

**THE
MACARONI
JOURNAL**

**Volume 56
No. 12**

April, 1975

Macaroni Journal

APRIL 1975 56th Anniversary Issue



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The Macaroni Journal

April
1975
Vol. 56
No. 12

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Editor's Notebook:

A report on discussions from the
NMMA Winter Meeting appear on
pages 5, 11 and 18.

Next month we will carry the most
interesting seminar on "Planning for
Performance and Profits", capably car-
ried out by the San Giorgio Macaroni
team.

The subject of microbiological stand-
ards for macaroni products will be

taken up in the discussions of good
manufacturing practices at the Sem-
inar at North Dakota State University,
Fargo, April 13-16.

This 56th Anniversary Issue of the
Macaroni Journal is one of the largest
and best put together in some time.
We are grateful to the loyal group of
suppliers listed on pages 40, 41, 42 and
58. Give them your support and they
give theirs to us.

The Editor

THE MACARONI JOURNAL

Communicating the Year of Pasta

by Elinor Ehrman, Vice President, Theodore R. Sills, Inc.

Our 1974 program, geared to the
theme of More For Your Money
With Macaroni, elicited enthusiastic
response from all media in communi-
cating the pasta story to consumers.
Analysis of coverage reveals areas of
significant interest: pasta as an economy
food for family meals and entertaining;
the nutrition benefits of macaroni prod-
ucts; the convenience of pasta, so quick
and easy to prepare.

These primary pasta advantages—
economy, nutrition and convenience—
were the bases of multi-page features
in such magazines as Redbook, Good
Housekeeping, Better Homes & Gar-
dens; in syndicated Sunday Supple-
ments and newspaper columns; in news-
paper color sections, in major market
dailies and suburban papers; in tele-
vision and radio shows.

Nutrition

Slides illustrating placements were
then shown, starting with nutrition
where magazines logged a circulation
of 5,611,423 and syndicates, over
25,000,000.

Good Housekeeping magazine for
May headlined "Great Tasting Main
Dishes With Protein Rich Foods". Copy
states: "pasta is a vegetable protein
food—one cup of cooked spaghetti,
noodles or macaroni has as much pro-
tein as one ounce of cooked meat."

Spokane Spokesman Review for Sep-
tember 5 headlined: "Pasta Economical,
Nutritious Eating". On October 10, it
used the caption "Macaroni Nutritious,
Filling, Economical".

Las Vegas Review Journal printed:
"Pasta Provides Protein".

Newspaper Enterprises Association
carried a syndicated column on "Pasta
Skillet Is Protein Perfect". This was a
recipe for Macaroni Beef Skillet.

Typical headlines from major market
dailies:

Arkansas Democrat: "Pasta Provides
Savings, Nutrition".

Hartford Courant: "Pasta Offers More
in Food Value".

New Orleans Times Picayune: "Nu-
tritious Macaroni and Cheese in Many
Versions".

erie News: "Macaroni Salads Add
Nutrients to Diet and Pennies to Bud-
get".

Des Moines Register: "Macaroni
Family Offers Budgetwise Nutrition".

Convenience

Convenience was a popular theme.
Magazine stories in this area logged a



Elinor Ehrman

circulation of 10,093,329; syndicates,
over 91,000,000; and a television kit
garnered some 97 shows.

Family Circle Magazine for Septem-
ber had a cover story notation: "Dinners
In A Dish In A Dash". A double page
color spread with the same title for the
story was on Veal Parmigiana and
Green Noodle Bake.

Farm Journal for April had a full
color page on "Make Ahead Casserole".
Pictured was Egg Noodle Beef Carrot
Casserole.

Newspaper Enterprise Association
had a syndicated feature on "Egg
Noodle Clam Chowder". Copy lead said,
"Chowders are quick to put together
and ideal family meals."

King Features noted that "Noodles
Are A Cook's Friend". Copy point—
"There's a noodle dessert and more
quick-cook ideas—everything cooks in
one pot."

Newspaper Enterprise Association in
a syndicated "One Pot Macaroni Sup-
per" story, stressed nutrition along with
convenience with the one pot recipe.

Birmingham Post Herald had a fea-
ture caption "Quick One Pot Pasta
Special Is Economical and Nutritious".
Recipe was for One Pot Macaroni and
Tuna.

Seattle Times headed "A Vegetable
Dish In 15 Minutes". The recipe was
for Spaghetti with Vegetables.

Newspaper Enterprise Association
again had a column on "Easy Salad
Stars Pasta". Photograph and recipe
was given for Easy Macaroni Carrot
Salad.

New York Daily News wrote "Casse-
rolles Are A Great Shortcut". Tuna
Noodle Bake recipe was pictured.

Seattle Times used a color photo and
recipes in its story "One Pot Pasta
Meals to Freeze".

Major market dailies headlined:
Salt Lake City Tribune: "Spaghetti
Provides A Good Way To Beat The
Clock".

Columbus Dispatch: "Quick Spaghetti
Sauce Tastes Like It Simmered All
Day".

A Spring TV Kit entitled "Plan
Ahead With Pasta", featured spring
salads and offered the program producer
an imported hand decorated pasta salad
bowl, along with recipes for macaroni,
spaghetti and egg noodles.

Education

Education caught publication atten-
tion. Articles in magazines caught a
circulation of 12,416,188; Sunday Sup-
plements—2,933,008; Network Televi-
sion—400 stations

On January 13, the New York Sun-
day News ran a "Pasta Primer". It had
three pages of copy and color, indicating
macaroni shapes and an identification
chart. Cooking directions were stressed
in the section "Nine Points To Perfect
Pasta".

Redbook magazine in May offered "20
Great New Pasta Recipes—Quick, Dif-
ferent, Cheap". These were noted on
the cover. The nine-page article, half
in color, was titled "Pasta, Pasta". It
carried information of pasta description,
how to cook and nutritional values.

Good Food Magazine for April, had
"Cook Faster With Pasta" pictured on
the cover. The story title was "Pasta
Past and Present". It included history
of macaroni products, information on
how pasta is made, a description of
basic shapes, and pointed up nutritional
information. This four-page story with
a double color page spread of various
shapes did a great job for the product.

Woman's Day 101 Ways To Lose
Weight and Stay Healthy, Spring edi-
tion, had a lead story illustrated with
an NMI color photo "Spaghetti with
Chicken Liver Sauce". The caption
read: "Surprise Spaghetti! You've prob-
ably always thought that pasta was
off limits for a dieter, but look! Here's
a king size serving, richly sauced for
a modest 250 calories."

Captain Kangaroo seen on 400 CBS
television stations across the country,
made two showings on January 13 and
again on May 8 of approximately ten
minutes devoted to clips from "Durum
—Standard of Quality" showing the
growing of wheat and the manufacture
of macaroni products, the preparation
and eating of spaghetti. Program pro-
(Continued on page 6)

Communicating the Year of Pasta

(Continued from page 5)

ducers estimate that one-third to one-half of the audience is mothers.

Entertaining

Entertaining was a popular theme. Stories in magazines garnered circulation of 750,000; Syndicates, 154,000,000; Sunday Supplements, 10,616,101; a Television Kit—105 shows.

Lady's Circle Cookbook for Summer pictured Holiday Noodles and Hamburgers on the cover.

US Magazine, distributed to military personnel, in the April issue had a four page story with four recipes entitled "Give A Fabulous International Pasta Party For Eight".

Four Associated Press features:

- "Danish Macaroni Salad Is Different".
- "A Science Museum Cooks Dinner"—Pastisio served at fund raising dinner.
- "He Cooks One Dish—But Wow!"—Wayne Marshall, professor of business administration, cooks spaghetti with white clam sauce for company.
- "All Aboard For Tex-Mex Cooking". "Tex-Mex" Spaghetti Dish recommended for parties.

Joan O'Sullivan, in King Features, had a syndicated column on "Pasta Parties" with recipes for Egg Noodles with Swedish Meat Balls, Spaghetti Gouda Casserole, and Party Lasagne.

Egg noodles with lamb was recommended in an Alice Denhoff column with three recipes.

The New York Daily News featured "Party Dinner For 8 Under \$10", with lasagne entrees. They had "A Pair of Quickies To Please Guests", which were quick lasagne recipes.

"A Party Casserole", featured in Family Weekly magazine, carried a recipe for Egg and Cheese Noodle Casserole. This supplement goes with 309 newspapers with a total circulation of 10,616,101.

"Entertaining With Pasta" was a TV Kit, sent out in the summer carrying a Corning Ware Spice of Life Skillet to program producers. It garnered 105 shows.

Traditional Cooking

The theme of traditional cooking got magazine article circulation totaling 8,042,382; syndicates circulation of over 21,000,000; Sunday supplement placements with circulation of 10,616,101.

Examples: Progressive Farmer in January, said "Pasta Warms Winter Meals". Spaghetti with Meat Sauce was shown in color and four recipes given.

Modern Romances in February: "In Italian, It's Called Pasta, But In Any Language, It's Delicious So Cook With Macaroni, Noodles and Spaghetti". Six recipes given.

Soul Confessions in March, had "Creamy Tuna Lasagne" with an NMI photograph.

Major market dailies headlines:

- Mobile Register—Favorite Macaroni Dishes
- Oakland Tribune—Pasta Salad Is a Culinary Winner
- Jackson Daily News—Macaroni and Cheese Is Basic Favorite
- King Features—"A Meat Sauce Recipe Needs To Meet Recipe Needs". This column had recipes using sauce over spaghetti and in casseroles.

- New York Daily News had recipes for Linguine with White Clam Sauce and Linguine with Red Clam Sauce with photo illustrations.
- New York Daily News gave recipe and illustration for Macaroni and Cheese Casserole.

Family Weekly Supplement distributed with 309 newspapers in April (circulation—10,616,101) featured "Fettucine (Noodles) Alfredo: Pasta Lovers Take Note".

Outdoor Cooking

Another successful theme was outdoor cooking with syndicated column circulation of 56,000,000 and Sunday supplements of 29,504,318.

Family Weekly, with its wide distribution, in the Outdoor Living Section pictured Spaghetti with Clam Sauce in color.

Parade, distributed with 108 newspapers, total circulation 18,888,217, had a Sesame Noodles recipe headed "A Treat For The Summer Chef".

Newspaper Enterprise Association offered "Dishes Favorites of Boating Chef" with recipes of Sea Harbor Clam and Macaroni Bake.

King Features had a column "Match Macaroni To Your Menu Ideas". Recipes were given for Camper's Noodle Kettle plus two salads.

National Macaroni Week

National Macaroni Week, October 3-12, rated headlines in publications such as the Seattle Post Intelligencer "During Macaroni Week" with recipe and photograph of Baked Macaroni and Cheese.

Baton Rouge State Times gave "A Salute To Pasta—National Macaroni Week". Recipe and photo of Spaghetti with Meat Sauce was the feature.

Fort Worth Star Telegram headed "Macaroni Week Great Time For All

You Spaghetti Lovers". Spaghetti with Meat Sauce was pictured.

Major market dailies headlines:

- Troy Times Record—Celebrate Macaroni Week With Spaghetti.
- Shreveport Times—Serve Pasta During U.S. Macaroni Week.
- Chattanooga Free Press—National Macaroni Week.
- Bridgeport Post—Celebrate A Week of Pasta

The Annual Family Reunion at Tiro A Segno for the New York News Corps. was held in September, and launched the publicity efforts for National Macaroni Week.

Thrift

Thrift was a hard-hitting theme during the year with the emphasis on "More For Your Money With Macaroni". Releases utilizing this theme received magazine articles with a circulation of 33,372,239; syndicated columns with circulation of 42,000,000; Sunday supplements features with circulation of 18,888,217; and a Television Kit "More For Your Money" obtained 102 shows.

An imported Italian hand decorated pasta plaster went to program producers to match the earlier salad bowl they had received.

Better Homes & Gardens magazine for February showed "Spaghetti Pie" on the cover. The story inside was an insert of "50 Recipes To Beat High Food Prices" and contained six pasta recipes.

Lady's Circle in February had nine recipes and a five-page story with four photographs of "Low Cost Pasta Dishes".

Parents' magazine in January featured a four-page story "Pasta—Carnet Meals On a Budget". A double-page spread showed Lasagne and Minicotti against a background of pasta shapes. Two other photographs showed pasta stuffed green peppers and Cedar noodle ring. In all there were eleven recipes.

Woman's Life in October noted on the cover "Delicious Low Cost Pasta Meals To Help Stretch Your Food Budget". NMI photo on cover with "Pasta Perfecto" as the headline of a five-page story giving some sixteen recipes, seven photographs, cooking directions emphasized and description of specialty shapes.

Woman's Life Money Saving Meals—Fall edition had an NMI photo on the cover of Macaroni with Frankfurter Sauce. Notation on the cover read "Tasty Budget Proof Pasta and Vegetable Dishes". "Pasta" was the title of a four-page story with four photographs and eight recipes.

(Continued on page 8)



Home on the range.

A good cook knows a good product when she tastes one. And your products will be rounded up every time if you can give these cooks the very best product. Start with the

finest durum No. 1 Semolina from the heart of the durum country which is Durakota No. 1 Semolina. Then your quality pasta products will find a "Home on the range."

the durum people



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Grand Forks, North Dakota 58201
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Communicating the Year of Pasta

(Continued from page 6)

The Woman's Easy Budget Cooking (a Fawcett Book) in January had a four-page story entitled "Magic Menus Featuring Low Cost Meat". Three NMI photos and recipes illustrated how to use pasta with low budget meats.

The same publication in April had a feature "Pasta A Plenty". This was a six-page story with six photographs and ten recipes.

Philadelphia News headlined "Pasta Brings Savings In Time and Money" on their food section cover utilizing a full-page with a caption "Fifteen Minute Noodle Dinner saves money and the cook's time while blending vegetables and pasta into a colorful, nutritious meal".

St. Louis Post Dispatch urged the reader to "Rethink Food Choices To Cope With Prices". The editor costed out recipes for One Pot Macaroni and Franks at 32¢ per serving and One Pot Chicken Tetrazzini at 43¢ per serving.

The Nashville Tennessean had "The Low Cost Dining of Versatile Pasta" with a Spaghetti Special recipe.

Appleton Post Crescent said "Hurrah For Thrifty Macaroni And Other Pasta Dishes" featuring Noodle Frankfurter Skillet recipe.

Parade, the supplement distributed with 108 newspapers across the country, had a feature in December "A Little Meat Can Go A Long Way". Recipe and photograph of Spaghetti with Zucchini Beef Sauce was given.

Seattle Times featured "Salads From Leftover Pasta"—Macaroni Salad Special and Speedy Macaroni Salad recipes.

The Miami News said "Cheese It! The Macaroni". Macaroni Swiss Cheese Salad and Macaroni Swiss Cheese Casserole was tried by three local homemakers. Copy noted "The three agree this an excellent and inexpensive meal". One homemaker served the salad to a family of four for \$1.97.

Major market dailies headlines:

- Wheeling News Register—More For Your Money.
- Houston Chronicle—Pasta Offers Budget Eating.
- Corpus Christi Caller—Pennywise Pasta Can Help Stretch Food Budget.
- Lancaster Intelligencer—Noodles Stretch Your Food Dollar.
- Spokane Spokesman Review—Pasta Helps Stretch Food Budget.
- Rockford Morning Star—Pasta Is A Wise Buy As Base For Recipes.

Trade Advertising

Trade advertising appeared in Progressive Grocer magazine three times in

1974. In May for the extra distribution at the Supermarket Institute convention; in September to plug National Macaroni Week; and in January, with the headline "Pasta Promotes Profits—Where The Action Is!"

1975 Theme

Today's inflationary economy makes it mandatory for consumers to get the best buy for their food dollar. Pasta meets the need in providing good eating at a moderate cost. Considering these factors and our successful approach in 1974, we recommend a complementary theme for 1975.

PASTA SPELLS IT OUT

- P—Pennywise
- A—Anti-Inflation
- \$—Saves
- T—Thrifty
- A—Affordable

Within this framework, we will spell out the merits of pasta—maintain an awareness of pasta as an economy food; continue to reinforce the nutrition story; emphasize the convenience of pasta cookery; promote pasta's place in menus for all age groups. Pasta Spells It Out integrates well with More For Your Money With Macaroni. Materials developed for 1974 can be effectively incorporated into the 1975 program.

Pasta Spells It Out can also be used as a newsworthy theme for the trade press.

- P—Profitmaker (good margins enjoyed by macaroni products)
- A—Added item sales (related item push sparked by macaroni products)
- S—Sales stimulator (versatility makes pasta popular with consumers)
- T—Traffic Builder (just about all departments of supermarket are represented in various macaroni recipes)
- A—All-around acceptance (macaroni products popular with all ethnic groups, more eaten every year—per capita almost doubled in 25 years)

Supermarket Consumer Specialists

A prime target audience for our material will be the Supermarket Consumer Specialist, whose influence upon consumer selections and with supermarket management personnel is very strong and continues to grow. As members of the National Association of Food Chains, approximately 50 Consumer Specialists representing leading chains throughout the country are now formally organized into a working group and have structured meetings twice a year.

We have contacted the Program Chairman of this organization and have

requested the opportunity for the Macaroni Industry to host a luncheon at their next convention which is scheduled September 18-19 in Chicago. We recommend a luncheon format similar to the Macaroni Family Reunion to be preceded by a cocktail hour which will permit industry representatives to mingle with these important opinion leaders in the world of the supermarket. Informal luncheon discussions can be generated on industry subjects, by positioning one or two macaroni manufacturers at each luncheon table. Kits and materials would be made available to all.

Related Item Promotion

Finally, a promotion by the Spanish Green Olive Commission of the ever popular tuna-noodle casserole spiced up with the addition of Spanish pimiento-stuffed olives for added flavor and color is being called "Olive Tuna-Noodle Espanol".

The promotion provides an excellent related item package for the supermarket operator as the recipe features egg noodles, tuna, canned soup, canned corn, cheese, milk and Spanish pimiento-stuffed olives.

Merchandising kits for use at the point-of-purchase are currently being distributed to supermarket headquarters and to Spanish Olive importers and brokers.

And so, 1974 was a great year for communicating pasta—and we look forward to equal success in 1975.

Best Selling Cookbooks

According to a recent study by Publishers Weekly, here is the top ten best-selling hard-cover cookbooks:

1. Better Homes & Gardens new Cook book (Meredith, \$7.95); 17.5 million copies sold.
2. Betty Crocker's Cookbook (Good Press, \$7.95); about 13 million copies sold.
3. Joy of Cooking, by Irma S. Rombauer and Marion Rombauer Becker (Bobbs-Merrill, \$7.25); 6.5 million hard-cover trade sales only.
4. The Good Housekeeping Cookbook. Edited by Zoe Coulson (Good Housekeeping Books, \$8.95); about 5.25 million copies sold in the last 10 years; previous sales figures not available.
5. The Fanny Farmer Cookbook, by Fannie Farmer and Dexter and Wilma Lord Perkins (Little Brown, \$8.95); more than 3 million copies in print; specific sales figures unavailable.

(Continued on page 33)



TRANIN EGG PRODUCTS COMPANY

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Tranin Egg Products Company is one of the pioneers in the egg processing business since 1911. The world's most modern egg drying plant is located in the heart of America's egg processing area and meets all USDA requirements. Dried Products include Whole Eggs, Egg Yolks, Blends to Specification, and Egg Whites both spray and pan dried, with all products packed under strict quality control. But those are only statistics. What makes Tranin Egg Products Company your best source for all dried egg products is a dedicated production crew and a national network of Sales Representatives with your needs as their main concern.

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Lenten Recipe

Ronco Foods of Memphis, Tennessee, is featuring a tuna and macaroni recipe appropriate for the "meatless Fridays" of Lent in a new magazine ad.

The 2½-page, four-color ad appeared in the March editions of Southern Living and Family Circle magazines which have a combined circulation of 2,365,000.

The dish is for readers who are looking for something easy and inexpensive to do with tuna.

L. P. A. Giannini, assistant general manager and advertising director for Ronco Foods, said, "The tuna and macaroni dish is a tasty, nutritious main course that can be prepared at a reasonable cost (with Ronco Macaroni, of course). It's also perfect for Lent."

The ad appears in addition to Ronco's 30-second television spots scheduled in all major markets in the Southeast.

Prospering in Hard Times

Newsweek Magazine, Feb. 3 issue, had a story "Prospering in Hard Times". Pictured was a happy man twirling spaghetti on his fork and spoon. The caption read: "Spaghetti feast: Boom for bill collectors."

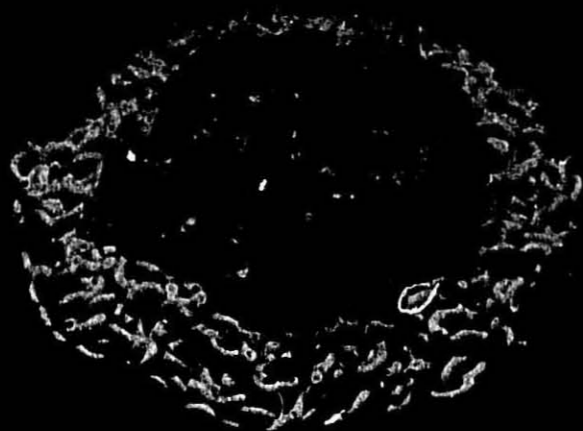
The item notes: "As families are forced to splash their food budgets, steak begins to show up less frequently while casseroles grow increasingly popular. Per capita consumption of macaroni products jumped from 7½ pounds per person in 1972 to 9 pounds in 1973. The figures for last year aren't in yet, but, says general manager L. M. Anderson of Ronco Foods: 'It should be up more, now that hard times have really hit.' Ronco's own pasta business is booming right along with the rest of the industry and Anderson thinks he knows why. 'What else can you feed a large family and have enough to go around?' he asks."

Test Marketing

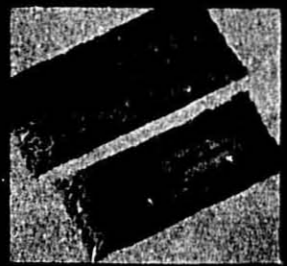
Campbell Soup Company is testing a nonfrozen packaged dinner, Souper Supper, in Madison, Wisconsin and Erie, Pennsylvania. The product comes in a one pound package containing beef, ham or chicken and macaroni or noodles plus a sour-cream topping. According to the recipes on the package, soup must be added to complete the dinner. Souper Supper is backed by newspaper and TV ads.

Green Giant Company is testing several products under the Holloway House label. Included is frozen lasagna being tested in Chicago, Milwaukee and Peoria. Package is 21 ounces and suggested selling price is 79¢.

TUNA TERRIFICO! RONCO MACARONI WITH TUNA-VEGETABLE SAUCE



Macaroni with Tuna
and Vegetable Sauce



That's Italian
for good eating

A Retailer's View of the Macaroni Business

Sheldon B. Sosna joined Food Fair Stores, Inc. as director of marketing for Party Pride Supermarkets, a wholly-owned subsidiary operating 470 supermarkets in eleven states along the East Coast. It is the nation's fifth largest supermarket chain.

Mr. Sosna, after graduating from Northwestern University, began his advertising career at Leo Burnett in Chicago. He has held executive, creative and management positions with SSC&B and Norman, Craig and Kummel in New York, and was an executive vice president at J.M. Mathes.

Prior to joining Food Fair, he headed his own advertising and marketing management company in New York.



Sheldon B. Sosna

Here are highlights from his comments at the NMMA Winter Meeting:

Mr. Thurston has asked me to describe the activities of my department and I am not sure that the activities of my department are like the activities of any other department in any other chain. I am responsible for advertising and marketing activities. This involves both regional and national advertising, public relations—a creative department and a sales promotion department.

I am also in charge of the quality control aspect of our business and new product development. We have an aggressive program in quality control primarily associated with our private label products. As a part of the quality control department, we have one of the largest home economics departments of any chain called The Golden Kitchen. We have a lot of ladies down there who are cooking and inventing recipes and checking our products and maintaining a continuing taste testing program in stores.

In the marketing department we are charged with the responsibility of marketing research. This involves everything from selection site—going out and doing research and determining where to put a store, new product research, consumer research, advertising research and media research. We spend something like \$20 million a year in television, newspapers and circulars and it really is necessary for us to make sure that people are hearing and understanding what we have to say.

I have been responsible for building a consumer affairs department in our chain and I will say more about that later on. We are very aggressively involved in that area.

As indicated to you, we are faced with a lot of bad economic news these days. I was on the radio with a call-back program recently, and people kept calling in and complaining about the high price of food and how were they going to make ends meet. I didn't have the answers for them. Everytime they asked me a hard question, I would tell them a little about macaroni.

The fact of the matter is that people are more frightened today than anytime in the last forty years. We get it in a lot of funny ways. We are experiencing a great growth in shoplifting among elderly people. A lot of little old ladies are sneaking out with a can of peas or something. It hurts your feelings, yet it is happening.

A Good Macaroni Year

Again, anytime we have a bad economic year, it is a good macaroni year, so what I was going to tell you is what we as a supermarket chain think you as macaroni manufacturers can do to make it a bigger macaroni year than it might otherwise be. I have a confession to make—I know nothing about the macaroni business so what I did was to ask our quality control people, our home economists and our consumer affairs people, the buyers, merchandisers and promotional people to give me a report card on the macaroni industry and how they see your activities. Now there is one bad thing—I was asking them to be critical and so some of the remarks they made were critical. Of course, I am in a fortunate position for I am not responsible for what I am going to say and so please don't be angry with me.

These people whom I talked to say they know everything about the macaroni business. The promotion people

said they wish the macaroni business was more promotion minded. The advertising people said they wish they were more advertising minded. And the home economics people said they wish there was more nutrition information. The consumer affairs people had their input as well. A word of caution—everything I say refers to what our supermarket might think and I am not sure you can put those thoughts in the heads of other supermarkets—they may be quite different. First, let me give you a few generalities.

Important Category

The major generality is that pasta is a very important product category for us. We have been getting our private label pasta from Prince for the last seven or eight years and during that time our sales have doubled in the pasta business and dollar volume has gone up a little over 400 percent. It is also important to us in that the private label is generally important to us as a chain. I know you don't like to hear those naughty words, private label, but I will indicate to you later how private label pasta in our stores helps sell national brands of pasta because that happens to be the case. When we decided a year ago to go into a new private label program in the design of private label, pasta was the first product that we went into the new private label—the first new design private label that went into our shelves. It has the UPC. It has the nutrition panel. Because nutrition is difficult we have done something about it and developed easy-to-read literature. Enriched macaroni products are a good source of thiamine, an essential B vitamin, so we tell that. (See Nutrition Labels following.)

Research Comments

Let me tell you what our research people said: Pasta is regarded still by all those people out there as starchy, fattening and high calorically. Your key to increased sales is increased nutrition information. Consumers must know more about nutrition. They must know more about the high protein content of your product. We feel that this kind of recipe information is very important. We put out a great deal of recipe information to our people—to our consumers—we print thousands of brochures and booklets that tell consumers about nutrition and our products. I know that the Sills organization

(Continued on page 14)

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A Retailer's View

(Continued from page 11)

does get in touch with our home economists and does give them information. We think that even more information should be directed through supermarkets to consumers in terms of nutrition.

In the supermarketing business a few years ago we didn't care so much about what consumers thought about us. We all grew up in a different kind of world—when a consumer came into the store and she didn't like something and raised a fuss, we said go across the street and shop at the A & P. We don't do that anymore. She doesn't go across the street to the A & P, she goes to the local Consumer Affairs representative or a Congressman and you have to make your store live her way. So our way of handling consumers is to get on her side. Our home economists feel that there should be more in the high protein constituent than was tested—they feel there should be more in the nutrition area as well.

About Consumer Affairs

Now about Consumer Affairs: One of the major things that people have asked me the last few days about consumers is whether all that nutrition data that we have to put on our labels is worth while. Do people really read that stuff? The answer is yes. They do read that stuff and they do want to have it there. The lady who heads our nutrition information, in our consumer affairs department, has been very adamant that we have nutrition information not only on those products which are mandated, but on all products possible. We recently visited a new Giant chain opening in Washington and they have scanning equipment and we were interested in that because we wanted to be sure how people reacted to products which were not priced. Fortunately, they seemed to go along all right with that. We did note an interesting thing—everyone turned over the package to see the UPC symbol on the package and while they had the package turned over we noticed they were reading the nutritional information. We think there is going to be more package reading than ever before.

I hear lots of people talking about the impact of the consumerists and that it is a tough thing these days. I want to say a few things about that. Essentially consumer activists are not going to go away. They are very aggressive and you can't really fight them because they mean votes. A politician can attack those of us in the food industry and he really doesn't hurt the stock market

too much. He can yell about a supermarket chain ripping people off and there is a very little ripple of effect. Consumerism is not a passing fad. It is something we are going to have to live with and I would say to you, perhaps one of the most important things I am going to say, is that we must learn to work with these people. They are tough and they are rough but they are going to control FTC. They are going to have a lot to do with FDA and we have got to indicate to them that we are on their side. I don't believe we can oppose them. We are going to have terrible things happening in the Food and Drug Administration as we make nutritional we will not be able to say that milk disclosures. Do you know, for example, is nutritious according to the new FDA regulations, because milk does not contain 35 percent of anything that is going for you, except perhaps liquid-water. That is the extent that new nutritional rules may go. I offer to you the suggestion that those food chains which have positioned themselves strongly as being on the side of the consumer are doing very well—I would point out the Jewel chain in the mid-west, Giant in Baltimore-Washington, Red Owl in Minnesota and others. They have gotten themselves ahead of the consumer. They have put themselves on the side of the consumer. They are attempting to convince consumers that they are not selling agents for manufacturers, but rather the buying agents for America's households.

Universal Product Code

We have heard a lot about UPC. Consumers want to have pricing on packages and there is a lot of excitement about that. Now we hear that the Retail Grocery Clerks also say that they want the pricing on packages and why is that? That's because people do not trust the food industry. Maybe it's our fault in the supermarket business. They feel that if there is a computer controlling that price there is no way they can check it. They think we are going to rip them off for a penny here and a penny there. They don't trust us. That's what UPC is about. How has that been handled? When Giant Foods opened their new store they gave everybody a crayon so they could write the price of the item themselves on the package. That may be one way out of it. But this whole program of UPC was developed in conjunction with manufacturers, retailers and packaging people and there was never a consumer in the room and if you don't get consumer advocates involved at the planning stage then they

are against you. There is so much that an instore computer can do for a consumer: you can put her own budget there; you can cash her check for her; you can give her her horoscope. If we had only thought to involve the consumer groups in the initial planning of UPC perhaps we would have less trouble in that area than we are having today.

Promotions

Let me talk now about advertising and sales promotion. Our people in the sales promotion end of our business and also our merchandisers feel that the pasta industry in recent years has not had the kind of advertising allowances that makes us happy. We have some complaints about the amount of promotional push that we have gotten. There are some major manufacturers who do in fact have strong instore supermarket promotional allowances, but I bring you word from my people that we need more promotional dollars to build store promotions. We do a lot of instore promotions and run Italian Festivals all the time. We find that is a good way to sell a lot of products—pasta and all the associated items. We were never able to get promotional material from the pasta industry—we have to go out and make our own. We wish that macaroni manufacturers would help us in these kinds of activities. We think you have to help us sell your product perhaps more than you do. Pasta as I said is important to us. We think it can be more important. We are very pragmatic people in the supermarket industry—we have 2 percent of our grocery warehouse withdrawal in pasta and 2 percent exactly of our shelf space in our stores is devoted to pasta. Do you want to raise that to 3 percent of our shelf space? Then you have to go to 3 percent of our sales. It's that closely linked.

Do Your Homework

Now let me get into another area that I think is important. A merchandiser in Philadelphia said that he doesn't think that pasta representatives do their homework when they come to sell. One of the major things that perhaps is not understood is that we are not interested in promotion of one product at the expense of another. We are interested in the growth of the total category. So if you come to us with a promotion of a macaroni product that is simply taking sales away from another macaroni product that doesn't help us and we are not terribly interested. What we are interested in are those products that expand the market.

(Continued on page 16)

THE MACARONI JOURNAL

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APRIL, 1975

A Retailer's View

(Continued from page 14)

Someone said—I am sure he was mistaken—that macaroni manufacturers in general have not been very innovative in new product development. He used as an example the fact that Hamburger-Helper (which is now a stable product though perhaps losing in the face of the economy) did not come from a pasta manufacturer, but came from Betty Crocker. I grew up on Kraft dinner which came from a cheese company. People have said to me what new things can the pasta industry come up with? What kinds of products might we be looking at? Is there such a thing as stuffed turkey with pasta dressing? I don't know—can you glaze a ham with a sweet and sour lasagna? What about spaghetti salads? Has anybody made a macaroni snack? What about french fried pasta? In other words, how can the product category be expanded? What other kinds of promotions are possible in a promotion year? We are coming up to the bicentennial—and you and I both know what Yankee Doodle called that feather he stuck in his hat. Is there going to be a feather-shaped pasta in 1976? It is this kind of broad scale promotion that we look for and we think it would be helpful to you in the industry.

Palletization

What are you doing in the area of palletization? You know we handle some 25 different pasta products in our private label line and I am sure we don't handle the complete pasta line of any single major manufacturer. Palletization may be a way of twisting our arm. The S. C. Johnson people put forty different sizes and types of wax product on a single pallet which gets from the factory to our warehouse to the store. We are happy to have it and we carry a lot more S. C. Johnson products than we ever carried before. Palletization might be an interesting way to expand your sales in our stores. I would be happy to cover anything else that I don't have answers for later. Thank you very much.

Nutrition Labels: New? Exciting? Useful? Very!

At long last, we can get nutrient facts from reading food labels . . . we can learn and compare the nutritive values as we shop . . . we can tell if a meal is really balanced . . . we can find out just what a particular food product contributes to our diet. Yes, at long last. Standardized nutrition labels are just to the right of the

front of the package. At first glance, they look very technical. Don't let that stop you—they make good reading and many even be habit forming. Read the label, set a better table. It's good advice.

Enriched Spaghetti

Nutrition Information Per Serving
Serving Size 2 oz.
Servings Per Package 8

Definitions of serving size and servings per package are always given. So far, definitions are up to the manufacturer—they may not equal YOUR serving size.

Per Serving	
Calories	210
Protein	8 Grams
Carbohydrates	42 Grams
Fat	1 Gram
Cholesterol	0 MG.
0 MG. Cholesterol per 100 Grams*	
Contains Less than 10 MG. Sodium per 100 Grams*	

*Information on Cholesterol and Sodium content is provided for those individuals who, on the advice of a physician, are modifying their total dietary intake of Cholesterol and Sodium.

The upper panel lists the calories found in a single serving plus the protein, carbohydrate and fat grams in that serving. (Grams may take getting used to—they are metric weight units; 28.4 grams equal one ounce.) Sodium information may be provided, it's optional; likewise information on cholesterol, saturated, and polyunsaturated fats.

Percentage of U.S. Recommended Daily Allowance (U.S. RDA)

Per Serving	
Protein	10%
Vitamin A	•
Vitamin C	•
Thiamine	35%
Riboflavin	15%
Niacin	20%
Calcium	•
Iron	10%

*Contains less than 2% of the U.S. RDA of these nutrients.

"How-much" for KEY nutrients is measured in U.S. RDA's. 100% of the RDA is the most anyone needs each day. Even people with above average needs will get all they need by following them.

U.S. RDA percentages are always shown for the 8 'key' nutrients including Vitamin D, B6, and phosphorus that may be listed here if a single serving provides at least 2% of the RDA—these other nutrients will always appear after the 'Key' 8.

Ingredients

Semolina enriched with Niacin, Ferrous Sodium Pyrophosphate (for iron), Thiamine, and Riboflavin.

Ingredients are listed in order of their weight (most comes first). Panty Pride's new labels also describe the functions of unfamiliar ingredients in parentheses or italics.

A Note On Calories

Calories are a good starting point, especially if you already have a "feel" for the caloric value of many foods. The best foods may be those that have high vitamin, mineral, and protein content and a moderate number of calories. Some say that foods with lots of calories and little else contain "empty calories." You or your children might enjoy calculating the ratio of different nutrients to calories in different kinds of foods (it's good long division practice).

A Note On Protein

Protein information on the label may be a source of confusion. Protein appears twice on the label and the numbers may seem not to jibe. On top: the grams of protein per serving—shown as a whole number to describe actual protein weight. Below: the percent of RDA which adjusts for the quality of the protein. (Milk and meat protein are more complete, higher quality, than the protein found in vegetables and cereal. It takes more grams of incomplete protein to meet the RDA standard.) By the way, most Americans get plenty of complete protein from fresh meat, poultry, fish, dairy products (many of which don't have nutrition labels yet).

Nutrition labeling is required whenever dietary claims are made or when vitamins and minerals are added. Panty Pride is going beyond the requirements, adding nutrition labels to our complete line of products as analyses are completed and space permits. It's a costly undertaking, but we believe that nutrition labels will help everyone learn about the nutrients in food. That learning may pay off in better balanced diets. If we do no more than get into the habit of reading nutrition labels and considering nutrient values while we shop, we may eat better, feel better and even be better.

Important Definitions

Enriched Foods: The adding of three B vitamins and iron—beyond the levels normally found.

Restored Foods: The total replacement of certain nutrients to their natural levels.

(Continued on page 58)

FOOD PROCESSING & HANDLING EQUIPMENT



Company

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Area Code 312 362-1031
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Dear Macaroni Manufacturer:

Is your factory running seven days a week and are you looking for a 25th hour in every day? Relax, let modern, high capacity, smooth running production lines cut the plant back to five days so you can become re-acquainted with your family.

Hoskins Company represents three manufacturers of production lines which can increase your efficiency and production:

DEMACO builds noodle, short cut and long goods lines from 25 pounds per hour to 4000 pounds per hour. Premixers can be put on new or old presses to improve mixing and sanitation. The new die washer can clean 4 long goods or 3 short goods dies in 30 minutes.

ASEECO has installed accumaveyor systems for gentle storage and handling of noodles in most of the major noodle factories. Conveyorized stationary short cut bin storage has reduced labor and space substantially.

SEMCO engineers and builds flour handling systems from small sack dump systems to completely integrated million pounds systems including welded tanks, blending, regrind handling, and air filtration systems to eliminate flour dust throughout the factory.

If you want to expand production, build a new factory, or improve efficiency, call Hoskins.

Very truly yours,

HOSKINS COMPANY

Charles M. Hoskins

An Advertiser's View of Grocery Trends

Eugene S. Mahany, is a Senior Vice President and Director of Merchandising for Needham, Harper and Steers Advertising, Inc. and is headquartered in Chicago. He spent 14 years with Kroger serving in merchandising and advertising positions at their headquarters and in three retail divisions. He has been guest lecturer at several universities and professional organizations including the American Management Association on advertising and marketing subjects. You may recognize him as his column is a regular feature in Advertising Age.

He is the founder and moderator of Needham, Harper and Steers' Buying Committee, which is a rotating panel of top supermarket executives which meets regularly to advise the agency and its grocery clients on promotion and merchandising.

Here are highlights from his comments at the NMMA Winter Meeting:

The bulk of our account list is in the grocery field and that is basically what I do. Our Buying Committee idea is an unique advertising agency concept which is to periodically take the pulse of the retail grocery, wholesale and retail grocery trade, on general merchandising matters which affect our grocery client's marketing. We bring in a rotating panel of six top supermarket executives. They come as individuals and not as official company spokesmen. These men are top merchandisers and in most cases Vice Presidents of Merchandising. They come from various parts of the country. There are no direct quotations. There is no press present. I paraphrase later some of the things they say in terms of broad principles just to keep our agency people advised of some of the current trends at retail.

The Present Climate

I would like to sort of quickly skim over some of the notes from the meeting we recently held: They said the climate for new item acceptance is tougher than ever before and only the strongest possible items with the strongest bonafide advertising program seem to be able to survive the intense buying committee scrutiny. This seems to be a by-product of tight money and intense pressure on working capital.

Also they talked to a degree on private label. They said there are many supply problems and some marginal producers may be forced out of business



Eugene S. Mahany

in some cases—they were not necessarily talking about any one field—just a broad statement. Some of the chains are confronted with the fact that the private label prices are higher than the advertised brands. Where this has happened they will discontinue the private label.

The Effect of Rising Prices

Sharply escalating prices seem to have had a strong effect on the supply and demand equation of many items. Some items with elastic demand curves have suffered sharply, with the consumer making tradeoffs to cheaper substitutes. Conversely, certain items with inelastic demand have responded with the consumer grumbling mightily, but continuing to buy in the same quantity. We see gains in tonnage of frozen juices, ice cream, milk, butter, margarine, baking supplies, flour, gravy mixes, catsup, pasta, salads oils (despite their high prices), pet foods, soups, mayonnaise, salad dressing, canned vegetables, dried milk, cold cereals, cookies, candy, nuts, cake mixes, peanut butter and canned fish. Conversely, there are losses in things like frozen meats, frozen fish, frozen vegetables, frozen prepared foods, canned meats and stews, paper products (due to the shortages), waxes and polish, certain expensive soaps and household products, canned juices, canned fruit syrups, general merchandise—nonfood, which seems to be suffering from high prices, generally—bleaches, starch, etc.

Trade allowances have been relatively few and far between—we have been told some people seem to be cutting back. However, the panel felt a little later on this year the supply situation may ease up somewhat and there may be a return to some of those funds. Appropo of allowances, one of them

said that many suppliers have not raised their rates to reflect inflation.

Another comment: consumers taught us during the beef boycott that they can hold out if necessary until values get in line. Total store mix seems to be changing—frozen foods, except for ice cream and the juices, seems to be a disaster area. Last year frozen foods were held down by controls in contrast to fresh meat and fresh produce which wasn't controlled as strictly. Frozen foods did very well last year under controls vs. meat which wasn't controlled but this year we seem to see the reverse. We see a tradeoff also in general merchandise—nonfoods seems to be hurting. When a consumer pays over \$2 for 5 pounds of sugar she has to cut back on her nonfoods. In terms of sizing, it seems larger and smaller sizes are growing to the detriment of the middle sizes.

More features on sale are being loaded up. The consumer seems to be sniffing out those bargains. The consumer today is more value discerning and perceptive. There are fewer consumer ripoffs being penetrated. The lower value items are falling by the wayside.

Brokers

There were a couple of comments on food brokers: it was felt that in some instances principals have cut the percentage to the retail trade. Principals should look very carefully at this because, of course, the broker has a rising cost of business too.

Price Increases

The subject of price increases during a promotional allowance period came up and grocers seemed very negative about that. Speaking of cost increases, one of them said "we used to have 200 cost increases in a normal year—we had 8,500 last year and we are running at an amazing annualized rate of 20,000 increases this year in the grocery department—that's about 400 a week. Unfortunately, we are not always properly representing the consumer as her surrogate. We feel we have an obligation to actively resist price increases which we feel are unwarranted."

Another grocer said: "My buyers are really harrassed—40 percent of their time is spent in two areas—tracking down merchandise to be sure it conforms to the FTC specifications by backing all ads with ample in-store stocks and processing price increases which run at the rate of 400 a week. Literally we are drowning in paper work."

in another area: if you have to raise the price, so be it. People expect that but don't try to con the public by minute cuttings back on the sizes of packages. The candy bar people came in for some flack on that as traditionally they have been big advocates on the size cutback.

Speaking of psychological pricing points, somebody said there are no more magic numbers at retail. Five pounds of sugar is over \$2 and it still is selling as well as ever. In Europe they pay over a dollar a can for fruit. When we talked to them about a tendency to use more "unusual" prices for features, for example 42¢, 44¢, etc., it was agreed that more of these were being used. One grocer said a certain juice manufacturer "had a deal but I wasn't able to go down to a 39¢ retail—only 41¢—so I passed it up—I didn't do anything on it." He admitted by hindsight he probably should have tried it. "I had to be the first in my area to go to odd-ball prices on features but it probably is inevitable."

"We have been pricing that way for quite a while," another panel member said. We see about the same sell through as we saw in the old-time honored psychological pricing.

Another one said, the name of the game today is profits. We decided not to sell detergents at cost every day and went up there—we are looking for profit. We're going to have a sale at even 28¢ or 31¢, whichever our profit needs dictates. This is a new business today. The customer has more take home pay so we don't see the boycotts as in the past. So she is buying sugar at \$2 because she needs it, but she is downgrading in certain other areas.

SMI Sessions

I recently attended the Supermarket Institute Midwinter Executive Session and this what I learned from informal discussion: There has been definitely a slow-down in factory shipments for virtually every food manufacturer that I talked to, within the last thirty days—this is factory shipments so it could be a pipelining effect. Secondly, consumers seem to be trading down—away from the expensive luxuries and making trade-offs to less expensive substitutes in many cases. Scratch cooking is replacing more expensive convenience products. Therefore, the answer to the question of how much of the softness is due to consumer buying patterns probably varies from the more expensive built-in convenience top-of-the-line products to less expensive basics, which may even benefit substantially as consumers trade-down. Obviously, pasta, canned soup, beans and

the like will probably fit into the latter category. Dessert products, certainly the top-of-the-line products, may tend to fit into the former, especially since the cost of sugar has forced these products in the much higher price lines.

I believe that consumer buying is largely unchanged other than the trade-downs that I just mentioned. The main culprit is inventory belt-tightening at the warehouse and store level by retailers and wholesalers. This is attributable to the liquidity squeeze of the high cost of money, I was told. Whereas chains had tried hard in the past to avoid out-of-stock situations, now they have greatly relaxed their requirements in this area.

Buyers seem more concerned with the sell through than the buy in. You don't make money on the buy if it is in a warehouse—you make it on the sale when it goes through the store and really the moment of truth is when somebody picks it up off that shelf and goes to the cash register.

Inventory Conservatism

What does this inventory conservatism mean in terms of items currently stocked and also potential new items? I think in terms of items currently stocked, it means that factory shipments may lag due to a reduction in inventory levels both at stores and warehouses. Reorders must keep pace with consumers take-away. Secondly, I think there will be an accelerated examination of the current laggards to determine and to cut out any proliferal items, flavors, sizes, colors which really aren't paying their way. Excess duplication is being weeded out where it isn't warranted.

What about new items? There's the rub—buyers seem to be accepting only what they perceive as a no risk situation with assured consumer demand. Items which might have slid by in less rigorous times probably won't be accepted. Some dissidents said in effect: "We have long since cut out our inventories to the irreducible level and what you are seeing now is a reflection of consumer take-away."

One of them brought up what I thought was an interesting point. He said when prices were lower we used to have an awful lot of multiple pricing. But with rising prices and consumer suspicion we have made a big thing about single unit price. So, he feels, that in many instances tonnage may have suffered. As he put it: "When we used to have a big sale on mushrooms, or whatever, at \$ for a dollar, you would have multiple sales. Even with a good price, 19¢, 29¢, or whatever, it takes

an awful lot of unit sales to move the same tonnage."

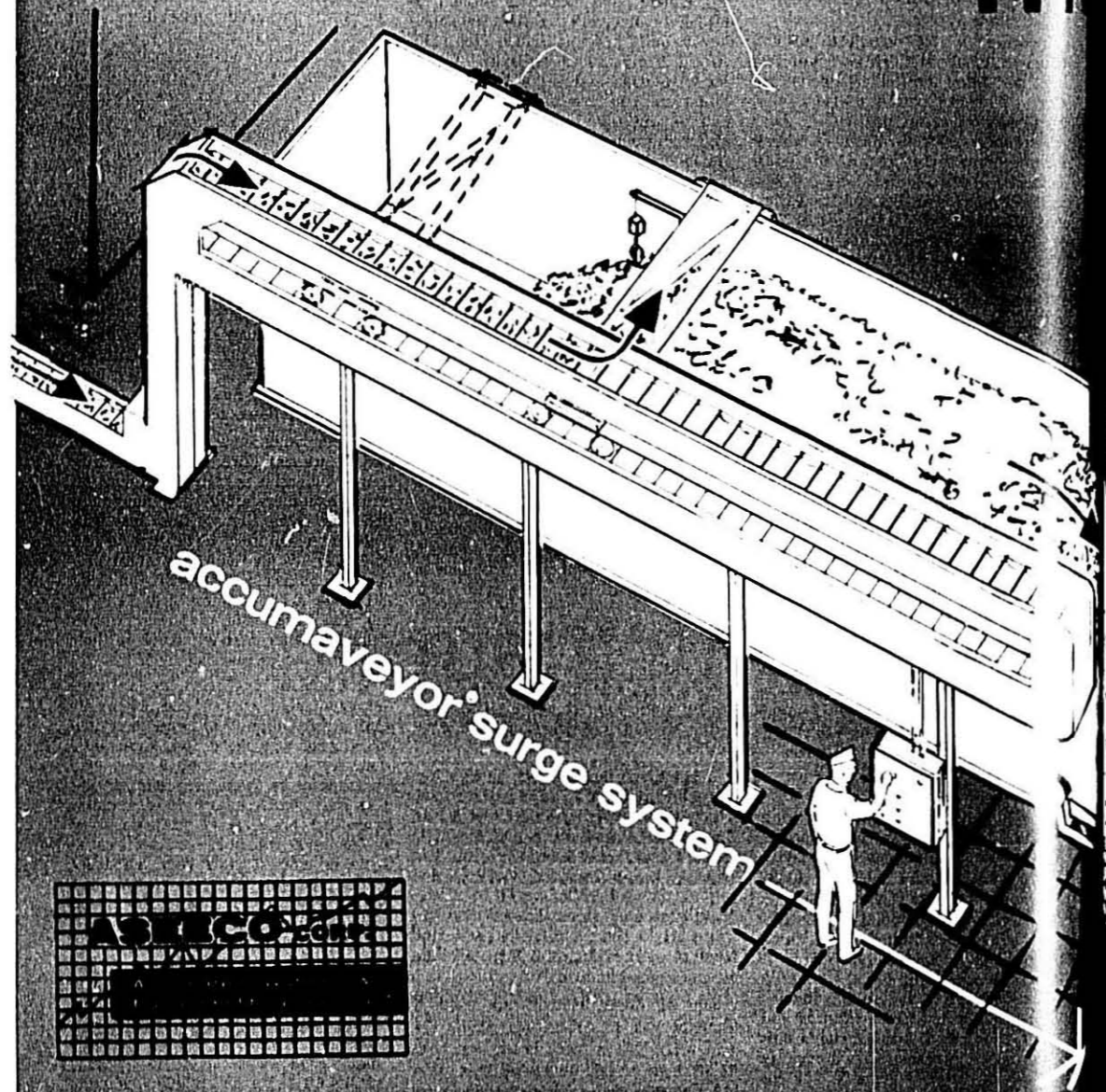
A year ago packaged food was under controls and meat was not. Therefore, at that time packaged foods were in essence providing a better price value relationship than was meat. However, currently packaged foods have been decontrolled and risen sharply while meat prices have come down sharply. Therefore, you have the price value relationship between the two categories which has changed sharply to the enhancement of meat sales and somewhat to the detriment of packaged food sales. Another president of a leading mid-western chain put it this way: consumer resistance is the current key problem. "Our inventories were too low anyway so we can't cut back further there." He feels there are many items, cake mix at 79¢ is a good example, that put the consumer in a traumatic state of shock when confronted with new higher prices. He feels the jury is still out as to whether she is going to get over that initial shock and go back to buying many of these of items.

At the trade level, warehouses are being squeezed down severely. One very large wholesaler is cutting millions out of his inventory, eliminating many duplications. Even though they are very well financed, they have had to cut back heavily on their new store program to finance costly store inventories. After all, a \$7 case last year is often \$10 this year. This particular wholesaler has even sold off some of their corporate stores to raise cash.

One final thing—figures from a "leading syndicated service" for 12 weeks ending November 22 on tonnage growth vs. a year ago show diet sweeteners were up 69 percent over a year ago. Sugar is up so people are using trade-offs. Soft drink mixes were number two—they were up 47 percent. Many of the items which are closely related to your business show very positively on the plus side. Going down the list I see number nine is Tomato Puree—up 24 percent; cracker crumbs and breading mixes is right behind it—up 23 percent; followed by Tomato Paste, up 23 percent; a little farther down is Tomato Sauce, up 17 percent; Peanut Butter, which is a good inexpensive source of protein, is up 16 percent; Italian Food Sauce is up 16 percent; Pasta is up 14 percent, which was number thirty-two on this ranked order category of dry grocery products, dried beans were up 10 percent, number forty-two; and dried rice was up 10 percent. A lot of the frozen specialties—even some of the frozen vegetables—were really way off.

That's kind of a broad stroke of all matters—Thank you.

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"THE SEECO SYSTEM"



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modular distribution system
 to packaging machines

- 49%** REDUCTION IN PRODUCT BREAKAGE
- 30%** IMPROVEMENT IN WEIGHT TOLERANCE
- 20%** INCREASE IN PACKAGING SPEED
- 12%** REDUCTION OF PACKAGE LOSS

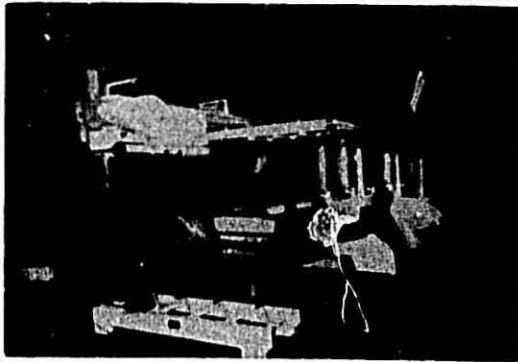
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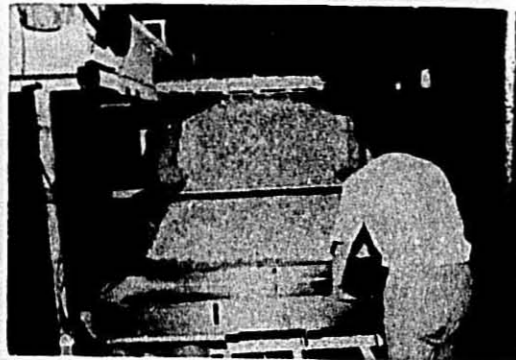
MAJOR SYSTEMS IN OPERATION WORLD WIDE

FOR NON-FREE FLOWING MATERIALS

ASCO 8887 W. OLYMPIA BLVD. NEWBY, CALIF. 94568



Conducting tests with noodles on an accumveyor at Aseeco Research Laboratory.



From Mechanization To Automation

by Peter V. Kenford, Vice President-Sales, Aseeco Corporation

Since times beginning, man has struggled with the back breaking work of moving materials by hand. During the last fifty years, real progress has been made toward erasing the burden of hand labor in the mass movement of bulk materials. Mechanized methods of handling materials played an important role in the development of current food plant technology.

The degree of mechanization achieved has spared modern man the killing drudgery and repetition of carrying materials by brute strength.

The mechanized plant is here. The next generation in development is the completely automated plant. What is a completely automated plant? It can be construed as a facility wherein a minimum degree of human monitoring is required, yet a plant which has the ultimate degree of flexibility and efficiency.

We at the Aseeco Corporation have evolved over the last twenty five years, techniques not only for mechanization, but have also pioneered techniques for automation to keep pace with the changes in press and dryer technology as applied to the pasta industry.

Prerequisites

The prerequisites of a properly automated production facility for the production of pasta products can be analyzed as four basic functions. They are raw materials storage, processing, bulk storage and distribution with packaging, warehousing.

Raw materials storage must be designed so as to contain the optimal amount of flour storage yet taking into consideration the economics involved relative demurrage vs unloading time, frequency of deliveries, all programmed

to insure an adequate supply without excess or deficiency. Withdrawal must be designed so that switching from one silo to another, or the changing of material is done immediately and effortlessly by the utilization of the proper automation techniques.

Processing—Today's continuous presses and dryers can produce product at rates which, ten to fifteen years ago were unheard of. This production on a twenty four hour per day basis results in mountains of products emanating from the dryers in a golden stream of pasta.

Bulk storage and distribution to packaging; in a properly automated plant, storage of bulk product has to be considered so that packaging capability can be 'married' to production. Programming has to be developed and storage capability introduced to bridge the gap between twenty four hours production of diverse pasta shapes and an eight or sixteen hour pack off period utilizing to the utmost the capability of the packaging line.

Delivery to Packaging

The delivery of product to packaging machines is very important. A typical installation will involve a capital expenditure of thousands and thousands of dollars for multiples of sophisticated packaging machines, but how much attention is paid to the means of feeding them. The most advanced packaging machines cannot perform in a satisfactory manner unless a proper feed is maintained. Proper feed criteria can be defined as the following abilities: (A) The ability to feed the infeed hoppers on demand. (B) The ability to feed different machines at different rates

from one materials stream of product. (C) The ability to insure that all of the packaging machines receive product without starvation. (D) The ability to eliminate product recirculation caused by overfeed. (E) The ability to keep product degradation to a minimum. (F) The ability of flexibility to quickly and directly switch from one product to another.

Automated Systems

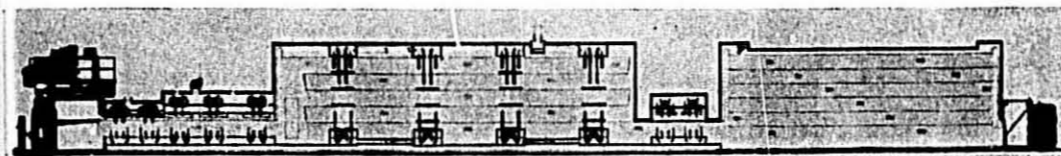
The Aseeco Corporation, over the years, has evolved through their design and engineering capabilities, many automated systems which fulfill the criteria and abilities required for a properly functioning modern facility.

For the bulk storage of non free flowing products, such as noodles and specialty cuts, the Aseeco accumveyor was developed. This unique bulk storage system insures first-in first-out product flow on a continual basis bridging the gap between processing and packaging.

For free flowing short cut products, Aseeco developed the selectomatic bin storage system for automatic storage and withdrawal on demand making the tote bin obsolete.

The Aseeco modular distribution system, both vibratory and belt type, for the automatic distribution of noodles or cut goods to multiple packaging machines on demand, from one infeed stream without the requirement of recirculation or the possibility of packaging machine starvation.

The foregoing proprietary innovations together with Aseeco overlapping bucket lifts, belt conveyors, vibrators and scalping screens engineered as a complete system concept with an inherent logic electrical control console



Braibanti—"ATR"—The Hotter, Faster, Cleaner Dryer

have all played a part in automation.

The utilization of these automated systems have reduced the production costs of pasta significantly by the elimination of manual labor, reduced losses caused by spillage, reduced give away of product because a proper feed system to the packaging machinery is maintaining net weights, reduced over-weights, reduced waste of packaging materials and increasing the efficiency of packaging machines as a whole.

The warehousing of pasta products must be logistically planned for instant withdrawal from individual product storage centers. The elimination of multiple fork lift trucks and skids is imperative. Racked tier storage with printout retrieval systems to truck loading docks is the trend in today's warehousing.

An unbiased comparison between primitive and modern automated materials handling methods is convincing proof that automated systems are playing a leading role in maintaining our present standard of living. We, at the Aseeco Corporation, through our efforts in the engineering and development of automated systems concepts for the pasta industry feel that we have shared in the development of the modern pasta production facility of today so that it is the most advanced in automation of any production facility in the food industry.

Braibanti Long Goods, Short Goods and Colled Goods Dryers have long set the standards for the industry in ruggedness of construction, dependability, automation, and consistent and unsurpassed product quality. As a result, more than 1,000 Braibanti pasta production lines have been installed during the past 10 years and these lines have already produced more than sixty-five billion pounds of superior pasta products.

While Braibanti offers standard dryers, they also offer the Type ATR High Temperature Dryers and this series of machines offers many innovations.

New Type Wall Panels

Visually, the Type ATR High Temperature Dryer is different from its

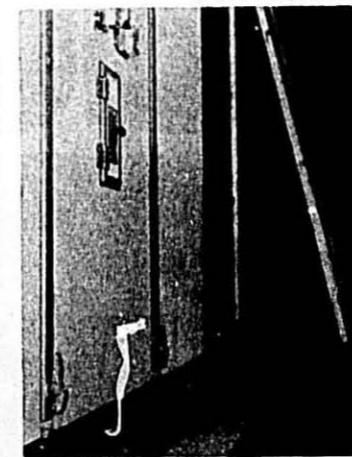
predecessors. Individual, removable panels now form their walls and each of these panels is a completely sealed, fibre-glass reinforced moulded plastic unit that contains its own thick layer of built-in insulation. These panels have been designed to operate at the higher drying temperatures used in the ATR, and since they can be swung away from the supporting frame, or easily be removed and moved away, they facilitate easy cleaning of the interior of the machine.

Energy Conservation

To reduce operating costs, by conserving high priced energy, and to assure product quality, specially designed pressure wedge-strips, working in conjunction with high temperature gasketing material, insure perfect seals between the panels and the frame.

Higher Operating Temperatures

The ATR operates with temperatures that are much higher than those found in a standard dryer and to achieve the greater degree of heat that is needed hot water, well above the boiling point, is circulated through specially fabricated steel pipes. By using the hotter drying air which can thus be generated, standard types of Long Goods can be perfectly dried in much shorter periods of time than previously.



Side panels open for easier cleaning. Lock tight to conserve energy and assure product quality.

Condensation, a problem in many other types of dryers, could be an even greater hazard in a high temperature unit. However, this problem has been eliminated by means of special heating tubes which are located within the dryer's metal frame, at those points where moisture could condense.

Electronic Control System

While the standard Braibanti dryers have been almost fully automatic for many years, some manual starting and stopping of the air circulation fans was required at the start and end of a production run. While this was an acceptable procedure with a standard dryer, the impact of possible human error would be magnified to an unacceptable degree in an ATR because of the higher drying temperatures used and the shorter drying times which result. Accordingly, to eliminate these possible operator errors, Braibanti developed the C.A.E. Electronic Control System.

In operation, the C.A.E. Electronic Control System sequentially starts the air circulation fans as the operation is started and when the product reaches certain designated points within the unit. It also sequentially stops these same fans when the product passes other check-points when the run ends. While the C.A.E. Electronic Control System can optionally be supplied for use on a standard dryer, it is a standard item of equipment in the ATR High Temperature line.

Cooling Section

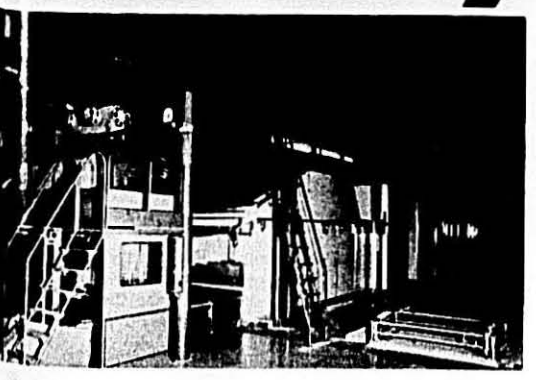
Since the product is brought to extremely high temperatures during the drying process, and since this excessive heat would be undesirable in the stored or packed product, the final section of the dryer is inclusive of a power driven cooling area which properly cools the product before it is transferred to the storage silo.

The Type ATR Dryers are also inclusive of a properly sized stick return and accumulator section so that it is never necessary to remove excess drying sticks from the line, store them, and then manually feed them back during normal operations. In addition, the

(Continued on page 26)

**10
1,000
65,000,000,000,000**

Braibanti
Machinery for pasta production



In 10 years we've installed 1,000 lines, producing 65,000,000,000 pounds of pasta products.

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60 EAST 42ND STREET
NEW YORK, NEW YORK 10017
TELEPHONE (212) 682-6407

Braibanti's ATR Dryer

(Continued from page 23)

sticks themselves have been adapted for use in this high temperature process, and to meet the requirements involved they are supplied with a food grade plastic coating.

Lower Plate Counts

Plate counts, which are of extreme importance to all macaroni manufacturers, were already well below the industry norm in those operations where Braibanti extrusion presses and standard dryers were being used. Now, with the higher temperatures used in the ATR machines, plate counts are slashed even further.

Stickiness Reduced

Product quality, always the most important factor in judging the performance of any food processing machine, has always been the most outstanding feature of a Braibanti pasta production line. Now, when such a line is inclusive of a Type ATR Dryer, and as based on both cooking and eating tests, product quality is even further enhanced. The dangers of overcooking, and stickiness, even when less than ideal raw materials are used in the preparation of the product, are minimized and new and higher standards for excellence and quality of product are established.

Many Sizes

As with all Braibanti Long Goods Lines, the Type ATR High Temperature Long Goods Dryer is offered in several different sizes and variations to meet the operating programs of each of the factories in which it is to be installed. In those plants where sufficient space is available, the dryer can be supplied with a storage silo sized such that production can be on a 24 hour per day basis, while packing can be completed in a single 8 hour shift. In those factories where space is limited, the line can be set up for 24 hours of production and 16 hours of packing. In addition, these machines are offered in a wide range of production capabilities and are tailored to meet the needs of all manufacturers, from the smallest to the very largest.

Pasta production lines in use in Italy, and which are inclusive of Type ATR Dryers have proven that the ATR is Hotter—Faster—Cleaner. Shorter Drying Times—Easier to Clean—Lower Plate Counts—Product that Cooks Better and Eats Better—and they come from Braibanti, one of the world's foremost manufacturers of pasta production equipment.

The Wheat Situation

Published by
Economic Research Service
U.S. Department of Agriculture,
February, 1975

This year's wheat market is characterized by continued strong export demand and a pullback in domestic demand. It now appears that export will total 1.1 billion bushels, not much below the 1972/73 record, and year ending stocks are expected to hold near last year's low level. But with a more orderly export scene, the experience last year of operating with minimum stocks, and a free-flowing transportation system, the market has been far less volatile than last year. The reported cancellation of some export sales and the modification of the voluntary export reporting system do not appear to give a reason for changing the export estimate.

Wheat disappearance during July-December 1974 at 942 million bushels was one of the heaviest on record, although restrained compared to last year's torrid rate. A sharp falloff in wheat feeding and a steadier pace of exports both contributed to the decline from last year. As a result, prices paid to farmers were less volatile and the transportation system was under less stress.

Second Half

But what about the second half of the marketing year? The January 1 stocks of 1.1 billion bushels must satisfy demand until new crop wheat becomes readily available. The export pace is expected to continue heavy. If current projects hold up, roughly half the January 1 stocks should be exported by June. The domestic milling industry will grind another fourth. Seed and feed requirements will account for around 5% of the total. The remaining 20% or 250 million bushels will be this summer's old crop stocks.

Early indications suggest that U.S. wheat farmers may be setting the stage for the third consecutive record wheat harvest. Winter wheat producers, responding to strong prices and an open ended wheat program, increased plantings 6%. In just 2 years, acreage is up over a fourth and the largest since 1953. Based on December conditions, which were generally good, a record 1.6 billion bushel winter wheat crop could result.

Last spring, adverse weather and an uncertain price outlook discouraged spring wheat producers from completely fulfilling their planting intentions. This

year they appear to be holding down intentions as the January report indicated a slightly smaller spring wheat acreage.

The larger total wheat acreage and average weather could produce a 1975 crop of more than 2 billion bushels. But what about demand? With world grain stocks shrinking further, export demand for wheat in 1975/76 is again expected to be heavy. Tight feed grain supplies this summer could push up wheat feeding and result in total domestic use of over 800 million bushels. But even with a record demand, there would be some stock cushion. Should yields falter again, however, stronger prices and shorter supplies would cut wheat feeding and limit exports.

Durum

With durum prices running well over hard wheats, the demand for durum has slackened and durum mill grind is down this marketing year. Mill grind appears to be running about 15% behind the July-December 1973 rate. For the second 6 months, mill grind may continue at that subdued pace. Seed use should expand slightly and additional export sales may push the total for the year to around 35 million bushels. High durum prices, particularly in relation to HRS, were probably the basis for the indicated 10% increase in 1975 plantings.

Quarterly Durum Report

U.S. production of durum wheat in 1974 was estimated at 79.2 million bushels by the Crop Reporting Board in its annual summary. This was up one percent from 1973 and 9% above the 1972 crop. Acreage harvested was 4,000,000 acres, up 39% from the previous year, but the average yield of 19.8 was 7.4 bushels below 1973 and the lowest since 1961. Durum seeding was completed later than normal. North Dakota produces about 85% of the durum crop. Their planting was delayed two to three weeks due to wet fields. In late June, weather turned hot and dry at a critical stage of growth. The quality and yields suffered additionally as snow and rain delayed harvest with some durum laying in swath for several weeks. The leading varieties of durum seeded was Rolette 37% of the acreage; Leads slipped to second place.

Stocks

Durum stocks on January 1, 1975 in all U.S. positions totaled 68.4 million bushels, according to the Crop Reporting Service. This was up 1% from a

(Continued on page 28)

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by Gene Kuhn
Manager:
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But our field representatives rely on a well-trained eye
and a pocket knife. Peavey's newest durum mill,
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milling process to maintain quality and uniformity.

But our miniature macaroni press still needs
the knowing hand of a pasta maker.

We can precisely graph the color,
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But bite and flavor are
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PV PEAVEY COMPANY
Flour Mills



Peavey Moves Into Second Century of Operation

Peavey Company has moved into its second century with an emphasis on strengthening its traditional lines of business and broadening its scope through diversification.

Milling of durum products and flour, long basic to the company's operations, figures strong into Peavey's strategy of growing by maximizing existing activities. A substantial program of research and development by Peavey, which has been a leader in supplying the pasta industry for several decades, is geared toward the future. Facilities for both durum and flour production are continually being upgraded. Peavey's durum mill at Superior, Wisconsin, is currently in the midst of a sizeable modernization and expansion program. Others of the company's nine mills are also engaged in improvement projects; in fact, the Eagle Mill at Denver resumes operation in March, producing soft and hard wheat flours, after a complete interior renovation.

Agricultural Group

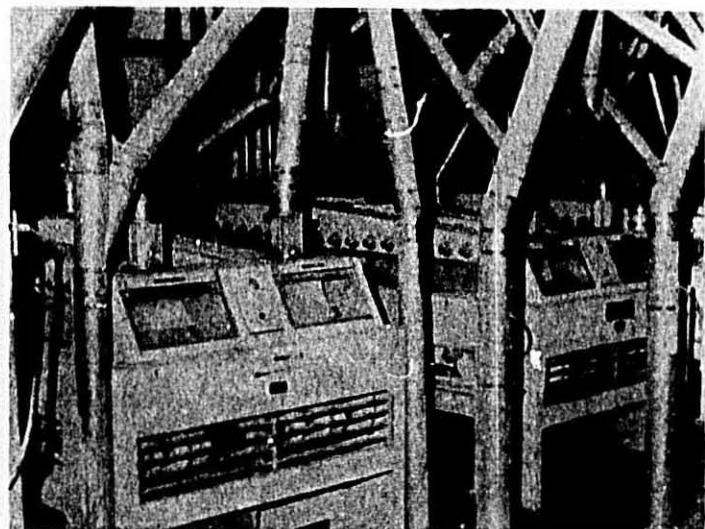
Peavey's Agricultural Group has been focus of considerable interest and activity with recent world changes in grain marketing and supply conditions. In the best interest of serving crop and livestock producers, a number of the farm supply centers in Minnesota, the Dakotas and Montana have been broadening capabilities.

Comprehensive new centers to handle grain as well as merchandise inputs such as feed, seed and fertilizer have been built in Belgrade, Montana and Gettysburg, South Dakota with others planned for Valley City and Bismarck, North Dakota. Peavey has commodity brokerage and barge operation to accommodate its grain operations and supply contract services.

Diversification

Recent diversification have expanded both the Consumer Foods and Retail Groups. Brownberry Ovens joined Peavey in 1972, then producing fresh breads and rolls and shelf-stable products—croutons, stuffing, crumbs and dessert mixes—at its bakery in Oconomowoc, Wisconsin. A year later another bakery was opened in the Cleveland, Ohio suburb of Twinsburg.

Today's consumer interest in basic foods has been complementary to Peavey's family flour business. White, old style, whole wheat, graham, pumpernickel and rye flour has found new popularity. Peavey brands include King Midas in Wisconsin and sections of Michigan and Pennsylvania; Occident



In the continuing interest of future operations, milling operations are always being refined. Peavey's mill at Superior now has a new head house with new receiving and mix facilities. The office and laboratory have been remodeled and work is in progress in modernizing the plant and replacing machinery.

from Minnesota westward in the Upper Great Plains states; and Hungarian, in the rocky mountain states.

Retail Group

The company's Retail Group operations have grown substantially during the last three years. From a group of building supply centers in Minnesota and the Dakotas, growth has been achieved through the addition of Northwest Fabrics of Eau Claire, Wisconsin in 1972 with 14 stores in four states. Following through with Peavey's intention to grow with its new subsidiaries, today Northwest Fabrics has 46 stores in nine states.

Do-It-Yourself Ventures

The interest in do-it-yourself ventures led Peavey to team up with Fish Building Supply in 1973. Fish, with centers in central Wisconsin, has a strong emphasis on home improvement. Its fourth location, opened in Madison last fall, is an innovator in self-service.

Craft Village is the most recent new business, launched in November to extend the specialty retailing activities. These stores for artists, craftsmen, hobbyists and handcrafters are in Rochester and the St. Paul suburb of Roseville, Minnesota and Madison, Wisconsin.

The 18 general merchandise stores across the prairie provinces of western Canada complete the Retail Group.

Peavey Earnings Report

Peavey Company reported earnings of \$4,290,000 or \$1.15 per common share for the second quarter ending January 31. This compares with \$4,702,000 or \$1.24 per common share for the same period a year ago. Sales of \$124,779,000 for the second quarter declined from \$133,120,000 for the same period a year ago.

For the first six months of its fiscal year which will end July 31, the company reported earnings of \$8,828,000, virtually unchanged from \$8,826,000 for the same period a year ago. However, due to a reduction in average share outstanding, earnings per share for the current period increased to \$2.35 from \$2.33 a year ago. Sales for the six months were \$257,854,000 compared with \$257,772,000 in the corresponding period a year earlier.

President Fritz Corrigan indicated that reduced earnings in the company's Agricultural Group were offset by improved earnings in other operating groups, as well as a substantial decline in interest expense as a result of improved corporate liquidity and reduced long and short-term borrowing.

Corrigan noted that figures for the prior year included results from the Canadian agribusiness operations sold in May, 1974, including sales of \$10,111,000 and earnings of \$549,000 (14 cents per common share) for the second

quarter and sales of \$17,831,000 and earnings of \$1,214,000 (32 cents per common share) for the six month period.

Space Age Comes to Macaroni Industry

by H. Geddes Stanway, Consultant

Fantastic! That is the best description I could give to a breakthrough—a new innovation—for cost reduction, increased output and greater efficiency on packaging equipment. A low cost innovation straight out of the space age technology that was instrumental in pinpointing malfunctions in the space capsules in outer space. How did I come across this needed instrument?

Well, being retired from macaroni operations does not erase fifty years of interest, knowledge, talents, desire and determination, so I got an assignment. This was to advise on project marketing potentials in the Macaroni Industry for Mira-Pak (package machinery manufacturer) in Houston, Texas in early February.

With my assignment completed I was introduced to a bombshell revelation—a new innovation to troubleshoot package machinery malfunctions. Just what I'd been looking for, for years.

How many hours have we all spent watching our maintenance people, or called-in high cost specialists, who desperately use the hunt and find, or hit and miss, technique to locate trouble on a much needed packaging unit? The bills on such work have mounted to monumental figures in recent years to say nothing of the frustrations of personnel, operators maintenance and managers alike.

Good Preventative Maintenance

The solution as we all know is good preventative maintenance and less down-time. But this has not always been achievable. Thousands of dollars a year are lost in machine down-time.

If you package twenty million pounds of cut goods and noodles a year and you can increase efficiency 5% by cutting down-time, at 35¢ a pound return, just figure out the thousands of dollars in savings this could mean to you.

Get an analysis of down-time on your packaging machines. It will surprise you. You can buy time-recorders that attach to the main shaft or cams. The charts will give an accurate, no guess-work reading.

Ironically the complexities of electronics in packaging equipment have added to the woes of the maintenance and service people.



H. Geddes Stanway

Diagnostic System

Now, a machine "Diagnostic" system is being made available to the industry. This brain child, an offshoot of "Space Exploration" was developed by Mira-Pak engineers experienced in the Houston Control Centre in the work of tracing, pinpointing and correcting the malfunction of the intricate electronic equipment aboard space ships on the way to the moon.

These engineers have transmitted their extraordinary experience to a practical, low cost system that will cut hours to minutes or seconds in tracing down the malfunctioning parts of Mira-Pak form-fill-seal packaging.

Just think, in a recent demonstration the cams were put out of timing; the relays were screwed up; the air pressure was reduced; connections were rendered faulty and in just three to six minutes the Diagnostic computerized system located every malfunction and flashed in on the screen for corrective action, then proceeded to check out the corrected action. It takes the average specialist that long to open up his tool kit.

What intrigues me is that I could get the answer to the problem in minutes instead of "I don't know where the trouble is but I'm looking for it. There's a lot to check on these machines today".

No More Frustrations

Well, no more frustrations, stalls, excuses or flaring tempers. One just dials a phone direct to Houston Control Centre (Mira-Pak Headquarters) and gives the code number of the machine. Within minutes you don't need to pray, swear, sweat, holler, gripe or fire anyone. Just be calm, your troubles are over.

Now is that not "fantastic"? What a real break-through to reduce maintenance expense; provide preventative maintenance check runs; spot blown

fuses, heaters etc.; increase valuable productivity and this could even be a personnel moral builder. It could add years to a packaging managers life and ulceration for your maintenance chief.

In minutes this "Fantastic" system will give you a computer readout on machine speed, motors, heaters, switches, timing, relays, air and hydraulic pressure, scale signals, faulty connections, vibrators, voltages, fuses, automatic balance controls and that is just about everything except sweeping up or giving you a cup of coffee around a packaging machine.

Yes it is an opportunity to put the "Space Age" into the Macaroni Industry, at least in packaging, at a low monthly cost—about one-fourth the pay of a good mechanic. Yes, it is fantastic and time will prove it.

In twenty-four years in the Macaroni Industry, having done things to increase operational efficiencies and another twenty-six years in a variety of industry operations, I have not seen anything more fantastic, more needed, and at such a low cost. Makes me wish it had come along when I was making the decisions. This is not a commercial just an honest observation...

Best Selling Cookbooks

(Continued from page 8)

6. The Weight Watchers Program Cookbook by Jean Nidetch (Hearst Press, \$6.95); 2.1 million hard-cover trade sales only.
7. Mastering the Art of French Cooking, Vol. 1, by Simone Beck, Louisette Bertholle and Julia Child (Alfred A. Knopf, \$6.95); 1.3 million copies sold.
8. McCall's Cook Book (Random House, \$7.95); exact sales figures unavailable, but reported to be well over 1 million copies.
9. The French Chef Cookbook, by Julia Child (Alfred A. Knopf, \$6.95); 493,407 copies sold.
10. The Settlement Cook Book (Simon and Schuster, \$6.95); 480,000 copies sold.
11. Mastering the Art of French Cooking, Vol. II, Julia Child and Simone Beck (Alfred A. Knopf, \$12.50); 322,952 copies sold.
12. The New York Times Cook Book, by Craig Claiborne (Harper & Row, \$12.50); more than 300,000 hard-cover trade sales only.

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Report of the Director of Research

by James J. Winston

World Food Conference in Rome

The World Food Conference was initiated to avert the shadow of hunger which is menacing the present and future generations. Some of the recommendations of the World Food Council would establish the following:

- (1) International Grain Banks or Reserves as a buffer against natural disaster.
- (2) Data Sharing System and commodity price fluctuations (early warnings that might lead to food shortages).
- (3) The measure supported by the U.S. asking wealthy countries to supply 10 million tons of grain yearly to the hungry.

Several years ago, our Food Standards Committee was instrumental in having the USDA place Enriched Soy-Macaroni Products on the "give-away program" to help impoverished people with their nutritional requirements. This was due to contacts with the Secretary of Agriculture, Mr. Hardin and his staff, and resulted in the manufacture and distribution of millions of pounds of this product which is still being manufactured today.

It seems to me that should some of the objectives of this World Food Conference be carried out, our product can be utilized as an important food commodity to be distributed to people throughout the world providing that we have an adequate supply of raw material.

Enriched Macaroni with Fortified Protein

Although section 16.15 has been stayed by FDA Commissioner Schmidt, it should be noted that this type of product is being manufactured today. A newspaper clipping from the New York Daily News, December 27, 1974, quotes Dr. Jean Mayer discussing the nutritional attributes of Fortified Macaroni. This is the type of product which the USDA requires for distribution in the school system where the Macaroni has a PER of 95% of that of Casein. Dr. Mayer, states: "By any standard, protein enriched macaroni is a bargain. A recent price check showed that a two-ounce serving costs only two cents more than a serving of regular macaroni. These two ounces provide the same amount of protein as two ounces of fish, meat or poultry".



James J. Winston

Microbiological Survey of Pasta

Recently, the FDA completed a bacteriological survey of macaroni and egg noodles in the retail outlet. This was based on the examination of 1687 samples of macaroni products and 1492 samples of egg noodles purchased in the retail markets. This report has been publicized by Robert M. Green on October 29, 1974, and some of the results should be reviewed. The data on Standard Plate Counts and Coagulase-Staphylococcus showed extremely low counts; the data on Coliforms, E. Coli, and Yeasts and Molds, however, are in accord with data that we have obtained in our laboratory. I have discussed this report with Dr. J. Olsen, Head of the Microbiology Department of the FDA, who has informed me that this data will be held in abeyance pending the outcome of the requested hearings by the Frozen Food Products Institute and the Gelatin Manufacturers. It is important to know that depending on the age and storage conditions of a food product, the bacterial numbers detected at the retail level may differ significantly from those of a freshly prepared product. Bacterial populations in foods are constantly changing and in time, especially in a dry product such as pasta, bacterial counts tend to decrease.

Nutritional Labeling

The FDA has decided to postpone the effective date of Nutritional Labeling to July 1, 1975, in order to permit manufacturers to exhaust their cur-

rent supply of packaging materials. All new cartons, in the interim between now and July 1, must show nutritional data as per the regulations. Dr. Howard R. Roberts, Acting Director, Bureau of Foods of the FDA, has stated that products containing Nutritional Information will be subjected to periodic examinations to make certain that the nutrients are correct. It is recommended that twice a year, a product should be completely analyzed (a 12 package composite) to make certain that the dietary nutrients are within 80% of the declared information on the label.

Phostoxin as a Fumigant

At the July convention, this matter was referred to me for study in order to determine its acceptability as a fumigant for Semolina and Flour. In my bulletin #444, this matter was discussed and reference was made to the FDA regulation permitting the use of Phostoxin as a fumigant for cereal and related products. This is listed under sub-part D, Chapter 1, Title 21, Paragraph 121.1178. Fumigation time of cars with Phostoxin should be at least 72 hours, and the temperature should be 40°F. or more. Experiments indicate that at the end of 72 hours, the reaction between Phostoxin, moisture and heat in atmosphere will result in complete decomposition of Phostoxin to liberate the gaseous Phosphine and leave behind a residue of Alumina and Aluminum Oxide which is a harmless and inert compound.

Slack-Fill Study of Macaroni Product

The Food and Drug Administration has completed its study of functional slack-fill of the following products: long spaghetti products; shells and elbow macaroni. Six macaroni plants were included in this study geographically and in each case, the FDA's representatives spent from 2-10 days gathering the necessary data. I reviewed the results of this investigation with Mr. James Taylor who is now in charge of this project and the results are quite interesting. The collated data show that the mean functional slack-fill of shells and elbow macaroni products=23%. However, the data for slack-fill for long spaghetti products is incomplete and inconclusive, and Mr. Taylor expressed the opinion that a new study for spaghetti products will have to be re-scheduled within two years. Surprisingly enough, the mean

(Continued on page 38)

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Phone: 212-962-6536

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 55 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 55 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston
Marvin E. Winston

Report of Director of Research

(Continued from page 36)

functional slack-fill for shells and elbow macaroni agrees very closely with my findings in 1946. You will recall that based on our study in 1946, our Association made the following recommendations on slack-fill to the FDA for consideration:

	Maximum Slack-fill
Long Spaghetti	30%
Long Macaroni	25%
Short Goods, i.e. Elbows, Shells, etc.	20%

The Food and Drug Administration official was very surprised to learn that for the past 30 years, our recommended tolerances were appropriate and accurate.

Inspections and Food Standards Compliance

In 1973, inspection of noodle plants and subsequent analysis of products showed that 82% of the samples analyzed were not in compliance. However, analysis of macaroni products obtained during inspections showed no adverse findings. In most instances, the noodle products showed high bacteria counts with emphasis on Coagulase Staphylococcus Bacteria and Standard Plate Counts.

Several months ago, I had occasion to attend a FDA hearing concerning the finding of excessive bacteria in the pasta. It is pertinent in the Sanitation Program to sanitize mixers, rollers, extruders, cutters on a frequent basis. The efficacy of such a program should be monitored by checking the product at different stages for bacteria counts. Also, incoming shipments of eggs should be analyzed for Salmonella Bacteria to prevent the manufacture of noodles with Salmonella. Unfortunately, one noodle manufacturer had to make several recalls of noodle products which were positive with Salmonella Bacteria. This type of violation with its notorious publicity is painful, costly and represents a trauma. Again, I urge manufacturers to have their noodles analyzed more frequently in order to preclude the shipment of Salmonella contaminated noodle products.

Again, another manufacturer had to make a recall of noodles containing an Organo-Phosphorus Pesticide Residue such as Diazinon. In my opinion, it is important that manufacturers make an effort to eliminate the use of residual type of insecticides to prevent any possibility of contaminating products during the processing.

For the year 1975, the Food and Drug Administration has directed its field offices to continue with its study of

foods for compliance and to make 350 domestic sample collections to analyze for compliance with regulations.

Food Safety Legislation

This food safety act was to regulate commerce and protect consumers from adulterated food by requiring the establishment of surveillance regulations for the detection and prevention of adulterated foods. This bill S.2372 originated in the Senate and would have legally placed more firmly on the processor the responsibility for food safety. This bill was defeated in the House, although it had been passed in the Senate.

Law Enforcement Activity

During the past few months, the Food and Drug Administration has detained a large amount of macaroni-noodle products of which a good percentage is coming from the Orient. A review of some of these detentions and rejections reveals that a shipment of Vermicelli which originated in Hong Kong was rejected due to insect infestation. At the same time, a shipment of Vermicelli coming from Pakistan was likewise rejected due to insect contamination.

A shipment of noodles originating in Korea was rejected due to the absence of English on the label. Another shipment from Japan arrived in a decomposed state probably due to mold, and also was improperly labeled.

Apparently the Food and Drug has accelerated its program in regard to imported pasta products and hopefully these current rejections should have a restraining effect on future shipments.



Form Fill, Seal Noodle Bag Machine with Flexitron III Scale System. Packages 5-12 ozs. of fine, medium and broad noodles in addition to 8 and 12 oz. packages of short cuts in cello laminate films.

Paramount Packaging Corporation

Paramount Packaging Corporation, which has its corporate offices in Chalfont, Pennsylvania, manufactures and designs flexible packaging and paper products for a wide variety of consumer items. The corporation has manufacturing facilities in Chalfont, Pennsylvania; Murfreesboro, Tennessee; and Philadelphia, Pennsylvania. It has sales offices in eight locations throughout the country.

Corporate officers include Theodore Isen, Chairman of the Board; Harold Isen, President; Irvin Isen, Executive Vice President; Alan Isen, Senior Vice President and Secretary; Jules Block, Frank Davis and Dr. Tullio Vigano, Vice Presidents; Daniel Windheim, Treasurer.

Triangle Flexitron III Scale System

Triangle supplies a variety of equipment to the macaroni industry for the packaging of products. They range from Form-fill-seal machines for short cuts and noodles to Flexitron Scales for weighing of these products to either bags or cartons.

One of the most recent introductions of Triangle is its newly improved Flexitron III Net Weighing System. This new weigher with its open frame and totally enclosed weigh cell is designed for operations with stringent sanitary requirements. It is easy to completely clean and may be washed down if required.

This new Flexitron II scale system specifically designed for weighing noodles has been installed at one of the major mid-south manufacturers macaroni-noodle products. It is used for fine-medium and broad noodle packaging in cello laminate bags. Triangle was a pioneer in designing form, fill, seal machine specifically for these products. The unit includes a special streamer belt and plunger assembly to assure minimum width and length bags. In addition to noodles the unit is also utilized in packaging other short cuts.

With its introduction of Flexitron III weighing system Triangle is once again providing the macaroni industry with the newest and most highly refined system for product weighing, capable of meeting its stringent sanitary conditions. Adaptable to a variety of packaging requirements—The Flexitron III system can help build the growing market for macaroni-noodle products.

flexitron III
...fast, precise
and easy to
keep clean!

It runs clean...
...fast, precise
and easy to
keep clean!

Available with full
sanitary construction
to meet NSF
requirements. Use
all the facts! Write
Triangle Packaging
Company, Inc.
1635 W. Downsey Ave.
Chalfont, PA 19319
Phone: (610) 338-1200

TRIANGLE

BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

DURUM PRODUCTS

A D M MILLING CO., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Golden-glo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad page 3.

AMBER MILLING DIVISION, G. T. A., St. Paul, Minnesota 55165. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kuba Durum Flour. See ad page 27.

GENERAL FOODS, Igleheart Mill Operation. P.O. Box 1128, Pendleton, Ore. 97801. Milled products. Mr. Dan H. Breland.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Durella Semolina No. 1; Exalto and Santa Durum Clears. Northern California and Pacific Northwest call: Jean Hassell, Region Manager (415) 327-0372; Southern California call: Don Anderson (213) 583-4335.

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, 1200 Multifoods Building, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. Duregg (TM). General offices in Minneapolis; sales offices in New York and Chicago. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent

Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: Mr. V. M. Peterson, Grand Forks (701) 772-4841; District Office in Sillwater, Minnesota: Ray Wentzel (612) 439-5662; in Haworth, New Jersey: John Tobia (201) 384-3862; in Coral Gables, Florida: Harry Bailey (305) 446-7919. See page 7.

PEAVEY COMPANY FLOUR MILLS, Peavey Building, 730 - 2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Patent Flour, Uno Durum Patent Flour, Durambo Durum Flour, GL 75/25 Semo Farina, Granorina 50/50 Durum-Hard Granular, Premiata 50/50 Durum-Hard Flour. General Sales Office: Minneapolis. Robert H. Cromwell, Vice President, Durum Sales (612) 370-7840. District office in New York: Gerald P. Marron (914) 694-8773. District office in Chicago: William H. Grady (312) 631-2700. See pages 30-31.

SEABORD ALLIED MILLING CORP., P.O. Box 19148, 1550 West 29th Street, Kansas City, Missouri 64141. Telephone: Area Code 816, 561-9200. Milled products. Mr. R. G. Myers, Mr. Lin L. Lundgaard, Mr. Henry L. Sumpter.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, P.O. Box 2217, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized and spray dried high color yolks for the noodle trade. See page 55.

V. JAS. BENINCASA COMPANY, 7 Main Street, P.O. Box 270, Zanesville, Ohio 43701. Packers of fresh, frozen and dried egg products. High color yolks available. Plants in Bartow, Florida and Cullman, Alabama.

BROWN PRODUCE COMPANY, INC. P.O. Box 245, Farina, Illinois 62838. Telephone: Area Code 618, 245-3301. A fully integrated company packing Bakers Egg and Bakerite Brand Frozen Eggs, Egg Solids, Liquid Egg Products and specializing in a complete Dark Yolk program.

CUTLER EGG PRODUCTS INC. 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales. Telephone: Area Code 205, 585-2268. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36310.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. For information, contact John T. Henningsen, Roy N. Nevam, Vito J. D'Agostino, R. Rush Oster.

JULIUS GOLDMAN'S EGG CITY 8643 Shekell Road, Moorpark, California 93021. See ad no page 43.

MONARK EGG CORPORATION, 60 East Third Street, Kansas City, Missouri 64106. (816) 412-1977. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, and Egg White Solids. Dark color available. Main office in Kansas City. Facilities located in Missouri and Kansas.

NATIONAL EGG CORPORATION, P.O. Box 338, Social Circle, Georgia 30279. Telephone: (404) 464-3345. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow. Frozen 45% Solids Yolk 3.0 color.

WILLIAM H. OLDACH, INC., P.O. Box 337, Flourtown, Pennsylvania 19031. Specializing in egg products sale and distribution to discriminating food manufacturers with strict adherence to quality specifications. Liquid-Frozen-Dried. See ad on page 51.

SCHNEIDER BROS., INC., 315 North Carpenter Street, Chicago, Illinois 60607. Mr. Morris Schneider, president; Mr. William Schneider, vice-president; Mr. Sid Schneider, vice president. Liquid frozen and dried egg products.

TRANIN EGG PRODUCTS COMPANY, 3330 Woodrow Wilson Avenue, Jackson, Mississippi 39207. Telephone: Area Code 601, 948-5317; Telex 585-401. Processors of dried egg products including free flowing or standard egg yolk and whole egg, complete lines of blended to specifications dried egg products, and all types of dried egg whites both spray and pan dried, with all products packed under strict quality control. A subsidiary of American Consumer Industries, Inc. See ad on page 9.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: 402-278-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See page 57.

MANUFACTURING EQUIPMENT

ASECO CORPORATION, 8857 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseco overlapping bucket lifts (elevators), belt conveyors—sanitary, accumulators, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selective bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad pages 20-21.

DOTT, INGG. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, 20122

Milano, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017, Phone (212) 682-6407. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consulting service for factory layouts and engineering. See ad pages 24-25.

ZAMBONI, VIA G. VERGA, 3 40033 Casalecchio di Reno, Bologna, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017. Phone: (212) 682-6407. Manufacturers of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

BUHLER-MIAG, INC., 8925 Wayzata Boulevard, Minneapolis, Minnesota 55428. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short goods, noodles, long goods and twisted goods, automatic accumulators for short, long goods and noodles, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag Canada Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. Phone (416) 445-6910.

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presser. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 12-13.

HOSKINS COMPANY, P. O. Box F, Libertyville, Illinois 60048. TWX 910-684-3278; Phone: (312) 362-1031. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of macaroni machines; Semco, manufacturers of bulk flour handling systems; Aseco, manufacturers of food conveying and storage equipment. American Sanitation Institute, a division of the Hugel Co., sanitation consultants. See ad page 17.

MEYER MACHINE COMPANY, P.O. Box 5096, San Antonio, Texas 78201. Telephone: Area Code 512, 734-5151. Manufacturers of Simplex Conveying Elevators, Vibra-Flex Conveyors, all types of conveying and elevating equipment. Factory Sales Manager: Eugene W. Teeter, (512) 734-5151. Sales Representatives: Eastern, PME Equipment Incorporated, (201) 687-5926, Union, New Jersey; Mid-Western, R. J. Clayton and Associates, (312) 729-5410, Chicago, Illinois; Western, Industrial Vibrator and Machinery Company, (415) 697-3000, Burlingame, California. See page 45.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multi-stage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. See ad on page 47.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Manufacturer of Extrusion Dies only. See ad page 15.

PACKAGING EQUIPMENT

AMACO, INCORPORATED, 2601 West Peterson Avenue, Chicago, Illinois 60664. Suppliers of fully automatic macaroni and spaghetti conveying, sorting, high-speed weighing, bag forming, filling and sealing, as well as cartoning, equipment for both long and short goods.

CLYBOURN MACHINE DIVISION, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Ill. 60076.

Phone (312) 677-7800. Vertical carton-
ing equipment with volumetric or
net weight filling. Horizontal car-
toners for long macaroni products.
see ad page 53.

MIRA-PAK, INC., 7000 Ardmore, Hous-
ton, Texas 77021 (713) 747-1100. Man-
ufacturers of vertical form-fill-seal
packaging equipment—the Mira-Wrap
series 10,000 with Sigmatorl com-
puterized weighing; volumetric and
auger fillers; tailored flat-bottom
package machines; inert atmosphere
packagers; Way-Fill weighing sys-
tems; for instant and continuous con-
trol and analysis of the packaging
line; Mira-Carton bag-and-box sys-
tem; Mira-Pak diagnostics, a com-
puterized troubleshooting system.
Sales Offices: Eastern region, 5 Bran-
don Road, Trenton, New Jersey 08638
(609) 896-1974; Mid-western region,
566 General Steuben Road, King of
Prussia, Pa. (215) 265-7390; Western
and Canada region, 7921 Shouk
Avenue, Canoga Park, Ca. 91304 (213)
884-5782; International sales and re-
conditioned machine sales, 7000 Ard-
more, Houston, Texas 77021 (713)
747-1100. See ad pages 34-35.

**TRIANGLE PACKAGE MACHINERY
CO.**, 6655 W. Diversey Avenue, Chi-
cago, Illinois 60635. Vertical Form,
Fill, Seal Bag Machines with Auger
Fillers for seasoning or sauce mixes.
Vertical Form, Fill, Seal Bag Ma-
chines with Volumetric Fillers for
Short Cuts. Vertical Form, Fill, Seal
Bag Machines with Flexitron Net
Weighers for Short Cuts and Noodles.
Gaubert Weighers and Wrappers for
Long Cuts. Sales Offices: 361 Franklin
Avenue, Nutley, New Jersey (201)
661-0820. 4500 Campus Drive, New-
port Beach, California (714) 546-6795.
202 Calcita Drive, Santa Cruz, Cali-
fornia (408) 428-5161; 6915 Atwill,
Street, Houston, Texas (713) 665-8138;
6655 West Diversey Avenue, Chicago,
Illinois (312) 889-0200. See ad page 39.

**WRIGHT MACHINERY COMPANY,
INC.**, P.O. Box 3811, Durham, North
Carolina 27702. Telephone: (919) 682-
8161. Canada: PMA Packaging Ma-
chinery Ltd., Montreal. Telephone:
(514) 744-6424. Form-fill systems for
your flexible package needs. Com-
plete carton systems for rigid con-
tainer needs. See ad pages 48-49.

PACKAGING SUPPLIES

CLOUDSLEY COMPANY, 470 W.
Northland Road, Cincinnati, Ohio
45240. Flexible packaging converters.
Call 825-4800, Area 513. Mr. Howard
J. Maue. See ad page 29.

**DIAMOND PACKAGING PRODUCTS
DIVISION**, Diamond International
Corporation, 733 Third Avenue, New
York, N. Y. 10017. Creators and pro-
ducers of multi-color labels, folding
cartons and other packaging materi-
als: point-of-purchase displays, out-
door posters, booklets, folders, ban-
ners and other advertising materials.
Sales offices in 28 principal cities offer
nationwide package design service
and marketing consultation. 2 Divi-
sional General Sales Offices for in-
quiry convenience: Midwestern Area
—Middletown, Ohio & Eastern Area
—New York, New York Eastern
Area—New York, New York. Nine
manufacturing plants are strategic-
ly located coast to coast. See ad In-
side Back Cover.

**FAUST PACKAGING CORPORA-
TION**, 145 Oval Drive, Central Islip,
N.Y. 11722. Creators and manufac-
turers of multi-color cartons and pro-
motional material for macaroni-noo-
dle products and frozen foods.

FIBREBOARD CORPORATION, 55
Francisco Street, San Francisco, Cali-
fornia 94133. Eastern Sales Office:
560 Sylvan Avenue, Englewood Cliffs,
New Jersey 07632. Rossetti Sales
group of Fibreboard Corporation spe-
cializes in the manufacture of folding
cartons for the macaroni and frozen
food industry. Manufacturing Capa-
bilities: Large, modern plants located
on both East and West Coasts. They
offer extensive lithographic capabili-
ties including combination form runs.
Die-cutting, windowing machines and
special finishes back up major print-
ing equipment. Fibreboard's position
as largest west coast paperboard pro-
ducer assures adequate supply of
board to all plants. Special Finishes:
Gloss coating, waxing, embossing,
metallic leaf stamping, pre-applied
adhesives. Mechanical Packaging
Systems: In-depth engineering analy-
sis to help assure you of the most
efficient packaging system in your
plant. This is followed up by con-
tinuing service by our engineers.
Packaging Design: Professional de-
signers experienced in the pasta and

related industries are available for
your packaging needs. See inside
front cover.

**INLAND CONTAINER CORPORA-
TION**, 37333 Cedar Blvd., P.O. Box
565, Newark, California, 94560. Cor-
rugated containers. Mr. Ernest Gup-
till.

MUNSON PACKAGING COMPANY,
P.O. Box 512, Edgewater Branch,
Cleveland, Ohio 44107. Subsidiary of
RoSpach Corporation. Converters of
cellophane and polyethylene bags as
well as printed roll stock for auto-
matic bag equipment.

**PARAMOUNT PACKAGING COR-
PORATION**, Oak Avenue, Chalfont,
Pa. 18914, Telephone: (215) 882-2911.
Converters of flexible packaging.
Also, laminations, gravure, flexo-
graphic printing, co-extrusion. Plants:
Chalfont, Pa., Murfreesboro, Tn.,
Philadelphia, Pa. Sales Offices: New
York, N.Y., Philadelphia, Pa., Chal-
font, Pa., Cincinnati, Ohio, Murfrees-
boro, Tn., Chicago, Il., Dallas, Texas,
and Los Altos, Ca.

SERVICES

**JACOBS-WINSTON LABORATORIES,
INC.**, 156 Chambers Street, New
York, N.Y. 10017. Consulting and an-
alytical chemists; sanitation consul-
tants; new product development;
labeling and packaging advisors; pes-
ticide, bacteriological and nutritional
analysis. See ad page 39.

ACCOMPANIMENTS

LAWRY'S FOODS, INC., 568 San Fer-
nando Road, Los Angeles, California
90065 and 1938 Wolf Road, Des
Plaines, Illinois 60018. Manufacturers
of Lawry's Spaghetti Sauce Mix,
Goulash Seasoning Mix, Chill Mix,
Beef Stew Mix, Tartar Sauce Mix,
Taco Seasoning Mix, Enchilada Sauce
Mix, Seasoned Salt, Seasoned Pepper,
Garlic Spread, Spanish Rice Season-
ing Mix, Liquid dressings, dry salad
dressing mixes, gravy-sauce mixes,
and dip mixes.

FORTIFICATION

**EASTMAN CHEMICAL PRODUCTS,
INC.**, Kingsport, Tennessee 37662.
MYVAPLEX 600 Glycerol Monostear-
(Continued on page 58)

THE MACARONI JOURNAL

We have over
four million chickens.
Does that make our
egg products
better?



Egg City is
the largest single
egg-producing facility
in the world, and we have
4.5 million of the world's
most carefully raised
chickens (over 3 million
of them in production). We
know, because we raise them
ourselves, from our own
breeding flock, with care
from our own veterinarians,
monitoring from our own
laboratories and feed from
our own feed mill. Every
moment of their lives is
quality-controlled by us for
just one reason: to make our
eggs and egg products the

We
think
so.

Julius **Egg** Goldman's
City

very best
you can buy. And
those products are
ready for *your*
products right now,
including fresh shell
eggs, a frozen line that
includes whole eggs,
whites and yolks in plain,
salted, sugared or colored
(full NEPA range) form,
and our spray-dried
albumen (standard or
angel type). Why not find
out more about Egg
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reasons for thinking we
can meet your needs —
4.5 million of them!

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8643 Shekell Rd., Moorpark,
Ca. 93021 • (805) 529-2331

Product Loss Prevention During In-Plant Transportation

Meyer Machine Company's lengthy experience in material handling systems has resulted in new systems concepts for various aspects of the food industry. The problems generally prevalent are product loss (due to spillage and breakage) and over and under weight packaging.

Each product move must be considered important and the final move to packing even more so due to the investment in the finished product. With each move the chance for product loss arises whether due to spillage or breakage, or any other factor. In large production systems each transportation of product must be handled as efficiently and gently at a desired flow rate to insure the maximum return to the producer.

With certain food products, such as noodles, there arises the problem of bunching due to settling in bulk storage. Upon release of product from storage there must be a point at which the bunching is eliminated before packing. This must also be done in a continuous manner, to enable the producer the utmost in production.

Meyer Machine Company has developed a system that greatly reduces product degradation while simultaneously eliminating the problem of bunching before packing. This is achieved with the use of overlapping vibratory conveyors receiving the product from bulk storage. These conveyors, with special mounting designs, act as agents to eliminate product bunching while allowing for a continuous flow rate into a conveying elevator feeding the packaging equipment.

With the ever increasing need for higher and more efficient means of production and with the day of complete automated production approaching, the need for system concepts is growing rapidly.

Cloudsley Is Growing

The Cloudsley Company is a Cincinnati-based film converter entering its 28th year of business, serving the packaging needs of hundreds of companies.

The firm's history is one of repeated innovations—breakthroughs such as face and reverse printing, which set it aside as a leader in the 1950's and 60's.

Since then, Cloudsley has continued to provide leadership in the industry, not only in terms of keeping a fully staffed research and development facility, but



Meyer installation at American Beauty Macaroni Company showing overlapping conveyors delivering product to elevators for packing.



also in reaffirming its commitment to the field with repeated and substantial capital investments.

Cloudsley currently has a 73,000 foot plant which employs more than 150 people on a three-shift basis.

In addition to serving the macaroni industry, Cloudsley lists most of the leading companies in the snack, cookie and cheese industry among its clients.

Growth Through Service

Cloudsley's growth has been the result of a decidedly "customer-oriented" attitude. Salesmen, of course, call on their clients on a routine basis, certifying that everything is in order, and that the customer is happy.

But Cloudsley also offers a unique second staff, to assist customers when the regular salesman is not available. Called the "Inside Sales Staff", it is an entire department, maintained to "place, trace or erase" a sale or specific order.

The firm also offers its R&D facilities to customers, as well as a Technical Service Department. If a client has a problem in his own plant, a Cloudsley technical representative will be dispatched with dispatch to help clear up the trouble.

The Commercial Art Department gives Cloudsley customers ever more flexibility, offering packaging design and finished art for packaging.

Growth Through Innovation

Cloudsley's reputation as an innovator actually started with the company . . . which is a main reason for its growth rate of 18 per cent per year since 1947.

In the 50's, face and reverse printing, as mentioned, started a trend that is standard practice today. (It was highly successful for tray overwraps, especially since it provided an answer to FDA regulations concerning inks and foods.)

In 1962, Cloudsley pioneered thermal lamination, which changes the entire flexible packaging market by providing better graphics and eye appeal, as well as longer shelf life.

The middle 1960's also saw Cloudsley lead the "polypropylene revolution" by immediately starting a program of lamination a machinable combination of cellophane and poly. The firm abandoned the "French" or "Fin" seal application and introduced strip-coating on the back seam—and once again had the distinction of another first.

Innovation is not, however, a form of luck for the firm. It is policy, according to president Martin Bennett.

These developments gave the firm the kind of reputation which made expansion a necessity.

Cloudsley expanded its base from Cincinnati into the east and south, and promptly doubled its sales. The firm today has offices in Baltimore (serving the macaroni industry), Chicago, Dallas and Malvern, Pennsylvania.

In 1974, sales were in excess of \$10,000,000. With virtually new presses and expandable plant, the firm is well prepared for the growth sure to come.

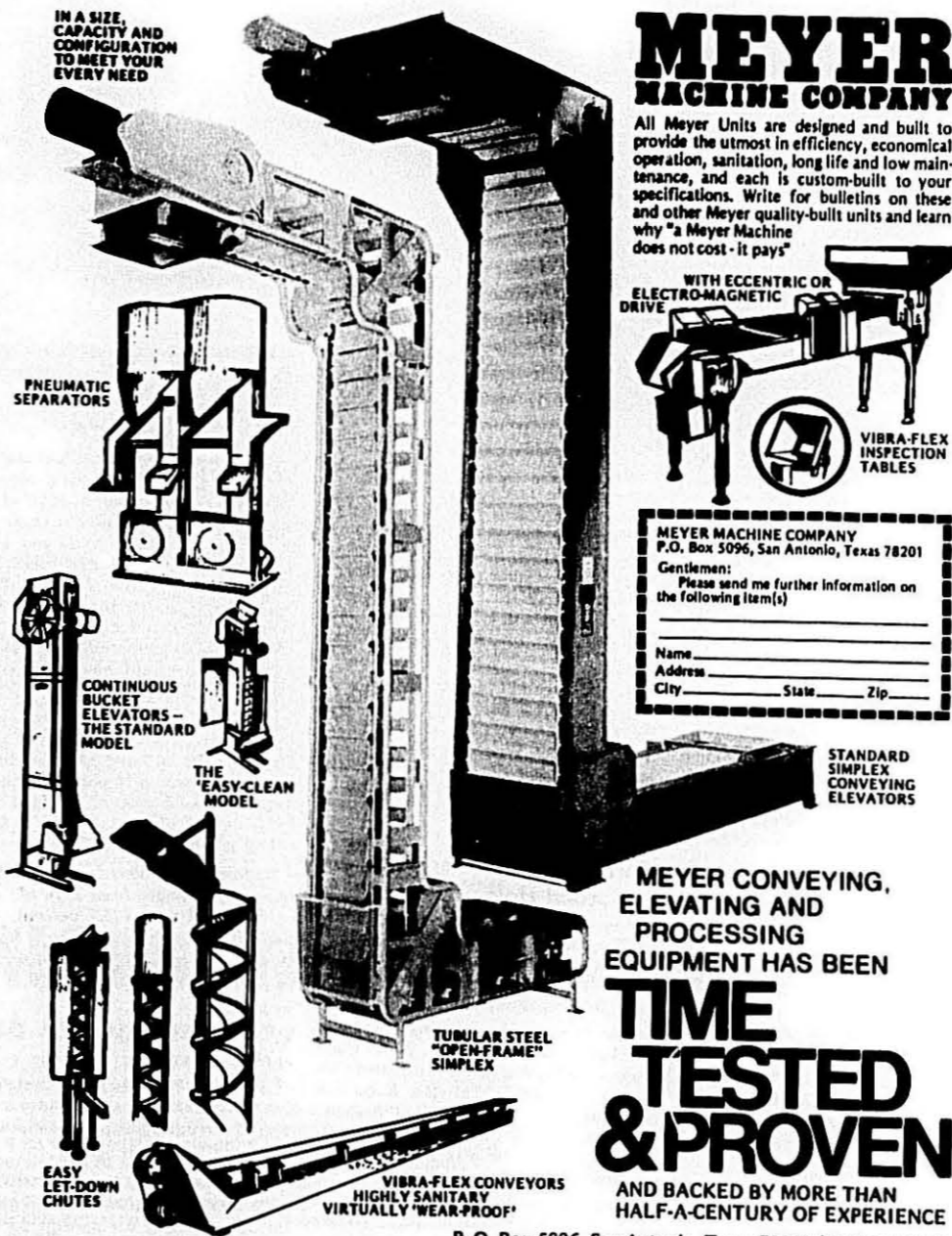
Growth Through Quality

The most important thing Cloudsley offers, however, is its product. Second to none in the market, Cloudsley products have been so highly accepted, and the percentage of success so great, that the firm has a record of customer longevity that surely must be the envy of the industry. And at a competitive price.

The reason for this product excellence, outside of the finest equipment and most highly skilled work force in the industry, boils down to the attitude of Cloudsley management: "The con-

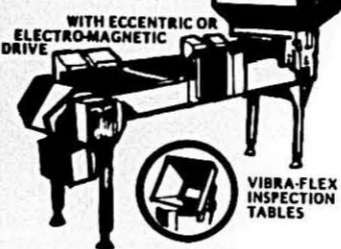
(Continued on page 46)

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Cloudsley Is Growing

(Continued from page 44)

tinuing goal of the company is to progress, to modernize, to innovate, and give our customers the best quality and the best service, at the most competitive price," according to Z. Howard Maue, executive vice president.

With this attitude, it's a pretty good bet that the Cloudsley Company will be around to serve the macaroni industry for many years to come.

Wright Packaging Machinery

Wright Machinery Company has concentrated its efforts in recent years in designing and manufacturing a complete line of packaging machinery for the macaroni and noodle industry. This line can help increase production, improve accuracy, keep material and product waste to a minimum and improve line efficiency—all of which enables the producer to keep his costs low.

Wright's complete packaging system selection includes: form-filling-seal machines, inline weighing machines, and rotary net weighing machines.

Form-fill systems for flexible packaging consist of single and multi-tube units that can produce packages at a rate up to 120 bags per minute.

Wright's bagmaking principle, which eliminates the rigid tube for package forming, permits the handling of a complete line of products, including egg noodles, without bridging at the fill station.

Inline net weighing systems are offered in multi-headed designs of from 2 to 6 scales to work in conjunction with existing carton units, or are available as a complete system to include a carton machine. Speeds of from 30 to 90 packages per minute can be achieved.

In the event speeds in excess of 70 per minute are required, Wright offers two models of rotary net weighers consisting of either 12 or 18 scales. The product is handled and packaged in a continuous flow and greatly reduces breakage of the more fragile macaroni/noodle items. Speeds up to 200 packages per minute can be obtained with this type system.

Several types of fillers—counters, volumetrics or net weighers—are offered to work in conjunction with any of the above-mentioned systems.

Long Experience

Wright has been designing and manufacturing net weight scales for more than 25 years. With features such as pushbutton scale setting, automatic checkweighing and correcting prior to discharge for product build-up in the

WRIGHT MACHINERY COMPANY, INC.

MACHINE MODEL	MEASURE	SPEED RANGE	PACKAGE SIZE	FILL RANGE CAPACITY	USES AND SPECIAL FEATURES
Mon-O-Bag WVF	Volumetric	Up To 72/min.	Max. 8" x 14 1/2" Min. 2" x 4"	Up To 2 lbs.	Macaroni Short Goods
Mon-O-Bag WM II Net Weigh & WM III	Net Weigh Volumetric	Up To 50/min.	Max. 8" x 14 1/2" Min. 2" x 4"	Up To 3 lbs.	Macaroni Short Goods and Noodles-Broad, Medium, Fine & Extra Fine with Special Picker Wheel Noodle Feed.
Mon-O-Bag 9-18	Net Weigh Volumetric	Up To 50/min.	Max. 9" x 18" Min. 2" x 4"	Up To 4 lbs.	Same as above.
Mon-O-Bag 12-22	Net Weigh Volumetric	Up To 40/min.	Max. 12" x 22" Min. 4" x 6"	Up To 5 lbs.	Same as above.
Du-O-Bag	Net Weigh Volumetric	Up To 130/min.	Max. 12" x 22" Min. 2" x 4"	Up To 4 lbs.	Same as above.
FA In-line	Net Weigh Up To 6 Scales	Up To 90/min.	Cartons Cans Jars	Up To 5 lbs.	Same as above.
NT Rotary Net Weigher and Carton System	Net Weigh Up To 18 Scales	Up To 120/min.	Cartons	Up To 4 lbs.	Same as above.

weigh bucket, Wright offers the ultimate in efficient and accurate weighing. Wright systems reduce product giveaway which amounts to dollars saved in the over-all packaging process.

Wright assumes the responsibility for the complete feed system to the machines and prepares even the most difficult items for efficient weighing while keeping product breakage to a minimum. If a machine from existing lines doesn't completely meet a customer's needs, Wright will custom-design a machine to work for complete packaging success.

For more complete information, contact the nearest Wright representative or write to A. V. Petersen, Executive Vice President, Wright Machinery Company, P.O. Box 3811, Durham, North Carolina 27702. Phone (919) 682-8161.

Corrugated Demand Recovery in Second Half

Shipments of corrugated boxes are expected to decline 6.5 percent in 1975, and then increase 13.8 and 5.0 percent in 1976 and 1977, according to economist John W. Enders.

The director of marketing economics for Lionel D. Edie & Co., New York-based consulting firm, presented his current projections at the Executive Conference of the Fibre Box Association. Members of the trade group represent more than 90 percent of the corrugated industry's volume.

Frequent updating of forecasts is especially important today, Enders noted, due to unprecedented world market conditions and the effect of governmental actions. As recently as last fall, before the fourth-quarter recession im-

pact, Enders was more optimistic about 1975 trends. He updates forecasts for the industry each quarter.

Modest Recovery

The general economic outlook for 1975 now indicates a modest recovery beginning around the middle of the year, Enders said. "Fibre box shipments should return rapidly to former levels after business inventories have been reduced. We estimate that it will not be until the fourth quarter that shipments will match the level of demand then being experienced, although the third quarter should see an approach to normalcy."

Corrugated shipments have experienced average annual growth of about 5 percent. In 1972 and 1973, the figures were +10.5 and +7.6 percent. The 1974 decline of -6.2 percent included quarterly figures of +4.1, -2.3 -4.6 and -19.6 percent.

Enders' projections for 1975 indicate quarterly changes from 1974 of -21 -15.2, -3.4 and +15.7 percent, for final average of -6.5 percent. Volume at these rates would total 199.9 billion square feet, for the third-highest total in history.

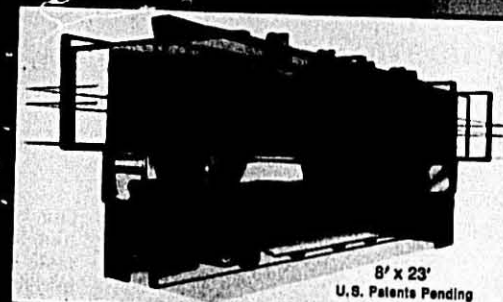
"As we move into 1976, with an annual increase in economic activity of 5 1/2 to 8 percent, we should experience the same kind of rapid acceleration of corrugated shipments that occurred in 1972," Enders said.

In his long-range forecast, Enders projects corrugated growth of 13.8 percent for 1976, and of 5.0 percent for 1977. Supplies of containerboard will be adequate to meet this demand.

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When standard preliminary drying immediately precedes microwave drying (as in complete unit shown above) it eliminates the need for equilibration periods and reduces time and space needs of preliminary drying as much as 60%.

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Form-fill systems for your flexible package needs.



We offer a complete line of form-fill systems with single and multi-tube units that can produce packages at a rate up to 120 bags per minute.

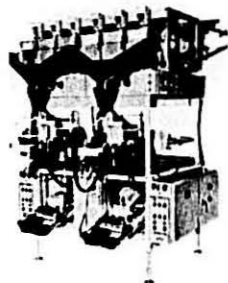
Volumetric Automatic single tube form-fill-seal system with a volumetric filler to satisfy a wide range of macaroni/noodle applications.



All systems offer the latest automatic features in net weighing.

Our bagmaking principle, which eliminates the rigid tube for package forming, permits us to handle a complete line of products, including egg noodles, without bridging at the fill station.

Net Weigher Automatic single tube weigh-form-fill-seal unit with fully controlled feed system; up to three Electroflex® scales; and high speed bagmaker. Weighs and packages any macaroni/noodle product that can be handled on vibratory feeders.



Du-O-Bag Versatile, high production system requires only one operator. Each side has controlled feed, up to three Electroflex® scales or automatic self-correcting scale, and bagmaker. Each side operates independently of the other and can run different products and package sizes.

Complete carton systems for rigid container needs.



Inline net weighing systems for rigid containers in multi-headed designs of from 2 to 6 scales work with existing carton units, or are available as a complete system to include a carton machine. Speeds from 30 to 90 packages per minute can be achieved.

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We offer two models of rotary net weighers for rigid containers where speeds in excess of 70 per minute are required. With either 12 or 18 scales, speeds up to 200 packages per minute can be obtained. Product is handled and packaged in a continuous flow which greatly reduces breakage of fragile macaroni/noodle items.



We assume the responsibility for the complete feed system to the machines and prepare even the most difficult macaroni items for efficient weighing and minimum breakage.



Wright has the capability of designing a machine for your packaging requirements. Call our representative today.

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Multifoods Emphasizes Service

"Now, more than ever, I can sum up our plans for the current year in one word—service," said Sal Maritato, vice president for durum products in the industrial foods division of International Multifoods.

Why is Multifoods emphasizing service?

"We've noticed the slight dip in previously steadily rising sales for the macaroni industry," explained Maritato. "We're hoping that by offering more and better service along with high quality we can do our share to help get the macaroni market back on an uphill swing.

"We recognize that these are cost-conscious times. Consequently, we're alert to opportunities to increase efficiency in order to cut costs which then are passed on to our customers."

Increasing Efficiency

How is Multifoods increasing efficiency while maintaining quality?

"Naturally, we realize that you can't be cost-conscious without first being quality-conscious," said Maritato. "So we don't intend to skimp on quality. Instead we're making better use of our resources—people, product and machinery.

Multifoods' traffic people are constantly working on the improvement of transportation services for their products. Scheduling management has re-emphasized the need for assuring prompt delivery to facilitate customer planning.

Another example of Multifoods' maintenance of high quality standards can be found in its grain division. The division's specially trained personnel are constantly inspecting grains, buying only the finest product for the best possible price.

"If you add up each of our seven grain buyers' years of experience in the business you'll come up with a grand total of 176—that averages out to 25 years of grain buying experience," said Maritato. "As you'd expect, they're very adept at dealing with the grain market's daily changes."

In addition, Multifoods' industrial foods division is on a steady campaign to upgrade its three durum mills, which are located in Baldwinsville, N.Y., and St. Paul, Minn.

They are continually replacing and adding machinery to make the mills more efficient, thereby increasing milling capacity and product quality.

An ongoing program of air filter installation is being conducted at all plant



Sal Maritato

locations. This is an anti-pollution measure which is doubly beneficial because it not only results in cleaner air but also saves on heat, thereby conserving energy.

"We're making a constant effort to keep employees knowledgeable of conservation measures through flyers, bulletin board postings and periodic conservation meetings conducted by plant supervisors," said Maritato.

We're also continually stressing—from top management on down—the necessity of maintaining maximum sanitation measures and a sound sanitation program to ensure a top purity product," he added.

Multifoods management is regularly emphasizing to plant employees the overriding importance of customer service and satisfaction. "We want our employees to know that no matter how small their jobs may seem to them, we count on each and every person to do his job well," said Maritato. "This results in a smoothly run operation which can turn out a high quality product such as ours."

Economic Situation

How does Maritato feel the present economic situation is affecting the macaroni and durum industry?

"Just like every other businessman, we know that in order to stay in business you have to respond to the economy," said Maritato. "That basic rule holds true whether the economic situation is good, bad or indifferent.

"One way Multifoods is responding to the economy is by stressing conservation measures—conservation of energy, peoplepower, products and machinery. This results in increased efficiency on our part which reflects in a better total

picture for the entire industry."

A prime example of how Multifoods has promoted efficiency within the industry in the last few years is the introduction of its innovative product—Duregg (TM) noodle mix.

Duregg, which is a blend of top quality durum flour and egg solids, not only simplifies the manufacturing process but it also eliminates some of the problems which the noodle manufacturer faces. Among these are spoilage, high cost of labor, time and space. All a manufacturer has to do is add water to the Duregg mix and he will produce a high quality noodle.

"We've compared costs for ingredients, time, space and labor—not to mention spoilage—between Duregg and conventional production methods. Duregg costs are competitive right down the line. And when you add convenience to the list, the scale is definitely tipped in our favor," said Maritato.

Multifoods felt there was a strong demand for a product such as Duregg, "and we responded," he said.

Great Future

Maritato says he feels there is a great future for pasta products in the United States. "Americans have accepted the fact that macaroni is no longer an ethnic food," he said. "They're taking advantage of the amazing versatility and variety it offers them in cooking.

"Pasta is turning up on dinner tables across the country as either a supplement to the meal or in the main dish. Consumers would have to look a long time to find another food as nutritious and good-tasting, yet as inexpensive as pasta. The inexpensive feature is bound to become more important as the pinch increases."

In addition to durum products, Multifoods' industrial foods division produces and markets flour, prepared bakery mixes and supplies, and markets bakery equipment.

The Minneapolis-based diversified food company had sales in excess of \$750 million in fiscal 1974, with 31 percent of the sales coming from the industrial foods division.

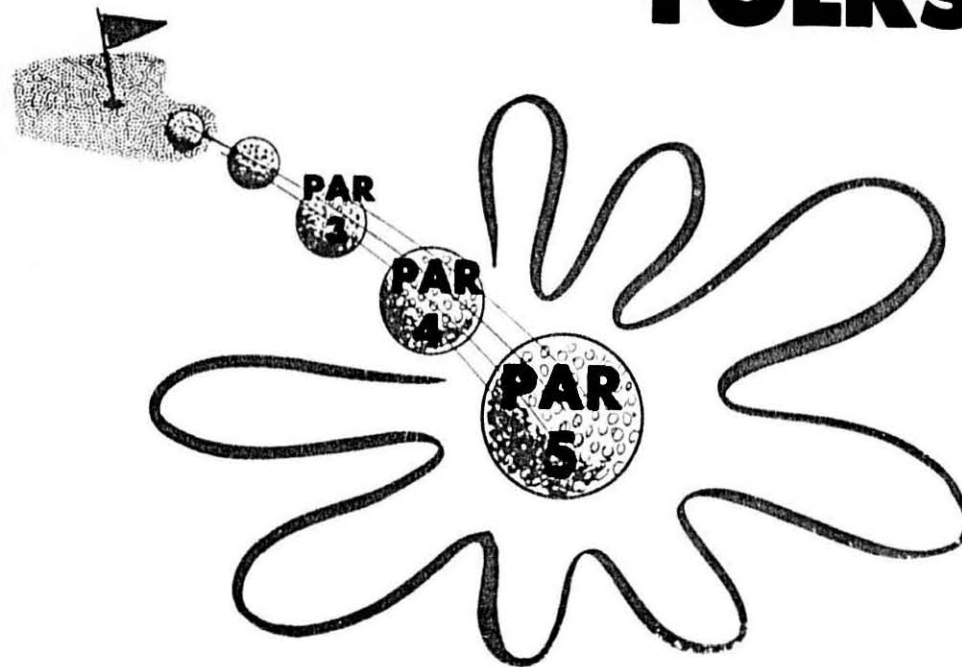
Act Now

The price of not acting now in this crisis, of not contributing in concert all of the business skills we can muster, will be to abdicate our position as leaders. We cannot expect to have a say in the decisions that our nation is making unless we take the responsibilities that go with it.

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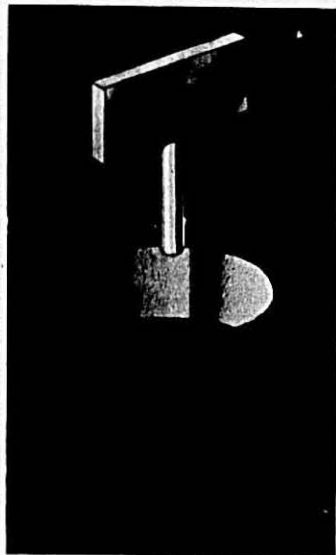
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The die shown above, is a flat disc or cup with a very thick bottom, which has a hole in the middle, the same size as the outside of the macaroni to be manufactured. The PIN is a rod the size of the hole in the macaroni, with wings at the top which hold it to the die.



Ready to make macaroni; the PIN has been inserted in the DIE. From the point where the wings of the pin end, to the bottom of the die, the rod of the pin is suspended in the exact center of the hole in the die.



The dough, when pushed against the die, is split by the wings and then pressed together around the lower end of the pin to form a solid tube. As it comes out at the bottom of the die, the macaroni is cut to the length for the type of macaroni that is being manufactured.

Who Puts the Hole in Macaroni?

STUDENTS often ask, "Who puts the hole in macaroni?"

The answer to the question is not "who" but "what," for the manufacture of macaroni and noodle products is essentially an extrusion function. Dough is prepared in a mixer by combining flour or granulars and water, kneaded in an auger, then forced through a die under high pressure.

Forms the Dough

The die forms the dough into the finished shape. Usually made from cartridge brass, the die may be circular or rectangular depending on whether they are to be used in presses for producing short goods (circular) or used for an automatic spreader for long goods or noodle sheeting (rectangular). They may also be made of stainless steel and other materials and alloys which can be inserted in a frame and removed or replaced from time to time. Dies are about one and one-half to two and one-half inches thick.

The simplest form is the spaghetti strand. A simple hole is all that is required to form this shape, although the hole through the die is normally tapered from top to bottom. The tubular

forms such as macaroni require a pin in the center as described in the illustration. Curved pieces are formed by making the thickness of dough different on one side than the other, as is the case with elbow macaroni products. Wavy strands can be produced by having a slightly wider opening on one portion of the slot than on the other so that the thicker portion tends to extrude faster. There is an almost unlimited number of shapes that can be made on presses by varying the size and shapes of holes.

Under High Pressure

The high pressure required to extrude dough through dies subjects the dies to a substantial amount of wear. The first effect of the wear is to polish the dies smoothly so that after a brief initial period of running the product surface tends to become smoother. Many manufacturers keep a set of standards on their product size so that the finished products can be checked frequently and dies repaired when product sizes get beyond certain limits of tolerance.

Because many macaroni manufacturers make as many as 100 or more sizes

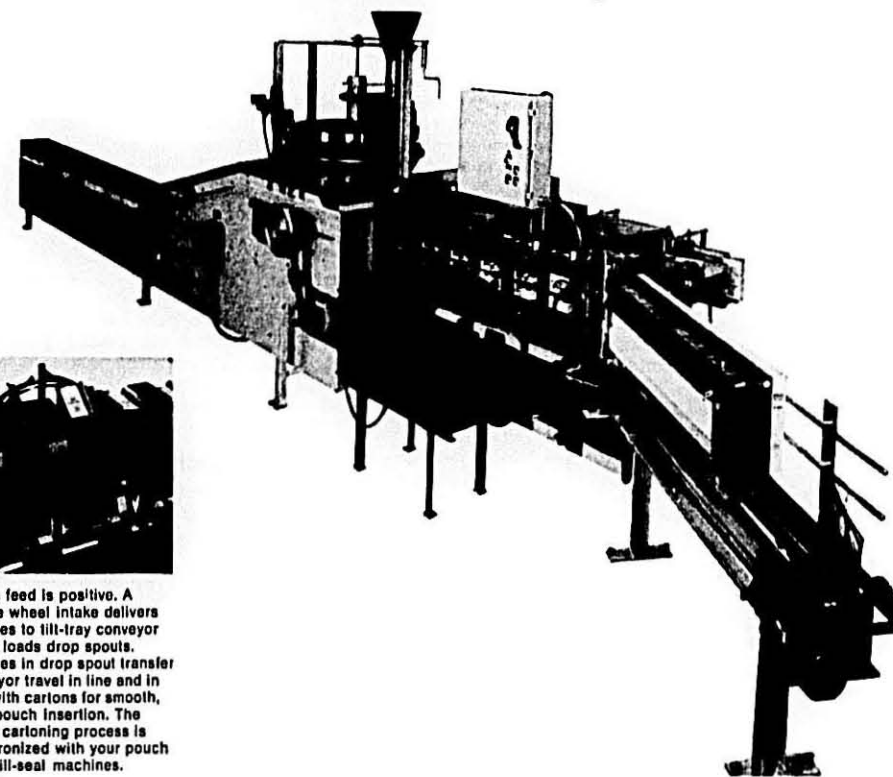
and shapes, each requiring a separate die, storage conditions are a major concern. Dough cannot be left in dies because eventual souring will take place and the resulting acids will attack the surface causing pitting which impairs the quality of the finished product.

It is common practice to make the die from the press and place it in a bath of constantly moving water. Overnight soaking softens up the dough and simplifies cleaning by high pressure water or steam jets in an automatic apparatus which either rotates the die under stationary jets or moves jet across the surface of a stationary die. Dies are often placed on wooden trays and isolated from the walls of the storage tank in order to prevent electrolysis and consequent pitting and corrosion.

Teflon

Teflon is a product developed by DuPont with a very low coefficient of friction. Used as a plug in dies it produces a very smooth surfaced product with enhanced color. It is used in Europe to a greater degree than in the United States.

Clybourn ups efficiency of packaging macaroni with sauce-mix pouch.



Pouch feed is positive. A paddle wheel intake delivers pouches to fill-tray conveyor which loads drop spouts. Pouches in drop spout transfer conveyor travel in line and in time with cartons for smooth, sure pouch insertion. The entire cartoning process is synchronized with your pouch form-fill-seal machines.

Clybourn tackled the project from an overview of the entire packaging line. Operating efficiency could be optimized by synchronizing the volumetric filler, cartoner, pouch feeder, and the pouch form-fill-seal machines into one continuous, harmonious system.

A Clybourn Model C7 Continuous Vertical Cartoner with Volumetric Filler and Pouch Feed Attachment was the answer. Versatility was built-in to handle five sizes of fills for elbow and noodle macaroni into infestation-proof end seal cartons.

Carton range from 2" x 3/4" x 4 1/4" up to 8 1/4" x 3 1/4" x 11 1/4". Pouch range to 1/4" smaller than carton dimensions. Continuous operation with positive handling provides reliable variable speed control up to 150 cartons per minute.

Surety is built-in with controls for No-Pouch/Skip-Carton-and-Fill and No-Carton/Skip-Pouch-and-Fill.

Carton discharge is in-line. The Clybourn C7 features include a high speed carton feed with a positive reopener; a Nordson VII 4-gun hot melt system; an adjustable 7-cup volumetric filler; and a rotary deboss coder.

But the C7 is only one of the many macaroni cartoning machines in the Clybourn line. Write for brochure SB-CMC 1010 which describes the full line of Clybourn Vertical Cartoners.



CLYBOURN MACHINE COMPANY
a division of Paxall, Inc.
7315 N. Linder Ave., Skokie, Illinois 60076

The Energy Crisis—Two Conflicting Views

by Harold T. Halfpenny, NMMA General Counselor

There has been much misunderstanding as to the energy program proposed by the Administration. Media emphasis has been directed to what the program will do to fuel prices in the short run but has not gone into detail on what the opposing view—controls—will do to our economy in both the short and long run.

Administration Program

The Administration has chosen the free market approach as a solution to the energy crisis. The objective is to provide incentive for the development of our own energy resources and a lessening of the reliance on foreign sources for fuel. To accomplish this, the price of domestic oil would be de-controlled and allowed to rise to current levels. Foreign oil would be penalized by use of a new tariff. An excise tax would also be imposed on domestic oil. This would result in higher prices to consumers and to offset this, the Administration proposed substantial tax cuts for both individuals and corporations who would also be affected by higher energy prices. To avoid excess profits for oil companies, a windfall tax would be imposed which would act as an equalizer and bring a revenue to support the tax cuts.

In addition, the Administration program includes various proposals for conservation, which together with the increase in our domestic production would permanently reduce our vulnerability to another oil embargo. Thus, the short-term effect of higher energy prices would be softened by the tax cuts, and the long-term effect would be to make the U.S. a self-sufficient nation in energy. Imported oil would react in this free market situation of reduced demand and would drop in price so that even the higher prices initially incurred under the proposed program would eventually be reduced, thus further balancing the economic picture.

Controls Approach

In contrast with the Administration's plan, there is a proposal for controls through rationing and allocations. Such a plan would not permit an economic leveling through the working of supply and demand in a free market and would not do anything in the long run to solve the problem before us. A permanent system of controls would result, as there is no provision for incentives

for domestic production increases or reduction of imports, as the rationing imposes a tighter squeeze on the American public.

For example, to reduce imports by one million barrels a day, each driver in this country would be limited to nine gallons of gasoline per week, a figure which would so disrupt our economy as to turn it into chaos in all of its sectors.

Rationing is championed on the basis that we did it before (in World War II) and could do it again. But, such reasoning does not recognize the true facts. Of all the rationing in World War II, that of gasoline was the most unpopular and the one that fostered the most black markets and the most inequities. It is doubtful if the public would put up with rationing on a permanent basis or even on a ten-year basis.

The bureaucracy necessary to run a system of rationing would require up to 25,000 full time federal employees, cost the Federal Government \$2 billion a year to operate and require the use of 40,000 post offices and 3,000 state and local boards to administer.

In 1943, there were 26 million registered vehicles—today there are over 100 million. In 1943, our driving age population was 101 million people, many of whom were serving overseas in military units. Today that population is 153 million, many of whom live in suburbs that were pastures in 1943, and these suburbs do not have the public limited amount of fuel is available. lic transportation necessary where such

Along with rationing will come allocation, which is a form of rationing for those who use petroleum products in a process, rather than as an end use. The inequities of allocation based upon an arbitrarily selected base period are endless and would totally disrupt our economy at a time when we can ill afford such a disruption.

Legislative Action

The Administration can act on its own to levy new tariffs on imported oil, but the Congress is attempting by the use of riders to "veto-proof" bills to deprive the Administration of that power. In addition, it is expected that a controls program will be introduced which will involve the headaches and inequities but will not provide the relief needed. The rationale is that the consumer cannot afford the higher fuel



costs, but the fact is that the consumer cannot afford a chaotic economy stagnated by a totally ineffective controls program.

What Can You Do?

Congress should be urged to reject the efforts to block the Administration's moves to provide a "free market" solution. Rationing and allocation should be discouraged and urged only as the absolutely last resort. Your views are important. Contact your Senators and Congressmen today and tell them what you think about this very pressing and urgent matter.

Anthony H. Gioia

Anthony Gioia, president of Gioia Macaroni Co., Buffalo, has been elected to membership in Young Presidents' Organization, a worldwide educational association of 3,000 young, successful chief executives who have become presidents of sizeable companies before the age of 40. Founded in 1950, YPO helps its members become better presidents through education and idea exchange. Mr. Gioia is on the board of directors of the National Macaroni Manufacturers Association.

Lawrence D. Williams

Lawrence D. Williams has been named to the board of directors of the Zim-Master Baking Company, Minneapolis. Mr. Williams has been president of the Creamette Co. since 1968 and is also a director of Home Federal Savings & Loan Association of Minneapolis. He is First Vice President of the National Macaroni Manufacturers Association.

Newman Named at ConAgra

Robert J. Newman has been named director of manufacturing in the Grain Milled Products Division of ConAgra, Inc., according to D. L. (Del) Barber group vice-president.

Mr. Newman has been in several management positions at ConAgra since joining the company in 1971. Most recently he was general manager of oat milling and private label grocery products.

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Egg Production

The nation's laying flock produced 5,540 million eggs during January, 3% less than a year ago, according to the Crop Reporting Board. Layers on hand during January averaged 284 million, down 4% from a year earlier. The average rate of lay during the month was up 2%. Layers on farms February 1, 1975 totaled 283 million, down 4% from a year ago and 1% from the previous month. Rate of lay on February 1 averaged 63.2 eggs per 100 layers, up from 62.3 a year earlier and 62.6 on January 1, 1975. Egg-type chicks hatched during January, 1975 totaled 35 million, down 2% from a year ago. Eggs in incubators on February 1 totaled 33.9 million, down 7% from a year prior.

Processed Eggs

A total of 30 million dozen shell eggs were broken December 8, 1974 through January 4, 1975 under the USDA's Egg Products Inspection Act—down 4 percent from the corresponding four weeks of the preceding year. Percentage decreases by regions were: South Atlantic, 25; North Atlantic, 20; and North Central, 8. However, eggs broken were up 25 percent in the South Central and 20 percent in the West from the same 4 week period of last year.

During the four weeks, 45.4 million pounds of liquid egg products were used in processing—down 3 percent from the same period last year. Ingredients added in processing totaled 1.6 million pounds, 13 percent less than a year ago.

Liquid egg production (including ingredients added) for immediate consumption and processing totaled 17.8 million pounds during the 4 week period—up 6 percent from the same period last year. Products for immediate consumption totaled 9.4 million pounds, compared with 8.2 million a year earlier. Those for processing totaled 8.4 million pounds, compared with 8.7 million last year.

Production of frozen egg products amounted to 15.9 million pounds, 16 percent less than last year. Dried egg production was 3.2 million pounds, 9 percent below the 4 week period a year ago.

Cumulative totals July 1, 1974 through January 4, 1975 and percentage increases from the corresponding 1973-74 period were as follows: Shell eggs broken—306 million dozen, 7 percent; liquid egg used in processing—455 million pounds, 8 percent; and liquid products for immediate consumption and

processing—159 million pounds, 17 percent. However, cumulative totals for frozen products, at 188 million pounds, were down 5 percent and for dried products at 34 million pounds, were down 2 percent from the same period last year.

Egg Production by States

California	12.1%
Georgia	7.6%
North Carolina	5.3%
Arkansas	5.0%
Pennsylvania	4.7%
Iowa	4.3%
Indiana	4.1%
Texas	3.9%
Alabama	3.9%
Mississippi	3.6%
Florida	3.4%

New Egg Grading Amendments Proposed

On January, 9th, the U.S. Department of Agriculture proposed amendments to the egg grading standards. The most important portion of the amendments is the one which will include previously exempted egg products such as freeze-dried eggs, imitation egg products, egg substitutes and dietary foods. The egg products used in such foods would need to be prepared from inspected egg products, if the amendments are adopted. All egg products would be subject to nutritional labeling regulations, except for those used in manufacturing other foods and those going into the institutional trade. For institutional use, eggs would not require nutritional labeling (if claims of nutritional nature are made), but users would have to be supplied with the nutritional information in separate form, such as specification sheets.

Complete amendments were published in the January 9th Federal Register, available from Superintendent of Documents, GPO, Washington DC 20408; 75¢

Potatoes for Needy

An offer to buy 360,000 lbs of instant mashed potatoes, either potato flakes or granules processed from the 1974 crop, for distribution to needy families was made by the Department of Agriculture, for shipments during April, 1975.

**In the May Issue:
"The Most Unique
Egg Producing Operation
in the World."**

Buitoni Italian Operations

Industrie Buitoni-Perugina (IBP), one of Italy's leading food companies and a major pasta manufacturer, will show a loss equal to around U.S. \$4.7 million on Italian operations. This is only partly offset by profits on overseas subsidiaries, primarily in Britain, France and the U.S.

The Italian losses were attributed to a price freeze imposed by the government last summer, a sharp climb in interest rates and higher raw material and ingredient costs. At one point, pasta was in short supply in Italy due to shutdowns of macaroni plants.

Group worldwide volume for 1974 is estimated at 260 billion lira, up 37% from 190 billion lira in the previous year. Italian business accounted for 150 billion lira, against 118 billion in 1973.

Bruno Buitoni, chairman, said that the company will probably not pay a dividend on 1974 results.

New Powdered Myvaplex

Eastman Chemical Products, Inc. has developed a new powdered form of concentrated glyceryl monostearate for use in macaroni products. Tradenamed, Powdered Myvaplex 600, this high-purity distilled monostearate helps make a better cooked pasta product when used with all semolina or with blended flours.

Powdered Myvaplex 600 is reported to impart better firmness and nonstick properties—texture and appearance features that greatly enhance the consumer appeal of canned and frozen food products containing cooled noodles, macaroni and spaghetti.

When properly used, Myvaplex 600 helps the processed products in the food to withstand lengthy cooking periods, reheating and quick freezing without becoming sticky or losing their desired firmness.

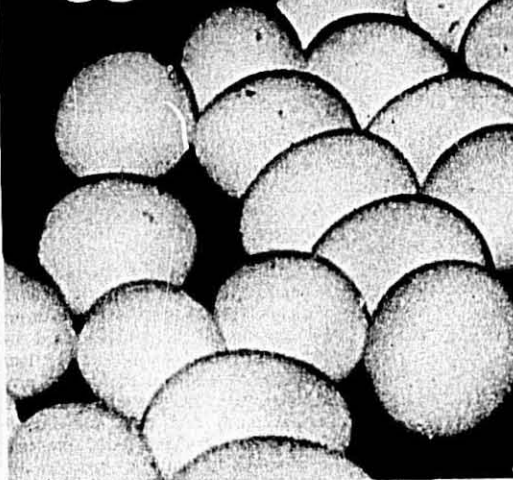
Powdered Myvaplex 600 monostearate can be metered directly into the mixer with a dry feeder—to produce a smooth blend in the macaroni dough.

Additional information on availability, packaging and U.S. Food Additive Regulations are contained in Publication No. ZM-38. It is available on request by writing to the DPI Division, Eastman Chemical Products, Inc., Kingsport, Tennessee 37662.

Message Center at IFT

A message center, with phone service suitable for a three-way conversation, will be located in the Eastman Booth 1121-1123 at the Institute of Food Technologists' 35th Food Expo and Annual Meeting in Chicago at the Conrad Hilton, June 8-11. The Message Center number will be 312-341-0998.

What's so different about Wakefield Eggs?



Service - for one thing

After all, with USDA supervision and regulation, eggs are eggs. Right?

Wrong. Eggs and egg products are only as good as the people who supervise their production and processing. And quality means nothing if you can't get product when you need it.

Our people make the difference. We're proud of our new AA production facility—Big Red Farms. And quality is a personal thing with us. We've got the product and the knowhow to deliver what you need and we'll bend over backward to please you.

There is a difference in Wakefield Eggs. Try us and find out.

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Dan Gardner, Bob Bems
(402) 287-2211

Grand Island, Nebr.,
Sidney Waldbaum,
(308) 384-8380

New York, N.Y.,
Morris Herman,
(212) 925-8508

Chicago, Ill.,
Gene Shepherd,
(312) 887-0352

Detroit, Mich.,
Carl Humphrey,
(313) 642-4320

**CARTON EGGS • FROZEN EGGS
EGG SOLIDS • CUSTOM BLENDS**

Eastman vs. overcooked macaroni products

Yuck! Let's face it, there's nothing more unappetizing to look at or try to sell than soggy spaghetti, macaroni or noodles.

Macaroni products which stay firmer longer offer canners, frozen food processors and mass-feeders many advantages. Advantages that will make you happy as well as your customers.

Here's where our Myvaplex® 600 glyceryl monostearate comes in. It's a starch-complexing agent of high purity which enables the macaroni to withstand lengthy cooking periods, retorting, flash-freezing and reheating while resisting becoming sticky or losing "al dente" firmness.

This means easier handling for people who cook macaroni products. And, the fact that our Myvaplex 600 comes in powder form means simpler and easier processing for macaroni manufacturers.

Ask your macaroni supplier to incorporate Myvaplex 600 in your product.

For further details, call 800-251-0351 free. (In Tennessee, call 800-352-0301.)

Ask for DPI Information Center.
Or send the coupon:

Eastman Chemical Products, Inc., Kingsport, Tenn. 37662.

Please send me more information on Myvaplex 600.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____



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Brown Produce Co., Inc.
Box 245, Farina, Ill. 62838
Phone: (618) 245-3301

A fully integrated company, packing Bakers Egg and Bakerite Brand Frozen Eggs, Egg Solids. Liquid Egg Products and specializing in a complete dark yolk program.

FOR SALE—Hydraulic Tote Bin Dumper, 2,500 lb. capacity, Class 2-GPG explosion proof motor and controls. Excellent condition. Price \$1,975.

Ambrette Dough Sheet Former with teflon slot die for 20" sheet, 1000 lb./hr. Die-support stand and connecting tubes. Excellent condition. Price \$1,500. Call or write A. G. DeFelle, U.S. Macaroni Co., East 601 Pacific, Spokane, Wash. 99202, (509) 747-2085.

FOR SALE: Buhler Extruder Model TPJ 1000—1500 lbs./hr. Excellent condition. Call or write: Everfresh Food Corp., 501 Huron St. S.E., Minneapolis, Minn. 55414 (612) 331-6393.

FOR SALE—One Lombi Ravioli Machine, six across, eight on diameter. New in 1966. Good condition. Contact: 617-683-4301.

FOR SALE—83 page book on Macaroni, Noodles, Pasta Products by James J. Winston, \$5.00 postpaid if check is sent with order. P.O. Box 336, Palatine, Ill. 60067.

71st Annual Meeting NMMA
Del Monte Lodge
Pebble Beach, California
July 13-7
Write for details

Nutrition Labels

(Continued from page 16)

tural levels which have been lost in the refining or processing of a food.

Fortified Foods: The addition of one or more nutrients normally not present in that food.

There are enriched breads, flours and corn-meals, macaroni, spaghetti and noodles and rice. Many breakfast cereals have been restored to regain some of their vitamins and minerals which were lost in their refining and processing. And, products such as milk are being fortified with Vitamin D; margarine with Vitamin A.



Ernest M. Scarpelli

On March 6, Ernest M. Scarpelli, Executive Vice President of Porter-Scarpelli Macaroni Company, Portland, Oregon, died of cancer. He was 56.

He is survived by his wife Lorene, four daughters, two sons. His father and two sisters are active in the business.

Mr. Scarpelli had served on the Board of Directors of the National Macaroni Manufacturers Association for the past ten years.

On the same day death took Stefano La Rosa, Chairman of the Board of V. La Rosa & Sons, at the age of 83. With his father and four brothers, Mr. La Rosa founded the company in Brooklyn, New York some sixty years ago.



Stefano La Rosa

Buyers Guide

(Continued from page 42)

rate, a starch complexing agent of high purity is made for use in macaroni and egg noodle products. Sales Offices: DPI Division, Bldg. 280, Eastman Chemical Products, Inc., Kingsport, Tennessee 37602. Telephone: (800) 251-0351 (toll-free). In Tennessee, call (800) 352-0301. Western States: W. M. Gillies, Inc., 1200 Third Avenue, San Diego, California 92101. Telephone (714) 234-3312. See ad page 57.

MERCK & COMPANY, INC., Merck Chemical Division, Rahway, New Jersey 07005. Suppliers of standard and custom vitamin mixtures for the enrichment and fortification of flour and macaroni. Sales Offices: Teterboro, New Jersey; St. Louis, Missouri; Los Angeles, California.

VITAMINS, INC., 401 North Michigan Avenue, Chicago, Illinois 60611. Phone: 312-527-9400. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield, N.J. 07061, (201)754-9031; Midwest, Jack W. Rogers, Chicago, Illinois 60611 (312) 527-9400; West, Fala Sales Company, Inc., P.O. Box 7332, Long Beach, California 90807, (213) 639-3500; and Fala Sales Company, Inc., North, Suite 265, 1287 Lawrence Station Road Sunnyvale, California 94086, (408) 734-2422.

New Members

Food Engineering Corporation at 2722 Fernbrook Lane, Minneapolis Minnesota 55441, is in business to design and build custom made machine-coolers, dryers, storage and accumulating systems, and diverse equipment. Mr. Ralph Burgess is president of the company. Their telephone number is (612) 544-5055.

The International Grain Management Corporation at 111 Broadway, New York, New York 10006, offers the service of professional inventory risk management for grain and grain product customers. Chief executive, William R. Goodale, declares: "Our firm can deliver completely objective evaluation and management capability to a number of industrial and government consumers simultaneously."



Packaging is more than a Box

When it comes to pasta, the choices are many... macaroni, spaghetti, vermicelli, lasagna, ziti, mafalde — and numerous more. But when it comes to packaging, Diamond International is your logical choice. Diamond packaging

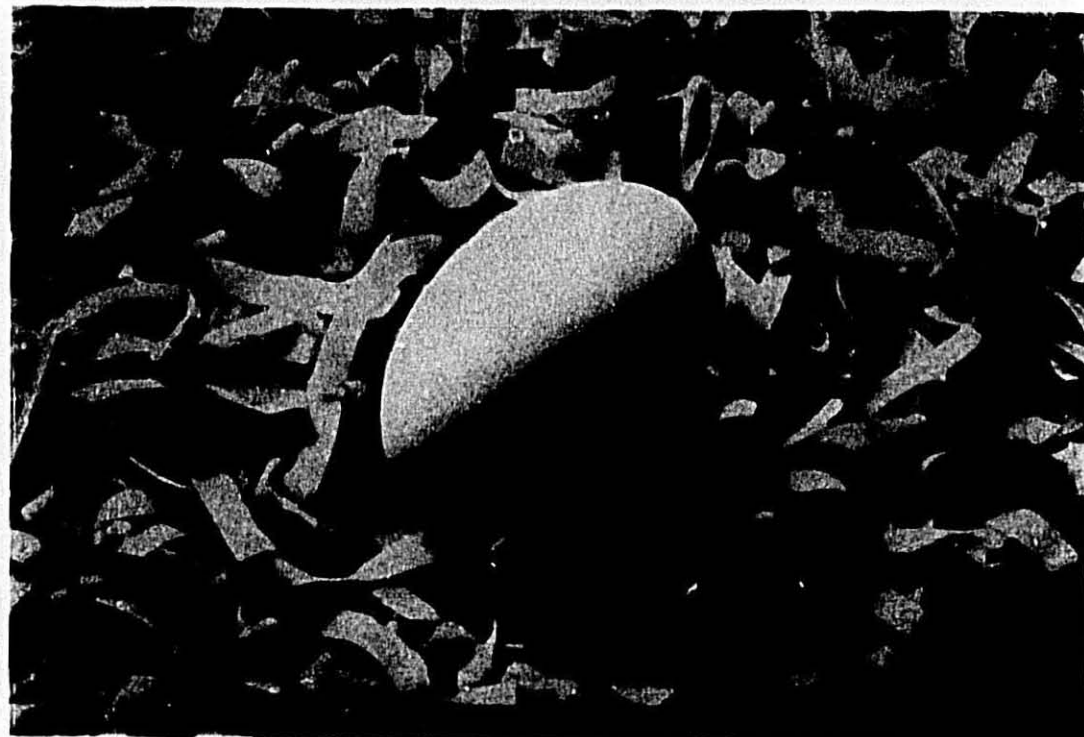
is designed to provide your product with creative folding cartons, plus labels, streamers shelf-talkers and point-of-sale displays...Diamond can be your one-stop, one-source for packaging and merchandising aids.

We're in the middle of it all!



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PACKAGING PRODUCTS DIVISION, 733 THIRD AVENUE, NEW YORK, NEW YORK 10017 AREA CODE: 212 - 697-1700

**Okay.
Who put egg in the noodles?**



Sal Maritato did.

So now when you buy Multifoods' new noodle mix called "Duregg" — all you add is water.

We've gone ahead and added the egg solids to Multifoods' top-quality durum flour.

A number of our customers have already ordered "Duregg" in hefty lots.

Here are a few reasons why you should:

- Duregg eliminates time-consuming, in-plant blending of flour and egg solids with expensive machinery.
- Duregg is ready when you need it. No thawing,

less chance of contamination, and less time and mess.

- Duregg eliminates the need to re-freeze unused egg.
- Duregg assures a consistent blend.
- Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
- Duregg simplifies delivery. Now it's one source — Multifoods.
- Duregg lowers your manpower requirements.

Enough said. Order your Duregg with a phone call.

Duregg is a registered trademark of International Multifoods Corp.



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