

**THE  
MACARONI  
JOURNAL**

**Volume 49  
No. 10**

**February, 1968**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



FEBRUARY, 1968

NOODLES HAS OODLES  
OF FRIENDS



# The Macaroni Journal

Official publication of the National Macaroni Manufacturers Association  
 139 North Ashland Avenue, DeKalb, Illinois. Address all correspondence  
 regarding advertising or editorial material to Robert M. Green, Editor,  
 P.O. Box 336, DeKalb, Illinois, 60017.

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## Cover Photo

National Macaroni Institute Director Bob Green demonstrates that 21 worth of macaroni products sells \$2.41 in related items. One of three kitchen-tested recipes that makes up the computation is Noodle Tuna Supreme. Pictures are some of the related items that go in the recipe and generate traffic and turnover for the grocer. Grocers have been mailed a brochure pointing out these facts along with the point-of-purchase material displayed on the wire.

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## Noodles Has Oodles of Friends

THREE mailing pieces have been developed by the National Macaroni Institute and are scheduled to go to the president, merchandiser, and macaroni buyer of some 4,000 leading chains and voluntary cooperatives on the "Chain Store Age" mailing list.

The first piece was mailed in December. It is captioned: "Noodles Has Oodles of Friends."

The brochure points out that \$1.00 worth of macaroni products sells \$7.31 in related items (based on the average unit costs of three popular recipes, as calculated by the National Macaroni Institute). Here is one example: Noodle Tuna Supreme, which starts with a 22 cent package of egg noodles (8 ounces), requires \$1.51 in related items to complete the combination. On that basis, \$1.00 worth of egg noodles requires \$7.09 in related items. This is figured on the unit cost, or the actual cost, of the exact amount of ingredients called for in the recipe. If the shopper had to buy every item from the supermarket shelf, a dollar's worth of egg noodles would require \$14.16 worth of related items.

### Noodle Tuna Supreme

This recipe, to make six servings, calls for the following:

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- 2 cans (6½ or 7 ounces each) tuna, drained
- 3 cups Cheddar cheese sauce\*
- ¼ pound Cheddar cheese, sliced
- ¼ cup spiced pimiento-stuffed olives

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.

Combine noodles with tuna and Cheddar cheese sauce\*, turn into 1½-quart baking dish, arrange cheese slices around edge. Bake in 350 degree (moderate) oven 25 minutes. Remove and top with sliced olives.

\* For 3 Cups Cheddar Cheese Sauce: Melt ¼ cup butter in saucepan; blend in 2½ cups milk; continue stirring until sauce boils for 1 minute. Add 1 teaspoon dry mustard, 1 tablespoon prepared horseradish, ½ teaspoon salt and dash white pepper; remove from heat and stir in ½ cup grated Cheddar cheese.

### Many Advantages

What else do macaroni products have going for them?

1. National public relations program which spotlights macaroni in newspapers, magazines and on radio-TV coast to coast.
2. Constantly growing consumption—1,432,000,000 pounds eaten last year.
3. Macaroni products regularly outpacing total store volume growth.
4. Total family acceptance from tots and teenagers to senior citizens.

Then, the grocer is urged to feature macaroni products for the Lenten Season or in early Spring promotion. The suggestion is made that an egg noodle and tuna display be built, and the full-color poster on the back of the brochure used at point-of-purchase. These pieces are being made available to members of the National Macaroni Institute at cost for distribution to their customers, and participating firms in the National Macaroni Institute are listed on the back side of the brochure.

### Macaroni Has Many Mates

About the first of April, a second piece called "Macaroni Has Many Mates" will go out, calling attention to summer salad possibilities. Macaroni Salad Supper, making eight servings, calls for the following ingredients:

- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 4 cups elbow macaroni (1 pound)
- 1 can (12 ounces) luncheon meat, diced

- ½ cup sweet fresh cucumber pickles, drained
- ½ cup chopped green pepper
- ½ teaspoon crushed tarragon
- Salt and pepper to taste
- ¾ cup French dressing
- Crisp lettuce

- ¼ cup shredded carrot
- 1 can (1 pound, 3 ounces) asparagus spears

### Green pepper ring

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook, uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Combine macaroni with luncheon meat, pickles, chopped green pepper, seasoning and French dressing; toss lightly. Chill. Arrange on lettuce. Garnish with carrot, asparagus and green pepper ring. Serve with additional dressing as desired.

A 26 cent package of elbow macaroni (one pound) in this recipe requires \$1.82 in related items to complete the combination. On that basis, \$1.00 worth of elbow macaroni requires \$7.10 in related items. This is figured on a unit cost or the actual cost of the exact amount of ingredients called for in the recipe. If the shopper had to buy every item from the supermarket shelf, a dollar's worth of macaroni would require \$12.39 of related items.

Again, the center of the brochure has a full-color poster illustrating a macaroni salad, with plenty of space at the bottom of the point-of-purchase piece for brand imprint.

### Spaghetti Goes Steady

The third piece is captioned "Spaghetti Goes Steady." It will push Spaghetti With Meat Balls for the Fall and especially for National Macaroni Week, October 17-26. It will be put in the mail about July 1.

The recipe for making six servings of Spaghetti With Meat Balls, is as follows:

- 1½ pounds ground beef
- ½ pound ground pork
- 3 tablespoons olive or salad oil
- 1 clove garlic, finely chopped
- 2 cans (1 pound each) tomatoes
- 1 can (8 ounces) tomato paste
- ¾ cup water
- 1 teaspoon oregano
- 1 teaspoon monosodium glutamate
- 2 teaspoons salt
- ¼ teaspoon pepper
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 pound spaghetti

Combine beef and pork; mix well. Shape into 1-inch balls. Heat oil; add meat balls and garlic and cook over low heat until browned on all sides. Add tomato paste, undrained tomatoes, ¾ cup water, oregano, monosodium glutamate, 2 teaspoons salt and pepper, mix well. Cover and cook over low heat, stirring occasionally, 1 hour and 30 minutes.

Meanwhile, add 2 tablespoons salt to 4 to 6 quarts rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with meat balls and sauce. Top with freshly grated Parmesan cheese, if desired.

### Profit Builder

A 25 cent package of spaghetti (one pound) in this recipe requires \$1.04 in related items to complete the combination. On that basis, \$1.00 worth of spaghetti requires \$7.75 in related items. This is figured on the unit cost or the actual cost of the exact amount of ingredients called for in the recipe. If the shopper had to buy every item from the supermarket shelf, a dollar's worth of spaghetti would require \$13.08 worth of related items.

### Beef Campaign

Spaghetti and Meat Balls and Round Steak on a noodle platter are pictured in point-of-sale materials being distributed by the Beef Industry Council for a January-February campaign on "Budget Taste Treats."



Homemakers will be encouraged to treat their families to meals built around beef by the Council from January through March, because most consumers, strapped with holiday expenses and tax bills, are more dollar-conscious during this period than in any other time of the year. Even though they are budget-conscious, they want to serve hearty meals with both variety and economy.

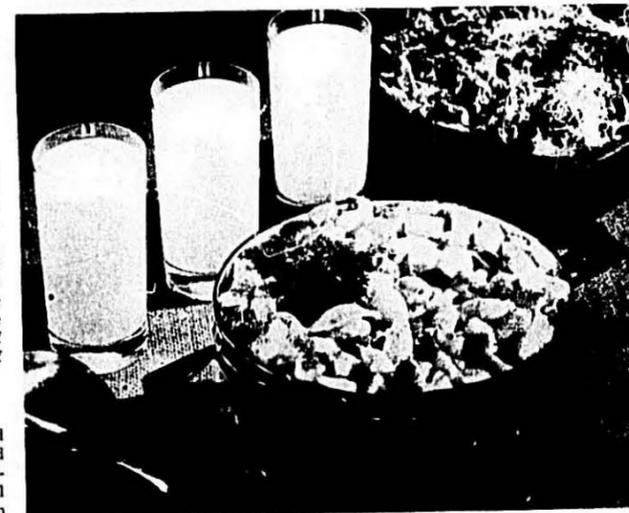
Retailers, manufacturers, packers and beef industry organizations have ordered more than 12,500 store kits in 43 states with orders still being received by the Beef Industry Council. Many

retailers have made "Budget Taste Treats" a store-wide promotion by ordering additional posters, case strips and shelf talkers to sell other beef cuts and related items such as spaghetti and noodles.

Food stores are encouraged to build their newspaper advertising around the "Budget Taste Treats" campaign. A newspaper advertising service — ad proof sheets or ad mats — is available through the Beef Industry Council on a complimentary basis.

### American Dairy Association

As a follow-up to the successful Fall promotion of the American Dairy As-



ADA "Culinary Cues": Corned Beef Casserole



## Noodles Has Oodles Of Friends—

(Continued from page 5)

sociation on the "Parade of Vitality Foods" ADA carries advertising with Springtime suggestions in the January issue of Family Circle. In the five-page spread one of the main dishes shown for Springtime eating is a platter of elbow macaroni and meat balls. The Creamette Company ties in with the promotion by carrying full-color advertising on Creamettes Macaroni Cheese Bake. In the same issue, Chef Boy-Ar-Dee promotes canned spaghetti and meat balls, and Kraft Dinners illustrates its Spaghetti With Meat Sauce in which the meat is already added.

The American Dairy Association estimates that about 15,000 food stores carried point-of-sale material in the Fall campaign, with the Noodle Alfredo dangle a standard part of the display kit received by all participating stores.

In addition, recipe booklets included with the kits carried recipes for Spaghetti and Meat Sauce, Macaroni and Cheese, and Noodles Alfredo.

### Culinary Cues

Recipe releases sent out by ADA at the first of the year in their edition of "Culinary Cues" included Swedish Surprise Croquettes, which binds cooked macaroni together with cottage cheese by means of a smooth white sauce, and Corned Beef Casserole. This is an economical meal that will fit into almost any budget and can be made with either shell macaroni or regular elbow macaroni. It combines the mellow flavor of Cheddar cheese and the meaty goodness of corned beef.

**NINETEEN** sixty-seven was an exciting year for macaroni production—1968 will be equally challenging.

A ten-year upswing continued in 1966, according to the mid-year report of the Supermarket Sales Manual by Chain Store Age. "The category posted an 8% increase over 1965 in dollar volume (54% better than 1962) to reach an all-time high of \$172,600,000. Noodles led department performance gains, raising their share of total department sales better than two points over 1965. Pizza mix showed the sharpest drop—2.1 points—between 1965 and 1966. Dollar volume for dinners peaked at \$39,200,000, a \$21,100,000 gain over 1962."

Topics Publishing Company, in their annual survey of what consumers spend for grocery products, reported in September that the total domestic consumption value for macaroni products in 1966 was \$432,250,000, up 4.9% from 1965. Movements through grocery

## 1967 Was an Exciting Year

stores continued constant at 68% of this total.

Nineteen sixty-seven saw a strong upward trend of sales and consumption through the first eight months of the year. Despite some reports that business was off during Lent, millgrind total for eight months stood at 4.8% ahead of 1966. But in the fall, production was sharply under that of a year ago when higher wheat costs boosted the price level and heavy sales were made with price protection. By the end of ten months, the millgrind was only 2.3% ahead of the previous year, and directions were slow during November and December as millers and manufacturers waited each other out in anticipation of where durum prices would go.

### Durum Ups and Downs

The year for durum was a series of ups and downs. Winter in May delayed planting, and though acreage was up from 2,423,000 acres in 1966 to 2,754,000 in 1967, production was only slightly higher at 63,013,000 bushels compared with last year's 62,638,000. The late planting was partially overcome by plentiful moisture supplies. Then drought hit, and the crop was buried a couple of times before perfect harvest weather brought in a good quantity of high quality wheat.

Durum mills booked heavily in September at \$6.90 per cwt. Minneapolis, in anticipation of \$2 wheat. Orderly marketing by farmers and just enough export interest kept the cash durum market at or slightly above \$2, up until year's end. Despite the fact that exports of durum were off by almost 60% for the first four months of the new crop year, flurries like the late December authorization of 12,670,000 tons of durum for Tunisia kept prices firm. More bookings were made in December at a \$6.70 per cwt. level, but macaroni manufacturers were unwilling to go beyond 60 to 90 days with only a few users reported taking requirements for 120 days.

### Eggs Were Plentiful

Egg products were plentiful in 1967, with current receipts at 23-27¢ in Chicago during the last week of the year, about two-thirds of the level of a year prior. The Government supported eggs through purchases and layer culling programs. For the first eleven months of 1967, production was 6% over the previous period and the rate of lay up 1% from a year earlier.

### Manufacturers' Problems

Problems of macaroni manufacturers were listed at the Durum Show by the Executive Director of the National Macaroni Manufacturers Association as follows:

- (1) Rising costs—for labor, for transportation, for taxes, for almost every cost of doing business except for flour;
- (2) Government regulation, such as the Fair Packaging Act with its impact on costs;
- (3) Rising competition, with plentiful supplies of potatoes and rice;
- (4) Being in the middle as a "middleman."

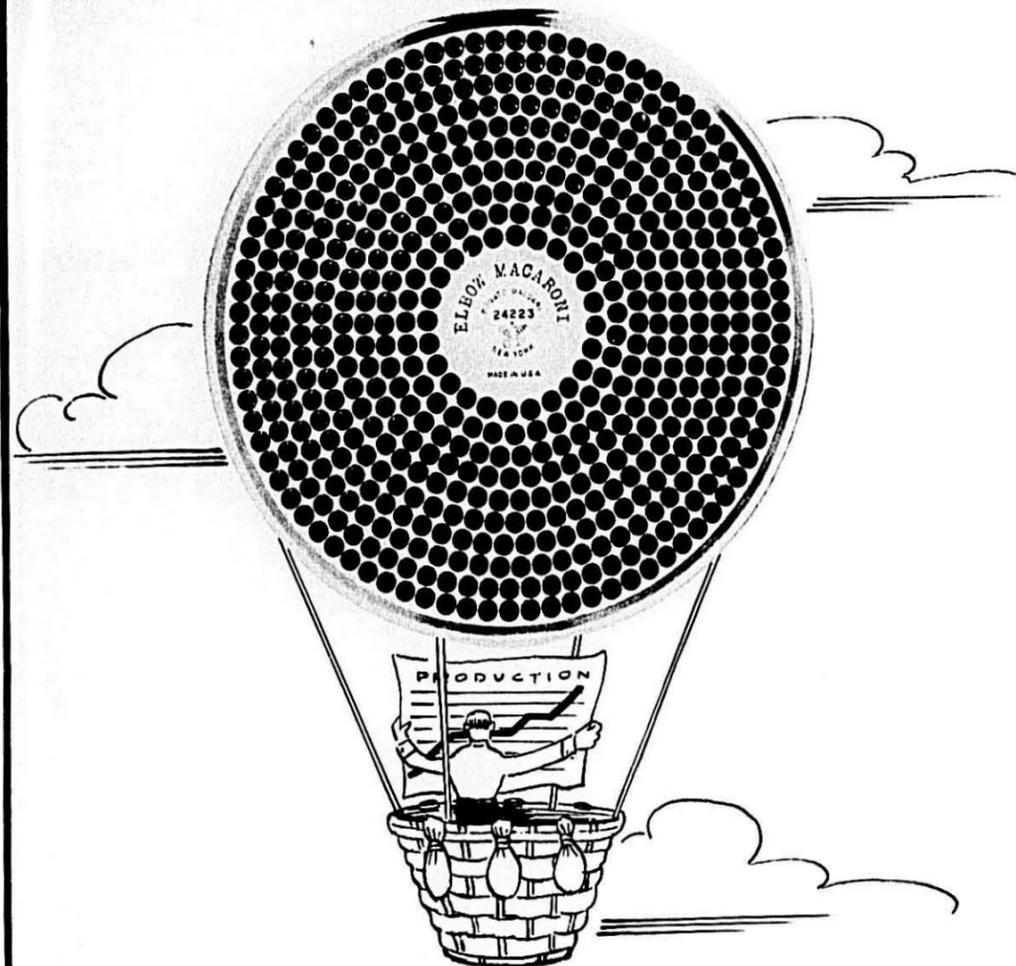
Business Week magazine made the statement that the American farmer and the American housewife were on a collision course—but probably not with each other. They were both taking swings at the historic "middleman"; food processors and wholesalers, and especially chain retailers, were the target.

At the Grocery Manufacturers of America convention in November, Congressman Graham Purcell said the food industry must tell the story of rising costs—retailers caved in last year. Congressman Clarence Brown noted that being a public defender was good politics; whether or not the facts are always right is beside the point. Harold Williams, president of Hunt-Wesson Foods, summarized that "industry is on trial. Present public relations are inadequate. The free enterprise system has been taken for granted, and we are in a legislative battle to protect it. We must act aggressively."

### Packaging Law

There was much talk about the Fair Packaging Act which took effect July 1, but much of the talk came after the passage of the law rather than before when it might have been more fruitful. Now, as GMA Counsel Frank Dierson recommended at a New York Regional meeting in September, "we must live with the law." Food and Drug Administration has issued regulations requiring the revamping of packages to put the net contents statement in the lower third of the package. The Department of Commerce is going to require "voluntary standards to eliminate proliferation of package sizes." The Federal Trade Commission is cracking down on cents-off offers, deals, and adver-

(Continued on page 8)



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THE MACARONI JOURNAL

**1967 An Exciting Year!**  
(Continued from page 6)

tising that relates to unfair packaging. The Paperboard Packaging Council in Washington, D. C. announced that a new reference service was being made available in the form of a loose-leaf manual, where additional regulations and rulings would be kept current as they became available. The manual is available at a cost of \$15.

**Wages Rise**

A Wage & Policy Survey of the macaroni industry just made by the National Association showed a sharp increase in wage rates around the country. These will go higher as the minimum rate under the Wage & Hour Law increases from \$1.40 to \$1.60 an hour beginning February 1, 1968.

The pressures put several firms into new relationships. Charbonneau in Montreal discontinued manufacturing macaroni, as did Taormina Brothers in New Orleans, Louisiana. Crescent Macaroni & Cracker Company of Davenport, Iowa was merged into Formel Baking Company of Chicago. Viva Macaroni in Lawrence, Mass. was acquired by Bay State Milling Company, while Doughboy Industries quit the durum milling industry in December.

**Consumption Climbs**

On the positive side, consumption still continues to climb, ably abetted by the industry's product promotional program. Not only did releases from Theodore R. Sills, Inc. maintain high acceptance from food editors of newspapers, magazines and other media, but educational materials advertised to home economists and schools reached new records in volume distributed. The filmstrip "Tricks and Treats with Macaroni Foods," the films "Durum—Standard of Quality" and "How to Cook Macaroni Foods" for hotels, restaurants, and institutions, reached increasing audiences with accumulative effect.

A new approach in jointing efforts with other Associations came in the American Dairy Association Parade of Vitality Foods with magazine advertising in September in Family Circle and point-of-sale material distributed to some 20,000 supermarkets. This will bring future dividends in increased publicity and advertising from ADA. In January and February, the Beef Industry Council was promoting Spaghetti and Meat Balls and Round Steak on Noodles in their Budget Taste Treats campaign.

**N.M.I. Mailings**

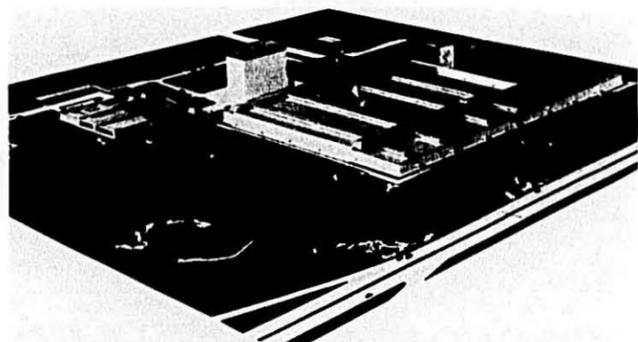
The National Macaroni Institute made a mailing in December to the president, merchandiser, and macaroni buyer of some 4,000 chains and leading voluntary cooperatives with a brochure emphasizing the related item possibilities, traffic stimulant, and profit producer in the fact that "Noodles Has Oodles of Friends." Similar mailings will be made in the Spring for a Summer Salad promotion and for Macaroni Week next fall with Spaghetti and Meat Balls.

As reported by Chain Store Age, "diversification of the macaroni department has not affected sales of standard pasta offerings. Instead, entrees have built greater acceptance of the total macaroni product family."

**World's Largest Pasta Plant**

The Austin Company, Cleveland-based international engineering and construction firm, is moving into 1968 with the widest geographical range and assortment of major food industry jobs in its 90-year history.

Austin has just been awarded a \$10,000,000 contract for the world's largest pasta plant, to be erected for Barilla S.p.A. in Parma, Italy. Located on a new 100-acre site along the Autostrada, approximately 75 miles southeast of Milan, this project incorporates recommendations made in an Austin engineering survey of Barilla's existing operations and anticipates broad expansion of product lines which have made the company a pacemaker in quality production and marketing of Italy's favorite foods.



This preliminary model gives some idea of the character and projected scope of the world's largest pasta plant which is to be erected by Austin Italia S.p.A., in Parma, Italy for Barilla S.p.A. Located on a new 100-acre site along the Autostrada, shown in the foreground, the project incorporates recommendations made by The Austin Company, Cleveland-based engineering and construction firm, in an engineering survey of Barilla's existing operations. The new plant anticipates broad expansion of product lines which have made Barilla a pacemaker in quality production and marketing of Italy's favorite foods.

Other food industry projects being handled by Austin's international organization include a huge biscuit and cracker plant underway for the Terrabusi organization in Buenos Aires; a cookie factory for Lefevre-Utile in Nantes, France; a pet food factory for Duquesne-Purina at Sorcy, Meuse, France, and a rice processing plant for Uncle Ben's Rice at Wodonga, Victoria, Australia. Also, in the kindred field of pharmaceuticals, there is Abbott Laboratories' \$15,000,000 antibiotic manufacturing plant in Puerto Rico.

Nearer home, Austin will be putting finishing touches on the Stouffer Foods Corporation's large automated frozen food processing plant and warehouse in Solon, Ohio.

**Pizzo Pies**

Franco-American Pizzo Pies, Pizzo Pies with ground beef and Pizzo Pies with pepperoni, are being introduced by Campbell Soup Co. in eastern Pennsylvania, Maryland and Washington.

The bite-size pasta products have approximate retail prices of 2/45 cents for Pizzo Pies, 2/67 cents for Pizzo Pies with ground beef and 2/69 cents for Pizzo Pies with pepperoni. They come in 1 1/4-ounce cans.

Full-color Sunday comics advertisements and television commercials on daytime, evening prime time and local Saturday morning children's shows will be used to promote the products.

A refund offer of \$1 for trying all three Pizzo Pies will be made in advertising and point-of-sale materials. This offer also includes a refund of 50 cents for trying two different kinds or 25 cents for trying one kind.

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## Report of the Eleventh Annual Conference of the Food Law Institute and Food & Drug Administration

by James J. Winston, Director of Research, N.M.M.A.

ON November 27, 1967, the Eleventh Annual Educational Conference sponsored by the Food and Drug Law Institute and the Food and Drug Administration was held in Washington, D.C. The theme of this conference was "Communicating in the Public Interest." As in the past, this meeting was very well attended by representatives of companies in the Food and Drug industries as well as Federal and State Regulatory officials.

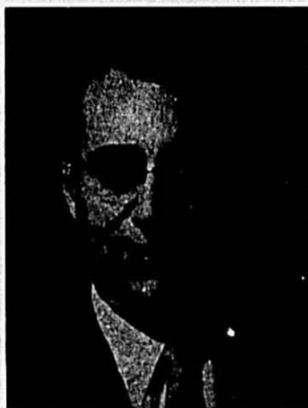
The speakers on the agenda included the following persons: F.D.A. Participants—Winton B. Rankin, Fred J. Delmore, Commissioner James L. Goddard, William W. Goodrich, Kenneth R. Lennington, John A. Kedzior. The Law Food Institute was represented by Franklin M. Depew. Industry and the legal profession were represented by Alexander N. McFarlane of Corn Products Company; H. Thomas Austern and Peter Hutt of the legal firm of Covington and Burling.

Topics on the agenda of interest to the macaroni industry were (a) F.D.A.'s Voluntary Compliance Program; (b) Status and Review of the Salmonella Program.

### Voluntary Compliance

According to John A. Kedzior of the F.D.A., the main reason for a strong voluntary compliance program is to provide better protection for the consumer through a mutual commitment between industry and the F.D.A. At the dedication of the F.D.A. building—Secretary Gardner of H.E.W. stressed the following:

"The protection of the public calls for a vast collaborative effort. We intend to play our role in that collaboration. And we are going to expect others to play their role. Democracy puts a great burden of responsibility on the industry and institutions. We expect the individuals and institutions of a free society to behave responsibly. In short, regulation in a free society puts a heavy burden of responsibility on the industry or enterprise which is regulated. Only when that responsibility is neglected does enforcement in a punitive sense become necessary. Make no mistake about it—we will not hesitate to use the authority given to us to protect the public health. However, every time this becomes necessary, it represents a fail-



James J. Winston

ure of the cooperative enterprise we value so highly."

The Administration, both at headquarters and at the District level, carries on programs intended to help members of the food industry understand what is expected of them under the Act, and to provide assistance in solving any problems they encounter in fulfilling these obligations.

FDA is stressing voluntary compliance more than it has ever done before and this requires cooperation with industry, i.e., meeting on a common ground and working toward a common goal of product integrity and quality assurance. The door is always open for frank and open discussions with industry on their problems.

"We don't know all the answers—you don't know all the answers (an old cliché but very much a fact), but possibly together we can attack, and work out solutions to most of the compliance problems. We must come to grips with these problems for they will not vanish or go away of their own accord. We are ready, and we are confident that you are ready also. Now let us turn to FDA's voluntary compliance program and discuss how it assists you."

### Bureau Established

During the 1964 reorganization of FDA, the Bureau of Education and Voluntary Compliance was established on recommendation of the 1962 Citizen's

Advisory Committee. It was given equal status with the other five Bureaus of the Food and Drug Administration. The end result of this was the setting up in FDA of a Voluntary Compliance Program aimed at effectively providing industry with facts and techniques that will give industry the greatest opportunity to comply with FDA regulations and standards.

Each of FDA's 17 Field Districts and all FDA units participate in this voluntary compliance program. Translated into terms of practical action, this means:

- (1) That FDA will do everything it can to provide advisory assistance and information to industry;
- (2) That FDA will endeavor to reach each regulated industry with an explanation of how the laws and regulations affect it;
- (3) That FDA will make available to industry results of our scientific research and improved analytical methodology;
- (4) That FDA will make recommendations to industry for controlling bacterial or chemical contamination and for good sanitation practices.

### Workshop Program

To accomplish this requires good communications. Among the most effective communication tools, we find workshops and seminars with industry to offer the greatest incentive for exchanging views and solving problems.

In 1967 industry participated in 70 workshops involving bacterial and chemical contamination and sanitation. These were sponsored by our 17 Field Districts in cooperation with industry associations. An estimated 2,000 food firms were represented among the 6,200 industry attendees.

The workshop program is only the beginning of our efforts to provide industry with additional tools to aid them on the road to voluntary compliance.

In the near future we plan to develop industry training programs dealing with inspectional techniques, analytical procedures and instrumentation. In this effort we will look to industry to assist us in identifying areas of greatest need in developing training guides. We would very much prefer that industry through their associations, and working

in close harmony with FDA, develop programs along these lines wherever they can. In addition we plan to explore the academic curricula for courses which will benefit industry personnel in inspectional or analytical expertise. Through these training aids we envision that plants will then be on a firmer footing to undertake meaningful and effective self inspection and quality assurance programs.

FDA is also preparing "Umbrella" good manufacturing practice guidelines. These will contain basic sanitation requirements and will issue in the form of regulations. However, it is recommended that you do not wait until they become available for it may take some time. Instead, it is highly recommended that you take the initiative and prepare your own.

### Salmonella Problem

According to K. R. Lennington, Salmonella Project Officer of the FDA, the Salmonella problem still remains to be resolved. Since December 1, 1966 there have been 85 recalls of Salmonella contaminated foods and drugs from the market. These recalls have involved a wide variety of items including chocolate, coconut products, dried yeast, animal glandular materials and finished dosage form, frozen pies, eggs, dried milk, dog candy, enzymes, and dried mixes.

The National CDC Annual Summary for 1966 indicates that the infection and mortality rate continues about the same as for the two previous years, with over 20,000 human isolations reported. Sixty-nine deaths associated with Salmonella infections were reported last year. But, as recognized by public health authorities, these data represent only a fraction of the actual number of cases and the true mortality rate would be higher were it not for deficiencies in reporting.

### Animal Origin

In general, foods of animal origin, poultry, eggs and egg products, milk and meat products continue to be the most common vectors. One of the major outbreaks of the past year implicated a frozen dessert made from unpasteurized egg yolks. The product was prepared by a processor who supplied caterers for banquets. The egg yolks were from a local source, not pasteurized in accordance with the Standards. Fourteen outbreaks involved an estimated 1800 persons. The same serotypes were isolated from stools of patients as from the frozen dessert. All of the ingredients used in the dessert were negative for Salmonellae except the frozen egg yolks, from which two of the three

serotypes involved in the illnesses were isolated. Based upon the total number of servings of the dessert produced by the manufacturer, and the attack rate of the known outbreaks, it is extrapolated that between 9,000 and 21,000 persons were made ill by the dessert. We see in this episode how the product of a single plant may cause wholesale outbreaks affecting a large number of consumers over a wide geographic area.

Experience in the past year points to chocolate candy as a possible new problem area. At least three major producers have encountered Salmonellae contamination in finished products. The vector, or vectors of contamination are as yet uncertain. The low moisture content of the ingredients, in the processing, and in the finished product would not seem sufficient to support proliferation, yet we find finished candy containing a level of contamination that cannot be explained by present day knowledge. Here again industry has shown concern and a determination to ferret out and remedy the contaminating factors. At least two research projects and pilot plant studies have been arranged by industry with Food Science Departments of State universities.

The most important reservoirs of Salmonellae and sources of human salmonellosis have been identified as livestock and poultry. It has been repeatedly demonstrated that our animal feeds, especially those of animal by-product origin, frequently contain Salmonellae. The USDA-ARS-ANHD recently completed an extensive study which indicated a high incidence of contamination in these basic protein feeds. While the feeding of contaminated material to our animals and poultry constitutes but one step in the chain of infection, it is apparent that we cannot feed Salmonella containing feeds and have non-contaminated livestock and poultry.

### Research

The Food and Drug Administration, and other Departments and Agencies of Government are sponsoring important research and study of the Salmonella problem. The National Academy of Sciences, under joint sponsorship of the U.S. Department of Agriculture, Agriculture Research Service and the Consumer and Marketing Service, and of the FDA, is undertaking a broad study of Salmonella and its impact on human health, food technology, and animal agriculture in the U.S. This study will require at least 18 months for completion and will be under the guidance of the Food Microbiology Subcommittee of the Academy's National Research Council Food Protection Committee and

Animal Health Committee of the Agricultural Committee.

Among other things, the Committee will seek answers to:

- What changes are occurring in the incidence of salmonellosis and what factors underlie the changes?
- At what point in the chain of transmission of Salmonella infection can control methods be most effective?
- How can the combined resources of Government, the academic world, and industry be utilized most effectively to reduce the potential Salmonella threat to public health and animal health?

### Industry Cooperation

Industry has been encouraged, and has responded to a material degree, to meet the Salmonella challenge through a voluntary compliance approach. FDA has welcomed the opportunity to contribute to workshops, seminars and similar educational approaches. State agencies, various Federal departments and agencies, and Universities have likewise participated and contributed in these activities. The numerous regional NFDM Workshops, Smoked Fish Seminar, Salmonella in Drugs of animal origin, the recent Workshops for Convenience Food Manufacturers are examples of this co-operative effort that we believe is more likely to achieve success than a purely punitive enforcement policy. But when voluntary compliance fails, the civil and criminal provisions of the law are available and ready.

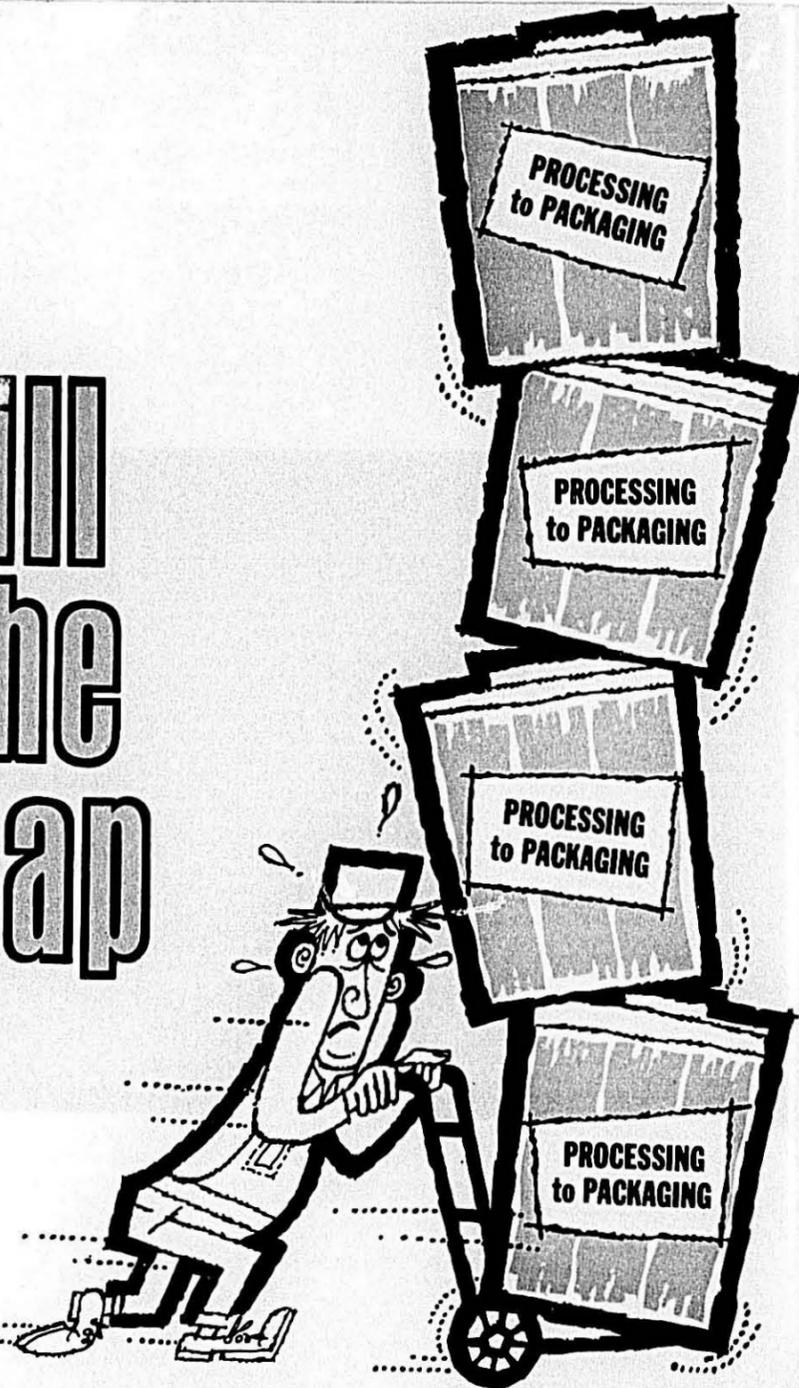
Our basic enforcement and regulatory policy has been to notify the manufacturer or distributor when Salmonella contamination is found in a finished food product. Simultaneously, we evaluate the public health significance of the situation and when a potential threat to the public health is determined, the processor or distributor is so informed. It should be noted that when a question arises in an assessment of the potential health hazard, it must be resolved in the interest of the public. The voluntary recall has been shown to be the most expeditious procedure for removal of distributed stocks of contaminated or suspect foods, or drugs from the market.

### Maintain Sanitation

While there are many unanswered questions on the routes and mechanics of Salmonella contamination, one of the most important control measures to prevent contamination and infection is a high standard of sanitation. The basic principles of food hygiene must be observed if we are to have a safe clean

(Continued on page 22)

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gap

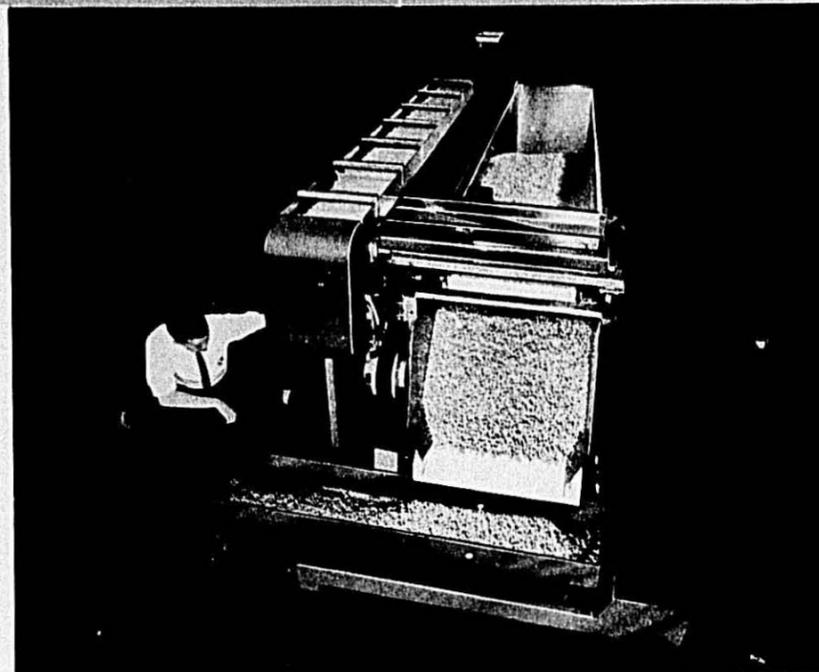


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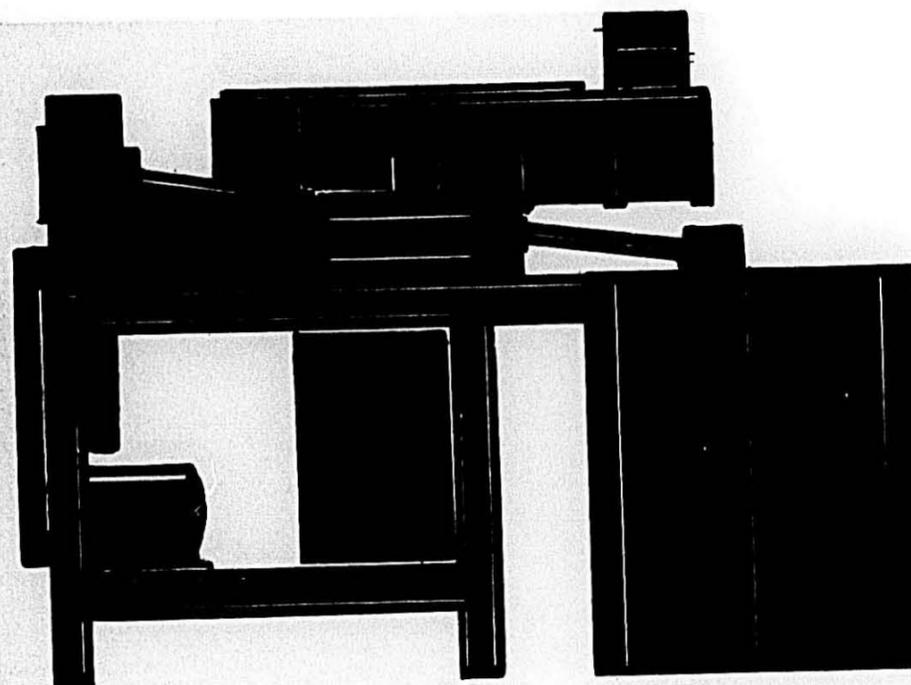
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## A "Do It Yourself" Food & Drug Compliance Program for the Macaroni Plant

by T. L. Hugu, President, The Hugu Company, Inc. and American Sanitation Institute, St. Louis, Missouri.

### The F & D Act—As It Applies to Macaroni & Noodle Processors

Essentially there are two sections of the law that apply: First, the macaroni or noodle product itself must be free of filth as examined microscopically. What is true filth? It is anything that is truly repugnant to the consumer. This is not necessarily dirt or soot or fly ash, but instead is such truly repugnant or nauseating filth as insect fragments, rodent hairs, bird excreta, fingernail polish, peeled paint, etc. Some food processors caught with such filth in their product have argued that these items, while admittedly repugnant or unpleasant, are not necessarily true health hazards. The government while agreeing has taken the position that they are, however, an excellent index of poor understanding and poor sanitation. In other words, if the macaroni processor will allow a heavy rodent population to frequent the plant more or less unmolested and sometimes completely undetected, then this has to be a plant very lax in sanitation, which could similarly harbor much more serious conditions because of this laxity.

Secondly, the plant in which the product is processed, stored or held must be free of conditions that could even remotely contaminate the product. For example, a bird nest overhead might seem a remote avenue of contamination into the product, but birds are not house-broken and therefore it is simply inevitable that sooner or later some of the feathers, the excreta, the urine can fall into food, onto food surfaces or food packages, and hence the existence of the birds overhead are a real infraction and the plant is considered actionable or in violation.

This means then that the plant must be free of filthy conditions and additionally there can be no filth in the product itself. Usually the government will collect as evidence both objectionable conditions in developing their case.

If the F & D Inspector, in making a factory or establishment inspection of the premises, should find poor employee practices, lack of raw ingredient inspection, insects, rodents, birds, poor



T. L. Hugu

employee practices, they will contend that these conditions have contributed filth into the product. They will then collect interstate shipments of the product for analyses, and should they find filthy conditions in the macaroni, egg noodles or macaroni products, then the plant will be actionable under both sections of the law.

### Why Is F & D So Active in Industry Today?

First, it is simply because they have more money and more inspectors and are therefore able to do more. As recently as 1958, the Food and Drug budget was \$9,300,000 with 347 field inspectors. In 1967 their budget is \$68,000,000 with well over 1,000 field inspectors. Naturally, with more money and more inspectors they can become active in segments of the food industry not visited in the past or make more frequent inspections in all divisions of the food industry.

Then, too, Food & Drug concentrated on certain types of food plants where they thought the sanitation hazards were more acute, and some of these industries, as a result of Food & Drug pressure, have cleaned up very significantly, and now the administration can turn its attention to other type food plants.

For example, the macaroni industry today because of egg noodles is part of a Food & Drug Salmonella investigation project. F & D is inspecting those plants subject to Salmonella. Macaroni

plants are because of the use of eggs. Accordingly, the macaroni industry right now is receiving undue attention from Food & Drug, just as some years ago they did because of an egg content project by F & D.

Whether we like to admit it or not, the largest single motivating factor in the Food industry for the sharp improvement in sanitation over the last ten years has been the Federal Food & Drug Administration.

### Result of Regulatory Criticism

When Federal Food & Drug finds a plant in violation, seizure of their product can result, a citation can occur and possibly this might lead into a criminal prosecution. Furthermore, if the situation warrants it, there might be an injunction against future interstate shipments. Whereas all of these penalties are certainly undesirable, undoubtedly the most severe is the frequent resultant damaging publicity.

The Food & Drug Administration does not necessarily (with the possible recent exception of the significant Salmonella press releases) promote this type of damaging publicity. However, enterprising court reporters will learn of a certain prominent food plant in the area being prosecuted for such dramatic evidence as rats, cockroaches, etc. and they might well play this up big with very damaging sales results to the food processing plant involved.

Such publicity has been known to cost literally millions of dollars in lost sales to prominent food processors, simply because the reading public will no longer buy that product, because of its supposed filth content.

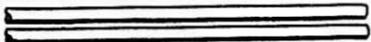
### The Inspection Report Card

When a Federal Food & Drug Inspection is conducted in a macaroni manufacturing plant, the inspector, after the conclusion of the inspection, if he has encountered infractions or actionable sanitation hazards, will leave on the premises a Federal Form 483 on which he simply denotes, usually in handwriting, the objectionable conditions. A prosecution does not always result when a Form 483 is involved, but at least it is the first step in that direction.

(Continued on page 18)

THE MACARONI JOURNAL



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  AMBERI WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT   , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  AMBERI IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE...SPECIFY  AMBERI  #1 SEMOLINA



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## FDA Compliance Program— (Continued from page 18)

and should be considered highly significant and a sort of "red flag" situation.

Another clue is whether the government begins picking up interstate samples of product from that particular plant, which obviously they intend to microanalyze in their laboratory for filth content.

A fairly typical Form 483 in a macaroni and noodle manufacturing plant will include some of the following type "infractions":

1. Dead cockroaches observed in southwest corner of boiler room.
2. Dead cockroaches observed behind No. 2 press.
3. Three live German Cockroaches observed in northwest corner of cellophane storage room.
4. Live German Cockroaches observed in groups of 1-3 in four different places along the wall of flour storage room, which is west of long goods dryer area.
5. Two large American Cockroaches observed behind water heater in raw material storage room on second floor, which is next to the mixing room.
6. Over 100 flies noted inside packing room.
7. Confused flour beetles numbering several dozen alive adult and larvae along one ledge inside short goods dryer.
8. Girl on packing line observed to handle product with colored fingernail polish and no head covering.
9. Male employee handling frozen eggs into press, allowing hands and arms to contact egg product without washing hands in between.
10. Sawtoothed grain beetles, too numerous to count, clustered in false bottom of overhead screw conveyor on third floor, packed with old dormant flour and food dust.
11. Birds nesting overhead in garage area.
12. Rodent excreta pellets in northwest of Semolina storage room, too numerous to count.
13. Rear entrance door in need of rodent proofing.
14. Intermediate egg containers resting on floor with possibility of floor filth entering product.
15. Paint flaking from ceiling directly over packing line and exposed product.
16. Egg mixing equipment on dismantling omitted foul odor with

heavy egg stone and egg deposit build-up in joints, etc.

In the above you will see the intensity of a Food & Drug inspection and the thoroughness.

The dead insects, while indicating a good control program, also indicates lack of good housekeeping. The excreta pellets would indicate an active rodent infestation, plus lack of self-inspection, plus lack of housekeeping. Perhaps it is safe to assume that there would be a good chance in such an ill-maintained plant that filth would be in the product as well. Such an inspection might eventually result, therefore, in a prosecution with the charge under section 402 (A) (3) would read "contained insects, insect fragments, rodent hairs, bird excreta; and 402 (A) (4)—"portions of the article have been prepared under insanitary conditions."

There is a typical reaction when food processors are confronted with an actual court prosecution example like this to react that this "couldn't happen to them," and must definitely be their competitor down the street. Unfortunately, such insanitary conditions are found in macaroni processing plants today, both by thorough inspections of Federal Food & Drug as well as the type sanitation audits reputable sanitation consultants conduct.

Do not, then, assume that your plant is a "Palace of Cleanliness." These type conditions are not found by the casual observer, but they can exist in hidden inaccessible areas.

### Major Sanitation Hazards in Macaroni Plants

Follows a list of what we consider to be the major sanitation problems in this industry based on statistics from Food & Drug inspections and our own experience in inspecting macaroni type plants. Each is a subject in itself and we can only touch on the hazards and a brief discussion of control methods:

- a. Stored Product Insects (Beetles, "weevils") — including confused flour beetles, saw-toothed grain beetles, carpet and other dermestid beetles, indian meal moth, mediterranean flour moth, cadelles, etc. Originally brought in with the flour and Semolina but allowed to develop inside the plant in static accumulations of flour dust or Semolina dust, or just plain macaroni and noodle particles. Wherever such is allowed to build up and not be removed by thorough housekeeping, this type beetle pest will develop. In macaroni plants they can exist in hidden pockets of flour or Semolina inside the con-

veying equipment, in ledges and inaccessible spots inside dryers, inside switchboxes, and on horizontal surfaces such as ledges of packing machinery, overhead beams, etc. Such insect infestations are controlled by meticulous housekeeping, and possibly through vacuuming, plus residual insecticidal applications coupled with insecticidal space spraying or fogging. Spot fumigation of the macaroni plant is also essential inside conveying equipment and small storage bins.

### b. Rodents

Including rats and mice, although mice seem to outnumber rats about 20 to 1 in the industry caused by lack of rodent proofing, hidden harborages, poor housekeeping, improper trapping and poisoning techniques. Trapping should be used in processing areas and anticoagulant bait type poisoning only in bait boxes in non-processing areas. For trapping the Ketch-All Mouse Trap is recommended, along with Metal Extended Trigger Traps. The latter involves an enlarged trigger where baiting is not absolutely necessary and the mouse is almost forced to contact and trip the bait because of the enlarged treadle.

### c. Crawling Insects

This involves cockroaches, usually around wet mixing areas, die washing rooms, boiler or furnace rooms, and sometimes in a cellophane or paper storage areas. Do not depend on space spraying or fogging for cockroaches. Instead depend on residual application where such combinations as Diazinon and Vapona or Malathion and Pyrethrins or Entex and Pyrethrins, which is wetted down or applied in a paint-like application to continue the kill of these crawling insects for long periods of time through the lethal residual deposit.

d. Lack of Good Housekeeping  
Pest control is about 80% good housekeeping. "Pester the Pests" is a motto we have developed to encourage attention to pests, who simply will not stay on the premises if they are denied the things they like. In Macaroni plants, good housekeeping must be extended to hidden, out-of-the-way places.

### e. Inaccessible Equipment

Literally every square inch on the interior of conveying or storage food equipment must be accessible to sight or feel. Much of even modern day macaroni equipment and

certainly old time equipment is not accessible, or even readily accessible. It must be made so. There are no shortcuts. Otherwise, such hidden places accommodate build-up of insect population. Port holes have to be cut into equipment. "Gingerbread" frequently must be removed. False bottoms eliminated, doorways provided, etc. etc.

### f. Salmonella

In addition to a raw ingredient checking program, the employees should be tested by a doctor annually and should follow good employee practices in the plant. Hand sanitizing is also important; however, of utmost importance is a laboratory checking program, particularly of egg raw ingredients and secondly of finished products for possible positive Salmonella.

### g. Poor Sanitizing of Equipment

This is usually because equipment is either not accessible, cannot be disassembled or the food zone is not completely available to sight and feel.

### h. Mold

Mold develops on equipment and walls through improper circulation and ventilation, and sometimes just through lack of housekeeping.

### i. Overall Ingredient Checking Program

Today with so much emphasis on Salmonella it would behoove this industry to not only demand from their suppliers a Food & Drug guarantee, but in addition on each invoice the supplier should attest that that lot number was analyzed for Salmonella and found to be negative. Bagged materials should be checked over with an ultra violet lamp for rodent urine detection and other inspecting techniques should be employed. Of utmost importance in the macaroni plants is both a spot sift check program of incoming flour and Semolina so that infested merchandise can be rejected before being unloaded into the plants, plus a micro-analysis program of both raw ingredients and finished products, for invisible filth to serve as an index as to where to purchase such supplies from the cleanest source.

### j. Storage

All food processors understandably dislike the basic sound preventive sanitation recommendations that storage simply must be kept away from the wall and up off the floor. However, there is simply no shortcut to this basic principle of sanitation. Storage flush

with the wall creates innumerable sanitation problems, such as hindering inspection, bait placement, trapping, etc.

### k. Birds

Usually in garage and storage areas and they can be controlled by revolving amber colored lights, bird repellent, poison perches, removal of nests, denying them entry, etc.

### l. Unprotected Ingredient Containers

This is particularly true of this industry. Typically intermediate ingredient containers are left unprotected overnight or come in contact with the floor, whereby floor filth is later introduced into the product when the containers are nested.

### m. Use of Dangerous Pesticides

This is usually by pest control operators or exterminators. The plant should demand to know what chemicals are being used and then should check to see their danger potential.

### n. Houseflies

Emphasis on fly control should be placed on the outside breeding sites to control as many flies on the outside so that the pressure for entry would be less.

### o. Drosophila Gnats

These tiny vinegar flies or fruit flies are an excellent index of poor sanitation because they invariably breed and develop in damp, stagnant, food matter such as the wet doughy material underneath a macaroni press.

### Causes of a Weak Sanitation Program

In our work as Sanitation Consultants in the food industry, we are frequently called upon by prominent, reputable, well-run food companies to attend them when they first experience Food & Drug criticism. It is fairly common to find top management shocked and surprised by what Food and Drug or a reputable Sanitation Consultant has revealed present in their plant. Owners and operators who make a profit and who have a good reputation in the community are naturally shocked when the government will reveal, as an example, literally thousands of alive beetles right in their product stream, and evidence of such microscopically also right in their packaged product. In all sincerity they will admit they simply didn't realize these existed, and of course, this is true. This doesn't divorce them from the responsibility.

In turn, what is the cause for this type complacency? Why is it that food operators assume their plant is clean? What makes them reach certain con-

clusions about their own operations that is false and misleading? We have learned that there are certain definite reasons for such complacency:

### 1. Perfunctory or cursory inspections

There would be much less Food & Drug prosecutions in the food industry for insanitary conditions if state and city and Army regulatory agencies had found these conditions first. Instead many inspections are weak, and actually engender complacency. They do more harm than good when they are merely perfunctory. They give a false sense of security. How can a food plant really know whether they have been inspected properly? There are some clues: In an average macaroni plant, if the inspection does not require 8, 12 or 16 hours it might be misleading. If the inspector himself does not get out of street clothes and into a working uniform, and end up the day fairly well soiled, it might be a perfunctory inspection. If he does not take equipment apart, if he does not use an ultra violet lamp, if he merely strolls down the main aisles of the plant using a check list—don't necessarily believe you have been inspected. If he doesn't climb and crawl into places you haven't been before, his findings might be misleading. If he does not dismantle flour and other raw ingredient conveying equipment and doesn't enter into large storage bins, he hasn't really made a Food & Drug type inspection.

### 2. "Passing the Buck"

There is a tendency for management, realizing the importance of sanitation and Food & Drug compliance, to "pass the buck" to a supervisor or foreman for sanitation responsibility. Basically, this is as it should be in the area of delegation of authority, but the point is that with sanitation, top management must play an active role. They must participate personally not only to demonstrate the employees' interest, but since they are the ones that might be personally held criminally responsible. Therefore, they are the ones that should really ascertain the true level of sanitation in their plant.

### 3. Dependence on one or two pet "gimmicks"

Sometimes the food plant operator will literally develop a "love affair" with an insecticidal fogger, a mouse trap, a new type of insecticide.  
(Continued on page 22)

# new

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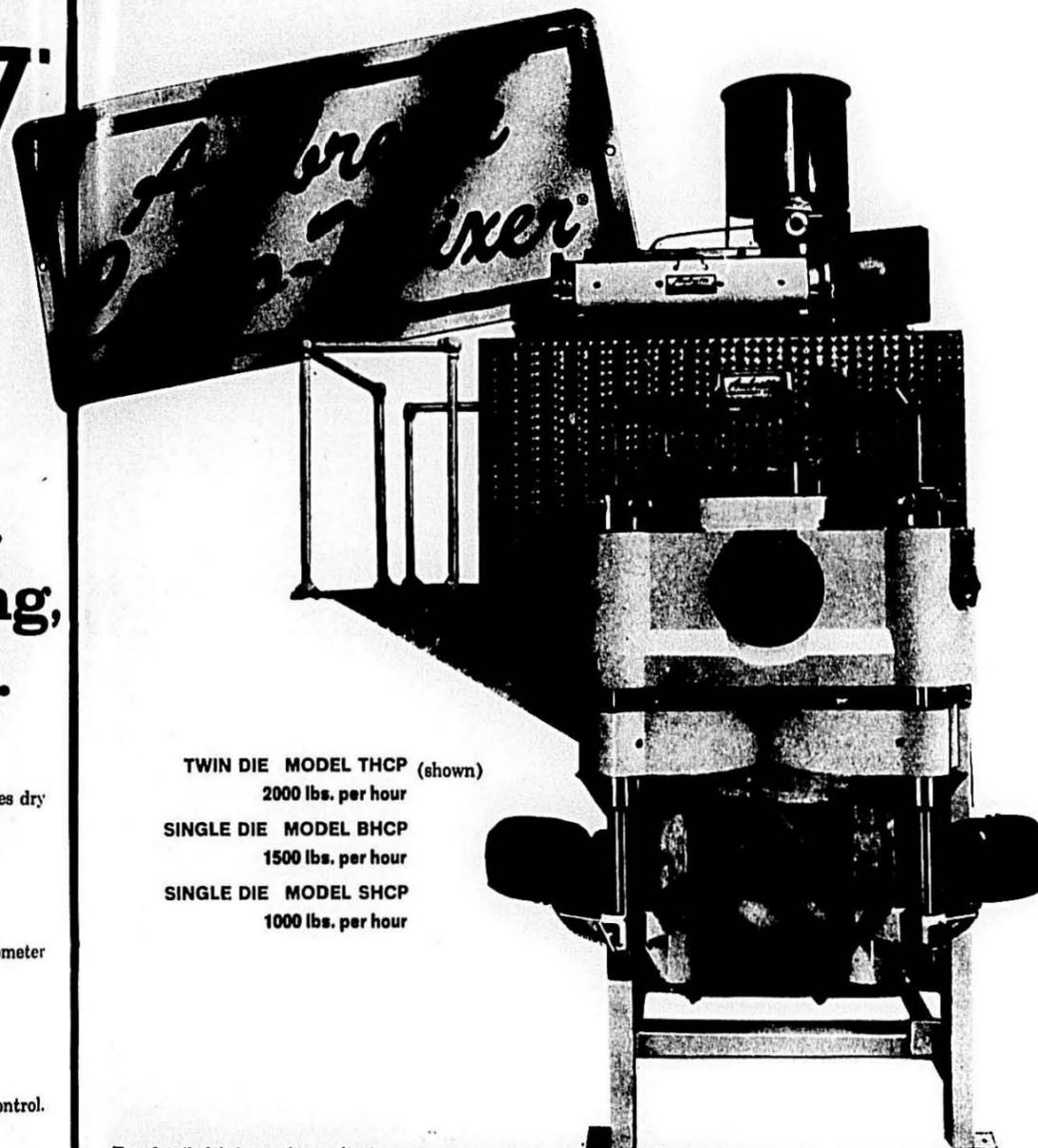
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### FDA Compliance Program—

(Continued from page 19)

cide, or something of that nature, which he considers a panacea for all of his troubles. A well organized preventive sanitation program is an integrated schedule and system. No one gimmick will do the job. Sometimes dependence on these toys will lead to complacency.

#### 4. Dependence on outside pest control operator or exterminator

There is a tendency, quite understandably, for a macaroni plant operator, in knowing that he must control pests, to realize that he doesn't know much about this fairly technical subject and finding it repugnant anyway turns the responsibility over to what he considers to be an expert—the outside exterminator. This is probably true of about 60% or 70% of the food processing industry, and there is nothing wrong with it so long as management does not divest themselves of this responsibility. Sometimes the exterminator really doesn't control the pests, and sometimes he might use dangerous chemicals or dangerous practices in attempting to do so. Management can become complacent because they have such outside services, whereas instead they should first ascertain the safety of the materials being used, and whether true control is being achieved. All too often they merely recognize that someone comes in once a month, sprinkles some chemical around, gets them to sign a ticket and is gone. This is not really a pest control program at all. Instead it might be another step toward complacency.

Do not, then be made complacent by any of these factors. Ask yourself honestly whether you really know the true sanitation level of your plant, or are you just assuming it is clean, because you have been made complacent?

#### Proper Conduct During an F & D Inspection—What to Do and What Not to Do

It is fairly typical that food plants under the emotion of being inspected by Food & Drug will actually mire themselves in deeper trouble by improper conduct. There are things that should be done during the inspection and things that should not in our opinion:

#### a. Accompany Inspector During Every Moment on Premises

Top management should be with the inspector all during the inspec-

tion. There are several reasons for this. It creates a favorable impression with the outsider of management's interest. It places the manager in the position of immediately effecting corrections of any of the inspector's criticism. Perhaps this is window dressing or showmanship, but the inspector will make note of the fact that management personally corrected many of the infractions noted and seemed vitally interested in the inspections findings. Then, too, this insulates the inspector from indiscreet or improper comments or remarks from elements of plant personnel, who do not recognize the consequences. Top management is the one that should answer these questions rather than irresponsible or ill-informed employees.

#### b. Effect Immediate Correction of Criticism—

If there is a door in need of rodent proofing, make it a point to get one or more maintenance people on the job and get this corrected before the inspector leaves the premises. This will be much to your credit. Should he encounter dead insects or rodent excreta have these removed immediately, and make him observe the correction.

#### c. Destroy Infested, Adulterated or Contaminated Merchandise

If the inspector points out some bad product and it is obvious to you that this should be destroyed do not promise to do so in the immediate future. Do it immediately! The Food & Drug inspector cannot make you destroy merchandise but he will fill out an affidavit of voluntary destruction if he observes this, and this again is to your credit and obviously should be done anyway.

#### d. Collect Duplicate Samples

It is not a bad idea to request the inspector to give you duplicate samples of anything he collects. It might be well for you to have these analysed immediately to ascertain what F & D might also be discovering when they look into the samples. This allows you to begin a course of corrective action before regulatory action.

#### e. Realize the Significance of A Form 483

As mentioned before, 483 is a clue as to whether the plant has passed or failed the inspection. When a Form 483 is left, and particularly where obviously it denotes a low level of sanitation this might well

be the first step toward a prosecution. It is our philosophy that positive action should be taken. Food & Drug should be advised of the plant's attitude, concern, corrections effected, program for the future to circumvent a recurrence, etc.

#### Development of a Preventive Sanitation Program

A well organized scheduled sanitation program in a macaroni plant should embrace raw ingredient inspection, appointment of a Plant Sanitarian, a sanitation schedule, use of an outside sanitation consultant, top management's active participation, a sanitation committee, employee education, etc.

This is not as complicated as it sounds. It can be done quite simply and quite inexpensively. Frequently such a program will cost less than a typical corrective sanitation program, where action is taken only when sanitation problems become mountainous or easily recognizable.

#### Benefits of a Well Organized Sanitation Program

Many prominent multiple plant food organizations admit that their current well organized preventive sanitation program was motivated by Food & Drug prosecutors within their organization. They developed crash sanitation program to overcome this situation, but years later are usually surprised to admit that all kinds of other benefits have developed. A good sanitation program means higher employee morals, better quality usually results, safety records are helped by good sanitation and housekeeping costs are frequently reduced.

Do not then accelerate your sanitation program only because of fear of Food and Drug. Recognize the benefits of complying with the Federal Food, Drug and Cosmetic Act. Understand what the law demands. Appreciate the dangers of complacency. Recognize that a sanitation program embraces several factors, and is based on the very principle of simple organization.

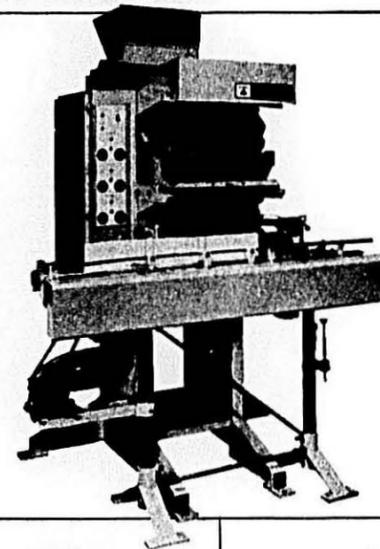
#### Food Law Institute Conference—

(Continued from page 11)

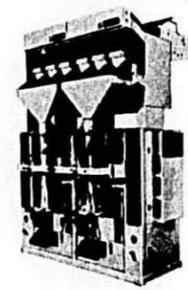
food supply. As a step in this direction, we have worked with the food industry, particularly the Grocery Manufacturers Association and developed a series of slides directed at the food plant employee and supervisory levels, setting forth the basic principles of good hygiene and sanitation. Much more remains to be done in this area.

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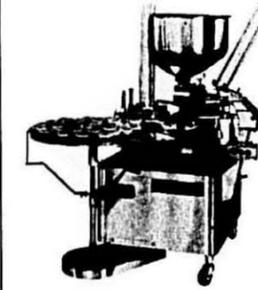
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For information or a demonstration of these units that defy downtime call or write Triangle.



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## What We Expect When We Buy Egg Products

by Alvin M. Karlin, president, I. J. Gross Noodle Company,  
at the Quality Control Seminar, Institute of American Poultry Industries.

THE I. J. Gross Noodle Company has been producing Mrs. Gross Egg Noodles since 1911. Our reputation and vast consumer acceptance has been built through the maintenance of high quality standards and continuing raw materials control. We have been producing dry soup mixes since 1939, today having distribution from coast to coast.

A noodle is not a noodle without its eggs!

The Federal government has set down standards of identity relating to noodles. A product cannot be labeled such unless it conforms with these standards which apply to the raw materials used in the fabrication of a noodle product, as well as the general composition of the product. Our major concern today with regard to the raw materials used, will relate to the eggs specified by our company in the fabrication of our finished product.

The Federal standards require that an alimentary paste product cut in ribbon shape must contain 5.5 per cent egg solids on a moisture free basis, in order to be labeled "noodle." These solids may be obtained by using liquid, frozen or dried whole egg—or egg yolk in the form of liquid, frozen or dried, and/or any combination thereof.

Under no condition may any artificial coloring agent be used in the manufacturing of an egg noodle product. Finished product color may only be generated through the natural raw materials used.

### Strict Specifications

Our specifications set forth by the Gross Noodle Company are carefully monitored and religiously adhered to. We manufacture all of our packaged egg noodles utilizing frozen egg yolk, containing 44 per cent egg solids with a color standard of NEPA 4. Naturally all egg products consumed by our company must be pasteurized and certified salmonella negative.

Why these specification levels?

**Solids**—In the preparation of our product, you can surely understand that the control of egg solids in the finished product is imperative. Any downward deviation would affect the finished resulting product to a below Federal standard level and yielding it illegal. Our manufacturing process is a



Alvin M. Karlin

continuous system rather than a batch method and consistency of egg solid level is critical.

**Color**—Our experience has indicated that the deeper color yolk yields a finished product with a higher color level and with greater consumer acceptance. The American housewife buys noodles based on its golden color. It is also our belief that a deeper color yolk generates better flavor in the resulting end product. A NEPA 2 yolk will not have the same flavor as a NEPA 4 yolk. I am sure you will agree.

The requirement of pasteurizing egg products has been enforced by our company for over four years and we have required certification indicating salmonella negative on all products commencing January 1, 1966. I am sure the reasons are clear as to these prerequisites and there is no need for me to elaborate on them.

You as suppliers to our industry, must understand that our customers request salmonella negative certification on finished product delivered to them. Therefore the monitoring of eggs with respect to this element, is vitally essential.

### Critical Factor

I am sure the egg industry is aware that they are an extremely important factor in the noodle business. Today one must consider that the gross noodle sales volume in this country amounts to \$125,000,000 annually and is growing. This amounts to 800,000,000 pounds of noodles requiring 30 to 35,000,000

pounds of egg solids on a dry weight basis. The American consuming public has become aware of egg noodles and they have accepted them. It is our responsibility therefore, to produce the highest possible quality product to foster and improve this overall business.

Progressive egg suppliers with foresight, will not overlook this growing market. Sources of high color shell eggs must be promoted and increased. It is essential that your in-plant quality control be tightened to yield uniformity of product.

You are a critical factor in the make-up of our food industry. Maintain high standards with quality, and together we will grow.

### More Layers

Number of potential layers on farms, including hens and pullets of laying age plus pullets three months old and older not of laying age, on Dec. 1 was up slightly from a year ago and 6% more than the 1961-65 average for the date, the Department of Agriculture said.

The potential layer total at the start of December was 376,619,000, against 372,691,000 on the same 1966 and the five-year average of 354,095,000.

Hens and pullets of laying age on Dec. 1 numbered 328,404,000, compared with 323,263,000 a year earlier and the 1961-65 average of 310,687,000. Pullets not of laying age amounted to 48,215,000, down 2% from the aggregate of 49,428,000 a year ago, but above the five-year average of 44,963,000.

Egg production in November aggregated 5,700,000,000 against 5,845,000,000 in the previous month and 5,544,000,000 a year ago. The 1961-65 average output for November was 5,133,000,000. For the first 11 months of 1967, production was 64,237,000,000, against 60,611,000,000 in the previous year, an increase of 6%.

Rate of lay continued at a record rate in November, averaging 17.42 eggs per layer, up 1% from a year earlier and 5% above the 1961-65 average. The rate of lay per 100 birds on Dec. 1 was 58.0, compared with 57.9 a year earlier.

### Agri-Business

More farmers now use business letterheads on farm stationery. "We don't correspond about a \$5,000 deal with tablet paper and pencil any more, says an Iowan. And a Californian prints a map showing roads to his farm on the backside of his letterhead stationery.



## SEMINAR on WHEAT

Visit the  
Grain Exchange

Go through a Mill

See a Quality Control  
Laboratory

Discuss what you see

April 22-23-24, 1968  
in Minneapolis.

Write  
For Reservations,

The National Macaroni Manufacturers Association  
P.O. Box 336, Palatine, Illinois 60067

### Carbohydrates in Diet

Findings and indications of vital importance to those concerned with wheat flour foods were published in the February, 1967 issue of the "American Journal of Clinical Nutrition," in a special "Symposium on Dietary Carbohydrate in Man" issue. Twenty reports of experiments and analyses of data, written by some 40 nutritionists and medical-diet authorities from all over the world were presented, including well known American nutritionists, such as Drs. Fredrick J. Stare of Harvard, and R. E. Hodges and W. A. Krehl of the University of Iowa.

#### Low Cholesterol

Of particular interest is the article by J. J. Groen, M.D., Hebrew University and Medical School, Jerusalem, entitled, "Effect of Bread in the Diet on Serum Cholesterol." The article reported on population groups with a conspicuously low prevalence and mortality from coronary heart disease, together with a very low level of serum cholesterol. These groups subsist on a diet relatively low in fat and cholesterol, low in sugar, and high in bread. In recent experiments on human volunteers, duplicating the diets of these groups, the volunteers obtained the same low levels of serum cholesterol.

Highlights of the other studies in the symposium include:

- In the developed nations of the world, consumption of complex carbohydrates, as found in bread-stuffs, has dropped, while the incidence of coronary heart disease has increased.
- In developed nations, consumption of simple carbohydrates, in the form of sugar, has increased; incidence of coronary heart disease has also increased.
- There is a relationship between coronary mortality and sugar consumption, as well as with fat consumption.
- Sugar is a most potent cause of dental caries.
- Experiments with the recently popular low-carbohydrate diets have demonstrated dangerous health hazards.
- Type of carbohydrate in diet affects type and amounts of lipids (fats) in blood.

#### No Teenage Diet Problem

The rather widespread belief that American teenagers have atrocious food habits has no valid basis, Dr. Ruth M. Leverton of the Agricultural Research Service told the 59th annual

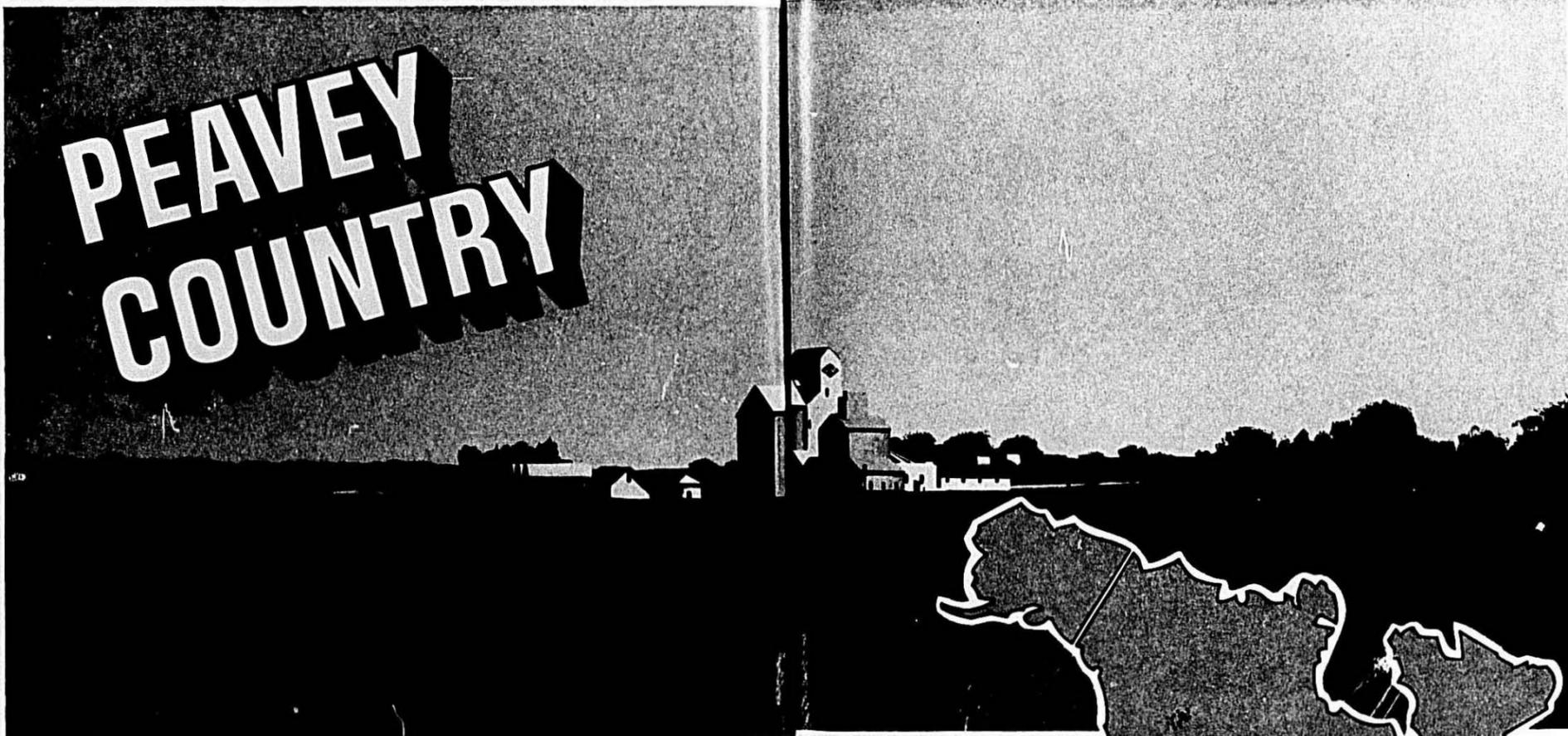
meeting of the American Dietetic Association in Chicago.

"The statement that half of all teenagers are malnourished is simply not true," Dr. Leverton stated. She cited the size, physical prowess, mental attainments and vitality of today's youth as proof that their food choices and eating habits are not so bad. "Any other conclusion indicates that the facts are not known or have been misinterpreted, or that there is no connection between food and fitness," she said.

Noting that nutritionists themselves often make false generalizations about teenage diets, Dr. Leverton attributed this to reliance on dietary allowances recommended by the National Research Council prior to 1965 before the allowances for several nutrients were revised downward for teenagers. As an example, she cited a study made 17 years ago which concluded that half of the girls 13 to 15 years old had significantly low intakes of the B vitamins, thiamine and riboflavin. By today's standards, many more of the girls would have sufficient intakes of these nutrients, she said.

She urged recognition of teenagers' "special needs," and urged that wholesome food should be made available at times and places where it will be eaten and enjoyed.

# PEAVEY COUNTRY



## Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin, Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

■ Merchandising and commodity futures offices; ● Terminals;  
★ Flour mills and mix plants; ✱ Flour sales offices and ware-  
houses; ☒ Country elevator, feed and service facilities; Ⓞ  
Home offices of Peavey Company and National Grain Co. Ltd.

**PV** PEAVEY COMPANY  
Flour Mills

THE MACARONI JOURNAL

*King Midas* DURUM PRODUCTS

FEBRUARY, 1968

29

## At the Brokers' Convention

A panel discussion on the future of the brokerage business involved the following participants: Edward Gelsdorpe, Ocean Spray Cranberries; Robert Siler, Ralston Purina; Gordon Swaney, Beatrice Foods; Marsh H. Blackburn, Seavey & Flarsheim Brokerage Co., Oak Brook, Ill.; Frank Flavin, Geo. R. Bennett Co., Buffalo, N. Y.; Clayton Hartman, A. R. Staley Co., Phoenix, Ariz.

"The future will see greater concentration and amalgamation in all areas of the business community," said the first manufacturer. "There will be more large brokerage firms, more administrative activity by top broker management and more participation in management by the broker's key men." The second said, "The future must see greater consciousness of profit by both principal and broker and less emphasis on cost." The brokers saw more sophistication in future brokerage operations with intensified competition with manufacturers direct sales forces. "Better food broker salesmen will emerge through this competitive struggle," they said.

### Communications Gap

The audience of food brokers and guest principals wanted the panel to tell what is the biggest problem in broker-principal relations today. Overwhelmingly the answer was communication—especially between top management of the respective firms. "Too often ideas conceived at the top do not reach to the man on the action line and vice versa," was one member's reply. "This is true not only in broker-principal communications but within individual company ranks as well." All the panel members acknowledged the difficulties involved. Several panel members mentioned the potential of improved relationships through the use of the GMA-NFBA publication "Guidelines for Food Brokers and Their Principals" published just a year ago. "Tremendous progress has been made in this joint effort but it will not improve relationships between brokers and principals until it is read by both parties and their subordinate personnel and then put into action."

One principal said his firm uses a three point plan to try to bridge the communication gap. It consists of involvement of the food broker in the planning stages of product marketing, formal evaluation of the promotional element and talking back and forth with brokers to clarify and solidify the marketing approach.

## Selection Requirements

The principals were asked what they look for in selecting broker representatives. "We look at his present performance," said one manufacturer. "We look at the size of his retail staff but we do not consider size as an essential. We look for quality and try to project our product into his present lines to see how it will effectively fit in." Another principal mentioned three elements he desired in broker representatives. "First," he said, "I look for personal excellence, a sort of sixth sense that I call the proper chemistry—that certain something that makes this broker outstanding. Second, I'm interested in his management philosophy and the progressiveness of his supervisory staff. Third, we desire continuity—a continuing and self-perpetuating organization is best equipped to build continually increasing sales."

## Chairman Calls for Stronger Communications

"Our role is clearly mapped — we must continue to bridge the gap between manufacturer and customer with reliable counsel—with stronger communication." D. V. Brown, 1967 National Chairman of the National Food Brokers Association, made this statement as he spoke at NFBA's 64th Annual Convention. "We have knowledge and experience that is vital to the planning and marketing programs of our principals and our customers," he continued, "and it is our responsibility to communicate constantly to these two segments we serve."

Mr. Brown said that food brokers must share the responsibility for the success of the sales campaigns of their principals and their customers. "We must re-examine their methods when either products or programs fail. We must sell methodology as well as products—sell concepts—approaches—ideas—all for one objective: increased sales at lower costs and for a fair return. . . ."

### Key to Efficient Marketing

"The communication we have or should have between the customers in our market and the suppliers is the key to efficient and economical marketing for all involved. We are not solely in business to simply execute a sales function, though we can do this at a very low cost. When our principals design programs or products that do not succeed, when our customers design promotional or lay out tables or cases of our products that prove ineffective and costly, either we have not been communicating effectively or else we have

been merely executing blindly and automatically.

## Association Activities

Mr. Brown reminded his fellow association members of the role every broker plays in the overall industry estimation of the food brokerage profession. "NFBA," he said, "is the rallying point for working together to improve our profession and our method." To illustrate the interest of food brokers in the overall improvement of their profession he reported that "over one-half of the 2100 member firms in NFBA are directly represented by people serving on mutual service projects, committees, or positions every single year." "This," he said, "is an enviable record in any group and is certainly a significant reason why the food brokerage profession is growing at the rate it is."

In addition to NFBA's specialized committees, field organization, and officials, Mr. Brown mentioned that last year over 800 NFBA members participated in 16 regional seminars on supervision. NFBA also held a summer Management Conference which attracted the largest number of top management personnel since the conference program was begun in 1960.

## The Squeeze Is On

In a talk entitled "The Squeeze Is On," Watson Rogers, NFBA President, told food brokers attending NFBA's Annual Convention that they can "no longer afford to represent a principal whose account shows a loss. . . . You, like your customers, must streamline your operations. Every possible cost-cutting device must be found. Proper training programs, continuous plans for upgrading your organizations must be carried on. Most of all, re-evaluate every principal you have on your books," he said.

"What do you think of a customer who continues to operate retail units for sentimental or other reasons if he is losing money? You call him stupid. I am sure some would call brokers stupid who keep accounts in their offices which show them a loss. I am speaking of accounts that may be the largest accounts you have in your office or they may be the smallest. Size has no bearing on this decision. I have heard of brokers who have either resigned or lost an account, which at the time was most damaging. But repeatedly they report that by putting this effort on the other lines they represent, they come out in the long run with greater sales and greater profits."

## Developing Trends

Looking at developing trends, Mr. Rogers said: "There is every indication that if the food broker is going to continue his steady growth pattern, more and more services will be required. Better and better marketing programs must be developed. This can only be done if all of your principals are paying their proportionate share of your cost of doing business. You are not being honest with those of your principals who are being fair with you by permitting other principals to remain in your shop who are making unreasonable demands," Rogers concluded.

In his remarks, Mr. Rogers dramatized the price squeeze on all segments of the food industry. He pointed out that there is a trend in supermarkets toward operating at a lowered margin. The squeeze is on, he said, between inflationary pressures affecting the nation's entire economy and the backlash developing against higher prices. Discount supermarketing has emerged in an effort to cope with the squeeze. He warned: "This tremendous pressure facing your customers could encourage them to seek even greater bargains which could encourage more discriminatory prices."

### Keep It Legal

He urged NFBA members to look out for and report possible violations of the law in food price deals. "With the low margins and intense competition, your good, loyal customers cannot compete if they are discriminated against in price. It could be very damaging to you if you participate in these illegal deals. Your customers who are playing it square would have every reason to be mad at you," said Rogers.

Sounding the call for constant self-appraisal by members of the National Food Brokers Association, Mr. Rogers said: "Re-evaluate your own operations. Be sure you are keeping pace with the other segments of the industry. Be sure the people you represent are being fair with you. And most of all, be sure you are being fair with not only your principals but your customers. Continue the upgrading of your operations and the brokerage business of this nation will continue to go forward just as it has in the past few years."

## Effective Presentation

Effective presentation to new principals when seeking an account was discussed by the following panel at the National Food Brokers Association convention: William E. Fuller, Fuller Brokerage, Indianapolis; George D. Hardy, Harry B. Cook Co., Washington, D. C.;



Watson Rogers

W. J. Jones, W. J. Jones & Co., Oklahoma City; William Neal, Neal-Steckman-Smart, Inc., Los Angeles; Bert B. Rosen, Reichardt-Rosen Brokerage Co., St. Louis.

"A food broker should not be so eager to get a new account that he overlooks whether or not he can handle the account to both his own and the principal's advantage, said one panelist. "He should survey his market to determine the potential for this account first. Then he should tell the prospective principal what he intends to try to do for him in sales and service. He should tell the principal how he can solve his problems in this local market."

### Emphasize Quality

When asked whether or not principals were concerned with the size of prospective brokerage firms the panel concluded, "Emphasize the quality of your sales performance irregardless of size—base your solicitation on your sales record. Size is not necessarily a factor in doing a good job for a principal."

Most of the brokers agreed that prospective principals should be given some type of written prospectus of the brokerage firm's operations. This should include all vital local market information plus a personalized approach to the principal's particular product sales.

Panel members reminded all member brokers of their responsibility to the entire brokerage fraternity when it comes to seeking accounts. "Each member builds prestige for the whole system of broker representation when he impressively sells himself to a new principal," they concluded.

Finally, each of the five were asked to tell why they felt their firms were selected by their respective principals. Several answered that according to

their principals the presentation itself was the key to acceptance. Other reasons given included strength of retail coverage, management philosophy, ability to analyze and suggest solutions to the local market problems and enthusiasm for the product and for selling, itself.

## Institutional Seminar For Brokers

A seminar on institutional sales will be held early in 1968 by the National Food Brokers Association. This was announced following the meeting of NFBA's Institutional Sales Committee held during the 64th Annual NFBA Convention.

The seminar will be held to enable brokers to sharpen their techniques in selling products for use in the institutional field. Suggestions for the subject matter and procedures for the seminar are being developed for the Association by the committee. The date and location of the seminar will be announced later by NFBA.

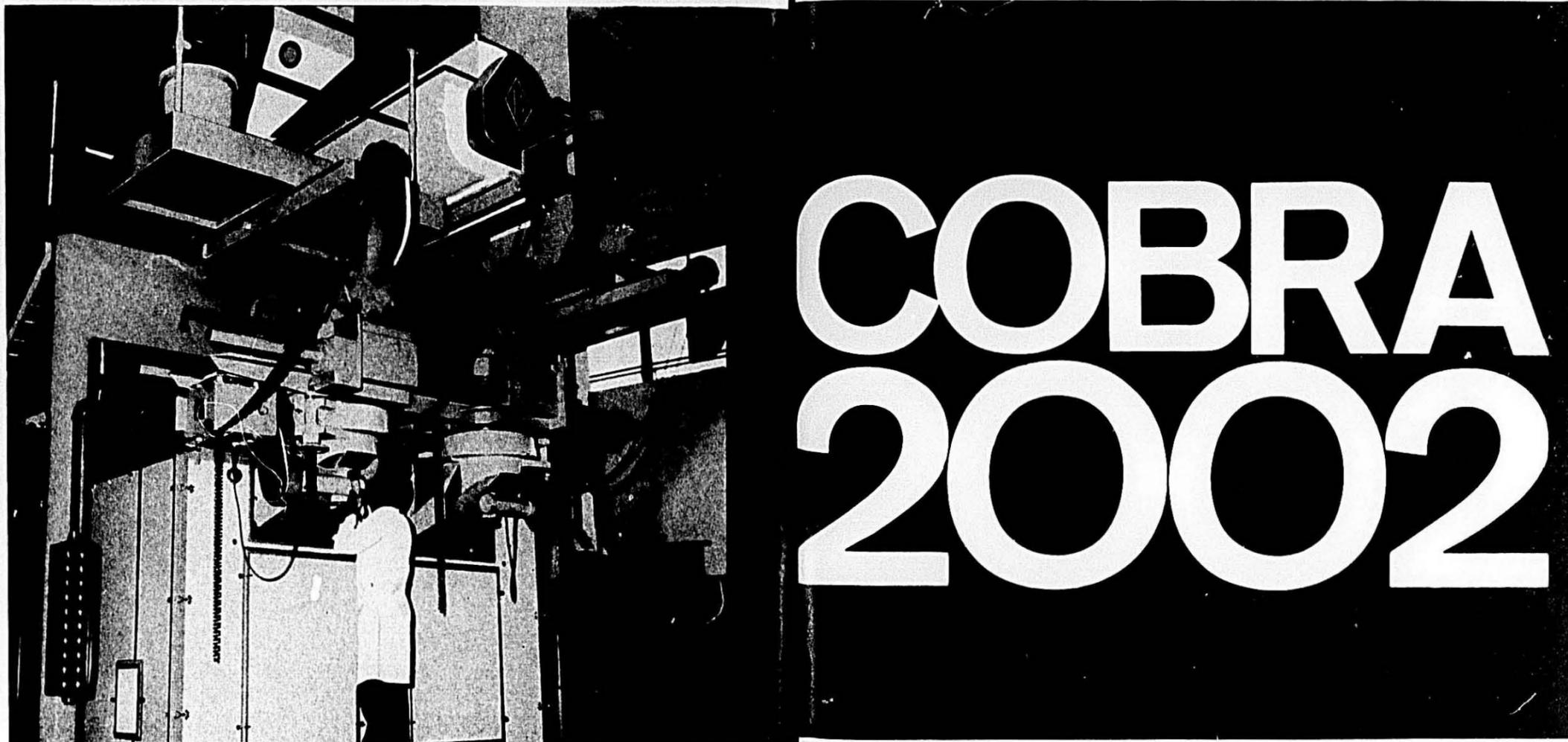
Many food brokers have special personnel for institutional selling. The seminar will provide additional training and know-how for these men. Special problems and procedures particularly related to selling in the institutional field will be studied and discussed. The brokers themselves will provide much of the educational material for the seminar based on their own backgrounds and institutional sales experience.

### \$28 Billion Potential

Sales potential of food and grocery products used by institutions in America today is estimated at \$28 billion. Presently, 1385 NFBA member firms have special personnel expressly qualified to sell the channels reaching institutional outlets. Nearly two-thirds of NFBA's members can provide end-user service as necessary. In less than ten years, the number of NFBA food brokers providing these services has increased by 400%. Institutional manufacturers, distributors, and institutions are becoming increasingly aware of the tremendous savings and sales advantages which are made possible through the use of the food broker's sales activities. The continued growth of food broker activity in the institutional sales field is a dramatic illustration of this fact.

NFBA's Institutional Sales Committee also plans to prepare a new booklet during 1968. The aim of the booklet will be to make the advantages and possibilities of using food broker representatives known to all manufacturers and processors of institutional products.

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## Mueller's Macaroni Has A "New" Package

The C. F. Mueller Company has given itself a new package for its 100th birthday.

### Evolution, Not Revolution

The red, white and blue Mueller's carton familiar to generations of housewives, and one of the earliest brand-name packages to take its place on the grocery shelves, has acquired a new look. But many shoppers may be only subliminally aware of the change to a brighter, more streamlined package—and that is as it should be, in the opinion of C. Frederick Mueller, executive vice president of the Jersey City, N. J. firm.

Mueller's grandfather, Christian F. Mueller, started the business in 1867 in the kitchen of his home in Newark, N. J. The original packaging has gone through only a few subtle modifications in the course of the company's phenomenal growth over the century. As a third-generation member of the firm, C. Frederick Mueller was not interested in departing from tradition with a radical packaging switch. In packaging "evolution, not revolution" is his motto. And the new package—designed by Irv Koons Associates, Inc., New York package design firm—carries out this concept.

The recognition value of the design, build up through decades of advertising in which the package always appeared prominently, was an asset not to be tampered with lightly. It was Koons' assignment to transform the traditional carton—blue on top and bottom, red lettering on the white center, with a cellophane window—and to give it a contemporary look without jarring the customer's recognition of an old friend.

From the designer's drawing boards came the new look: "A brighter, happier package," as Mueller comments. The dark blue was made several shades lighter, the red "Mueller's" and other lettering a bit slimmer and graciously proportioned, superfluous promotional "flags" eliminated, and the cellophane window enlarged, with a cleaner-lined frame around it.

Designer Koons, who is chairman of the Package Designers Council and whose clients range from cigar manufacturers to distillers, says he chose to enlarge the window to enhance the "natural esthetic appeal" formed by the product itself. The narrow egg noodles or the twists, sea-shells or elbow macaroni are not only visible but highlighted behind the simplified cellophane window.



C. F. Mueller reviews package with designer Irv Koons.

### Original Package Was Improved

The original Mueller's package was an improvisation. In the late 19th century, spaghetti makers traditionally wrapped their goods in an inexpensive grade of blue wrapping paper, which also was used for the imported Italian products. Jobbers distributed the anonymous packages to grocery stores, and sometimes private labels were attached by the retailers. But Christian Mueller was proud of his product, and refused to follow this practice; he wanted the buyer to know he was getting the genuine Mueller products.

To give his own blue-wrapped package the desired product identity, Mueller picked up a sheet of white writing paper one day and wrapped it around the outside, leaving the blue ends exposed—the basic color scheme which survives today. Then the recent immigrant from Germany thought it would be a good idea to express his patriotism by completing the package with the third color in the American flag—and the name "Mueller's" was neatly lettered with red crayon on the white paper.

### Carton in 1907

A few years later, in 1907, the firm became the first in its field to drop the paper wrapper in favor of the machine-formed-and-closed carton—still with the blue ends and red-on-white brand name. (The window, the only major change in the package after that, was introduced in 1950.)

Mueller's investment in the new box-forming machinery in 1907 was risky. The moisture protection provided by the new boxes was not really needed

for macaroni products. But Mueller liked the efficiency and speed of the new method, and above all he recognized the importance of the package as a form of advertising—at a time when most macaroni products were still sold in bulk, without brand identification. The "new" 1907 package was a hit in the stores, and as a result of its pioneering venture the firm was soon expanding north, south and west from its earlier distribution area limited to New York and New Jersey.

In the early 1920's Mueller's became one of the first staple food manufacturers to advertise substantially—with car cards and posters, a medium brought to the fore by the patriotic posters of World War I—and was one of the first to advertise on radio and TV.

### Part of Marketing Mix

Mr. Mueller reports that although it's too early to gauge the full effect of the package on sales, there's no doubt of the new look's acceptance by sales personnel and market-tested consumers. For Mueller, the changeover represents a part of the company's "total marketing mix" which conserves the elements of "familiarity, quality and confidence" inspired by the former package.

The switch on the shelves from "old" to "new" packages should be complete within a few weeks. Four 60-second, full-color TV commercials featuring the new look have been completed and will run on 47 stations in 38 major markets east of the Mississippi.

"This evolutionary improvement has been exciting and rewarding," Mueller

said. "It has to a large degree eliminated the risk inherent in a complete departure from the company's traditional package design."

### Quiet Celebration

The Mueller's firm has kept its 100th anniversary celebration within the confines of its own employees and distributors at both wholesale and retail. It has been a "quiet celebration," Mueller notes, but the new package is the icing on the cake.

If founder Christian F. Mueller could return today (he died in 1926), he would find the basic product little changed, although the company he began in his home now produces as much as 3 million pounds of macaroni, spaghetti and egg noodles per week at its spotless, highly automated four-acre plant in Jersey City.

The founder came to the U.S. from Germany in 1866 at the age of 27 to ply his trade as a baker. From his Newark kitchen he went forth first with a wicker basket, then a push-cart, and later with horse and wagon, selling egg noodles to the many German and Italian immigrants who lived in Newark.

By 1890 a factory on Kent St. in Newark had been outgrown and the first Jersey City plant was established. Mueller was buying flour now by the carload instead of by the barrel, and was meeting and creating a wider demand for macaroni. New York's German restaurants were among the early customers.

### "A Change From Potatoes"

Mueller and his sons Fred, Henry and Samuel went on to establish macaroni products as a basic staple of the American diet. Then as now, the two wheat products used by Mueller's—farina and semolina—came from North Dakota and

other states where soil and climate are considered by Mueller's as perfect for macaroni wheat. The Mueller's slogan which in the early days helped macaroni products gain popularity was "As a change from potatoes."

### Quality Control

Each morning, Mueller's secretary brings him a selection of samples from the latest output, both cooked and uncooked. In his daily quality control ritual, he has occasionally detected slight variations in the shape of the various products—but he has never been disappointed by the flavor. After 100 years, Mueller's tastes as good or better than ever.

### Cellophane Reseal

Buitoni Foods Corp., South Hackensack, N. J. has introduced a cellophane overwrapped box with a resealable end for its pasta line.

A new logo appears on the left side of the package. The company name is on all sides of the package so that the box may be displayed in any position.

### Packaging Machinery Guide

The 1968 Official Packaging Machinery Directory, a uniform and comprehensive guide to the products and capabilities of 108 member companies of Packaging Machinery Manufacturers Institute (PMMI), is off the press and is being distributed on a world-wide basis, according to Leif Oxaal, Executive Director, Washington, D.C.

The 256-page directory contains a description of PMMI's purposes and programs, a classified index of packaging machinery in more than 400 categories, two pages of information on each PMMI member company—including

ing the names and titles of company executives—and information on trade names and related subjects.

More than 18,000 copies of the new directory were distributed at the PMMI-produced Packaging Machinery Show 67, held in Atlantic City, N.J., and complimentary copies are available from PMMI, 2000 K Street, N.W., Washington, D.C. 20006, USA. Business organizations are asked to send \$1 to cover handling and postage.

### Jenny Lee Officers

At the annual meeting of Jenny Lee, Inc., St. Paul macaroni manufacturer since 1892, Harold Koppinger was appointed Vice President and Treasurer. Mrs. Lucille Kermkamp was named Vice President and Secretary replacing Frank Janasek who is retiring February 1 after 39 years of service with the company.

Walter Villaume is the third generation serving as president of Jenny Lee, Inc.

Also announced at the meeting was the appointment of Marketing Services, Inc. as the agency to handle the complete marketing program for the full line of Jenny Lee macaroni products. Mr. Villaume commented that Jenny Lee, Inc. is embarking on an aggressive total marketing program for its full line of spaghetti, macaroni and egg noodle products. He further stated that there were several new products to be announced soon that would require the services of a full marketing service agency.

Marketing Services, Inc., a Minneapolis based agency, is currently preparing the basic marketing program with a schedule of ads planned to break in January.

### Coupon Deal

In the Chicago area when you buy Lawry's Spaghetti Sauce Mix you have a delicious spaghetti dinner and get a 25¢ refund. Lawry's Foods of Los Angeles, California will send a quarter towards the purchase of a package of Fould's Spaghetti if the customer will send an empty package of the mix, plus the front panel from the spaghetti package to them. Offer is limited to one per family and is void where prohibited by law.

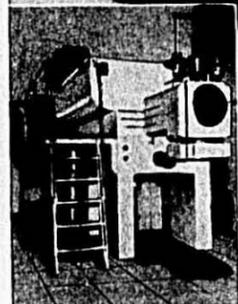
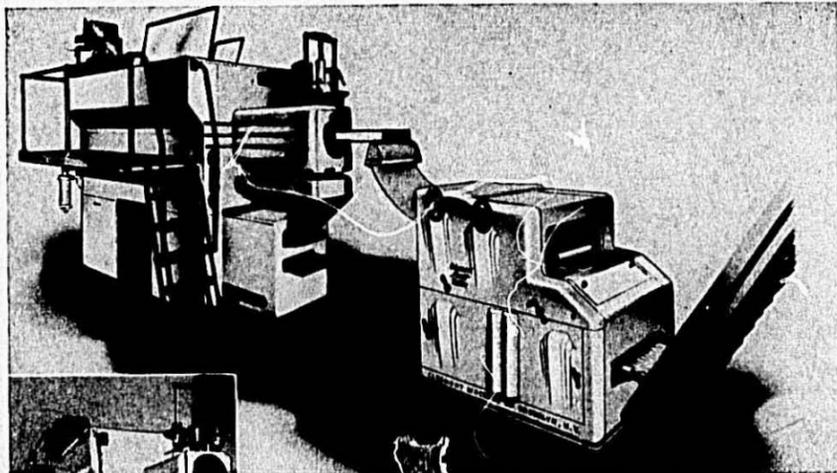
### Grocery Volume a Minor Part of Income

Although Total Disposable Income increased 8.4% in 1966, Per Capita Disposable Income increased only 7.4%. Even so, this was a figure substantially ahead of 1965, with the increase in population during the year accounting for the smaller gain. Data from Nielsen Retail Index, Sales Management.



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Clermont Extruded Noodle Dough Sheeter VMP-3



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

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VMP-3 with short cut attachment.

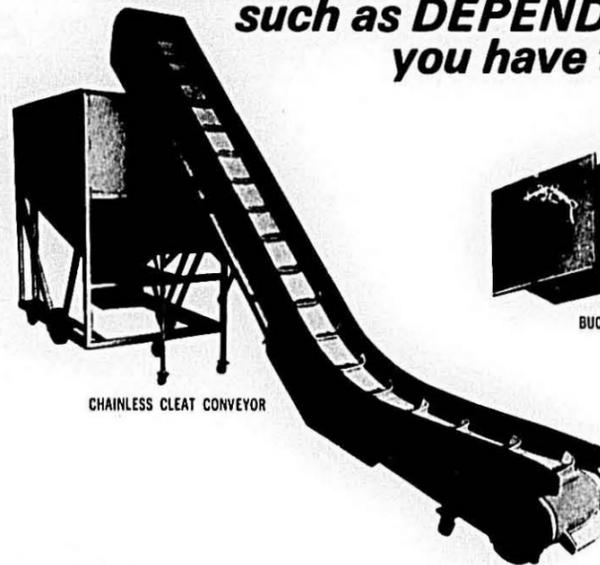
- C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.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

*Clermont Machine Company Inc.*

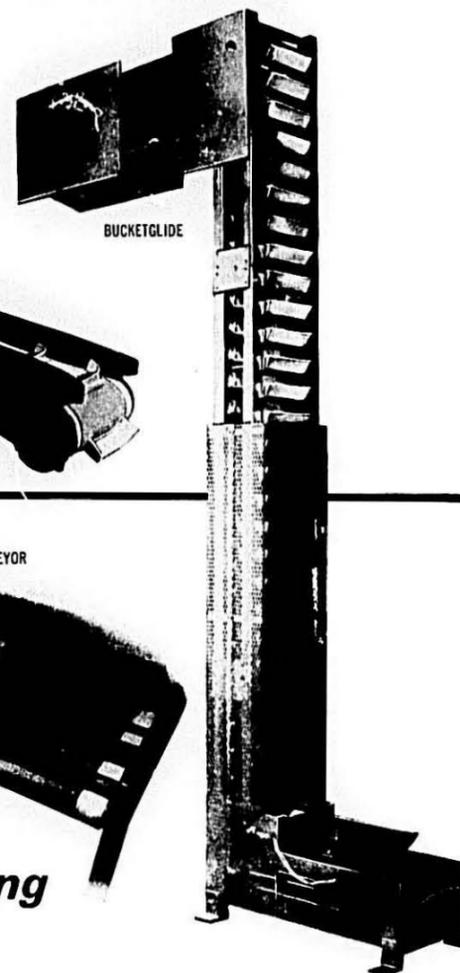
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FEBRUARY, 1968

37



George N. Kahn

# SMOOTH SELLING®

by George N. Kahn

## THERE'S MORE TO SELLING THAN PRICE

This is No. 38 of 42 sales training articles.

concentrate on the quality aspects of your product.

Frank Lorrimer, a phenomenal earner in an expensive gear line, once told me:

"When a prospect starts talking price I give him my deaf ear. I pretend I didn't hear him and continue with my sales talk. I have found that if I'm a good enough salesman he is going to forget about the price angle and listen to my pitch for quality."

You have a duty to both your company and yourself to talk quality. The degree of excellence contained in your product is a major, not a minor part of your presentation.

### What Is Quality?

Quality is simply the superiority your product enjoys over another. Both the Cadillac and Ford cars can rightly claim quality, but Cadillac has more of it.

Compare two pairs of shoes, one selling for \$25 and the other, \$10. The more expensive shoe will have better lining, leather and sewing.

Approximately the same amount of material is needed to make a \$150 suit and one selling for \$49.50. However, you get your \$150 worth of suit in the quality of the material and tailoring.

Prestige is a factor often associated with quality. Don't carry the analogy too far. True, some persons, buy an item only for its prestige value, but most people want their money's worth in recognizable quality. They want to see features that set the item apart from other products. Your buyers are interested in the important differences in your product.

### Who Buys Quality?

More people than you think. If cheapness were the only factor in selling, everyone would own the lowest priced automobile, dress in shoddy clothes and buy the least expensive furniture, jewelry, sporting equipment and education.

The prospect you call on may be a tough bargainer but look around his plant. You'll readily see that he didn't buy the cheapest equipment he could find.

There are many buyers today who have stuck with high quality merchandise for years and would not think of changing despite all the price blandishments in the world. They have built their reputation on quality and would do nothing to jeopardize that good name.

A few years ago the advertising agency for an established cereal firm suggested to the president that the package design be changed to make it more modern.

"You can make all the equipment changes you want in the plant," he told his staff, "but the package strays the same. That package means quality and is so recognized by the consumer."

The American buyer is a funny animal. He'll display a fierce loyalty to a product that has given him satisfaction.

### Backdrop for Quality

Backdrop is a theatrical term. It is the artificial background against which a production is staged. The backdrop is important in creating the right mood or atmosphere for the scene. If the hero and heroine are supposed to be enjoying a circus, the backdrop will show wild animals and calliopes.

The appropriate backdrop is important in selling also—particularly in selling quality. Just as Tiffany would not put a diamond necklace in a cheap looking box, so you must not cheapen or degrade your product by skimping on the props.

This includes more than your sample cases, display kits, literature or audiovisual materials. These are necessary but even more important is that you yourself act like quality. If you are trying to convince a buyer of the quality of your product you must make him see the quality in you. Dress right, talk correctly and demonstrate complete sincerity and conviction. Reek of class and quality.

A big West Coast aircraft factory needed a small engine part it found cheaper to buy than to make. Several salesmen from small firms came running for the order.

The airplane plant's purchasing agent gave the business to a young salesman who had been sixth in line.

Over lunch one day, the purchasing agent explained how he arrived at the decision.

"Well, in the first place," he said "the guy's product was first class. Our engineers gave it a thorough going over and it met every test.

"But this salesman impressed me more than any of the others with his manner, refinement and his general appearance. He was selling a good product and he acted like it. Another thing: Even though his outfit was small and we were big, he didn't grovel or beg. He kept his independence all through the interview and I respected him for it. So many salesmen even with a good product, are servile and mealy-mouthed. Those kinds embarrass me or make me nervous."

### Point Out Features

Some salesmen figure that if they hang a sign saying "Quality" on their product there is nothing more to do. They don't actually put a sign on, but they try to accomplish the same thing by repeating the word "quality."

You must do more than merely mention the word quality in connection with your merchandise or service. You must point out and comment on its superior features. Make the buyer see for himself why your product should be bought. If it has some feature or design that no one else has, call it to the prospect's attention. Don't expect to get by on reputation alone. Even Cadillac and Rolls Royce spend millions of dollars advertising and promoting their automobiles.

Also emphasize features the buyer may be especially interested in. A tailored presentation is always more successful than a hit or miss one.

### Hidden Value

Some quality features stand out like a lighthouse beam on a dark night but others must be revealed by the salesman. Certain products have hidden values which are not readily apparent. For example, you may be selling an electric generator that looks and operates like most other generators on the market. But if you can show reports from an independent testing company or an endorsement from well-known users, you can sell the motor even if it does cost more than others. This is the hidden value in your product.

A prospect will buy a more expensive item but he needs a good excuse to do it. You must plant in his mind the idea that it is sound judgment to choose your product even though it costs more.

Various persons living in different parts of the world pay as high as \$700 a year to have the *New York Times* shipped to them. They are willing to pay the price because the *Times* is one of the world's great newspapers. No paper in the United States can duplicate its coverage of the news.

Certain individuals will buy only Swedish glass because of its international reputation for high quality. It is also very high priced.

A father I know went to five stores before he found a sled of a particular make for his son. The sled he bought cost more than others, but he was only too happy to pay the price.

If you can prove that your product is of superior quality, the price tag need not worry you.

### Quality in the Service

You may have the same product as your competitor, but your firm offers better service. Hit that point hard as a quality feature of your company.

The loyalty of a firm toward a customer means a great deal to the latter. He wants assurance that the seller will stand behind the product and live up to its commitments. This you must impress on the buyer. Bring in recommendations from other customers; emphasize the goodwill your outfit has created as much as you do the product.

If possible, bring along a management executive from the home office to underscore your promise.

Lon Hiller, a computer salesman, sold his firm on the idea of occasionally sending along a headquarters man with the salesman. Sales increased 30 per cent as a result.

Quality comes in many forms, and the ambitious salesman will take advantage of its selling power. Don't be shy about pushing quality over price. This takes real salesmanship, but the payoff will make it more than worthwhile.

The price merry-go-round has gone far enough. It's time salesmen got out and sold on merit.

Are you emphasizing quality enough? Here's a means to help you tell. If you can score at least seven times with a "yes" answer you are on the right track.

### Yes No

1. Do you stress the quality features of your product? — —
2. Do you show your product in an atmosphere of quality? — —
3. Are you convinced that price is not always the most important part of selling? — —
4. Do you feel at ease in talking about quality? — —

5. Do you emphasize the service your firm can provide the buyer? — —
6. Do you research the product for hidden value? — —
7. Do you manage to override the buyer's concentration on price? — —
8. Does your appearance and manner suggest quality? — —
9. Do you know why people pay more than they have to for products? — —
10. If so, do you use this lesson in your selling? — —

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## REPRINTS FOR YOUR SALESMEN SMOOTH SELLING by George N. Kahn

Reprints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8 1/2 x 11" three ring binder, each reprint includes a self-evaluation quiz.

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- 1 to 24 listed in earlier issues.
25. Use More Than One Basket
26. Close The Deal And Exit Quickly
27. Selling Sincerely
28. Re-Charging Your Battery
29. Beyond The Line of Duty
30. Don't Lend Money To Buyers
31. Analyzing The Turndown
32. The Single Item Sale
33. Calling On The New Account
34. Words Are Power
35. A Customer Has A Name. Know It
36. Use Your Allies
37. Research Before You Sell
38. Selling Quality
39. Put Color in Your Call
40. Keep Off the Black List
41. Getting Up From a Fall
42. What About Payola?
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NEXT MONTH:  
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## CLASSIFIED ADVERTISING RATES

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**FOR SALE**—One Ambrette Automatic Press for the production of short cut macaroni with round die head and cutter attached to press. Output 1,000 pounds, press in extremely good condition, also equipped with vacuum pump. Box 249, Macaroni Journal, Palatine, Ill. 60067.

**FOR SALE**—One Braibanti Stamping Machine for the production of fancy items such as bow ties, midget bows, etc. Output per hour based on dry product equal to 500 to 600 pounds. Stamping machine in excellent condition. Box 250, Macaroni Journal, Palatine, Ill. 60067.

### A Brevy of Beauties

"The Golden Girls from Golden Grain"—a float boasting eight beautiful 1987 Miss California World finalists was one of the key attractions at the Hollywood Santa Claus Lane Parade on Wednesday, Nov. 22, Thanksgiving Eve.

The Golden Grain Macaroni Co., San Francisco-based manufacturer of "Rice-A-Roni" among other national branded products, headed by its vice-president and director of sales—Tom De Domenico, sponsored the entry.

The float depicted grain fields and the bounty of the California soil with a cut out of the state enroled with gold aluminum foil. At the head of the float were the words, "Miss California World" with the labeling "Golden Grain Macaroni Company presents the Golden Girls of the Golden State" emblazed prominently.



The Golden Girls from Golden Grain

Immediately to the front of the float was "Miss Golden Grain," Johnnie Lee, dressed in a skin-tight golden sheath. The "Miss Washington World" and first runnerup in the "Miss World USA" Pageant, boasts of blonde hair and chameleon eyes that she claims change colors according to her mood or the clothes she wears.

The five-foot-six-inch beauty is also a native Californian and has an active interest in sports while holding down a 165 per game average in bowling.

At the head of the float on the highest level, was "Miss California World"—Joy Bush. Joy, another golden blonde, is blue-eyed and stands five-foot-six. She is a graduate of Ramona High School in Riverside, Calif., and is currently a senior at the University of California at Riverside.

### Ladies-in-Waiting

The six ladies-in-waiting, who were dressed in white formals, include:

Teri Barna, five-foot-six-inch brown-eyed brunette and vivacious full-blooded Hungarian who came to the United States seven years ago. The 18-year-old beauty was Miss Congeniality in the Miss California World Pageant and was one of the 15 finalists.

Another lady-in-waiting was Shery Bain, a 19-year-old brown hair and brown-eyed beauty who is reigning as Miss New Mexico World. She stands a pert four-foot-five inches tall.

Tonia Powell was another in the court of elegant golden beauties. Her brown hair and brown eyes help set off a five-foot-eight inch curvaceous figure. The UCLA sophomore was third runnerup in the Miss California World Pageant.

The fourth lady-in-waiting was Suzie Glickman, Miss Los Angeles World. The Granada High School graduate and

Valley College student features brunette hair and blue eyes. She stands five-foot-eight inches.

Another member of the court was Sandy Neilson, 20-year-old Miss Photogenic in the California World Pageant. She is a lovely blonde hair and blue-eyed beauty who stands five-foot-seven inches tall.

The final member of the Miss Golden Grain court was Peggy McNeill, third runnerup in the Miss USA World Pageant. The five-foot-six inch brown-haired and blue-eyed beauty hails from Corona, Calif. She is currently a senior at Corona High School.

### Float Staff

Beside Tom De Domenico, the balance of the float staff included Paul De Domenico, vice president and director of advertising for Golden Grain; Nita Bain, State Coordinator, and Emery Fried, executive director, Miss World Beauty Pageants and Henry von Morpurgo, public relations and marketing consultant.

### At Prince Macaroni

Sam Panessiti has been named assistant treasurer of the Prince Macaroni Mfg. Company.

In a second administrative change, Frank Morelli has succeeded Tom Boudreau as head of the company's data processing department. He had been associated with Honeywell.

Panessiti, formerly controller at Cleg-horn Folding Box Co., a Prince subsidiary, will direct accounting and data processing procedures for all Prince branches. He will also take over the credit department currently administered by Pat Giovinco who has retired after 26 years with the Prince Company.

### Creamette Broker

Continental Food Brokerage Co., Detroit, are representing Creamette Company products in the Detroit Metropolitan area beginning January 1, 1988. The announcement was made by Creamette vice president A. J. Westerberg.

Creamette produces both dry and frozen macaroni products. Headquartered in Detroit, Continental has offices in Grand Rapids and Flint, Michigan; Toledo, Ohio and Fort Wayne, Indiana.

### Soup Mix in Nashville

In a consumer survey of the Nashville, Tennessee market, TV station WSM reports the following shares of market for soup mix: Lipton 68%; Knorr 19%; Wyler's 3% and McCormick 3%.

### Macaroni Quiz



1. What famous movie star said, "Everything I've got I got from eating spaghetti"? (a) Gina Lollobrigida (b) Sophia Loren (c) Shirley Temple.



2. The Chinese enjoyed macaroni products in various forms as early as? (a) 5000 B.C. (b) 1500 A.D. (c) just after the egg roll.



3. According to law, egg noodles must contain—in addition to semolina, flour and water? (a) 10% egg solids (b) 5.5% egg solids (c) one meatball.



4. The Department of Agriculture reports a record world wheat crop for 1986. How many bushels will that be? (a) 940 thousand (b) 8.4 million (c) 8.4 billion.



5. The Diamond Packaging Products Division provides top quality packaging to the Macaroni industry by which printing method? (a) Offset Lithography (b) Letterpress (c) Gravure.

Answers to Quiz:  
1. b. 2. a. 3. b. 4. c. 5. b. Take your pick.

## IS SHE MADE OF SPAGHETTI?

Next to the hot dog, macaroni products such as spaghetti and noodles (with hamburger) are mealtime favorites of millions of Americans of all ages. How much do you know about macaroni? Try this Diamond Packaging Products Division Quick Quiz and see.



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