

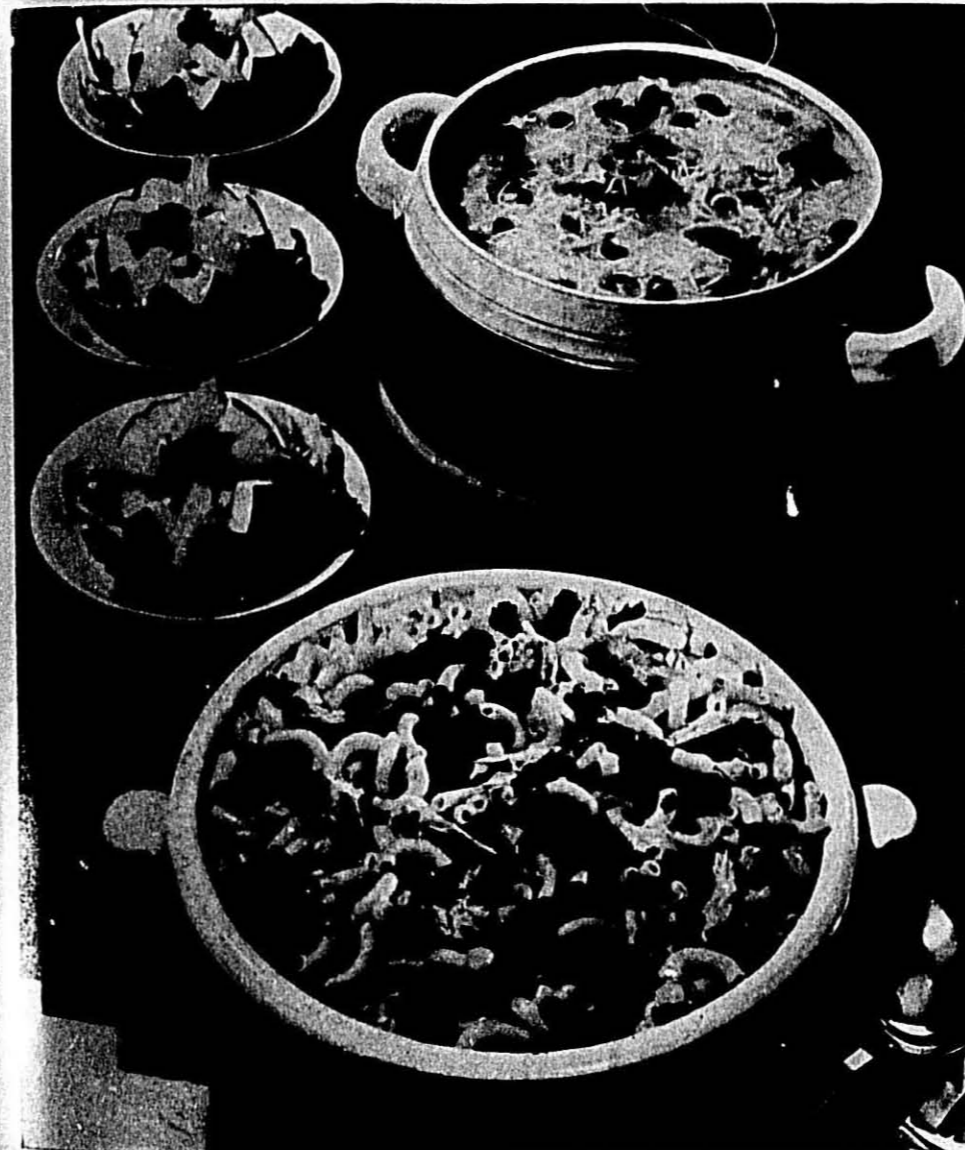
**THE  
MACARONI  
JOURNAL**

**Volume 54  
No. 8**

**December, 1972**

DECEMBER, 1972

# *Macaroni Journal*



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The **Macaroni Journal**

December  
1972  
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**Editor's Notebook:**

One Pot Pasta Suppers is the National Macaroni Institute's answer to the proliferation of add-meat-and-serve dinner combinations, one of the fastest growing items in the grocery store. Pasta's convenience, economy, and nutrition are obvious but it is a story that must be constantly told. More on it next month and at the Winter Meeting. Plan to attend.

Profit is another self-evident necessity that seems to be grossly misunderstood by the public. Economist Carl H. Madden has put down some simple explanations that should help business men explain nprofits and the need for them to employees, their customers, and the general public.



**Seasons Greetings**

**MACARONI JOURNAL**

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DECEMBER, 1972

## One-Pot Pasta Suppers — Easy, Economical and Fun!

AMERICAN families are on the go—they're busy, busy, busy! We don't have to tell you that there are lots of hurry-up meals being cooked in kitchens across the country.

This fall women are out campaigning, helping in the schools and in their communities, working, and doing creative projects like sewing, redecorating, needlework and art, among other things.

There's a definite need for time saving, money-saving recipes that are appetizing and colorful at the same time.

The National Macaroni Institute has developed a collection of recipes for one-pot pasta suppers that can be cooked quickly and inexpensively. In these recipes, the step of cooking the macaroni, spaghetti or egg noodles separately has been eliminated. This speeds up meal preparation considerably.

For these all-in-one pasta dinners, begin with a Dutch oven and one of the pasta products—macaroni, spaghetti or egg noodles. Add a modest amount of ground beef, chicken, tuna or frankfurters and a few other good things like tomatoes, onions and canned soup, cook them altogether and you have it—an appetizing one-dish meal that's ready in 20 minutes, or less.

The secret of cooking these pasta dishes successfully is to cook the macaroni, spaghetti or egg noodles just until tender, yet firm, or *al dente* as they say. You also need plenty of room for its cooking.

Dutch ovens in the five and six-quart sizes provide the space. Choose one such as a colorful Wear-Ever aluminum one with the convenient nonstick lining that is modestly priced, available in most houseware departments and happily, goes directly from the kitchen range to the family dinner table. After one of these meals cooked in a Dutch oven, there aren't lots of pots and pans to wash. You cook and serve from the same utensil.

### One Pot Spanish Noodles

Our first suggestion for a one-pot pasta supper is hearty "One-Pot Spanish Noodles." It's a ground beef, tomato and noodle combination that's sure to be a favorite with your family.

Simply saute a pound of ground beef with green pepper and onion, add a large can of tomatoes and egg noodles, plus a few easy seasonings; and cook until the noodles are tender. That's all there is to it. Sprinkle the top with crisp bacon and serve.

### One-Pot Macaroni and Franks

A second idea is this bright and appetizing One-Pot Macaroni and Franks.



It's a tasty dish made with macaroni, frankfurters and tomatoes. When the macaroni has been cooked until tender, stir in a handful of grated American cheese. Serve immediately to these youngsters who are waiting.

There's no doubt that recipes today have to be quick as well as inexpensive. Macaroni products score high on both of these counts, convenience and cost.

Macaroni, spaghetti and egg noodles have always been economical food products and there's been almost no price increase within the past two years, and only minor increases during the past five years.

Yet pasta's such an easy food to cook! There's no peeling, no paring or chopping to do.

### Nutritious

Also, in this age of increasing awareness of nutrition, don't forget that macaroni products contain 12 to 13 per cent protein by weight as well as significant amounts of B vitamins and iron.

Tuna is always a favorite and another plus for it is that it can be kept on the emergency shelf, ready when you need it on the spur of the minute. For a super one-pot supper, just saute some onion and green pepper, add a can of tuna, uncooked egg noodles, a can of celery soup and milk. Cook gently in a Dutch oven and you've a budget-pleasing meal that's ready in a jiffy. A 3-ounce can of chopped mushrooms lifts it out of the ordinary.

These one-pot pasta recipes are very basic ones. In order to simplify and keep the dishes inexpensive, the ingredients have purposely been kept to a minimum.

Depending on the state of the food

budget and your creativity in the kitchen, you can add any number of special touches, for instance: herbs, favorite spice blends, seasoned salt or pepper, parmesan cheese, bacon-flavored bits, sliced pimiento-stuffed olives, wine and mushrooms to name a few.

### One-Pot Chicken Tetrazzini

Now here's a homey One-Pot Chicken Tetrazzini that doesn't take several hours to prepare. It's a versatile supper dish. Cooked just as the recipe directs, it's great for everyday meals. But like magic, you can even serve it to company with a special touch or two.

A can of broiled in butter mushrooms crowns isn't all that extravagant and these flavorful bites add a dramatic touch and make the spaghetti specially company-fare indeed! These are the brown mushrooms crowns which are noted for full flavor. The broth is also used in the recipe to make use of all the good flavor and nutrients.

For family occasions, substitute the chopped style of mushrooms which have the same good flavor, yet aren't quite as fancy in appearance or price.

Another way you might surprise your family or guests is by substituting some of the fun shapes of macaroni, spaghetti or egg noodles for the regular products in these one-pot meals. Everyone likes a change and the whimsical pastas are sure to liven up meal-time conversation!

If you'd like a copy of these hurry-up pasta suppers from the National Macaroni Institute, write P.O. Box 56, Palatine, Ill. 60067.

### TV Kits

The script above along with color slides of the three one-pot suppers were sent to more than 90 commenters as a part of the National Macaroni Institute's efforts for National Macaroni Week. Response was excellent. In a month some 14,000 recipe sheets were requested. Among the commenters from program directors and TV personalities:

"Great! Just what viewers like—easy, economical and good."

"Great kit and recipes. Audience responded tremendously to recipes."

"Used with low income audience. The response was great."

"Demonstration worked beautifully. Material excellent."

"We had everything to work with and it was good."

"Good material. Thanks for your help."

### Penny Pointers

PENNY-PINCHING pasta pampers the family finances. Other than the fact they taste good, one of the greatest appeals of macaroni, spaghetti and egg noodles is their economy. Their price has remained almost constant for the last two years and has increased very little over the last five.

In addition, pasta is easy to store, quick to prepare and extremely versatile. They combine well with more expensive sources of protein—meat, fish, eggs and cheese—to create low-cost nourishing meals.

A year-round "best buy" on the supermarket shelf, they really stretch the food dollar when combined with other sale foods or lower-priced meats—such as turkey, peanuts, broiler-fryers, eggs and apples, which are found on the Plentiful Foods listed by the U. S. Department of Agriculture.

Try them in turkey tetrazzini, chicken and noodles, apple-noodle pudding or chicken a la king over shells. Depending on the cost, remember that chicken, turkey, tuna or ham are interchangeable in casserole recipes. Just salt and pepper to taste.

Use the pasta in the casserole—as in lasagne or tuna and noodles—or as a bed for an elegantly-sauced entree—for beef stroganoff, burgandy tips, curried eggs, creamed turkey, barbecued meat balls, etc.

Since pasta can be substituted—by weight—for one another, the variety of possible dishes is infinite. Medium shell macaroni adds a new shape to the always popular macaroni and cheese. Chicken and noodles become extra-special when bow noodles are used.

Pasta made from enriched durum wheat are required for the best dishes and good nutrition. The golden color is a sign of good quality; pasta made from durum wheat retain the shape and texture during cooking and the "enriched" label means that the essential B-vitamins—thiamine, niacin and riboflavin—and that important mineral, iron, have been added for your family's good health.

### SUNDAY SUPPER

Tossed Salad  
Company Spaghetti  
Garlic Bread  
Ice Cream

Company Spaghetti—6 servings  
3/4 ounces enriched durum spaghetti  
Oil  
1/2 pound diced bacon  
1/2 cup chopped onion  
1/2 cup chopped green pepper  
1/2 pound ground beef  
1 can (1 lb.) whole tomatoes

### From the Durum Wheat Institute

1 can (8 1/2 oz.) lima beans, drained  
1/2 teaspoon salt  
1/4 teaspoon pepper

Cook spaghetti in boiling, salted water (2 quarts water plus 1 tablespoon salt) until not quite tender, about 6 minutes. Drain; toss lightly with oil. Fry bacon until crisp. Remove bacon and saute onion and green pepper in bacon fat. Crumble beef into pan and cook until browned; add spaghetti, tomatoes, lima beans, bacon and seasoning. Cover and simmer 15 minutes.

### EVERDAY FAVORITE

Gelatin Fruit Salad  
Macaroni Loaf  
Peas  
Brownies

Macaroni Loaf—6 to 8 servings

1 can (15 oz.) tomato sauce, reserving 1/4 cup  
2 eggs  
1/2 cup finely chopped onion  
1 tablespoon Worcestershire sauce  
1/2 teaspoons salt  
1/2 teaspoon pepper  
1 cup enriched durum elbow macaroni  
1 1/2 pounds ground beef

In mixing bowl combine tomato sauce, eggs, onion and seasonings. Stir in uncooked macaroni. Add ground beef; mix thoroughly. Press evenly into greased 2-quart round baking dish or 9-inch ring mold. Bake in preheated 350° oven about 1 hour. After removing from oven, let set 5 minutes before unmolding. Warm the reserved tomato sauce over low heat; drizzle over the meat loaf.

### BIG BASH

Giant Spinach Shells  
Cole Slaw  
Lemon Pudding

Giant Spinach Shells—6 servings

24 enriched durum giant shells  
1 tablespoon oil  
1/2 cup minced onion  
2 tablespoons butter, melted  
2 packages (10 oz. each) frozen chopped spinach, cooked and drained

1 pound small curd cottage cheese  
1 egg, beaten  
1/2 teaspoon salt  
1/4 teaspoon pepper  
2 cans (15 oz. each) tomato sauce  
2 teaspoons oregano  
1/2 cup shredded Mozzarella cheese

Cook shells in boiling, salted water (2 quarts water plus 1 tablespoon salt) for 9 minutes. Drain. Gently toss shells with oil. Saute onion in butter. In bowl combine spinach, cottage cheese, onion, egg, salt and pepper. Fill each shell

with about 2 tablespoons of mixture. Combine tomato sauce with oregano. Pour half of sauce into 9 x 13-inch baking dish. Arrange stuffed shells in dish; cover with remaining sauce. Bake in preheated 350° oven 30 minutes. Remove and sprinkle with Mozzarella cheese; return to oven until cheese is melted, about 3 minutes.

### SOUP 'N' SANDWICH

Spaghetti Soup  
Grilled Cheese Sandwich  
Fresh Fruit Compote

Spaghetti Soup—4 to 6 servings  
1/2 cup 1 1/2-inch pieces enriched durum vermicelli (very fine spaghetti)  
1 quart chicken broth  
2 tablespoons chicken broth  
1 tablespoon cornstarch  
1 egg, lightly beaten  
1/2 cup grated Parmesan cheese, optional

Cook vermicelli in 1 quart boiling chicken broth until tender, yet firm, about 6 to 8 minutes. Dissolve cornstarch in 2 tablespoons cold chicken broth; add to soup, stirring briefly until stock thickens slightly and becomes clear. Remove from heat; slowly pour in the egg and stir once gently. Ladle soup into bowls. Sprinkle Parmesan cheese on top if desired.

### SATURDAY LUNCH

Apple Salad  
German Noodle Ring  
Strawberry Gelatin

German Noodle Ring—6 to 8 servings  
1 1/2 cups (3 3/4 oz.) enriched durum medium noodles  
Butter

3 tablespoons butter  
3 tablespoons enriched flour  
1/2 teaspoon paprika  
1 1/2 cups milk  
1/2 pound pasteurized process cheese  
2 eggs, beaten  
1 package (10 oz.) frozen peas and carrots

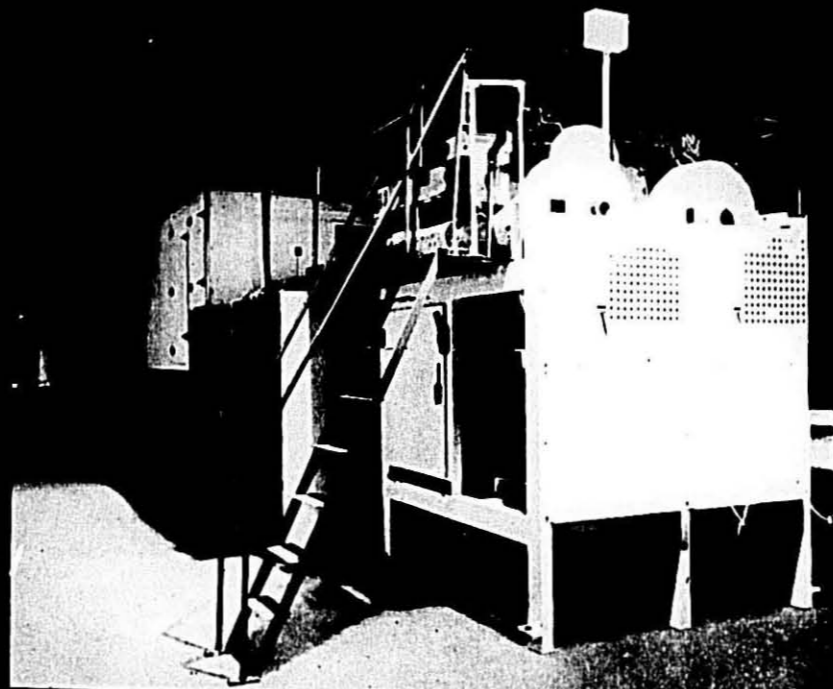
Cook noodles in boiling, salted water (2 quarts water plus 1 tablespoon salt) until not quite tender, about 4 minutes. Drain; spoon cooked noodles into buttered 8-inch ring mold. Melt 3 tablespoons butter in saucepan over low heat; stir in flour and paprika. Add milk; stir until smooth. Cook over medium heat until bubbly and thickened, stirring constantly. Remove from heat. Add cheese, stirring until cheese is melted and mixture is smooth. Reserve 1 cup sauce. Gradually add beaten eggs to remaining sauce, blending well. Pour over noodles in mold. Set in shallow pan; fill pan with boiling water to the level of noodle mixture. Bake in preheated 350° oven about 40 minutes, or until mixture is set. Meanwhile pre-

(Continued on page 26)

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## DURUM SHOW REPORT

There was enthusiasm at the 34th Annual U.S. Durum Show at Langdon, North Dakota, October 16-17-18. Farmers were happy with higher prices although they question price spreads between choice and discounts on damage.

Samples of durum covering a broad range of quality were displayed at the show. Early-harvested durum showed best color and test weight, later wheat from the prime durum triangle showing the effects of wet weather during harvest. Most samples were excellent, however, and leading variety again was Leeds. Black point fungus was more prevalent than in recent years.

Preliminary quality report by the North Dakota State University showed an average test weight of 62.4 pounds per bushel, moisture level of 11.8%, and protein content of 13.2% (14% moisture basis)—protein range on 85% of the samples fell between 12 and 14.9%. Millers said they haven't seen such good quality—that this year's crop is not up to the quality of the past two years, but admittedly, the poorer stuff usually comes to market first.

### Sweepstakes Winner

Winner of the NMMA plaque for the Sweepstakes Award was a 4-H boy, Rick Lee of Lawton. He had a 64 pound sample of Wells. The number of 4-H and Future Farmer of America entries is an encouraging sign for the Show. It was the second consecutive year that the Sweepstakes had been won by a 4-H entry.

Open class winner was Kearn Twete of Pekin, who had placed sixth last year. He had a 63 pound sample of Leeds.

The entire community of Langdon, as well as nearby towns, joined the durum growers and visitors in observing the Durum Show. Attendance at the formal part of the meetings in the Jaycee Skating Rink was more than 100 persons. The town's populace gathered for two of the show's special events, the Miss Durum Pageant on Monday night and the spaghetti banquet on Tuesday evening.

### Durum Queen

The Durum Queen was JoNell Linde of Church's Ferry, a 17-year-old high school senior. She beat out seven other contestants in an evening gown, talent and swim suit competition. She plays the piano and teaches piano and guitar.

A new feature of the show this year was a cooking contest. Sal Maritato, International Multifoods Corp., Minneapolis, represented the pasta industry as a judge of salads and hot dishes.



Dr. Kenneth Lebsock

Also part of the contest was judging of decorative macaroni-based items.

### Export Announcement

Laurel C. Meade, general sales manager of Export Marketing Service, USDA, a speaker at Langdon, chose the Durum Show to announce that revised indications of wheat exports from the U.S. during 1972-73 point to total of 1,200,000,000 bushels "or more," compared with the Sept. 15 evaluation of wheat situation which estimated exports at 1,125,000,000 bushels. Mr. Meade also said that spring wheat will be programmed to greater extent under P.L. 480.

Mr. Meade expressed firm faith in the capacity of the U.S. to be truly the breadbasket of the world. And, he said, "the management of that capacity should be out among the farmers rather than held by the bureaucrats in Washington."

His remarks appear in entirety on page 12.

### Many from Industry as Speakers

Besides Mr. Meade, USDA was represented by Kenneth Benjamin, director of Grain Division, A.S.C.S. Industry spokesmen included Robert Cromwell, vice-president of durum products, Peavey Company Flour Mills, Minneapolis; Lawrence Williams, president of Creamette Co., Minneapolis; Sam Kuhl, manager, North Dakota Mill and Elevator, Grand Forks; Lloyd Skinner, Skinner Macaroni Co., Omaha, Neb., and Robert M. Green, National Macaroni Manufacturers Association. The academic community was represented by Dr. Kenneth Lebsock, in whose honor the

Ken Lebsock Day was named in recognition of his contributions to the Durum Industry, and Dr. James Quick, who succeeded Dr. Lebsock in durum breeding at North Dakota State University.

### Importance of Exporting

Joseph Halow, executive vice-president of Great Plains Wheat, Inc., spoke of wheat exporting. He stressed importance of non-profit groups such as North Dakota State Wheat Commission, Durum Growers Association and Great Plains Wheat in the U.S. industry, where free enterprise is the trading system and the government cannot actually do the business.

He praised the annual Durum Show as a forum for an exchange of ideas for a united wheat industry, comprised of wheat producers, elevator operators, wheat producer organizations, the grain trade, millers, pasta manufacturers and the USDA. He expressed the need for such unity of purpose.

Mr. Halow described several key points related to the mammoth sale of U.S. grains to the Soviet Union.

"The effects of the sale on the domestic markets proved again very forcefully our dependence on the export markets. Our markets are conditioned to domestic wheat disappearance, and domestic buying does not usually make our markets move; it is strong export demand which makes our markets move.

"The rise in domestic prices during the period of time international prices remained stable should also have demonstrated the difference between domestic prices and world wheat prices. This is a very important point to remember in considering international wheat agreements with stringent pricing provisions.

"The sale has served to accelerate our thinking toward a total grain concept. In the past we tended to consider grains individually, but the Soviets purchased principally wheat rather than what we traditionally consider feed grains.

### Must Be More than Residual Supplier

"The sale has pointed up the importance of trade policy in international marketing and, despite what I consider unwarranted criticism leveled at the Department of Agriculture for the role it played in the sale, the absolute need for government involvement in international grain trade. Say what one will for whatever purpose, we shall have to learn to live with this fact in the future or resign ourselves

(Continued on page 10)

# MICROWAVE

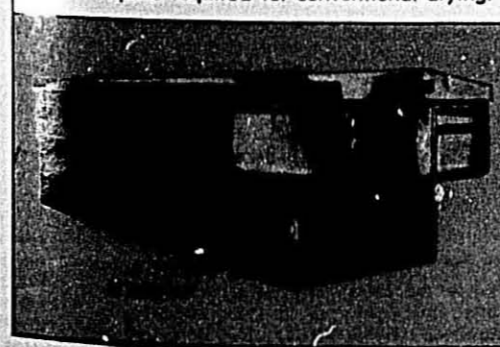


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## Durum Show Report

(Continued from page 8)

to either a minor role or a residual role in world wheat marketing. If the U.S. were to become only a residual supplier it wouldn't be long before the U.S. had no part in world wheat marketing, for no one can continue to produce only in the hope that sometime someone would need our wheat. We must have a steady demand in order to support a regular production base."

### USDA in Information Role

One result of the Congressional hearings on the Russian wheat sales is that the USDA will undoubtedly be asked to provide more timely information on the world grain situation and export prospects for farmers and the general public, Mr. Halow predicted. Only in close study are we able to keep up with the changes which take place, and hence the development of what we feel is a good information system, Mr. Halow said.

He expressed pride that the Great Plains Wheat newsletter, which he writes, was listed by Cargill, Inc., before the House Agriculture Committee on Livestock and Grains, along with "such prestigious publications as 'The New York Times,' 'The Wall Street Journal' and 'Milling & Baking News,'" as a source of information.

It was in 1970 that Great Plains Wheat began to report the opinion that the Soviet Union would become a grain importer, Mr. Halow said. This prediction was based on an analysis of their need to expand livestock production. "We feel the trend is irreversible and the speed with which they will approach their goals will be determined by their ability to produce, and/or import the grains they need," Mr. Halow said.

Mr. Halow concluded with some cautioning comments. "Marketing will not be easier in the future—it should be more difficult, despite stronger demand. We don't have to remember too far back—no farther back than 1968—for an example of world overproduction. If other countries can produce to such an extent, we can expect serious competition for these expanding markets. The competition is making itself felt even now, despite reports of tight supplies and tight logistical situations."

### To Fight New Pasta Standards

Mr. Green told of the long fight over "phony-roni," the most recent development of which was the publication of proposed new standards for "enriched macaroni products with fortified protein" in the "Federal Register" of Sept. 13, 1972.

Describing these standards as a compromise that pleases neither side—the macaroni industry or General Foods Corp., which manufactures the new food—Mr. Green announced the intention of the National Macaroni Manufacturers Association to continue the fight. "Today the door is being opened to a vast array of substitutions again by permitting 'food grade flours or meals made from non-wheat cereals or from oilseeds,' just as long as wheat is the primary ingredient.

"Such action disregards completely the efforts the industry has made in concert with governmental personnel, cereal technologists, agronomists, plant breeders, and all those concerned with providing an adequate supply of quality durum wheat for the domestic industry as well as sufficient quantities for export."

In response to the publication of the new standards, Mr. Green declared: "The replacement of the phrase 'improved protein quality' by the words 'fortified protein' is an improvement as far as the industry is concerned. But again we would reiterate that any special food to be used for government programs should be designated by a special name such as TVP, WSB, CSM or imitation macaroni, and have special provision in the standards for macaroni products should be left intact so there is no consumer deception in the marketplace."

### Sam Kuhl Describes Operations

Mr. Kuhl said that the new durum mill at Grand Forks has produced 1,000,000 cwt. of semolina since Jan. 1. Because so many of those attending the meeting had recently toured the new facility, Mr. Kuhl addressed himself to describing the functions of the various departments of the mill. Among the responsibilities he described was that of purchasing durum, which "will not be so easy this year, because the quality is not as good as in the past two years."

### Lebsock Extolls Role of Research

Dr. Lebsock, in brief remarks after accepting a plaque in commemoration of "Ken Lebsock" Day," said there would not be a great future for agriculture without research. Most of the durum varieties currently being grown have been part of Dr. Lebsock's research. "Durum has so many possibilities for improvements," Dr. Lebsock said in speaking of the future of variety research.

### For Market-Oriented Agriculture

Mr. Benjamin pointed to the trend toward a market-oriented agriculture. "If we can express ourselves through organizations such as yours and if you

as individuals can urge farmers to watch the market and react to what's happening, the opportunity will be there to 'fine tune' individual operations," Mr. Benjamin said.

He stressed the need to produce for market demand. Under the Agricultural Act of 1970, participated in by more than 90% of producers, overplanting and underplanting has been balanced, he said, including geographical shifts for various products. Mr. Benjamin expressed the hope that the new feed grains program will be ready for publication by Dec. 1.

Mr. Cromwell screened a slide presentation describing the operations of the new Peavey Company durum mill at Hastings, Minn.

Ole Sampson of Edmore, N.D., was chairman at the Tuesday morning session. Harold Hofstrand, newly elected president of the U.S. Durum Growers Association, presided in the afternoon.

### Wheat Commission Administrator

Melvin G. Maler has been named administrator of the North Dakota Wheat Commission, it was announced by Herman Schmitz of Williston, chairman. Mr. Maler, 38, assumed his duties in Bismarck Oct. 1. He succeeds Paul E. R. Abrahamson, first administrator, who died suddenly in July.

A native of Elgin, N.D., Mr. Maler most recently was a research economist at North Dakota State University in Fargo. He was assistant administrator of the Wheat Commission from 1963 until 1967, when he accepted the position of European director of Great Plains Wheat, Inc., a post he held until 1971. Based in Rotterdam for Great Plains Wheat, Mr. Maler initiated a new wheat market development approach, emphasizing timely service and information, reliable technical assistance, and accurate reporting of market intelligence back to the U.S. Mr. Maler established and maintained close personal contact with leading grain, milling and allied companies and individuals throughout Europe.

Mr. Maler received baccalaureate and masters degrees in agricultural economics from North Dakota State University and taught vocational agriculture in Williston before joining the Wheat Commission in 1963.

### Uncontrolled Market at Work

"In 1972, the American consumer bought her food supply, the best in history, with only 16% of her take-home income, the lowest percentage ever in any country. And it is likely to go lower in 1973, without price controls on food."—Earl Butz, Secretary of Agriculture.

# ADM Milling Co.



Remarks by Laurel C. Meade, General Sales Manager, Export Marketing Service, U.S. Department of Agriculture, United States Durum Show

IT IS a great satisfaction to me to have this opportunity to attend your Annual Durum Wheat Show this year. I know that for many years my predecessor, Cliff Pulvermacher, was accustomed to participating in this event, and there was no group of people with whom he felt more at home.

As many of you know, I became General Sales Manager of the Department of Agriculture at the time of Cliff's retirement at the end of June. While my whole life has been spent in agriculture and I have traveled extensively abroad, this is the first job in which export activities have been my full-time responsibility.

It did not take me long to discover that I had come into the front line of the Department's export work at one of the most interesting and challenging times I could have done so.

For one thing, we are reaching new horizons and breaking export records with every month that passes. We are scaling new heights in agriculture's contributions to the nation's balance of payments.

And of course, we have been in the national news more than ever before in EMS's history because of our leading role in the huge grain sales made this year to the Soviet Union.

A little later, I would like to discuss at some length, the Soviet sales and what they mean to the farmers and all the people of this country. But first let's take a look at the over-all agricultural export picture.

#### Record Total

In the fiscal year that ended last June, we exported a total \$8 billion in agricultural commodities. That was the highest total in our history.

## THE EXPORT SITUATION

Exports of oilseeds and products amounted to \$2 billion—the first time any product grouping has ever reached that level. Exports of livestock and livestock products topped \$1 billion for the first time. And shipments of both wheat and feed grains topped a billion dollars each.

Exports took the output of 1 out of every 5 acres harvested and accounted for \$1 in every \$7 of farm income.

The export market took over half of U.S. rice and soybean production, nearly half the wheat, and about one-third of the tobacco and cotton production. The foreign market was also important for cattle hides, tallow, feed grains, non-fat dry milk and numerous other products.

All in all, it was a memorable export year. One thing that is sometimes overlooked is the fact that the export increases we are currently achieving are entirely in commercial sales. The PL-480 program has held steady at around \$1 billion in annual exports for several years. Meanwhile, dollar exports have more than tripled since the mid-1950's and have gone up almost 50 per cent just in the last three years.

Another notable fact about this record-breaking agricultural year is that 1972 will be the fourth straight year in which agriculture's contribution to our trade balance has substantially surpassed that of the non-agricultural portion of the economy. Our favorable agricultural trade balance reached nearly \$2 billion, while the negative balance of the rest of our trade ran to nearly three times that level.

Since the trade balance is one of the chief factors in balance of payments, it is obvious that agriculture is contributing more than its share to the effort to keep the dollar strong.

#### Important to No. Dakota

Agricultural exports are particularly important here in North Dakota because such a high percentage of your farm production is shipped abroad. Exports brought North Dakota farmers approximately a quarter billion in income in the 1972 fiscal year. That is almost 30 cents of every dollar they earned from farming—one of the highest percentages of any State in the Nation.

So you have a big stake in the export market and particularly in maintaining good markets for the high quality Durum and Hard Spring wheats that you produce in such abundance. Of your annual total of \$250 million in agricultural exports, wheat accounts for nearly 80 per cent.

This past year has been a good one for exports of both Spring wheat and Durum.

For Durum, in fact, it was a record year, with exports of 44 million bushels, equal to half the previous year's crop. And, on the basis of export payment bookings to date, it appears certain that we will top that record in the current marketing year. The growth in Durum exports from about 6 million bushels a year to nearly 50 million in just the past dozen years has been a remarkable achievement.

Even with our large exports, we face a Durum carryover at the end of the present marketing year of more than 60 million bushels—which is equivalent to two years domestic food use. This is chiefly the result of extremely large crops in both 1971 and 1972.

With little change from year to year in domestic use of Durum, exports furnish virtually our only opportunity for expansion.

#### Major Marketing Problems

Unfortunately, we still have major marketing problems in the European Community, which has more than doubled its Durum production in the last five years. It uses a high variable levy against imports and an almost unbelievable guaranteed price to producers of \$4.54 per bushel. Last year, our Durum exports to The European Community dropped to only half what they were the year before, and only a big gain in the United Kingdom prevented a sharp drop in our total exports to Europe.

Japan has been a growth market for our Durum but dropped last year because of the dock strike. We have also had a growing market in Algeria, but this is jeopardized by a long-term commitment made to that country by Canada.

Latin America, particularly Venezuela, remains a promising Durum market for the future. Several Central American countries have switched almost entirely from Hard Red Winter to Durum wheat for making pasta.

The spring wheat picture is somewhat different from that for Durum. Exports were down somewhat in the 1971-72 marketing season from the record level the previous year. For the current year, however, we expect by far the largest Spring wheat exports in our history.

One reason for this is that we expect to regain much of our spring wheat market in Japan, which suffered last year from the dock strike and the crop

(Continued on page 14)

THE MACARONI JOURNAL

# KNOW-HOW.

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If it's anything to do with macaroni plants or equipment, talk to the experts at Buhler Corporation, 8925 Wayzata Blvd., Minneapolis, MN 55426, 612-545-1401 / Eastern Sales office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010 / Buhler Brothers (Canada) Ltd., Don Mills, Ontario, 416-445-6910.



Skilled, experienced BUHLER Engineers develop the optimal processing system after making a careful analysis of the customer's particular plant layout, operation and specific requirements.



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Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

Complete Macaroni Plants by

# BUHLER



## Export Situation

(Continued from page 12)

problem. Even more important is the large volume of spring wheat business that should result from heavy Russian purchases of Hard Red Winter.

For example, Portugal has just made a large cash purchase of spring wheat for the first time. The United Kingdom is looking to us for supplies which Canada cannot provide this year. We also anticipate providing considerable spring wheat to meet PL-480 needs that would ordinarily have been filled with Hard Red Winter.

If we sell spring wheat in the volume anticipated, it should bring our carry-over at the end of the year down to around 200 million bushels, which will be the lowest in the last four years.

### Soviet Sales

This brings me to the Soviet grain sales, which have been so widely discussed in the last month or so in the public media and in the Presidential campaign.

While most of the events surrounding this sale took place before I became General Sales Manager, I have had occasion to become thoroughly familiar with the transaction since. I must say that I join Secretary Butz and other Department officials in the great pride we feel in a job well done on behalf of American farmers and the general public.

Let me summarize the benefits of the transaction briefly, as we see them:

(1) The Russian sales have increased the farm value of farmers' crops this year by about \$1 billion. Most of this is the rise in wheat prices, but corn and soybean values have been strengthened too.

(2) We have reduced the total stocks of grain in the country from what were threatening to become burdensome levels, without reducing them below the safety point.

(3) The sales to Russia have cut the cost of the farm program to taxpayers by increasing the value of government-owned grain, cutting storage costs, and reducing payments under the set-aside program both this year and perhaps next year as well. These savings are estimated at least a half-billion dollars.

(4) Since the grain will be paid for in dollars, it will add an estimated \$1 billion and perhaps considerably more to our balance of payments.

(5) The sales were conducted by the U.S. private trade in the best American tradition.

(6) The sales were made in free and fair competition with other exporters through the use of export payments

that have been used in our wheat program ever since 1948.

(7) To the extent that credit is used, it will be our regular 3-year CCC Credit at 6 1/4 per cent interest which we grant to other customers, rather than on the much softer terms which the Soviets originally proposed.

(8) Rather than using the full \$500 million in credit which was available to them this year, the Soviets appear to be paying principally in cash. Against purchases estimated at \$1 billion or more, only \$200 million in credit has been applied for to date, and we doubt that much more credit will be sought.

### Biggest Year

With Russian wheat purchases indicated at 400 million bushels, the Department now estimates total wheat exports for the year at well in excess of a billion bushels. This will make it the biggest wheat export year in our history by a wide margin.

As you probably read, the bulk of the Russian purchases consists of Hard Red Winter wheat. They have also bought some Durum, of which more than 3 million bushels have already been shipped. To our knowledge, they have not bought any Spring wheat.

However, or various wheats are so interrelated that the price benefits of the sales will be felt by all classes. As I have already pointed out, the Russian preference for Hard Winter will make this not only a record export year for that class but for spring wheat, as well.

### Some Anxiety

One aspect of the Russian business that is of some concern is the anxiety felt by several of our traditional export customers as to our ability to supply their need for the rest of this year and the higher prices they anticipate as the result of reduction in our wheat export payment rate to zero for all classes from all ports.

As a matter of fact, I returned only a few days ago from a trip to the Far East, where I led a government-industry mission to discuss this situation with wheat importing interests of Japan, the Philippines, Taiwan, and Korea. These four countries have been taking 25 to 30 per cent of all U.S. wheat exports.

The Japanese feel severe "sting" from the price rise, although they, of course, are quite capable of footing the bill. The other three countries feel that their economies will be severely affected by the rise in prices.

So far as supply is concerned, we were able to give all the countries ample assurance that we can meet their needs,

although the situation on White wheat and Hard Red Winter may be somewhat tight. As to price, there is not much we could say to satisfy them.

While our export wheat prices have risen sharply in the past two months, the prices of our competitors have also risen, and we are fully competitive. The fact is that the world appears to be in a period of relatively high wheat prices for some time to come.

What the situation will be next year depends on crop conditions in many parts of the world. Our objective is to maintain stable condition that is fair to both our wheat growers and our wheat customers. That can mean walking a tightrope, of course, and we are determined to use all the legislative and administrative tools at our command to achieve that goal.

Over-all, there can be no doubt that our agricultural exports during the 1972-73 year will press ahead to a level of at least \$9 billion. In fact, they may come extremely close to the President's goal of \$10 billion, which was originally targeted for 1976.

### Durum Estimate Down

Winter wheat estimates for 1972 is unchanged from September with the all wheat decrease in the month reflecting a reduction of 1,110,000,000 bushels in durum, offset only in part by a 823,000 gain for other spring. The durum estimate at 73,694,000 bushels as of Oct. 1 is down 13,874,000, or 16% from 87,568,000 in 1971. The expected durum yield is 29.5 bushels per acre, against the record of 31.9 in the preceding year and 25 in 1970.

The Department points out that durum prospects declined slightly in September in North Dakota but were unchanged in other states. "Combining of durum wheat in North Dakota was delayed during much of September by unfavorable harvest weather including some snow," the Department comments. "Only 83% of the crop was harvested by Oct. 3. Montana was also delayed by showers, morning dew and cooler fall temperatures. South Dakota had ended harvest by Sept. 1."

Anyone who isn't 100 per cent safety-conscious is asking for trouble. You should always try to keep your safety attitudes, knowledge, and judgment at 100 per cent; then you will enjoy more freedom from pain, more fun at work and play, and a longer life to do it all in. Stop and think about it—there isn't much that's more important.

Lloyd Staab  
Grain Processing Corp.

THE MACARONI JOURNAL

# ASEECO in the Middle East

«اسیکو» (ASEECO) مدیر نترین کارخانجات  
بسته بندی محصولات غذایی را  
در نمایشگاه صنعتی امریکا عرضه کرد



ایالات متحده آمریکا  
بسته بندی محصولات غذایی را  
در نمایشگاه صنعتی امریکا عرضه کرد  
«اسیکو» (ASEECO) مدیر نترین کارخانجات  
بسته بندی محصولات غذایی را  
در نمایشگاه صنعتی امریکا عرضه کرد

ASEECO at the U.S. Department of Commerce Food Processing Show in Tehran, IRAN. (Clipping from Kahan Daily Newspaper, Tehran, Iran)

Vaughn Gregor, President of Aseeco Corporation explains the activities of Aseeco International in Engineering of Automated Food Plants to Dr. Bakhtiari, the Secretary of Commerce of IRAN.



1830 W. OLYMPIC BLVD., LOS ANGELES, CALIFORNIA 90006

DECEMBER, 1972

## Spotlight on Wheat

By Kenneth L. Cook,  
Agricultural Development Department,  
Burlington Northern

Wheat belongs to the genus 'Triticum' of the family Gramineae (the grass family). The basic uses for the product can be outlined as: (1) leavened baked products, (2) breakfast foods, (3) semolina, (4) starch and gluten, (5) feed for livestock and (6) non-food industrial uses. The primary use of wheat is in human food products. About one-fifth of the world's calories are provided by wheat, slightly more than rice.

Wheat was harvested from over 48 million acres in the United States in 1971, producing a record crop of 1,640 million bushels. This output represents 14 per cent of the world production which was also a record in 1971.

### Classes

The five basic classes of wheat are: Hard red winter, Soft red winter, Hard red spring, Durum and White. In the United States, over 50 per cent of the total production is Hard red winter, while Hard red spring represents about 17 per cent. These two classes represent the major sources of bread flour. Durum wheat, which is the smallest class, is used almost exclusively for the manufacture of semolina flour from which macaroni and related products are made.

### Leading Producers

The leading wheat producing states in 1971 were:

All Wheat: Kansas, North Dakota, Washington, Montana and Nebraska.  
Winter Wheat: Kansas, Washington, Nebraska, Colorado and Oklahoma.  
Durum Wheat: North Dakota, Montana, South Dakota, Minnesota and California.  
Spring Wheat: North Dakota, Minnesota, Montana, South Dakota and Idaho.

North Dakota produces over 50 per cent of the nation's Hard red spring wheat and over 80 per cent of the Durum. The combination of Washington, Nebraska, Colorado and Montana harvest 30 per cent of the Winter Wheat in the United States.

For the year 1970-71, the total domestic disappearance of wheat was 787 million bushels. Of this 68 per cent was for food products, 28 per cent for livestock and eight per cent for seed. Flour accounted for 97 per cent of the total used for food. Wheat milling is centered in the North Central region of the United States. In 1971, Kansas was the leading state, grinding 76 million bushels of

The following shows production by states (000 bushels) for 1971:

	Kansas	No. Dakota	Wash.	Mont.	Neb.	Colo.	Minn.
All Wheat	312,605	285,231	118,921	112,011	107,436	70,620	57,014
Winter	312,605	2,040	109,900	54,810	107,436	69,552	868
Spring	—	205,191	9,021	53,521	—	1,368	54,006
Durum	—	78,000	—	3,680	—	—	1,540

wheat for flour with Minnesota second, milling 64 million bushels.

### Transportation

Transportation is very important in the marketing process of wheat. Production takes place in areas of limited population, consequently, the product must move to areas of dense population for consumption. Depending upon the end product, wheat may move once or several times between the producer and consumer. Burlington Northern serves most of the major wheat producing states and plays a leading role in the movement of this important commodity. For the calendar year 1970, Burlington Northern moved 334 million bushels of wheat which represents 22 per cent of the Nation's disappearance for that period. In 1971, which was affected by the dock strike, 283 million bushels were moved (19% of the disappearance). In 1972, 400 covered hoppers and 700 conventional box cars are being added to the company's fleet of approximately 9,000 covered grain hoppers and 31,000 box cars in grain service. The magnitude of the movement of wheat is indicated by its relationship to other commodities. In the grain and grain products area, 42 per cent of the revenues come from wheat. Of the grain, food and agricultural products total, the wheat revenue represents 23 per cent.

The marketing of wheat is quite dependant upon export. For the 1970-71 marketing year, 739 million bushels were exported which represents 48 per cent of the total disappearance of wheat. In 1969-70, 606 million bushels were exported which compares with the record 867 million bushels in 1965-66. The number one destination of wheat in 1970-71 was Japan, receiving 106 million bushels or 14 per cent of the total. Korea was second followed by India and the United Kingdom. Exports from the West Coast and California for 1970-71 totaled 214 million bushels. (The dock strike will have an adverse effect on the 1971-72 figure.)

### Durum Production

Production of durum wheat is forecast at 73,948,000 bushels as of October 1, compared to last year's crop of 87,820,000. North Dakota will produce 66,552,000 bushels, down 15 per cent from 1971.

## At International Multifoods

Don Pemrick has been named senior account executive for durum products in the U.S. Industrial Foods Division. He succeeds the late George Hackbush. Pemrick joined Multifoods in 1960 and was administrative manager in the durum department prior to his promotion.

Succeeding Pemrick as durum administrative manager is Jim Streeter. Formerly, he was export sales office manager for Industrial Foods and came with the company in 1962.

## International Multifoods Ahead in Quarter

Net earnings increased 11 per cent on a 7 per cent sales gain for International Multifoods here in the second quarter ended Aug. 31.

The company reported net earnings of \$12,171,000 or 62 cents per common share on sales of \$121,765,000 compared with net earnings of \$11,953,000 or 58 cents per share on sales of \$113,705,000 in the similar period a year ago.

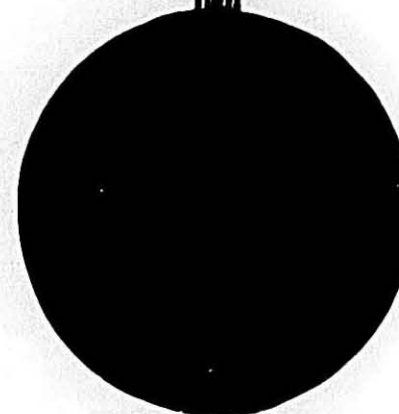
For the six months, the company reported net earnings of \$3,559,000, up 10 per cent over the \$3,277,000 in the first half last year on sales of \$238,700,000 up 8 per cent over the \$220,315,000 last year. Earnings per share were \$1 compared with 97 cents a year ago.

During the second quarter last year, Multifoods had a public offering of 300,000 new common shares. President William G. Phillips said that all operating divisions of the company were profitable at midyear and that operating earnings from international and agricultural products divisions along with its Mister Donut franchise chain were significantly higher than a year ago.

He said that earnings from the King Foods frozen portion controlled meat business were down for six months but that Phase 2 price relief has been obtained.

The company's consumer products division has applied for price increases for its Robin Hood flour and Kaukauna Klub cheese products, he said, adding that if the Price Commission should fail to allow such increases, the consumer products division would be hurt despite higher sales for many of the consumer lines.

Very  
Christmas



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



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### ADM Broadens Earnings Base

"Another highly successful" year, marked by substantial broadening in the earnings base and emphasis on solving problems of protein malnutrition around the world, is spelled out in the annual report of Archer Daniels Midland Co. The report, for the fiscal year ended June 30, 1972, says that the successful year was achieved even though a six-week dock strike seriously curtailed exports in the second quarter.

"The same factors that are contributing to our current success promise acceleration of our growth in the years ahead," Donald B. Walker, president and chief operating officer, and Dwayne O. Andreas, chief executive officer, state in the annual report.

Net sales and other operating income of ADM for the 1971-72 fiscal year amounted to \$675,857,319, compared with 659,799,515 in previous year and \$443,383,662 for the year ended June 30, 1970.

Net earnings for the 1972 fiscal year aggregated \$11,309,919, equal to \$3.40 a share on the common stock, against \$12,158,119, or \$3.83 a share, in the previous year. For the year ended June 30, 1970, ADM's net was \$8,737,355, or \$2.76 a share.

Sales for the 1972 fiscal year were the highest on record while net income was exceeded only by previous year.

Dividend payments on the common stock in the 1972 fiscal year totaled \$3,338,846, against \$3,170,633 in the preceding year, with the rate per share unchanged at \$1.

#### Structure

Structure of ADM is explained by Mr. Walker and Mr. Andreas as follows:

"ADM is a decentralized 'family' of organizations, each independently operated, but all engaged in the processing and marketing of agricultural products in one form or another and all under close central coordination. This unique organizational structure gives us the advantage of both decentralization, making it possible to take maximum advantage of all profit potentials of interrelated operations.

"Today we enjoy two great strengths in our company, both of which we continue to nurture. One is a dedication toward maintaining the most efficient and low-cost operations in our industry; the other is a managerial group whose competency, enthusiasm and plain hard work permeate the entire organization."

In regard to the ADM Milling Co subsidiary, of which H. D. (Joe) Hale is president, the report says:

"This subsidiary, which encompasses all ADM wheat, durum and dry corn milling operations, continued to improve its service to customers and to meet the worldwide need for protein-rich foods.

"It is estimated that by 1975 more than 1,000,000 tons of food, equivalent in protein value to skim milk powder, will be needed.

"An important part of this need will be satisfied by WSB (wheat soy blend) and CSM (corn soy milk blend) produced by ADM.

"We are working closely with the U.S.D.A., the United Nations, state, local and foreign governments, and many public and private welfare and religious agencies to introduce these low cost, nutritious foods in child care centers, schools, and field kitchens around the world.

"Facilities at mills and terminals were also further expanded and improved this year. Shipments are made in bulk or in bags by rail, truck or barge and we now offer the best service available for the baking industry."

#### Nutrition Key In Protein Work

Declaring that protein research holds the key to world nutrition, the annual report of Archer Daniels Midland Co. makes the following observations:

"One of the most serious problems mankind faces is protein malnutrition. Since some 50% of the available protein in the world exists in the form of cereals such as wheat, corn and rice, one of the most practical and promising ways to deal with this nutritional crisis is to increase not only the quantity of protein in cereal products, but also quality. Through many years of research we have greatly enhanced the value of soy protein to mankind. Notable achievements toward solving the world's food problems already have been made with CSM (corn soy milk), WSB (wheat soy blend), soy fortified bulgur and soy-enriched macaroni, all being processed by ADM.

"The use of nutritionally blended products made from non-animal proteinaceous material is in its infancy. The future is bright for accelerated advancements in this direction, as well as in the whole area of engineered protein foods, whether they be cereal-soy blends or other combinations of vegetable and animal protein materials.

"In addition to the blended products, ADM research is continuing its

efforts in creating new types of TVP brand products for an expanding market."

#### Gooch Foods

Emphasis by Gooch Foods, Inc., headed by Arvill E. Davis, on institutional sales is noted in the ADM report. A special institutional department was established and institutional distributors were added to customers.

"We began expanding into new areas," the report says of Gooch Foods. "TVP and high protein macaroni products have been introduced in schools, nursing homes and fast food chains with excellent acceptance. We are getting distribution for our special institutional-type pancake mix and expect to add related mix items to this line soon. The addition of a complete line of entrees for the food service industry is also under consideration.

"In addition, a new line of 'health foods' is being developed for the grocery trade. The line will include bulgur, wheat soy grits and high protein macaroni, spaghetti and noodles, unbleached flour, stone-ground whole wheat and a new high protein soy pancake mix."

#### At Minneapolis Exchange

Alvin W. Donahoo, secretary of the Minneapolis Grain Exchange, has assumed the duties of George Wilkens, executive vice-president of the exchange, according to Anthony C. Owens, president.

Mr. Donahoo has been secretary of the exchange since 1959, is a native of Moravia, Iowa. He has B.A. and M.A. degrees from Iowa State University and received a Ph.D. in education, with emphasis on vocational agriculture, the University of Minnesota in 1954.

He has served as a consultant to the United Nations on education programs in Iran, Trinidad, Bolivia and Ecuador, and is co-author of a book, "Profitable Farm Marketing."

#### Wilkens Joins Heinold

George Wilkens resigned as executive vice president of the Minneapolis Grain Exchange and joined Heinold Commodities, Inc., as assistant to the general manager. He succeeds Larry Sarson.

Mr. Wilkens holds B.S. and M.S. degrees from the University of Minnesota. Before receiving his M.S. in agricultural economics, he was a vocational agriculture instructor.

He joined the Minneapolis exchange in 1949 as assistant to the vice-president and has been executive director since 1954.



## WE SHALL RETURN

The Winter Meeting of the  
National Macaroni Manufacturers Association  
will be held January 24-28, 1973  
at the Doral Country Club, Miami, Florida.

Convention reservation forms as well as room  
reservation forms available from the office of

**THE NATIONAL MACARONI MANUFACTURERS ASSN.**

P.O. Box 336, Palatine, Illinois 60067



## SUMMING UP

by H. Edward Toner, Chairman, C. F. Mueller Company, at the 68th Annual Meeting, N.M.M.A.

WHEN I was asked to participate on this program, my first reaction was negative. Then I decided that it would be unfair not to do so.

I address you in humility, not to boast of mighty deeds accomplished. I approach this assignment with trepidation. Bob Green suggested that I act as "anchor man." This placed a responsibility upon me that I was unwilling to assume and it inhibited me from saying some things I wanted to say.

However, it seems to me appropriate to express on behalf of our industry our thanks to the participants in this program. Of course, I am always partial to Jeanne Voltz who first appeared on our program back in January, 1956 and spoke to us on the trials and tribulations of a food editor. As you all witnessed, she has lost none of her effectiveness.

We are grateful, too, to Joseph B. Goldberg of King Cole Markets and to A. Edward Evans of the Pantry Food Markets, and Consultant Harold Bud Ward for bringing us their views on distribution and consumer responsibilities.

I think also we have learned a great deal from Charles B. Foll, Julian H. Taylor, and Harold Halfpenny.

Our friends and competitors on the management panel have enlightened us on how business is done in various regions of the country. I am not sure that they all have been entirely truthful. I will touch on one of my pet peeves in a moment or two. Notwithstanding some reservations that I may have, we are grateful to the panel for the insights they have given us into their operations.

### Responsibilities

Much has been said here as to industry responsibilities, distribution, manufacturers' responsibility to the consumer, chain store responsibility to the manufacturers.

A marketing professor recently voiced a widespread sentiment: "Some times it would appear that the legitimate business has to be protected from the would-be protector of the consumer," as in the case of the false botulism scare, and the fiasco about phosphates. Right now we are supposed to shun hexachlorophenes but I refuse to get excited about it, figuring the chances are good that in a week or a month the FDA will sound the "all clear" and we will be off chasing some other dread subject.

You are all aware of the activists, the Naders, the Turners, the Choates, etc.

who are riding on the wave of consumerism; who are, in fact, to a substantial degree responsible for all the anti-business buildup. More of these attacks are now being centered on the food industry and the pace continues to accelerate, but when subtle trends and pressures begin to make their appearance, when measures of momentary expediency are adopted without due concern for their long range implication, when shift in public philosophy begin to re-define and reshape the basic principles of our society, it is possible for drastic inroads in economic freedom to occur before any but the most vigilant see what is happening and in what direction we are moving.

### Government Controls

The present pattern in business management is influenced materially by the number and extent of government controls. Not only have they complicated the task of management but they have forced the business manager to give the government a share in policy determination. In fact, managers understandably have a feeling that the government sits in as a partner in the making of many decisions.

Everyone in the food business must be concerned by the number and variety of demands being voiced by the consumer advocates for government regulation of the industry. These demands cover the full gamut of operations—anti-corporate farming legislation; plant inspections; standards of packaging; ingredient, nutrient and grade labeling; unit pricing; and advertising.

To be faced with a crisis is not new. The dangers that have been observed or fancied in our galloping crisis have inspired an almost engulfing flow of verbal and written commentary. Our rhetoric has pealed all the alarm bells of danger ahead. However, I believe our industry merits the confidence of the consuming public. We have responded and responded well. Our industry is more competitive than it was a few years ago.

### Performance and Accountability

It would be presumptuous of me to tell you how to run your businesses. We do, however, have the right to demand performance and accountability in the market place. Therefore, it seems timely to take a hard nosed look as to what is happening in our industry. There used to be a catchy headline in an advertisement for halitosis remedy: "Even your best friend won't tell you." I pro-



H. Edward Toner

pose to reverse that slogan somewhat by telling you, my friends, some truths. It is, of course, true that there is too little information on deals and allowances. Certainly, however, in our industry they have reached an all-time record proportion. Harrison Dunning, formerly head of Scott Paper, once said: "Deals are only a license to hunt. They don't guarantee anything." Retailers are up to their hips in deals of every conceivable size and shape.

I have no desire to impinge on Mr. Halfpenny's territory. He is counsel to the Association and I am sure will be glad to point out to you the risk which you might encounter if you violate the Robinson-Patman Act.

### Integrity

I am asked from time to time: "Why do you believe your company is successful?" There are so many aspects that I could cover, that I feel like a mosquito in a nudist camp.

One of the answers is, that we abide by the rules of the game. This observation is not to detract from our philosophy that success depends on people—in the plant, in the field, and all the way along the line from top to bottom. I recall that I touched on these aspects some years ago when privileged to talk with you. Our customers know that if we have a promotion in a territory, every customer will have an opportunity to participate on the same basis. We do not and will not pay under the counter for any purpose whatsoever. One of the most important keys to the success of any company is integrity—integrity in management; integrity of

products; integrity in advertising; integrity, if you please, in doing business. All customers of our company are treated on proportionately equal terms. Let me point out that a manufacturer who tries to get distribution and shelf space by buying its way in will not succeed in the long term.

A temporary success by this method is not good business, in my opinion. Also, in my opinion, it does neither the industry nor the company involved any long term advantage.

The record is full of cases against manufacturers and retail outlets for violation of the Robinson-Patman Act. Do not jeopardize your own company or even more importantly, your customer, by using unlawful and illegal deals. Some times it takes a lot of scratching around to get out of a situation you were just itching to get into.

I do not want to appear to be sanctimonious by these remarks. But I repeat, you get nowhere in the long run by illegal deals. You may not like what I am saying but I do so in your own good.

Up to this point I have not exhibited my usual optimistic approach to business. However, I am not like the deep sea diver who scarcely reached the bottom when a message came from the surface which left him in a dilemma: "Come up quick," he was told, "The ship is sinking."

### Take Heart

Statistics taken from *Progressive Grocer* and SAMI research should strengthen your belief in the future of your industry. Some of these conclusions may be summarized as follows:

- (1) Macaroni category dollar sales have shot up 27% since 1967. Unit sales have gone up 22% in the same period.
- (2) Based on recipe ingredients, industry sources estimate that for every dollar of macaroni products sold, \$6.25 is sold in related items.
- (3) Macaroni boasts an average gross profit of 25%, returns of \$5.83 for each dollar invested in shelf inventory, compared to a \$4.96 average for all other groceries and non-foods.
- (4) Demographics are important. In certain ethnic areas, primarily Italian, German, European, Jewish and Negro areas, pasta sales are often better than average. The average Negro family eats one and one-half times as much elbow macaroni as a white family.
- (5) Socio-economic factors are also important. *Progressive Grocer's* A & P research showed that while the macaroni category averaged \$195 in weekly sales in a composite of

five store study, sales were \$240 per week in a small town store, \$270 in a store serving mainly young families, and \$307 per week in a heavily trafficked A & P discount store.

- (6) Over the years major studies and *Progressive Grocer* showed macaroni as a category rising from 0.51% total grocery sales to 0.81% of total grocery sales. Dollar sales per item have gone from \$3.05 to \$4.76. As a total percent of total grocery margin, the macaroni category clearly shows its profitability. From a percent of grocery margin of 0.65% in the Colonial Study, A & P research indicates the current percent is 1.09%.

In closing, may I suggest that I know you believe you understood what you think I said but I am not sure that you realize that what you heard is not what I meant.

### Mueller's Makes Changes

New packages give Mueller's macaroni products a bright new look. Colorfully designed, these packages bring new life to the Macaroni Section and attract even more consumers to this popular brand.

A new advertising campaign is backing up the product line. Using the longest continuous spot television campaign in Mueller's history, a memorable, new series of commercials will tell their story. The theme: "Nothing goes with everything like Mueller's."

Mueller's Classic Recipes cook book, with 160 pages of delicious, kitchen-tested recipes, will be launched with an offer on all new packages. To back up this important consumer promotion, there will be a special publicity campaign for use by newspaper food editors and on radio homemaker shows.

To consumers, the company announces: "Naturally, we didn't change the taste of Mueller's." And to the grocer, they say: "As always, you can rely on the Mueller's Man. With his merchandising and point-of-sales ideas, he can help you gain better profits through better setups of your Macaroni Section."

### WHERE THE AD DOLLAR GOES (in Millions)

	Television	Newspapers	Magazines	Radio	Direct Mail
1954	\$ 809	\$2,695	\$ 668	\$ 559	\$1,202
1955	1,025	3,087	729	545	1,299
1963	2,032	3,804	1,034	789	2,078
1968	3,231	5,265	1,318	1,190	2,612
1971	3,535	6,250	1,399	1,400	2,950
1972	4,000E	7,000E	1,475E		not available

### Working Woman Is No. 1 Retail Ad Target

There are 32 million working women in the United States "for whom the bells toll" each and every morning.

In 1971, for the first time in U.S. history, there were more women between 18 and 64 holding jobs than staying at home and keeping house. In fact, 51 percent of all American women between those ages are now in the labor force.

But the working woman is also the retailer's No. 1 customer. How do you appeal to her in the supermarket? By price advertising? Services? Special promotions?

These were some of the questions asked at the closed Super Market Institute conference for ad managers, ad directors and others responsible for ad functions in SMI member firms.

Focus of the three-day session was the American Newspaper Publishers Association's Bureau of Advertising study of working and non-working women.

The Bureau of Advertising presentation stressed that today's working woman has "more money to spend, buys more high-margin convenience products, has very strong store likes and dislikes. She needs all the hours she can get, and the longer store hours offer a natural appeal. She wants all the shopping help she can get, so she wants advertising that is clear and useful and

(Continued on page 25)

### Advertising

Television advertising may pass the \$4 billion mark in 1972, according to the industry-sponsored Television Bureau of Advertising. TV commercials posted their first \$1 billion year in 1955, the year after they moved ahead of both magazine and radio ads. The second billion was topped eight years later and it took another five years to absorb the third billion.

If \$4 billion is hit in 1972, the time interval for the latest billion will have been cut to four years. But so far at least, TV still runs well behind newspaper advertising volume which, according to an estimate by Interpublic's McCann-Erickson unit, may reach a record \$7 billion this year.

# Merry Christmas

**Amber**  
MILLING DIVISION  
FARMERS UNION GRAIN  
TERMINAL ASSOCIATION

at Rush City, Minnesota • General Offices, St. Paul, Minnesota 55165

## Advertising Target

(Continued from page 23)

as easy to get around in as your store aisles. She is a natural target for frozen and other convenience foods. And she's a natural target, too, for specific advertising in the newspaper.

The bureau recommended that supermarket operators make the working woman's shopping easier, save her time by providing more services, and attract her attention with creative advertising that makes "selective appeals to her special interests and needs as a working woman."

Dr. John Allen, director of food system economics and management program, Michigan State University, East Lansing, led conference discussions on such topics as Price Advertising, Consumerism as an Advertising Opportunity, Government Regulations, Impact of General Merchandise, New Trends Services and Principles of Good Advertising.

About 63 MSI member companies' ad representatives attending the meeting were advised on ways to organize more effective advertising departments in their firms, with emphasis on closer working relationships with sales, operations and buying personnel, according to Allen.

"There was a significant indication of increased professionalism among the ad people," he told Supermarket News during a break in the sessions.

### Stresses Basics

On advertising policy, he said the basic question was really to establish marketing objectives, "take your basic strengths and build with them." SMI members were told that if any of the necessary ingredients—advertising, merchandising or people—were missing, "you have diluted your advertising."

Additionally, delegates were reminded that "you won't get good advertising in the very complex organization that the food business is today without enlightened management."

A show of hands during the conference, Allen also reported, showed that a much larger number of SMI member companies are using advertising agencies than last year.

One afternoon session was devoted to the advantages and disadvantages of price advertising, image advertising and a combination of both. Among pluses for price advertising, as one executive summed it up for people attending, are easily created ads, convenience for customers making shopping lists, ease of store handling and low-price image.

But the official reportedly also questioned whether this is enough for a supermarket retailer ("There is more

## THE 25TH ANNUAL CONSUMER EXPENDITURES STUDY OF GROCERY PRODUCTS

appears in the September, 1972 issue of Supermarketing Magazine. The following statistics are given for macaroni products: (Dollars in thousands).

	Value of Total Domestic Consumption	Amount Spent in Grocery Stores	% of Total Store	% Grocery to Total Consumption	Total % Change from Prev. Year
<b>1971</b>					
Spaghetti	\$197,930	\$148,210	.18	75	1.1
Macaroni	159,250	102,940	.13	65	1.4
Noodles	127,800	81,310	.10	64	0.8
<b>TOTAL</b>	<b>\$484,980</b>	<b>\$332,460</b>	<b>.41</b>	<b>69</b>	<b>1.1</b>
<b>1970</b>					
Spaghetti	\$195,740	\$146,500	.19	75	4.9
Macaroni	157,030	101,550	.13	65	4.6
Noodles	126,760	80,600	.10	64	1.7
<b>TOTAL</b>	<b>\$479,530</b>	<b>\$328,650</b>	<b>.42</b>	<b>69</b>	<b>3.9</b>
<b>1969</b>					
Spaghetti	\$186,600	\$139,520	.19	75	4.2
Macaroni	150,120	96,810	.13	64	3.6
Noodles	124,640	79,640	.11	64	4.2
<b>TOTAL</b>	<b>\$461,360</b>	<b>\$315,970</b>	<b>.43</b>	<b>68</b>	<b>4.0</b>
Rice—1971	\$190,090	\$137,420	.17	72	9.5
Rice—1970	173,530	125,550	.16	72	1.6
Rice—1969	176,350	127,590	.17	72	4.1
Soup Mixes—1971	\$ 59,440	\$ 50,810	.07	96	6.2
Soup Mixes—1970	55,950	53,580	.07	96	4.8
Soup Mixes—1969	53,390	51,130	.07	96	5.8
Bouillon—1971	\$ 20,570	\$ 18,580	.02	90	5.4
Bouillon—1970	19,510	17,630	.02	90	2.1
Bouillon—1969	19,110	17,280	.02	90	4.8

to the way a woman shops for her family"). The supermarket operator, it was stressed should sell services as well as products, particularly in today's competitive climate.

Price advertising can be effective in drawing new customers, but it could entail risks depending on who has "the right item at the right price," the chain official told ad managers. He suggested the operator might better try to sell store services plus prices. And some retailers have been highly successful without resorting to price advertising, he said.

Advertising is not a "cure-all" and is effective only when tied into a good operation, it was emphasized.

A wholesaler also urged his colleagues to use advertising to "inform and educate" customers about the food business and such issues as consumerism, nutrition, high cost of food and ecology.

### Fast Sale

"Against a mighty din of point-of-purchase materials, print advertising, TV and radio commercials, brochures, coupon promotions, road signs, and just about every conceivable gimmick the mind can devise, the package has to tell a final sales-clinching story, quickly and effectively."

Walter P. Margulies  
in "Packaging Power."

### How The Average Shopper Spent A \$20 Bill

	1971	1970	1969
Perishables	\$9.72	\$9.78	\$9.85
Baked Goods	.85	.95	.88
Dairy Products	1.43	1.41	1.43
Frozen Food	.98	.97	1.00
Meat, Fish, Poultry	4.43	4.53	4.54
Produce	2.03	2.02	2.00
Dry Groceries, which includes			
Macaroni Products	.08	.08	.09
Rice	.03	.03	.03
Non-Foods			
Health and Beauty Aids	.77	.71	.67
Housewares	.19	.20	.20
All other			
Non Foods	1.51	1.50	1.44

### Marvin Pearlman Moves

Effective January 1, 1973, Marvin Pearlman will assume the Presidency of A-1 Food Distributors, Inc. In order to devote his full time to the rapidly expanding A-1 Food Distributors, Inc., Mr. Pearlman will relinquish his duties as Vice President of Western Globe Products, Inc.

In his new role, Mr. Pearlman has full support of Robert William, President of Western Globe Products, Inc.

### When the Roof Fell In

How well would your business survive if the roof fell in?

This happened, literally, at Golden Grain Macaroni Company right at a time when it had invested millions of dollars in a new product line.

On Friday, August 25th, the packaging line was working round-the-clock shifts in the Golden Grain plant in the Chicago suburb of Bridgeview. This 150,000 foot production facility on 10 acres of site was chief source of supply to mid-west and eastern markets. In addition to the thousands of cartons of Rice-A-Roni and other Golden Grain products, new lines were pouring out "Stir-N-Serve" packages, a new convenience food that had received favorable response in its Western test introduction.

Chicago was afflicted with a reported 7 inches of rain in two hours, the worst storm in 1972. Suddenly and without warning, sewers backed up into drain pipes located in central sections of the roof. With a shudder, roof beams sagged under a rapidly-forming pond. High winds, another sag, and then collapse at 9:30 p.m. Roof and beams fell on the 20,000 square foot packaging area, trapping 40 workers, and injuring eight.

### The Show Goes On

The dismal drama of ambulances and fire engines and removing the injured lasted four hours. Golden Grain's general executive, Vincent DeDomenico, flew at once to the accident scene. Once the disaster and the injuries were faced, he and others of Golden Grain's management looked out on the bleak prospects that has served to provide plot for so many movies—"the show must go on!" Sacrifically, hundreds of distributors and tens of thousands of retail outlets still had to be supplied.

Quick calculation showed there would be no Chicago production for at least two weeks. Emergency buttons were pushed by DeDomenico to start immediate supplementary production in San Leandro, California, and Seattle, Washington plants—with cross country transportation receiving immediate priority.

These measures plus a strong co-operative effort of all plant personnel, served to maintain adequate supplies for the established Rice-A-Roni product line. New products were sidelined until the pressure could be alleviated. Stir-N-Serve introduction in Eastern markets was postponed from September to November, but the Golden Grain supply train rolled thru to the consumer without interruption.

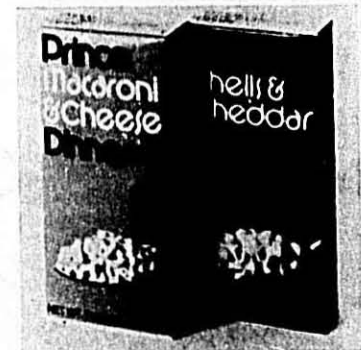


### Prince Dinner Design

A heaping spoonful of Prince's new golden cheese dinner at point of sales looks real enough to escape off the box and into the consumer's mouth. Selame Design Associates, Newton, Massachusetts used this design approach to invite the shopper to a personalized taste experience. The client, Prince Macaroni Manufacturing Company, Lowell, Massachusetts decided to contrast their pasta and cheese dinner package with the highly competitive brand.

Selame chose warm background colors of burnt orange or cinnamon brown, because they are complementary to the golden product and set the Prince product apart from the competition whose background colors are blue.

The verbal message, a minimal amount of copy in a contemporary



letterstyle, is large enough to read as a billboard on supermarket shelf displays.

### At North Dakota Mill

Appointment of Howard Berg as sales manager, Spring Wheat Division, of North Dakota Mill & Elevator, was announced by Sam Kuhl, general manager.

Mr. Berg will be responsible for the sale of all bakery and family flour and millfeeds. He succeeds Lester M. Dorr, who has just retired after 46 years in the flour business.

Mr. Berg joined the North Dakota Mill in 1958. He is a native of Minnesota and a graduate of the School of Agriculture of the University of Minnesota.

The new spring wheat unit at the Grand Forks plant, and also a durum unit, recently began operation after a fire in July, 1970. The spring wheat unit produces family flour under the Dakota Maid brand for distribution in the Upper Midwest and bakery flour sold to major metropolitan areas.

Don Gilbert, durum sales manager, has taken over responsibilities formerly handled by Louis A. Viviano, Jr.

### Pasta Penny Pointers

(Continued from page 5)

pare peas and carrots according to package directions and reheat reserved cheese sauce. Unmold German Noodle Ring onto large platter. Pour cheese sauce over ring and fill center with peas and carrots.

# 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 minimum care. 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's in five other plants. Looking into form fill seal packaging? Check with Triangle. You won't find a better buy. Anywhere. Write: Triangle Package Machinery Co., 6654 W. Diversey Ave., Chicago, Ill. Phone: 312-889-0200.



**TRIANGLE**

Form fill seal packaging faster in high performance packaging systems.

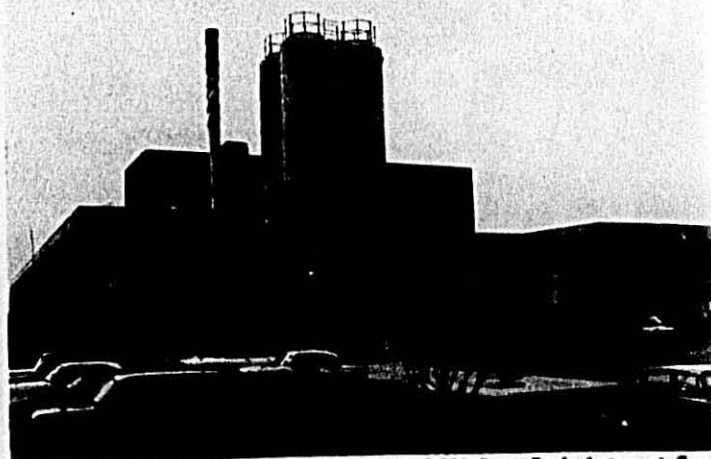
## FIRST BRITISH FACTORY FOR PASTA PRODUCTION

THE first factory ever to be built in Britain specifically for the production of pasta, was opened at Great Yarmouth, June 27th, by the Rt. Hon. James Prior, Minister of Agriculture, Fisheries and Food.

The plant, built by Pasta Foods of St. Albans, is presently capable of producing some 5,000 tons a year of spaghetti, macaroni, lasagne, noodles and similar pasta products. It is intended that it will eventually have a capacity of well in excess of 20,000 tons.

### Largest in Britain

The company is the largest pasta manufacturer in Britain and one of the largest in Europe outside Italy. With an output of 12,500 tons a year from its original factory at St. Albans, it supplies roughly half of all the pasta consumed in Britain and is developing a healthy export trade with the Middle East and in Africa.



Four silos dominate the forecourt of the new £750,000 Pasta Foods factory at Great Yarmouth. They supply durum semolina to a plant that has an initial production capacity of 5,000 tons a year—and an ultimate planned output of over 20,000 tons a year.

The new plant, built at a cost of three quarters of a million pounds, is designed to absorb the increasing demands being made upon the St. Albans factory, to cater for the even greater demand that is confidently expected from the home market in the near future and to take advantage of the trade opportunities that will arise as a result of Britain's entry into the European Common Market.

### Consumption Climbing

Britain's consumption of pasta has almost doubled over the last decade. In 1962, the average consumption was only 11 ounces per head of population per annum; today the figure is 1 lb. 3 oz. Moreover, Britain is producing a much higher percentage of her own pasta requirements. In 1965, when Pasta Foods was formed, UK production amounted to 14,000 tons a year, with a further 7,100 being imported. In 1971, British production was approximately 24,300 tons, with imports of 9,250 tons, so that whereas home production has risen by 70 per cent, imports had grown by only 30 per cent.

One of the reasons for this is that British manufacturers have insisted upon a rigid adherence to the highest standards of quality, while imported products are frequently made from inferior strains of soft wheat, which do not cook so well and are less appetizing in appearance. Pasta Foods products are made entirely from amber durum wheat, an extremely hard, golden grain, rich in protein, that produces a fine, consistent pasta which requires no rinsing after cooking.

### Great Potential

Freddie Fox, managing director of Pasta Foods, asserts there is great potential in the British pasta market, not only insofar as the dry, 'natural' product is concerned but in the development of processed snacks, convenience meals and fast food catering products. He points out that while Britain's taste for pasta has increased considerably in recent years—and the market growth pattern is accelerating—we still lag a long way behind the Continental countries. The Germans eat 10 lb. of pasta a head each year; the French fork up 15 lb. and the Swiss 21 lb., while the Italians consume 66 lb.

As more people travel in Europe for holidays and business, as Britains become more aware of their European role, as prices of meat and other basic food commodities increase, so pasta occupies a large place in their national cuisine.

### Enormous Strides

"Our industry has made enormous strides in the last few years," says Mr. Fox. "We at Pasta Foods have set up an advisory development service that is helping food processors to create new convenience dishes, wherein the high protein content, relatively stable price and consistent quality of pasta plays an important part. We are also working with nutritionists in institutional and industrial catering to ensure that pasta is used to its best advantage in providing satisfying, fixed cost meals."

"At the same time, we are seeing an

upsurge of interest on the part of the housewife in preparing pasta to her own recipes in her own kitchen. In addition to our own Avery's Record brands, we are co-operating with Batchelors by producing their Vesta Pasta range, which is proving increasingly popular in the supermarkets and we also manufacture a very high percentage of the own-label pastas that have been introduced by the multiple stores."

"We believe that a company can only be successful if it provides a service to the community and it seems to me that the very fact that we have been able even to consider a venture such as this at Great Yarmouth indicates that we are providing such a service."

### Whole Wheat Spaghetti

Whole wheat durum semolina spaghetti is being exported by Pasta Food Products to the United States. Distributor is Jaret International of Brooklyn, New York. The product is available in one-pound packages.

### Brands Are Born With Packaging

"The package, more than anything else, establishes and maintains brand identity. The consumer sees the package face to face in three dimensions; she feels it, carries it, lives with it. The package expresses the essence of the product, and is so closely allied that, emotionally, it is the product."

Walter P. Margulies

THE MACARONI JOURNAL

# QUALITY— The Name of the Game



## THREE MODERN PLANTS

*Strategically Located to Give You Service on  
Highest Quality Egg Solids.*

**WHOLE EGGS – FREE FLO and STANDARD  
EGG YOLKS – FREE FLO and STANDARD  
EGG WHITES – SPRAY and PAN DRIED**

We Maintain Warehouse Stocks in  
Major Cities from Coast to Coast.

**MARSHALL PRODUCE COMPANY**

The Egg Products Division of Marshall Foods, Inc.

MARSHALL, MINNESOTA 56258





## It's Superstore!

Supermarket News, in covering the National Association of Food Chains convention, reported gloomy descriptions of a virtually profitless industry beset by controls, convulsive competition and an over-all poor public image.

The specter was also raised of an accelerated pace of store closings and the loss of 50 per cent of what is considered the normal supermarket field to the superstore over the next 10 years.

### Things to Come

The shape of things to come was detailed by Prof. Walter D. Salmon and Prof. Stanton G. Cort, of the Marketing Science Institute, Cambridge, Mass., in a presentation entitled *The Superstore—Strategic Implications for the Seventies*. The study itself was commissioned by Family Circle Magazine.

The basic superstore is envisioned by the study will be about a 30,000-35,000-sq. ft. store which will handle "all items which are viewed as routine purchases by a sufficient number of consumers in a given trading area and which can be efficiently handled by the store's facilities, methods and personnel."

The superstore would be considerably smaller than the hypermarche concept. It appears to be much closer to what many chains have considered: planned and instituted as family centers.

But where many family centers are now tending to range to 50,000-100,000 sq. ft., the outside limit of the superstore, according to Salmon, might go as high as 40,000 in an exceptional case but the 30,000-35,000 sq. ft. formula would prevail.

According to the prognostication, the basic difference between the superstore and many supermarkets which now handle a considerable amount of the goods and services indicated is that all rather than just some of the routine needs will be carried and on a planned basis.

### Obsolescence

On the dark side, the report indicates that nearly 50 per cent of the existing supermarkets of today would become obsolete and firms would be faced with having to close nearly 18,000 stores. The accelerated store closings would be about 20 per cent over the next decade.

On the bright side, a good-sized gain in return on investment is forecast, climbing to 9-11 per cent—under the high-water mark of 13-14 per cent achieved in the '50s but considerably better than the extremely poor current figures.

The study indicates that some smaller chains will not be able to cope with the adjustments needed to make the transition and will face an eventual demise. (Comments after session brought considerable skepticism on this point. A number of executives expressed opinions that many regions of the country do not lend themselves to the concepts expressed and always will need the smaller supermarket.)

Operating the superstore, according to the report, will be considerably more complex than operating the current supermarket. However, these complexities will not necessitate the creation of only supercompanies to operate the superstores. "Supercompany . . . refers to a diversified chain. Lucky Stores, the Jewel Co.'s and Supermarkets General are examples . . . the supercompanies may be tempted to go too far," the report states.

### Product Mix

The product mix envisioned for the superstore is governed by the consumer's routine buying list, which will vary with the locale, income levels and habits.

However, a "typical middle income household's routine buying list would include: All home-preparation food needs, laundry and home cleaning items; prepared fast foods, health and beauty aids plus a prescription department; alcoholic beverages and tobacco products; basic, staple apparel items such as hosiery, underwear and some non-fashion children's clothing; low-priced housewares and hardware; magazines, books, records and some hobby and craft items; consumable lawn and garden products; gasoline and some automotive supplies; stationery and sewing supplies; household services, i.e., laundry, dry cleaning and shoe repairs; banking facilities."

The superstore would not carry major appliances or fashion apparel. No products requiring fashion or heavy inventories of styles; colors and sizes would be included and in most cases goods or services requiring high degree of skill or expert advice would not lend themselves, the study indicates.

As with supermarkets, the superstore would limit product lines "to those routinely purchased items whose rate of movement is above some reasonable minimum in a given market area."

The study indicates that the hypermarche or side-by-side concept of general merchandise/food store often misses the category and price or fashion desires of the non-foods customer and that the basic food customer is forced to "trek through the whole general merchandise section" for an occasional item in such a department.

Most American side-by-side stores force the consumer to go through two separate checkouts, the study also indicates.

### Free Standing Unit

The nature of the merchandise mix would tend to make the superstore a free-standing unit rather than part of a store complex or center.

The appeal of the superstore will be strongest in the upper income areas, the report predicts. Because of the added items, a stronger appeal to men shoppers is indicated.

Longer store hours, probably until midnight most nights but not 24-hour operations are also predicted.



## Thomas Grocery Register

The 1973 Thomas Grocery Register is now available. More than 50,000 editorial changes were required to update this 74th annual edition, reflecting the mobility of the 30,000 listed companies in the food and related industries.

The directory, listing Canadian as well as United States companies, has 10 thumb-indexed sections within its 2,058 pages. Most listings are geographical by state and city and cover supermarket chains, wholesale grocers, exporters and importers, brokers, canners, frozen food processors, manufacturers and packers, warehouses and trade associations. It also contains brand names and A-Z Index.

### Brand Names and Trademarks

The brand names grouping has almost 10,000 brands and trademarks. It shows the generic name of a product as well as the name of the company owning or representing the brand.

Another section is devoted to warehouses, both dry and refrigerated. Data here includes address, telephone and telex numbers, names of key officers, type of merchandise handled, building size including cooling and freezing capacity, truck and rail capacity, bank reference and types of services provided as well as association affiliation.

THE MACARONI JOURNAL

The 337-page A-Z index lists 30,000 companies by name, address, telephone and provides other data including type of business, names of divisions, parent company, branches and also gives a capitalization rating to indicate relative size of each company.

The Thomas Grocery Register may be purchased for \$20,000 postage prepaid (U.S.) from the Thomas Publishing Co., 461 Eighth Ave., New York, N.Y. 10001. Foreign subscription \$23.00.

## For Difficult Film Combinations

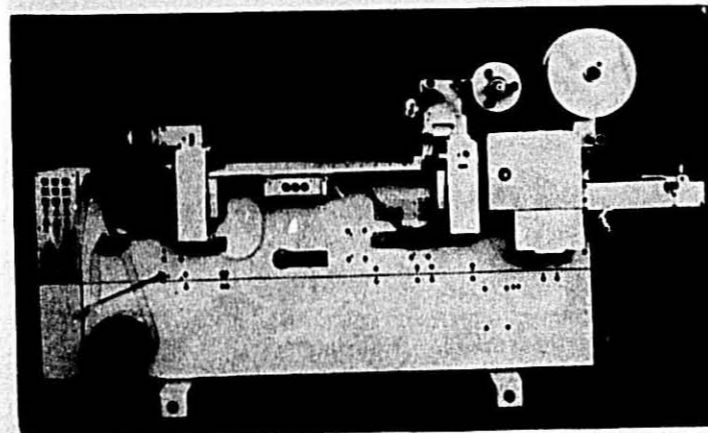
A new fully automatic thermoforming, filling and closing machine with the ability to process difficult film combinations has been developed by Hoberger + Karg. The packaging equipment is marketed in the U.S. exclusively by AMACO, INC.

The machine, called Servac 130, is in the medium output range and processes normal thermoformable films as easily as difficult combinations such as: PVC-PFC, PVE-PE-PFC or PVC-PVDC.

The machine utilizes a water-cooled forming and sealing station and incorporates the versatility of stations that punch perforate, print register control and cod. emboss. These advantages were formerly only available on larger output equipment.

A new system of die cutting called sequence die cutting has been designed in the Servac 130. It can save up to 20% on material costs.

The unit has automatic waste winding, mechanical drive of all stations, spindle adjustment of individual stations, maintenance free bearings, and automatic feeding devices for tablets, capsules, ampules, and similar products. The cantilevered design makes all controls easily accessible. Maximum forming area is 6 3/4 x 5 1/4 x 1" in depth.



Servac 130

DECEMBER, 1972

Output is up to 200 standard packages per minute.

For details and prices write to Amaco, Inc., 2601 W. Peterson Avenue, Chicago, Illinois 60645.

## Revolver Truck

Meet OSHA 1910.178, Table N-1 requirements with powered industrial trucks labeled Type EX by Underwriters' Laboratories. With a battery also approved by UL for use in the same classification of Hazardous area, Revolver Series Fifty-Four Go-Getters are labeled either for Class II, Group G, Division 1 or Class I, Group D, Division 1 Hazardous area use. Construction of the special battery tray UL required for Class II (Dust) hazards differs from that required for Class I (Fume) hazards.

Mechanical safety features of the Go-Getter, in addition to the UL Explosion Proof requirements, include "no-kick" steering, dead-man directional controls, Driver's Overhead Guard built to ANSI B56.1 specifications on all high lift models, and Load Back Rest Extensions on models with tilting masts. "Across the truck" driver's position eliminates driver fatigue caused by twisting head and neck 180° to see when backing up, as is necessary on "end-control" trucks.

## Chemical Dispersing Equipment

Micro-Gen Corp., San Antonio, has signed an agreement with Huge Company, Inc., 884-886 Hodiadmont Avenue, St. Louis, Missouri 63112, to act as licensed distributor for its full line of Micro-Gen chemical dispersing equipment. Micro-Gen is the developer of chemical dispersal equipment which utilizes an exclusive Micron Genera-



Revolver Truck

tion (TM) process to reduce liquid chemicals to extremely tiny particles, in the one to 15 micron size range (one micron is one millionth of a meter).

The Huge Co., Inc. will be primarily concerned with representing Micro-Gen products to users in the food processing, janitorial and custodial and sanitary fields.

Micro-Gen equipment includes its "small" SIW-5 dispersal unit designed primarily for structural pest control and a "medium" M2W-20 unit designed for use outdoors and in larger indoor facilities such as warehouses. The Huge Company also provides a complementary line of chemicals designed especially for use in this equipment.

## Accident Facts

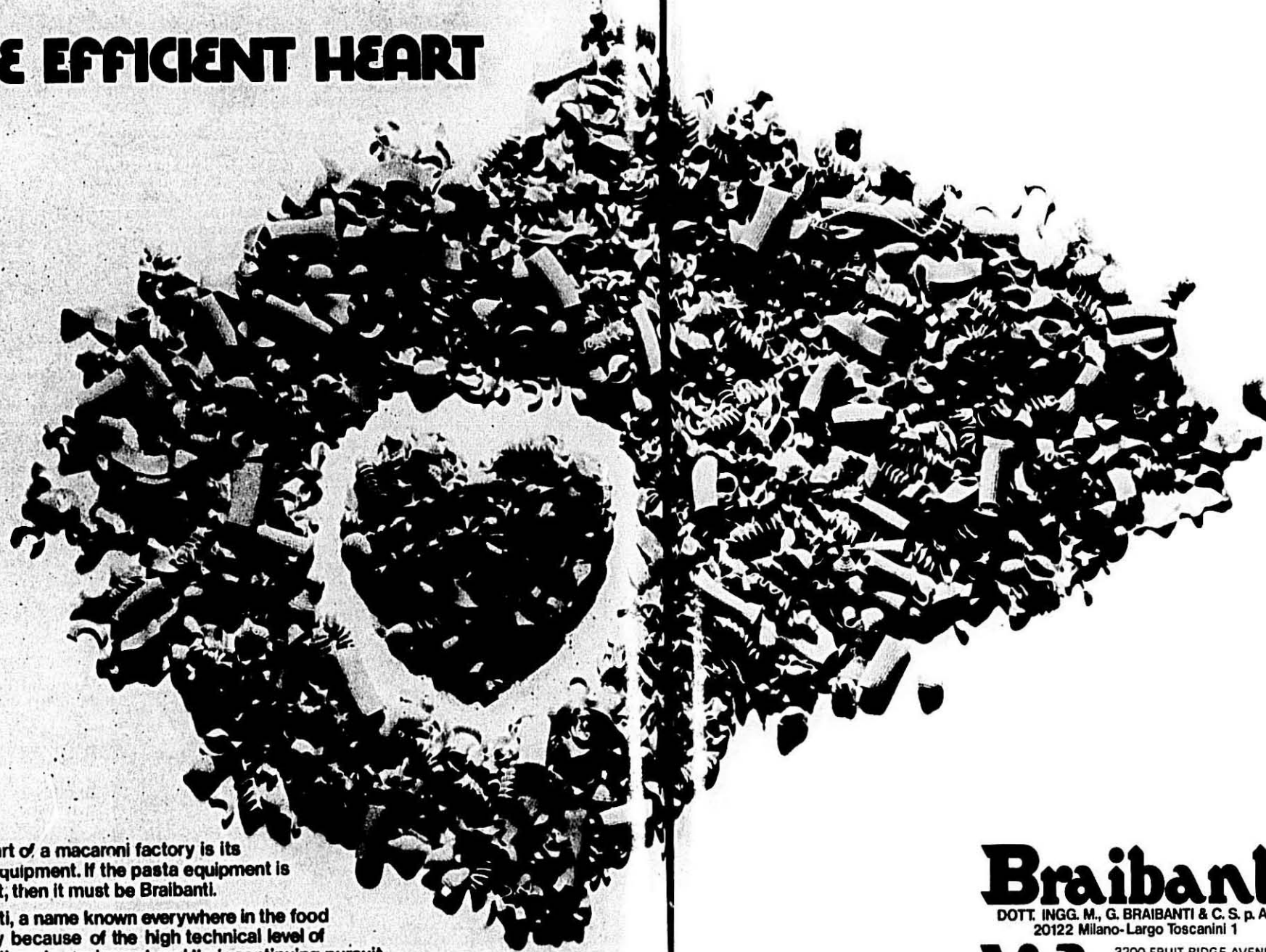
Nearly half of all compensable occupational injuries are due to falls and handling objects, according to information from state labor departments compiled by the National Safety Council.

Accidents that occurred in connection with the manual handling of objects, stated the Safety Council in its 1972 edition of *Accident Facts*, were responsible for 22.6 per cent of all reported work-related injuries. The average cost per accident was \$900. Falls contributed 20.4 per cent of the occupational injuries and cost an average of \$1,470 per case.

This is just a sampling of the extensive work-related accident information and statistics in the new edition of the Council's annually-issued *Accident Facts*. The newly-published, 96-page book also contains detailed information on other areas such as motor-vehicle, school, public, farm and home accidents.

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## THE EFFICIENT HEART



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## PROFIT IS NOT A FOUR LETTER WORD!

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

**PROFIT Is Not a Four-Letter Word.** Maybe not, but more and more Americans seem to think profit is a dirty word.

Public opinion polls say this. And it is no surprise, or shouldn't be. The American public is hearing such talk from some politicians, labor leaders and others.

### How Much Are Profits?

The U.S. public thinks the average manufacturer makes 28 cents of every dollar of sales after taxes. Actually he makes around four cents. Maybe people think business should make 28 cents. It doesn't.

### What About Profits in Different Industries?

We know what corporate profits after taxes were last year—as a per cent of sales—for a wide range of industries. But, the public doesn't know it.

For all nonfinancial corporations—that includes manufacturing and a lot of others—after-tax profits on the sales dollar were less than half a nickel—2.3 cents. In wholesale and retail trade, profits come to 1.4 cents on the sales dollar. In contract construction, it was the same.

### What About Profits on Investments?

A lot of people simply don't believe that, say, big supermarkets make only a penny and a half of profit on the sales dollar. Try telling them, and see if they believe you.

People think they are being tricked. They say, "Yes, but what about profits on investment?" Even on investment, expressed as stockholders' equity, profits after federal taxes averaged 11% rather than anything like 28%. And they have been trending downward since World War II.

### What About Cash Flow?

Even knowing about profits on invested capital or equity doesn't satisfy some people. Labor leaders in particular, and their friends among politicians and intellectuals (especially in recessions when total dollar profits always drop), suggest dark conspiracies among businesses about cash flow.

"Sure," they say, "Profits are off, but what about cash flow?"

Now, a lot of people don't know what cash flow is. Cash flow represents funds available to a corporation to in-

vest, if it wants. Cash flow comes from after-tax profits and depreciation allowances. (And, the Dr. Rubin of the subject of profits would add: Depreciation allowances are set-asides to replace worn-out capital.)

### Well, What About Cash Flow?

Cash flow has risen, mainly because depreciation allowances have risen since World War II. (By the way, when you add up for the nation what a firm calls "depreciation allowances" you get "capital consumption allowances." The reason is that they refer to the same thing—they go together, like love and marriage.)

Now, here's the point. Capital consumption allowances have risen mainly because of inflation. They haven't risen as a proportion of gross corporate product. If anything, they've fallen.

### Still, Don't Corporations Get the Bulk of National Income, or Something?

No, they don't. The bulk of national income flows through corporations—but it goes in and then comes out. Look at what happens to the corporate income dollar. Employees get two-thirds—66.6 cents. Taxes take 16 cents. Provision for replacing the capital takes 10 cents. Profits take about seven cents.

### Isn't the Employee Share of the Pie Shrinking?

No, it's growing. The profits share of the pie is shrinking. Since World War II, corporate profits after taxes have dropped from nearly 25% to around 10% of employee compensation. More recently, during 1965 to 1971, while Gross National Product rose 53%, corporate profits after taxes increased just 2%. At the same time, employees' compensation rose 63%.

### Aren't Profits Rising Now?

In recent months of economic recovery, profits have risen in dollar totals, and also profit margins have risen. After trending downward since the mid-1960s, profit margins have finally begun to improve.

But rising profits have still left total after-tax corporate profits, according to the latest Commerce Department figures, 22% below their 1966 peak when expressed in constant dollars. In other words, profits are far from recovering from the inflation bite.

### Profits, Schmofits—How About Corporate Tax Loopholes?

Some politicians and writers claim that recent tax changes have benefited corporations and disadvantaged individuals. It sounds attractive to people to promise to cut their taxes and to extract more money from "the fat cats" by "closing loopholes."

The trouble is, one man's loophole is another's incentive. Tax reform often means only cutting my taxes and raising everyone else's. According to the U.S. Treasury, changes in taxes voted in 1969 will have increased corporate income taxes \$4.9 billion through the end of this year, and cut individual income taxes \$18.9 billion. Also, excise taxes—paid mostly by individuals—will have dropped \$3.5 billion.

### So, Tax Cuts Have Saved Individuals More Than Corporations. But What About Loopholes?

Soaking the "fat cats" sounds great, but listen to Under Secretary of the Treasury Edwin S. Cohen, formerly a law professor at the University of Virginia. "There's been a good deal of exaggeration about what can be done to increase taxes in the upper income levels. In general, the rich pay federal income taxes in large amounts," he said.

The Treasury gives figures. Taxpayers with income above \$30,000 a year amount to only 1.8% of all taxpayers. In other words, slightly fewer than two out of 100 taxpayers have incomes over \$30,000. But these people pay 23.2% of all federal income taxes.

### One More Time—

#### What About Loopholes?

Let's take the rich first, then the corporations. Mr. Cohen points out that of 15,306 persons with 1970 incomes over \$200,000 there were 99.6%—or 15,200—who paid an average federal income tax of \$177,000 each, for a total of \$2.7 billion. Of the 300 who didn't pay U.S. taxes, all had explanations that Mr. Cohen has made public.

As for corporations, in 1971 corporate profits before taxes were \$83.3 billion, and after taxes, \$45.9 billion. Corporations paid \$37.3 billion in taxes on profits, an effective average rate of 44.7%. Corporations paid a much higher average tax rate on profits than individuals paid on their income.

More Next Month

# Happy Holidays



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Write U.S. Macaroni, 601 E. Pacific Ave., Spokane, Wash. 99202.

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Location of known office of publication: 118 No. Mason St. (P.O. Box 388) Appleton, Outagamie County, Wisconsin 54911. Location of headquarters or general business offices of the publishers: 19 S. Bolwell St. (P.O. Box 336), Palatine, Ill. 60067. Name of Publisher, Editor and Managing Editor: Robert M. Green, National Macaroni Manufacturers Association, 19 S. Bolwell St. (P.O. Box 336), Palatine, Ill. 60067.

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Average number of copies each issue during the preceding 12 months: Total number copies printed (net press run)—1,000. Paid circulation (1) Sales through dealers and carriers, street vendors and counter sales—0; (2) Mail Subscriptions—940. Total paid circulation—940. Free distribution (including samples by mail carrier or other means)—30. Total distribution—970. Office use, leftover, unaccounted, spoiled after printing—30. Total—1,000.

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I certify that the statements made by me above are correct and complete.

ROBERT M. GREEN  
(Signature of editor, publisher, business manager, or owner)

### Henningsen in Omaha

Victor Henningsen, Jr., has announced that effective September 1, 1972, Midwest corporate headquarters has been relocated into new and larger facilities at 810 Farnam Street in Omaha, Nebraska. At the same time, the Henningsen Foods Research and Development Center in Springfield, Mo., has been closed and moved into the same new corporate complex in Omaha. The full address for the corporate headquarters and the new Research and Development Center is 810 Farnam St., Omaha, Nebraska 68102—Telephone (402) 342-4245.

### NMMA Winter Meeting

Doral Country Club,

Miami, Florida

Jan. 24-28, 1972

### W. R. Grace & Co. Appoints Ferreira

The appointment of Manuel J. Ferreira as executive vice president of the Grocery Products Group of W. R. Grace & Co., is announced by Howard R. Bloomquist, president of the Group. Mr. Ferreira will serve as a deputy to Mr. Bloomquist and will become involved with all of Grace's grocery products activities worldwide.

The Grocery Products Group has operations in the U.S., Canada, Europe and the Far East. The Group's activities include the Chocolate & Confectionery Division; the Nalley's Fine Foods Division, a snack and convenience food operation; the SeaPak Division, a frozen foods business; and the Grocery Products Group of the European Consumer Products and Services Group, which produces a diversified line of food products, soft drinks and cleaning compounds.

### Was With General Mills

Just prior to joining Grace, Mr. Ferreira was a vice president of General Mills, Inc. and chairman and chief executive officer of General Mills (U.K.-Europe) Ltd. He began his business life with General Mills in 1954, thus bringing 18 years of grocery products experience to Grace.

Mr. Ferreira, 45, had a varied career at General Mills, having served in several positions in advertising and marketing and as assistant to the general manager of the Grocery Products Division. In 1963 he began serving for five years as general manager of General Mills, Inc. of Canada as well as president of General Mills Cereals, Ltd. and chairman of Toronto Macaroni and Imported Foods, Ltd.

A 1953 graduate of Cornell University with an A.B. degree in economics, Mr. Ferreira went on to obtain an M.B.A. degree from Cornell. He also completed the management development program at the Harvard Business School. Mr. Ferreira is currently in the process of relocating from England. He is married to the former Joan M. Hartford, and they have five children.

### Food Trade

#### Convention Calendar

Dec. 2-6: Nat'l. Food Brokers Association, New York, N.Y.

Jan. 24-28: National Macaroni Mfrs. Association, Doral Country Club, Miami, Fla.

Apr. 8-12: Millers' National Federation, Hotel Mayflower, Washington, D.C.



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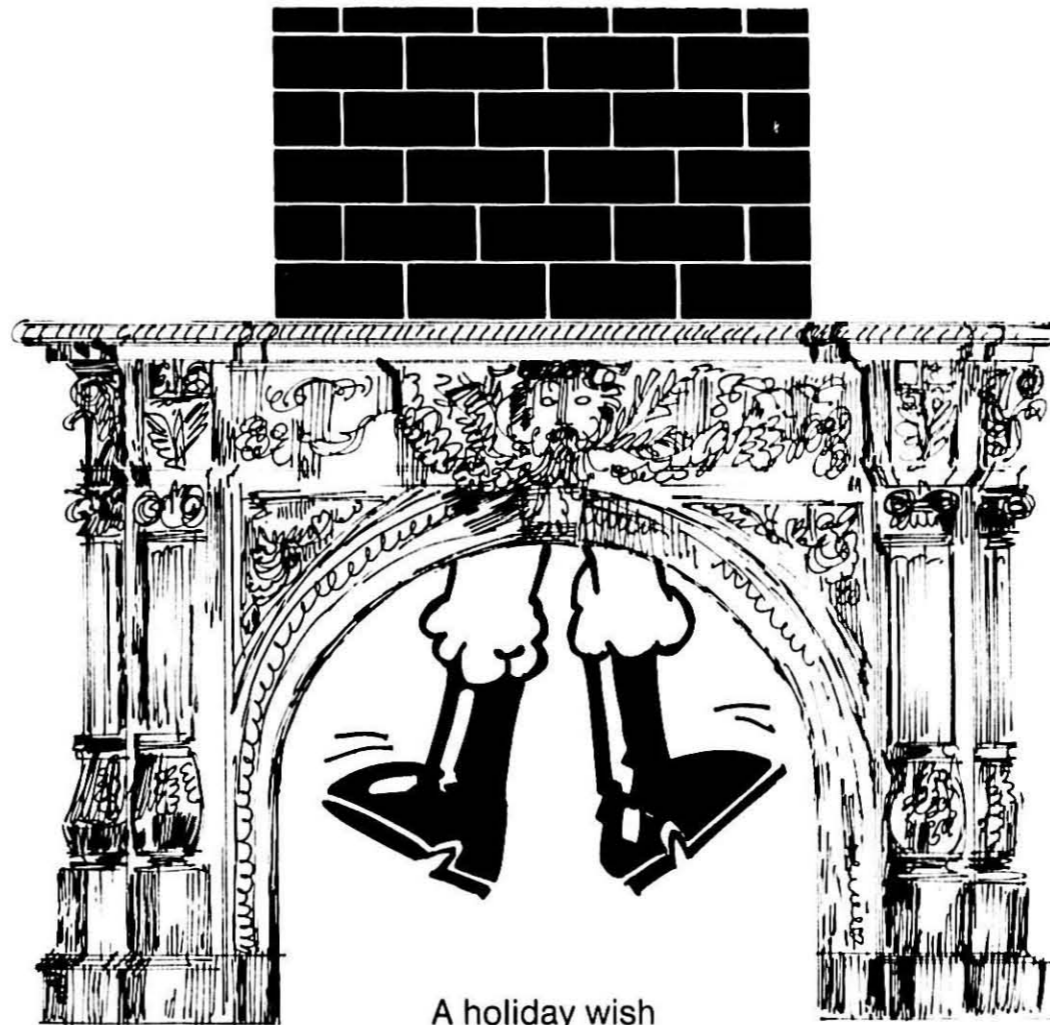
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- Duregg lowers your manpower requirements.

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