

**THE  
MACARONI  
JOURNAL**

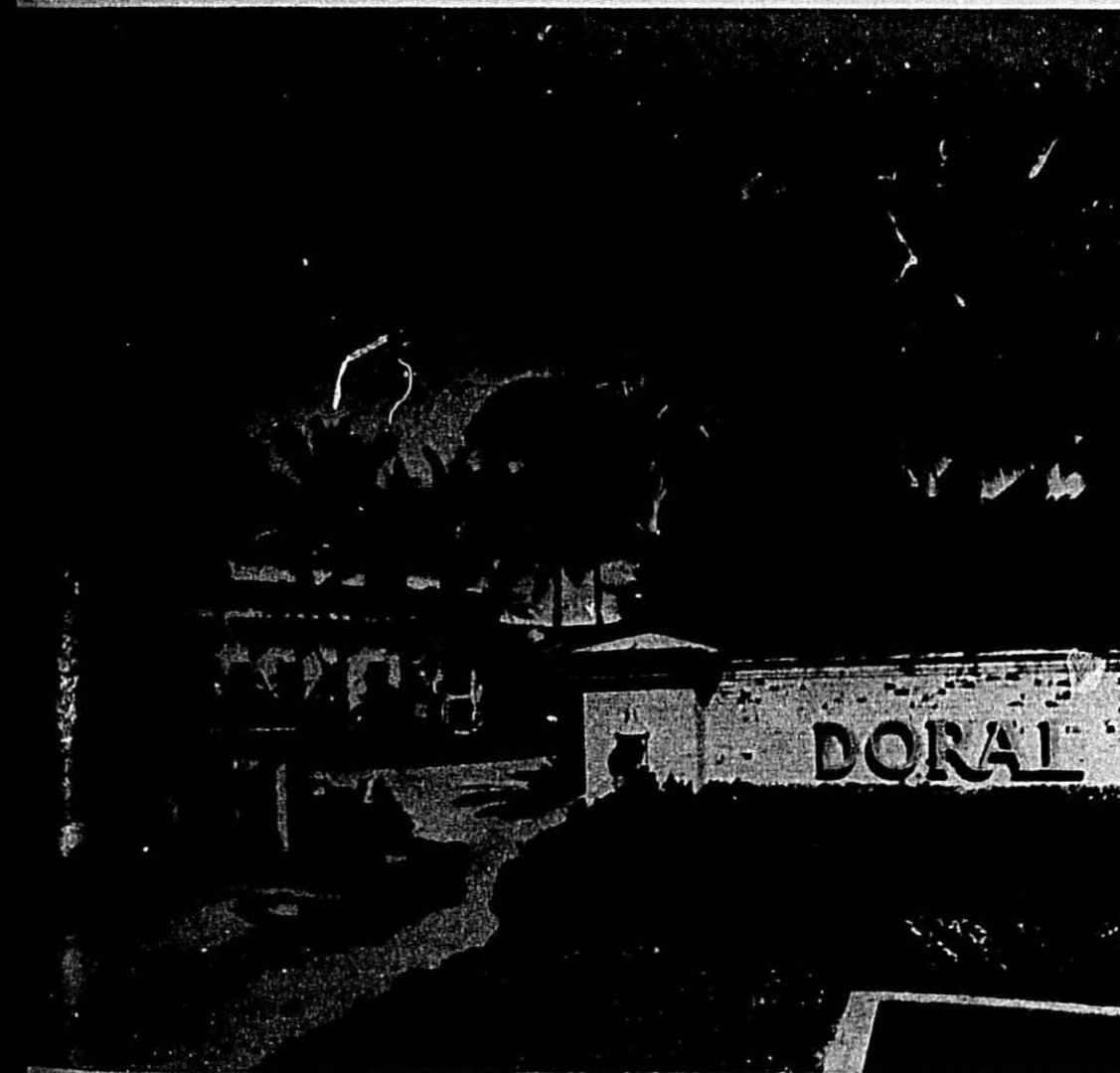
**Volume 53  
No. 9**

**January, 1972**

# *Macaroni Journal*

WINTER MEETING ISSUE

JANUARY, 1972



“Many of my good friends and customers have asked just what the new Riegel/Rossotti association will mean to our packaging business. It's a good question. And I'd like to use this ad and others that will follow to give you as much information as possible about the good things

**“C.R.” Rossotti says:**

that are happening.

“Think of it as Rossotti plus Riegel. Everything we have been providing our customers for two generations will continue. It's going to be business as usual. But it's also going to be an expanded business, one which will let us serve you better.



“The established Rossotti Packaging System will continue to offer you maximum packaging flexibility. But now we have more and better Riegel equipment at our disposal; plus multi-plant capability—Hazelwood, Mo. (near St. Louis) and Newark, N.Y. (near Rochester)—and a corps of Riegel mechanical service engineers.

“We will continue to help you design better packages. But now we have a vastly expanded graphics capability plus a staff of experienced Riegel structural design specialists.

“And now we may also call on the resources of Riegel's multi-million dollar Packaging Research Center in Flemington, New Jersey for product and package development. There's more. And it's all good. Rossotti plus Riegel is good news for all of us.”



**Riegel Packaging**

The **Macaroni Journal**

January  
1972  
Vol. 53  
No. 9

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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*In This Issue:*

	Page
Winter Meeting Program .....	4
Constitution and By-Laws, N.M.M.A. ....	6
Casseroles! .....	10
Noodle Priest in Mississippi .....	11
The Wheat Situation—Quarterly Durum Report ..	14
Egg Production—Plentiful Foods .....	16
Raw Material Requirements for Egg Products ....	17
Equality of Sacrifice: A Good Idea, By George ....	20
R. Burt Gookin, Chairman of GMA .....	24
Calls for Consumer Dialogue .....	24
Kraft Pushes Nutritional Awareness .....	26
GMA Announces New Pallet Specs .....	26
Food for the Needy .....	28
Packaging Problems . . . and Services .....	30
Constitution, National Macaroni Institute .....	32
Index to Advertisers—Things to See in Miami ....	34

*Cover Photo*

The entrance to the resort area of Doral Country Club and Hotel will open up several days of important industry meetings plus an opportunity to relax and enjoy some Florida sunshine.

The Macaroni Journal is registered with the U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Second-class postage paid at Appleton, Wisconsin, and Palatine, Illinois.



A formal garden greets you from the back of the gazebo of the Clubhouse, center of social activity.

**T**HE Winter Meeting of the National Macaroni Manufacturers Association will be held at one of the most spectacular golf resorts in the nation, January 23-27, 1972. 2400 tropical acres of golf, good times and glamour awaits you at Doral Country Club, Miami, Florida.

With its five golf courses, ten tennis courts, private lakes for fishing and boating, other sports facilities, and even its own night club—it is unique unto itself.

#### Clubhouse Center

The Clubhouse is the center of activity, with guest lodges and golf courses encircling. The NMMA group will be housed in the Executive Lodge, with tennis courts directly behind and the large swimming pool area directly in front across the drive.

Business meetings will be held in the Executive Lodge. Social functions will be centered in the Clubhouse.

#### Board Meetings

The Board of Directors meet on Sunday, January 23, and again on Thursday morning, January 27. Business sessions are scheduled from 9 a.m. to noon daily. With afternoons open for relaxation, a golf tournament has been scheduled for Tuesday. At the same time non-golfers may visit the Italian Villa Viscaya, an architectural triumph, a short bus ride away. The trip will take about two and one-half hours.

#### Suppliers' Socials

Suppliers' Socials are scheduled for each evening at 7. They will precede the Italian Dinner on Monday and the Banquet on Wednesday. Sunday has been left open so guests can catch the show at the Doral. Tuesday has been left open so those who are interested can go out on the town.

## WINTER MEETING

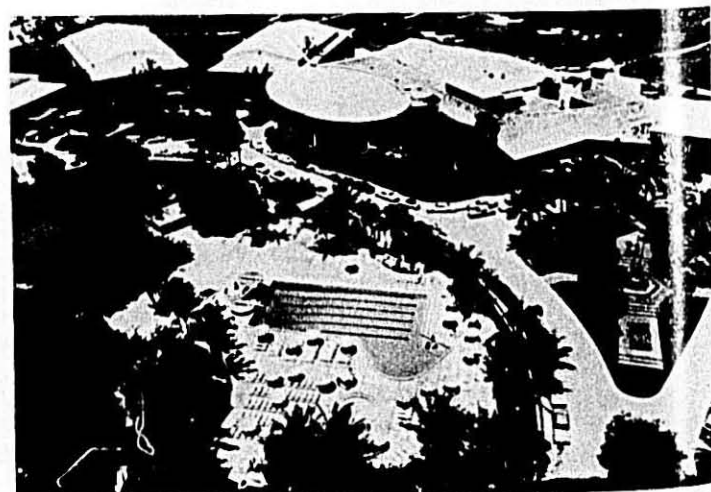
### NATIONAL MACARONI MANUFACTURERS ASSOCIATION

#### Sunday, January 23

- 1:00 p.m. Convention Registration desk open in Executive Lodge.
- 2:00 p.m. Board of Directors Meet, Conference Room B Lodge.
- 7:00 p.m. Welcoming Reception and Cocktail Party in the Lobby Lounge, Clubhouse.

#### Monday, January 24

- 9:00 a.m. Business Session—"State of the Industry." In Andorra Room, Executive Lodge. Greetings from President Vincent F. La Rosa.
- 9:20 a.m. Standards Committee Report  
Paul Vermeylen
- 9:40 a.m. The Durum Growers Position  
John Wright
- 10:00 a.m. Experiments with Various Formulations  
Will S. Dade
- 10:20 a.m. National Affairs Committee Report  
Nicholas A. Rossi
- 10:40 a.m. The Washington Scene  
Harold T. Halfpenny
- 11:00 a.m. Product Recall Insurance  
Robert I. Cowen, Sr.
- 11:20 a.m. National Macaroni Institute Committee Report  
Albert Raverino
- 11:30 a.m. NMI Plans and Progress  
Ted Sills, Elinor Ehrman
- 12:00 noon Adjournment
- 2:00 p.m. NMI Committee Meeting
- 7:00 p.m. Suppliers' Social—Italian Dinner Party  
Ballroom Center, Lobby Level, Clubhouse



A tremendous pool is waiting to cool you after a day's sunny activities. The NMMA will have a cabana for convention delegates or you may prefer one of your own. You will reside and attend business meetings in the Executive Lodge, one of the several handsome guest lodges that surround Flamingo Lake.

THE MACARONI JOURNAL

#### Tuesday, January 25

- 9:00 a.m. Business Session in Andorra Room.  
"Symposium on Eating Patterns and Their Influence on Purchasing Behavior and Nutrition."  
Dr. Philip L. White, Sc.D.  
Department of Foods and Nutrition  
American Medical Association
- Dr. Ogden C. Johnson, Ph.D.  
Director, Division of Nutrition,  
Bureau of Foods, Food and Drug Administration
- Mr. Herbert Rorex  
Director, Child Nutrition Division,  
Food and Nutrition Service, USDA
- Dr. Kenneth A. Gilles  
Vice President for Agriculture  
North Dakota State University
- Mr. James J. Winston  
Director of Research  
National Macaroni Manufacturers Association
- Mr. H. Howard Lampman  
Executive Director  
Durum Wheat Institute
- 1:00 p.m. Trip to Villa Viscaya  
Board bus in front of Lodge
- 1:00 p.m. Golf Tournament—White Course  
Sign up at Convention Desk.
- 7:00 p.m. Suppliers' Social at Poolside. No planned dinner function.

#### Wednesday, January 26

- 9:00 a.m. Constitutional Deliberations in Andorra Room.  
Noon adjournment—afternoon free for relaxation.
- 7:00 p.m. Suppliers' Social—Banquet in Conquistador East,  
Lobby Level, Clubhouse

#### Thursday, January 27

- 9:00 a.m. Board of Directors meet in the Monte Carlo Room,  
2nd floor, Casino Wing. Adjournment by noon.

#### Doral Country Club and Hotel

A spectacular golf resort, Doral has 2400 tropical acres. With five golf courses, ten tennis courts, private lakes for fishing and boating, a tremendous pool, and other sport facilities, the Country Club is unique unto itself.

Affiliated with its sister hotel, Doral on-the-beach, Miami Beach, bus service is available for those who like ocean bathing.

In this view, the golf courses approach the Clubhouse. The formal garden is directly behind the gazebo. The pool is in front of the Clubhouse. Golf courses surround the lake where you can waterski, sail or fish.

The smaller Flamingo Lake is surrounded by the handsome guest lodges.



JANUARY, 1972

### Doral—Golf Haven

NMMA Golf Tournament will be held on Tuesday, Jan. 25. First foursome tees off at 1 p.m.

Sal Maritato, Golf Committee Chairman, has worked out arrangements with Pro Tony Turiano. Arrange your foursome with the Convention Registration desk.

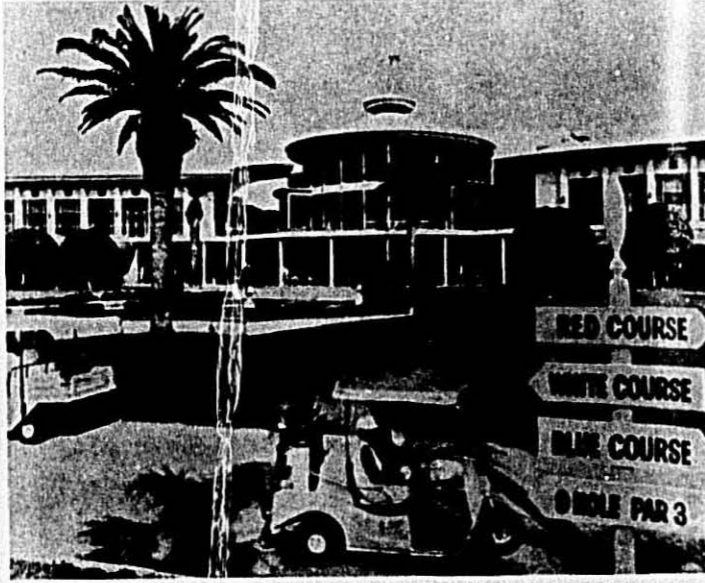
The Blue Course is known as the Blue Monster. Its 7,048 yards are the setting for the annual Doral-Eastern Open.

Newest of the five courses is the Gold Course.

### Villa Vizcaya

While the golfers engage in tournament Tuesday afternoon, other convention delegates are invited to tour Villa Vizcaya.

This 30-acre estate of the late James Deering turns back the clock to Europe's era of opulence and recaptures the continent at the height of its cultural elegance.



## CONSTITUTION AND BYLAWS National Macaroni Manufacturers Association

**Article I—Name**—The name of the organization shall be: National Macaroni Manufacturers Association.

**Article II—Objects**—The purpose of the association shall be:

- (a) to promote and safeguard the welfare of the macaroni and noodle manufacturing industry, and
- (b) to elevate macaroni products and noodle manufacture to the highest plane of efficiency, effectiveness and public service.

### Article III—Membership

**Section 1—Eligibility**—The membership of the Association shall consist of individuals, partnerships, corporations, associations or other entities engaged in the manufacture of macaroni and/or noodle products and of allied or supplying industries connected therewith. Such membership shall be divided into three classes, namely:

- (a) **Active Members**—Limited to those actually engaged in the manufacture of macaroni products and/or egg noodles;
- (b) **Associate Members**—Limited to those actually engaged in lines or services essential to and/or connected with the macaroni products industry;
- (c) **Honorary Membership**—Limited to persons or organizations who have rendered distinguished service to the industry.

### Section 2—Application and Election

- (a) **Active and Associate Membership**—Shall be conferred on applicants who are sponsored by at least one Active Member in good standing and upon receipt of a majority vote of the Board of Directors;
- (b) **Honorary Membership**—Shall be conferred only upon recommendation of the Board of Directors approved by a three fourths vote of the Active Members present at a regular meeting.

### Section 3—Suspensions and Reinstatements

- (a) **Resignations**—Resignations of Members in good standing shall be submitted in writing to the proper official after payment of dues to date;
- (b) **Expulsions**—Members may be expelled for cause by a three-fourths vote of the Board of Directors, or of the Association;
- (c) **Suspensions**—Members in arrears for dues for a period of six months become automatically suspended;
- (d) **Reinstatements**—Reinstatement of Members can be made only on full payment of any former indebtedness to the Association, application having first been duly approved by a majority vote of the Association or its Board of Directors.

### Article IV—Privileges of Members

**Section 1—Active Members** in good standing shall have full membership rights. Only such members shall have the right to vote; sit in executive sessions and to hold office.

- (a) Each member shall be entitled to one vote only. If membership is in the name of a firm, corporation or other legal entity, it shall be entitled to one vote only, irrespective of number of branches, plants, subdivisions or subsidiaries it may have.

### Article V—Board of Directors

**Section 1—Governing Body**—The Association shall be governed by a Board of Directors, it shall be composed of the following:

- (a) Active Members in the number indicated whose principal office is located in the regions described.

No. of  
Directors

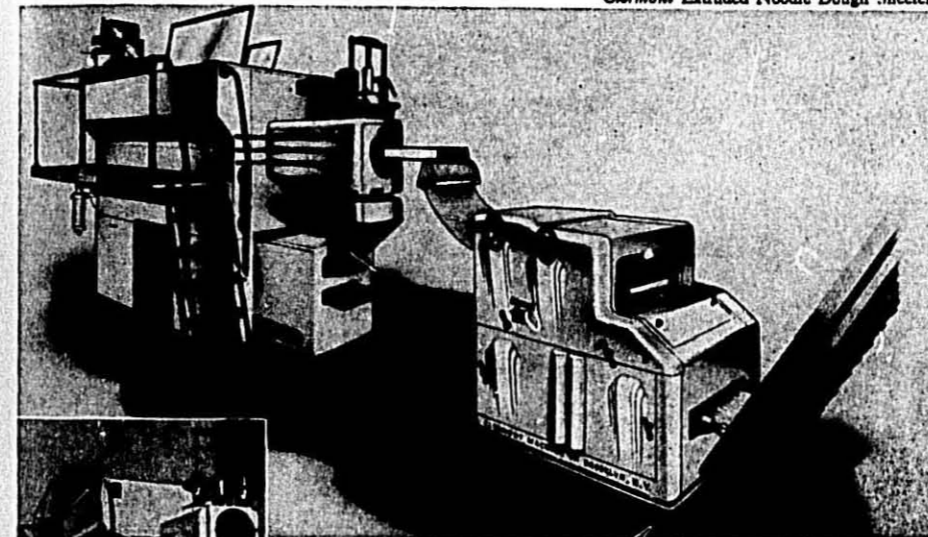
1. Atlantic Coastal States, including all of New England, New York, Pennsylvania, and all of Canada ..... 6
2. Central States from the eastern boundaries of Ohio through the western boundaries of Nebraska ..... 5
3. Mountain States and Pacific Coast from Colorado west, Alaska and Hawaii ..... 4

(Continued on page 8)

THE MACARONI JOURNAL

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

Clermont Extruded Noodle Dough Sheeter VMP-3



VMP-3 with short cut attachment.

Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

FOR THE SUPERIOR IN NOODLE MACHINES  
IT'S ALL WAYS *Clermont!*

Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE  
Available with or without vacuum process

- C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

*Clermont Machine*

Division of Carlisle Corporation  
280 Wallabout Street  
Brooklyn, N.Y. 11206, U.S.A.  
Telephone (212) 387-7540

## Constitution and By-Laws (Continued from page 6)

- (b) Past presidents shall automatically be members of the Board.
- (c) There shall also be elected to the Board of Directors nine (9) Directors-at-Large.

**Section 2—Election**—The Directors shall be elected at the annual meeting of the Association by a majority of votes of Active Members present and voting. The term of office of each director shall be for one year. Any vacancies occurring in the interval between annual meetings shall be filled by the Board.

### Section 3—Quorum

- (a) **Board Quorum**—At any meeting of the Board of Directors a majority of the Board shall be necessary to constitute a quorum for the transaction of business.
- (b) **Association Quorum**—At Annual or Special meetings of the Association, 20% of the members in good standing shall constitute a quorum for the transaction of business.

### Section 4—Duties and Powers

- (a) The Board of Directors shall have the control, management and direction of the affairs of the Association and all the powers thus implied. They shall in all cases act as a Board regularly convened and in the transaction of business, the act of a majority of a quorum present at a meeting duly assembled shall be the act of the Board.
  - (1) Any Director may resign his office any time, such resignation to be made in writing and to take effect immediately without acceptance.
- (b) The Board of Directors may appoint an Executive Committee of not less than eight (8) Directors of whom the President shall be one, to which the Board of Directors may delegate any of its powers. Five members shall constitute a quorum of the Executive Committee.

### Article VI—Officers

**Section 1—Officers**—The Officers of the Association shall be a President; First Vice President; Second Vice President; Third Vice President; Secretary and Treasurer.

### Section 2—Election

- (a) The officers of the Association shall be elected by the Board of Directors immediately following the annual meeting of the Association. The election shall be by ballot by a plurality of votes of the Directors present.

- (b) The Directors shall elect the officers from their own numbers only, except that the office of Secretary-Treasurer may be held by one person who need not be a director or member of the Association.
- (c) Officers shall hold office for a period of one year or until successors are elected.
- (d) Any vacancy occurring in the interval between meetings shall be filled by the Board.

**Section 3—Duties**—Each officer shall perform the duties customary to his office, unless the Board of Directors otherwise determines.

**Section 4—Special Activities**—The Board of Directors in furtherance of the purposes and objects of the Association may,

- (a) Form, create, organize and establish special departments, committees, subsidiaries and other legal entities outside or within the Association and to appoint, elect or designate officers therefor.
- (b) Contract with, employ or engage persons, corporations, associations or others to perform special functions and activities.
- (c) May establish, among others, the following special agencies or offices:
  - 1. Director of Public Relations
  - 2. Director of Research
  - 3. Editor of Association's Official Organ.
- (a) The duties of such special agencies and offices; the compensation therefor; and the duration of office shall be in the discretion of the Board.
- (b) Any two or more such special activities or offices may be reposed in one person if the Board so determines.

### Article VII—Revenue

**Section 1—Fiscal Year**—The fiscal year of this Association shall begin January 1st.

**Section 2—Dues of Members**—All dues are payable in advance on January 1st each year. Firms choosing to do so may pay quarterly or semi-annually in advance. (The dues of New Members shall be prorated for the balance of the fiscal year.)

- (a) **Active Members** shall pay annual dues at the rate of seventy-two cents (72¢) per hundredweight or company's and subsidiaries average daily production based on each preceding year with a minimum of \$60 a year and a maximum of \$850 a year. Said average daily production figures

shall be certified to the Secretary-Treasurer at the beginning of each year by the Chief Executive of the Member firm.

- (b) **Associate Members** shall pay dues of \$150 a year.
- (c) **Honorary Members** shall pay no dues.

### Article VIII—Meetings

**Section 1**—The annual meeting of the Association shall be held at such time and place as the Board of Directors shall designate. Written notice of such meeting shall be given Active Members at least 30 days in advance thereof.

**Section 2**—The President shall call a special meeting of the Association upon the request of the Board of Directors or upon the written request of at least 20% of the Active Members in good standing.

**Section 3**—The Board of Directors shall meet for organization each year immediately after election at annual meetings of the Association.

- (a) The Board of Directors shall meet upon the call of the President or five Directors.

**Section 4**—Regional meetings may be called by any Vice President or Director for the purpose of exploration and recommendation to the Board.

**Article IX—Committees**—The following Association Committees shall be appointed by the President with the approval of the Board of Directors:

- (a) **Convention Committee**—To be named on or before the opening day of the Annual Meeting and to serve during the convention period unless otherwise authorized:
  - 1. Auditing ..... 3 Members
  - 2. Nomination ..... 7 Members
  - 3. Resolution ..... 3 Members

- (b) **Standing Committees**—With a Director as Chairman of each to be named by the President immediately after the Annual Meeting to serve for his term:
  - 1. Membership
  - 2. Finance
  - 3. Standards and Research
  - 4. Durum Relations
  - 5. Convention Sites
  - 6. National Macaroni Institute

**Article X—Corporate Seal**—The corporate seal of this Association shall have engraved thereon "National Macaroni Manufacturers Association" and in the center, the word, "Seal." It shall be kept by the Secretary-Treasurer and affixed to all papers and documents required to be executed under the corporate seal of the Association.

**Article XI—Amendments**

(Continued on page 32)

# KNOW-HOW.

There is no substitute for the engineering expertise that comes with experience. Buhler has it. Over one-hundred years experience in the design and operation of hundreds of modern, efficient macaroni plants and machines in practically every country of the world where macaroni is made.

Single screw presses from 600-4000 lbs./hr.

Double screw presses from 1200-8000 lbs./hr.

Four screw presses up to 16,000 lbs./hr.

Shaking pre-dryers for short goods

Short goods belt dryers from 600-16,000 lbs./hr.

Two-stick spreaders and four-stick spreaders

Long goods dryers from 600-4000 lbs./hr.

Long goods accumulators for one shift per day discharge

Long goods cutters

Raw material handling systems

Complete production lines

U.S.-made motors

U.S.-made electrical controls

U.S.-made climate controls

Engineering services including design, planning and installation of complete macaroni processing plants

If it's anything to do with macaroni plants or equipment, talk to the experts at Buhler Corporation, 8925 Wayzata Blvd., Minneapolis, MN 55426, 612-545-1401 / Eastern Sales office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010 / Buhler Brothers (Canada) Ltd., Don Mills, Ontario, 416-445-6910.

Complete  
Macaroni  
Plants by

# BUHLER



Skilled, experienced BUHLER Engineers develop the optimal processing system after making a careful analysis of the customer's particular plant layout, operation and specific requirements.



Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extrusion of short goods will be viewed in extreme slow-motion from high-speed, 500-frames-per-second movie camera used above.



Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above: world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

# CASSEROLES!

from the Durum Wheat Institute

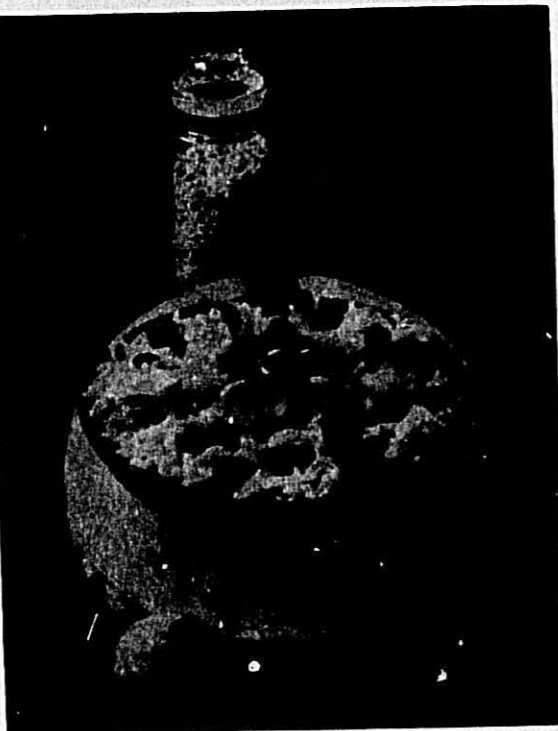
CALL it what you will—casserole, one-dish meal, dinner-bake, concoction, covered dish. Whatever the name, the result is easy on the cook, hearty and nutritious.

Casseroles can be plain or fancy, simple or sophisticated, from "scratch" or from remnants. "Plan-aheads" is the now word for extending food from one meal to the next ("leftovers" is passe). Any cook worth her salt has several clever tricks to make one meal go many ways, and at least one of them is a casserole.

Great casseroles can come from instant inspiration, too. Many of the most popular favorites combine a few flavorful ingredients for a perfect "marriage."

Of course, the basis of most casseroles is a form of pasta, the Italian word for spaghetti, macaroni and noodles, which are also known generically in America as macaroni foods.

Durum, a Latin word meaning "hard," is the name given to the wheat used for making quality pastas. Durum wheat semolina (a coarse granular product) or durum flour is mixed with water and the dough is forced through dies, which shape the products.



Durum based pasta is a winning casserole ingredient.

## Quick Quiz

Take your own quick casserole quiz and see how many pasta-based casseroles you can come up with—Tuna and Noodles, Turkey Tetrazzini, Macaroni and Cheese, Chicken and Noodles, John Marzetti (or Hamburger-Macaroni Bake), Tenderloin-Noodle Bake are just a few. Each locale and every family seems to have favorite specialties that always appear at pot lucks, church suppers and catch-as-catch-can, spur-of-the-moment meals.

Durum-based pasta is a winning casserole ingredient for a variety of reasons. The golden products made from durum wheat keep their shape and texture during cooking to provide a pleasant "bite" and substance. They resist turning to paste or mush as inferior and imitation pastas so often do. In addition, well-cooked durum pastas have a distinct nutty flavor, prized by macaroni experts.

The astounding variety of macaroni shapes can make an old combination of ingredients seem new—rotini or rigatelli spirals can live up oven-beef-stew; serve macaroni rings with hot salmon salad; stuff large macaroni shells with a sloppy joe mixture. The combinations are limitless.

## Nutritional Bonus

Durum wheat products give a nutrition bonus, too. The enrichment formula adds the B-vitamins, thiamine, niacin and riboflavin, along with the mineral, iron. A pasta-based casserole makes a sound meal. For example, an average serving of enriched macaroni and cheese supplies only 18% of the recommended daily dietary allowance of calories, but 30% of the protein, 33% of the calcium, 12% of the iron, 19% of the Vitamin A, 22% thiamine, 30% riboflavin and 12% of the niacin recommended each day for good health.

These are high percentages of nutrients, and when it comes to percentages of your food dollar, pasta wins again. Macaroni foods, inexpensive themselves, stretch or expand the number of servings of more expensive foods. Pasta can make a little bit of meat go a long way.

## Simple Cookery

Pasta cookery isn't complicated—there are only a few simple rules to remember. Always cook pasta products in a large amount of rapidly boiling,

salted water (1 gallon water plus 2 tablespoons salt per pound of macaroni). Have the water boiling and add the pasta gradually so the boiling doesn't stop. Then stir occasionally to keep the pieces separate. Cook only until just tender. The Italians all it "al dente," meaning "to the tooth." The true pasta buff likes his spaghetti with a cooked but firm core. You be the judge.

Each pasta shape cooks for a different length of time. Read the package directions for timing, and check often during cooking. For casseroles cook pasta a little less than "al dente," since the cooking process will be finished in the baking. Simply said, hover over the cooking pot (the cooking takes only minutes), test frequently for degree of doneness, and you'll soon be a pasta expert. Use whichever test suits you. Some cut a strand or piece against the side of the pot. Others squeeze a piece or strand to measure its cohesion. Still others cool the product and bite it. In any case, the pasta should be tender (not tough) yet firm.

## Budget Booster

Good ingredients make a good casserole, but you can save pennies by selecting food appropriate for your use. Canned tomatoes to go into a casserole need not be fancy, or the most expensive. Shape isn't important in most casserole recipes, so there's no need to pay for it. Grated tuna costs less than chunk-style, but the flavor's the same.

Durum pastas cost no more but are the "top-of-the-line" when it comes to macaroni foods. Durum has come to be the standard of quality for macaroni and pasta products, just as "prime" is the standard for beef. Almost all of the durum crop is used by macaroni manufacturers, because this particular wheat gives a rich, gold-colored pasta that keeps its "figure" through cooking.

## Not Fattening!

Durum macaroni products can help you keep your figure, too. Look back at those percentages on an average serving of macaroni and cheese—30% of the protein for only 18% of the calories. One cup of cooked enriched spaghetti has 155 calories per cup, but a cup of cooked rice has 225, one tablespoon of mayonnaise has 100, and three chocolate chip cookies 150!

Get out your favorite casserole or baking dish, start the water boiling for the pasta and you're on the road to good eating!

## Noodle Priest in Mississippi

Monsignor John Romaniello, the Hong Kong "noodle priest," is now operating among poor blacks in the Mississippi Delta.

The Italian born priest is convinced noodles can mean a better life for the nation's poor. "If children are fed high-protein noodles at an early age, it can prevent brain damage and malnutrition and thus alleviate poverty," he declares.

## Mound Bayou

Mound Bayou was chosen as the site for the current project because recent studies indicating a high-level of malnutrition among blacks who live in or around the tiny community.

Settled by two ex-slaves in 1887, the town has no major industry and many of its inhabitants eke out a living by working on farms or factories in nearby communities.

When Father Romaniello showed up with his noodle-making machinery, townspeople were either unaware of the project or openly skeptical.

"Just a machine making noodles won't make much of a splash," said one black leader.

Father Romaniello was undaunted. "What we hope to do is establish a pilot



A Noodle, according to FDA Standards of Identity, must contain a minimum of 5.5 percent egg solids from either fresh eggs, frozen or dried yolks or whole eggs. A noodle is a dried ribbon-shaped unit of dough made from flour. Federal specifications call for semolina or durum flour.

program here to measure the effect of the noodles on a segment of the population," he said. "We would give the noodles away on a regular basis to the poor and then try to get an accurate measurement of the progress."

## Operated by Co-op

The noodle machine will be operated by the predominantly black North Bolivar County Farmers Cooperative. At peak production, Father Romaniello said it would produce noodles at the rate of a ton a day.

The Farmers' Co-op is one of several community programs aimed at helping ease poverty conditions. A majority of the town's citizens pay \$2 a year to belong and reap the benefits of a "community garden." Families come out together to harvest their own vegetables from huge gardens just outside town.

Another major project is the Tufts-Delta Health Center, a modern clinic funded by the Office of Economic Opportunity to attack poverty at all levels. The center was originally established by Tufts University of Boston but recently became affiliated with the State University of New York. The health center was partially responsible for bringing the priest and his noodle-making machine to Mound Bayou.

## Oriental Success

The Monsignor said he got the idea for the noodles while studying ways to help care for hungry Chinese refugees. The program turned into a big success in the Orient.

Despite the problems in the Mound Bayou venture, he is optimistic about its chances for success. "The interest so far has been extraordinary," he said.

**Lent Begins on  
Ash Wednesday, February 16**

## President of San Giorgio

Willoughby S. Dade has been named President of San Giorgio Macaroni, Inc., a subsidiary of Hershey Foods Corporation, Hershey President Harold S. Mohler announced. Prior to this appointment, which is effective immediately, the position was held by Mr. Mohler.

Dade joined the Hershey organization as Director of Sales and Marketing for San Giorgio in 1966 after holding various sales positions with Scott Paper Co. In 1969 he was named Manager of Sales and Marketing for Hershey's Pasta Division, which includes Delmonico Foods, Inc., Louisville, Ky., in addition to San Giorgio.

A native of Willow Springs, Mo., Dade is a graduate of Central College in Fayette, Mo. He served for three years in the U.S. Naval Reserve, reaching the rank of Lieutenant Commander. He resides with his wife and family in Hershey.

Dade is currently a member of the Board of Directors of the National Macaroni Manufacturers Association.

## In Lebanon, Pa.

San Giorgio, headquartered in Lebanon, Pa., is one of the nation's leading makers of pasta. The company markets these products in Delaware, Maryland, New Jersey, New York, Pennsylvania and other eastern seaboard states. Its plant, among the most modern of its kind in the world, will soon be expanded by 84,000 square feet of floor space.

The company was founded in 1914 and acquired by Hershey in 1966. It currently employs about 250 people.

## Leo Buser Dead

Leo Buser, Sr., chief engineer for Delmonico Foods, Inc., Louisville, Kentucky, for twenty-five years until 1966, and consultant to the company for the past five years, passed away on November 19.

Mr. Buser, who was 78 years old, is survived by his wife Bertha, son Leo Buser, Jr. and two daughters, Mrs. Bernard Smith and Sister M. Olga, OSU, six grandchildren and two great grandchildren.

Sympathies go to the family and colleagues at Delmonico.

## Recent Death

Kathryne Lohman, wife of retired vice president of General Mills, Inc., William A. Lohman, Jr. William Lohman is widely known throughout the milling industry through his many years with GMI. He is currently associated with Experience, Inc.



Myrtle... they've automated us!



**That's Right...**

## **the new DEMACO 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.

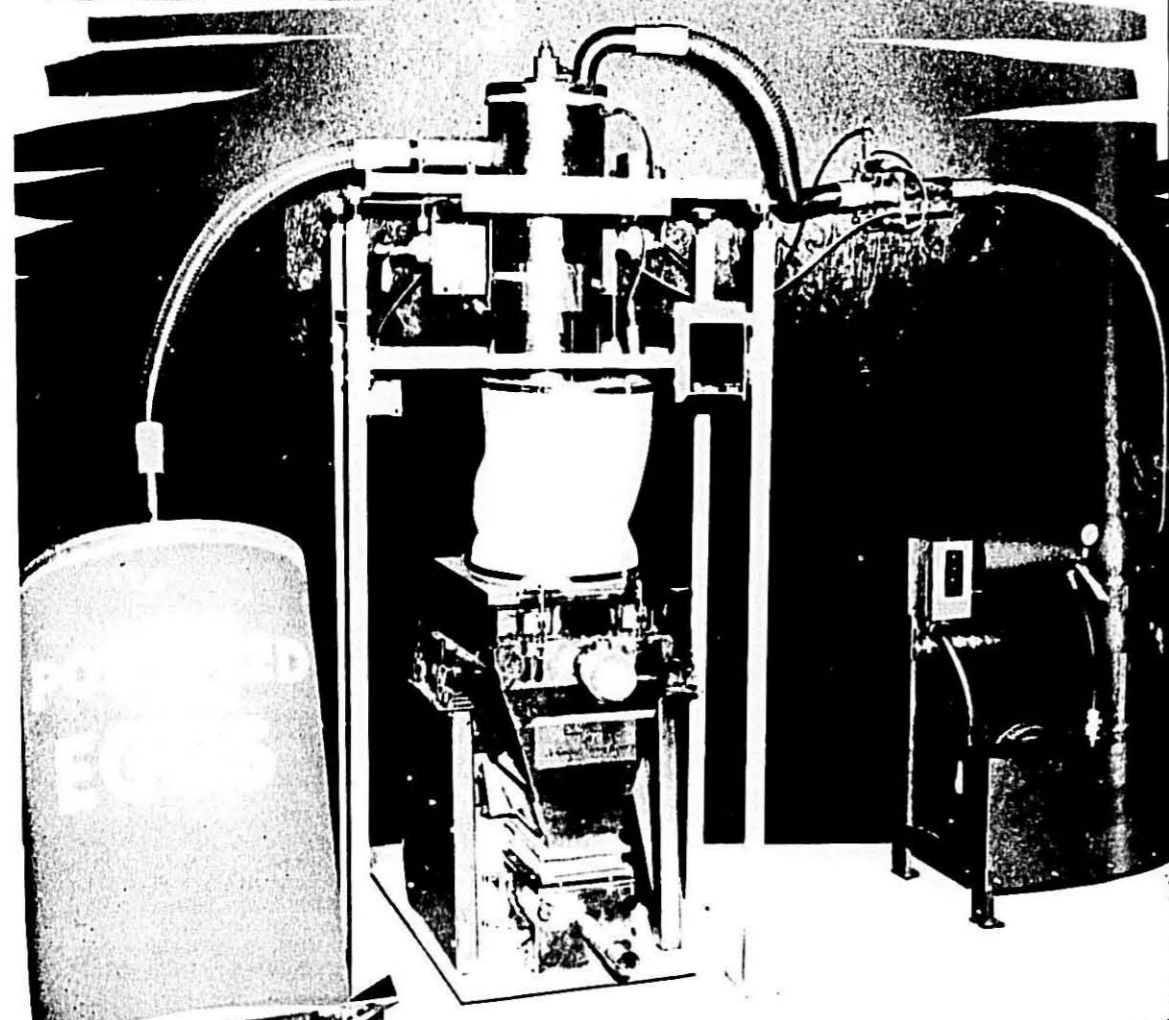
The egg feeder and conveying system will deliver from 14 pounds to 140 pounds of eggs per hour at a maximum variation of 2% of set delivery rate. An optional Model will deliver from 55 pounds to 550 pounds of eggs per hour, also at a maximum variation of 2% of set delivery rate.

*For additional information, specifications and quotations, contact*

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### The Wheat Situation

Developments for wheat thus far during the 1971/72 marketing year point to a substantial increase in stocks by next summer, perhaps by nearly 250 million bushels. Wheat supplies for the season, bolstered by a record crop, total 2.4 billion bushels, 4% larger than last year. But total disappearance may fall by around 150 million bushels because of lower feeding and reduced exports.

#### Record Yield

A record average yield of 33.7 bushels per acre together with a 9% increase in acreage pushed the 1971 crop to a new high of 1,628 million bushels. There was a record hard red spring crop, and all other classes were up substantially except hard red winter which about equaled the 1970 crop.

Wheat feeding is expected to be down only moderately from last year's large volume of 216 million bushels. Extremely heavy wheat feeding during July-September reflected the low level of wheat prices relative to corn at that time. However, record feed supplies this fall have led to lower feed grain prices, thus reversing the unusual situation when wheat was cheaper than corn and sorghum.

#### Exports Off

Wheat exports for the 1971/72 season could total 15 to 20% below last year. A larger 1971 world crop has lowered import demand. The dock strikes are also limiting shipments. Some sales to Far Eastern markets have already been lost to Australia and Canada because of the West Coast shutdown. July-September exports were only slightly under the high level of a year ago, but reflected anticipation of the October dock strike at Atlantic and Gulf ports.

Food use of wheat probably will remain about 520 million bushels, the level of the last 4 years. Seed for the 1972 crop is expected to increase by 5 million bushels, in anticipation of an expansion of winter wheat plantings.

#### Farm Prices Down

Farm prices have been below year-earlier levels since August and for 1971/72 will average below last year's \$1.34 per bushel. As prices moved lower, growers stepped up their use of the price support program. By the end of September, the cumulative total placed under loan reached 252 million bushels, nearly equal to the level of the entire 1970/71 season. Activity has been particularly heavy in the spring wheat States of the Northern Plains and in the Pacific Northwest.

Market prices for hard and soft red winter wheat, which have shown exceptional strength, have been buoyed

by strong export and feed demand. July-September export inspections tripled the year-earlier level for soft red and rose a third for hard red. High feed grain prices in the Southwest and Southeast led to exceptionally heavy early season feed use.

Hard red spring wheat prices have been depressed by the record crop and the loss of exports out of West Coast ports. Nearly all grades are near loan levels. High-protein springs, which are in short supply, have been selling well above loan.

White wheat markets have been seriously affected by the shutdown of Pacific ports. Export sales have been lost as customary buyers shifted some purchases to other suppliers.

### Durum Crop Quality Good

The sharply larger 1971 durum crop pushed supplies to 141 million bushels, up 10% from a year ago. Quality of the durum crop is good. Preliminary data show the semolina milling yield high and the product excellent in color. Kernel size of U.S. durum has continued to improve as the percentage of the crop sown to the variety, Leeds, has increased.

Domestic use this year will likely total around last year's 35 million bushels. Exports during the first quarter of the marketing year were off sharply from the same period of a year ago. However, for the entire year they are expected to fall only slightly below last year's 39 million bushels. Improved quality and consistency of the durum crop has served to bolster U.S. durum exports in recent years.

The price of No. 1 hard amber durum at Minneapolis, although weakening since harvest, is still averaging about 5 to 10 cents per bushel over the loan.

### Quarterly Durum Report

Based on November 1 conditions, the U.S. durum crop is expected to total slightly more than 87,000,000 bushels. This would be the third highest crop of record. The crop, added to carryover, will give a total supply of 140,600,000 bushels, the second largest of record.

Harvesting was started in North Dakota in early August. Good dry weather allowed harvest to move ahead rapidly, and half of the crop was harvested by the end of August. Harvest of the crop in the triangle was slowed down by rains and poor drying conditions and was not completed until late September. This damp cloudy weather caused some deterioration of quality and sprouting in the swath. However, the quality of the durum moving to market is generally good.

### Stocks Up 22%

Durum stocks in all positions October 1 amounted to 127,300,000 bushels, according to the Crop Reporting Board. This was 22% more than a year earlier. Farm holdings of slightly more than 100,000,000 bushels were 27% above last year, but off-farm stocks were up only 6%. Disappearance during the July-September quarter this season amounted to 12,900,000 bushels, about 45% under the same quarter last year. 8,100,000 were ground during July-September, only slightly under last year, but exports were off sharply. Commodity Credit Corporation owned 7,100,000 bushels of durum on September 30, 1971.

### Exports Disappointing

Durum wheat exports were disappointing during the first quarter of the 1971-72 season. Only 4,563,000 bushels were inspected for overseas shipment during July-September this season, a decline of 65% from the same quarter the year before. The longshoremen's strike on the West Coast, large overall supplies, and competitive pricing by other exporting countries all contributed to limit shipments. Slightly more than half of the durum exported in July-September this season was dollar sales—19% was shipped under Public Law 480 with the balance either barter or CCC credit sales.

### U.S. Exports: Durum Flour and Semolina

Country	July-Sept. 1971	July-Sept. 1970
—In Cwt.—		
Bahamas	369	223
France	150	150
Guatemala	896	597
Honduras	9,875	2,998
Iceland	22,872	—
Japan	422	—
Netherlands	—	1,906
New Zealand	—	793
Saudi Arabia	—	8,000
Spain	441	—
Thailand	100	—
Trinidad	—	427
United Kingdom	600	1,200
Venezuela	106	—
<b>Total</b>	<b>35,831</b>	<b>15,394</b>

### Two New Rice-A-Ronis

Golden Grain Macaroni Company has developed two Rice-A-Roni varieties—Stroganoff and Risotto with Saffron. The products are initially in eight East Coast and Midwest areas. An introductory television ad campaign was run in New York, Cleveland, Detroit, Chicago, Philadelphia, Boston, Miami and Denver.



- for special extrusion dies to your specifications.
  - for unusual extruded shapes and designs.
  - for repair and alteration of your present dies.
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 Telephone: (212) 499-3555

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

### In Canada

The 1971 acreage of durum in Canada was 20% less than in 1970. In mid-September yield was estimated at 24.6 bushels which would produce a crop of 60,500,000 bushels. The visible supply of durum in Canada October 6, 1971 amounted to 34,200,000 bushels against 40,000,000 bushels on that date last year. Farmers' marketings August 1 through October 6 totaled 14,800,000 bushels, about 5,000,000 less than during that period last year. Overseas clearances through October 6 this crop year were nearly double those of a year ago and totaled 12,400,000 bushels. Commercial disappearance (domestic and export) August 1 through October 6 totaled 13,200,000 compared with 7,300,000 bushels a year ago. During the week ended October 9, Canadian Wheat Board quotations—export basis in-store, Thunder Bay—averaged \$1.63¼ for No. 1 C.W. amber durum, \$1.60¼ for No. 2, and \$1.51¼ for No. 3.

### U.S. Exports: Macaroni, Noodles, etc.

Country	July-Sept.	
	1971	1970
	—In pounds—	
Bahamas	56,870	46,617
Belgium		
Luxembourg	5,760	4,200
Canada	47,816	59,375
Colombia	2,290	—
Costa Rica	3,770	—
Ethiopia	—	1,680
French Pacific Is.	—	1,598
Honduras	2,178	3,171
India	—	1,695
Jamaica	133,451	1,264
Japan	—	17,830
Korea	—	3,840
Lebanon	1,955	1,855
Leeward		
Windward Is.	3,450	—
Liberia	4,710	—
Libya	—	1,680
Mexico	—	1,292
Nansel Islands	—	14,880
Nigeria	—	7,500
Panama	17,118	16,191
Republic of So. Africa	—	2,515
Sweden	4,263	—
Thailand	—	35,760
Trust Pacific Is.	1,800	2,400
United Kingdom	—	16,118
Venezuela	1,350	2,435
<b>Total</b>	<b>286,781</b>	<b>243,856</b>

### Plentiful Foods

U.S. Department of Agriculture featured as plentiful foods in December: broiler-fryers, potatoes, instant mashed and frozen french fries.

Other plentiful: pork, turkeys, eggs, split peas, apples, applesauce, apple juice, cranberries, cranberry sauce, cranberry juice cocktail, fresh pears, rice.

### U.S. Egg Production

The Nation's laying flock produced 5,987 million eggs during October, 1 percent more than a year earlier. The number of layers averaged 321.9 million, 2 percent below a year earlier.

Egg production during October was higher than a year earlier in all regions except the South Central, which was down 2 percent, and the West North Central, down 1 percent. Regional increases were: South Atlantic, 4 percent; Western, 3 percent; North Atlantic, 2 percent; and East North Central, 1 percent.

#### Fewer Layers

Layers on hand November 1 averaged 325.1 million, down 1 percent from November 1, 1970, but up 2 percent from October 1, 1971. Decreases from a year earlier by regions were: West North Central, 5 percent; South Central, 4 percent; East North Central, 2 percent; and North Atlantic, 1 percent. The Western region increased 3 percent and the South Atlantic, 1 percent.

#### Rate of Lay Up

Rate of lay on November 1 averaged 60.1 eggs per 100 layers, up 3 percent from a year earlier, and 1 percent above October 1, 1971. The rate was 4 percent above a year earlier in both the West North Central and South Atlantic regions and 3 percent increases were shown in all others.

On November 1, pullets 3 months old and older, not of laying age totaled 60.7 million, down 4 percent from November 1, 1970. Potential layers (hens and pullets of laying age plus pullets 3 months old and older not of laying age) totaled 385.8 million, 2 percent below the same date a year earlier. Decreases by regions were: West North Central, 5 percent; South Central, 3 percent; East North Central, 2 percent; and North Atlantic, 1 percent. Both the South Atlantic and Western regions increased slightly.

#### Hatch Down

Egg-type chicks hatched during October totaled 34 million, down 20 percent from October a year ago. The hatch was down 37 percent in Florida, 32 percent in Georgia, 29 percent in California and 16 percent in Indiana. Egg-type eggs in incubators on November 1 were down 14 percent from November 1, 1970.

### Why Eggs Are Good For You

An article recently syndicated by the Ganett Westchester County papers was picked up and published by Henning-sen Headlines:

"Many consumers of food are rightfully concerned over the current Diet-Heart controversy which has advocates who would eliminate all animal fats from the diet and substitute vegetable

fats. Equally strong advocates point out the dangers of this recommendation and recommend that a well-fed person should 'eat the Basic 4 Food Groups every Day.'

The Council on Foods and Nutrition of the American Medical Association believes that... 'despite the promise of the diet in therapy, there is no sufficient information available at the present time to warrant a change in the American diet aimed at preventing heart disease in the general population.'

#### Eggs in Meat Group

Eggs are a member of the meat group of the 'Basic Four.'

Budget minded consumers will be happy to know that eggs are currently the best food buy (the most food value for the money) of all animal proteins.

Eggs are good for you because:

They are the source of the most complete natural protein known to man; They contain significant amounts of all required vitamins except Vitamin C; The egg yolk is an inexpensive natural source of Vitamin A, D, E and K;

The egg yolk provides required fats in a desired ratio of two parts unsaturated to one part saturated;

They are an efficient source of 14 required minerals;

They are readily available and of good quality at all retail stores;

The per serving cost is low;

Dieters find they provide high quality protein and only 77 calories each.

### Purchasing for Henningsen

Gilbert B. Eckhoff has joined Henningsen Foods, Inc. as director of purchasing. The announcement was made by Victor W. Henningsen, Jr., president. Mr. Eckhoff had been at General Foods since 1958. His most recent position there was manager of commodity procurement in the corporate purchasing department.

### USDA Purchases

During the month of September, USDA purchased the following commodities for distribution to schools:

Commodity	Servings Per Child 71/72 School Year
Corn, canned	2.2
Cranberries, fresh	1.3
Pears, fresh Bartlett	2.6
Chicken, frozen	1.0
Beef, frozen ground	1.0
Beef, patties	.2
Pork, frozen ground	2.8
Cheese, processed	.5
Beans, dry	6.5
Peanut butter	2.6

Schools will be looking for plentiful foods to accompany these donated foods. Be sure your salesmen promote the plentiful in your line when calling on school food service customers.

## Raw Material Requirements for Egg Products Production

by Hugh G. Oldach, W. H. Oldach, Inc.  
at the Institute of American Poultry Industries Management Clinic

THREE basic factors to consider in determining quality levels of eggs to be procured for breaking:

1. Customers' requirements are varied, and, dependent upon ultimate end use of egg products packed, a wide range of initial shell egg quality is tolerable. A few examples of specific end-user requirements follows.

(a.) Frozen whole eggs for airline in-flight service—only Grade A certified interior quality 72 hours prior to breaking acceptable.

(b.) Frozen whole eggs for commercial baking—minimum 25% Egg Solids (breaker must use large eggs—since mediums and smalls are lower in egg solids owing to the lower yolk-to-white ratio in the eggs laid by younger hens). The practice of adjusting to required solids level by adding separated yolk to low solids whole egg is being disallowed by U.S.D.A. on the grounds such "mixed" eggs are not truly "whole eggs" in their naturally proportioned break from the shell.

(c.) Frozen or dried egg albumen for angel food cake—freshness of the liquid whites is a must for this product whereas the quality of whites used as a binder in sausage and breading batters is not nearly so critical.

(d.) Dark colored whole eggs and yolks (frozen or dried)—require special feeding of flocks producing the breaking stock adding high carotenoid fractions to the feed is accomplished at the sacrifice of some energy production, which results in some loss in shell egg production and a corresponding increase in the cost of the eggs laid. Hence the premiums for the darker colored eggs.

2. U.S.D.A. Requirements—as stated in their regulations, are such that "Shell eggs, when presented for breaking, shall be of edible interior quality and the shell shall be sound and free of adhering dirt and foreign material." From an interior quality standpoint—this allows the breaking of AA, A, B and C (standard) grade eggs. Checks, which are cracked eggs in which the inner membrane has not been ruptured, are allowed to be broken under certain restrictions; and dirty eggs can also be broken provided they are properly cleaned and sanitized. Eggs with meat or blood spots may be used if the spots are removed in an approved manner.

3. Sources of breaking stock  
1. Farm Run Eggs—though variable in cleanliness, size and interior quality, fresh receipts from egg farms (or ranches) represent the most desirable source of material for breaking, principally because of lower cost.  
2. Processed Eggs—are those eggs which have already been cleaned and



Hugh G. Oldach

graded for size and quality. They are more costly because of processing value added and they include top grades (A, B, C) and under-grades (Dirties, Stains, Checks).

Suggested specifications for the purchase of eggs for breaking

1. Breaking Stock (farm run)—consisting of large, medium and small (no peewees) eggs of A, B, or C quality with an unbroken (normal or abnormal configuration) clean or stained shell. Tolerance: 2% for loss in case and/or peewees included.

2. Checks—consisting of eggs of A, B or C quality with a broken shell; but with the inner shell membrane intact and egg meat not exuding or leaking. Tolerance: 5% for loss in case and/or peewees included.

Problems confronting egg breakers

1. Non-uniformity of eggs received from differing sources.

2. Lack of care taken by producers in packing and handling undergrades which results in unnecessarily high loss-in-case prior to receipt by breakers.

3. Reuse of old, soiled and weak shell egg cases.

4. Boot-legging of excessive quantities of loss eggs, peewees and inedibles with shipments of acceptable breaking stock.

5. Differences in interpretation of U.S.D.A. regulations by plant inspectors.

6. Loss of checks in washing operation due to rupture of membrane

Opportunities for improvement of operations

1. Use fewer undergrades and more fresh farm-run production.

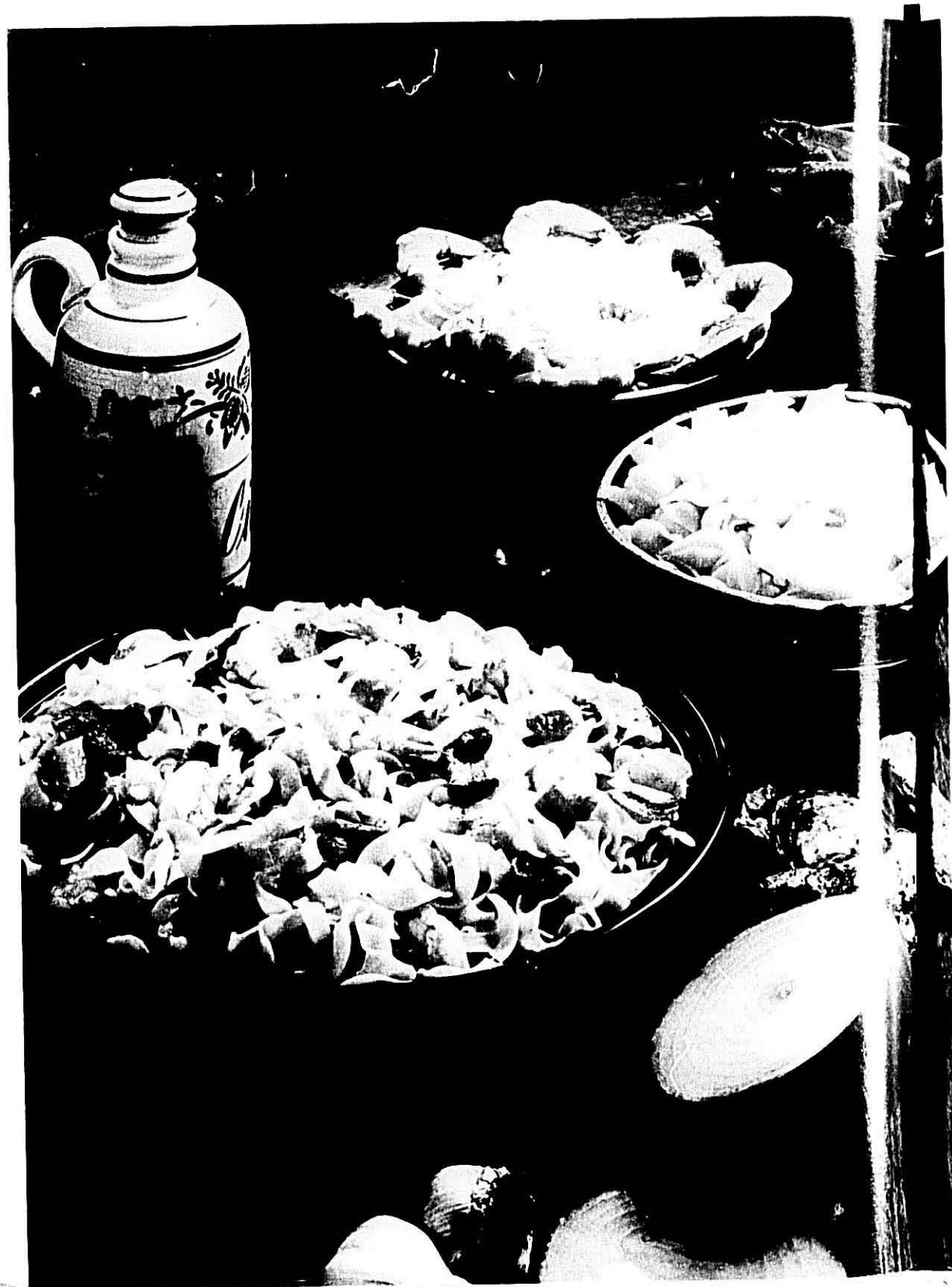
2. Visit shell egg shippers and assist in upgrading their operations so as to improve quality of breaking stock received from them.

3. Work to eliminate use of old, soiled and weak egg cases. Convert to plastic filler-flats which are returnable and reusable after steam cleaning.

4. Break eggs as soon as possible after receiving them. This will tend to lower bacteria counts and improve yields.

5. Give particular attention to proper operation and maintenance of eggs washing and sanitizing equipment.

6. Take time to teach your personnel the proper techniques they should master in handling eggs, and instill in them attitudes of quality-mindedness.



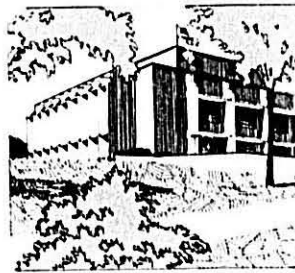
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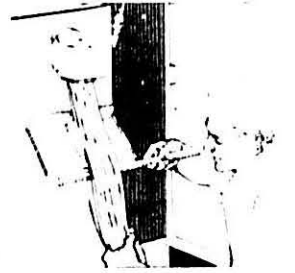
King Midas Semolina and Durum Flour  
Where Quality Pasta Products Begin



The King Midas Semolina and Durum Flour is the result of a special process of selection and milling. The pure, golden color of quality is the result of a special process of selection and milling. The King Midas Semolina and Durum Flour is the result of a special process of selection and milling.



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**PEAVEY COMPANY**  
Flour Mills

## EQUALITY OF SACRIFICE: A GOOD IDEA, BY GEORGE!

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



George Meany has complained that there is no "equality of sacrifice" in President Nixon's New Economic Policy. He's certainly right about that. So far, business has received less and been asked to give up more than any other element of American society.

This fact has evidently escaped Mr. Meany's notice. He's still asking for "more" tax relief for individuals than for business. More than what?

The most obvious reply is that individuals are getting more tax relief than business.

The Secretary of the Treasury, John B. Connally, clarified this issue before the House Ways and Means Committee. He said:

This question of business benefits versus individual benefits must be put in perspective; they are not separable. I know of no better way to gain this perspective than to go back to January 1969, and compare business and individual tax actions since that time.

To be complete, the record must include the impact of the Tax Reform Act, plus the Administration's change in depreciation regulations and the tax proposals of the New Economic Policy. If the impact of these measures is spread over the five years, 1969 through 1973, the result is startling:

*Federal income tax payments of individuals will have been reduced by almost \$34 billion. Tax payments on corporate profits will have declined by slightly more than \$1 billion.*

Further, as Mr. Meany well knows, the owners of American industry are taxed twice—once under the 48% corporate profits tax, and again when dividends are taxed as income.

Put it all together and it hardly sounds like favoritism for business.

Mr. Meany should know, too, that until the 1971 upturn profits as a percentage of the Gross National Product were the lowest since the Depression '30s. And as a share of the sales dollar, they were the lowest in 15 years—about three cents out of every dollar.

Thus it is obvious that individuals are in fact not

receiving worse treatment than business under the President's program. However, the degree of "balance" between tax relief accorded to consumers and that accorded to the business sector is not directly relevant, though it may be coincidentally so. The real question is simply: How best to stimulate the economy? A healthy economy will benefit both business and the consumer.

In opposing the President's proposal for a 10% job development tax credit, Mr. Meany is correct that only 73% of our productive capacity is currently being used. But he conveniently ignores the important fact that much of the remaining 27% is old, inefficient, and far below the standard of the machinery being used by our foreign competition. American business cannot approach the goal of operating at 100% of capacity and employing more people unless it is enabled to take the risks of modernization and expansion on a basis comparable to that of its rivals for trade around the world.

Putting still more money in the hands of the consumer would be worth considering if there were some evidence that consumers would spend enough of it to give business the needed stimulation. But the evidence is on the other side. Consumers are currently saving at near-record rates—above 8%.

Consumers are saving because they are scared. With unemployment high and business sluggish, we all feel economically insecure, so we save. Obviously, if we cannot induce consumers to provide the push toward recovery, then we must try to stimulate business.

Increased business activity should provide jobs for the unemployed. When unemployment drops, consumer confidence will return and consumers will spend again, further stimulating business.

The key to recovery, therefore, is business, not the consumer.

The President's New Economic Policy does not really seek a "new" tax "break" for business, but merely a return to the highly successful growth-promoting policies of the early 60s.

Everyone benefits from a healthy American economy—business, labor, the old, the young, the rich, and the poor.

# We're back in business again!

*The newest, most modern, durum mill in America.*

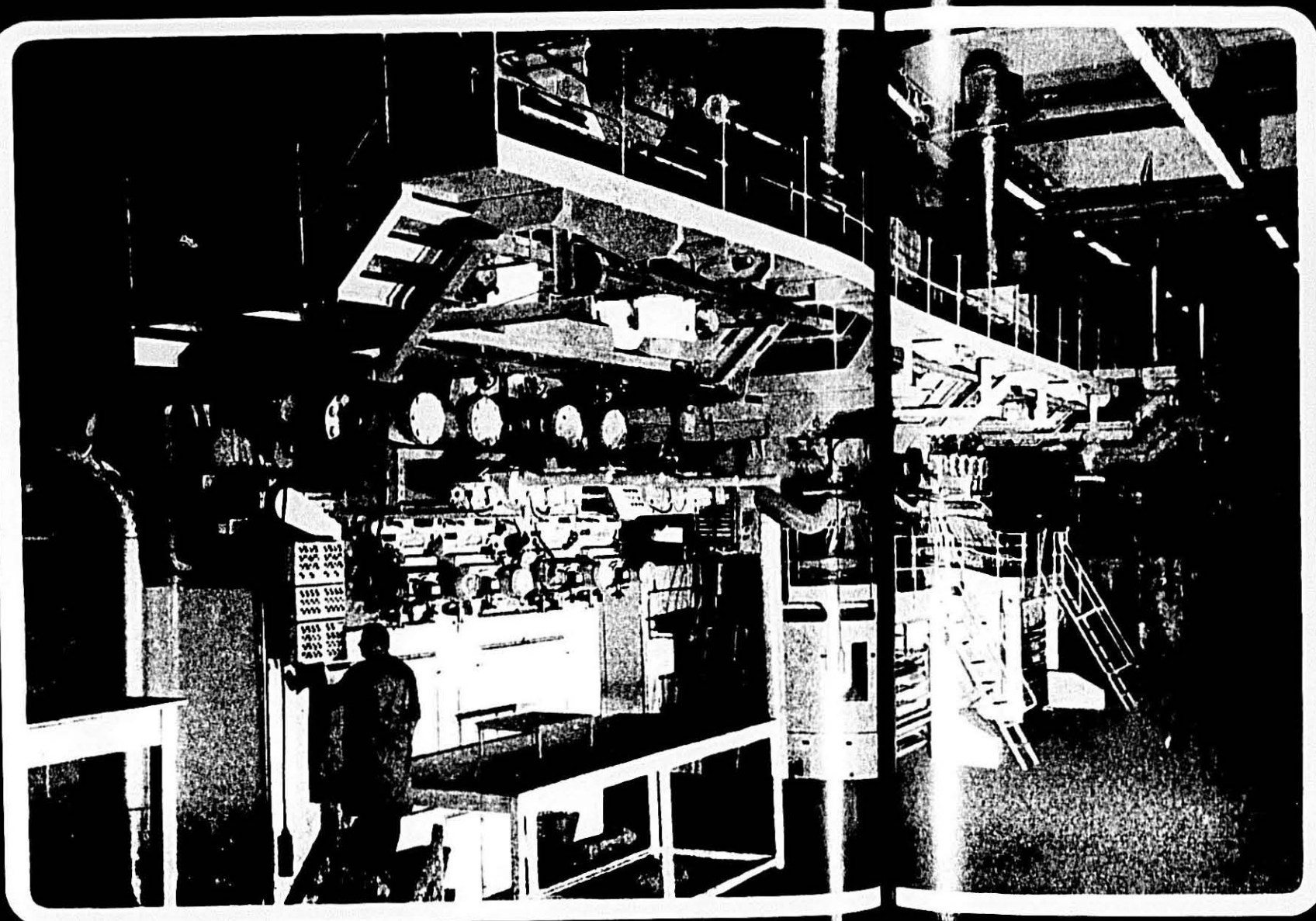
**the durum people.**



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Each pasta factory has its own production requirements: Braibanti supplies automatic continuous lines for capacities ranging between 200 and 10.000 lbs/h.

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### Chairman of GMA

R. Burt Gookin, president of the H. J. Heinz Company, is the new chairman of the Grocery Manufacturers of America, Inc.

Mr. Gookin was elected to the two-year term during the association's Sixty-third Annual Membership Meeting in Washington, D.C. Mr. Gookin, who served as vice chairman of GMA from 1969-1971, succeeds Donald M. Kendall, president of PepsiCo, Inc., who served as chairman the past two years.

#### Challenge of Consumerism

In his address to the annual membership meeting, Mr. Gookin noted that, "The last decade was characterized by the rise of consumerism and its challenge to our industry. Admittedly, the challenge is still with us. But I'm optimistic about the future. I'm optimistic because there's a bigger opportunity today to turn things around, respond more positively, and carry the challenge beyond the advocates to the people who buy and use our products."

Outgoing Chairman Kendall, in his closing remarks to the membership, said that, "We are a responsible industry—we always have been, and we always will be. Hundreds of millions of transactions in a week or a month indicate that we must be doing something right. On the other hand, we must continue to re-examine what we're doing to see if we can't do it better."

Grocery Manufacturers of America, Inc., is a Washington-based trade association which represents 155 major American grocery manufacturers.

#### Universal Product Code

During the membership meeting, Mr. Gookin reported on the industry's progress in developing a Universal Product Code. As Chairman of the Grocery Industry Ad Hoc Committee on Universal Product Coding for the past year, Mr. Gookin has been instrumental in overseeing the development of a standard system grocery manufacturers could use to identify the many thousands of grocery items produced and sold in the United States.

By establishing a uniform system, the Committee—which consists of five manufacturer and five distributor associations—would overcome one of the major obstacles in implementing automated grocery store checkout procedures, Mr. Gookin noted. Such automation could improve the industry's operating efficiency and level of customer service, and at the same time result in significant savings to both manufacturers and customers, Mr. Gookin said.



R. Burt Gookin

#### Others Elected

In addition to Mr. Gookin's election at the meeting, James P. McFarland, chairman of General Mills, Inc., was elected vice chairman, Arthur E. Larkin, Jr., president, General Foods Corporation, was elected secretary, and Thomas S. Carroll, president of Lever Brothers Company, was elected treasurer.

Elected to GMA's Board of Directors were Boyd Schenk, president, Pet, Inc.; Gerard J. Gogniat, president, The Nestle Company, Inc.; Gordon T. Beaham, Jr., chairman, Faultless Starch Company; William O. Beers, president, Kraftco Corporation; Charles D. Dickey, Jr., president, Scott Paper Company; David R. Foster, president, Colgate-Palmolive Company; Richard B. Sellars, president, Johnson & Johnson; Harry K. Wells, president, McCormick & Company, Inc.; Robert M. Schaeberle, president, Nabisco; and Richard G. Landis, president, Del Monte Corporation.

The other members of the GMA Board who continue to serve are: J. Paul Austin, chairman & president, The Coca-Cola Company; Ben A. Barteldes, president, T-N-T Food Products, Inc.; Robert C. Cosgrove, chairman, Green Giant Company; R. Hal Dean, chairman, Ralston Purina Company; A. H. Galloway, chairman, R. J. Reynolds Industries, Inc.; Donald N. Givler, president, Grocery Store Products Company.

Robert J. Keith, chairman, The Pillsbury Company; Donald M. Kendall, chairman, PepsiCo, Inc.; Gavin K. MacBain, chairman, Bristol-Myers Company; A. R. Marusi, chairman & president, Borden Inc.; W. S. McIlhenny, president, McIlhenny Company, Inc.; James W. McKee, Jr., president, CPC International Inc.

Harold S. Mohler, president, Hershey Foods Corporation; Howard J. Morans, chairman, Procter & Gamble Company; Andrew Paretti, president, Bon Vivant Soups, Inc.; Robert W. Reneker, president, Swift & Company; Lyle C. Holl, chairman, Kellogg Company; O. Colric Rowntree, president, The R. T. French Company; Lloyd E. Skinner, chairman, Skinner Macaroni Company; Paul H. Smucker, chairman, The J. M. Smucker Company.

Robert D. Stuart, Jr., president, The Quaker Oats Company; John C. Suerth, chairman, Gerber Products Company; M. B. Thompson, chairman, Geo. A. Hormel & Co.; Henry Weigl, president, Standard Brands Inc.; and Ben H. Wells, president, The Seven-Up Company.

#### Call for Consumer Dialogue

A SENIOR vice president of one of the nation's largest corporations declared that business and government must respond fully, creatively and positively to the forces of consumerism or face a loss of credibility on the part of the public. Aaron S. Yohalem of CPC International said business and government leaders must sit down with their severest critics in the consumerist movement and open a full and rational dialogue to avoid a "lack of trust and outright rejection of basic institutions of our society." Mr. Yohalem made his remarks in a speech before the 20th Annual Conference of the Grocery Manufacturers of America at the Waldorf-Astoria Hotel.

Mr. Yohalem said he has always been an eager advocate of the imperative of the dialogue among all parties to the issue of consumerism and observed: "I look about me here this morning. I don't see any militants from the consumerist movement. I don't see any picket lines. I don't hear the voice of the outraged consumer here. I don't see any Blacks from the ghetto who are listed as authoritative speakers expressing a certain viewpoint and experience of consumerism."

"They are not here. But it is with these and other activists that we should be in constant and open dialogue."

"The benefits we would derive are obvious to any thinking person. The risks we undertake are minimal to the point of non-existence—after all, what are we afraid of—but not to talk of your critics is the most foolish risk. The most self-defeating."

Mr. Yohalem has taken an active role in public affairs for the Grocery Manufacturers of America and the National Association of Manufacturers. He is a

(Continued on page 28)

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Microwave drying, the first really new development in a long time, has been quietly proven by some of the largest pasta producers.

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## Call for Consumer Dialogue (Continued from page 24)

member of the National Marketing Advisory Committee to the Secretary of Commerce, a member of the Board of Directors of the United States Chamber of Commerce and a member and former chairman of the Chamber's Consumer Issues Committee.

### Move Ahead

He urged the industry leaders attending the GMA conference to continue, while dialoguing with their critics, to move ahead on fronts and areas where business has been making appreciable headway, despite what their detractors have to say. Mr. Yohalem said: "Such considerations as product safety, performance and quality levels of goods, relevance of product promotion and advertising, fair dealing by warranties, money-back guarantees and the like, closer consumer participation with the manufacturer, wholesaler and retailer on key marketing problems—all of these are at this moment being worked on by business. Not perhaps as well as you want, but believe me, we are in motion."

What is needed at this point, Mr. Yohalem declared, is careful, rational assessment and objective prognosis based upon the empirical evidence of our pragmatic experience—the marketplace: what works, what doesn't work, and why? And what, if anything, he added, does consumerism, as we conceive it, have to do with providing rational solutions to these questions.

### No Fad

Consumerism is far from being a fad, according to Mr. Yohalem. He believes the nation is experiencing an endemically American tradition: that which asserted itself on the frontier of Frederick Jackson Turner: that Populism which characterized the early response to the primitive eruptions of the industrial revolution and America's expansion to the West after the Civil War; that concern for the individual's safety and welfare in a burgeoning industrial society as evidenced by Upton Sinclair, Lincoln Steffens and leading right up to the writings of the late Rachel Carson. "Today's consumerism," Mr. Yohalem pointed out, "is a direct, lineal descendant of this tradition—an honorable, vital, thoroughly American one—no matter what we might think personally of some of its spokesmen, self-appointed or otherwise. The movement known as Consumerism is far larger and more meaningful than any individual."

A continuous dialogue, Mr. Yohalem emphasized, is required among all parties to the issues of Consumerism. "Whether they be the question of product safety, quality assurance or such

specifics as nutritional labeling, open dating, money-back guarantees, unit pricing or whatever. Such dialogue is the sine qua non of a malleable, productive Consumerism. To single out individuals within the movement as the convenient straw men for launching an ill-disguised attack on the movement itself would be fatal to the idea of dialogue. And once dialogue is barred, then we preclude our understanding each other—and that indeed would be, literally, subversive of our free market economy and the society it serves."

However, Mr. Yohalem said he gains assurance from the facts of this country's history. "At points of crisis in the past," he explained, "business and industry have, despite all else, usually made positive and constructive accommodations to the hard, cutting edge of history. That cutting edge which inevitably slices away old values, replacing the old with the new, which simply wipes away institutions that do not learn quickly enough nor comprehensively enough how to adapt, accommodate and, ultimately, take the lead in instituting change."

### We Must Understand

Consumerism, said Mr. Yohalem, is truly one of those forces in history far greater than the sum of its parts. He declared: "Unless business and government respond fully, creatively and positively to Consumerism, then the credibility of these basic institutions will suffer, at this vital juncture in the, literally, global confluence of change and societal revolution. Consumerism is indeed a vital, powerful force in this current. Our survival, our role—if any—in the next fifty years will, in large measure, depend upon our understanding, appreciation and response to it."

### Multinational Company

CPC International is one of the world's largest multinational food producers. The company has manufacturing facilities in some forty countries on every continent and makes consumer products as well as providing ingredients to a wide variety of basic industries.

### Kraft Pushes Nutritional Awareness

Colorful new appetite appeal pennants are being furnished to food retailers by Kraft Foods as part of the company's participation in the Food Council of America's "Nutrition Awareness" campaign.

The new pennants combine powerful food photography with the nutrition awareness message. They spell out the four basic foods design of the Food Council of America. Five pennants are

in the series; one contains the complete basic foods symbol while the other four illustrate each of the four food categories—dairy products; fruit and vegetables; meat, fish and poultry; and breads and cereals. The pennants can be used together over-the-wire, for store window use and as product display toppers.

### On TV Specials

Good nutrition and balanced meals were emphasized in Kraft's new TV network specials during the Fall. Full-page Kraft product advertisements in Family Circle, monthly through the end of the year, continued to incorporate the "Basic Four Foods" symbol, trademark of the industry-wide "Nutrition Awareness" campaign.

### Doing Great Things

A 15-minute film entitled "Doing Great Things," which tells the importance of a balanced diet in early life, is being developed by Kraft Foods and will be available to schools, special groups and for TV use. The film is narrated by Greg Morris of "Mission Impossible" fame.

### GMA Announces New Pallet Specs

"Recommended Pallet Specifications for the Grocery Industry," an inter-industry publication aimed at aiding grocery manufacturers and distributors in the development of standardized pallets, has been revised and republished by the Grocery Manufacturers of America, Inc., GMA President George W. Koch announced.

The specifications are endorsed by GMA and the Cooperative Food Distributors of America (CFDA), the National-American Wholesale Grocers' Association (NAWGA), the National Association of Food Chains (N.F.C.), the National Association of Retail Grocers of the United States (NAR:US) and the Supermarket Institute Inc. (SMI).

### Two Major Changes

C. Edward Ashdown, vice president of operations at GMA, noted that there are two major changes in the new specifications. The maximum moisture content of pallet deckboard has been increased from 25 per cent to 35 per cent, and the recommended specifications for top deckboard spacing has been increased from a maximum of 1 1/4 inches to a maximum of three inches.

The recommended pallet specifications have been updated and published periodically by GMA since 1966. It was at that time that the Pallet Specifi-

(Continued on page 34)

# ADM Milling Co.

### Food for the Needy

USDA's continued policy of making more and better food available for needy families.

Needy persons in family units can now receive nearly 38 pounds of highly nutritious USDA food per person per month. Among foods available to States for distribution to needy families include: apple juice, apple sauce, dry beans, canned green beans, canned beef in natural juices, bulger, butter, cheese, canned boned chicken, canned corn, cornflour, cornmeal, scrambled egg mix, farina, flour, grapefruit juice, lentils, macaroni, canned chopped meat, milk beverage mix, evaporated milk, fortified instant milk nonfat dry milk, rolled oats, processed orange juice, canned peaches, peanut butter, canned green peas, dried peas, canned pork in natural juices, dehydrated potatoes, canned sweet potatoes, dried prunes, canned boned turkey, rolled wheat, raisins, rice, vegetable shortening, corn syrup, canned tomatoes and tomato juice.

#### Other Outlets

Other USDA food donations during the first six months of fiscal 1971 included 389.2 million pounds to schools, and 56.7 million pounds to charitable institutions, increases of some 14 and three percent, respectively, over totals for a year earlier. The school totals are in addition to foods distributed by USDA's Food and Nutrition Service especially for schools in USDA's National School Lunch Program.

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

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

### Major Nutrition Feature Highlights Family Health's Food/Nutrition Issue

A major feature on nutrition written by Dr. Jean Mayer will highlight "Good Food for the Good Life," Family Health's third annual food/nutrition issue, scheduled for April, 1972.

Dr. Mayer was former chairman of the White House Conference on Food and Nutrition. He is a frequent contributor to Family Health and a member of the magazine's editorial advisory board.

"Manufacturers of quality food products have reacted very positively to our '72 plans, and we expect a big page increase for the issue," Jonas Tumen, Family Health's vice president, marketing, said today. Advertisers in the June 1971 nutrition issue, which totaled 24 advertising pages, included General Mills, Pillsbury, Nabisco, Best Foods, Kellogg, Borden, and General Foods.

Special discounts and merchandising plans will be available for "Good Food for the Good Life." The issue closes February 1st, 1972.

Family Health's circulation is more than 1,000,000, with a total readership of nearly 3,000,000, as measured by B.R.I. In 1971, the magazine's total number of advertising pages rose 91.3% to 210.0 pages from 110 pages in 1970.

### Occupational Safety Report

A complete and comprehensive report on an Occupational Safety and Health Act briefing session covering the record keeping requirements of the new law has been published by the National Safety Council.

The special session held in July and sponsored by the Safety Council in cooperation with the U.S. Bureau of Labor Statistics covered in detail the new regulations that apply to all employers affected by the legislation.

Titled "Injury-Illness Reporting Requirements," the 28-page booklet includes a discussion of the regulations and related topics by top staff officials from the U.S. Bureau of Labor Statistics; among them Thomas J. McArdle, assistant commissioner of Occupational Safety and Health Statistics who offers an overview of OSHA record keeping. Also discussed is the old Z16.1 standard as compared with the new regulations, research goals and state participation.

Safety Council President, Howard Pyle, offers some brief remarks on the inadequacies of Standard Z16.1.

#### Questions & Answers

Perhaps the most valuable section of the publication is a transcript of questions and answers—including some added questions that weren't asked. The question-and-answer portion is indexed, alphabetically by topic for easy reader access.

Although these proceedings cover only one meeting among many held around the country on the subject, the statements of the speakers and the questions asked cover probably every point of importance with regard to the new procedure.

Copies of the publication can be ordered from the National Safety Council,

425 N. Michigan Ave., Chicago 60611, using stock number 09940. The price is \$3 per copy. Payment should accompany order of \$5 or less. The price is subject to an automatic discount of 20 percent to Council members and 10 percent to U.S. Federal Government Agencies.

### FTC Says What's Free

The Federal Trade Commission set down some guides for what's free.

The commission guides, slated to become effective Dec. 16, are designed to prevent deceptive or misleading offers of "free" products or services. The guides basically state something shouldn't be described as "free" if the purchaser actually pays for it through certain requirements attached to the offer.

For example, the FTC explained, "when the purchaser is told that an article is 'free' to him if another is purchased, the term indicates he is paying nothing for that article and no more than the regular price for the other." The guides specifically apply to offers such as "buy one—get one free," "two-for-one sale" and "one cent sale," the FTC said.

The FTC action follows recent cases in which the commission has charged some film developers and retailers with advertising a "free" roll of film along with picture-developing services when in fact the cost of the replacement film is included in the developing charge.

### Centennial Promotes Don Austin

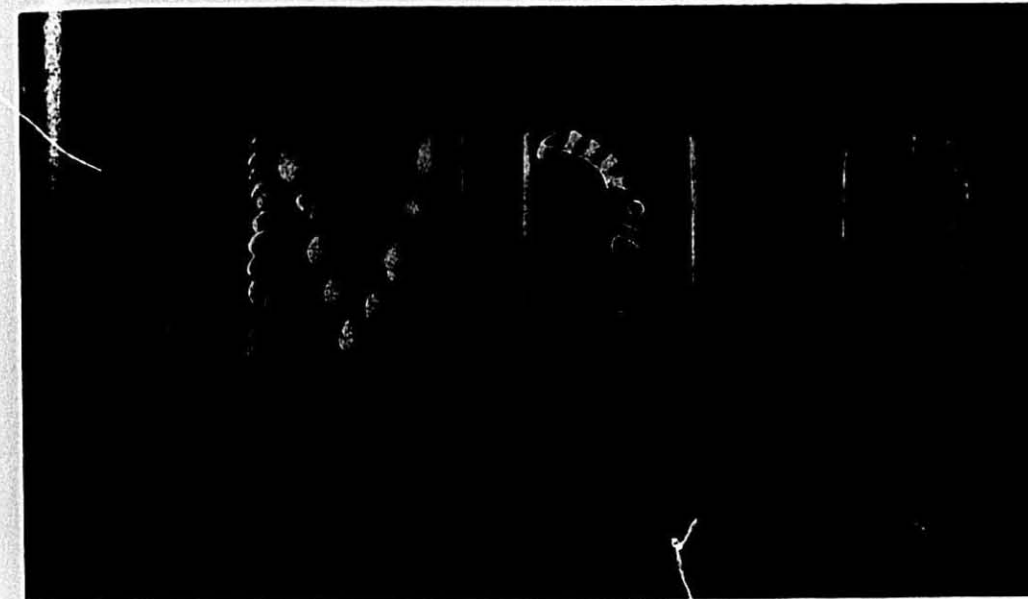
Don Austin, Sales Manager of the Home Mix Division of Centennial Mills in Portland, Oregon, has been named Sales Manager for the Bakery Mix Division of Centennial Mills.

As part of a consolidation of marketing efforts, Austin moves to the Centennial General Offices in Portland. He will report to Len Alchlmayr, Marketing Manager of Centennial, who directs the marketing of all Centennial Food Products to its West Coast territories.

Centennial, a VWR United Company, manufactures a complete line of flour, bakers' dry mixes and bakers' wet mixes, as well as Vital Wheat Gluten and wheat starches. Distribution to bakers on the West Coast is in direct carload and truckload shipments or through bakery jobbers.

Centennial also offers a growing list of consumer items distributed through grocery and institutional jobbers.

Austin's move is effective immediately, according to Executive Vice-President Frank Rawlinson.



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### Packaging Problems

Slack fill short weight, terms characterizing package sizes are all problems FDA may deal with soon, according to John Gomilla of FDA's Bureau of Foods Fair Packaging & Labeling Branch. A survey of packages for slack fill by 11 states under contract from FDA, showed that there is significant slack fill in some products, Gomilla said. He noted that analysis of the data is still in progress. States also examined packages for FDA to ascertain accuracy of net weight declarations, & Gomilla said the state found that approximately 7 per cent of the packages examined were one per cent or more short weight. After reviewing another report by the states on size characterizations appearing on consumer commodities, Gomilla said FDA has "reservations" about the meaning of some of the terms being used. "Regulations will be proposed in the near future to restore a degree of meaning to the use of terms that characterize package sizes," Gomilla said.

### Sealed Air Laboratory Services

Sealed Air Corporation, Fair Lawn, N.J., is offering the consulting services of its four packaging laboratory facilities without cost or obligation to any qualified company with packaging problems.

The free packaging service is open to firms across the U.S. and Canada through Sealed Air's sales and distributor network.

"The laboratories and the engineers and technicians who staff them are concerned with reducing the soaring costs of packing, shipping and loss through damage," Bill Armstrong, corporate packaging engineer said.

"Originally intended for basic package design and evaluation, our laboratories are now equipped to conduct product testing and evaluation, packaging material evaluation, and packing line layout and systems design. We broadened the scope of the laboratories' activities because we felt there was a definite need in business and industry for more defined—and accessible—packaging consultation services."

#### Assistance Offered

Mr. Armstrong said Sealed Air's packaging laboratories can provide packaging assistance in these areas:

1. **Protection Engineering**—The design of packs to provide maximum protection at the most economical cost level for new, redesigned, or existing products. A wide variety of packaging and cushioning materials are considered.

2. **Package Evaluation**—Package prototypes are subjected to rigorous test



Testing by technicians.

procedures, including shock and vibration, to determine each pack's ability to survive hostile shipping/handling environments.

3. **Material Evaluation**—Extensive testing constantly is being conducted to obtain complete performance data on all packing materials. Tests are run to determine cushioning and dunnage efficiency, compression, creep, fatigue, density, dusting, and other criteria required to develop complete price/performance information.

4. **Product Testing**—Product fragility is evaluated to determine the precise amount of protection required.

5. **Packaging Operations**—Assistance is offered toward establishing more efficient packing line operations. This includes designing dispensing systems, line lay-out, personnel training and systems machinery recommendations. Efforts are made to develop packing lines best suited to each company's product, labor and physical requirements.

6. **Cost Analysis**—A complete cost/performance breakdown to total packaging costs is prepared to aid in the selection of the most economical final pack.

#### Computer Services

In addition to these services, Sealed Air has developed a packaging computer program in cooperation with the Danray Corporation, a computer programming firm. The computer program—a "first" in the packaging industry—delivers in 15 to 20 minutes data that ordinarily would require hundreds of manhours to compute. The program relates a product's characteristics, including the important fragility factor, to its distribution environments and compares and selects an inner packing material that provides proper and economical protection.

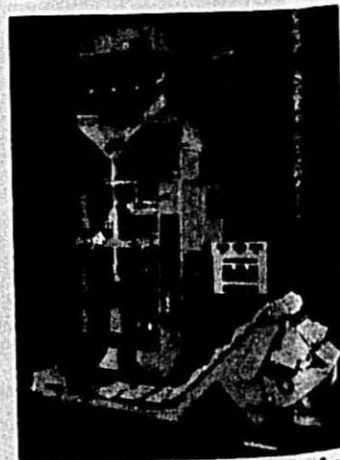
Sealed Air products include "Barrier-In" AirCap®, a proprietary air cellular plastic cushioning material; new Sealed Air® Mail-Lite(TM) Shipper, the lightest weight cushioned mailing bag on the market; and Foamwrap(TM), a perforated, compression packed urethane foam cushioning material.

Firms interested in Sealed Air's laboratory services are requested to write on company letterhead to: Dept. SL, Sealed Air Corporation, 19-01 State Highway 208, Fair Lawn, N.J. 07410. Packaging problems may also be submitted directly to any one of the four Sealed Air Laboratories: Fair Lawn, N.J.; 3800 W. 45 St., Chicago, Ill. 60632; 2015 Saybrook Ave., Commerce, Calif. 90040; or Smith Packaging Ltd., a Sealed Air subsidiary, 111 Eastside Drive, Toronto, Ont., Canada.

Words from Khalil Gibran: "You are the bows from which your children as living arrows are sent forth."

### Flexitron Automatic Servo

Triangle's new Flexitron Automatic Servo fully automates form-fill-seal bag machine operations. The new unit analyzes the weight of each package and automatically adjusts scales to previously set tolerances before overfilled or underweight packages are produced. Used with the Triangle Checkweigher, packagers can now monitor and control line performance, eliminating manual weight tuning and down time. Packages that stray from set weight tolerances are automatically rejected. The Flexitron Automatic Servo features integrated, solid-state circuitry, and highly accurate Flexitron weigh cell.



Triangle's new Flexitron Automatic Servo fully automates form-fill-seal bag operations.

THE MACARONI JOURNAL

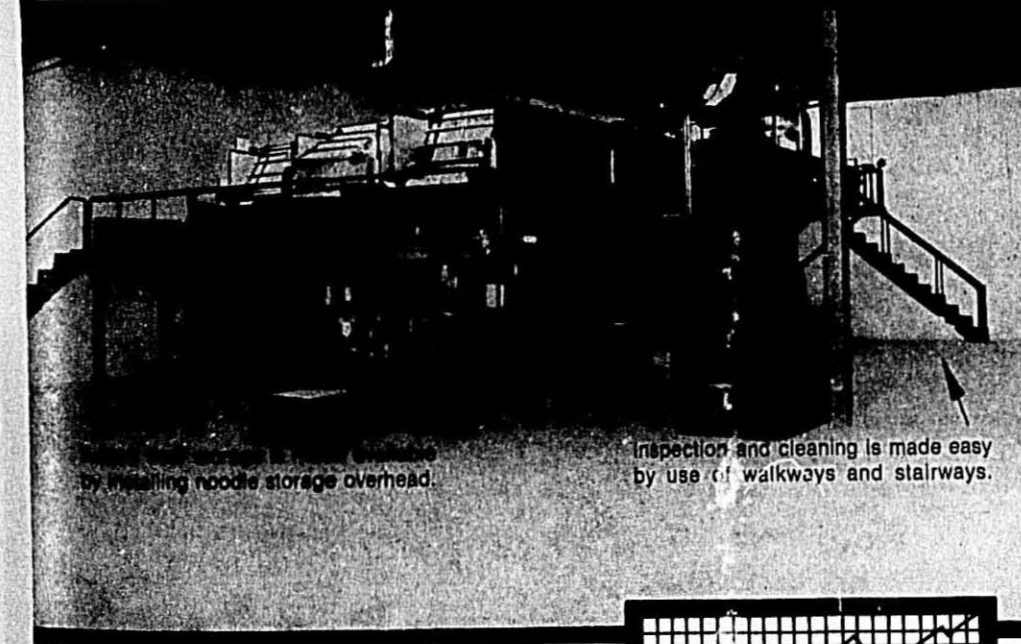
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JANUARY, 1972

31

## CONSTITUTION

National Macaroni Institute, Incorporated

**Article I—Name.** The name of this organization shall be National Macaroni Institute, Incorporated.

**Article II—Objects.** Its objects are to advance the general interests of the Macaroni-Noodle industry and to popularize macaroni-noodle products through research and publicity.

**Article III—Place of Business.** It is incorporated under the laws of the State of Illinois as a "Not-For-Profit" organization with its principal place of business in Palatine, Illinois.

**Article IV—Membership.** The membership is composed of an unlimited number of fully paid-up macaroni-noodle manufacturers and allies, willing to collaborate in improving the quality of macaroni-noodle products through study and research, in creating wider consumer acceptance and in popularizing macaroni-noodle products to increase their per capita consumption.

**Article V—Governing Body.** The organization shall be governed by an Institute Advisory Council of ten (10) or more members, an Institute Executive Board of seven (7) or more, a President, Vice President and a Secretary-Treasurer, all to be selected or elected as provided for in the bylaws. The President of the National Macaroni Manufacturers Association shall be the President of the organization and shall be an ex-officio member of both the Advisory Council and of the Executive Board, with voice and vote.

Elections may be held at annual meetings or by mail in a manner to be determined by the Executive Advisory Board.

### Article VI—Meetings.

1. The annual meeting of the organization shall be held in January each year at such date and place as may be from time to time determined at its annual meetings or by the Institute Advisory Council.

2. Special meetings may be called either by a majority of the Institute Advisory Council or the Institute Executive Board, and must be called by the President upon petition of not less than twenty-five (25) per cent of the members.

**Article VII—Funds.** Funds for the operation of the Corporation shall be derived from monthly contributions by members on a basis to be determined by the Institute Advisory Council, or through the sale of promotional material developed or produced by the Corporation.

All funds shall be deposited as a separate and distinct account in a depository designated by the Institute Executive Board and expenditures therefrom are to be made by checks only for the specific purpose for which the Corporation is established.

### Article VIII—Quorum.

1. At any meeting of the Corporation, regular or special, twenty (20) members in good standing shall constitute a quorum.

2. At any meeting of the Institute Advisory Council, seven (7) members shall constitute a quorum.

3. At any meeting of the Institute Executive Board, five (5) members shall constitute a quorum.

**Article IX—Amendments.** This Constitution may be amended at any regular or special meeting of the organization by two-thirds of the members present and voting.

### NMMA Constitution

(Continued from page 8)

**Article XI—Amendments.**—This Constitution and Bylaws may be amended at any regular or special meeting of the Association by two-thirds vote of the Members present and voting, or by mail by a two-thirds vote of the Members voting.

### FDA Stands by Standards

The Wall Street Journal reports that food manufacturers won't be required to tell what is in their so-called "standardized" foods, which range from mayonnaise and macaroni to cola.

At least, not for the time being. The Food and Drug Administration rejected a proposal by a group of George Washington University law students organized here as Label, Inc. that would have required labeling-disclosures of ingredients in the several hundred foods whose basic makings are set by FDA regulations. Such disclosures currently are required only on non-standardized foods.

The FDA rejection was disclosed by Label members at a press conference with Rep. Benjamin Rosenthal (D., N.Y.), who has introduced legislation for mandatory declarations of ingredients in standardized foods. They reiterated arguments that consumers should be able to know, for example, that standardized cola drinks contain caffeine.

Despite its ruling, the FDA apparently agrees. Charles Edwards, FDA

commissioner, issued a statement that the agency "supports the principle of mandatory ingredient listing for all food products" but that the FDA currently doesn't have the legal authority to require it for standardized foods. The FDA said it also would seek legislation to obtain such authority.

### Good Manufacturing Practices

James J. Winston, N.M.M.A. Director of Research suggests these practices which should augment your sanitation program to prevent contamination with bacteria.

1. All equipment utilized in the manufacture of noodle products should be dismantled every 24 hours; thoroughly cleaned and sanitized using 200-300 Parts Per Million of available chlorine, followed by a water rinse. This is especially applicable to egg-water tank, holding tank, egg pump, dough mixer and cutter.

2. Egg-water mix should be maintained at 40°F. or less to prevent the proliferation of bacteria.

3. "Cleaning in place" every 6 hours should be carried out in the egg-water system, pumps, connections, tanks, etc. Chlorine at a concentration of 300 Parts Per Million is recommended.

4. Dough in mixers should not be touched by workers' hands; an aluminum scoop or paddle with a long handle, properly sanitized, should be made available.

5. An effort should be made to minimize a build-up of dough in the mixer which can be a source of bacteria contamination. The sanitized aluminum paddle should be used every 2 hours to remove the dough in static areas of the mixer especially near the top and the corners.

6. Dip solutions should be made available for workers' hands. Iodine solutions containing 15-25 PPM. of iodine, or 200 PPM. of chlorine are very effective in the destruction of *Salmonella* and *Staphylococcus* bacteria.

### Constitutional Convention

N.M.M.A. Winter Meet  
Doral Country Club  
Miami, Florida

Jan. 23 Board of Directors meet.  
Jan. 23 Evening Social.  
Jan. 24 State of the Industry.  
Jan. 25 Nutrition & Eating Patterns.  
Jan. 26 Constitutional Considerations.  
Jan. 27 Board of Directors meet.

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Number one . . . in versatility. Macaroni combines with any meat, with fish, poultry, cheese and eggs. It can be put on a main dish or a side dish, salad or soup and can be a snack, an hors d'oeuvre or a dessert. It's for the young, the old and for those in between. It's for family and company, for picnic and lunchbox, for breakfast, lunch and dinner.

Number one . . . in economy. Always in season, macaroni is always low in price. And besides, it can extend the higher priced protein foods into more servings, and stretch leftover meat into another meal.

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- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.

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JANUARY, 1972



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33

## INDEX TO ADVERTISERS

	Page
A D M Milling Co. ....	27
Amber Milling Division .....	29
Asesco Corporation .....	31
Braibanti-Werner Lehrs .....	22-23
Buhler Corporation .....	9
Clermont Machine Co. ....	7
DeFrancisci Machine Corporation .....	12-13
Diamond Packaged Products Div. ....	35
International Multifoods Corp. ....	36
Jacobs-Winston Laboratories .....	33
Maldari & Sons, D., Inc. ....	15
Macaroni Journal .....	33
Microdry Corporation .....	25
National Macaroni Institute .....	33
North Dakota Mill .....	21
Paevy Co. Flour Mills .....	18-19
Rosotti-Riegel .....	2
SoBrook Machine .....	34

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### ADVERTISING RATES

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**WANTED**—Stamping Machine to make Large and Small Bow Ties. Box 285, Macaroni Journal, Palatine, Ill. 60067.

**WANTED**—Trimmer Knife, the type used in conjunction with hand-spreading spatine, Ill. 60067. ghatti. Box 286, Macaroni Journal, Palatine, Ill. 60067.

**WANTED**—Members for the National Macaroni Manufacturers Association and National Macaroni Institute. You need us; we need you. Write NMMMA Box 336, Palatine, Ill. 60067.

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

### Complete Line of GIACOMO TORESANI MACHINES

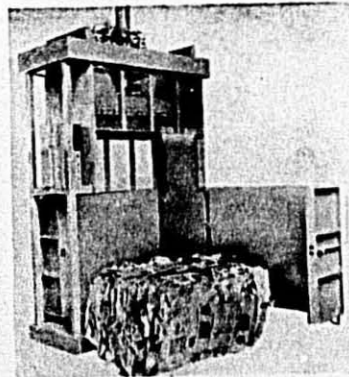
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### Carton Critter

A hydraulic-powered machine that bales cardboard cartons into compact sizes for re-sale to paper recycling companies has been developed by ABCO Fabricators and is being marketed by Carton Industries, both of Houston, under the trade name "Carton Critter." The compact machine is designed to be stationed in grocery, drug and department stores and other commercial establishments receiving quantities of goods in cardboard containers on a direct sale or lease basis.

Heretofore, commercial firms with mountains of empty cardboard containers paid premium prices to a waste paper company for hauling the boxes away, or burned them in an on-site incinerator, adding to the ecological problem of air pollution. With the Carton Critter hydraulic baler, the store owner may solve his space problem and earn a profit on the venture at the same time by compressing cardboard boxes into a bale which paper companies will pick up and pay for.

### Compact

The machine reduces large quantities of corrugated boxes into a bale measuring 60 inches long, 42 inches high, and 30 inches deep. The ready for pick-up weight averages 650 to 1,000 pounds. The machine itself stands 13 feet 11 inches high, 3 feet 2 inches deep and at an overall length of 6 feet 3 inches, taking little floor space.

It is hydraulically powered, utilizing Vickers hydraulic components including pump, valves and filters, supplied by Industrial Air & Hydraulics, Inc., 5728 Harisdale Drive, Houston, Texas.

### Automatic

The Carton Critter is fully automatic and is equipped with industry-approved safety devices.

The Carton Critter is another application of the science of hydraulics in compressing matter so that it can be recycled or disposed of profitably.

### New Pallet Space

(Continued from page 26)

tions Subcommittee of GMA's Traffic Committee realized an industry-wide need for standardized pallets. In close cooperation with distribution experts in GMA and the other organizations named above, the first set of recommended industry specifications were developed and published.

The standardization of pallets—portable platforms used for handling, storage and movement of products in warehouses, factories and vehicles—facilitates an effective pallet exchange program between manufacturers and distributors, thus promoting the economics of unit load operations.

Single copies of the booklet are available to GMA member companies at no charge. The booklet is available to non-members at twenty-five cents per copy.

Copies of the new specifications may be obtained from Grocery Manufacturers of America, Inc., 1425 K Street, N.W., Washington, D.C. 20005.

### Container Corp. Packaging Tour

Four new packaging machines that tightly form corrugated blanks around a quantity of a product are being exhibited in seven cities nationwide by the Mechanical Packaging Division of Container Corporation of America. In December in Philadelphia, the Concora Wrap family of wraparound units, including a horizontal, a vertical and a junior model were on display. The Fold-Pak a machine designed by Doerfer Corporation (a subsidiary of Container Corporation) rounds out the show.

In the following months, the show will be at Chattanooga, Fernandina Beach, Fort Worth, Los Angeles and Portland. Admission to the show will be by invitation of local Container Corporation representatives.

### Things to See

Greater Miami is a magical city. The palm-fringed beauty of the ocean beaches and the easy-going charm of its tropical architecture make it a beautiful city to see.

Its sun-drenched suburbs include Miami Beach, Coral Gables, Coconut Grove and Miami Shores. A modern metropolis, the business area boasts of many fine office buildings and shops.

- **Seaquarium** features "aqua-batics" of dolphins and whales and many living exhibits of the world under the sea.
- **Parrot Jungle** has hundreds of brilliantly colored parrots and macaws, plus more than 100 graceful flamingos in a jungle garden.

## Headed for a new market?



Then you know that packaging too has to be geared for market appeal as well as economical production. It will be if you call on Diamond Packaging Products for *Total Capability*. We help at every turn. Work with you to plan a complete program. Design the packages. Produce them with top reproduction and machineability. Even counsel with you on the best filling and closing equipment. Our *Total Capability* has worked successfully for others. Call us for proof. There's a Diamond man eager to steer you in the right direction.



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# Pasta

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