percent to 3.4 percent. State and local employment, on the other hand, jumped from 9.2 percent to 12.6 percent of the work force. The reason is simple: As society has become more urbanized and population has concentrated in the cities and suburbs with all the transportation, health, education, crime, welfare and pollution problems that accompany such population concentration, greater demands for public services are imposed on states and localities.

If a supervisor observes an unsafe act being performed, he can usually correct it by pointing out the hazard to the employee, and by giving him proper instructions. But, in this case, he has no assurance that the unsafe act will remain corrected. The difference is that here he is dealing with people—and they are prone to resist change, develop their own ideas, take shortcuts, misunderstand, or forget. Your own judgment and your knowledge of the individual will tell you just how closely you need to follow up your corrective action. But don't expect one contact with a man to change him. You may have to remind him and demonstrate to him many times before he will automatically use the right method.

Thomas Grocery Register

The 73rd annual edition of the Thomas Grocery Register, just published, features a new 34-page Frozen Foods Classified section, a Calendar of Events and hundreds of prime sources in new product categories including organic foods, natural spring water and pantyhose.

Among major additions are 120 trade associations, Foreign Nation Trade Offices under Exporters/Importers, 337 grocery brokers and 20 percent increases in the number of warehouses, frozen food brokers and distributors.

The thumb-indexed directory contains a record number of 2,154 pages, up 176 pages over last year. Manufacturers, packers and processors product categories exceed 1,800, an increase of more than 200 over the previous edition. An A-Z Index alphabetically lists more than 33,000 food industry and related companies with addresses, zip codes and telephone numbers plus other informative data.

Many Changes

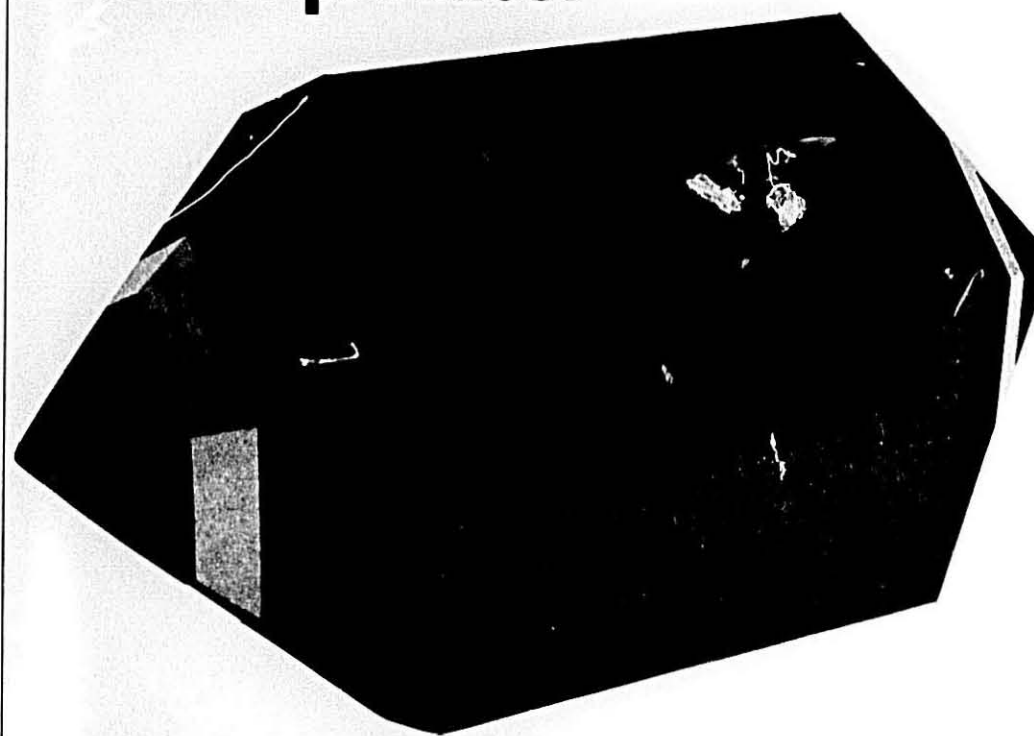
More than 50,000 changes have been made and 3,500 companies were added in updating the food trade's largest and most comprehensive directory. The various sections of the Thomas Grocery Register are: Brand Names; Supermarket Chains; Discount and Promotional Department Stores, Wholesale Grocers including Institutional and Store/Door Distributors, Co-Operatives and Voluntary Groups; Non-Foods Service Distributors; Wholesale Bakers; Produce Wholesalers; Provisions and Meat Dealers; Exporters/Importers; Brokers and Distributors; Manufacturers and Packers; Warehouses and Trade Associations.

The Thomas Grocery Register may be purchased for \$20.00 postage prepaid (U.S.A. and Canada) from the Thomas Publishing Co., 481 Eighth Avenue, New York, N.Y. 10001.



THE MACARONI JOURNAL

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