

**THE
MACARONI
JOURNAL**

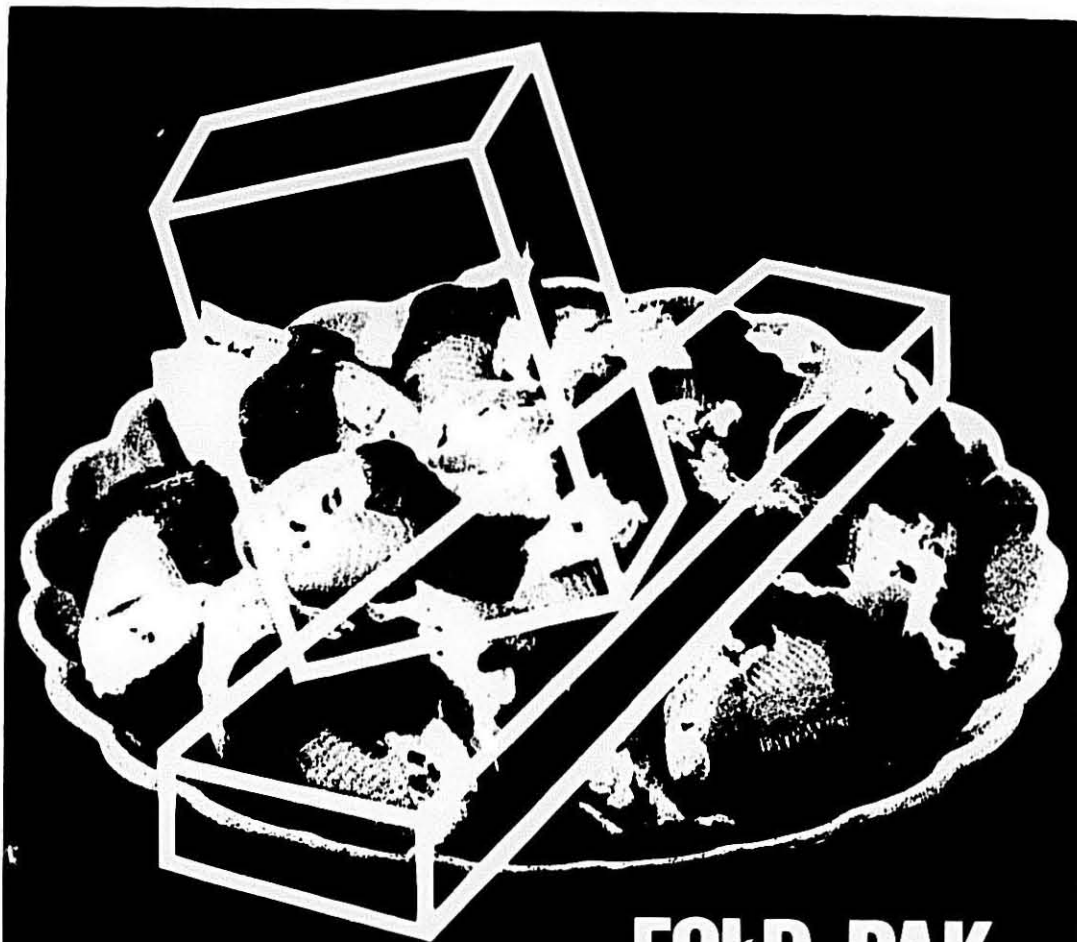
**Volume 60
No. 1**

May, 1978

Macaroni Journal #632

MAY, 1978





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The Macaroni Journal

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At Food and Drug Law Institute

No big surprises in the regulation of food composition in the foreseeable future are seen by Dr. Allan I. Forbes, Acting Associate Director of Nutritional and Consumer Sciences of FDA's Bureau of Foods.

Speaking at the annual education conference of the Food and Drug Law Institute, he explains that FDA was, in the middle of an evolutionary set of events with reasonably regulatory mechanisms in place, suitable for gradual change and refinement, with none standing out as having special merit over the others. He said that he referred to such mechanisms as "basic standards of identity, common or usual name, regulations with or without nutritional characteristics built into them, nutritional quality guide-

lines for major classes of foods, regulations governing manufacturing practices and the application of sound nutritional principles to food enrichment for various components of the food supply.

Dr. Forbes said he understands at least of the nutrition community considers the dietary goal of the Senate Nutrition Committee to be plain, workable and the means to be used and set in quantitative to implement it for the entire public. As an example, he cited sodium and said it is reasonable to expect FDA to propose adding sodium to the standard list of nutrients in nutrition labeling.

It is also reasonable, for FDA to consider means to expand the use of cholesterol labeling and the education of consumers about the role of sugars in foods.

IT IS NEVER TOO LATE TO FALL IN LOVE WITH THE CONSUMER

Remarks by Robert S. Marker, Chairman of the Executive Committee,
Needham, Harper & Steers, Inc. at the Winter Meeting

A consulting psychologist views pasta products as suggesting family fun and conviviality. There is, he says, "a relaxed and sociable mood generated by a spaghetti meal."

So it is no surprise to find your convention convivial, relaxed and sociable. And I'm delighted to be with you.

Whether you're here at the Diplomat alone or with your spouse, I want to persuade you to fall in love with someone else while you're here.

I want you to start a new, passionate love affair with the consumer.

If you're currently entrapped in the wrong kind and amount of trade promotions, I want you to break off some of that addictive and costly fooling around.

I want you to consider a serious romance with the consumer.

The aphrodisiac I offer is advertising.

As with any romantic come-on, there are obvious resistances:

"Advertising is very expensive," you can say. And you would be right.

Newspaper space cost for a 1,000 line ad is up 85% from 1967. Television cost for a 30-second commercial is up 135%; Magazine average page is up 30%.

But the jolting expenses of advertising are not space and time rates only; it's the inadequate and unimaginative uses of that space and time.

Or, you can say, "I have no real, competitive difference to advertise." Maybe you don't in your product itself. Neither does Coca-Cola. Neither does Ore Ida Potatoes.

Advertising can communicate brand personalities as well as brand claims. And the total advertising of a product category, such as yours, creates the personality of the product; a personality you can all share.

Or, you could rebut, "the trade is where it's at. Trade promotions take all the effort I can afford."

Well, no business with a good product has ever had any trouble giving it away to the trade.

And while you would expect this prejudice from an advertiser...



Robert S. Marker

the brands that enjoy long and strong consumer franchises have always, without exception in my experience, managed to keep a prudent balance between trade push and consumer pull.

But if you've got trade push under control, you could be discouraged from consumer pull by looking at your category's growth figures, as Phil Connolly reviewed them for you.

With your category up only 1%, you could take no heart at all if you chose to.

I'm suggesting you'd have more to take heart over if your industry more aggressively pursued the consumer... for it is the total impact of a product category's advertising that builds the category.

In just about every case where you see a healthy, growing consumer product business, you see a love affair going on between the marketer and the consumer.

Four Conditions

There are four conditions in successful love affairs worth noting as I try to interest you in a marketing romance.

1. Two people's needs and desires meet.
2. One partner must pursue the other.
3. Each partner must interest and excite the other.

4. If managed with loving care, the romance will bring much happiness to both.

Needs and Desires Meet

Let's take the first condition: "two people's needs and desires meet."

You, the marketer, need sales and profits; the consumers need approval and ego satisfaction for their abilities at meal preparation. Both rational approval—such as economy and nutrition; and emotional satisfaction such as pride and a sense of self-worth as the one charged with shopping and meal preparation.

Psychologists tell us—There is a "motor excitement" in eating spaghetti, an art to prepare, an art to enjoy.

One problem to overcome, they say, is spaghetti's "shirtsleeve" imagery. Outside the family circle it is perceived as indelicate and commonplace.

Pasta products, overall, are perceived, too, by many as "fattening."

Advertising, with sometimes fascinating precision, can change consumer perceptions.

Our client, McDonald's not only had to build its own brand, but they and other fast food companies had to overcome the homemaker's guilt feelings about eating out or going out for low cost main meals.

Look what's happened in that industry.

	Sales	Advertising
1970	\$ 4,000,000,000	\$ 48,130,000
1976	\$13,622,750,000	\$226,760,000
CHANGE:	+196%	+370%

Sales have gone from 4½ billion in 1970 to 13½ in 1976, a 196% increase.

Look how advertising played its role—from \$48 million in 1970 to \$226 million in 1976—a 370% increase.

Pursuit

The second condition worth your attention is that one partner must pursue the other.

All of that philosophy about the world beating a path to your door to get your better mousetrap is false theory if the world doesn't know about your mousetrap.

(Continued on page 8)

THE MACARONI JOURNAL

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 600-4000 lbs./hr.
- Double screw presses from 1200-9000 lbs./hr.
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- Chilling pre-dryers for short goods
- Short goods belt dryers from 800-16,000 lbs./hr.
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- Long goods cutters
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- Complete production lines
- U.S.-made motors
- U.S.-made electrical controls
- U.S.-made climate controls
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If it's anything to do with macaroni plants or equipment, talk to the experts at BUHLER-MIAG, INC., P.O. Box 9497, Minneapolis, MN 55440, (612) 545-1401 / Eastern Sales Office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, (201) 871-0010 / BUHLER-MIAG (Canada) LTD., Don Mills, Ontario, (416) 445-6910.

Complete Macaroni Plants by

BUHLER-MIAG



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



Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extraction of short goods will be viewed in extreme slow-motion from high-speed, 800-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) weighs 100 lb./hr. laboratory model shown in inset.



The Resident (Resident Intern) who works in hospital emergency wards is at the beginning stages of a long and demanding medical career. He's just finished 4 years of college and 4 years of medical school. The average age of the Resident is 27.

As a Resident he'll work at least one year and up to four years gaining experience through on-the-job training. He'll work through weekends and holidays. He'll discover that time off is a precious commodity. Once he has gained the experience he needs, he'll most likely join a group of doctors in a combined practice.

He's a Breadwinner

He's a Resident (Resident Intern) in a hospital emergency ward. He's been working non-stop since coming on duty just before the dinner hour. A steady rain has made driving hazardous, and there's been more than the usual number of accident victims coming into the emergency ward.

He's tired and he's hungry. As usual, there isn't time to take a leisurely supper break in the hospital cafeteria. He'll follow his normal routine of having his ration sent from the kitchen. He likes its taste, and it soon provides him with the energy he needs to keep the pace.

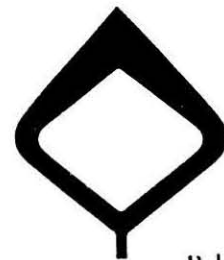
While he expends precious energy in a life-saving capacity, ADM works hard to

replenish the energy through quality pasta flour.

ADM selects the top quality and quality mills it into our golden semolina. The semolina is then shipped to pasta manufacturers in the quality, cost-effective convenience of faster emergency delivery. ADM maintains a ready supply of first rate pasta flour. ADM also offers product tests to pasta manufacturers upon request.

The Resident performs an invaluable service to our society. At ADM we strive to continually supply pasta manufacturers with the finest quality energy blends, so that the Resident and Breadwinners at every category can perform their tasks under peak conditions.

Breadwinners supplying Breadwinners since 1902.



ADM MILLING CO.

Baker's shortening, corn sweeteners, soy protein for the baking industry.

Love Affair

(Continued from page 4)

Word of mouth advertising is valuable but not always manageable as Hershey Chocolate finally concluded . . . and as Coors Beer is now finding out.

My associate, Gene Mahany, will be telling you how brand advertising is strategic and long-term, and how consumer promotions are tactical and short-term.

To stay with my analogy, promotion gets you a one-night stand; advertising builds you a long romance. Both are pleasant experiences, but both require you, the marketer, to be a pursuing suitor.

Look what the cereal industry did. Starting back in the 1930's they set out in pursuit of the American breakfast and got it.

	Sales	Advertising
1967	\$ 702,300,000	\$ 97,900,000
1976	\$1,500,000,000	\$149,200,000
CHANGE:	+110%	+60%

Even in the last ten years, sales are up 110%. Advertising weight up 60%. Today, amidst nutritional controversies and regulatory pressures, this industry chases consumer affection at peak levels.

Interest and Excitement

Condition number three: Each partner must interest and excite the other.

The most expensive advertising is dull advertising. Consumers can't act on advertising they can't recall any more than a man can date a girl he can't remember.

Creative advertising is like a creative woman. Familiar elements are put together in fresh, new relationships.

It requires provocative ideas to break through the jungle of noise and clutter in today's media thrust at our society.

If you stayed in your room here tonight, a foolish thought, between 7:00 p.m. and 11:00 p.m. on WTVJ, Miami, you will be wooed by 48 commercial announcements.

The current issue of *Good Housekeeping* has 212 advertisements; 44% for food products.

Yet big, bright, believable ideas do break through.

Look at the yogurt business with me for a moment.

	Sales	Advertising
1967	\$ 27,000,000	\$ 1,000,000
1976	\$6,000,000,000	\$15,000,000
CHANGE:	+1040%	+1500%

In 1967 sales were \$27 million; today \$6 billion—a 1,040% increase.

Most brands in this category were started on a regional basis by small companies.

Their advertising budgets, which must have choked these people with their dairy products background, went from one to 15 million in this period.

There is credibility in the Dannon commercial. Over-promise and over-statement derails more advertising than many marketers realize. When brand A at 8:01 p.m. claims total superiority, and brand B claims the same at 8:31 p.m. viewers can't cope with the contradiction. They reject both and ultimately grow skeptical of all claims and develop an uncanny ability not to see or listen or read at all.

So, like the lover in pursuit of the opposite sex, boasting excessively about his character, promising jewels he never delivers, knocking his rivals beyond good taste—all with monotonous clichés, the marketer who cannot establish his credibility will never be successful as wooer of the consumer.

Happiness

Fourthly, if managed with loving care, the romance will bring happiness to both.

One of the most serious problems of advertising management is that many people managing advertising don't know how to manage advertising people.

The creative requirements of effective advertising in today's blurred and cluttered marketplace, require creative talents of higher levels than business has ever faced.

Yet the skills they hunger for, the working environment that most Productive, the abstracting and synthesizing abilities so badly needed—are all quite foreign to many people in brand management.

The wine industry has done a lot of things well in growing their business in the past ten years. One wine company I worked with at another agency got more than their share of this growth by managing their advertising with loving care.

They got a good agency and treated it as a marketing partner.

They invested wisely in strategic research.

They agreed on strategy before requiring creative work to be started.

They didn't let junior executives have the right to say no without the right to say yes.

They believed advertising was an investment in a consumer franchise, not a short-term expense to impress the trade.

Look at the figures for this industry.

	Sales	Advertising
1967	\$293,000,000	\$19,200,000
1976	\$376,000,000	\$64,300,000
CHANGE:	+30%	+235%

Domestic wine particularly. A 30% growth with 235% increase in advertising.

That's the kind of advertising the United Vintners division of Heublein runs for its Inglenook brand . . . upscale positioning, romantic and emotional appeals delicately executed; warm, human and credible claims.

Summary

So when you leave all this theory, sunshine, golf, tennis and good food to return to your busy, pressurized offices, remember consumers and consider an affair with them.

Meet their needs through advertising; your products offer them much.

Pursue them with passion, grace, good taste and credibility.

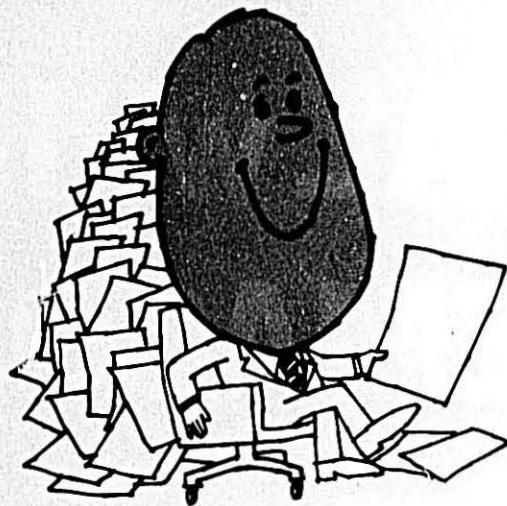
Excite them, interest them and they will see your brand and your product category in new perspectives.

And manage the aphrodisiac—advertising—with care, discipline and a new sensitivity to the creative process and those strange but indispensable advertising people who can not only assure you it is not too late to fall in love, but who can also help you identify, reach and persuade your beloved consumer.

Ham and Creamettes

Tender Chunk Ham and Creamettes macaroni are being pushed as "two great products you shouldn't be without" in a full-color horizontal spread ad. The mouth-watering tie-in ad features two recipes that use both products: Ham-Macaroni Salad and Tender Chunk Ham Casserole. The ad agency is Batten, Barton, Durstine & Osborn in Minneapolis.

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.

the durum people



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Phone (701) 772-4841



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- Drying Rooms
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- Direct Canning Machines
- Die Washers
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- Sheet Formers and Noodle Cutters
- Completely Automatic Ravioli Machines
- Conveyors and Shakers

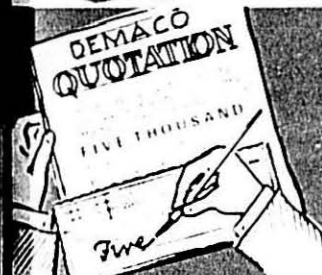


DEPENDABLE SERVICE

You can be sure of on-time delivery. Demaco's production schedules are not affected by product shortages or other problems plaguing many other producers today.

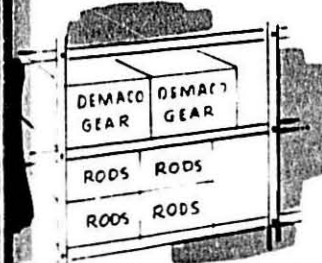


DEPENDABLE QUALITY



STABLE PRICES

You are billed the price in our quotation... you pay the quoted price. No escalation clause, no extras, no hidden costs to worry about. You get what you ordered at the price agreed upon.



AMERICAN MADE PARTS



DIRECT TECHNICAL CONTACT

When you call for information or assistance, you can talk directly with the engineers who designed and constructed your equipment. No double call, no second-hand information.

Demaco eliminates the disappointments because we stand for quality, price and delivery date. No change orders. That's why it pays to deal with Demaco! Call a now.

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TWX: 710-584-2449 • Cable: DEMACOMAC NEW YORK

CREATIVE MERCHANDISING

by Eugene S. Mahany, Senior Vice President,
Needham, Harper & Steers Advertising, Inc.
at the Winter Meeting

Good morning, ladies and gentlemen. I've been asked to talk about creative merchandising. Merchandising or promotion in your industry has been long on trade promotion, and a bit short on consumer equity via advertising and consumer promotion in the past, I believe. Incidentally, that's not just my opinion, but a composite when I discussed the general subject of pasta merchandising with a recent meeting of the Needham, Harper & Steers Buying Committee—a rotating panel of 6 top supermarket executives from coast to coast who meet with us several times a year to discuss general and specific merchandising matters.

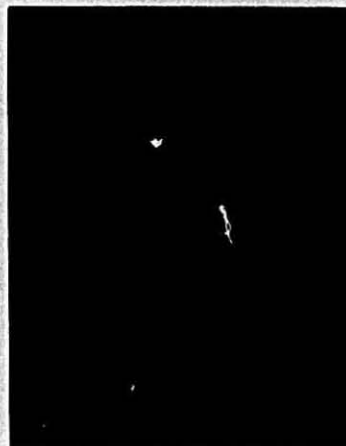
So they said, in essence, your industry seems to believe more in trade push than in consumer pull, and, of course, you need both to do a balanced merchandising job. They also said pasta is a good consumer value, and they feel the line is promotionally responsive, but with 8,000 items to worry about, they need to be reminded of creative ways to promote pasta. You can't beat private label on price, so you must have consumer equity, something other than just price. You get consumer equity, as Bob Marker said, via consumer advertising, and also consumer promotion, and the latter is what I would like to address today. I would submit that you can get additional merchandising leverage by diverting a portion of your trade dollars into creative and strategic consumer promotions.

Advertising Differences

First let's look at the basic difference between brand-sell advertising and promotional advertising.

Brand sell advertising is strategic and long-term—builds long-term consumer franchise.

Too much of latter, too little of former spells trouble. However, judicious use of promotion in the mix, can serve as "tie-breaker" to generate short-term sales. Imagina-



Eugene S. Mahany

tive promotion can stimulate consumer, trade and sales force.

Brand sell is cumulative, builds equity; promotion is individual, buys immediate movement.

Cumulative Effect

The effect of advertising is cumulative. The effect of promotion is individual. If continuity exists, last year's advertising makes this year's more effective. Last year's promotion plan helps this year's, only to the extent that ineffective events have been eliminated. They should be replaced by better targeted efforts and successful events that have been refined for greater efficiency.

Advertising buys equity. Promotion buys immediate movement. A consumer convinced to purchase solely by advertising is likely to become a repeat user as long as the product is good. A consumer convinced to purchase solely by promotion is unlikely to become a repeat user unless the product demonstrates a very clear superiority.

When advertising and promotion work together, a broad market segment is continually informed of the product's attributes and periodically given a special incentive to buy. This results in a higher continuing level of

business than could be achieved through either alone.

There are some basic reasons why consumer promotion is readily accepted by the consumer these days. Astute observers of the contemporary marketing scene have pointed out the existence of the "it's fun to be frugal" phenomenon where consumers delight in beating the system by saving in small ways through consumer promotion. I've seen ladies in designer clothes, driving Cadillacs recently in Chicago pumping their own gasoline to save a few cents a gallon.

Some of the work Starch has done on ad readership has shown that ads containing a consumer promotion offer will attract and hold more readers than a straight brand-sell print ad, no doubt, reflecting a thrift urge in the consumer.

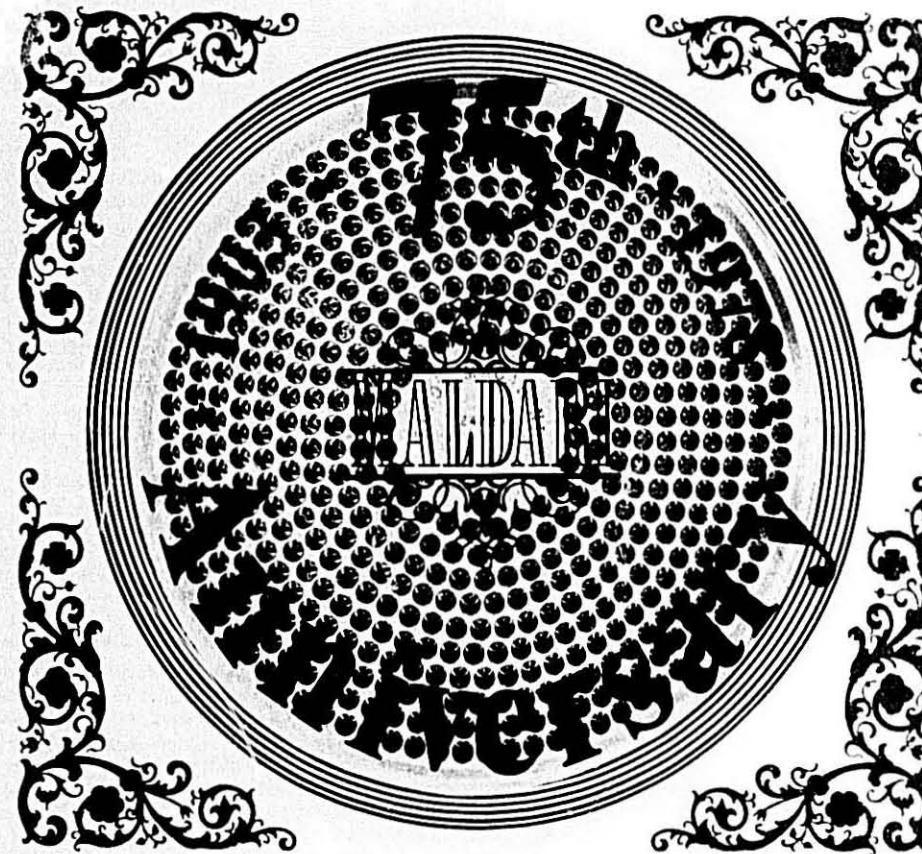
Consumer Promotion Weapon

Consumer promotion is also a weapon for the advertised brand in its relentless fight against private label. Private label generally sells on price alone with a strong retailer push, but little in the way of TV advertising or consumer promotion. A premium, coupon or sweepstakes or an advertised brand gives it a temporary added reason to buy vs. private label. In the price-value equation, a consumer promotion gives an added appeal to an advertised brand while it is in effect.

Supermarkets more "promotional." Everyday off-the-shelf business down; advertised features % total up. Consumer promotion gives brand added reason to get advertised features.

The retailing climate is highly competitive from store to store these days, and inside the store it's competitive for share of shelf and share of display (not to mention consumer share of mind.) In a recent speech, the Sales VP of Star Markets in Boston, said, "Two years ago, 8 to 10 percent of grocery tonnage was in advertised features, while today it has doubled to 16 to 20 percent."

(Continued on page 14)



*Seventy Five Years of Dedicated Service
to the Macaroni Industry*



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America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Creative Merchandising

(Continued from page 12)

more like 15 to 20 percent." He made the point that the everyday off-the-shelf movement has significantly declined, and more of the business is going to the advertised features on display. The consumer is being trained to cherry pick the specials in a promotion-intensive environment. If this is the wave of the future, then I would cite that consumer promotion events (in addition to trade allowances, I'm quick to add) will help to provide an added reason to ask for and get those supplemental displays and advertised retail features.

Promotion Definition

First, let's do an A is for apple definition of promotion.

Promotion

A specific stimulant offered to cause a specific action on the part of the recipient—either the trade or the consumer.

Examples of promotion action desired:

Consumer: trial, repeat, load pantry
Trader: new distribution, inventory adjustment, pricing, merchandising

Promotion universe divided into 3 broad, basic categories:

1. Consumer-oriented — immediate value
g-off, in/on pack premiums, coupons.
2. Consumer-oriented — delayed value
mail-in premiums, refunds, sweepstakes.
3. Trade-oriented.

Primary impact of consumer promotions

Load Users—

Price-off, bonus packs, multi-proof premiums or refunds, in-pack coupons

Trial—New Customers

Sampling, media/mail coupon
Single proof premiums or refunds
Brand Awareness
Contests/sweepstakes

An excellent article appeared recently in the bible of American Management, the Harvard Business Review, entitled, "Sales Promotion—fast growth, faulty management," and it

said that U.S. companies are spending more on promotion than on advertising, but are paying less attention to it.

The article also pointed out these reasons for the total growth of promotional activities:

Why Is Promotion Growing?

Internal

- 1) more "acceptable"
- 2) more sales promotion pros with "clout"
- 3) Product Manager system wants quick returns

External

- 1) more brands competing
- 2) competitors more promotion-minded
- 3) troubled economic conditions
- 4) trade pressure has grown
- 5) govt. pressure on ad claims, media use.

I talked to Keith Reinhard, our executive VP for Creative, and asked him to give me his thoughts on creativity in promotional advertising. He made the point that the same consumer that reads or looks at brand-sell advertising, looks at promotional advertising, and is subject to the same type of appeals. In other words, the same principles of effective communication that work in brand-sell advertising will also work on promotional advertising, and Keith walked me through them, and pointed out how they also apply equally to the best in promotional advertising. I'd like to quickly cite these and suggest that these, or similar criteria, can effectively be applied to evaluate good promotional advertising. The best in promotional advertising, just as the best in any advertising should:

Generate trust

Reflect the character of the product
Appeal to both heart and head
Speak with one voice
Position the product and promotion clearly and competitively
Break the pattern

Now let's turn from the principles of creativity in advertising generally and specifically in promotion to some current examples of this applied creativity. Here, with a minimum of comment in view of our limited time, are the 15 best advertised consumer promotions of the year, as selected by

Advertising Age magazine. However, I don't think they need much explanation, I believe they speak for themselves. Rest assured there were ample objectives, strategies, and more important, bottom-line results for each of these.

Colgate Winners Circle of Savings

Coco-Cola Denimachine

Sweepstakes

The Marlboro Country Store

Post Cereals Box Tops for

Fun 'N Fitness

Pillsbury's Bake-Off

Borden's Home for the Holidays

Full Line Promotion

Nestle's Cookie Mix Free Package

Coupon Introduction

Miss Muriel Election Sweepstakes

Valvoline's Do It Yourself and

Save Promotion

Contact-Kleenex Tie-In Refund

Seven Crown-Ocean Spray

Firecracker Tie-In

7-Eleven Stores Muscular

Dystrophy Tie-In

The Nikon Camera Owner's Course

Rath Home-Cookin' Contest

L'Oreal Preference Shampoo

Refund Offer

Pasta Tie-ins Effective

Some of the preceding were tie-in promotions, and since pasta is never eaten by itself, tie-in promotions with other related items may be a very productive way to go. Our client Mueller's, had such a summer tie-in with Hellman's Mayonnaise a while back, and we've seen Ragu, Creamettes and Italian breads together. Ragu also offered a big ticket refund of \$2 for four labels, plus proof of any one of 15 meat items, 14 grocery items, 11 produce items and 4 cheese items on a shelf talker.

Incidentally, our Buying Committee did venture an opinion also that the aggressive efforts of Ragu and Hunt's Prima Salsa Spaghetti Sauce have generated a great deal of consumer and trade interest in the entire pasta category.

Less hip-shooting and more disciplined planning is probably called for in the promotion area, and I'm sure those 15 we just saw had lots of pre- and post thought expended on them. Along the line of planning principles, I might cite something called the "Ten Promotion Commandments" they use at Dancer-Fitzgerald-Sample.

(Continued on page 16)

THE MACARONI JOURNAL

semolina stackup

It's a situation that's hard to avoid when your product has to travel long distances from the mill. Even with today's highly-computerized movement of railroad cars around the country it's virtually impossible to prevent widely-varying delivery times and the resulting stackup of cars waiting to be unloaded.

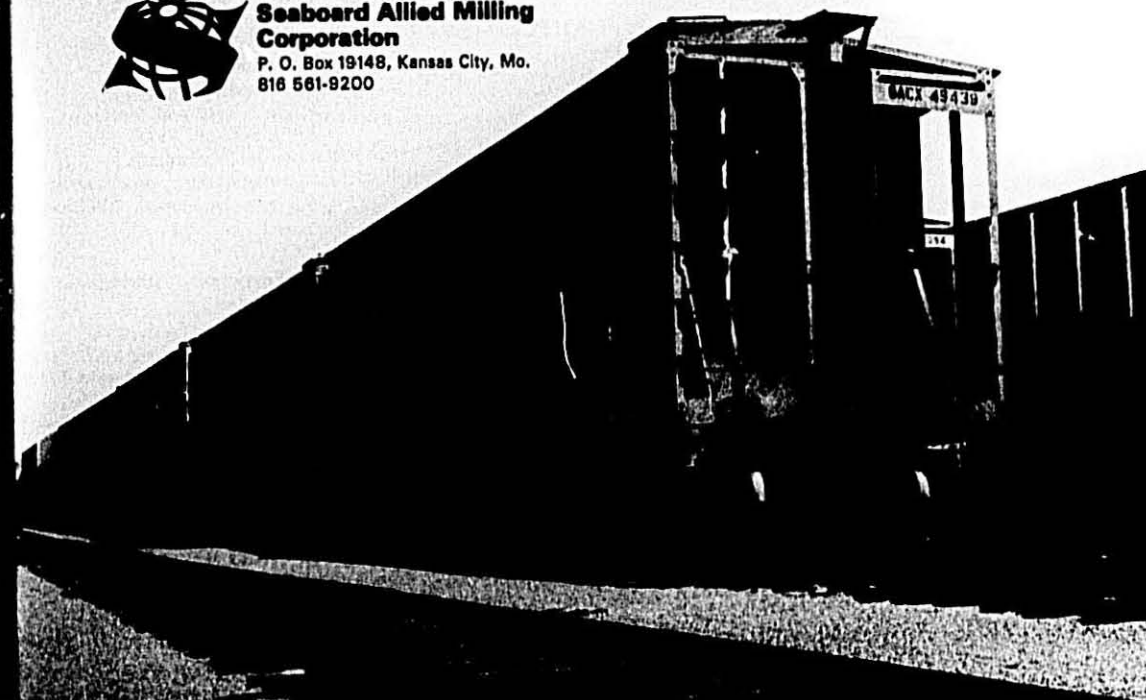
Stacked up cars. Demurrage charges. Profit eaters. But if you're in Seaboard's Super Semolina Service Zone—the New York/New Jersey, Boston or New Orleans Metro Areas—you can get bulk truck-delivered freshly-milled No. 1 Semolina in a few short hours. And cut down those demurrage charges.



LET'S TALK ABOUT YOUR SEMOLINA REQUIREMENTS.
Seaboard...the modern milling people.



Seaboard Allied Milling
Corporation
P. O. Box 19148, Kansas City, Mo.
816 561-9200



Creative Merchandising

(Continued from page 14)

Ten Promotion Commandments

- I. Thou shall not plan promotion without first specifying objectives & budget.
- II. Thou shall select only the right promotion techniques to attain specific objectives.
- III. Thou shall direct thy promotions to thy target audience.
- IV. Thou shall not use confusing, complicated consumer copy.
- V. Thou shall not be greedy in consumer purchase requirements.
- VI. Thou shall support promotion with advertising when merited.
- VII. Thou shall test any major program in which there is no brand experience.
- VIII. Thou shall not wait 'til the last minute to plan.
- IX. Thou shall always honor the "kiss" philosophy.
- X. Thou shall always consult with promotion specialists when planning promotions.
* Keep it Simple, Stupid

Recent Promotion Trends

What are some of the recent trends in consumer promotion?

- Higher promotion noise level
- More cons. promotion in the mix
- Diversion of some trade \$
- More as advertising extender
- More "promote the promotion"

- trade efforts
- TV supplement to print promotions
- More full-line promotions for selling/mdsg. efficiency

As I've said, we're starting to see TV used to back consumer promotion more and more as a supplement to print, which is basic to any promotion. Let's look at the print ad and then the corresponding TV executions:

Schlitz Wilson Football Premium and Schlitz Football TV Commercial

There's a great sense of Fall gemütlichkeit or gusto, if you will, in that commercial Leo Burnett did for Schlitz. While there's a premium offer in the commercial, there's also lots of brand-sell. The football offer at \$14.95 is also the focal point of the in-store display piece. Despite the

fact that premiums on beer are fraught with lots of legal complications, Schlitz felt it was worthwhile to use this offer as the major element in their Fall efforts. It has the earmarks of winner, I believe, and followed up an earlier hammock premium last Summer by Schlitz.

Some critics say all promotion ads are crass and commercial. But take a look at this heart-warmer we made for McDonald's. It gets tons of fan mail every year when it's used to promote their Christmas Gift Certificate, using one of the most adorable youngsters you've ever seen.

Summary Overview

Let's take a quick summary overview of the various types of promotional activities on a functional basis and see what we can expect in the future.

Trends

- ¢-off Packs—less due govt. and mainly trade
- Premiums—growth, esp. in expensive and "free" areas
- Coupons—continued sharp growth, varied forms of delivery
- Sampling—expensive, but effective . . . will grow; more selective
- Refunds—more . . . esp. \$1 and over
- Sweepstakes—strong resurgence after hiatus
- Tie-ins—\$ stretcher, but modest growth
- P-O-P—upgraded by selectivity—will grow
- Allowances—continued battleground with FTC as "policeman" mfrs. to study vast sums spent and strive for more control/precision—"MBO" vs. "dark side of moon" tradeoffs vs. advertising/consumer promotion studied?
- Trade Communication—more facts, "how to," continued upgrading

Marketing Conditions of the Future

- Product proliferation
- Shortened product life cycles
- More consolidation in distribution

- Production, distribution speeded by computer
- Volume of advertising will grow
- Clutter in advertising will be great concern

There will be more fractionating of markets with a proliferation of products to meet every real or imagined need of an affluent public. Products will tend to come and go quicker—despite manufacturers' efforts to lengthen life cycles. In absolute numbers, both wholesale and retail units will shrink, but the survivors will be larger and healthier. You've already seen this trend, and you'll see more.

Computers will play a larger, more precise role in both production and distribution in the future. Many retailers are now running their inventories on computers and this will change selling tactics . . . as someone said, "You can't play golf with a computer." Computers will demand a newer, more sophisticated selling technique.

Both the total volume of advertising and the cluster in advertising—confusion of adjoining message—will grow in the future, and this will also be a marketing fact of life.

Supermarkets Next 5 Years

- Bigger stores, carrying more items
- More "7-11" convenience stores for fill-ins
- Increased turnover—more in—more out
- The "boutique" concept
- Higher costs and margins
- More take-out foods
- Low price emphasis
- More marketing precision at retail via computer, UPC, automated checkout

Future Promotional Strategies New Products

- Improved "rifle-shooting" sampling and couponing techniques, especially against category-users, non-brand-user households
- Advertising alone will have tough time cutting clutter
- Will need promotional adjunct for fast start to meet payoff projection and pre-empt competition

Established Products

- More selectivity in promotion,

(Continued on page 18)

The METAMORPHOSIS*

In the old days, the first generation Italo-Americans arrived here and many of them chose the production of Pasta for their livelihood. Though the business was laborious, the procedures were simple—select the best semolina for their basic ingredient—turn out the best looking and tasting product possible, and sell it to as many markets as would place the items on display.

In the course of time, complexities arose. The retail outlets became a jungle of products. Each one created to shout—buy me! Then the macaroni manufacturer became immersed in selling related items—and now completely prepared pasta products are in vogue.

However, a metamorphosis appears on the horizon: Fully appreciating the profit possibilities of the macaroni industry (which has only scratched the surface in America as compared to other countries) the giants of industry here are buying plants; and foreign money from several sources have sent professional buyers to secure the best possible purchases . . . it's happening all around you NOW!

Now! at the height of your business efforts, you must either fight 'em—or, join 'em.

We believe that just about everyone in the Macaroni Industry knows the reputation of Rossotti, which we have achieved over years. Some of those still in the Industry will remember my father and my brother. Therefore, our promise of complete confidence in any situations is a pledge. Regardless of the direction you choose for your business, I believe we can be helpful. All inquiries, of course, will be held in the strictest of confidence. We would be happy to discuss such situations with you.

* METAMORPHOSIS—transform; change of form structure or substance.—Webster.

Charles C. Rossotti, President

George Leroy, Marketing Director

Jack E. Rossotti, Vice President

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

2083 Center Avenue

Fort Lee, New Jersey 07024

Telephone (201) 944-7972

Established in 1898

Creative Merchandising

(Continued from page 16)

fine-tuned to specific marketing objectives

- Retailer computerization will preclude "load the trade" promotions—trade more concerned with "sell-through" than "buy-in"
- Retail display competition dictates stronger promotions
- More promotion testing necessary—more numbers, less intuition
- Mobile brand-switcher will dictate stronger efforts to hold/regain customer

Today

Noise level high

In consumer promotions, ideas outrank dollars
Compelling advertising plus imaginative promotion is a winning combination

In Sales Promotion Today

The noise level is high and shows no sign of easing off.
In consumer promotion, results are often in direct proportion to imagination.

Ideas have leverage!

In trade promotion (CMA's) sheer weight of dollars is often the determining factor.

Spending smarter, rather than just harder can often do a superior job. Vitality of ideas is the important thing.

When imaginative promotion is added to compelling advertising, the result is often synergistic—greater than the sum of its parts.

Management Involvement

I might cite Churchill's comment that "War is too important to be left to the generals," and maybe top management is going to feel that promotion is too important to be left only to the promotion men. In view of the vast dollars involved, I suspect top management is going to take a keener interest in this field in the future. There seems to be too much narrow tactics, and not enough broad strategy in the field. Too much what and how, but not enough why. Too many people in the field are journeyman bricklayers, too few are building cathedrals, to borrow from an old story.

There's a "poetry-math gap" in promotion. There are too many poets,

enamored only of the creative side, and unconcerned about the mathematical or bottom-line side of promotion, as a pragmatic business tool. It's not enough any longer just to give the sales manager a warm feeling by sending a jumbo postcard to the trade.

Consumer promotion has become a lot more sophisticated, and your advertising agency as the consumer surrogate in your business—building activities can and should play a vital role. I hope I touched upon a few thoughts which may generate some new insights into this important area.

Creativity is important in your advertising and in your merchandising and promotion. The diversion of a relatively small segment of your trade dollars to creative consumer promotion may pay increasing dividends in bottom line results. Try it, I think you may like it!

Age Groups Changing

The U.S. Bureau of Census has revised its national population projections. While births have fallen off, the Bureau forecasts overall population growth of over 17.7 million between 1976 and 1985, for a total population of 232,880,000; 1976's population is estimated at 215,118,000. By the year 2000, the agency sees some 260,378,000 persons in this country. Teenagers will decline further in percentage of population and in actual numbers, dropping from 7.6% (16,897,000) in 1976 to 6.2% (14,392,000) in 1985. However, that group will slowly build again in numbers by 2000. Elderly (65 and over) will grow steadily, both in number and percentage of total of 27,305,000 (11.7%) by 1985, from 22,984,000 (10.7%) in 1976. By 2000, there is expected to be an increase to 31,822,000 (12.2%). The prime target of the fast food chains, the 18-24 year old group, is forecast as declining from its high in 1976 of 28,166,000 (13.1%) to 27,853,000 (12.0%) in 1985. On the other hand, the 25-34 and the 34-44 year olds will both post strong gains in the 1980s. The 25-34s will grow from 32,044,000 (14.9%) to 39,859,000 (17.1%) in 1985. Concurrently, the 34-44s will gain from 23,076,000 (10.7%) in 1976 to 31,376,000 (13.5%).

Sampling and Couponing

Sampling and couponing are becoming increasingly important in companies' promotional mix, particularly as TV advertising rates soar. To help build product awareness among consumers, Sales/Marketing Assistance Corp. (SMAC) has signed up 10,000 part-time workers, mostly housewives, to pass out product samples and coupons in retail stores in 150 markets. In one of the largest of such campaigns on record, the New York-based company is now in the final stages of passing out 2.5 million samples of cookies in 1,000 supermarkets to promote Amstar Corp.'s new Domino Liquid Brown Sugar.

A & P Loss

The Great Atlantic & Pacific Tea Co. estimated that, based upon preliminary figures, it had a loss of \$5 million in the third quarter ended Nov. 28, compared with net earnings of \$5,085,000, equal to 20¢ a share, in the same period of last year.

The estimated third quarter results include a \$2.5 million loss from operations and an allowance of \$2.5 million for estimated losses from the closing of certain facilities and other parts of the company's redevelopment program.

A & P sales for the third quarter, based upon preliminary information, were \$1,810 million, compared with \$1,809,593,000 in the previous year.

A spokesman for the company said the losses also reflected sharp rises in labor and energy costs, as well as strikes in the Philadelphia division and at its Horseheads, N.Y., manufacturing plant. In the past several years A & P has closed 1,700 obsolete and unprofitable stores, currently operating 1,930 stores.

Family Marts

Hiding the ownership of Family Marts appears to be part of the game plan of Jonathan L. Scott, chairman of the troubled Great Atlantic & Pacific Tea Co. Scott is betting that the combination units, which sell everything from groceries to television sets and liquor, will ultimately pull the one-time leading grocery merchant out of the financial doldrums.

Although it will be years before Family Centers Inc., the autonomous subsidiary that runs Family Marts, comes anywhere near making a major volume and profit contribution to A & P, Scott is giving priority to the new stores. He says that 50 to 100 of the combinations will be built in the next five years. In the past 12 months, six of the units have opened in South Carolina, Georgia, Alabama, and Florida. And the planned expansion over the next five years will be concentrated in the fast-growing Sunbelt.

1,700 Stores Closed

In an effort to turn around A & P, Scott has closed 1,700 stores in the past three years and will close 300 more in the next two years. But while he is closing stores, Scott is also opening new ones. Some 340 traditional supermarkets have been added since 1975.

As Scott has shrunk the supermarket chain to about 1,900 today from 3,468 in 1974—the company has had to abide by union seniority rules. As a result, older employees, often those who are the highest paid and least productive, have bumped younger ones, so that much of the A & P work force is now made up of long-term employees set in the ways of the old, pre-Scott A & P.

Wholly New Work Force

Family Center, by contrast, is using its autonomy to build its management and hourly work force from scratch. To staff the new venture's management positions, Scott has relied heavily on his past employer, Albertson's. Prentice Merritt, president of Family Center, for example, comes from Skaggs-Albertson's, which pioneered the combination-store concept. And not one of the managers of the six existing Family Marts comes from A & P—all are from either Albertson's Kroger Co., or Safeway Stores Inc. Outsiders are being recruited, says Scott, because A & P had made no effort to set up in-house employee training on any level until he arrived. Family Marts' managers play down the A & P connection. Says Robert Propes, director of the first Greenville store: "The only tie we have with A & P is money. Other than that we're completely autonomous."

Food Chains Merge

Directors of First National Stores Inc. and Pick-N-Pay Supermarkets Inc. reached a "definitive agreement" to merge, a First National Stores spokesman said. Terms weren't disclosed.

The First National Stores spokesman said the merger plan calls for Pick-N-Pay stockholders to have a majority ownership of the combined company. The transaction requires approval by shareholders of both companies and consent from lenders of both concerns, he added.

First National Stores is a supermarket chain that operates 234 food stores in the New England and metropolitan New York areas. A spokesman said its stock is 62% held by Madison Fund, a closed end investment company. Pick-N-Pay is a privately owned Cleveland-based supermarket chain that operates 81 food stores in the northern Ohio area.

Corporate Activism Urged

Citing the "harsh and relentless attacks on the competitive enterprise system" and calling "growth of government the single greatest threat to all American liberties," FMC Chairman and Chief Executive Officer Robert H. Malott today urged business leaders "to become public policy activists—in the true sense of that word—on behalf of the competitive enterprise system."

To lead the way, Malott outlined a four-point program his company has developed to improve the policy environment for business in general and to influence directly important issues and legislation impacting on FMC.

Malott, who heads one of the nation's 100 largest industrial companies, noted the continuing "fall from grace" of business and all large institutions, which he said "have been bludgeoned into decline all around us, by the government, the media, the campuses, the 'public interest' lobbies and by other self-proclaimed activists against the establishment."

In his remarks before members of the Machinery and Allied Products Institute meeting in Atlanta, Malott said that of all the American institutions, business is "the driving force which sustains the rest," adding that "while government produces not a penny's worth of wealth, public em-

ployees now account for one in every five jobs in America, compared to one in ten in 1930." Over that same period, he noted, "government spending grew from 12% of the gross national product to nearly 40% today."

Malott warned that the loss of economic freedom signals the ultimate loss of other fundamental freedoms, including our political freedom. He said "the only answer is for business people to become involved and recognize that a substantial increase in public policy activism is mandatory to shape a political and economic environment more supportive of the competitive enterprise system."

Malott said the challenge is such that "corporate activism" is no longer a management option, but a management responsibility, and urged his business audience to embark on an action program along these lines:

First, form a company-wide Political Action Committee (PAC), which can distribute voluntary contributions from the company's executive and administrative personnel to business-oriented congressional candidates, whatever their political party.

Second, establish a Legislative Action Program, to encourage company employees at specific plants and facilities to communicate with their congressmen whenever proposed legislation would significantly impact the company or their own operations.

Monitor Legislation

Third, build a competent Washington office to monitor legislative, administrative and regulatory developments; to brief staffs, arrange meetings, prepare testimony and generally help influence and shape developing proposals and legislation in the company's and public interest alike.

Fourth, engage in self-interest oriented corporate philanthropy by directing financial support to institutions and organizations that are supportive of the private enterprise system, and not those opposed to it.

Malott urged his audience at MAPI's Capital Goods and Economics Conference to "accept the challenge to increase your personal involvement—and that of your associates as well—in influencing our external environment." He concluded that "the future prosperity of our companies and the retention of our individual freedoms depend on our commitment."



Pasta Partners.



Peavey and pasta makers. Working together . . . partners in profit. Milling of Semolina and Durum flour isn't a sideline with Peavey. We're more in the total people feeding process than most suppliers to the pasta industries . . . from field to table. Peavey is a leading supplier in both quality products and production capacity for service to customers' total needs. We've been at it over 100 years. And we believe our future growth depends on helping our pasta manufacturers grow.

In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective. To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

That's why we begin with the North Country's finest Durum wheat. And mill it in facilities designed specifically for the production of Semolina and Durum flour.

We make pasta in miniature press and dryer operations. And we check the pasta for color and constancy. We also work with our customers on new product innovations . . . creative shapes . . . with this miniature equipment. Confidentially, of course.



We even develop recipes using pasta. Like the dishes at the left. Recipes are available to you with no obligation. Just write to Peavey. Anything that helps make pasta more appealing to the housewife is good for the pasta makers. And good for Peavey.

Today, Peavey is the first supplier of Durum products with a total range of grades and granulations. To match your needs. Plus people who look upon themselves as your pasta partner.

Peavey
Industrial Foods Group

Egg Products

The influence of Easter dominated the egg trade in March as traders anticipated post Easter price adjustments. At month's end nest run type eggs were in close balance where packers continued to get product cartoned and into distributive channels.

March prices:

Central State Nest Run—\$9.30 to 13.20
Southeast Net Run—\$10.20-12.60
Frozen Whole—34¢-37¢
Frozen Whites—26¢-28¢
Dried Whole—\$1.36 to 1.52
Dried Yolks—\$1.30 to 1.52

Egg Production

According to the Crop Reporting Board the nation's laying flock produced 5.1 billion eggs during February, 3% more than a year ago. Layers on March 1 totaled 279.8 million, 2% more than the 274.5 million a year earlier but 1% fewer than the previous month's number of 282.9 million. Rate of lay on March 1 averaged 64.7 eggs per 100 layers, compared with 64.8 a year earlier and 64.3 on February 1, 1978. Egg-type chicks hatched during February totaled 37.1 million, down 9% from a year ago. Eggs in incubators on March 1, 1978 at 41.6 million were 5% below a year ago.

Durum Markets

Logistics affected mill run throughout the month of March with Lenten demand heavy.

No. 1 Hard Amber Durum ranged \$3.50-\$3.65 per bushel Minneapolis with semolina quoted at \$9.00 to \$9.50, granular 15¢ less, flour 40¢ less.

Semolina Production Up

Production of straight semolina and durum flour increased 6% in 1977 to the largest total in four years. With exception of 1973, the past year's output was the largest since start of compilations in 1966, according to statistics assembled by Bureau of the Census.

In hundredweights:

1977.....	16,257,000
1976.....	15,349,000
1975.....	13,825,000
1974.....	14,003,000
1973.....	16,334,000
1972.....	14,986,000

Durum grind in 1977 totaled 37,502,000 bus, compared with 35,126,000 in 1976, an increase of 7%. It compared with 32,993,000 bus ground in 1975 and 32,995,000 in 1974. Grind was 37,567,000 in 1973, 33,621,000 in 1972.

1971 International Wheat Agreement Renewed

Six weeks of talks in Geneva came to naught largely because of strong disagreement between the position of the U.S. and the E.C. The Community was adamant throughout the period in insisting that a meaningful pact be negotiated on coarse grains as well as wheat and that the new wheat agreement should contain fixed maximum and minimum prices. The U.S. and other exporters rejected these positions.

EEC Cuts Levy on Durum

A long fight by Freddie Fox, managing director of Pasta Foods, Ltd., has led to a cut in the Common Market premium on imported durum wheat.

The EEC applies a levy on imported wheat and it is the premium by which the levy payable on imported durum wheat is set at a higher level than common wheat, to support the farmers in the EEC, which has been cut.

As president of the Union of Organizations of Manufacturers of Pasta Products in the EEC, Mr. Fox explains: "I have been trying for some time now to get a reduction in the premium put on imported durum wheat. This decision is a good start, and will be a great help in keeping prices stable."

It is interesting to note that while the European commission in Brussels have agreed to reduce the premium on durum wheat, they are marginally increasing the prices for common wheat in the farm review for 1978/79, with the result that the premium of durum against common wheat will be reduced by five percent.

Peavey's Earnings Up

Net earnings of Peavey Company increased for the first half of the 1978 fiscal year even though "severe winter weather throughout most of the country hurt earnings in every operating area," said William C. Stocks, presi-

dent and chief executive officer.

Net earnings of Peavey for the six months ended January 31 totaled \$6,411,000, equal to \$1.10 per share on the common stock, against \$5,972,000, or \$1.03 a share, in the same period of the previous year. For the quarter ended Jan. 31, Peavey's net income was \$2,917,999, equal to 50¢ a share on the common stock, against \$2,536,000, or 43¢ a share, in the prior year.

Net earnings prior to income taxes for the half-year were \$9,711,000, against \$9,972,000 in the previous year, and for the second quarter were \$4,217,000, against \$3,986,000 in the same three months of fiscal 1977.

"Earnings were aided by a lower income tax rate as a result of higher investment tax credits," Mr. Stocks said.

Consumer and Retail Gains

He noted that for the first half of the year Peavey's Consumer Foods and Retail Groups "had significant increases in both sales and earnings." He said the Agricultural Group "returned to profitability as export markets for grain continued to strengthen."

Industrial Income Down

"Though flour volume increased, Industrial Foods Group sales were down 13% as lower wheat prices were reflected in lower flour prices," Mr. Stocks observed. "Earnings for this group were down sharply from the excellent levels of a year ago because of reduced margins," he pointed out.

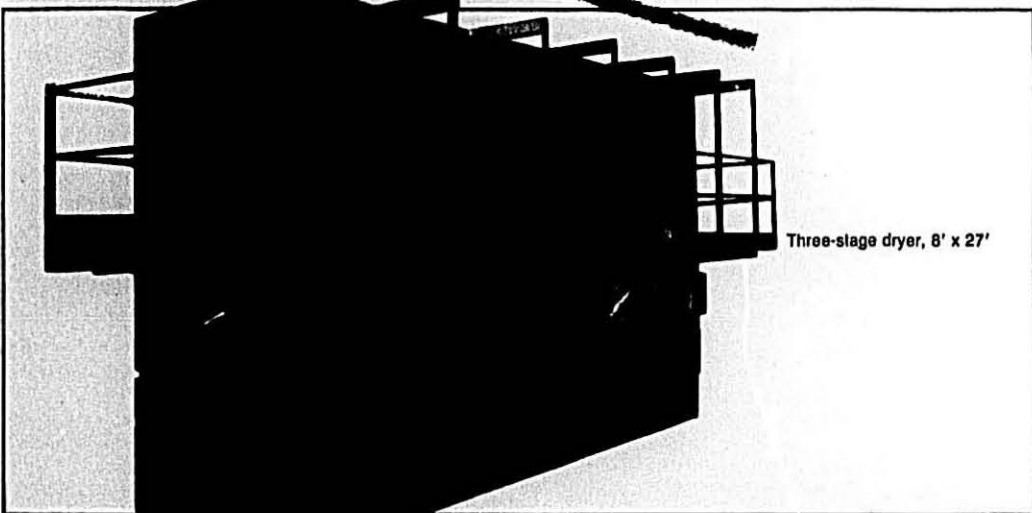
In looking toward the remainder of the year, Mr. Stocks said he expects current sales and earnings patterns to continue. "While the Industrial Foods Group will have difficulty matching the earnings of a year ago, the Consumer Foods, Retail and Agricultural Groups should be improved over the second half of last year," Mr. Stocks stated.

Peavey had an average of 5,706,000 shares of common stock outstanding in the three months ended Jan. 31, against 5,699,000 a year earlier.

Decline of Unions

A Bureau of Labor Statistics Report issued recently shows that union membership declined by 767,000 during 1974-76. Labor unions now represent only 20.1% of the American work force.

THE DRYER OF THE FUTURE



Three-stage dryer, 8' x 27'

In a 1973 survey of the entire pasta industry by an independent research firm, 67% of respondents stated that a combination of microwave and conventional drying is "the method of the future."

TODAY'S DRYER

The pioneering is over! The microwave dryer is standard 24 hour/7 day equipment for any size macaroni or noodle plant

Up to 4 times the production in the same feet of floor space (a bargain in itself with construction costs in the \$20 sq. ft. range).

Reduces infestation up to 99.99%. Kills: bacteria, Salmonella, E. Coli, Coliforms, mold, yeast, weavils and eggs.

Most easily sanitized dryer. Hose it down or steam it clean.

Makes a richer looking product; no blanching.

Energy savings reported: 52% less BTU's, 6% less KW's.

Lowest downtime. "We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads our list at less than 2%" — Plt. Mgr., leading mid-west operation.

"All future equipment will be Microdry" — Tech. Dir., large pasta plant.

Compared with conventional dryer:

Units in these lbs./hr. Capacities: 1500, 2500, 3,000 and 4,000.

Operating today at: Golden Grain, San Leandro (2 units); Golden Grain, Chicago (2 units); D'Amico, Chicago; Catelli, Montreal; Gooch, Lincoln; O. B., Ft. Worth; Lipton, Toronto (2 units); Glister Mary Lee, Chester, Ill.

Completely fabricated and assembled in our plant. All stainless steel construction. Complete microwave and process control instrumentation systems with the unit — no extras to buy. Personnel generally can learn operation in one day. Continuing consultation privileges with Microdry.



MICRODRY CORPORATION

3111 Fosteria Way, San Ramon, CA 94583
415/837-9106

New! Diewasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

MAY, 1978

THE MACARONI JOURNAL

Crop Quality Council Report

The U.S.D.A. Prospective Planting report, issued January 20, shows a 31 percent increase in the 1978 U.S. durum acreage. This first indication by durum growers represents a U.S. seeded acreage of 4.2 million acres, up from 3.2 million acres last year but below the record 4.8 million acres seeded in 1975. A second U.S.D.A. acreage report will be issued April 13.

For North Dakota, early seeding intentions are put at 3.5 million acres, a 35 percent increase; Montana, 30 percent; Minnesota, 8 percent. In the Upper Midwest, only South Dakota shows an acreage decrease, down 31 percent.

Southwest durum planting intentions in Arizona and California at 180 thousand acres is a 51 percent increase over 1977. However the estimate might be revised downward somewhat, due to wet weather during seeding in December.

Canadian durum acreage estimates will not be available until April 1 however some observers feel the acreage could double with continued strong markets and favorable spring weather. In Northwest Mexico, Sonora, the durum acreage also has been increased significantly and could equal that being grown in Arizona and California. Improved quality of Mexican durum makes it a potential competitor for export.

New Varieties Expand in Acreage

North Dakota's expanded durum research efforts were again evident in Upper Midwest states last year. New durum varieties of high quality continue to find increased grower acceptance and are rapidly replacing older types throughout the area. In North Dakota, Ward continues in first place at 38 percent of the acreage followed by Rugby at 16 percent; Rolette, 14 percent; Crosby, 8 percent; Botno, 7 percent; Wells, 6 percent; and Cando, (semidwarf), 4 percent. Cando, the first semidwarf durum released for the Upper Midwest, performed well in 1977 and ranked third in regional yield tests. All varieties except Wells have only been in commercial production four years or less. Leeds released in 1966

and grown on 50 percent of the acreage in 1973 occupied less than 0.5 percent last year.

Calvin and Edmore Durums Released

The recently announced release of two new durum varieties, Calvin and Edmore, by the North Dakota State University, marks another significant step in durum wheat improvement efforts lead by Dr. James S. Quick.

Calvin, a semidwarf durum, has shown high yielding ability similar to Cando, about 15 percent higher than Ward, the current leading variety. It has better test weight and a higher percentage of large and medium size kernels than Cando. Other agronomic and quality characteristics are equal or superior to Cando. Calvin, with shorter, stronger straw, appears best adapted to high production areas. When grown under higher rainfall and with additional fertilizer, its increased yield potential could be realized.

Edmore, is the first North Dakota durum released with high gluten content, giving superior cooking firmness and tolerance. This characteristic should contribute to improved pasta quality and durum export demand. Color, quality, and yield of Edmore are similar to Ward. It shows superior resistance to root and crown rot disease. Both Calvin and Edmore have excellent stem rust resistance.

Crop Quality Council Winter Mexico Nursery Vital Part of Durum Production

The two new durums, Calvin and Edmore, are the latest examples of how the Mexican winter seed increase nursery is speeding release of improved durum varieties to farmer and industry. The North Dakota program is now working toward the release of new durums in a six year sequence with three of the generations grown in Mexico. Even shorter periods may be possible with added results.

Currently about 15,000 individual rows of experimental durum from North Dakota and Canadian Research Stations are being increased in Mexico. The 1978 harvest will be completed in early April and the seed returned to cooperators for spring planting. All commercial durum vari-

eties now grown were first increased in Mexico and provide increased durum production stability.

Stem Rust Still Number One Durum Hazard

Without present rust resistance in commercial durum and spring wheat varieties, economically serious rust epidemics could occur two out of every three years in the Upper Midwest's major production area. Incorporation of stem rust resistance is given high priority in durum variety development.

Mr. Roy A. Johnston, Durum Project Assistant, North Dakota State University, reports that hundreds of durum lines are screened each year for stem rust and leaf rust susceptibility. This helps identify new genetic sources of rust resistance. Different sources of rust resistance are important in reducing the threat from rust. Present stem rust resistance in all U.S. commercial durum is excellent.

The National Cereal Rust Laboratory at St. Paul, Minnesota, is contributing to overall rust research efforts and it's annual stem rust survey monitors and reports changes in stem rust races that may be potentially dangerous. Congress appropriated \$60,000 last year to support two professional scientists who conducted the survey. These funds had been cut earlier from the federal budget but were restored by Congress.

Durum Quality Research Threatened

The President's budget announcement January 23 eliminates all funds for the U.S.D.A. Regional Spring Wheat and Durum Quality Laboratory at North Dakota State University. Orders have been received to close the laboratory September 30, 1978.

Work of the laboratory is an essential part of durum and spring wheat quality evaluation and supports needs of wheat breeders in developing new varieties to meet end product quality requirements of processors. North Dakota State University's Department of Cereal Chemistry and Technology quality program would be reduced one-third by loss of the U.S.D.A. laboratory staff, seriously

(Continued on page 24)

THE MACARONI JOURNAL



Food critics always give good reviews when the cook serves up good-tasting, wholesome noodle dishes.

The cook with fussy customers has to use her noodle.

Sometimes the people hardest to please are sitting right around the family table. So the smart cook really uses her head...and serves up good-tasting noodle dishes.

But the best noodle dishes begin long before they reach the table. They begin on the farms of the northern plains, where the nation's best durum wheat is grown.

From this durum wheat, Amber Milling mills fine pasta ingredients...Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent Flour.

At Amber Milling, we're serious about pleasing our customers. We know you're fussy about quality. So we deliver semolina and durum flour that makes it easier for you to please all your "fussy" customers. Specify Amber!



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165/Phone (612) 646-9433



Crop Quality Council Report

(Continued from page 22)

jeopardizing more than 15 years of productive quality research.

Restoration of these funds, approximately \$200,000, by the Congress is being sought by the Crop Quality Council and the North Dakota Wheat Commission. Other interested groups like the National Macaroni Manufacturers Association will also be encouraged to lend their support to these efforts.

Durum Outlook

From Wheat Situation

Durum stocks on January 1 totaled 110 million bushels, down 15 percent from last January. The smaller stocks are mainly the result of the reduced 1977 crop and expanded exports. Durum year-end inventory will be down nearly 30 percent from the 1976 season.

June-December exports were 40 million bushels, up a third from 1976. Outstanding sales as of January 22 showed another 17 million bushels may be slated for future delivery. Exports should reach 60 million bushels, the highest since 1972/73.

World Durum production in 1977 was down nearly a third from the record 1976 harvest; the U.S., Canada, the EEC, and North Africa contributed to the decline. This increased world import demands, principally in Western Europe and North Africa, and resulted in a heavier demand on the sizable accumulated U.S. and Canadian Durum stocks.

Durum grind during June-December continued its steady uptrend despite substantial price strength and indications that the 1977 overall crop quality was lower than last year. About 15 percent of the 1977 production was affected by sprout damage. Further gains in the market prices may bring about increased blending and would adversely affect domestic use.

Prices Climb

Prices of No. 1 Hard Amber Durum at Minneapolis resumed a steady upward climb following a moderate mid-December decline. The price has now moved to over \$3.60 per bushel, about 60 cents higher than a year ago and nearly \$1.00 per bushel above the 1977/78 marketing year low in June. Dwindling supplies of better quality

Durum, orderly marketing by producers, and good export buying prospects point to some price strength the remainder of the year.

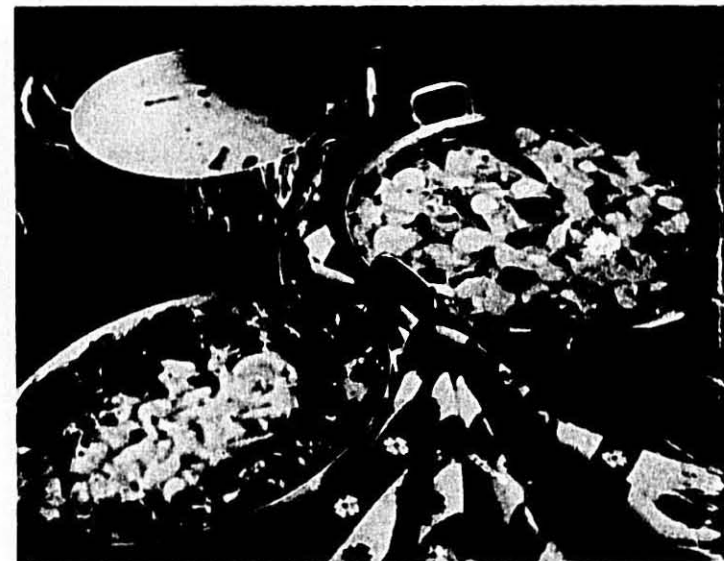
Loan placements were less than 8 percent of the 1977 Durum crop compared with 25 percent of the 1976 crop, a reflection of the relatively strong Durum prices this year.

On January 1, Durum producers indicated their intentions to plant 4.2 million acres, 31 percent above 1977's acreage, reflecting the strong price performance of Durum. North Dakota's acreage, more than 80 percent of the total, was up 35 percent, along with increases in Minnesota and Montana. Growers in Arizona and California indicated a return to more Durum acreage but nowhere near the large plantings of 1976. Some Northern Plain growers who have the alternative of producing HRS or Durum will be shifting to Durum. Another factor may be the widespread introduction of a high yielding semi-dwarf variety—Cando.

Campbell Offer

Campbell Soup Company is offering consumers three delicious recipes and sizable savings on French copper cookware to prepare them in.

Each recipe starts with Campbell's Cream of Mushroom Soup and a few simple ingredients.



Campbell offers copper cookware

Each of the French Copperware pieces—the 1½ quart round casserole, 1½ quart oval casserole and 2½ quart soup kettle—is ovenproof and dishwasher safe.

The three main-dish recipes and unique premium offer are featured in full-page and one column, full-color advertisements in the February issues of Good Housekeeping and Better Homes & Gardens, and the March issue of Woman's Day.

The copper cookware utensils are available for \$9.95 each and two labels from Campbell's Cream of Mushroom Soup plus either a label from Swanson Chunk White Chicken, any brand of canned tuna or the proof of purchase from any macaroni product.

A mail-in coupon for ordering the French Copperware items is included in the advertisement. The offer also appears on tear-off pads at point-of-sale. Consumers may order as many pieces of cookware as they wish. The offer expires July 31, 1978.

Columnist Joins the Club

"I used to be a liberal. Now I don't know what I am. I'm suspicious of big government and I don't think they can solve any of the problems. Like most people, I thought government was the solution. Now I think it's the problem."—Art Buchwald, nationally syndicated columnist.

ASEECO

BUCKET ELEVATOR

The Versatile Bucket Elevators with Space Age Design-Sanji-Plus Buckets (Polypropylene) FDA approved, Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Sectionalized uni-frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities to 4000 cu. ft./hr. Write for Bulletin CAL-50

DELIN ROLLERS

roll on tracks instead of sliding thereby reducing friction and wear.

Floor Hopper, Feeder and Lift elevator for feeding overhead hoppers.

Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.

VIBRATING CONVEYORS

The Modu-Tran II Vibrating Conveyor feeds product sideways as well as in the normal forward direction. This unique development by Aseeco Corporation makes it possible to split a stream of product to any rates of flow desired, with sanitary esthetically designed vibrators. Units can be installed in series to distribute product to multiple packaging machines or to several use points simultaneously on demand.

bulletin cm/T10

CONVEYING SYSTEMS

FOR "NON FREE FLOWING" ITEMS SUCH AS: potato chips • cereals • cookies • snacks • pet foods • frozen foods • noodles

SURGE STORAGE AND MODU/TRAN II DISTRIBUTION

how it works

Processed product is delivered to a surge storage unit (hopper or belt type) which is the main product reservoir. Upon the demand on the discharge station in the Modu/Tran distribution system, product is instantly delivered at the station. During the delivery cycle, the "cage-feeders" automatically replenish themselves with product for the next cycle.

ADVANTAGES IN OPERATION WORLDWIDE

- 45% REDUCTION IN PRODUCT BREAKAGE
- 15% IMPROVEMENT IN WEIGHT TOLERANCE
- 20% INCREASE IN PACKAGING SPEED
- 50% REDUCTION OF PACKAGE LOSS

services offered: Plant Engineering and Layout
Electrical Engineering and Control Panels
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ASEECO Corp.

PROMOTION UPDATE

by Elinor Ehrman, Senior Counselor, Burson-Marsteller,
at the Winter Meeting

We're taking this opportunity to update you on three major promotions which fell in the second half of 1977 and describe some of the spectacular results achieved in both consumer and foodservice areas.

Spaghetti Safari

Our Spaghetti Safari—1977—took place as scheduled on August 23-26, when industry leaders among growers, millers and manufacturers joined forces to put together a massive educational program for food editors of leading press outlets. American Home, Better Homes & Gardens, Family Weekly, Good Housekeeping, Lady's Circle, Seventeen were among national publications who sent editors to cover the event.

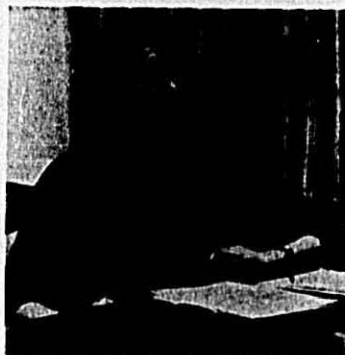
Special collateral was developed including a Pastaport of scheduled events; a pith helmet to protect city folk from the hot sun which turned out not to be so hot after all; a complete press kit with handmade cover of safari cloth, which included new photos, copy and recipes; a "corn dolly" made from durum wheat as a cherished artifact of the trip; special menus from the Minneapolis Club; samples of grain from the mill; and probably most prized of all, sheaves of durum wheat newly swathed and collected for Fall bouquets by the editors themselves.

A few slides of some of the highlights: Poised and ready to take off in our chartered plane from the Minneapolis Airport for Medora and a pitchfork fondue barbecue atop a mountain overlooking the Badlands. Bob Green and Family Weekly food editor, Marilyn Hansen, have some java western style.

Crack of dawn on Medora's Main Street—Pat Cobe of Forecast, Betsy Brewer of Co-Ed, Mildred Ying of Good Housekeeping look into the sunrise.

A 2-hour flight from Dickinson to Devil's Lake, and a short drive to Bud and Viv Wright's ranch in Edmore where we enjoy our cocktails at a full bar set-up in Bud's ample garage.

Larry Williams & Paul Vermeylen enjoy a relaxing moment.



Elinor Ehrman

Viv and her Food Committee outdid themselves with the pasta picnic buffet lunch—Doris Eby of Better Homes & Gardens happily anticipates the delicious meal, so beautifully presented.

Plenty of pith helmets at the picnic tables.

And then a visit to the wheatfields to ride combines and observe the wheat being swathed and loaded on trucks for storage in silos.

The wind was blowing pretty hard that day and the Wright family were truly standing amid amber waves of grain.

All of us gathered our wheat bouquets before departing for Grand Forks and the Governor's Dinner that evening at the Westward Ho Motel.

Next morning we visited the North Dakota State Mill & Elevator and marveled at the loading and unloading of freight cars and trucks.

After a lunch at North Dakota State University, we toured the Agricultural Department Laboratories, and took our plane back to Minneapolis in time for dinner at the fabulous Minneapolis Club.

Our final day began with a visit to the Grain Exchange followed by a brief tour of Creamette's sparkling new plant, and a farewell buffet lunch at the Interlachen Country Club.

The local North Dakota press gave us front page treatment along the way.

Dorothy Polson, Food Editor of the Phoenix Arizona Republic in true reportorial style produced a complete Food section of the Safari, with pages

of photographs, copy and recipes.

Marilyn Hansen has devoted two Sunday features to pasta products. Here is January 8th's headline on Tuna-Noodle Casseroles, including three recipes. . . . and her economy Cover Story . . . "Money-Saving Pasta Dishes." . . . January 22nd with our photograph and recipes.

Mildred Ying, Food Editor of Good Housekeeping, in the December and January issues included pasta products in two major color stories.

Laura Lexa sent us Seventeen's October issue which carried three full-page color photos featuring the versatility of pasta products along with 5 recipes.

Adelaide Farah gives a strong nutrition plug to Pasta in her copy accompanying a 2-page color spread followed by nine of our recipes complete with calorie count in January's Family Health. Pasta Pointers are directions on how to cook pasta and quote the National Macaroni Institute.

Shortly after the Spaghetti Safari, Gloria Marshall traveled out to Long Island with Betsy Brewer of Co-Ed to do this location story on Soup-er Supper which features our one-pot pasta entree.

And Better Homes & Gardens' Doris Eby put pasta on the February Cover and inside color page in a feature on "How to Jazz Up Everyday Food."

In the Foodservice area, Margaret Draper—as Associate Editor of Fast Service, worked with us on two pasta features—this one in the October issue with our color photo of Cherry Kugels featuring noodles in a story on how good looking desserts can boost sales and profit.

The November issue carries a 4-page feature on Hot Casseroles for Hot Profits with two full-page color photos and tips on how pasta products can be really profitable when teamed creatively with other inexpensive food items. Four of our recipes give credit to Durum Macaroni Foodservice Program.

Fast Service—Total Meals Per Day per issue—33,902,000.

National Macaroni Week

Next, our traditional October promotion on National Macaroni Week ran from October 6 to 15th, and had as its prelude our Annual Macaroni Family Reunion—the eleventh, at Tiro A Segno.

Fall result highlights included these food stories which addressed our on-going theme of eating in (not out).

News syndicated features breaking stories for this promotion included NEA, Copley News Service, United Features, Newsday, Westchester-Rockland Newspapers serving suburban New York City, and these King Feature stories highlighting nutrition.

October color pages included such features as these in . . . Baton Rouge and Nashville; Spokane; and a full page in Grit; Denver and Chicago.

Superb coverage for the promotion came in the nation's two syndicated Sunday Supplements which both carried a pasta feature in their October 9th issues to a total circulation of 30½ million in 439 newspapers.

A follow-up feature a few weeks later in Parade headlined An Italian Supper in a photo and recipe for Lasagne Squares.

Another super story ran in Midwest Roto, which featured our photographs and nine "Pasta Goes Creative" recipes in 146 newspapers.

In the magazine category, "October is National Macaroni Month" headlined this 3-pager in Daisy—the magazine for the Brownie Scouts.

A mid-October issue of the Army Times carried this story on Lasagne with a circulation of 375,000 service families throughout the United States.

October's Dell Publication, The Woman, ran a 5-pager on "It's Pasta" featuring our photos and 8 recipes.

A new outlet is a publication which goes quarterly to members of the MOCO Motor Club and whose Fall issue features our story for Women on the Go. Circulation—1,500,000.

One of Woman's Day's special magazine series, Simply Delicious Meals in Minutes—out this Fall—carried our photo and recipes in this book which enjoys both supermarkets and newsstand distribution.

And finally, our National Macaroni Week television kit with 6-minute script, product, recipe handout and color slides, plus demonstration props

of a wheat cutting board and sports-motif glasses for serving noodle pudding desserts. 130 stations responded nationwide.

Food Service Highlights

A foodservice highlight during this season is our Cover photo and 3-pages of photos and recipes in Club & Foodservice.

Our third promotion in this period is in the Foodservice Area and featured pasta's role in the Universal Menu served to some 28,000,000 school children on October 12th. We covered some of this at our last meeting, and this is the wrap-up report.

The July-August issue of School Foodservice Journal carried our full-page color photo featuring as entree Lasagne Da Vinci. The upfront Bulletin announces the availability of the NSLW Promotional Mailers through our agency. 50,000 were distributed.

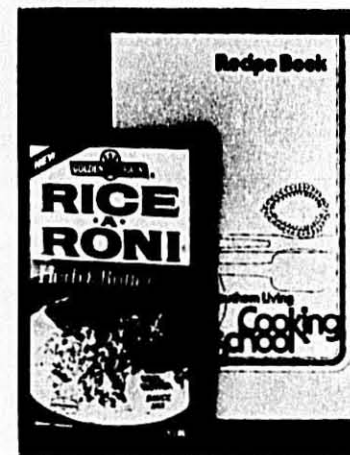
This Promotional Mailer featured pasta made from durum and/or other high quality hard wheats for maximum firmness.

Other collateral included 12,000 recipe cards distributed to foodservice outlets nationwide.

2,000 Special Press Kits were created and sent to foodservice directors. Components included the Special Mailer, our tips on How to Cook Perfect Pasta, b/w photo, PSA's, a dietitian's endorsement of pasta as part of The Case for Good Nutrition, a Memo to Senators and Representatives in U.S. Congress describing National School Lunch Week and listing the Universal Menu.

And finally School Lunch Journal's September issue repeated in b/w the full-page Universal Menu as a reminder to foodservice directors.

Meantime, consumer newspapers everywhere carried enormous spreads on the menu, including photo and recipes. Here are papers in Portland, Oregon, Sacramento, Houston, Oakland, Buffalo, Roanoke.



Recipes for Sales Success

More than 30 major cities throughout the South will be visited in 1978 by the Southern Living Cooking School.

Sponsored by local merchants, local newspapers and staged by Southern Living Magazine, this popular cooking school demonstrates how to create new and interesting dishes using well-known grocery products. Prominent among these products is Rice-A-Roni. On-stage cooking demonstrations of Rice-A-Roni together with new Rice-A-Roni recipes and serving suggestions are a popular feature of the program.

The school is widely publicized.

National Macaroni Institute — Box Score

January 1, 1977 — December 31, 1977

Medium	Placements	Circulation
Consumer magazines —		
Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	137	375,396,024
Newspaper Syndicates	155	1,062,278,820
Daily and Weekly Newspaper releases	18	468,000,000
Syndicated Newspaper Supplements	12	126,225,281
Newspaper Color Pages	163	38,548,199
Negro Press releases	8	997,264
Radio releases	4	to 2,800 stations
Network Television Kits	1	on 130 stations
New York Press Luncheon	5	release with press kit
Youth Program	530	Pasta Portfolios
	7,470	Pasta Primers
Supermarket Consumer Specialists	200	chains, nationwide
Extension Home Economists	1,700	
Cooperative Publicity	61	companies and organizations

Recipes for Sales Success

(Continued from page 29)

Recipe books, Rice-A-Roni store coupons, shopping bags filled with food products and other items are given to homemakers attending. Often the audience participates, some in the preparation of dishes, others coming on stage to taste and approve recipes.

Last year the Southern Living Cooking School attracted more than 100,000 women. This year will be even larger as the school travels through the South from East Coast to Texas. It starts in March and continues through November.

INTERNATIONAL FLAIR

At the 28th Pillsbury BAKE-OFF® in New Orleans, the American Beauty Macaroni Division distributed international recipe ideas to the food editors attending.

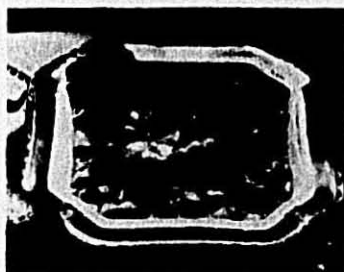
Pasta adds protein without much fat . . . and at bargain prices! Anyone agonizing over inflation while trying to meet long-range goals for good circulatory health knows the appeal of such a food.

Macaroni or spaghetti, priced at about 40 cents a pound, contains 13 percent protein, yet only 1 percent fat. Compare to round steak at \$1.89 a pound with 20 percent protein and 12 percent fat. Or ham at \$1.59 a pound with 17 percent protein but fat at 22 percent of weight as purchased. (Calorically speaking, this means 58 percent of the total calories in round steak and 74 percent in ham come from fat!)

The protein in pasta does require a supplemental boost to become complete for body use, but this occurs naturally as pasta is combined in soups and sauces, salads and casseroles with a small amount of meat, cheese, milk or eggs.

Look at the trio of recipes below to see how macaroni is used for nutritious and attractive one-dish meals selected to bring international cuisine to your table for less than about 45 cents a serving.

Sauerkraut, mellowed with tomato juice and herbs, is the secret to the rich flavor of German Pasta and Frankfurter Soup. The shell macaroni, which has the same percent of pro-



German Pasta and Frankfurter Soup

tein as frankfurters, supplies almost 30 percent of the protein in this soup. But it does not add significantly to the fat content which totals only 35 percent of the calories. The cost? A low about 29 cents per serving.

Peking Pork Salad features macaroni with delightful Oriental flavor and crunch. One serving supplies more than one third of the recommended daily protein allowance for only about 43 cents. (And the macaroni contributes 22 percent of that protein.) Of the total calories in this main-dish salad 47 percent come from fat.

For a taste of Greek cuisine, try Pasticcchio, a delicious casserole of cheese-tossed macaroni layered with a saucy meat sauce. Each serving yields more than one third the daily dietary allowance of protein with 40 percent of the calories derived from fat. For eight servings, the cost is a mere 28 cents. For six servings, the cost is about 38 cents.

Pasta is popular. It teams easily with other foods and flavors. It is nutritious. Reasonably priced. And easy to cook. Have a big enough pot and use ample water, so the macaroni or other pasta can expand. A little vegetable oil in the water will reduce foaming. Stirring the pasta as you add it and occasionally thereafter, plus keeping the water boiling with a roll,



Peking Pork Salad

will help prevent sticking problems. (To play it really safe, add the oil, boil and stir.)

Different pastas have different cooking times, so check with package directions and also taste for doneness. Pasta should be cooked al dente, which means slightly firm or resilient. Macaroni, spaghetti, or noodles that will be cooked further in a casserole should not be more than three fourths done, or the end product may be mushy.

When pasta is properly done, drain it well in a colander. Rinsing is particularly necessary when the pasta is to be used in a salad, and then it is a good idea to rinse it with cold water to stop the cooking process.

After cooking and draining spaghetti especially, stir in a few tablespoons butter or oil; again to protect against stickiness.

German Pasta and Frankfurter Soup

- 1 medium onion, finely chopped
- 3 tablespoons chopped green pepper
- 3 tablespoons butter or margarine
- 1 can (16-oz.) sauerkraut, well drained
- 2 cups tomato juice
- 6 cups beef bouillon
- 1/2 teaspoon dried thyme
- 1 large bay leaf
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 2 teaspoons sugar
- 1 cup American Beauty Elbow Macaroni
- 5 frankfurters, cut in 1/2-inch rounds

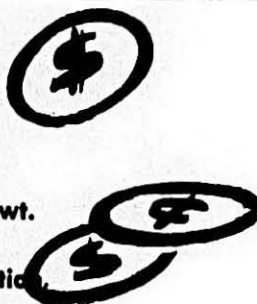
In large Dutch oven saute onion and green pepper in butter or margarine until tender. Add sauerkraut; saute stirring often for 5 minutes. Add tomato juice, bouillon, thyme, bay leaf, salt, pepper and sugar. Bring to boil. Reduce heat and cook covered for 30 minutes. Add macaroni and frankfurters. Bring soup to a boil. Cook uncovered until pasta is tender approximately 10 minutes. Yield: 1 1/2 quarts.

Peking Pork Salad

- 1/2 cup soy sauce
- 2 tablespoons vegetable oil
- 1 tablespoon prepared hot mustard
- 1/2 teaspoon ground pepper
- 2 cups cooked pork, cut in strips
- 8 oz. American Beauty Elbow Macaroni, cooked

(Continued on page 32)

PUSH PASTA



Invest 1 3/4c per cwt. monthly in pasta production promotion, consumer education, and trade advertising to keep sales up.

Constant promotion of macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

Recipes and photographs go to food editors of every type of media.

Educational materials and recipe leaflets are distributed to consumers, teachers and students.

Films and film strips are distributed for general use and special television showings.

TV Kits are periodically prepared for program producers.

Cooperation with related item advertisers and publicists is sought and obtained.

Special projects include press parties, materials for Consumer Specialists, background for editorial writers.

Do your Share—support the effort.

NATIONAL MACARONI INSTITUTE

P.O. Box 336, Palatine, Illinois 60067

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EST. 1920

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- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
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- 8—Nutritional Analysis

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Peking Pork Salad

(Continued from page 30)

- 1 cup sliced green onions
- ½ cup diced green pepper
- ½ cup toasted almond slices

Combine soy sauce, oil, mustard and pepper in large bowl. Marinate pork strips in soy sauce mixture for one hour in refrigerator. Stir in macaroni, onions, green pepper and almonds. Refrigerate two hours before serving. 6 servings.



Pasticchio

Pasticchio

- 8 oz. American Beauty Elbow Macaroni, cooked
 - 1 beaten egg
 - ¼ cup milk
 - ½ cup Parmesan cheese, grated
 - 1 lb. ground beef
 - ½ cup chopped onion
 - 8 oz. can tomato sauce
 - ½ teaspoon ground cinnamon
 - ¼ teaspoon ground nutmeg
 - ¼ teaspoon salt
 - ½ teaspoon pepper
 - 3 tablespoons butter or margarine
 - 3 tablespoons all purpose flour
 - ¼ teaspoon salt
 - 1½ cups milk
 - 1 beaten egg
 - ¼ cup grated Parmesan cheese
- In large bowl, combine macaroni, egg, milk and Parmesan cheese. Set aside.

In large skillet, cook ground beef and onion until meat is lightly brown and onion is tender. Drain. Stir in tomato sauce, cinnamon, nutmeg, salt and pepper. Set aside.

In small saucepan, melt butter or margarine. Blend in flour and salt. Gradually add milk. Cook, stirring constantly, until mixture thickens. Gradually add a small amount of sauce to beaten egg. Return to saucepan. Stir in ¼ cup cheese. Layer half of macaroni mixture in an 8-inch square baking pan. Spoon meat mixture on top; add remaining macaroni. Spread cream sauce over macaroni; bake at 350°F. for 45 minutes. 6-8 servings.

At San Giorgio

Hershey Foods Corporation annual report says stable prices of durum wheat helped make last year an encouraging one at San Giorgio, although operating income was down slightly.



Sue Corson, Bolinger & Associates Advertising, Inc. and Alex Hill, San Giorgio Macaroni, Inc., offer the macaroni company's new cookbook to several of the thousands of visitors to WFIL's Bridal Fair held recently at the Valley Forge Music Fair, King of Prussia, PA.

Early success with these products, continuing efficiencies in the plants in Lebanon, Pa. and Louisville, Ky. plus prospects for relative stability in commodity prices provide a solid base for further progress during the coming year.

Maruchan Advertising

Backed by the largest magazine ad campaign in the history of the category, Maruchan, Inc. is in the process of introducing new packaging and names for its product line, and new ad positionings for its two biggest sellers.

Instant Lunch, the soup-and-noodle product in a cup, will be positioned as the perfect answer for the person who is in a hurry but wants a good hot meal. Ramen Supreme Noodle's usage potential will be greatly expanded by positioning it as not only a delicious soup but also a great way to liven up leftovers.

Full-page, full-color Maruchan ads will appear in Family Circle, Redbook, Better Homes & Gardens, Good Housekeeping, Ladies Home Journal, Woman's Day, and Sunset. Additionally, television I.D. commercials will run at blitz levels on most network and syndicated game shows.

The ad agency for the account is Dailey & Associates in Los Angeles.

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



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

We
think
so.

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

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New Packaging Technology to be Presented at Interpack '78

Interpack, held at Dusseldorf, West Germany, has traditionally been the packaging industry's World Fair, where innovations and new technology, as developed by every major industrial country, is presented.

This seven day exposition is held every three years at Dusseldorf's magnificent fair grounds. The next Interpack, scheduled for June 8-14, 1978, is expected to attract over 150,000 visitors from more than 100 different countries.

Influenced by the rapidly expanding international scope of the packaging industry and the rising world economy, Interpack '78 will be a focal point of international activity. Visitors from all over the world will be seeking viable solutions to the new demands and requirements placed on today's packaging that did not exist three years ago.

Interpack '78 will bring together at one location every important packaging development in an operational, ready-to-use form. There will be a record-breaking number of exhibitors (over 1,100) representing 25 different countries. Dusseldorf's 13 large halls, which contain close to 1 1/2 million square feet of exhibition space, will be fully occupied and temporary pavilions are now being constructed to accommodate additional exhibitor's needs.

The unusual demand for exhibit space and the requests for larger booth areas indicates that many firms expect Interpack '78 will provide a favorable marketing atmosphere. In comparison with other expositions, Interpack at Dusseldorf is a basis for business where terms are finalized and firm agreements are reached.

Machinery Exhibitions

The more than 750 machinery exhibitions will in most cases demonstrate operating equipment under actual production conditions where performance and production results can be studied. Automated systems will be operated which will require almost the full length of a single building. Large two and three story high processing systems will also be installed and operated.

The equipment demonstrated will represent every aspect of consumer and industrial packaging, including



Over 150,000 visitors from more than 100 different countries are expected to attend Interpack '78, the world's fair of packaging, held at Dusseldorf, West Germany, June 8-14, 1978.

container fabricating machinery as well as measuring, weighing, counting, sorting, loading, packing, filling, capping and sealing equipment.

A number of advanced design container manufacturing systems will be introduced at Interpack '78. These include new plastic bottle making equipment, automatic thermoforming machinery, film packaging processes, as well as entirely new fabrication techniques which are the results of recent research and development.

The machinery exhibits will include advances in all types of package manufacturing systems, including plastics, metal, paper, paperboard, glass, as well as printing, coating and decorating.

Industrial Packaging

In the industrial packaging area, large blow molding systems will be demonstrated that can produce 250 gallon drums used for industrial chemicals. Other modern industrial packaging and warehousing equipment, such as pelletizing, wrapping, crating, bulk handling and conveying will also be on hand.

The material exhibits will represent every known package structure including composites and unique laminations. Material developments to be presented will include a wide range of plastics materials, including foams, co-extrusions and also recently

developed formulations that have high volume packaging application.

The automatic loading and filling systems on display will also cover the wide range of product categories, such as foods, beverages, confectionery, baked goods, household chemicals, pharmaceuticals, cosmetics and others. Two entire buildings are designated for confectionery and food equipment and materials. Many developments in the area of form, fill and seal equipment and materials will be shown. These combine the package making and product loading function in one complete high speed, automatic system.

New Concepts

Interpack '78 will be a tomorrowland of packaging and each aisle will generate new concepts and ideas that have real application in today's fast moving and highly demanding packaging industry. Interpack '78 offers a unique educational experience to anyone either directly or indirectly involved with packaging.

It also provides the opportunity to inspect, review, compare and discuss terms directly with the executive staff of the exhibiting companies. Nearly all of the exhibitors will have on hand their technical and administrative staff and will be fully prepared to finalize agreements.

There will also be a U.S. pavilion

where machinery and material suppliers from the U.S. will be located. The U.S. pavilion is being organized by Clapp & Pollak, Inc., 245 Park Avenue, New York, New York 10017.

Several U.S. and Canadian packaging and confectionery organizations are sponsoring group tours for Interpack '78. These will depart from New York, Cleveland, Chicago, Los Angeles, Toronto and Montreal. There will be a variety of group travel plans available which include airline and hotel arrangements at reduced rates. In some cases, hotel accommodations directly in the Dusseldorf area are available.

Additional information, as well as complete travel and hotel information regarding the Dusseldorf, West Germany, area, is available from Mr. Nikolaus Gentzen, German-American Chamber of Commerce, 666 Fifth Avenue, New York, New York 10019, telephone number (212) 582-7788.

Over 150,000 visitors from more than 100 different countries are expected to attend Interpack '78, the world's fair, of packaging, held at Dusseldorf, West Germany, June 8-14, 1978.

Case Sealer

New Way Packaging Machinery, Inc., makes a strong entrance into their 50th year by announcing a new Case Sealer especially designed to perform efficiently and economically in much less floor space than normally required.

Designated the New Way SFTB, the rugged new model is only 9 feet 6 inches long. It automatically applies adhesive to the flaps of a shipping case, then closes and holds them closed until the glue sets. Cases are sealed totally squared.

Features include a flight bar conveying system with square flight bars for maximum case contact, spring loaded flight bars for easy removal of jammed cases, and adjustable automatic infeed for picking up slight variations in case conveying heights, a special electric backup system which disconnects all electrical power should a jam occur thus eliminating damaged products, a pattern dialing system for the hot melt units to eliminate excessive switching and to decrease change-over time, and a fully interlocked Lexan guarding system. The

MAY, 1978



San Giorgio Macaroni Inc. has redesigned the egg noodle and they call it Light 'N Fluffy. The new noodle is extruded, lending it a distinctive curly shape that cooks up lighter and fluffier than the conventional flat noodle. When served, this Light 'N Fluffy noodle holds more gravy and sauce and has a much more appetizing fluffier appearance. The attractive one pound package is available in medium, wide, and extra wide widths. Its initial introduction in the Philadelphia and Altoona-Johnstown markets has been kicked off with television and a special offer in print ads.

guarding system not only turns off electrical power but the air supply as well.

Cases are fed into the infeed of the machine back-to-back or spaced. The case rides on the smooth infeed belt until coming in contact with the case stops. At the proper time, the flight bar releases the case to travel onto the speed-up roller. This pulls the case into the main section of the sealer and separates it from those cases behind.

Pickup by Flight Bar

Once the case is over the speed-up roller, it is picked up by the flight bar. The bar itself is square, allowing maximum case contact. The major flaps on the bottom of the case drop to an angled position because the case is traveling over tapered rollers. At this point, if necessary, a pneumatic lift platform rises into position to keep the product within the case in its proper configuration. The leading minor flap is closed by use of a plow and the trailing minor flap is brought into position using the pneumatic top flap folder. The top major flaps are being supported by flap guides so that even weakened reshipper cases are properly handled.

The case is then carried onto the carton platform. The contents of the case are now fully supported and the gluing operation can begin. Hot melt

adhesive is applied to the top minor flaps in four strips, two on each side. The bottom is glued with the major flaps receiving the glue at a 45 degree angle. This allows gravity to assist in glue placement and reduces the amount of glue return onto the guns.

Founded in 1928

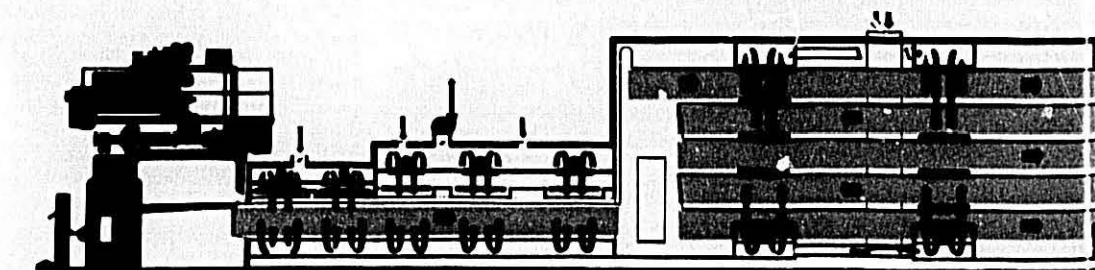
New Way Packaging Machinery, Inc., founded in 1928, has designed and developed a line of machinery used in the food, paint, chemical, drug and allied industries for filling a wide range of flowable products in glass, plastic or metal containers, labelers for glass, plastic and metal containers, packaging case formers, casers and case sealers, unloading for removing empty glass containers from cases.

For further information: New Way Packaging Machinery, Inc., Hanover, Pa. 17331. Telephone 717-637-2133.



35

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with Spreader

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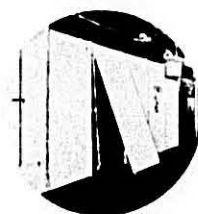
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Plate Counts
Slashed.



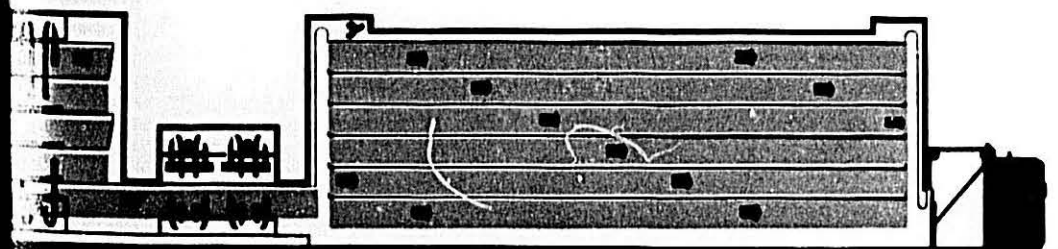
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Seaboard Earnings Accelerate

Net earnings of Seaboard Allied Milling Corp. for the first 36 weeks of the 1978 fiscal year, as well as for the third quarter, established new records for the company. In fact, net earnings in the 36 weeks were 38% larger than

net profits for the entire 1977 fiscal year, when income established a 12-month peak.

In the 36 weeks ended Feb. 4, 1978, Seaboard had net income of \$5,032,965, equal to \$3.74 a share on the common stock, compared with \$2,306,716, or \$1.71 a share, in the same period of the previous fiscal year.

Seaboard's net for the third quarter, the 12 weeks ended Feb. 4, totaled \$2,603,181, equal to \$1.93 a share on the common stock, contrasted with \$797,496, or 59¢ a share, in the same period of the previous year.

Net sales of Seaboard for the first 36 weeks of the 1978 fiscal year totaled \$178,169,945, against \$203,263,663 in the previous year. Third quarter sales were \$52,426,415, against \$63,861,130 a year earlier. "Lower dollar sales continue to reflect reduced prices, while year-to-date units sold were approximately 5% more than last year," the company said.

Beef Romanoff

General Mills' Hamburger Helper is introducing a brand new flavor—Beef Romanoff. The new main dish mix is described as having a sauce that is "a rich blend of sour cream and Cheddar Cheese, subtly spiced with garlic, dried onions and Worcestershire seasoning, and packaged with a generous supply of enriched egg noodles."

Introductory advertising will include full-page, full-color coupon ads in March 27 Family Circle, and in Good Housekeeping, True Story, Family Weekly, Your Place, Southern Living and Ebony. The brand will also be featured in a new "Helping Hand" television commercial to be aired March 13.

As with all the Hamburger Helper flavors, all that the new Beef Romanoff needs is the addition of a pound of ground beef. Five hearty servings can be prepared in minutes on the oven or in the microwave oven.

The new Beef Romanoff is appropriately named, reports General Mills. "It's flavors are those of the classic dish, Noodles Romanoff, named for the Russian dynasty of Romanov czars for which it was created."

The ad agency for the brand is Needham, Harper & Steers in Chicago.

Italian Dishes with Cheese

American Dairy Association has set "Italian Dishes American Style With Cheese" as the theme for its 1978 spring promotion for cheese. The campaign will run February 27 to March 27.

According to ADA, ethnic foods, especially Italian, have become increasingly popular in home recipes, and many Italian dishes call for cheese.

The promotion features domestic cheeses used in Italian dishes prepared American-style and highlights Cheddar, Colby, Monterey, Jack, Mozzarella, Provolone and Swiss cheeses.

Advertising

Four-color magazine spreads picture those cheeses in such Italian dishes as "Snappy Jack Snack," "Spaghetti-A-Cheddi" and "Big Michelangelo," to urge readers to "try an Italian change of taste with cheese."

ADA's national ad program will include color spreads in March 27 Family Circle and March Ladies Home Journal, Redbook and Southern Living.

Thirty-second television and radio spots, run by participating ADA member organizations in their local markets, will support the program.

Store Materials

The Italian dishes featured in the ads appear also on a case-mounted arch piece with banners that tops the cheese section of the dairy case. The display will be installed in more than 18,000 food stores across the country beginning the first week of February.

In-store kits also include four colorful shelf extender cards that repeat the Italian menu ideas featured on the arch piece.

To encourage consumers to use American cheeses in Italian meals, ADA has developed recipe sheets for four dishes pictured on the P-O-P materials. The recipe sheets, 1,000 per store, will be available in special display racks mounted on the cheese section of the dairy case. Over 18 million recipe sheets will be distributed to food stores throughout the U.S.

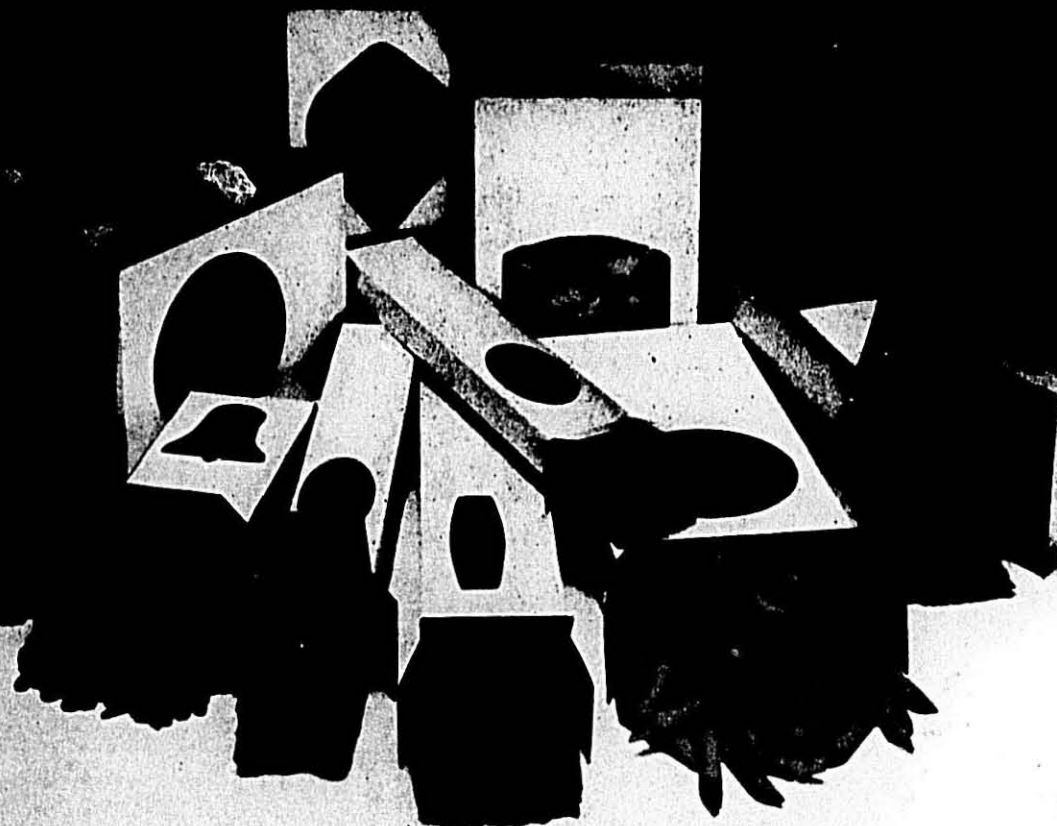
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