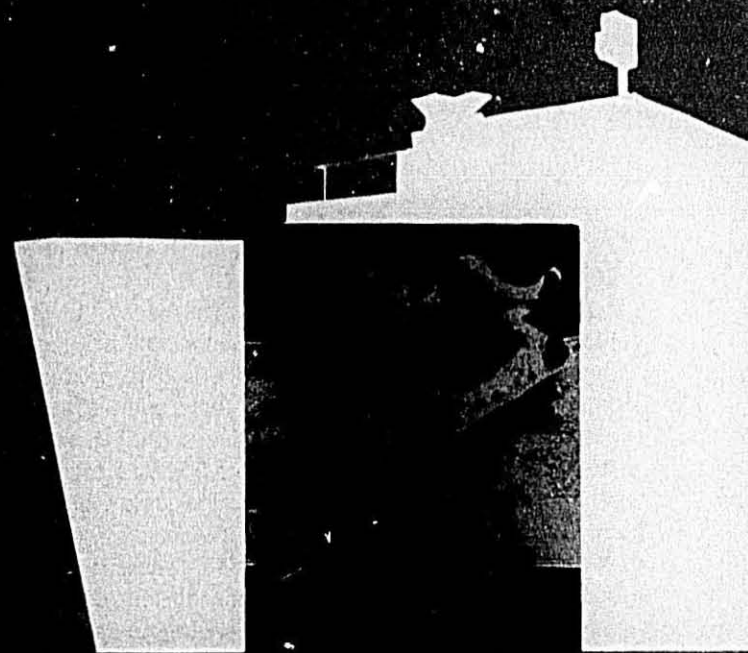


**THE
MACARONI
JOURNAL**

**Volume 53
No. 3**

July, 1971

Macaroni Journal



JULY, 1971

**In This Issue: N.M.M.A. Files Protest in Defense of Standards
European Diary - Recipes with Italian Flavor**

PACKAGING PERSONALITIES

Thomas Jefferson

Farmer, inventor, philanthropist, diplomat, statesman, gourmet. Among the many foreign foods he introduced to the United States were such specialties as Parmesan cheese, Tuscan wine, and Neapolitan macaroni. In 1793 he imported a molding machine from Naples and so became the first producer of spaghetti and other pasta products in America.



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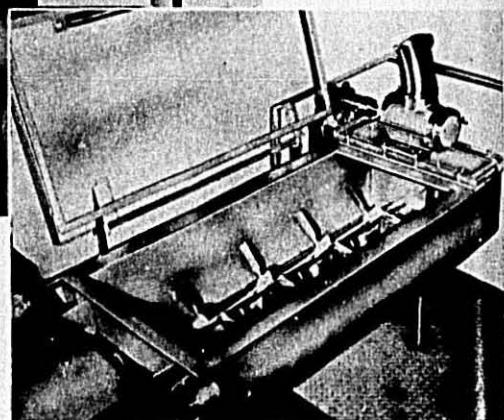
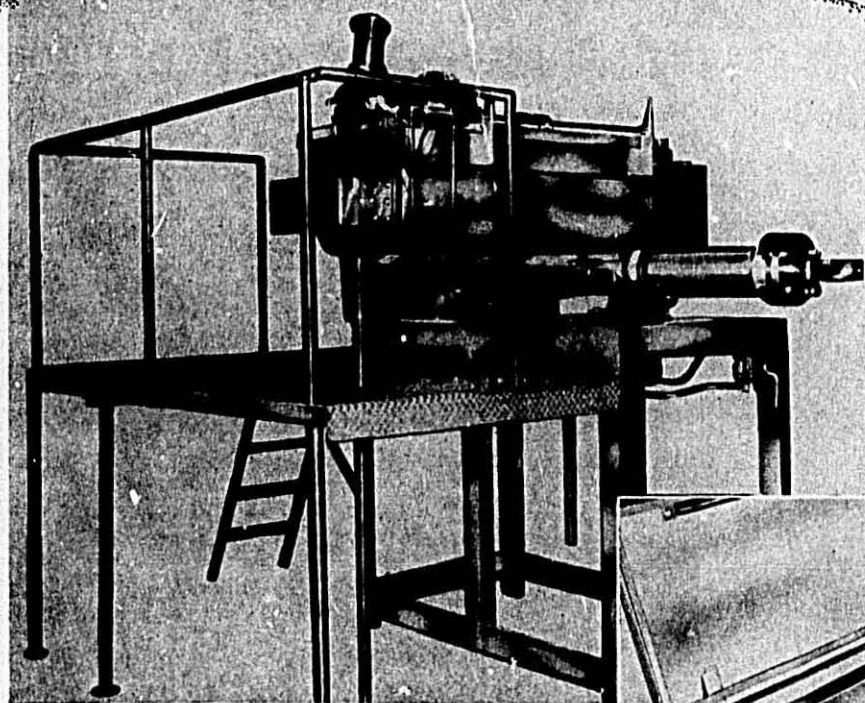
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Cover Photo

Macaroni products are a favorite food around the world. Pictured is a macaroni salad, pot roast and noodles, and spaghetti with meat sauce. Delegates on the European tour saw displays of interesting equipment at the IPACK-IMA show and visited macaroni plants in Switzerland and Italy.

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President Vincent F. LaRosa Files Protest

On May 21, 1971, President Vincent F. La Rosa sent the following letter to the Hearing Clerk, Department of Health, Education and Welfare, in behalf of the National Macaroni Manufacturers Association:

THE National Macaroni Manufacturers Association, representing macaroni manufacturers in the United States and Canada who produce virtually all macaroni sold and consumed in the United States, is unequivocally opposed to the proposed rule making announced in the *Federal Register* of March 3, 1971 which would establish a new standard of identity (21 CFR Part 16) for "enriched macaroni products with improved protein quality."

Opposition is based on several considerations in two areas. The first relates to the violence which the proposal does to the entire fabric of standards of identity. The second is based in the deception which the proposal would foster as to macaroni products and to the disrupting and destructive effect which it would have on the macaroni industry and on producers and millers of durum wheat.

First Issue

As to the first issue, it is important to recall the Congressional language and intent relating to Section 401 of the Food, Drug and Cosmetic Act, which authorizes the promulgation of definitions and standards of identity.

The Conference Report (No. 2716, 75th Congress, 3rd Session) for instance, stated that the amendments including Section 401 were designed "to prevent the adulteration, misbranding and false advertisement of food . . . for the purpose of safeguarding the public health, preventing deceit upon the purchasing public" and for other purposes. . . ."

The House Report (No. 2139, 75th Congress, 3rd Session) was more specific. It said: "By authorizing the establishment of definitions and standards of identity this bill meets the demands of legitimate industry and will effectively prevent the chiseling operations of the small minority of manufacturers . . . and will insure fair dealing in the interest of the consumer." At another point the House Report states that standards of identity "are provided under which the integrity of food products can be effectively maintained."

Possibly more important is the language of Section 401 itself. Here one finds that its purpose is to "promote



President Vincent F. La Rosa

honesty and fair dealing in the interest of consumers. . . ."

If that be the purpose of Section 401 and the basis for the entire system of standard of identity, how can the proposed rule making be justified?

Can it, for instance, be justified as necessary to "promote honesty and fair dealing in the interest of consumers?" Where is the evidence of such need?

Where are the complaints calling for the action, either from consumers or at the instance of the Commissioner who, in the statutory language, proposes the new standard of identity "on his own initiative?"

Is the new standard necessary "for purposes of safeguarding the public health" or "preventing deceit upon the purchasing public?" Will it effectively prevent chiseling operations of the small minority of manufacturers?" Is it necessary so that "the integrity of food products can effectively be maintained?"

The answer to all of these Congressional tests must be "no."

It is impossible, therefore, to avoid the conclusion that the proposal not only is not justified, but that it, in fact, runs counter to the statute and the Congressional intent. In truth it perverts the intent of Congress and the language of the statute.

Irrevocable Damage

As such it does irrevocable damage to the entire theory and practice of standards of identity.

Moreover, it is submitted that the Food and Drug Administration could find in the language cited ample legal basis for opposing the proposed new standard of identity were it advanced

by any one other than the Commissioner.

Consumer interests have clearly stated their displeasure in recent months at governmental actions related to foods which tend to deceive the buyer. The Department of Agriculture and the Food and Drug Administration have both been criticized for failure to provide a greater measure of protection for the consumer in the marketplace. These interests have made clear their intention to resort to the courts to force government agencies to provide protection in the area of their responsibility. Thus very recently the Federation of Homemakers successfully challenged in the courts a Department of Agriculture rule that frankfurters containing up to 15 percent non-meat ingredients can be sold under an "all-meat" label (*Federation of Homemakers v. Hardin et al* (U.S. District Court, Washington, D.C. 2057-70, April 20, 1971).

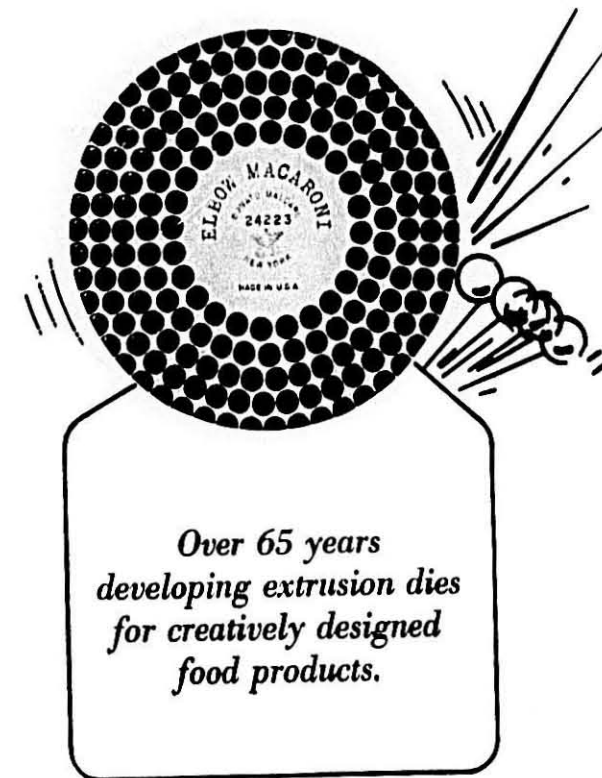
Government Is Suspect

This and other recent actions clearly indicate that government today is suspect in its tampering with honest labeling and standards. If these suspicions are to be allayed, it is incumbent upon agencies such as the Food and Drug Administration to resist proposals to tamper with or otherwise undermine existing standards of identity. The preempting of the name and manufactured forms of macaroni for another product would most definitely contribute to a further undermining of confidence in government in the area of standards making, and would do violence to the entire fabric of government standards at a time when both government and industry are on trial before the court of public opinion on all matters relating to product known as macaroni. This product, for centuries, has been a wheat food staple. It adheres, not only in the United States, but in Europe as well, to carefully prescribed ingredients and shapes published in Part 16, Chapter 1, Title 21, of the Code of Federal Regulations.

Part 16 clearly defines macaroni products as "the class of food each of which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour, or any combination of two or more of these, with water and with or without one or more of the optional ingredients" specified in other paragraphs for enriching purposes. Part 15.0 defines "flour" as a product resulting from grinding and

(Continued on page 8)

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Standards Defense— (Continued from page 6)

bolting cleaned wheat other than durum wheat and red durum wheat. Since Part 15.130 defines "farina" as "the food prepared by grinding and bolting cleaned wheat, other than durum wheat and red durum wheat, to such fineness that when tested by the method described in Paragraph (b) (2) of this section it passes through a No. 20 sieve but not more than 3% passes through a No. 100 sieve . . . "macaroni clearly must be a wheat product.

Wheat Base

Not only do long-standing FDA standards require a wheat base, but macaroni is so defined in all recognized dictionaries. Webster's Third New International Dictionary (Unabridged), for instance, defines "macaroni" as an "allimentary paste composed chiefly of semolina dried in the form of slender tubes or fancy shapes." The same dictionary defines "semolina" as "purified middlings of durum or other hard wheat used for macaroni and other allimentary pastes." "Semolina" derives from the Latin "simila," meaning "finest wheat flour."

It is also worth noting that according to the Oxford English Dictionary, macaroni has had consumer identification in the English language for almost four centuries, since 1598.

To foster even greater identification and demand in the marketplace for their product, individual macaroni producers have invested very large sums in promoting their products and have contributed generously over a period of more than 20 years to generic promotion of macaroni through the National Macaroni Institute, an operating division of this Association.

The growing acceptance of their product is based on taste and excellent cooking attributes directly related to the fact that macaroni is virtually 100 percent wheat, plus enrichment ingredients.

It should be specifically noted that present standards provide broad leeway for protein and other enrichment.

March Proposal

The March 3 proposal totally abandons the wheat requirement, simply calling for "one or more suitable farinaceous ingredients" plus other optional ingredients, fabricated into "formed units and dried."

Moreover, it abandons the wheat requirements in a most questionable manner. The proposed requirement (16) (a) (1) calls simply for "one or more suit-

able farinaceous ingredients." This in itself would imply adherence to a wheat base since the adjective "farinaceous" stems from the noun "farina" which, as heretofore stated, is a wheaten product under existing standards for cereal flours and related products.

However, the preamble of the proposed rule making states clearly that the product to which the proposal is tailored is the same as that for which "two temporary permits have been issued." U.S. Department of Agriculture Food and Nutrition Service Notice 218 (Feb. 22, 1971) defines the product as "formed products made from cereal flours or meals, alone or in combination with one or more ingredients with a relatively high protein content. . . ."

Under these permits one supplier has provided an extruded, imitation macaroni made with 45 percent corn meal, 30 percent soy, eight percent flour and other additives. It is our understanding that under the same permits the Food and Nutrition Service has purchased a similar imitation macaroni containing as much as 60 percent corn meal.

Thus by reference the proposed new standard of identity abandons the existing usage of "farinaceous," degrading it to describe a product made from any meal.

One is compelled to ask what prompts the responsible agency of government in one stroke to knock down the integrity not only of a respected food product but also, to do violence to the long-standing, legally established identity of a basic food ingredient.

Certainly the answer cannot be the pressure of either public policy of public interest. For public policy is clearly stated in the Congressional intent in enacting Section 401 of the Food, Drug and Cosmetic Act—and this action flies in the face of that stated intent. And public interest—if indeed it is in the public interest—can be served by adopting a standard of identity for the new product under which it would not masquerade legally under the name or in the generally accepted forms of macaroni.

Reasons For Rejection

The proposal, therefore, should be rejected because:

1. It provides a new and different product under a well-established product name and therefore deceives the consumer, undermines confidence in the product long marketed under the macaroni name, and permits the substitution of a cheaper ingredient—corn or other meal—for the long established principal ingredient—wheat.

2. It undermines confidence in macaroni simply by adopting nomenclature in conjunction with the product name which implies the new product is a superior product—"enriched macaroni products with improved protein quality;" ipso facto "macaroni" is inferior.

3. It suggests that only the new product is "enriched" and "improved" whereas the present standards permit enrichment and improvement of true macaroni.

4. It appropriates for a new product, shapes and forms of macaroni.

5. It degrades the established standard for macaroni products.

6. Since 21 CFR 16.9 already provides for "enriched macaroni products" as a class of food and provides for additives giving "improved protein quality," i.e. defatted wheat germ, defatted soy flour, yeast, non-fat milk solids and egg white solids, the present proposal can be considered no more than a deception to provide for the substitution of cheaper ingredients, i.e. ground corn, rice, buckwheat or other meal, and permit this under a name connotating a superior product.

In actuality several European countries, where macaroni products originated, have laws specifying that only durum may be used for spaghetti, macaroni or noodles because products made of durum maintain their integrity in cooking, resist the mushing of pasty effect of over-cooking and therefore assure a better product.

The effect which a non-wheat based or ersatz "macaroni" might have on the hard-won and growing market for macaroni need not be a matter of conjecture. For in the 1950's when substitutions were forced upon the industry by a durum shortage, consumer acceptance declined markedly. Similarly, during the depression, when exceptionally keen competition led to a cheapening of the quality of the product, consumer acceptance declined because of diminished cooking characteristics and palatability. In that case the consumer manifestly felt that not even lower prices compensated for the loss of quality traditionally expected of macaroni.

Served in Combinations

There is still another aspect of the proposal which in itself should dictate its rejection. Historically macaroni is a food used in conjunction with or as a carrier of other foods served in combination with it. The product which you now propose to call "enriched macaroni with improved protein quality" has been advanced by its producer and sold

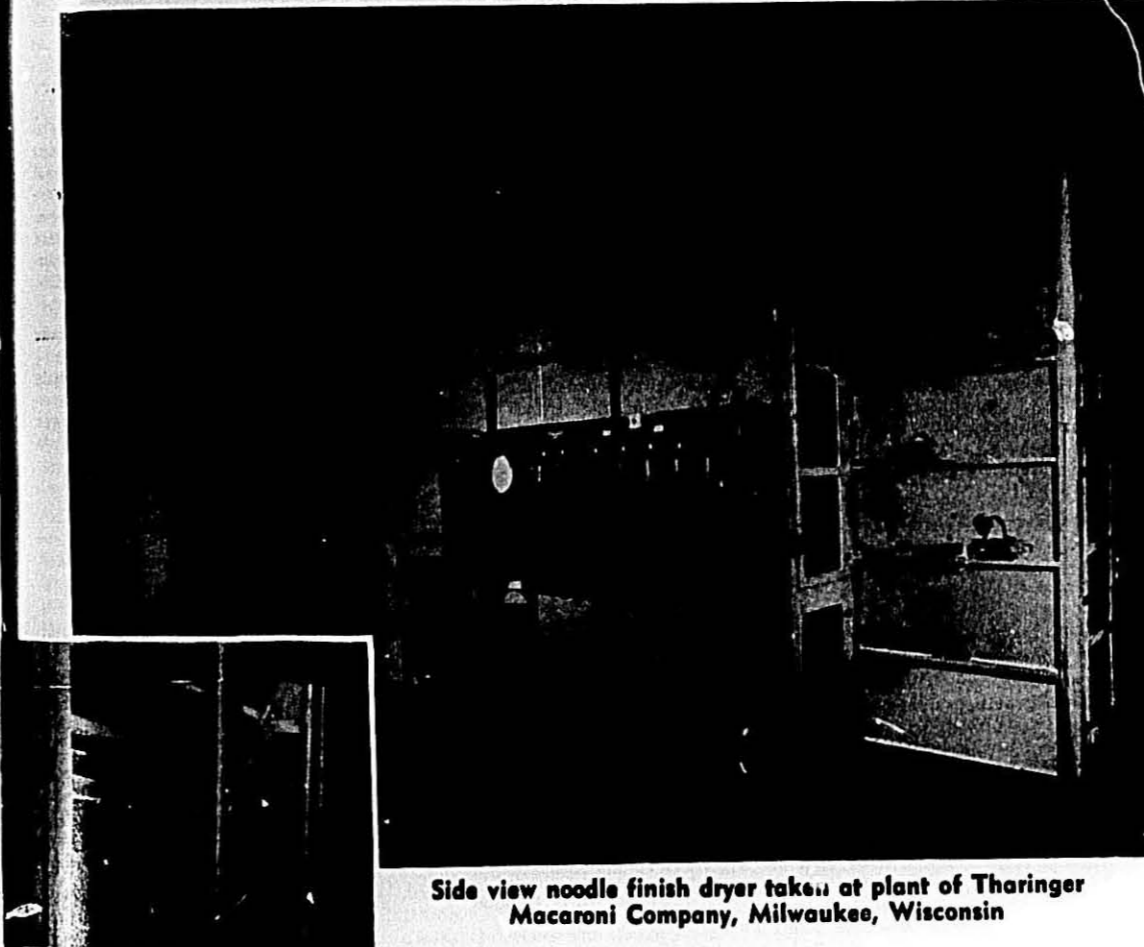
(Continued on page 10)

THE MACARONI JOURNAL

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Side view noodle finish dryer taken at plant of Tharinger Macaroni Company, Milwaukee, Wisconsin

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under special permit as a meat substitute. As such, it would throw out of kilter the entire traditional concept of macaroni's food role. In the process it would diminish the market for macaroni and other foods because consumers clearly would not use a macaroni-shaped meat substitute in conjunction with macaroni and other foods in the same way that macaroni is now served with meat, fish and other foods.

This could effectively disrupt the market which the macaroni industry has won for itself at a great cost financially and through its practice, under the existing standards, of producing a product with superior cooking characteristics.

Urge Withdrawal

For many reasons stated and because the proposal is neither in consonance with public policy nor in the public interest we respectfully urge withdrawal of the Commissioner's notice of rule making (dated March 1, 1971), or, in the alternative, a hearing on this matter under Section 701 (e) of the Act.

We further request that any subsequent proposal to establish a standard of identity for this new product avoid not only use of the name "macaroni" but that it also provide that the new product shall not be brought to market in the shapes and forms commonly reserved for and identified as macaroni.

It is our sincere conviction that there is ample provision in the standards procedure to provide a non-deceptive, marketable name for any new engineered food product with desirable protein attributes.

The laudable effort to develop these products, spearheaded by the Department of Agriculture, will be fostered rather than impeded by appropriate meshing of the drive for new foods with respect for existing standards procedures.

As to the latter, be assured that the macaroni industry is proceeding with all diligence to provide macaroni products which meet the objectives of the Department of Agriculture for special feeding purposes. As a result of this developmental work we expect in the near future to discuss with appropriate officials new formulations within existing standards meeting the Department of Agriculture objectives. Our members eagerly look forward to participating in the production and marketing of these new products.

Respectfully yours,

Vincent F. La Rosa
President



Call It Macaroni?

An editorial in the Southwestern Miller:

When Yankee Doodle rode that small horse into town almost 200 years ago, one wonders why he chose to call the feather that adorned his hat "macaroni." The wondering does not last long when it is realized that the only reason probably was that the word rhymes so well with "pony." The "wet noodle" facetiously designates a lash with which to beat someone without really inflicting any pain. That these appellations arouse no serious objections from the pasta manufacturing industry and its suppliers is not at all surprising. The good-natured utilization of the terms poses no significant or recognizable threat to the per capita consumption of durum products. But today a controversy is raging that involves not only the utilization of the names of pasta products but also their traditional shapes. The dispute arrays in adversary roles General Foods Corp. and the Food and Drug Administration, on the one hand, and pasta manufacturers and related industries on the other.

Differences of Opinion

The current differences of opinion were brought to the fore in mid-March, when the F.D.A. proposed the establishment of a standard of identity for "enriched macaroni products with improved protein quality." More than a year earlier, temporary permits were issued by F.D.A. to General Foods for market testing of enriched macaroni deviating from the standards of identity. The General Foods permits apply to products containing yellow corn flour in a quantity not less than 50 per cent, soy flour in a quantity not less than 27 per cent and hard wheat flour at not less than ten per cent. Other nutrients are added.

General Foods

The credentials of General Foods in the field of nutrition research and de-

velopment are impressive and undisputed. C. W. Cook, chairman, in an appearance before the Senate Select Committee on Nutrition and Human Needs, pointed to his company's nutritional enhancement of the traditional foods, citing snack foods, fruit beverages and breakfast drinks as well as extensive use of enriched flour in mixes. Mr. Cook also told of General Foods' "unhappy" experience with attempts to market "Golden Elbow" macaroni as an example of obstacles raised to prevent progress in improving the nutritional status of Americans. Asserting that the product contains more high quality protein than beefsteak, Mr. Cook criticized present food regulations as "bureaucratic obstacles that block the enrichment of many existing food products."

The General Foods chairman made the point that—over and over again—the food industry has learned how little impact nutrition has in selling a product to the public and that the answer to providing nutrition, particularly to low income homes, lies in offering engineered foods in the form of foods already accepted and familiar.

At first glance, it would seem that the pasta industry should consider it a compliment that a high quality, high protein food was to be manufactured with the name and shape of macaroni, and, undoubtedly, a case can be made for that point of view. The fear of macaroni manufacturers is that the new standards of identity that include significant quantities of non-durum ingredients would adversely affect consumer acceptance of their product because of lowered eating quality. A delegation from the National Association of Macaroni Manufacturers met with F.D.A. officials early in April, not to object to the offering of engineered foods, but to oppose labeling as "macaroni." As evidence of the acute sensitivity of pasta consumption to quality changes, the manufacturers recalled sharp sales decreases in the 1950's, when rust epidemics nearly decimated durum crops for several years and forced widespread substitution of hard wheat farina or flour. Because of this experience, the macaroni manufacturers object to the "usurping of the name macaroni to apply to any cereal food extruded into the shape of an elbow."

As a result of the representations of macaroni manufacturers and durum millers, public hearings on the proposed new standards have been twice postponed and are currently scheduled for June 1. The hope, nay the need, is that

from the open and sometimes bitter discussions will evolve a solution that will be credit to the food industry. It is difficult to believe that industries that can create much needed nutritional advances cannot surmount the current difficulties over names and shapes.

Consumer Federation

In a similar vein, the Consumer Federation of America protested to Commissioner Edwards that it "opposes at this time anything other than macaroni—made principally from wheat—being sold under that name."

Of the new product, the Federation said, "We seriously question that it is macaroni as defined by the dictionary, common usage, or by current identity standards. . . ."

The National Macaroni Manufacturers Association earlier charged that the proposed new standard "does irrevocable damage to the entire theory and practice of standards of identity." It also called for a prohibition against the substitute being shaped or identified as macaroni.

"One is compelled to ask," the Association said in a formal brief, "what prompts a responsible agency of government in one stroke to knock down the integrity not only of a respected food product but also to do violence to the long-standing legally established identity of a basic food ingredient."

The National Association of Wheat Growers and other agricultural groups also have filed formal objections to what some in the industry call the "attempted macaroni heist."

Myths in Nutrition

"There are at least two major myths that I think are blocking public support or indeed, public demand, for concerted and expanded action in the field of nutrition," Willis A. Gortner, director of the U. S. Department of Agriculture's Human Nutrition Research Division, told the Grocery Manufacturers of America's Agriculture Committee recently.

Does It Sell?

The idea that nutrition does not sell food "is just poppycock," Gortner told the group. He pointed out the major growth in various low-calorie items, the success of two percent milk fat products, the growth in sales of orange juice, and the shift to polyunsaturated vegetable oils as evidence that refutes the myth.

We Know Enough?

"An even more dangerous myth," Gortner said, "is, 'We know enough about nutrition—let's get on with food delivery, or education, or change in

food and food habits.' My answer is, let's do get on with these things, but let's don't assume that we know enough."

Gortner noted recent USDA research on chromium as evidence that more nutrition research is needed. "Our research team now has very satisfactory evidence that this mineral element (chromium) is indeed an essential nutrient, and also that a large part of our population may have a marginal deficiency," Gortner said. He explained that chromium is required for normal metabolism of blood sugar and said that a larger number of the population, as they approach middle age, lose their ability to metabolize sugar normally. "Our very preliminary evidence suggests that as many as half of these individuals may be helped through chromium supplementation," Gortner said.

"We have a national goal that every American child will have the advantage of an adequate, nutritious diet. The means of achieving that goal must include a major commitment to nutrition research," Gortner said.

Nutritional Awareness Kit

Food Advertisers Service has released the design of its 1971 Nutritional Awareness kit. It has received enthusiastic support of the Food Council's chairman, Milan D. Smith of the National Canners Association, and last year's chairman Clarence G. Adamy, president of the National Association of Food Chains, and other Food Council members. For those retailers who do not choose to create their own programs or want to supplement what they have produced, this kit offers an excellent and relatively inexpensive means of participating in the 1971 campaign. It is available to any retailer at a cost of \$4.50 per kit with a minimum of three kits.

The basic strategy of the kit is to show the four basic benefits of good nutrition in simple layman language. This is built into the kit in a colorful manner along with the campaign symbol: "Eat the Basic Four."

Body Builders

For Strong Muscles and Firm Flesh
Eat Meat, Fish, Eggs, Cheese, Poultry.

Energy Givers

For Get-Up and Go-Power
Eat Bread, Grains, Milk, Cereals.

Protectors

To resist infection, for sparkling eyes and a healthy look.
Eat Fruits and Vegetables.

Sparklers

For gleaming hair, beautiful teeth, over-all sparkle
Use Dairy Foods.

Consumers' Organizations Oppose Macaroni "Heist"

The two largest consumer organizations in the U.S. have lodged vigorous complaints with the Food and Drug Administration against a proposed new standard which would permit non-wheat food products to be shaped and marketed as "macaroni."

The Consumer Federation of America and the National Consumers League joined agricultural and industrial objections to the proposal on the grounds that it would result in consumer deception and mislabeling.

National Consumers League

Traditionally, macaroni is a wheat-based product and is so described under long-existing FDA standards of identity. Under the pending proposal, non-wheat ingredients would be extruded into macaroni shapes and marketed as "enriched macaroni products with improved protein quality."

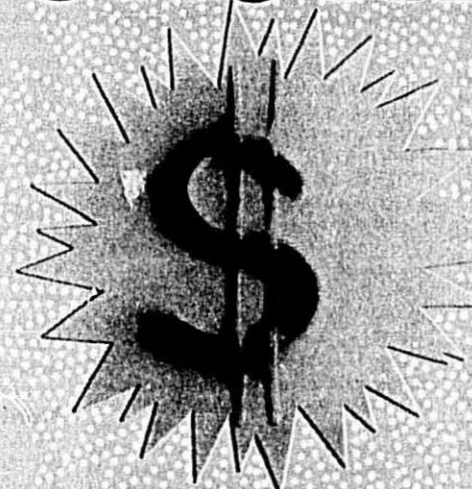
"An earlier request for U.S. Department of Agriculture approval to allow the same product to be marketed as a "meat substitute" was denied.)

Noting that it was "in the forefront of the campaign to establish the FDA in the early years of this century," the National Consumers League protested in a letter to FDA Commissioner Charles C. Edwards that, "We are, therefore, surprised to find FDA proposing to give official sanction to the marketing of a new product as macaroni which does not conform to our long-established standards for macaroni."

"Macaroni," the letter continued, "is a product based in durum wheat. This has long been understood and accepted by consumers. The new product is not a wheat product, and permitting it to be called macaroni simply because of its appearance would not only deceive consumers, but would chip away at the well-known standard in a manner which could result in undermining all standards of identity.

"There is certainly no dearth of terminology in the English language," the letter noted, "which would prevent the product from being marketed under a

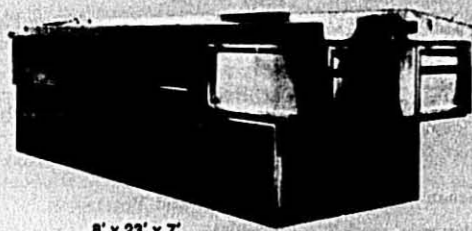
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CONSUMER HAS A LOT TO LOSE FROM CONSUMERISM

By

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Chamber of Commerce
of the United States



Picture a supermarket of the future: The rows of gleaming shelves are filled with uniformly olive-drab packages. They are all the same shape, and there are a limited number of sizes. The labels are all in the same style of type, on the same part of the package, and in the same proportion to the package size.

There are warnings concerning contents on the labels of a majority of the products, ranging from salt (hypertension), detergents (damage to the environment) to most meats and dairy products (cholesterol).

In short, this supermarket has the visual appeal and sparkle of the average U.S. Army warehouse.

But that doesn't matter, because the chain owning the store may soon be out of business. It has been ordered to pay punitive and compensatory damages to 17 million customers. The Federal Trade Commission has ruled that they were defrauded by a widely advertised two-cents-off sale. In fact, the price reduction was only 1.657 cents.

Sound fantastic? Unfortunately, it is closer to truth than fiction. Everything stated above is just a logical extension of "consumer" regulations now under consideration or actually in force.

Congress has passed laws governing consumer health and safety in everything from foods and fabrics to appliances and automobiles . . . requiring more standardized information concerning credit and package labeling . . . closely regulating drugs, cigarettes, toys, credit cards, household products, and a number of other consumer industries. And more of this legislation is in the cards.

Federal regulatory agencies are getting tougher, too. The Federal Trade Commission, for example,

has announced its intention to ban certain products from the marketplace, and to penalize deceptive advertisers by requiring them to confess to their deception in 25 percent of each future advertisement for a period of one year.

State and local governments will also be more vigorous in establishing and broadening consumer protection programs.

This avalanche of activity springs from three principal motivations. The first is a sincere desire to assure the consumer a product free of defects, hidden dangers, and misrepresentation. With this aim, no legitimate businessman can quarrel.

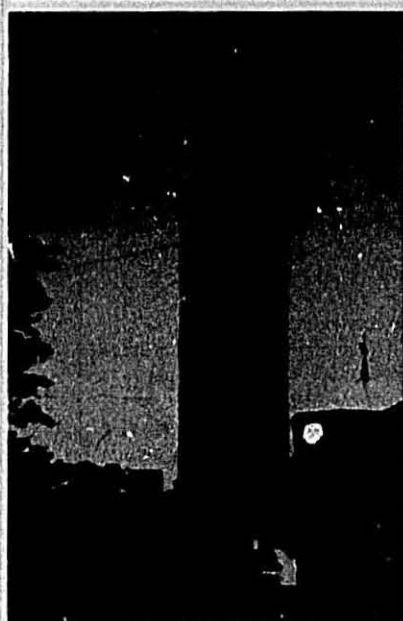
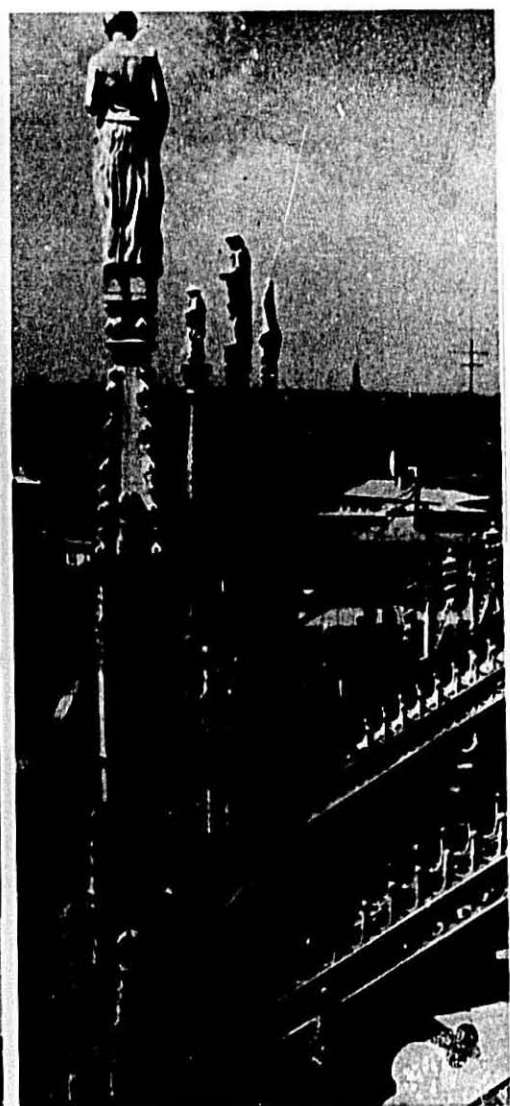
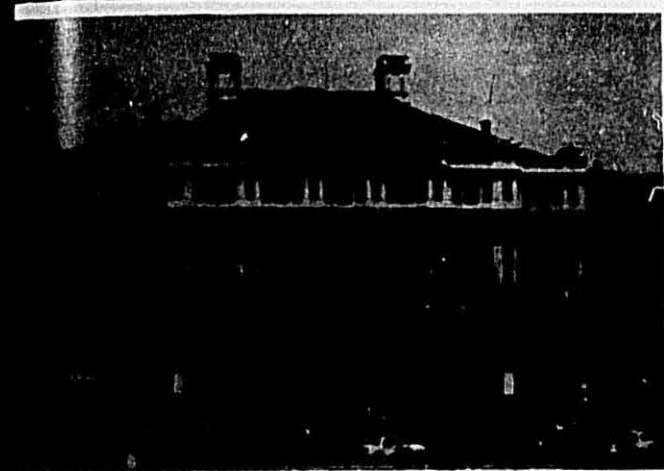
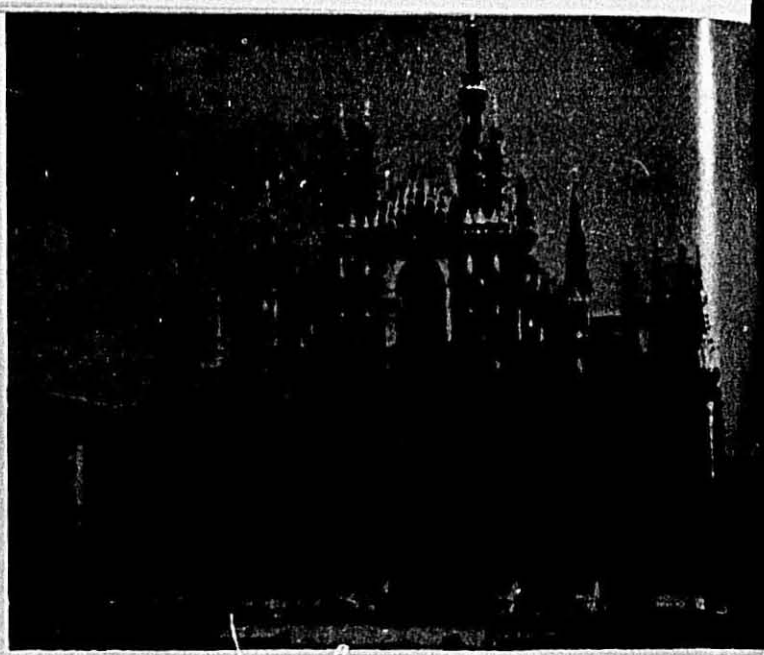
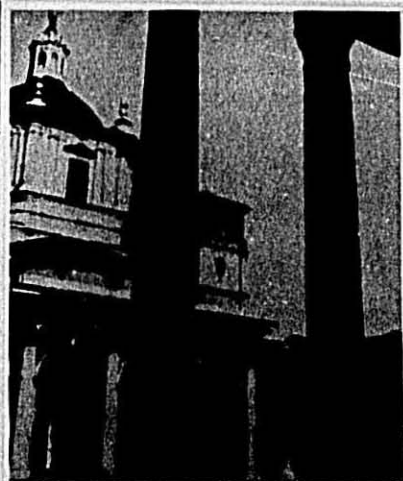
The second motive is the "protection" of the consumer from his own failings. Proponents of this type of regulation always claim to be "for" the average man, but actually they hold him in complete contempt. They regard the typical consumer as a child-like innocent who must be watched over by a benevolent government serving *in loco parentis*.

The third motive is that of the people who are interested not so much in the welfare of consumers as in effecting radical changes in the business and social institutions of America. These people pretend to be pro-consumer when they are really only anti-business.

There is not much that can be done about the latter two groups. They will always be with us, in one form or another.

But the first group deserves special consideration. Consumers *do* have real problems and concerns about the workings of the marketplace, and the responsible businessman can ill-afford to disregard those problems.

On the contrary, the lesson of our experience during the past few years seems quite clear: If we dislike the wave of consumer legislation which has swept down upon us—if we distrust legislative solutions to consumer problems—then we really have no choice except to resolve those problems voluntarily, *before* government tells us how to do it.



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.



WERNER/LEHARA

GENERAL OFFICES: 3200 FRUIT RIDGE AVENUE, N.W., GRAND RAPIDS, MICH. 49504
 EASTERN OFFICES: 40 E. FORTY SECOND STREET, NEW YORK, N.Y. 10017



In Semolina and Durum flour, quality has a color. Pure, flawless gold. The color of King Midas Semolina and Durum flour.

It's the color we get in Semolina and Durum flour because we begin with the North Country's finest Durum wheat, and mill it in facilities designed *specifically* for the production of Semolina and Durum flour.

It's the color *you* get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

And from the time our golden King Midas Semolina and Durum flour start on their way to becoming your golden pasta, Peavey is following through with the fastest, most reliable service possible. And we're working to be better. Our new King Midas Semolina and Durum flour mill at Hastings, Minnesota, rounds out a distribution network second to none.

It still comes down to this. We want you to keep putting Peavey in your pasta...right along with your pride.

the Pure, Golden Color of Quality.

King Midas Semolina and Durum Flour from Peavey, for Pasta with "The Golden Touch." Pure Golden Color. Great Eating Characteristics.



At the new Peavey mill in Hastings, Minn., as in all the King Midas Semolina and Durum flour mills, Durum wheat receives all the extra milling, cleaning, purify-

ing and filtering processes that make Durum run on a Semolina mill something special... processes that mean pure, golden pasta with fine eating character-

istics. And at the Peavey mills, automation of virtually all processes means that quality levels are maintained — all the way. We wouldn't have it any other way.

Peavey Company Flour Mills, Minneapolis, Minn. 55415



PEAVEY COMPANY
Flour Mills

Pass the Macaroni, Please

The Peavey Company house organ for Spring, 1971 had on its cover a picture of a drill run by the Mertens Brothers on their 4,500 acre farm located two miles east of Devils Lake, N. D.

The lead article carried the above caption with the sub-head: "Growing appetites prompt record production."

An unprecedented number of Americans went to the macaroni shelves in 1970 to satisfy their inclination toward economy, convenience and nutrition with one food product.

This produced a 10% increase in the sales of pasta products, surpassing the previous record 5.7% sales gain posted by the industry in 1969.

The National Macaroni Institute publicity theme—"Macaroni Makes Sense in the Seventies"—was the most timely. In the face of a consumer price index which rose at a rate of about 5.5% through out of the year, Americans were learning how to make do—and do without.

Newspapers were filled with advice columns on how to beat inflation. A major food firm offered a cost-paring booklet of recipes called "We'll Help You Make It," and got 850,000 mail requests. Time Magazine reports that menus consisting of the specialties devised in the days of World War II rationing have been revived.

Peavey People

Families like the Clarence Swartouts became increasingly attracted to macaroni because of its low cost, versatility and food extending quality.

With ten children to feed, Swartout, a Minneapolis grain merchandiser, points out that "the advantages of macaroni products are all too obvious. They're easy on the food bill and go a long way."

Clair Ann Casale, senior sales clerk, Scardale, N.Y. (Flour Mills) prepares pasta products twice a week. Just recently married, she and her husband enjoy the wide range of dishes to be made with macaroni. "Tonight we're having spaghetti with clam sauce," she said.

John Sorick is "positive" his family is "eating more macaroni these days." The Omaha, Neb. (Producer Service) traffic manager pointed out that macaroni is "filling and good to eat. The kids really like it; they get tired of potatoes."

Adding to the demand for macaroni products were the purchases of the



Everybody Likes Macaroni

Agricultural Stabilization & Conservation Service (ASCS), U.S. Department of Agriculture. The ASCS at the start of 1970 announced it would buy about 3,000,000 pounds of wheat and soy and/or milk macaroni per month for relief feeding to the needy around the country. (Milk macaroni consists of a combination of durum flour/semolina and de-fatted dry milk and is high in protein.)

Good Years

While in 1968 and 1969 were particularly bountiful years for the fastest growing of the wheat foods industries, Bob Green, executive secretary of the National Macaroni Manufacturers Association, notes that consumption of pasta products has been rising steadily over the last two decades.

"Macaroni products have made big inroads into America's basic meat and potatoes economy. We are no longer dependent on people of Italian descent to eat spaghetti in America—all people do," said Green.

"The rationing of meats, cheese and canned goods during the Second World War was really a shot in the arm for the macaroni industry," he continued. "Americans became accustomed to pasta products while using them as a vehicle to extend rationed foods."

The development of new overseas markets has also boosted industry sales figures. "Macaroni is going over tremendously well in Japan," Green said.

Promotions

Promotions by wheat growers, durum flour millers and macaroni manu-

facturers have been an important force in selling American people on pasta products. Bob Cromwell, general manager, Flour Mills Durum Sales, asserts.

The "Pasta Recipe Contest" held for quantity food servicers in 1970 is a good example. Constantly encouraging new and interesting ways of preparing pasta products, the industry awarded first places to three entries—"Garden Fresh Salad," "Teenager Lasagne" and "Spaghetti Sauce Americana 2000."

Variety and Convenience

Vic Hanson, a 35-year veteran of Peavey's Durum Sales staff, thinks the increasing consumption is also a result of the fact that there is a much wider variety of macaroni products today.

"The consumer is no longer limited to dry macaroni or spaghetti. He can choose from several different packaged macaroni dinners, canned macaroni, dry noodle soup, frozen noodle dinners, packaged ravioli and several snack foods," explained Hanson.

Hanson also alluded to the convenience aspect. "Because macaroni is so easy to prepare and combines so well with many food products it is very attractive to consumers, particularly those in the 20 to 30 age bracket."

Grocer's View

Art Brady, grocery products manager, Super Valu Stores, Inc., Bismarck, N.D., reports that sales of macaroni products are "way up" in his firm's outlets.

"It's no wonder, there must be a million recipes today which require macaroni products of some kind," he commented.

Home Economist Mim Wedel's recipes have been heavily pasta-based in the last two years. It's what Lund's food store customers in Minneapolis want.

Walking through the stores' aisles and talking directly with shoppers, she has been flooded with requests for macaroni casserole, lasagne and spaghetti recipes.

One lasagne recipe was so popular that Lund's has reprinted it for customers several times. The food chain has also gone to special displays to meet the consumer demand for pasta products.

"Italian Fare" incorporated into one central location all the ingredients needed for an Italian supper: noodles, spaghetti sauce, eggs and cooking oil; ricotta parmesan and mozzarella cheese; Italian breadsticks and fruits; and all the makings for an Italian tossed salad.

Peavey is a leading supplier of durum flour and semolina for pasta products, Peavey Company has experienced growth in its durum operations which corresponds with the rising consumption of macaroni.

Beginning with a small unit milling 800 hundredweights of flour daily in Hastings, Minn. in 1912, Peavey's durum operation has grown to include four large mills located in Superior, Wis., Buffalo, N.Y., Grand Forks, N.D. and Hastings, where the first new durum unit to be built in the nation in half a century is approaching full operation.

Peavey Marketing

Peavey Company has announced the appointment of William K. Blodgett as vice president-marketing for flour mills. He is responsible for marketing planning including advertising, market research and evaluation of progress and results in marketing plans. Mr. Blodgett brings sixteen years of experience in flour milling to his new position. Most recently he has been marketing manager-western flour for the Pillsbury Co. Prior to that he was with the family firm of Frank H. Blodgett, Inc., Janesville, Wis., which ceased operations some years ago.

Under the Peavey realignment, others carrying top management responsibilities and reporting to Mark Heffelfinger, executive vice-president, will be Ed Powers, vice-president-sales; Harry Deaver, vice-president-operations; Miles Lea, vice-president-planning and administration; Art Mulvey, controller, and Hank Hendriksen, manager, credit department.

Peavey to Close Grand Forks Mill

Sometime this coming fall it will be necessary to cease production at Peavey's Grand Forks, N.D., flour mill. The exact date is not yet known, but it will occur before winter sets in.

The decision was arrived at very reluctantly because the mill has been an important part of the company and of the Red River Valley economy for over seventy years. It was originally built in 1901, remodeled in 1925 and again in the mid-50s. Right up to the present, investments have been made in further improvements to help keep it competitive.

Thus, in the last three years, the mill has been able to specialize successfully in the production of high quality durum flour and semolina for the pasta trade.

This it will continue to do until the closing date.

It has been increasingly clear, however, that there is no practical possibility of maintaining the mill into the future on a sound economic basis. Its age and other factors make it impossible to justify the further sizeable investments that would be required.

Removal of the Grand Forks capacity will not affect the company's customers in any way, as they will be served from other mill locations. In the next several months, every effort will be made to work with individual employees in assisting their forward planning.

The company expects to remove the equipment and dispose of the mill property after the operation ceases.

Walt Nisbet Company

Walt Nisbet as formed his own company in San Francisco purchasing the West Coast flour brokerage business of Kelly-Erickson-Jones Co.

Mr. Nisbet had been the West Coast manager for Kelly-Erickson-Jones since 1953. Prior to that he had been Bakery Flour Sales Manager for Colorado Milling & Elevator Co. in Denver for six years. He started in the business as a salesman for General Mills, after graduating from Colgate University.

Good Seeding Season

The North Dakota Weather-Crop Report for the end of May stated that spring seeding had made satisfactory progress and was nearing completion.

Infestations of wild oats, buckwheat and other broadleaf weeds were causing problems over the entire state. Spraying which was under way in most areas was temporarily delayed because of high winds.

Subsoil moisture supplies were deemed adequate in three-quarters of the counties, and plentiful to surplus in another 8 percent.

Seeding of hard spring wheat was 98 percent complete compared to the ten-year average of 95 percent. Durum was 96 percent complete compared with only 64 percent a year ago and the ten-year average of 93 percent.

Triticale Makes a Mark

Farmers in several states last fall planted a new crop that could boost grain yields and supply hunger-plagued countries with more nutrition. Or it could prove to be one of the biggest research flops in recent years. Experts appear divided about the prospects.

Cross Durum and Rye

The new crop is triticale, a wheat-like cereal grain that is man-made by selectively crossing durum and rye. Promoters claim it eventually will yield twice as much grain as either of its parents, making it a potentially important feed grain that could stimulate increased beef, pork and poultry production.

Triticale seed was marketed and planted on a large scale for the first time last fall. The biggest acreages are in Kansas and Texas, with smaller seedings scattered through California, Arizona, Nebraska and the Dakotas. In addition, scientists in a dozen states are testing. Estimates of last fall's plantings range as high as 300,000 acres, compared with a harvest last spring of 10,000 to 20,000 acres.

By 1973, five million acres will be planted and by 1975 it will be a "major" feed and food grain, predicts Earl Collier, president of International Grain Inc., a Dallas-based concern that is one of two triticale marketing-research companies. Mr. Collier concedes that he bases his prediction on the development of potent triticale varieties that can compete with wheat, corn and barley. "It's by no means a miracle crop, but it has tremendous potential," he says.

Even current, primitive varieties display impressive attributes, enthusiasts say. International Grain advertises that its variety, called Graze Grain 70, "normally produces 50% more grain than wheat or rye" and that it contains nearly 19% crude protein, compared with 9% protein in corn and 10% to 11% in wheat.

Protein—Rich Forage

It also is said to provide protein-rich forage. The company claims that as many as six heifers can graze on an acre of irrigated triticale all winter and gain up to two pounds a day under ideal conditions and good husbandry. By contrast, the company says, barely two heifers can be grazed successfully on an acre of combined wheat, oats and rye, which is a common mix in west and central Texas.

The other company selling triticale seed makes more conservative claims. FasGro Seeds Inc., an Amarillo, Texas, subsidiary of Prochemco Inc., tells farmers that its current four varieties won't yet fill the tall predictions being made for triticale.

"Right now, truthfully speaking, it can't stack up against hybrid corn," says Prochemco's president, Paul Eng-

(Continued on page 20)

Triticale—

(Continued from page 19)

ler. "It just won't outproduce on a dollar-per-acre basis. But the exciting thing is the varieties that will be coming out in two to five years." FasGro plans to bring out two new varieties in 1972."

Best to Come

Many scientists agree that the best of triticale is yet to come. In fact, some worry that premature marketing and publicity could hurt the new grain's chances for success. They fear that farmers may get discouraged by poor results with initial varieties and write off the crop as a loser.

Wheat-rye crosses date back to 1875, but resulting seed was sterile. This problem was solved in 1937, but the species remained unsatisfactory until 1956, when durum, the hardest wheat grown in the U.S., was substituted for regular wheat in the crosses. In 1964, B. Charles Jenkins, a geneticist in Salinas, Calif., developed a light-insensitive cross that would grow both in the long winters of Canada and the short winters of the southern U.S.

Mr. Jenkins of course, is a strong believer in the potential of triticale. So is Norman Borlaug, who recently won a Nobel Peace Prize for his work in developing improved wheat and rice strains that are being planted in underdeveloped countries. Triticale "has tremendous possibilities," he says.

Skeptics

But many scientists who are investigating triticale are skeptical. Some, like M. E. McDaniel of Texas A&M University, which is testing the grain at several experimental stations, say that triticale is overrated and overpriced in terms of demonstrated results. Triticale seed varieties sell for \$40 to \$46 a 100 pounds, compared with \$3 to \$4 for good wheat seed. (Most farmers pay nothing for seed, using a portion of each year's harvest for planting the next crop.)

Mr. Collister of International Grain says such conclusions don't apply to his company's seed, which was distributed for independent testing for the first time this fall. The price is high, he says, because "you're buying the genes, the genetic code bred into it."

Other scientists argue that triticale isn't as productive as proponents claim. Because the seed head of triticale is twice the size of a head of wheat, triticale seemingly should yield twice as much grain.

But Louis Reitz, a wheat researcher at the Agriculture Department's labora-

tories in Beltsville, Md., says the heads on the triticale varieties that he has tested develop less than half of their possible seeds. He says the best tests showed that triticale yield were about equal to average yields of wheat, and most varieties he tested didn't yield even that much. He also says triticale has several other weaknesses, including that it isn't very winter-hardy.

But the triticale seed companies say the winter crop that will be harvested this spring has survived the winter very well. The other findings are unfair, they assert, because the new crop is being treated and handled too much like wheat.

Egg Prices and Market News

On March 9, 1971, the U.S.D.A. asked for comments on recommendations for major changes in the reporting of market prices of shell eggs. These recommendations had been made by the United Egg Producers, a nationwide cooperative of egg producers and marketers.

Approximately 1,100 comments were received as a result of the notice. All segments of the industry were represented, as well as other interested parties, such as bakers, hospitals, churches, military services, and bankers. This large number of responses reflects the high degree of interest surrounding the issue, as well as its importance. While the large majority of the responses received (75 percent) opposed UEP's recommendations, practically all segments of the industry were divided to some degree.

Public Meetings

In addition to the request for comments, two public meetings—one in Chicago and one in New York City—were held to hear the views of interested persons. These two meetings were attended by 215 persons, 47 of whom presented statements.

In view of the comments received, as well as an in-depth study conducted by the Department, no major price reports will be discontinued at this time. However, some reports will be modified effective July 6, 1971. These modifications are as follows:

1. Wholesale Report—Chicago

A. Discontinue daily report and initiate a twice-a-week (Wednesday and Friday) report.

B. Discontinue reporting a full range of prices by eliminating the extremes.

C. Continue to report a weighted average price but report twice-a-week rather than daily.

Loose Eggs in Chicago

With the declining volume of trading of loose eggs in Chicago (10,000-15,000 cases per week presently covered by market news reports) there are suggestions when the volume on some grades and sizes is considered insufficient to report a valid price. There likely will be more occasions when no daily prices can be reported as the volume of trading further declines. Therefore, the Department considered two alternatives—one was to discontinue reporting the wholesale price and the other was to report in a way to have sufficient volume of sales to report meaningful prices. The study revealed that by reporting on Wednesday the trading that occurred on Monday, Tuesday, and Wednesday and reporting on Friday the sales that were made on Thursday and Friday, the prices represented a sufficient volume of eggs traded on all grades and sizes. This change will also reduce the fluctuations caused by irregular deliveries of large quantities of product on a given day. The range will be narrowed by eliminating the extreme prices where it is clearly evident that such prices are not in line with normal trading. Such sales would be carried in the market comment rather than in the table of prices.

2. Wholesale Report—New York City

A. Continue to report daily price information.

B. Discontinue reporting a full range by eliminating the extremes.

C. Continue to report a "most" price.

New York Market

The study of New York market activity revealed there was 40,000-50,000 cases of loose eggs covered weekly by market news reports. Trade participation was quite broad and there was a sufficient volume of eggs traded daily to warrant continuation of the present daily wholesale report. On a few occasions the elimination of a price outside of normal trading patterns may have resulted in a more meaningful report. These few extremes will be eliminated from the price range and included in the market comment.

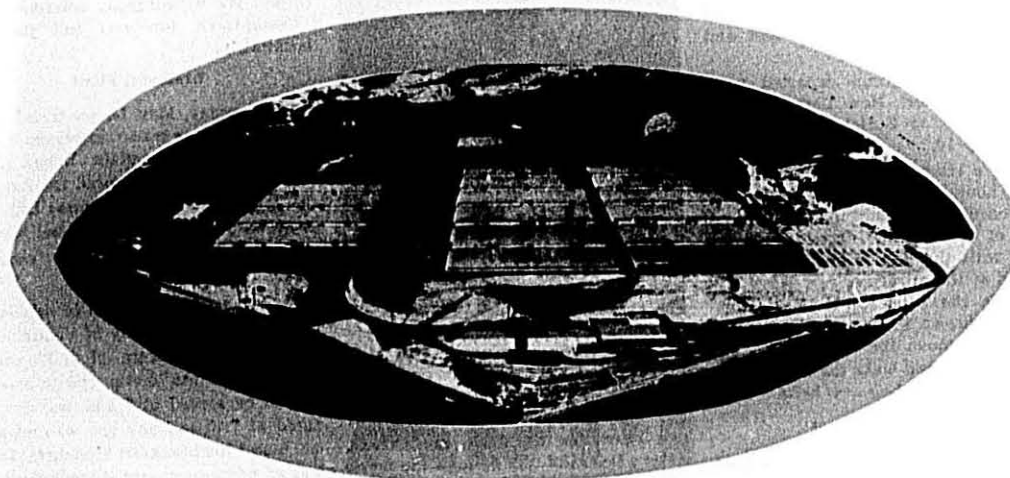
3. Cartoned Egg Prices—21 Major Markets

A. Continue to report daily prices.

B. Eliminate extremes in the reported range.

Cartoned egg prices which mainly represent sales to retailers will continue to be reported daily. The volume of eggs covered by these reports is increasing as is the importance of this series.

Three million pampered hens promise you the most in 'laid to order' quality!



Egg City's California plant offers the latest in scientific, controlled production.

Quality conscious buyers everywhere can always count on special blends of frozen eggs, sugared or salt yolks, and NEPA Colors to meet your specifications (including NEPA 3 or 4).

All products are packed Salmonella-free, Q.M.C. approved, and U.S.D.A. inspected.

And now . . . newly installed:
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EUROPEAN DIARY

It was an experience of a life-time!

This was the unanimous opinion of the 38 delegates from the U. S. and Canada who visited Switzerland and Italy in May.

Most of the group departed from Kennedy Airport, New York City, via Swissair 747 to Zurich, Monday evening, May 10.

With a six-hour time difference and a 6½ hour flight there is a half day's difference for the body to adjust to and most of the travelers napped upon arrival until the dinner hour. We were housed at the attractive new Hotel Atlantis in the suburban area of Dolt-schiweg. Brown Swiss cows were quartered just above the hotel in a rural section and would wake the early morning sleeper with their cow bells.

Macaroni School

On Wednesday, the Macaroni School conducted by the staff members of Buhler Brothers began. Dr. Hans U. Widmer welcomed the group, now joined by Mr. and Mrs. John Roland of Catelli, Mr. and Mrs. Vincent De Domenico and Mr. and Mrs. Tom Purcell of Golden Grain. The Golden Grain contingent traveled in their own Volkswagen.

Discussions on milling and flour handling were handled by Hans Lanzrein and Bruno Gmur. Dr. Adolf Holliger reviewed laboratory techniques in quality control and arranged for us to visit Professor Neukom, Department of Nutrition, Swiss Technical University.

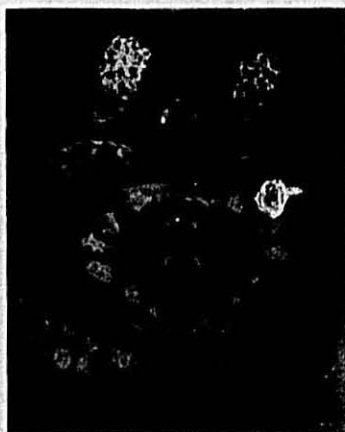
Robert Ernst, formerly a Buhler representative and now a macaroni manufacturer at Kradolf, told about egg preparations and what we would see at his plant to be visited the next day.

Thursday, May 13—We visited the Buhler Works at Uzwil, lunched as guests of Buhler Brothers at the historic Castle Oberberg, and then saw the Robert Ernst macaroni plant. We stopped to tour the Flour Mill Meierhans in Weinfelden.

Friday, May 14—School continued on macaroni techniques with discussion leaders George Degunda, Joe Manser, Bill Berger and Robert Ernst.

Mountain Retreat

Dr. Louis Capol, director of the Swiss Macaroni Manufacturers Association, told of the industry in Switzerland and the workings of the Common Market. On Saturday, we were guests of the Association for cocktails at Rigi, a moun-



Fabulous Food

tain resort on the Lake of Lucerne. After a beautiful ride through the Swiss Alps we returned to Swiss fondue party in Zurich.

Sunday, May 16—Through the Alps again, this time by train, and into Italy. At Milan we transferred to Venice and there we rode in launches down the Grand Canal to our hotel.

Visit Pavan

On Monday we rode by bus up into the Italian Alps sector, a region that was once hit by floods, to Sedico to see the plant of Bribano. An interesting feature of this operation was their inventory storage system with fork lift cars on either side of a tiered storage area. Some one hundred products are stored on pallets and order-pickers can take a full pallet or a case as desired.

Traveling back to Galliera Veneto we viewed the works of Nico and Mario Pavan with their fabrication of maca-

roni equipment and their macaroni plant which is a perfect research laboratory. We were royally entertained to a sumptuous luncheon and gracious hospitality.

Braibanti Plant

On Tuesday, May 18, we traveled to Roveretto to see macaroni presses made by the Braibanti plant Bimac. The luncheon this day featured the fare of the area including large meat balls in broth as a course before several meats, vegetables and desserts, in elegant procession.

Wednesday was devoted to sight-seeing in the fabulous city of Venice, and on Thursday we were off to Florence. Now we ran into hiccup strikes: breakfast to be served at 7 a.m. was terminated at 7:10 and any one who missed out found his breakfast elsewhere. This was an adventure until it occurred again at dinnertime, and then the next day and the next day.

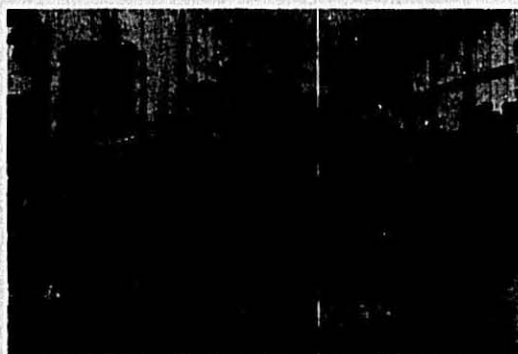
Some of the group took advantage of the afternoon to go to Pisa and see the leaning tower.

Buitoni

On Friday, Braibanti representatives Renato Balossi and Nick Moreth with his wife Kay took us to the macaroni plant and biscuit works of Buitoni at Sansepolcro. Second largest pasta producer in Italy, this plant was most interesting.

Luncheon this day was taken at Hotel Balestra, a stronghold of cross-bow enthusiasts. We were given a demonstration and a couple of the men purchased cross-bows.

(Continued on page 24)



Buhler Brothers' Proto-type shop in Uzwil.

ADM Milling Co.

European Diary—

(Continued from page 14)

There was sight-seeing in Florence on Saturday while some of the group took a quick trip to Rome. On Sunday, we moved onto Bologna, center of the food industry and canning center of Italy. Mr. and Mrs. Cesare Valletti of the Braibanti Company were our hosts at a very special dinner party at the Ristorante Don Chisciote e Sanzio Panza.

In Bologna Area

On Monday, May 24 the group saw the Zamboni Equipment Factory where they fabricate packaging equipment and stamping machines. Luncheon was at the Chalet della Rose. With many beautiful roses, it was generally agreed that the yellow ones were for the Texans John and Rose Laneri of Fort Worth.

In the afternoon we were impressed with the efficient operation of the Corticella Pasta Plant, operated by the Socialist Co-op, otherwise known as the Communist Party.

Tuesday took us to the Fava Factory in Cento where Braibanti dryers are made. The Brothers Fava and management of Sim-Bianca, flour handling equipment manufacturers, were hosts at luncheon. This splendid affair was particularly memorable for the pasta course featuring tortellini, ravioli, noodles bolognese and spaghetti. With the local wine, magnifico!

In Parma

On Wednesday, May 26 we were the guests of Pietro and Gianni Barilla at their plant in Parma. Recently completed, this establishment is a marvel in the macaroni industry. Ten lines specially-designed lines now produce what 47 lines put out. Truly, this operation is the 747 of the macaroni field.

As guests of the Barillas we lunched at the famous Ristorante Angioli D'Or named for the angel atop the cathedral next door. Mr. and Mrs. Del Kloek, restaurateurs themselves, and winners of the grand prize for the Pasta Recipe Contest last fall were duly impressed.

Now we received word that a general hotel strike would be called and our hotel in Milan could not take us. However, they made arrangements for the famous Villa D'Este on Lake Como to accommodate us and this lovely facility with four centuries of history behind it met with our complete approval.

On Thursday, May 27, the ladies left us to lunch at the home of Mrs. Valletti while the men traveled to the lake of Iseo. Here, out on an island in this beautiful alpine setting, we had an excellent luncheon of fish with local wine, much



Nico and Mario Pavan

singing and masculine good fun. In the afternoon we saw the efficient plant of Pagani in Rovato.

IPACK-IMA Show

Commuting to Milan posed some difficulties but this added to the adventure of the trip. On Friday we viewed the displays of the IPACK-IMA Show, met in a round-table session with the Unione Industriali Pastai Italiani and the Millers (Molini e Pastifici), and were entertained at dinner by these groups at the Ristorante Giannino.

On Saturday, four demonstrations were scheduled for late afternoon in Milan. Coming into the city all buses and cars were stopped for questioning and inspection by the police. We kept our appointment for a conference with the technicians of Braibanti and then lunched with them at the Trattoria Bagutta.

Great Time

We saw much, we learned much. Switzerland and Italy are beautiful. Our hosts were most gracious and hospitable. The food and wine was superb. And all of the delegates are ready to go again.



Some Recipes of Italian Flavor

From Barilla, the best-selling brand of macaroni products in Italy!

Tagliatelle alla Bolognese

Egg Noodles Bolognese

Preparation time: one hour
Cooking time: 9 minutes

Ingredients:

1 lb. egg noodles
7 oz. lean beef
1 oz. bacon fat
1 large carrot
1 stick of celery
1/2 onion
1 oz. dried mushrooms
parsley
1 spoonful tomato paste
2 spoonfuls cream
oil, butter, salt, pepper and
Parmesan cheese.

Method: Mince the meat, then put it into a stew-pan, with the oil, butter, finely chopped bacon, chopped parsley, onion, carrot and celery. Fry until brown, add the dried mushrooms (which have been soaking for half an hour in warm water), add the tomato paste and a ladleful of warm stock, season with salt and pepper and cook moderately for about an hour. When almost cooked add the cream. Separately cook the noodles al dente, drain and put on a serving dish, mix well with the ragout, cover well with grated Parmesan cheese. Serves 4 or 5.

Fettuccine Al Prosciutto

Egg Noodles with Ham

Preparation time: 25 minutes
Cooking time: 11 minutes

Ingredients:

1 lbs. egg noodles
5 oz. butter
1 1/2 oz. flour
1 ladleful of stock
4 oz. cooked ham
4 oz. cooked tongue
1/2 pint of cream
salt and pepper
grated Parmesan cheese

Optional: small black truffle.

Method: In a casserole melt 2 oz. of butter, add the flour, stirring well, add the stock, which has been heated; stirring continually, leave to cook for about 15 minutes. Pass all through the sieve and keep hot. Add the ham and tongue which have been cut into strips. Cook the noodles al dente, drain and put into a dish and mix with the rest of the

(Continued on page 20)

THE MACARONI JOURNAL

the gap

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butter, cream and plenty of grated Parmesan cheese. Cover with the sauce and if wanted, with slices of truffle. Serves 4 or 5 persons.

Mostaccioli Al Pomodoro
Pipes in Tomato Sauce

Preparation time: 55 minutes
Cooking time: 16 minutes

- Ingredients:**
1 lb. mosticciole
1 lb. tomatoes
1 small carrot
1/2 onion
1 stick of celery
1 sprig basil
1 oz. butter
2 spoonfuls of oil
1/2 teaspoonful sugar
salt and pepper
grated Parmesan cheese

Method: Finely chop the carrot, onion, celery and the basil and fry in a casserole with oil and butter; when brown add the peeled tomatoes which have been cut and seeded, add salt and pepper and half a teaspoonful of sugar (which removes the tart taste of the tomatoes). Cover and leave to cook on a moderate flame for about 45 minutes, stirring now and again with a wooden spoon; then pass all through a sieve and return to heat. Separately cook the macaroni al dente, drain and tip onto a serving dish and mix with the sauce and plenty of grated Parmesan cheese. Serves 4 or 5 persons.

Italians Love Pasta

Per capita consumption of pasta in Italy is about 30 kilos, 66 pounds annually.

In Switzerland, consumption is about 10 kilos, 22 pounds annually per person.

In the U.S. it is only 7.5 pounds, but has shown a good increase since World War II.



Fettucine



Spaghetti Del Fattore

Spaghetti Del Fattore
Spaghetti with Tuna

Preparation time: 25 minutes
Cooking time: 10 minutes

- Ingredients:**
1 lb. spaghetti
4 oz. tuna fish
1 clove garlic
1 spoonful tomato paste
2 spoonfuls of oil
2 oz. dried mushrooms
pinch of oregano
salt and pepper

Method: Finely chop the mushrooms (which have been soaking in warm water). Press the garlic with a spoon, and fry in oil, when lightly brown remove garlic from pan and add the mushrooms and cook very slowly. Roughly cut the tuna fish into pieces with a fork and add to the mushrooms, cook over a moderate flame for a few minutes, then add the tomato paste. Leave to cook for a further few minutes and just before removing from flame sprinkle with oregano. Cook the spaghetti al dente in a pan of boiling salted water, drain, tip onto a serving dish and mix with the prepared sauce.

Quantity Recipe Cards Available

Quantity recipe cards featuring the winners of the recent National Pasta Recipe Contest are now available from the Durum-Macaroni HRI Program. The top 14 contest entries including the Grand Champion—Garden Fresh Salad—are in the packet of convenient 5 x 8-inch recipe cards. All recipes were

kitchen tested in quantity portions by the Durum-Macaroni HRI Program.

Macaroni manufacturers will receive complimentary packets of the cards. Additional 14-card sets for sales or promotional purposes are available on a cost basis of 35 cents per individual packet including handling and mailing. Orders should be directed to the Durum-Macaroni HRI Program, 14 East Jackson Boulevard, Chicago, Illinois 60604.

The National Pasta Recipe Contest was sponsored early this year by the National Macaroni Manufacturers Association, Durum Wheat Institute and North Dakota State Wheat Commission, to encourage and reward the creative use of macaroni products by food service professionals.



Mama Mia

THE MACARONI JOURNAL



Larry Gardener
A prize winner in the
Pasta Recipe Contest

MACARONI IS A WINNER

Constant promotion of Macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

Recipes and photographs go to food editors of every type of media.

Cooperation with related item advertisers and publicizers is sought.

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uted to consumers, teachers and students.

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Lester R. Thurston, Jr.

Mueller Realignment

C. F. Mueller Company, a major factor in the macaroni industry and producer of Mueller's brand macaroni, spaghetti and egg noodle products, announced a realignment of executive responsibilities became effective July 1, 1971.

Mr. H. Edward Toner, President since 1947, has been elected to the newly created office of Chairman of the Board and Chief Executive Officer.

Mr. Lester R. Thurston, Jr., 49, formerly Vice President and Assistant to the President, has been elected to the Board and will succeed Mr. Toner as President.

Mr. Richard A. Post, formerly Secretary-Treasurer, was made Vice-President-Finance-Treasurer, a new office.

Mr. Fred W. Woelfle, formerly Production Manager, was elected Vice President-Production, also a new office.

Mr. Edward J. Geils will become Secretary-Assistant Treasurer. Mr. Geils formerly served as Assistant Secretary and Assistant Treasurer.

Fred Mueller Retires

Concurrent with the organization restructuring, Mr. C. Frederick Mueller, Executive Vice President, will retire from active participation in operational affairs. He will continue to serve on the Board. Mr. Mueller completes thirty-six years of service to the Macaroni Industry. He is a past President of the National Macaroni Manufacturers Association and a member of the Board since 1948. A grandson of the founder of the company, which originated in Newark, N.J. in 1887, he has been prominent in the food industry throughout his distinguished career.

All other officers of the company will continue in their present capacity.

In announcing the realignment, Mr. Toner stated "the most important responsibility of management is to insure the continued success of the company by recognizing and acting upon the demands of growth and change. The action of the Board is an expression of our enthusiasm and confidence as we take these constructive steps forward."

New Member

A new member of the N.M.M.A. is Cello-Foil Products, Inc. of Battle Creek, Michigan. John L. W. Bromall is Senior Vice President and General Sales Manager. Joseph Juno of Roslyn, Pennsylvania is their Eastern Sales Manager.



C. Frederick Mueller



H. Edward Toner

Creamettes and Green Giant Promotion

Creamettes macaroni and Green Giant peas banded together in June to help the homemaker stay out of her hot kitchen. Full page, four-color advertising, in Family Circle for June carried the caption: "Creamettes and peas (Green Giant, please)," and featured two cool salad recipes. Both Carousel Salad Bowl and Sea Island Salad can be prepared ahead of time.

Full color promotional materials included a shelf-talker and tear-off recipe pad. They were distributed by both Creamette and Green Giant representatives.

Chef Boy-ar-dee Drive Continues

Chef Boy-ar-dee advertising continues with the "Basic Four Foods" campaign. Copy is simple: "Chef Boy-ar-dee spaghetti and Meat Balls. Kids love it. And it's good for them. It's as simple as that."

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WANTED—Used spaghetti cutter and stick remover for 3/4" sticks to cut into 10" and 7" lengths. Naples Macaroni Co., Ltd. 41-51 Stuart St. W., Hamilton 11, Ontario, Canada.



Vincent P. La Rosa

Vincent P. La Rosa

Vincent P. La Rosa, Executive Vice President of V. La Rosa & Sons, Inc., manufacturer of La Rosa spaghetti and Italian food products, died at his home in Manhasset, New York, on Saturday, May 15. Mass of the Resurrection was celebrated at St. Mary's Roman Catho-



To the obvious delight of Tom DeDomenico, right, vice president of Golden Grain Macaroni Co., costume-clad members of the cast of "La Bohème" enjoy a fettuccine dinner hosted backstage by Golden Grain.

lic Church, Manhasset. Burial was at the La Rosa family mausoleum at St. John's Cemetery, Brooklyn, New York. Mr. La Rosa, age 44, was one of five grandchildren of Vincenzo La Rosa, who own and operate the family macaroni company founded by their grandfather in 1914.

Upon graduation from La Salle Military Academy in 1944, Mr. La Rosa entered the Army and served in the Infantry. After discharge in 1946, he entered the University of Pennsylvania and graduated from the Wharton School in 1950. He was a member of Alpha Tau Omega Fraternity.

He joined V. La Rosa & Sons, Inc., in 1950, was elected Vice President in 1954, and elected to the Board of Directors in 1956. From 1955 to 1960, he was in charge of the Company's Warminster, Pennsylvania, plant and resided in Jenkinstown, Pennsylvania.

Mr. La Rosa was a member of the New York Athletic Club, Whitmarsh Valley Country Club, the Holy Name Society, Long Island Alumni Association of the University of Pennsylvania, Sun and Surf Club of Long Island, and the Wine and Food Society of New York. He was active in Catholic Charities in Philadelphia and in New York.

He was also a member of numerous professional associations including the National Macaroni Manufacturers' Association, and the National Macaroni Institute.

Golden Grain Supports Opera

Playing to turn-away audiences in the 1,000-seat Palace of Fine Arts in San Francisco, Western Opera Theater's "Dollar Opera" series has been proclaimed a major success in this city noted for its cultural activities.

Western Opera Theater, the traveling subsidiary of the San Francisco Opera Company, gave six performances of operas, with all tickets selling for only one dollar.

The recently concluded series was the recipient of a substantial financial grant from Golden Grain Macaroni Co., owned by the De Domenico family, long identified as patrons of the arts.

This critically-acclaimed series, first of its kind in San Francisco, attracted thousands of young people, many of whom were seeing live opera for the first time.

San Francisco Opera officials were enthusiastic in their praise for the assistance of the DeDomenico family and Golden Grain, citing this as "an excellent demonstration of how a private business can contribute significantly to the expansion and enrichment of America's cultural life."

He is survived by his wife Marie and twin daughters, Victoria and Cristina, as well as a brother, Philip P. La Rosa, and his stepmother, Antonina La Rosa.

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