

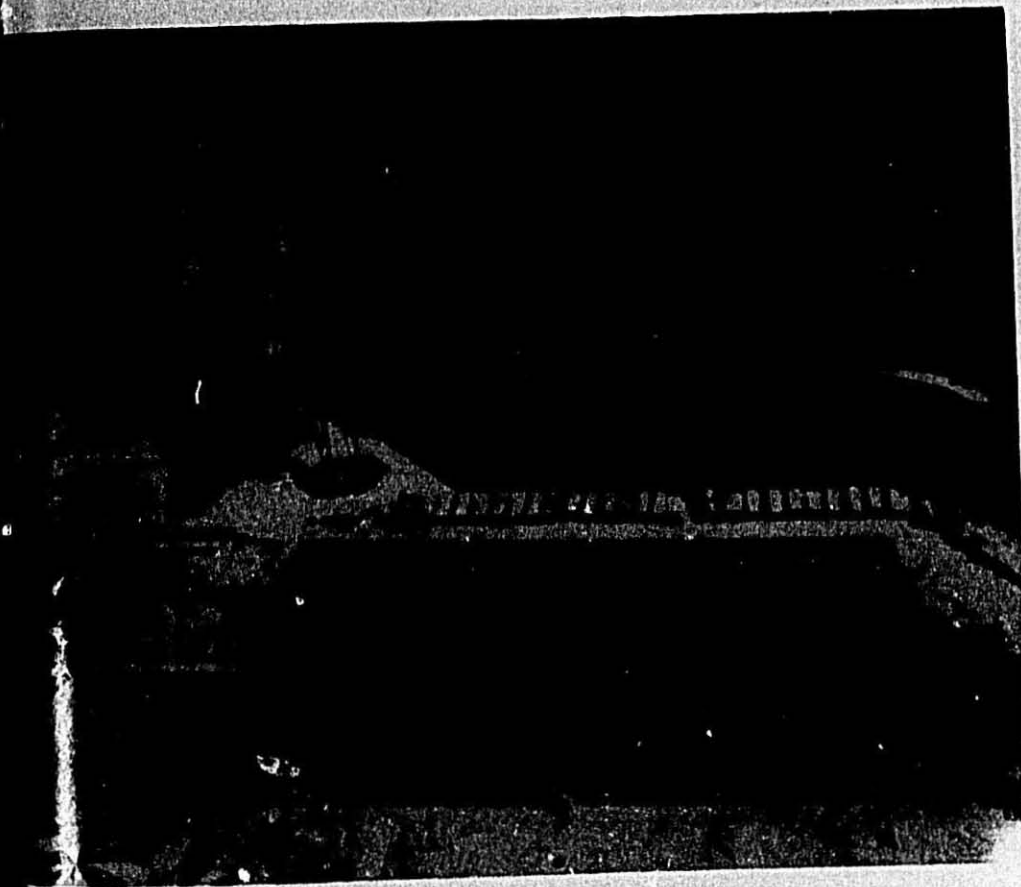
**THE
MACARONI
JOURNAL**

**Volume 57
No. 9**

January, 1976

Macaroni Journal

JANUARY, 1976



the WINTER MEETING

National Macaroni Manufacturers Association

Key Biscayne Hotel & Villas, Key Biscayne, Miami, Florida 33149

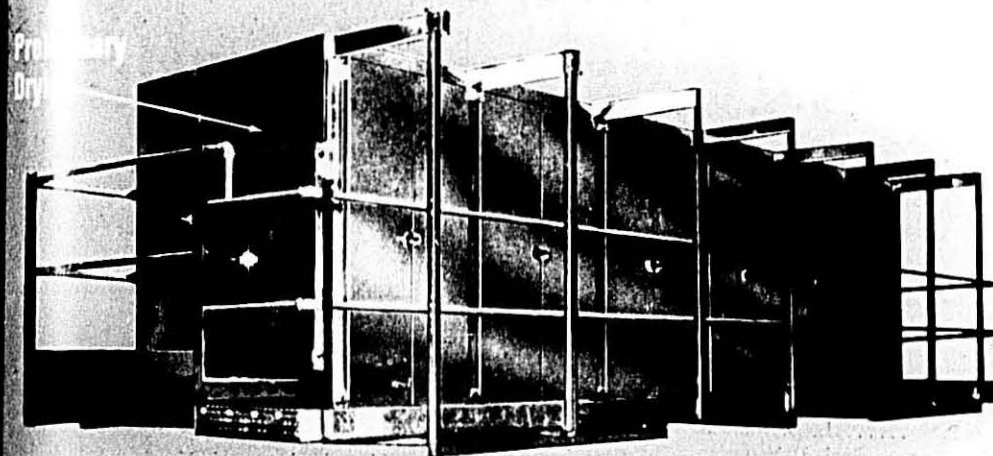
January 19-23, 1976.

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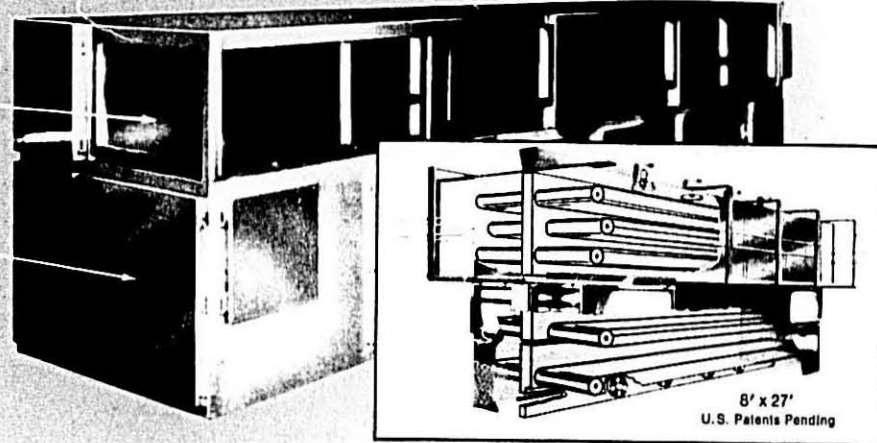
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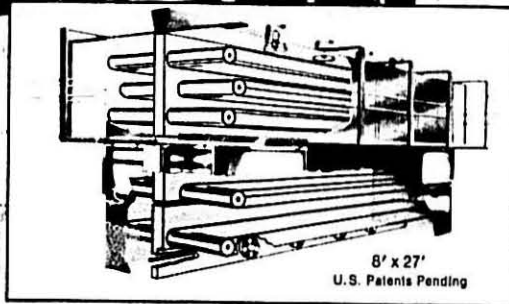


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JANUARY, 1976

The Macaroni Journal

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Editor's Notebook:

With this first issue in the Bicentennial Year we salute a group of macaroni firms: The Prince Macaroni Company, Catelli, Goodman and Muellers and a great industrial user of macaroni products, Campbell Soup Company.

We plan to salute more companies with historical sketches during the year and would urge your cooperation if you have a company story to tell.

The Winter Meeting has been attracting as much or more attendance than the Annual Meeting each summer. Advance registrations for the Key Biscayne Hotel & Villas (pictured

on the cover and page 8) are heavy. Perhaps people like to go to new places. Delegates will find this spot delightful and there is much important business to discuss. Macaroni sales finished the year on an up-beat and prospects look good for a successful new year.

Subscription Rate Increase

Because of increased costs of paper, printing, binding and postage the subscription rate to the Macaroni Journal will be increased with issue to \$10.00 for twelve monthly issues. Add \$2.50 for foreign postage. Single copy price will remain at \$1.00.

THE MACARONI JOURNAL

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JANUARY, 1976

5

Macaroni Products: Pasta Winning Over Dry Packaged Items

from Progressive Grocer,
November, 1975

There is good, steady movement in the macaroni products category—macaroni, spaghetti and noodles. Due to the state of the economy and an ongoing trend away from convenience foods, pasta products sales were stronger in the last six months than in any comparable period in recent memory. A food that goes with nearly anything, pasta has been helped by the resurgence of home cooking, the high cost of meat and the price of food away from home. It also seems to have been aided by a kind of competitor—packaged you-add-the-meat dinners. Inflation has hurt these convenience items but has apparently sold more consumers on the idea of using pasta products in casseroles made from scratch. The trend could be described as you-add-every-thing dinners.

According to a group of leading grocery distributors, pasta items tacked on another 6% in tonnage increases during the second quarter of 1975 on top of the same increase during the first three months of the year. Dollar volume increases, which had been running above 50% a year ago due to shortages of wheat, have leveled off to a more respectable 20% level. SAMI breaks down annual pasta category tonnage increases to about 10% for spaghetti, 8% for macaroni and 1% for noodles.

Condiments & Sauces: Mainstays in Meatless Entrees

Led by catsup and Italian food sauce, which collectively hold down nearly 50% of the category's total dollar sales, condiments and sauces are riding the crest of popularity stimulated by increasing preparation of meatless dishes and leftovers. Catsup, the cornerstone of the category (28% of the business for the year ended last March 14, according to SAMI), and Italian meat sauce are important ingredients in casseroles and pasta dishes. Catsup consumption per capita, according to an industry source, is

at record levels and collective figures tend to bear this out. During the second quarter of 1975, catsup tonnage climbed 11% above the same quarter a year earlier. This was the fourth consecutive quarter catsup tonnage percentage had increased at a rate of at least 11%. Two of the quarters, poundage jumped over 12%.

Italian meat sauce, the second largest dollar contributor to the condiments and sauces category (about 19% of total sales for the year ended last March 14, SAMI reports), jumped a whopping 17% in tonnage during the second quarter of 1975. This topped the 12% increase registered during the first quarter of the year. Italian food is a basic tie-in item for dry pasta products and its sales reflect heightened promotion and receptiveness of consumers during an inflation-recession economy.

Market Note

Teenagers continue to set spending records.

They are shelling out money at an annual rate of \$25.3 billion, an increase of \$600 million from last year, says the New York-based Rand Youth Poll. Previously, teenager spending gains were mostly due to population growth, but that's no longer the case. "The number of teenagers has stabilized at 30 million and will remain there through 1978," says Lester Rand, president of the poll. The current growth in spending results from inflation and "psychological reasons," he says.

"The expensive life-style of young people, which embraces a vast array of costly possessions, has been largely accepted by parents," Mr. Rand asserts. "Products which were considered luxuries a few years ago are deemed necessities by youths and parents alike." And teenagers haven't suffered that much in the recession. Says Mr. Rand, "The overall attitude of parents is to reduce their own personal buying before depriving young sons and daughters."

Pasta Expert

Mimi Sheraton gathered the opinions of nine food experts for an article

on connoisseurship in a recent issue of New York magazine.

Her pasta expert was Alfredo Viazzi, born in Genoa, and presently proprietor of two "in" restaurants—Trattoria da Alfredo and Tavola Calda—mentioned favorably in a New York Times food feature by Craig Claiborne with Pierre Franey.

"His rules for buying, cooking, saucing, and eating pasta are almost Oriental in their subtlety," says Mimi Sheraton.

On buying: When boxed pasta is fresh, its texture is smooth and shiny, never dull and dusty, and it should not be brittle, crumbled or shattered. certain signs that it is too old. In advanced stages of staleness, pasta takes on the aroma and flavor of old bread crumbs.

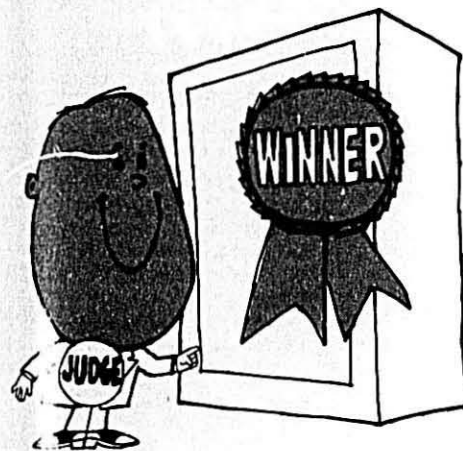
On cooking: Use lots of water—one gallon per pound. The water should be kept at a rolling boil or the pasta will stick together. It should be salted—preferably with course kosher salt that is not iodized. It's a good idea to taste the pasta halfway through cooking and add salt if needed so its really cooked through to the center of the product.

On sauces: Long thin products are best for fish sauces and for certain herb sauces such as basil-based pesto. Meat sauces lend themselves to heavier, shorter types of pasta. To develop an appreciation of the difference, try all the shapes in turn, with only a gilding of butter and grated Parmesan from Reggio.

On eating: Northern Italians wine pasta around the fork brace against the rim of the plate. Southern Italians wind against a tablespoon. Oddly enough, each faction cities its precedent Italy's last king, Victor Emmanuel.

The most memorable dish of pasta ever eaten by Mr. Viazzi was served at the Ristorante Italia outside Genoa. It was a timbale mold of short, round ditalini mixed with butter and nutty bits of prosciutto di montagna, an air-cured ham much like the Swiss Grisons beef. This was bathed in a beefy espagnole sauce lightly laced with dry Marsala wine, and the finishing topping was a crown of grated fontina cheese.

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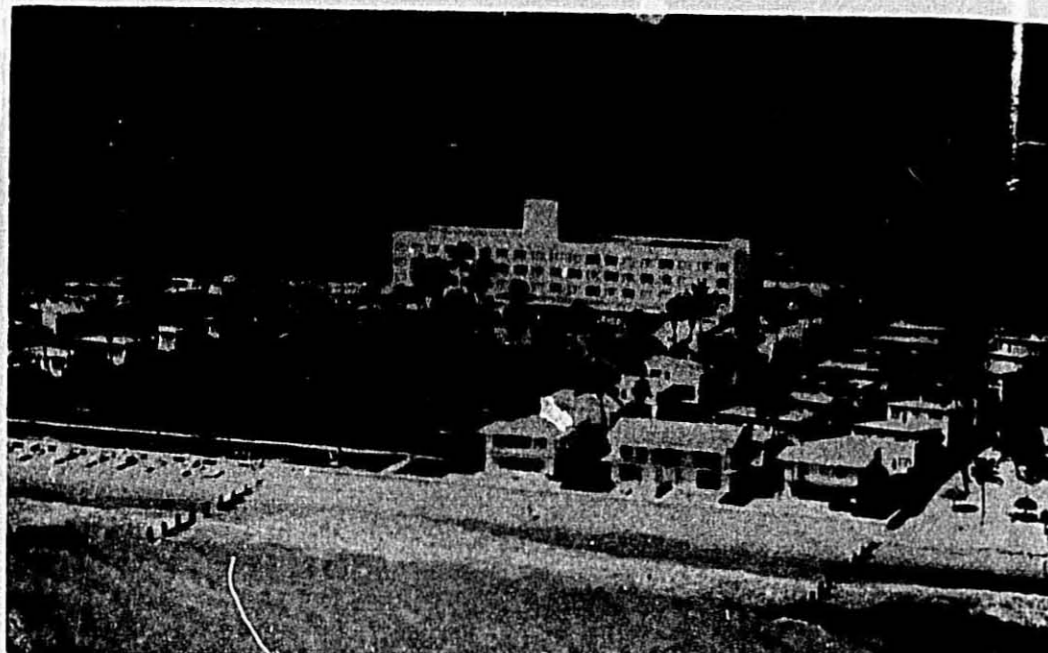


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THE WINTER MEETING National Macaroni Manufacturers Association

Key Biscayne Hotel & Villas, Key Biscayne, Miami, Florida 33149

MONDAY, JANUARY 19—WASHINGTON ROOM

- Arrivals and Registration in Lobby.
12 noon Executive Committee Luncheon—Key Cove.
2:00 p.m. Board of Directors Meeting—Key Cove.
7:00 p.m. Suppliers' Social—Poolside Reception
No planned dinner function.

TUESDAY, JANUARY 20

- 9:00 a.m. **Speak Up For Business**—new U.S. Chamber of Commerce film.
9:25 a.m. Greetings from President Nicholas A. Rossi.
9:40 a.m. **Talking Things Over**—panel discussion moderated by Robert Green.
(1) Business Outlook —Nicholas A. Rossi
Legislation, Relations —Harold T. Halfpenny
(2) Good Manufacturing Practices —Paul Vermeylen
(3) Statistical Index —John D'Asaro
(4) Durum Research, Wheat Foundation —Lloyd E. Skinner
(5) Product Promotion —Vincent DeDomenico
10:40 a.m. **Ask Your Questions**—We will break up into small groups and rotate on twenty-minute periods.
12 noon Adjournment.
1:00 p.m. Tennis Mixer—please sign up in advance.
7:00 p.m. Suppliers' Social—Italian Dinner Party, South Presidential Room

WEDNESDAY, JANUARY 21—WASHINGTON ROOM

- 9:00 a.m. **A Look at the Food Industry**—George W. Koch, President, Grocery Manufacturers of America.

9:30 a.m. In the Grocery Store

- panel discussion moderated by Mr. Koch.
Nicholas D'Agostino Jr., D'Agostino's Super Markets, N.Y. Rochelle, N.Y.
Ronald Offhaus, President, Tops Friendly Markets, Buffalo, N.Y.
Herbert Mana, President, May Co. Minneapolis, MN.

10:30 a.m. Ask Your Questions

- We will break up into small groups to talk individually with each panelist.
11:50 a.m. Adjournment.
1:00 p.m. Golf Tournament—please sign up in advance.
7:00 p.m. Suppliers' Social—Poolside.
No planned dinner function.

THURSDAY, JANUARY 22—WASHINGTON ROOM

- 9:00 a.m. **Let's Ask the Wives** about food prices, menu planning, recipe usage, consumerism, the caring of feeding of executives.
Panel: Linda Rossi, Nancy Vermeylen, Mildred DeDomenico, Kay Skinner.
9:30 a.m. **National Macaroni Institute Report**—Elinor Ehrman
10:00 a.m. **North Dakota Wheat Commission Report**—J. Ole Sampson
10:30 a.m. **Pasta Recipe Contest Winners**—Howard Lampson
12 noon Adjournment.
1:00 p.m. Pitch and Putt Tournament—please sign up in advance.
7:00 p.m. Suppliers' Social—Dinner-Dance, South Presidential Room.

FRIDAY, JANUARY 23—KEY COVE

- 9:00 a.m. Board of Directors Meeting—adjournment by noon

Italian Places in Miami

The north section of Miami has hosted an incredible number of Italian eateries—ranging in elegance from a stand-up hole-in-the-wall to a swanky tourist trap.

Marcella's

Best-known of the Italian restaurants is Marcella, who hasn't changed with a surname for some time. She founded Marcella's Restaurant at N.W. 183d St. and 7th Ave. on Biscayne, watched it expand until it took up half a block, then she added a second floor (My Kitchen) next door.

Low prices, huge mounds of food, and a homey atmosphere keeps the crowds coming to the restaurant; and My Cocina attracts people from all over the state (including the governor), who come for a fabled 12-course fixed-price (currently \$13.50) dinner.

To keep the quality high, she grows all her own herbs, in a dooryard garden that has long since swallowed her own space, and has started a pizza factory. On her frequent trips to her homeland she picks up trinkets for the factory; her last one was an 18,000 fettuccini-maker.

And somewhere in her dervish of success she has managed to become Miami's reigning cateress, packaging such galas as the \$1,000-per-person Philharmonic bash and a recent \$15,000 Bar Mitzvah.

Ah, maama mia, one wonders how this great warm immigrant, whose English could win the sweepstakes at the Tower of Babel, does it. For she's here in the restaurant stirring the chicken sopanato for the luncheon table . . . hovering in My Cocina to be sure the buconcini of pheasant is properly served at dinner . . . and at midnight her vans parked in some socialite's driveway, she's accepting champagne toasts for her seafood buffet.

Laurenzo's

Nearby at 16385 W. Dixie, is Laurenzo's. A horse of a different color. Basically an Italian-American supermarket (with ethnic foods from just about everywhere else, too), Laurenzo added a take-out counter so he could share some of his family's special dishes—and then had to add a table or two because people would stand in the aisles nibbling their

cannelonis, their parmigianas, their agnolotti.

Now, located between the spicy deli section and the aromatic bakery, is a full-fledged little restaurant—perhaps the only one in town that is filled by 9 a.m. (mostly by shoppers who fall under the spell of the cheese-and-garlic fragrances).

On Biscayne Boulevard

Another grocery-grown-gourmet is Vintino's Piccolo Mondo, on Biscayne Blvd., with a selection of great wines, cheeses and produce on one side and a dozen intimate tables on the other. It's not your typical spaghetti house, not by a long shot; delicate sauces, haunting herbs, and unusual combinations are the mainstay. The Fettucini Souffle and Chicken Scapariello are excellent.

Casa Santino, at 110th and Biscayne Blvd., is a pricey showplace, but nonetheless manages to fill its baroque rooms with patrons most evenings. The food is predictable, heavy on the pasta, but the wine cellar is good and the ambiance rates three stars.

Carino's and Rocky Graziani's are both close by on Biscayne, with similar fare, and new Italian places open in this northern suburban area all the time. For many Miamians, it's a revederci to fried chicken, hello to pasta.

Creative Salesmanship

James Herst of Systema Corporation, Chicago, observes:

The first casualty of an economic downturn is the salesperson who must personally meet the prospect and absorb the shock wave of valid negative responses. Creative selling is never easy. And it is toughest if what you're selling is really not a necessity and if price requires more than an impulse decision.

Perform the Sales Activity

Every sales situation is not different. As he seeks to perform his responsibilities, the salesman really has two objectives, which when met, will enable him to "make-the-sale". The first objective is to perform the sales activity; secure the interview, deliver the presentation and ask for the order.

Feeling of Worthiness

The second objective is to achieve a feeling of worthiness. The salesman must be able to satisfy his need of accomplishment, whether an order results or not. If his feeling of worthiness is non-existent, the interview, if conducted at all, is at best a rote that when completed adds to the anxiety and conflict the salesperson really should have learned to dismiss.

Opportunity Abounds

Opportunity abounds for the salesperson who can "function" professionally in a tough market. His expectations of success may have to be revised, but he'd better know what to do on a continuing basis so that his personal position within his own organization, as well as the acceptance he must sustain from his marketplace, will both prevail to ensure his immediate and long term future. Without doing so, he might as well terminate at once.

There are principles of sales performance that can be used now. The salesperson should be so convinced of his ability to perform and succeed that he reflects this belief in everything he says and does. When making a call, be reminded of the prospect's importance and reflect his sincere feeling to him. And, listen to the prospect more closely than he's ever been listened to before. These performance principles alone won't accomplish the order, but they will help to position the salesperson to achieve.

But, he still must supply additional ingredients. Get control of the interview. Use negative selling to quiet prospect fear while gaining control. The salesperson who does not understand how negative selling can inspire confidence and lend validity to his purpose is going to find it tougher in these times.

Hold off early enthusiasm. Become enthusiastic only after you've uncovered from the prospect some reasons to be enthusiastic. As you work with your prospect, be sure he knows you understand what he wants. Prospects base their purchase on what the salesperson believes, provided the prospect feels the salesperson understands what is wanted.

(Continued on page 38)

The Story of Prince Macaroni



Chairman Joseph Pellegrino

- William Howard Taft was trust-busting in the White House.
- Sun Yat Sen had just overthrown the Manchu Dynasty in China.
- The Titanic met an iceberg on her maiden voyage and sank off Newfoundland.
- The Keystone Cops were packing 'em in at the Bijou.
- The magic of wheels out of Detroit were changing the face of the nation.

And, in the venerable city of Boston a Prince was born. The year was 1912—a very good year for nutrition in America. Three Italian immigrants, pursuing the "American Dream" in Boston's North End, set up a macaroni factory in a small store on Prince Street.



Prince Packaging, Lowell

The Prince Macaroni Company first took its name from the street where it was born, and in the decades since has earned it with the integrity of its products.

By 1917, the combination of quality products and warm personal service began to pay off, and Prince Macaroni moved to larger, more modern quarters on Commercial Street. A generation of Americans went forth to save the world for democracy, and came home to establish the opulent madness of the "Flapper Era". During these turbulent years, the American taste for macaroni products continued to grow and, once again, in 1939 Prince had to move to larger quarters in Lowell, Massachusetts where company headquarters are still located.

Roman Macaroni Company

Mr. Joseph Pellegrino was, in 1939, Sales Manager and a partner of the Roman Macaroni Company of Brooklyn, New York. After a fire destroyed the Roman Company's plant, he arranged to have Prince supply the company's pasta needs—and within a year he acquired controlling interest in the rising New England company. His vision of the future of pasta products was given impetus by the rapidly expanding demand during the war years. Connecticut and Rhode Island were added to the company's marketing area, and the growth of Prince began.

The year was 1950—"Give 'em hell!" Harry Truman ordered the army to seize the railroads to prevent a national strike. The great Cleveland



President Joseph P. Pellegrino

Browns won the National Football League championship and held it the next five years. These same years were years of acquisition and growth in new markets for Prince.

- The Cardinale Macaroni Company of Brooklyn, New York.
- The Meisenzahl Macaroni Company of Rochester, New York.
- The Roma Macaroni Company of Chicago, Illinois, a distributor added new capacity and new marketing horizons to the Prince commitment to growth.
- The Prince brand was franchised to the Michigan Macaroni Company of Detroit; brokers and distributors were appointed in Washington, Roanoke, Virginia, Cincinnati,




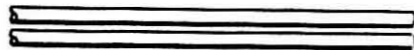






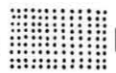






(Continued on page 11)



Prince Corrugated, Lowell

THE MACARONI JOURNAL



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



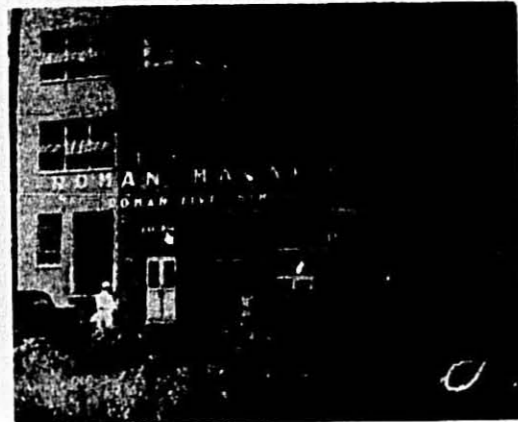
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The Story of Prince Macaroni



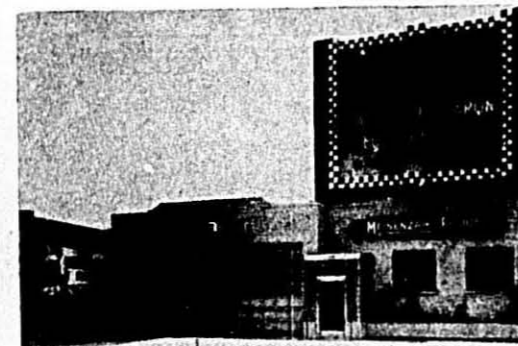
Grocery Store of Pietro Realmuto—New York City, 1915



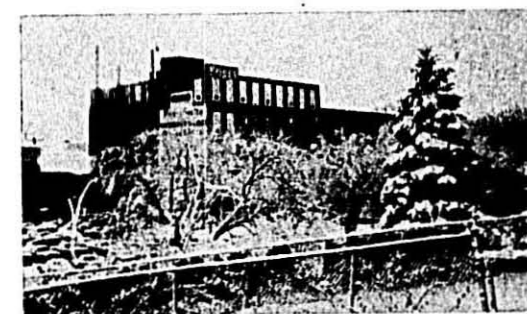
Roman Macaroni Company—New York City, 1894-1939



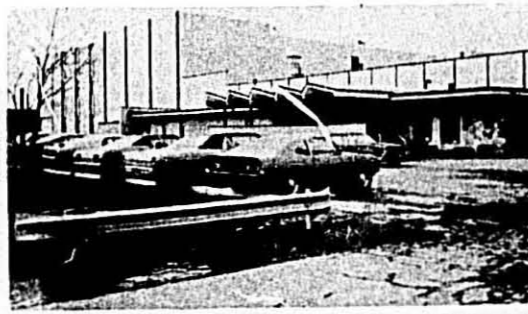
Prince Spaghetti House—Boston, 1946



Meisenzahl Macaroni Company—Rochester, N.Y. 1950



Prince Macaroni Headquarters—Lowell, Mass.



Prince Macaroni of Michigan, Inc.—Warren, Michigan

History of Prince Macaroni (Continued from page 10)

...man, Puerto Rico. The company purchased a warehouse in Florida and began distribution.

Integration

...better integrate operations, began in 1955-56 to acquire companies:

...Roselli Foods of Pennsauken, Jersey, now Prince Macaroni of Jersey, Inc., manufacturers of sauces and prepared foods.

...The Cleghorn Folding Box Company, now known as Prince Packaging Corporation, supplies Prince's needs for folding cartons as well as for many other companies.

...Prince Corrugated Container Corporation was formed to fill similar

...Prince became a 51 percent partner in the Prince-Gattuso Macaroni Company in Montreal, sold its interest in 1968, and built a new plant in Soreville, Canada, now known as Prince Macaroni of Montreal, Inc.

...Prince Lithographers, formerly Fair & Company, Inc., and the D Fabricating Company were acquired.

...In 1965 Prince acquired Chem-International.

...In the following year, 1966, Prince also acquired the Michigan Macaroni Company and subsequently merged the Vivison Macaroni Company of Warren, Michigan. Their combined operations are now known as Prince Macaroni of Michigan, Inc.

Prince Spaghetti House

...Prince is not only expert in the manufacture of pasta. Prince knows how to cook and serve it too. In 1946 Prince opened the Prince Spaghetti House in Boston, and in the early 60's opened the Prince Grotto on the grounds of the main plant in Lowell. Prince Grotto, with its lovely atmosphere and old-world atmosphere, continued to flourish and is currently operated on a lease basis.

...The Dutch Maid Macaroni Company of Allentown, Pennsylvania was acquired in March of 1971. Prince now has a family of egg noodle products under the Dutch Maid brand.

• The Viva Macaroni Company of Lawrence, Massachusetts was acquired in 1972.

• In the same year, Prince established the W-R Packaging Machinery Company.

Today, Prince stands on the threshold of a new era of marketing and growth, totally prepared in terms of capacity and fully integrated facilities.

Full Product Line

Their full retail product line, in addition to all varieties of spaghetti, macaroni and egg noodles includes spaghetti sauce and prepared foods in glass jars. The finest grade of California tomatoes, high quality herbs and spices, pure olive oil, butter, sherry wine and the choicest grade of meats are used in all their spaghetti sauce recipes.

Durum wheat, the choicest, costliest wheat in the world, is the base for all their pasta products.

Following basic traditions they classify their pasta products as Naples style—spaghetti, macaroni, ziti, elbows and other types that owe their popularity to the Naples area. They manufacture 24 varieties of these popular products.

Genoa cut products are the curvy, twisty products used for specific recipes such as lasagna, cannelloni and manicotti. Prince's 17 varieties include all the important cuts.

Prince eggs noodles, which combine fancy patent flour of Durum

wheat with farm-fresh golden egg yolks, are high in protein, low in starch and vitamin-enriched. 18 varieties offer perfect egg noodles for every recipe.

Sauces & Processed Foods

Spaghetti sauces, meatless, with meat and with mushrooms, marinara sauce, pizza sauce and Italian cooking sauce are of growing importance to Prince retail sales.

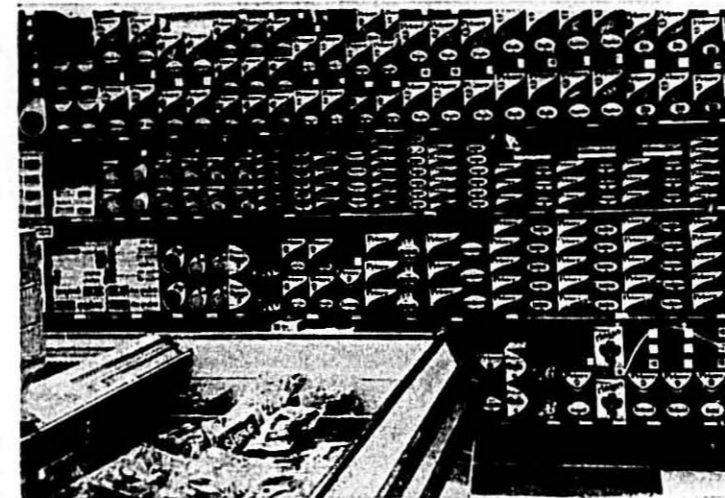
Items specially packed for institutional use have put Prince solidly in the market for institutional products. They offer regular spaghetti, macaroni and egg noodle products, as well as protein-enriched varieties which can be served as meat alternates. No. 10 cans of special products such as sauces, spaghetti, ravioli, corned beef hash, chile con carne, sausages and meat balls are offered as well as special high protein tinned products.

School lunch programs, served by their distributors, are major users of these high protein foods.

Specialty products for the retail trade include pasta products, bread crumb mix, macaroni and cheese dinner, and shells and cheddar dinner. Romano, Parmesan and a blend of Romano and Parmesan cheeses are also offered.

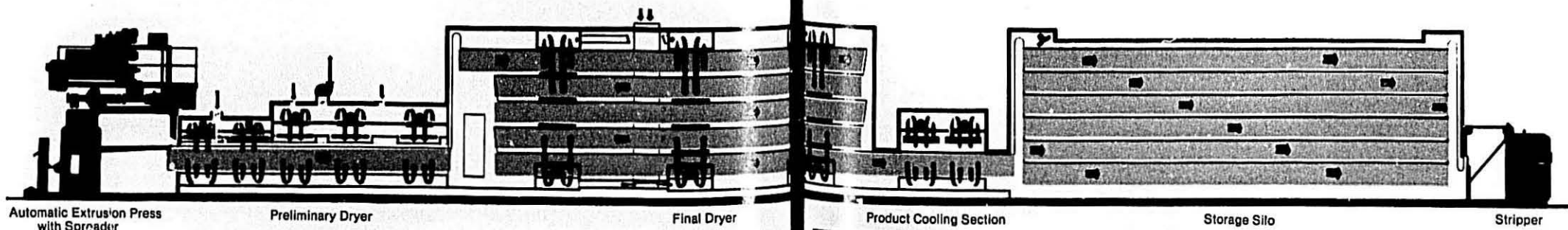
Superoni, a line of elbow macaroni and thin spaghetti containing 22 percent protein, is another key item in the Specialty Products line. Superoni

(Continued on Page 16)



Prince products in a supermarket display.

ATR: The hotter, faster, cleaner dryer.



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Final Dryer

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EXHIBITOR



Drastically reduces the time required in the production cycle.

Higher drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.

Electronic controls sequentially start and stop fans as the product moves by.

Pneumatic controls regulate relationship between time, temperature and relative humidity.

At the end of the final dryer, a power-driven cooling section reduces product temperature to a safe packaging point.

Braibanti ATR—newest in the long line of Braibanti pacesetter Pasta Dryers.

Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts Slashed.



Side Panels Open for Easier Cleaning Lock Tight to Conserve Energy.



Cooking Qualities Improved. Stickiness Eliminated.



Drying Time Chopped.

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Story of Prince Macaroni

(Continued from page 13)

is the only pasta product high enough in protein to be recognized by the U.S. Department of Agriculture as a meat substitute for the school lunch program.

Prince products are more than pure ingredients—more than a story of great variety and the ability to supply many markets and needs. The consistent high standards of quality result from the dedication of people—the men and women of Prince who put their pride in their work—they put the priceless ingredient of integrity in every product package.

In the beginning the Prince Macaroni Company was formed to express the dream of a few hard-working immigrants for a better life in their new country. The enterprise they founded, following the same principles of honesty and dependability with which it began, has maintained its personal touch with employees, customers and the community through eras of growth and change.

Growth Industry

The macaroni industry is a growth industry. During the past decade, the per capita consumption of macaroni has increased faster than any other carbohydrate food.

- It has gone up faster than the rapid growth of population.

- It has gone up faster than its closest competitors.

These trends are expected to continue. And the innovative thrust of Prince Macaroni will make the most of them in new products and new markets.

Dutch Maid Noodles

Dutch Maid Noodles will launch a "Pleasure You" promotion with a full-color full-page ad in midwestern and northeastern regional editions of December Family Circle and Woman's Day.

The ad carries a mail-in coupon for obtaining two "Pleasure You" Dutch Maid offers—exclusively designed Dutch Maid needlepoint kits (\$3.00 each) and Dutch Maid stuffed rag dolls (\$1.00 each).

A 10¢-off store coupon good on the purchase of a 16-oz. package of Dutch

Maid Noodles is also part of the ad.

The promotion will be backed by arresting point-of-sale material and an in-pack coupon program.

Retailers can get further information from their Prince Macaroni salesman or broker, or by writing to Prince Macaroni Co., Prince Ave., Lowell, Mass. 08153.

A Brief History of Campbell Soup Company

Campbell's success as a company is based on a simple formula of assuring consumers uncompromising quality, good nutrition, and excellent value at all times.

The company had its beginnings in 1869 in Camden, New Jersey, still the location of one of its largest production facilities. It was here that Abram Anderson and Joseph Campbell established a canning and preserving business which rapidly gained a reputation for quality food products.

Now in its second century of continuous operation, Campbell has been best known since 1897 for its popular canned, condensed soups, which began to be identified by the famous red-and-white label one year later.

The familiar medallion which has decorated labels of Campbell condensed soups throughout this century was awarded to the company at the Paris International Exposition of 1900.

The Campbell Kids, another famous company trademark, were launched in 1904 on a "career" that has made them among the most widely featured and lovable characters in the history of American advertising.

Franco-American Line

During the 1920's Franco-American spaghetti products were added to the Campbell line. The company's first foreign subsidiary, Campbell Soup Company Ltd., was established in Canada in 1930, and the first overseas subsidiary, Campbell Soups Limited, was established in England in 1933.

In 1942 Campbell sales topped the \$100 million mark, and the quarter-century that followed was marked by further expansion and diversification. "V-8" Cocktail Vegetable Juice was added in 1948. In 1954, the company's stock was offered to the public for the first time. In 1955, Swanson fro-

zen foods joined the company's product line. Pepperidge Farm Products in the United States and Delacorte Products in Belgium, France and Germany were added in 1961. Godiva Chocolatier was formed in 1966 to offer Godiva candies in the United States following the company's initial investment in European Godiva companies, since fully acquired. Champion Valley Farms, Inc., the company's pet food subsidiary, was established in 1969.

Food-Away-From-Home

Campbell entered the food-away-from-home field in 1970 and now operates a growing variety of restaurants which include fast-food units, family-style steak houses, table-service establishments, coffee shops and pizza parlors.

The company's entry into the retail gardening center business began with Lexington Gardens, Inc., in 1972. Pepperidge Farm Mail Order Company, Inc., commenced offering food specialties and gift items by mail the same year. Another subsidiary, Technological Resources, Inc., was formed in 1975 to explore new technologies, business and product opportunities for the company and to provide technical and consulting services for external clients.

Today, Campbell makes more than 400 special recipe, high-quality convenience foods including condensed and ready-to-serve soups, canned juices, bean and pasta products, frozen prepared foods, breads and other baked goods, candies, dessert, snack and cracker items and pet foods at 27 plant locations in the United States, five in Canada, and others in Australia, Belgium, England, France, Italy and Mexico.

Price Reduction

During the past six months, the Campbell Soup Company instituted price reductions on more than 140 of its products in the United States. Products affected included Campbell's Soups, Chunky Soups, "Swanson" and "Pepperidge Farm" frozen food products, "Swanson" canned foods, "Franco-American" spaghetti products, "Pepperidge Farm" breads, rolls and biscuits, and products mar-

Mueller Officials

The Board of Directors of the C. F. Mueller Company has announced that Lester B. Thurston, Jr., President of the Company, has been elected Chief Executive Officer. In this additional



Lester B. Thurston, Jr.



Richard A. Post



Edwin J. Geils

Campbell's Prices

(Continued from page 16)

lected to the food service industry. The selling price reductions reflected operating improvements and some reductions in the costs of some ingredients during the year.

Selling prices of the company's food products in the United States were only one per cent higher at fiscal year end than at the beginning of the year.

The overall consumer price index increased by 9.7 percent during the same period, while prices of packaged foods generally increased by 9.4 percent, perishable foods by 13 percent, and all foods by 11.3 percent.

During the past five fiscal years, the company's selling prices for food products in the United States have increased by 32 percent, while prices for packaged foods generally have increased by 62 percent, perishable foods by 52 percent, all foods by 54 percent, and the overall consumer price index by 59 percent.

Ronco Ad

A full-color ad for Ronco Noodles, in Southern and Midwestern regional editions of December Family Circle, offers readers a recipe for Noodles Stroganoff.

JANUARY, 1976

capacity, Mr. Thurston, succeeds H. Edward Toner, who died October 15, 1975.

The Board also elected Richard A. Post, Executive and Financial Vice

President, and promoted Edwin J. Geils to Secretary-Treasurer. Mr. Post had been Treasurer and Financial Vice President, and Mr. Geils previously was Secretary and Assistant Treasurer.

At A. Goodman & Sons, Inc.

Robert Cowen Jr., a fourth-generation descendent of the company's founder, has been elected president of A. Goodman & Sons, Inc. He and Melvin H. Golbert, vicepresident, also were named corporate directors. The Long Island City firm produces Goodman's Noodles, Matzos, Soup Mixes and other food products. Mr. Cowen Jr. succeeds his father who notified the company of his retirement after 50 years of active association and was named Chairman of the Board.

Augustus Goodman, a Union Army baker and great grandfather of the new president, opened a bakery in Philadelphia in 1865 following the end of the Civil War. He was the son of Chanah Goodkind who carried on the Goodman family's tradition as community bankers begun in Europe in 1766.

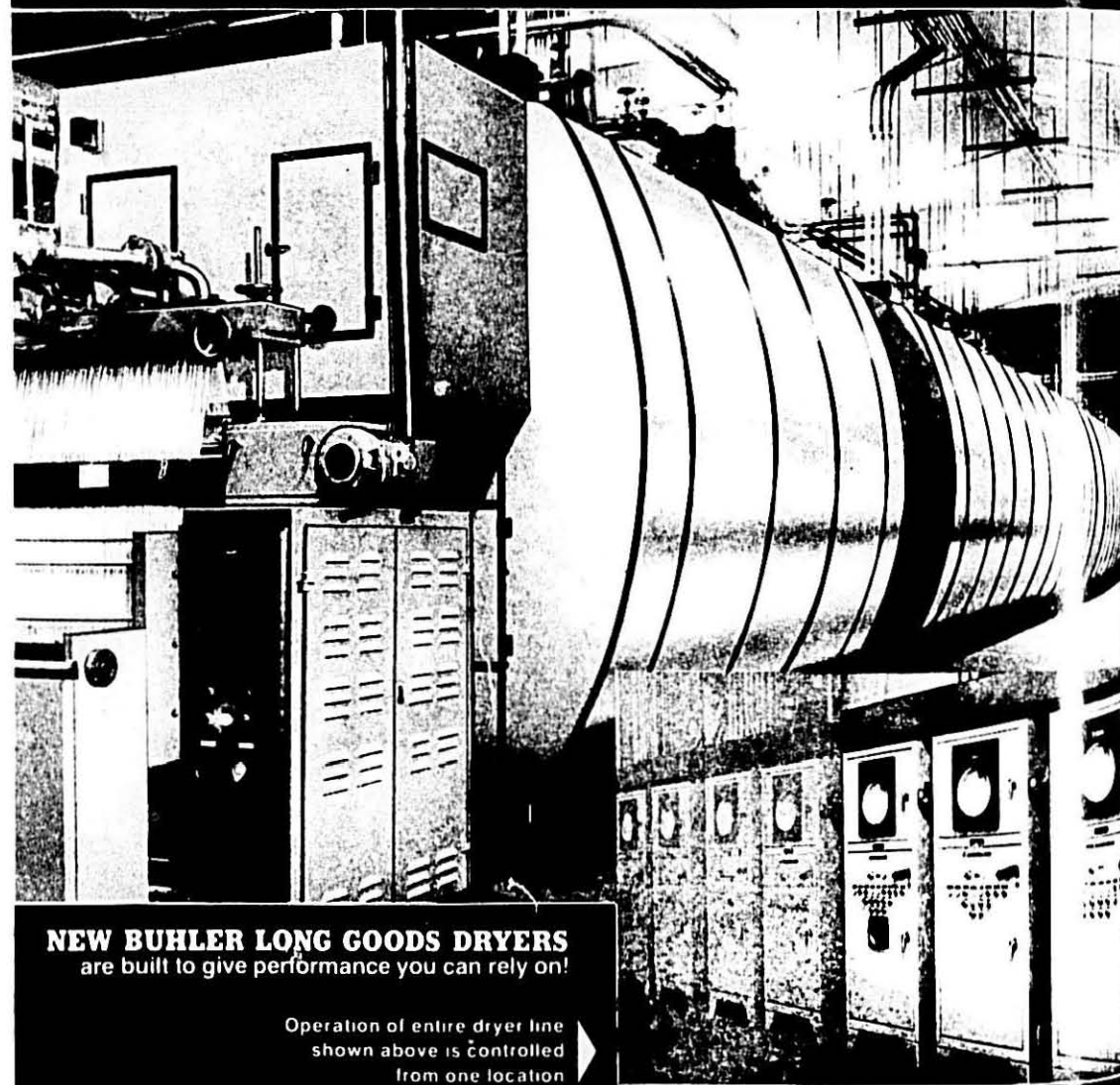
The company's plant was moved to New York City in the 1880's when distribution of Goodman's products to grocery stores began. In addition to varieties of noodles and other pasta products and dry soup mixes, Goodman's matzos are a familiar product throughout the country at Passover time and during the year.

Mr. Cowen Jr. lives in Livingston, N.J. with his wife Ilene, and three children, Robert III, David and Peggy. He is a graduate of Columbia College and Columbia Engineering and presently finishing his MBA at New York University's Graduate School of Business. A trustee of Temple B'nai Jeshurun, Short Hills, N.J., Mr. Cowen Jr. also is treasurer of the Metropolitan New Jersey Chapter of the American Jewish Committee.



Robert I. Cowen, Jr., Vice President and Treasurer of A. Goodman & Sons, Inc., 110-year-old pasta and kosher food firm known best for its noodles, macaroni and spaghetti products. Next to Cowen is a display of Goodman's packaged food products.

RELIABLE.



NEW BUHLER LONG GOODS DRYERS
are built to give performance you can rely on!

Operation of entire dryer line
shown above is controlled
from one location

Completely re-designed

with features that make them

**THE MOST RELIABLE
IN THE INDUSTRY!**

New conveying system never stops.

Product moves slowly and continuously from spreader to accumulator. No starts and stops. Simplified design means greater reliability since there is less wear than conventional "stop and go" dryers.

Product is consistently excellent

because drying action is always steady. You can count on the product to come out with appealing color and texture. Uniform and straight every time. Ideal for handling with automatic weighing, transporting and packaging machines.

**Climate zones are
positively separated.**

Extremely tight enclosure with Buhler patented "Delta T" control allows high temperature, high humidity drying environment.

Capacity range 500-4,000 lbs/hr.

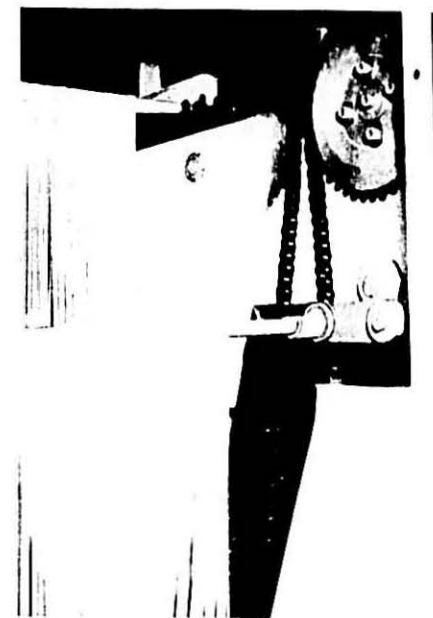
Standard stick lengths: 60 or 80 inches.

Ask for details

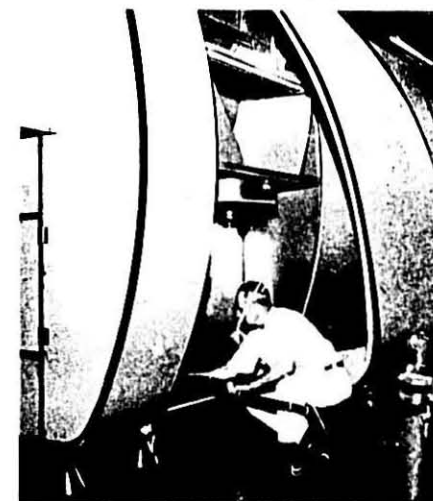
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Each spaghetti strand travels exactly the same path through the plant, with consistent straight results. Precision rollers and rollers keep sticks from rolling or sliding from their set transfer point to the drying tiers.



Super sanitary design, easy maintenance. All-plastic panels swing out for easy access to all parts of the machine. Extra-thick polyurethane insulation and off-the-floor construction prevent condensation.

Catelli - A Story of Growth

from the Company's annual report



President John F. Ronald

In 1867, the year Canada became a nation, C. H. Catelli founded a small food-processing business in Montreal. More than half a century later, Mr. Catelli retired and sold control of his now-thriving business to the Bienvenu family. As the years passed, the company name was changed to Catelli Food Products Ltd., and in 1954, reflecting the acquisition of Dominion Preserving Company and their line of Habitant products, to Catelli-Habitant Ltd. Products of the Montreal-based company achieved much wider distribution with construction of a new pasta plant at Lethbridge, Alberta, in 1948.

In the late fifties, Catelli-Habitant became part of the Ogilvie Flour Mills Company Ltd, which in 1968 was itself acquired by John Labatt Limited. Catelli-Habitant, now the Packaged Food Division of the Labatt group, strengthened its marketing base with the addition of the Ogilvie consumer product line, including Five Roses All-purpose Flour, one of the most popular brands in Canada. Quite naturally, marketing people came to know the company as Catelli-Five Roses. Until 1972, that is, when the Catelli corporate name was officially adopted concurrent with the new symbol. Recent years have been especially important to Catelli's growth. Romi Foods, a Toronto-based pasta manufacturer, was acquired in 1966, adding considerably to our production capabilities in the rich Ontario mar-

ket. A new Montreal plant and warehouse complex, as well as an expansion to the Lethbridge plant, were completed in 1971. The following year, a newly expanded canning facility featuring three high-speed sterilizers was added. 1973 saw the start-up of Catelli's aseptic canning operation, the largest in the country. A brand-new pasta-manufacturing facility for Montreal is scheduled for completion in late 1975.

Dry Pasta

125 million pounds (56 million kg) of pasta per year by 1975! That will be Catelli's total anticipated production capacity when our Montreal plant expansion is completed. As Canada's largest producer of pasta products, we have plants in Montreal, Toronto and Lethbridge marketing 32 different shapes in a variety of package sizes.

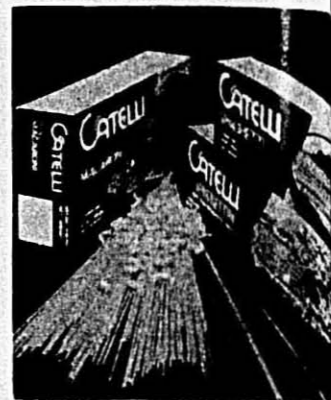
Extensively-publicized recipes, developed by Catelli's home economists, have made this staple product an indispensable ingredient in a wide range of main courses, salads, side dishes—even desserts.

As a result of our intimate knowledge of the industry, we have pioneered new processes, new products and more efficient production methods. Most significantly, Catelli recently installed one of the few microwave pasta dryers in North America, a process which drastically reduces the drying time of short-goods products. We are continuously directing our efforts toward improvements and new developments, not the least of which is nutritional fortification.

Canned Products

Catelli's modern canning facility, located in Montreal, is equipped with three high-speed continuous cookers, providing us with a total yearly capacity of 115 million pounds (52 million kg) in 8-ounce (227 g), 14-ounce (397 g) and 28-ounce (794 g) sizes.

With eleven taste-tempting varieties in 3 can sizes, Catelli's Habitant brand is by far the leading ready-to-serve soup on the Canadian market. In addition, Catelli offers a wide range of sauces: Tomato, Marinara, Meat



Catelli Pasta Products

and Mushroom Spaghetti Sauces, plus Barbecue Sauce and Hot Chicken Sauce.

Other Catelli canned products include cooked spaghetti and ravioli.

Pattern for Growth

Between 1968 and 1972, as part of our overall growth plan, we achieved the four major objectives we had set for ourselves. First, to consolidate our diverse line of consumer food products. Second, to renovate and expand our manufacturing facilities. Third, to establish a strong base from which to build. Fourth, to maintain a consistent growth pattern.

The measure of our success in achieving these goals lies in the fact that Catelli sales and profits have grown in remarkably close ratio to our investments in people and technology.

One investment that has paid handsomely in consumer goodwill and product-development opportunities is our Consumer Service Department. Catelli staff dietitians and home economists respond to consumer enquiries about recipes, menus and nutrition. In addition, they keep abreast of government regulations in the area of contents and labeling.

To pave the way for future growth, Catelli has set a policy of adaptability . . . a continuous re-evaluation of, and adjustment to, world sociological and economic trends. Inflation, raw-material shortages, the desire for

better quality, more nutritious food products—these are not obstacles to growth, but rather stimuli to better total performance and optimum use of people, technology and materials.

Increased consumer demand for Catelli products, coupled with the need for more modern and efficient facilities, have resulted in major capital investments.

New warehouses, offices, canning and aseptic processing facilities over the past 4 years have required capital expenditures in excess of \$15 million. Current expansion of our pasta manufacturing facilities will result in an additional expenditure of \$3.5 million.

In response to new opportunities, Catelli will continue to invest capital in ventures which can profitably augment our current business.

The Company We Keep

As Packaged Food Division of the John Labatt Limited group of companies, Catelli has access to the technological resources of the other member companies in food and food-related industries. This cross-pollination of expertise and technologies is mutually stimulating and invaluable source of ideas and potential.

To provide a broader picture of Catelli's corporate family, here are some of the Canadian companies to which we are related:

Labatt Breweries of Canada Limited brewing.

The Ogilvie Flour Mills Company, Limited milling & processing of cereal products.

Laura record Candy Shops Limited manufacture and sale of high-quality confectionery products.

Ault industrial milk producing cheese, milk powder and butter.

Industrial Grain Products manufacture wheat starch and derivatives, hydrolysates.

Delma Chemicals Limited manufacture pharmaceuticals and nutrients.

Parnell Foods Limited industrial caterers and vendors.

Wine Securities Limited domestic table wines.

And in the U.S.:

DeMet's Inc. confectionery products.

Chef Francisco, Inc. institutional frozen meals.



Catelli's Montreal plant and warehouse complex

Manning's, Inc. food-service management.

Catelli-Habitant Inc. canned soups.

Grocers Facing Lean Growth

Total grocery store sales will show only minimal growth over the next years, according to two Harvard Business School professors.

The professors gave several reasons for the slowdown in growth of grocery sales. Among them are the relatively low rate of population growth and the fact that people are eating more meals away from home.

The population also is older than it has been, with the big bulge being in the 25-34 year category, rather than in the teen-age bracket.

The information was part of a study called "The Consumer and the Supermarket" conducted by Harvard's Robert D. Buzzell and Walter J. Salmon. The study was sponsored by Family Circle magazine and the National Association of Food Chains and will be published later this year.

Crisis Started in 1972

The study reported that a "crisis" in the food industry started in 1972 and has continued because of the slower population growth; the first decline in real per capita income since the late 1950s; the highest unemployment rate since 1941, and sharply higher food prices.

Consumers have responded to this situation by shifting purchases from higher-to-lower-priced items and from luxuries to staples.

"Consumers have also shown a strong tendency to 'cherry-pick' for

bargains, especially by buying featured items and by using coupons in much greater numbers than before", Buzzell reported at a recent NAFC meeting.

He also said there has been a significant decline in the number of new products, partly because of the high investment costs, but also because consumers have shown less interest in them.

"Curiously, in spite of the economic pressures on the consumer, eating away from home continued to increase in 1973 and 1974 at almost the same rate as in the late 1960s. Thus, restaurants and other institutional food operations gained substantially relative to grocery stores", Buzzell added.

He said it seems virtually certain that the proportion of the total food budget spent away from home will increase in the future. The reason: food service operators have faced a lower rate of inflation in costs than supermarkets, shrinking the price differential between a meal eaten out and one eaten at home. Fast food operators also have drummed up more business by advertising more aggressively.

How Shoppers pass, buy items

Progressive Grocer magazine has studied shopper behavior in major departments in three stores as they pass, buy and put back items.

If one were to develop a "hesitation index" (by dividing the percent of shoppers who pick up but don't

(Continued on page 24)

How Shoppers Buy

(Continued from page 21)

buy by the percent who buy), some interesting conclusions might be drawn. For example, dividing the 14% "putbacks" in fresh fruits by the 55% who buy results in a hesitation index of 25—not unreasonable for a fresh product that can vary considerably in freshness appeal. Pork, however, would have an index of 82 (due to today's sky-high prices?) and beef 67. Other high hesitation factors would apply to frozen vegetables, hardware, and luncheon meats, among others.

On the other hand, there is little hesitation (and perhaps strong brand preference) in products like bleaches, detergents, foils, mustards, macaroni, rice, feminine hygiene products, and potatoes.

When percent of shoppers who buy falls to less than 5% an index would be likely to badly overstate matters, but where buying rates are brisk such an index would seem to offer an operator valuable clues as to present buyer resistance to certain types of merchandise.

Among items listed:

	Pass	Buy	Pick Up, Don't Buy
Packaged Dinners	72%	7%	2%
Macaroni	78	34	2
Rice	72	11	0
Potatoes	95	18	1

Who Buys the Most Frozen?

Less than 10% of a store's shoppers often buy more than 90% of a particular item. Adapting merchandising to these heavy users can be an important stimulus to business. Information about such heavy users is drawn from the Target Group Index, an annual survey by Axiom Market Research Bureau, Inc., one of the largest and most prestigious research organizations in the world.

Frozen Main Courses
(Casseroles or Entrees)

Average Homemaker (Index=100)	Homemakers 18-24	Employed Full Time	H/H Income \$25,000 or more	Single	Widowed/Divorced/Separated	Married 1-4 years	*Heavy User=2 or 3 times a month (8.8% of all homemakers)
126	125	123	132	120	112		

Food Marketing Alert

The food supply situation for December reported by the U.S. Department of Agriculture:

- **Beef**—plentiful. Cattle count January 1 will show a drop. This means the industry has retrenched in the face of rising costs, declining prices and steep losses of recent years. In effect, the industry has pared its inventories to bring them into line with demand and sees better days ahead.
- **Pork**—light. Production 20% below a year ago.
- **Boilers-fryers**—plentiful, for the first time since March, 1974.
- **Turkeys**—adequate.
- **Eggs**—adequate. See "Egg Outlook".
- **Dry beans, dry peas**—plentiful.
- **Rice**—plentiful with 1975 crop up 9%.
- **Fresh potatoes**—adequate, but 7% below year ago. Frozen potato stocks September 30 were at a record high.
- **Wheat**—plentiful, record crop tops last year's record by 19%. Good crops around the world show Argentina up 40%. Australia, a serious competitor for Asian markets, and Canada enjoying the same kind of increases as the U.S. There will be plenty of competition for export business.

Projected Durum Supply & Use 1975-76 (million bushels)

Beginning Stocks	21
Production	121
Supply	142
Domestic Disappearance	40
Exports	60
Total Usage	100
Ending Stocks	42

Durum Stocks Up 36%

This year's Oct. 1 wheat stocks included 117,706,000 bus of durum wheat, up 36% from the 86,373,000 on the same date in 1974. It also was up 32% from the 89,363,000 on Oct. 1, 1973. Durum stocks on farms as of Oct. 1 aggregated 89,383,000 bus, against 64,996,000 a year back, while off-farm aggregate totaled 28,323,000 bus, compared with 21,377,000 a year back. Disappearance of durum wheat in the July-September quarter aggregated 24.1 million bus against 20.9 million in the same three months of the preceding year.

Better Durum Quality

Dr. L. D. Sibbitt of North Dakota State University reports:

Fifty percent of the 1975 durum crop samples have been analyzed. According to preliminary tests, the average durum grade this year will be U.S. No. 1 hard amber durum, the same as 1974. He continued, "The average durum test weight is set at 61.3 lbs per bu, up from last year's final 60.7 figure. Average vitreous kernel content is 83%, down four percentage points." Total physical defects, which include sprout, frost and other kernel damage, average 2.2% up from 2% in 1974. The durum moisture level was 12.7%."

Better extraction rate; good color

Dr. Sibbitt went on to say that the percentage of extracted semolina—the milled product of durum wheat—is 1.8 percentage points higher than last year. "Visual inspection of semolina indicates that color scores may be somewhat higher than in 1974, a year in which abnormal growing and harvesting conditions were experienced," he continued. "Good color is an important quality factor in the production of pasta products, macaroni, spaghetti, noodles, etc."

Multifoods Milling Superintendent

Charles E. Jordan has been named milling superintendent for International Multifoods' industrial foods division. In this position, he is responsible for all milling processes at the division's nine flour mills.

Jordan has held several milling positions at Multifoods facilities in Salina, Kan., Buffalo, N.Y., and Detroit, Mich. He also was head miller at Cleveland, Ohio, for Cereals Food Processors, Inc., where he was employed from 1972 to 1975.

A 1950 graduate of Solomon High School, Solomon, Kan., Jordan holds a bachelor of science degree from Kansas State University, Manhattan.

Thirty-eight percent of Multifoods' sales come from the industrial foods division.

A S E E C O

BUCKET ELEVATOR
The Versatile Bucket Elevators with Space Age Design-Sanitary Max Buckets (Polypropylene) FDA approved, Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bearings where lubrication is not possible. Sectionalized uni-frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities to 4000 cu. ft./hr.
Write for Bulletin CAL-80

VIBRATING CONVEYORS
QUICK REMOVABLE SCREENS ARE AVAILABLE FOR EASY CLEANING AND CHANGING.
QUICK RELEASE CLAMP

Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.
Write for Bulletin CAL-80

Custom Design Process Vibratory Units are available incorporating sanitary quick release clamped screen decks for scalping or dewatering; Cooling or drying plenums; covers; multiple gates for proportioning feeds. All Aseeco vibrating conveyors are isolated and/or dynamically balanced for minimal vibration transmittal.
Bulletin CVC-20

modu/tran distribution system to packaging machines

Write for your nearest representative.

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At the Crop Production Conference, Minneapolis, Nov. 4, 1975. Left to Right: Mark Hefeffinger, Peavey Company; Lloyd Skinner, Skinner Macaroni Co.; Vance Goodfellow, Crop Quality Council.



Left to right: George Boos, Amber Milling Div. GTA; Richard C. Bell, Assistant Secretary of Agriculture; Vance Goodfellow, CQC; Robert Handchin, economist, Farmers Union Grain Terminal Ass'n.; Lloyd Skinner; Ole Sundeen, Jr., farmer, Lakota, North Dakota.

Grain Exporters

The Wall Street Journal reports grain exporters reluctantly gain the spotlight and try to improve their image.

There was a time when the public was scarcely aware that grain-exporting and grain-trading companies existed. But that was before 1972's big grain sales to Russia, which evoked cries of outrage by everyone from farmers (who claimed the secret dealings deprived them of due profits) to consumers (who naturally resented the higher food prices that followed).

Currently, a House committee is debating a bill to put all grain transactions with foreigners in the hands of a government agency, a Senate panel is investigating the grain trade, grand juries are indicting several companies and scores of individuals in grain-inspection scandals, the Interstate Commerce Commission is investigating charges of rail-car black-marketing by the exporters and the Federal Trade Commission is inquiring into possible antitrust aspects of the grain trade.

"Exporters are worried and feel very harassed", says Nathaniel Samuels, chairman of Louis Dreyfus Corporation of New York, one of the large companies that dominates the grain export trade.

Making Money

The Wall Street Journal claims exporters are raking in profits as the dollar volume of grain exports has quadrupled in the past three years.

Moreover, the long-term U.S. agreement for grain sales to Russia may help guarantee prolonged prosperity.

"We don't really feel we have to apologize for charging what the traffic would bear", one exporting official says. "After all, we can recall many times of surplus when the shoe was on the other foot and foreign buyers were able to squeeze our margins."

"We are interested in public policy", says Erwin E. Kelm, chairman of Cargill Inc., another large exporter, "but as you can see in recent months the public doesn't seem to understand the services we perform. This is very frustrating to us. How do we go about telling our story? We are still thinking about it."

Unhappy About Government

The exporters, while privately unhappy about the government intervention into their business, greeted the accord with Russia without comment. They are aware that it guarantees a sizable long-term market. Within days after the accord was announced, Cargill and Continental Grain Company announced new sales totaling 1.2 million metric tons of grain to Soviet Russia. Dreyfus soon followed with another sale.

Because the grain business is competitive, exporters feel they must act in secrecy. Whenever the exporter makes a sizeable deal to sell grain, they quickly try to cover themselves against a sudden grain price rise by buying a contract for future delivery on the Chicago Board of Trade or an-

other exchange. However, if word leaks out of the large export order, they may be unable to get the futures contract at a price that would protect the exporter from a loss on the foreign sale.

Risky Business

The grain dealers say the risk-taking is inherent in the business. Because the grain is harvested in a short period but moved into commercial channels year-around, assessing supply and demand is difficult, and huge sales can be won or lost on the differences of as little as a few cents a ton.

An industry trade group is financing a special study by outside economists, which the exporters hope will show the U.S. private trade performs more efficiently in the interest of farmers and consumers alike than government-run agencies such as those in Canada and Australia.

Peavey Annual Report

As a food company, Peavey is the country's largest flour miller with 95,000 hundredweights of daily capacity at nine flour mills; is a major grain merchandiser and commodity broker; and is a marketer of consumer or family flour, bread and bread products to consumers.

As a specialty retailing company Peavey is a major regional factor in the retailing of fabrics for home sewing; the "do-it-yourself" home im-

(Continued on page 28)



Vintage Pasta

For pasta products worthy of distinction, you need perfect ingredients...ADM pasta-perfect ingredients.

We select only the finest Durum. Then quality mill it into golden Semolina and clean, consistent pasta flour.

Want people to treasure your pasta products?...be very particular about your ingredients. ADM is.



ADM MILLING CO.

4880 W. 109th St., Shawnee Mission, Kansas 66211
Phone 913-381-7400

Peavey Annual Report

(Continued from page 26)

improvement market and building supply field; has entered the arts and crafts retailing field and the carpet cleaning equipment and chemical market.

Peavey earned \$15.2 million, or \$4.02 per share, on sales of \$467.6 million in fiscal 1975. This compares with earnings of \$15.5 million, or \$4.03 per share, on sales a year ago of \$494.7 million.

Group Records

The Report's breakdown by Operating Group shows that Agricultural Group earnings declined 21 per cent from 1974 record levels, due primarily to reduced volume of grain merchandised and economic pressures on the sale of farm supply items, particularly animal feeds.

Pretax earnings of \$7.6 million for the Industrial Foods Group were 1 per cent below the record previous year, though sales volume declined 3 per cent. While demand for flour was not as strong as it had been in fiscal 1974, mill improvements made during the year resulted in operating efficiencies.

Sales and earnings in the Consumer Foods Group improved significantly. Sales of fresh bread, croutons and stuffing increased 43 per cent. These gains were offset partially by declines in consumer flour volume and price levels.

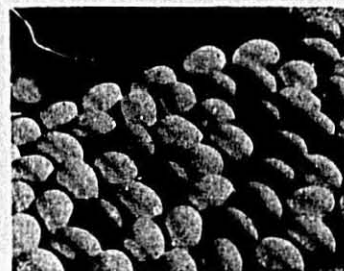
Earnings for the Retail Group improved 5 per cent over last year's earnings on a 23 per cent sales increase. Considerable expansion and consolidation expenses were absorbed during the year as well as new venture start-up costs for Peavey's recent entry into the arts and crafts retailing field through its three Craft Village centers.

Letter to Shareholders

In the Report's letter to shareholders, Chairman Fritz Corrigan and President William G. Stocks emphasized that while a trend toward better balance of earnings at Peavey continues, the Company is in no way slowing down growth of its traditional activities—Agricultural and Industrial Foods Groups. Almost \$9 million of \$11.4 million total capital expenditures were allocated to the Agricul-

tural and Industrial Foods Groups in 1975.

"We are optimistic about our future with the combination of our leading position in flour milling; the continuing dependence of the world on the grain productivity of Central North America which becomes more and more the prime source of supply; and the accelerating growth of our Consumer Foods and Retail Groups. We have positive momentum going into the new year and the ability to finance such growth because of a strong financial position," the letter stated.



Egg Outlook

Robert M. Ginnane, V.P. Marketing, National Egg Products Corporation, Social Circle, Georgia, states:

The egg market in 1975 seemed to follow a pattern as it has in many past years. In January, egg values were on the high side with declines starting in February. Lowest values were in the April-May-June period. Values started up in July and have remained bullish.

We foresee no major changes in 1976. Consumption of shell eggs should continue to slide. However, we do not see this as a factor in realizing cheaper processed eggs. Eggs are still primarily a breakfast food and people's breakfast habits have changed since the 1950's and 1960's. The cost of shell production being what it is, radical changes on the downward side seem virtually impossible for any extended period in 1976.

In summation, we see 1976 following 1975's pattern with probably increased usage of processed (liquid and dried) eggs due to newer items entering the retail market.

R. J. Cunningham, President, Eggit, Inc., Interlaken, N. Y.

The number of layers will hover around 27.5 million. The cost of feed ingredients will drift along about their

present levels which would indicate that egg prices would follow 1975 patterns.

Robert J. Smith, Commercial Products Department, Armour Food Co., Phoenix, Arizona, states:

The poultry feed ingredient costs will greatly effect the selling prices of eggs in 1976, much as it has in 1975. There will be no shortage of grain, but the international, as well as, the national demand will be heavy.

Energy costs, gas for pumping water, electricity for lights, and running the egg processing plants will continue to increase.

The government reports indicate that egg production for the first part of 1976 will not be any more than the first part of 1975.

But, prices are very much controlled by demand, and shell egg demand has been declining the last number of years. In 1945, the per capita consumption of eggs was 400. In 1974, it was down to 287 eggs. If the declining consumption trend is stopped, the selling prices of shell and processed will increase.

New ideas and products like Pillsbury's "Eggs in a Basket" and "Cholesterol Free" egg products might turn the consumption rate around.

Cholesterol free egg products are demanding a lot of egg whites and could increase their value. If the egg product producers receive more for their egg whites, the egg yolk value could stabilize.

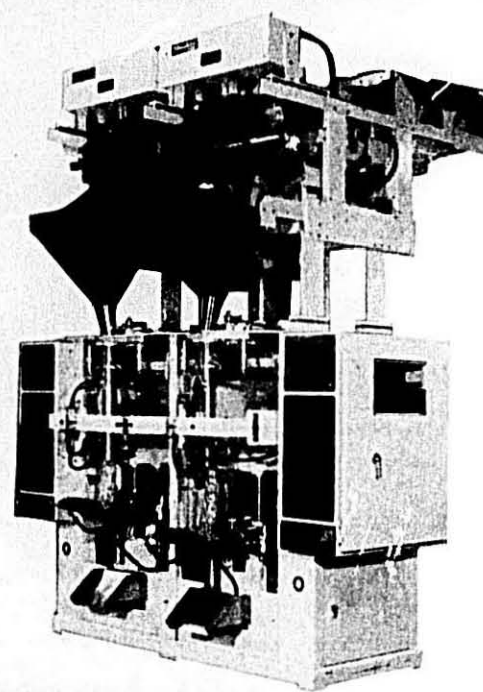
I look for increasing shell egg prices, increased egg white values, but steady egg yolk costs.

Mel Krigel, Monark Egg Corporation, Kansas City, Mo.

As we enter 1976, there is every indication that egg prices will remain relatively stable. We have based our decision on several factors. With production levels fairly well established and assuming there is no deterioration in the demand for table eggs, it is anticipated that lower feed costs will help to offset the expected rise in the economy. Conversely, prolonged unfavorable weather, or major foreign sale of corn could change this picture. Traditionally, it has to be noted that major election years has always been good for the farmer. Therefore, with these facts in mind, we would be more inclined that the market will be on the upside rather than on the downside.

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means packaging more product



because operator adjustments are built-in and down-timers like cam shafts are designed out.

super performance

means continuous production without bottlenecks for adjustments and coaxing, and that's just what Pulsamatic delivers. It's the industry's first form-fill-seal equipment with all integrated solid state circuitry. And that means a packaging machine that virtually thinks for itself, monitoring functions and making split-second fine adjustments as it runs. Pulsamatic makes changing product, pouch size and weight a breeze. You can even fine tune while it operates! And there's more. Pulsamatic tells you how it's doing through color-

coded diagnostic lights that trace every function in sequence. Should a problem occur, it points to the origin. It even identifies which scale made the bag just discharged.

With plug-in printed circuit boards and no cam shafts or limited-life switches, Pulsamatic brings you up close to the ideal preventive maintenance program. And its high-speed poly sealing system further assures smooth and swift production.

Team it with a net weighing system, like our new Flexitron 1600 that guarantees zero under-weights, or link it to volumetric, auger or other feeders.

To get the facts on Pulsamatic, the super performer, write: Triangle Package Machinery Company, 6655 West Diversey Avenue, Chicago, Illinois 60635. Or call (312) 889-0200

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TRIANGLE
Producing more with high performance product moving and packaging systems

NOODLE DOODLE, the art of creating with pasta

by Karen Mergeler,
Folk Art Studios

When Yankee Doodle went to town, it wasn't just an nonsense verse to call the feather in his cap "macaroni." Anything stylish of that time was called "macaroni," because in London, the fanciest club of young people was famous for their outlandish attire as well as for the sensational new dish called "macaroni." Thus it became the custom to apply the term to anything classy or in vogue.

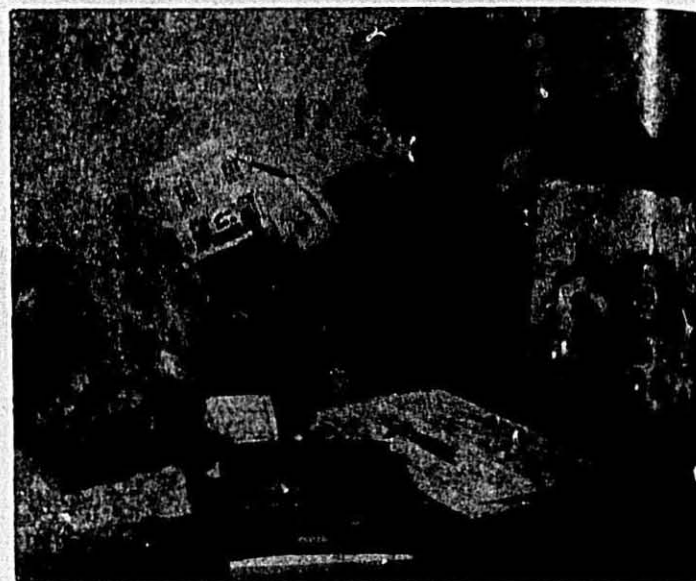
Since macaroni gained its popularity among the English speaking countries about 200 years ago, the macaroni industry has a perfect right to celebrate its own bicentennial right along with America.

In fact, we are seeing a great rebirth of spaghetti in the popularity of "Spaghetti Factory" and "Spaghetti Company" restaurants all over the nation. "High Class" establishments in cities such as Dallas, Newport Beach, Phoenix, Tucson, Chicago, and Salt Lake City are filling their eating halls with antiques and filling the plates with spaghetti . . . all this to the delight of thousands of happy customers.

The Noble Noodle! At last getting the fame and recognition it deserves.

To help the noodle in its climb to fame and glory we are now able to see the noodle in yet another perspective through the pages of a new book called "Noodle Doodle! The Art of Creating with Pasta." Noodle Doodle! helps all America to "Think Pasta." Housewives are searching the macaroni section of their markets for all the unique cuts they can get their hands on. Right along with a steaming plate of spaghetti, she pictures in her mind an ornate wall hanging, a new set of beads, or fancy little decorations for the Christmas tree. There is no limit. Her imagination runs wild! And suddenly the entire living room could be paneled in wall to wall pasta.

The TV station is bombarded with calls about that exciting new book about "noodles." The newspapers are devoting entire pages to the subject. And idea starved kindergarten teachers are begging for more information.



Noodle Art—Folk artist Karen Mergeler of El Toro, California, touches up a "postage" piece of pasta creative art. Mrs. Mergeler, accompanied by her husband, Ron, researched the origin and uses of pasta in Europe before writing her book, "Noodle Doodle! The Art of Creating with Pasta".

Here's what some of the professional responses have been:

"We find your Noodle Doodle Charming. We would be delighted to do an article."

Durrelle Van Zandt,
Decorating & Craft Ideas

"Your pasta stores and villages might very well provide an interesting adjunct to the story."

Susan R. Colgan,
Americana, McGraw Hill

"Your Noodle Doodle has been passed on to our Book Review Editor; a perfectly beautiful book containing the epitome in noodle art! It tempts me to try and I'm not even much of a crafts person."

Blanche Kinch,
Early American Life

"I've just spent the past hour reading 'Noodle Doodle,' and find it interesting, informative and amusing."

Sybil C. Harp,
Creative Crafts Magazine

"I was so enthusiastic about your 'Noodle Doodle!' by Karen Mergeler,

that I sent it on to my book reviewer, Glenna Curtis, and asked her to do a review for an upcoming issue of Popular Handicraft. By coincidence, she had already selected the same book to review, and she is as taken with the book as I am."

Barbara Hall Pedersen,
Popular Handicraft/Hobbies

"I love Noodle Doodle. Would you be willing to make some pasta art on camera?"

Mary Jane Bassman,
Associate Producer
A.M. Show, Los Angeles

"We saw your story in the Fort Worth Star Telegram recently and happen to have a copy of your book 'Noodle Doodle!' also. Your craft is very interesting and we feel that our readers would find it interesting as well. Would you be interested in preparing an article about 'noodle art' for our magazine?"

Sandra Richardson,
Decorating & Craft Ideas

In our quest for publicity, we are very proud to announce that we have

not yet been rejected. Can you imagine what this means for the Macaroni Industry!

Never a Dull Noodle!

How can this exciting rebirth help the industry?

Increased interest in the product.

Increased volume of sales.

Increased selection made by the buyer.

Increased goodwill created.

Increased free advertising made possible.

Etc.

How do we explain the above?

Two years ago we produced a book called "Too Good To Eat! The Art of Dough Sculpture." This book became a bestseller in the hobby industry. In fact, it is still going strong. As far as we can tell, the sales of flour, salt, finished plaques, dough baskets, books and dough craft items have risen in approximately \$7,000,000 sales activities.

At this time we are negotiating with a major flour mill regarding a coupon offer for the book. This coupon will go on millions of flour bags.

The same thing and even more is possible through "Noodle Doodle." Noodle Doodle! is more varied, colorful and exciting, however.

Are you beginning to see the great "Pastabilities"?

Areas of sales and marketing are suddenly ten times greater with Noodle Doodle!

Your Cooperation Invited

We invite your cooperation in the formulation of a great combination of industries.

Here are some areas of cooperation:

1. Coupons on packages, in advertisements.
2. Greater selection of cuts at the market and deli counter.
3. Make new cuts available in bulk to the craft industry.
4. "Personalized" books distributed to schools and libraries Ex: Books could contain a number of pages pertaining to a specific company and then distributed to a selected area of influence.
5. Increased sales over larger areas, in some cases at higher profits.

6. Increased sales of slower moving shapes.

7. The use of noodles as a craft is guaranteed non-fattening.

8. Favorable consumer education to "think Pasta."

9. Industry experiences wider growth.

10. Opportunity to reduce advertising costs through free space.

11. National and local contests sponsored to create interest and goodwill for the product.

Can you think of any more?

We sincerely hope you find "Noodle Art" as exciting as we have. It's been fun to see people's faces light up when they exclaim, "You mean to say that's all made with noodles?"

We invite your suggestions and comments.

Ron and Karen Mergeler,
Folk Art Studios

Presidential Thanks

Deputy Special Assistant Milton E. Miltler wrote on behalf of the President thanking the National Macaroni

(Continued on page 32)



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- 7—Bacteriological Tests for Salmonella, etc.
- 8—Nutritional Analysis

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007

Presidential Thanks

(Continued from page 31)

Manufacturers Association for the attractive piece of art made of macaroni products by Karen Mergeler, sent from the 71st Annual Meeting.

A presidential message signed by Gerald R. Ford said: "I warmly commend all who participate in plans for the celebration of our National Bicentennial. Your efforts are symbolic of your deep sense of patriotism and civic pride. They also reflect the vitality and spirit of America.

"I wholeheartedly welcome your commitment to help make our Nation's two hundredth birthday a fitting and memorable occasion for all of us."

Buhler Business

Buhler Brothers Ltd., Uzwil (Switzerland), has recently been awarded two big contracts: for Saudi-Arabia three grain milling units, a complete plant for unloading and loading ships, a grain silo (elevator) as well as an animal mixed feed plant; for Algeria: two grain milling units.

The total grinding capacity for the two mills in Algeria is 800 tons/24 hours (2 x 400 to/24 h, each processing 50% bread wheat and 50% durum wheat). The total grinding capacity for the three mills in Saudi-Arabia is 810 tons/24 hours (3 x 270 to/24 h), the capacities for the ship unloading and loading plant are 400 tons/hour (2 x 200 to/h) for unloading and 120 to/h for loading. The storage capacity of the grain silo (elevator) is 120,000 metric tons, whereas the animal mixed feed plant processes 15 tons per hour.

Up to date, the Saudi-Arabia contract is the largest project ever executed by Buhler where all plants are combined on one common site. The whole complex of plants is going to be built in the harbour area of Jeddah on the Red Sea and is due to start production in 1978.

These contracts have been awarded against fierce competition.

New High Barrier Cellophane

A new high moisture and gas barrier cellophane specially treated on one side to release quickly and cleanly from high speed packaging machine heat sealing jaws has been introduced by the Film & Packaging Division of FMC Corporation.

Designated RS-870, the new saran-coated film is available in 140-yield (14,000 sq. in./lb.) only. It is specifically designed for packaging a wide variety of food and non-food products where the retention or exclusion of moisture, aroma and/or oxygen for extended periods of time is mandatory.

According to Joseph T. Sincavage, FMC's director of film marketing, RS-870 is ideally suited for single wall packaging of such items as snacks, cookies, crackers, candy, baked goods and other moisture sensitive products at high speeds over a broad range of sealing temperatures.

In addition to high barrier properties and quick jaw release, the new cellophane features exceptional gloss and clarity, excellent printability, high durability, and strong, tight seals.

Warehouses on Wheels

"Warehouses on Wheels: The Railcar Problem" is graphically illustrated in vivid color in the September issue of FDA's magazine, Consumer. Freelance writer Charles R. Beek defines a railroad car as a warehouse when it is used to ship food.

Who is responsible when there is contamination? Anyone who handles food is responsible whether it is in production, processing, packaging, storage or transit. Both shippers and receivers are concerned about the problem of sanitary cars because it costs time and money to get them into shape. General Mills estimates they spend up to \$400,000 annually for papering and pesticide applications to railroad cars. Grocery Manufacturers of America survey shows members spending several million a year to clean food cars.

A year ago a conference of railcar sanitation recommended that a part of the boxcar fleet be used only to transport food and food products. This is difficult for the railroads but they are working on it. An estimated 3.6 million carloads of food, grain, and related products moved by rail in 1974. The railroads have more than 800,000 box, hopper and refrigerated cars and more than 325,000 miles of track. In the face of these statistics, FDA, the railroads, and the food industry know they have a considerable way to travel, but they believe they are on the right track.

Making Employees More Productive

How much profit should your company earn?

At least 15 percent (pretax) on its operating assets.

If not, you're in trouble, says James J. Hickey, president, The Institute for the Advancement of Scientific Management and Control, Stratford, Conn.

A lower rate of return, he adds indicates a lot of wasted time and motion in your operation. His 283-page book (\$47.50), "Employee Productivity," lists 91 ways to detect inefficiency. You do it, he suggests, by asking yourself questions like these:

Do you keep track of machinery downtime—and its causes?

Do you exercise tight control over overtime?

Do top-level officers make it a practice to visit the shop and talk with production workers?

Do you recognize and honor outstanding performers?

Do you use temporary help to handle peak loads?

Do you have a no-layoff policy, so long as the company is in the black?

Multiply the no answers by two percent, the author says. The resulting percentage figure will be a fairly accurate measure of how much productivity can be improved in your firm.

Why the no-layoff policy?

The author explains: "Job security ranks high on the list of things that employees want most from their employment. This is not hard to understand when you consider the fact that the majority of American families live from one paycheck to the next and are up to their ears in debt.

"Because of being in a precarious financial position, the thought of being laid off represents a constant worry.

"Thus, any indication that the company's backlog of work is drying up will result in employees slowing down.

"Moreover, their reaction to new machinery is likely to be the same. That is, if they picture their jobs being wiped out or eliminated, they will do everything they can to foul up the new machines."

FOOD PROCESSING & HANDLING EQUIPMENT



Company

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ASEECO Conveying and bulk storage systems fill the gap between your production and packaging lines. Insure smooth efficient operation of your packaging machines by day while running your production lines around the clock.

ASEECO ACCUMAVEYORS for noodles.

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Both are designed to provide surge storage and versatility for the packaging line. With the combination of bucket, belt and vibratory conveying units a dozen or more packaging machines can be consistently supplied without the starvation of any one.

ASEECO CORPORATION of Beverly Hills, California has supplied conveying and storage systems to the macaroni manufacturers of the United States, Canada, and the world.

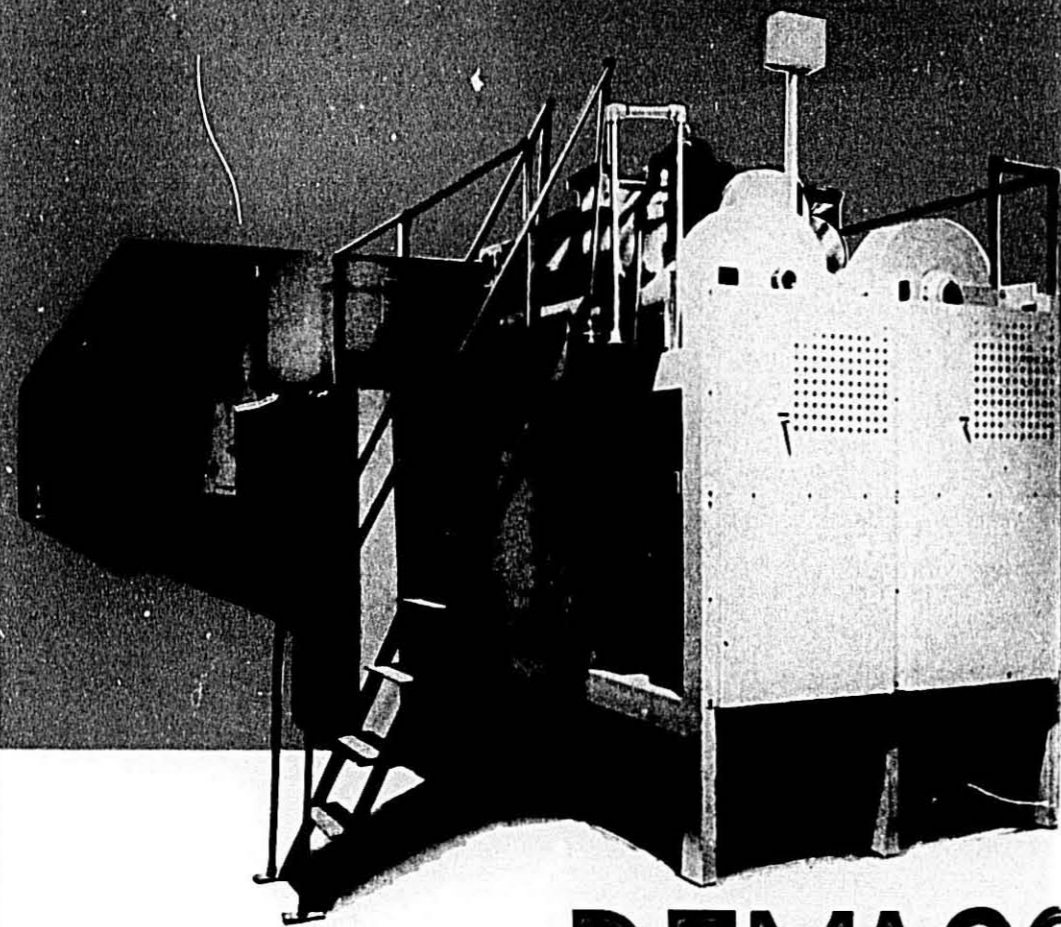
Call Hoskins Company, representative for Aseeco to the Macaroni Industry, for complete evaluation of your requirements. We will be pleased to visit your plant at your convenience.

Yours very truly,

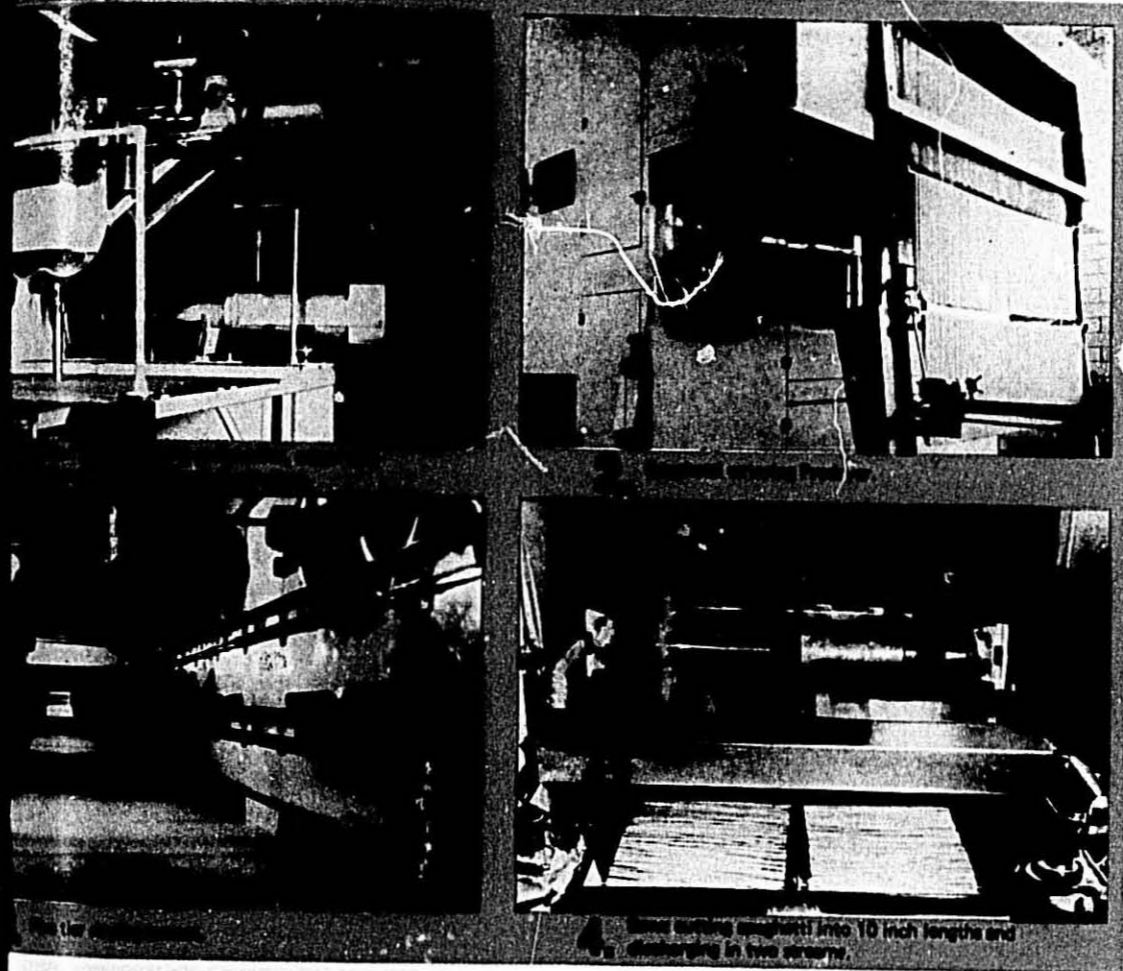
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Comments by a German Macaroni Manufacturer

Fricler Birkel and colleague, Professor Erwin Kurz of B. Birkel Sohne, Endersbach B. Stuttgart, Germany, traveled across the United States in September visiting macaroni plants. He has sent us this report:

Excellent Impression

Drawing an objective comparison between the general state of the American pasta industry and that of our country—and comparing the time of my first visit 20 years ago and my present visit—I may say that the factories which I visited left an excellent impression, both with respect to the managerial strategy and as regards the technological and hygienic standing, the internal organization, the degree of automation, and the product quality. The conditions given in Germany and Europe on the one hand, and the United States on the other hand are of course different, and under this point of view a comparison cannot be founded on the same basic situation. While some of the American companies visited by us have the same opinion concerning the quality of our products and are exclusive users of durum wheat, other firms in your country are using blends or pure hard red winter wheat—qualities, and it seems that the quality expectations of the consumers in the various regions are just as different. We noticed in this respect the gradient from West to East.

I have been surprised by the developments—positive and negative ones—taken by the various companies between 1954 and 1975. The increase of the total consumption of pasta products in your country during the last years, and the good results obtained by most firms are enviable. The technological standard of the U.S. pasta factories is comparable with that of the pasta companies in Europe and in Germany. Like in your country we have come here to the view that the future does not tend to mammoth factories and monster production lines as with Barilla in Italy.

It has been interesting for me to hear in your country the predominant opinion that our product will have a genuine chance also in future as far as it will be possible to offer it at rea-

sonable costs in competition with potatoes, rice and other comparable products. We must find out all possibilities for absorbing the big cost factors which are in store for us in the near future, such as increasing prices of raw materials and other materials, wages, hygienic measures, medical factors, bacteriology and other regulations to be expected from the legislator. Our product must remain competitive, and we must find ways and means for maintaining the free market, and for taking into account the modern human nutritional requirements. The economic situation in your country as well as here in Europe will reduce many a thing to its correct dimensions, and I got the impression, during my travel, that the American pasta manufacturers, too, are concentrating their efforts more on their actual product, i.e. pasta. Independent family enterprises, of which still a great number exists, are not in a position, under the financial and frequently, moreover, the personnel aspect (experts), to score a great hit with convenience foods, contrary to big industries or multiples.

Open Talks

The fact that the American pasta manufacturers showed me everything in a very friendly and obliging manner, and that I could have very open-minded talks as a good colleague with owners and company managers has been extraordinarily gratifying and impressive for me. The American pioneering spirit, the receptiveness to everything that is modern and new, and progressive conceptions of enterprising business men are still existing, and I found these everywhere. Competition is, may be because of the growth rates of last years, not as merciless hard and brutal as in our country, and as a consequence thereof the price discipline of the manufacturers seems to be better, although I don't fail to realize that in your country, too, the competition is enormous, and there is much rivalry.

Microwave Drying

The focal point of interest of our travels has been the state of microwave drying, and the experiences of individual pasta companies. The results in the companies are a little dif-


fering, but it must be taken into account that there is an interval of time of nearly four years between the first and the last installed drying equipment, and the experience gained during this period has been utilized each time for the following microwave driers manufactured. What is important in judging the finished product which has been subject to a microwave phase, is of course the quality of the initial raw product, and the requirements of the manufacturer as to the cooking firmness and the color of the products. The saving of labor and space, the costs as compared with conventional drying, the saving of time, the bacteriological and hygienic advantages would constitute most welcome advances. The optimum phase and duration of application of the microwaves in the sequence of the drying process is a decisive key to the solution of the problems. There is no doubt that experiences have been gained and utilized between the prototype and the latest equipment, and we feel that microwave drying will find its place in the pasta drying technology. Personally we are particularly interested in the application of this new technology for the drying of long goods. We have the impression that by means of still more testing and enlarged basic research still better results can be obtained, and an important stride ahead can be achieved in our industry. The pasta manufacturers have been demanding for many years from the machinery manufacturers to make the drying operation for various sizes and qualities safe. The use of microwaves opens up a chance for new possibilities in this field, and we believe that a combination of conventional drying and microwave drying is the possible drying system of the future. The basic advantage is to extract water from the pasta product from the interior to the exterior by means of the microwave as energy carrier is by its principle so interesting that it is worth while to continue working on this new technology. We hope that industrialists, experts and funds can be found for realizing this new technology.

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 - 7 Impression or ink coding
 - 8 Check weight monitoring and control
 - 9 Hot melt or cold pattern gluing
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FOR SALE—Hydraulic Tote Bin Dumper, 2,500 lb. capacity. Class 2-GPG explosion proof motor and controls. Excellent condition. Call or write A. G. DeFelice, U.S. Macaroni Co., East 601 Pacific, Spokane, Wash. 99202, (509) 747-2085.

FOR SALE—One Dragon Dryer, intermittent or continuous motion, 7 passes, steam or electric heating elements. Excellent condition. Also one rubber cleat elevator. Both for \$4,000. One Zamboni Vertical Cartoning Machine, includes attachment for automatic scale dumping, easy box size change, pre-applied glue heat seal, good condition, \$4,000. One Ravioli Machine, \$5,000. Contact Venezia Italian Foods, Inc. 141 Wilson St., Redwood City, CA 94063, Phone (415) 345-7700.

Creative Salesmanship

(Continued from page 9)

Doing these things takes care of the first objective, the performance of the sales activity. The second objective, building a feeling of worthiness within the salesperson, is even more important.

Success in the form of orders written is the usual source of a worthy feeling. But now, resistances are so great and often orders are so few that the salesperson needs to now how to discourage his irritation that results from prospect rejection. In short, the salesperson needs to find creative re-

actions for immediate use when he is challenged. He needs to know how to defuse negatives, and to rebound in a disarming way, thus causing the prospect to relate with and accept him.

No, even when mastered, this won't result in a sale every time. But, it will result in reinforcing the salesman's sensitivity and persistence, giving him orders that lesser salespeople have predetermined as not existing at all.

The salesman who constantly seeks new levels of success by reacting creatively when threatened finds these levels. What level are you seeking?

Vitamins, Inc. Moves Office

L. E. Kovacs, President and General Manager of Vitamins, Inc., Chicago, Illinois, announced the relocation of his company's main corporate office to the new Standard Oil Building, 200 East Randolph Drive, Suite 5560, Chicago 60601, telephone number 312/861-0700. There are no changes in the telex number, 25-4717, and the cable address, VINC, CHICAGO.

Vitamins, Inc., marks its 35th anniversary as manufacturers of basic nutritional ingredients used in leading foods, pharmaceuticals and feeds. This relocation now results in expanded total corporate facilities, including recently increased production capacities in its plants and a new data processing installation, to better serve its customers.

Thomas Grocery Register

Nine separate distributor directories are packaged in the 1978 Thomas Grocery Register, just published.

Updating and new data have added 200 pages to the annual two volume directory bringing the size to 2,400 pages. With some 44,000 companies and 100,000 listings—all with company name address, zip and telephone number—plus other vital data the 78th edition is the largest compilation of its type in the industry.

The distributors, shown in a combined master list as well as separately in volume one, cover supermarket chains discounters and wholesalers of groceries, frozen foods, institutional foods produce, provisions and meats,

general merchandise and specialty foods. Co-operatives are included among the 5,000 buying offices listed.

Chain Data

The supermarket chain and wholesaler data where available shows number of stores owned or serviced, size of company, annual volume, names of key officers and top buyers. Listings also show if there are warehousing and rail facilities.

For wholesalers, also shown are multi-store operations serviced including voluntary groups and food chains with number of stores indicated.

Brokers Listing

The industries largest brokers listing with a separate thumb index section is in volume one. It contains 3,600 brokerage offices followed by a special listing of 2,000 brokers selling frozen foods. There's a separate listing of exporters and one of 1,000 public dry and refrigerated warehouses. The warehouses section appears in both volumes.

Canadian as well as United States firms are represented.

Scores of new manufacturers, importers canners and frozen food processors have been added to the listing. There are almost 4,000 product categories and references ranging from albumen to yeast. In addition to master lists of importers, canners and frozen food processors, these companies are also listed under appropriate product categories plus the A Index.

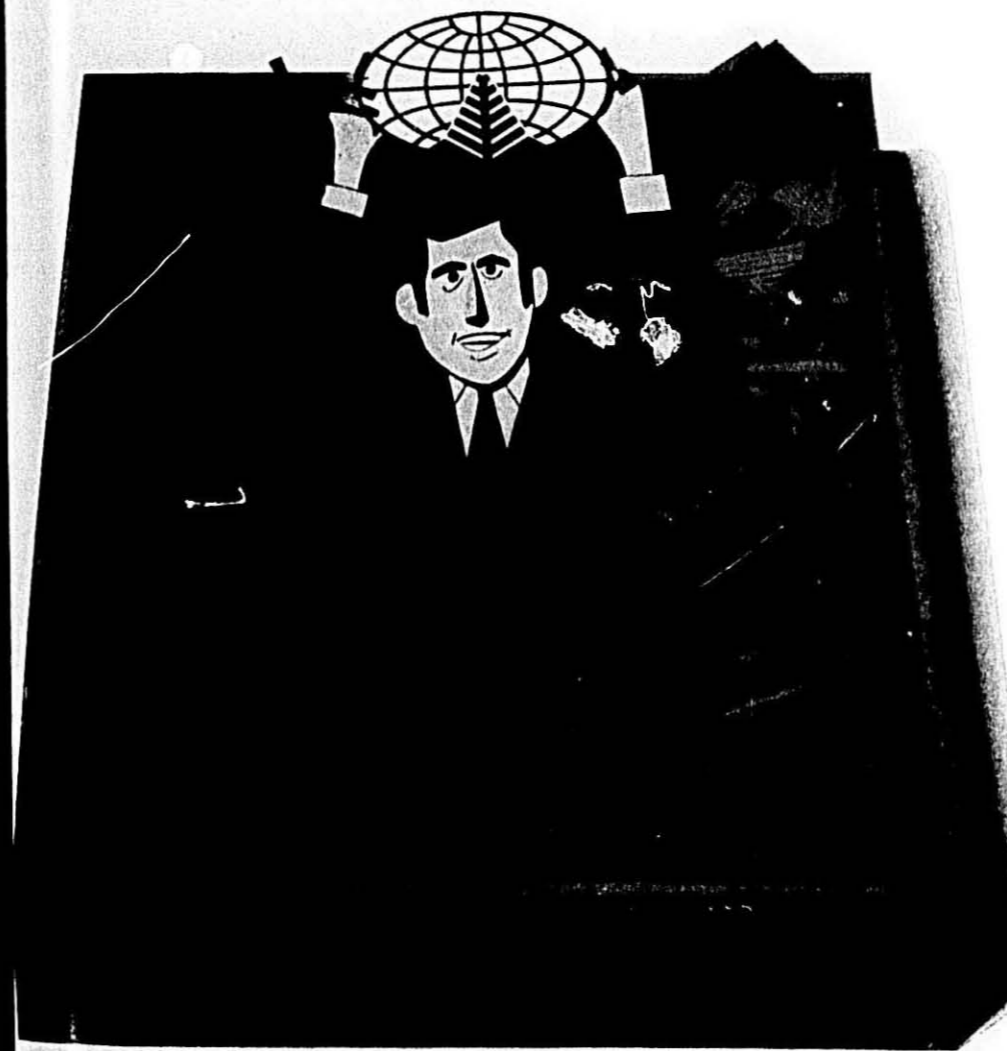
Product Categories

Product categories are in two volumes and cover food and non-food merchandise, supplies, equipment and industry related machinery. The food categories show packaging code numbering if the product is available in bulk institutional or consumer size and it is available under private label.

There's also a food brand name and trademark section as well as food trade associations listed under the vested group each represents.

The Thomas Grocery Register \$48 for the set, each volume purchased separately is \$32, postage prepaid from Thomas Publishing Co., Dept. NR, One Penn Plaza, New York, NY 10001. Inquire regarding foreign rates.

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