

**THE
MACARONI
JOURNAL**

**Volume 53
No. 8**

December, 1971

Macaroni Journal

DECEMBER, 1971



“It's time for some trips. During these next few months I plan to visit as many of my friends and customers as possible to tell them about the new Riegel/Rossotti association. And there's lots to tell. New facilities. New capabilities. Expanded services.

“But I'm going to start with the two plants where the Rossotti packaging will be done—in Hazelwood, Mo. (near St. Louis) and Newark, N.Y. (near Rochester). I'll be work-

“C.R.” Rossotti says:

ing closely with all Riegel plant, sales and marketing people.

“The tradition of the Rossotti family is one that has always kept me deeply involved in every phase of the Rossotti Packaging System which for two generations has meant service and economy to so many.



“But the Riegel/Rossotti plant visits are just the beginning. You'll be seeing me in Dallas, Ft. Worth, New Orleans, Shreveport, Memphis, Chicago, Minneapolis, Kansas City, Omaha, Denver, Louisville and then back to Saddle Brook, New Jersey—where I'll make my new office among my new Riegel associates. Rossotti plus Riegel is working. Best of all, it's working for you.”



Riegel Packaging

The Macaroni Journal

December
1971
Vol. 53
No. 8

Official publication of the National Macaroni Manufacturers Association,
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regarding advertising or editorial material to Robert M. Green, Editor,
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Subscription rates	
Domestic	\$6.00 per year
Foreign	\$7.50 per year
Single Copies	\$1.00 each
Back copies	\$1.00 each

DECEMBER, 1971

In This Issue:

	Page
Durum Show Report	4
Wheat Talk	5
Cereal Chemists Emphasize Nutrition	6
The Good That Advertising Does	10
Macaroni Is Number One!	14
The Steaming Kettle	16
Groups That Share Power Must Pull Together	20
Bakers Endorse Uniform Enrichment	22
Institutional Food Hazards	22
Open Dating Proposal	24
There's More to Dust than Meets the Eye	26
Pastificio Barilla	30
Industrial Feeding Is Big Job	32
Consumer Studies Aid Graphics	34
Scrambled Eggs—More On PCB	36
It's Your Economy	37
Index to Advertisers	37

Cover Photo

Macaroni Is Number One for a tree-trimming party, to serve guests, or family and friends. The photo is of Macaroni and Cheese garnished with ripe olives. Other recipes on page 14.

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

DURUM SHOW

THE 33rd Annual Durum Show in Langdon, North Dakota attracted some 330 samples. The winners all had 64 pound test weight or better and Leeds was the outstanding variety. NMMA Sweepstakes Winner was Ray Campbell, a 4-H boy from Egeland. The Durum Queen, picked for beauty and talent, was a Langdon girl, Judy Lynn Waltz.

Mel Sjerven Reports

Mel Sjerven of the Southwestern Miller attended the show and wrote this report:

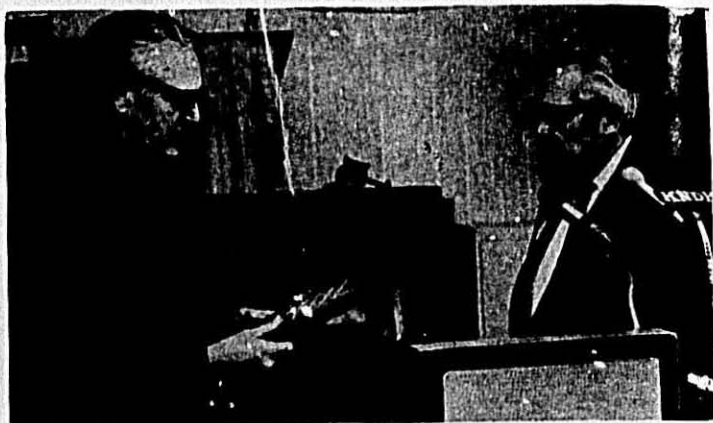
Presentations made by representatives of the pasta industry and U.S.D.A. at the sessions similarly covered a wide spectrum, ranging from optimism over achievements to concern over problems ahead. Durum millers and macaroni manufacturers from great distances, state agricultural officials and officers of grain growers' groups, mingled with durum growers when sessions were not in progress, exchanging views about markets, quality evaluation and the outlook for durum.

Participation in Langdon far exceeded the 75 to 100 persons in the Jaycee Skating Rink for the formal part of the meetings. The town's populace and a crowd from miles around gathered for two of the Durum Show's special events, the Miss Durum Pageant on Monday night and the spaghetti banquet Tuesday evening. Out-of-towners were special guests at a Durum Show Stag later Tuesday night.

Langdon is in the heart of the prime "durum triangle" of North Dakota, which accounts for a major portion of U.S. production. The facilities of the town are utilized fully during the three-day event; hotel and motel space at a premium and arranged far in advance. Arrangements were made by durum show officers, headed by Allyn Hart, president. John Wright, president of the U.S. Durum Growers Association, was a leader in program planning.

Durum on Ground

On the 110-mile drive from the Grand Forks airport to Langdon, visitors to the area saw piles of durum on the ground, some fields in swath and others where the crop was still standing. While most of the crop was gathered before late-season rains came, substantial acreage in best producing area was uncut. The area received six inches of rain during and just prior to the Durum Show, further delaying completion of harvest. As to the wheat piled on the ground, a typical grower comment was that "we'd rather take our losses in the



John Wright, president of the U.S. Durum Growers Association, presents a plaque to Robert M. Green, executive secretary of the National Macaroni Manufacturers Association, for dedicated service and leadership to the durum wheat industry of the United States. Grand Forks Herald photo

field than on the market," reflecting dissatisfaction over prices.

Samples in the show covered a range of 58 to 65 lbs. per bu. plus in test weight, major portion in "bright and heavy" category but with enough weathered and light durum to remind show participants of the crop's vulnerability to vagaries of nature. Wide quality variation was in distinct contrast with year ago, when harvest was gathered with fewest weather interruptions in many years.

Bob Green Day

The Tuesday session bore the title, "Bob Green Day," in honor of Robert M. Green, executive secretary of National Macaroni Manufacturers Association. Mr. Green has been an active participant and supporter of the Durum Show for many years. He spoke Tuesday morning on "Problems and Outlook for the Semolina Industry." The pasta industry has done well for 25 years, Mr. Green said, by "promoting quality products from quality wheat." He outlined his association's information and education efforts.

"In fact," Mr. Green said, "we have done so well that we are getting competition in the form of imitation, which is supposed to be the highest form of flattery." Mr. Green reiterated the concern of macaroni manufacturers that substitution of ingredients is dangerous. He pointed out that the rust years of the 1950's graphically illustrated the importance of durum to product acceptance.

Referring to the proposed revision of macaroni standards to provide for the new corn, soy and wheat product, Mr.

Green said manufacturers objected to "calling it macaroni." Also, he said, the Food and Drug Administration did not consult the macaroni industry before proposing, on its own, the new standards. The industry has built up consumer acceptance and the higher protein product could be provided within the current standards, he asserted. The problem is a political one, he said, urging his audience to voice objections to their Congressional delegations.

Mr. Green cited as another threat to noodle standards the proposed establishment of a manufacturing facility in Seattle by a Japanese consortium represented by Tokyo Technical Trading Co., Ltd. The proposed plant would produce Oriental ramen-type noodle from soft white wheat. In addition to the quality problem, Mr. Green pointed out that Seattle officials had been misled about the number of jobs the new facility would create. Mr. Green touched on the challenge provided by imports of pasta products from Canada and Italy.

North Dakota Mill

Sam Kuhl, new general manager of North Dakota Mill and Elevator, Grand Forks, N.D., gave a slide presentation on the "Forward Look for the North Dakota Mill and Elevator." The color slides, along with Mr. Kuhl's commentary, outlined the progress that has been made in rebuilding the facility that had been almost destroyed by a fire on July 28, 1970. The presentation actually was a tour through the mill at its current status, along with flashbacks to some of the damage caused by the fire and explosion. The 5,000-cwt durum unit is expected to be in opera-

tion late in November, Mr. Kuhl said, while progress in the bread flour unit of the same size is somewhat later. The slides showed the installation of the newest in milling equipment, contrasting with the old units.

Glum Export Picture

"The export wheat picture is not bright," the Durum Show was told by Richard K. Bell, director, Grain and Feed Division, Foreign Agricultural Service, U.S.D.A., Washington. Mr. Bell said that no decision had yet been made on export wheat estimate for the November review of the wheat situation, but "in all honesty, the previous estimate of about 650,000,000 bus is too high by at least 50,000,000 bus." He cited as principal reason for the decrease the "rough competition" being encountered in world markets. Last year's 25% increase was due to a combination of circumstances, he pointed out, including short crops in Western and Eastern Europe and sharp average cutback in Canada. For 1971-72, he said, larger crops in Europe, Argentina, Canada and Australia provide increased competition.

"Durum is paying its own way in exports," Mr. Bell said, referring to fact that by far major portion of durum exports are for dollars. He encouraged durum farmers to keep in mind several important influences, including the lifting of the 50-50 regulation on cargo preference regarding sales to Communist countries, the effects of the Nixon Administration's new economic policy with its 10% import tax, textile negotiations with Japan and the port strikes. All of these factors are of major importance to 1971-72 exports, he said.

In reference to durum, "we must do something to broaden export outlets," Mr. Bell said. Of 39,000,000 bus exported in the year ended June 30, 1971, about 20,000,000 bus went to the European Community and most of balance to North Africa. Thus, markets are too concentrated, especially with increased competition from Canada and Argentina, he pointed out. Italy and France are making great efforts to become self-sufficient in durum production, according to Mr. Bell, who estimated that Italy's imports will be down to 22,000,000 bus from 28,000,000 in past season. He suggested that France has an even better chance of becoming self-sufficient than Italy.

In North Africa, Canada has Algeria "sewed up," Mr. Bell said, pointing out that U.S. is handicapped because Algeria is not recognized diplomatically. While wheat production in Argentina has suffered late in season, Mr. Bell revealed that recent telegraphic information said that durum was not hurt as

much as other wheat and 10 to 15% larger crop could be expected at harvest in November.

Even with current dim view of exports, longer-term prospects look "quite good for durum," Mr. Bell stated, including expanded business with Japan, Germany and North Africa.

Maritato Talks

Sal Maritato, vice-president, durum products, International Multifoods Corp., Minneapolis, in a brief presentation sprinkled with humorous anecdotes, told of the "discovery of macaroni," concluding with the following:

"Macaroni products are not only one of the most economical and nutritious foods on the market, they are one of the most versatile. They can be part of any menu from soup to dessert. And, contrary to popular belief, it's not fattening. An ounce of uncooked macaroni, sufficient for one serving, contains only 100 calories—not much more than the average apple."

Growers were most interested in comments by transportation counsel Tom Finness on how freight rates might be reduced to get grain out of the backlogged Dakotas at more favorable rates. Railroads have proposed a faster loading and unloading time to conserve equipment.

Good Quality

Vince Goodfellow of Crop Quality Council and Dr. Kenneth A. Gilles, vice-president for Agriculture, North Dakota State University, underlined the quality reports with the large amount of this year's crop grading No. 1 Heavy and having excellent uniformity. A check from NMMA to the University for a fellowship in Cereal Technology was presented, continuing a long-standing practice.

The group of macaroni manufacturers and millers that attended the show was larger than usual and they enjoyed the shop talk and pleasures of a masculine society. The team effort put out by the industry was mentioned several times and apparent to everyone.

Sharp Increase For Durum Stocks

Stocks of durum in all positions Oct. 1 totaled 127,243,000 bus, compared with 104,509,000 on the same date in 1970, an increase of 22,734,000, or 22%. On the other hand, the durum total was off 2,124,000 bus, or 2%, from 129,417,000 in 1969. It compares with 107,649,000 on Oct. 1, 1968.

Farm stocks of durum totaled 100,132,000 bus, as of Oct. 1, against 78,918,000 on the same date of the preceding year, an increase of 21,214,000, or 27%.

Off-farm stocks were 27,161,000 bus, against 25,591,000 on the same date in 1970, an increase of 1,570,000, or 6%.

Durum Exports Far Below 1970

Export clearances of durum during first quarter of 1971-72 marketing year, July-September, amounted to only 4,563,000 bus, down 64% from 12,882,000 in same period of year ago. Dollar sales comprised 2,385,000 bus. Outgo was especially disappointing in light of fact that durum had advantage of being available throughout first quarter via ports not affected by dock workers' strikes.

Wheat Talk

by Joseph Halow, Exec. VP,
Great Plains Wheat, Inc.

No other sector of the working population could be more interested than the wheat producer in hoping for the success of the President's wage-price freeze in curbing inflation. The wheat farmer has not benefited from wage increases, since he is self-employed, and wheat prices have, remarkably enough, remained fairly constant during the past decade. They have fluctuated seasonally but within about the same range and have not risen in pace with the rise in the cost of living. If wheat prices were considered in light of the inflation of the last decade and measured in terms of the corresponding deflated value of the dollar, they could be considered to have declined, and the wheat producer is receiving less in purchasing power for each unit he produces. It is only the wheat producer's remarkable productivity which permits him to continue in spite of the cost-price squeeze. The efficient farmers have had to produce more bushels to maintain their position, and in some instances this has obviously helped them to improve their lot. Increased production must be converted into sales, however, for the farmer is unable to continue to store his grain indefinitely, nor can one expect the U.S. Government to do so. Since domestic milling needs remain fairly static, this extra productivity must be either fed to livestock or exported. Use of wheat for feed implies that its price must be able to compete with corn, which, in a year when corn is very abundant must mean low wheat prices. The more acceptable solution would be to move it into export markets, and here the producer should and does expect full cooperation from the U.S. Government and the grain trade to provide the proper climate for expanded exports.

(Continued on page 6)

Wheat Talk—

(Continued from page 5)

To maintain a strong export flow, it is necessary that U.S. wheat be able to compete in price, terms and quality, and the USDA continues its endeavors to keep U.S. wheat priced competitively. The joint efforts of the USDA, producers and wheat organizations have succeeded in producing wheat whose quality image abroad is very good. The proper climate implies, however, more than price and quality. It implies a trade policy which favors exports and it implies unimpeded movement of grain into export channels. Recent events interfere with the latter condition.

Rail Strike

Shortly after the settlement of the steelworkers labor contract which provided for a 30% wage increase over the following 30 months, the rail unions struck. Settlement of the rail strike included a 42% increase for workers over 42 months. The freeze notwithstanding, this will undoubtedly have to be reflected in increased rail rates in the future. The wheat producer is not disturbed at the prospect of seeing another sector of the work force improve its economic situation, but since the price the producer receives for his wheat is the terminal point value less freight from his farm, increased freight rates tend to decrease his income. Increased freight rates from inland terminal to export points increase the f.o.b. port price of U.S. wheats, and unless the increase is cancelled out by an increase in the export subsidy, serve to make U.S. wheats less competitive in world markets. Strikes preventing transfer of wheat from seller to buyer are obviously prejudicial to sales.

Dock Strike

The West Coast dock strike has had longer lasting and more serious consequences. Whereas there are other inland possibilities of moving grains, such as trucks, barges, etc., there is no substitute for steamers in export shipping. In the U.S., whereas mills must ultimately return to U.S. wheat production for their source of supplies, foreign buyers can and quickly do turn to other sources when supplies from any one country are cut off. Their loss of confidence in a supplier is difficult if at times not impossible to overcome. Even the temporary interruption in sales to any importer is prejudicial and dangerous, but the possible permanent loss of any part of a market is disastrous to the wheat economy and consequently the total U.S. economy as well. Any increase in port handling costs will ultimately

mean an increase in the export price, serving to make U.S. wheats less competitive in world markets, increasing further the pressure on the wheat producer in the cost-price squeeze.



Kenneth A. Gilles

K. A. Gilles Heads International Society

Dr. Kenneth A. Gilles, Vice President for Agriculture of North Dakota State University assumed the presidency of the American Association of Cereal Chemists on October 13 during the annual meeting at the Statler Hilton, Dallas, Texas. He will serve as president until November 2, 1972 at which time, he will become chairman of the Board of the Association.

The American Association of Cereal Chemists has approximately 3000 members and serves as the professional society for cereal chemists and technologists interested in marketing, utilization, basic research in all phases of basic and applied science of the cereal grains. It has sixteen sections and three divisions which are concerned with carbohydrates, milling and baking, and oilseeds. Membership is comprised of



Mark Heffelfinger

people primarily from North America and from most of the countries of the world which utilize cereals for food and feed.

Since the founding of the organization in 1914, Dr. Gilles is only the second person from North Dakota to be elected head of the Association. Dr. Mangels was a previous president.

A member of the society for twenty-five years, Dr. Gilles has served as Editor-in-Chief of CEREAL CHEMISTRY from 1961-1968, chairman of the Northwest Section in Minneapolis, and on numerous policy and technical committees of the Association. Last year, he spent a month in Australia as foreign guest lecturer for the Cereal Chemistry Division of the Royal Australian Chemical Society.

Dr. Gilles has been at North Dakota State University since 1961; he was chairman of the Department of Cereal Chemistry and Technology until 1969 when he became Vice President for Agriculture.

Mark Heffelfinger Honored

Mark W. K. Heffelfinger, executive vice president and director of flour milling operations for the Peavey Co. Minneapolis, has been made an honorary member of the American Association of Cereal Chemists. The honor was awarded at the 56th annual meeting of AACC in Dallas, Texas. It is conferred in recognition of unusual service by unanimous consent of the AACC board.

CEREAL CHEMISTS EMPHASIZE NUTRITION

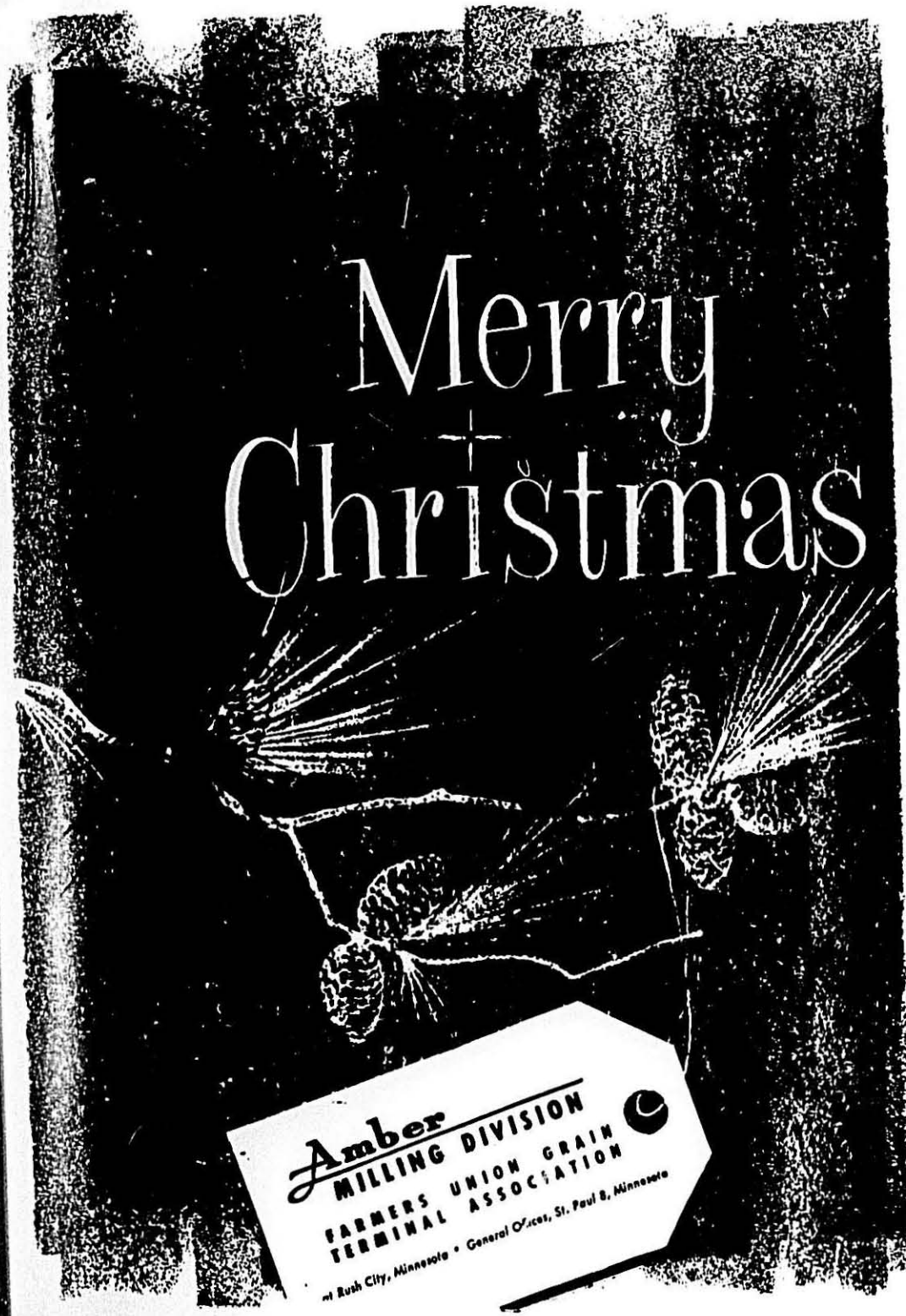
EXPERIMENTATION aimed at improving nutritive quality of bread and bread products occupied an important place in the 56th annual meeting of the American Association of Cereal Chemists at the Statler-Hilton hotel in Dallas. The program, which ran from Oct. 10 through Oct. 14, included a total of 138 papers.

Scientists from Kansas State University reviewed the results of new studies on use of additives, such as cottonseed flour, to increase protein in wheat flour. Other scientists stated protein is not the limiting nutrient in the U.S. diet, with only few instances of protein malnutrition found. In fact, there is evidence to associate many diseases with excess protein in diet.

New products, which include flour and protein additives for overseas consumption where protein is definitely needed, were the subjects of papers. The impact of standard milling procedures on vitamin A and other nutrient levels were discussed.

(Continued on page 8)

Merry Christmas



Amber
MILLING DIVISION
FARMERS UNION GRAIN
TERMINAL ASSOCIATION

Rush City, Minnesota • General Offices, St. Paul 8, Minnesota

Cereal Chemists Emphasize Nutrition—

(Continued from page 6)

Wilbur S. Claus, Carnation Co., Van Nuys, Calif., reminded scientists attending the meeting that their companies must recognize the consuming public. The corporation can no longer be an impersonal, nondescript organization but a living entity that must be concerned with social behavior. Scientists must shoulder a responsibility for high standards of integrity, working for the protection of the consumer, Dr. Claus added.

Papers on Protein

"Nutritional Evaluation of Proteins by Biological Methods," a paper by J. M. McLaughlin, Department of National Health & Welfare, Ottawa, attracted attention. He pointed out that lysine is usually the limiting amino acid in cereals. Proteins which are markedly deficient in lysine pose a particular problem in evaluation by rat assay. Such proteins may have a high quality for maintenance purposes but poor quality for growth. The rat's lysine requirement, relative to other essential amino acids, is lower for maintenance purposes than for growth. Although most protein is used for maintenance in the human, the growing rat appears to give a valid measure of protein quality for humans.

Dr. P. A. Lachance, Rutgers University, New Brunswick, N.J., in a paper titled "The Need and Effect of Supplement Protein," pointed out that, contrary to the belief of laymen and many food technologists, protein is not a limiting nutrient in the U.S. Isolated instances of protein malnutrition have been identified but it is difficult if not impossible to equate activity in the protein food field with a public health problem due to protein shortage.

Protein Problems

Dr. Lachance declared that it can be demonstrated in protein-calorie malnutrition, protein quantity is often more limiting than protein quality. The U.S. diet is rarely lacking in sufficient protein. There is limited evidence demonstrating that protein quality (protein imbalance) may be a problem under certain ethnic or low-income dietary situations. On the other hand, there is at least circumstantial evidence to indicate that high protein intake, such as seen in the U.S. and other developed countries, is associated with a higher incidence of major disease, including heart disease. Concurrent nutrition of quality protein sources is a mechanism which would promote balanced nutrient intakes and might thwart the misuse, particularly the excess ingestion of dietary protein.

Attention also focused on a report, "Evaluating the Effects of Supplementary Protein" presented by Constance Kies, University of Nebraska, Lincoln. Using nitrogen balance as criteria of protein nutrition, she found vast differences in several common cereal breakfast foods. She cautioned that results of such a study may be influenced by all of the activities of the human subject in a given study.

L. R. Hackler, New York State Agriculture Experiment Station, Geneva, presented a "Nutritional Evaluation of Protein Quality in Breakfast Food/Cereals" at the meeting. Mr. Hackler said, "Breakfast cereals have been in the limelight during the past year and as a result, research has been stimulated in this area. Generally speaking, breakfast cereals are purchased on aesthetic attributes such as texture, appearance, flavor and color, not on nutritional quality."

"Although protein undernutrition is not a major problem in the U.S. today, the present investigations were undertaken to evaluate the protein quality of several breakfast cereals."

Mr. Hackler said some of the breakfast cereals studied support growth in weanling rats equal to casein when the protein level in the diets was either 9.7 to 5.2%. When 35% of the protein in the diets was supplied by the breakfast cereal and 65% of the protein from casein, the growth of weanling rats in some instances was better than with casein alone.

"Although nutritionists have known for a long time of the possible complementary effect of proteins, the results of this study point out the very difficult problem of transferring results from animal studies where a single protein is fed, to humans, where more than one protein is consumed," he said. "Thus, it is almost impossible to duplicate human consumption patterns in animal study. Other criteria for evaluating the protein quality of breakfast cereals are protein efficiency ratio, amino acid composition, available lysine, essential amino acid index and requirement index."

Nabisco Fortifies Two Cereals

Nabisco, Inc., which has been using enriched flour for all its wheat-based cookies and crackers since September, 1970, will begin a fortification program in December for two of its child-oriented dry breakfast cereals, Wheat and Rice Honey. Both are "puffed" cereals.

The two newly-enriched dry breakfast cereals will provide a minimum of one-third the average adult minimum daily requirements of vitamins B1, B2, B6, niacin, vitamin C and iron. In terms

of child's requirements, according to Nabisco, "this fortification provides one-third of his daily iron and more than one-third of his vitamin needs."

Front panel package copy reads: "Fortified with Five Essential Vitamins Plus Iron" and directs the reader to a vitamin and mineral chart on the side panel of each package.

The continuing program of fortification by Nabisco concentrates on the improvement of nutritional quality, the company stated. "As with the enrichment of cookies and crackers," the company points out, "the vitamin and mineral fortification of Wheat and Rice Honey does not affect caloric value, nor does it cause any change in taste, flavor or texture of the cereals."

"Promote Bread" Says Mayer

America is in trouble, nutritionally, Dr. Jean Mayer, noted nutritionist, told baking executives at the opening of the 74th annual meeting of the American Bakers Association, and increased bread consumption—at the expense of high-fat, sugar and salt-laden products—could alleviate the problems in the national dietary.

Dr. Mayer, professor of nutrition in the School of Public Health of Harvard University and an adviser to the White House on nutrition matters, was the lead-off speaker at the A.B.A. general sessions on Monday, Oct. 25, at the Americana hotel in Bal Harbour, Fla.

He criticized bakers for not telling the nutritional story about bread in a more convincing way when their product is, indeed, under attack. "Extraordinary prejudices about bread have been built up," he said, "and your advertising has not dealt with these effectively."

Misconception on Calories

Among the public prejudices Dr. Mayer listed are "gross overestimation of the calorie content of bread" and a misconception that "meat is the only source of protein."

"The bread industry as a whole has not taken advantage of the fact that it has an answer to many of the nation's health problems," he said. "The industry has been blind as to what could be done to promote bread in a nutritional context," Dr. Mayer added. He urged the industry to "more enlightened self-interest" to point out the value of bread's low-fat, low cholesterol, low sugar, low salt profile, compared with other foods. This will require, he said, "a more intelligent marketing effort" in an attempt to "recapture the market share of market you have lost." As a nutritionist, Dr. Mayer said he would be happy to see a suc-

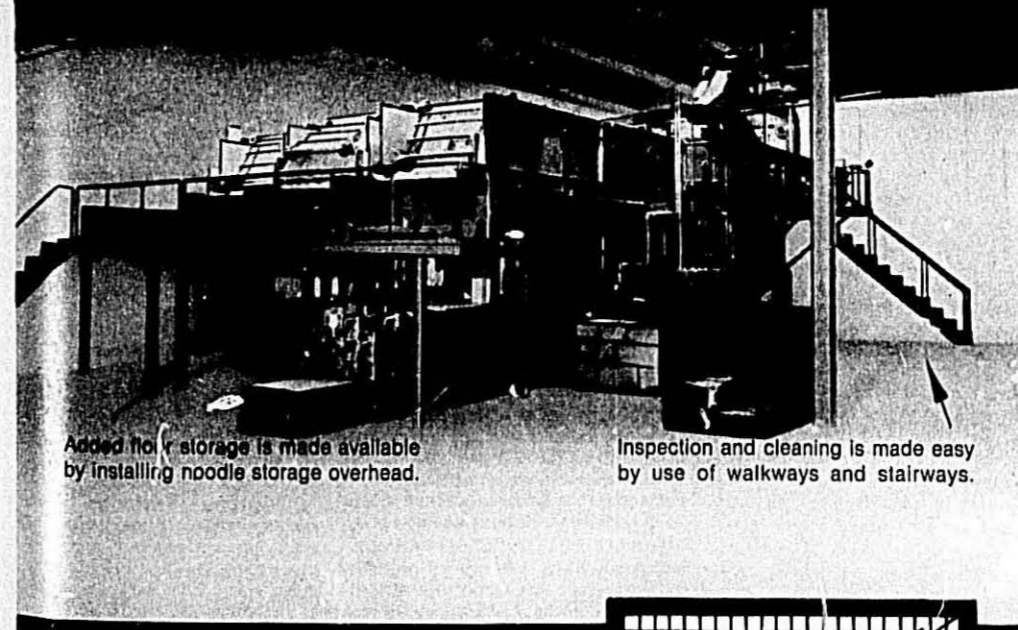
(Continued on page 22)

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SANITARY BINS FOR SHORT CUTS
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DECEMBER, 1971

THE MACARONI JOURNAL

The Good That Advertising Does

Lloyd E. Skinner, Skinner Macaroni Company
Federal Trade Commission Presentation, October 1971

IT is a pleasure to appear before you and present my thoughts and attitudes about the "good that advertising does," and to explain its importance to our company and those who buy Skinner products. Advertising is an integral part of my business. I have been in the business world for almost four decades. In my early years with the Skinner Macaroni Co., I worked in every department prior to becoming the firm's Chief Executive Officer almost 20 years ago. Without consumer advertising, my company could not have maintained its historical philosophy of producing only the very finest products. What good does advertising do? Let me illustrate.

The Macaroni Industry

The macaroni industry is very diverse in terms of company size, management philosophy and marketing techniques. Our industry is composed of about 75 companies, some fairly large (three times my size), some very small and some in between—some who manufacture an excellent product and some who manufacture a product that it built on a low-price strategy and in my opinion "leaves room for improvement." Because of the nature of our industry, there are no one or two firms which dominate the industry on a national basis. Instead we have many strong regional brands.

There are a variety of philosophies among the companies in our business. Some of the small firms were started by families who, let us say, produce pasta downstairs and live upstairs. There are some who buy the least expensive raw materials and are satisfied with the lesser quality product these produce. There are a limited number of manufacturers who produce from the finest premium grade wheat available and turn out a top quality macaroni product. The industry would serve well as an example of the spirit of American competition. It is marked by very strong competitiveness.

We are quite proud of our plant in Omaha, Nebraska. It is one of the nation's most modern macaroni plants. It is fully automated. The equipment has the latest technical advances that contribute to quality production. We have invested more than 3½ million dollars in this plant because we want to produce top quality pasta.



Lloyd E. Skinner

"A Better Product"

We use only 100% semolina in our macaroni products. Pasta requires skillful and knowledgeable manufacturing, but in terms of raw materials, it is nothing more than wheat, water and enrichments. The better the wheat, the better the macaroni. The Wheat Flour Institute says, "Careful research has shown that durum wheat, and durum wheat alone, has all the qualities to produce the finest macaroni," and this is what we use—the highest grade of durum available—100% semolina. It is also the most costly grade of wheat. That stops some manufacturers from using it. They buy an ingredient of wheat or blend of wheat at lesser cost and lesser quality.

This gives my product many advantages over most competitors. My product looks better, it cooks better and it tastes better. It stands up better under cooking than the lesser grades of wheat flour used by some manufacturers.

I invest many thousands of dollars each year in my own system of distribution centers throughout my marketing areas in the midwest, southwest, southeast and far west. These give me another advantage of readily available product that is fresher.

I am sure you can see from this that to provide these benefits to the consumer—summarized by the term "a better product"—that our costs force us to be priced a penny or two more on the shelf.

Communicating With Consumers

Now, of course, none of these advantages can be of any benefit to the consumer unless she knows about it and buys the product. How do we tell her? How do we communicate to her the advantages that our product has over the others she is offered?

Our product costs her more. She is not going to take it off the shelf without a very good reason. We are in the mighty tough position on that shelf unless we have some way of communicating with her about our product. With 7000 items in a Supermarket, each one gets 1/5 of a second of the shopper's viewing time (29 minutes). If we don't tell the consumer, no one else will.

That's why we must have advertising.

How do we separate ourselves from our competitors? Those who sell for less . . . those who do not use prime ingredients . . . who do not match my production facilities . . . who do not have as fine a product? The answer is advertising.

Advertising also is one of the only ways a small company like ours can compete with the giant brands for a share of the shopper's dollar simply because no one has a corner on creativity. With a much smaller budget, it is difficult but certainly possible for the creative, inventive manufacturer to compete with much larger corporations. A man must be free to take his product, his story to the public.

Price only should not be the consumer's yardstick for product or its value. Competition based on price alone will not enhance the prospect of a more nutritious product for the consumer.

Ads Stimulate Production

Advertising permits us to sell our products to more people, stimulating mass production and more efficient plant operations and helping us to hold down costs. That business cycle helps us to reduce sales expense.

The consumer has accepted advertising as a means of communication between manufacturer and consumer. It is a fact today that the average consumer has more faith in an advertised product—a familiar face—than she has in the brand she has no acquaintance with whatsoever. This is true for many reasons, including the fact that adver-

tising tells the consumer something about a product . . . and implies to the consumer that the manufacturer is proud of his product and stands behind it.

At Skinner we use advertising for a number of purposes. To explain our quality story is only one purpose. We also use advertising to help the consumer with a tested recipe, to offer money-saving coupons, to explain a new product, and, of course, to introduce our product and company to a market we have just entered. Another consideration, of course, is that due to the great mobility of our population, we must continue to tell people about our product even where have been well accepted for years—simply because of the great influx of people into that market from other areas of the nation. In addition, each year millions of young women marry and become homemakers. We must continue to tell about our products to these new shoppers.

Examples

PUT THIS IN YOUR CASSEROLE AND COOK IT—This is an attempt in straight-forward language to explain to the consumer why Skinner is a better macaroni product. At the same time, the ad contains an offer for a cookbook which we published. The cookbook has recipes and much other information which is helpful to any homemaker.

SAVE MONEY—SAVE CALORIES WITH ROMA MACARONI MEALS—Roma is a brand name we recently purchased in the San Francisco Bay area. This ad illustrates one of the means we have of combatting misconceptions about our product. It is possible—very possible—to use macaroni, spaghetti and egg noodles in low calorie meals. This ad gives two specific low calorie recipes. It also gives a 10¢ coupon. On the West Coast the Roma brand we purchased was "quite a ways" down the list in sales and consumer popularity. After the purchase, we converted this to a No. 1 Semolina product—to our knowledge, the first product of this maximum quality to appear in volume on the West Coast. This ad is one of the ways we had of calling this to the attention of consumers. Incidentally, as a result of our move to semolina and the advertising of this benefit to the consumer, other West Coast pasta manufacturers subsequently improved their product with better grades of wheat.

SKINNER—THE GUEST MACARONI LOOKS BETTER, COOKS BETTER, TASTES BETTER—Ads such as this

enable us to show the appetite appeal in our product.

SAVE MONEY—SAVE CALORIES recipe folder—This is an extension of our media advertising—a recipe folder offered free to the consumer at the grocery store shelf.

WE'RE PUTTING OUR MONEY WHERE YOUR MOUTH IS—How better can we carry personal salesmanship to thousands of consumers in a market than to talk to them through a newspaper advertisement such as this. We believe in our product—believe in it strongly enough that we only ask the consumer to try it, in a situation where she cannot lose: If she does not like it for some reason, she sends one of the two coupons back to us and she gets a full refund of the purchase price. If she does like it, she sends the other coupon to us and receives a coupon good for the next package free, our way of saying thanks for trying it.

Mutual Benefits

The Skinner Company is more than half a century old. It is still a small company, in the area of 10-11 million dollars in sales, spending less than 2% of its sales volume in direct advertising to the consumer. But we feel it is a pretty mighty 2%—a facet of the free enterprise system that has been responsible for a good measure of our growth and success over the decades.

So advertising has been good for us. And advertising has been good for the consumers of our product, too, because it introduced them to a quality macaroni product that they continue to repurchase year after year.

Two Other Stories

I would also like to tell you about two other smaller firms from my area because their stories, too, reflect "the good that advertising does." One is Winnebago Motor Homes of Forest City, Iowa. The other is Morton House Kitchens of Nebraska City, Nebraska. Advertising has played—and continues to play—a vital role in the success of these two remarkable growth stories. An interesting and very important consideration in both cases is the economic strength Winnebago and Morton House are contributing to the rural communities in which their plants are located.

Winnebago

Winnebago is a recreational vehicle company located in Forest City, Iowa. This company has grown from 4½ million dollar sales in 1966 to more than 70½ million in 1971. This success has been a result of recognizing a trend in the industry, filling a need of the consumer and aggressively advertising.

From a meager beginning the company today employs more than 1,700 people in a community of 3,841 population. This represents a remarkable thrust for the economy of Northeastern Iowa. With the farms and farmer population decreasing, the growth of Winnebago in Forest City has added greatly to the employment of the area, making it possible for people to live in a rural environment and to halt to some degree the migration to the metropolitan centers.

As a sidelight to the success of Winnebago, Forest City is now building a hospital and improving their airport facilities and strengthening their Junior College due to the full employment of the area. This was all made possible through the ability of Winnebago to build a superior product and deliver that story through advertising to the consumer.

Winnebago advertises in three media: (1) To owners of present recreational vehicles through an ad such as this. (2) To the general public with ads in Time, Reader's Digest, Better Homes & Gardens and other media like this. (3) As the industry leader, they are now employing television to provide greater penetration of the mass market.

The Winnebago success story would not have been written without a quality product and consumer advertising.

Morton House

Morton House Kitchens, a producer of a full line of quality canned meats and baked beans, is located in Nebraska City, Nebraska. In 1961, sales totaled 4 million dollars. By 1968, gross sales reached 13½ million dollars at which time the company was acquired by Lip-ton Tea. This growth was accomplished through selective advertising and good sales effort.

Advertising was employed to communicate the Morton House story: A good-tasting, quality product, priced competitively. National women's magazines, local hometown newspapers and radio—both local and national—have been used.

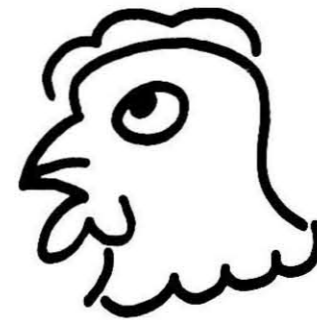
Arthur Godfrey for several years was the primary spokesman for the Morton House story. Not only did he carry the message on his national radio program, but he was employed in magazine and newspaper advertising and in point-of-sale.

To effectively communicate the appetite appeal, on a small advertising budget, national women's magazines were employed. Through this medium, honest reproduction can be accomplished showing the quality and the promise of good taste. Here are several examples of magazine advertising which told of

(Continued on page 14)



Myrtle... they've automated us!



That's Right...

the new DEMACO DRY EGG FEEDER

is a completely automatic method of adding eggs to your mixer.

It's easier than "breaking eggs" or egg dosing, less messier too, and offers these outstanding features:

- ★ Completely sanitary
- ★ All parts non-corrosive
- ★ Easy to clean

Here's how it works:

A drum or bag of dried free flowing eggs is placed onto the vibrating table.

The stainless steel wand is inserted into the dry egg container and the vacuum pump is started, to draw the eggs into the storage hopper. When the storage hopper is fully charged, the vacuum pump automatically shuts off.

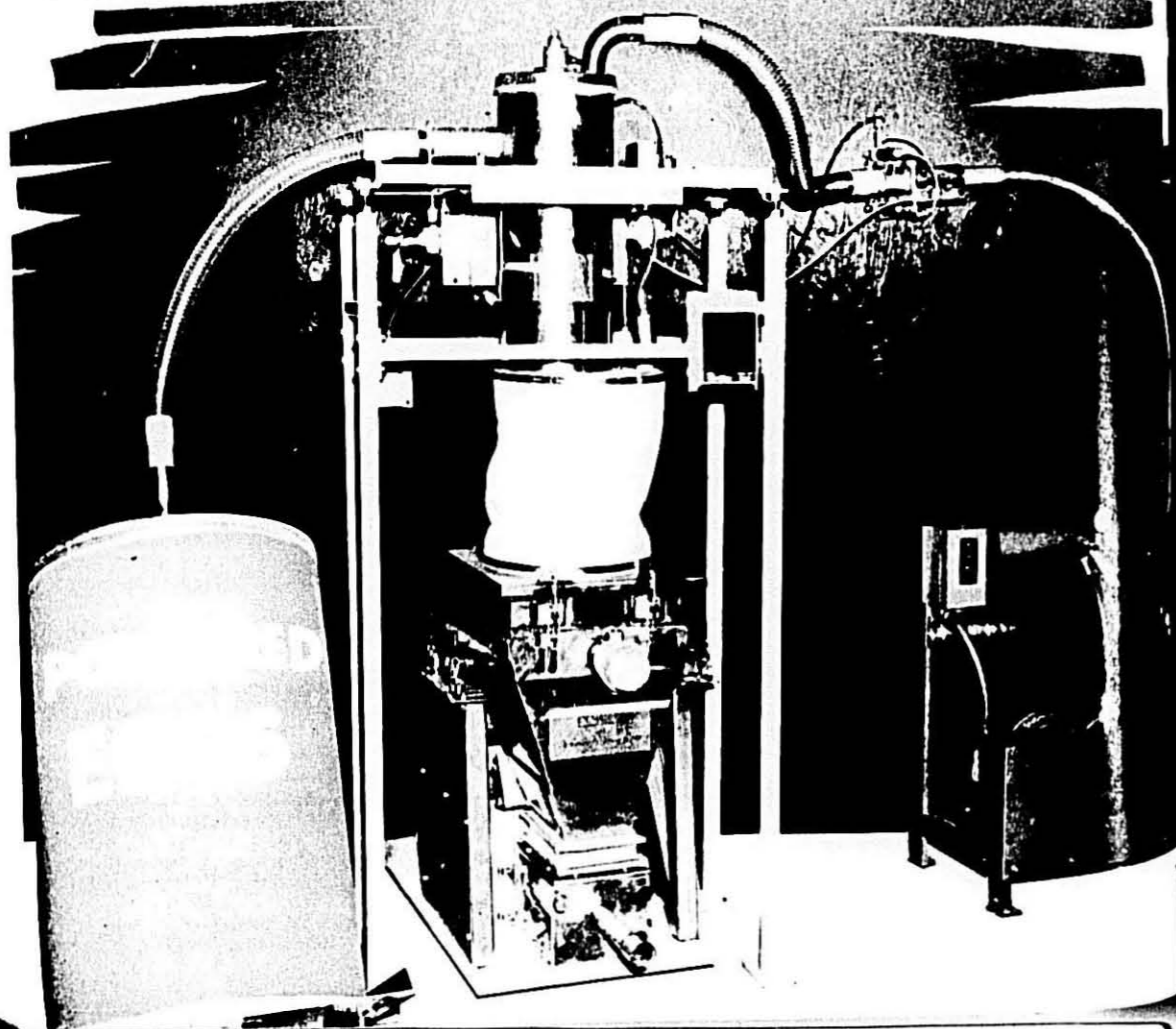
The level indicator in the hopper of the volumetric feeder actuates the discharge of the dry eggs from the storage hopper to the hopper of the volumetric feeder. A constant head in volumetric feeder is maintained eliminating variations of delivery. This feeder delivers a pre-set amount of dry eggs to the mixer. Manual adjustment of delivery rate is provided.

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

For additional information, specifications and quotations, contact

DE FRANCISI MACHINE CORPORATION

46-45 Metropolitan Ave., Brooklyn, N.Y. 11237 • Phone: 212 - 386-9880, 386 - 1799
Western Rep.: Hoskins Co., 509 East Park Ave., Libertyville, Illinois 60048 • Phone: 312 - 362 - 1031



The Good Advertising Does— (Continued from page 11)

Morton House's economy, quality and good taste.

Morton House has grown phenomenally because it was able to advertise, to tell its story, to compete with the giants. The result—a successful company employing more than 300 persons in a rural community of 7,600 population.

Without the opportunity to advertise, to talk directly to the consumer, Morton House would not have grown nor prospered.

I believe this conference has been of benefit to government and to business. There has been a healthy and constructive dialogue. We have mutual respect; we have common objectives. If we understand each other, we can accomplish what we both seek—nothing more than good products and services priced fairly . . . and advertised honestly.

The 'Guest Macaroni'

"The Guest Macaroni" is the theme of a full-color ad for Skinner Macaroni in November issue of Family Circle, Better Homes & Gardens, and Good Housekeeping. The ad advises readers that the recipe for the appealing macaroni dish shown in the ad is found in the new edition of "What's for Dinner, Mrs. Skinner?" which she can order for only five Skinner labels.

MACARONI IS NUMBER ONE

A SPECIAL television kit was sent to women's program producers across the country for National Macaroni Week.

The kit contained a script, three slides in 35 mm color, a sample package of elbow macaroni, another of white egg noodles, and a third of thin spaghetti. Also included was a Swiss Cheese Mill and a recipe leaflet "Macaroni Is Number One."

Here is the way it went:

YOU may wonder what we mean when we say "Macaroni is Number One."

To begin with, when we say "macaroni" we are talking about not only the familiar elbows, but also about egg noodles of different widths, and the various kinds of spaghetti, plus shells and the other special shapes. These are all members of the macaroni family, called *pasta* by the Italians.

Macaroni has been designated "number one" by the National Macaroni Institute, whose members say that it is "number one" in popularity, versatility, convenience and economy. And the new



Julie McRee touts Macaroni

leaflet gives recipes to back up the claim.

Popularity

Popularity, for instance, is illustrated by slide number one, beautiful Macaroni Salad with Curried Eggs. This would be the perfect thing to serve your friends at a buffet supper, because everybody loves macaroni. The cheerful golden hue comes from curry powder in the salad dressing. Bits of pimiento and green pepper are brilliant color accents and in pleasant contrast to the pungent curry flavors. Stuffed hard-cooked eggs are also seasoned with curry powder and complete the high protein value of the attractive salad platter.

Versatility

Macaroni is "number one" in versatility. Macaroni combines with any meat, with fish, poultry, cheese and eggs. It can be put in a main dish or a side dish, salad or soup, and can be a snack, an hors d'oeuvre or a dessert. It's for the young, the old, and for those in between. It's for family and company, for picnic and lunchbox, for breakfast, lunch and dinner. Slide number two is Spaghetti with Eggplant Sauce, which is an interesting new way to serve the favorite strands of pasta. No meat in this dish, but if you sprinkle over some freshly grated Parmesan cheese you'd be willing to settle on this as a main course.

If you have a small cheese mill (like the prop) you'll find it fun to let everyone grate his own cheese at the table. This one comes from Switzerland and was actually designed for grinding

Switzerland Swiss cheese. By the way, have you ever tried Swiss cheese on spaghetti? A favorite dish of ours calls for a pound of spaghetti cooked al dente (which means tender, yet still firm) then tossed, while still piping hot, with one-third cup of melted butter. Then toss it again—quickly—with a half-pound of grated Switzerland Swiss cheese. The mellow nut-like flavor of the cheese is ideal with the bland pasta. Some people like freshly grated black pepper added to this dish, which is marvelously simple and yet grand enough to set before the most demanding of gourmets. This combination serves to illustrate the convenience of macaroni, which is easy to cook, cooks in only a few minutes, and is easy to serve. It keeps well, so there can always be a supply on hand for instant use.

Economy

And now for economy. Always in season, macaroni is always low in price. And besides, it can extend the higher priced protein foods into more servings, and stretch leftover meat into another meal. Slide number three is Ham Noodle Bake, an attractive mixture of diced cooked ham and egg noodles in a cream sauce nicely seasoned with mustard and celery seed. Chopped onion and green pepper provide additional flavor.

Proper Cooking

Just one little—but important—comment is in order here. Macaroni is "number one" only if properly cooked. You must use a large pot, plenty of furiously boiling water, and you must not overcook the pasta. The National Macaroni Institute's leaflet includes these simple directions which will guarantee perfect results every time you cook macaroni—or spaghetti or egg noodles.

You already know how popular macaroni products are. Send for the leaflet with these recipes which illustrate convenience, versatility and economy. Just send a stamped self-addressed envelope to this magazine and ask for "Macaroni."

We'll send you a copy of "Macaroni is Number One." You'll enjoy these delicious new recipes.

Press Parties

The press party in Los Angeles October 14 was attended by every major macaroni manufacturing firm in California and some half-dozen food editors. The luncheon at Cave des Roys was excellent with fettuccine the pasta course.

Two announcements of merger were confirmed at the meeting: American
(Continued on page 38)

ADM Milling Co.

THE STEAMING KETTLE



Ad Dally, a subscription newsletter edited by E. F. Buxton and Sue Fulton, recently wrote on macaroni products marketing. The item that follows is a digest of their material.

An old-fashioned, fattening food category, with sticky competition and only a slim growth rate has turned into a winner in the present recession economy. Macaroni products which include macaroni, spaghetti, and egg noodles, in 1970 jumped from the usual 3 to 5% annual increase to 10%, with an annual sales volume of \$500 million or more. Per capita consumption of macaroni products has risen from 4 pounds in the early 1950's to 7.5 pounds and is expected to show another gain this year. Industry experts see reasons for growth other than macaroni's budget price, as a meat stretcher in main dishes: (1) Increased popularity of ethnic cooking, the products cut across multiple foreign cuisines. (2) Greater recognition of their versatility as a side dish, especially noodles and macaroni, although America is still a meat and potato society—per capita potato consumption is more than 100 lbs. And pasta faces stiffer competition from flavored rice mixes, which have doubled sales in the past 5 years. (3) Seasonal consumption has lessened. Sales plummet in summer months far less than they did in the past, and this is at least partly credited to the popularity of macaroni salad.

The Melting Pot

Pasta products are widely used by Americans and cut across all income groups. Macaroni is used by 80% or more of all U.S. families. "You can have spaghetti sauce without meat—or with lobster." Marketing men talk about heavy users as large user groups in the regional patterns of consumption. In Bridgeport, where the majority of the population is Italian, per capita consumption is probably 20 pounds. In Houston, it may be only 4 pounds. And in North Carolina, where rice is the staple, only a pound. Elbows are the top type in sales in the upper Midwest with large German and Scandinavian populations. Noodle eating appears highest in areas with large Jewish populations, as well as eastern Europeans.

Spicy Competition

The macaroni business is unusual in that there is no national brand; there

are many local and regional firms—about 100 across the U.S. who compete vigorously. Largest in the East is Mueller who sells only east of the Mississippi. West of the Mississippi, it is American Beauty. The fragmented nature of the field is attributed partially to the small, local origins of firms—"Italian grocery stores, and housewives selling noodles door to door." Another view: "These family operated companies are satisfied with a modest living, while a large corporation, seeing the modest growth rate of the industry, is more likely to invest its resources in other areas." For smaller firms, too, there is the pressure on profits from distribution. "They will kill you on shipping costs as you move further from the factory" and promotional expenses for entering new markets is heavy against entrenched competition. "The Italians kiss each other on the cheek socially, but fight to keep each other out of their marketing areas" and every major market has its family. Ronzoni, dominates in New York; Prince is first in New England; in Chicago it is Red Cross; in Philadelphia there is San Giorgio; in Buffalo, Gioia.

The Move

Not that expansion is impossible. The big, as in most fields, are growing bigger. Ronzoni recently successfully invaded Philadelphia, using its initial weakness to advantage (a commercial dramatized a demonstration by Main Liners, annoyed that only Italian neighborhood stores carried the brand); Prince has edged its way into New York. Creamettes, largest Minneapolis brand, has achieved wide, if thin, distribution—moving into Los Angeles, Dallas, and Atlanta recently. It is the only brand using national magazine advertising. Red Cross has expanded southward, moving next door from strength to strength rather than trying large geographic leaps. Most significantly, Mueller, with virtually no change in geographic territory has increased its market share in the East from 18 to 30% in the past 8 years, helped by a large sales force and the industry's largest ad budget, close to \$2 million. Still, marketing time appears to move at a different pace than most packaged goods: "We're still a new brand in Minneapolis," says an American Beauty exec. "We've been here only 12 years."

Typical results when a major new competitor moves into an area is that

the leader retains its share, while secondary brands, with no big base of strength, is pushed off the shelf. A further bar to expansion is that claims of product superiority are difficult. "It's almost impossible to demonstrate brand superiority. Taste is too influenced by the fact that the product is generally served under a mountain of sauce." One indication that the housewife considers macaroni a commodity is the leaping gains recorded for lower priced private labels.

New Products

New products would seem to be a key to developing brand differentiation. They have, however, been few and unlucky. Most macaroni men see little potential in speedier-to-prepare, convenience versions: "It's already a convenience product (traditional European housewives would make their own spaghetti or noodles).

The industry still remembers General Foods Minute Macaroni introduced several years ago. It fell apart in the pot, because housewives typically overcook pasta products. Besides, it is reasoned, once that housewife gets out a pot of boiling water, it makes little difference whether cooking time is 1 minute or 7. Faster, easier to prepare macaroni products actually involve no feats of technology. A thinner, smaller cut will automatically cook faster and as used in some convenience dinner products, may not require the added task of draining in a colander after cooking.

Increased nutritional concern on the part of government and supposedly the consumer has heightened interest in enriched macaroni products in recent years. The idea is hardly new. Buitoni has reached a limited market in New York with "20% protein" (13% is typical). Recently there was an expensive and unsuccessful effort to develop macaroni boosted with non-fat dry milk. Goodman's tried and withdrew the premium priced 20% protein noodle. General Foods currently has the industry up in arms with a product called "Golden Elbows." This high protein product, apparently designed for lower income groups, is considered "a fraud" because "it isn't macaroni at all—it's made from corn and soy."

Macaroni producers may be reticent to launch new items because their product lines are already so voluminous. In

New York, for example, it is possible to purchase some 95 different cuts. Many lines include 30 to 40 or more different shapes and sizes. These long lines are the reason many producers carry out store-door delivery with at least a portion of their supermarket accounts: "no store is going to warehouse 30-40 items." Supposedly the Italians invented a variety of macaroni forms to "keep themselves amused" because it is such a staple in their diet. Such goodies as amorini (little cupids), cappelli di prete (priest's hats), ricciolini (little curls), mostaccioli (little moustaches), etc. Macaroni companies have done little to promote the fun or function of their specialties to the consumer. About 90% of sales are concentrated in straight spaghetti, elbows, and flat noodles. There have been attempts to make names more understandable "but frequently these only add to confusion."

New Shapes

New shapes are still invented occasionally. One company tried to resurrect wagon wheels—inspired by the success of Campbell's Spaghetti-O's. Spaghetti-O's were sold to kids as easier to eat than straight spaghetti. But the housewife didn't want a kids product when she cooked spaghetti fresh. Specialty products, despite lack of promotion generally, have been gaining in sales helped by food page recipes, familiarity in Italian restaurants, and travel. Lasagna has tripled in sales in the past 5 years and now is the number 4 selling item. Manicotti and rigatoni have also gained.

Related Items

Macaroni companies have also tried to move into new related product areas—so far with only limited success. Prince and Ronzoni have added ready-made spaghetti sauces as a natural extension of the brand name. Ragù (Cheese-rough-Ponds) still owns the market though more aggressive advertising recently has been helping. Shelf items that more easily with companies' distribution systems. However, a few have moved into frozen, prepared entrees. Buitoni in New York, now has 10 entrees, including ravioli, lasagna, manicotti, and ziti. Creamettes has had modest success in the Midwest with a boil-in-bag line—macaroni and cheese, spaghetti with sauce, and buttered noodles. Overall the frozen food business is leaping, but competition is heavy both from almost every major food packer—plus a raft of other Italian firms specializing in frozen entrees.

Disappointing Dinners

Perhaps the largest number of new products forays have been the so-called dry convenience dinner category. The category originated decades ago when Kraft Macaroni Dinner (dry macaroni plus powdered cheese), with its virtues of cheapness and bland taste. New types have increased plus price and completeness, including sauce packets or canned sauce with dry pasta, and premeasurement of spices for housewives with low confidence. While dinners would seem a logical opportunity for macaroni companies to develop more differentiated products, many executives now have a dim view of the potential of the category and see several reasons for failures: overly high prices for quality of results—and quantity (typically four scanty servings); both proliferation of items with low purchase frequency; and lack of introduction of new varieties to sustain interest. A significant factor has been competition from a growing array of national food marketers—although many of their entries too have failed.

The dinner category has in fact been growing rapidly, now about \$110 million—up about 25% in the past year, hardly a healthy period for most convenience foods. Kraft controls close to half of the market; an estimated 70% of its sales are in macaroni & cheese although it moved into spaghetti dinners and simple noodle combinations several years ago.

Several Markets

According to some analyses, the dinners market is actually several markets in one, with the various brands not necessarily competing with each other. Kraft and Chef-Boy-Ar-Dee—plain-Jane or "emergency" fare, more like canned pasta in usage as side dish or children's fare. The Betty Crocker line (Noodles Stroganoff, 'n'ondine, and other invented recipes) is seen to move more in the area of more interesting potato substitutes or side dishes, a menu component where the housewife is willing to experiment. The quite fancy Lipton dishes may compete more with frozen foods. A growing number of big firms (Pillsbury, Del Monte, and many more, have eyed the dinner market.

More new entries appear to focus on menu planning help with main dishes, trying the boxed ingredients to frequently used inexpensive meats (hamburger, chicken), which the housewife adds herself. Family oriented Hunt skillet dinners (stroganoff, mexican, lasagna), the highest priced yet at about 90¢ is based on hamburger, for example. While not yet national, it has nipped off

about 5% of the total market. Others see potential in more exotic, fun to prepare dishes, than the current rather drab market leaders, targeted to the heavy using younger housewife. Still others see the need for more precisely targeted main dishes, meeting needs all the way from "quick and easy" to gourmet "kits" for women who really like to cook. One new entry, for example, will offer convenience in terms of assembling hard-to-find ingredients but will take 40 minutes to prepare.

Celeste Expands Markets

Quaker Oats is expanding distribution of its Celeste frozen Italian foods to selected markets in the east, west and midwest. The line has been previously distributed solely in the midwest.

Items include pizza and 15-oz. cheese ravioli and beef ravioli dinners. In areas where consumption of Italian foods is high, an additional 2 pound size of the raviolis will be introduced, along with 28-oz. manicotti dinner and a 16-oz. boil-in-a-bag tomato sauce.

The campaign is backed by spot TV and mail coupons. Newspaper ad inserts will feature 10¢ off coupons.

Italian Cooking

Progresso Foods Corporation has launched a campaign of TV, magazine, radio and point-of-sale commercials with the theme "Progresso presents a short course in Italian Cooking."

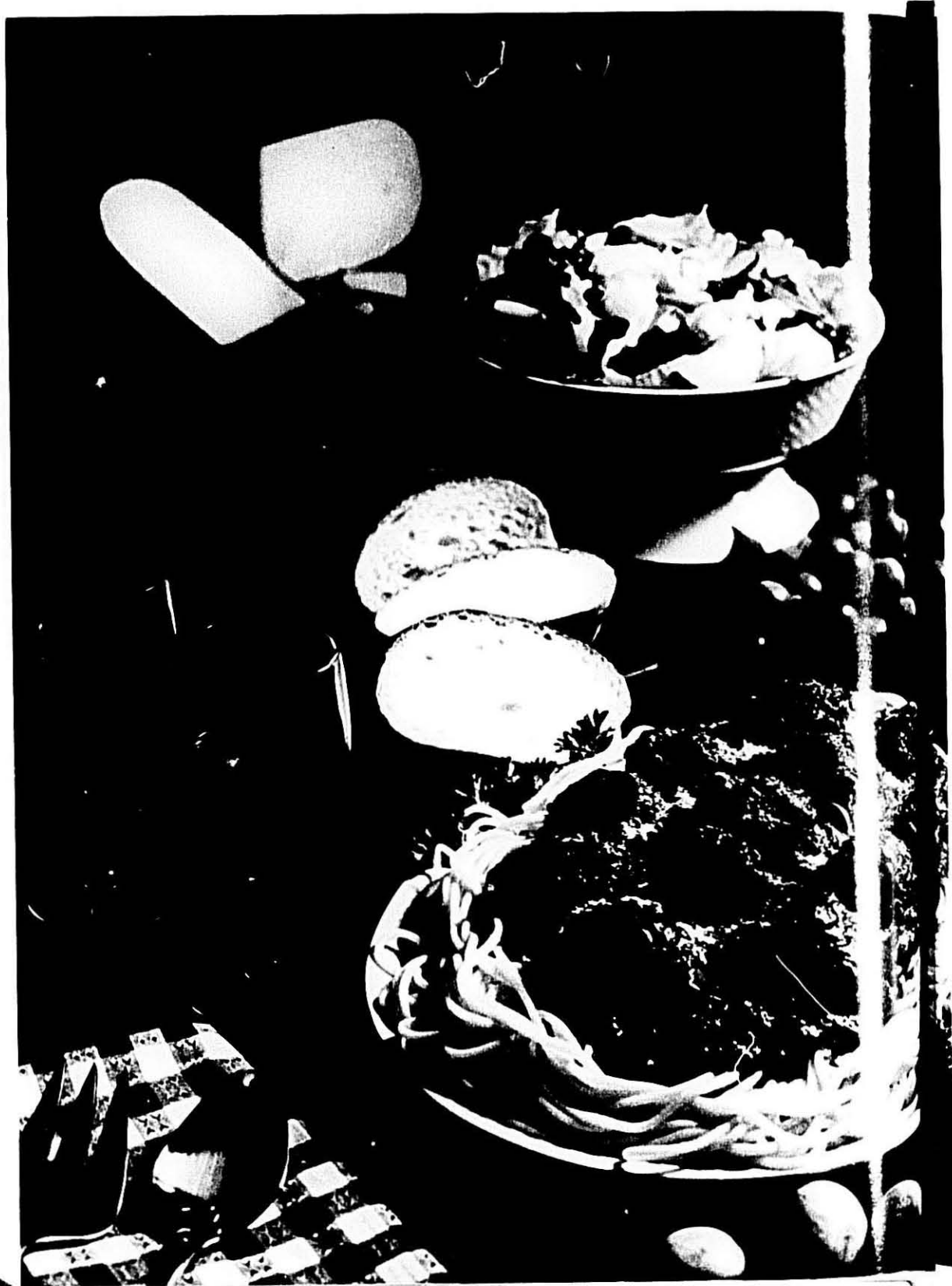
Four 30-second spots run during a half-hour segment of the Today Show, to be supplemented by spots on such programs as the Johnny Carson Show, Dick Cavett Show, 11 O'Clock News, David Frost Show, Concentration, and the Merv Griffin Show. Some radio advertising is to be used on the west coast.

The short course was the theme in magazine spreads in October and November issues of McCall's and Family Circle. These ads included a mail-in offer for 50¢ worth of store coupons. Retailers are offered store material for holding a Festa Italiana store-wide promotion.

Constitutional Convention

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

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



the Pure, Golden Color of Quality

At Peavey, we make quality a habit. We use the finest hard red durum wheat to make our flour. But that's not all. We use the best of everything. We couldn't get King Midas Durum Flour to you fast. When you need it, we get it to you faster. We've got it where it should be. Yes, all the way to the front of your store. Durum areas. It's getting to you quality wheat as fast as possible. We put maximum emphasis on handling efficiency. King Midas Durum Flour. Production and distribution with a running start.

King Midas Semolina and Durum Flour
Quality with a running start on all the others.



Peavey Company, Inc. is a leading manufacturer of flour and semolina. Our facilities are located in the heart of the grain belt. We have a long history of producing high quality products. Our King Midas brand is a symbol of excellence. We are committed to providing our customers with the best quality products at the lowest prices. Contact us today for more information.

PEAVEY COMPANY
Flour Mills

GROUPS THAT SHARE POWER MUST PULL TOGETHER

By
ARCHIE K. DAVIS
President,
Chamber of Commerce
of the United States



Until President Nixon's dramatic economic policy statement on Aug. 15, we Americans had not really faced up to our troubles.

The postwar era of total American industrial and technological supremacy has ended. We now live in an age of intensifying international competition. Yet we have continued to behave, in many ways, as if nothing had changed.

Our economic problems have been steadily compounding. We have grown accustomed to wage increases of 30 to 40 percent over three years, which have resulted in escalating prices in the face of relatively high unemployment. Our balance of payments position remains highly unsatisfactory. The United States faces its first trade deficit since 1893. The Federal Budget deficit for the fiscal year which ended last June was a near-record \$23.2 billion. We are living through a deep-rooted and persistent inflation which has shown few signs of abating.

The reason is that inflationary tendencies in our economy have become chronic because of the rise of the welfare state, the growing imbalance in the power of the labor unions, and the shift of employment towards the service industries.

The welfare state pushes the Federal Government, under any administration, toward chronic budget deficits, and we have had 16 years of such deficits in the 21 fiscal years since 1950. Budget deficits that recur so regularly contribute to expectations of inflation, even though deficits incurred in recessions may not contribute to excess demand in a technical sense.

There are many new and costly forces at today's union bargaining table. They include unrealistic wage expectations of more militant union members who, expecting that chronic inflation will continue, want protection from both past and future inflation. They include wage settlements patterned on 10 percent-per-year increases over a three-year period in basic industries like steel, compared with annual productivity gains of only three percent in output per man-hour.

The result of excessive cost-push by unions in an economy pledged to full employment has been lessened resistance by employers to excessive wage demands. And the result of the wage-price spiral has been the loss of competitiveness in American products—and jobs—in the marketplaces of the world. Therefore, we are seeing an ominous trend toward government restriction of trade with other countries in order to protect union jobs and industry products in affected industries.

But building discriminatory walls of tariffs and quotas to keep out foreign products would only bring retaliation as trading partners prohibit or restrict our exports to them.

Business certainly has its share of the responsibility in our society, and it is incumbent upon every businessman to acknowledge that.

However, business is no longer the dominant institution; at least, not in the sense that the businessman is free to operate pretty much as he chooses. Power today is shared with other groups; therefore, these other groups must also bear a proportionate measure of responsibility.

It is essential that all powerful groups in America recognize this joint responsibility, and realize the absolute necessity for pulling together. Success can no longer be taken for granted, as part of the American heritage.

So labor has a vital responsibility to do its share in halting inflation. That means helping to increase productivity by agreeing to the abandonment of featherbedding and other man-made inefficiencies. And it means moderating wage demands to a level consistent with gains in productivity.

Just as labor must hold down wage demands, so the businessman must do all in his power to hold down prices. Neither of us is completely innocent. Both of us are equally burdened.

But more importantly, government must exercise that *fiscal responsibility* which is necessary to our very survival.

The sooner labor, management and government recognize our interdependence—the absolute necessity of making this coordinated system of ours work—the greater will be our self-assurance.

The stakes are too high today to permit us the luxury of fighting among ourselves. As a world leader we must demonstrate a capacity to keep our own house in order—a capacity to exercise self-discipline. We must pull together.

Merry
Christmas



and Best Wishes
for a Healthy,
Prosperous and
Happy New Year



D. MALDARI & SONS, INC.

557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215
Telephone: (212) 499-3555

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

Promote Bread—

(Continued from page 8)

successful recapturing of the market by bread.

It is up to the baking industry, he said, to take the lead in dispelling the common fallacies about bread. One of these fallacies, he pointed out, lies in the very promotion of bread and cereal products as one of the four basic food groups. Stalling he never thought the Basic Four food groups served a good teaching aid, Dr. Mayer pointed out that under the grouping vegetables and fruit are classified as vitamin and mineral sources, milk as calcium-giver and meat as protein source. But bread and cereal products are said to be energy-producing. "To most people, energy means fat. In effect, you are saying bread is fattening," Dr. Mayer said.

Quite the contrary is true, he declared. Still, the effect of promoting bread as one of the Basic Four foods is that "every woman in America thinks she needs only to look at a slice of bread to get fat."

Bakers Endorse Uniform Enrichment

At the recent convention of the American Bakers Association, the membership approved a resolution giving the ABA staff authority "to advance the concept of uniform state enrichment legislation."

Joseph M. Creed, A.B.A. general counsel at the Washington headquarters, said the resolution gives the association officers authority to study model state enrichment statutes, without considering specific proposals.

A new model uniform enrichment law has been drafted by the Nutrition Committee of the Millers' National Federation and was recently unanimously approved by the Federation's Executive Committee. The Federation is waiting to take further action on the proposal until it has been considered by other concerned organizations, including the A.B.A.

The new model law has been proposed as a result of moves in states to effect their own and diverse requirements in the field, which creates difficult problems for both flour millers and bakers. Another important factor in the move for a new law is the expected momentary announcement of a change in the bread and flour enrichment formula to effect increases in nutrient levels. Currently, 28 states have compulsory enrichment laws that generally reflect the enrichment standards adopted in 1941.

Expert Discusses Institutional Food Hazards

One meal in six is eaten out by the general population. Many more are consumed by patients in hospitals and mental institutions. It is national policy for children to eat at least one meal a day in school; some schools serve breakfast as well. Because of the growth in eating out and the nature of food purchasing and food handling in restaurants and institutions, nutritional and microbiological problems are increasing, says an expert in institutional food service, Roslyn Willett.

Mrs. Willett, president of Roslyn Willett Associates, New York City, food service consultants, and chairwoman of the Women's Political Caucus, Inc., New York, New Jersey, Connecticut, has an important summary of the problems in the August issue of the Cornell Quarterly of Hotel and Restaurant Management. The article grew out of an overview address given by Mrs. Willett at the American Medical Association's Foods and Nutrition Council Resource Meeting, held in Washington on February 17, 1971.

Problems of Control

Complete microbiological control of foods is neither feasible nor desirable, according to Mrs. Willett. In fact, she says, people may be too well protected from germs in the U.S. "Human beings are better off with their defenses up and occasionally put to the test," she says. She warns that in our zeal to exercise our specialties, real hazards can be lost sight of.

She cites a developing belief by public health people that the vague chronic ill health of middle-aged and older people is preventable. Not much is really known about cumulative exposure to foodborne hazards. The long-range effect of fertilizers, pesticides, food additives, and packaging materials is largely unknown. More also has to be known, she says, about the nutritional quality of food in order to prevent troubles that come from lack of necessities as well as the presence of things that should not be there. More must also be learned about the individual body's requirements for nourishment.

There are two problem areas in food service, according to Mrs. Willett. First, new food service systems use much more processed food and second, they all entail a delay in service from the time of preparation.

Processing, says Mrs. Willett, changes the spoilage cues from ones the customer would recognize. Normal signs of spoilage may be absent.

In addition, processed foods, she says, are so new that they are unregulated as to content. An 8-ounce portion of hot food may contain as little as 1-1/2 ounces of protein. The rest is minutely-diced vegetables, gravy, fillers, and additives. Composition breakdowns are often unavailable for such products, she adds.

Problems with food service arise from new systems that depend on such processed foods or on delay in service after cooking, says Mrs. Willett. These are compounded by the fact that food is often not prepared by people who know food or microbiology.

Intelligent Management

She believes that a change in emphasis in food service can go far toward minimizing foodborne hazards. With intelligent management, use of partly-prepared and easily handled raw food can often produce greater savings than use of fully prepared foods.

In addition, she recommends research into the preservation of raw, whole food in transit; that food service supervisors be required to demonstrate understanding of pathways of contamination in systems that hold food for later consumption; that work schedules be arranged to keep food service employees with colds or other disorders away from food; and that these employees be allowed to make up lost time on part-time or replacement time bases.

Old Southern Italian Sauce

Old Southern Italian Sauce is being promoted this fall with a coupon offer based on a refund of the purchase price.

The copy theme stresses the point "Don't bother to heat—don't add any meat—just pour on Spaghetti and eat."

According to Bruce Phipps, owner of Old Southern, the idea of using his Italian Sauce at room temperature was brought to his attention by his daughter, Shannon, who started fixing this hurry-up recipe for herself. Subsequently a series of test panels have confirmed the appeal of using Old Southern Italian Sauce at room temperature.

Advertising is appearing in Family Circle, Woman's Day and Metro newspapers.

Florida's Two Dorals Get "AA" Meeting Rating

The prestigious Official Conference Guide, edited by Edward C. Bursk (Editor of the Harvard Business Review), has selected both Doral Country Club of Miami and Doral On-The-Ocean of Miami Beach for its highest rating—the "AA."

**NMMA Winter Meeting
Jan. 23-27, 1972**

THE MACARONI JOURNAL

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23

Open Dating Proposal

One of the nation's leading businessmen proposed a new approach to solve the thorny open dating issue. Aaron S. Yohalem, a Senior Vice President of CPC International Inc., called for the establishment of an ad hoc group representing the consumer, industry, business, government and consumer activist organizations to formulate and implement a balanced and thorough resolution of the question of open dating.

Mr. Yohalem also suggested that an outstanding, preferably non-partisan, member of congress join the group to fashion the basis for such model federal legislation which would especially seek to assure balanced uniformity, rather than a hodge-podge of dating requirements varying from state to state. He added that the group should include various concerned third parties, in effect, amici curiae such as the Consumer Research Institute, outstanding publications in the field, university researchers and foundations.

Mr. Yohalem put forth his plan at a Conference on Food Stability and Open Dating sponsored by the Food Science Department of Rutgers University assisted by the U.S. Department of Agriculture/Economic Research Service.

Objectives

Mr. Yohalem declared the purpose of the ad hoc group would be clear: to arrive at the most comprehensively useful expression of the new consumerism's completely justified insistence on the public's collective right to know. He saw the ad hoc group accomplishing three important objectives.

1. Resolving the question of open dating in a fashion that meets consumer needs for meaningful information and that is also consistent with manufacturer capabilities.

2. Drafting federal preemptive legislation which assures both consumers and manufacturers of national uniformity—not conformity—in open dating requirements.

3. Determining via that legislation a reasonable mix of reliance upon voluntary means that can best achieve our mandated consensus: in other words, how can open dating be best implemented in areas where genuine problems—not susceptible to quick imprints of an open date—do obtain.

Said Mr. Yohalem: "This proposal offers, in my opinion, a rational workable method by which to resolve the open dating question. But perhaps even more important is that, if this approach proves successful for this problem, it may also prove to be the answer to a number of other nettlesome consumer issues which have so far defied effective

resolutions. We may well be pioneering a landmark approach to consumer issues that could be as effective as arbitration has been in labor disputes."

Consumer Issues Committee

Mr. Yohalem, who is a member of the board of Directors of the United States Chamber of Commerce and a member and former chairman of the Chamber's Consumer Issues Committee, cautioned that an open mind must be maintained by doctrinaire advocates of open dating since open dating is not universally applicable. He said "It is demonstrable that the some product could have a valid life expectancy ranging from a few months to many years, depending upon the circumstances of its handling and storage. An arbitrarily imposed minimum period in such cases might well result in wasteful and expensive returns of otherwise perfectly good and healthful products. A dogmatic open dating approach on some types of products with a long shelf life could well result in consumers passing up older, but perfectly usable and efficacious foods in favor of 'newer' products. Such unused goods would be returned to the manufacturer who, in turn, would have to pass on these losses to the consumer in the form of higher prices."

Punitive Legislation

There is much talk in Washington, according to Mr. Yohalem, about punitive legislation which would compel the food industry to adopt open dating. Such duress, he observed, would not only be undesirable in and of itself, but duress, most important, does not work in our society. "The proven efficacy of voluntary compliance on great public issues by industry," said Mr. Yohalem, "has been demonstrated on so many occasions in our history that its value must be consciously employed in any programmed approach to open dating." Mr. Yohalem declared that whether the question concerns advertising whether it is product safety, whether it is open dating—voluntarism is at stake. And that the new consumerism puts the historic validity and the very viable tradition of voluntarism in our American free enterprise system to its severest test.

As to whether that test could be met, Mr. Yohalem said; "Open dating presents an opportunity to demonstrate that the food industry genuinely provides preeminently satisfying service, efficiency, attention and care of the highest order to advance the quality of life.

"Properly acted upon, we as an industry can take and hold the initiative on this concern, certainly preempt an issue that can be preempted, and volun-

tarily eliminate an entire area of serious vulnerability."



Sara Jean Thoms

Manager of Consumer Relations

Sara Jean Thoms has joined International Multifoods in the new position of manager of consumer relations.

In this job she will handle a wide variety of public relations projects with emphasis on consumer products publicity.

Miss Thoms, a 1968 Iowa State University home economics journalism graduate, joins the Minneapolis-based diversified Multifoods from Pillsbury where she managed that company's Bake-Off program.

A native of Waverly, Iowa, Miss Thoms worked briefly for Webb Publishing, St. Paul, and the Fayette County Union newspaper, West Union, Iowa, before graduating from college.

Miss Thoms is a member of the American Home Economics Association and the American Home Economists in Business.

New Guide

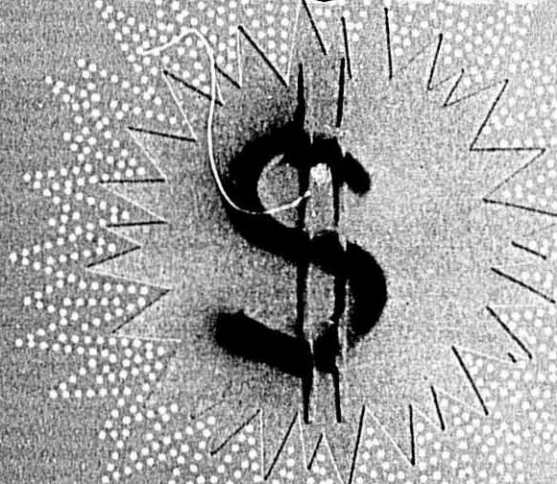
The National Safety Council publication, "Guide To An Association Loss Control Program," has been rewritten, edited, and revised. For the first time, the booklet now includes a section on "Product Safety" program and ideas. This section is written on the basis of what the manufacturer can and should do to produce a safe product. This can be used as a guide by an association to assist all members.

The Guide still includes ideas and information on how an association can operate an effective member company safety service.

Do you want a copy? Write or call Paul Sheppard, National Safety Council, 425 North Michigan Avenue, Chicago, Illinois 60611.

Single copies are available for association executives.

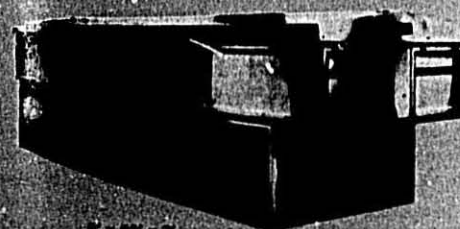
MICROWAVE



puts the heat on
pasta production costs

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

■ It dries ten times faster ■ It uses 1/5 the space ■ It reduces dryer maintenance to about one hour a week (all stainless steel) ■ It improves product quality ■ It can double or triple production ■ Lower capital investment ■ It generally can be installed without shutting down the line ■ Are you ready for it?



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There's More to Dust than Meets the Eye

DUST is blue skies; dust is clouds; dust is blood-red and golden sunrises and sunsets. Dust is also a darn nuisance. It can cause pollution, hay fever, allergies and emphysema. And, it takes a lot of work and know-how to control it.

Nevertheless, dust is important to all of us. You'd be surprised to know how many poets have written about it . . . and how often the Psalmists have mentioned dust in the Old Testament of the Bible. Most of the references are pretty gloomy—things like the "Dust of the Ages" or "Dust thou are to dust returnest."

But, on the other hand, we've all been entertained by Western stories and TV dramas where the Bad Guys and the Villains "bite the dust."

Every businessman and every housewife knows how tenacious dust can be and how hard it is to remove it. How, despite every effort, dust gets inside every office, every place of business, every plant and factory, hospital and doctor's clinic.

It's Everywhere

Dust, scientists have found, is really one of the few universal substances. It's everywhere—quite literally.

Balloons put into the stratosphere above the North and South Poles—thousands of miles away from any place of human habitation—have discovered the presence of millions of tons of dust even in these remote corners of the globe. Every year, winds sweeping over the Western plains deposit tons of dust on every square mile of New England; automobiles emit exhaust fumes and burning oil and coal add millions of tons of dust into the air every year. Volcanic eruptions put billions of tons of dust into our skies—in some areas literally "blackening out the sun" for days or weeks at a time.

In China, scientists have discovered deposits of wind-blown dust 700 feet deep! That's about 200 feet more than the Washington Monument is high!

And, as if these causes of dust weren't enough—the world's oceans dump billions of tons of salt dust into the air through evaporation—and don't think that plenty of it doesn't find its way into your home or place of business. It does. It reaches every spot on the face of the earth.

You can't get away from dust—no matter who you are or where you are.

However, the KEX National Association has made dust control its business. Its member affiliates, which are either

in the business of dust control or research into causes and cures, once started to compile a list of all the sources of dust. When the list reached over five thousand, everyone threw up their hands in disbelief and despair. Scientists say that the causes of dust are almost endless.

Consider your own home or office—every time a person walks in the door, dust comes in with him, hitchhiking on his clothes and shoes. Opening a door or window lets in the pest of all pests—dust.

The Harm It Does

The harm that dust can do in a place of business is seemingly endless. It can contaminate products, food or even persons. Dust-borne germs can be a serious health hazard, spreading colds, respiratory diseases and a host of other ailments. They (the germs) can infect minor cuts or scratches—gum up the working parts of a machine, clocks, watches or printing presses—also typewriters.

Maybe the most common nuisance of all is the way dust spoils the appearance of a place of business, giving that "not quite clean look" which customers dislike. Dust can spoil the appearance of merchandise, even if it's brand new. Have you ever seen a beautiful gown, shop-worn before it's even been purchased?

What Can Be Done?

But what can be done about all this? Until recently dust was somewhat like the common cold. Everyone talked about it, but there wasn't very much anyone could do about it. However, with the rise of the new dust control methods, something is being done about it today.

Some years ago, the telephone industry, concerned with the vexing problem of dust in switchgears and other electronic equipment, got together with Callaway Mills (now Deering Milliken), to experiment with chemically-treated sweeping tool covers and mops. The result was a new approach to dust control. The dry mops really did remove the tiny particles of "invisible" dust—almost too small to be seen by the naked eye, but which, unfortunately is always very much present. The experiment became the birth of a new industry.

Within the past few years, thousands of U.S. firms have switched to the new method of dust control—which is, quite literally, "sweeping the country."

The KEX National Association is a trade organization with members whose activities have been based on a new approach to controlling dust.

Most of us know the usual ways of cleaning. Everyone has seen a janitor use a broom to sweep the floor and then go over it with a wet mop. But, the chemically treated mops do this in half the time, because walls, floors, and other surfaces are cleaned with just one pass of the treated mop. KEX asserts that the new methods materially reduce cost. KEX has made this statement publicly hundreds of times without challenge. Of course, many people are skeptical of anything that is new.

However, a small demonstration will illustrate the KEX point. We asked skeptics to have their best people broom-sweep and then wet mop a floor. It looks spanking clean, but, then, as soon as it dried, without a single foot ever having been set upon it, we have the same person go over the floor with a treated dry mop. Invariably, the chemically treated mop will be literally black with resettled dust, fine particles and "invisible" dirt.

Remarkable Growth

The phenomenal growth of the dust control industry is due to this simple fact—that the new chemically treated mops really remove fine dust and dirt particles which conventional methods do not touch.

The public relations advantages to a business which is really clean—and looks it—are fairly obvious. Dust control is important to any business which deals with the public.

For example, consider hospitals. Some years ago, many will recall the nationwide scare that went around because of the spread of "Staph," strep" and other infections. Many infections were spread by simple dirt and dust, tracked in on people's shoes and clothing. A germicidal agent, added to the treated dust control products, drastically reduced this danger. Hospitals were among the largest early users of treated mop dust control.

Now, KNA franchise holders add germicides to all of their mops. Irrespective of their use. KEX has had some interesting experiments conducted at American University in Washington, D.C., by Dr. Martha C. Sager, a nationally-known biologist. In hundreds of tests, Professor Sager has proved that this germicidal treatment really knocks the little bugs out for the count.

THE MACARONI JOURNAL

A recent survey conducted by Dr. Sager, who is Director of the Institute of Environmental Systems Analysis at American University, holds considerable significance for building service contractors who wage a constant battle against dirt, dust and bacteria.

Dr. Sager's studies, undertaken in conjunction with the KEX National Association, were to determine if the three basic types of germicides, which are commonly added to treated dry mops, dust cloths and treated mats are effective in controlling bacteria.

Her conclusions, after hundreds of tests, were that "each of these germicides affect bacterial cells in a different manner, but each is effective in destroying the organism and/or its ability to reproduce."

Chemically treated aids "can be the first line of defense in institutional germ warfare," according to Dr. Sager. Room contamination by airborne bacteria fungi and mildews has been proven to be reduced by these specially treated products.

Electrically Charged

Well, how is this done? Dust particles are electrically charged. Airborne bacteria, molds, yeast and mildew spores are also chemically charged. These germs become attracted to dust particles and stick to them because of their mutual electric charges. The bacteria and dust then circulate in the air and in buildings and finally settle on the floor, the furniture, or on the nearest human being.

Dust control compounds containing germicides are also electrically charged and attract dust-bearing bacteria because of all these positive and negative charges. The dust is held to the treated surface and the micro-organisms are then attacked by the germicide.

There are two types of gram positive and gram negative organisms attacked by the germicides. Staphylococcus aureus represents one of the main groups of airborne bacteria, and Escherichia coli represents the large group of intestinal bacteria. Both groups commonly contaminate ambient air in institutional complexes although neither organism forms resistant spores.

Each group represented by these two species contains members whose ability to produce disease in human beings is great. Many severe infections—loss of arms, legs, eyes, even life itself, can be caused by pathogenic gram positive cocci represented by Staph aureus, and by the gram negative organisms such as Pseudomonas.

Fast Bacteria Reproduction

Bacteria also reproduces rapidly. One

bacterial cell can produce billions of offspring in a 24-hour period. But, when the bacteria tracked into rooms or buildings or coughed into the air are caught up by the germ-proof cleaning aids, this rapid reproduction is prevented by the disinfectant chemical.

All enclosed spaces occupied by humans support a certain airborne microbial population. A study of microorganisms shed by humans has revealed that "typical contributions ranged from 5 to 50 microorganisms per minute from different areas of the body," according to an article by D. R. Heldman and F. C. A. Sergia on "Microorganism Shedding by Humans."

"Sanitizing the room by scrubbing the room as well as the body areas can reduce contribution indirectly but a gradual increase in contribution was found in the 60 minutes which followed washing and sanitizing," say Feldman and Sergia.

Track in Dust

One of the most common methods of spreading dust and germs is by the feet . . . by humans simply tracking it in on the soles of their shoes.

However, with the advent of the chemically treated mat, this potential hazard has been enormously reduced. The KNA has sponsored several investigations into the effectiveness of the mats.

A recent laboratory study conducted by Dr. Sager at American University to determine the effectiveness of anti-microbially treated mats on airborne populations was conducted as follows:

A closed environmental chamber was constructed and equipped with an aerosol spraying device for introducing bacteria into the chamber and a Gelman air sampler was used for removing samples of air. The following three sets of conditions were then imposed during the many tests:

1. No mats present in the chamber.
2. Untreated mats present in the chamber.
3. Germicidally treated mats in the chamber.

Mechanisms for circulating air included small animals in cages and a small battery-operated fan. An aerosol spray of a 24-hour broth culture of Staph aureus was introduced into the chamber. Following at intervals of one hour, air samples were extracted using the Gelman air sampler. Air samples were incubated at 37 degrees C for 48 hours and total bacterial counts recorded. The results indicated that anti-microbially treated mats can and do reduce numbers of airborne micro-

organisms in areas where the ratio of the mat surface to room area is adequate and when cleanliness and germicidal treatment of the mats is ample.

This data indicated that certain amounts of biotic contamination can be obtained in institutional complexes such as factories, offices, hotels and hospitals through the use of germicidally treated mats and other specially treated cleaning aids. This kind of microbial control is intended to help reduce airborne microorganisms. Its purpose is not to provide a sterile environment.

Kex Control

So you see that dust, although it is an inescapable part of our lives, can be controlled now by KEXADIZED products and the search for additional methods of dust management continues.

Weight-Lifting Limit

In Los Angeles, a Federal judge has ruled that the sex of a worker has nothing to do with the person's ability to lift 50 pounds.

U.S. District Judge David W. Williams' decision declared invalid a section of California's protective laws for women which, among other things, prohibit an employer from requiring female employees to lift more than 50 pounds in the course of their jobs.

The case arose when a clerk-typist disclosed that fact that she had been denied a promotion because the company said she would have to lift objects weighing more than 50 pounds.

To require her to lift such weights would have violated the California Labor Code, the company said, and thus they gave the job to a male employee who had less seniority.

In making the ruling, the judge said, ". . . there are without doubt a substantial number of women who could lift over 50 pounds, and a large number of men who could not, and, therefore, it does not appear necessary that a position requiring such lifting be filled by a male."

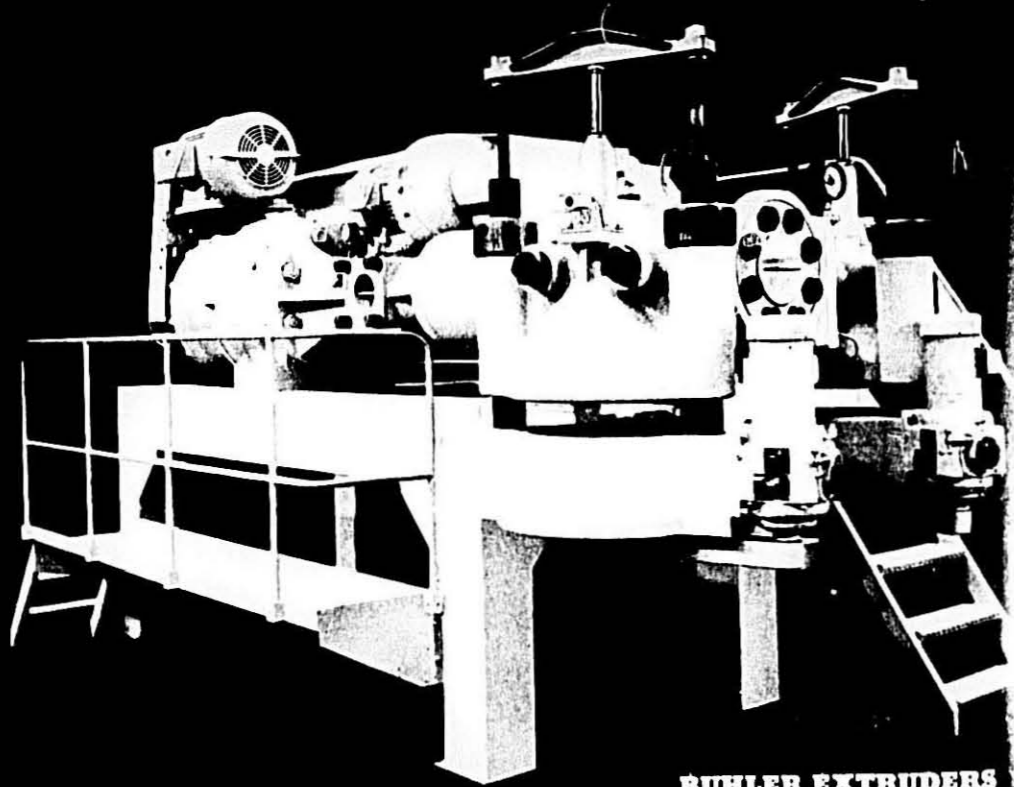
An attorney for the Federal Equal Employment Opportunity Commission said the ruling "emphasizes the need for the legislature to act on the matter by providing protective laws to both men and women."

—San Francisco Chronicle

Doral — Golf Haven

NMMA Golf Tournament to be held Tuesday, Jan. 25 on PGA Championship course. This is in addition to the usual extras—tennis, swimming, fishing, bicycling, etc.

SANITARY.



BUHLER EXTRUDERS

are the most sanitary you can buy!

Model TPCE shown above is equipped with specially designed twin head

Completely Re-designed. Buhler's new line of extruders have all the basic features which have made BUHLER the favorite throughout the world... plus many new improvements which put it far ahead of any other you can buy in North America today!

Super Sanitary

- Structural members are completely enclosed, can't collect dust or dirt.
- Motors and drives are in the open, away from product area, completely accessible for service.
- Drive guards are open at bottom so dust falls through, can't accumulate.
- One-piece mixing trough has smooth rounded corners for easy cleaning, no place where dough can lodge.
- Unique trough design virtually eliminates product hangup on mixer walls.
- Outboard bearings on mixer shafts absolutely prevent any product contamination by lubricant.

Finest Quality Product

- Efficient vacuum completely de-aerates product.
- All processing elements are of proven design, are properly sized and balanced to rated capacity.

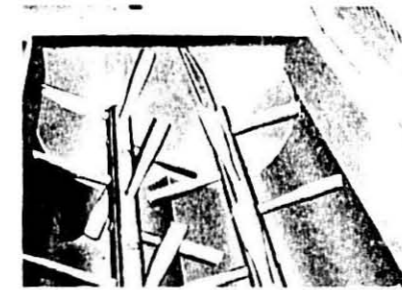
Seven Models Available

Model	Lbs./hr. Capacity
PAE (Single Screw)	660- 1,320
PAD (Double Screw)	1,320- 2,640
PBE (Single Screw)	1,000- 2,000
PBD (Double Screw)	2,000- 4,000
PCE (Single Screw)	2,000- 4,000
CD (Double Screw)	4,000 -8,000
CV (Four Screw)	8,000-16,000

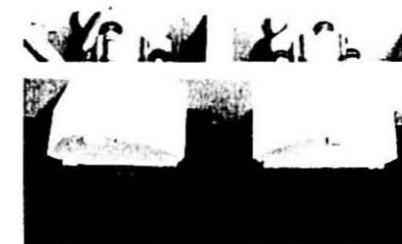
Built Drives

- All motors, sprockets, chains and electrical controls are standard components readily available throughout the U.S.

Full Details on the new Buhler extruders and other Macaroni Making Equipment. Call us or write: The Buhler Corp., 8925 Wayzata Minneapolis, Minn. 55426, 612-545-1401 / Eastern Sales Office 580 Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010 / Buhler Ltd., Don Mills, Ontario, Canada, 416-445-6910



Mixing trough is one-piece stainless steel construction. Unique shape prevents product hangup on walls.



Bearings of mixer shafts are completely separated from product seal. Seals may be replaced without removing bearings or shafts. Product contamination is virtually impossible.



Press base and belt guard reflect the clean, efficient design and attention to detail in every Buhler press. Base is sturdy, easily accessed. All surfaces have smooth welds for easy cleaning.

Complete
Macaroni
Plants by

BUHLER

PASTIFICIO BARILLA

DURING the National Macaroni Manufacturers Association European Tour last May, all of the participants had the opportunity of visiting the Barilla pasta factory, located in Pedrignano, near Parma, in Italy.

The Barilla factory is the largest in the world and the most modern concepts and techniques were used in its construction.

The Barilla factory is inclusive of six mammoth production lines built by Braibanti & Co. of Milan, and each of these lines is equipped with Braibanti's latest automatic extrusion press: The Cobra/4000.

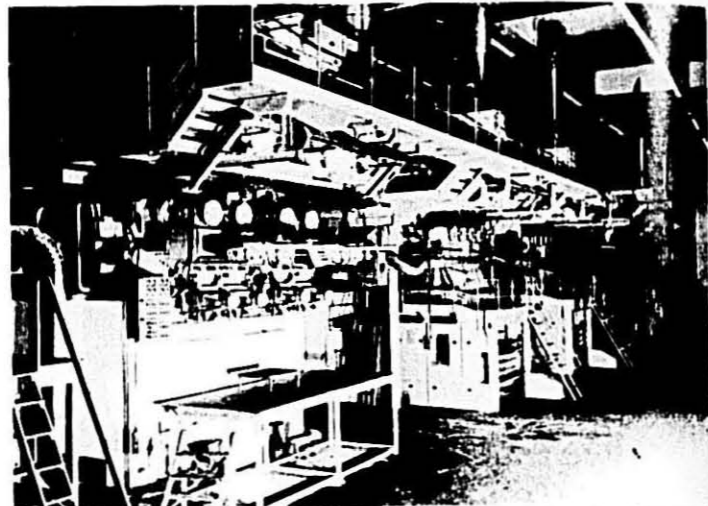
Two of the lines are designed for short goods production and while each line was designed and guaranteed for only 8,800 pounds of production per hour, each line is now delivering well over 11,000 pounds of dried product each and every hour around the clock.

The drying of these enormous amounts of product is being done by giant models of Braibanti's standard Teless Dryers.

Long goods, considered by most manufacturers to be difficult to produce is being manufactured on four additional lines that were developed and supplied by Braibanti. Each of these lines at Barilla starts with a fully automatic Cobra/4000/L extrusion press, followed by a "GPL" Tunnel Dryer.

Big Seller

More "GPL" Tunnel Dryers are sold throughout the world than any other



Partial view of press room showing Braibanti 4000C and 4000L short goods and long goods presses.

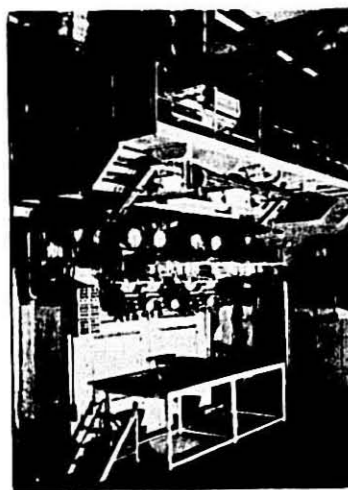
type of dryer and as can be seen in the photographs which accompany this article, the reasons for this popularity are quite simply that the "GPL" is sanitary, produces product which is free from checking, is known for its trouble free operation, and delivers product whose quality is unsurpassed.

Only a company, such as Braibanti, that deals only in pasta production equipment and which is constantly seeking new machinery and production techniques and thus advancing the technology of the pasta industry, could hope to develop the monster sized machines required by Barilla.

Pasta Specialist

At its inception in 1933, Braibanti & Co. decided to specialize in pasta production equipment and with this specialization they understood that their success or failure would depend solely on their willingness to be ahead of their time in the machinery they offered. This risk proved to be well worthwhile since they have become the unquestioned leaders in the techniques and technology of pasta production, and their customers have always been supplied with the right equipment to do the job they wanted done. As an example

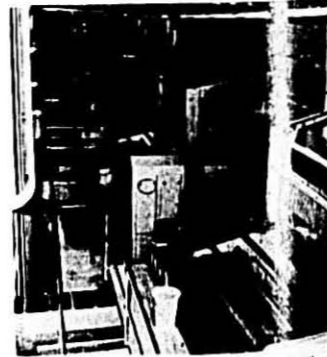
(Continued on page 31)



1. The technician shown in the foreground gives some idea of the tremendous size of the Braibanti Cobra 4000C short goods press.



2. GPL Dryers on two of the four Braibanti long goods lines. Each of these dryers has ten drying tiers and is about 30 feet in height. These dryers are specially designed to handle the massive output of the Braibanti Cobra 4000L long goods presses, and to produce produce to Barilla's exacting standards.



3. Stripping operations on the Braibanti 10,000 pound plus long goods lines. Each of these lines is equipped with two IPACK high speed strippers, and in normal operation is 16 hour packaging operation is used in conjunction with the standard 24 hour per day operating schedule of the presses.

THE MACARONI JOURNAL

end give-away and underweigh

with a new Triangle Flexitron Checkweigher
the easy way to cull out badly filled bags
immediately. Saves time and trouble without
slowing production speeds. Ends profit give-away.

Checkweigher electronically weighs, counts and analyzes. You
get the package weight you should have for profitable bag
volume operation. Famous Flexitron Weigh Cell is what makes
it happen. Weighs each bag twice. Instantly. Automatically.
Rejects and separates—two ways—underweight and
overweight packages. Conveyor positively controls bags
one at a time. Prevents puggy backing or slipping.

Triangle's new static Flexitron Checkweigher is fully compatible
with all single and twin tube bag machines of any manufacture.
Fits right in with your existing system.

Check it out. Flexitron Checkweigher—another fine product
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Pastificio Barilla

(Continued from page 30)

of this ability to supply the right equipment for the job, more than three-quarters of the automatic lines in use in the Barilla factory were supplied and installed by Braibanti and each of these lines produces over 11,000 pounds of dried and finished product per hour.

The Braibanti research and development teams are constantly testing new construction materials and searching for new ideas (such as the application of electronics), so that the macaroni manufacturing industry can keep pace with the progress of our modern world.

Other Plants Visited

The people who participated in the tour's visit to Barilla had the opportunity of seeing for themselves the impressive output and the operational efficiency of these monster Braibanti lines. For those members of the tour whose interest was not stuned to quite this grand a scale, other Braibanti equipped plants were also visited. These included the Buitoni factory in Sansepolcro, the Corticella factory in Bologna, and the Paganini factory in Rovato. In these factories, while the scale of operations reached only a fraction of Barilla's, these same concepts of product quality and operational efficiency were also clearly in evidence.

Because it dared what no one had tried before and succeeded, Braibanti & Co. is very proud of the equipment that it supplied to Barilla and has given the macaroni industry of the world a new tool: The Cobra/4000 Press.

Industrial Feeding Is Big Job

Every day it takes 10,000 entrees, 6,000 sandwiches, 2,000 hamburgers, 200 gallons of soup, and 1,200 assorted pies to satisfy the appetites of most of the 27,000 employees at Eastman Kodak Company's largest manufacturing facility.

These were among statistics cited by Stephen J. Pajeski, Kodak's food service manager for its Kodak Park Division, in a report to Research & Development Associates for Military Food and Packaging Systems.

"Industrial feeding has come a long way since World War II, which definitely was the liftoff stage for the majority of in-plant feeding operations," Pajeski said. "What began as a benefit—good food, subsidized prices—has in many cases now become almost a necessity."

Feeding the 27,000 employees in the Kodak Park Division—about 70 percent of whom rely on company-pre-

pared food for at least one meal a day—creates some basic problems, Pajeski explained.

Basic Problems

One is that menus must offer a tasty variety of food to retain employee interest. Another is that different menus must be provided for office and production people. Office personnel need a lighter menu to avoid drowsiness later in the day, while production people need more substantial food to maintain physical energy. A third problem is that of making good food available at a low price.

City Within City

Meeting these problems efficiently is difficult at Kodak Park, because this manufacturing plant is like a city within a city. It is seven miles long and has 20 miles of streets, 15,000 telephones, its own power plant, water department, fire department, railroad, and more than 175 manufacturing buildings. Some operations go seven days a week, around the clock.

"Our commissary services 27 satellite feeding units at the Kodak Park plant alone, plus the requirements of hot food and bakery products for other Kodak divisions elsewhere in Rochester," said Pajeski, who earned his degree in hotel and restaurant administration at Cornell University. "We do our production early in the morning, cart and truck the items to the satellite locations, then pick up the equipment and leftovers, and start fresh all over again the next morning."

The biggest expense in food production and handling is not the food itself, but the cost of labor and the benefits provided for food service employees, Pajeski added. This means that one of his operation's biggest concerns is finding new ways to minimize the effects of the inflationary spiral of recent years.

Keeping Efficient

According to Pajeski, efforts to keep the industrial feeding job efficient generally take three forms: continual streamlining of the organization, management development, and productivity increases. Some of the programs conducted to assure efficiency include make-or-buy studies of bakery products, butcher-shop preparation, soups, breaded fish and even dishwashing operations. Also studied are new systems such as vended cafeterias, in which Kodak prepares its own food items for vending in machines. Employees then purchase the items from the machines and re-heat them almost

instantly in microwave ovens in selected cafeteria locations.

"Operations like these require that today's industrial food service manager have the skills of a purchasing agent, packaging agent, packaging expert, industrial psychologist and food technologist," Pajeski concluded. "And in working with people, he must be as up-to-date as the behavioral scientist to involve the employee in the setting of goals, planning and decision making for food selection and preparation."

Putman Food Awards

Putman Publication (Food Processing) Food Awards for 1971 go to three unique products that are sales-oriented toward the revolutionary "hot snack" market.

Lipton's "Cup-A-Soup" creates a new segment in the soup market—a hearty, robust instant soup that is ready-to-eat and packaged conveniently in single servings.

Jeno's that imaginative marketer of pizza and pioneer of the hot snack market, wins a dual award in new product development for Snack Logs, a snack substantial enough that it could serve as a meal substitute, and Snack Tray, the first single package containing an assortment of pizza varieties.

Total Approach

Top Honors winners hit the mark in their soundness of concept, uniqueness of product, and professional marketing strategies. Each received a top rating in "total approach"—the coordinated efforts in research, production, packaging, and marketing—that is abundantly evident in their successful introductions into the marketplace.

"Single-serving 'real' soups are bound to be successful," declares one of the judges. "The Lipton concept is excellent."

The availability of an instant, single-serving soup should open up many new areas of soup consumption for the consumer. If one serving of soup is desired with no cooking, no waste, no cans to open, and no pots to clean—"Cup-A-Soup" is particularly suitable. Applications and serving ideas are numerous: one person desiring soup for lunch; several people who want different soups; as a warm, filling snack; as something different for the "coffee break"; and for outdoor activities such as camping or boating.

Five varieties of "Cup-A-Soup"—Chicken Noodle, Beef Flavor Noodle, Onion, Tomato, and Green Pea—entered test markets in the fall of 1970.

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Henry C. Hubbard, Jr.

Diamond Packaging Technical Services

Henry C. Hubbard, Jr. was appointed Director of Technical Services for Diamond National Packaging Products Division, it was announced by William C. Duffy, Vice President and General Manager of Eastern Operations of the Division. Mr. Hubbard has been associated with Diamond for nearly eight years and has a cumulative 43 years of experience in the graphic arts industry, specializing in printing and packaging.

Most recently, he has served in Sales and Field Service positions with Diamond and has extensive background in manufacturing. He will continue to be headquartered in the company's Baltimore office.

Mr. Hubbard is active in several trade associations having served as Director in the Litho Club of Baltimore, International Printing House Craftsmen and the National Folding Box Association, plus numerous service organizations.

Diamond Packaging Products is a division of Diamond International Corporation, a leading manufacturer of printing, packaging, machinery systems, paperboard, lumber and consumer goods.

Consumer Studies Aid Graphics

The first in a series of consumer studies calculated to seriously affect current marketing and packaging practices during the next decade, is scheduled for release across the country by the Alan Berni Corporation of Greenwich, Connecticut.

The Berni Corporation, a marketing design firm specializing in consumer-tested graphics for business and industry, say the studies are intended to provoke change.

"Our objective is to highlight, for manufacturers and retailers—via direct contact with consumers—some of the

glaring deficiencies in visual communications being employed by many advertising, marketing and packaging executives," states Alan Berni, president of the firm issuing the reports.

Consumer surveys certainly are not new to corporate executives, but according to Berni the use of such material in developing relevant design concepts for products, packages and even Corporate Identification Systems and architecture, "is dangerously behind the times."

Monthly Reports

The consumer studies, which will be issued monthly for an unspecified period beginning the second week in October, will be sent to any interested retail or manufacturing organization.

The validity and objectivity of the reports were the responsibility of Dr. William Capitman, a visiting professor on Marketing and the Social Sciences at Yale University, and the author of many works on market research, who structured the project.

"Our initial study was conducted by means of personal, in-dep'h interviews with consumers from North Carolina to California," relates Dr. Capitman.

He added that this particular study deals with the changing eating habits and buying attitudes of the American public. It contains information on how these "changes" will drastically influence the direction of food packaging and marketing.

Organic Foods

As an example of the type of material that was gleaned from the investigation one housewife from Charlotte, North Carolina, who exemplified the trend of awareness of the existence and characteristics of organic foods, said, "Yes, I have heard of them—I think they would be great—but I don't see that kind of stuff in my grocery store. . . ."

The obvious question that arises is, should processed food manufacturers drop what they are doing and go into the organic and "natural" food business, or should they attempt to honestly communicate the benefits of their products better than they have in the past?

The report reveals that even when the idea of organic or natural foods are rejected, respondents are defensive and tend toward extreme positions. Like the lady from California who told researchers "I pay little attention—I've read about it, but if we like a product it doesn't worry me that it might contain some chemical or another. As long as the kids eat it I buy it."

Exposures & Accidents

As a result of the spate of "exposures" and accidents in the food industry, i.e., the soup and tuna scare, cyclamates etc., researchers found a mounting concern and demand for more information.

Housewives are reading labels, and they want to know more specifically what is in the products they buy. Packaging also come in for a blast: "My opinion is that it is time we got wise to how we have been cheated by the packagers, and should stop buying their products unless we read labels more carefully," was the way one housewife put it.

The report also showed a deep concern with products which oversell in their illustrations, with ecological factors in packaging and in easier to open packages.

The sponsoring organization's president states, "To our knowledge, this is the first time such studies have ever been conducted. At the very least, it is the first time such information has ever been made public."

New Consumerism

The reason Berni gave for his company undertaking this unique project in the place was the "apathy and lack of understanding by industry of the 'new consumerism'."

We feel it is essential that industry awakens to the fact that consumers are no longer inclined to be dictated to. The new consumer is sophisticated, and becoming even more so, and it is vitally important for manufacturers and retailers to be aware of this trend and respond accordingly," concludes Berni.

The reports will be sent, without obligation, by writing the Alan Berni Corporation, Marketing, Design and Research Center, 666 Steamboat Road, Greenwich, Connecticut 06830.

Dr. Philip L. White to Speak

Dr. Philip L. White, Director, Department of Foods & Nutrition, American Medical Association will be a featured speaker at the NMMA Winter Meeting on Tuesday, Jan. 25.

He will report on a recent symposium on eating patterns and their influence on purchasing behavior and nutrition.

Food habits of special groups will be considered: the elderly, the adolescents and the poor.

Dr. White has been helpful to us in the past when the brochure on the nutritive values of macaroni, spaghetti and egg noodles was developed for general distribution.

SEASONS GREETINGS
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Scrambled Eggs

There's nothing "sunny side up" about the egg production business in California: It's a scrambled mess.

Ask Lou Corbetta, who presides over a flock of half-a-million birds producing 5,000 cases of eggs a week at Certified Egg Farms in Gilroy.

He's one of the producers who annually market the more than 6-billion shell eggs needed to satisfy California's appetite.

It isn't just that he resents the fact that every week this year—excepting those in January—he's received less for his eggs than their cost of production.

It's the way that eggs are sold . . . and the voiceless role of the producer in determining price.

Few Facts

"The weakness of our industry is the abysmal lack of solid facts: how many hens? . . . how many eggs? . . . how much surplus?", Corbetta told the Council of California Growers. "Without these facts, hit-and-miss 'guesstimating', not the laws of supply and demand, govern egg pricing."

Coming off a lifelong, successful career as a building contractor in the highly competitive New York City market, Corbetta retired in California, starting his egg production business in 1960 "just to have something to do."

"Around that time there were more than 6,000 egg producers in the state," Corbetta explained. "Today, thanks to a pricing system that is a blend of fantasy, whimsy and pure orneriness, the number has been reduced to 678. Thousands of small producers have simply evaporated and most of those left have such large investments they can't quit, even when their eggs are being given away."

Despite the size of his operation and the savings made possible by raising his own pullets and manufacturing his own feed, Corbetta says his cost of production averages 28¢ per dozen for a meld of all eggs. The return this year has ranged as low as 19.2¢ and Corbetta estimates his average for 1971 will be "about 24¢."

Corbetta says eggs should no longer be marketed as farm commodities, but rather as manufactured items. Multiple flocks result in a flat curve of production through the year and costs, too, remain basically stable.

Price Concerns

"As for consumption, studies show that 85% of the housewives buying eggs are unconscious of price. If a shopper needs eggs, she buys them . . . whether they're on '39¢ special' or regularly priced at 59¢," Corbetta said.

Today producers market their eggs through dealers on a consignment basis, with no idea or control of the price they'll eventually get.

"In the period last year from May 9 to July 11, the price I received jumped up about 14% . . . and then between September 12 and November 7 it dropped about 20%," Corbetta said. "Something besides 'supply and demand' is causing the yo-yo ups and downs of egg prices."

Said O. W. Fuller of the Council of California Growers: "Egg production in California is a classic example of an increasingly common phenomenon—the agricultural subsidy operating in reverse."

PCB Problem Considered

A seminar on the complex PCB problem was a feature of the Poultry and Egg Institute Research Council's meeting in Chicago.

W. B. Papageorge, Monsanto Chemical Company, explained the nature of polychlorinated biphenyls (PCBs) and how they are used.

They have been used since 1929, he said, mainly in such products as electrical transformers because they are explosion-proof and in capacitors because of their insulating properties. They have also been used in some paints, packaging materials, ink, marking pencils and compounds, carbonless carbon paper, and adhesives.

"Some of those uses have been discontinued," he said. "But they continue to cause problems because PCBs resist degradation. The very properties that make them valuable are the ones that cause problems. They can migrate into feeds and foods, where they are absorbed by the fat."

How can they be destroyed? "By incinerating them at 1600°F," Papageorge said, "and washing the stack gases." Only Monsanto and two other places in the country are equipped to do it, he said.

Panel Participants

Dr. W. J. Stadelman, Purdue University, moderated the discussion. Others taking part in it were:

H. C. Musman, director of laboratory services, Consumer and Marketing Service, U.S. Department of Agriculture.

Robert Young, head of the poultry department, Cornell University.

Wendell Phillips, Campbell Soup Co., Camden, N.J.

Morris Cover and Don Schwall, Ralston Purina Co., St. Louis.

Key May, Holly Farms Poultry Industries, Wilkesboro, N.C.

John Dodge, Agway, Inc., Syracuse, N.Y.

Connor Kennett, Poultry Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C.

The scientists agreed that the people involved in the recent PCB problem had acted responsibly—reporting the problem to the proper authorities, enlisting the help of scientists, and keeping others in the industry informed.

It was agreed that disclosure of the problem was an important factor in bringing the situation under control as fast as possible. Disclosure also helped to build public confidence in the industry.

Musman said USDA's residue program is designed to monitor antibiotics, hormones, heavy metals, and chlorinated hydrocarbons, which include pesticides and PCBs. USDA's objective sampling programs are statistically designed to uncover any excessive residues.

If a problem shows up USDA then employs a selective sampling system to determine the extent of the problem. They then monitor until the problem is solved.

Dodge reported that his organization has an established procedure for dealing with emergencies. When one arises, a task force immediately swings into action and devotes its entire attention to the problem.

Margaret Huston, Institute scientific director is preparing a summary of the seminar, which will be available to those who are interested.

Dr. Forsythe Elected

Dr. Richard H. Forsythe, Henningsen Foods, Inc., Springfield, Mo., will succeed A. Barde Rogers, Armour and Company, as director of the Council.

The Council was organized in 1952. Members are scientists in industry, the government, and the colleges. It meets semi-annually. It functions through four divisions—poultry, egg, microbiology, and production.

At its fall meeting the divisions consider what research would be of greatest help to the industry. Their combined recommendations are made available to directors of experiment stations, heads of poultry science and food science departments, government and industrial research laboratories, and other interested agencies.

The Council approved a resolution urging financial support from industry for the National Poultry Research Foundation's research programs on leukosis and other diseases. Though the HTV vaccine has brought temporary relief from Marek's disease, much research is needed to eradicate Marek's disease and lymphoid leukosis.

INDEX TO ADVERTISERS

A D M Milling Co.	15
Amber Milling Division	7
Aseco Corporation	9
Buhler Corporation	28-29
Clermont Machine Co.	35
Cryodry Corporation	25
Defrancisci Machine Corporation	12-13
Diamond Packaged Products Div.	39
International Multifoods Corp.	40
Jacobs-Winston Laboratories	37
Maldari & Sons, D., Inc.	21
Macaroni Journal	37
National TB Institute	33
Peavey Co. Flour Mills	18-19
Rosetti Riegel	2
Triangle Package Machinery Co.	31
Touss-A-Roni	37

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Location of known office of publication: 115 No. Mason St. (P.O. Box 386) Appleton, Outagamie County, Wisconsin 54911. Location of headquarters or general business offices of the publisher: 19 S. Bothwell St. (P.O. Box 28), Palatine, Ill. 60067. Name of Publisher, Editor and Managing Editor: Robert M. Green, National Macaroni Manufacturers Association, 115 S. Bothwell St. (P.O. Box 336), Palatine, Ill. 60067.

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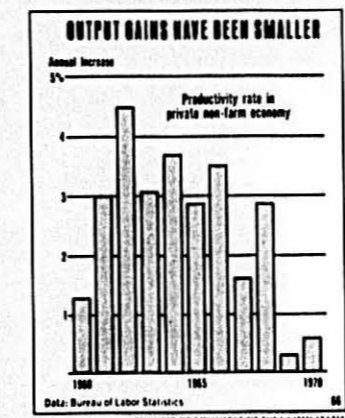
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It's your ECONOMY



By Carl H. Madden, Chief Economist
Chamber of Commerce
of the United States

High productivity—or output per man-hour—is the basis for a growing, healthy economy and a rising standard of living. The productivity of the U.S. worker is still the highest in the world, but at 2.5 percent annually the growth in U.S. productivity in the 1965-69 period was generally below competing nations: Japan (13.4 percent), Holland (10.6 percent), France (6.9 percent), Germany (6.4 percent) and Great Britain (4.3 percent). The best U.S. productivity performance for one year in the decade of the 1960's was in 1962, reflecting the recovery from the 1960-61 recession, but since that time productivity gains have been unimpressive. To improve our productivity and our ability to compete internationally we need more capital investment per worker in the form of more and better machines and better education and skills.

NMMA Winter Meeting
Doral Country Club,
Miami, Florida
Jan. 23-27, 1972



Rene Samson

Dr. Samson Serves in Algeria

Romeo Desjardins, vice-president with Canadian Executive Service Overseas, reports that his colleague Dr. Rene Samson, formerly technical director for macaroni production in the several plants of Catelli in Canada, has accepted an assignment to go to Algiers where he will spend a few months advising a government organization, SN-SEMPAC, with their semolina and macaroni manufacturing problems.

This is a voluntary assignment under Canadian Executive Service Overseas takes care of Dr. Samson's accommodations and expenses while in Algeria while C.E.S.O. defrays the cost of transportation.

Dr. Samson retired in 1965 and Mr. Desjardins followed him a year later. It is good to know that both remain active.

Press Parties—

(Continued from page 14)

Beauty Macaroni Company has acquired Perfection Macaroni of Fresno as of October 1; and Anthony Macaroni will acquire the operations of the Gold Medal division of Grocery Store Products, which in turn had been recently acquired by Clorox.

In Chicago, representatives of all Chicago papers lunched with a delegation of mid-western macaroni manufacturers at Como Inn on October 21. Here a buffet of prosciutto and melon and antipasto was served preceding the three pasta entrees of Noodles Alfredo, lasagna and rigatoni with meat sauce. Wine added to the festivities and good fellowship.



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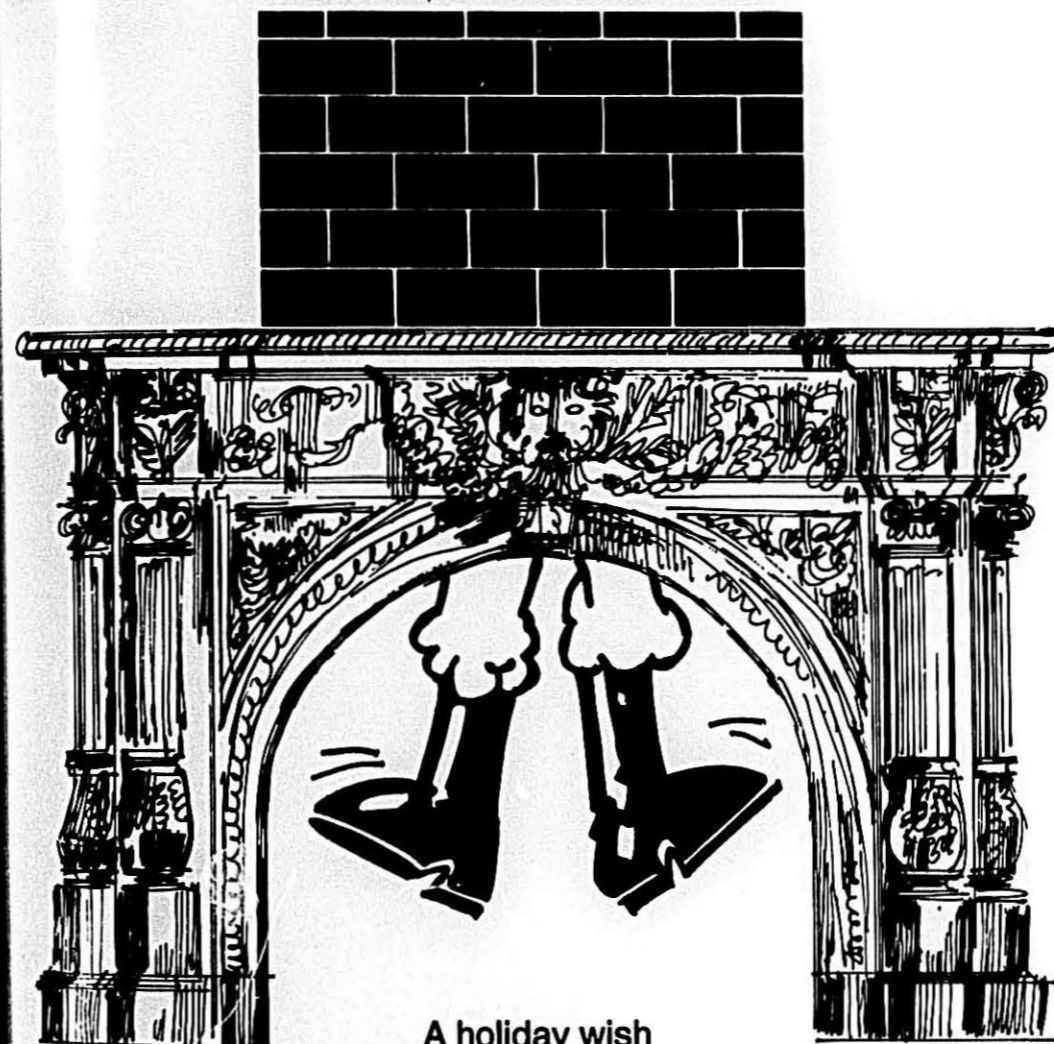
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