

**THE
MACARONI
JOURNAL**

**Volume 56
No. 10**

February, 1975

Macaroni Journal

FEBRUARY, 1975

A Rossotti Special. Fibreboard Corporation's newest packaging delight.



Fibreboard, now with paperboard packaging plants on both east and west coasts, proudly presents the East Coast's number one name in macaroni packaging: Rossotti.

So now we can provide you with the finest in merchandising, graphic and structural design and machinery systems from Fibreboard along with Rossotti's long established expertise in the pasta and frozen food fields.

Fibreboard and Rossotti. And now with the profit squeeze we're all facing it's a new packaging idea that'll really pay off. For you.



Fibreboard Corporation, 560 Sylvan Avenue, Englewood Cliffs, N.J. 07632. 201/568-7800



Create a masterpiece.

Today's homemakers are creative — they are inventing and experimenting with pasta dishes that stretch the grocery budget. They insist on quality, starting with the basic macaroni or noodle products. You'll be giving them

quality if you start with durum from the North Dakota Mill. Get in the picture with Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour. Your products will wind up in a masterpiece!

the durum people



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Grand Forks, North Dakota 58201
Phone (701) 772-4841

The Macaroni Journal

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Lent, A Time to Promote

Lent is still observed with meatless meals by many people and the old religious traditions make for merchandising opportunities in the grocery store. Lent begins on February 12 this year.

Associations Are For Participants

Trade and professional associations are voluntary membership organizations. People join, or not, as they wish.

But many association members think their commitment ends when they pay their dues. They sit back and wait for association benefits to flow their way.

That's not good thinking.

An association is people working together toward a common goal. All advance together. Each pulls his share, or someone has to pull for him.

Non-participants slow the march. Associations are for participants.

Promoting Store Productivity

Labor costs consume 56 percent of the gross profit of Ralphs Grocery Company of Los Angeles, says president Byron Allumbaugh.

"When we considered those expense items over which a store manager has control, labor represented over 82 percent of the controllable expense," he stated.

He said that while Ralphs had been scheduling labor on the basis of salary cost as a percentage of sales, and sales per manhour, "we felt that there should be better ways of anticipating our labor needs and more effective ways of controlling them. In January, 1966, we hired a consulting company to teach us short-interval scheduling."

Short-interval scheduling consists of continuously assigning measured workloads to individuals or groups with some method of supervisory follow-up, he said. Workload data is expressed in pounds of product, number of cases and number of customers.



Plan A Pasta Party

"Pow" is the ingredient that makes a party a success. So the National Macaroni Institute has come up with some ideas for party foods guaranteed to put "pow" in your party.

First of all, there's spaghetti . . . a great company dish, because everybody likes it. And then, because it's easy on the budget. But for a party, the sauce should be a little different, one that makes for conversation. While meals that can be easily assembled and put on the table in a matter of minutes are popular with most of us, once in a while we like to fuss over the recipe or try something a little different. Salmon Tetrassini is just such a recipe. It's fun to prepare and is guest-proof, too. So try it next time company's expected.

Salmon Tetrassini (Makes 4 to 6 servings)

- 1/2 cup butter
- 1/2 cup flour
- 2 cups hot chicken broth
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 teaspoon nutmeg
- 1/2 cup sherry
- 1 1-pound can salmon
- 1/2 cup cream
- 1 pound spaghetti
- 1/2 pound mushrooms, sliced
- 2 tablespoons butter
- 1/2 cup grated Parmesan cheese
- 1/2 cup bread crumbs

In a saucepan melt butter and stir in flour. Gradually stir in hot chicken

broth and cook, stirring constantly, until sauce is smooth and thickened. Stir in salt, pepper, nutmeg and sherry.

Stir in liquid from the can of salmon and cook for eight minutes, stirring occasionally. Stir in cream and keep hot while preparing spaghetti. Stir sauce from time to time.

Add 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Saute mushrooms in two tablespoons butter until lightly browned, stirring several times. This should take from five to seven minutes.

Mix half the sauce with spaghetti and mushrooms and pour into a baking dish or deep platter. Make a hole in center of spaghetti. Mix remaining sauce with the flaked salmon and pour into hole in spaghetti.

Sprinkle with Parmesan cheese mixed with bread crumbs and brown lightly in a moderate oven (350°) for 15 to 20 minutes.

Hot Macaroni Vegetable Salad (Makes 6 to 8 servings)

- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 4 cups elbow macaroni (1 pound)
- 1 cup chopped green pepper
- 1/2 cup sliced canned pimientos
- 1 cup sliced cooked carrots
- 1 cup dairy sour cream
- 1/2 cup mayonnaise
- 2 tablespoons horse-radish

- 2 1/2 teaspoons salt
- 1/4 teaspoon pepper
- 2 tablespoons chopped chives

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, mix together remaining ingredients. Bring just to a boil, stirring constantly. Toss with hot cooked macaroni. Sprinkle with additional chives, if desired.

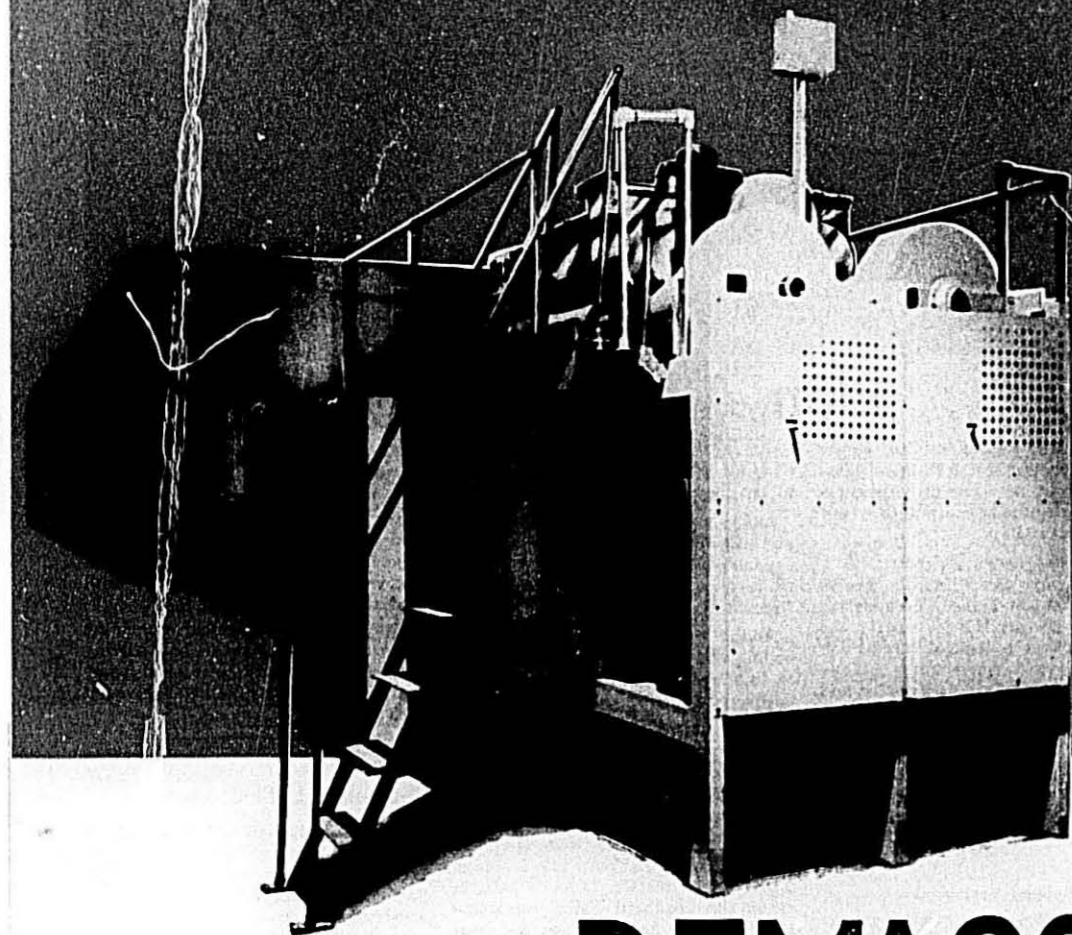
Shopping List

ONE and one-half billion pounds of macaroni products moved off grocer's shelves in the past year. Add to that the billions of pounds of related items such as meats, fowl, fish, canned vegetables and produce that were purchased by the consumer.

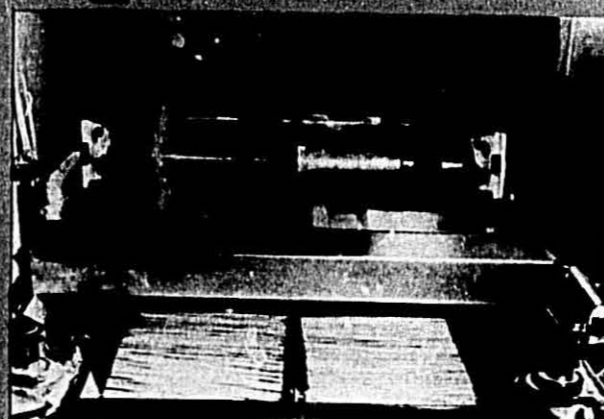
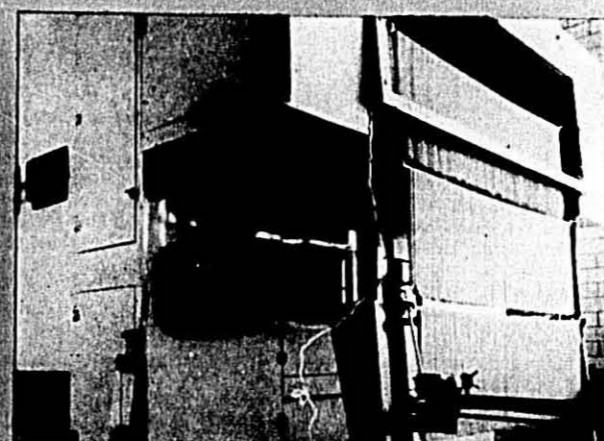
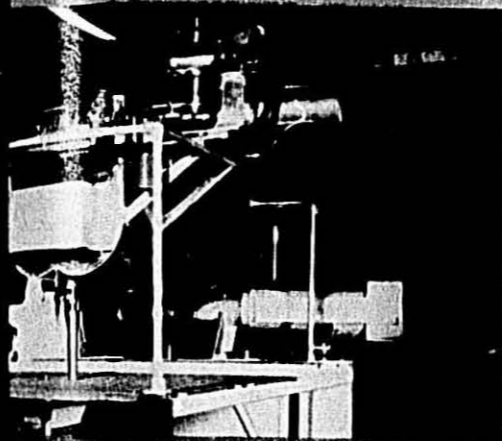
Macaroni products build store traffic by taking the shopper into every department:

- Olives — Relishes
- Sauces — Dressings
- Oils — Vinegar — Spices
- Fresh Meats — Fowl — Fish
- Sausages — Smoked Meats
- Canned Meats
- Canned Vegetables — Fruits
- Frozen Vegetables — Fruits
- Fresh Vegetables — Fruits
- Milk — Eggs — Cheese
- Bread — Rolls
- Crackers — Cookies
- Paper Goods — Napkins

The most...



DEMACO[®]
AUTOMATIC LONG GOODS
CONTINUOUS LINE-



most simple:

Straight through drying, rather than cascading sticks back and forth through the dryer, eliminates many unnecessary mechanical complications.

most versatile:

Two speed operation together with the DEMACO patented Lasagna Stripper, allows you to manufacture, Linguini, Perciatelli, Maccaroncelli, Spaghetti, Spaghettine or Vermicelli without any complicated changes.

most economical:

Nothing unnecessary means no unnecessary costs. Rugged dependability, always a DEMACO characteristic, means less maintenance and saves you money. Simple construction means everything easy to get at and repair, minimizing any down time and keeping you in production.

Write or call for complete illustrated literature.

IT WAS A MOST UNUSUAL YEAR

The events that made 1974 actually had their beginning in 1973 with the meat boycott in the spring of that year pushing pasta sales up over 20 percent on an annual basis, four times the norm expected since the end of World War II. Apparently gains of this magnitude are borrowing from the future to some extent.

Then came the distortions of price controls in June of 1973. The six weeks between the first of June and mid-July saw durum soar from \$2.90 a bushel to \$9.00. The Government predicted an export business of 89 million bushels compared with a crop expectation of 85 million bushels. This touched off blending both at home and abroad and it later turned out that the importers were no more interested in \$9.00 durum than were domestic manufacturers. Rather than the 89 million bushels predicted actual figures turned out to be less than half of that.

Meanwhile price increases became the rule of the day during the fall of 1973 and each new rise brought increased buying from grocers trying to protect their position. These figures were hard to match in 1974.

High Priced Durum

Business was good the first quarter of 1974 through the Lenten period, but then the expected shortage did not come and the \$2.00 spread between durum and other types of wheats was just too much of a competitive edge to overcome. The industry was faced with a paradox that while there was enough durum available, it had priced itself out of the market, so in an economic sense, was in short supply.

Meat prices which had been predicted to go through the roof with increased feed costs came down and reports widely publicized indicated livestock raisers were losing their shirts. With the fall harvest, potatoes became in plentiful supply, rice production was up a third, and beans took a tumble from 60¢ a pound to 15¢ a pound in a two-month period. All of the commodities against which macaroni and noodle products compete for a place on the dinner table declined while durum prices held firm.

The Durum Mill Grind, long the macaroni industry barometer of production trend, was down some 12 percent for the first ten months of the year. After industry complaints to the Department of Commerce about the gross inadequacy of reporting semolina only, when so much of the industry output was in blends, the Government began

reporting combined mill production in October. But to all intents and purposes, industry statistics became non-existent.

Contributions to the National Macaroni Institute based on production showed a four percent gain for the first eleven months of the year, with six out of ten manufacturers showing gains, three showing losses and one remaining even; so it was a pretty spotty marketing situation.

Still the ever optimistic Government indicated in its projections for the industrial outlook for 1975 and through 1980 that pasta products in the grain foods category would show the greatest increase expecting a gain of 15 percent with a likely annual compound rate of growth of 9.2 percent in 1974-1980.

Plentiful Eggs

Though egg production declined most of 1974, eggs were still on the plentiful supply list at year's close. The price of egg breaking stock in the midwest dropped from the first of the year to a low in the last of April and then climbed back to exactly where they were when the year ended. Frozen whole eggs in the Chicago market hit their low of 30¢ a pound during the week of May 10. They were highest in February when they ranged between 49¢ and 51¢. At year-end they were 8¢-9¢ under the start of the year at 38.5¢-38¢ per pound.

Dried whole eggs were lowest in May at \$1.28 per pound. They were \$1.95-\$2.05 per pound at the beginning of the year but ended up in a range of \$1.55-\$1.70. Dried yolks were 20¢-30¢ a pound higher.

Packaging

Prices for packaging materials climbed as shortages of capacity occurred and because of the petroleum crunch for the petro-chemical industry. During the year all packaging had to be redesigned in order to comply with the new Nutritional Labeling requirements of the Food and Drug Administration. The deadline for this was extended at the end of the year to the end of June, 1975. At the same time redesign took place for Nutritional Labeling statements, the symbol for Universal Product Code was widely adopted.

Ken Partch editorialized in Chain Store Age that: "Now that the UPC and the automatic checkout are nearing reality, more and more industry spokesmen are discovering this technological development as the 'second revolution in retailing.'" Mr. Partch faulted this as overselling as there are bound to be

problems with consumers when there is a lack of prices on items—especially in a time of continually rising prices.

On Productivity

Ed Walzer, Editor of Progressive Grocer, had some sharp observations on productivity. He said: "Everybody is looking for ways to improve it—in the store, in the warehouse, and throughout the distribution system. New equipment is being developed for the purpose. Better materials handling methods are coming on stream. Computers are running overtime to pinpoint potential efficiencies."

"All of these steps are useful, but increased productivity won't be found in machinery and electronics alone. Instead, it requires a return to one of those good old basics which has lost some favor recently: The will to work hard."

"Willingness to work a little harder—not only physically, but in terms of dedication and desire—is the real solution to a lot of current troubles. That's what got the job done in the good old days, and it is just as valid today."

"The sooner we make up our minds that it is necessary, even mandatory, to go back to this basic principle, the better off we'll be—locally, nationally and internationally."

And Government

In the meantime, it becomes apparent that whichever political party runs the Federal Government, there will be problems for business—at least the food business.

There are so many simultaneous investigations of the food industry going on that the only benefit will probably be to the paper copying industry.

At a recent management conference there was unanimous agreement that this country needs a coordinated policy on economics and on agriculture. The point has been made over again that we can no longer afford to handle these areas of public responsibility with piece-meal, fragmentary approaches. But it seems unlikely that either the Democrats in their leadership position in Congress will tackle the problem or that the Republicans in their leadership position in the Executive will do very much until things get much worse or after 1978—whichever comes first.

Product Promotion

The National Macaroni Institute gained more publicity for the industry than any time in history. Food editors

made requests and demands for material where before they had to be solicited for cooperation.

Progressive Grocer said in their second annual report on how 320 Product Categories Performed in the Big New Stores (July, 1974): "Macaroni products seem to have everything. They're symbolic of an amazing number of the major trends affecting the supermarket's livelihood."

"Inflation: Shoppers always turn to pasta during hard times."

"Shortages: Wild price fluctuations of durum wheat have settled down."

"Consumer demand shifts: Partly to economize and partly to expand her repertoire, the U.S. housewife has in recent years been turning to pasta products as all seasons foods."

"Profit potential: Consistently above-average margin levels (18%) while the category continues to grow (25% in 1973). Every dollar in pasta sales generates another \$7.00 of tie-in purchases."

Grocers were urged to push pasta in quarterly advertisements by the National Macaroni Institute in Progressive Grocer magazine.

There is optimism in the macaroni industry that 1975 will be a good year. Hard times generally emphasizes the economic appeal of macaroni products, but it should be remembered that the hard times of the depressions of the 30's did not lead to more sales for the macaroni industry. The adulteration of quality led to "black" macaroni, intense competition, and little or no profits. Hard times in 1975 could point to a similar direction unless the management of macaroni firms show leadership in holding the line on costs and improving their quality to maintain consumer acceptance.

Chairs tell How to Fight Inflation

The National Association of Food Chains told the sub-summit Food Conference on Inflation, in Chicago, that "to successfully attack inflation the American public must come to an understanding that the greatest good for most Americans can be achieved by general price stability which has been absent for many years."

NAFC President Clarence G. Adamy identified the following as the more important causes of inflation and food price increases:

- Deficit spending by federal, state, and local governments.
- Excessive credit for private consumption (installment buying) and private investment.

- Production of war goods for export not offset by imports.

- Wage and salary increases in excess of productivity increases.

- High interest rates.

- Inflation that feeds upon itself.

Inflation Everyone's Problem

Stressing that "inflation is everyone's problem," Adamy called for government, management, and the public to work together "in bringing inflation to its knees." He suggested that the first priority should be given to government fiscal deficits.

The government should adopt as its No. 1 policy objective a "massive improvement" in public and private sector productivity, Adamy said. He called for enlarging the work of the National Commission on Productivity in reducing barriers to efficiency, and this could include the re-examination of all government programs old and new, and review of anti-trust laws which restrict collective industry action in achieving standardization, modulation, economics of scale, etc.

"Safety, sanitation, pollution, and product availability on advertised items are areas where costs no doubt could be cut without jeopardizing employees or consumers," according to Adamy. He also recommended full agricultural production, an open door import policy, broadened investment tax credit, and changes in tax depreciation regulations.

Balance Called For

Achieving a balance in consumer and environmental protection requirements and cost/values was urged by Jane Armstrong, vice president, Consumer Affairs, Jewel Food Stores. She suggested that greater tolerance for nutrition labeling regulations would help stimulate greater participation by the food industry.

"Highly regulated food and nutrition advertising rulings" (Federal Trade Commission), she charged, "tend to discourage any nutrition advertising rather than encourage what is so needed in helping the consumer stretch food dollars."

Burdensome government regulations were blamed for increased food costs and inflation by Charles J. Carey, president, National Canners Association.

CPA Bill: Wait 'til 1975

House-passed legislation to establish an independent consumer protection agency (or advocacy) was filibustered to death in the Senate. After four votes to override the filibuster, the five prin-

cipal Senate sponsors of the bill said they would not try again during this Congress. The fourth attempt to end the filibuster fell short by two votes—64 to 34.

Sen. Abe Ribicoff (D-Conn.) said that the establishment of a consumer protection agency should be the first order of business in 1975. He is "confident that the election will bring a new complexion to the Senate—and with it, a new sense of purpose toward protecting the consumer."

The filibuster to kill the bill was led by Sens. James B. Allen (D-Ala.) and Sam J. Ervin (D-N.C.) who concluded that a new federal agency would pry into business trade secrets and tie up businesses in endless regulatory agency appeals and litigation. The National Association of Manufacturers, Grocery Manufacturers, and Chamber of Commerce worked hard against the bill. President Ford was believed to be opposed to the bill, as well.

Antitrust Penalties Raised

By voice vote, the House recently passed a bill amending antitrust legislation to increase the maximum fine for violations by corporations from the present \$50,000 to \$1 million and raising the maximum prison sentence from one year to three years. In effect, the changes make criminal antitrust offenses a felony.

The bill represents the first serious effort to amend federal antitrust legislation in nearly a quarter of a century.

A bill passed by the Senate last year, the provisions of which were incorporated in the House version, is aimed at preventing collusion between government officials and corporations in the settlement of anti-trust cases. Under this provision, any company reaching a settlement with the government would be required to file with the federal judge accepting the settlement a list of all contacts with government officials made by anyone except the company's attorneys with anyone in the government except Justice Department officials.

Also, the government would be required to give 60 days' advance notice of any proposed settlement of an antitrust suit and to publish, over a period of two weeks, summaries of the settlement in newspapers of general circulation. Information would have to be made available to the public showing the terms of the settlements. Also, the government would be required to receive comments from the public on the

(Continued on page 12)

The Billie Oakley Cooking Show

Gooch Foods of Lincoln, Nebraska is unique in promoting pasta. The only pasta manufacturer with its own syndicated TV Cooking Show. Through the medium of television, Gooch promotes the Kitchens of Martha Gooch with its own, down-to-earth, homemaker, Billie Oakley.

Billie is the star of the TV show that is aired in more than 15 markets in the states of Kansas, Nebraska, South Dakota and Iowa. Her show, aired three times per week, is seven minutes of practical cooking ideas, recipes, and household hints to help midwestern homemakers live better... and that's important today with ever increasing food costs. Her show is divided into two segments: the first, the ingredients and preparation and the second, the finished product. The homemaker at home can see just how the dish is prepared, how it's done and then how the dish should look and how it should be served.

Most of Billie's recipes call for pasta... recipes that she and her staff have tried in the Martha Gooch Kitchens to insure that they will work in the home. Billie's recipes are easy to prepare, taste good, nutritious, and are economical... and that's especially important today.

Billie receives thousands of letters asking for her suggestions and her ideas. She promotes the real and honest benefits of pasta.

Here is a "Live Better for Less" Billie Oakley TV Recipe:

All-American Layered Noodle Supper

- 1/2 pkg. (10 oz. pkg.) Martha Gooch Noodles
- 1/4 lb. bacon
- 1 lb. ground beef (uncooked)
- 1 tsp. chili powder
- 1/4 cup diced onion
- 1 tsp. salt
- 1/4 cup flour
- 1 can peas (10 1/2 oz.)
- 1 can tomatoes (14 1/2 oz.)
- 1/4 cup flour
- 1 can mushroom soup (10 1/2 oz.)
- 1/4 cup flour
- 1 cup grated cheese
- 1 cup bread crumbs

Cook noodles as package directs, drain. Fry bacon, cut in pieces. Add bacon pieces to uncooked ground beef, chili powder, onion and salt. Pour mixed ingredients in large casserole, sprinkle over top 1/4 cup flour. Layer peas, then tomatoes, then 1/4 cup flour. Add



Billie Oakley

noodles. Sprinkle with 1/4 cup flour. Top with cheese and bread crumbs. Bake at 350 degrees for 1 hour. Serves eight.

Average cost per serving: 43¢
Pasta 20¢
Other \$3.23

Grocers: Please Note

For every pasta sales dollar, you sell \$16.15 of other ingredients. Billie Oakley recipes build sales... and extra profits.

How Salesmen See Their Problems

Handling customer objections isn't the problem it used to be.

Neither is clinching the sale. The salesman's No. 1 challenge is managing his time—and territory. Next comes dealing with shortages.

That's what the Research Institute of America found when it asked salesmen what their worst headaches are today.

Here's how they rate them:

	Per Cent
1. Managing time and territory	69
2. Dealing with shortages	65
3. Providing better service	48
4. Selling price increases	38
5. Selling against competition	32
6. Prospecting for new business	31
7. Closing more effectively	30
8. Handling objections	27
9. Selling to committees	15

In the past, RIA says, closing sales and handling objections rated higher. But managing time and territory is a perennial problem.

"It's the same old story—too many customers, and not enough time to call on them," an RIA spokesman says.

"But there are remedies," says Harry R. White, executive director, Sales Executives Club of New York.

"Like greater use of the telephone, or analysis of accounts to zero in on the most profitable."

Shoppers Fail Price Quiz

Consumers are always complaining about high prices at the supermarket. No doubt about it.

But there is doubt about whether consumers really know what the prices of grocery products are.

Progressive Grocer, an industry trade journal, recently tested 600 shoppers and found that most of them couldn't accurately guess the prices on a variety of popular items.

The publication picked a list of 44 items and gave shoppers a leeway of 5 per cent above or below the marked price. Consumers, however, were able to average a score of only 29 per cent.

Only three products—Marlboro cigarettes, Land O' Lakes butter and Scott paper towels—registered scores of better than 50 per cent. The price-guessing on other products was considerably lower.

Only 24 per cent of the consumers could guess the approximate price of Tide XK detergent; Ken-L-Ration dog food drew 17 per cent; Pillsbury flour 14 per cent; Crest toothpaste 10 per cent; Maxwell House instant coffee 9 per cent, and Saian Wrap 8 per cent.

One could say that rapid inflation has caused prices to change from week to week. That's true, but the range of prices guessed on some items seems to indicate that many consumers don't have the foggiest notion of how much a grocery product should cost.

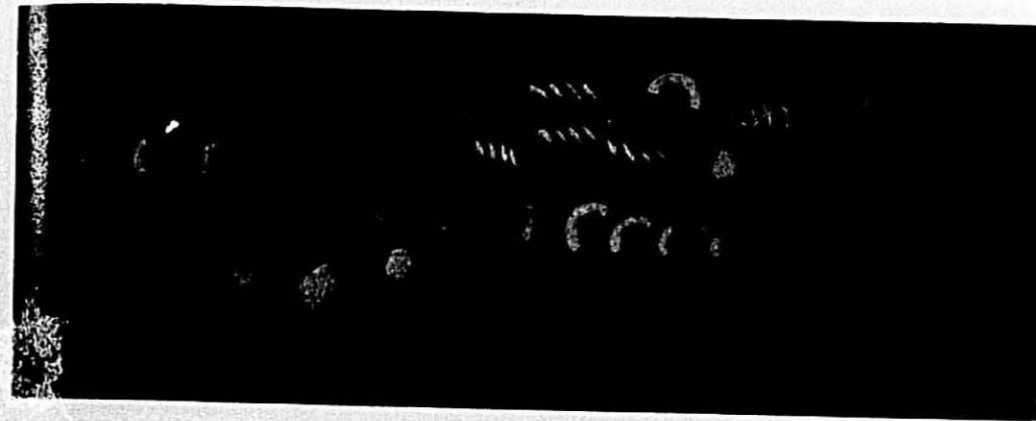
Consumers guessed the price of Green Giant Niblets (which were 28 cents at the time), ranging from 13 cents to 63 cents. Heinz ketchup (36 cents) ranged from 19 cents to 79 cents. Kellogg's Corn Flakes (41 cents) ranged from 27 cents to 99 cents, and an eight-pack of Coca-Cola (\$1.72) ranged from 99 cents to \$2.00.




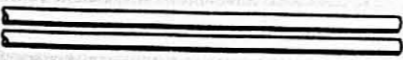





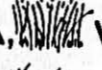






Grocery Wages

Union wage levels in the grocery industry are leading some of the national trends. For instance, experienced union retail clerks are earning \$5.81 an hour in both Kansas City and Washington. San Francisco clerks draw \$5.57 hourly while New York City clerks make only \$4.55.

Experienced meat cutters are making \$8.85 an hour in Detroit while in Phoenix they draw \$4.48. Inexperienced union meat cutters also show a wide variation of from \$5.00 in Washington to \$2.81 in Los Angeles.

Union warehousemen in Seattle pull about \$6.50 an hour while Seattle drivers do the best of all at \$7.10 hourly. The latest average wage for all retail trades, however, is \$3.17 an hour.



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY  



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FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. — General Offices: St. Paul, Minn. 55165
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Antitrust Penalties

(Continued from page 9)

terms before the judge would decide whether the settlement should be allowed to become effective.

President Gerald R. Ford has endorsed the proposed increases in antitrust penalties as part of an overall effort to step up government activities in this field. Many business groups have opposed the changes.

H. G. Stanway Retires

H. Geddes Stanway, president of Skinner Macaroni Company, retired at the end of 1974 after 24 years of service. He will become Vice Chairman of the Board and will return to part time practice as management consultant.

Stanway joined Skinner in 1953 as Vice President of Production leaving his private practice of management consulting to several firms in the Omaha and Lincoln area. He became Executive Vice President and Member of the Board of Directors in 1956 and President in 1970. He spearheaded the teamwork in planning plant lay-out plans and negotiating equipment needs for a new plant wherein extensive manufacturing efficiencies amounting to a savings of a quarter of a million dollars on an expenditure of a million and a quarter, thus providing a strong foundation for future market expansion and growth.

Efficient Facility

The facilities are considered among the most modern and efficient macaroni manufacturing in the world. New production innovations and the facilities and land acquired in 1957 have raised the productivity from 18 million pounds in 1959 to more than 60 million pounds at present. The potential is for 300 million pounds.

"This facility is a major industrial asset to the Omaha area since this is the only production facility the company has at this time to service distribution in more than 34 states," says Stanway. "This is a growing industry and was a major volume growth grocery store product in 1973", he adds.

Business Leader

Stanway has been recognized by industry leaders for his contributions to the industry. He has been active in Omaha civic, church and service club activities since coming to Omaha in 1950. He is past president of the Downtown Omaha Rotary Club, Nebraska Humane Society, a member of the American Cancer Society, and board member of several organizations. He was recently requested to be organizing



H. Geddes Stanway

chairman of the Joint Public Transportation Committee sponsored by the Omaha Area Chamber of Commerce.

Dr. Wodicka Retires

Dr. Virgil O. Wodicka, director of the Bureau of Foods at Food and Drug Administration since June of 1970, retired from the agency on Nov. 15, and has moved to Fullerton, Calif.

A frequent speaker on enrichment and nutrition labeling at industry meetings, Dr. Wodicka was a vice-president of Hunt-Wesson Foods before joining F.D.A. in 1970.

Following graduation from Washington University in St. Louis, Dr. Wodicka joined Ralston Purina Co. in 1936 as a research chemist. He was manager of the company's cereal research laboratories from 1946-48 before becoming manager of nutrition research for Libby, McNeill & Libby.

Fibreboard Corporate Planning Director

Kraig W. Kramers (of San Rafael, Calif.) has been appointed director of corporate planning for Fibreboard Corporation.

The San Francisco based firm manufactures paperboard, packaging, lumber and plywood, industrial insulation and jacketing, and large diameter filament reinforced plastic pipe.

Formerly manager of business planning for the company's paperboard products group, Kramers joined Fibreboard in June, 1972. Previously, he had been manager, supplies products, with Stromberg Datagraphix in San Diego. Earlier, he had been affiliated with Corning Glass Works, Corning, N.Y., and Hewlett-Packard, Inc., Palo Alto, Calif.

Kramers holds a B.S. degree in

physics from Massachusetts Institute of Technology (1964), and received his MBA in 1966 from Stanford University Graduate School of Business.

He resides in San Rafael with his wife Jean (the former Jean M. Robinson of New Bedford, Mass.), and their three daughters.

Stella Winston Scholarship Fund

James J. Winston, Director of Research for the NMMA and husband of the late Stella Drusin Winston, reports that a scholarship fund in her name has been established at Tel Aviv University.

The fund will enable two students in their Junior Year to receive an individual award of approximately 1500 Israeli pounds to help them further their studies. These scholarships will be granted to both a male and female student based on their excellence in Chemistry.

Mrs. Winston was closely associated with her husband in his professional activity as a consulting chemist and director of Jacobs-Winston Laboratories, Inc. and as director of research for NMMA.

In her biography which is a part of the record at the University it is stated: "Stella Winston was a person of great enthusiasm particularly in regard to helping Israel achieve its necessary goals. She was Commander of a Jewish Veterans Post after World War II, and was also an officer in a Bronx Unit of the American Jewish Congress in charge of raising funds for Israel.

"She traveled extensively and her greatest pleasure and excitement occurred when she visited Israel in 1972."

D'Amico Moves On

A new line of 36 pasta products is being introduced in the Chicago area by D'Amico Macaroni Co. A long time supplier to restaurants, private brands and the food service field, the introduction of Mamma Mia products marks the company's entry to the retail field. The products are packed in poly bags and cartons and are brightly colored in the colors of the Italian flag. Initial distribution and advertising will be in a 700 mile radius around Chicago.

M.N.F. into New Offices

Millers' National Federation is now occupying its new headquarter offices, Suite 104, 1776 F Street, N.W., Washington, D.C. 20006. The new telephone number is (202) 452-0900.



Willoughby S. Dade

Metalwash Names Vice President

Metalwash Machinery Corporation, Elizabeth, N.J., designers and manufacturers of quality equipment for industrial washing, metal preparation and drying for half a century, has embarked upon a new corporate growth program, according to their president, Robert Nolte.

The first step in the facilitation of these plans was the recent appointment of Mr. Bruce Murphy as Vice President of Marketing. In this capacity Mr. Murphy's primary duty will be to develop a growth strategy which will concentrate on a more in-depth penetration into markets in which Metalwash has long exemplified exceptional expertise, earning much acclaim for past accomplishments.

Mr. Murphy comes to Metalwash well equipped for this formidable undertaking, having been formally educated in the humanities, business administration and engineering, and having achieved practical work experience in the areas of sales, marketing and management.

His most recent position, prior to joining the Metalwash organization was that of Marketing Manager, General Industrial Products, of a large, well-known manufacturer of industrial weighing equipment.

Eastman Chemicals Products Marketing Director

Lynn H. Farman has been appointed director of marketing for the DPI Division of Eastman Chemical Products, Inc., effective February 1. He succeeds Robert L. Edwards, who will retire on the same date following 38 years with the company.

For the past year Mr. Farman has served as assistant director of marketing and field marketing manager of the

DPI Division. A native of Rochester, New York, he joined the former Distillation Products Industries division of Eastman Kodak Company in 1938 as an accountant, later becoming office manager.

In 1957 Mr. Farman moved from Rochester to New York City following his promotion to regional manager of DPI sales and then joined Eastman Chemical Products, Inc., in the same capacity when DPI became part of Kodak's Eastman Chemicals Division.

Will Dade Retires— Joe Viviano Named President of San Giorgio Macaroni, Inc.

Willoughby S. Dade, president of San Giorgio Macaroni, Inc., Lebanon, since 1971, will retire on January 31 and will be succeeded by Joseph P. Viviano, president of Delmonico Foods, Inc., of Louisville, Ky., which is being merged into San Giorgio. Both companies are subsidiaries of Hershey Foods Corporation.

Dade joined the Hershey organization as Director of Sales and Marketing for San Giorgio in 1968 after holding various sales positions with Scott Paper Company, Philadelphia.

In 1969 he was named Director of Sales and Marketing for Hershey's Pasta Division, which then included San Giorgio and Delmonico as separate companies. He was elected President of San Giorgio in 1971 and today serves also as a member of the Board of Directors of the National Macaroni Manufacturers Association.

A native of Willow Springs, Mo., Dade is a graduate of Central College in Fayette, Mo. He spent three years in the U.S. Naval Reserve, reaching the rank of Lieutenant Commander. He resides with his wife, Barbara, and two children in Hershey.

Viviano has been serving since 1971 as President of Delmonico. A native of Louisville and a 1959 graduate of Xavier University, he joined Delmonico in 1960, was named Treasurer in 1966, and was promoted to Vice President in 1968. He is the grandson of Joseph T. Viviano, who founded Delmonico in 1928.

Viviano is a member of the boards of directors of the Louisville Water Company, Inc., and the Independent Box-makers, Inc.; and he is on the Executive Board of the University of Louisville Associates.

He served in the U.S. Army Reserves from 1959 to 1965, attaining the rank of Staff Sergeant. He is married to the former Paulette Joyce, also a native of Louisville. The couple has three children.



Joseph P. Viviano

Milling Merger

Colorado Milling & Elevator Company, a wholly owned subsidiary of Peavey Company since 1969, was merged with Peavey January 2. The action has approval of directors of both companies.

When the action is completed, the business of CM&E will be continued in the name of Peavey Company. Production and marketing of bakery and industrial flour will be part of Peavey's Industrial Foods Group. Family flour marketing is to be part of Peavey's Consumer Foods Group.

Customers have been notified and business will continue as normal. Some of the Colorado Milling & Elevator Company people will be relocating to Peavey headquarters in Minneapolis, including Al Sadok and Bob Kern, both vice presidents.

Peavey Boosts Dividend

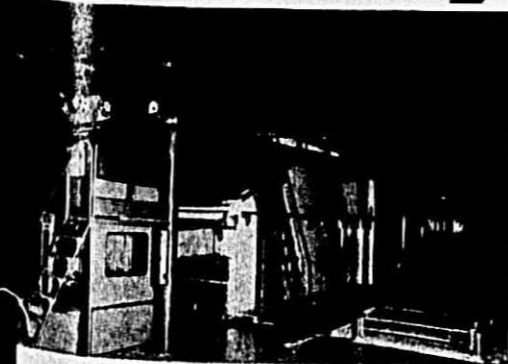
Directors of Peavey Co., at the annual meeting of shareholders Thursday, Dec. 12, increased the quarterly dividend on common stock to 25¢ per share, payable Jan. 15 to stockholders of record Jan. 2. The previous rate was 22½¢. Directors also declared a regular quarterly dividend of \$1.50 per share on preferred stock.

Stockholders re-elected all directors, with the sole exception of Totton P. Heffelfinger, who is retiring after 40 years as a director. Fredric H. Corrigan, president, said Mr. Heffelfinger "has provided a voice of experience, loyalty and friendship." He also recognized Charles Green, who will retire March 1, 1975 as chairman of the executive committee.

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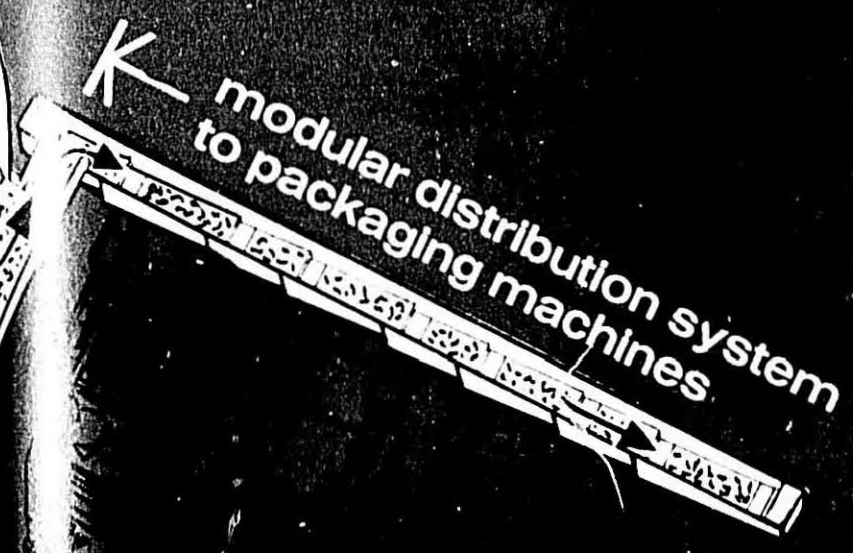
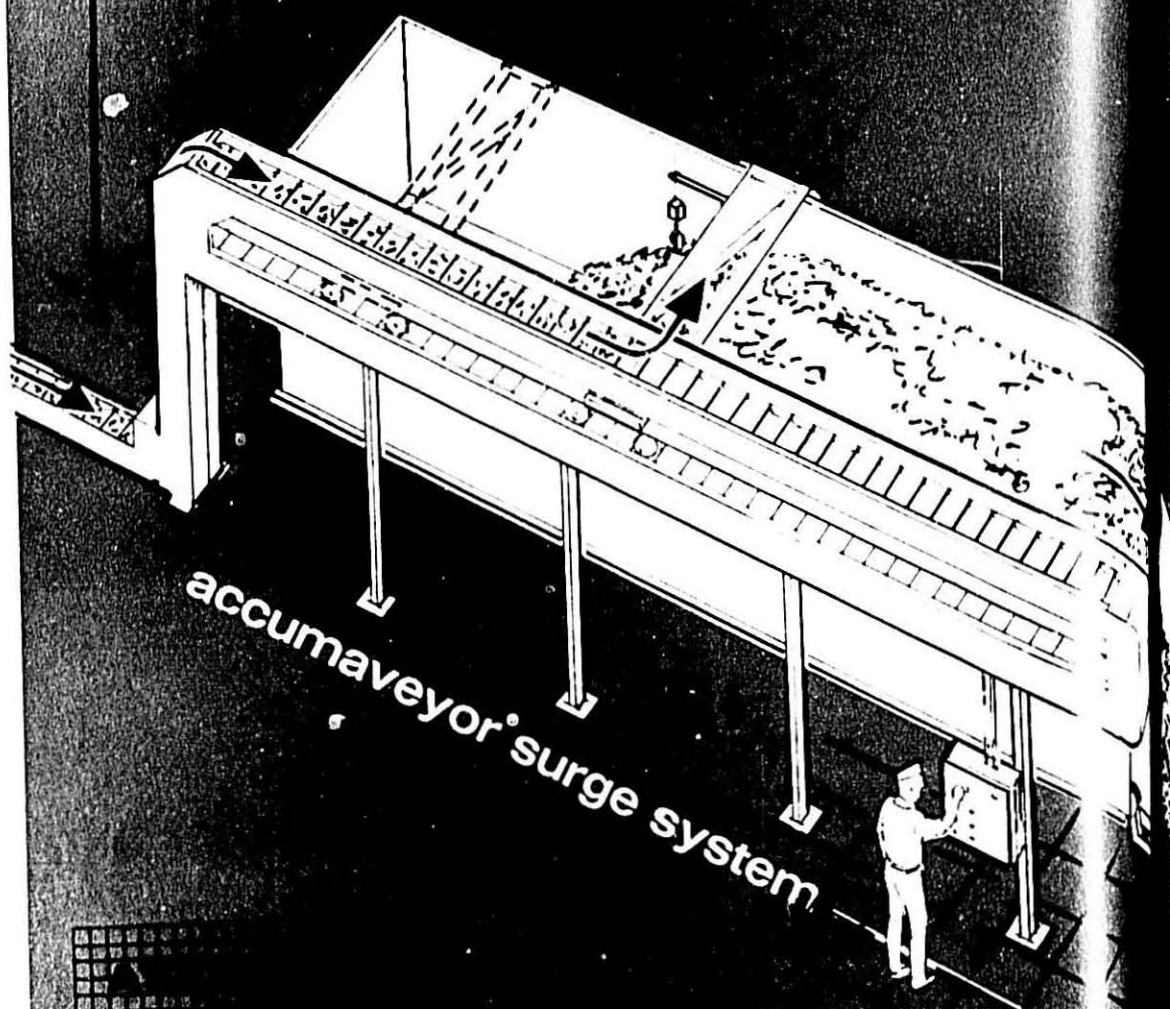
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National Food Brokers Association Convention

The National Food Brokers Association held its Annual Meeting in San Francisco in early December. They concentrated on the business of doing business.

One example of concern was expressed in a speech by Robert Nagle of Amstar. He touched on the fears of many Americans—fears which cannot be stilled by rational economic explanations—and called 1975 one of the most difficult years the food industry will ever have to face, and a possible test of the survival of the free enterprise system.

Energy Crisis

Singling in on one specific problem, Joseph Downey of Dow Chemical discussed the long and short term implications of the energy crisis: shortages of a wide list of products and packaging; higher prices and changes in supermarket energy use; and consumer shopping patterns. Dow has done more than merely worry. It has cut its energy use per pound of product 25-30 percent in the past few years and is aiming for another 8 percent reduction this year.

Speaking of energy, Downey said, "the longer term solution can only be achieved by major change. Change such as a shift from our extravagant waste philosophy to a more intelligent use of our resources."

It is time for industry executives not only to be aware of this and other problems, but to make hard plans to be put into effect if these problems remain or worsen. Where can costs be cut? What expansion can be curtailed? How can productivity be increased? Can advertising be made more productive? Are certain convenience foods economically unfeasible for manufacturers and retailers? What is a realistic inventory level? Should store hours be changed? What types and sizes of stores will bring the best return? Should traditional margins be changed? These are hard questions; they demand answers.

Energy Crisis

The money crunch, as it affects brokers, was outlined by Mark Singer, NFBA President. He criticized "some comptrollers" who have slowed broker commission payments weeks or months, "using the broker's money in the meantime". Brokers, of course, are not alone in suffering from the money crunch.

Generally, the food business has been flat, although much better than the auto industry, housing, hard and soft goods manufacturers and retailers.



Chairmen of the Board, NFBA, O. J. Mitchell (left) was honored at a dinner sponsored by Vincent DeDomenico, general manager, Golden Grain Macaroni Co., San Leandro.

Steve Weinstein of Supermarket News reports some warehouses overstocked with canned goods and buyers told not to buy certain items, no matter how attractive the price. It is hard to place an order unless there is some inducement, one executive said.

The outlook is negative. We are in a recession and some fear a depression is possible, unless the Administration takes a positive action, and, unfortunately, that does not appear to be in the offing.

Food Situation

Floyd Hedlund, Director, Fruit and Vegetable Division, USDA made these observations on the Food Situation:

"In 1973 many important world crops attained record or near-record proportions," he said, prominent among these were wheat, rice, corn, potatoes, sugar and citrus fruit.

"Yet, despite the production of record and near-record crops, total per capita production is barely able to maintain pace with population growth," he added. "But there is an enormous opportunity to produce more. During the two decades of the fifties and the sixties, grain yields increased 63 percent in the developed nations and only 32 percent in the developing countries." Mr. Hedlund said that many of the developing countries have great potential, and are making progress in improving yields and building the market structure necessary for continued advancement.

"It now appears that 1974 world food and feed grain production may total a little lower than last year and drop below long-term growth trends as well," he added.

"The year 1974 has been one to remember. We have seen double digit inflation, floating exchange rates, the machinations of the OPEC nations, shortages of fertilizer, tin plate, natural gas and transportation plus increased costs up and down the line. Despite all this, farmers have continued to produce food and marketers have continued to move it to consumers," he said. "Prices have increased dramatically at all levels and so have margins."

Transportation

A. Daniel O'Neal, ICC Commissioner, acknowledged that the ICC has been the target of criticism from the food industry and that the ICC has recognized the need for adjustment.

He said that many of the current rules at ICC were instituted before the energy crisis and are now due for a change.

Supermarkets Must Modernize

Clarence Adams, President of the National Association of Food Chains, declared: "Supermarketing must modernize through increased productivity. While on the supply side all out farm production is imperative.

"As for the contribution," he added, "which greater productivity can make to a healthy supermarket industry, the technology exists today to support great strides tomorrow."

"Yet a variety of externally imposed restrictions hold us back in certain efforts."

As an example he pointed to the shortage of freight cars due to the long time—about 30 days—that it takes a freight car to return near the point of origin. Mr. Adams said this delay could easily be cut to 15 days and cure the shortage.

He declared the greatest problem now facing food chains lies in its ability to mobilize its resources to create greater productivity in all phases of its operations. "We must get the consumer to join us in propounding needed changes to eliminate barriers to efficiency."

Beatrice Believes in Brokers

Beatrice Foods believes in food brokers because they are the most economical and productive method of sales coverage. There has never been a more efficient selling system, according to Gordon Swaney, Vice President, Beatrice Foods.

Appearing as part of NFBA's Principals' Forum, Mr. Swaney stated that his company has become successful be-

cause of efficient selling coverage by food brokers. "Brokers," he said, "give us a fixed sales expense which usually is less than what it would cost to have direct sales representation."

Mr. Swaney directed his remarks primarily at food broker compensation, a subject he termed "sensitive", but of major concern to food brokers today.

"We all know," he said, "how the cost of manpower, travel, cars, fuel and general overhead has gone up. You brokers have had the same cost pressures that we manufacturers have had, and unless your compensation continues to increase you will be under severe profit pressure and may have to cut back your coverage. Also, you may lose an account or two. I think sometimes we manufacturers never really know how you brokers handle losing an account—how it will affect your effort or the amount of work done for us."

The Beatrice executive declared that the more each of Beatrice's companies pays a food broker, the "better off you are and the more important we will be to you because we will be one of your top accounts. We feel the more we can pay you in compensation, the more it will return like 'bread cast upon the waters.'"

Sharp Group

Mr. Swaney called food brokers a "much sharper group of businessmen than we could possibly afford to hire on a direct sales basis." Most of you, he said, are "influential people of good standing in your community. Many of you are long-standing residents of your city and have a stature with the trade and particularly with our key customers that could never be duplicated by our own men."

Commenting on the proper working relationship between principals and brokers, Mr. Swaney recommended the use of food broker advisory committees as a key to success. He also suggested use of the NFBA publication, "Developing an Agency Agreement for Broker-Principal Representation" as a valuable tool in any discussion of compensation.

In concluding his remarks, Mr. Swaney told the food brokers that the good job they have done has "made us believe in you... and that is what will continue to make us believe in you. We automatically think broker."

Getting More From Promotional Dollars

David Thayer, Vice President—Sales, Consumer Products Division of Heublein, Inc., spoke on getting more from promotional dollars, documentation of

price increases, on viewing resets, vertical and horizontal selling and also advised manufacturers against cutting brokerage.

Mr. Thayer said Heublein views their brokers as 'part of the family'. "We try and treat you the same as we do our own sales organization," he said.

He said that he felt that reducing brokerage was not an answer to the manufacturers' dilemma in selling today's economy.

"In fact," he added, "if I am not mistaken I believe that a national survey was done, and on a national average your income is going up in the vicinity of 15% and your costs approximately 22%. With this in mind, I don't believe that we should be talking about cutting brokerage, but the principal has to be extremely concerned about getting more for his money."

Must Make Profit

On promotional dollars, Mr. Thayer said "We as a principal are in the same condition as the distributor in the fact we have to make a profit to survive, and the retailer needs our products for him to survive, so it behooves you as our sales arm to make sure that we get more from our promotional dollars rather than pushing us to raise them."

Mr. Thayer also added that manufacturers should keep accurate records for all price increases—accurate enough to answer all questions that may arise in the future from some government or consumer source. He added that manufacturers should also provide their food brokers with full information regarding price increases. "Not just that cost of labor and ingredients are going up," he said. "But we should attempt to list for you exactly what ingredients in the products are causing the price increases so that you may more intelligently explain why this is a necessity in talking to the retailer. I believe many of us have been weak in doing this, and this should be corrected to help you do a better job, and, gentlemen, price increases will be a way of life for some time to come."

Mr. Thayer congratulated those brokers who have moved from vertical to horizontal coverage. He added that under the present economic climate such adaptation is good business.

He included 'Friday work' in this category. "Friday has been traditionally an area when we have not been able to work in the \$60,000 a week stores and, no doubt, rightly so. However, it has been my observation that many of you are using this time to call on some of the smaller stores, and actually write some orders," he said. "Its amazing what a great satisfaction it can be

for a retail man to actually have an order in his hand. I am sure that you are all doing this, but if not, I ask that you consider this as an alternative in today's economy rather than using Friday as paperwork or sales meeting day.

Newsweek Panel

A panel of Newsweek magazine editors fielded questions on a wide range of topics before a capacity audience of food brokers and manufacturers attending the annual convention of NFBA.

Rich Thomas, Newsweek Washington Correspondent, predicted "we will have price and wage controls loosely applied by the Spring of 1975." "Inflation will be moderate," he added, "down from 12 percent or so to 7 or 8 percent."

In answer to another question on the economy Mr. Thomas said President Ford "is as disturbed with his own economic program as the country is. He is now prepared to let the budget go into a large deficit to stimulate the economy... and he will probably propose a tax cut for lower and middle income to stimulate the economy," he said.

Food Habits

A question from the audience on changing food habits of Americans brought this comment by Newsweek Life Style editor Lynn Young. "Meat consumption will drop in the future," she said, "and the growth of natural foods will continue."

"There will be more co-ops in our future," she said, "and much more canning and growing of foods at home. Also I really expect people just simply to eat and drink less."

James Bishop, Jr., Newsweek Washington Correspondent said food will become a political issue throughout the world in the near future. "In the United States," he said, "we will see the question of U.S. policy regarding the Food-Aid program incorporated into politics."

Mr. Bishop added that the United States is already committed to increase its food exports to underdeveloped countries in 1975.

Nostalgia

Newsweek San Francisco Bureau Chief answered questions on radical politics of the late 1960's and today's youth in search of employment. "The nostalgia fad that is with us today is more than a romantic look at the past," he said, "it is a re-evaluation of things we once rejected—and now finding out they weren't so bad after all." Panthers are now run by women.

(Continued on page 20)

Newsweek Panel

(Continued from page 19)

Newsweek Executive Editor, Kenneth Auchincloss, was asked to explain the media's role throughout the Watergate story. "The media did not get rid of Richard Nixon," he said, "Mr. Nixon got rid of himself. Had he not instituted the taping system I feel he would still be with us. I might add," he said, "that I hope the press will never have to get involved in a story as long as Watergate again. People simply get tired of the same news on their front pages and nightly newscasts and tend to view the media as a participant instead of a reporter."

Mr. Auchincloss said his view of the media was that their task was to report only, he emphasized, "report!"

Food Industry Predictions

Predictions of the future of the food industry to the year 2000 as seen by 101 grocery leaders were presented by the Newspaper Advertising Bureau to the annual convention of the National Food Brokers Association.

The twelve predictions were:

1. The current world food crisis will be successfully overcome,
2. Continuing inflation will make food relatively more expensive,
3. Despite inflation, the real income of American families will rise substantially,
4. The environmental and energy situations will not have a revolutionary effect on the grocery industry,
5. American eating habits will change in the direction of convenience foods,
6. The supermarket industry's structure will remain substantially unchanged,
7. Supermarkets will become somewhat larger, but will face increasing competition from other stores,
8. The merchandise mix will continue to drift in the direction of convenience foods and non-foods,
9. Computers will revolutionize inventories, product movement and information handling,
10. Retailers and manufacturers will compete directly for control of the well-through process,
11. Manufacturers' advertising will become much more retail-oriented and response-oriented, and
12. The store manager's job will be sharply upgraded.

"When we began this project," Mr. Neale said, "we had no idea where it would lead. But as it progressed the things that struck us most vividly was the confidence of those who lead your industry."

Government Regulation

by Irving E. Shapiro, Chairman,
E. I. du Pont de Nemours & Company

The overall governmental approach to regulatory problems invites an observation. Regulators think they make high points with the public when they achieve press notice in a big way, and so they tend to write in terms of specifics that will show that they have taken action that is hostile to business.

Such regulation, dealing with the detail of how a goal is to be met, leaves no room for individual companies or industries to look for their own effective and efficient answers. Issues tend to be addressed not so much on their merits, but rather on the basis of who is behind the proposal. Who will appear to be the first beneficiary of any action that is taken? When the answer comes back, "Business," our ideas have frequently had rough sledding.

Behind all this is an assumption that if an action is good for business it is probably bad for the public. That very well may be one of the greatest false syllogisms of all time. But the plain fact is that a lot of people believe it, or at least they have behaved as though they believed it, and the political structure has responded accordingly.

I believe this goes a long way toward explaining regulatory trends in the environmental area and also with the Consumer Product Safety Commission, the Federal Trade Commission, the Occupational Safety and Health Administration, and various other regulatory bodies. A problem comes up; the pressure builds; somebody in authority says government had better take action; and we end up with overly expensive, overly specific regulations that make little allowance for differences among individual companies and industries.

Food Assistance Up

Preliminary estimates of participation in federal-state food assistance programs for the month of September showed 14.3 million people as recipient of food stamps. This was an increase of 50,000 over the previous month, as additional projects shifted from direct food distribution. Participation in family food distribution was placed at nearly 700,000, the same as in August. Most of the latter participants are in Puerto Rico, which is in the process of switching to food stamps.

Aggregate participation in the family food program for September is estimated at 15 million, up 700,000 from a year ago and 500,000 more than in the same 1972 month.

Average bonus paid to food stamp participants in September was \$20.70,

up \$5.46 from the year ago average level.

Number of children participating in the school lunch program as schools reopened in September was 23.9 million, up 300,000 from a year ago. Of this total, 8.7 children received lunches free or at a reduced price, which is 80,000 more than the number in this program at the start of the 1973-74 school year.

C.E.D. Presses for Food Reserve

That the U.S. government "should devote the most intensive diplomatic effort to securing agreements from exporting and importing countries to contribute to the maintenance of food reserves in proportion to their needs and their financial means" is one of the principal recommendations of a report on farm policy issued by the Research and Policy Committee of the Committee for Economic Development.

The committee, in a report prepared by a subcommittee headed by John H. Daniels, chairman of Independent Bancorporation, Minneapolis, and staffed by John A. Schnittker, former under secretary of agriculture, said that the U.S. government should assume principal responsibility for establishing stockpiles "large enough to ensure an appropriate degree of stability of food prices, to encourage and take advantage of commercial trade opportunities when they arise, and to assume a fair share of the responsibility for meeting the emergency food needs of poor nations."

Argentine Wheat Contracts

A survey of world trade activity by the International Wheat Council notes activity on the part of Argentina. A five-year trade agreement provides for Argentina to sell Algeria between 270,000 and 450,000 tons of grain annually, the Grain Board said. The board will supply Algeria with the following specific quantities annually—100,000 to 200,000 tons of Candeal (durum) wheat, 150,000 to 200,000 tons of bread wheat and 20,000 to 50,000 tons of corn. It also is indicated, the Wheat Council said, that the contract for 200,000 tons of durum wheat already has been concluded. Furthermore, Argentina has undertaken to supply the Libyan Arab Republic with 220,000 tons of wheat and possibly several parcels of corn and barley in 1975. Argentina has signed an agreement with Paraguay to supply the latter country with 110,000 tons of wheat in 1975.

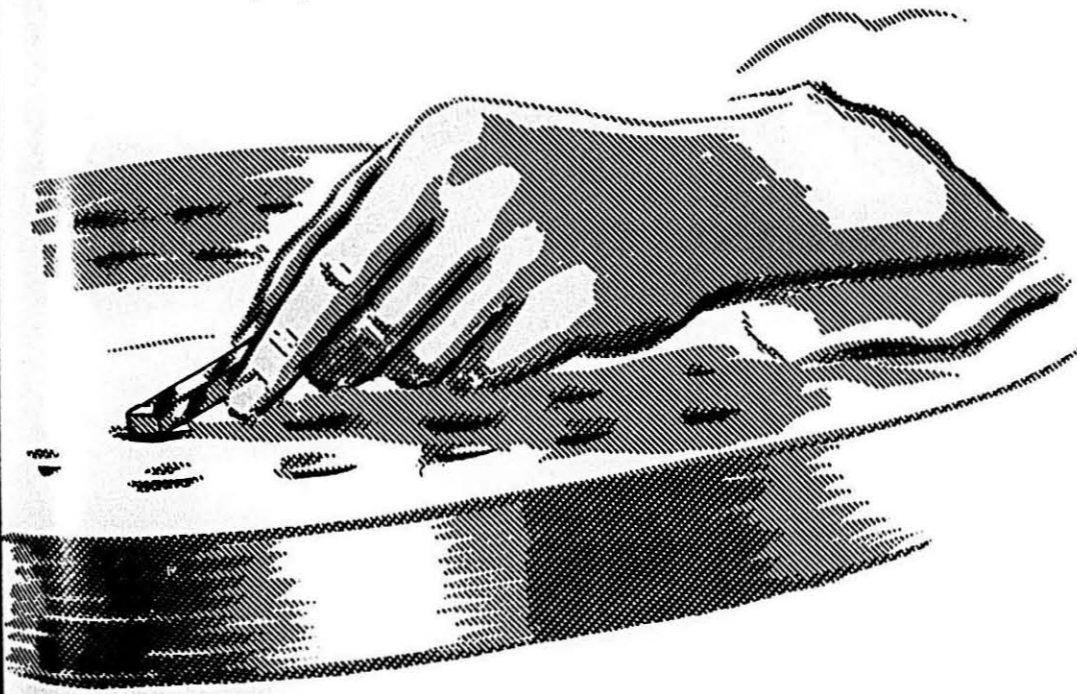
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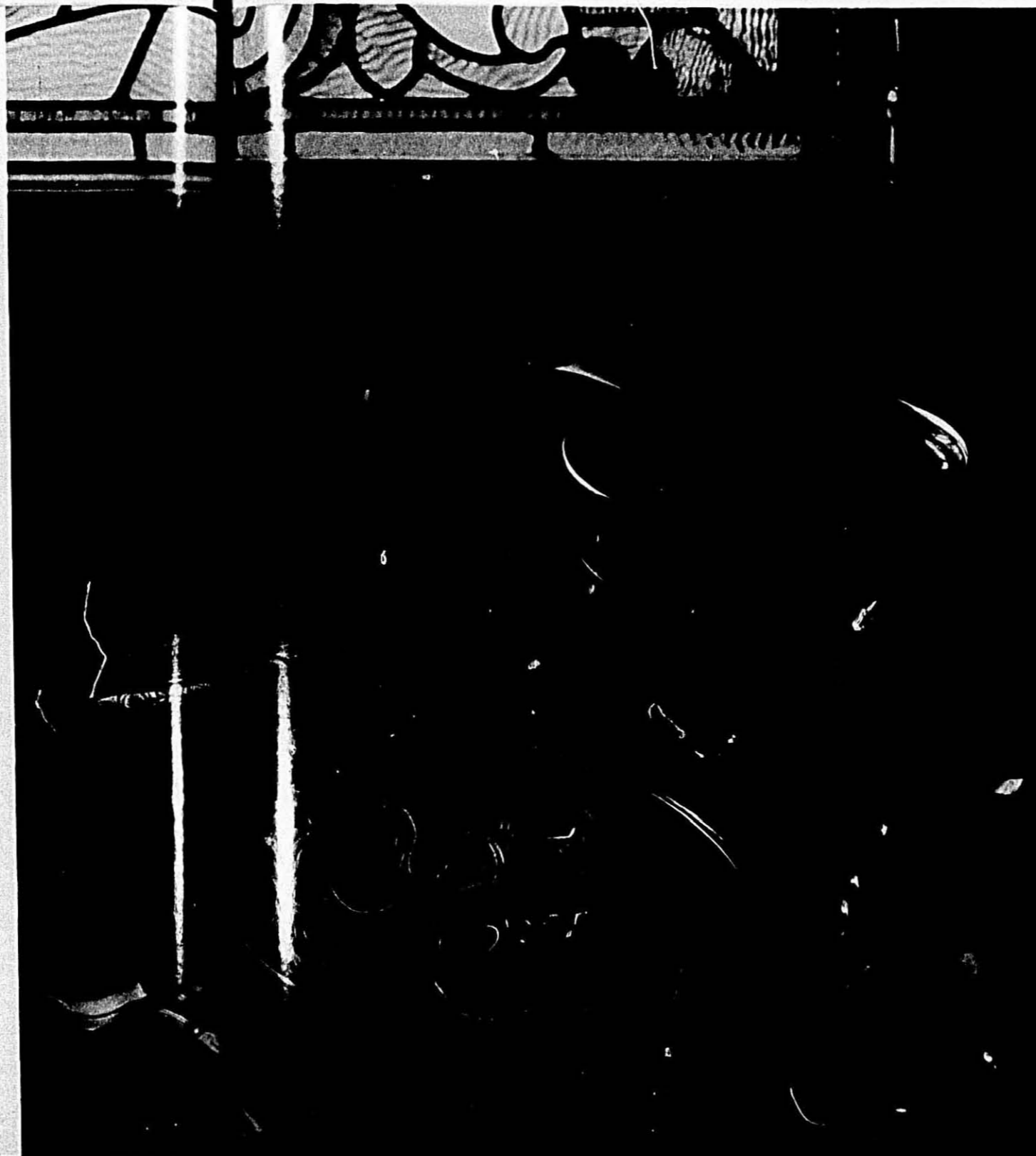
There the grain is processed into the finest King Midas Semolina and Durum flours. By this time, our sales offices are already matching our supplies with your requirements. So you get the finished flour where you want it. When you want it. But we don't stop there. Our Technical Center continues to look

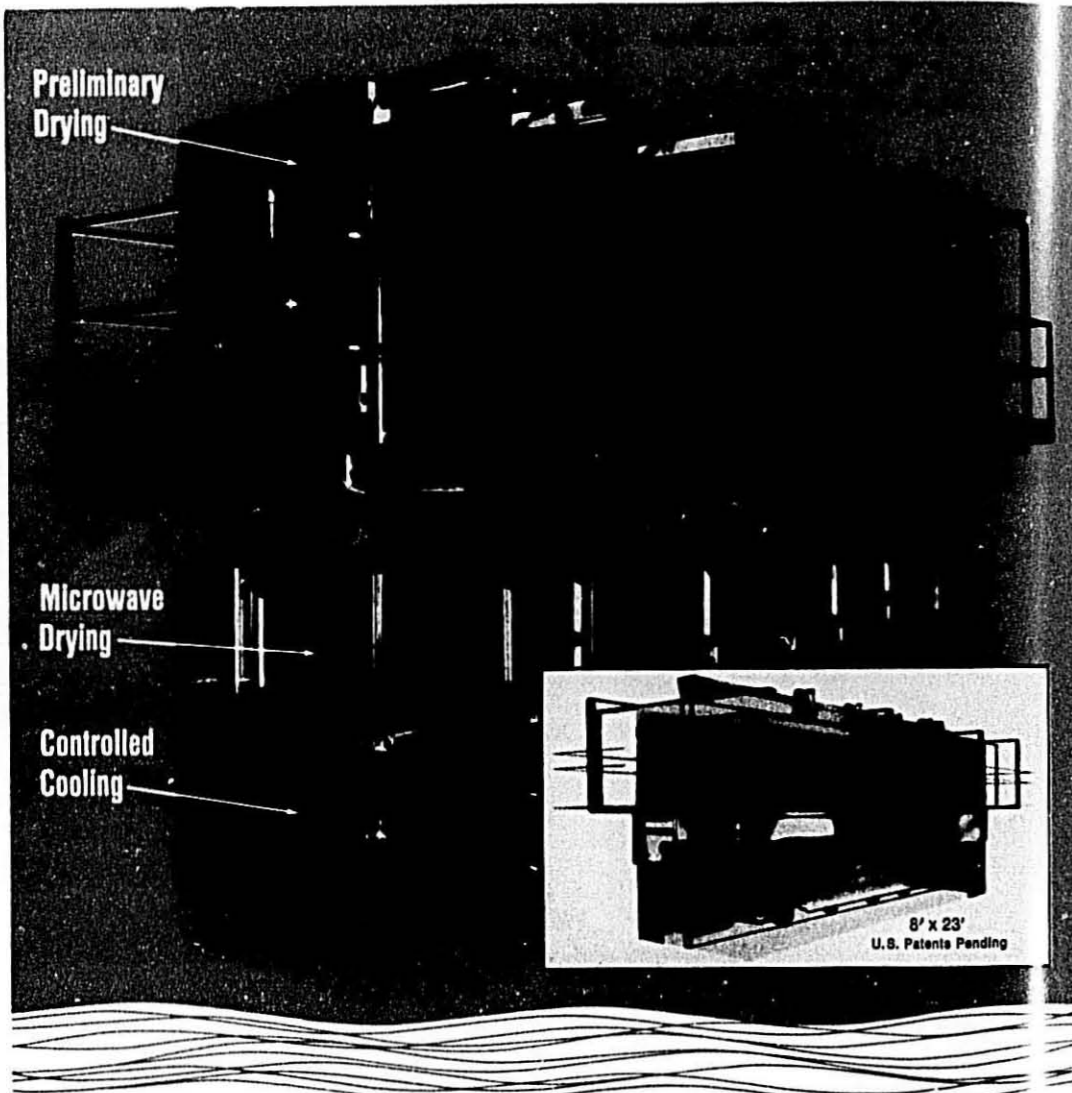


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THE MACARONI JOURNAL

Cutting Calories With Pasta

from Durum Wheat Notes

Are you one of the millions of overweight people in this country?

Do you shop alone so your friends won't know your size? Have you avoided checking your rear view?

Do you cut the size label out of new clothes so hubby, parents or friends won't know you've gone to a bigger one?

Are those stairs at home, school or the office getting so much longer that you avoid them as much as possible? Are you huffing and puffing after a bicycle ride around the block?

If so, you must admit a "yes" answer to the first question. And here's what you can do about it.

You can lose weight the easy, sensible way—without starving yourself, collapsing from physical exhaustion or spending a mint of money on useless plans or remedies.

Weight is gained by eating food with more calories than your body needs. To lose weight, you must reduce calorie intake to below your body needs, remembering that it takes 3,500 calories to gain or lose a pound.

Teeter-Totter Plan

Think of this as the teeter-totter plan of weight control, in which calories in food eaten are balanced against those used by the body.

In this first teeter-totter, the two are equally balanced. Weight remains the same.

The second shows pounds gained when you eat foods with calories in excess of what your body uses. They are stored as fat. You gain weight.

This third teeter-totter shows how you can lose weight. Pounds are lost when the body uses more calories than it receives. This can be done three ways: cutting calories in the diet; by increasing the amount of exercise; or by combining the two, fewer calories and more exercise.

Age, activities, sex and body style all contribute to the determination of the number of calories required to maintain that first balance. Here are the Recommended Daily Dietary Allowances of calories for men and women:

Age	Men	Women
14-16	3,000	2,400
16-18	3,000	2,300
18-35	2,800	2,000
35-55	2,600	1,850
55-75+	2,400	1,700



Doctors recommend a maximum weight loss of two pounds a week. Weight lost at this slower rate tends to stay off. But pounds lost in quick-weight-loss diets are usually regained as fast or faster than one shed them.

To lose two pounds a week, you need to eliminate 1,000 calories a day. Since a comfortable diet has best chance of success, cut your calories eaten by 700 a day. The other 300 can come from exercising—a 45-minute bicycle ride, 36 minutes of digging in the garden, a 90-minute walk.

Exercise Equivalents of 100 Calories

- 12 minutes—gardening (digging).
- 15 minutes—cycling, fast game of tennis, mowing lawn with hand mower, skating, table tennis, golf, washing and waxing car.
- 20 minutes—gardening (weeding), mopping the floor.
- 24 minutes—ironing, making beds, scrubbing.
- 30 minutes—playing with the children, cleaning windows, dancing, walking, bowling.
- 40 minutes—hand-washing clothes.
- 1 hour—standing at ease.

There is another good reason for exercising along with the diet. Doctors now believe that appetite controls in the brain tend to work better with increased exercise.

Counting calories is important if you are still gaining weight—at last until your weight is stabilized. If possible, measure or weigh the food for an accurate count. For accuracy, you also need a good scale to weigh yourself the first thing in the morning once a week.

With the weight stabilized, there are two ways to count calories. First, you can record how many calories are used to maintain weight, then subtract 700

for your new diet. With planning, you can have good, filling meals that are nutritionally balanced with as few as 1,000 calories a day.

Simpler Way

But there is a simpler way, especially if your mind begins to boggle with all that arithmetic. Just begin with your normal diet and make subtractions or deletions to total 700 calories.

A baked potato minus the butter (100 calories per tablespoon) and the sour cream (100 calories for two tablespoons) saves 200 calories. Save 70 calories by drinking a cup of skim milk instead of whole milk.

Use one envelope of unflavored gelatin, at 35 calories, instead of one package of fruit-flavored, presweetened gelatin, 325 calories.

Half a 7-ounce can of tuna packed in water has only 127 calories, not even half the 288 for the same amount packed in oil.

Develop expertise with your dinner knife and whittle away many useless calories. A medium-thick pork chop has 245 calories. But with careful trimming you can get it down to only the lean portion, with 110 calories—saving 135 calories or allowing you to have two chops and still save 25.

Snack foods are another way to really pare down: ten 2-inch potato chips, 115 calories; 15 peanuts, 90 calories; ¼ cup raisins, 120 calories; one 2-inch piece of chocolate cake with fudge icing, 420 calories; one 2-inch piece of angel food cake, 110 calories; 1/7 of a 9-inch cherry pie, 340 calories.

For dinner tonight, have a one-cup serving of spaghetti with tomato sauce (200 calories) instead of a small 6-ounce steak (at 700 calories!).

Pastas Are OK

You thought pastas were a No-No on any diet? Not So! Actually, pasta made from enriched durum wheats is ideal for calorie-controlled meals.

Macaroni foods themselves are relatively low in calories—102 per ounce for uncooked spaghetti and macaroni and 107 per ounce for uncooked noodles. And they combine readily with lean foods to stretch your calorie budget (and often the much-abused food budget, too).

Enriched durum products contain important amounts of the essential B-vitamins—thiamine, niacin and riboflavin—and that important mineral, iron.

In addition, enriched durum products are 12% protein, with a good distribu-

tion of the essential amino acids, except lysine and tryptophane which are on the low side. However, a little bit of chicken, seafood, meat or cheese added to the meal, perhaps combined with the pasta, makes the protein complete.

For people with additional dietary problems, macaroni products are considered low sodium and low cholesterol foods.

Pasta adds another positive dimension to dieting. Use the many shapes—bows, shells, twists, swirls, flowers, stars, etc.—to add variety and prevent the usual pitfall of ending up with a monotonous, boring diet.

Six Low-Calorie Recipes

To begin your weight-controlled eating program use the six low-calorie pasta recipes that follow.

We've included a chart showing the contribution of one serving of each recipe to the Recommended Daily Dietary Allowances of an 18 to 22-year-old woman. Use this to help you plan the day's meals to include all the essential nutrients. Your diet should be low in only one thing: calories.

Hearty Tomato Soup

4 to 6 servings
2-1/4 cups (18 oz. can) tomato juice
1-3/4 cups water
1/2 teaspoon chili powder
1/4 teaspoon celery salt
1/4 teaspoon onion salt
1 envelope instant beef bouillon
3 ounces enriched elbow macaroni
2 frankfurters, sliced

Combine tomato juice, water, chili powder, celery salt, onion salt and bouillon in large saucepan. Bring to a boil. Add remaining ingredients and cook, stirring occasionally, until macaroni is tender, about 10 minutes.

Total Recipe = 758 Calories
4 Servings = 190 Calories/Serving
6 Servings = 126 Calories/Serving

Confetti Macaroni and Corn

8 servings
7 ounces enriched elbow macaroni
1 cup thinly sliced carrots
2 cups (1 lb. can) cream-style corn
1/4 cup chopped parsley
1 teaspoon Worcestershire sauce
1/2 teaspoon seasoned salt
1/2 teaspoon pepper
2 tablespoons enriched dry bread crumbs
1 teaspoon melted butter

Cook macaroni and carrots in boiling, salted water (2 quarts water plus 1 tablespoon salt) 4 minutes; drain. (Neither will be tender.) Meanwhile, combine corn, parsley, Worcestershire sauce, salt and pepper in large bowl.

Mix in drained macaroni and carrots. Turn into greased 1 1/2 quart casserole. Combine bread crumbs and butter; sprinkle over top of casserole. Bake in preheated 350° oven 25 to 30 minutes, or until heated through the bread crumbs are browned.

Total Recipe = 1,193 Calories
8 Servings = 149 Calories/Serving

Tuna Macaroni Salad

6 Servings
4 ounces enriched elbow macaroni
Creamy Salad Dressing (see below)
2 cups shredded cabbage
1 can (7 oz.) water-packed tuna, drained and flaked
1/4 cup grated carrots
1/4 cup green pepper, cut into julienne strips
2 teaspoons celery salt

Cook macaroni in boiling, salted water (2 quarts water plus 1 tablespoon salt) until tender, yet firm, 6 to 7 minutes. Rinse with cold water to cool. Drain and place in mixing bowl. Stir in Creamy Salad Dressing (see below). Add remaining ingredients; mix well. Cover tightly and chill at least 2 hours. Creamy Salad Dressing: Yield: 1/2 cup
1/2 cup plain yogurt

1-1/2 tablespoons grated onion
2 teaspoons sugar
2 teaspoons prepared mustard
1 teaspoon lemon juice
1 teaspoon cider vinegar
1/4 teaspoon onion salt
1/4 teaspoon pepper
In small bowl combine all ingredients; mix well.

Total Recipe = 834 Calories
6 Servings = 139 Calories/Serving

Molded Chicken/Cantaloupe Salad

4 to 6 Servings
2 envelopes unflavored gelatin
1 cup water
2 cups pineapple juice
1/4 cup lemon juice
2 tablespoons sugar
1/4 teaspoon salt
1 cup cantaloupe balls
2 ounces enriched medium noodles
1 cup boned chicken, cooked and diced
1 cup seedless grapes, halved
1/2 cup chopped celery
Lettuce leaves

In 2-quart saucepan stir together gelatin, water and 1 cup of the pineapple juice. Heat, stirring constantly, until gelatin is dissolved. Add remaining pineapple juice, lemon juice, sugar and salt. Pour 1/2 cup gelatin mixture into 2-quart mold or loaf pan. Arrange cantaloupe balls on bottom of mold. Chill in refrigerator while completing salad preparations. Cook noodles in boiling, salted water (2 quarts water plus 1 tablespoon salt) until tender, about 6

minutes; drain. Rinse with cold water to cool; drain. Combine noodles, chicken, grapes and celery with remaining gelatin mixture; pour into mold. Chill until firm. Unmold onto serving plate and garnish with lettuce.

Total Recipe = 1,285 Calories
4 Servings = 321 Calories/Serving
6 Servings = 214 Calories/Serving

Chicken Noodle Waldorf

6 to 8 Servings
4 ounces enriched medium noodles
3 cups boned chicken, cooked and diced
1 medium apple
1 tablespoon lemon juice
1/2 cup chopped celery
1/4 cup raisins, optional
1 egg, beaten
2 cups boiling water
2 envelopes instant chicken bouillon
1 tablespoon arrowroot
1 teaspoon salt
1/2 teaspoon pepper
1/2 teaspoon powdered cinnamon
1/4 teaspoon powdered nutmeg
1/4 teaspoon powdered allspice

Cook noodles in boiling, salted water (2 quarts water plus 1 tablespoon salt) until not quite tender, about 4 minutes; drain. Spread half the chicken in bottom of 1-1/2 quart casserole. Peel, seed and chop apple; coat with lemon juice. Add apple, celery, (raisins, if desired), and egg to drained noodles; mix well. Spread noodle mixture over chicken. Top with remaining chicken. Dissolve bouillon in boiling water; add arrowroot, seasonings and spices. Pour this gravy over all in casserole. Cover and bake in preheated 350° oven 50 minutes. Serve hot.

Total Recipe, no raisins = 1,678 Calories
6 Servings, no raisins = 280 Calories/Serving

8 Servings, no raisins = 210 Calories/Serving

Total Recipe, raisins = 1,798 Calories
6 Servings, raisins = 300 Calories/Serving

8 Servings, raisins = 225 Calories/Serving

Lasagne Florentine

12 Servings
1/2 pound enriched lasagne
1 tablespoon oil
2 packages (10 oz. each) frozen spinach
1/2 cup chicken broth
1/4 cup grated onion
2 tablespoons enriched flour
1 tablespoon lemon juice
1 teaspoon salt
1 teaspoon Italian herbs
1/4 teaspoon garlic powder
1 carton plain yogurt

1 cup cottage cheese
1 egg, beaten
1 can (4 oz.) mushroom stems and pieces
1/2 cup Parmesan cheese

Cook lasagne in 4 quarts boiling, salted water with oil until not quite tender, about 12 minutes; drain. Cook spinach according to package directions; drain well. In bowl combine broth, onion, flour, lemon juice, salt and herbs; stir in yogurt and spinach. Combine cottage cheese and egg. Spoon one-fourth cottage cheese sauce on bottom of 13 x 9-inch pan; top with one-third the lasagne. Then spoon one-fourth the cottage cheese sauce and one-third each of the spinach and mushrooms on top

National Academy of Science, National Research Council
Recommended Daily Dietary Allowances
Eighth Revised Edition, 1974
Expressed as Percentages of the U.S. RDA
(U.S. RDA for 4 Years—Adulthood)

Years	Calories	Protein (g)	Protein (%)	V.I. D'	Vit. C	Folic acid	Niacin	Riboflavin	Thiamin	Percent U.S. RDA															
										B ¹²	B ⁶	(Ca)	(p)	Iodine	(Fe)	(Mg)	(Zn)								
Infants																									
00-0.5	Kg x 117	Kg x 2.2	—	28	100	13	58	13	25	24	20	15	5	36	24	23	56	15	20						
0.5-1.0	Kg x 108	Kg x 2.0	—	40	100	17	58	13	40	35	33	20	5	54	40	30	72	18	33						
Children																									
1-3	1300	23	35	40	100	23	67	25	45	47	47	30	17	80	80	40	83	38	67						
4-6	1800	30	46	50	100	30	67	50	60	65	60	45	25	80	80	53	56	60	67						
7-10	2400	30	55	66	100	33	67	75	80	71	80	60	33	80	80	73	56	63	67						
Males																									
11-14	2800	44	68	100	100	40	75	100	90	88	93	80	50	120	120	87	100	88	100						
15-18	3000	54	83	100	100	50	75	100	100	106	100	100	50	120	120	100	100	100	100						
19-22	3000	54	83	100	100	50	75	100	100	106	100	100	50	80	80	93	56	88	100						
23-50	2700	56	86	100	50	75	100	90	94	93	100	50	80	80	87	56	88	100							
51+	2400	56	86	100	50	75	100	80	88	80	100	50	80	80	73	56	88	100							
Females																									
11-14	2400	44	68	80	100	33	75	100	80	76	80	80	50	120	120	77	100	75	100						
15-18	2100	48	74	80	100	37	75	100	70	82	73	100	50	120	120	77	100	75	100						
19-22	2100	46	71	80	100	40	75	100	70	82	73	100	50	80	80	67	100	75	100						
23-50	2000	46	71	80	40	75	100	65	71	67	100	50	80	80	67	100	75	100							
51+	1800	46	71	80	40	75	100	60	65	67	100	50	80	80	53	56	75	100							
Pregnant	+300	+30	+46	100	100	50	100	200	+10	+18	+20	125	67	120	120	83	100	113	133						
Lactating	+500	+20	+31	120	100	50	133	150	+20	+29	+20	125	67	120	120	100	100	113	167						

Wheat Export Film

The National Wheat Institute has entered into a contract for the production of a motion picture titled "Wheat Export: Help U.S. Economy." It was announced by E. L. Hatcher, N.W.I. chairman. The film, a 28-minute color and sound motion picture, will be made by Scott Anderson Productions of Washington.

Stanley Moore, vice-chairman of the N.W.I. and chief proponent of the film project, said it is important that American consumers recognize exports of wheat as a source of economic stability rather than a threat to their supplies.

Mr. Hatcher added that one of the goals of the film is to help the public understand that wheat is a "renewable source of capital," and that sales abroad help the U.S. achieve a favorable bal-

ance of payments and strengthen the national economy.

Stressed in the film will be the "exciting story of achievement and opportunity" for U.S. wheat farmers, including how their productive ability assures wheat for domestic use while allowing about two-thirds of the crop to be exported.

The film also will review highlights of the American wheat market, stressing the wide range of quality and kinds of wheat available for purchase by foreign users. The five major types of wheat produced in the U.S. serve every end-use need, it will be noted.

Programs of the National Wheat Institute are carried out in cooperation with Agricultural Marketing Service and Foreign Agriculture Service. The Institute was funded by monies remaining in the export wheat certificate pool.

ConAgra to Sell Puerto Rican Mill

ConAgra, Inc., has reached agreement with Continental Grain Co. for sale of the ConAgra flour mill at Guanica, Puerto Rico, to a subsidiary of Continental Grain.

The Guanica mill, with daily wheat flour capacity of 3,000 cwts, was completed by ConAgra within the past year.

ConAgra said it will retain its major Puerto Rican wheat flour mill located at Catano, near San Juan, along with a corn mill, three feed mills and poultry processing and swine breeding operations on the island.

SEMINAR ON WHEAT
North Dakota State University
April 13-16, 1975

Can the World Feed Itself?

The real villain in the world fight against hunger and starvation may not be a lack of food, but rather political, economic, and distribution roadblocks in getting available food to those who need it, according to the Du Pont Context.

In addition, the magazine states that significant gains in productivity by traditional agricultural methods can still be made in the United States and in other countries. However, the search for nontraditional sources of food will probably continue for several years before any significant gains can be realized.

"We have nowhere near reached the limits of traditional agriculture," says Dr. Nevin Scrimshaw, head of the department of nutrition and food science at the Massachusetts Institute of Technology. "But there are obstacles to applying the latest scientific techniques everywhere. It's a theoretical potential which cannot be realized quickly," he says.

This potential for facing or avoiding widespread famine is explored in the Context issue whose theme is "Can the World Feed Itself?" The magazine contains articles exploring how the United States became the major producer of food, what critical questions America faces in determining food trade policy, how much help the so-called Green Revolution can promise underdeveloped nations, why unconventional sources of food are still some years away, the way some agribusiness corporations are exporting farming know-how, and why there is still room for agricultural gains to be made worldwide.

The Green Revolution

During the 1960's, the main hope for production increases came from the Green Revolution, a revolution based on new, high-yield varieties of dwarf wheat and rice cultivated with the aid of fertilizers and chemical crop protectors.

At first, major gains were made in increasing food output in underdeveloped countries, but then the revolution came under increasing criticism as per capita food production in these countries began to falter. All of this criticism is not justified, Lester R. Brown and Erik P. Eckholm of the Overseas Development Council maintain in their article, "Buying Time with the Green Revolution."

"Critics are quick to point out that per capita food output has not improved very much in the countries where the new seeds are being used," they con-

cede. "This is certainly the case for the great majority of countries, but to focus on this is to miss the essential point: Without production boosts made possible by the new seeds, there would have been a disastrous decline in per capita food production in Asia because of great population increases."

"In sum, the Green Revolution does not represent a solution to the food problem," the authors conclude, "rather it has been a means of buying time—perhaps an additional 15 years, of which half has already overtaken us—during which some way may be found to apply brakes to population growth."

While means of increased food production abroad are being sought with the Green Revolution, there is no reason to expect American agriculture's historical growth to suddenly cease.

American Capacity

Another Context article reports:

"There is a large mass of evidence and informed opinion that says, in essence, 'Don't worry—the American agricultural capacity still has significant growth room, and per-acre yields can still be substantially improved.'"

This can be done through putting more land in production (almost 300 million acres of suitable land are not being used), through machinery to insure better harvesting, through better seeds and animal stock, and through wider use of chemical crop protectors, the article says.

Much of this technical know-how is also being exported to countries which can afford to purchase it, such as Iran and Indonesia. In "Agribusiness Hits the Road," Context tells how one such company, Hawaiian Agronomics, is selling farm technology and marketing expertise to some of the relatively affluent countries. But, as Wayne Richardson, Jr., the company's president, warns, "Somewhere along the line, the 'haves' must give money to the 'have-nots' to get them started."

Policy Debate

As illustrated by the policy dispute at the World Food Conference in Rome, other nations continue to look to the United States more than ever for surplus food. The Context article, "The Agricultural Policy Debate," delves into why there is disagreement at home about how much food we ought to stockpile, give away, or sell abroad.

Finally, Context takes a look at one farm family, the Walter Wendtes of Altamont, Ill. Although there is no "typical" farm family, the Wendtes

illustrate why America became the major world food producer—rich land, abundant immigration, a free-land policy during the 1800's, a superior transportation network, emphasis on mechanical, chemical innovativeness, and hard work.

But, according to Walt Wendte, there is more to feeding the world than back-breaking labor.

"They once said you became a farmer if you couldn't do anything else," he says with a smile. "That is no longer the case—if it ever was. The farmer who wants to stay on top of the heap has to go along with change."

Piecemeal Policy

"The U.S. government can no longer afford to take a piecemeal approach to food policy," the House Agriculture Committee's subcommittee on Department operations concludes in a report entitled "Malthus and America" based on public hearings held by the subcommittee on world food and population problems.

"Steps must be taken," the subcommittee says, "to decide whose interests will be served or sacrificed," before a U.S. policy toward the world food crisis can be implemented. The subcommittee's report states that the U.S. will be faced with the decision of imposing export controls for "cheap food" at home or to serve humanitarian interests by exporting food to hungry nations.

Food Crisis

"Unless present trends in population growth and food production are significantly altered," it states, "a food crisis that will have the potential to affect everyone from every walk of life will hit with more impact than the energy crisis of 1973-74."

The complex issues of the world food problem, the subcommittee says, narrows down to "the very basic proposition of tradeoffs and sacrifices." The U.S., it points out, must "decide to what extent the interest of certain groups, among others, taxpayers, consumers, farmers, domestic industry, foreign customers and the humanitarian interests, are served and/or sacrificed."

Human Wisdom

"There are two statements about human beings that are true; that all are alike, and that all are different. Of these two facts all human wisdom is founded."

—Mark Van Doren

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▲ TRIANGLE

At the World Food Conference

To feed earth's 3-billion inhabitants, a safe carryover of cereals from harvest to harvest is 230-million tons, according to the United Nations' Food & Agriculture Organization. The figure includes working stocks of 160-million tons and a "famine reserve" of 70-million tons against crop failures, equal to about one-fifth of the world's annual consumption of 1.2 billion tons.

Right now, the U.S. Agriculture Dept. estimates, the world carryover of wheat, rice, and coarse grains such as corn and soybeans is just 96-million tons, with no reserve at all. "There is not going to be any increase in the next nine months," says Anthony Leeks, chief of the FAO's basic food-stuffs agency, "and that situation might continue until mid-1976."

In his address to the World Food Conference as chairman of the American delegation, Secretary of Agriculture Earl L. Butz stressed the importance of providing incentives to farmers throughout the world to increase crop production. He said "response to economic rewards" is the best way of assuring farmers' use of present and future technology.

Secretary Butz refrained in his address from promising any increase in the current American food aid commitment beyond that indicated prior to the conference, and he also spelled out in some detail the U.S. position in regard to the establishment of a world food reserve, specifically a grain reserve.

"The number one responsibility of this conference is to move the world toward a higher level of food production," Secretary Butz declared at the opening of his address. He said all the other issues before the conference "arise after food is produced—not before," noting, "We are not here to talk about what to do with less food. We are here to talk about what to do with more food."

Expressing confidence in the ability of the world to expand food production, he cited the fact that grain yields in developed nations increased 63% in the two decades of the 1950's and 1960's, while yields in developing countries in that same period rose only 32%. He expressed optimism that the next 10, 20 and 50 years will bring about great discoveries that will expand food production as a result of research findings.

"Much remains to be done in employing the technology we already have," Mr. Butz said. "We have at hand tremendous knowledge—of plant and waste in harvesting and storage and

animal breeding and nutrition; disease and pest control, mechanization, farm management, marketing and other farm sciences. Merely stopping unnecessary waste in harvesting and storage and losses to insects and other pests would buy the world a large amount of time as we seek to increase production."

Must have incentives

Turning to the importance of "the continuing challenge of identifying those factors that cause a farmer to produce, Secretary Butz said:

"Farm production is not a constant. There is a world of difference from country to country, from region to region, from farm to farm, from season to season—the human differential. It is costly to produce food—costly in human effort, in capital investment, and increasingly in the purchase of production inputs. To produce at high cost requires incentive.

"In my country, farmers respond to the incentive of profit. The opportunity for farmers to own and operate their own farms is an incentive. The desire for better living, a better home, and education for their children is an incentive. Pride in being a farmer is an incentive. The opportunity to share in the progress of community and nation is an incentive. In modern societies, these incentives are closely related to the ability to earn a fair return from one's investment—a decent reward for one's labor.

"I strongly suspect that this is true in other countries as well as my own. I do not pretend to be an expert in the ways of other nations and peoples. But I ask each of you: Is it not true that your farmers respond best when they are rewarded with the means to live better and provide better for their families? Call it profit. Call it by another name. It's still a response to economic rewards."

Mr. Butz said that the ending of government acreage control programs in the U.S. and freeing of crops from all such programs have resulted in a production surge. "We expect much additional land will be planted for harvest in 1975," he said. "The incentive is there in the form of market opportunity—the opportunity to profit."

Mr. Butz said that increasing crop production requires time, which "in a year like 1974 makes the subject of food aid very important." After "applauding" the various food aid efforts of food aid groups around the world,

including the initiatives of the United Nations and the Food and Agriculture Organization, Mr. Butz said, "We support a further broadening of food aid responsibility among nations and international organizations."

Mr. Butz commented: "We favor an internationally coordinated but nationally held system of reserves. We will cooperate in reasonable international efforts to sustain food reserves to meet emergencies. We do not favor food reserves of a magnitude that would perpetually depress prices, destroy farmer incentives, mask the deficiencies in national production efforts, or substitute government subsidies for commercial trade.

"If a reserve system is to succeed," he continued, "it requires a free exchange of adequate production, stocks and trade information. In fact, such an exchange is essential to the whole objective of improved food security in the world."

In conclusion, he stated: "May I emphasize that the objectives of this great conference will require sustained effort—through years of plenty as well as in years of tight supply. Historically, the concern over hunger has tended to wane and wax with the rise and fall in world production. The subject is too serious for that; it deserves continued high level effort on all fronts, and I hope that this conference will be the beginning of such a sustained drive.

"This conference must be remembered as a new dawn of hope and opportunity in man's age-old struggle against hunger and malnutrition."

Rice is plentiful

In the "Food Marketing Alert" for mid-November, issued by the Agricultural Marketing Service, the item is described as plentiful ("more than enough for requirements") include only one grain-based food—rice.

Other items officially designated as plentiful supply are beef, turkey, fresh cranberries and cranberry products, pears, fresh citrus fruits, citrus juices, raisins, dried prunes, onions, Irish potatoes, frozen vegetables, peanuts, walnuts, almonds, and dry beans and dry peas.

In the adequate category, which means "enough to meet needs," are wheat, corn, pork, broiler-fryers, eggs, fluid milk, canned non-citrus fruits, sweet potatoes and pecans.

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Durum Mill Grind Down

Production of straight semolina and durum flour in September was down 12% from the same month of the preceding year, according to the Bureau of the Census. Straight semolina and durum flour output in the month totaled 1,240,000 cwts, compared with 1,407,000 in September, 1973. At the same time, September production was up 80,000 cwts, or 7%, over the 1,160,000 in August.

The Census Bureau in its current report on September flour production actually shows a combined total for straight semolina durum flour at 1,364,000, compared with a combined total of 1,276,000 in the preceding month. In footnotes the Bureau states that the totals are "combined to avoid disclosure of figures for individual companies." Milling & Baking News estimated straight semolina in September at 1,240,000 cwts based on the same percentage relationship indicated in the preceding month. This procedure was suggested by Bureau officials in order to estimate totals which would be comparable with earlier data. The Bureau in the past has shown only straight semolina durum flour and durum wheat ground and has shown no totals for blended semolina durum flour but merely a "D" with a footnote that the data were omitted to avoid disclosing figures for individual companies.

Durum grind to 2,922,000 bus

Durum grind in September totaled 2,922,000 bus, compared with 3,275,000 a year earlier, for a decrease of 11%. It was up 10% from the 2,647,000 bus used in August.

OH 14% in first nine months

Straight semolina and durum flour production in the first nine months of the 1974 calendar year totaled 10,557,000 cwts, compared with 12,307,000 in the same period of the preceding year, a decrease of 14%. Average monthly production of straight semolina durum flour in the first nine months of the year were 1,173,000 cwts against 1,367,000 in the same period of 1973. Monthly straight durum flour production ranged from a high of 1,497,000 cwts in March to a low of 899,000 in July while the variation a year earlier was between a high of 1,678,000 in March and a low of 1,056,000 in June.

Durum grind in January-September aggregated 24,675,000 bus, compared with 28,127,000 a year earlier, off 12%. Average monthly durum grind in this period was 2,742,000 bus against 3,125,000 a year ago. Monthly durum grind in the first nine months of 1974 ranged

from a high of 3,532,000 in March to a low of 2,012,000 in June while the range a year earlier was between a high of 3,612,000 in March and a low of 2,872,000 in July.

July-September Down 16%

Straight semolina and durum flour production in the July-September quarter totaled 3,403,000 cwts against 4,053,000 in the same quarter of the preceding year, a decrease of 16%. Durum grind in the first three months of the 1974-75 crop year also totaled 7,930,000 bus against 9,361,000 a year earlier, down 15%.

Production of durum wheat products and mill grind in 1974, with comparisons for 1973, follow:

	—1974—		—1973—	
	Semo- lina (1,000 cwt) bus	Durum (1,000 cwt) bus	Semo- lina (1,000 cwt) bus	Durum (1,000 cwt) bus
January	1,326	3,149	1,279	2,932
February	1,348	3,161	1,550	3,487
March	1,497	3,532	1,678	3,812
April	1,057	2,494	1,315	3,053
May	1,027	2,397	1,377	3,093
June	899	2,012	1,056	2,389
July	1,003	2,361	1,155	2,672
August	1,160	2,647	1,491	3,414
September	1,240	2,922	1,407	3,275
October			1,542	3,584
November			1,298	3,054
December			1,167	2,602

Canada Extends Two-Price System

Legislation to continue the Canadian government's subsidy on wheat used for domestic purposes was introduced in the Commons by Otto Lang, minister responsible for the Wheat Board.

The bill, the Two-price Wheat Act, would stabilize the price of wheat paid by flour millers at \$3.25 per bu, basis the Lakehead, regardless of prices on the international market. The latter is currently at \$5.85 for No. 1 C.W. red spring wheat, 13.5% protein.

The legislation would extend the subsidy program, designed to hold down the price of bread, until the end of the 1979-80 crop year. The measure would also add durum to the program.

Discount Range Widened

In an effort to encourage maximum on-farm drying in view of quality conditions, the government of Canada has approved new initial prices on grains delivered to the Wheat Board that widen the discounts paid for low and offgrades of wheat, oats and barley. Generally, the higher initial prices are \$1.50 per bu on red spring wheat, \$2 on durum, 60¢ on barley and 10¢ on oats, basis in store Thunder Bay or Vancouver. Increases on lower grades of spring and durum are \$1@1.25, and damp discounts have been widened 5@7¢. On No. 3 and 4 oats, the initial price rise is only 4¢ and the damp discount was widened 3¢; for No. 3 barley, the increase is 55¢ and the discount has been widened 3¢. The Wheat Board said adjustment payments to reflect increases in initial prices will be made following final payments for the 1973-74 crop.

Satellite to Focus on Wheat

Wheat grown in the Great Plains will be the focus of an experiment sponsored by the U.S. Department of Agriculture and two other federal agencies to study how computer-assisted analysis of data acquired from a space satellite can contribute to crop forecasting. The project, known as the Large Area Crop Inventory Experiment (LACIE), will be a joint investigation by U.S.D.A., the National Oceanic and Atmospheric Administration and the National Aeronautics and Space Administration.

The satellite survey experiment was announced at the World Food Conference in Rome by Secretary of State Henry A. Kissinger, who said it would be part of a new scientific endeavor to help determine global food situations. The experiment is one of many that will be conducted by government agencies in various earth resource fields using the second Earth Resources Satellite (ERTS-B), scheduled for launching in January.

In Canada: Wascana replaced Hercules as the predominant variety in 1974.

FINAL DURUM CROP ESTIMATE

State	Harvested Per Acre Acreage Yield		Production	
	1974 (1,000 Acres)	1974 (Bus.)	1973 (1,000 Bus.)	1974
California	3	50.0	156	150
Minnesota	84	28.0	992	2,351
Montana	267	19.0	4,221	5,073
North Dakota	3,440	20.0	65,493	68,800
South Dakota	205	14.0	2,050	2,870
United States	3,999	19.8	72,912	79,245

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Egg Production Down

The nation's laying flock produced 5,266 million eggs during November, 3% less than a year ago according to the Crop Reporting Board. Layers on hand during November averaged 281 million, down 5%. Rate of lay on December 1 averaged 62.8 eggs per 100 layers, up from 62 a year earlier and 62.2 on November 1. Egg-type chicks hatched in November totaled 32.7 million, down 10% from the 40.3 million produced a year ago. Eggs in incubators on Dec. 1 at 30.2 million were 11% below a year ago.

Egg Prices

Egg breaking stock prices in the mid-west dropped from the first of the year to a low in the last of April, a bit of a reaction in early May and then the lowest of the year in mid-May. The climb back took prices exactly where they were when 1974 began.

Frozen whole eggs in the Chicago market hit their low of 30¢ a pound during the week of May 10. They were highest in February when they ranged between 49 and 51¢. At year end they were 8 to 9¢ under the start of the year @ 36.5 to 38¢ per pound.

Frozen whites got as high as 22.5¢ in October and hit their low of 14.5¢ in May.

Dried whole eggs were lowest in May at \$1.28 per pound. They were \$1.95 to \$2.05 per pound at the beginning of the year but ended up in the range of \$1.55 to \$1.70. Dried yolks were 20 to 30¢ a pound higher.

Egg Processing

A total of 46 million dozen shell eggs were broken October 13 through November 9, 1974 under the USDA's Egg Products Inspection Act—up 3 percent from the corresponding four weeks of last year. Percent increases by regions were: Western 17; North Atlantic, 5; and South Central, 10. Eggs broken were down 4 percent in the North Central and 1 percent in the South Atlantic from the 4 week period of last year.

During the four weeks, 71.5 million pounds of liquid egg products were used in processing—up 5 percent from the same period last year. Ingredients added in processing totaled 2.2 million pounds, 47 percent less than a year ago.

Liquid egg production (including ingredients added) for immediate consumption and processing totaled 25.9 million pounds during the 4 week period—up 13 percent from the same period last year. Products for immedi-

ate consumption totaled 12.2 million pounds compared with 8.8 million a year earlier. Those for processing totaled 13.7 million pounds, compared with 14.1 million last year.

Frozen egg products amounted to 24.5 million pounds, 6 percent less than last year. Dried egg production was 5.3 million pounds, 22 percent below the 4 week period a year ago.

Cumulative totals July 1 through November 9, 1974 and percentage increases from the corresponding 1973 period were as follows: Shell eggs broken—237 million dozen, 8 percent; liquid egg used in processing—351 million pounds, 10 percent; liquid products for immediate consumption and processing—118 million pounds, 18. Dried products at 26 million pounds were unchanged but frozen products, at 133 million pounds, were down 3 percent from the same period last year.

Multifoods Looks Ahead

Sales and earnings gains in excess of 12% are anticipated in the current fiscal year by International Multifoods Corp., William G. Phillips, president, said in a talk to an institutional investors and retail brokers meeting sponsored by Kidder, Peabody & Co.

"We expect, for fiscal 1975 in total, we will be at sales level of about \$850 million, up about 12-13% from last year's \$752 million level," Mr. Phillips said.

"Current profit estimates, by various analysts, project our per share earnings to be between \$3.65 and \$3.90 per share. We expect we will be in the upper half of this range and thus should be above our new objective of a 12% per share profit increase."

The profit gain, Mr. Phillips said, will be accomplished despite a loss in the company's decorative accessories division and without consideration of the possible merger of S. Riekes & Sons Co., which Multifoods hopes to complete before the end of its fiscal year on Feb. 28, 1975.

Diversification

Commenting on diversification of Multifoods in recent years Mr. Phillips said, "A few years ago, many analysts and investors told us that our diversification—particularly in many different marketing areas of the food field—was a negative in evaluating our stock because it made the company harder to understand and—in their view—more difficult to predict."

"We can accept this criticism, but the benefit of diversification into various food market and product areas

has been a great plus to us in recent years during the price controls and price freezes—and is a real advantage today when customers are adjusting buying and spending patterns to adapt to rapid inflationary pressures.

"Our diversification may make us harder to understand, but it has also enabled us to meet and often exceed our growth objectives, despite adversity in segments of our operations."

Runke reviews division results

Darrell M. Runke, president and chief operating officer, in reviewing performance of Multifoods divisions, said U.S. Industrial Foods last year accounted for roughly 35% of total sales.

"In our large bakery flour operation, volume is up about 3% at this time," Mr. Runke said. "Earnings are ahead of last year. As far as the outlook is concerned, we see the volume trend continuing. Our earnings from this area should be comparable to last year's. Why not up? This area of our business last year turned in an excellent performance in the last two quarters."

"Turning to the durum part of our business we find that volume is down—primarily because of strikes. Both of our St. Paul durum mills, as well as our unit in Baldwinsville, N.Y., were on strike at times earlier this year. These strikes have been settled, however, and we are running these plants in a normal manner now. The earnings picture from this profit center is much better than last year and should continue."

Hercules Halts Wheat Starch Production

Hercules Incorporated has announced plans to discontinue the production of industrial and food grade wheat starches. Included in the products to be terminated are pregelatinized wheat starches for food applications, as well as wall sizes and paste for wallpaper, all of which are manufactured at the company's Harbor Beach, Mich. plant.

Chester E. Schmalz, plant manager, stated that the decision was a result of the deteriorating economic factors affecting Hercules' starch products. Mr. Schmalz noted the closing of starch operations would affect approximately thirty jobs at the plant, which Hercules has operated since 1956 when it acquired the facility from The Huron Milling Company.

"Hercules has taken this step reluctantly," Mr. Schmalz stated, "but economic pressures made continued production of starches at the facility impossible."



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A new system for monitoring the print quality of the UPC symbol while it is on the press has been developed by Fotel, Incorporated.

The new system provides the pressman the means to observe the gain (or image spread) as it occurs while printing.

The illustration shows how the signal is nestled alongside the symbol taking up no more room than one of the UPC bars.

How It Works

The signal works in the following way: A pair of printed bars converge to form a wedge shaped space there-between. The tip of the wedge "moves" with the amount of ink flow and thus signals the degree of image spread. When the wedge tip coincides with the lower tick mark, the symbol is being printed perfectly. When it coincides with the upper tick mark, the image spread has reached the maximum permitted under UPC specifications. Thus, the printer needs only to keep his press operating so the wedge tip lies between these two tick marks. He can easily see the signal with the unaided eye and can adjust his press while it is running to print each UPC symbol on the sheet within specifications.

Fotel, Incorporated is a UPC symbol manufacturer in Villa Park, Illinois. Telephone number is (312) 834-4920.

Food Labeling Extension

FDA has extended the uniform effective date to June 30, 1975, for the following labeling regulations: nutritional labeling; cholesterol and fat labeling; seafood cocktails; orange juice beverages; frozen dinners (nutritional quality guidelines and common or usual name); spices, flavorings, colors, preservatives; imitation foods used in preparing "main dishes" or "dinners"; noncarbonated beverages; and information panel.

Products for which the only labeling change is relocation of information on an information panel need not be in compliance until Dec. 31, 1975.

The following food standards and new labeling now must be complied with by June 30, 1975: flour and enriched flour; enriched farina; enriched breads; milk and cream; cottage cheese; cream cheese; Neufchatel cheese; processed cheese; cold-pack and club cheese; grated American cheese; mellowine; dextrose; glucose; canned grapefruit; jam and jelly; table sirup; canned salmon; margarine; frozen peas; and canned corn.

Consideration will be given by FDA on a case-by-case basis for a further extension of up to six additional months, but no extension will be granted beyond Dec. 31, 1975. Such requests must be submitted before May 1, 1975, in the format prescribed by FDA in the Federal Register of October 10, 1974.

Requests for an extension of the compliance date should be sent to: Division of Regulatory Guidance, Bureau of Foods, Food & Drug Administration, 200 C St., S.W. Washington, D.C. 20240.

GMA Requests Guideline Modification

The Grocery Manufacturers of America has called on the Food and Drug Administration to withdraw its proposals for nutritional quality guidelines and common or usual names. GMA told FDA that its proposals have crystallized its concerns over "the ever increasing imposition of regulatory burdens on the food industry in the name of nutrition which exceed the agency's authority under the Federal Food, Drug and Cosmetic Act.

The American Frozen Food Institute has brought a suit against the common or usual name regulations.

GMA said that even where labeling is false and misleading, FDA's authority is limited to seeking court enforcement, including seizure and condemnation, in-

junction, and criminal penalties. It added that "under none of these remedies is the court or the FDA empowered to order the manufacturer to include particular ingredients in his product, to label or identify his product in a particular manner, or to include disparaging label statements."

FTC on Food Advertising

The long-promised food advertising proposal by the Federal Trade Commission skirts the issue of affirmative disclosure of nutrition information. While it does aim at clamping down on the use of unjustified claims for high nutrition, the proposal will not require advertisers to provide any "affirmative disclosure" whatsoever on nutritive value of foods. However, the FTC staff believes it is essential that nutrition information be required in some form in virtually all food advertising, and recommends that advertising contain nutrition information in roughly the same format as that required for labeling by FDA. Foods that do not use nutrition labeling would be required under the proposal to show caloric content and make a negative disclosure if the food does not contain at least 10% of the U.S. RDA for any nutrient.

Comments on the proposal will be open until Feb. 5.

Misleading Vignettes

Industry almost unanimously opposed FDA's proposal that a vignette showing any food or characterizing ingredient or component not included in the package must carry an explanatory statement. FDA's desire to extend the requirement beyond frozen dinners also received industry's opposition. One pertinent industry comment: It would unnecessarily add to costs of a label on a bottle of syrup to add in bold face type with letters 1/8 in. high. "This bottle does not contain butter or pancakes."

General Mills Net Rises

Earnings of General Mills rose 16.1 per cent for the second quarter, and were up 14.1 per cent for the six months ended Nov. 24. Sales rose 22.1 per cent for the three months and were 19.9 per cent ahead for the half.

Net income for the quarter amounted to \$29,019,000, equal to \$1.22 a share, compared with \$24,996,000, or \$1.06, for the 1973 period. Six months profits were \$50,175,000, or \$2.11, against \$43,984,000, or \$1.86.



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Hi-Speed Develops Special Checkweigher for Cases

To meet the need for handling cases, large bags, and a variety of heavy items, the Hi-Speed Checkweigher Co., Inc. of Ithaca, New York has designed a special version of its rugged Model CM-60 Checkweigher. The caseweighing unit is designated as the Model CM-60 H CS. It will handle flat and upright cases, open or closed, up to 18" x 24" in size, and weighing up to 50 pounds.

The Hi-Speed Caseweigher utilizes a combination of slow speed and high speed infeed conveyor belts to deliver containers to the scale platform. Hi-Speed's patented beltless system, using stainless steel chains, carries packages over the scale. The weighing unit itself is the flexure and coil spring type using a DCDT transducer or strain gage load cells. A Photoelectric eye on the discharge end of the scale platform initiates the Interrogate circuit in the checkweigher control.

Three Zone Control

An outstanding feature which is standard on the CM-60 Caseweigher is Hi-Speed's advanced 3-zone HE-70 Control. This compact, solid-state unit inboards, built-in testing capability, modular construction, and integrated circuits for exceptional reliability and low-cost maintenance. A number of practical options available with the HE-70 Control include a remote read-hold meter, an average weight indicator, remote counters, and computer interface.

The CM-60 H CS Checkweigher also incorporates a discharge belt and a heavy-duty push-off rejector. Its open design assures easy clean-up and sanitary operation. The leg base castings have tapered and rounded sides with no spill-catching flat areas. Complete information and specifications on the Hi-Speed Caseweigher and other Model CM-60 Checkweighers are included in Data Sheet 71-1, available from Hi-Speed Checkweigher Co., Inc., 605 West State Street, Ithaca, N.Y. 14850.

Hayssen Acquires "Vari-Depth" Case Packing System

Hayssen Manufacturing Co., Sheboygan, Wisconsin has announced the acquisition of worldwide manufacturing and sales rights of a new corrugated case handling system from Weyerhaeuser Company.

The new system, called "Vari-Depth" automatically adjusts the vertical size dimension of the case to conform exactly to the product within, even where product can vary from case to case.

The "Vari-Depth" accepts a filled, top opening corrugated case with un-scored top flaps that have been partially slotted. The machine will apply compression to the product (if required), and automatically score, slot and trim the flaps to the proper dimension to correspond to product height within the case.

Significant economies derived from this method of case packing (depending

upon specific application), can be obtained through reduced case size inventory, increased purchase quantities in specific case sizes, reduced volume of cases shipped, as well as improved stacking strength.

Hayssen Manufacturing Company, a Bemis Company subsidiary, has been a leader in automatic packaging machinery and systems for over 50 years. Major product lines include vertical pouch packaging and filling, wrapping, accumulating and bundling, tray packaging and filling, blow molding and plastic forming. Hayssen's headquarters and main plant are located in Sheboygan, Wisconsin. Additional manufacturing operations are located in Thetford, England and Zingonia, Italy.

Training Lift Truck Operators

Training of powered lift and fork lift truck operators, as required by current Occupational Safety and Health Act (OSHA) regulations, can be accomplished in approximately seven hours with a programmed instruction course available from the Applied Technology Division of the Du Pont Company.

The self-study course is presented in five segments covering loads and their effect, maintaining control, lift truck operation, load handling, and professional operation. An administrator's guide is used in the presentation of the course to one or more students.

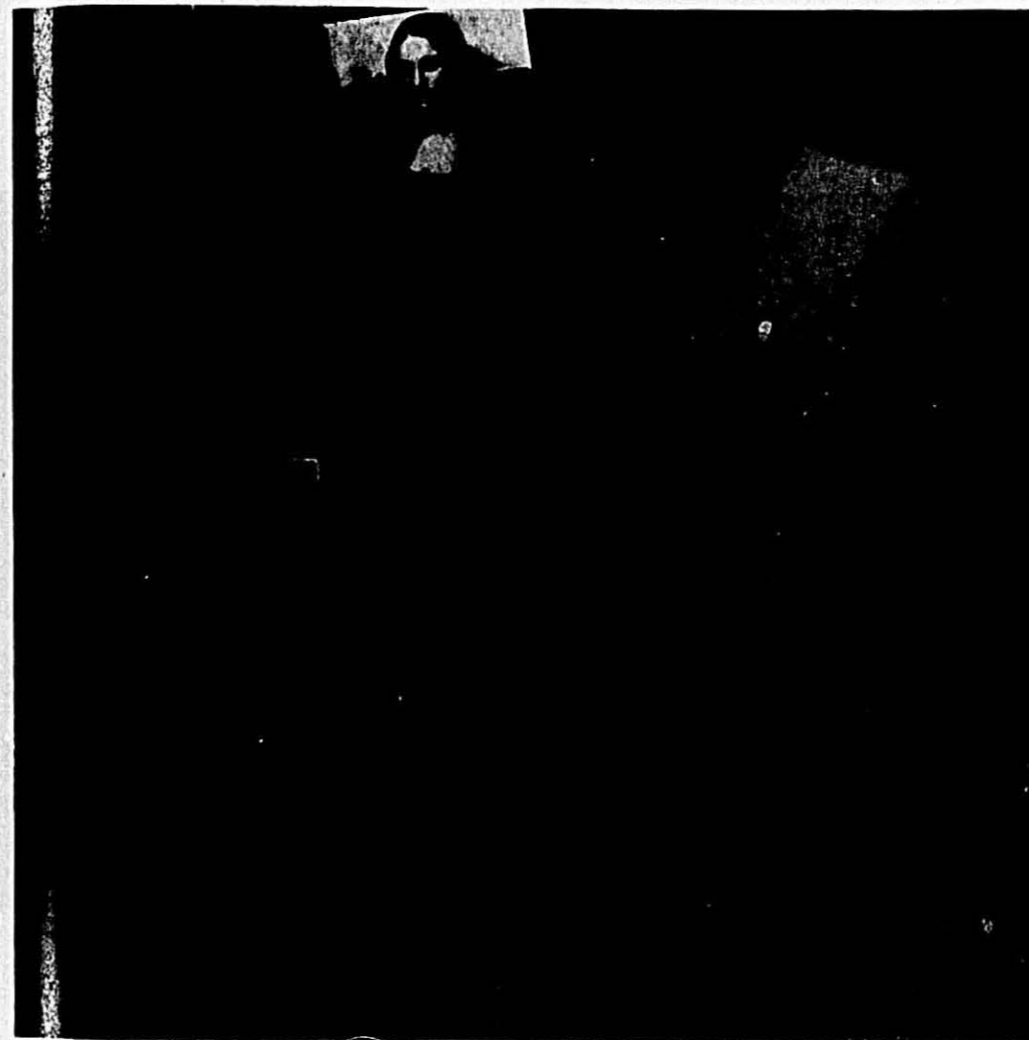
Students learn safe operating rules for each area of instruction. The course teaches operating procedures, driving techniques, maintenance and inspection techniques, and personal safety practices associated with powered lift trucks. Specifics of all aspects of operation, including load weight, carrying position and operating speed are included.

Progress Tests

At the end of each segment of the course, a progress test is given the student. The only grades available are pass or fail. In the event of failure, a student repeats that segment of the course until he can pass the test.

The programmed instruction technique, using the principle of "learning reinforcement," has the student respond to questions that become progressively more difficult. He learns immediately whether his answer to a specific question is correct or not. Slow readers can achieve the same high level of learning as faster ones with this type of instruction.

Complete information on Powered Lift Truck Operator Training is available from the Du Pont Company, Applied Technology Division, Wilmington, Del. 19896.



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