

**THE  
MACARONI  
JOURNAL**

**Volume 52  
No. 6**

**October, 1970**



# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



OCTOBER, 1970

National Macaroni Week  
October 15-24, 1970







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The **Macaroni Journal**

October  
1970  
Vol. 52  
No. 6

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**Editorial:**

National Macaroni Week will celebrate its twenty-first birthday October 15-24. It has matured into a great publicity event.

Many publicity breaks such as the wonderful treatment of pasta in the September issue of Better Homes and Gardens (page 4), mention on national television news (page 10), and the regular treatment of macaroni-noodle products on the food pages of the major metropolitan newspapers, are pretty much taken for granted by the macaroni industry.

These breaks are not happenstance. They are the fruit of daily efforts of Theodore R. Sills & Associates on behalf of the National Macaroni Institute. And the National Macaroni Institute is supported by about half of the companies in macaroni manufacturing.

Product promotion by the National Macaroni Institute and National Macaroni Week are deserving of full support of the entire macaroni-noodle industry.

The Macaroni Journal is registered with the U.S. Patent Office.  
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## Suddenly You're A Great Italian Pasta Cook!

WITH the aid of food editors Doris Eby and Joan McCloskey, Better Homes and Gardens for September tells you how to do it.

### Start With Soup

They start off with the soup and picture a half dozen soup cuts: Acini di pepe, Conchigliette, Tripolini, Anellini, Egg pastina, Semini di melo, cautioning that names may differ in your locale. Copy states: "As first courses or main dishes, soups are an integral part of Italy's cuisine. Our Straciatella or 'little rags' belongs to the former category. It tantalizes the taste buds for richer foods to come. This delicacy consists of a seasoned chicken broth, enriched by tiny tripolini (sometimes called nochette). You make the 'little rags' by whisking egg-parsley-parmesan paste into the bubbling broth.

"For full flavor in a soup that could be a main course, choose Crabmeat-in-Shell Soup. Succulent bits of crab in a rich broth seasoned with tomatoes, celery and green pepper make each mouthful a treat. The 'shells' in this marvelous soup are conchigliette or 'little conch shells.'

"Another first course soup is Hot Tomato Bouillon—innocent looking, but take one taste and you'll think you're somewhere in southern Italy. We've garnished our tureen with thinly sliced avocado and crumbled bacon.

"To make classic minestrone the American way, try our Quick Vegetable Soup. Start with canned chicken broth and add frozen mixed vegetables, Italian of course, and dry Italian salad dressing for zing. Our pasta in this hearty soup—it's anellini or 'tiny rings.'" Recipes are given.

### Pasta Bollita

More cuts are pictured dictionary style: Ziti, Nested Vermicelli, Fettuccine verde, Fettuccine, Capellini, Fettucelle, Malfada, Fusilli. And the story continues: "Behind every well-laden Italian table is a kitchen brimming with fresh herbs and a battery of pasta utensils. One of the most common is a large cauldron in which to boil (bollita) the pasta al dente—to the tooth.

"Spaghetti doesn't always come topped with a tomato-meat sauce. We've used it in a delicate Salmon Tetrazzini, named after Luisa Tetrazzini, the opera singer. As in traditional tetrazzini, ours is flavored with dry sherry, mushrooms and grated romano cheese.

"Thin scallops of veal in a mushroom-studded tomato sauce served over bright green noodles (they're made with spinach) describes our Scallopini Verde—literally thin little slices of meat over green noodles. Try any of your favorite sauces, stews or stroganoffs over green noodles next time you plan a dinner party.

"Here's your chance to display your culinary skills. The ingredients are few and the method simple. But, you must follow the proper procedure when making Fettuccine Alfredo. The dish, preferably a chafing dish, must be hot, the butter softened, the fettuccine freshly cooked and hot, the cheese freshly grated, if possible, and the cream at room temperature. Toss quickly and serve immediately.

"Serve Malfada Caruso and listen to your guests sing your praises. Curly malfada makes this chicken liver-tomato sauce extra impressive. Sprinkle on freshly grated parmesan cheese in the Italian manner—bravissimo!" Recipes of these are given.

### Pasta Imbottita

Pasta Imbottita pictures Tortellini, Ravioli, Manicotti, and Conchiglioni.

The text reads: "Certain dishes benefit from loving care, to achieve an exact blend of herbs and the perfect sauce. These four stuffed (imbottita) pasta recipes are just that kind.

"Manicotti or 'small muffs', whether grooved or perfectly plain, can be stuffed with a variety of tempting fillings. We loaded our first manicotti recipe with ground ham, sliced mushrooms, and parmesan, then topped it with a green pepper flecked Swiss cheese sauce. Result: Ham-stuffed Manicotti with Cheese Sauce.

"In our second version, we used ricotta, parmesan, egg, and parsley for the stuffing and topped it with a meaty tomato sauce for Manicotti with Meat Sauce.

"While there are dozens of ways to make ravioli, we believe our Chicken-Spinach filled Ravioli is unbeatable. Although you may find frozen or canned ravioli in supermarkets or food specialty shops, ours begins with a home-made dough that's well worth the time and trouble. The 'pillows' are filled with ground chicken, chopped spinach, and parmesan, then topped with a savory tomato sauce. Check gourmet cooking shops for ravioli makers and cutters to help you trim the squares exactly the right size.

"Take a perfect blend of tuna, onion, parsley, and lemon juice. Lightly fill conchiglioni or 'jumbo conch shells' with the mixture and top with seasoned cream of celery sauce. Pop the Tuna-stuffed Shells into the oven and you'll have an entree that might well become your specialty." Recipes for these dishes are given.

### Pasta al Forno

Labeled pictures include: Conchiglie, Tortiglioni, Mostaccioli, Chifferoni Rigati, Lasagna, Rote, Cappelletti, Occhi di lupo.

Copy states: "Far from being identical throughout Italy, baked pasta (al forno) varies from region to region. Northern Italy is famous for its home-made flat ribbon-like pasta made with eggs and topped with delicate sauces. Conversely, southern Italy is known for its manufactured tubular pasta made without eggs, such as spaghetti and macaroni, and seasoned with robust sauces. Our four baked pasta dishes offer a little of each cuisine.

"Be sure to invite friends for dinner the night you prepare the all-time Italian favorite Peppy Lasagna, for it serves 10 to 12 people easily. The sauce is purely Italian, too, since it's made with Italian sausage, celery, carrot, and oregano. You'll find ricotta cheese in specialty shops.

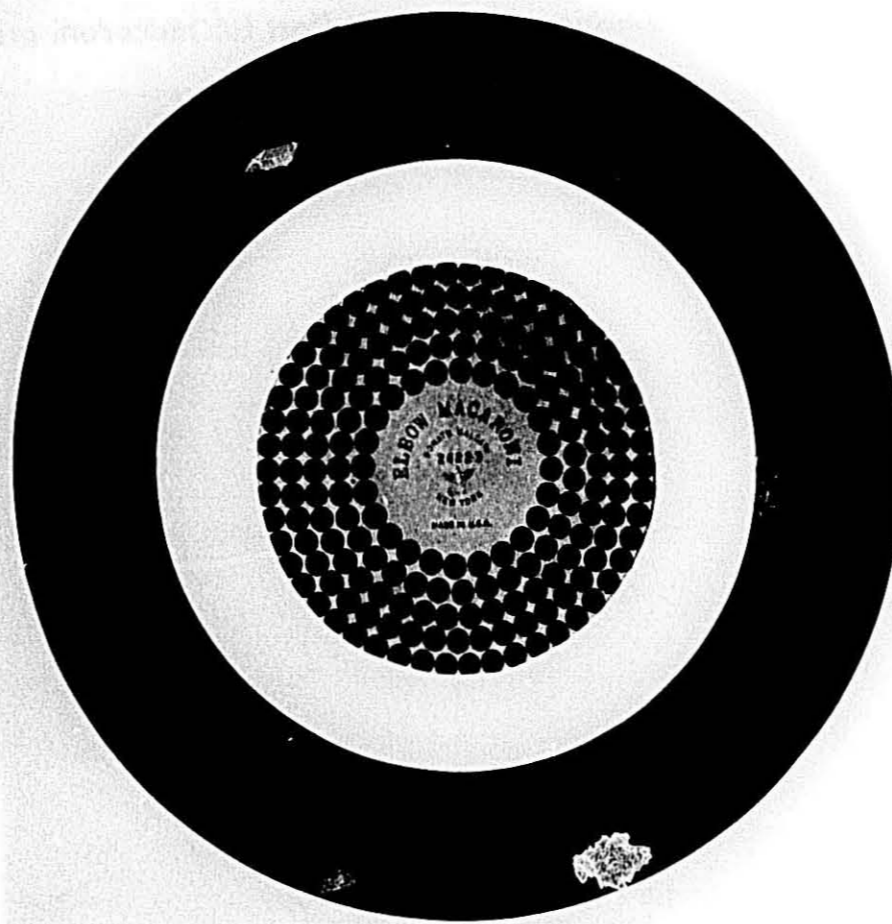
"To please the man with a robust appetite, serve Seasoned Pork Chop Dinner. Browned pork chops sit atop a bed of farfalle or 'butterflies' smothered in tomatoes. Four marjoram-flavored bouillon and tomato juice over the casserole to keep it moist while baking.

"Serve Creamy Chicken Casserole while the cheese is still bubbling. We've used occhi di lupo or 'wolf's eyes' as our pasta but you may substitute large elbow macaroni.

"Buffet service is easy—for you and your guests—when you feature Ham and Mac Bake. It's a fork-only casserole that your company can enjoy without the problem of juggling plates and utensils. Sliced apple in the casserole and poached slices as garnish make the dish moist." Recipes for them all are given.

### Better Homes and Gardens

Better Homes and Gardens is a well-read magazine. Meredith Publishing Company of Des Moines, Iowa, says circulation runs 7,777,777.



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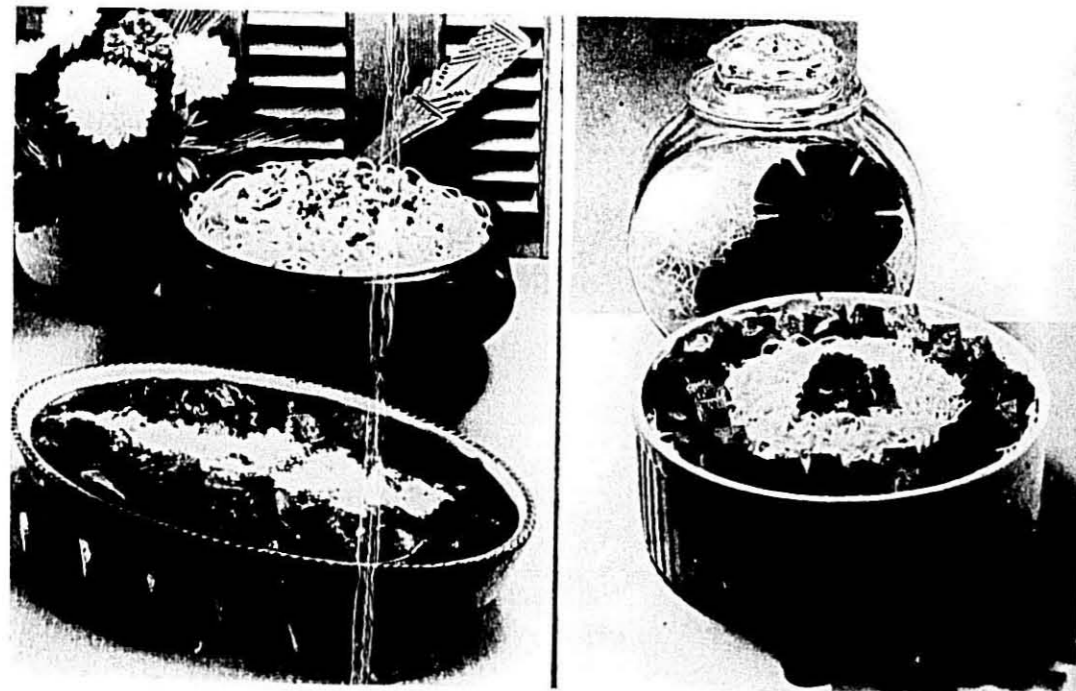


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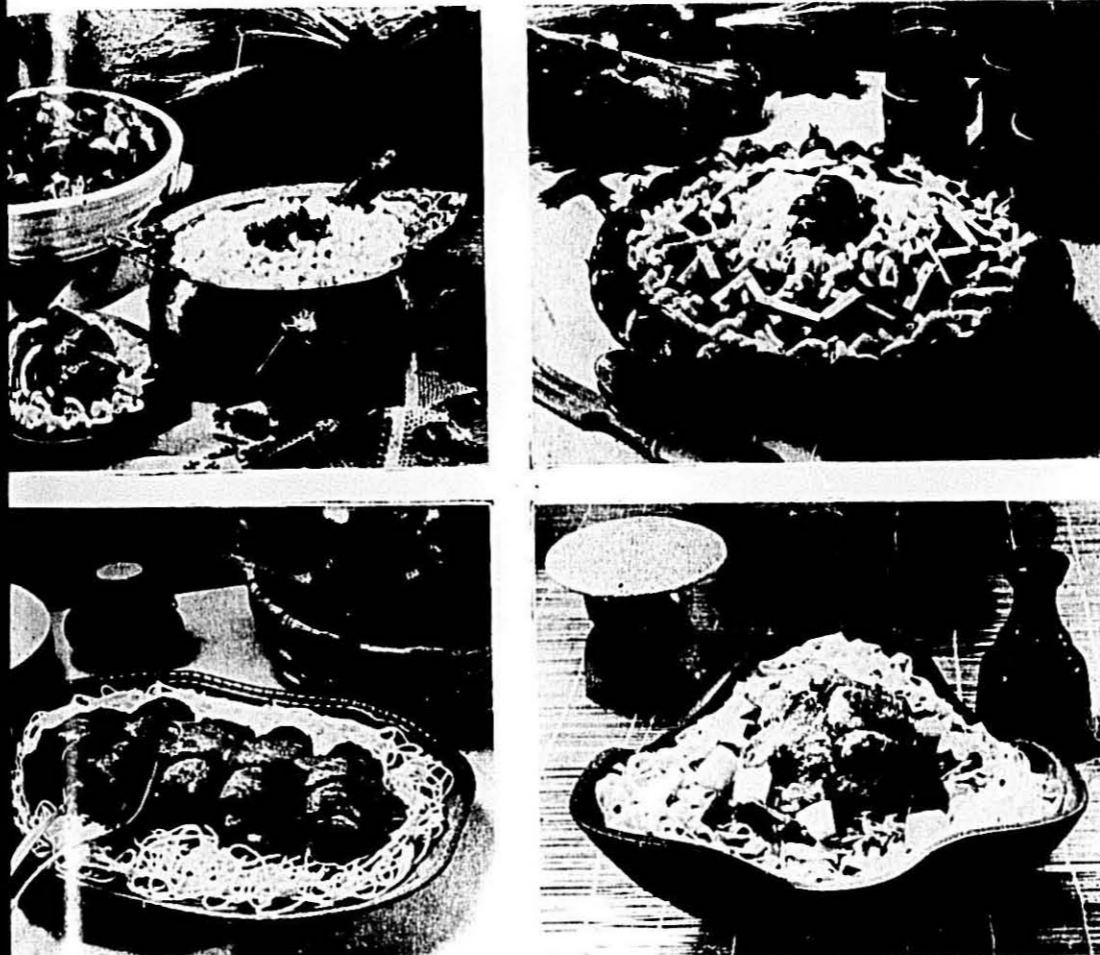
America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family



**MACARONI WEEK—a national publicity effort for macaroni products**



**MACARONI makes sense / cents in the Seventies**




Here are examples of photographs accompanying National Macaroni Week releases through the Sills organization:

Above (left, top): Macaroni with Lamb Stew, Greek Style; (right, top): Macaroni Cheese Salad; (lower, left): Spaghetti with Braciolo; (lower, right): Egg Noodles with Sweet Sour Shrimp.

Across (left, top): Spaghetti with Chicken Livers—costed recipe \$2.40, serves 6; (right, top): Main Dish Noodle Pudding—costed recipe \$2.12, serves 6; (lower left): Herbed Macaroni and Cheese—costed recipe \$2.21, serves 6; (lower right): Macaroni with Frankfurter Sauce—costed recipe \$2.94, serves 6.

Fall is the time for hearty eating. Turkey stock with fine egg noodles and vegetables makes a satisfying chowder, and the casserole combines macaroni with turkey and canned tomatoes. Fruit salad served in apple cups appeals to the younger generation.

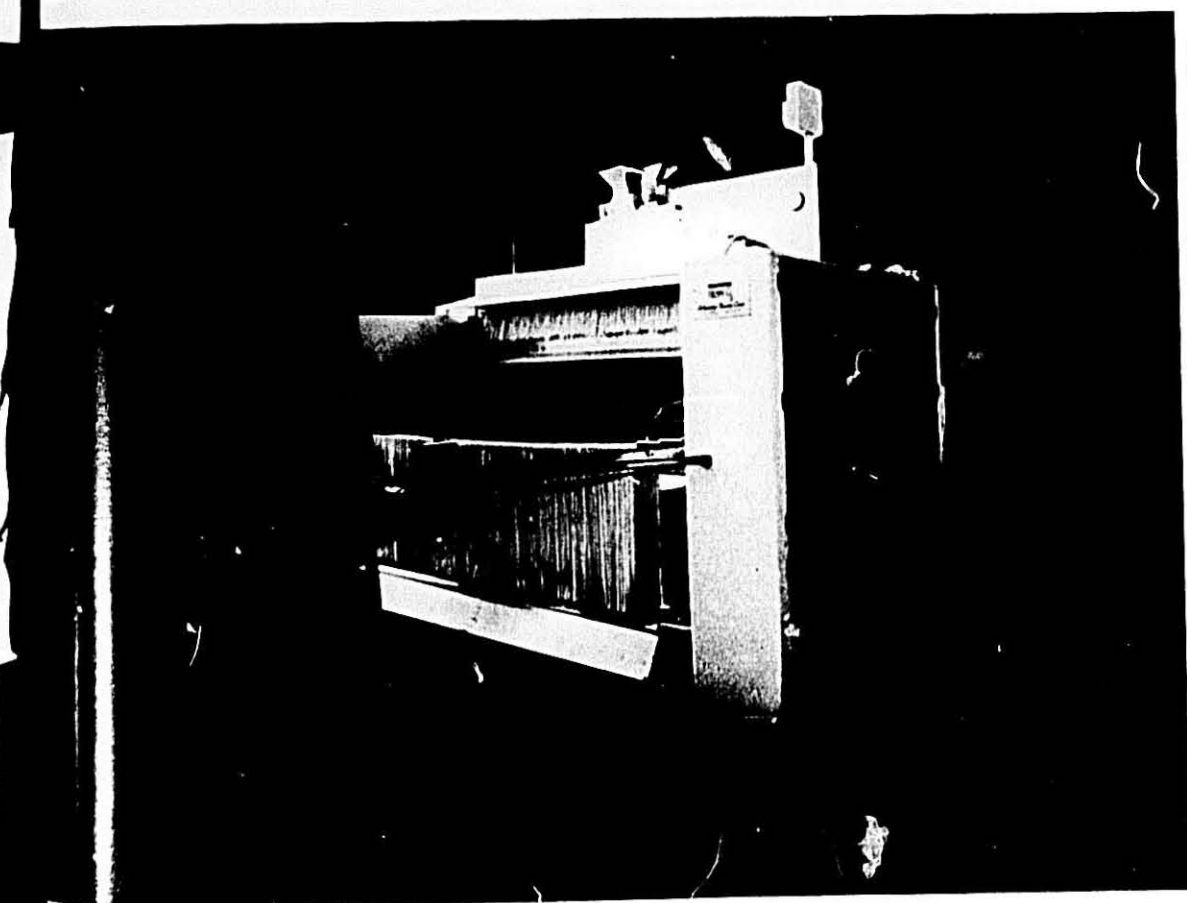




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**Macaroni in the News  
Publicity Covers  
National Macaroni Week  
Every Media**

**Major Markets**

Major Market Newspapers are receiving three releases, each with a new black-and-white photograph, recipes and stories. These are supplied on an exclusive basis to newspaper food editors in 212 standard marketing areas.

Newspapers and Wire Services and a variety of columnists are receiving stories, photos and an assortment of items on macaroni products and the week which spotlight them.

**Color**

Two new color photographs have been taken, and are being placed with food editors whose newspapers use color transparencies.

Small Town Weekly and Daily Newspapers, some 1500 in number, with total circulation of 12,000,000, are being sent a black-and-white photo with story and recipes.

The Labor Press, 600 publications with circulation of 11,000,000, are receiving material on macaroni, spaghetti and egg noodles.

Consumer Magazines have been alerted to National Macaroni Week and encouraged to feature macaroni products in their food stories in fall issues. Information, recipes and product are supplied whenever needed.

Cooperative Publicity has been solicited from publicists who promote food products compatible with macaroni. They have been informed of National Macaroni Week and urged to participate. Recipes and product are

**Macaroni in the News**



David Brinkley, NBC News commentator, carried on 209 stations to 6,400,000 households, recently stated: "As shown in today's government figures (July 21), food prices are still rising, though not as fast. When meat becomes too expensive, a lot of people eat macaroni. The National Macaroni Manufacturers Association announces that in the first half of this year, sales of macaroni were the highest in history."

(From column two)

supplied to these cooperating publicists as needed throughout the year.

To Television, two releases—each with a special script and recipes for use in entertaining—have been prepared. They are being supplied to demonstrators of 200 stations across the country.

To Radio, to radio commentators of 850 stations nationwide, two releases—each with a script and recipes for feeding a crowd—are being supplied.

Disk Jockeys, some 700 in number, will receive macaroni story material which they can use any time during the week to alert their audiences at home, at work, and on the highways to National Macaroni Week.

Sell National Macaroni Week. National Macaroni Week will sell for you.

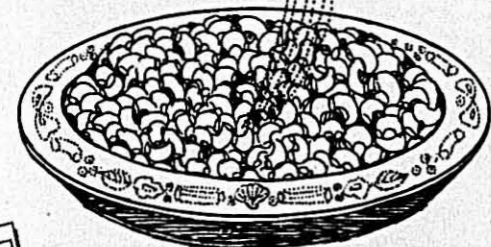
**Smart Shopper Sheet**

In following up the mention of macaroni products as plentiful wheat foods in August, the Weekly Consumer News of the U. S. Department of Agriculture Consumer & Marketing Service gave the following information:

How to cook macaroni, noodles and spaghetti: remember an eight-ounce package of product yields four to five cups when cooked.

1. Bring to a full rolling boil.
2. Add gradually so boiling does not stop.
3. Leave pan uncovered. Stir occasionally to keep from sticking to pan. Read directions on package for cooking time.

**Macaroni  
makes  
sense/cents  
in the  
Seventies**



Macaroni makes sense/cents in the seventies. That's a fact. That's also the title of a new leaflet with costed recipes for main dishes. What better place than your classroom for students to learn the budget-stretching qualities of macaroni, spaghetti and egg noodles? You can also teach them the proper way to cook macaroni products and the food value of macaroni. They'll find out for themselves that economical dishes can also be delicious. So turn to page xx right now and order your free copies. Doesn't that make sense?

\*Macaroni is the generic term describing macaroni, spaghetti and egg noodle products.

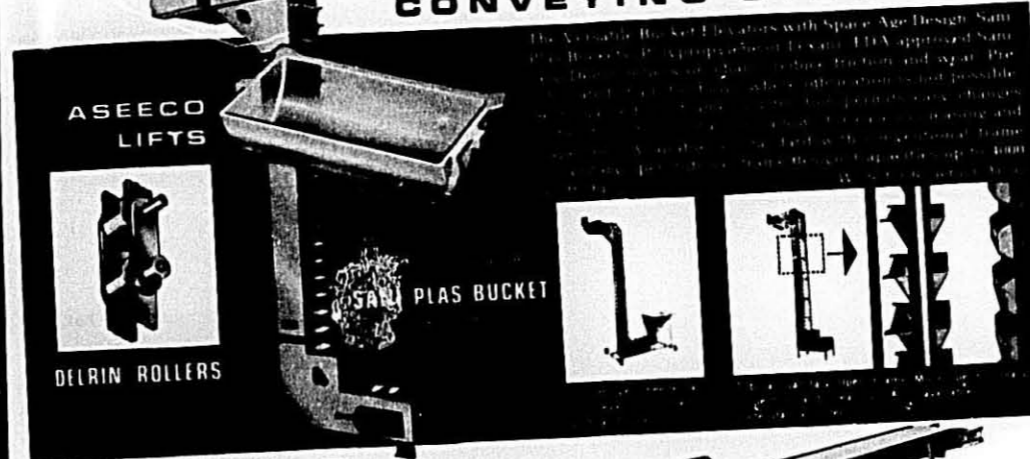
**The National Macaroni Institute**

Celebrating National Macaroni Week, October 15-24

Costed recipes for macaroni products main dishes will be assembled in a new leaflet offered to some 88,000 home economics teachers in the October issue of Forecast for Home Economics, teacher edition of CO-ED Magazine. This annual advertising stimulates demand for some quarter of a million recipe leaflets annually by teachers, students, demonstrators, service clubs, etc.

Last year's "Pastepot" carried a collection of hunters' trophies from Durum Country, and the year before a mod theme was used in "Think Spaghetti."

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## Nutritive Values of Macaroni - Noodle Recipes

JAMES J. Winston, Director of Research, N.M.M.A., recently released a report on analyses and nutritive values of various recipes.

The nutritive values are expressed in the percentage of the minimum daily requirements provided by a serving. Each recipe in this compilation provides four servings. Data is given for both enriched and non-enriched products. Energy is equivalent to the calories contributed by each portion.

The studies were made in the Jacobs-Winston Laboratories. They point out the difference in vitamins and iron when enriched products are used. The higher level of calcium results from the optional use of added calcium as provided by the Standards of Identity.

### 1. Sausage Cakes in Noodle Nests

Your family will thrive and your budgets balance on simple hearty fare like this.

- 1 lb. bulk sausage
- 1 onion, minced
- 2 tablespoons flour
- ½ lb. egg noodles
- 1 green pepper, chopped
- 1 tablespoon butter
- salt and pepper to taste

Form sausage into six flat cakes and fry. Add the chopped pepper, minced onion and seasoning. When sausage is cooked to a golden brown, remove from pan, pour off excess gravy, leaving ½ cup of thick fryings. Add flour and stir until smooth. Boil egg noodles in salted water until tender. Drain. Form nests of noodles on platter, putting sausage cake into each nest. Pour gravy over sausage and noodles. Serve hot.

#### Percentage of Minimum Daily Adult Requirements

	Recipe No. 1	When Enriched
Protein	30.9	30.9
Energy	30.8	30.8
B-1	39.7	64.7
B-2	14.5	22.2
Calcium	2.9	11.3
Iron	37.0	53.3
Niacin	88.8	108.8

### 2. Spaghetti Sausage Platter

A no fuss, no bother dish with unflinching appetite appeal.

- 1 lb. spaghetti
- ¼ cup melted butter
- 3 slices pineapple
- 6 stewed prunes
- 1 lb. link sausage

Cook spaghetti in boiling, salted water until tender. Drain and mix well

with melted butter. Arrange in mound on serving platter. Surround with sausages that have been grilled or fried to a golden brown. Garnish the platter with pineapple slices and prunes.

#### Percentage of Minimum Daily Adult Requirements

	Recipe No. 2	When Enriched
Protein	36.3	36.3
Energy	42.5	42.5
B-1	53.4	103.4
B-2	17.5	32.3
Calcium	6.7	23.3
Iron	31.4	96.6
Niacin	63.9	137.1

### 3. Spanish Macaroni Casserole

A time-saver and appetite appeaser.

- ¼ lb. macaroni
- ¼ lb. cheese, grated or cut in small pieces
- ½ cup diced celery
- 2 medium onions, chopped fine
- 1 can whole tomatoes
- 2 tablespoons chopped green pepper
- 2 tablespoons butter
- 2 cups white sauce, medium thick
- salt and pepper to taste

Cook onions, green pepper and celery in the butter until tender. Cook macaroni in boiling salted water until tender and drain. Combine macaroni and cooked onion mixture, arrange in layers in baking dish with alternate layers of cheese and tomatoes. Season and pour white sauce over it. Cover and bake 30 minutes at 350 degrees.



Spaghetti with Meat Sauce.

#### Percentage of Minimum Daily Adult Requirements

	Recipe No. 3	When Enriched
Protein	42.9	42.9
Energy	29.4	29.4
B-1	20.0	70.0
B-2	21.0	35.8
Calcium	84.7	101.4
Iron	35.8	68.3
Niacin	31.3	61.3

### 4. Spaghetti and Meat Balls

A one-dish meal—the cook's friend.

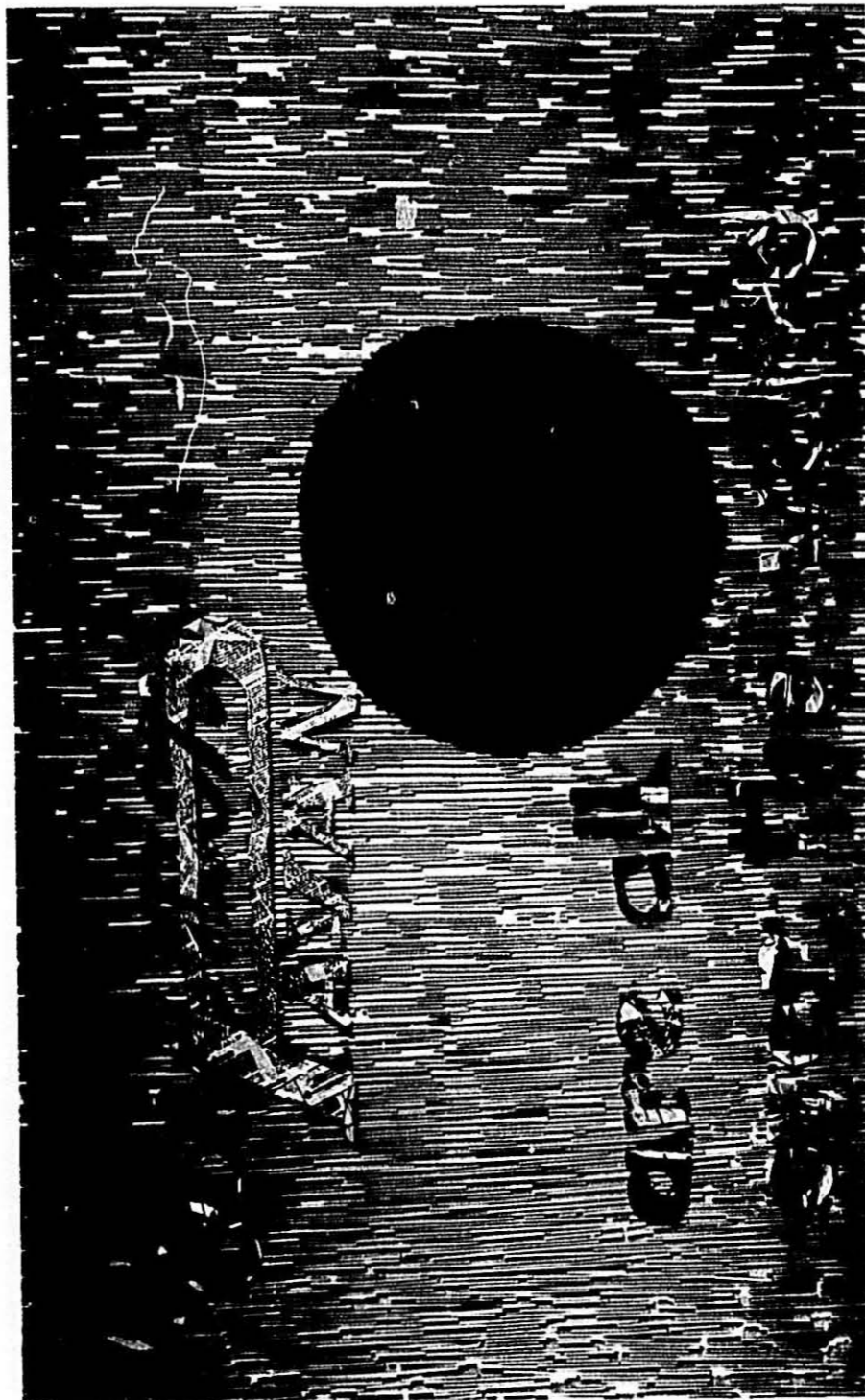
- ½ lb. ground beef
- 1 egg, beaten
- 1 cup grated cheese
- ½ lb. ground lean pork
- 1 cup moistened bread crumbs
- 1 clove garlic, chopped fine
- salt, pepper, sage and other spices to suit taste
- 1 lb. spaghetti

Mix meat and other ingredients, except the spaghetti, thoroughly. Shape into golf ball size. Fry in butter until brown.

Put into deep pan with tomato sauce or previously prepared spaghetti sauce, with some water or stock and cook slowly until done.

Cook spaghetti in plenty of boiling, salted water until tender. Drain. Place on platter, garnish with meat-balls and pour gravy or sauce over all.

(Continued on page 15)

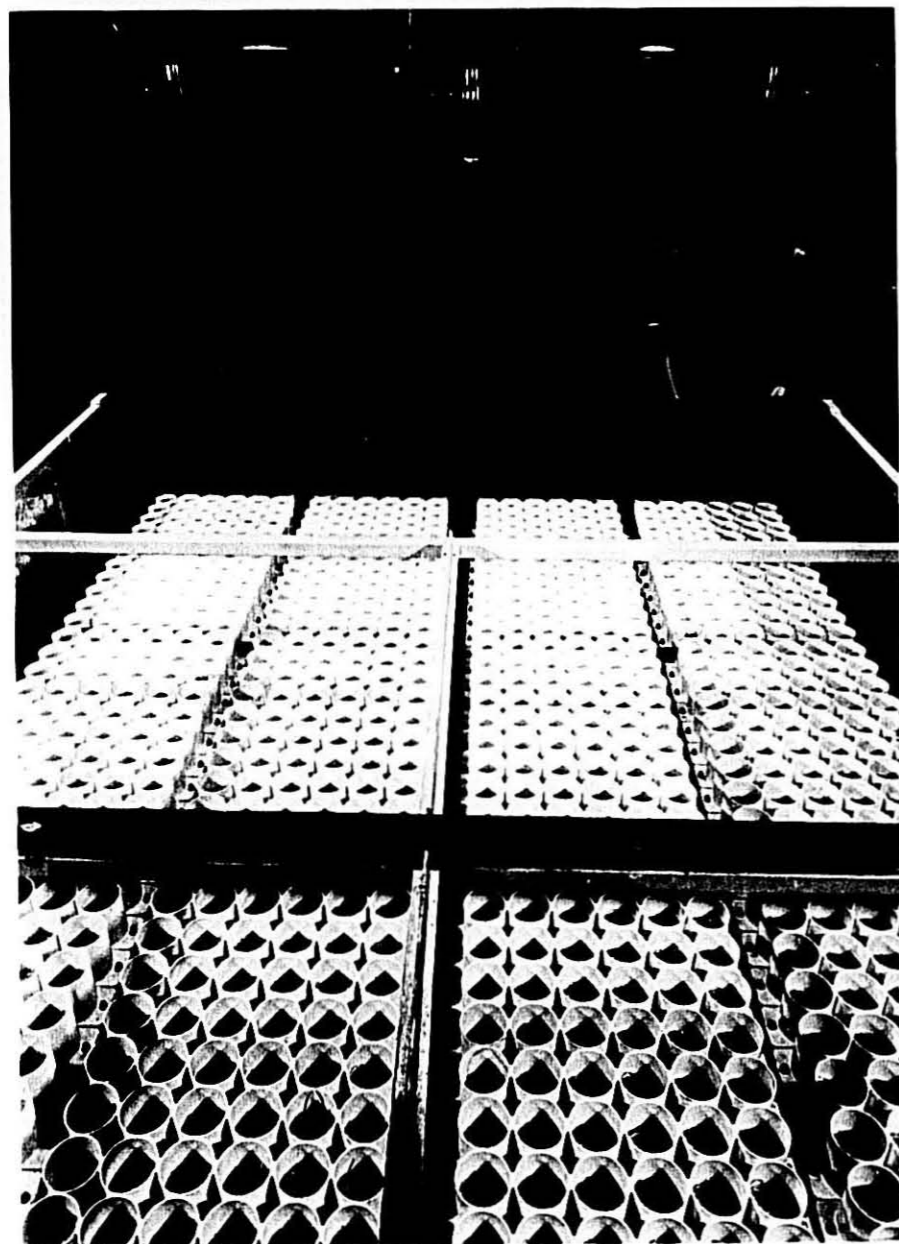


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**Nutritive Values—**

Continued from page 12)

Percentage of Minimum Daily Adult Requirements

	Recipe No. 4	When Enriched
Protein	63.9	63.9
Energy	40.2	40.2
B-1	63.4	113.4
B-2	22.4	37.2
Calcium	56.3	72.9
Iron	67.5	100.0
Niacin	61.9	101.9

**5. Spaghetti Italian Style**

Classical composition with an excellent sauce.

- 1 lb spaghetti
- 1 6-oz. can tomato paste
- 2 cloves garlic, finely cut
- 1 lb ground meat (beef or beef and pork)

- 2 1/2 cups cooked tomatoes (1 No. 2 can)
- Bayleaf and parsley, finely cut
- 2 tablespoons olive oil or butter salt and pepper to taste

Heat olive oil or butter in heavy frying pan. Add meat and cook until browned. Add tomato paste mixed with 1/2 cup of water, cooked tomatoes and seasonings. Simmer slowly from one-half to one hour. Longer cooking improves flavor.

Cook spaghetti in boiling salted water until tender, 15 to 20 minutes. Arrange hot spaghetti on hot platter. Pour over the hot meat and tomato sauce. Sprinkle with grated Parmesan cheese, if desired.

Percentage of Minimum Daily Adult Requirements

	Recipe No. 5	When Enriched
Protein	21.6	21.6
Energy	28.8	28.8
B-1	23.4	73.4
B-2	20.5	35.3
Calcium	7.8	24.4
Iron	56.1	88.6
Niacin	58.7	98.7

**6. Macaroni Fruit Salad**

A party dish—exceptional appeal—easy to create.

- 1 1/2 cups elbow macaroni
- 1 cup orange or grapefruit sections
- 1 cup pitted sweet cherries or pineapple

- 1 cup sliced red apple, unpeeled
- 1/2 cup diced celery

Mayonnaise or French Dressing  
Cook macaroni in boiling, salted water until chewy. Do not over-cook. Drain and spread thinly on a shallow platter to cool and prevent mashing. When cold, combine with other salad

ingredients. Mix with mayonnaise or a sweet French dressing and serve on lettuce or from a salad bowl.

Percentage of Minimum Daily Adult Requirements

	Recipe No. 6	When Enriched
Protein	10.8	10.8
Energy	14.2	14.2
B-1	12.3	37.3
B-2	5.2	13.0
Calcium	9.5	17.9
Iron	15.4	31.7
Niacin	1.4	21.4



Macaroni Fruit Salad

**Nutritive Value of Dry Breakfast Cereals**

*Editorial Note: The following testimony given by Dr. E. M. Henderson, Professor and Head, Department of Biochemistry, College of Biological Sciences, University of Minnesota, before the Senate Subcommittee on Consumers, August 4, 1970, tells the nutritional story for most cereal foods.*

IT is a privilege to appear before this subcommittee to present testimony regarding the nutritive value of prepared breakfast cereals and the role of these foods in the diets of our citizens. I have been a practicing nutritionist for the past 25 years and have taught nutrition and biochemistry in four major universities. I am a member of the Food and Nutrition Board, was an editor of the Journal of Nutrition and served as a nutritionist in the Army during World War II.

**Cereal's Place**

I propose to testify regarding the place of cereal grains in the human diet, and the comparative nutritive value of various cereal products with special attention to ready-to-eat breakfast cereals. I shall then discuss the rationale and the hazards of cereal for-

tification and finally compare the nutritive value of a number of typical American breakfast menus.

The cereal grains, chiefly wheat, rice and corn, have played a dominant role in the nutrition of mankind throughout recorded history. Cultivation of small grains made it possible for man to settle down and discontinue his nomadic existence. Products prepared from cereal grains, usually a baked product of some description, became the major source of calories and nutrients. Except for North American and Northern European civilizations, most peoples have continued to rely largely on one or more of the cereal grains as the chief source of nutrients. It therefore seems desirable to establish the nutritional adequacy of these cereals for man. Does their composition justify calling them the "staff of life"?

**Nutrients**

An examination of Table 1 (1) reveals that with the exception of vitamins A, C, and D (not shown) the nutrients of greatest concern for man are provided rather generously by the major cereal grains. Because of our greater concern for wheat, the whole grain, patent flour and enriched patent flour are included. Corn flour and polished rice are also included and because of the concern of these hearings a dried cereal, Cheerios, which appears as No. 25 on Mr. Choate's rating of prepared cereals, has been included. To permit comparison with man's requirements for nutrients, the Recommended Dietary Allowances (2) for a male, age 18-22, weighing the average 147 pounds are shown in the last column. The quantity of each cereal used in the calculations is that amount required to meet the caloric requirement (2800 Cal.).

It should be pointed out that while an all-cereal diet of this kind is not recommended or desirable, the data in the table do illustrate that cereal grains or products made therefrom, provide many nutrients, notably protein, phosphorus, B-vitamins, and iron in more than the quantities required to match their caloric content. Therefore cereal grains, far from being "empty calories," are about as complete as any single food.

Table 1 illustrates other important facts about the nutritive value of cereal grains. A number of nutrients, for example the B vitamins, thiamine, riboflavin and niacin, are partially lost in milling and unless these are added back to the flour it does not contain sufficient of these vitamins or iron to meet man's needs. This was recognized 25 years ago

(Continued on page 16)



### Dry Breakfast Cereals— (Continued from page 15)

and enrichment to correct the man-made deficit was instituted by our millers and bakers. In recent months attention has been given to broadening enrichment to include all cereal products and to increase the content of iron in bread and flour. Except for vitamin A and ascorbic acid, which are absent from most cereals, the nutrients here considered are provided in ample amounts by enriched wheat flour. Breakfast cereals, as marketed, compare favorably with wheat, enriched flour, corn and rice in providing these nutrients.

In our country the percentage of the calories coming from cereal grain products varies widely reflecting to some degree the economic status of the individual. Those who can afford to consume liberal amounts of animal products frequently do so. If care is taken to meet the calcium, vitamin A and ascorbic acid requirements by eating foods containing these nutrients, enriched cereal products are a low cost base on which to build a healthful diet. Calcium is provided by dairy products and vegetables. Vitamin A is present in butter, margarine, whole milk, and green vegetables and vitamin C is provided largely by citrus fruits, juices and other fruits and vegetables such as potatoes.

#### How to Teach Nutrition

Many professional nutritionists have grappled with the problem of how to teach nutrition to the general public. There are numerous mixed diets which can be used to meet human nutritional needs, yet ignorance or misguided avoidance of certain protective food groups can lead to inadequacies which pose health problems. Our diets must contain approximately 30 nutrients in ample quantities to meet our physiological needs. We cannot expect the housewife to plan her menu or purchase her food on the basis of these individual nutrient needs. She purchases foods not nutrients. Even the trained dietician or nutritionist operates by "rules of thumb," based upon the frequency with which certain recognized protective foods should appear on the menu. The simplest and perhaps the most realistic approach to selection of diet by the housewife is the so-called "Basic Four" food group plan. More complicated schemes have been used, including a seven food-group approach, but these have proved too complicated for many household shoppers.

The "Basic Four" food groups are:

1. Meat, fish, poultry, eggs and legumes.

2. Milk and dairy products.
3. Vegetables and fruits.
4. Cereals and breads.

If at least one major serving of a food from each of these groups is received each day it is unlikely that serious nutritional difficulties will occur. The wide variation in the vitamin A and C content of different fruits and vegetables and the similarity of potatoes to cereals are examples of the shortcomings of such a simplified system. The patterns of food consumption clearly place the cereal group in the role as an important source of B-vitamins, carbohydrate for energy, protein and certain minerals.

A special supplementary relationship between cereal grains and milk is recognized by most mothers and by livestock feeders. Milk provides the calcium and riboflavin which are marginal in the cereal components of the diet. Further the quality of wheat proteins is not ideal because of the relative shortage of certain indispensable amino acids. Milk and other animal products supply these particular amino acids to provide a protein combination of good overall quality. Thus mixed diets provide simple assurance of economical and healthful food.

#### Use Technology

One may ask, why we should not take advantage of our technology which has made nutrients, especially vitamins and minerals, available at prices which would permit us to fortify any foodstuff to make it adequate with regard to these nutrients. If we are to modify the nutrient content of man's foods we must develop and follow well defined guidelines because an excess or an imbalance of certain nutrients can be harmful. This matter has been discussed extensively by those concerned with fortification of foods. In 1968 a joint policy statement was developed by the Council on Foods & Nutrition of the American Medical Association and the Food and Nutrition Board of the National Academy of Sciences. The general purpose of this policy was to provide guidance for the addition of nutrients by food manufacturers and generally to prevent either over or under fortification. The present practices of adding B-vitamins and iron to cereal grains including flour, bread, corn meal, corn grits and white rice, vitamin D to milk, vitamin A to margarine and skim milk, iodine to table salt, etc. were endorsed. The joint policy statement recommends that enrichment, fortification or restoration beyond current, accepted practices should be adopted cautiously to prevent

wasteful or dangerous over fortification. Of particular concern are specially formulated foods which if fortified without thoughtful limitations could lead to toxic levels of nutrients. Perhaps the best known example of departure from this principle are the special high nutrient breakfast cereals which were rated so highly by Choate. If a large number of such highly fortified foods, which provide 5-10% of the caloric needs but 100% of the nutrient requirements, find their way to the grocer's shelves, it will become possible for the consumer to receive 5-10 times his requirement for nutrients, which is for some nutrients approaching dangerous levels. Recognition of this potential hazard prompted the joint statement on fortification policy. Clearly the over-fortified breakfast cereals are compounded in violation of the principle of this fortification policy statement and we should not make the matter worse by over-fortifying other breakfast cereals or any other food products. I note that a news release from the Food & Drug Administration indicates that they may soon release guidelines which might result in the removal of such over-fortified breakfast cereals from the market.

#### Rating Foods

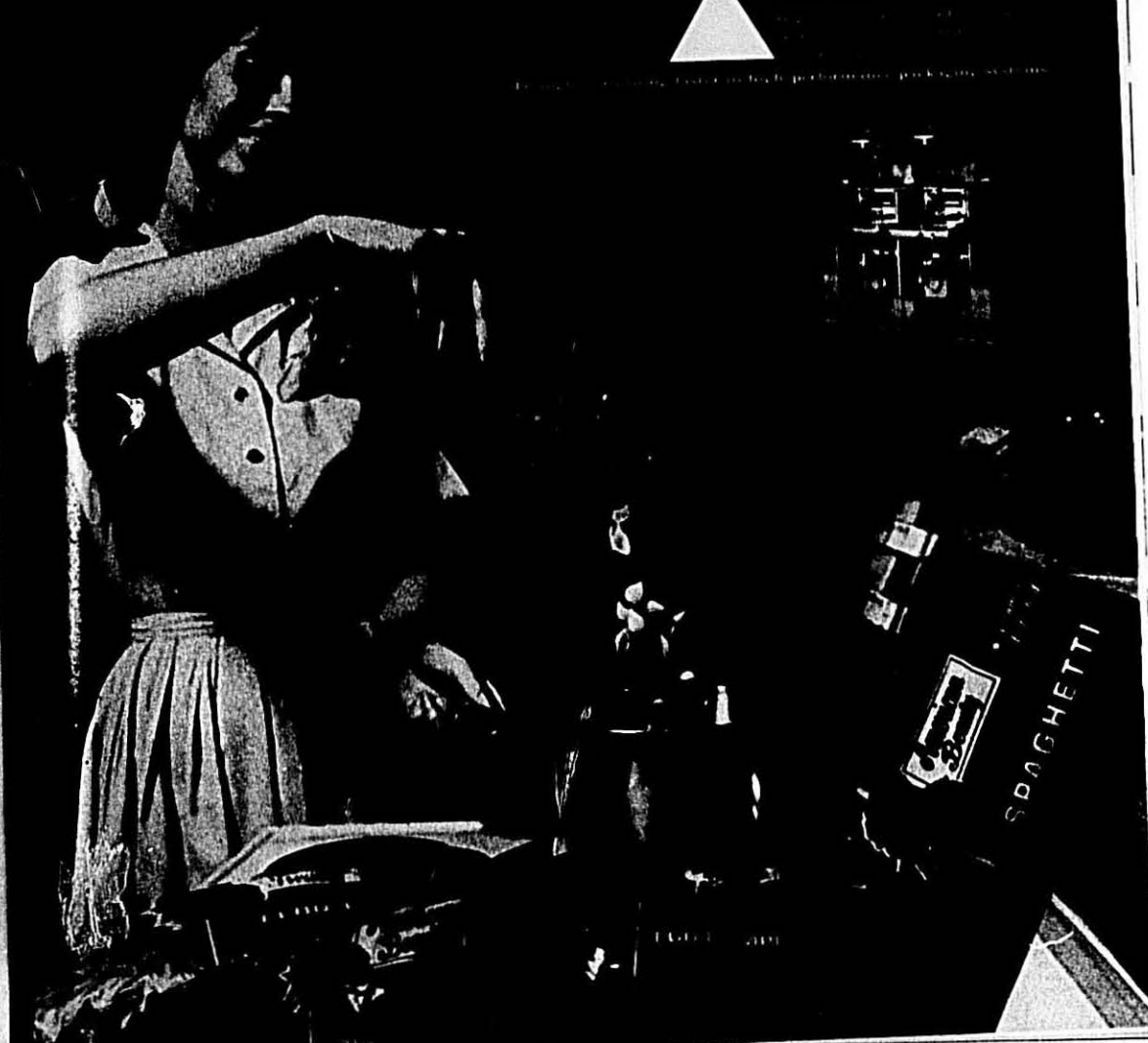
With regard to rating foods on the basis of nutrient content, a case can be made for rating a cereal which provides 4% of the calories and 4% of the other nutrients above a product which provides 4% of the calories and 100% of the nutrients. The manifest absurdity of adding nutrients together as though they were interchangeable violates all the principles of nutrition. A nutrient is useful in the diet only if it prevents or cures a deficiency of that element. A food containing 100% of the requirements for 8 nutrients, but none of the ninth nutrient is obviously inferior to a products which contains 10% of the requirements of all nutrients, yet the latter would have a score of 90 and the former a score of 800 using Choate's scoring scheme. Nutrients are required in specific amounts and an excess of one will not replace another, indeed an excess of a nutrient may accentuate the deficiency of the one in shortest supply.

Another way to look at the nutritive contribution of breakfast cereals is to place them in their usual surroundings, the breakfast menu. Studies have shown (3) that in terms of frequency, skipping breakfast occurs more often than consumption of any single breakfast menu. The second most common breakfast behavioral pattern is the ingestion of coffee only.

(Continued on page 18)

THE MACARONI JOURNAL

# Keep the pot boiling...



American Beauty macaroni, Noodles and spaghetti Products that really move. Triangle bag machines help keep it that way. Profitably. Deliver time and money saving performance. Design simplicity is the reason. They have solid state control. Extra easy setup and go. Run long and strong with no maintenance. That's why American Beauty's new St. Louis plant is 100% Triangle. And the reason the company is replacing other bag machines with Triangle is in five other plants. How do you get the most from your packaging? Check with Triangle. You won't find a better buy. Anywhere. Write: Triangle Package Machinery, 1000 W. Duquesne Ave., Chicago, Ill. Phone 312-341-1000.

**TRIANGLE**

Triangle Package Machinery, Inc. is a leading manufacturer of bagging machines for the food and pharmaceutical industries.

SPAGHETTI



### Dry Breakfast Cereals—

(Continued from page 16)

It is evident that even the most generous breakfast of bacon and eggs, toast and coffee provides only 15% of the daily caloric requirement. The role of milk in providing calcium, protein, riboflavin and vitamin D, orange juice in providing vitamin C, eggs in providing protein and vitamin A, and cereals and toast in providing thiamine and niacin show clearly that breakfast provides more than its share of protective foods. The milk-cereal combinations provide nutrients beyond their caloric contribution and when combined with a citrus juice constitute a nutritious breakfast.

The current concern over heart and circulatory diseases and the possible contribution of dietary factors such as cholesterol and saturated fatty acids, makes the breakfast cereal a popular and practical alternative to the breakfast composed largely of animal products. The taste appeal for the young and old and the possible health incentive for the adult is likely to permit ready-to-eat cereals to continue to provide healthful nourishing breakfasts.

#### REFERENCES

1. Composition of Foods. Agricultural Handbook No. 8, Agric. Res. Serv. USDA (Revised December, 1963).
2. Recommended Dietary Allowances, Seventh Edition, 1968. Publication No. 1694, National Academy of Sciences, Washington, D.C. A Report of the Food and Nutrition Board, National Research Council.
3. Menu Diary of MRCA. 3rd National Household Menu Census, Market Research Corp. of America, July, 1967-June, 1968.

### On Advertising Food Products

"The advertising of food products presents a different problem than the advertising of other consumer packaged products," says John Phillips, president of R. J. Reynolds Foods.

"Compared with what advertising does for drugs and cosmetics, and to a lesser extent cleaning products, it does not create as many advance decisions on food buying. A pain killer commercial, for example, can have a more immediate and personal effect. A woman sees it, associates the product with a personal need and decides, 'I'm going to buy it.' But for most women who prepare 1,000 meals a year, food products and brands tend to blur. So an ad or commercial for a food product primarily simplifies and influences the buying decision-making process, except for new food ideas. Food advertising

Table I. Nutrients Provided by the Quantity of Cereals which Provide 280 Cal.

Nutrient	Wheat	Flour	Enriched Flour	Corn Flour	Pollished Rice	Cheerios*	R. A. 18-24 yr. old male
Quantity gm.	850	770	770	760	725	710	
Protein gm.	120	62	82	59	57	95	
Fat gm.	18.9	7.7	7.7	19.8	3.4	50	
Carbohydrate gm.	590	590	590	580	690	505	
Calcium mg.	308	126	126	45	207	1300	800
Phosphorus mg.	3300	680	680	1250	810	—	800
Iron mg.	26.6	6.2	22.3	13.8	6.8	30.0	10
Vitamin A I.U.	0	0	0	2600	0	0	5000
Thiamine mg.	4.9	.48	3.3	1.52	.61	5.7	1.4
Riboflavin mg.	1.0	.36	2.1	.45	.23	0.9	1.6
Niacin mg.	37.0	7.1	27.5	10.8	13.5	12.5	18
Ascorbic Acid mg.	0	0	0	0	0	0	60

\* Information on the composition of dried breakfast cereals provided by General Mills.

works more in a cumulative process by building brand familiarity and ultimately simplifying the decision-process when the woman is shopping in the market."

#### Packaging

One answer to the weakened impact of advertising, says Phillips, may be more imaginative approaches in other areas: "For example, we've had some cases where we got more impressive reaction from packaging than from advertising. One product had been declining in sales for several years; a new package started it on an upturn. In another case, a product improvement

was dramatized on the package; reaction came so fast and so strong even before advertising reached the public that we knew we would be short of product on a national rollout."

#### State of Mind

Conditions in the financial community were aptly capsuled recently by Franklin Knobel, board chairman of Bohack Corp. (177 grocery stores with \$280,000,000 annual sales). Said he: "When the good news gets out that our first quarter profits were up 31% the stock should only drop five points."



Quite A Package—Golden Grain Macaroni Co., San Leandro, Calif., launches its biggest advertising program this fall to support its Rice-A-Roni, Noodle-Roni and Macaroni-Cheddar products. According to Vice Pres. Tom DeDomenico, the 1970-71 campaign will exceed \$3.5 million. Like attractive Sharon Maher, shown here, Golden Grain will be largely leaning on TV, with some 70 stations in 40 marketing areas across the nation, DeDomenico said, although magazines and expanded use of newspapers figure into the package. Rice-A-Roni and Noodle-Roni also "appear" regularly on Monte Hall's "Let's Make a Deal" (ABC-TV) and Jack Kelly's "Sale of the Century" (NBC-TV) as weekly prizes on these network shows.

THE MACARONI JOURNAL

Fully Automatic Machinery for the hot weighing and packaging of long cut pasta products  
Now available exclusively from AMACO, Inc.  
Read complete details





For the past twenty-five years our company has been engaged in the manufacture and development of accurate net weighing equipment as well as the subsequent packaging machinery which is used for long cut pasta goods.

Our range of machinery for long cut pasta goods comprises -

**Automatic net weighing machine Model EMWLT which incorporates electromagnetic conveying and control equipment**

**Automatic electronic net weighing machine Model SWLT**

**Form, fill and seal machine for long cut pasta products Model SPM using laminates, cellulose film and polyethylene materials taken from the reel**

**Automatic high speed cartoning machines for long cut pasta products Model CAR 6**

The long cut goods can be either packaged in a pillow pack or in a carton and the system of weighing can be either the standard beam weigher or the electronic weighing machine.

As well as supplying the weighing and packaging equipment we specialise in the manufacture of automatic transfer and collating systems, so that, in most cases the long cut goods can be taken automatically from the saw benches and there is no manual handling of the product from that point until the goods are in their final packaged form.

**Cartoning long cut pasta goods**

Normally the line of plant consists of the conveying from the saw benches to the hoppers of the automatic weighing machines and the product from each weighing head is collected and transferred into the infeed pocket conveyor of the cartoning machine. Lines of plant can be supplied in outputs up to 70, 120 and 210 packs per minute.

**Description of illustrations:**

**1. Cartoning system for long cut goods using one electronic weighing machine and cartoning machine.**

**Output: 60 - 70 packs per minute**

**2. Cartoning system for long cut goods using two electronic weighing machines and cartoning machine.**

**Output: 100 - 120 packs per minute**

**3. Cartoning system for long cut goods using three electronic weighing machines and cartoning machine.**

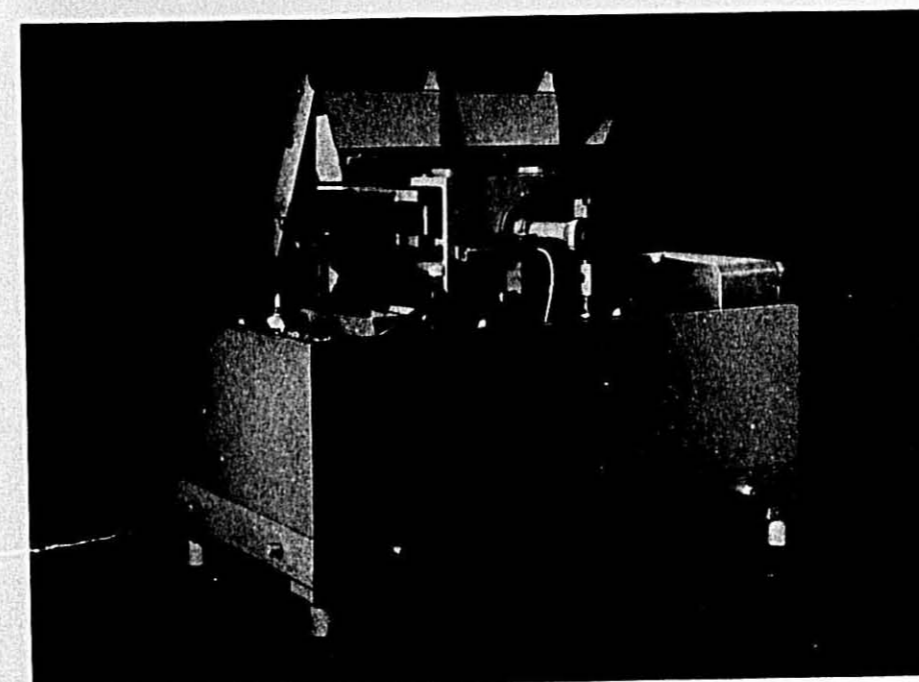
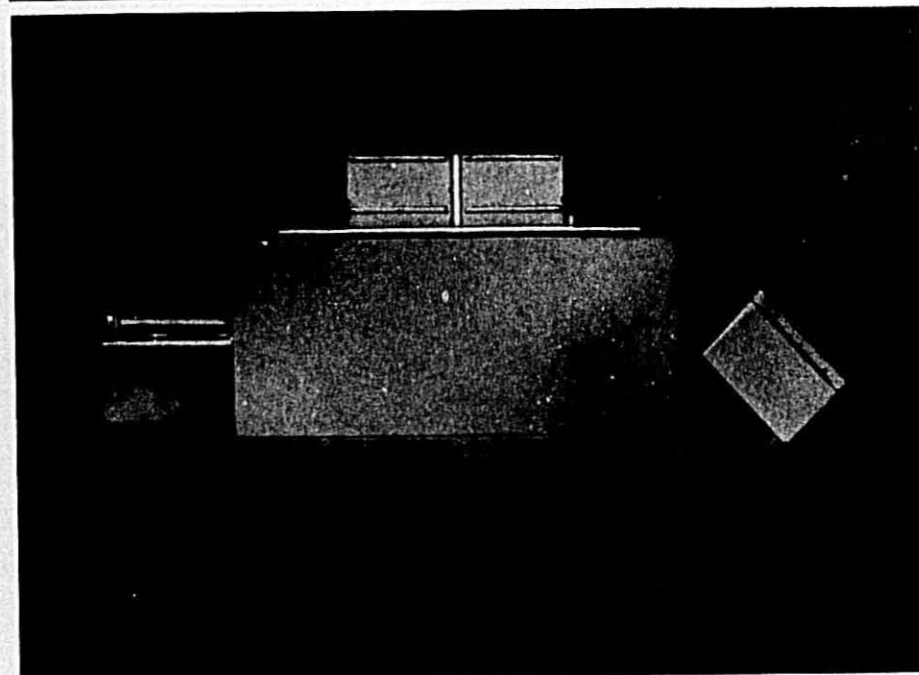
**Output: 210 packs per minute**

**4. Rear view of illustration No. 3, showing the transfer and feed system for the long cut goods when taken from the saw bench. The unit in the foreground is used in mixing the "cuts" together before they are fed to the overhead bucket conveyor.**

**Output up to 210 packs per minute**

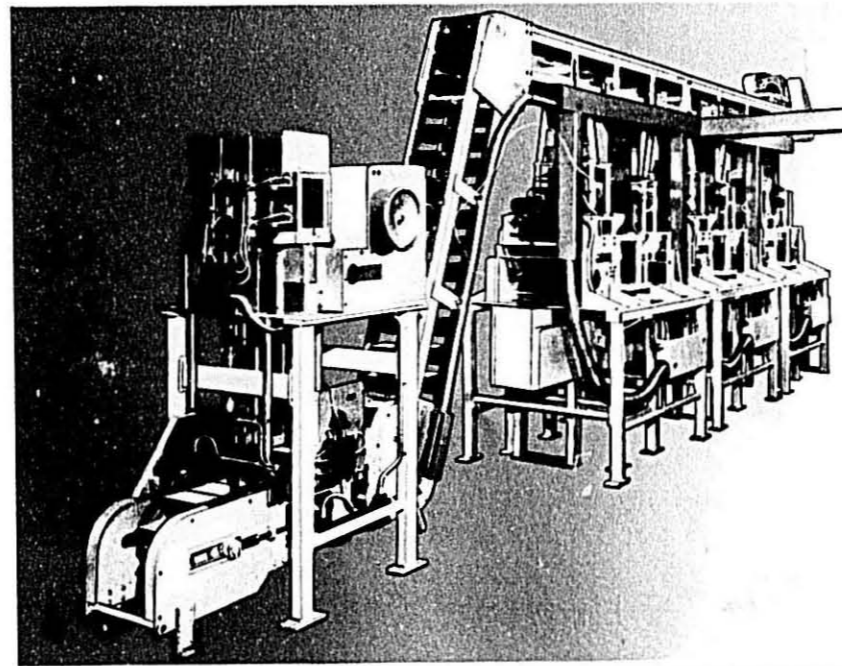
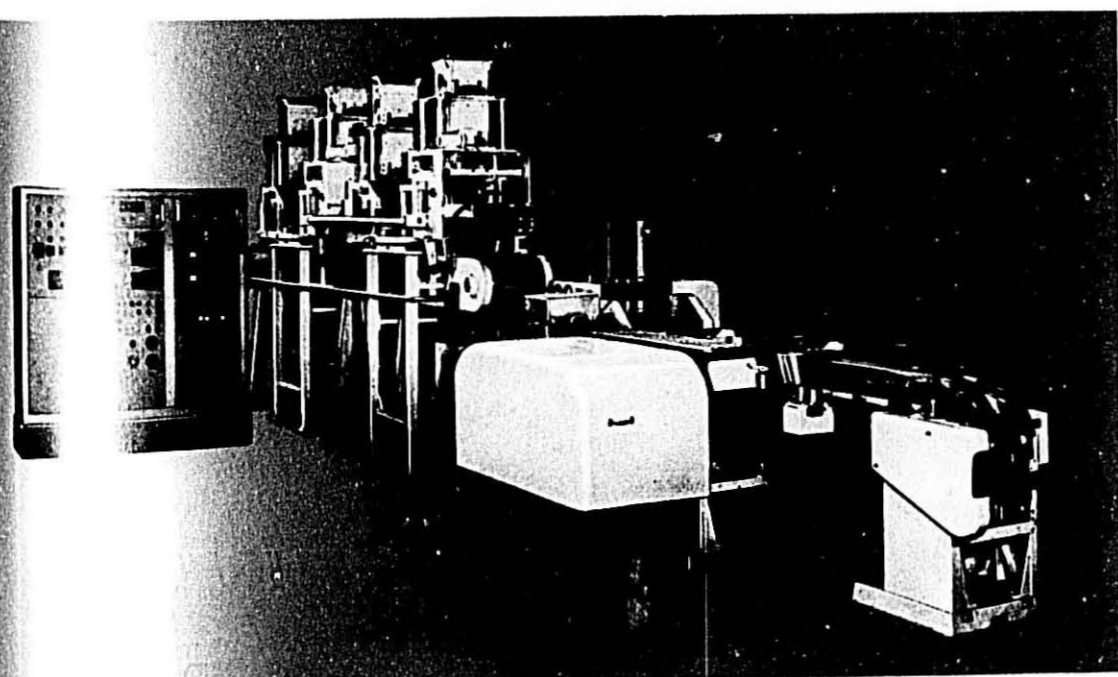
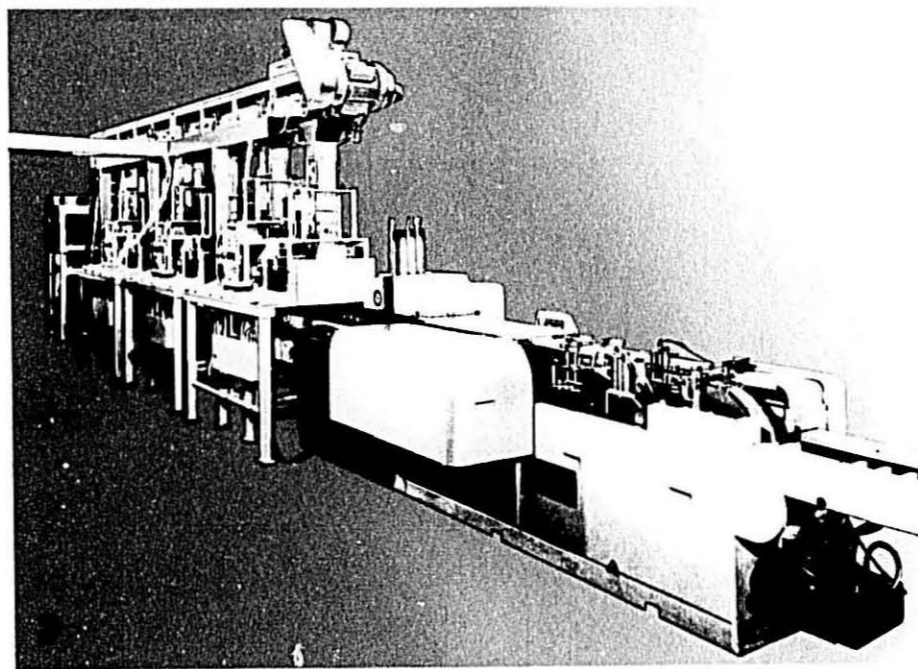
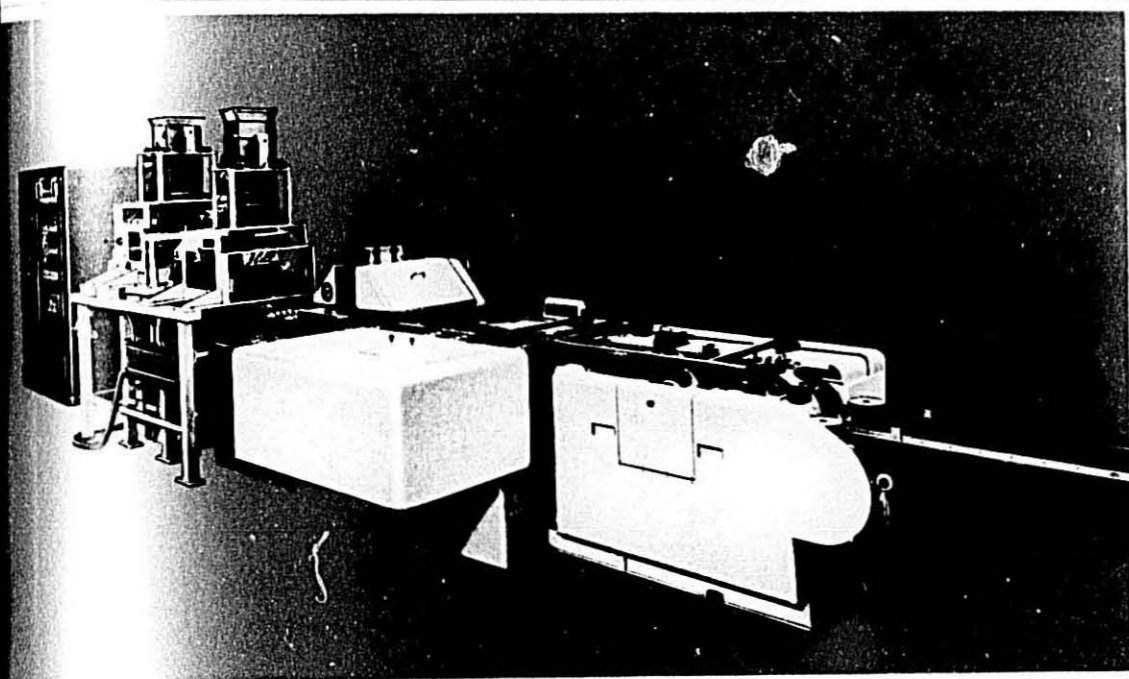
**5. Model MST mixing machine for long cut goods.**

**6. Model MSTW machine for mixing and turning long cut pasta goods.**

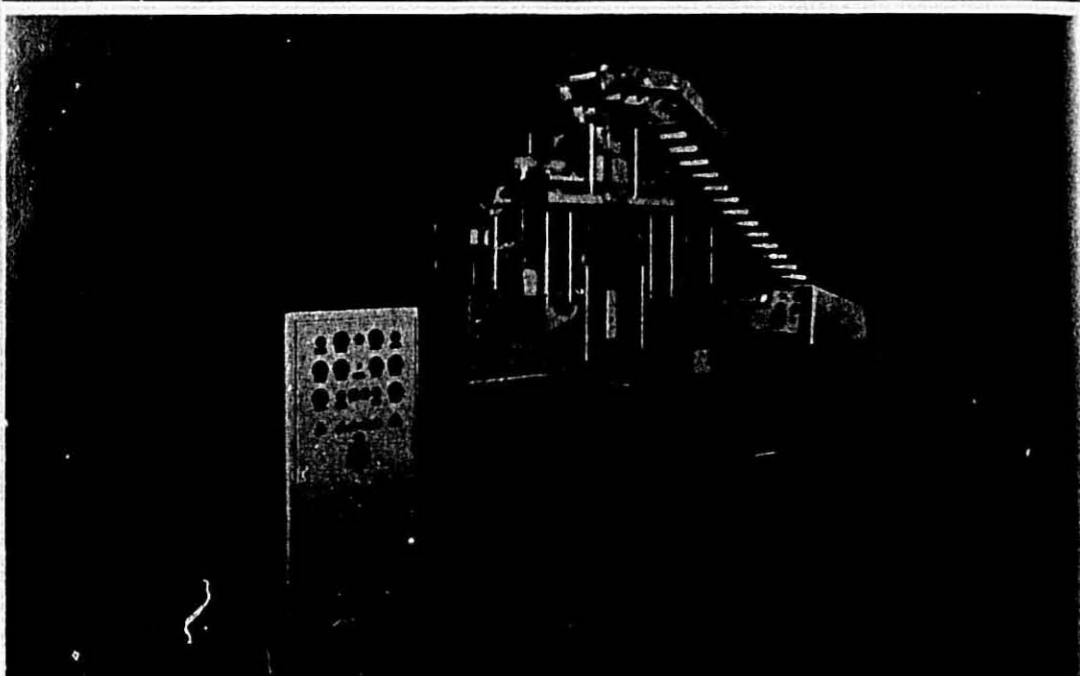




Cartoning systems for long cut pasta products







### Fully automatic cellulose-film and polyethylene bag form, fill and seal machines type SPM 30 and SPM 50

for making, filling and sealing of cellulose-film and polyethylene bags, above all for macaroni and spaghetti. The equipment is supplied to operate from printed or non-printed reel fed material, and this can be either cellulose film or polyethylene.

The fully automatic cellulose-film and polyethylene bag form, fill and seal machine type SPM 30 and SPM 50 are ideally integrated by the Electronic High-Speed Weigher type SWLT or the Precision Double Weigher type EMWLT for fully automatic weighing and packaging of macaroni and spaghetti into

transparent bags of either cellulose film or polyethylene. The weighers can be fed from the floor above, if required.

This equipment will operate in a particularly economical manner if the product is supplied from the dryer via the saw and the automatic mixing unit directly to the weigher infeed belt without the intervention of manual handling.

**Sizes:**  
 maximum width of material 300 mm  
 maximum bag length 350 mm,  
 minimum bag length 200 mm.

**Output:**

SPM 50 with SWLT 50:  
 up to 45 bags per minute

SPM 30 with SWLT 30:  
 up to 30 bags per minute

SPM 30 with 2 double weigher EMWLT:  
 up to 30 bags per minute

SPM 30 with 1 double weigher EMWLT:  
 up to 18 bags per minute

SPM 30 with 2 semi-automatic weigher:  
 up to 25 bags per minute.

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 Member of the Bosch Group  
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### Quarterly Durum Report

#### Late Planting Season Cuts Production In Half

The U. S. Department of Agriculture reports planting of durum was started in North Dakota about mid-April, a bit later than normal. Intermittent rain and snow slowed the seeding operation, however, and the job was not completed until about mid-June when 98% of North Dakota's crop was reported planted. In early July, development of the crop was still behind normal but warm weather and adequate moisture made for rapid growth. The U. S. Department of Agriculture estimated production of durum wheat in 1970 at 50 million bushels, based on conditions July 1. This was about one-half as much as was produced in each of the past two years and would be the lowest production since 1961. Yields were forecast at 25 bushels per acre compared with 31.9 last year. Lower yields reflected late planting, below-normal rainfall in June, and high temperatures in late June. Acreage seeded to durum was reduced 40% from last year with grower decisions based on large stocks, low durum prices during 1969 and 1970, and lateness of the planting season. Just over 2 million acres were devoted to durum wheat production with 1.8 million of it in North Dakota. Crop conditions had not improved the outlook by August 1, and the Crop Reporting Service estimated production based on August 1 conditions at 48.1 million bushels, even lower than the July estimate.

#### Stocks

Durum stocks on July 1 in all positions totaled 77.4 million bushels. Farm stocks were record-high at 59.7 million bushels, double those of a year ago. Off-farm stocks were only slightly larger than in April but were 52% above those of July 1, 1969. Disappearance for the crop year was 70.1 million bushels against 82.6 million the year before. CCC had 3.4 million bushels of durum wheat in its non-committed inventories on July 1, 1970.

#### Exports

Inspections of durum wheat for export totaled 7.4 million bushels during the final quarter of this season and during the crop year 34.2 million were inspected for shipment overseas. While total export inspections this year were about 26% smaller than last season, they were the third largest of record. Italy, the Netherlands, Algeria and France were major customers accounting for 60% of the shipments.

	1,000 Acres Acreage		Yield		1,000 Bushels Production	
	1970	1969	70	69	1970	1969
North Dakota	1,724	2,781	24	33	41,376	91,773
South Dakota	108	234	21	21	2,268	4,914
Montana	126	230	24	30	3,024	6,900
Minnesota	34	88	28	29	952	2,552
California	10	5	50	36	500	180
United States	2,002	3,338	25	32	48,120	106,319

#### Export Destinations By Crop Years in 1,000 Bushels

	1969-70	1968-69	1967-68
Algeria	5,860	8,220	8,692
Angola	—	—	51
Belgium	2,510	2,284	2,816
Canal Zone	34	75	6
Colombia	—	—	41
Costa Rica	199	57	67
Domin. Repub.	376	379	282
France	3,703	9,367	4,847
W. Germany	157	918	615
Guatemala	223	118	46
Ireland	—	—	44
Italy	7,154	13,774	3,228
Japan	1,437	429	772
Libya	—	290	—
Morocco	—	—	661
Netherlands	6,014	6,600	3,670
Norway	147	—	—
Panama	183	60	47
Philippines	20	39	20
Poland	—	—	854
Portugal	1,040	916	466
Tunisia	2,973	1,491	2,516
U. Kingdom	318	56	101
Venezuela	1,854	1,326	1,224
Other	42	3	37
Total	34,244	46,402	31,103

#### Modification of the Micro Macaroni Processing Method

Spaghetti processed by the micro macaroni method is inferior in overall quality to commercially processed spaghetti because of two factors: insufficient work input during processing and the occurrence of many air bubbles in the dried product. To overcome these defects, a farinograph was adapted for mixing under vacuum for greater work input during mixing and a higher processing temperature was used for eliminating air bubbles. The product from this method is superior both in appearance and in cooking characteristics to that of the former method.

#### Effect of Proteases on Durum Semolina Farinograms

The distinguishing farinogram characteristics of semolina milled from sprouted wheat are short dough development time, high tolerance index and narrow band widths. Since the mixing characteristics are largely determined by the gluten, the change in the farinogram characteristics might be attributed to proteases synthesized during germination. Therefore, the effect of a number of proteases—pepsin, chymotrypsin, trypsin, papain and pronase—was tested on the farinograph. Only pronase affected the farinogram characteristics, in similar way to that observed with sprouted wheat. It would appear that an enzyme or enzymes with hydrolytic activity similar to pronase is prominent in determining the rheological properties of dough from sprouted wheat.

#### Effect of Alpha-Amylase on Spaghetti Quality

Spaghetti processed from sprouted wheat has poorer cooking quality than that made from sound wheat. Since alpha-amylase activity is high in sprouted samples, the effect of this enzyme was studied. Two levels of pure alpha-amylase isolated from malted wheat were added to semolina and processed into spaghetti. There was no effect on either the cooking quality or the farinogram.

(Continued on page 24)

#### In Canada

Commercial disappearance of durum wheat in Canada for the crop year August 1 through June 30 totaled 20.5 million bushels against 21.7 million the comparable period last year. Exports accounted for 16.2 million bushels and domestic use, which includes milling for export, accounted for 4.3 million bushels. Visible supply of Canadian durum at the end of June was about double what it was a year ago and amounted to 25.5 million bushels. On July 31, 1970 the Dominion Bureau of Statistics released preliminary estimates of durum wheat acreage in the Prairie Provinces. At 3.1 million acres, they indicate a 3% decrease as compared with the 1969 acreage.

#### Canadian Grain Research Lab Reports

Director G. N. Irvine, Grain Research Laboratory, Board of Grain Commissioners for Canada, has made an annual report for 1969. Concerning amber durum, the report states:

**Durum Show, Langdon, N.D. October 19-20-21**



## Canadian Lab Reports—

(Continued from page 23)

### Degrading Factors and Spaghetti Quality

In cooperation with the Inspection Division, a study was undertaken to determine the effect of degrading factors—sprout, smudge, mould, mildew, frost, green, blackpoint, immature kernels—on semolina and spaghetti quality. Results are being evaluated.

### Effect of Protein Content on Spaghetti Quality

In a previous study, it was shown that gluten quality largely determined the cooking characteristics. In the study with the degrading factors it was found that all low-protein samples (below 10.5% protein) had poor cooking quality. A high and low protein 3 C.W.A.D. wheat sample (9.5% and 17.7%) were obtained, milled into semolina, and mixed to give samples ranging in protein content from 8.5% to 16.6%. Spaghetti samples below 11.0% protein were poor in cooking quality while those between 11.0% and 14.0% were normal; above 14.0% the cooking quality was superior. The minimum protein content for our predominant durum wheat varieties (Stewart 63 and Ramsey) should be 10.5% to 11.0% to have acceptable cooking quality.

### Durum Varieties Grown by Canadian Plant Breeders

New and promising varieties of amber durum wheat are subjected to a detailed assessment of milling and macaroni making quality. In 1969, tests included 16 varieties grown at six stations in Western Canada the previous summer. Standard varieties were Mindum, Stewart 63, Hercules, Ramsey, and Pellissier. Eleven test varieties included six developed at the Canada Department of Agriculture Research Station, Regina (D.T. 315 to 317, D.T. 324 to 326); four developed at the University of Saskatchewan, Saskatoon (D.T. 320 to 323); and one developed at the Research Station in Winnipeg (D.T. 402). Three of the new varieties (D.T. 315 to 317) were in the test for the second year; the remaining eight were examined for the first time. Only one of the test varieties (D.T. 402) was rated not equal to Mindum.

### Upside-down Economics

Editorial from Business Week

There are two good features in the new farm price support program that now is taking shape in Congress. One is a ceiling of \$55,000 on government payments to any one producer for limiting production of a crop. The other is

a provision allowing farmers who have complied with acreage set-aside requirements to plant additional acreage and market the crop without benefit of supplemental payments.

Both these faltering steps are in the right direction. They would move the farm sector of the economy almost imperceptibly in the direction of free markets and unrestricted production.

In other respects, however, the new farm program is simply a mindless application of the upside-down economics that has prevailed in farm policy since the 1930s. Although the government no longer encourages destruction of farm products as it did under the New Deal, it still pays a bonus to farmers for not producing, and it still supports prices.

This testifies to the lingering political power of the farm bloc but not to the economic wisdom of the lawmakers. Propping up prices and restricting output of farm products is sheer insanity for a nation that has been forced to throttle down business in its effort to control inflation. As it happens, agriculture is one area where increasing production would bring major gains in productivity, which the country badly needs.

The new program, moreover, promises to cost the government about \$3.5-billion a year, approximately the same price tag that was attached to the last farm program, enacted in 1965. Just why the budgetmakers should be chopping back vitally needed programs in education, housing, welfare, and other areas and leaving this bonus to farmers untouched is something that only a politician can explain. No economist would try.

At this point there seems to be no way to keep the bill from passing. But it should not become law without being labeled what it is: a straight payoff to rural voters.

### Honor for Dr. Kenneth Gilles

The Royal Australian Chemical Institute named Dr. Kenneth A. Gilles as foreign guest lecturer for the fourth national meeting of the organization at Canberra, New South Wales, in mid-August. Dr. Gilles, vice president for agriculture at North Dakota State University, addressed several meetings in Australia and New Zealand on the biochemistry of cereals.

### A Subway Sign Read:

"Don't be like me. I were a school dropout."  
Some wag had scribbled underneath:  
"Not me. I goed on to college."

### Gioia Expands

Increased sales and earnings experienced by the Gioia Macaroni Co., Inc., Buffalo, have spurred purchase of \$400,000 of new equipment and plant expansion plans, it was announced by Anthony H. Gioia, president.

Mr. Gioia said the company installed the second of two new spaghetti-making machines, boosting production capacity one-third more than was possible with three older machines.

He said the next area of priority will be to buy new packaging equipment and to increase the company's capacity to produce short-cuts, including shells, alphabets, rings, etc.

Mr. Gioia said the company was considering expansion of plant facilities. "Our earnings for the year ended March 31 were 14% higher than the previous fiscal year, and total sales were up 11%" he said. Mr. Gioia, as new president of the company, succeeded his father, Horace A. Gioia, who is now vice-president and chairman of the board. The younger Mr. Gioia said he hopes to bring the company's macaroni and egg noodle varieties into new markets, but first plans to expand sales in areas where Gioia products already are sold.

The company was founded by Horace Gioia in 1910 in Fredonia, N.Y. He moved it to Rochester in 1919 and to Buffalo in 1949.

### Hunt Tests Dinners

Hunt Wesson Foods, Inc. uses a composite fibre can—made by the Owens-Illinois Forest Products Division — to pack chips for its new Skillet Mexican dinners. The lightweight fibre can with an easy-open top helps insure freshness and maximum shelf life for the flavored chips. In addition to Skillet Mexicana, Hunt's is introducing Skillet Stroganoff and Skillet Lasagna pre-packaged dinners in selected test markets.

### Food Tips

• To fit long spaghetti strands into a medium-size pan: place ends of spaghetti into boiling water. As spaghetti softens, gradually coil it around the pan until it is completely under water.

• To keep food from sticking: and from foaming, measure and add one teaspoon bland cooking oil to boiling water.

• Shorten cooking time slightly if macaroni, noodles or spaghetti are to be used in a recipe that will need further cooking or baking.

• To keep macaroni, noodles or spaghetti from being over-cooked: when tender, drain at once. Use a colander or strainer if available.



Left to right: Mr. and Mrs. John J. Peter, Mrs. and Mr. Nicholas A. Rossi, Mrs. and Mr. Lawrence D. Williams, Mr. and Mr. Harry Guest.

## GROCCERS PANEL

ONE of the highlights of the convention at Whiteface Inn was the exchange of ideas between macaroni manufacturers and three supermarket operators.

### Bernard Paroly

The panelists included Bernard Paroly, Vice President of Supermarket Operations, Supermarkets General Corporation, Woodbridge, New Jersey. Formerly Assistant Vice President and Coordinator of Store Operations, Mr. Paroly served some years as District Manager in New York and Long Island. In 1961, he helped form and develop the Perishable Division.

Mr. Paroly is a Director of the New York State Food Merchants Association, a member of the faculty of the Agricultural College of Farmingdale University in Long Island, and recently helped found a Food Industry Workshop at Rutgers University where he is also a faculty member. He has taught management training at the C. W. Post College in Long Island, and has been on the staff of the State University of New York College at Buffalo.

### Harry Guest

Second panelist was Harry Guest, Vice President and Director of Purchasing for Loblaw Groceries Company Limited, Toronto, Canada. He began his career in the food industry as a Grocery Buyer for Power Supermarkets, Ltd. This family-owned business became a part of Loblaw's in 1953 with 12 stores. By 1968, they had grown to 35 stores, plus 15 Busy Bee Discount Food Stores, and Mr. Guest had risen to the position of Executive Vice President and Director of Merchandising. When Leon Weinstein, who had been president of Power, was appointed president of Loblaw's, he had Harry Guest join him in the capacity of Vice President-Director of Purchasing, and Assistant to the President. He is now responsible for the merchandising in 185 Loblaw stores, 35 Power stores, 15

Busy Bee Discount stores, and 16 Super City Discount stores, all in Ontario, Canada.

### John Peter

Third panelist was John J. Peter, President of Peter's Markets, Syracuse, New York. Mr. Peter began his first retail grocery store in 1944 with 900 square feet. In 1955 he opened his second store with 4500 square feet. In 1959 he became a full-scale supermarket operator, with shopping center facilities. Formerly affiliated with I.G.A. he is now with Super Foods. He was president for nine years of the Central New York Food Merchants Association, and is presently a member in the New York State Food Merchants Association.

### Supermarket Operators

Mr. Paroly noted that the panelists were not merely grocers, but supermarket operators. He enumerated the following technological changes taking place in the industry:

- (1) electronic checkouts with retrieval information for shelf allocations;
- (2) store scheduling for better utilizing labor;
- (3) the computation of gross profit on a weekly basis from data processing;
- (4) automatic inventory control;
- (5) expansion of the electronic scale from the meat department to produce and deli items;
- (6) expense analysis;
- (7) credit card development.

He observed that optical scanning systems would tend to centralize pricing at distribution centers. Shrink film packaging is being used for pallet loads, and unit unloading methods are developing. But the major problems in supermarket operations are in the area of managing people. Operators must know about normative systems, which means there is a difference between what we say and what the system is.

### Communication Needed

To get the interchange of ideas underway, Mr. Paroly tabulated gripes in the supermarket from housewives, sales representatives, food manufacturers, and the supermarket operator himself.

**Housewives' Complaints:** (1) cluttered aisles; (2) unclear price-marking; (3) slow checkout; (4) out-of-stock; (5) difficulty in finding items and aisles; (6) excessive damage from poor stock handling.

**Gripes From Sales Representatives:** (1) insufficient space allocation for his line; (2) dissatisfaction with the decision-making process; (3) out-of-stock; (4) product rotation; (5) improper pricing by clerks; (6) space piracy by competitors; (7) product mix-up.

**Complaints by Manufacturers:** (1) poor communications; (2) waiting to see buyers by appointment; (3) failure to get performance on promotions; (4) store damage; (5) too much red tape; (6) questionable ethics; (7) private labels.

**Complaints of Supermarket Operators:** (1) poor communications; (2) low level of product knowledge by store people; (3) suppliers' lack of understanding of store operations; (4) poor commodity or category promotion (plenty of brand promotion but nothing for the department); (5) lack of uniformity in freshness control (rotation of stock); (6) improper pricing.

Mr. Paroly advised: To understand the other man's problem, put yourself in his shoes—"To know what goes on in stores, go out and see them!"

### Each Market Different

Harry Guest observed that despite the sameness among supermarkets, there is a difference in each operation. There is a difference in the merchandising approach, the people that are served, the public relations approach, and the geographical location of the stores. But all supermarket operators

(Continued on page 28)



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Peavey is strategically located in the heart of North Dakota's durum wheat fields. Selecting, testing, processing the finest durum wheat products for the macaroni industry.



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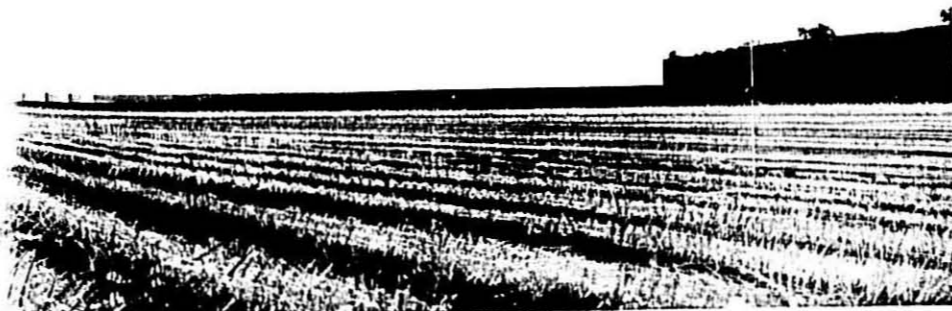


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**PEAVEY COMPANY**  
Flour Mills





## Grocers Panel—

(Continued from page 25)

have one thing in common—they are hard-pressed to make a profit.

Anything manufacturers can do to assist the merchandiser move the product and make a profit will be appreciated. Communications are essential. With 8,000 items the supermarket operator needs merchandising help, direction, and criticism—but most of all, information on how to move the product.

### Loblaws Looks to Consumers

While Mr. Guest was talking to macaroni manufacturers, his colleague, Lawrence M. Sugarman, Vice President and General Sales Manager of Loblaws, told an International Conference of Newspaper Advertising Executives in Minneapolis that the consumer movement is growing into a strong political force which politicians are already harnessing.

He noted that prior to 1966, Loblaws continued to try to win customers with stamps and games after the so-called "rebellion" had taken place. "Sales were lousy—we had a monumental job ahead of us."

As a result of a customers' survey, Loblaws decided to discontinue trading stamps, developed a bright, new physical look, and started to gain momentum as a "credible food chain with a consumer's interest in mind."

The down-to-earth approach brought sales gains of 25 percent in the first year of the new look, which has been maintained even though competition is growing keener.

Mr. Sugarman also said food retailers ought to be prepared to get into the discounting business in the Seventies; must prepare for the big "eating-out trend;" and must learn to live in a computer-oriented world.

### Teamwork

John Peter declared that manufacturers and distributors must work together, that the supermarket operator is interested primarily in sales. The manufacturer must assist the supermarket operator in making those sales of his product.

He declared that macaroni has been too long looked upon as an economy food. He suggested that it be glamorized and romanced, with emphasis on the fact that macaroni is top-shelf eating.

The suggestion was made that every week be "Macaroni Week," that a special day might be promoted as Macaroni or Spaghetti Day, just as Friday is Fish Day.

(Concluded at bottom of next column)

## What Shoppers Think of Supermarkets

1970 Burgoyne Index Study Reveals New Consumer Attitudes.

- "Low grocery prices" and "quality and freshness of meats" are a supermarket's two biggest drawing cards.

- Slow checkout service is still the biggest beef of shoppers.

- More than four-fifths of shoppers buy "most" fresh meats in supermarkets.

- More than nine out of ten buy "most" fresh fruits and vegetables in supermarkets.

These are a few of the facts revealed in a new study of the buying habits and attitudes of supermarket shoppers recently published by Burgoyne Index, Inc., nationally known market research firm. The survey is based on an analysis of 3,476 interviews with shoppers conducted in eight major market areas.

### Highlights

Eighty-three per cent of food shoppers in 1969 shopped in more than one supermarket—up from 59% in 1954. The percentage of shoppers who shop in only one store has slipped from 41% in 1954 to 17% in 1969.

The average multiple supermarket shopper shops in almost three different supermarkets—to satisfy her demand for specials, variety, quality. The shoppers did have one favorite supermarket where most of their food was bought. But it was found that many shoppers switch favorite supermarkets — about one half staying with their favorite five years or longer. Intensified competition in some markets tends to accelerate store-switching.

More than four out of five shoppers buy "most" fresh meats in supermarkets. Three out of four buy fresh meats in two or more stores. Less than one out of six shoppers expresses a dislike for self-service fresh meats. (There has been only a small change in these opinions between the years 1958 and 1969.)

Supermarkets do a stronger job selling the shopper fruits and vegetables than fresh meats. Ninety-three per cent of shoppers buy "most" fruits and vegetables in supermarkets.

More than one out of two supermarket shoppers shop drive-in convenience stores. More than half of convenience store shoppers shop weekly or more often.

There was agreement that if the industry can increase the total market, each manufacturer should be able to maintain his share of market.

### On Advertising

Readership of food store advertising by supermarket shoppers continues high. Almost four out of five shoppers say newspaper ads are most helpful in doing weekly shopping.

Viewing of TV food store advertising varies by different markets. An average of more than two out of five shoppers view TV food store advertising. One out of seven shoppers listens to food store advertising on the radio.

When asked if shoppers buy more of a grocery item when it is priced in multiple units (such as 3/79¢, 4/89¢) the Burgoyne people found the answer to be "yes." In fact, three out of five supermarket shoppers prefer multiple-unit pricing as compared with two out of five who would prefer items priced on a single unit basis.

### Stamps

Almost two out of three shoppers say bonus trading stamps have most appeal as a special promotion to induce customer shopping.

More than nine out of ten savers have a favorite trading stamp, but a great many shoppers save more than one. And more than one out of three stamp-saving respondents say they are more interested now in saving trading stamps than when they first started.

Almost three out of five shoppers think supermarkets giving trading stamps charge higher prices. And three out of four said they preferred a store with lower prices than one giving trading stamps.

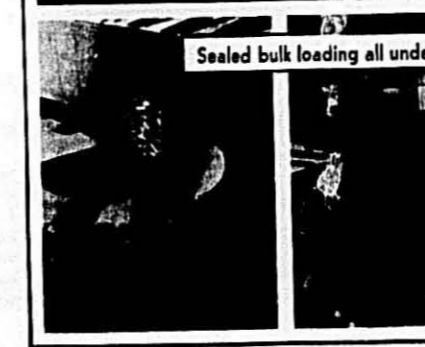
### Discount Stores

Seven out of ten supermarket shoppers patronize discount stores. (This number almost one out of two buy food in discount stores. Almost three out of five discount store food shoppers generally buy both food and other items when shopping these stores.)

Less than one out of five discount store food shoppers buys almost all her food needs in discount store supermarkets—about three out of five buy less than one quarter.

Three out of five discount store food shoppers rate quality of fresh meats better or about the same as regular markets.

More than two out of three discount store shoppers think discount food store prices "are the same or higher" than other supermarkets.



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### General Mills Enjoys Excellent Growth

General Mills revealed through release of its 1970 Annual Report that established food operations and new ventures were the major contributors to the company's first billion dollar sales year and eighth successive year of record high earnings and earnings per share before extraordinary items.

The report shows that these two business segments, which together represent over five-sixths of both sales and operating profits, accounted for 90 per cent of the sales gain and an amount of operating profits greater than the total corporate increase.

For the 53 weeks ended May 31, 1970, General Mills' sales were \$1,021,747,000, an increase of 10.8 per cent over the \$922,441,000 restated for fiscal 1968-69. About two-thirds of the sales gain came from internal growth; somewhat less than three per cent of total sales dollars represented price increases posted during the year.

Earnings before income taxes and adjustments for earnings of partially owned subsidiaries grew six per cent, totaling \$84,775,000. Earnings after income taxes and before extraordinary items were \$40,610,000 (4.0 cents per sales dollar), an advance of 6.5 per cent. Earnings per common and common equivalent share before extraordinary items reached \$1.88, 11 cents or 6.2 per cent over the \$1.77 reported last year.

The report said that after-tax earnings were reduced by \$13,534,000, or 63 cents per share, as the result of extraordinary items charged against 1969-70 results. The most significant charge was a \$13,087,000 write-off of goodwill of the company's English subsidiary, The Smiths Food Group Limited. Other extraordinary items largely offset each other.

#### Favorable Trends

Commenting on the results, Chairman and Chief Executive Officer James P. McFarland and President James A. Summer said: "Favorable trends existed in most businesses, and this permitted gratifying progress toward the company's long-range goals." They reported that gains in established operations more than offset a decline in earnings by craft, game and toy operations, and that important sources of sales and earnings began to emerge from new ventures, largely in non-food consumer products and services.

Total operating profits (earnings before unallocated corporate expenses and taxes) increased to \$113,700,000, an 11.1 per cent gain over the \$102,300,000

restated for the comparable period a year ago. For the second successive year, General Mills' food businesses accounted for 84.3 per cent of total operating profits and showed excellent growth. Led by a strong performance by cereals and snacks, operating profits generated by food sales reached \$95,800,000, an 11 per cent gain. With all segments growing, sales of food products rose to \$802,000,000, a gain of \$54,900,000 over the previous year.

#### Pasta Product Movement

Grocery Mfr. magazine carries a report on warehouse withdrawal data collected by Selling Areas-Marketing, Inc. for the period Nov. 28, 1969, through February 20, 1970. Pasta, as one of the 68 product categories, showed an increase in sales of 10.5%. Rice posted a 7.2% gain. Instant potatoes were up 4.1%.

Packaged pasta dishes gained 11.5% while canned pasta products only moved up 1.7%. Canned soups were up 1.4% while dehydrated soups took a 7.8% boost.

In the sauce section, Italian food sauces were up 16.4%, while dry gravy seasoning and sauce mix rose 5.8%.

#### Sensational Swingers

In a section entitled "Seasonal Swingers" it says about Pasta & Italian Food Sauce: "Nothing could better illustrate the efficacy of tie-ins as the close correlation of pasta and Italian food sauce seasonality. At seven measurement points throughout the year, no more than two index points separate the categories. In addition, tomato paste and sauces parallels the pasta seasonal profile.

That profile shows a sharp rise in January and February; then a sharp decline following Lent in April and May. There is a pick-up in September and October as children go back to school and adults eat heartier meals. Then there is a slight drop at the end of the year. The great peaks and valleys that used to occur with the summer slump have largely been erased with the growing popularity of macaroni salads.

#### Booklet on Brokers Available

To aid food brokers and manufacturers in negotiating an agreement of sales representation, the National Food Brokers has prepared a new booklet "Developing An Agency Agreement for Broker-Principal Representation."

In announcing publication of the booklet, NFBA President Watson Rog-

ers stated that a clear understanding by brokers and principals of their mutual functions and responsibilities at the time of accepting a new account is highly important. "NFBA," he said, "requests both parties to thoroughly discuss the subjects covered in the new booklet at the time of negotiations. Points agreed upon should be included in the written contract whenever possible."

#### Categories

The booklet's recommendations are grouped into the following categories: Basic Information, Sales Service, General Administration, Advertising and Promotion, Duration, and Other Information. Also included is an outline form of agreement between food brokers and their principals.

#### Agency Agreement

NFBA is distributing "Developing An Agency Agreement for Broker-Principal Representation" to all of its members and to thousands of manufacturers throughout the country. Single copies of the booklet are available to food and grocery product manufacturers upon request. Write: NFBA, 1916 Street, N.W., Washington, D.C. 20036

#### Supermarket Math

A plump, juicy chicken is easily bought;  
Selection of apples requires little thought.  
But foods which are bottled or packaged or canned  
Are measured in fractions,  
not easily scanned.  
You're likely to feel  
mathematically inadequate  
Unless, of course, you are  
an MIT graduate.  
Shopping, per se, doesn't  
make me sick—  
It's all of that fifth grade  
arithmetic!

—Annie Komor

#### Unit Pricing

Saffron is an unusual plant and its stigma are used as a seasoning. When cooked, the raw scarlet turns almost anything into saffron yellow. It is unusual in another way—in supermarkets 1/16 of an ounce costs \$1.59. This is \$25.40 an ounce compared to \$1.60 for silver and the official \$35 for gold. An even higher flyer is hybrid petunia which sell up to \$1,000 an ounce.

National Macaroni Week  
October 15-24

THE MACARONI JOURNAL

# ADM Milling Co.

OCTOBER, 1970



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- 6—Pesticides Analysis.
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**A D M Raises Dividend**

Archer Daniels Midland Co. declared quarterly dividend of 25¢ on the common stock, payable Sept. 1 to stockholders of record Aug. 20. That is same as the 50¢ quarterly paid on June 1 prior to a two-for-one split of the common stock. Previous dividend rate was 40¢.

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**Recruiter**

Tony DePasquale, division vp, bakery sales, International Multifoods, has been recently appointed chairman of the Millers' National Federation's Student Recruitment Committee. Their main task will be to encourage high school students to select the milling or baking program for their college work.

A fact that surprises many is that starting salaries for graduating seniors in such programs is about \$9,200 to \$10,000 per year—among the highest of any industry.

**IM Names Ad Man**

International Multifoods of Minneapolis has named Wayne J. Schweitzer advertising and merchandising manager for the industrial foods division. He comes from Super Valu Stores where he has been a market analyst and in advertising and marketing positions.



Harry S. Diffenderfer, III, has been elected vice president of V. La Rosa & Sons, Inc. Mr. Diffenderfer will be in charge of national sales under the corporate brand name, La Rosa.



