

**THE  
MACARONI  
JOURNAL**

**Volume 53  
No. 1**

**May, 1971**



# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION

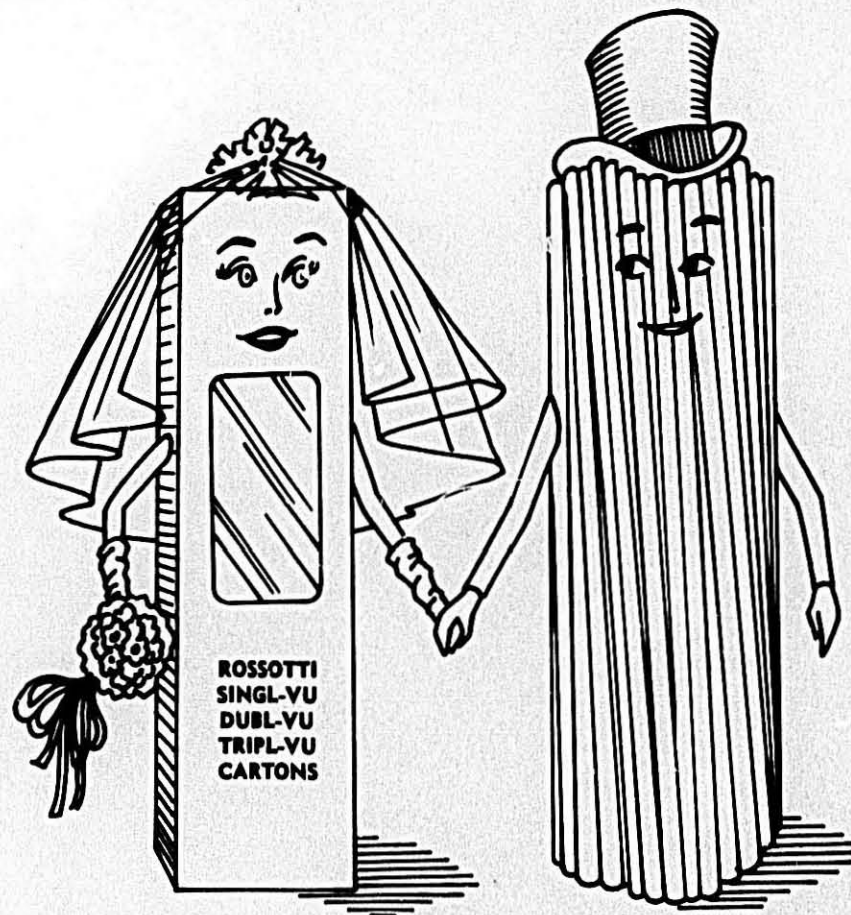


MAY, 1971

Macaroni Solves  
Menu Problems







# A Happy Marriage

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services that cover every step of production from creative concept to completed package. Our specialty is four and six color offset lithography that is quality controlled every step of the way. But best of all we offer experience. At Rossotti, we know marriages are made in heaven, but it takes work to make one last.

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## The Macaroni Journal

May  
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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
P.O. Box 336, Palatine, Illinois. 60067.

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### Cover Photo

Macaroni with Sausage Eggplant Sauce is a new color transparency being sent by the National Macaroni Institute to food editors of papers with rotogravure. Recipe appears on page 4.

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## Solve Menu Problems With Macaroni

**W**HATEVER your menu problem—monotony, budget, finicky appetites—there's a macaroni dish to solve it. As a menu brightener, the National Macaroni Institute recommends a spicy sausage served over elbow macaroni. The recipe uses a mixture of hot and sweet Italian sausage along with eggplant in an herb-seasoned tomato sauce. It's easy enough to do, though the sauce needs to simmer awhile; just start it early, even completely cook it and re-heat, if that fits your schedule. Another time you could serve the same sauce over one of the spaghetti products.

And speaking of spaghetti, it goes well with a topping of pork curry, too. Plan to use this new recipe soon while pork is still plentiful and priced reasonably.

The first recipe is Italian in character, the second inspired by mysterious India, and the third offering takes its cue from Chinese cookery. Chicken, also bargain-priced, combines with crisp, colorful vegetables in a soy flavored mixture which takes very little cooking time.

### Macaroni with Sausage Eggplant Sauce (Makes eight servings)

1 large eggplant  
(about 2 pounds)  
¾ pound each:  
Italian hot sausage  
Italian sweet sausage  
½ cup water  
1 tablespoon olive oil  
½ cup chopped onion  
2 large cloves garlic, crushed  
1 can (28 ounces) plum tomatoes  
2 cans (8 ounces each) tomato sauce  
1 teaspoon basil leaves, crushed  
Salt and freshly ground black pepper  
2 tablespoons salt  
6 quarts boiling water  
4 cups elbow macaroni (16 ounces)

Peel the eggplant and cut into ½-inch cubes; set aside. Remove casing from sausage links and break into chunks. In Dutch oven or kettle, cook sausage in ½ cup water for ten minutes, tightly covered, stirring occasionally. Drain off water; saute sausage until lightly browned. Remove sausage from Dutch oven; add olive oil and heat. Stir in onion and garlic; saute until lightly browned. Add sausage, eggplant, tomatoes, tomato sauce and basil. Simmer covered for 45 minutes, stirring occasionally. Uncover and simmer 15 minutes more. Season sauce to taste with salt and pepper.

About 15 minutes before sauce is done, 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. Serve macaroni with sausage-eggplant sauce and Parmesan cheese, if desired.

### Spaghetti and Pork Curry (Makes four to six servings)

1½ pounds pork shoulder, cut in 2 x ¼-inch strips  
2 tablespoons butter or margarine  
½ cup sliced onion  
¼ cup chopped green pepper  
1 tablespoon curry powder  
1 teaspoon salt  
¼ teaspoon pepper  
1½ cups evaporated milk, (large can)  
1 medium apple, cored, pared and shredded  
1 tablespoon flour  
1 tablespoon salt  
3 quarts boiling water  
8 ounces spaghetti

Brown pork in butter; drain off any excess fat. Add onion and green pepper. Stir in curry powder, 1 teaspoon salt, pepper and ¼ cup water. Bring to boil. Cover and simmer 45 minutes. Add milk and apple; cook uncovered 15 minutes longer or until pork is tender. Blend flour with 2 tablespoons water. Stir into curry; boil 1 minute, stirring, until sauce thickens.

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

### Egg Noodles Chinese Style (Makes four servings)

2 tablespoons salad oil  
1½ cups sliced onions  
(about 2 large onions)  
1½ cups diagonally sliced celery  
cut in 1-inch slivers  
2 tablespoons cornstarch  
½ cup cold water  
2 cups chicken bouillon  
2 tablespoons soy sauce  
½ teaspoon sugar  
2 cups diced, cooked chicken  
freshly ground black pepper  
2 canned pimientos, diced  
1 tablespoon salt  
3 quarts boiling water  
8 ounces fine egg noodles  
(about 4 cups)

Heat oil in large skillet over medium heat; add onion, celery and green pepper and saute about two minutes. Cover skillet and steam vegetables until tender, about 5 minutes. Blend cornstarch with water; stir into bouillon with soy sauce and sugar. Add bouillon mixture to skillet with chicken; cook over low heat for about ten minutes stirring occasionally. Season to taste with pepper and stir in pimiento.

Meanwhile, 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.

Place noodles in hot serving dish and top with vegetable sauce mixture. Serve with additional soy sauce if desired.

### Cover Photo

The cover photo, Macaroni with Sausage Eggplant Sauce, has been sent as a color transparency by the National Macaroni Institute to newspapers with rotogravure, including the following:

Virginia Heffington  
Long Beach Independent  
Press Telegram

Joy Gullid  
Montreal Gazette

Agnes Edwards  
Miami News

Kathleen K. Whalen  
Wichita Eagle

Beth Bartle  
Philadelphia Bulletin

Ruth Wood  
Nashville Banner

Opal Crandall  
San Diego Union

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Washington, D. C. Post  
and Times Herald

Isabel DuBois  
Chicago Daily News

Dorothy Crandall  
Boston Globe

Ann Kellenstine  
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Julie Benell  
Dallas Morning News

# ADM Milling Co.



## Mailing to Grocers

The National Macaroni Institute has sent a mailing to the macaroni buyer and grocery merchandiser of some one thousand grocery chains and cooperatives.

The envelope says in red print: "You have to pull a lot of strings these days to make a maximum profit!"

By pulling a red string then a series of a half dozen brightly colored cards come out of the envelope.

### The Right String

First card says: "You've sure pulled the right string this time. When you feature macaroni products in your displays you are spotlighting products which:

"Every year are accounting for record sales . . . 1½ billion pounds last year.

"Are among America's top favorite dishes such as macaroni and cheese, spaghetti and meat balls and egg noodle casseroles.

"Deliver multiple related item sales in the following departments in your stores."

### Dairy Products

Card number 2 says: "Macaroni products move dairy items such as—cheese, milk, butter, eggs, cream, cottage cheese, sour cream—". Dairy products are pictured.

### Grocery Items

Card number 3 says: "Macaroni products star in sale of grocery items also—mayonnaisse and salad dressings, canned tomatoes and tomato paste, spices, canned vegetables, olive or vegetable oil—". Pictured are canned peas, canned tomatoes, salt, mayonnaisse, salad dressing, oregano.

### Meats

Card number 4 says: "Macaroni products move meats and fowl—ground beef, ham, chicken, chops, steaks, sausage—" and these are illustrated.

### Produce

Card number 5 says: "Macaroni products push produce as well for sauces and salads—onions, celery, peppers, parsley, carrots—"

### Sales Builder

Card number 6 says: "Macaroni products deliver top related item dollars—for instance, a one-pound package of spaghetti delivers \$2.18 in related items based on a popular spaghetti and meat ball recipe for a family of six.

Company	Brand Name
American Beauty Macaroni Company	American Beauty
Anthony Macaroni Company	La Paloma, Party
Bravo Macaroni Company	Bravo
California Vulvan Macaroni Company	Vulcan
John B. Canepa Company	Red Cross
Catelli-Habitant, Ltd.	Catelli
Conte Luna Foods, Inc.	Conte Luna
The Creamette Company	Creamettes
Cumberland Macaroni Company	Alpine Eagle
Delmonico Foods, Inc.	Delmonico
El Paso Macaroni Company	R-F
Golden Grain Macaroni Company	Golden Grain, Mission Brand
Gooch Food Products, Inc.	Gooch's Best
A. Goodman & Sons, Inc.	Goodman's
I. J. Grass Noodle Company	Mrs. Grass'
Horowitz Bros. & Maragareten	Horowitz
Ideal Macaroni Company	Ippolito's Ideal
Inn Maid Noodle Company	Inn Maid
Jenny Lee, Inc.	Jenny Lee

V. La Rosa & Sons, Inc.	La Rosa, White Pearl
D. Merlino & Sons, Inc.	La Premiata, Russo
C. F. Mueller Company	Allita
National Food Products, Inc.	Mueller's
New Mill Noodle & Mac. Company	Luxury
O B Macaroni Company	New Mill
Paramount Macaroni Mfg. Company	Our Best
Pennsylvania Dutch-Megs, Inc.	Paramount
Porter-Scarpelli Macaroni Company	Pennsylvania Dutch, Cavalier
Procino-Rossi Corporation	Porter's
Ravarino & Freschi, Inc.	P-R
Ronco Foods, Inc.	R-F
Ronzoni Macaroni Company	Ronco
San Giorgio Macaroni, Inc.	Ronzoni
Schmidt Noodle Mfg. Company	San Giorgio
Shreveport Macaroni Mfg. Company	Schmidt's
Skinner Macaroni Company	Banquet
Superior Macaroni Company	Skinner, Roma
The Weiss Noodle Company	Superior
Western Globe Products, Inc.	Mrs. Weiss'
A. Zerega's Sons, Inc.	Globe A-1
	Columbia

"And here are the members of the National Macaroni Institute who are backing a program to build greater consumer awareness in their products and related items.

List above is given.

### Nutrition Awareness

The symbol of the Nutrition Awareness Campaign, "Eat the Basic 4 Foods Every Day," is shown. National Macaroni Institute is supporting this effort.

### R & F Acquires Canepa

The John B. Canepa Company of Chicago, manufacturers of Red Cross macaroni products, was purchased and will operate as a division of Ravarino and Freschi Inc., of St. Louis. Frank D. Allen will continue as President of the John B. Canepa Company Division.

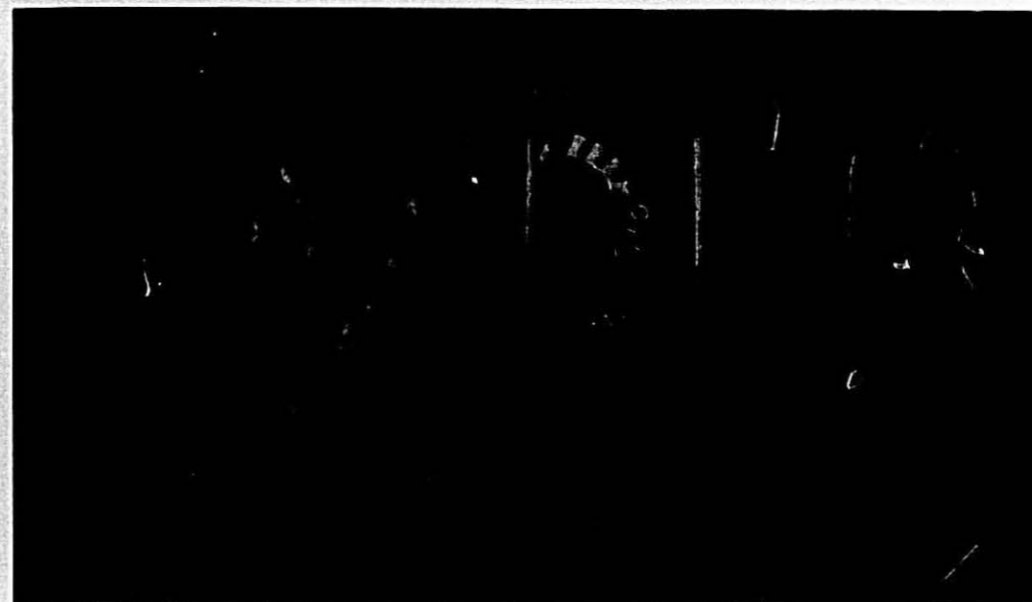
### Testimonial

Mrs. Anne Adams, home economics teacher of Valley Central Middle School in Montgomery, New York, writes the National Macaroni Institute:

"We find your leaflet "What's Cooking Here? Macaroni!" very useful in our eighth grade home economics program. We would like to have a copy for each student. Would a quantity be available free of charge? We have 150 students with average class sizes of 20. She got her leaflets at no charge.

### Clorox Acquires GSP

Grocery Store Products Company became a wholly owned subsidiary of Clorox Co., Oakland, California as of April 1.



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## Macaroni Standards Threatened

For some time General Foods has had a marketing permit from the Food & Drug Administration for a product called "Golden Elbow Macaroni." The composition was 60% yellow corn meal, 30% soy, 10% wheat flour. It was claimed that this product contains more than seven times the protein rating of regular macaroni; that two ounces (one cup cooked) has a protein rating equal to 60%-100% of the recommended food items for the Type A school lunch; that one cup of cooked product would supply one-third of protein of a child's (ten years or younger) recommended dietary allowance calculated from tables of National Academy of Sciences and National Research Council.

On February 22, 1971, FNS Notice 218, from the Food & Nutrition Service, U. S. Department of Agriculture, Washington, D.C. was sent to regional offices and State Agencies. It stated: "Protein-Fortified, Enriched Macaroni-Type Products (B-2)—Enriched macaroni-type products meeting the following requirements may be served in the Type A School Lunch as an alternate to meet up to one-half the minimum requirement for two ounces of cooked meat. For this purpose, one ounce equivalent dry product, which will measure one-half to three-fourths cup cooked, will serve as alternate to one ounce of meat if served in combination with meat, poultry, fish or cheese to meet the remaining requirement."

"Protein-fortified, enriched macaroni-type products include macaroni, spaghetti, vermicelli and similar formed products made from cereal flours or meals, alone or in combination with one or more ingredients with a relatively high protein content such as an oilseed flour, nonfat dry milk or derived protein concentrates, and include the vitamins and minerals specified under 'Chemical Composition.' Optional ingredients include amino acids or their salts, binders or other ingredients that serve a necessary and useful purpose."

On March 3, the Federal Register carried notice that the Food & Drug Administration proposed the establishment of a standard of identity for "enriched macaroni products with improved protein quality." The trade press noted that this was on FDA's own initiative inasmuch as the announcement came close on the heels of a statement by General Foods' Chairman C. W. Cooke before the Senate Select Committee headed by Senator George McGovern of South Dakota that this product which had the equivalent nutrition of beefsteak was being held up by

"bureaucratic red tape."

The Standards Committee of the National Macaroni Manufacturers Association held an emergency meeting on March 18 and asked for a delay in the hearings in order to canvas the industry and form an opinion. On April 5, a delegation from the macaroni industry met with a group of representatives of Food & Drug Administration and the Department of Agriculture. They asked, "Why the urgency in holding these hearings?" The government people responded that they were under pressure.

Industry members observed that macaroni for centuries has been a wheaten food, that the standards promulgated by the Food & Drug Administration and adopted by industry have been rigid and this has given the macaroni business stability. Macaroni is the only wheat food that has shown a steady increase in consumer acceptance. Consumer acceptance declined when widespread substitution was forced upon the industry during the durum shortage in the 1950's.

Years of cooperative work by macaroni manufacturers with the durum growers and durum millers in product promotion to develop consumer acceptance and the protection of consumers by the standards will go down the drain if any one can come along and usurp the name "Macaroni" to apply to any cereal food extruded into the shape of an elbow. It would open the door wide for substitutions of inferior ingredients and in effect nullify the purpose of having standards.

There is no objection to the idea of an engineered food being offered to the government for feeding programs but the macaroni industry does not want those products to be called "Macaroni."

Vincent F. La Rosa, president of the National Macaroni Manufacturers Association, observed that the purchase of a special product by School Lunch Program would create a monopoly for the producers of the specialty. Small manufacturers who now enjoy School Lunch Program purchases will not be able to economically justify a short run of a corn meal product for a single customer so the business will gravitate into the hands of a few producers.

A request was made that an extension of time would be essential to test the product to see if it produced the nutritional claims made for it and also to see if a product made from the optional ingredients in the present standards might not produce the same desired results.

Preliminary tests indicate that the

corn-soy-wheat product lacks firmness when cooked. Using as a firmness criteria the work required to shear a single strand of product on a gram-centimeter base, with 5.00 considered optimum for acceptability, the corn-soy-wheat product rated 1.37 compared to 4.97 for a straight semolina product. The amounts of solids lost during the cooking process was about twice as much for the corn-wheat-soy blend as for durum products and the net weight increase of the material was about 18% less for the corn-soy-wheat blend.

Testers said the texture of the cooked corn-soy-wheat was grainy, that the product was soft to the palate and that it had the distinct taste of corn and soya. In short, while the product looks like macaroni it does not taste like macaroni and any lack of consumer acceptance can undo all of the efforts of quality control, improvement in strains of durum wheat, and the benefits of the Standards of Identity for the past many years.

The Standards Committee was scheduled to meet again on April 14 to formulate an industry statement for the hearings.

### Green Talks to Grain Shippers

Inclusion of regular spaghetti and macaroni in domestic relief programs is being urged by the National Macaroni Manufacturers' Association, Robert M. Green, executive secretary, told a meeting of Minneapolis Grain Shippers' Association in Minneapolis recently. The regular macaroni would supplement the wheat and soy macaroni that the Minneapolis Commodity Office has been purchasing each month. The request have been for wheat and soy macaroni or milk macaroni but the purchases have all been wheat and soy, except for a small amount of a corn-soy-wheat product for "test marketing" on Indian reservations.

A.S.C.S. first purchased macaroni for domestic relief distribution in May, 1970, and indicated that monthly needs would be around 3,000,000 lbs.

Mr. Green said representations were made to U.S.D.A. officials in Washington by Vincent F. La Rosa of V. La Rosa & Sons, Inc., Westbury, N.Y., who is president of N.M.M.A., and James J. Winston of Jacobs-Winston Laboratories, Inc., New York, who is director of research for the association, "in an attempt to get regular spaghetti into programs as a vehicle and carrier for nutritious foods."

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## International Multifoods Optimistic on Durum

When International Multifoods outlined expected growth areas to a group of securities analysts in December, expansion of its durum and semolina products was given top priority.

"Even in these days when we have been pursuing a rapid diversification," said Sal F. Maritato, division vice president for durum sales, "we're still hanging on to the basics. Our company was born a milling company and we'll be producing durum products as long as a market remains for them."

Maritato said he expects that market to be around for a long time based upon some observations made during the past year.

"I can remember when we were fighting the image of pasta as strictly an ethnic food," said the 12-year industry veteran. "It looks as if we've finally shaken that image. Pasta products now are household words with young couples. When the young wife fixes spaghetti she thinks of it as a traditionally American dinner."

### Excellent Crop

He referred to the 1970 crop as "excellent," and said he is looking for a 20 percent growth in plantings to approximately 2.5 million acres in 1971.

"You've got to be optimistic about the future," Maritato continued. "The varieties we're growing now, mostly Leeds and Lakota, have a strong disease resistance. Our largest volume is in a new variety of Leeds, and the farmers seem to like its yields."

Maritato saw macaroni products making strong inroads into the fast food business. "Things such as bag packs and frozen dinners and the inclusion of macaroni into more and more school lunch menus all have a positive effect on consumption."

### Promotes Consumption

Multifoods has tried to encourage consumption of macaroni by introducing an attractive new advertisement showing a large variety of durum products.

Last year, according to Maritato, was Multifoods' best in the durum business since the Minneapolis-based company entered the business prior to World War II.



Sal Maritato, left, vice president of International Multifoods' Industrial Foods Division, arranges an assortment of pasta products used in the company's new durum advertisement. Lending a hand are Wayne Schweitzer, division advertising and merchandising manager, and Robert J. Bruning, Multifoods' Eastern regional quality control manager.

### Mill Modernization

"We've been expanding production in the mills and modernizing them," Maritato said, "but much of the credit has to go to the production department which performed a great job in the mills."

The durum area reflected the good year had by the company in general. In a year when many businesses were plagued by the recession, Multifoods' sales and earnings showed improvements over the first nine months and were expected to show improvements when the year-end figures become available.

### Continued Expansion

Executive vice president Darrell M. Runke, speaking before the securities analysts in December, said that in addition to durum, Multifoods was looking for continued expansion in the bakery mix product line, in the merchandising of corn, barley and soybeans, in new consumer products, in Venezuelan consumer products and in portion-controlled meats for institutional feeding in the United States.

### Diversification

The company's diversification last year included acquisitions and expansions of operations throughout the United States, Canada and Venezuela.

In June, Multifoods purchased Derivados y Alimentos de Maiz, C.A., a company which markets a pre-cooked corn flour which is a convenience form of a staple food in the Venezuelan diet.

Shortly before that, the company purchased Grand Valley Cannery to augment its extensive Canadian pickle operations.

In October plans were announced to acquire Neuhauser Hatcheries Limited which markets eggs, broiler and layer chicks and ready-to-lay pullets in Ontario and Quebec.

Just two weeks after that announcement, the U.S. Supersweet Division announced the acquisition of Mallquist Butter & Egg Company of Rockford, Ill. This company processes over 8.5 million eggs annually for sale to institutions, chain stores, dairies and independent supermarkets in northern Illinois, Metropolitan Chicago and southern Wisconsin.

Late in February two acquisitions were closed.

The Consumer Products Division considerably expanded its product line with the addition of the Kaukauna Dairy Company of Kaukauna, Wis., a major manufacturer and marketer of specialty cheese spreads.

Finally, late in February, the company acquired Osborn Laboratories, a Le Sueur, Minn., manufacturer and marketer of veterinary pharmaceuticals.

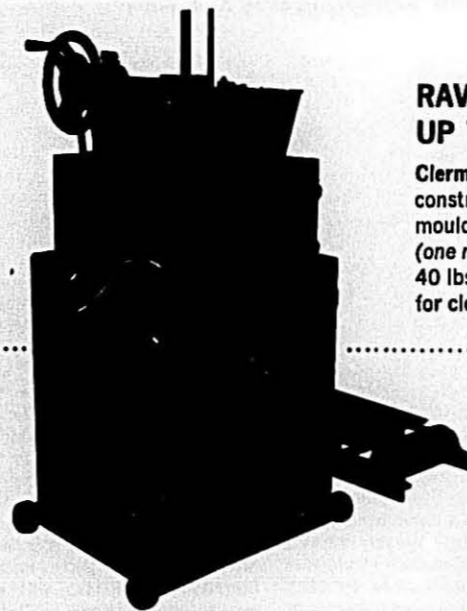
### Human Resources

Despite the rapid diversification, the feeling remains strong that the company's greatest assets are its human resources.

"We've got some great experience going for us in our department," Maritato said. "For instance, George Hackbush, head of our Chicago sales office, just completed 40 years of service. Andy Rondello runs the New York sales office. Here in Minneapolis we've got Bill Brezden and Don Pemrick, and we have John Koerner as our broker in the South and Jim Loughman on the West Coast.

"With our mills in New York and Minnesota and our experienced personnel, I think we're well equipped to keep ahead in an industry which is moving very well."

## Clermont builds machines that produce—

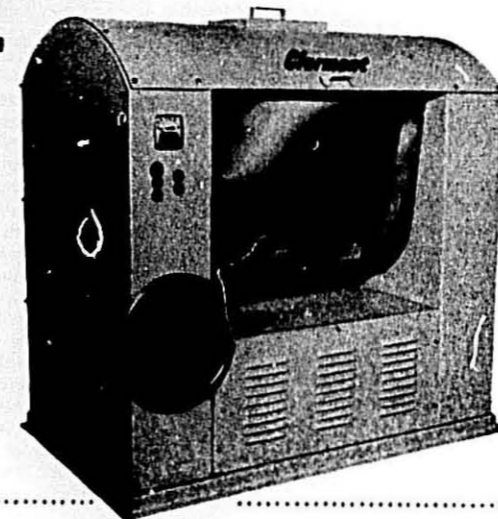


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## FLOUR - FOR PASTA AND ?

By Norton W. Risdal, Products Control, Peavey Company

The following paper was presented at the Twelfth Annual Symposium of the Central States Section of the American Association of Cereal Chemists at St. Louis, Missouri.

**H**ISTORICALLY, my contribution deals with the most venerable of extruded products. Macaroni, or pasta, products were reportedly introduced to Italy by Marco Polo on return from his renowned journey to Cathay. At that time, pasta products were very possibly produced by sheeting. The advent of extrusion as a processing method is not recorded to my knowledge. The acceptance of this form of cereal based food in Italy is well known to us all. In fact, pasta (or possibly, more correctly, dried formed dough pieces) probably ranks close to "bread" as a universally accepted food. It is certainly one of the most simple of foods. In their attempts to utilize cereals, early people partially refined the cereal and "reconstituted" it in a storable, easily prepared form. Even today pasta products are basically wheat that has been refined and reformed. Some evidence has been presented in the literature that some chemical changes do occur during processing. However, by and large, the characteristics of the finished pasta are those of the endosperm as it existed in the original wheat berry.

### Wheaten Food

The flour used for pasta products can vary widely. Actually, the food forms which we recognize as macaroni, spaghetti, noodles, etc. can be, and are, produced from other raw materials. However, in the United States the Federal Standards of Identity limit the raw material to wheaten products; i.e., semolina, durum flour, farina, flour or a combination of two or more of these materials. Through a process of natural selection, durum wheat milled into semolina or durum flour has proven to be the most satisfactory raw material. Durum is the best suited of all wheats for extrusion and also yields the highest quality finished product. In recognition of these factors, Italy requires by law that durum be used for pasta products.

Many of you may be unfamiliar with durum since it is a relatively minor crop. Production has varied during the past years from about 5 million to 110 million bushels. About 50 million bushels were produced this past year. Ap-



Norton W. Risdal

proximately 30-35 million bushels are utilized domestically. Roughly 80% is grown in North Dakota. Production contributions are also made by Minnesota, South Dakota and Montana. Very small amounts are grown in California, Washington and Idaho. Texas, at times, has produced small amounts. Durum is a Spring seeded crop. While varietal influence is important, soil and climate are particularly critical in the production of a quality durum. This situation is probably the prime reason for its limited range. Over the years I have had an opportunity to examine approved varieties of durum wheat grown outside of the so-called durum country and without exception, the quality has been unacceptable.

### Factors of Quality

What are the factors of quality in durum wheat? First, let us examine the products which are milled from durum wheat since these, at once, provide a clue to desirable characteristics. Semolina is the most renowned. It is defined in the Standards of Identity as a granular material, milled from durum wheat, all of which will pass through a U. S. No. 20 sieve and no more than 3% will pass through a U. S. No. 100 sieve. Large amounts of durum flour are also produced by the durum mills. Durum flour complies with the particle size standard imposed on wheat flours by the federal government; however, it is generally somewhat more coarse than the average hard wheat bakery flour. In order to produce these products, the millers seek out durum wheat which has a large, hard, vitreous berry. These

characteristics are particularly critical for the production of a maximum amount of semolina. For flour, a somewhat softer berry is acceptable (i.e., the "amber durum" or "durum" grades as opposed to the "hard amber" grade). In any case, color is exceedingly important. Presence of "black point" (a dark discoloration of the germ end sometimes extending into the crease and endosperm), "sick wheat," "gibberella" (a fungus which discolors the berry) and foreign material such as ergot, buckwheat, mustard seeds, stones and mudballs are very undesirable since if not removed from the wheat before grinding, their presence will be apparent as dark specks which are particularly objectionable in semolina. Durum wheat which has been damaged by frost or sprouting is avoided since these damage factors compound milling problems and may create processing difficulties for the pasta manufacturer. Sprouted wheat also will develop a brown color as it ages.

### Symbiosis

Before discussing the specifics of durum flour and semolina, it is worthwhile to examine a relationship which, I believe, is quite unique. Due to the small size of this industry, the plant breeders, the durum growers, the durum millers and the macaroni manufacturers work together very closely. Each member of the group recognizes the interdependence which necessarily exists. The plant breeder "tailors" his product to suit the other three members. The farmer grows durum that suits the miller and pasta processor. The latter two, by testing and consulting, provide information needed for decisions by the breeder and farmer. It is a remarkable example of economic symbiosis. Over the years, Canada and the United States have also successfully cooperated in durum breeding. As a result of these efforts, only a small number of durum varieties are grown. All are acceptable so that our quality problems are, generally, only those of Mother Nature's making.

### Good Flour

After this introduction, we will finally deal with the flour itself. I will use the term loosely to include both durum flour and semolina. We seek a flour which will process well into a product with good color and cooking quality.

Some of the tests used to evaluate other wheat flours have a somewhat different significance.

**Ash** will vary widely from year to year and within one crop. It is not normally a factor in wheat selection and is really only of value for mill control when grinding a particular wheat mix. Semolina ash may vary from the high 0.50's to the low 0.70's. Durum standard patent will vary from the low 0.70's to the high 0.80's. High, or low ash is not necessarily directly associated with color.

**Protein** is normally dictated only by the crop. Only if the crop has a weak gluten is an effort made to control the protein of the wheat mix. I am aware of only one year in the last 20 when this condition existed. In some few years, when a wide range of protein is available, the higher proteins are avoided since the higher protein wheat tends to have a color with a brownish cast.

**Enzymatic Activity** can be a critical factor in years of sprout and/or frost damage. A high activity can cause serious processing problems both at the extruder and in the dryer. Additionally, cooking quality is usually impaired. It has been our experience that the Amylograph or the Hagberg Falling Number are best suited for testing this factor. When using the Falling Number, we convert the values to Brabender Units as correlated to the Amylograph. I am unable to state any exact level of activity at which problems develop. It seems to vary in any particular year that the problem exists. At Peavey, we determine the acceptable level by a screening process which involves making pasta with our lab press and evaluating the processing and the finished product. I might say that we have never been able to produce the same characteristics exhibited by field sprouted durum by sprouting grain in the lab or by introduction of enzymes.

**Color** is of prime importance. We seek a product that is bright, or lacking grayness. The flour must have true yellow color with no hint of red or brown. Procedures are available to determine the actual content of carotenoid pigment; but, these are tedious and not suited to control work. A number of reflectance procedures have been used. One such method has been reported by the North Dakota State University Lab. Peavey has a method for internal use. A procedure developed by James Winston is the one most often used by the macaroni industry. However, due to numerous problems, none have gained

wide acceptance. Therefore, color is usually evaluated by a trained observer using an arbitrary standard and controlled lighting.

**Specks** are important quality factors in semolina. Their color may vary from the light brown of bran to the black of some grit particles. A number of procedures are used. Some labs count the number of specks in a given quantity of semolina. Others determine the number of specks in a given area of surface; i.e., so many square inches. At times, the specks are differentiated as to brown or black. At Peavey, we define the average number of specks per square inch without specifying the color.

**Gluten quality** is important. We have found the best method for evaluation is the old-fashioned method of washing a gluten by an experienced operator. Durum gluten is softer, more sticky, more extensible, less elastic than hard wheat glutes. All of our present durum varieties have adequate strength under normal growing conditions. While the Swanson apparatus and the Farinograph have been used, it has been our experience that these tests have not been as definitive as washing a gluten. At Fargo and the Grain Research Lab in Winnipeg where varietal testing is conducted, I understand these tests have been of some use. Except in years where the gluten is weak due to damage or growing conditions, a relatively few tests in the fall on new crop wheat will define the quality with respect to gluten. As an aside, high absorption is a disadvantage since in making pasta, any added water must be removed. Among its other qualities, durum has a lower absorption than does hard wheat.

**Grit** in the form of stones or mudballs is significant for semolina. The harvesting methods used for durum lend themselves to the inclusion of these foreign materials. They appear as undesirable specks in the finished products. Grit from stones will plug die and in the case of thin-walled products, may cause slitting of the side walls. Grit from mudballs will cause tear-dropped smears on the surface of the pasta. Determination is by flotation in carbon tetrachloride. Levels of grit should not exceed 0.0025%.

**Granulation** is important for semolina and granular which is a mixture of semolina and durum flour. As uniform a granulation as possible is desirable. The semolinas produced by the various mills are quite comparable, in this respect. Minimizing fine particles

enhances color; however, overly large particles will result in white specks in the finished pasta. It is important in this day of continuous presses to maintain a uniform granulation for all mill production since changes will affect water requirements and extrusion characteristics.

### Advantages of Durum

After this dissertation on durum, I should probably dwell on the advantages of durum as opposed to hard wheat. Two have been mentioned. A softer gluten lends itself to extrusion. Lower water absorption requirements mean less water to remove at the dryer. Color is an esthetic factor; however, almost all will agree that the yellow color of durum is more appetizing than the grayish white of products made from hard wheat flours. Durum pasta resists the rigors of cooking much better than do hard wheat products. Durum macaroni and noodles have a significantly better flavor and aroma than those made from hard wheat. The mouth-feel of durum products is considered to be more desirable. Durum yields pasta which is less subject to breakage which would result in losses during handling and packaging.

At Peavey we have developed a very sophisticated extrusion press. We use it regularly for evaluation of current production, wheat evaluation and selection, and experimental work. Working with customers, we have tested a large number of products using durum, durum with many other types of flours and durum and wheat flours with various additives. Necessarily almost all of this experimental and development work must remain confidential. Suffice it to say that the combinations of raw materials are extremely numerous. The characteristics of the products can be varied to a very great degree. We conducted some of the original work with concentric extrusion; i.e., inserting a filling into a tube as it is extruded. This technique offers great promise.

I commend this group for considering extrusion. It is a simple, low cost process with extreme versatility. In light of the type of foods coming on the market, I anticipate much more extensive use of this technique. Utilization of flour for this purpose is limited only by your own imagination.

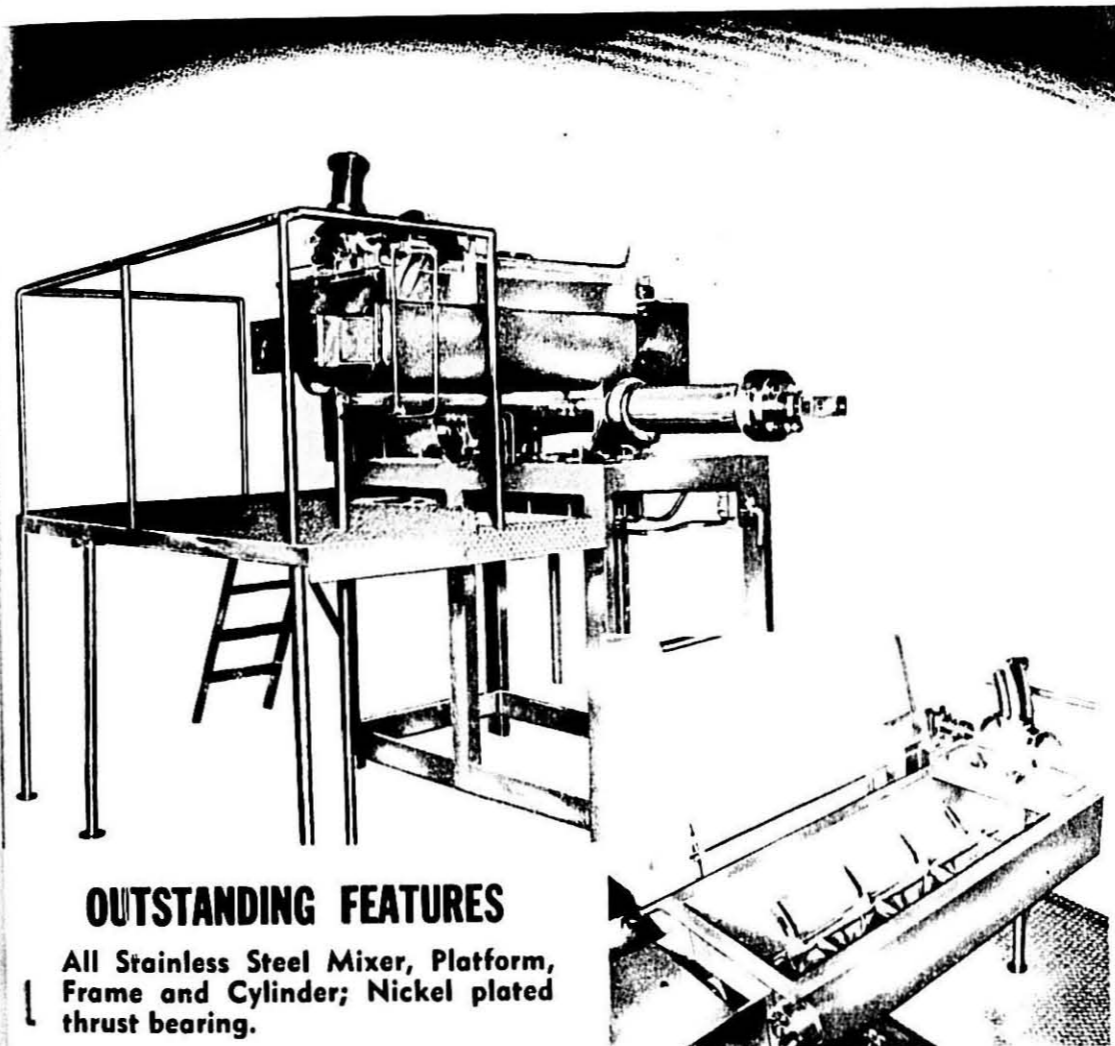
### Mill Grind Up

The durum mill grind for January-February, 1971 totalled 2,751,000 cwt. compared to 2,660,000 a year ago. The gain was 3.5 per cent. March grind was also heavy with Easter later this year.



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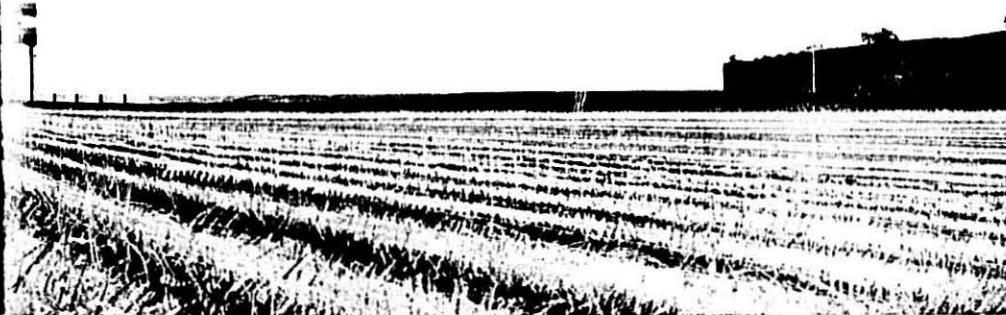


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### Mild Seasons

Nature favors the Broadmoor's setting with mild season changes, each welcomed for the outdoor treasures it brings. Golf on the two nationally famous Broadmoor courses is played all months of the year, swimming is year around in heated mountain spring water in two outdoor pools, indoor ice skating, hockey games and ice shows are performed throughout the year in the World Arena, there is horseback riding on scenic mountain trails, tennis, bowling, handball, squash, skeet shooting and fishing.

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In the main building is the Broadmoor Tavern, well known and popular since the construction of the Broadmoor in 1918. The decor here is timeless. Seven original Toulouse-Lautrec posters, purchased from the Louvre, are displayed in the main room. Adjoining this room is a dining area filled with tropical plants and trees, the entire ceiling is a sky light, the floor imported stone. An orchestra plays music



A panorama view of the Broadmoor Hotel of Colorado Springs.

for luncheon, dinner and dancing in the evening. The Tavern food service comes from the famous chefs of the Broadmoor Main Dining Room, which is sought for banquets and convention dinners.

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Country club atmosphere is gained in the Golf Club, now the oldest build-

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## The Lawry's Story



Ralph Frank, Jr.

**L**AWRY'S is a story of blending. of spices. The blending of foods and atmosphere. The blending of aggressively modern ideas and an obvious appreciation of the past. The blending of people and environments.

Lawry's is the story of creative innovation, of shrewd anticipation. Of excitement and warmth, of talent and practicality. A blending of imagination and reality.

Lawry's is a story of a company that understands what people want, provides more than people expect—and profits by doing both jobs well.

Lawry's is a food company. A manufacturer and marketer of specialty food products and a operator of highly individualized restaurants.

Lawry's is also a young and vigorous California-based company with a strong sense of heritage. A heritage which reflects the principles of co-founder Lawrence L. Frank. The corporate name is a contraction of his first name. The current president is the son and nephew of the founders.

And Lawry's is a successful company. A company noted for its innovative marketing and almost sixth sense of what the consumer wants and will buy.

### Creative Marketing

Lawry's history of creative marketing dates from 1938 and the opening of Lawry's The Prime Rib on La Cienega Boulevard in Beverly Hills. This remarkably successful restaurant pioneered a radically different idea in restaurants by offering a single entre, prime ribs of beef. And that was just

the first of many innovative food merchandising ideas developed at this remarkable restaurant. Featuring salad at the beginning of the meal—complete with a chilled salad fork and a spectacular tossing of the greens at tableside—was an important innovation. Carving and serving the beef at the table from gleaming stainless steel carts, even the featured baked potato embellished with butter, chives and other ingredients are much copied ideas developed at Lawry's The Prime Rib.

But more importantly, since roast prime ribs of beef cannot be adequately seasoned during the roasting process, Mr. Frank began experimenting with ways to season the beef after it was served. He rejected hundreds of different combinations, before he perfected a unique blend of salt, herbs and spices which he placed on the restaurant tables in a "third" shaker. That blend became known as Lawry's Seasoned Salt. It has grown to become the best-selling bottled spice blend in North America and many other countries throughout the world. And Lawry's Foods, Inc. was born.

### Not a Spice Company

Surprisingly, Lawry's is not a spice company. At least not in the usual sense. Lawry's does not sell single spices in pure form, but creatively blends spices, herbs and other foods into product which (in dry or liquid form) provide imaginative and dependable ways to increase variety in the modern menu. These products are not complete in themselves but are used in combination with other foods to increase their flavor and create exciting meals.

Lawry's salad dressings—both bottled and dry mixes in many flavor variations—are an excellent example. Lawry's "Private Blend" Garlic Salt is typical of the company's ability to do something unusual to an ordinary seasoning. Its distinctive appearance and fresher flavor have earned it a special place on supermarket shelves.

Lawry's operates complete manufacturing facilities in Los Angeles, California, Des Plaines, Illinois and Toronto Canada. The company is involved in most segments of the food industry: consumer, industrial and food service. Lawry's consumer products are sold in supermarkets throughout North America. In the food industry, Lawry's reputation for flavor is so well-established other food manufacturers seek Lawry's

skills to produce specially-formulated seasonings for use in their own products. Lawry's distinctive trademark has even been used to identify their seasonings on other food products. Lawry's custom seasoning blends, mixes and sauces have become standards of quality for restaurants, schools and institutions in the Food Service Industry.

### Wide Distribution

Lawry's consumer and food service products are sold in the United States and Canada primarily by food brokers although the company maintains its own direct sales force in California and in Metropolitan Chicago. The company is proud of its network of outstanding broker organizations and its own sales personnel and attributes much of the company's growth to their accomplishments.

Sales of Lawry's products are concentrated in major metropolitan markets with per capita sales being the greatest in the State of California. The bulk of domestic sales, however, are generated in the area East of the Rocky Mountains.

Many of Lawry's products are available internationally. International sales are generally better in highly-industrialized countries which have distribution, shopping and eating patterns similar to those in North America.

Lawry's expertise is in mass consumer marketing, particularly in its unusual ability to understand and act on consumer needs and trends. Aggressive young management has developed this major thrust and made Lawry's one of the best-known names in the flavor business throughout the world.

Their search for new and better ways to season food is a never ending challenge.

Lawry's people believe they can always improve upon success. They are constantly at work trying to make existing products even better either through improved formulations or through use of advanced packaging ideas, materials and techniques. Equally important, they are continually searching for new product ideas; developing them and marketing them to an increasingly knowledgeable consumer.

Highly-qualified scientists and technicians in Lawry's research and development laboratories and test kitchens evaluate every product, recipe and new idea. Both inplant and independent

panels are used to test a wide range of products from a single new seasoning blend to bulk formulas for mass food service. And research brings results.

### Spaghetti Sauce Mix

In searching for a new way to provide the homemaker with a simple yet dependable way to prepare a better spaghetti sauce, Lawry's began exhaustive experimentation with spice and sauce combinations and forms. After years of research, they developed the first dehydrated spaghetti sauce mix—a highly successful new product idea which was to become the forerunner and leading seller in a completely new category of food—seasoning mixes.

The marketing success of Lawry's spaghetti Sauce Mix led to the development of Beef Stew and Chili Seasoning Mixes, the first Stroganoff Mix, the first Taco Mix—a whole cookbookful of American, Continental, and most recently, Mexican seasoning mixes.

Lawry's products have rightfully earned their way onto supermarket shelves and into homes everywhere. The good cook knows them as trusted friends. They let her participate in the preparation of good meals. They stimulate her own creativity. They provide exciting flavors in correct proportion. Lawry's takes the uncertainty out of the formidable spice rack and opens the way to new and better meals with greater variety.

And just as the development of new products calls for creative imagination, new products demand creative marketing ideas. Here again Lawry's has been a true innovator. The glass jar for spice blends is a Lawry's idea. So is the plastic shaker top used on the bottles. Foil packages for dry seasoning mixes is a Lawry's idea. Related—item merchandising in grocery stores utilizing special racks to display such products as spaghetti sauce mix next to packaged spaghetti is a Lawry's idea.

### Trade Mark

And while not exactly a new idea, Lawry's management, early in the company's development and well before competition, appreciated the value of making graphics in packaging and in advertising. Lawry's corporate symbol—the well known "fanciful letter 'L'"—has become a mark recognized by millions and acknowledged by graphics experts as one of the fourteen best trademarks in the United States. Many of its package designs and advertisements have won awards of merit. New concepts in merchandising, packaging and design are as much a part of Lawry's product innovation.

With a growing demand for increased flavor and variety in the American diet, Lawry's is in a unique position in the food industry. Lawry's has great knowledge of the seasoning business and expertly fulfills a real need: seasoning without worry.

### Lawry's Restaurants

Lawry's affiliated restaurants are also unique. Unique in themselves, and uniquely different from one another. Each is built around a specific idea with an atmosphere and menu to match. Each is carefully positioned for its particular commercial appeal. Each is successful.

Lawry's The Prime Rib, previously mentioned, is truly one of the most successful restaurants in the world. Internationally renowned for its superb food, unique service and format, it has been widely copied but never duplicated.

The Great Scot is the oldest restaurant in Los Angeles operating under the same management in the same location. It was recently remodeled given its fourth new name in its fifty year history and re-directed toward a broader, younger segment of the market. It typifies Lawry's willingness to change, modify and improve—to know the market and meet its changing demands.

Tonio's, Lawry's new family restaurant, is a totally new concept. It features an appealing, but limited menu of popularly-priced Italian and American-style dishes served in a warm and light-hearted environment reminiscent of Italy and the Mediterranean shores.

The Ben Jonson at the Cannery in San Francisco is truly 17th century England. Its mood and menu are built around three exquisite rooms from Elizabethan England which were once part of the William Randolph Hearst collection.

The Mediterranean and Stear's For Steaks in Beverly Hills and the Five Crowns in Corona del Mar are each distinctive. The Mediterranean with its outstanding continental cuisine and its casual blend of Spanish, French and Italian. Stear's where the finest steaks have a tradition all their own. The Five Crowns with its conscious duplication of a fine old English inn.

But all of Lawry's affiliated restaurants are dedicated to the same principles: excellent food and service and atmosphere. They are widely recognized for serving consistently fine meals in a far-above-average way at reasonable prices.

At the present time all of Lawry's restaurants are located in California, but the future is open. While some of

the restaurants are so unique they cannot be duplicated, others offer projectible patterns, and there are careful plans for expansion.

Lawry's restaurants are in the business of making good meals memorable. They are noted for their expertise in creating an exciting eating experience. No opportunity is overlooked. The beautifully-prepared food, the careful attention to decor, the expert training of staff members, the merchandising touches of tableside service—even the special wine carafes—contribute to the total. And the total is an experience in dining out.

Lawry's makes a habit of doing things extremely well.

Quality is part of it. The quality of everything. The ingredients, the preparation, the presentation. Careful attention to the most minute detail Lawry's people are part of it. Young, professional, sophisticated people. Aggressive people with a strong sense of where they're going. You hear little talk of "employee" and "management." You hear a lot of talk about hard work and profits and trying to do the job just a little bit better.

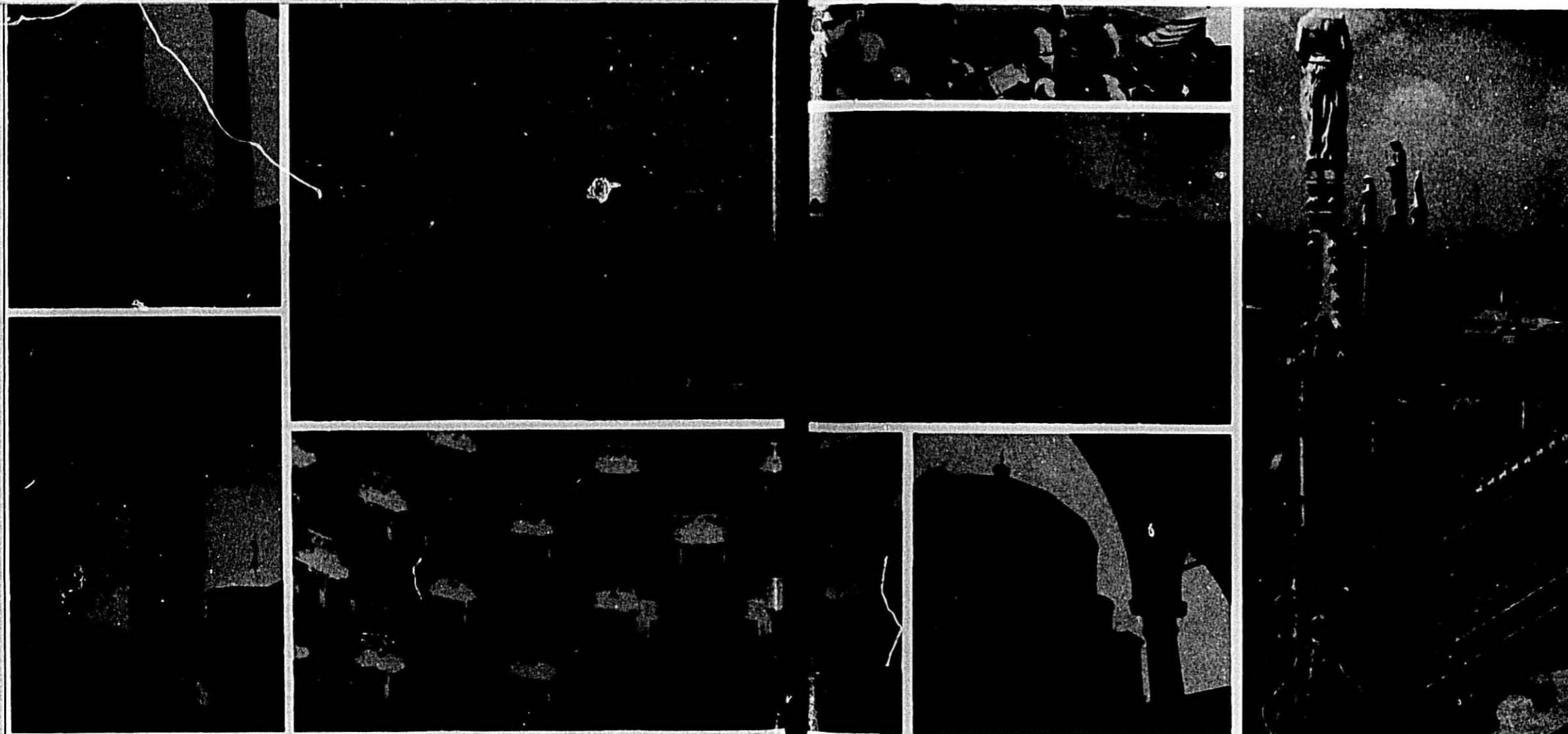
### Involvement

And there's involvement. Noticeable involvement in every phase of every operation. And overriding concern about doing what's needed to stay ahead. To be creative. To care. To know what's happening and what's going to happen. Even Lawry's manufacturing and office facilities have been designed to play a part in selling and merchandising Lawry's way of doing things uniquely and differently. Wherever appropriate, each facility is an extension of the relaxed charm of early Southern California with courtyards, patios, furnishing and the bright colors reminiscent of this area and period. Guided tours are routine and the facilities at corporate headquarter, Lawry's Foods Center in Los Angeles, have become a significant tourist attraction.

And Lawry's is growing. Diversifying into more and more areas of the food business. They are unusually well qualified. Lawry's knows the food business from both points of view: as a manufacturer of specialty food products, as a retailer in restaurants.

The food business will probably continue to be its major interest. But Lawry's is expansion-minded, and the prospects for continued growth and diversification are very good. Lawry's is a company that understands what people want, provides more than people expect and profits by doing both jobs well.





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

In art, architecture, music and foods, there are some things the Italians do better than anyone else.

Spaghetti is one of them.

And so are all the other good things they make from pasta. That's why more than 200 companies from 55 countries have come to Braibanti in Milan to purchase more than 870 automatic pasta extrusion lines. Companies from France and Germany, England, Holland, Japan, Brazil, and Portugal. Even from Russia.

But you don't have to go to Milan. Because,

Milan has come to America. Now Braibanti is one of the select group of food machinery companies associated with Werner/Lehara, and its 50 years of experience and hard-won expertise are no farther from you than the closest phone.

If pasta isn't your dish, call on us anyway. We also design, manufacture, and service equipment for the snack, baking, candy and packaging industries, and can draw on the talent and know-how of companies from all over the world.

Together, we can do almost anything.

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## Eating Out Is Popular

Despite the increased ease of convenience foods and modern appliances, American families still find great pleasure in eating out. Public eating places include restaurants, cafeterias, and drive-ins, plus the "incidental" food operations of drug stores, variety stores, hotels, and recreation places. Away-from-home expenditures at public eating places are now one third as large as the total sales of grocery stores and other similar retail food establishments. As a consequence, eating establishments rank fourth in retail sales behind food, automotive, and general merchandise outlets. Since 1965, sales in public eating places have increased at an average annual rate of 6.5 per cent and amounted to about \$25 billion in 1969, while total expenditures at retail food stores have risen at a 6.0 per cent rate to \$76 billion.

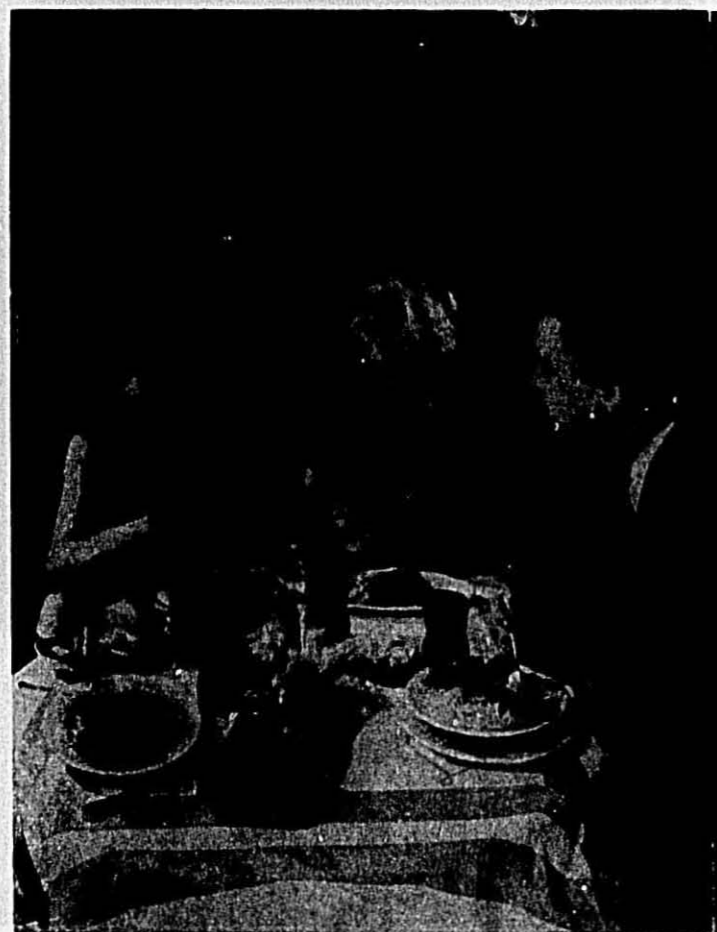
### Easy to Enter

The food-service industry, which presently numbers approximately 350,000 public eating establishments, traditionally has been an easy entry, limited skill, and high risk operation. While establishments differ markedly with regard to menu, service, decor, size, and location, food-service operations may be categorized into two broad classes—the traditional service restaurant and those emphasizing fast-food service. The former involves the more leisurely and pleasurable aspects of dining out, while the latter concentrates on the convenience of rapid service.

The traditional establishments—ranging from luxury dining rooms to the family restaurant—account for roughly 20 per cent of the industry's dollar sales by emphasizing quality food, an amenable atmosphere, and personalized service. Recent surveys show that about 91 per cent of these restaurants are independently owned; 8 per cent are chains; and 1 per cent are franchised. These figures seem to support the assertion that independent operators are necessary in order to satisfy the demand for diversity in dining. Nevertheless, these full-service restaurants are facing problems and need to adjust to a changing socioeconomic climate.

### 82% Downtown

Even though the population exodus to the suburbs has been continuing for years, 82 per cent of all restaurants are still located in downtown areas; only 10 per cent are in the suburbs, with the remainder in rural districts. This has



Young people enjoy a spaghetti dinner at Mama Leone's.

caused a slackening in evening restaurant business which, in recent years, has been aggravated by high prices, fear of crime, and the difficulty of commuting back into the city at night. Thus, many downtown supper-clubs are catering increasingly to lunch-hour customers.

### Labor Problems

In addition, rising labor costs, a labor turnover rate roughly three times that in manufacturing, and increasing difficulties in attracting good management and culinary personnel contribute significantly to the fact that eating and drinking places account for around 20 per cent of all retail failures each year. Productivity for food-service employees—as measured in sales per employee—

is the lowest in the retail field. These trends suggest that a movement of the traditional service restaurants to suburban markets and the increased use of labor-saving techniques, while maintaining service and quality, are the avenues of success for the full-service segment of the industry.

### Fast Food Service

Fastfood service, which accounts for a weighty 80 per cent of the eating-out dollar volume, includes coffee shops, public cafeterias, walk-up windows, drive-ins, and vending or catering services. Chains, which include most of the popular walk-up window franchise out-

(Continued on page 26)

## We have a premium which retails for \$1.40

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This premium program is totally managed for you—and on a territorial basis.

In some instances, the by-product statistics produced by this program have proven to be as valuable as the sales increases it has generated!

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## Eating Out Is Popular

(Continued from page 24)

lets, currently represent over 12 per cent of the total food-service retail market—a share which is projected to rise to 20 percent by 1975. The fastfood sector has rapidly adopted mass production technique in food preparation as much as possible. Standardized menus, quality control, and uniform facilities and decor are the key operational principles for success in this segment of the food industry.

These new developments have both economized labor and held down costs. Food prices in labor-intensive eating establishments have risen 57 per cent above the 1957-59 average, compared with a 29 per cent increase for food at home and a 37 per cent gain for non-food items in the Consumer Price Index. The fastfood outlets, however, have moved much of the actual food preparation one step backward to food processors in order to gain economies. For example, quick frozen and other ready-to-cook foods minimize handling and reduce many fastfood operations to the basics of heating and serving.

These innovations have aided the proliferation of fastfood operations and franchised chains which focus upon the convenience of rapid service and low prices. These establishments have provided the major thrust to the popularity of eating out, and despite the current shakeup in the industry, a core of well-managed companies will be permanently maintained.

### Fine Cuisine

Problems may arise for the traditional service restaurants, however, since many of these economies are not adaptable to the service-oriented customer. The continuing dominance of independent ownership of these restaurants underscores the fact that by its very nature, fine cuisine is not a mass produced process.

### Macaroni in Malta

Macaroni business is steady in Malta. But this Mediterranean island republic has joined the Common Market and the possibility may exist in the near future that well known Italian brands may be sold competitively in Malta.

The three domestic plants produce about 10,000 annually at present. Spaghetti is most popular, followed by ziti (long macaroni), elbows and ditall. Flour is used for bulk products. Durum semolina is used for packaged goods and pasta for export. The price of raw materials is in the neighborhood of \$144 a ton. Packaged goods are sold in 7



Chev. J. G. Portelli, O.S.J.

ounce packets at about 8¢ retail. The government subsidizes the popular bulk products and controls the manufacturers' profits. This volume represents about 60% of the total.

Pasta Portelli Alimentary Food Industries Ltd. is the largest producer. Chev. J. G. Portelli O.S.J. is chairman and managing director of the firm. Mr. Portelli is also president of the Malta International Trade Fair Corporation, vice president of the Federation of Malta Industries, director of Malta Overseas Trading Corporation, council member of the Malta Chamber of Commerce's Joint Consultative Council, member of the country's National Employment Board.

### Japan Buys Wheat

In March, when the Japanese Food Agency bought 2,149,507 bushels of western white wheat in its final tender of the 1970-71 fiscal year, it marked the first time in history that dollar sales of U.S. wheat to any country exceeded the 100,000,000 bushel mark. In the fiscal year that ended March 31, Japan's wheat purchases from the U. S. amounted to 2,724,757 metric tons, or 110,117,680 bushels.

Western white wheat comprised the largest portion of purchases amounting to 818,000 tons, or 18 percent of the U. S. aggregate. Hard Amber Durum amounted to 45,800 tons, up from 38,200 in 1969-70.

### Executive Service

Armand H. Petito, retired assistant traffic manager of Ronzoni Macaroni Company, spent three and a half months in Istanbul, Turkey as an advisor to the macaroni manufacturer Bema Besin Maddeleri Sanayii.

Mr. Petito was accompanied by his wife. He was placed by International Executive Service Corps of New York City. Organized in 1964 by a group of American businessmen, headed by David Rockefeller of the Chase Manhattan Bank, to help speed economic growth and strengthen private enterprise in the developing countries. While supported in part by the U.S. Agency for International Development, IESCC also receives financial sponsorship from over 200 major U.S. corporations, and is managed independently by private businessmen.

### Skinner's Sales Exec

Bonner F. Geddie has been named National Field Sales Manager of Skinner Macaroni Company, it has been announced by W. E. Clark, Senior Vice President-Sales.

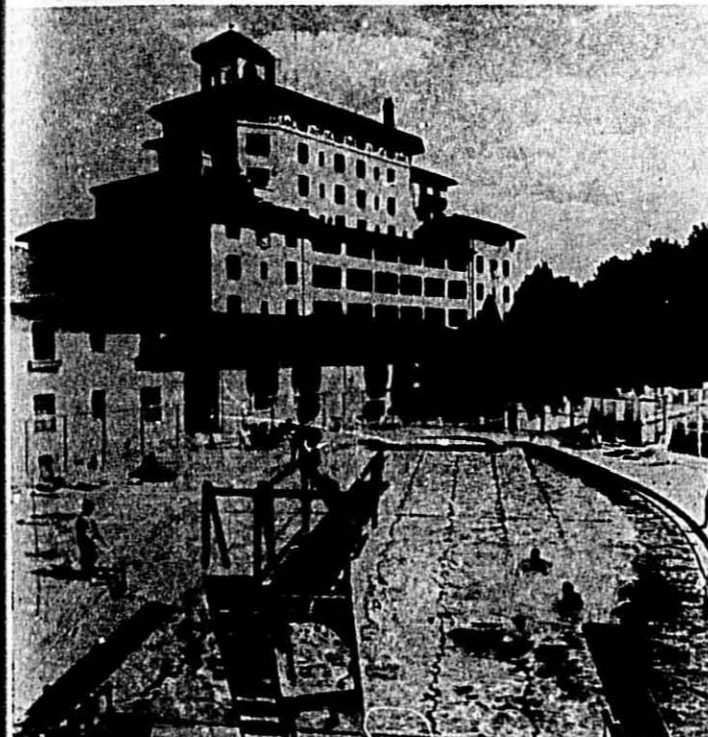
Mr. Geddie will direct the national Skinner sales force of food brokers and company sales representatives over a 32-state area.

Mr. Geddie joined Skinner in 1965 in Dallas as Southwestern States Sales Supervisor and in 1966 moved to company headquarters in Omaha as Assistant Sales Manager. He has been in the food business 17 years and is Chairman of the Omaha Chapter of Christian Businessmen International.

Macaroni makes sense/cents in the 70's



Macaroni exports are being loaded on the ship "Marienfels" of the Hansa Line, bound for markets in the Middle East.



Wow!

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## Significant Speech by the New Chairman of FTC

By Harold T. Halfpenny, General Counsel

Miles W. Kirkpatrick, the new Chairman of the Federal Trade Commission, makes frequent speeches to various groups expressing his views on a variety of subjects. Of these, one of the most significant was his recent address to the New York State Bar Association—an audience for which one may assume his remarks were given special care and thought.

Since the address covered a number of subjects in the realm of antitrust enforcement, it is worth noting in some detail. There follows a summary of his remarks.

### Industry Self-Regulation

Industry self-regulation may be a useful supplement to government regulation. However, it is a matter which should be handled with care. Anything which is merely a device for excluding new entrants, boycotting competitors or others, or in any way undermining competition, must be avoided. On the other hand, activities may contribute to the goal of consumer protection, in terms of product safety, integrity of advertising, and greater availability of product information.

The Commission is at present unable to give approval to any particular forms of self-regulation, because of the inherent possibility of injury to competition.

The following are suggested as minimum precautions to be observed:

1. It is the effect (on competition) of the activity which is important, not its intent, however praiseworthy.
2. Any action which affects any interested party (including consumers) must include the right to notice, hearings, and a review process.

3. There must be no exclusionary or coercive tactics or effects.

4. The program should be based on clearly defined standards that give adequate notice of the line of demarcation between what is considered "proper" and what is considered "improper."

5. Any standards should be:

- (a) Reasonably related to legitimate purposes;
- (b) General enough to avoid restraints in individual freedom;



Harold T. Halfpenny

- (c) Precise enough to insure impartiality in their application and enforcement;
- (d) A reflection of existing technology, and keep current in that respect;
- (e) Not used to reduce, restrict or limit the kinds, quantities, sizes, styles or qualities of product, unless required for considerations of safety.

6. With reference to standards of certification, the following should be considered:

- (a) Compliance should be voluntary;
- (b) A wide cross-section of interested parties (including consumers) should be invited to participate in developing the standards;
- (c) Discrimination must be avoided. Testing procedures and certification should be made available on an equal basis to all competitors, and the administrator of the program independent.

7. Any program that goes beyond a concern with deception and deals with presumed "unfair" practices should proceed with extreme caution, to insure that there is no restraint on desirable forms of competition.

### Areas of Interest to the Commission

The Commission is committed to undertake a study of its previous Robinson-Patman orders. It will focus on ascertaining whether those orders have enhanced or diminished competition.

"We are not neglecting the per se illegality of price maintenance schemes, customer restrictions, tie-ins, and territorial restraints, and our files in such matters will, of course, be made available to the Department of Justice for criminal prosecution in appropriate cases."

(Editor's comment: This statement seems to go beyond the law as represented by present Court decisions. There is no doubt the per se illegality of price maintenance, but in other respects the statement is subject to qualification. However, it is important as representing the views of the Chairman of the Federal Trade Commission and as indicating probable enforcement policies by that Commission.)

### Concentrated Industries

The Commission has begun a broad scale study of concentrated industries. The initial inquiry will be in the cereal industry with similar studies of other industries to follow. These studies will set a pattern for enforcement activity.

### Robinson-Patman Act

The Commission is committed to undertake a study of its previous Robinson-Patman orders. It will attempt to discover whether those orders, have in fact, contributed to the maintenance of competition. The study will also seek to determine whether new marketing techniques have been deterred or encouraged.

### Conclusion

This speech represents an unusually frank appraisal by the new Chairman of the probable activities of the Federal Trade Commission. As such, it is valuable to business men and their counsel.

### No Alternative to Profit

"Those who decry major concern with profit should recognize that, in a free society, no alternative to profit has yet been devised by which business can be successful. Furthermore, an unsuccessful business is in no position to help either itself or society."—Robert W. Sarnoff, chairman and president, RCA Corp.

## THE EGG & THE LAW

From the USDA Consumer News

THE grocer's case is the consumer's action arena. Here she makes the dollar decision that can make or break not only the family food budget but even whole food industries. She makes that decision without having to worry about the wholesomeness of the foods she chooses. Usually there is a wide selection of foods from which to choose and there is a vast amount of information available to assist her in making that choice.

### Egg Products Inspection Act

The recent Egg Products Inspection Act strengthens that decision. For the most part, the Act deals with the one in ten eggs that is processed into liquid, dried, or frozen form. In a sense, this one is a "subtle" egg. Americans are familiar with it in a host of products from the convenient cake mix to the distinguished Chinese egg roll.

As for the other nine of every ten eggs produced, two of these are really strangers to the retail market. They are used by restaurants and institutions and to fill the needs of hatcheries.

But the remaining seven—the shell eggs that every food shopper knows so well—are very "unsubtle" in their refrigerated cases. They are generally well marked as to grade and size—certainly an aid to decision on the part of the knowledgeable consumer.

The Egg Products Inspection Act does more to guarantee clean and sound shell eggs than has any other Federal legislation to date. The Act requires that by July 1972 all shell egg plants packing for the consumer shall be checked at least each calendar quarter to insure that only sound, clean eggs are going to retail stores.

### How to Choose

But what of choosing among the quality levels, and the size and price variances that complicate retail shopping?

The grocer's sign reads: U.S. Grade A Extra Large, 64¢—U.S. Grade A Large, 58¢—U.S. Grade A Medium, 53¢.

Confusing? Not necessarily.

Three standards of quality—AA (or Fresh Fancy), A, and B—are applied to cartons of eggs packaged in plants operating under the Federal-State cooperative grading program.

The official U.S. Department of Agriculture grade shield on the carton tells that carton's story—a history of Fed-

eral-State supervision through the grading and packing operations, and quality and size certification at the time of grading.

USDA's grading program for shell eggs is a voluntary program conducted by the Consumer and Marketing Service's Poultry Division, and is paid for by the user.

### Use, Size, Quality

One guide for choosing among the respective quality grades of AA, A, and B, is use. When appearance counts, as in frying or poaching, you'll want the firm, high yolk and high thick white of U.S. Grades AA or A. U.S. Grade B eggs, with their less attractive, flatter white and yolk are good food general cooking and baking.

There are six USDA sizes for eggs, each based on the minimum weight per dozen. Most retailers, however, stock only the three most plentiful sizes—Extra Large (27 ounces per dozen), Large (24 ounces), and Medium (21 ounces).

Although size and quality grade are unrelated (large eggs for example may be of high or low quality, and high quality eggs may be either large or small), both do influence a third, and very important decision-making factor—price. And there is a way of getting more for your money!

If there is less than a 7-cent price spread per dozen eggs between one size and the next smaller size in the same grade, the larger size is the better buy. For instance at 64 cents per dozen, U.S. Grade A Extra Large eggs represent a better buy than 58 cents U.S. Grade A Large. Large eggs at 58 cents would be a better buy than Medium eggs at 53 cents.

### Processed Eggs

That takes care of your shell egg shopping, but don't forget that "subtle" processed egg. It's always there, too—egg products are an important ingredient in the cake and pudding mixes, macaroni, mayonnaise, ice cream, and bakery products that have so popular a place in the American diet. And that popularity means satisfaction with confidence in the wholesomeness of these products.

The Egg Products Inspection Act will assure you of that wholesomeness. It requires that by July 1971 all egg processing plants operate under the manda-

tory continuous inspection of a USDA-licensed Federal or State inspector.

This safeguard of wholesomeness comes at a time of experimentation and expansion. For several years food processors have been testing and merchandising new convenience and specialty egg items, such as instant scrambled eggs, packaged chiffon pies, and canned eggnog.

The Egg Products Inspection Act will parallel the growth of this changing industry with constant protection of the consumer's right to an inspected and wholesome product.

Although most egg products are processed into other foods (e.g., cake mixes), frozen and dried egg products are available at the retail level in some areas. Camping or sporting good stores, for example, and other specialty markets, may carry dried-egg solids for use by campers or hunters.

Today's heaviest user of egg products is the large quantity food buyer and the commercial manufacturer of food products. USDA, too, is buying dried egg mix to supplement the diet of needy families with the egg's nearly perfect protein plus vitamin A, iron, riboflavin (vitamin B<sub>2</sub>), natural vitamin D, calcium, phosphorus, and thiamine (vitamin B<sub>1</sub>).

Egg products are versatile. They help to meet the complex needs of quantity buyers, institutional feeders and the American family. Certainly a tribute to the economy, efficiency, and nutritional value of this space-age food!

### Food Science Book Catalog

The 1971 Catalog of the AVI Publishing Co., Westport, Conn. 06880 may be obtained free of charge by writing to the company.

This 80-page catalog presents complete information about more than one hundred books concerning production, processing, preservation and nutritive values of foods and feeds. The table of contents is organized into 47 categories, such as Agricultural Engineering, Agriculture, Baking, Beverages, Canning, Cereals, Cooking, Dairy Products, Macaroni Products, etc.

Their text "Macaroni Products, manufacture, processing and packing," by Dr. Charles Hummel, is in its second edition. It contains eleven chapters, 287 pages, and sells for \$20, \$21 out of the U.S.



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### Correction

The address of William H. Oldach, Inc., packers and distributors of frozen and dried egg products, was incorrectly given in the Buyers' Guide, page 45, April issue. Their correct address is P. O. Box 337, Flourtown, Pa. 19031.

### Joe Juno with Cello-Foil

Joseph D. Juno of Roslyn, Pa., has been retained as Director of Regional Sales by Cello-Foil Products, Inc., Battle Creek, Mich.

Mr. Juno is well known to the macaroni and dry grocery fields having been

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**Good Housekeeping Seal to Golden Grain.** Use of the Good Housekeeping Seal of Approval on its full line of Rice-A-Roni products has been earned by Golden Grain Macaroni Co., one of the nation's largest processors of packaged dinners and Italian foods. Shown accepting congratulations from Scott Montgomery, right, San Francisco manager for Good Housekeeping Magazine, are Vincent DeDomenico, center, Golden Grain chief executive officer, and Dominic Forte, national sales manager.

one of the pioneers in the sale of laminated materials to the industry. He brings with him some fifteen years' experience in the packaging field, eight of which were devoted to the sale of materials to the noodle industry. His territorial responsibility will be Eastern United States.

### On the Promotion Front

Thomas J. Lipton, Inc. is offering a premium with its Lipton Main Dishes this spring. A Wittnauer clock timer, with a \$19.95 retail value, will be offered via tear-off pads and posters, for \$11.95 and one Main Dish box top.

The Complete Pasta Cookbook, containing 334 pages of Italian recipes, is offered by Buitoni Foods Corp. for 50¢ and the label from a specially marked spaghetti-sauce jar.

C. F. Mueller Co. is offering Lenten case deals of 50-60¢ off. The deals vary by geographical regions, according to deals offered by regional competitors.

Skinner Macaroni Company is offering simulated pearl necklaces and other jewelry items as premiums in a promotion advertised in Good Housekeeping magazine and regional newspapers. They are also offering case-off allowances to retailers featuring the offer. Point-of-purchase material includes full-color order-blank pads, dump bins and four-color posters.

During March, Skinner promoted lasagna, which Alan Pascale, marketing manager, calls "the fastest growing product in the pasta field."

### Diet Foods Attract Scarcely a Nibble

Joe Cappo writes in the Chicago Daily News:

Despite the talk about calorie-conscious Americans, the diet-food business is struggling through lean times. And that's not just a pun, either.

It's not funny particularly for Stephen J. Slage, national sales manager for Foodways National, marketers of Weight Watcher brand foods.

Working under an exclusive licensing agreement with Weight Watchers International, the fabulously successful weight-reduction program, Foodways manufactures a full line of frozen dinners, sugar substitutes, low-calorie bouillon and other items for dieters.

But even with the valuable Weight Watcher name and virtually no competition in frozen, low-calorie meals, Foodways will be happy to rack up a modest \$5 million in sales in 1971.

Since he took over the job six months ago, Slage's primary aim has been to establish solid, national distribution. In effect, that means fighting with thousands of other frozen-food products to gain a few inches of space in supermarket freezers.

"Am I satisfied? No, I can't say that I am, yet," Slage said. "But the situation, at least the distribution, has improved. Most of the big chains are carrying Weight Watcher dinners now. Maybe they don't have the whole line, but they have some of them."

### Weight-Control Centers

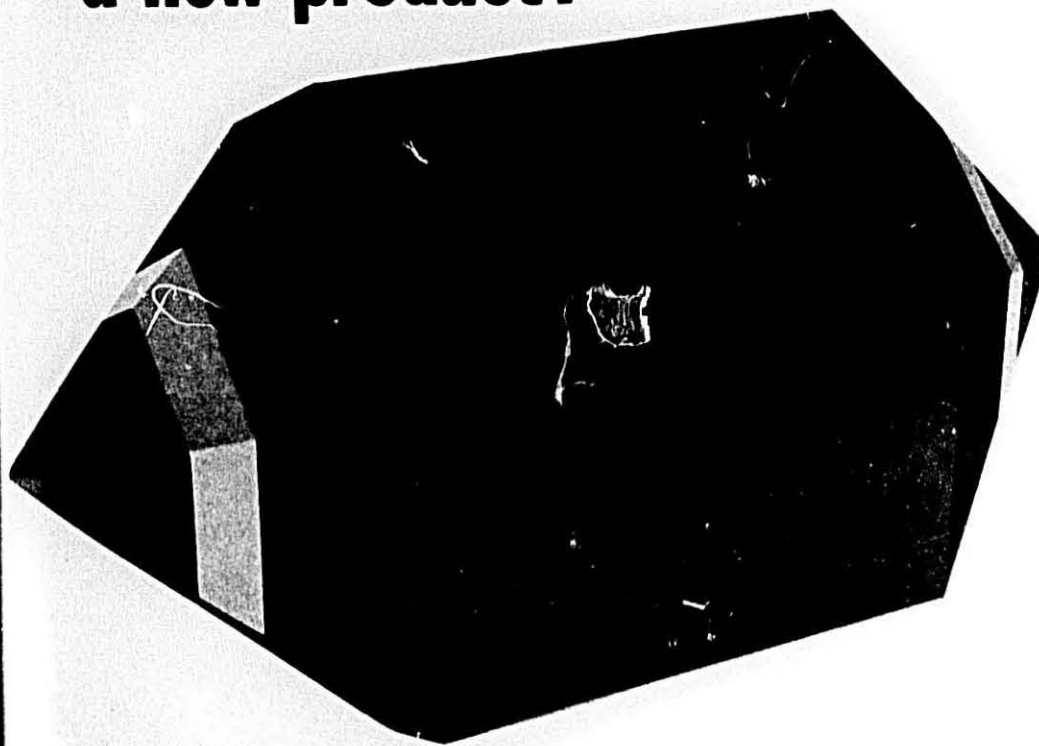
One solution still in the planning stage is establishment of "weight-control centers" in supermarkets. This would be a combination freezer and shelf area that would stock Weight Watcher foods as well as low-calorie products put out by other companies.

On the consumer end, Foodways' marketing plan begins with a concerted pitch to the more than 2 million members of local Weight Watcher International chapters. The message: The frozen dinners are the only products formulated to the organization's strict specifications.

When this market is firmly secured, perhaps within the next year, Foodways hopes to mount a major consumer campaign.

"But the Weight Watcher members have to come first," Slage said. "They have to know that the products exist, and they have to be able to buy them at the corner store. Just think. If each member spends only \$1 a week on Weight Watcher foods, we'll hit \$100 million in annual sales. Then I'll be satisfied."

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