

**THE
MACARONI
JOURNAL**

**Volume 36
No. 8**

December, 1954

Macaroni Journal

OF THE
NATIONAL
MACARONI MANU-
FACTURERS ASSOCIATION

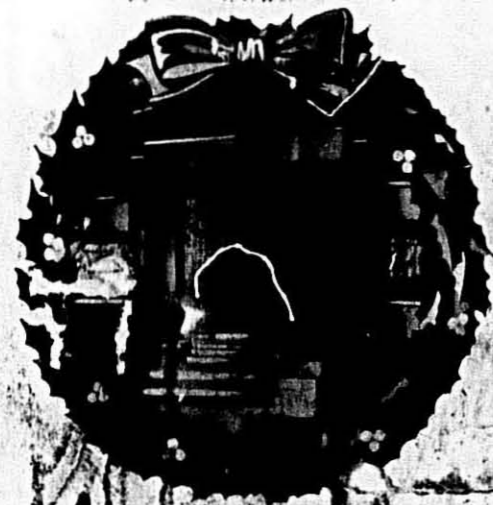


ADESTE FIDELES (O COME, ALL YE FAITHFUL)

Broadly

PIANO

O come, all ye faith-ful,
Joy-ful and tri-
um-phant,
O come ye, O
come ye to
Both is-land,
Come and be-hold



To Our Friends...

Friendship in business represents one of man's best ideals. We sincerely regret, as the Holiday Season approaches, our inability to meet our many friends in person, clasp them by the hand, and extend the compliments of Christmastide.

We take this occasion to express our gratitude for the patronage and cooperation of our friends in the Macaroni Industry and to wish them, one and all, a Merry Christmas and Happy and Prosperous New Year.

ALFRED F. ROSSOTTI
President

CHARLES C. ROSSOTTI
Executive Vice President

Rossotti

"FIRST IN MACARONI PACKAGING"

ROSSOTTI LITHOGRAPH CORPORATION
8511 Tonnelle Ave., North Bergen, New Jersey

ROSSOTTI CALIFORNIA LITHOGRAPH CORPORATION
5700 Third Street, San Francisco 24, California

SALES OFFICES: New York • Rochester • Boston • Philadelphia • Chicago • Orlando • Houston • Los Angeles • Fresno • Seattle

December, 1951

THE MACARONI JOURNAL

3



Greetings

of the season

AMBER MILLING DIVISION
FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minnesota • General Offices, St. Paul 8, Minnesota



Because of the nature of the present crop you may need gluten to increase the binding strength of your farinaceous material. Gum Gluten can increase mechanical strength in macaroni products and also give better cooking quality as it reduces total amount of dissolved solids during cooking. Under the Standard of Identity for macaroni and spaghetti Gum Gluten is an optional ingredient to the point where the total protein does not exceed 13% of the weight of the finished food. Write for details and quotations.

S.A.11

THE HURON MILLING COMPANY
9 Park Place, New York 7, New York

The MACARONI JOURNAL

December, 1954

Volume 36, No. 8

Officers

President.....Peter La Rosa
1st Vice Pres.....Lloyd E. Skinner
2nd Vice Pres.....Guido P. Merlino
3rd Vice Pres.....Horace P. Gioia
Secretary.....Robert M. Green
Research.....James J. Winston
Emeritus.....M. J. Donna

Directors

Region 1 Joseph Pellegrino
Region 2 Saverio Arena
Emanuele Ronzoni, Jr.
Raymond Guerissi
Region 3 Horace P. Gioia
Albert S. Weiss
Region 4 A. Irving Grass
John A. Viviano
Region 5 Albert Ravarino
Peter J. Viviano
Region 6 Paul Bienvenu
Maurice L. Ryan
Region 7 John Laneri
Region 8 Lloyd E. Skinner
Region 9 Guido P. Merlino
Region 10 Vincent DeDomenico
Region 11 Alfred Spadafora
Edward DeRocco
At Large Robert I. Cowen
Peter La Rosa
Dominic Palazzolo
Alfred E. Rossi
Arthur Russo
Jerome L. Tujaque
Robert William
Thomas A. Cuneo
J. Harry Diamond
C. Fred. Mueller
C. L. Norris
C. W. Wolfe
Louis S. Vagnino

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

You'll Find:

	Or Page
Your Business in 1955.....	6
On the Durum Front.....	8
The Big Business of Eggs.....	9
Macaroni Chalks Up Sales Gain.....	11
Macaroni Week Features.....	16
News from Abroad.....	18
"Spaghetti By The Mile".....	20
In the Industry.....	24
Packaging News.....	27
Court Upholds Macaroni Standards.....	32
The Association's Brief.....	36
M. J. Donna's Retrospections.....	42
Index to Advertisers.....	42

Cover Photo

"Come All Ye Faithful", caught by the photography of H. Armstrong Roberts, expresses our sentiments at this Holiday time. All of us on the Macaroni Journal staff send you our greetings.

The Macaroni Journal is registered with U.S. Patent Office. Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919. Entered as second class matter October 7, 1953, at the Palatine Post Office, under the act of March 3, 1879.

Subscription rates:
Domestic.....\$2.00 per year
Foreign.....\$3.50 per year
Single Copies.....25¢
Back Copies.....50¢

YOUR BUSINESS IN 1955

THE theme of the three-day Winter Conference sponsored by the National Macaroni Manufacturers Association January 18, 19 and 20 at the Flamingo Hotel, Miami Beach, will be "Your Business in 1955". The Conference will deal with problems of supply, manufacturing and distribution, with special round table discussions on management matters and a presentation of things to come by way of promotional activities.

Last year the question was asked as the convention theme, "What's in Store in 1954?" There was an awareness at the time that there would be plenty of problems, plenty of competition, but also plenty of opportunity for the alert business manager.

Durum rated high among the problems for discussion because the devastation of 15B rust had laid the crop low and had put the industry on the standard of 50% durum to 50% hard wheat. No one was pessimistic enough to foresee that in 1954 rust would strike harder and take a greater toll, working greater hardship on the durum grower and forcing the macaroni industry to use blends of 25% durum to 75% hard wheat in order to conserve critically short supplies and to have a uniform product available to the industry throughout the crop year.

The proposals of Don Fletcher of the Rust Prevention Association to immediately launch research work and a plant breeding program to produce strains of durum that will withstand the ravages of rust are already paying dividends. While the membership of the Association realized that the research program would be a long range problem, no one could appreciate the urgency that the program assumes in the face of present conditions.

Industry efforts in 1955 to help the durum grower with his problem with rust and to encourage him to grow enough durum wheat to supply the macaroni industry will again occupy a prime spot on the convention program.

The technicolor film of the year "It's Everybody's Business" produced for the Chamber of Commerce of the United States in cooperation with E. I. DuPont DeNemours & Company will be shown during the first day of the conference. The film explains how business works in the public's interest; how profits insure job security and encourage the investment of capital in American business; how individual investment in business has provided more and better jobs

for more people; how increased productivity contributes to a higher standard of living; how competition assures better products and services at lower prices; how advertising benefits all people; how government should function in a free economy in the best interest of all.

"It's Everybody's Business" explains how our business system, built on a firm foundation of freedoms, has given America the highest standard of living in the world. It dramatizes the dangers to our personal, political and economic freedoms, and emphasizes the importance of protecting these freedoms. Arthur "Red" Motley, president of Parade Publications, says, "If you've been looking for a film that will really help Americans understand our private competitive enterprise system—stop looking! . . . This is it!"

Going from the general to the specific, Mr. Ralph Lakamp of Kroger Food Foundation will describe the reasons and methods the third largest retail food organization in the country uses to "Give the Lady What She Wants". The Kroger Food Foundation is a unique organization. Corporately independent, it does not have to answer to either the manufacturing or merchandising divisions of the Kroger Food Company, but maintains an objective position in quality control of all the products that go through the Kroger stores. This includes not only products the Kroger Company manufactures or has packed under private label, but any line sold in the Kroger stores can be sent by the

branch divisions to the Foundation for testing reports. In addition to maintaining high standards for quality control, the Kroger Food Foundation keeps its finger on the consumer's pulse, using a consumer panel of some 750 families in the Kroger territories to tell them what they like and dislike about the products being sold in Kroger stores. Facts gleaned from this panel on macaroni and noodle products will be reported at the conference, and some of the findings will be challenging.

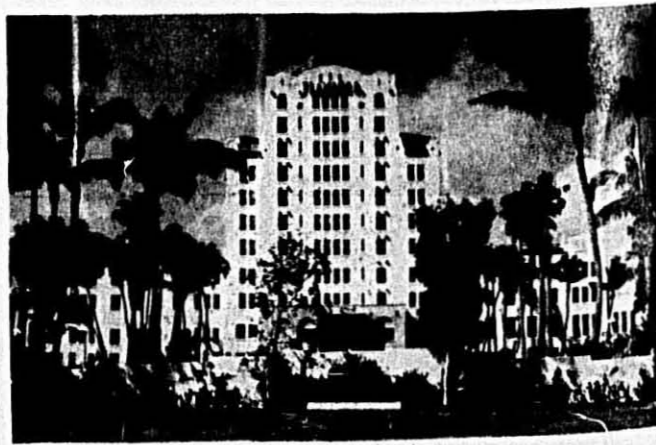
A special session for suppliers is being scheduled to bring macaroni manufacturers the latest information on packaging and equipment as well as other materials and services.

The schedule for the second day's session includes discussions on durum and round table parleys on management matters. A questionnaire is being prepared to survey macaroni and noodle manufacturers throughout the country on the problems they are most interested in having considered.

A report on the work of the National Macaroni Institute and a lineup for promotional events in 1955 will be handled on the closing day's session. An inter-related industry promotion is shaping up for the Lenten period, and full details should be available by convention time.

As in other years, business sessions will be held in the forenoon, with the afternoons and evenings for social activities, recreation and relaxation in the Florida sun.

(Continued on page 49)



The Flamingo Hotel

*It pays to talk to King Midas
when you're ready to buy*

King Midas

You can't buy better Durum Products

Or get a better Value

Or receive better Service

Or be in better hands

KING MIDAS FLOUR MILLS

660 GRAIN EXCHANGE



MINNEAPOLIS 15, MINNESOTA

ON THE DURUM FRONT

Maurice Ryan sends this United Press release from Senator Young's home town as the story of what we have done on durum:

LA MOURE, N. D. Oct 22-(UP) Sen. Milton R. Young (R-N. D.) said today a Department of Agriculture official has suggested that acreage allotment controls be temporarily suspended on durum because of recent losses to rust.

Young said he received a letter from Lloyd N. Case, Associate Director, Grain Division, who suggested that durum producers be allowed unrestricted planting.

"As a result of a survey made by one of our men who traveled some 1,500 miles interviewing farmers and others, we think for the coming year or two, or until the needs of semolina users are satisfied, that durum should be taken out of allotments," he said.

Case said that unrestricted planting should be permitted on acres where past records indicate there is some hope of getting a crop.

The Department official said the fieldman reported with few exceptions, "North Dakota durum growers were more fearful of losing their market for semolina products than they were of competition from new areas which might be brought into this emergency."

Stem rust has cut into durum production the past two years, and macaroni and spaghetti manufacturers are strongly considering finding a substitute grain.

The industry has been using a high percentage of hard spring wheat combined with durum, but the result has been an inferior flour.

"Of course, any relaxation with respect to durum insofar as quotas are concerned should only be temporary," Case wrote Young, "and should not be used in establishing base acreages for the farm."

Case suggested that as soon as the new rust resistant varieties of durum are available to the farmer in quantity, the proposed program could be abandoned.

"A large production of durum is going to be required to fill up the now empty pipelines," Case said. "Some of us think durum ought to be separated from bread wheat in the grades and treated separately as we do corn, oats, barley, etc. It is a special-purpose grain and there are sound reasons for making such a separation."

Don Fletcher of the Rust Prevention

Association writes October 28:

"I have just returned from a very profitable trip to Mexico. Ruben Heermann (durum plant breeder of the U.S. Extension Services, North Dakota Agricultural College, Fargo) was down at the same time. Arrangements were completed to grow the 700-800 durum lines which Ruben took down on the west coast near Obregon, Sonora. The Canadian Cereal Breeding Laboratory at Winnipeg sent down about 3,400 lines, some of which were durums.

"I tried to get a few bushels of the new Canadian durum lines to grow down there this winter but they had bad luck with their increases this past summer and could not part with a single bushel. They are taking what seed they have to California this winter for increase and I am sure they will then share a few bushels with us.

"More than 500 crosses were made between the durum lines in Mexico this summer. All of this resulting seed will be planted this fall together with all the third and fourth generation seed they have from crosses made in previous years.

"Both Ruben and I were delighted to see how his lines L. D. 364, 369, 370 and 372 stood up under the extreme rust and moisture conditions in the Mexico plots. Down there the grain stands for eight to ten weeks in the fields during the period from flower until the grain is ripe. In North Dakota this period lasts only four to five weeks. Any durum lines that can survive the rust and weather conditions for that long have what it takes. Several different sources of rust resistance are being used in the crosses and our job now is to see that there is no let-up in the development of these new varieties which may be needed to withstand races of rust other than 15B.

"The rust-resistant durums will be planted on 200 or more irrigated acres near Yuma, Arizona and Brawley, Calif. in November and harvested in May. The project is handled by the North Dakota experiment station.

Under normal growing conditions, the plantings should return from 7,000 to 9,000 bushels of seed which will be planted in the Upper Midwest for further increase next spring by selected growers.

If the new selections meet further rust attacks and other qualifications, enough should be ready for commercial plantings in 1956. The rush to develop durum resistant to 15-B rust was accentuated this summer when rust cut deeply into the supply of macaroni and spaghetti wheat for the third successive year.

Some 30 million bushels are needed each year, and the 1954 crop was a bare eight million bushels.

Farmers have lost so much money on durum—most of which is raised in northern North Dakota—the past few years they're reluctant to plant present varieties.

Sentry, a new variety that showed some promise, rusted badly last season although it was much better than standard varieties. It produced best when planted early.



THE BIG BUSINESS OF EGGS



EGGs are big business in American agriculture, exceeded only by dairy products and meat. The production and distribution of eggs is vast and complicated and important to the food supply of every large city. With the growth of the United States and concentration of its population in large cities, production, marketing and storage of eggs has increased enormously, and with increased quality control, consumption has kept pace. An average of 296 eggs per person was consumed in the period from 1935 to 1939; in 1953 the consumption was about 400 eggs per person. Better breeding, better and more intelligent care of flocks have steadily increased output per laying hen, especially in winter. The seasonal laying habits of the hen, however, still cause 40% of the total supply to be produced in the months of March through June, with the low production usually in the month of November. Summer droughts and severe winters have the effect of reducing production. High feed prices as compared to egg prices has its effect. Farmers reduce their flocks or restrict feed allowances. High poultry prices cause farmers to sell their layers in preference to keeping them for egg production. High prices for eggs and poultry stimulate increases in both flock and egg production. Six states—Iowa, Minnesota, Wisconsin, Illinois, Indiana and Michigan, produce about 30% of all the eggs produced in the United States. About 12% of the total is used on the farms; the remainder, about 88%, is sold on the market. The surplus of Spring production, usually about 12%, goes into storage for withdrawal beginning in August.

Production has risen steadily over the years. In 1910, less than 40,000,000 eggs were produced. By 1950, production had reached 58,700,000. The output in 1953 was 61,700,000 and another big increase this year is expected to put production to 64,800,000.

Liquid, frozen and dried eggs—about 13% of production—are utilized by commercial bakers and by manufacturers of candy and confections, salad dressings, egg noodles and other food products. Only about 3% of the total production is bought by hatcheries or used by farmers to replenish flocks.

The cost of marketing eggs is lower than for most other farm products. Farmers sell their eggs to local concentration points, such as egg buyers, cooperatives, creamery or packing plant stations. These buyers in turn pass their

accumulations on to larger concentration points where they are graded, packed and shipped to the large centers in carloads. A carload is 480 cases of 30 dozen each, a total of 14,400 dozen per car. In large terminal markets, eggs are stored to be sold on the open market, or privately to wholesalers, jobbers, or city shippers who need cars for redistribution. A handler who accumulates a carload of eggs usually has several thousand dollars invested in each carload. It is advantageous for him to sell a contract for future delivery of the eggs at the time he stores them, insuring himself against a decline in price during the time he holds them. For the same reason, many users and distributors of large quantities of eggs buy a future contract so that they will be sure of having eggs for their use or sale. Such a contract assures them of normal manufacturing or operating profit, and insures them against higher raw material costs.

These transactions are known as futures trading, and in Chicago they are conducted on the Chicago Mercantile Exchange. The Exchange serves as a national market. Its egg futures market is broader, more continuous, and more sensitive than the spot markets, making adjustments to new information about supply and demand factors more quickly than spot prices. It does an extremely large volume of business and continues to expand its volume from year to year. In 1917, contracts covered 135,000 carloads of eggs, more than half of the egg crop. In 1953, 210,000 carloads of eggs were traded on the Exchange.

The Exchange is governed by rules and regulations set up by the Board of Directors and the completion of all traders is guaranteed by the Exchange. Beside trading in eggs, the Exchange trades in butter, frozen eggs, dressed poultry, onions, apples, potatoes and cheese. Trading is handled by brokers who are members of the Exchange. Members only are permitted to make actual trades. The membership is limited to five hundred and they must qualify on the basis of financial, moral and commercial standing.

Transactions are on either a spot (cash) call or futures call. The spot call is for sales upon which delivery shall be made within one day of the trade, or available for delivery within 7 days on a "to arrive call". Futures call covers sales upon which delivery can be made at the seller's option on any trading day of the specified month. The unit

of trading on a futures call is one carload, in the case of eggs 14,400 dozen. A futures contract is for the sale or purchase of one or more carloads of an individual commodity at a specified price in a specified month.

The egg futures market is traditionally an active market with fluctuations registered monthly, weekly, daily and hourly. There are two primary classes of traders—speculators, and hedgers. The speculator finds the future contract to be sufficiently long term for him to make use of his knowledge and study of the egg market. Acting on this study, he backs his opinion by assuming the market risk when the hedger sells future contracts as a hedge against his unsold stock, or when another hedger buys futures contracts to protect his supply. Thus, he helps to spread the risk and allow all business to look forward with more confidence. Handlers, wholesalers, and processors insure their warehouse stocks against price drops over the summer period by selling futures contracts, and manufacturers, distributors and others with future sales commitments but without stocks of eggs, insure themselves against price increases by buying futures. Each has executed a hedge, the purpose of which is to eliminate or reduce his price risk.

The Exchange or its members do not make the market. It is made by supply and demand and other factors reflected by the thousands of orders to buy or sell. Trading is based on minimum allowable amounts of price fluctuation on each commodity. On eggs it is 5/100¢ per dozen, \$7.20 per unit. Limits are also placed on the total fluctuation of price permitted on each commodity in any one day's trading. These limits are based on the settlement price of the preceding day. The amount of fluctuation for eggs is 2¢ per dozen, up or down and when the price has moved that amount in either direction, no transactions above or below the resulting prices are permitted for that day.

The Government put egg production for September 1954 at 4,601,000,000, 9.8% above the 4,190,000,000 of September 1953, and 1.3% above August 1954 when it was 4,515,000,000. Shell egg holdings October 23, 1954 were estimated to be 704,000 cases, on October 1, 1954 they were 821,000. On October 23, 1953, they were estimated at 322,000 and on October 1, 1953, 191,000. The net movement in 1954 was 117,000 cases as compared with 172,000 last year. Frozen egg holdings October 23,

(Continued on page 25)

Merry Christmas

and
A Healthy, Prosperous and Happy New Year

D. Maldari & Sons
NEW YORK, NEW YORK



DIETS OR NO DIETS, MACARONI CHALKS UP \$16,000,000 SALES GAIN

Permission of Sales Management, October 1954

The industry has benefited handsomely through a variety of related-item promotions in which purveyors of other foods have cooperatively advertised and merchandised dishes featuring macaroni as one of several ingredients.

Is macaroni fattening?
A diet-conscious nation may say yes, but macaroni's sales set a record of \$214 million last year, an increase of nearly \$16 million over those of 1952. Sales in the first-quarter of 1954 were ahead of last year, month by month. "It's the best first quarter business since World War II, with production 6% ahead of 1953," says Robert M. Green, executive secretary of National Macaroni Institute, Palatine, Ill. "Regardless of the dieting fad, a recent survey of manufacturers revealed an increase of as much as 25% during the first quarter of 1954 for many. Business declines were reported for very few. Lowest dip was 5%."

What has put macaroni and macaroni products in this favored-food bracket with America's calorie-counting millions?

Plenty more than the line that a serving of macaroni "contains only 100 calories—no more than a small red apple." Under Institute guidance, macaroni and macaroni products (spaghetti and egg noodles) had an all-base-covered 1953 promotion with:

1. Related-item promotions involving "millions" of dollars' worth of advertising space and time and coordinated merchandising programs. Cooperating industries included Main Sardines, South African Rock Lobster Association, Inc., The National Fisheries Institute Inc., The Borden Co., Carnation Co., American Meat Institute, Armour & Co., Swift & Co., Wilson & Co., Inc., United States Brewers Foundation, Inc., and the Pan-American Coffee Bureau.

2. Fifty stories in 30 of the nation's big consumer magazines with total circulation of 115 million.

3. Stories, photographs and recipes which appeared regularly in newspapers and Sunday supplements (Parade, This Week, The American Weekly) with combined circulation of 886 million.

4. Network radio and TV shows with combined listening and viewing audiences of 50 million, plus hundreds of local shows.

5. Stories in specialized publications (Seventeen, Farm and Ranch, National Grange Monthly, Successful Farming) reaching millions of readers.

Why all this promotional activity in the macaroni industry today? Green answers: "Back in the depression macaroni was a popular food because it was inexpensive, nourishing and a good 'stretcher' for meat, fish and cheese. It was sold on pricing. When times got better and people could afford to supplant it with meat, the industry passed up an opportunity to continue high sales. There wasn't enough promotion."

"But, during World War II the public again turned to macaroni as a meat substitute: It was in good supply, unrationed. After the war, when other foods again became plentiful, the macaroni industry saw the challenge, began promoting new ideas and uses for its products."

"In 1918 a quarter of our production was going overseas to devastated southern Europe," Green explains. "The first six months of that year we shipped 250 million pounds."

"The Marshall Plan cut this out at the end of June and one-fourth of our sales was chopped right off."

That was the year Green and the National Macaroni Institute came into the picture. The export market was gone but the industry had made excellent gains during the war. "We had to sell 70% of the industry on joining the Institute," Green says. "But the fact that somebody was hired to look after their welfare reassured them."

Increased macaroni-consciousness on the part of the public and trade associations, Green feels, has resulted from Institute activities, making macaroni promotions easier and more productive.

The Institute is supported by manufacturers who pay 1½ cents per sack of raw materials to be converted into macaroni products. Eight mills are voluntary contributors. Though the Institute was set up as a separate corporation to collect funds, its members also support the Macaroni Association, a group of 95 manufacturers. These manufacturers receive a weekly bulletin from Green's office reporting latest developments in the industry and relations with durum wheat growers in North Dakota. Advertising funds were allocated mainly for space in local newspapers covering the durum wheat-growing areas.

In addition to progress reports and special photographs and mats, Institute members receive assistance in developing point-of-sale material. "We try to be helpful but we don't take over," Green says.

The Theodore Sills public relations agency handles promotion for the Institute. Sills himself is responsible for interesting other companies in macaroni promotion tie-ins.

"Our great strength today lies in the fact that we have allies," Green emphasizes.

Macaroni people will cooperate with almost any honest venture if it will benefit all concerned. The Community Chests and Councils of America Inc., "Red Feather Dinner" in Dayton, O., last fall is an example. Chest workers sold \$2.50 dinner tickets redeemable at grocery stores on purchase of the economical 78-cent Red Feather dinner: vegetable soup, can of spaghetti sauce, 16 oz. package of spaghetti, can of fruit cocktail and a package of gelatin dessert. Grocers turned the coupons over to the local Chest fund and were reimbursed with 78 cents.

Sharpening the Impulse

The Institute's 1951 promotion is based on "sharpening the impulse" to buy. More personal contact by Green will abet advertising and publicity schedules.

A highlight of the program was the kickoff salmon macaroni dinner promoted during Lent. From March 3 to April 17 six non-competitive products combined their advertising, merchandising, and publicity efforts in pushing salmon macaroni casserole recipes. Joining the related-item drive: United States Steel Corp., Can Manufacturers Institute, Inc., Pet Milk Co., Campbell Soup Co., Reynolds Metals Co., Canned Salmon, Inc.

The company also featured the promotion on the United States Steel Hour on the ABC-TV nationwide network, contributed radio and TV spots and slides for use by individual canners, retailers and macaroni companies, and provided newspaper mats to manufacturers for tie-in advertising.

Pet Milk's contribution included promotions on Ted Mack's Original Amateur Hour over the NBC-TV network, Ralph Edwards' Truth or Consequences on NBC radio, and the daytime Mary Lee Taylor Show, same network. A

one of newspaper mats were sent to the editor.

The P&M&K and Campbell Soup programs added to the other advertising publicity for the promotion to an estimated 2,000,000 persons. This part of the program covered 975 radio and TV stations.

Canned Salmon, Inc., and C. M. Macaroni Institute released stories and articles of the salmon macaroni casserole to national syndicates serving some 1,000 newspapers. CMI color photographs and recipe stories were released to Sunday supplements in 30 leading markets. Radio spots went to 150 women's program broadcasters, and TV demonstration outline to 111 food program telecasters.

Macaroni companies themselves supported the promotion. Ronzoni Macaroni Co., Inc., featured the casserole on the Fred Three Lives NBC TV show, the Tex and Lux programs, and the Fred Collins newscasts and sports programs in the New York metropolitan area.

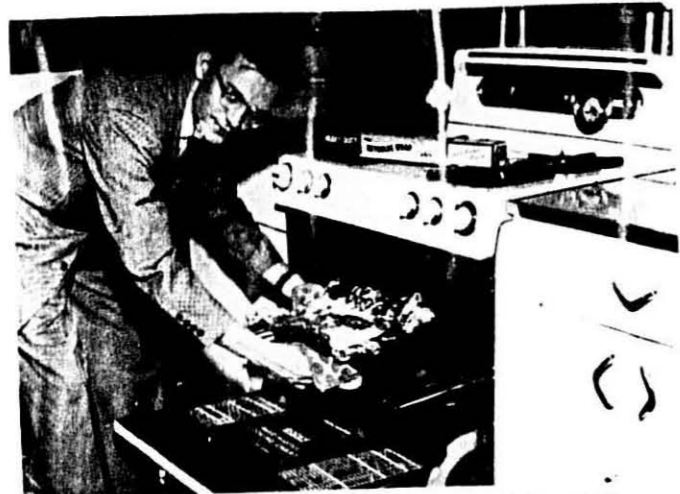
More than 100 food chains, groups, cooperatives and multiple unit super market operators tied in with the million-dollar promotion. Chains included A.P. Kroger, Safeway, Food Fair, Weyant, Wrigley, and the National Retailer Owner Grocers Association.

Retailers sold five related items used in a salmon macaroni casserole: salmon, cream of celery soup, evaporated milk, macaroni, and American cheese. Displays with recipe leaflet dispensers were featured in some 100,000 retail stores.

The Institute estimates that manufacturers' advertising to promote macaroni amounts the "multi millions." Macaroni manufacturers themselves spent millions of dollars last year advertising their own products, the Institute says.

About 17 million more pounds of macaroni sold than in the same period last year.

For more on 1951, "Some Like It Hot, Some Like It Cold," June 15.



MR. PEEPERS (Wallie Cox) prepares macaroni casserole with Reynolds Wrap.

July 31; National Macaroni Week, October 21-30. The latter will play up macaroni products in a variety of recipe combinations. The summer promotion suggested macaroni products in hot and cold dishes for warm weather serving. The Institute is working with the tuna canners on the theory that tuna and macaroni are as compatible as related item promotion as macaroni and salmon. Says Green: "Macaroni products not only sell themselves, but dozens of related items, too. Beside tuna and salmon, canned goods, fish produce, cheese, other sea foods, soap and olive oil, meats and poultry and dairy products. Grocers know that macaroni products have a high sales volume and attract a better than average profit margin." He estimates that the total consumption of macaroni in counter grocery sales.

ROBINSON-PATMAN SUPPORT SOUGHT

Large and small businesses alike have a stake in the battle to preserve the Robinson-Patman law for fair competitive practices. Alvin V. Hokanson, president of the National Association of Retail Grocers, declared recently in a letter directed to Senator Homer T. Capelhart of Indiana, chairman of the banking and currency committee.

Business, without regard to size, has the important common interest to protect basic individual and economic freedom, Hokanson said, "for if distribution ever becomes concentrated in the hands of a few powerful corporations, government control of business will inexorably follow."

Hokanson, who comes from Porter, Indiana, wrote to the senior senator from his home state about his concerns to keep the door of opportunity for more than 1,000 independent food retailers under the free enterprise system by preserving intact the Robinson-Patman antidiscounting law.

In describing recurrent attacks upon

the Robinson-Patman Act, the NAAR president stated:

"For the past several years there has been a concerted drive by big business interests to get rid of the Robinson-Patman law by getting anticompetitive discriminations reauthorized regardless of their effect. Those who are behind this drive want to make it possible for a manufacturer to sell his product at the same time and in the same quantity to a large favored distributor at a low price while selling to smaller distributors at a higher price."

Pointing out that small business is strong in the necessary competitive strength of the Robinson-Patman law, Hokanson said: "The business believes in it, as opposed to the kind of contest in which a small business is crushed without result. Socialized competition is not to accomplish this purpose."

Since the Robinson-Patman Act passed in 1936, Hokanson for Capelhart, its purpose is to protect competition by price cuts to small as well as large. For this reason, he is urging to independent distributors who are attacking the Act are attempting to prevent the Act from preventing anyone from competing on equal terms to merchants competing with him," Hokanson said.

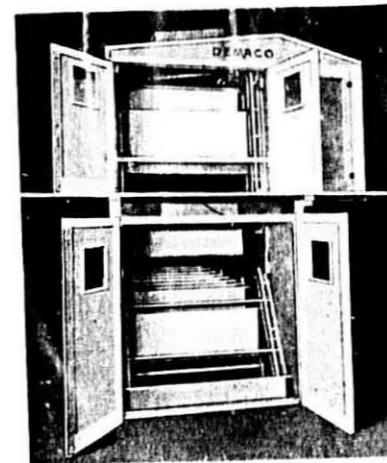
He asserted that, in view of the economic issues involved in the Robinson-Patman Act, it is clear that what is at stake is the right to compete but elements of freedom and equality of opportunity for business regardless of size. We have seen time and time again that a competitive balance between big business and small

(Continued on page 13)

TODAY'S ADVANCED-DESIGN DRYERS

NEW

DEMACO-HOSKINS FULLY CONTROLLED DRYERS

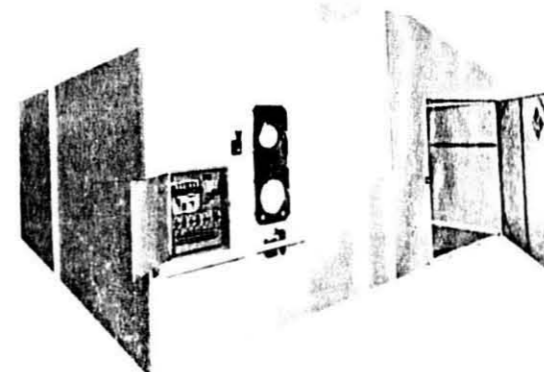
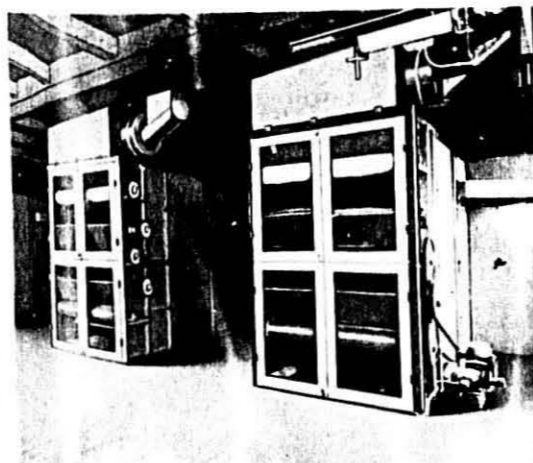


Long Goods Preliminary Dryers with new stick pick up and transfer.

Long Goods Finish Dryers.

Short Cut Continuous Dryers.

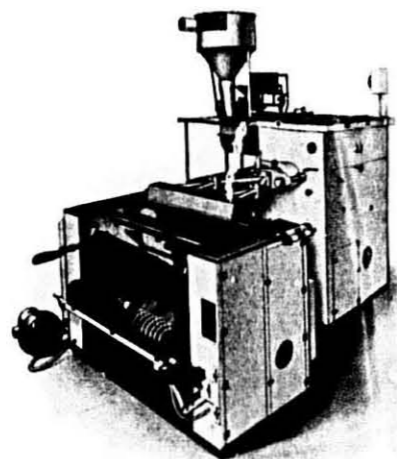
All with Glenn G. Hoskins designed humidity and temperature controls.



DEMACO *DEFRANCISCI MACHINE CORPORATION*

46-45 METROPOLITAN AVE. • Phone EVergreen 6-9880-1-2 • BROOKLYN 37, N. Y.

DEMACO - VACUUM



Now, over 40 DeMaco Vacuum Mixers in operation, producing macaroni and noodles with superior color, texture and cooking qualities. . . .

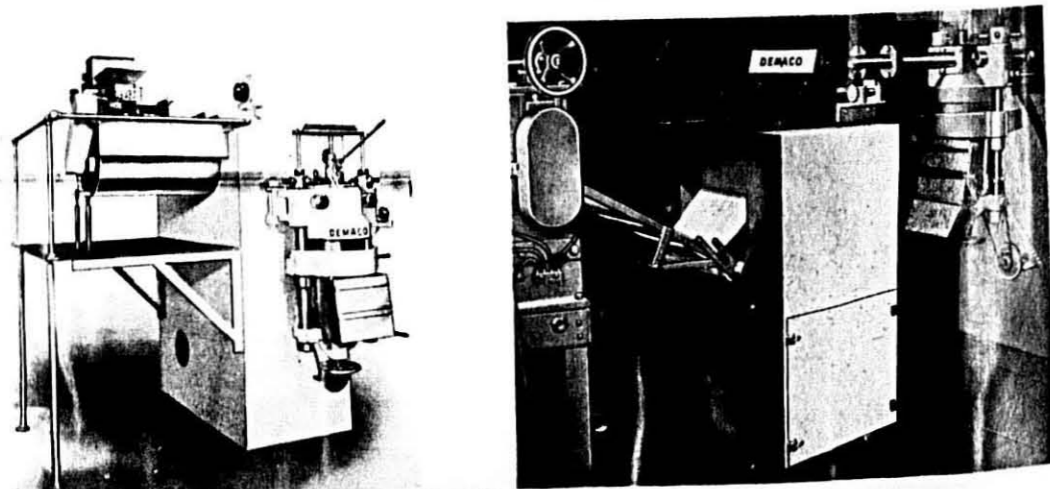
See how easily the DeMaco Vacuum system is installed in your existing spreader and short cut press, producing America's finest macaroni and noodle products. . . . Remember, with DeMaco vacuum there is no change on the "Trade Approved" single mixer. . . . The DeMaco Vacuum System uses vacuum over the entire mixer length.

. . . Thus at the very first blending of water and semolina the mix is under vacuum and re-

mains under vacuum for sixteen minutes. . . .

No complicated extreme high vacuum system and no mixer change is required. . . . DeMaco Vacuum has true simplicity in design. . . .

Write to us for samples all made at 1000 pounds per hour production. . . . Compare all systems and you will find DeMaco the best. . . .



DEMACO *DEFRANCISCI MACHINE CORPORATION*
46-45 METROPOLITAN AVE. • Phone EVergreen 6 9880 12 • BROOKLYN 37, N. Y.



You'll make extra dollars in the production of Macaroni Products every time with Criterion Semo-Rina . . . a Semolina Farina product milled from a mixture of 50% durum—50% hard wheats. Because of its quality and uniformity, you can rely on Criterion Semo-Rina to give you the best results and increase your consumer acceptance when you use this consistently high quality product. Make Criterion Semo-Rina a MUST on your next order.



Commander-Larabee
MILLING COMPANY
A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY
GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

MACARONI WEEK FEATURES

NATIONAL MACARONI WEEK put an extra heavy spotlight on macaroni, spaghetti and egg noodles during the period October 21-30.

In addition to the activities reported in the story on page 13 of the November issue of the Macaroni Journal, last minute radio and television placements developed, and individual macaroni manufacturers got behind the program with their own efforts.

One of the big names in television, Jackie Gleason, mentioned National Macaroni Week on the Saturday prior to its opening.

Goatfield Gause told kids across the country about National Macaroni Week on October 20 over the ABC network.

On the West Coast, National Macaroni Week plugs over radio were included in the ABC network show "When a Girl Marries"; Ralph Story's morning show over CBS' Pacific Coast network; The Fred Browning Show; The Paul McCarter Show; and Phillip Norman's "Home-sweets-Protective League" over CBS. West Coast television mention was made over KGO-P on Chef Milano's Show and on Jack McElroy's Show over KNBH.

Home economist Mary Ann Connor of Sills' New York office appeared on Jean McBride's Show in Detroit on October 21 and on Eddie Donette's "Home Cooking Show" over television in Chicago on October 29.

Bob Green appeared on the "Femme Show" over WGN-TV October 21 in the

morning, and on Tom Duggan's late show over WBKB-TV that night. The following morning he was on Francois Pope's "Creative Cookery" Show over WBKB-TV. He was the guest of Betty Matt on over radio station WCFL in Chicago October 26.

In New England, representatives of the Prince Macaroni Manufacturing Company, including sales manager Ray Whitley, appeared on homemaker shows and cooking schools. Prince used slides to promote National Macaroni Week on their regularly scheduled television programs. Spot announcements were also used on radio. Merchandising follow-up with store displays implemented the advertising program.

In the New York market, Ronzoni plugged National Macaroni Week in three languages—Italian, Spanish and English—in spots that appealed to both children and adults.

News programs over WOR, New York, sponsored by A. Goodman & Sons mentioned National Macaroni Week and pointed out that macaroni foods are easy to use, low in cost, high in wheat protein, for energy, and low in calories.

Lafayette featured related item products with macaroni, such as meat, cheese, and dairy products, in car cards, radio, television, and newspaper.

C. E. Mueller Company promoted National Macaroni Week via radio and television in 23 separate markets.

The Food Trade News of Philadelphia gave editorial support to National Ma-

caroni Week and was backed up by advertising by A. Area and Sons, manufacturers of Conita Lima products. Alfonso Gioia and Sons of Elmhurst, New York, and San Giorgio Macaroni, Inc. scheduled local advertising in the greater Philadelphia area.

In the Midwest, the Creamette Company of Minneapolis made general use of newspapers and radio for advertising their brand and Macaroni Week. They also made use of billboards and sign material.

Skinner Manufacturing Company of Omaha advertised in newspapers and magazines, including Family Circle, Woman's Day, and Progressive Farmer. They did an extensive job of merchandising with related item displays.

In the South, Del Monte Foods of Louisville, Kent., backed up National Macaroni Week with newspaper, radio and television advertising. Foods of Memphis used all media and arranged store promotions and displays.

On the West Coast, American Food Company of Los Angeles advertised in newspapers and over television. The built related item displays in stores and American Beauty in product units.

Reports are still coming in from all over the country, and all credit to the fact that this inducement is a sales stimulant.

Wheat Flour Institute Plugs National Macaroni Week

Durum Wheat Notes for November says:

Celebrate National Macaroni Week October 21 to 30!

When National Macaroni Week comes around each year, it's time to study this important class of food. The consumption of macaroni, spaghetti and other pasta products in the U.S. has increased steadily. It's well worth the trouble at the contributing factors.

Macaroni foods are **QUICK COOKING**. Depending on the size of the product, and the way it is made of it, macaroni foods can be cooked in from 7 to 15 minutes.

EASY TO USE. You have no tail-end worries with macaroni foods. The only caution in their preparation is "don't overcook."

ECONOMICAL. Macaroni foods are low in cost. They can be used to

(Continued on page 27)



FRANCOIS POPE interviews Bob Green on "Creative Cookery" show over WBKB-TV.

INSURE THE PERFECT COLOR IN YOUR PRODUCT WITH MIRROR-FINISHED BUSHINGS IN YOUR DIES



"SO MUCH DEPENDS ON SO LITTLE"

RESULTS FOR MANY PROGRESSIVE USERS
... prove the unequalled performance

LET ME PROVE TO YOU
... that I can produce the qualities in your products



GUIDO TANZI

- PERFECT COLOR
- UNRIVALLED SMOOTHNESS
- RINGLESS PRODUCT
- IDEAL COOKING QUALITIES

3252 54 W. 5th Ave., Chicago 24, Ill
Telephone NEVada 2-0919

NEWS FROM ABROAD

British Macaroni Industry Puts On Cooperative Display

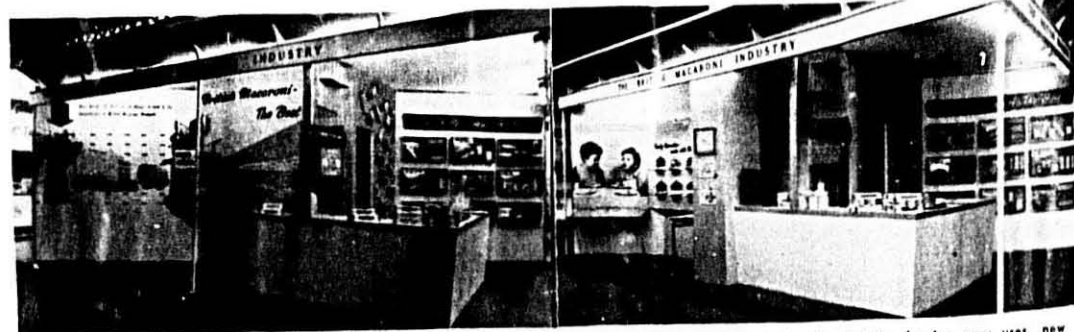
With the theme "Family Favourites—made with British Macaroni," a joint exhibit by the British Macaroni Industry made its appearance at the recent Food Fair in London. All members taking part were enthusiastic not only in their support of the exhibit, but in the realization that for the first time, there is a feeling of cooperative effort, with one objective in view—the publicity of British macaroni products and their many tasty and economical uses.

The Stand was designed to tell by illustration and giant photographic enlargement, the origin, history and manufacturing processes of macaroni products. The age-old question of "who puts the hole in macaroni?" was answered.

Demonstrations by experts showed housewives new uses, new recipes and most important, the simplicity of preparation. Attractively prepared dishes were displayed, and tasting samples, together with recipe leaflets were given away.

Macaroni products, packed especially for the occasion in a carton publicizing the industry as a whole with the names of the participating companies being jointly displayed in both the carton and exhibit design, were sold.

The companies taking part were macaroni manufacturers: Avery's Vermicelli Ltd., Leemar Food Products Ltd., Featall Food Products Ltd., Portobello Food Products Ltd., Crown Macaroni Co., Record Bread Co. Ltd., Foster Clarke Ltd., Semolina suppliers: Chelsea Flour Mills Ltd., R. H. Clarke, Ltd.



JOINT MACARONI EXHIBIT at Food Fair in London. Illustrations showed origin, history and manufacturing processes of macaroni products.

ANOTHER BOOTH at the Food Fair showing new uses, new recipes, ease of preparation of macaroni products.

Macaroni in Spain

Benjamin R. Jacobs writes that at long last a Spanish correspondent has supplied him with data on the macaroni industry there. The official figure of the number of manufacturers in Spain is 360. Production is estimated from 20,000,000 to 30,000,000 kilos per year. As Spain has a population of approximately 30,000,000, consumption would be one kilo per person a year. A kilo is 2.2 pounds.

There are only a few Spanish macaroni manufacturers with a capacity of 5 to 10 long tons per day, and only a few plants work during the whole year.

Fred Birkel Returns To Germany

Frieder Birkel of Schwaben-Nudel-Werke, B. Birkel-Sohne, Endersbach bei Stuttgart, Germany, writes: "After a long voyage, I arrived safely in my home country with valuable and interesting experiences, and many pleasant memories and impressions of your country and its people.

"I want to thank you most sincerely for your kind assistance during the past year; for the friendly reception at your meetings and at the macaroni manufacturers' plants.

"We shall be very happy if anyone from the U.S. Macaroni Industry comes to Germany and pays us a visit. Everybody is welcome. With best wishes and regards to you, your organization and its members, I remain sincerely yours."

High Yields for Selkirk Wheat

In face of the ravages of rust in the Canadian wheat crop this year, Selkirk, a new spring wheat variety developed by Dominion plant pathologists, has shown remarkable resistance with yields up to 50 bus. per acre. It is hoped that at least 3,000,000 bus. of Selkirk seed will be available for planting in the prairies next year to help offset severe rust losses sustained this year.

Because of its rust resistance and high quality, Canada is maintaining strict controls over the sale of the new wheat. When it was found that truckers from the United States were purchasing some of the new variety from the Red River Valley, Dominion officials placed an embargo on any commercial movement of Selkirk across the boundary.

It was revealed by one Canadian official that American buyers had offered as much as \$50 to \$100 a bu. for the new wheat.

More than 120,000 prairie farmers were given small amounts of Selkirk last spring for multiplying, but it is expected that they will place little if any on the open market, holding it back for their own farms.

Down Again

The October 1 Crop Estimate released by the U. S. Department of Agriculture places durum production at 7,963,000 bushels. This is 735,000 bushels below the September 1 estimate of 8,698,000 bushels. Spring wheat estimate of 175,395,000 is 2,112,000 bushels below September 1 and 77,005,000 bushels below the 1913-52 average.

Industry Wage and Policy Survey

The National Macaroni Manufacturers Association is conducting its annual wage and policy survey. The committees went out in early November and summaries to firms cooperation will go out in early December.



BECAUSE JOE DEMARCO GREW UP ON MACARONI—

You get better Durum Products from General Mills



Durum Sales Family of General Mills has but one aim—to help you manufacture macaroni products that are full strength, perfect color, and made to dry and cook properly.

Joe DeMarco grew up in the shadow of a macaroni plant in a home where spaghetti and meatballs, ravioli and similar dishes were family favorites. Even now, Sunday dinner at the DeMarco's would be incomplete without lasagne or some other pasta delicacy.

It's no wonder, then, that Joe likes nothing better than "talking shop" with macaroni manufacturers like John Zerega (left) of A. Zerega & Sons, Inc.

Besides knowing durum products from an "eating" angle, Joe knows them from the manufacturing and sales standpoint, too. He's been with General Mills for 30 years—out calling from morning 'til night in the metropolitan areas of New York and Philadelphia.

Joe knows many people in the macaroni industry. And what's more, Joe knows their problems.

In cooperation with others in the General Mills Durum family, Joe DeMarco's job is to bring you the best Gold Medal Semoblend possible—to help you manufacture the finest macaroni products possible.

DURUM SALES General Mills



SPAGHETTI . . . PRODUCED BY THE MILE

*The Story of Ronco Foods Company
Presented in the Provident Review for September, 1954*

This is a story in the publication of the Provident Life and Accident Insurance Company of Chattanooga in the series of over 2,000 firms representing almost every type of business, whose employees are protected by comprehensive plans of Provident group insurance.

Did you ever see spaghetti a mile long?

Well . . . if you should ever visit Ronco Foods Company, makers of the well known Ronco brand of spaghetti, macaroni and egg noodles, you'll actually see literally miles and miles of spaghetti! With Ronco this is merely a 24-hour-a-day "routine!"

The Ronco Foods Company, of Memphis, Tennessee, is one of the leading manufacturers of two of the oldest foods known to man—spaghetti and macaroni.

The company, now owned by Mr. Thomas A. Cuneo and Mr. Albert Robilio, was founded by Mr. Cuneo and Mr. John S. Robilio, father of Mr. Albert Robilio, in 1920. The company was originally devoted to handling imported foods, but, also, began the manufacture of food products in 1929.

Today, Ronco Foods are distributed throughout thirty states and several times a year shipments go overseas to South America, Lebanon and to Trans-Jordan. Ronco foods have, also, gone to Italy.

Practically from the flour stage until they are packaged in cellophane, these foods are made by electrically operated machinery, untouched by human hands.



THE AUTOMATIC spaghetti-making machine of the Ronco Foods Co., Memphis, Tennessee, reduces to a single operation, the mixing, kneading, pressing and drying. Not a human hand touches the operation.



A typical mass display of Ronco spaghetti, macaroni and egg noodles.

Included in this modern machinery is the automatic spaghetti-making machine, of which the company owns four complete units.

Let Mr. Thomas A. Cuneo, who is, besides being president of Ronco Foods, past president of the Macaroni Manufacturers' Association and of the National Food Distributors' Association, explain it.

"The dough is made of semolina flour or farina mixed with lukewarm water. A mechanical kneader pushes and beats the dough, much the same as a housewife kneads her dough. When thoroughly kneaded, the dough is placed in a cylinder and pressed through a die, or mold, into the long, familiar strands. It is, then, cut and dried through several stages until the spaghetti is ready to be packed. In the past, all this has been done by hand—but not any more!"

Ronco's new automatic continuous macaroni press is the only one in the South. It reduces to a single operation the mixing, the kneading, the pressing and the preliminary drying. Not a human hand touches the product from the time the 100 per cent semolina (heart of durum wheat) is dumped into the big hopper, or bin, until the product emerges dried and ready to be packed.

The long strands are automatically cut to the desired length, and hung on racks to dry in the single, continuous

operation. After the strands are looped over the racks they are moved, also automatically, to the drying bin where moisture is extracted evenly and gradually. The preliminary drying requires about two hours, after which the spaghetti or macaroni is sent to the finishing dryer. In this last stage it remains approximately four days before it is ready to be packed.

The four floors of the Ronco building, also, include machinery for making noodles and for making the so-called shell, elbow, or other macaroni and spaghetti.

During early 1953 Ronco imported from Italy, a completely automatic machine for making its famous "noodle." Similar in function to the spaghetti and macaroni-making machines, the noodle-making machine is an automatic, continuous operation from beginning to end.

Noodles do not require as long a drying time—only about twenty-four hours—as macaroni and spaghetti.

Mr. Cuneo adds: "We regard these machines as a distinct advance in the manufacturing of macaroni products because of the increased speed of production and the improved quality of the product."

Final step before shipment is the packing room, where with modern trimming and packaging methods the finished product is dressed up for its debut on the grocer's shelf.

Now Improve Your Macaroni . . . Solve Durum Supply Problem!



USE CLOVERBLOOM EGG WHITES!

New Economical Way to give your macaroni greater strength, more tolerance, additional protein!

Armour Cloverbloom Frozen Egg Whites or Spray-Processed Egg White Solids are the finest for macaroni. They give you the smoothness you want. And, because they are odorless and bland in flavor, the delicate flavor and aroma of your macaroni is protected.

You can actually improve the quality of your macaroni and gain an advantage over your competition by using Cloverbloom Egg Whites. Not only do they give macaroni more rigidity and greater stability when cooked, but they increase the protein content. By using them you also eliminate mushing of cooked macaroni caused by low Durum content.

Ask your Armour Salesman, or write, for the full story on how you can use Cloverbloom Egg Whites, frozen or solid, to make better macaroni products and eliminate the Durum shortage problem.

ARMOUR AND COMPANY, Chicago 9, Illinois



Be sure to contact Armour and Company for your Egg Yolk Solids and Frozen Egg Yolks. They're Armour Cloverbloom quality, too, so you know they're good.

New PROGRESSIVE Long Goods DRYING SYSTEM

NOW IN SUCCESSFUL OPERATION

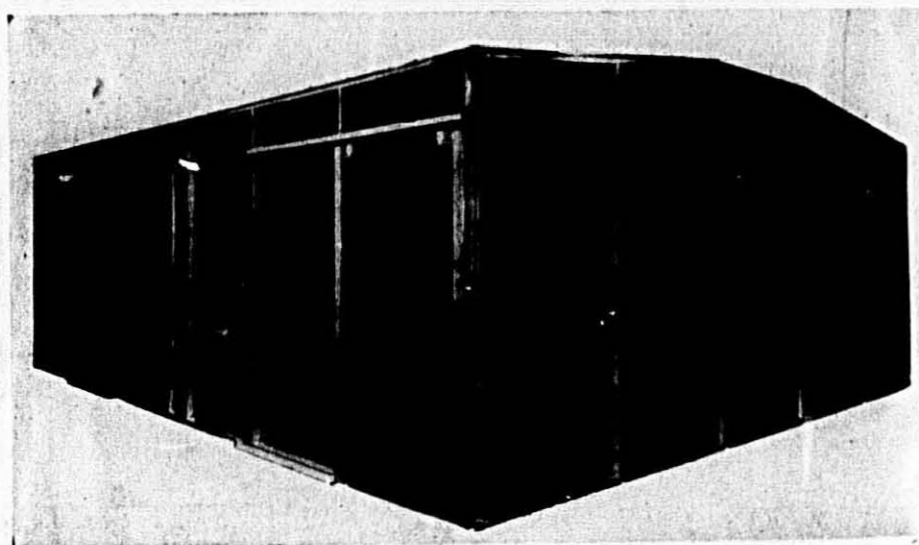
SAVES SPACE

SAVES MONEY

Spaghetti 070'

16 Hours Drying Time

11.8% Moisture



DRYING CAPACITY MORE THAN

DOUBLED IN SAME SPACE

Conrad Ambrette, President, formerly President of Consolidated Macaroni Machine Corp.

Ambrette
MACHINERY CORP.
 156 SIXTH STREET, BROOKLYN 15, N.Y., U.S.A.

FOR BETTER QUALITY
FOR INCREASED PRODUCTION
FOR BETTER DRYING CONDITIONS
FOR SIMPLICITY IN OPERATION . . .

VACUUM SYSTEM*

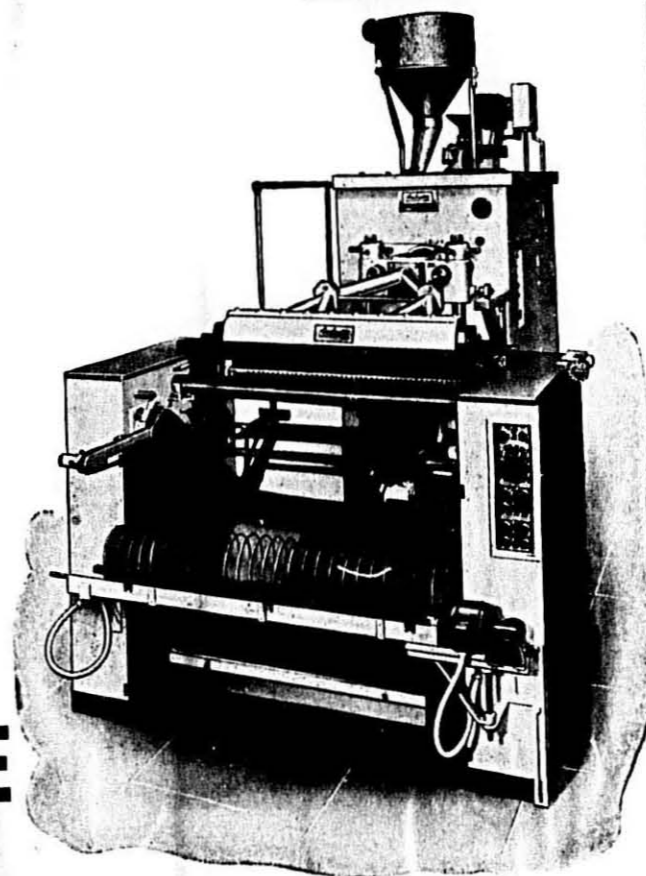
* PATENT PENDING

FOR

LONG GOODS
CONTINUOUS
SPREADER

SHORT GOODS
CONTINUOUS PRESS

NOODLE
SHEET FORMER
TO PRODUCE
POSITIVE
RESULTS



VACUUMIZE

YOUR PRESSES

THE AMBRETTE WAY

SEND FOR CATALOG FOR COMPLETE LINE

AUTOMATIC SHORT GOODS DRYERS • CONVEYORS • DIE CLEANERS
NOODLE CUTTERS • AUTOMATIC NOODLE DRYERS • EGG DOSERS
AUTOMATIC LONG GOODS DRYERS • MACARONI CUTTERS

IN THE INDUSTRY

Skinner Launches "Twin Tableware" Premium Plan

Skinner Manufacturing Company, Omaha, Nebraska, manufacturer of cereals and macaroni products, has recently established a new premium plan offering tableware at a savings of up to 50% of retail value.

Although tableware has long been used as a premium, Skinner's new tableware plan has an unusual feature. Designed to appeal to Mrs. Homemaker's desire to have a set of tableware for everyday use and another set for entertaining, Skinner's plan offers customers a choice of not just one kind of tableware, but two. Mrs. Homemaker may collect either Wm. A. Rogers "Rosalia" pattern silverplate, or Oneidacraft "Flight" pattern stainless steel or both. Hence the name Skinner's has given the plan: "Skinner's Twin Tableware Plan." Boxtops from Skinner cereal or front labels from Skinner macaroni and spaghetti products, plus a small amount of cash, are used to collect the tableware.

Skinner Raisin Bran and Skinner Raisin Wheat packages are the first packages to carry several illustrated "go acquainted" offers, although eventually all Skinner products will carry tableware offers.

A three-color lithographed folder describing the complete twin tableware service will be used as a package insert in both Raisin Bran and Raisin Wheat.

Ease-Brick Sales & Advertising Company, Philadelphia, Pa., worked with the Skinner Company in developing the plan, and is handling all details connected with receiving customer orders and making the tableware.



JIMMIE N. WILCOXON (second from right), Cushing, Oklahoma grocer, is shown here with the Nash Statesman Sedan he won as grand prize in the recent Skinner Raisin Bran grocer display contest. Others in the photo are: (left to right) Bill Schull of Allison & Wendt, Skinner brokers in Oklahoma; Jack Smittle, Skinner Oklahoma representative; Lloyd E. Skinner, president of Skinner Mfg. Co., Omaha, Nebraska; Bill Brown, Skinner Oklahoma representative, and Forrest Barnett, Nash dealer at Stillwater, Oklahoma.

Skinner Awards Autos In Raisin Bran Contest

Miss May K. Friedel, a post office employee at Mont Belvieu, Texas, and Mr. Jimmie N. Wilcoxon, Cushing, Oklahoma grocer, have been announced as grand-prize winners of two national contests conducted by the Skinner Manufacturing Company.

Mr. Lloyd E. Skinner, president of Skinner Manufacturing Company, Omaha, Nebraska, turned the keys of a new Nash Metropolitan over to Miss Friedel in Mont Belvieu, Texas, on October 6. Mr. Wilcoxon was presented with a new Nash Statesman Sedan by Mr. Skinner on October 7 in Cushing, Oklahoma.

Mr. Wilcoxon, owner of Wilcoxon's Food Store in Cushing, was top winner of the grocer's display contest, which was held in conjunction with a "Name The Car" contest for consumers.

Miss Friedel's entry was selected as the best name for a car of the future in the consumer "Name The Car" contest.

In presenting the automobile to grocer Wilcoxon, Mr. Skinner said, "There were many unique displays entered by grocers all over the country. I do not know all of the reasons for the judges' selection of Mr. Wilcoxon's display, but I think his unique idea of serving cereal to the customers who visited his store must have been an influencing factor."

Both contests were judged by the Reuben H. Donnelley Company of Chicago.

Other grocers receiving major awards in the Skinner display contest include E. C. Selman-Kash & Karry Super Glider Store, Greenville, So. Car.; Homer Davis—H. E. Butt Food Store #2, San Antonio, Texas; A. B. Coleman—Liberty Super Market No. 96,

Jackson, Miss.; Albert J. Weiss, West Super Market, St. Louis, Mo.; Frank W. Domann—H. E. B. Food Store #29, San Antonio, Texas; C. L. Gray, Food Giant, Iowa Falls, Iowa, and J. B. Hester—Leonards Department Store, Fort Worth, Texas.

Proud Parents

Mr. and Mrs. Robert Green announce the birth of their daughter, Catherine Simms Green, on September 27. Christopher Robin, their five year old son, went with the Greens to adopt the baby on October 28.

Macaroni Man Reports on Use of Spring Wheat

John Lindstroth of the Creamette Company, speaking at a meeting of District No. 1 of the Association of Operative Millers at the Nicolet Hotel, Minneapolis, on October 23, said it is possible to produce a good acceptable product with spring wheats. His company is now using spring wheats entirely because of the current shortage and high price of durum wheat.

Mr. Lindstroth pointed out that he was not speaking for the macaroni industry in his comments on the use of durum.

He looked upon the current situation as temporary and noted that durum is preferred for macaroni manufacturing. But, he added, it is impossible to "pay the price for it" now, and with the proper type of spring wheat it is possible to produce a good product.

Mr. Lindstroth reviewed the durum problem, noting that macaroni manufacturers had agreed on blends of 75% spring-25% durum for this year. Regarding the rust problem, he noted a wheat resistant to race 15B of rust had been developed but that it might take four or five years to get enough seed.

The color problem was brought out, and Mr. Lindstroth said that some spring wheat granulars had better color than others.

In this connection, it was noted in the discussion that the riboflavin and iron enrichment of macaroni products might be a contributing factor to color in macaroni products.

There are certain federal standards for vitamin enrichment, with a minimum and maximum amounts, for macaroni products. Mr. Lindstroth said his company had not found a great deal of difference in color with the maximum amount permitted under the federal standards for enrichment.

R. A. Stephen Dies

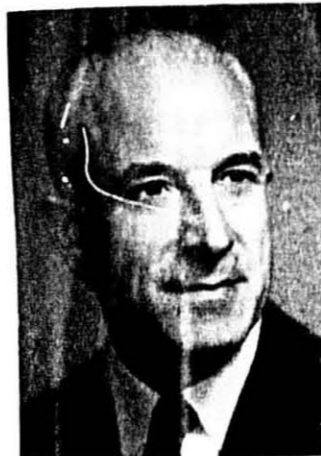
Mr. R. A. Stephen, treasurer of the J. L. Ferguson Company, Joliet, Illinois, died suddenly on October 21, 1954.

Mr. Stephen had been associated with the J. L. Ferguson Company for the past 32 years. His passing will be a great loss to his many friends and business associates.

New General Mills Office Building

General Mills, Inc., Minneapolis, began construction of a two-story office building in Park Ridge, Ill., a Chicago suburb. On completion, the 10,000-square-foot structure will be the new regional headquarters for the firm, replacing present quarters in Chicago's Loop.

Occupancy of the new building is scheduled for April 20, 1955, when the company plans to move 150 employees from the offices it has maintained in the Loop since 1885. Continental Assurance Co., Chicago, purchased the three-acre tract for the new structure and has leased it to General Mills for a period of 25 years. Engineering and building the project is by J. Emil Anderson & Son, Inc., Chicago.



MICHAEL J. GRIMALDI

Mike Grimaldi Dies

Michael J. Grimaldi, 53, eastern sales representative of General Mills-Durum Division, died October 1 in Rochester, N.Y., after a short illness.

Grimaldi had been with General Mills for 30 years. He joined the company in 1924 as a salesman in the grocery and bakery divisions, and since 1951 represented the Durum Division.

During World War I, Grimaldi served as a first petty officer in the Naval Air Corps, where he worked on the Liberator, then being developed for the nation's fighting planes. His interest in aviation continued throughout his later life.

Grimaldi, who made his home in Rochester, N.Y., took an active part in industrial and civic activities. He had served as president of the Rochester Association of Manufacturers Representative, as senior counselor of the Flower City Council, and was a member of the Rochester Chamber of Commerce and Ad Club.

Surviving him are his wife, a sister, Mrs. Philip Carnoe of Geneva, and a brother, Anthony Grimaldi.

Faaschnaacht, Anyone? Bottboi?

"O maybe you'd preferappel-sas-kunche or schmeckase. You'll find dozens of mouth-watering Dutch treats at the fabulous farmers' market in York, Pennsylvania, every Saturday, 20,000 food lovers come from miles around to drool at and buy the succulent fare that can be bought nowhere else." So reads an advertisement of the Saturday Evening Post telling of the article "Would You Like to Taste?" by Bill Wolf in their October 9 issue.

Bottboi is a Pennsylvania Dutch noodle made by the Megs Macaroni Company of Hartzburg, Pennsylvania.

Eggs—

(Continued from page 9)

1954 were about 130,290,000 pounds, 32,000,000 pounds above 1953. The average number of layers on farms in September totaled 315,735,000 compared with 319,300,000 in September last year, and 311,000,000 in August this year. On October 1, 1954 there were 501,135,000 potential layers on farms compared with 323,352,000 a year ago 512,000,000 September 1, this year. On September 1, 1954, under laying age pullets numbered 133,333,000. This was 33.6% below 213,091,000 on September 1 this year. On October 1, 1954 there were 113,561,000.

Along with this large increase in egg production there has been sharply increased production of broiler chickens. As recent as 1949 the country's production of broilers was only about 51 million. Production in 1954 is expected to top a billion.

This huge production of eggs and broiler chickens has brought about sharp declines in price for both eggs and broilers. In September 1954 farmers were receiving 33¢ per dozen for their eggs. A month earlier they re-

ceived 37¢ and a year ago they received 51¢. The decline since 1953 is near 34%. Broiler prices too have taken a sharp reduction; from 35¢ per pound in November 1952, they have declined to 25¢ in 1954, and 18¢ in September 1954. Prices in the big Eastern wholesale centers are 25% below a year ago.

The egg and poultry market is a large and important section of the farm income. The \$3,300,000,000 farmers received for their eggs and poultry last year was far more than \$2,500,000,000 they received for their grain, including wheat, rice and corn, or the \$3,200,000,000 they received for cotton.

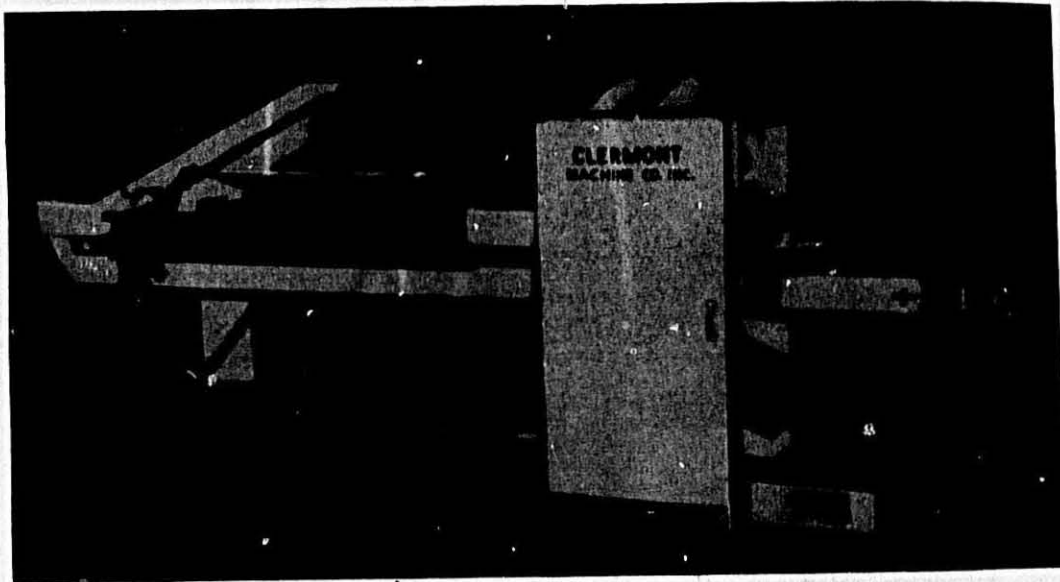
The sharp reaction of the market to this huge production prompted the National Poultry Farmers Association to request the Government to support the market by buying eggs and poultry, and to sell federal grain to poultrymen at cut rate prices. The Government called a two-day special meeting of the Egg Advisory Committee, a 24-man group composed of mostly poultrymen and egg distributors, to determine what should be done. It required only one day for the Committee to reaffirm its position of last April to oppose any kind of Government propping of egg prices, whether through an out and out price support program or limited buying of some eggs for school lunch or relief outlets or through subsidizing sales abroad. The committee took the position that the producers had themselves brought about the price decline by their sharp boost in egg and broiler production. The rise in output was the producers' reaction to the "extremely profitable" egg prices in 1953.

The Department of Agriculture, following this meeting, made clear it was not going to do any egg buying. Perhaps the experience of the Department in its efforts in 1946 to 1950 to bolster egg prices was a factor in making this decision.



RALPH LAKAMP of the Kroger Food Foundation Cereal Division and Jeanette Lakamp, known to Kroger shoppers as Jean Allen, head home economist of the Kroger Food Foundation, do some testing at the Foundation's kitchens. Mr. Lakamp will be on the Winter Meeting's opening day program to discuss "Give the Lady What She Wants." The Convention is scheduled for January 18, 19 and 20.

Clermont Long Goods Stick Remover and Cutter



- Simplified Mechanism
- High Operating Efficiency
- Automatically removes a stick and discharges it to a magazine rack.
- Equipped with three blades which cut the heads and ends of the product and simultaneously cut the product in half.
- The three blades are adjustable and any one or two of the three can be removed.
- The blades are adjustable to cut product in length range from nine to ten inches.
- Equipped with conveyor with capacity to hold 52 sticks of product, the average number of sticks contained on a spaghetti truck.
- If operated in conjunction with an automatic long goods dryer the operation is continuous.
- Operator can accomplish adjustments. No special mechanical skill required.

Please consult us for full information.

Clermont Machine Company Inc.

266-276
Wallabout Street
Brooklyn 6,
New York, N. Y.,
U. S. A.

New Machine for Making Pressure-Sensitive Tape

The Williamson tapemaker, an entirely new concept in this type of equipment, has been developed by Williamson Adhesives, Inc., of Skokie, Illinois. As its name implies, the Tapemaker is designed to produce a continuous supply of pressure-sensitive tape at the point of use ready for immediate application.

This practical machine offers important advantages to large industrial users of pressure-sensitive tape, where the unit can be installed on the production line to handle any standard taping operation, such as sealing, labeling, packaging, binding, strapping and wrapping.

The Tapemaker produces fresh-made tape as-you-use-it, insuring consistent, uniform operation hour after hour. It can be stopped and started up again for any length of time without trouble, and is always ready for operation the next day. It is easy to feed, easy to run, easy to clean and maintain.



Williamson Tapemaker

A new broad field of application is made possible for pressure sensitive tapes, because the Tapemaker can handle many varieties of material including cloth, paper, impregnated stock, films, foil, cellophane and printed surfaces. Where a special tape material is required for a certain job, it is not always available in prepared rolls of manufactured tape. But the Tapemaker can apply the adhesive film coat to practically any material thus providing the specific kind of a tape to fit the job.

Reports from users indicate that the use of the Tapemaker in large operations shows important savings, as compared to the use of prepared tape in rolls. The first cost of the tape is less, the operation is easier and faster, there is less waste, and furthermore the workmen like the Tapemaker better because it eliminates the sticky, messy job often encountered with remoistening tape and similar materials.

The Tapemaker is a compact unit, enclosed in a metal cabinet about 18" square and 5 feet high. The current model handles tape from as narrow as 1/4" to 3" in large economical rolls.

The special tape materials and adhesives used on the Tapemaker are available from the manufacturer.

Packaging Vital To U.S. Progress

Good packaging in America must be made from materials that are controlled by the free world, William C. Stolk, president of the American Can Company, warned at the Packaging Institute's 16th annual forum, in New York City.

In the keynote address opening the three day conference, Mr. Stolk urged continuing research and development by all segments of the packaging industry to find new packaging materials and better ways of using existing materials.

He pointed out that his company, as an example, is "experimenting with every known material to free our country from the slavery of tin," and that "countless other laboratories are following similar trails working with plastics, paper, glass, wood, textiles and other materials about which we may not yet have heard."

Stating that Americans now use more than 300 billion packages, valued at more than \$10 billion, each year, Mr. Stolk said that "this remarkable achievement" was made possible by the services which packages render to the public.

"There may be some people who like to think modern packaging is an economic waste," he added. "Apparently they regret the passing of the cracker barrel as a napping place for the grocery store cat, or would prefer to have their cheese sliced out of wooden tubs. Such sentiments may have some nostalgic value, but the modern package is no more an economic waste than is the cocoon."

He cited examples of convenience, protection, economy and other services performed by packages and emphasized that modern self-service markets depend on pre-packaging for bulk displays and mass-merchandising of food.

Competition also was named by the speaker as an important factor in the growth of the container industry, explaining that "creative packaging spurs us on to constant development of new and better products, of packages that do a better job or open new markets, that provide consumers with new services and greater conveniences."

Automatic Long Goods Packer

Geveke & Company of New York City advertises in the October issue of Modern Packaging that they have the first automatic paper or cellophane wrapping machine for long macaroni products. Output is stated to be 15 to 50 packages a minute. Machines are running in Brazil to the entire satisfaction of the customers, the company claims.

The machines are built by Fr. Hesser, Stuttgart-Bad Cannstatt, Germany.

Simplex Spaghetti Sauce Filler

A new high-speed food filler that occupies a minimum of space is now in operation at the Lucca Ravioli Company, San Francisco, for filling a variety of Italian foods. Known as the Simplex, this semi-automatic dispenser drops the cartons on a conveyor one at a time. The single piston filler, made of acid-resistant contact parts, dispenses automatically. In the Lucca plant, it fills either minestrone soup, ravioli gravy, spaghetti sauce or spaghetti and meat balls. This Simplex filler, designed especially for plants where space saving is important, fills all liquids and semi-solids. Manufactured by F. L. Burt Company, San Francisco, California.



Simplex Spaghetti Sauce Filler

Wheat Flour Institute —

(Continued from page 16)

"stretch" servings of more costly animal protein foods.

VERSATILE—The mild, wheaty flavor of macaroni combines well with many other food items like meat, cheese, fish, sea food, vegetables, eggs and even fruits. They combine unusually well with leftover foods, too.

NUTRITIOUS—Macaroni foods are a reliable source of wheat protein and food energy. Since they are seldom served alone, but rather in combination with animal protein foods, they are able to make valuable contributions to a healthful diet.

EASILY STORED—Macaroni foods require no special "treatment" for storage. They are always ready on your kitchen shelf.

"DO-AHEAD" FOODS—Macaroni dishes can often be prepared ahead of time, then stored in the refrigerator until it's time to bake or heat for serving. This trait makes macaroni foods especially dear to employed homemakers.

POPULAR WITH YOUNGSTERS—Mothers appreciate macaroni foods because most youngsters like the bland flavor. Witness the popularity of spaghetti with the small fry set.

WINTER MEETING
January 18, 19, and 20

PRESSES CONVERTED TO BUHLER VACUUM SYSTEM*

*Patented U.S.A.

TOP THEIR PREVIOUS RECORDS WITH

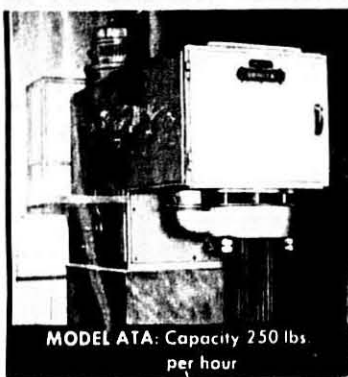
- STILL BETTER PRODUCT
- STILL BETTER COLOR
- STILL BETTER TEXTURE

If you are now using one of the continuous worm-type production presses, you can convert your present installation to one of the two Buhler Vacuum Systems.

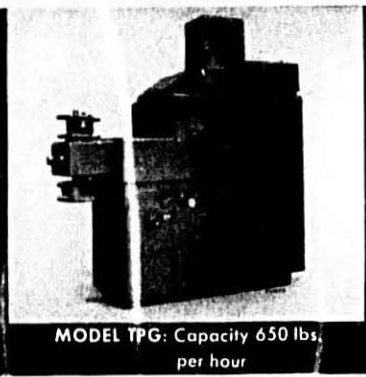
ASK OUR ENGINEERS ABOUT THESE QUALITY DEVELOPMENTS TODAY

BUHLER CONTINUOUS PRODUCTION PRESSES

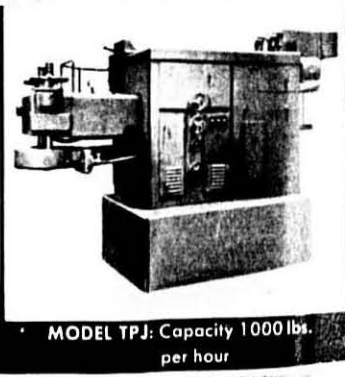
Available in Standard or Vacuum Models



MODEL ATA: Capacity 250 lbs per hour



MODEL TPG: Capacity 650 lbs per hour



MODEL TPJ: Capacity 1000 lbs per hour



BUHLER BROTHERS, INC. (U.S.A.)
2121 STATE HIGHWAY #4, FORT LEE, NEW JERSEY

BUHLER BROTHERS (CANADA) LTD.
24 KING STREET WEST, TORONTO, ONTARIO

BUHLER  BROS., INC.

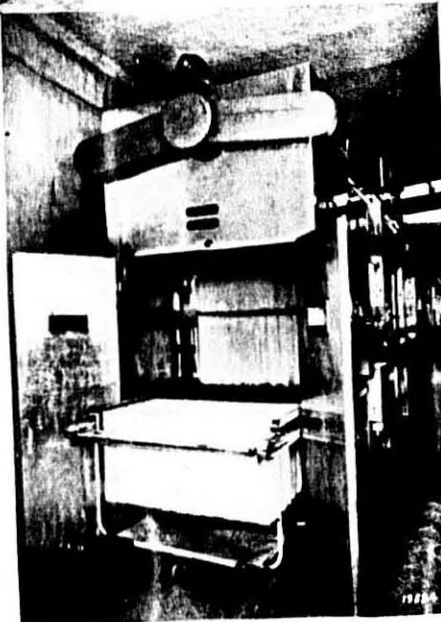


ALL METAL CONTINUOUS LONG GOODS DRYER

(Model CGpl)

Preliminary drying and finishing of any shape of long goods . . . quickly, economically and uniformly.

The loaded sticks circulate automatically in a continuous flow through four levels of travel, in alternate drying and resting cycles.



Engineers for



Industry Since 1860

Happy Holiday

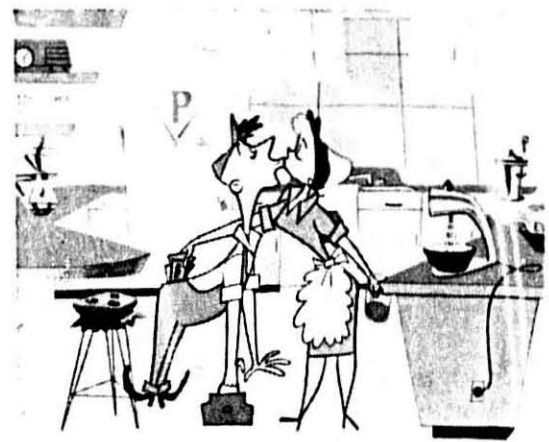
Roast chicken, that traditional Sunday favorite, is both plentiful and inexpensive now, so serve it often with different stuffings and accompaniments to give the menu variety. Some of the most delicious and easiest fillings to prepare use tender egg noodles as the basic ingredient. The egg solids they contain provide additional protein and give the meal extra flavor. Another suggestion for cutting down preparation and cooking time is to cover the bird in aluminum foil before roasting. This eliminates the need for basting and seals in the juices and flavor. To get that appetizing golden brown color, it should be unwrapped about half an hour before the chicken is ready to come out of the oven. Try this simple-to-make stuffing soon and see how your family enjoys its smooth texture and savory goodness.

Noodle Sausage Stuffing for Roast Chicken

(Makes two servings)

- 1 tablespoon salt
- 1 quart boiling water
- 8 ounces medium egg noodles (about 1 cup)
- 1/2 pound sausage meat
- 1/2 cup chopped onions
- 1/2 cup chopped celery
- 1/2 teaspoon thyme
- 1/2 teaspoon sage
- 1/2 teaspoon poultry seasoning
- 1/2 teaspoon salt
- 1 1/2-pound roasting chicken or capon, cleaned
- Salt
- Aluminum foil
- Melbed butter or margarine

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



"IT'S EVERYBODY'S BUSINESS" technical picture of the year, will be shown at the Winter Meeting, Hotel Flamingo, Miami Beach, Florida, January 18, 19 and 20.

Pan-fry sausage in a large skillet until browned. Add onions and celery and cook until tender. Add noodles, thyme, sage, poultry seasoning and 1 teaspoon salt. Mix well and cook over low heat 10 minutes. Cool.

Rub inside of chicken or capon with salt. Fill cavity lightly with noodle mixture. Fasten with skewers and cord. Place lengthwise on a large piece of aluminum foil. Brush with butter or margarine. Wrap chicken or capon well with foil. Place on rack in roasting pan. Roast in hot oven (300°) allowing 30 minutes to the pound (ready-to-cook weight). Open foil and turn back 25 minutes before roasting is finished to brown.



Roast Chicken with Noodle Sausage Stuffing.

Robinson-Patman —

(Continued from page 10)

business is not possible unless it be on equal footing so that efficiency and not size or financial power determine success or failure."

It has been fortunate for the industry, Hokanson continued, that the Robinson-Patman Act has been able to keep the field of food distribution open for small firms to enter, purchase and grow.

Resulting from the fact that the act of opportunity as provided by the enactment of the Robinson-Patman Act in 1936, consumers have been able to obtain substantial progress in improvement techniques and other developments, he said, notable among them being the modern self-service market pioneered by independent retailers.

"The retail food business is a part of our economy where independent distributors have been given a chance to show what they can do," the NARF's president declared. "Warning of the threat of efforts to amend the Robinson-Patman Act so as to legalize system discriminations, Hokanson is permitted, we will once again the two price system under which large distributors will get a better price from manufacturers while smaller ones will be left with a competitive disadvantage from which they can never escape."

Dott. Ingg. M. G.

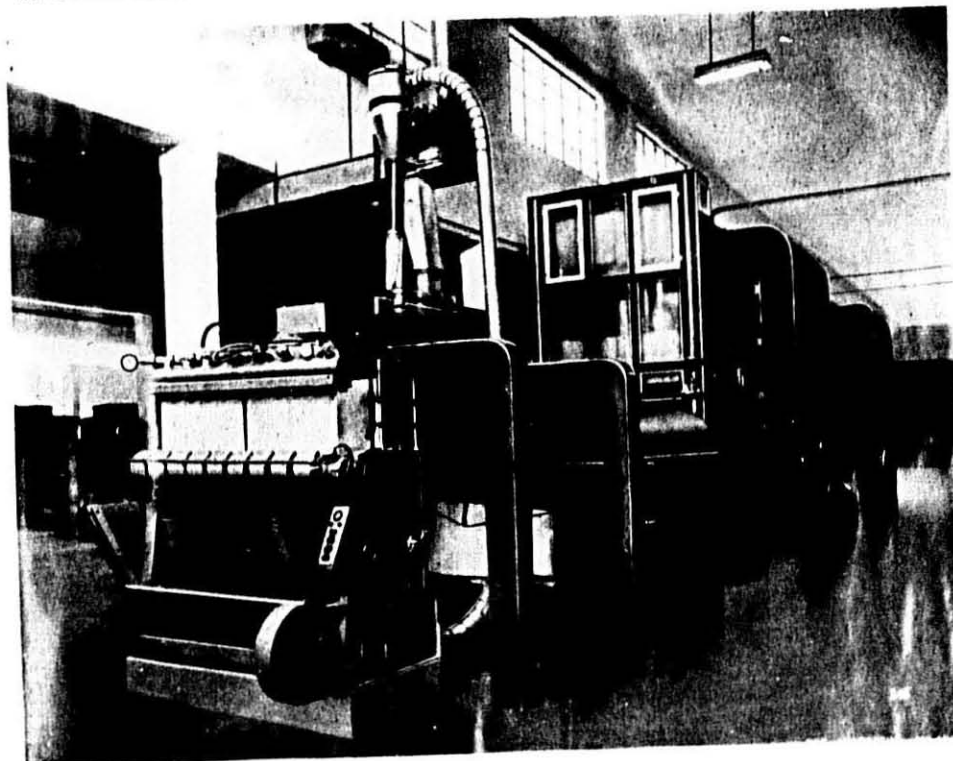
Braibanti e C.

SOCIETA' S.p.A.

Cable: Braibanti—Milano
Bentley's Code Used.

MILANO—Via Borgogna 1, (Italy)

A COMPLETELY AUTOMATIC UNIT FOR THE PRODUCTION OF LONG GOODS WITH AUTOMATIC STRIPPING OF STICKS INSTALLED AT BARILLA FACTORY, PARMA, ITALY



Daily Output: LBS. 13,250 - 14,350

Shown in the above illustration:

Simple Spreader with pneumatic return of trimmings.

"MACRON" Press with Pneumatic Semolina

Handling System.

Preliminary Dryer.

Final Tunnel Dryer.

Advantages of the above system:

Less Space: 72'2" x 9'10" x 14'5".

Less Electric Power: 4:15 W. per 100 lbs.

Less Heat: 29,000 B.T.U. per 100 lbs.

Perfect Quality of the Finished Product.

Send your inquiries to:

Eastern Zone: Lebara Sales Corp., 16 East 42nd Street, New York 17, N.Y.

Western Zone: Permasco, division of Winter, Wolff & Co., Inc.,

1206 S. Maple Avenue, Los Angeles 15, Calif.

COURT UPHOLDS MACARONI STANDARDS

THE U. S. District Court for the District of Delaware on September 30 granted judgment in favor of the government in the long pending case of the United States vs. 20 cases, Buitoni 20% Protein Spaghetti.

The government charged that the food was misbranded since it purported to be and was represented as a macaroni product and failed to meet the definition for standard of identity for that food by the regulations. Buitoni contended in the case that its product was not represented as, and in fact, was not a macaroni product. Judge Paul Leahy in a lengthy opinion concluded that the product "is a spaghetti which does not conform to the standard of identity."

The National Macaroni Manufacturers Association filed a brief supporting its position that the integrity of the standards should be upheld. The opinion sustained the Association's position that the words "macaroni, spaghetti, vermicelli, etc." cannot be used in connection with any unstandardized product.

Here is the text of the court's opinion given by Chief Judge Paul Leahy:

An article of food labeled "Buitoni 20% Protein Spaghetti" was seized under 21 U.S.C. §334 (a). The libel charged the food was misbranded under 21 U.S.C. §343 (g) (1) as it "purported to be and was represented as" a macaroni product, spaghetti, and failed to meet the definition and standard of identity established for that food by the apposite regulations. The Government charged "gum gluten" had been added to the spaghetti so that protein content exceeded 13% by weight, when the standard of identity limits maximum protein content to 13% by weight. Claimant is Buitoni Products, Inc. It admits the seized food was shipped in interstate commerce; "spaghetti is a food for which definition and standard of identity has been established under 21 U.S.C. §311; and the seized food product does not conform to the regulatory requirements as the addition of the "gum gluten" raises protein content to 20%. Claimant's defense, which it charges libellant ignores, rests on the fact the seized food is one for which no standard of identity has been established under the Federal Food, Drug and Cosmetic Act; and that prior to regulatory measures under the Act it had been sold and still sells its

product, which has "a distinct and separate identity of its own." Claimant moved for summary judgment. Libellant filed a cross motion.

The paper record filed here consists of excerpts from the Federal Register which contain administrative findings of fact and regulations relating to macaroni and gluten macaroni hearings; petitions for judicial review filed in 1944-45 by Buitoni Products, Inc. in the Court of Appeals for the Second Circuit in connection with the establishment of standards of identity for alimentary paste; a sample of the seized food; claimant's labeling of the food; and claimant's answers to interrogatories, pre-trial admissions and affidavits.

The definitions and standards of identity for macaroni products were established at the administrative hearings. In 1941, a hearing was held, at which members of the macaroni industry could appear, to establish definitions and standards of identity for macaroni products, including spaghetti. Claimant appeared as a macaroni manufacturer and showed it was the "oldest and largest producer of macaroni and similar products in Europe" and that "the protein content of our spaghetti is 18 to 19 percent." Claimant's proposals for definitions and standards of identity were rejected. Claimant filed a petition for judicial review in the Court of Appeals for the Second Circuit. By consent, the petition was dismissed and claimant granted a new hearing by the Federal Security Administrator on the issue of using gum gluten in order to establish definitions and standards of identity. The second hearing occurred in 1945. Claimant attempted to have the Administrator recognize gluten as a normal or usual ingredient of macaroni products. On the basis of ample evidence, the Administrator amended the standard of identity and permitted use of gum gluten, but limited its use by specifying total protein content of the finished food product should not exceed 13%. Again, claimant filed a petition for review to the Second Circuit. As the statutory period for review had lapsed, the case was dismissed.

The relevant statutory and regulatory provisions are noted from 21 U.S.C.:

§334 (a). "Any article of food, drug, device or cosmetic that is adulterated or misbranded when introduced into or while in interstate commerce shall be

liable to be proceeded against while in interstate commerce, or at any time thereafter, on libel of information and condemned in any district court of the United States within the jurisdiction of which the article is found."

§311. "Whenever in the judgment of the (Federal Security) Administrator such action will promote honesty and fair dealing in the interest of consumers, he shall promulgate regulations fixing and establishing for any food, under its common or usual name so far as practicable, a reasonable definition and standard of identity."

§313 (g). "A food shall be deemed to be misbranded—If it purports to be or is represented as a food for which a definition and standard of identity has been prescribed by regulations as provided by section 311, unless (1) it conforms to such definition and standard."

Code of Federal Regulations, 21 C.F.R. 16.1, pp. 56-62 (1949 ed.), contains the definitions and standards of identity for all alimentary pastes, including spaghetti, duly promulgated pursuant to authority granted in 21 U.S.C. 311, and in accordance with the requirements of 21 U.S.C. 371 (e).

1. Where no genuine issue of fact exists, judgment is authorized by FR 56. Claimant argues that by utilization of the words "20% Protein" such qualifying label language takes its product from without the administrative standard and permits its sale without regard to such standard; the labeling, in short, yields legal differentiation. Libellant argues claimant's use of an adjectival addition to the usual name of spaghetti, still constitutes legal evasion. Libellant claims the standard and definition, supported by the administrative underlying findings reached in two administrative proceedings, must be accepted as valid. But, libellant argues, even if the administrative standard itself is legally deficient, that issue cannot be tested in the proceedings at bar, for the single issue before the court is whether the form and intent of standards for spaghetti products precludes the interstate shipment and branding of the product labeled as "Buitoni 20% Protein Spaghetti." Precisely, the issue is a narrow one: whether under §403 (g) claimant's labeled and merchandised product as advertised "purports to be or is represented as spaghetti." Based on pleadings, interrogatories, answers, requests

when other salesmen

Stop!



**YOUR Milprint PACKAGE
KEEPS RIGHT ON SELLING!**

Even the best of flesh-and-blood salesmen can't sell every minute, every day . . . but your Milprint package can — and does! Its combination of eye-catching design, appealing bright color and crisp precision printing enables a Milprint package to tell a selling story as long as there's a customer in sight!

Let Milprint packages help spark your sales! With the widest variety of packaging materials and printing processes available anywhere — plus the experience and craftsmanship of Milprint's design, art and printing experts — you'll find it pays to call your Milprint man — first!

Milprint INC.
PACKAGING MATERIALS
CORPORATION

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Foils, Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

for admission and answers thereto and affidavits, the facts are beyond dispute.

In addition to the administrative record, it is clear, here, claimant's labels show the name "spaghetti" in the same size type as "20% Protein." Concededly the product looks like spaghetti in form, length and diameter. It is similar in color to other brands of spaghetti. Its retail packages are the same general size, shape, and physical appearance as those used by other spaghetti manufacturers. It is manufactured from the same raw material as spaghetti.

While the record shows machinery and equipment used in manufacture are the same as other manufacturers of macaroni products use, and manner of mixing ingredients of the Buitoni product is the same as used by other manufacturers, the method and process of manufacture utilized are, I think, irrelevant to a determination of the issue to be decided here.

The product is dried in the same manner as spaghetti made by other manufacturers. Merchandising channels are similar. The product is cooked like spaghetti. It is eaten with the same type of cheese and sauce. Customers when ordering spaghetti from claimant's "Spaghetti Bar" in New York City are served the "Buitoni 20% Protein Spaghetti." Claimant also by newspaper and radio advertises its product as spaghetti.

2. Congress intended by the enactment of the statutes under consideration promulgation of a standard of identity that even a food product truthfully labeled or including wholesome or beneficial ingredients in a standardized food would be outlawed if forbidden by a valid regulation. The standardization program for classes of foods is the recognition, unless standards of identity are promulgated which limit kinds and ingredients of particular foods, a manufacturer's selection of the various ingredients and combination of ingredients on the basis of varying economic and merchandising considerations—outside the limits of the standard definitions—would result in diversity, both quantitative and qualitative, in the products offered to the public. This does not mean the administrative agency has arbitrary power to ordain the American diet. Substantive limitations and procedural safeguards are available. The present proceeding is not one to obtain Court review of the reasonableness of the administrative standards.

Even though labeling may be truthful and informative, this does not in all instances satisfy the requirements of §343 (g). In Federal Security Administrator v. Quaker Oats Co., 318 U.S. 218, it was decided that even truthful, informative labeling for a product as to which a standard of identity has been promulgated does not justify departure from the standard fixed.

Note—at pp. 230-231:

"Both the text and legislative history of the present statute plainly show that its purpose was not confined to a requirement of truthful and informative labeling. False and misleading labeling had been prohibited by the Pure Food and Drug Act of 1906. But it was found that such a prohibition was inadequate to protect the consumer from 'economic adulteration,' by which less expensive ingredients were substituted, or the proposition of more expensive ingredients diminished, so as to make the product, although not in itself deleterious, inferior to that which the consumer expected to receive when purchasing a product with the name under which it was sold. . . . The remedy chosen was not a requirement of informative labeling. Rather it was the purpose to authorize the Administrator to promulgate definitions and standards of identity 'under which the integrity of food products can be effectively maintained,' . . . and to require informative labeling only where no such standard has been promulgated, where the food did not purport to comply with a standard, or where the regulations permitted optional ingredients and required their mention on the label.

"The provisions for standards of identity thus reflect a recognition by Congress of the inability of consumers in some cases to determine, solely on the basis of informative labeling, the relative merits of a variety of products superficially resembling each other."

Here, Libby, McNeill & Libby v. United States, 2 Cir., 148 F. 2d 71 (affirming 55F. Supp. 725) closely governs the present case. In the Libby case the standard of identity for tomato catsup made no provision for the use of benzoate of soda as an ingredient. Labeling there specifically declared the food to be "tomato catsup with preservative." Libby contended the product was not sold as tomato catsup but was sold as tomato catsup with preservative and it was truthfully labeled and named accurately describing its contents; and, therefore, the food product did not purport to be represented as a standard food. The District Court held the product to be misbranded. On affirmance it was held (p. 72):

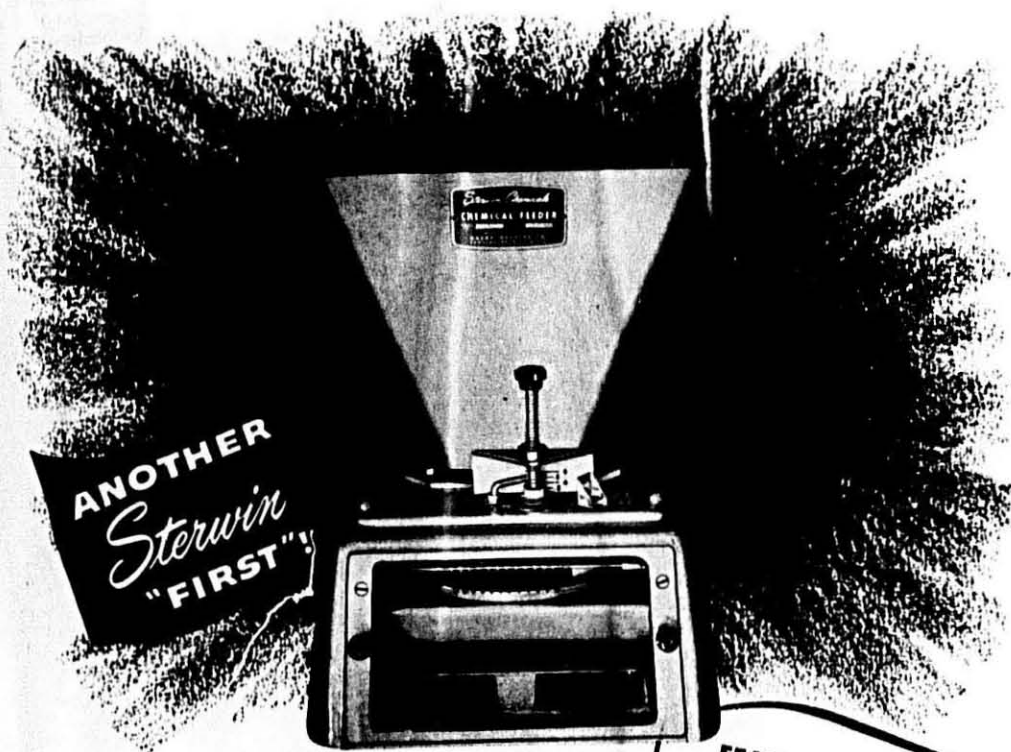
"Appellant contends that the label is controlling, that its product does not thereby purport to be catsup, even though it conforms in all respects to the standard, except for the added ingredient. It is a specific article, namely tomato catsup with preservative, and since its label truthfully so indicates, there is no misbranding. . . . If producers of food products may by adding to the common name of any such products mere words of qualification or description, escape the regulation of the Administrator, then the fixing of a standard for commonly known foods becomes utterly futile as an instrument for the consuming public. . . . The present product is intended to satisfy the demand and supply the market for—catsup. Em-

phasis is laid on its conforming to standard except for the preservative. The argument defeats itself, for if it is an article of food, distinguished from the standard by the qualification, then other ingredients may be added or defined ingredients or processed omitted without conflicting with the regulation, if containers are truthfully labeled." Judge Simons discussed the Quaker Oats case and concluded (p. 73):

"Neither the decision nor its rationalization in the Quaker Oats case, can be escaped by a product that looks, tastes, and smells like catsup, which caters to the market for catsup, which dealers bought, sold, ordered, and invoiced as catsup, without reference to the preservative, and which substituted for catsup on the tables of low priced restaurants. The observation in the (Quaker Oats) opinion that it was the purpose of the Congress to require informative labeling, 'where the food did not purport to comply with a standard' is not to be lifted out of its context, given a meaning repugnant to the decision, so as to limit 'purport' to what is disclosed by the label and to that alone."

3. Claimant in the proceeding at bar relies strongly for absence of misbranding under 21 U.S.C. §343 (g) on the Supreme Court's most recent decision in 62 Cases of Imitation Jam v. United States, 340 U.S. 593. There it was held the seized jam was an imitation of a standard food and since labeled "imitation," as provided by §403 (c), its action was not prohibitory under §403 (g). The Imitation case holds, in short, the labeling of a food is controlling if it reveals the food is branded as an imitation in compliance with §343 (c). The decision is limited to this narrow field. I do not read the opinion as limiting the scope of the Quaker Oats decision—i.e., §343 (g) is "not confined to a requirement of truthful and informative labeling." The crux of the matter is we are not here involved with a labeling of "imitation spaghetti." Products may differ in physical characteristics, in composition and labeling so as to be different and to constitute a food product for which no standard of identity has been promulgated by the Administrator. But, again this is not the situation in the case at bar. The seized food is plainly labeled as "spaghetti." It looks like spaghetti. It is advertised and merchandised as spaghetti. The present article in the market place contains no distinct subtleties so as to make it an unstandardized product. The conclusion is plain. The seized article of claimant is a spaghetti which does not conform to the standard of identity.

Claimant's motion for summary judgment is denied. Government's cross motion for summary judgment is granted and the libel sustains forfeiture.



The NEW Precision STERWIN FEEDER for dry powders

THERE'S EASY, accurate, trouble-free feeding of macaroni enrichment mixtures every time you set the feed-rate knob and throw the switch on the new Sterwin Feeder.

For the feed rate is controlled by a precise micrometer adjustment, assuring unprecedented accuracy and uniformity and requiring a minimum of operator's attention.

Low power requirements and simplicity of design make the Sterwin Feeder extremely economical to operate and maintain. And extreme uniformity of feeding reduces the overage ordinarily required to take care of feed-rate variations.

ENRICH YOUR MACARONI WITH VEXTRAM®

For easy, accurate and economical enrichment of macaroni products made via continuous process, feed VextraM through your Sterwin Feeder. VextraM is the original free-flowing vitamin pre-mix . . . stable, uniform, dependable.

For complete information on the new Precision Sterwin Feeder . . . ask your Sterwin Technically Trained Representative or write:

Sterwin Chemicals Inc.
Subsidiary of Sterling Drug Inc.
Flour Service Division

1123-25 MERRIAM BLVD., KANSAS CITY, KANSAS
SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

FEATURES OF THE STERWIN FEEDER

- 1 Transparent front door allows full view of operation.
- 2 Feed rates obtained by single adjustment knob.
- 3 Range: 4 oz. to 5 lbs. per hour at low speed, 3 lbs. to 60 lbs. at high speed. Special, easily changed gears for higher rates.
- 4 Floor space only 22" x 27" . . . height 27".
- 5 Transparent lid gives complete view of contents.

THE ASSOCIATION'S BRIEF

THE National Macaroni Manufacturer's Association entered the case of the United States vs. 20 cases, Buitoni 20% Protein Spaghetti as "amicus curiae" which in legal parlance means a friend of the court.

The Association was represented by the law firm of Covington & Burling of Washington, D. C. Here is the brief they filed:

The Association sought leave to file an amicus brief because the industry for which it speaks is convinced that decision on the narrow issue here stipulated may have implications transcending the legal propriety of this particular seized product.

In our view the integrity of Federal standards of identity, indeed the validity and utility of the entire food standardization program in which the entire food industry has expended vast efforts and money since 1939, are seriously threatened by the argument here advanced by the claimant: That the addition of qualifying label language takes a food product out from under the applicable standard, and permits it to be sold wholly without regard to the requirements of the standard.

Our interest is not wholly unselfish. The statutory target is honesty and fair dealing in the interest of consumers. Yet in this area the interest of the consumer and that of the honest manufacturer largely coincide. More important, the areas within which Congress has ordained that competition shall operate must be the same for all those who make and sell what the Act denominates as the same "food or class of foods."

Broadly viewed, the issue presented yields readily to analysis and common sense resolution. If adding the words, "Jones 20% Protein," to the name "Spaghetti"—on a product physically indistinguishable from and conventionally offered to purchasers of "spaghetti"—suffices to remove it from the promulgated standard regulating the composition and labeling of that product, every food standard becomes open-ended and meaningless. "Tomato Juice" is standardized and cannot contain added water. Under claimant's argument, "Watered Tomato Juice" does not purport to be tomato juice and both the standard controls and statutory proscription of adulteration cease to apply.

Moreover, if this labeling addition yields legal differentiation so as to remove a product from the standard, not

only may any ingredient be added or any omitted or substituted in any amount, but also the labeling provisions of identity standards likewise become inapplicable. These are likewise essential to consumer protection. On claimant's theory, one need make only a minor adjectival addition to the common or usual name of the product, and both the detailed composition and labeling provisions of the standard, achieved after full hearing and complete industry and administrative effort, go by the board. This suggestion of legal evasion by supplementary baptism almost condemns itself.

Nevertheless, claimant relies upon a statutory text that has had a considerable judicial gloss. As amicus we may perhaps best serve the Court by discussing the Act, the interrelation of its provisions, and the Congressional intent they disclose. Essentially, the law is settled as to the meaning of Section 403 (g) [21 U.S.C. 343 (g)] that any product which "purports to be or is represented" as the standardized food must conform to the standard. More than a decade ago the Supreme Court ruled that adding to "Farina" the words "Wheat Cereal Enriched With Vitamin D"—an accurate and informative label statement—did not exempt the product from complying with the Farina standard.

This rule that under Section 403 (g) the most accurate supplementary labeling could not change the basic identity representation would warrant no further discussion were it not for the *Jam* case so heavily relied upon by claimant. There the Supreme Court had to fit a specific legislative qualification, relating to "imitation" foods under Section 403 (c) [21 U.S.C. 343 (c)], into the basic statutory pattern. We shall endeavor to demonstrate that claimant seeks to have the specific exception engulf and emasculate the entire standardization structure provided in the Act. For as the author of the *Jam* opinion earlier remarked, the judicial job of interpretation often requires the fashioning of "a mosaic of significance out of the innuendos of disjointed bits of statute."

The Issue

Under the stipulation the issue here presented does not involve the validity of the identity standard for macaroni products including "spaghetti." That standard and the underlying findings,

evolved in two administrative proceedings, must be accepted as valid. We are not concerned here with an attack on the standards, either collaterally or under the review provisions provided in Section 701 of the Act. If the standard is legally deficient, that issue must be tested elsewhere. The single issue now before this Court is whether the form and content of the existing standards for spaghetti products precludes the interstate shipment of the product labeled as "Buitoni 20% Protein Spaghetti" which is now under monition.

Thus narrowed, the issue may be conveniently stated to be whether under Section 403 (g) the product so labeled and merchandised and advertised as here disclosed "purports to be or is represented" as spaghetti.

The Functions of a Federal Identity Standard

It is obvious that, in enacting Section 403, Congress "did not trust to the colloquial or the dictionary meaning of misbranding." The glossary of the terms there provided extends far beyond "misbranding in its crude manifestations or what would colloquially be deemed a false representation" (62 *Cases of Jam v. United States*, 310 U.S. 593, 596 (1951)). We are not therefore dealing, even within the confines of the stipulated issue, with problems of statutory application which can be resolved by simple reference to the dictionary meanings of statutory language. Section 403 (g) must be approached in the light of its purpose and its relationship to the standards authorized by Section 401 [21 U.S.C. 341].

The functions and purpose of a standard of identity promulgated under the authority of Section 401 of the Act may best be determined by examining Sections 402 and 403 which provide for its enforcement. Among these are Sections 402 (b) and 403 (c), which are aimed at economic frauds and imitation foods, and Sections 403 (a) and 403 (b), which are directed at label misrepresentations, and cardinal Section 403 (g). When this is done, it becomes clear that no amount of supplementary labeling, however truthful, can vitiate Section 403 (g)—or as in this case render a "spaghetti" into "not-spaghetti."

First, a standard of identity was designed by Congress to be more than a frame of reference to determine adulteration. Section 402 (b) [21 U.S.C.

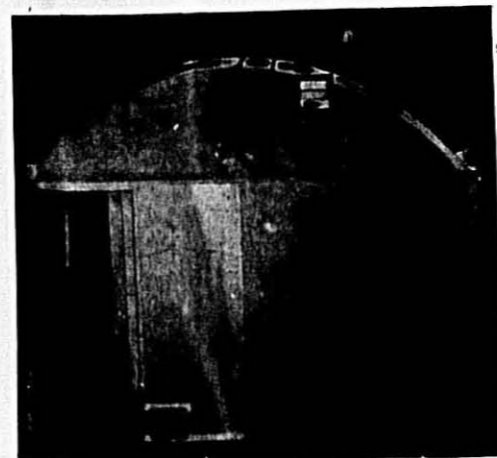
JACOBS-WINSTON LABORATORIES, Inc.

Takes great pleasure in extending to all members of the Association best wishes for a

Happy Holiday Season



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



Exterior View—Lazzaro Drying Room

for **ECONOMICAL SPEED DRYING**

FRANK LAZZARO DRYING MACHINES

Executive Offices—Plant and Service:

9101-09 Third Ave., North Bergen, N. J.

Union 7-0597

NOODLE MACHINERY

WE SPECIALIZE IN EQUIPMENT FOR THE MANUFACTURE OF CHINESE TYPE NOODLES

Dough Brakes — Dry Noodle Cutters
Wet Noodle Cutters — Mixers — Kneaders

Rebuilt Machinery for the Manufacture of Spaghetti, Macaroni, Noodles, etc.

BALING PRESSES

Hydraulic Baling Presses for Baling All Classes of Materials

HYDRAULIC EXTRUSION PRESSES

Over Forty Years Experience in the Designing and Manufacture of All Types of Hydraulic Equipment

N. J. CAVAGNARO & SONS MACHINE CORP.

400 Third Avenue
Brooklyn 15, N. Y., U. S. A.

... GREAT SAVINGS ON

our large line of completely rebuilt and fully guaranteed:

DOUGH BREAKS

VERTICAL HYDRAULIC PRESSES

KNEADERS • MIXERS

NOODLE MACHINES

DIE WASHERS

and many others

312 (b)] of the Act defines as adulterated any food in which a valuable constituent has been omitted, a poorer ingredient has been substituted, any inferiority has been concealed, or any of the ingredients manipulated so as to "reduce its quality or strength, or make it appear better or of greater value than it is." Obviously, such prohibitions derive meaning only when measured against some standard, and the establishment of a standard of identity facilitates the task of determining the nature and extent of the debasement for purposes of applying Section 402 (b). It is therefore occasionally suggested that a principal purpose of an identity standard is to provide a yardstick against which economic frauds can be measured.

But this is not persuasive. The ability to reach economic frauds of the type interdicted in Section 402 (b) does not constitute the sole justification for the broad standard-making authority provided in Section 401. In the first place, most debased foods could be reached as adulterated under Section 402 (b) without the necessity for establishing standards, e.g., *Bruce's Juices Inc. v. United States*, 194 F. 2d 935 (1952); *United States v. 36 Drums of Popp'n Oil*, 164 F. 2d 250 (1947). Furthermore, while the existence of a standard facilitates attack on a debased food, this attack can be readily made under Section 402 (b) without resort to Section 403 (g). Legislative tautology is not lightly to be assumed. In adding Section 403 (g) to the statutory catalogue of misbranding, Congress envisaged a broader function for a food standard than merely simplifying the Secretary's enforcement problems against adulterated foods under Section 402 (b).

Enforcement of other sections of the Act is admittedly aided by the establishment of food standards. Section 403 (c) [21 U.S.C. 343 (c)] of the Act declares a food misbranded if it "is an imitation of another food, unless its label bears . . . the word 'imitation'." Often this ban on imitation foods, which do not bear the word "imitation" on their labels, is facilitated when an identity standard exists for the food imitated. But, here again, as with Section 402 (b), one cannot find in this side effect any complete justification for the standard making authority. A food which imitates another food may be barred from the channels of interstate commerce under Section 403 (c) even when no standard of identity has been established for the food imitated and even though the imitation clearly identifies itself on its label as something other than the imitated product. *United States v. 651 Cases of Chocolate Child-Zert*, 114 F. Supp. 430 (1953). Once again Section 403 (g) would constitute an unnecessary appendage to the misbranding concept unless the Act's reach was intended to be beyond the debased, fraudulent or "imitation" food products

which 402 (b) and 403 (c) seek to control.

Even a cursory examination of Section 403 makes clear that standards of identity and the standard making authority were intended to serve some purpose beyond that of insuring "truthful and informative" labeling. There is no doubt that practically all types of label misrepresentations could otherwise be dealt with under Section 403 without recourse to subsection (g).

Section 403 (a) [21 U.S.C. 343 (a)] prohibits any labeling which is false or misleading in any particular. Section 403 (b) [21 U.S.C. 343 (b)] declares misbranded any food offered for sale under the name of another food. Necessarily if Section 403 aimed only at truthful labeling, the prohibition of the sale of one food under the name of another in subsection 403 (b) might have sufficed. And careful and adequate labeling, with sufficient information to convey truthfully the actual differences, would remove a product from the reach of subsection 403 (a).

The significant thing is that Congress, in prescribing its own statutory glossary of the term "misbranding," went further. It added Section 403 (g). Either there was unnecessary overlapping and unbelievable inartistic draftsmanship or Congress in Section 403 (g) was seeking to do more than insure truthful and informative labeling or to reach debased food products.

Basically this purpose, as made effective in Section 403 (g), is to assure the consumer of obtaining the standardized article without the necessity of studying, interpreting, or parsing the adjectives added to the label to find out what is being purchased.

The required conclusion is that Congress intended that the promulgation of a standard of identity would mean both (1) that a food product truthfully and informatively labelled would be outlawed because it does not conform to the standard and (2) that the inclusion of a wholesome and indeed beneficial ingredient in a standardized food can be forbidden.

This required result is not only supported by cold analysis of the statute, but is grounded in a realistic recognition of the problems of the modern consumer. Implicit in a standardization program for any class of foods such as "macaroni products" is the recognition that unless standards of identity are promulgated, which limit the kinds of macaroni and forms of optional ingredients, the manufacturers' selection of the various ingredients and combination of ingredients on the basis of varying economic and merchandising considerations is likely to lead to a great diversity, both quantitative and qualitative, in the products offered to the public. This diversity, however accurately reported on the product labels, will vary from time to time and from manufacturer to manufac-

turer. The resulting uncertainty will tend to confuse and mislead consumers as to the relative value and need for the several nutritional ingredients and will impede rather than promote honesty and fair dealing in the interests of consumers. Only in this realistic context does standardization of the basic composition of foods sold under a common or usual name make sense.

Administrative authority "to simplify product-lines" and to fence out various ingredient combinations, when honesty and fair dealing in the interests of consumers so require, and to enforce these exclusions through application of Section 403 (g), therefore remains the fundamental purpose of the standard-making authority.

This is not to suggest that the Secretary has the arbitrary power to ordain the American diet. There are both substantive limitations and procedural safeguards in the standard-making process. A standard must be "reasonable" [21 U.S.C. 341] and a person adversely affected may obtain court review of the reasonableness of the standard [21 U.S.C. 371 (f)]. The food must be standardized under its "common or usual name" so far as practicable [21 U.S.C. 341]. The regulation for identity purposes must be both a "definition and standard of identity" [21 U.S.C. 341], which has important bearing on how far it can depart from prevalent commercial practice. There must be appropriate notice of the standard-making hearing, any interested person may appear, and the Secretary may base his order "only on substantial evidence of record" [21 U.S.C. 371 (e)].

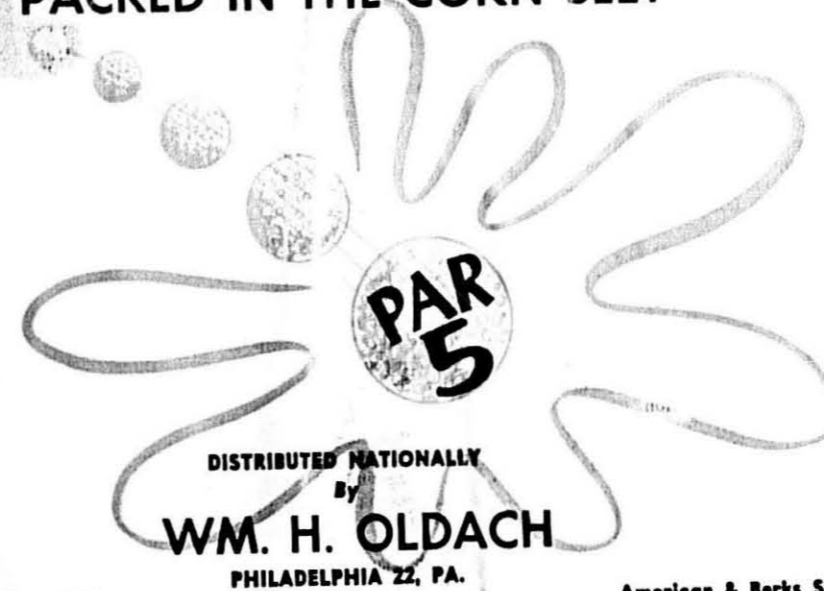
These substantive and procedural safeguards are necessarily stated in general terms but still have considerable value. But the provisions of a valid standard cannot be evaded simply by adding to the common name of a non-conforming product mere words of qualification or description and then asserting that the product no longer "purports to be" nor "is represented as" the standardized product. It is the responsibility of the product manufacturer to challenge the standard if his product is adversely affected, or to seek its administrative amendment to provide for new developments.

Any further legal argument as to whether a standard of identity can have the effect of excluding from the channels of interstate commerce a non-conforming product, however truthfully and informatively labelled, is foreclosed by the Supreme Court decision in *Federal Security Administrator v. Quaker Oats Co.*, 318 U.S. 218 (1943) and by the decision of the Second Circuit in *Libby, McNeill & Libby v. United States*, 148 F. 2d 71 (1945). The Supreme Court has said that in Sections 401 and 403 (g) the purpose of the Act "was not confined to a requirement of truthful and informative labeling," but was to

"reflect a recognition by Congress

DEEP COLOR EGG YOLK

PACKED IN THE CORN BELT



Phone: Garfield 5-1700

American & Berks Sts.

NOW available in commercial lots

VACUUM DRIED GUM GLUTEN

It's here! General Mills Vacuum Dried Gum Gluten to meet your highest food standards. This is a high grade product made at a food plant by a food company for food manufacturers.

Order General Mills Gum Gluten, now, in commercial quantities. It comes to you in standard 100-pound bags, 80% plus protein on a moisture-free basis. Just write, wire, or phone . . .

General Mills

Special Commodities Division, Minneapolis 1, Minnesota

of the inability of consumers in some cases to determine solely on the basis of informative labeling, the relative merits of a variety of products superficially resembling each other." (supra at 233)

Neither "Farina Wheat Cereal Enriched with Vitamin D" nor "Tomato Catsup with Preservative" nor "20% Protein Spaghetti" can escape the prohibitions of Section 403 (g) when the Administration has for the protection of the consumer fenced out such non-conforming products through the provisions of a valid standard.

Nothing in the *Imitation Jam* case, 62 Cases of *Jam v. United States*, 340 U.S. 593 (1951), affects this principle. There the Court was confronted with the task of reconciling two apparently conflicting sections of the Act—Section 403 (g), which bans non-conforming foods represented as or purporting to be the standardized food, and Section 403 (c), which on its face authorizes "imitation" foods when plainly so labeled. The Court concluded that Section 403 (g) did not have overriding significance in the face of the specific exception for imitation foods contained in Section 403 (c). More than that the Court did not decide.

The cardinal difficulty with claimant's argument is that it proves too much. Congressional specification that an "imitation" food could "imitate", when plainly so labelled, did not render meaningless all of Section 401 and Section 403 (g). It did not mean that "Watered Tomato Juice" automatically escaped the standard for tomato juice and all of the adulteration prohibitions in Section 402 (b) by the addition of the abundantly descriptive adjective. The "exception proves the rule"—it does not destroy it. [Note: As an extreme but logically compelled application of claimant's argument, one can use Section 403 (j) as an illustration. That section employs the same language in dealing with a food which "purports to be or is represented for special dietary uses." These include foods specially adapted for many physiological and pathological conditions including overweight. On claimant's theory this section also would cease to be applicable, by analogy to the *Jam* case, if the product were labelled "non-dietary reducing food." Adjectives can qualify but not wholly change that which they modify.]

The Application of Section 403 (g) to "20% Protein Spaghetti"

We are not concerned here with a product asserted to fall within the specific exception of Section 403 (c). That section, as interpreted and applied by the Supreme Court in the *Imitation Jam* case, would permit a true imitation to be marketed if the product's label bore the "imitation" designation. We are concerned here with a product that is not claimed to be an imitation and is not so labelled as required by that section. It is not for the claimant to choose the

method or means to advise the public that his product is not in fact the standardized product, when the statute has in explicit and exclusive terms made provision therefor.

The precise dichotomy between "purports to be" and "represented as," as employed in Section 403 (g), is not sharply drawn. But it is clear that a food can "purport to be" or be "represented as" a standardized food either because it is so labelled or because it closely simulates the standardized food in appearance. This dual connotation is indicated not only by the preceding summary of the functions of a food standard but by the text of Section 403 (g) itself. If, as the claimant contends in this proceeding, the non-conforming nature of the product can be cured by the simple expedient of adding an adjective, then no element of physical simulation is involved in the Congressional employment of the "purports to be or is represented as" phrase. But clause (2) of Section 403 (g) states that a food which "purports to be or is represented as" a food for which a definition and standard of identity has been prescribed must bear on its label "the name of the food specified in the definition and standard. . . ." Little meaning can be ascribed to this latter requirement unless the element of physical simulation as well as label representation is encompassed without the "purports to be or is represented as" concept.

Put another way, what looks and tastes like spaghetti to a consumer must be called "spaghetti" and conform, and what is called "spaghetti" must also conform to the promulgated standard for that product.

But whether label representation or product simulation or both are encompassed within Section 403 (g)'s ban on non-conforming foods, the seized article in the instant case is proscribed on both counts. "Buitoni 20% Protein Spaghetti" not only bears the name which has been exclusively appropriated to the standardized product by the administrative exercise of the standard-making authority, but is in fact and by consumer acceptance a form of spaghetti. Beyond the niceties of product distinction, there can be no disagreement that the seized article is labeled so as to be represented as "spaghetti," the standardized food,—is virtually indistinguishable physically from the standardized product "spaghetti,"—and is in fact ordered and accepted by consumers as "spaghetti." Claimant's effort to remove his product from the entire range of "macaroni products" by pointing to superficial variances in his product's characteristics amounts to little more than an effort to prove his product's legality by establishing its illegal features.

Claimant, finally, seeks to suggest that a product labelled "20% Protein Spaghetti" is not a spaghetti product by diverting to the administrative considera-

tion in 1916 of whether the interest of the consumer might be served by carrying out of the spaghetti standard a sub-classification for gluten (or so-called protein) spaghetti. The argument is essentially that this was tacit administrative recognition that protein spaghetti is not spaghetti. Its inherent fallacy may be simply disclosed. The spaghetti and noodle standard does not authorize the incorporation of yellow coloring in place of eggs in "Egg Spaghetti" or "Egg Noodles". If the Secretary ever considered and rejected an application for amendment to authorize that substitution, it could hardly be contended this administrative consideration was a binding recognition that a product labelled "Egg Colored Spaghetti" was not a spaghetti and therefore wholly relieved from the standard.

Concededly, products can so differ in physical characteristics and in composition and labelling as to be different, and on fair evaluation, neither "purport to be" nor be "represented as" a standardized product. But it is submitted that this is not remotely the situation in the case at bar. The seized article is plainly labelled as a "spaghetti". It looks like spaghetti. It is advertised and vended as spaghetti. No attempts at distinguishing subtleties, no recourse to what the Act says about unstandardized products, and no attempted refuge in an unrelated provision for imitations, can obscure the plain fact that the seized article is a spaghetti which concededly does not conform to the standard.

Sanction for this product would do more than distort the Act. It would open a Pandora's box of evasion by label verbiage. Not only would the consumer be confused and disserved, but the entire food standards structure, evolved over a decade and a half of industry and government cooperative effort in the public interest, would be rendered futile.

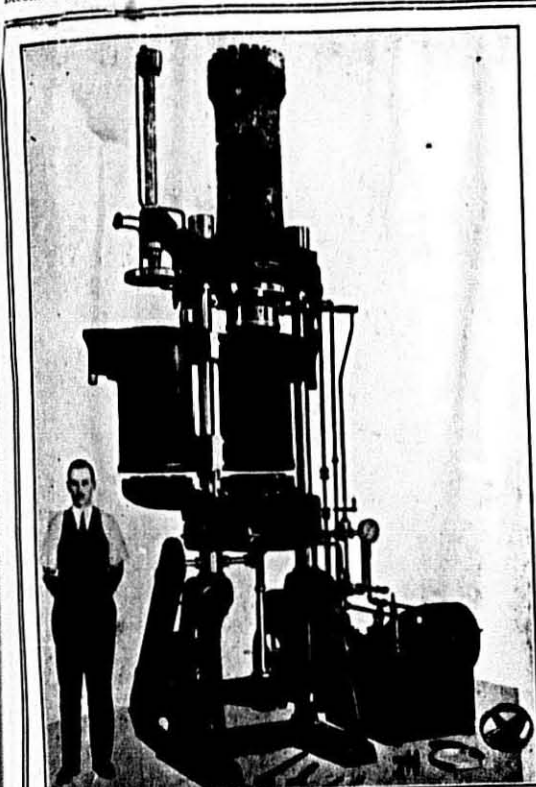
Your Business in 1955 —

(Continued from page 6)

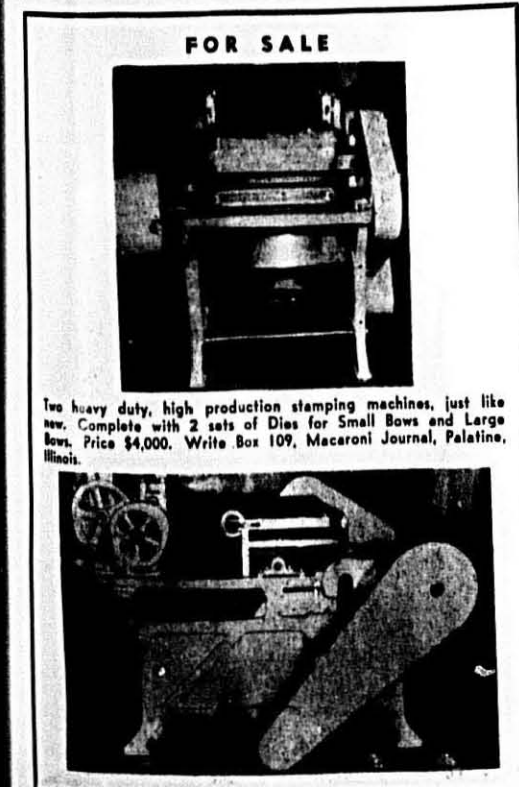
The Flamingo's new manager, Owen C. Obetz, announces that an extensive rehabilitation program has been completed that will make the fabulous Flamingo an even more pleasant place to stay. The fact that the National Macaroni Manufacturers Association has met at the Flamingo for its winter meeting for the last seven years confirms the feeling that its facilities are highly regarded.

Room rates will be the same as last year, and special rates available for children. Room reservations will be made directly with Mr. Obetz, the general manager.

With an ideal setting for a winter vacation for the family and the schedule of business to be handled that will give you both ideas and inspiration for 1955, you should make your plans now to attend the Winter Conference January 18, 19 and 20.



PRESS No. 222 (Special)



FOR SALE

Two heavy duty, high production stamping machines, just like new. Complete with 2 sets of Dies for Small Bows and Large Bows. Price \$4,000. Write Box 109, Macaroni Journal, Palatine, Illinois.

John J. Cavagnaro

Engineers — Machinists

Harrison, N. J. - - - U. S. A.

Specialty of

Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

ALL SIZES UP TO THE LARGEST IN USE

N. Y. Office and Shop 255-57 Center St. New York City

✓ Join in the Progress Parade

- Keep Informed
- Exchange Ideas
- Build a Better Industry

Join in the efforts of



FOR DETAILS WRITE BOX 636, PALATINE, ILLINOIS

RETROSPECTIONS

by
M. J.



DECEMBER Gleanings and Recollections 35 Years Ago

- Headlines: Durum prices soaring. Crop is 5,000,000 bushels short of industry's need for the crop year. A Semolina-Hard Wheat blend finds more buyers than heretofore.
- The U.S. Wheat Director pleads with housewives of the nation to help lower the cost of living by using the cheaper flour offered by the U.S. Grain Corporation.
- Coal strike affects Macaroni Industry, limiting the coal supply needed to fully operate plants and reducing the purchasing power of miners who are above the average consumers of macaroni products.
- Canada is fighting wheat rust which made its third appearance in 14 years.
- "Paste" vs "Dough". The use of the word "Paste" with reference to Macaroni Food, should be avoided hereafter, a Government Authority urges.
- Fire caused \$500,000 damage to the Atlantic Macaroni Company plant in Long Island City, N.Y. November 9. Arson by strikers is suspected.
- The California Macaroni Co., Pioneer Paste Co. and Visuivio-Piedmont Paste Co. (too much paste), all of San Francisco, Calif. were merged last month, with office of combined plants at 956 Bryant St.

25 Years Ago

- The National Association has commissioned the Millis Advertising Agency, Indianapolis, Ind. to make an industry survey by means of special questionnaire forms, to ascertain production and sales figures to determine both could be increased by a cooperative advertising campaign.
- During 1929, 38 radio stations broadcast the macaroni story in the Betty Crocker series which started in 1924, first over one station, then two, and over 13 stations in the 1925-1926 season.
- With reference to an industry cooperative advertising plan under study, Joseph Freschi of Ravarino & Freschi, Inc. St. Louis, Mo. again recommends the equitable plan of fund-raising by asking the durum mills to add either 5¢ or 10¢ a barrel on all sales of semolina to the trade. He estimated that \$500,000 could thus be raised with all operators paying their lawful share.
- The industry trend has been towards smaller packages in line with the suggestion to all food producers by the New York Evening Sun to meet a growing

- demand for smaller packages.
- Fire damage to the Arena Macaroni Factory, Norristown, Pa. amounting to about \$3,000, was quickly repaired with very little production loss.
- A. C. Krumm, Jr. President of the A. C. Krumm and Sons Macaroni Co. Philadelphia, Pa. passed away December 4th.

15 Years Ago

- Association President J. Harry Diamond reports macaroni demand at low ebb and recommends stronger and wider support of NMMA Activities.
- A special committee on Slack-filled Packages, headed by Joseph J. Cuneo, of Connelville, Pa., vice president of NMMA has been named to study the questionable practice and to recommend a fair, uniform procedure for adoption by the entire industry.
- The dues schedule for NMMA members provide for five classes of Active Members, Class A, over 100 bbls. daily, \$200 a year; B, 50 to 100 bbls., \$100; C, 25 to 50 bbls., \$50; D, 15 to 25 bbls., \$25 and \$15 a year for those with a daily production less than 15 barrels.
- New York State boasts a new durum mill the Middleport Durum Mills, Inc. at Middleport. Its president is J. A. Lenhardt, with office in Produce Exchange Building, New York, N. Y.
- Macaroni firms wishing to file processing tax claims must do so to Collectors of Internal Revenue before January 1, 1940.
- The new Americanized Macaroni Products book with illustrated recipes, Food Facts, Historical Facts and Sauce Recipes prepared by the founder and manager of The National Macaroni Institute is being well received with sales reaching hundreds of thousands copies.

5 Years Ago

- The Year 1949 recorded a gradual reduction in output of all types of macaroni products from the peak year of 1947, due principally to a sharp falling off in the export trade.
- N. J. Cavagnaro, secretary of Consolidated Macaroni Machine Corporation, Brooklyn, N. Y. retired after many years of association with the firm and with the macaroni industry, as per an announcement, made by Conrad Ambrette, president of the firm.
- Roma Macaroni Manufacturing Company's plant, 1948 Grand Ave, Chicago was badly damaged by fire October 22, according to Charles Presto, its head executive, who is also a Director of NMMA.

INDEX TO ADVERTISERS

Amber Milling Division, G.T.A.	1
Ambrette Machinery Corp.	22, 23
Armour & Company	21
Braibenti Co., M. & G.	21
Buhler Brothers, Inc.	28, 29
Capital Flour Mills	Cover II
Cavagnaro, John J.	41
Cavagnaro, N. J., & Sons Machinery Corp.	31
Clarmont Machine Company	28
Commander-Larabee Milling Co.	15
DeFrancisci Machine Corporation	13, 14
General Mills, Inc.	19, 20
Hoffmann-LaRoche, Inc.	Cover II
Huron Milling Co.	4
Jacobs-Winston Laboratories, Inc.	37
King Midas Flour Mills	7
Lezaro, Frank	11
Maldari, D., & Sons	11
Milprint	11
Oldach, William	29
Rosotti Lithograph Corporation	Cover II
Sterwin Chemicals, Inc.	15
Tanzi, Guido	17

Want Ad—1780

Think you could hold down a job as a housekeeper back in 1780? It took some doing, to judge from an advertisement found in the September 23, 1780 issue of the Pennsylvania Packet:

"Wanted at a seat about half a day's journey from Philadelphia on which are good improvements and domestics, a single Woman of unsullied reputation, an affable, cheerful, active and amiable Disposition, cleanly, industrious, perfectly qualified to direct and manage the female Concerns of country business, as raising small stock, dairying, marketing, combine, cording, spinning, knitting, sewing, pickling, preserving, etc., and occasionally to instruct two young ladies in those Branches of economy, who with their father, compose the Family. Such a person will be treated with respect and esteem, and meet with every encouragement due to such a Character."

INSIDE SCIENCE

The Vital Story of
MACARONI* ENRICHMENT

by Science Writer

This is the fourth article in a series devoted to the story of cereal enrichment



word of the great benefits which result from enrichment.

Dramatic results have been recorded about the value of enrichment in improving health. From the United States, the Bataan peninsula in the Philippines, Newfoundland and many other parts of the world comes

These are the minimum and maximum levels, in milligrams per pound, required by the Federal Definitions and Standards of Identity for enriched alimentary pastes.

	Min.	Max.
Thiamine (vitamin B ₁)	4.0	5.0
Riboflavin (vitamin B ₂)	1.7	2.2
Niacin	27.0	34.0
Iron	13.0	16.5

NOTE: These levels allow for 30% to 50% losses in kitchen procedures.

Nowadays scientists are able to "build" duplicates of many of Nature's essential complexes in the laboratory. This has happened with many vitamins. First the chemical composition is learned and the pure substance is isolated. Then a "duplicate" is made which is identical chemically and biologically with Nature's product. A vitamin is a vitamin regardless of its source just as salt is salt whether it comes from a mine or is evaporated from the sea. So efficient is large scale manufacturing that vitamins are sold at a lower cost than if they were extracted from natural sources.



The Hoffmann-La Roche people, who produce a good percent of the vitamins used in enrichment, use amazingly complex processes with scientific production controls. This requires modern, special equipment filling whole buildings, each one a city block square and many stories high.

The combination of scientific research, thorough know-how and mammoth manufacturing processes—plus the far-sightedness of leaders in the macaroni industry—is helping vitally to make good macaroni products better.

This article, reprints of which are available without charge, is published as a service to the macaroni industry by the Vitamin Division, Hoffmann-La Roche Inc., Nutley 10, New Jersey. In Canada: Hoffmann-La Roche Ltd., 286 St. Paul Street, West, Montreal, Quebec.

For years, some forward-looking manufacturers of macaroni and noodle products have used enrichment to make their good foods better. They know that enrichment restores important vitamin and mineral values which are unavoidably lost in milling, and they recognize their responsibility to provide the greatest health-building benefits for the public.

Enrichment is really a simple process. It adds the following essential elements to the food during manufacture.

Thiamine—also called vitamin B₁. This vitamin helps to build physical and mental health. It is essential for normal appetite, intestinal activity and sound nerves.

Riboflavin—also called vitamin B₂. This vitamin helps to keep body tissues healthy and to maintain proper function of the eyes. It is essential for growth.

Niacin—another "B" vitamin, is needed for healthy body tissues. Its use in the American diet has done much to make a serious disease called pellagra disappear.

Iron—is a mineral used in all enrichment. It is essential for making good, red blood and preventing nutritional anemia.

Products made from semolina may be enriched by two methods. One uses small square wafers which contain all the vitamins and iron necessary to enrich 100 lbs. The wafers break up in a small amount of water which is then added to the paste. For manufacturers who use the continuous press method,

a powdered concentrate of the vitamins and iron, called a premix, is available. This is added by a mechanical feeding device.



*Macaroni is used here in the generic sense. It includes all alimentary pastes: macaroni, spaghetti, pasta, noodles.



Seasons Greetings

to all our friends associated with
the Macaroni Industry

CAPITAL FLOUR MILLS

