

**THE
MACARONI
JOURNAL**

**Volume 57
No. 10**

February, 1976

Macaroni Journal

FEBRUARY, 1976



Lenten Opportunities on page 6

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The Macaroni Journal

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No. 10

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HISTORICAL NOTES

*"Yankee Doodle went to town
Riding on a pony.
He stuck a feather in his cap
And called it macaroni."*

Giuseppe Prezzolini, in his book "Spaghetti Dinner" says much research has been done to explore the origin of the song. The words got their inspiration from Revolutionary events, and the song's first appearance, in approximately its established form, can be traced back to 1764. This is just about the time when macaroni in England meant elegant or dandified. It is not strange that a poet, hunting for a word to rhyme with pony should find macaroni ideal for expressing the elegant touch.

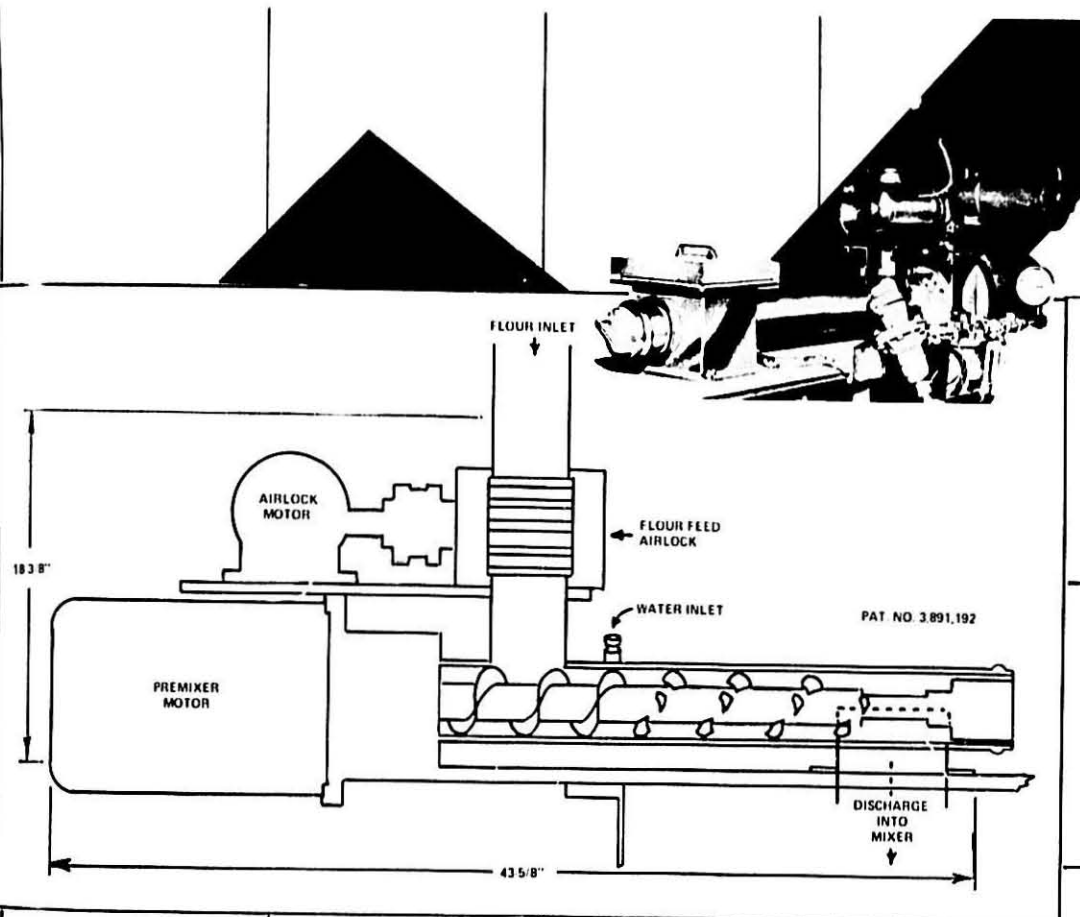
Along this line, we know that two Maryland regiments with flashy red uniforms (which must really have stood out beside the average poorly-

attired American troops) were called macaroni.

To the American troops, before the Battle of Long Island, George Washington, the Father of his Country, said: "The time is now near at hand which must probably determine whether Americans are to be freemen or slaves, whether they are to have any property they can call their own, whether their houses and farms are to be pillaged and destroyed, and themselves consigned to a state of wretchedness from which no human efforts will deliver them. The fate of unborn millions will now depend, under God, on the courage and conduct of this army. Our cruel and unrelenting enemy leaves us only the choice of a brave resistance, or the most abject submission. We have, therefore, to resolve to conquer or to die."

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Lenten Opportunities

Now that the requirements for Lent are less strict for many households, more people may come to fully appreciate the good flavor of fish and seafood, vegetables, eggs, cheese and other dairy products in meatless meals prepared by choice.

There are so many good dishes that are meatless, and often these can represent economy as well as a change of pace in the diet. Macaroni products just naturally lend themselves to such dishes.

A good vegetable dish for the Lenten season is pictured on the Front Cover this month in the form of a Macaroni Cauliflower Casserole. The leisure-loving homemaker still continues to look for those quick-and-easy meals to prepare, and this one meets her requirements. Because macaroni needs no washing, paring or energy-wasting effort, it is fast becoming the secret of those time-saving yet appetizing meals found on Lenten tables. Here's the simple recipe for the cover photo:

Macaroni Cauliflower Casserole (Makes 4-6 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- 1 can (10½ ounces) condensed cream of celery soup
- 2 canned pimientos, chopped
- ½ cup milk
- 2 cups grated Cheddar cheese (about ½ pound)

Pepper to taste
1 head cauliflower, broken into cauliflowerets and cooked

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine condensed soup, pimientos and milk; heat to boiling point. Add cheese and pepper; cook over low heat, stirring occasionally, until cheese is melted. Add macaroni and cauliflower and mix well; turn into greased 2-quart casserole. Bake in moderate oven (350°) for 35 minutes.

Easy-Do Pasta-Vegetable Combination

Combining pasta with vegetables is an old Italian custom. It's not often practiced by American cooks, who have a tendency to think of spaghetti with meat balls, macaroni and cheese, or tuna-noodle casseroles only. Here's an easily prepared dish which makes a good accompaniment to the main course, particularly roasted or broiled chicken.

Macaroni and Broccoli (Makes 8-10 servings)

- ½ cup salad or olive oil
- ½ cup chopped onion
- 1 large clove garlic, minced
- ½ teaspoon oregano leaves, crushed
- 4 cups elbow macaroni (16 ounces)
- 2 tablespoons salt
- 6 quarts boiling water
- 2 packages (10 ounces each) frozen chopped broccoli

Salt and pepper
Grated Parmesan cheese

Heat oil in Dutch oven or large skillet; add onion and garlic and cook until golden. Stir in oregano.

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

Cook broccoli according to package directions; drain.

Add macaroni and broccoli to onion mixture and toss together lightly; season to taste with salt and pepper. If necessary, place mixture over medium heat, stirring occasionally, just until hot. Turn mixture into warm serving dish and sprinkle with cheese.

Egg Noodles—Budget Saver

Egg noodles are a timely subject as we struggle with the food dollar. Versatility in serving, nutrition and good eating are some of the reasons they are enjoyed so much, and remain a standing item on many grocery shopping lists.

Novice and experienced cooks appreciate the value of a fine basic recipe which lends itself to different presentations. And in this day of careful menu planning, an increasing number of people seem to be getting down to such basics. Buttered Parmesan Noodles fit into the scheme. Egg

noodles are mixed with butter, cheese and croutons. Great accompaniment for poultry, beef, pork, lamb and fish. Beautiful plus for a vegetable plate. Now, imagination takes over! Add grated carrots and dill weed, or freshly torn spinach with nutmeg or shredded cabbage. Flaked tuna may be tossed into the noodles and don't forget chopped leftover vegetables. Season to your taste with herbs and spices.

Buttered Parmesan Noodles (Makes 6 servings)

- 8 ounces medium egg noodles (about 4 cups)
- 1 tablespoon salt
- 3 quarts boiling water
- ¾ cup butter or margarine, cut into pieces
- 1 cup freshly grated or shredded Parmesan cheese, about ¼ pound
- 3 cups plain croutons
- Chopped parsley

Gradually add noodles and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Quickly toss together hot noodles, butter and Parmesan cheese until butter is melted. Toss in croutons just until ingredients are combined. Garnish with chopped parsley. Serve immediately.

Variations:

Noodles with Carrots: Prepare as above. Toss in 4 cups loosely packed grated carrots (about 6-8 carrots), 1 teaspoon dill weed and 1 teaspoon salt before adding croutons.

Noodles with Spinach: Prepare as above. Toss in 1 package (10 ounces) uncooked spinach, torn into pieces, and ¼ teaspoon ground nutmeg before adding croutons.

Noodles with Cabbage: Prepare as above. Toss in 4 cups shredded blanched cabbage (about ½ pound) and 1 teaspoon salt before adding croutons.

Nutritious Pasta and Fish

Pasta is nutritious eating. Teamed with complete protein food such as fish, economical enriched macaroni noodles and spaghetti are a fine source of protein. Good amounts of iron are present as are the B vitamins—niacin, thiamine and riboflavin. We get energy from the carbohydrate

content of this easily digested, low sodium food.

One Pot Salmon and Noodles is made in order when time is at a minimum. This tempting quick-to-make fish combines noodles with salmon, peas and carrots and cheese. The name of the recipe is self-descriptive, all ingredients cook together in one pot, with no big cleanup chores when dinner is over. Another time, try spaghetti Fish Fry—hot, crisp and golden fried fillets are good eating served with steaming hot and simply dressed with parsley-butter (or margarine) spaghetti as an accompaniment.

One Pot Salmon and Noodles (Makes 4 main dish servings)

- 3 cups water
- 1 can (10¾ ounces) cream of mushroom soup, undiluted
- 4 cups uncooked wide egg noodles (8 ounces)
- ¼ teaspoon pepper
- ½ teaspoon dried dill weed
- ½ teaspoon Worcestershire Sauce
- 1 package (10-ounces) frozen peas and carrots
- 1 can (7¾ ounces) salmon, drained and broken into chunks
- 1 jar (5 ounces) pasteurized cheese spread with pimientos
- Parsley sprigs (optional)

Bring water and soup to a boil in 4-quart pot; gradually add noodles so that water continues to boil. Cover and simmer about 8 minutes, stirring occasionally.

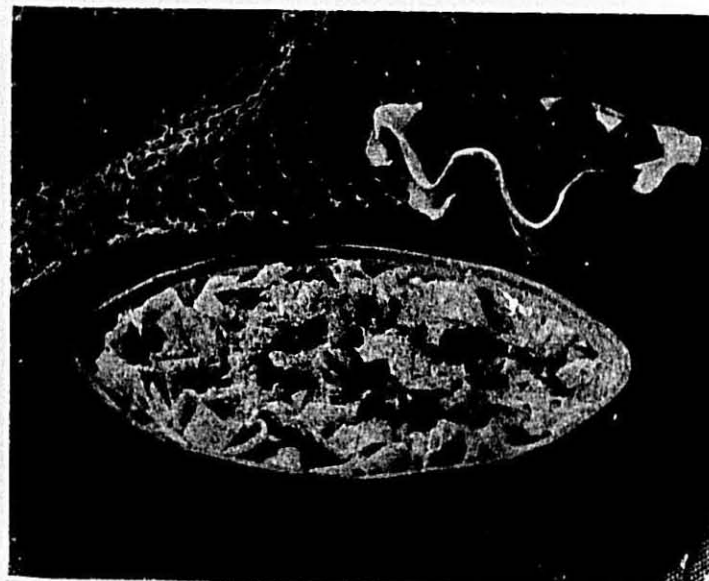
Stir in seasonings, peas and carrots; cover and simmer about 6-8 minutes longer or until vegetables and noodles are tender. Stir in salmon and cheese spread. Cook until mixture is hot throughout and cheese is melted. Turn into serving dish; garnish with parsley, if desired. Serve immediately.

Spaghetti Fish Fry (Makes 4 servings)

- ¼ cup butter or margarine
- ¼ cup chopped parsley
- ½ teaspoon coarse black pepper
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 1 egg
- 2 tablespoons cold water
- 4 cod fish fillets (about ¼ pounds) and pepper

Related Items Listed

In releases from the National Macaroni Institute to food editors and mailings to grocers it is pointed out that macaroni consumption has been increasing every year, that macaroni-noodle products give the grocer a



Here is a Lenten suggestion—One Pot Salmon & Noodles.

- Fine dry bread crumbs
- ¼ cup salad oil
- Parsley sprigs
- 1 lemon, cut in wedges

Melt butter in small saucepan; stir in chopped parsley and coarse black pepper and set aside.

Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Place spaghetti on warm serving platter; pour parsley-butter mixture over spaghetti and toss lightly with fork.

Meanwhile, beat egg and 2 tablespoons water together in large bowl. Dip fish into egg mixture; drain slightly. Sprinkle fish with salt and pepper and coat with bread crumbs. Heat oil in large skillet; add fish and saute until lightly browned (about 2-3 minutes) on each side. Place fish on warm platter and garnish with parsley and lemon wedges; serve with spaghetti.

profit margin of about 16.5 per cent. One thousand dollars worth of macaroni sales produces \$8,410 in related item sales, it has been estimated. Lent is a good time for related item promotions in virtually every department in the grocery store.

Among NMI suggestions are dairy products, milk and cheese, poultry and eggs.

Canned goods possibilities are infinite: tomato products, condensed soups, evaporated milk, mushrooms, tuna, salmon, cooking oils.

In the condiments: spices, sauce mixes, pickles and olives, salad dressings.

In the produce department, apples and citrus fruits are available for salad combinations. Vegetables may include celery, peppers, onions, garlic.

Don't forget fresh, frozen or canned fruits and vegetables, seafoods, bread, wine, paper products—you name it.

301 Splendid Casseroles

"301 Splendid Casseroles," the latest in Family Circle's continuing "Great Ideas" series, went on sale in supermarkets throughout the U.S. and Canada in December.

The new publication has 112 pages, 32 of them in full color, and its eight (Continued on page 9)

DIECENTENNIAL



In the 200 Year History of the United States

there has not been an equal to the design, manufacture and service of Food Extrusion Dies by Maldari.



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301 Splendid Casseroles

(Continued from page 7)

chapters are packed with recipes and menu ideas on casserole cooking. Subjects covered are: Money-saving Casseroles, Time-saving Casseroles, Meatless Casseroles, Slow Cooker Recipes, Company Classics, Calorie-saving Casseroles, Freezer Casseroles, and Make-ahead Casseroles.

"301 Splendid Casseroles" were delivered to stores in December, and put on sale on arrival. They are packed in attractive 20-copy self-display units and/or 50-copy floor display units—the latter available only in the U.S. Returns will be by cover only.

Like all publications in Family Circle's "Great Ideas" series, "301 Splendid Casseroles" is a high-profit item—ideal for display at the check-out. A display near the check-cashing window is also recommended.

Family Circle's "Great Ideas" program currently has the following additional publications scheduled for 1976: "Do-it-yourself Home Improvements" (March), "Chicken Recipes" (May), "Needlework" (July), and "Christmas Helps 1976" (October).

Raid-the-Cupboard Cooking

Pictured in full color in the January issue of Better Homes & Gardens are Manhattan Clam Rolls made with cooked lasagna spread with a clam, cheese and spinach mixture. Roll them up, bake them in a tomato-chowder sauce, top them with mozzarella, and the meal is practically made. Add a crisp green salad and a dessert for a satisfying mid-winter meal.

Simmons a sauce says: "Tomatoes are wonderfully versatile. Whatever type you have hand—whole, stewed, sauce, puree or paste—can be simmered to use as a sassy topping for pasta. Spaghetti and rotini are pictured.

Create a casserole says: "Tried and true tuna-noodle casserole has been an emergency-shelf main dish for years, but when you're caught without the tuna, why not try another fish or seafood? Canned shrimp, crab or salmon makes a great stand-in when paired with shell macaroni, fettucini, spaghetti, or any other pasta on the shelf.



Richard Frank

The Two Lawry's

While many companies are wondering where their next dollar of profit is coming from, Lawry's finds itself in a pleasant dilemma.

Herbs and spices make Lawry's Foods, Inc. [a privately held company] one of the standouts in that business.

Prime Rib

The two Lawry's restaurants, those choice prime rib spots, make Lawry's, Inc. [a privately held company] one of the standouts in that business.

You're right. They are two different companies under the same management.

And that's Richard Frank's sometimes happy problem as president and chief executive officer of both Lawry's operations. While Frank juggles his time fairly well, he says he's spending too much time at the Lawry's restaurants. "It's a real sponge on my time," Frank said in an interview the other day.

He's more or less pleased with the results. Lawry's in Los Angeles, which draws 250,000 for dinner annually, grosses \$3 million in revenues. The second Lawry's, after an inauspicious beginning, is generating \$1.5 million annually in Chicago.

Lawry's, Inc., which also includes Steers for Steak, a Los Angeles steak house, does \$5 million in revenues in total, and its net profits probably exceeded \$250,000 a year, a figure which Frank won't confirm except to say "that we can do better on the bottom line."

Lawry's Foods

Lawry's Foods, Inc., also is based in Los Angeles. That will be a better story in 1976, and the operation gladdens Frank.

The restaurant business was Lawry's Foods' catalyst in the early 1940s, but a seasoning salt was its prime product.

But the seasoning line is now wider, with some 70 specialty food products that will account for perhaps 70 per cent of total company revenues certain to exceed \$50 million this year, up from \$43.5 million in 1974.

What about the remaining 30 per cent? Don't be confused. The Lawry's Foods operation also includes some specialty restaurants under assorted names within its framework.

Lawry's Foods' profits will set a record high this year, reversing a 1974 plunge to a mere \$26,000 because of excessive costs, a write-off, etc. Through three quarters, Lawry's Foods, Inc., already had earned \$2 million, topping the previous profit high of \$1.67 million in 1971.

"We certainly should hit \$100 million in sales by 1980," Frank predicts.

In 1976, Lawry's will probably introduce "six or eight new products," Frank said—and that high level of activity surely suggests another banner year.

Spaghetti Sauce Mix

The big gun at Lawry's Foods is its spaghetti sauce mix, which outsells McCormick's and French's as the No. 1 brand in that \$20 million-a-year foil-packaged product category.

Understandably, this is quite an achievement, but Frank and Lawry's are smart enough not to stand pat.

Moving into a number of markets, is an extra rich and thick version of its spaghetti sauce mix with updated packaging.

"The product has been well received," said Frank. "It might cannibalize some of our spaghetti sauce business [with two brands competing against each other] but we still think the new item will increase business for the sauce overall by 25 per cent."

Chain Store Age reports the gross margin on dry spaghetti sauce mix is 28.9%.

C. F. Mueller Company—American Success Story



Christian Frederick Mueller

The company was started by Christian Frederick Mueller who came to the United States from the Black Forest area with his wife in 1866. He was 28 years old. Born in Nagold, the young man had gone to school until he was 14. He then learned to be a baker.

He Came to Work

Young Mueller came to America to work. And he did work. Slowly but surely he built up his door-to-door trade selling baked goods made in the kitchen of his home. At the time, North Jersey had a large German population. Before long, Frederick realized that his fellow countrymen, although very fond of his pastry, were also very fond of egg noodles. And he soon decided to abandon his bakery trade and concentrate on egg noodles. He followed the same pattern—making the egg noodles at home, then selling them direct to homemakers. He was producer, salesman and delivery man all in one.

Mueller's egg noodles became so well known that by 1870, flour was being bought by the barrel instead of the bag, the pushcart replaced by a horse and wagon.

First Factory

Fifteen years later, the company's first factory was leased to keep pace with the ever-increasing demand for Mueller's egg noodles.



Lester R. Thurston, Jr., President and Chief Executive Officer

In 1890, still larger manufacturing facilities were needed and the company moved again, this time to its first company-built plant on Boyd Avenue in Jersey City. Here, for the first time, machines were used. The dough was no longer kneaded by hand, but by a dough mixer. The rolling pin gave way to huge machines with stainless steel rollers which performed the same function, only better, producing a much more uniform thickness of dough.

(Continued on page 12)

This is the Secret—

You'll never know how delicious Egg Noodles can be until you taste the flavor of the spring wheat flour and selected fresh eggs which make Mueller's so pure—so different—so superior—so light, delicious and easy to digest.

MUELLER'S EGG NOODLES

"The kind that made Mother stop making her own"

Try this—
Mueller's 100 Noodles and Penne
1 Package Mueller's Egg Noodles, 1/2 pint pasta (chopped), 1 cup milk, few buttered breadcrumbs, 1/2 tomato, 1 T. flour, salt and pepper to taste. Prepare Egg Mueller's according to directions on Mueller Label. Add sauce to noodles, mix in flour and milk, seasonings, heat 7 minutes. Stir in tomatoes. For layer of noodles in buttered baking dish, thin layer of meat and sauce, then Mueller's layer of noodles, thin layer of meat and sauce, then Mueller's layer of noodles. Sprinkle buttered breadcrumbs on top and brown in oven.

Early Advertising

Every Day in the Week

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"The kind that made Mother stop making her own"

Circa 1922



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so many people to America,



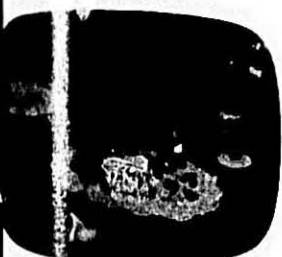
all kinds of traditional dishes. ... like today.



and cooking of different lands. One thing the newcomers soon learned ...



was how Mueller's spaghetti fits right in ...



all kinds of traditional dishes. ... like today.



More people in this land eat Mueller's spaghetti than any other kind. 'Cause ...



Nothing goes with everything like Mueller's.

Nothing goes with everything like Mueller's.

FEBRUARY, 1976

Mueller makes Macaroni

(Continued from page 10)

Until 1894, the company made only egg noodles. In that year, Mr. Mueller again made a decision. He added macaroni to his line. The decision turned out to be a good one. From the beginning, sales warranted a daily output of 500 pounds of macaroni, shortly afterwards, Mueller's began manufacturing spaghetti as well.

The popularity of all three products continued to grow. In 1915, the company built the largest and most advanced macaroni plant in the country. Distribution was expanded gradually along the east coast from Maine to Florida and as far west as Indiana. Christian Frederick Mueller's standards, to produce the highest quality products possible, have been rigorously maintained.

Consumer Behavior Key to Packaging Future

Responding to changing consumer behavior will be a key task facing marketers, package designers and retailers in the late 70's, predicted Francis Tobolski, Director of Market Research for Container Corporation of America's Design and Market Research Laboratory. And a major focal point for behavioral and packaging changes could be the super supermarkets now emerging on the retailing scene.

Addressing the Chicago Chapter of the Packaging Institute, Tobolski pointed out how hundred-case product displays could diminish the impact of individual carton graphics. He also stressed that computer-coded packages and the huge mountains of products on display in the super stores could create new functions and roles for package graphics.

"In the super supermarket environment, a consumer may not recognize the individual package, and whole new package design system may occur," Tobolski theorized. "Package design may no longer consider the package's role in the store as the prime interest. The impact may be at the point of consumption—in the home where the repurchase decision is made."

While product developers and packagers cannot control technical

and behavioral changes that influence the environment where packages function, designers can control the package and adapt it to the environment. Success in this effort increasingly rests on good market research to evaluate the environment.

Tobolski told the group that marketing research tools such as the concept of psychographics help define the environment. Psychographics investigate consumer value systems, attitudes, and opinions. Probing consumers' in-depth reactions to products and packages in focus-groups is another valuable tool, according to Tobolski.

Universal Product Code

One area in which in-depth research may have anticipated problems if it had been employed, is the universal product code (UPC). The coding system is facing organized opposition from consumer groups and legislators who want to limit its effectiveness.

"Many shoppers distrust UPC," Tobolski observed. "The consumer is afraid that she will be told, 'Sorry lady, we didn't make the mistake, the computer did.' The consumer feels that this technical innovation is taking away another little bit of her freedom."

Tobolski said that UPC is a subject on which there should be more research to pinpoint consumer attitudes. And then programs developed to effectively sell the concept based on those findings.

Keeping one step ahead of consumer in marketing

The trouble with market research, Jan Muller believes, is that it has evolved backwards.

Quantitative research has emerged as the basis of market research and qualitative research is considered to be a more refined luxury, the whipped cream on top.

For those who are not conversant with the elusive vocabulary of the research business, quantitative refers to research based on statistics and on measurements such as demographics (age groups, income, levels, sex, etc.).

Qualitative deals more with individual attitudes and feeling and uses

psychographics, charting how people think.

Muller, an Evanston-based research consultant and former research executive at J. Walter Thompson-Chicago and other advertising agencies, is one of a growing number of researchers who have been pushing the benefits of qualitative research.

Since the huge research houses, such as A. C. Nielsen, Arbitron, and others work primarily in statistical areas, quantitative research has grown to be the foundation.

"I think," Muller asserted, "that the initial research on a project should be qualitative. From this we can develop hypotheses. And then the qualitative work should be quantified, translated into statistics."

"Qualitative research is the basis for strategy, and quantitative research should be the basis for (shorter-term) tactics. Both have their purposes."

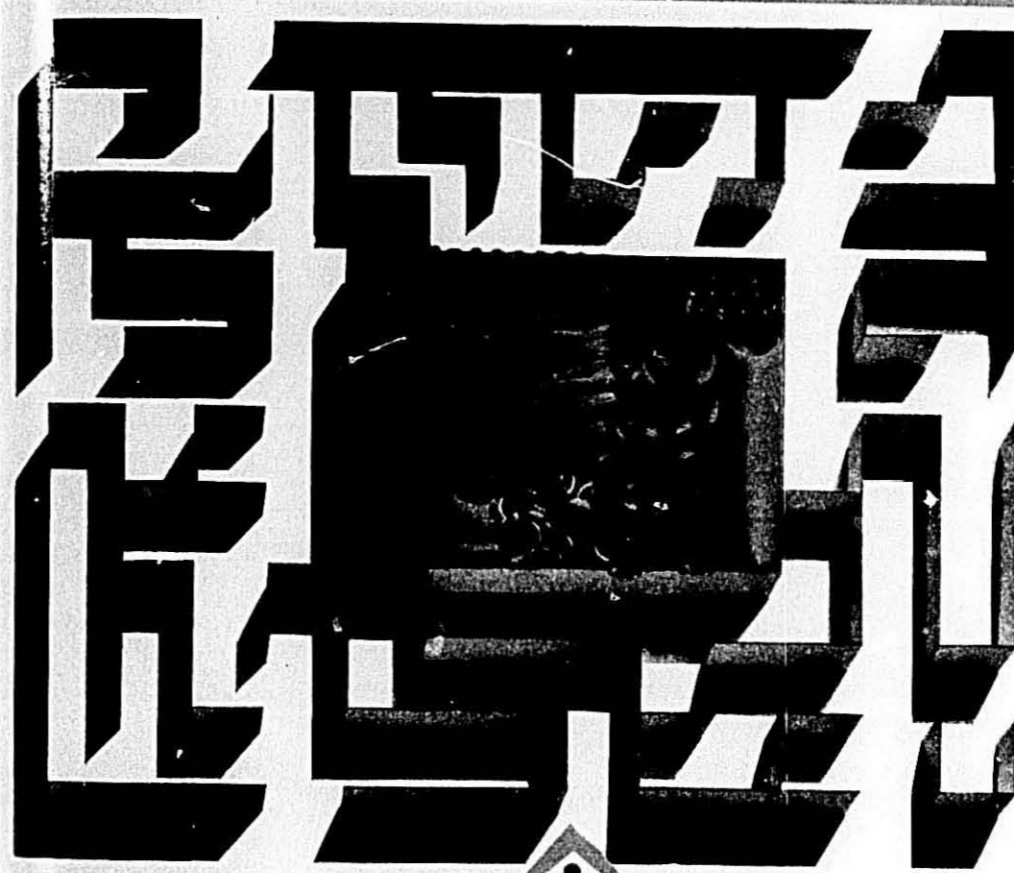
While quantitative work is based primarily on head-counting (and probably has grown because of its computer applicability), qualitative is based on such techniques as in-depth interviews, focus group discussions, sociological observation and psychological analysis.

Muller reminds marketing people that the products they sell are constantly researched by the consumer. And the consumer's research is usually qualitative: What brand will I buy? Should I pay a higher price for a brand because I like it more? Will my family like this? What flavor should I buy?

If a marketer could get into a consumer's head and find out how she does that kind of research, then the company might be able to spot "anticipatory weaknesses" in the market.

"The marketer should be able to respond with more foresight," Muller said. "He should be able to anticipate behavior. I'm not talking about (Alvin) Toffler (author of Future Shock) and what is going to happen 10 years from now. I'm talking about the near future, three or four or six months in advance."

The problem with this, he added, is that executives must be re-educated in using anticipatory research because most of them are oriented to using research based on past events.



No Puzzle.

It's no puzzle. Superior pasta products begin with superior ingredients. ADM pasta-perfect ingredients. Milled from the finest Durum into golden Semolina and flour. Clean and consistent.

For the quickest route to outstanding pasta products—start with ADM.



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Foulds' Facts

The Foulds Milling Company was organized in Cincinnati, Ohio in 1884. The manufacture of macaroni products was started in 1890.

The company was combined with the National Macaroni Company of Libertyville, Illinois in 1905, probably because the Chicago area was its prime market.

The Foulds family, being millers, recognized that durum made the best macaroni product and they encouraged its production by offering annually a beautiful loving cup to the farmer who raised the best crop of durum wheat. As the manufacturer of semolina changed from the mills of



Foulds Macaroni Factory in Libertyville, Illinois.

the macaroni makers themselves to mills that specialized in producing only semolina, the activities of the Foulds organization for the improvement of the quality of semolina was transferred from the farmer to the specializing mills.

Foulds maintained a well-equipped laboratory that did considerable research work in developing the manufacture of macaroni. Chemists of several other large mills spent considerable time in conference with the men at Foulds to help improve semolina and to make better macaroni.

Roaring Twenties

After the depression of 1921 there began an era of mergers in the food business that gathered momentum all through the roaring twenties. This decade saw the birth of such companies as General Foods, Standard Brands, Best Foods, etc. R. M. McMullen was very active in Best Foods and in 1923 decided to organize a company of his own. He approached various macaroni firms around the country in an attempt to establish national distribution, but couldn't bring the idea off, so he bought the Foulds Milling Company. Then he purchased Woodcock Macaroni from the Charles Ellis Company in Rochester, New York and bought out the Warner Bros. in Syracuse. Later he bought, practically out of bankruptcy, the Lion Brand Products Company of San Antonio, Texas. Then he added Kitchen Bouquet, then located in West Hoboken, New Jersey. This all occurred in 1923. McMullen became Chairman of the Board and



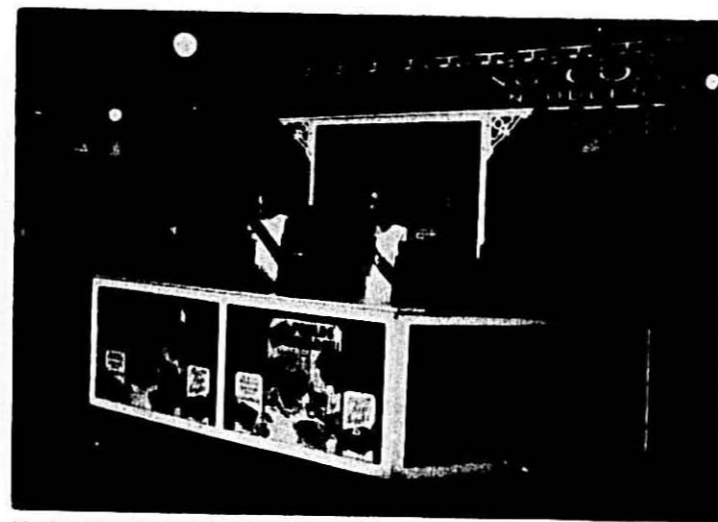
Girls Basketball Team, circa 1929.

From the files: "No one is employed in the Foulds plant who is not a native born American or naturalized. The Foulds organization is made up of men for the most part, who own their own homes and live in the healthful atmosphere of a thriving country town. The girls employed in the packing department are carefully selected from the town and surrounding country, and it is a very common thing for visitors to remark upon the neat appearance and apparent healthy physical condition of this part of the organization. This point is mentioned because it has a direct bearing on the sanitary conditions surrounding the manufacture of the products."

left the parent company in bad shape as far as investors were concerned—badly over-capitalized and loaded down with overhead.

Grocery Store Products

In 1928 McMullen decided to reorganize and consolidate some of his holdings. He organized a new company known as the Grocery Store Product Company. They purchased Toddy, a chocolate drink, Yuban liquid coffee (a forerunner of instant coffee), got into the mushroom business, and purchased Cream-of-Rice. Soon after the new company was organized McMullen brought his old friend Louis Hilfer from St. Louis to New York and made him vice president in charge of sales. Hilfer's first move was to promote the purchase of Golden Age Macaroni, a company that at one time had achieved wide distribution and a large sales volume. It had fallen on hard times, however, after World War I and as the quality of its merchandise deteriorated, the brand virtually disappeared in all markets except California and northern Florida. Grocery Stores Products



Merchandising display with "Fanny Folds" figures around the sign. Now packed in cracker-shells, packaging was described as follows "Foulds' Macaroni Products are packed in triple-sealed packages. The inner wrapper is an expensive, highly coated paper intended to resist moisture and heat. The carton is also made of the best board obtainable and is also treated to prevent moisture or heat from affecting the product, as they deteriorate a macaroni product very quickly. The outer wrapper is a coated paper, highly lithographed in Foulds' colors and makes a strong appeal to the consumer when displayed on the dealer's shelf."

had a hard time with the brand during

the Depression and made no money on it. There wasn't any money in mushrooms and Yuban Coffee was sliding downhill. By 1935 the company had been to the cleaners and the courts ousted McMullen and his Treasurer. In the reorganization J. M. Hills returned as president and got things turned around. In 1937 Col. E. W. Garbisch was made a director, and fortunately for the company, became very much intrigued with the possibilities of Grocery Store Products Company. It was obvious that there must be something to the three major items—Kitchen Bouquet, Jacob Mushrooms, Foulds and Gold Medal Macaroni—or they never would have survived the beatings they had taken for so many years. By 1940 sales efforts were being backed up with consistent advertising and sales reached about \$2,000,000, of which at least half was private label business. By 1951, sales reached nearly \$7,000,000 and private label business represented less than 5 percent of the total. Jack Ross became executive vice president and then president in 1947.

Golden Age Macaroni sales were dwindling in 1940 and in 1941 the Gold Medal Brand of macaroni was

(Continued on page 16)



Marie R. in the Quality Control laboratory, 1929.

Company literature read: "Foulds' Macaroni is one of the most healthful foods. Many authorities recommend that macaroni be given first place as a nourishing food and used as a part of the diet regularly. The famous Dr. Arnold Larend of Carlsbad, in his great work on health and diet, states, 'I recommend macaroni; it is nutritious and easily digested and does not impose any hard work on the stomach and digestive functions. It is well tolerated and quickly taken up into the system. Nor does macaroni contain any of the injurious substances so common in other protein foods. Macaroni contains a total of 3360 to 3600 calories.'" "It must have meant a carload."



Display rack for bulk noodles.

Foulds' Facts

(Continued from page 15)

purchased and the plant at Los Angeles, under Don Givler's direction, was completely retooled. Gold Medal Macaroni then became the leading seller in southern California at that time and became a steady contributor to the company's profit.

In 1949 new plants for Kitchen Bouquet and Cream-of-Rice were built at West Chester, Pennsylvania. At the same time General Offices were moved from New York to West Chester and these consolidations not only reduced operating expense but put top management on the grounds where three of the five plant operations were located.

Present Organization

In 1971 the Clorox Company purchased Grocery Store Products thereby acquiring the Foulds Division. Just prior to this transaction, Grocery Store Products had sold Gold Medal to Anthony Macaroni Company in Los Angeles. In 1974 Clorox sold Foulds to Robert B. Strom of Vesley Foods, Joseph Bradley and Stanley A. Wilde, employees of Grocery Store Products.

Robert Strom, president of the new venture, has been in the food business all of his business life starting with J. Walter Thompson Advertising Agency and moving on to Quaker Oats and then the Armour Company. In 1968 he acquired Cicero Macaroni Company and established the specialty line of Mrs. Vesley products.

Both Stan Wilde and Joe Bradley were trainees at Grocery Store Products in West Chester, Pennsylvania. Mr. Wilde started in 1951 and Mr. Bradley in 1952.

Joe Bradley was assistant plant manager in the Los Angeles Division from 1954 to 1968. He was transferred to Libertyville as plant manager at that time.

Stan Wilde was plant manager at Los Angeles from 1952 to 1954 when he was transferred to Libertyville. There he went up the ladder from plant manager to general manager to vice president.

Under the present corporate set-up, Mr. Strom is president, Messrs. Wilde and Bradley, vice presidents. All are enthusiastic on the outlook for macaroni products and the potential of Foulds in the midwest market.

Foulds Offer

Foulds, Inc., Libertyville, Ill., offers two packages free with box tops from two macaroni or spaghetti cartons. Offer was in newspapers and on television.

Creamettes Ad

A full-color Creamettes ad in January Family Circle featured an easy-to-fix Homemaker's Holiday recipe combining Creamettes Macaroni, luncheon meat, cheese, and parsley or green pepper in a one-dish meal. The economical casserole takes only about 20 minutes to bake.

Macaroni Treat

The Romagnolis' Table, televised by the husband and wife team of Franco and Margaret, recently gave this recipe for thin macaroni in the style of Amatrice.

- 4 tablespoons olive oil
- 1 red pepper pod, seeded
- 4 slices lean salt pork (approximately 4 ounces) diced
- 3 cups plum tomatoes, crushed
- 1 teaspoon salt, approximately
- 1 1/4 pounds thin macaroni
- 6 quarts boiling water
- 6 teaspoons salt

Pour the olive oil into a large frying pan over medium heat; add pepper and diced salt pork. Continue cooking over medium heat. Remove pepper when it has turned dark brown. Continue cooking the salt pork until fat is translucent. Add tomatoes; bring sauce to a boil, lower heat to a simmer and cook about 20 minutes or until consistency has thickened. Add salt to taste.

While the sauce is simmering, cook macaroni in boiling salted water until al dente, stirring from time to time. Drain and place on deep platter, cover with sauce and turn gently. Serve, passing Romano cheese. 8 servings.

Budget Dinners, Italian Style

McCall's for January has two double page spreads in full color. On the first the copy says in part: "A Little Pasta Goes a Long Way—In an old-fashioned Italian kitchen nothing was wasted: Leftover meat went into spaghetti sauce, leftover vegetables into antipasto. Pasta was the great

budget stretcher." Pictured are Sicilian meatball-and-noodle soup, braised pork and sausages, and roast chicken with vegetables which become a feast with spaghetti on the side.

The second spread says: "A Lot of Pasta Goes Even Further—Pasta goes even further when it's the basis for a main dish." Pictured are pasta e fagioli, made with kidney beans and macaroni shells. Tufoli with a savory meat filling and rich tomato sauce. Ziti with tomato sauce and fresh broccoli. And Cheese topped spaghetti with broiled eggplant.

Eastman Additive Helps Frozen Spaghetti

Consumer reheated frozen dishes need neither suffer from the unappetizing look of swollen and mushy pasta nor from water weeping from the sauce. The proper addition of a special starch complexer, Myvaplex 600 concentrated glyceryl monostearate, enables frozen-food processors to keep macaroni pieces firm in texture throughout the entire flash-freezing, thawing and consumer preparation cycle.

The elimination of an undesirable overcooked, mushy appearance is accomplished through the complexing action of the Myvaplex 600 with the free amylose found in the flour and dough, resulting in the reduction of the gel formation in this starch fraction. Myvaplex 600 is a monostearate marketed by the DPI Division of Eastman Chemical Products, Inc., especially for macaroni and egg noodle products.

The addition of less than two percent by weight of the finished food of Myvaplex 600 allows the frozen-food processor to greatly enhance the consumer appeal of frozen food products containing noodles, macaroni and spaghetti. In addition to reducing the swelling of the pasta, Myvaplex 600 reduces the amount of water that separates out of the accompanying sauce.

Available in finely divided powder form, Myvaplex 600 can be metered directly to the mixer with a dry feeder. It blends smoothly with the flour and water dough.

If you want fan mail, call the durum people.

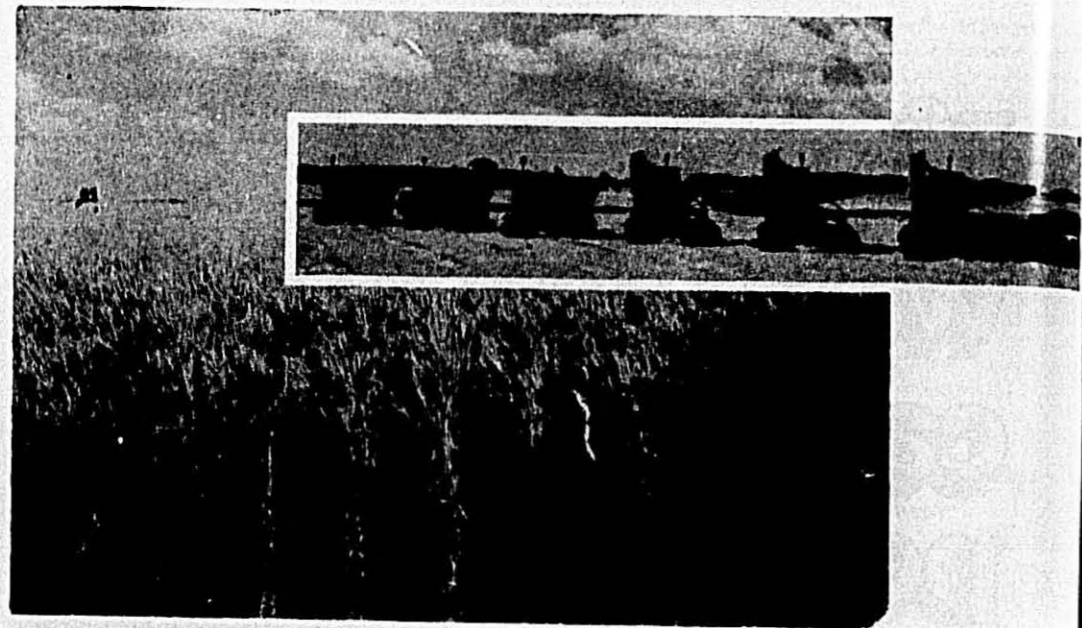


You'll receive raves about your product if you start with the best quality durum products. And the best fan mail of all will be yours . . . repeat orders. People today are discriminating, they want quality first of all. That's what you give them when you start with Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour. The durum people know. They have quality control.

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March of the Combines.

U.S. Food Power

There is an intensifying debate over using the nation's agricultural riches as an OPEC-type diplomatic tool and Business Week magazine ran a cover story on this subject recently. Here are highlights:

Nearly everyone agrees that in a world of hunger and overpopulation, the U.S. can apply its tremendous agricultural capacity as a lever on foreign countries to adopt policies beneficial to this nation. The controversial question is how much to exploit this power.

For the first time, the U.S. has established a national grains export policy. In place of the free rein allowed commercial grain exporters in the past, Washington has shown itself ready to set up precise quid pro quo conditions for delivering American food.

The new policy was employed in the Russian grain agreement negotiated recently in Moscow. For the Russians, the price was to stop disruptive, inflationary raids on the U.S. grain market. They were also asked to ante up some oil on favorable terms, which have yet to be spelled out. And there is strong evidence that, as another condition for the grain

sale, the Russians were persuaded to keep their hands off during Secretary of State Kissinger's negotiations on the Egyptian-Israeli accord.

Japan and Poland both typify how eager foreign countries are to nail down U.S. grain supplies. Both have informal purchase agreements, but now they would like something formal like the Russians have.

Ever since the Arab oil-producing nations began to wield petroleum as a geopolitical tool in 1973, the world has recognized that the U.S. has a comparable weapon in food, since much of the world nourishes itself on U.S. grains. But curtailing food sales for foreign policy reasons would have an immediate and adverse impact on several million U.S. farmers who have considerable political clout. So the U.S. has less room for maneuver—economically and politically—in wielding food power than the oil producers have with petropower.

Incredible Capacity

American food power grows out of an incredible capacity for agricultural production at a time when rising population and affluence are increasing global demand for more and better food. Secretary of Agriculture Earl

Butz describes this capacity: "The U.S. has the largest contiguous land mass of fertile soil, good growing climate, and adequate rainfall of any place on earth." After they finish supplying the world's biggest domestic market, American farmers have left over for export nearly 60% of their wheat and rice, nearly half of their soybeans, one-fourth of their grain sorghum, and more than one-fifth of their corn.

In a world of growing scarcity, it remains to be seen how far the U.S. will go in linking food reserves with industrial commodity needs. Many links could be established. In the case of 21 important minerals, the U.S. is 60 to 100 percent dependent on foreign suppliers—some of which are large importers of U.S. food. India, for example, is a major supplier of titanium, the Soviet Union of chromium. In oil the U.S. would have little leverage; the only major producer that buys much food here is Iran.

Thomas O. Enders, Assistant Secretary of State for economic and business affairs, believes that food power will not work short of a state grain monopoly, export controls, or mem-

(Continued on page 20)

THE MACARONI JOURNAL



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and, Imperia Durum Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

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We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure—specify AMBER.



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U. S. Food Power

(Continued from page 18)

bership in an international food cartel—all devices that are unattractive in the U.S.

Even though the State Department has usurped some of his power, Secretary of Agriculture Butz is one of the most outspoken proponents of food power. He sees two contesting commodity powers in the world—agripower and petropower. "In the long run," says Mr. Butz, "agripower has to be more important than petropower. The single most important way we have of communicating with two-thirds of the people in the world is food."

Mixed Blessing

In economic terms, the possession of food power is proving a mixed blessing for the U.S. The trade benefits have been overwhelmingly positive since 1970. At that time, the trade balance of nonfarm products began to show heavy deficits while the balance of agricultural exports and imports began to zoom upward as world food supplies grew shorter and a depreciating dollar made U.S. farm goods a bargain. Through 1974, the increase in the positive food-export balance was elevenfold, counting both commercial and government concessional food exports. Taken alone, the commercial food balance increased more than a hundredfold. Each year agricultural exports have set a new record. In 1975-76, farm exports are expected to total \$22 billion, up from \$21.6 billion last year. The U.S. farm sector will account for a positive agricultural trade balance of \$12.7 billion, according to current estimates. This will cover about half a year's oil imports.

On Domestic Front

It is a different story on the domestic price front. The 14 percent food-price inflation that aroused consumers in both 1973 and 1974 is attributed in large part to the U.S.'s assuming its expanded role of major food purveyor to an increasingly hungry world. In particular, the massive Russian grain purchases of 1972 and 1973 are blamed because they emptied the U.S. grainary.

Pete Beckett, a Kansas wheat farmer, says: "I've struck it rich—my

income practically doubled in 1973 (after the first Russian grain sale). In 1974 it was good, and it will be a good year in 1975." Ten years earlier, Beckett was raising cattle. "That's what saved my bacon—when I got out of that," he says with relief. However, Beckett says he does not really feel rich when he considers the way costs are rising for fuel, fertilizer, tractors and machinery. "We've got to have \$4.50 or \$4 for wheat to come out." In mid-December wheat was bringing about \$3.51 a bushel in Chicago.

Earl Brookover, another Kansas cattleman, is a survivor of what is called "the wreck" of 1973, when feeders were holding record numbers of cattle, the 1972 Russian grain sales doubled feeding costs, meat prices were frozen, and housewives were boycotting beef. "We went into a tailspin—lost money for 20 consecutive months", Brookover says. Now profits have caught up with costs and Mr. Brookover concedes that "we are making some money this year". He figures he can live with the Russian grain agreement if it stabilizes prices, even at a high level.

But what bothers him is that the State Department, which he thinks does not have the best interests of farmers at heart, seems to be taking over agricultural policy. If this is the case, he and other farmers worry whether all the big thinking about food power will be tempered by the down-to-earth fact that U.S. farmers, processors, dealers—the whole agribusiness complex—are in the business of growing and selling food to the rest of the world. They want to sell the most they can for the highest price they can get. And they are going to be very unhappy, like any other businessmen, if too much of their freedom to do business is sacrificed to other national objectives.

French Durum

The Great Plains Wheat office in Rotterdam reports that the durum surplus in the European Community is posing a compounded problem since much of the durum is reported to be of a poorer quality. The durum problem is essentially a French one, as French farmers are encountering in-

creasing problems in attempting to sell their durum, and durum production is mounting as a result of increased use of high-yielding but low quality varieties. Farmers receive a premium for durum production and durum is, therefore, less likely to be used for animal feed than are the less expensive bread wheats. The European Community is attempting to discourage durum imports in order to use more of the domestically produced durum. European durum millers do not, however, like the quality of the French durum, and the Community will be forced to make greater efforts to export the durum to countries such as those in North Africa, which can use a lower quality durum.

Durum Varieties

Ward took over the leading position of varieties planted to durum wheat in North Dakota in 1975, accounting for 47.5% of the acreage. This increase of 34.1 percentage points from a year earlier was at the expense of all other leading varieties. Rolette, the leading variety in 1974, dropped nearly 11 percentage points to second place with 26%. Leeds, comprising 12.5%, ranked third, and Wells with 9.5% of the acreage ranked fourth. All other varieties individually account for less than 1%.

Southwest Durum

The Statistical Reporting Service of U.S. Department of Agriculture is expanding its acreage, yield and production estimates for durum wheat to include new production areas in Arizona and New Mexico and California outside the Tulelake area. The estimate program, U.S.D.A. said, is being broadened to recognize the new production in the Southwest, beginning in 1975, "particularly significant in Arizona." U.S.D.A. said the production increase was largely prompted by the introduction of new varieties. In September, University of Arizona representatives noted that Arizona has become challenger to Montana as second largest durum producing state after North Dakota. U.S.D.A. said the 1975 estimate for California will include total produc-

tion and will appear in the December production report. Estimates for Arizona and New Mexico will begin with the 1976 crop and will appear in the prospective planting report to be issued Jan. 21, 1976.

First Semidwarf Durum

Release of a new durum wheat variety, Cando, developed by the North Dakota Agricultural Experiment Station in cooperation with the United States Department of Agriculture, is announced by Director A. G. Hazen, North Dakota Agricultural Experiment Station, North Dakota State University, Fargo.

Cando is the first semidwarf durum variety released by NDSU and represents continuous research over a 20-year period to transfer the short straw characteristic from a bread wheat, according to J. S. Quick, NDSU durum breeder. The short straw characteristic was transferred first in 1956 to the durum variety Langdon from a breeding line used in the NDSU hard red spring wheat program. Subsequent crossing, selection and testing led to the development of Cando.

Cando is named after the city of Cando, county seat of Towner County, the most intensive durum growing area in North Dakota. The Cando area soil and climate characteristics may be typical of areas which would be conducive to the growing of a short-strawed durum in North Dakota.

Characteristics

Cando is a spring durum wheat with yellow beards and chaff. Growth characteristics of Cando are semidwarf, medium maturity and sensitivity to day length. Cando has been equal to Ward in grain yield, and higher yielding than Rolette, Wells and Leeds when grown at locations in the Red River Valley and northern North Dakota. Cando is a tall semi dwarf (28 inches) with excellent resistance to lodging. Disease reactions have been similar to Rolette. It is about two days later in heading than Ward. The kernel weight of Cando has been intermediate between Wells and Ward, and its test weight has averaged about one pound per bushel less than Ward.

Milling, processing and cooking properties of Cando were satisfactory

when evaluated over a three-year period (1973-75) in North Dakota drill strips. The test weight and wheat and semolina protein of Cando were lower than Ward and Rolette; however, average semolina yield was higher than Wells and Rolette, but lower than Ward. Kernel distribution was similar to Wells. Spaghetti color was slightly higher than Wells and Rolette and slightly lower than Ward.

Cando has been tested in North Dakota under the designation D7057 since 1971, in regional trials in North Dakota, Montana, South Dakota and Minnesota since 1972, and in drill strips since 1973. The final selection was made in the Mexican Winter Nursery in 1971 from a 1966 cross to combine short straw with high yield, disease resistance and good spaghetti quality.

Cooperative Effort

The North Dakota Agricultural Experiment Station acknowledges the cooperation and assistance of the Agricultural Research Service, United States Department of Agriculture, in the development of Cando durum wheat. The USDA cooperators were especially helpful in providing rust spores and facilities for stem and leaf rust testing and evaluation of milling and spaghetti quality.

Breeders' seed of Cando durum wheat will be maintained by the Seedstocks Project of the Agricultural Experiment Station, North Dakota State University, Fargo, ND. Foundation seed will be made available to other North Central or durum producing states wishing seed. Cando seed allocation for increase by county crop improvement associations and the North Dakota seed trade will be announced in early 1976 in adequate time for 1976 seeding.

Egg Production

The nation's laying flock produced 5,308 million eggs during November—up slightly from November 1974, according to the crop reporting board. Layers on farms December 1, 1975 totaled 280 million, down 2% from the 285 million a year earlier but 1% above a month earlier. Rate of lay on December 1, averaged 63.7 eggs per 100 layers, up from 62.3 a year earlier

and 63.3 on November 1, 1975. Egg-type chicks hatched during Nov. 1975 totaled 28.6 million, down 13% from the 33.0 million produced a year ago. Eggs in incubators on December 1, 1975 at 28.4 million, were down 9% from a year ago.

Processed Eggs

A total of 44.1 million dozen shell eggs were broken October 12 through November 8, 1975 under the U.S.D.A.'s Egg Products Inspection Act—down 5 percent from the corresponding four weeks of last year. Percentage decreases by regions were: Western, 11; North Atlantic and North Central, 5. Eggs broken were up 1 percent in the South Central and virtually unchanged in the South Atlantic.

During the four weeks, 68 million pounds of liquid egg products were used in processing—down 6 percent from the same period last year. Ingredients added in processing total 2.7 million pounds, 26 percent more than a year ago.

Liquid egg production (including ingredients added) for immediate consumption and processing totaled 26.1 million pounds during the 4 week period, 1 percent above the same period last year. Products for immediate consumption totaled 12.7 million pounds, compared with 12.2 million a year earlier. Those for processing totaled 12.3 million pounds, compared with 13.7 million last year.

Frozen egg products amounted to 21.6 million pounds, 12 percent less than last year. Dried egg production was 5.5 million pounds, 4 percent above the 4-week period a year ago.

Cumulative totals July 1 through November 8, 1975 and percentage decreases from the corresponding 1974 period are as follows: Shell eggs broken—225 million dozen, 5 percent; liquid egg used in processing—329 million pounds, 6 percent; frozen products—117 million pounds, 12 percent; and dried products at 25 million pounds, 6 percent. The cumulative total for immediate consumption and processing at 123 million pounds was up 4 percent from the same period last year.

Five times more eggs are frozen than dried. Liquid production for immediate consumption equals frozen.

Peavey doesn't quit working until dinner is served.



When the durum wheat is still growing in the North Country, Peavey goes to work. Checking field samples for quality and anticipated yield. Then, we collect and move the harvest through grain elevators and carriers to the mills. Not just flour mills. Durum mills.

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



for ways to make our products perform a little better. And to make our systems work a little faster. You've got a good thing going in King Midas Semolina and Durum flour. Because we don't stop working until dinner's on the table.

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Peavey

Industrial Foods Group

At Peavey Annual Meeting

Peavey Company shareholders, at the Company's annual meeting in Minneapolis, approved an increase in the number of authorized common shares from 5 million to 10 million and elected George K. Gosko, a Peavey Executive Vice President, to the Board of Directors.

Approval of the increase in authorized shares puts into effect a 50 per cent stock dividend (a 3 for 2 stock split) and an 18½ cent quarterly cash dividend, previously declared by the Board of Directors, on the increased number of shares outstanding. This cash dividend of 18½ cents, annualized at 74 cents, is equivalent to \$1.11 dividend or an 11 per cent increase. The stock dividend increases the number of Peavey common shares outstanding from 3.8 million to 5.7 million.

Peavey Chairman Fritz Corrigan, reporting record first quarter earnings of \$1.34 per share, told shareholders that Peavey's accelerated growth in its Consumer Foods and Retail Groups "is made possible because of the strong base of earnings in our traditional business of grain and milling represented by Agricultural and Industrial Foods Groups."

"Agriculture is currently dynamic and vital and we are glad it is one of the largest and most important Groups of Peavey Company. Industrial Foods had an excellent year with earnings equal to the previous record year and has continued its excellent performance in the first quarter of the current fiscal year.

Growth Strategies

Corrigan told shareholders of growth strategies for each of Peavey's four Operating Groups.

"Our Consumer Foods Group, currently ahead of its five-year growth plan, will continue to grow through new product development such as Catherine Clark's Brownberry Ovens frozen baking doughs, now in test markets and through expansion to new market areas for our Brownberry Ovens bread products and Peavey consumer flour products.

"Our Retail Group will continue to open new outlets at a rate of approximately two per month and we will continue to be alert for new oppor-

tunities in specialty retailing areas related to "do-it-yourself" activities.

"Our Industrial Foods Group will pursue its ongoing program of upgrading present facilities for greater efficiency to take advantage of opportunities to increase its market share for bakery sales, food service and durum products for the pasta trade.

"Opportunities for our Agricultural Group are unlimited. As North America becomes even more dominant as the supplier of basic agricultural products to all areas of the world."

Government Involvement

Corrigan expressed concern over increasing government involvement in grain trading. "There is no more reason to believe," he told shareholders, "that the government's involvement in grain trading today will work any better than it has in the past when the record shows it failed miserably."

Admitting that the recent grain agreement with Russia, because it assures certain grain export activity over a five-year period may be in his company's favor, Corrigan said, "In the long term anything that suggests to the farmer that his role in the entire world supply-demand crisis is lessening is counter-productive. An example might be the recent moratoriums on wheat and feed grain sales to Russia and Poland at the height of our crop marketing period this fall."

"We must continue to say to farmers," Corrigan said, "that farm productivity in this country is what the world is depending upon and what we want from them is greater productivity without fear and anxiety over government interference."

Record Earnings for Multifoods

International Multifoods Corp. reported record third-quarter earnings, up 39 percent from the same period last year. The earnings, highest in the company's 83-year history, were accomplished on slightly lower sales.

Net earnings in the quarter ended Nov. 30 were \$5,718,000 compared with \$4,117,000 last year. Sales were \$213,559,000, down 3 percent from a restated \$221,110,000 last year.

Earnings per common share in the third quarter were \$1.59, up 39 per-

cent from the \$1.14 reported in the comparable period a year earlier.

For the first nine months of this fiscal year, Multifoods' net earnings were \$11,422,000, up 9 percent from \$10,475,000 in the same period last year. Sales were down 4 percent, to \$598,208,000 this year from the restated \$620,420,000 of last year. Earnings per common share for the three quarters were \$3.15, up 9 percent from last year's \$2.88.

Multifoods Chairman William G. Phillips said he was confident that year-end earnings would be higher for the eighth consecutive year. He explained further that dollar sales for the full fiscal year would be slightly lower than last year because of lower selling prices on many of the company's food products.

Darrell Runke, Multifoods president, said expanding unit sales and higher margins generated the improved earnings in the third quarter.

The company's Canadian and International divisions had strong performances in the third quarter, Runke said.

Consumer Products

Consumer products in the United States and Canada made major contributions to earnings, he noted, with Kaukauna Klub cheese and Feinberg/Reuben specialty meats in the United States, and pickle products, consumer mixes and Coorsh specialty meats in Canada showing strong gains.

Mister Donut more than doubled its operating earnings, Runke said, adding that Industrial Foods earnings were about level with a year ago.

Agricultural Products

Agricultural products earnings improved from last year, he said, principally based on gains in livestock feeds, and eggs in the United States, and eggs and poultry products in Canada.

The Multifoods president said that its Decorative Accessories division and King Foods portion-controlled meat operations continued to be unprofitable in the third quarter, but that organizational, management and product-line changes already have been made and will produce improvements in future results.

KNOW-HOW.

There is no substitute for the engineering expertise that comes with experience. Buhler has it. Over one-hundred years experience in the design and operation of hundreds of modern, efficient macaroni plants and machines in practically every country of the world where macaroni is made.

- Single screw presses from 800-4000 lbs./hr.
- Double screw presses from 1200-8000 lbs./hr.
- Four screw presses up to 16,000 lbs./hr.
- Shading pre-dryers for short goods
- Short goods belt dryers from 600-16,000 lbs./hr.
- Two-stick spreaders and four-stick spreaders
- Long goods dryers from 600-4000 lbs./hr.
- Long goods accumulators for one shift per day discharge
- Long goods cutters
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Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extrusion of short goods will be viewed in extreme slow-motion from high-speed, 500-frames-per-second movie camera used above.



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

Peavey Mill Manager in Buffalo

Kenneth R. Johnson is named manager of the Peavey mill at Buffalo, New York and Stephen J. Wentworth is named production manager, Harry Deaver, Jr., Vice President—Eastern Operations for Peavey's Industrial Foods Group, has announced.

Johnson joined Peavey in 1953 as a laboratory technician in Minneapolis. He moved to Peavey's Alton, Illinois mill in 1967 as chief chemist. He has been production manager there since 1970.

Wentworth joined Peavey in 1973 in Minneapolis as a production analyst.

Johnson replaces Ellsworth J. Glatly and Wentworth succeeds Donald J. Butcher, both of whom have taken early retirement.

Glatly joined Peavey in 1943 and has been vice president and general manager of the Buffalo mill since 1955. Butcher joined the Buffalo mill in 1941, holding various statistical, bookkeeping and shipping positions until 1967 when he became office manager.

"We are most pleased that Ken Johnson has accepted this new position. He is well qualified to head this important unit in Peavey's milling organization," said Harry Deaver.

Peavey's Buffalo mill has production capacity of 10,000 hundred-weights (cwt.) of hard wheat flour and 1,500 cwt. of whole wheat flour, all going to bakeries. It also has 6,000 cwt. capacity for durum production.

Multifoods V. P.

Alan D. Ritacco has been promoted to division vice president and director of production for International Multifoods' industrial foods division.

In this position Ritacco is responsible for all phases of the company's U.S. industrial flour production, including production scheduling, quality control and transportation.

Since joining Multifoods in 1957, Ritacco has held various engineering, manufacturing and production positions in the company's agricultural products and industrial foods divisions. Most recently he was director of production for the industrial foods division.

A native of Eveleth, Minn., Ritacco received a bachelor's degree in electrical engineering from the University of Minnesota in 1957.

Crop Quality Council Directors

The Crop Quality Council has elected George K. Gosko, executive vice president of Peavey Company, Minneapolis, and Richard F. Holland, vice president—Research of DeKalb AgResearch, Inc., DeKalb, Illinois, to its board of directors.

Gosko joined Peavey in 1948 and held various sales and management positions until 1964 when he was elected vice president of National Agri-Services, Ltd., Peavey's Canadian agribusiness operations. He served as executive vice president from 1970 until 1973 when he was named president. When Peavey sold these operations in 1974, he was named vice president for corporate development in Minneapolis. He became executive vice president in August, 1975. Gosko replaces Mark W. K. Heffelfinger, Peavey Company, who served as a director since 1969.

Holland joined DeKalb AgResearch in 1954 as a research agronomist. In 1961 he became agronomic research director and in 1972 was named vice president. Prior to joining DeKalb, Holland was an assistant agronomist at the Texas Agricultural Experiment Station in Chillicothe, Texas.

Other Officers

In other action at the December 9 board meeting, the Council directors re-elected Robert W. Bolton, Atwood-Larson Company, chairman; Darryl J. Woodland, General Mills, vice chairman; Roland H. Thuleen, First National Bank of Minneapolis, treasurer; and Vance V. Goodfellow as president. Virgil L. Jones was elected Council secretary. Other directors serving on the Council board include Lloyd E. Skinner, Skinner Macaroni Company, Omaha, Nebraska; H. D. Hale, ADM Milling Company, Shawnee Mission, Kansas; Monte M. Beeson, International Multifoods Corporation, Minneapolis; Winston R. Wallin, The Pillsbury Company, Minneapolis; Melvin H. Middents, Cargill, Inc., Minneapolis; Kenneth L. Cook, Burlington Northern, Inc., St.

Paul; R. J. Carlson, Deere & Company, Moline, Illinois; and Marvin J. Werner, Farmers Union C.T.A., St. Paul.

Hale Heads Wheat Improvement Ass'n.

H. D. (Joe) Hale of ADM Milling Co., Shawnee Mission, Kas., was re-elected chairman of the executive committee of the Wheat Improvement Association in the annual ballot among the board of directors.

Thomas C. Roberts of Manhattan is president of the Wheat Improvement Association, formerly the Kansas Wheat Improvement Association.

Noodle Priest

Msgr. John Romaniello, M.M., a longtime Catholic Relief Services official, has been given the first Dr. Paul Dudley White International Bicentennial Humanitarian Award for his work among the poor in Mississippi and Hong Kong. He became known as the "noodle priest" when he set up factories to produce them in Hong Kong during the 1950s and 60s for feeding refugees from China. He put his talents to work in setting up a high protein feeding program for poor people in Mississippi in the 1970s.

Corporate Changes at Hershey

Changes in the corporate organization of Hershey Foods Corporation were announced by Harold S. Mohler, chairman of the board and president.

Effective March 1, 1976, William E. C. Dearden, group vice president, will be promoted to the position of Vice Chairman and Chief Executive Officer of the Corporation. On the same date, Richard A. Zimmerman, group vice president, will be promoted to President and Chief Operating officer of the Corporation.

Mohler, who will continue as Chairman of the Board and Chairman of the Executive Committee and will remain actively involved in the affairs of the Corporation, emphasized, "An assessment of the many external forces which will impact on our company in the years ahead clearly shows

the need to broaden the corporate organization."

"As chief executive officer, Dearden will be responsible to the Board of Directors for all functions of the Corporation. Zimmerman, as chief operating officer, will have the Chocolate and Confectionery Division operations as well as all subsidiary operations and will report to Dearden," Mohler said.

William Dearden

Dearden began his career with Hershey Foods in 1957 as Assistant to the Chairman of the Board. Subsequently he held positions of Products Manager (1961), Director of Sales and Marketing (1965), and Vice President-Sales and Marketing (1967). He was named Group Vice President in charge of Chocolate and Confectionery Division operations in 1971.

Richard Zimmerman

Zimmerman joined Hershey Foods as Administrative Assistant in 1958 following two years as Assistant Secretary with the Harrisburg National Bank & Trust Company (now Commonwealth National Bank).

He was elevated to Assistant to the President at Hershey in 1965, elected Director of the Corporation in 1970, and promoted to Vice President in 1971. Later the same year he was promoted again, to Group Vice President in charge of non-chocolate operations, corporate personnel, and corporate relations.

From 1971 to 1974 he served also as President of Cory Food Services, Inc., a subsidiary of Hershey Foods.

A native of Lebanon, Pa., Zimmerman graduated from Lebanon High School (1949) and The Pennsylvania State University (B.A., Liberal Arts—1953), whose College of Business Administration granted him its "Alumni Achievement Award" in 1974. He served in the U.S. Navy from 1953 to 1956 reaching the rank of Lieutenant.

Kraft Quality Assurance

Dr. Rudolph H. Ellinger has been appointed Director of Quality Assurance for Kraft Foods, according to an announcement by company President, D. E. Swain.

In this newly created position, Dr. Ellinger will assume direction of the

Quality Standards and Regulatory Compliance Department, working under the guidance and direction of Dr. J. B. Stine, Vice President, Quality Standards and Regulatory Compliance.

In 1971 Dr. Ellinger joined Kraft as Manager, Regulatory Compliance and has continued in that capacity until the present appointment. He was previously Director of Technical Services for Stouffer Foods, Frozen Food Division.

A graduate of Michigan State University with a B.S. in Chemistry degree, Dr. Ellinger has a M.S. degree and Ph.D. degree in Biochemistry from Iowa State University. He and his wife, Julia, have two children, Debra, a student at Michigan State University and a son, Steven, a student at Glenbrook North High School. The family resides in Northbrook, Illinois.

Dr. Ellinger is a member of the Institute of Food Technologists and is on The Executive Committee of its Chicago section, and a member of American Chemical Society, American Dairy Science Association and a Fellow of the American Institute of Chemists.

Food Labs Directory

A directory listing nearly 300 food testing laboratories and consulting organizations, including a description of their capabilities and areas of expertise, has just been made available by the Institute of Food Technologists, Suite 2120, 221 N. LaSalle St., Chicago, IL 60601, for \$3 per copy.

The new IFT "Regional Guide of Food Testing Laboratories and Consultants" is organized according to the six U.S. Census regions, to make it easier to locate needed services in a given part of the country. In addition to brief descriptions of testing capabilities and consulting services for each organization, the directory carries full addresses and the name and phone number of the director of each organization.

"We must remember that, although most people talk about food production, it is only a means; the end is more people eating enough of the right foods".

Ambassador Edwin M. Martin

Nutrition Labeling Booklet

"Nutrition Labeling—How it Can Work for You," a 134-page, two-color booklet intended for anyone involved in communicating the meaning of the information on nutrition labels, is now available.

The National Nutrition Consortium brought together experts to produce the basic text on nutrition and how information on nutrition labels can be used in nutrition education and meal planning. Ronald M. Deutsch, author and lecturer, was retained to write the final version.

Profusely Illustrated

Profusely illustrated with charts, tables and drawings, the publication is divided into two sections: a nutrition primer describing the functions and dietary role of each of the basic nutrients—protein, carbohydrates and fats, vitamins and minerals—and a parallel section describing methods by which label information on each nutrient can be used in menu selection. How label information can be used in meal planning to meet special dietary and economic needs is discussed.

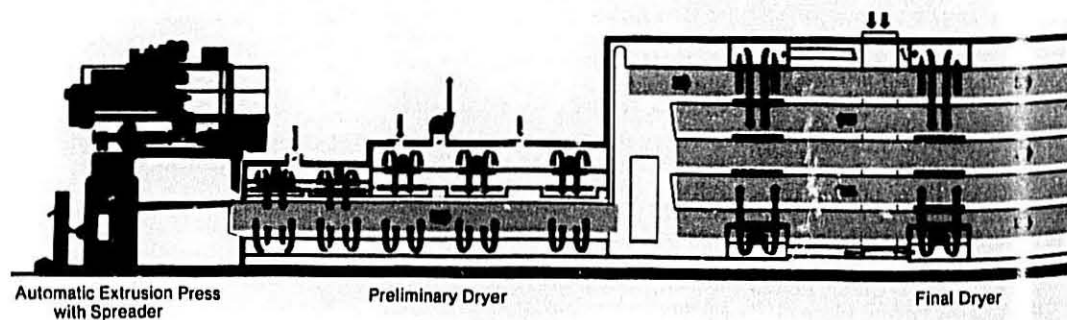
There is discussion of the meaning of the "U.S. RDA," label terminology in formulated foods, the role of food additives, and a section on still-unresolved problems related to food processing and marketing.

The booklet is being distributed on a complimentary basis to food editors of the mass media, ad agencies, copy writers, nutrition educators, extension agents, physicians and others who discuss nutrition with the public. Single copies are available at a cost of \$2.00 each from: Nutrition Labeling P.O. Box 4110, Kankakee, Illinois 60901. Lower cost bulk rates are available upon request.

Consortium

The National Nutrition Consortium is composed of professional food and nutrition organizations representing over 50,000 members. Present organizations are the American Dietetic Association, the American Institute of Nutrition, the American Society for Clinical Nutrition, the Institute of Food Technologists, the Academy of Pediatrics, and the Society for Nutrition Education.

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THE MACARONI JOURNAL

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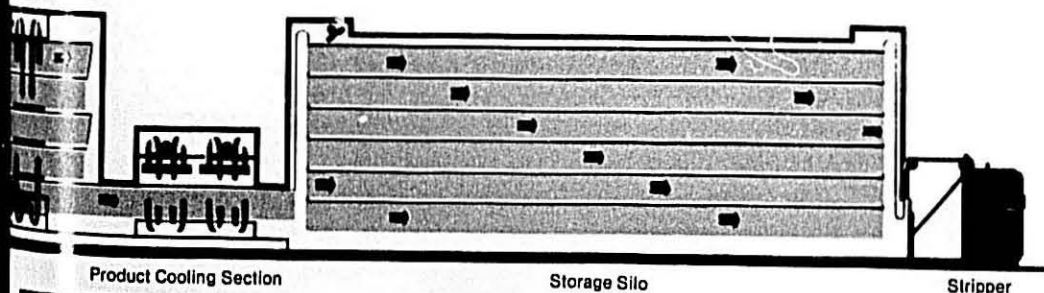
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FEBRUARY, 1976

FTC Reports on Food Chain Profits

The Federal Trade Commission has released an analysis of food chain profit trends since the Korean War. Varying interpretations of the results have already stirred controversy. One view of profits based on IRS data thru 1971 puts the rate of food chain profits 50% higher than other retailers, 13% higher than all manufacturing and 20% above food manufacturers.

In other data developed by the FTC itself a slightly different picture emerges, particularly in the period after 1970. The report says that the rapid increase in food prices since 1972 is explained primarily by increases in the price of raw food products.

The report notes that while chains did add higher dollar markups, increased operating costs accounted for most of the higher markups. A&P's WEO Program was credited with hurting industry profits in 1972. According to the FTC data, chains not competing with A&P had a 42% higher return than those in A&P marketing areas in the 1965-1973 period.

Below is a partial listing of FTC-reported chain earnings with averages supplied by the Progressive Grocer Research Dept.

After-Tax Earnings On Stockholder Equity

	All Manuf.	Food 46	Food Minus Chains A & P
1970	9.3%	10.8%	10.5%
1971	9.7	11.0	9.9
1972	10.6	11.2	5.8
1973	12.8	12.8	8.0
1974	14.9	13.8	4.8
Avg. (70-74)	11.5%	11.9%	7.8%
Avg. (52-71)	10.8%	9.6%	11.5%
Avg. (52-74)	11.1%	10.0%	10.8%

Point-of-Purchase Seminar

Point-of-purchase materials must conform to changing consumer demand if they are to be effective—and if the companies that distribute them hope to remain viable—a Vons Grocery Co. executive told a point-of-purchase seminar in Los Angeles.

"Changes in consumer buying habits will prove terminal for some companies, and growth opportunities for others," Bill Davila, vice president, sales, declared.

"Those of you who provide point-of-purchase materials, as well as those of us who display them at retail, must be sure we are providing the consumer with the things she wants to buy, not the things we're trying to sell her."

Davila made his remarks at Supermarket-Advertiser Dialog One, sponsored by the Point-of-Purchase Advertising Institute, New York.

Retailers are eager to use p-o-p materials, Davila noted, "but only if they are designed to attract the customer's attention. If they have no appeal, then they will not be an effective sales tool and they won't be used."

Think Meals, Not Items

P-o-p suppliers must be aware of the factors that affect the shopper's buying decisions, when they are designing their materials, Davila said. "Today's shopper thinks in terms of meals, not items, so she wants displays that show her how to use products and how those products tie in with others."

Grant Keefe, vice president, advertising and promotion, Ralphs Grocery Co., agreed that p-o-p suppliers ought to take a company's store image into consideration when designing materials.

"Work with the department in the market responsible for the total store image in planning your p-o-p, not just with the buyer or merchandiser in a particular category," he said.

"Know each chain's philosophy and try to relate that to the materials you design. And make them flexible so they can fit a variety of store situations."

The most effective materials, Keefe noted, are mobiles, "because they are out of the way; they stay clean, and they usually stay up longer because of the labor involved in taking them down."

Lou Melillo, vice president, operations, Boys Markets, said a lot of p-o-p material is effective, "but there's just too much of it. Sometimes we're buried in it, and a lot goes to waste."

Coordinator Needed

The industry, or individual chains, ought to have a p-o-p coordinator to sort through the various materials, he said.

Among his other suggestions: More p-o-p materials for the meat depart-

ment; more animated and mobile displays, and more tie-in p-o-p built around holiday themes and featuring products from several manufacturers.

Melillo said some displays have become permanent fixtures, such as the round Leggs rack; the five-sided Hostess Cakes "cadillac" rack, and various racks from snack food manufacturers. "These are the types of displays that are attractive, that fit neatly into the stores, that have volume and gross profit on the items they hold and that are labor-savers," he explained.

Consumer Gazette Survey

A growing number of consumers have recently had the opportunity to be heard via marketing research probes. How the homemaker reacts to various promotions has always been a goal of information—getting teams at work in the consumer products field. Lately, however, it has been found that consumers know much more about "money saving" promotion techniques than ever before. Because of our economy and the increased dissemination of educational information by the media, more sophisticated shopping habits are forming.

Coupon Survey

The Consumer Gazette, a national bi-monthly magazine, whose readership is largely composed of suburban, middle-income females, periodically runs in-magazine surveys aimed at unearthing the buying habits and needs of the American family. The results of a recent "Coupon Survey" in the April/May issue were identified from approximately 2500 surveys received.

Reconfirming other recent studies, The Consumer Gazette survey discovered that 77% of the respondents are using more cents-off coupons than one year before. Fifty-seven per cent expect to use an even greater number of coupons in the future.

Over 50% of the respondents claimed that they shop for groceries once each week and the majority of all respondents said they redeem from 1-5 coupons per supermarket visit. Again, over half the respondents said that they were "sometimes" able to find cents-off coupons for their favorite brands.

(Continued on page 33)

THE MACARONI JOURNAL

A SEECO BIN STORAGE SYSTEMS

BIN STORAGE

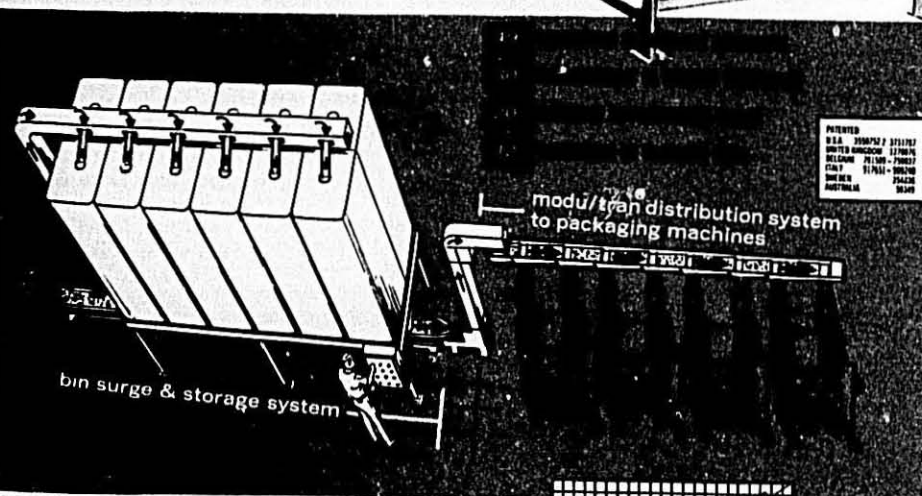
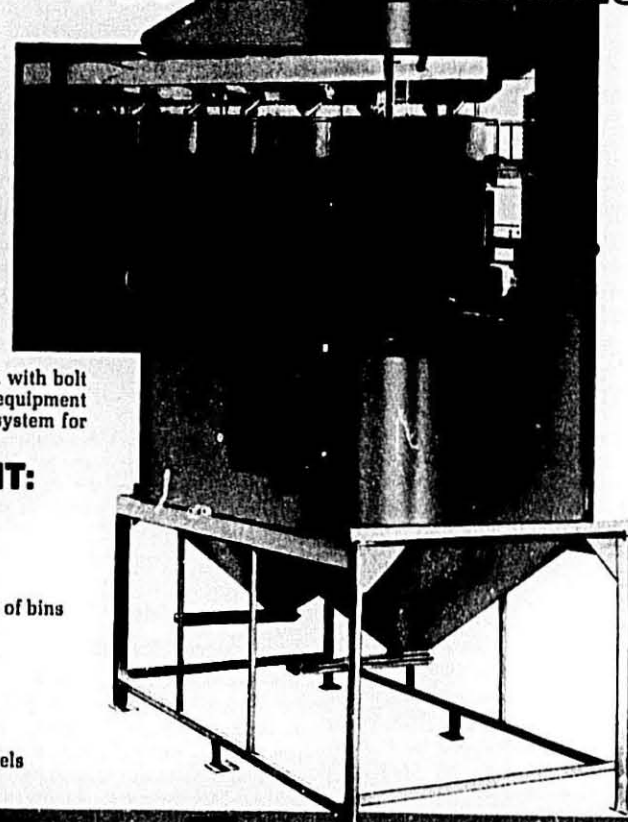
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the next bin can be selected manually or automatically.

Material is discharged from bins on demand from packaging or processing machines. Automatic discharge gates at bottom of bins control material flow into belt or Vibra-Conveyors.

Bins are available in sanitary construction with bolt or weld on support structures. Optional equipment provides for a complete automated storage system for surge storage or overnight storage.

OPTIONAL EQUIPMENT:

- Bin Full Signal System
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FEBRUARY, 1976

Consumer Gazette Survey

(Continued from page 30)

Importantly, 38% said that their store "always" accepts the coupons for another brand of the same generic product. Although 51% answered that they could not do so and 11% said they were only able to redeem for other than the brand in question, it is relevant that a third of the respondents are easily able to abet misredemption practices.

Cents-off coupons are still the favorite money-saving promotion to consumers. In fact, 59% agree that couponing is a great incentive for trying a new product.

A high percentage (87%) of respondents felt that sometimes a coupon would bring a brand name price below the price of its store brand counterpart. Asked if couponing results in higher prices, 43% thought no, while 39.5% answered maybe. (In group sessions conducted by *The Gazette*, high disfavor existed among homemakers toward the retailer's store coupons. Most individuals in the groups seemed to believe that supermarket coupons resulted in higher prices on couponed items.)

Ninety-one per cent of the respondents said that they consistently checked supermarket ads appearing in local newspapers, however, for price specials and coupons.

Although 53% said that they had taken advantage of mail-in cash refunds for proofs of purchase, cents-off coupons seemed more readily accepted. Respondents had been given a choice between a 15¢ cents-off coupon and a \$1 refund for 4 box tops on a product retailing for \$1. Sixty-four per cent chose the cents-off coupon over the refund offer.

Unique Publication

Because *The Consumer Gazette* is a unique publication accepting no paid advertising but allocating space to manufacturers and trade groups that submit promotional offers representing a real value to the consumer, surveys of this kind will be an important on-going phenomenon. "Getting into the heads of our grassroots audience can be an invaluable service to our readers and to the marketing industry as well," stated Ginny Rachmani, spokesperson for *The Gazette*.

Respondents in the Coupon Survey were asked if they planned to use any of the coupons included in the April/May issue of *The Gazette*. Eighty-four percent replied "yes" and of the 7 coupons listed in this particular issue, a 15¢ cents-off coupon for Hefty Trash Bags was mentioned as favorite with a 25¢ cents-off coupon for Spray 'N Vac placing a close second. Asked how many offers appearing in *The Gazette* would be responded to, 36% said from 1 to 5, 29% mentioned 5 to 10, and 19% said from 10 to 15 offers.

"Our readers tell us that they want to hear some good news from advertisers. Manufacturers who participate with promotional offers in *The Gazette* are gaining an important dose of valuable public relations," stated Ms. Rachmani. "Not only are brand name manufacturers able to boost sales campaigns via *The Gazette*, but they are showing the American homemaker that there is a lot of positive consumer-concern in today's marketplace."

New Reynolds Technology Center

A new technology section has been formed within the Packaging Division of Reynolds Metals Company which consolidates several staff technical operations relating to material and package development, quality assurance, specifications, governmental regulations, packaging machinery development, product analysis and process engineering. It is in Richmond, Va.

The materials and product development group currently has laboratories in Richmond and Grottoes, Va. The Richmond laboratory specializes in the evaluation and development of materials that are used as laminates with aluminum foil and in new product development to meet various packaging and industrial requirements. Contained at the facility are modern packaging and materials testing, as well as food and beverage packaging laboratories. One of industry's most complete aluminum foil container design, prototype and pilot production operations is also located at this site. The Grottoes laboratory provides technical support for the division's Reynolon plastic film operations. Included is a complete pilot film-making operation.

Engineering and process development activities include a process development pilot plant and packaging machinery workshop, located at the company's Bellwood, Va., industrial complex. This unit specializes in process development and engineering in support of division and customer operations. The process development pilot plant contains equipment to produce almost every type of packaging structure. A four-color rotogravure printing press, two thermoplastic extruders and a solution coating line form the backbone of the operation.

Pilot Facility

The operation of this pilot facility provides a unique opportunity to study the processes and to design and evaluate modifications without interruption of normal production. The packaging machinery workshop contains full scale packaging machinery for the evaluation of division products and the preparation of test packs and demonstration of new packaging concepts and systems.

Little Peril in Eggs

Consumers Union said the danger of developing heart ailments from eating eggs has been exaggerated.

The organization, which publishes the magazine *Consumer Reports*, said only a small portion of cholesterol comes from the diet.

"Current research shows that dietary cholesterol apparently doesn't have as much effect on blood cholesterol as had been believed," said in an article in the January issue of the magazine.

"More important, it seems in lowering high blood cholesterol levels is a decrease in the consumption of saturated fats, found mainly in red meat and whole-milk dairy products, especially butter."

As a result, it said, the danger of developing heart disease from eating eggs "has been exaggerated." The views come just a few days after a Federal Trade Commission judge ruled that the egg industry engaged in false and misleading advertising through an advertising campaign which claimed there was no merit at all to the egg-cholesterol argument.

The industry is appealing that ruling to the full commission.

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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.

ASEECO STORAGE BINS for short cuts.

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,

HOSKINS COMPANY

Albert B. Green

Albert B. Green

Sandvik Sorting System

For a new warehouse automatic sorting and dispatching system, solid steel conveyor belts allow placing of destination addresses for each item directly in the belt as a magnetic code, eliminating many of the problems associated with automatic off-loading electrical and electronic controls.

The Sandvik Sorting System (SSS), now being demonstrated in a working model at Sandvik Conveyor Inc., Fair Lawn, N.J., has been proved in numerous industrial installations in Europe, including warehouse sorting, order compiling, inplant parts and sub-assembly handling and baggage handling. The first U.S. commercial installation is now in operation in a west coast grocery warehouse.

Simple and Reliable

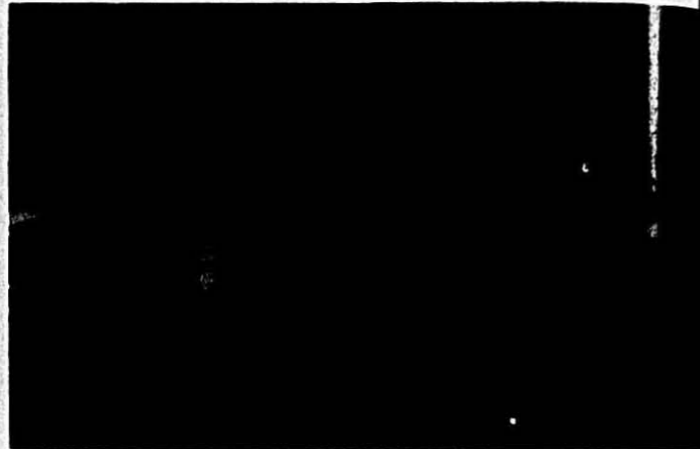
SSS systems are simple and reliable, as indicated by Sandvik's experience in Europe. In operation, the destination of each parcel on the conveyor is "written" on the steel belt as a magnetic code by means of punch keys on a control panel. When the magnetized spot, a short distance in front of the item it controls, passes over the right sensor, an unloading arm is activated and the item is diverted from the belt onto an unloading ramp. The magnetic code is then erased.

Since the parcel and its magnetic code address are carried by the same belt, the problems of synchronizing the memory system and the conveyor are eliminated. Both the top strand of the steel belt and the bottom strand can be used for two-directional conveying with a single belt.

Information on SSS automatic sorting and dispatching conveyors is available from Mr. Howard Thomas, Sandvik Conveyor Inc., 1650 McBride Ave., Fair Lawn, New Jersey 07410.

Forklift Truck Training Program

"Keep on trucking" applies to forklift trucks as much as it does to big rigs that ply the nation's highways. Industrial forklift truck accidents result in injuries and property damages that raise costs in nearly all industries. Consequently, the National Safety Council has developed a Fork-



Sandvik Sorting System

lift Truck Safety Training Program to help eliminate these wastes which contribute to increased prices for household and industrial purchasers. This program was developed in cooperation with The Industrial Truck Association of Pittsburgh, Pa.

Much emphasis has been placed on the professionalism and safety consciousness of commercial truckers. Far less attention has been paid to forklift truck drivers, however, who move materials within industrial complexes. Yet their job is equally essential in distributing goods across the country. Safe driving practices are just as important for them as for truckers on the open road.

Accidents Are Costly

By the same token, industrial forklift truck accidents can be just as costly. A National Safety Council survey of about 100 firms several years ago showed that approximately 23 percent of all forklift accidents resulted in injuries costing more than \$1,000 each. In addition, more than one-half of all forklift property damage accidents cost more than \$100 each, and one-third cost in excess of \$1,000 each—exclusive of injury costs.

The worst recorded forklift truck accident occurred in 1960 when a forklift knocked the valve from a 1,200-gallon diesel fuel tank aboard an aircraft carrier. The resulting disaster killed 50 workers, injured nearly 400, and caused damages estimated at \$48 million.

The National Safety Council's Industrial Fork Lift Truck Safety Training Program includes separate instruction guides directed to management, instructors, and trainees. The course conforms to the provisions of Section 1910.178(a)2 of the Occupational Safety and Health Act of 1970, and standard B56.1—1969 of the American National Standards Institute. In addition, however, it includes many forklift operations not specifically covered in these other safety guidelines.

The management guide, How To Set Up An Industrial Truck Program, provides the "how and why" of a program for the safe, efficient operation of industrial trucks. It specifically covers operating rules and general safety performance through accident investigation, reporting, follow-up on unsafe practices, plus operator incentives and certification. This guide emphasizes that a good program must go beyond simple OSHA compliance, and stresses active involvement and interest at all levels.

The Instructor's Training Guide contains information to be presented in four, one-hour classroom sessions plus four, one-hour practice driving sessions. Specific subjects covered include: plant hazards; report and inspection routines; driving rules; maintenance; loading vehicles; stacking and tiering; emergency procedures and mechanics of lift truck operation including load, balance, and center of gravity factors. The various instruc-

tion methods used include: illustrations, demonstrations, practice driving, and actual completion of inspection reports.

The Trainee's Workbook covers the same subject areas found in the Instructor's Training Guide, but oriented to the student. Inspection forms, accident report forms, and highlights of operating rules from the Instructor's Guide are also included in the workbook. It should be emphasized that trainees are given actual exercises in which they can demonstrate their ability to handle the vehicle, and maneuver with loads under varying conditions and layout configurations. Written and driving examinations must be passed before the trainees can be certified.

For further information regarding purchase and implementation of the Forklift Truck Safety Training Program, please contact the Membership Department, National Safety Council, 425 N. Michigan Ave., Chicago, Illinois 60611.

Handbook of Occupational Safety & Health

"Congratulations! You've just been put in charge of plant safety."
"Oh, no! That means OSHA . . . inspections . . . standards . . . report forms . . . accident investigations. What do I do? Where do I start?"

For anyone assuming a safety responsibility for the first time, these questions are very important. He'll need all the help he can get to compensate for his lack of experience.

The company knows it must minimize the financial wastes of accidents and injuries. It makes good management sense for maximizing profits in highly competitive markets.

Various state and federal agencies can provide information on what is required to comply with the law. However, experienced safety professionals tell us this is an important first step, but does not make for an effective, on-going safety program. The great penalties for safety and health violations will not, of themselves, provide a safe workplace. A safe work environment, the National Safety Council says, depends upon a positive safety program backed by management interest in employee conduct and safe working conditions.

With these thoughts in mind, the National Safety Council has published its Handbook of Occupational Safety and Health. This handy new guide addresses the problems confronted by supervisors, owners, and managers responsible for safety in a small company or plant. It is a compact introduction to the safety and health field for a person with little knowledge or experience in this area. The range of information even includes guidance on filling out required government forms.

Management Techniques

The text is divided into two main sections. The first part emphasizes the management techniques required in developing an effective safety program. The second part explains the technical skills and duties that are required to administer a continuing safety program.

The management part tells what needs to be done and how to rank priorities in establishing a safety program. Individual chapters explain why safety is good business and how to get and maintain safe and healthful working conditions, describes inspection techniques and accident investigation and reporting procedures, and tells how proper training and motivation can be used to achieve the goals of an effective safety program.

Technical Section

The technical part stresses specifics such as: machine and tool safety, materials handling and storage, selection and use of personal protective equipment, and fire protection. Among other things, it tells how to set up and run a health, safety, and industrial hygiene function.

The 266-page Handbook of Occupational Safety and Health contains 90 figures and tables. The cost of a single copy of this book, Stock No. 129.03, is \$6.00. Orders and quantity discount inquiries should be directed to the Membership Department, National Safety Council, 425 N. Michigan Ave., Chicago, Ill. 60611.

Car Study by USDA

Studies on the feasibility of hopper-bottom boxcars for shipping of food products and the use of containerized transport of grains have been released

by the U.S. Department of Agriculture.

According to the Department, the use of hopper-bottom boxcars has been proposed so that bulk agricultural and food products could be shipped in one direction and packaged products could be returned the other. This would reduce empty car mileage, transport and handling costs and seasonal car shortages, U.S.D.A. said.

Under the other proposal, the Department said, containerizing grain and soybeans might be a possible solution to the shortage of storage capacity and transportation equipment during peak harvest months.

P. L. Breakiron, chief of transportation and packaging research for the Agricultural Research Service of U.S.D.A., said that the feasibility reports are being circulated to stimulate comments from potential users. He said that if A.R.S. should decide to develop either of these concepts, the next step would be engineering design work, which leads to construction, testing and evaluation of prototype equipment.

Copies Available

The reports are titled "Feasibility of Developing a Hopper-Bottom Boxcar for Railroad Transportation of Grain and Soybeans," and "Feasibility of Developing Containerized Transport and Storage System for Grains and Soybeans to Facilitate Use of Wide Range of Transport Vehicles." Single free copies of each report are available on request from the Transportation and Packaging Research Laboratory, Agricultural Marketing Research Institute, Research Center West, Beltsville, Md. 20705.

Historical Notes

The commercial manufacture of macaroni products in the United States was begun in 1848 by A. Zerega and Sons at the foot of the Brooklyn Bridge. In the same year Abraham Lincoln was elected to Congress.

Sayings of Abraham Lincoln found in the book "My American Heritage":
"It is difficult to make a man miserable while he feels he is worthy of himself and claims kindred to the great God who made him."

(Continued on page 38)

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AS ALL OF US

AND ALL OF US
ARE EVEN
SMARTER

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EACH OTHER'S
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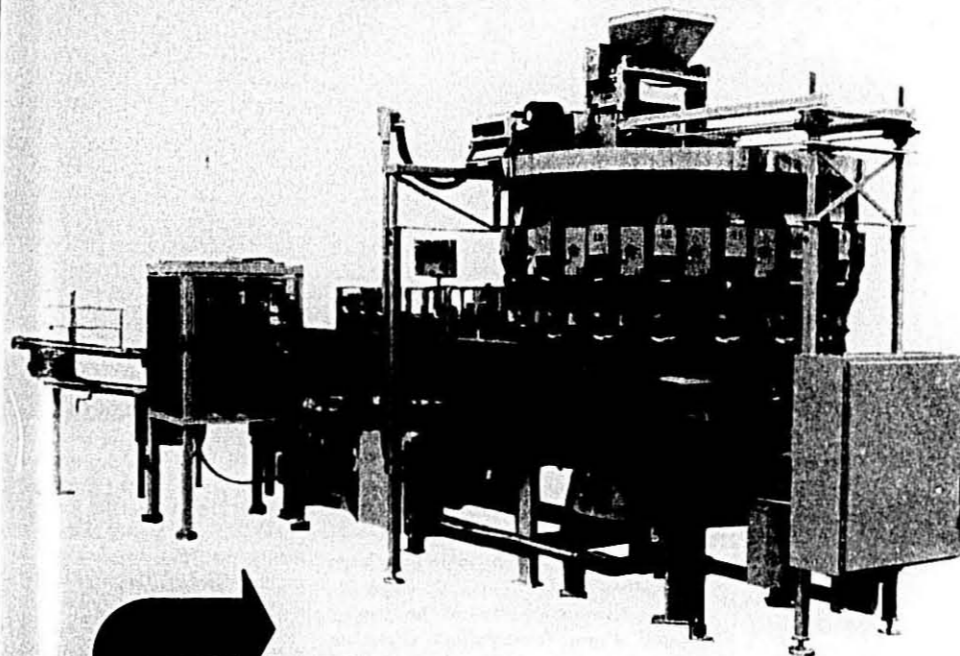
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Historical Notes

(Continued from page 35)

"Let us have faith that right makes might, and in that faith let us to the end dare to do our duty as we understand it."

"I am not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live up to what light I have. I must stand with anybody that stands right, stand with him while he is right, and part with him when he goes wrong."

"I do the very best I know how—the very best I can; and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten thousand angels swearing I was right would make no difference."

"If we do not make common cause to save the good old ship of the Union on this voyage, nobody will have a chance to pilot her on another voyage."

Abraham Lincoln's birthday is celebrated on February 12.

Overhauling the Food Stamp Program

Editorial from the Wall Street Journal

The administration's food stamp reform proposals call for a rather sharp departure from existing practices, so much so that critics attribute it to President Ford's desire to "please" conservatives. This easy recourse to political motives implies that only conservatives are interested in bringing the food stamp program under control, and it implies that the administration can't see for itself the program's shortcomings.

Many congressional liberals by now agree with Rep. Morris Udall that, "Liberals have got to show that they can be responsible, efficient, good managers—not big spenders." That is why even the most prominent among them have sponsored or endorsed various of the 160 food stamp reform bills that have been introduced in Congress. With so many other proposals floating around, the administration bill will undergo a number of changes before becoming law, which in any case probably won't be before next year.

But the proposed bill is aimed in the right direction in that it would limit participation to the truly needy, in this case those whose net income falls below the poverty line. Despite the usual claims, few Americans begrudge helping their less fortunate fellow citizens if they are truly in need. The argument is over how far to extend that humanitarian impulse. The administration plan at least has the virtue of establishing realistic limits, something Congress has seemed reluctant to do.

Government statistics purportedly show that 85% of food stamp recipients earn less than \$6,000 a year and most of those earning more have large families. Even if accurate, those figures leave a lot of room for abuse—and reform. Rep. William Dickinson noted that last October the University of California at Berkeley alone accounted for 11,000 food stamp recipients, and there are continuing reports of college students ripping off the program despite supposedly tighter regulations. Not to be outdone, strikers have found food stamps a handy supplement to union benefits, thus, according to Mr. Dick-

inson, not only distorting the purposes of the program but also destroying the balance needed to maintain true collective bargaining. The administration's reforms would clamp down on both these abuses.

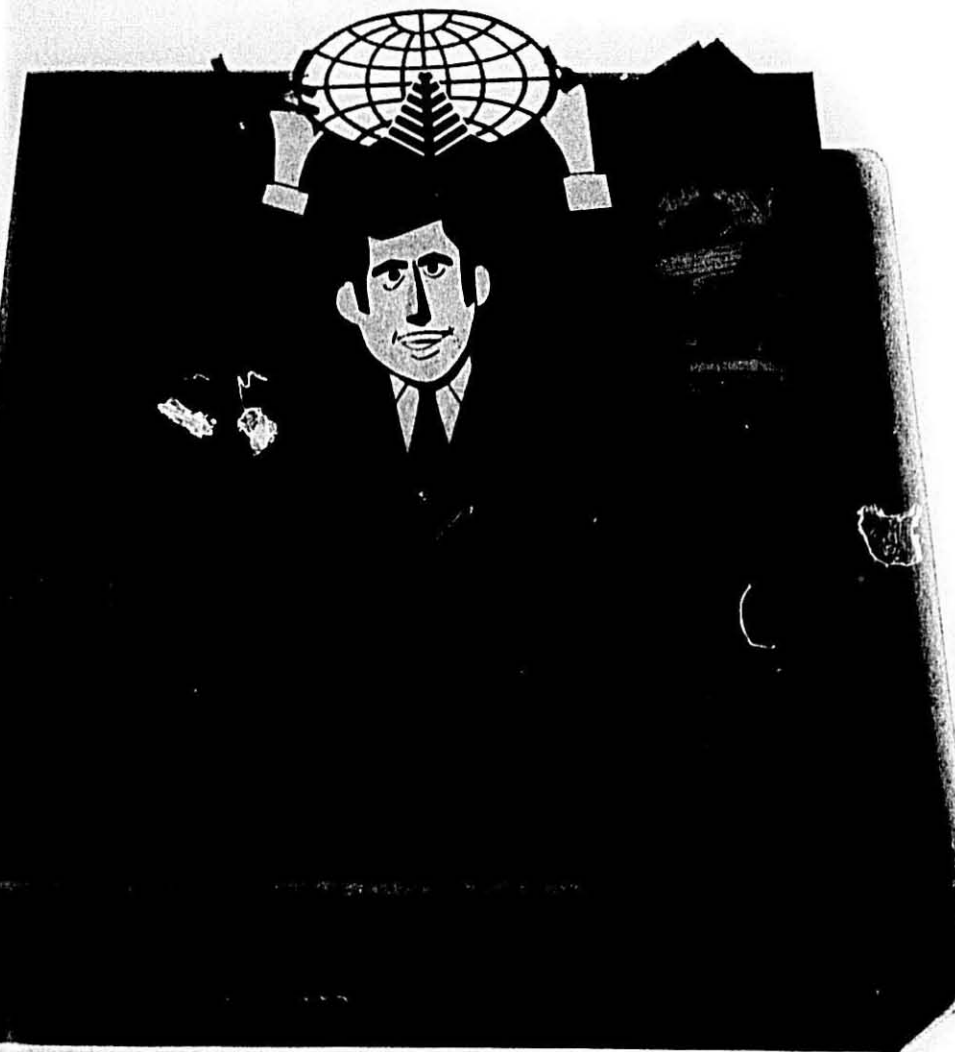
But the major loophole in the existing program is that food stamp eligibility is based on net income no more than 50% above the official poverty line. The snare here is net income, defined as that remaining after a whole panoply of deductions, everything from union dues, tuition and alimony to rent, mortgage payments, property taxes and utilities in excess of 50%. According to congressional critics, some families earning as much as \$16,000 a year are eligible for food stamps.

The administration proposals reportedly will save taxpayers \$1.2 billion a year and lop 3.4 million persons off the stamp rolls, most of them higher income families. Congress will try to prevent such a deep cutback, but before it does it should ask what is the purpose of the program. Is it designed as a permanent supplement to other social welfare programs? To provide a nutritious diet for the poor? Or as a quasi-agricultural price support program? Moreover, what effect does this massive government intrusion have in driving up the cost of food for everyone?

The inescapable fact is that in 10 years food stamps have grown from a \$36 million program enrolling some 500,000 people to a \$8 billion monster enrolling close to 20 million. Certainly there is some point at which the nation will have met the need—it saw 10 years ago, and the growth can be curbed. The program is a leading example of the explosion in transfer payments that has swollen the federal budget, and of the entitlement programs under which Congress in effect surrenders its control of spending by writing a blank check to an unknown number of people who fit a certain description.

By now nearly everyone agrees there has to be some control over the explosion in federal spending. This will prove impossible as long as there is no limit to the growth of transfers and entitlements. Food stamps are the obvious place to start.

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