

**THE
MACARONI
JOURNAL**

**Volume 51
No. 8**

December, 1969

Macaroni Journal

OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



DECEMBER, 1969

COOKERY CLASSIC



PACKAGING PERSONALITIES



Santa Claus

THIS genial gentleman is a very well known packaging personality indeed. He's been in the business a long, long time, specializing in gift wrapping. His profession takes him all over the world, and so he is also known as St. Nicholas, Father Christmas, Pere Noel, Kris Kringle, Sinterklaas, Sint Klaes, La Befana, Knecht Clobes, Julenissen, and Yule Tomten.

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Over the years, the Rossotti organization has established something of a Yuletide tradition, too. It has become our happy custom at this special time of year to clap up the shutters on our commercial messages and express ourselves in keeping with the spirit of the festive holidays ahead.

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Cover Photo

The art masterpiece on the cover this month is described in the item "Cookery Classic" on page 6.

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FOR A
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AND A
PROSPEROUS NEW YEAR

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Seasons Greetings

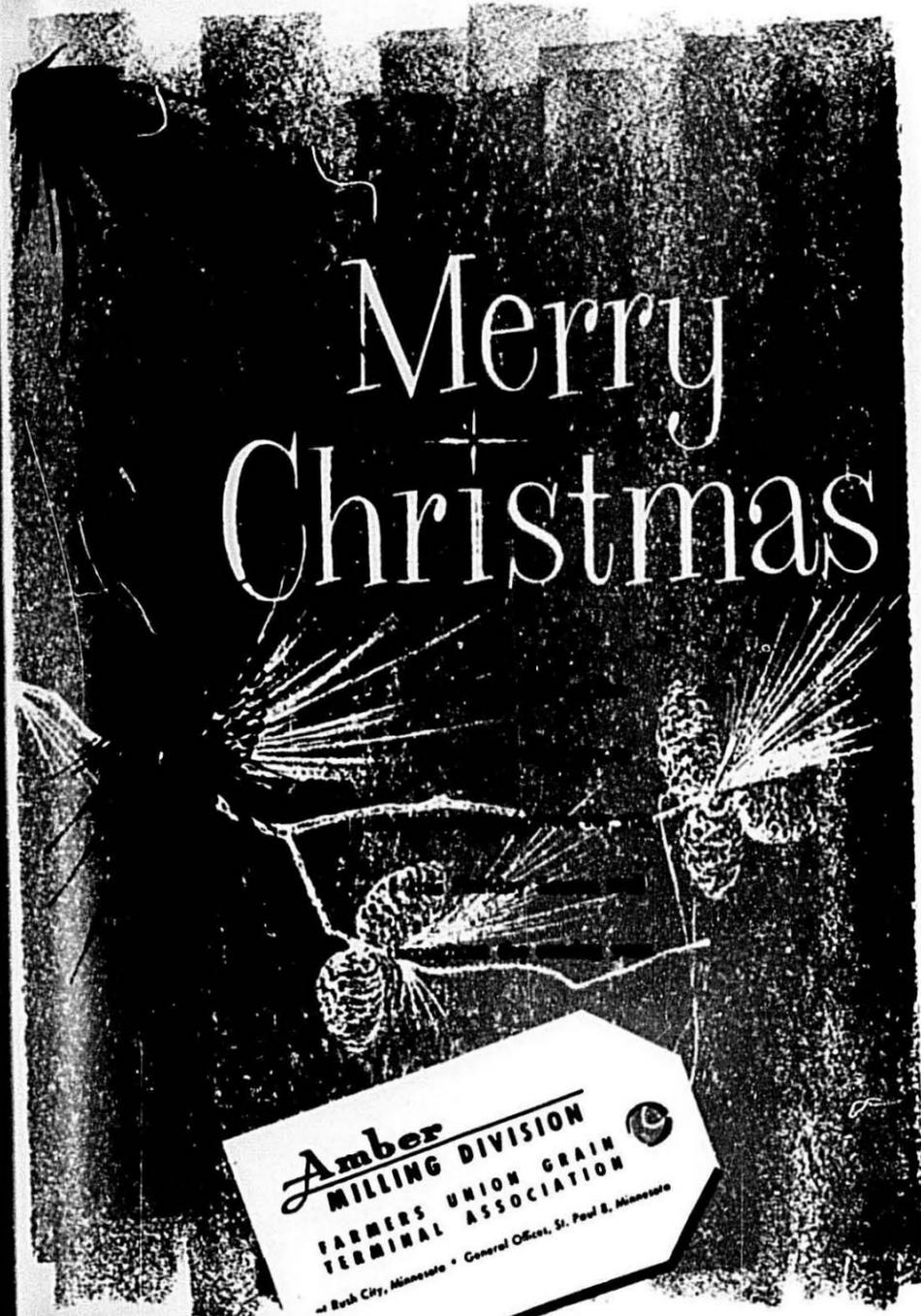
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AT THE DURUM SHOW

THE 31st Annual U.S. Durum Show at Langdon, North Dakota, drew a good crowd and some 490 samples of this year's fine durum crop. The National Macaroni Manufacturers Association Sweepstakes Award went to Merle Daley of Adams, North Dakota, with his entry of 65-pound test weight Leeds. Second prize went to Tom Ridley of Langdon with a 63½-pound test weight sample of Wells. The 4-H Club winner was Ray Hall of Bottineau, with a 64-pound test weight sample of Leeds.

A tall twenty-year-old beauty from Fargo, Janice Eleanor Rorvig, was named Miss Durum. Miss Rorvig, a music major at North Dakota State University, was chosen from among seven contestants in the annual pageant.

Air of Optimism

While there were the usual assortment of problems, generally there was an air of optimism, as the executive secretary of the National Macaroni Manufacturers Association, Robert Green, predicted at least a six per cent gain in domestic consumption this year; and Joe Halow of the Great Plains Wheat, Inc., said the potential for export was good, but we would have to work for it.

Business sessions of the program were well attended. The audience heard comments on milling matters from Eugene Murphy, manager of North Dakota Mill and Elevator, and were enthused with a slide presentation on the Spaghetti Safari held last August.

Dr. Fred Sobring, an economist from North Dakota State University, discussed the possibilities of a futures market, while John Finsness, traffic consultant from Fargo, discussed problems with freight rates.

Glenn A. Weir from the Department of Agriculture in Washington discussed proposed approaches to the farm program. His comments follow in their entirety.

Spaghetti Dinner

The traditional free spaghetti and meat sauce meal served Tuesday night was a sellout, and the stag party, which is a giant card game for the exhibitors in the show was a tremendous social highlight.

A special program for women visitors featured Ramsey County extension agent, Mrs. Maxine Frank, presenting ideas on the preparation of macaroni products. The Langdon Woman's Club served as luncheon hostesses, and music was presented by public school students.

An evaluation breakfast was held at Nick's Steak House Wednesday morning, where growers, commission men, elevator operators, grain buyers, milling representatives, and macaroni manufacturers expressed their views for the improvement of the show.

Macaroni representatives at the show included Stuart Sailer of the C. F. Mueller Company, Joseph La Rosa of V. La Rosa & Sons, Inc., Horace P. Gioia of Bravo Macaroni Company, Walter Villame of Jenny Lee, Inc., Mickey Skinner of the Skinner Macaroni Company, and Bob Green of the National Macaroni Manufacturers Association. The durum milling firms were all represented as well.

WAY BACK WHEN

5 Years Ago

• Another Adams, North Dakota, man won the Sweepstakes Award with a 65-pound test weight sample of Wells. He was Ludvig Gullickson. Another frequent winner from Adams was Palmer Dahlgren.

• Julie Kay Dunkirk, 1963 Miss Durum Macaroni, presented William L. Guy, governor of North Dakota, with a sheaf of durum as a symbol of the emphasis being placed on this grain during the month of October.

• Frost damage was the big topic of conversation at the show, and estimates ran to 15% of the crop being injured.

10 Years Ago

• A Durum Meeting was held in the Minneapolis Grain Exchange attended by more than forty durum growers, millers, and macaroni manufacturers, to review the durum situation and industry requirements. It appeared that with a carryover of 20,000,000 bushels less 11,200,000 under loan, free stocks amounted to 8,800,000. The crop estimate of 20,546,000 made total supplies, outside of Government stocks, 29,346,000.

• On "the growers' attitude," Harold Hoffstrand of Leeds, said it was tied up with the overall wheat acreage and allotment picture. Most growers prefer the law of supply and demand to legislation; but if there was legislation, the North Dakota grower wanted a part in writing it up.

20 Years Ago

• Having experienced bad weather conditions with reduced attendance to the Show the first of February, 1948, when snow blocked railways and high-

ways and then in April, 1949, when melting snows made roads impassable, the management of the Durum Show tried an early Fall meet in the hopes of getting more favorable weather. The dates selected were November 10 and 11. The National Macaroni Manufacturers Association was represented by Maurice L. Ryan, chairman of the Durum Relations Committee, M. J. Donna, secretary-treasurer, Robert M. Green of the National Macaroni Institute, and Frank Ullrey of Sills, Inc.

Great Geese Hunt

Ducks Unlimited of Canada reported that the 1969 production season was excellent. The consensus was that there were more ducks and geese on the prairie than for many years.

Durum growers have taken such guests as Clifford Pulvermacher and Ed Jaenke of the Department of Agriculture on goose hunts in other years. This year Tom Ridley and Floyd Pryzer of the Wheat Commission took Dr. Kenneth A. Gilles and a small contingent of macaroni and milling people to enjoy the sport.

Great clouds of geese were seen on the lakes and large marshes which are set aside as Federal preserves. Canadian honkers, snow geese, and blue geese were seen in abundance.

Because earlier hunters had been about locks zoomed off of the lakes like J/A aircraft heading for high altitudes, but it is reported that hunting parties enjoyed good shooting.

Cookery Classic

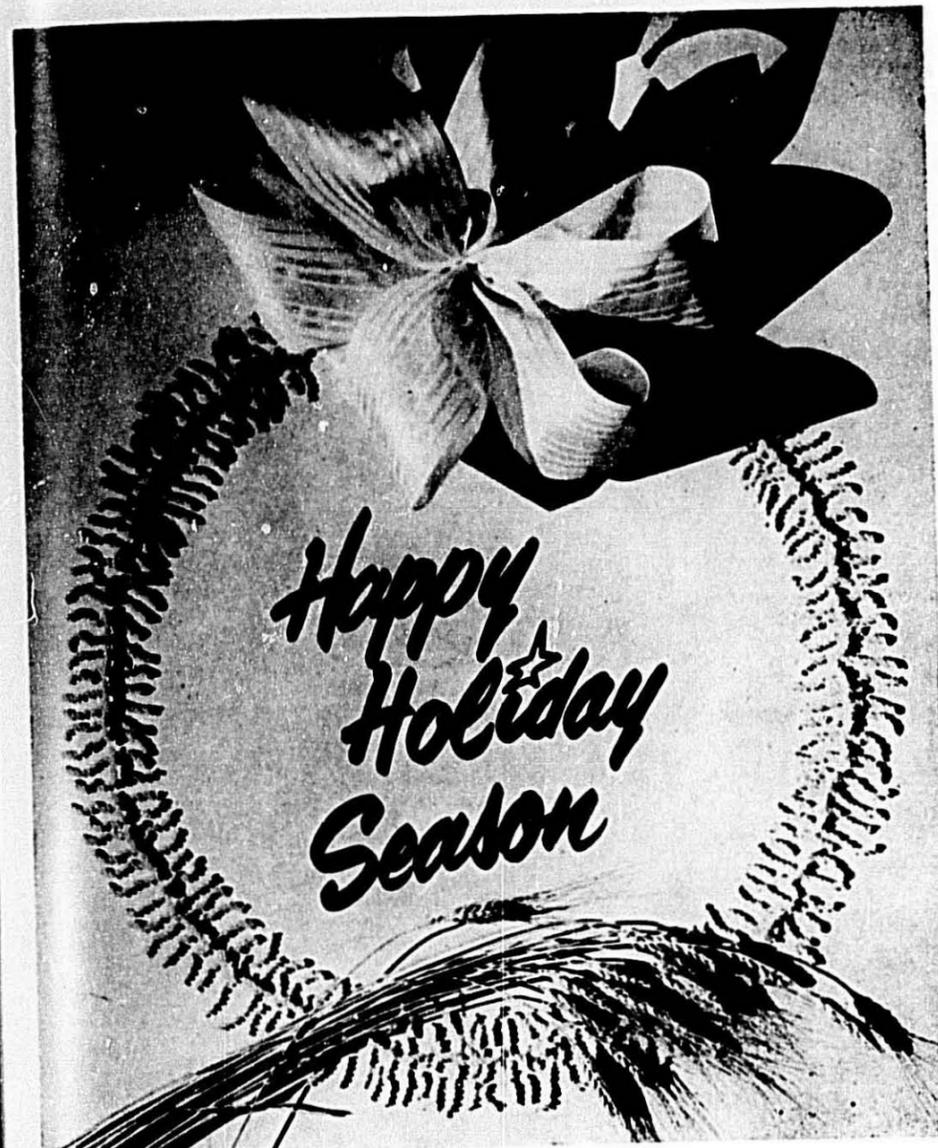
The art masterpiece on the cover this month could be a photographic representation of a painting from the Italian Renaissance or a Flemish still life.

The holidays are traditionally a time of sumptuous feasting. This year, why not borrow a menu from a European celebration and share in one of their delectable repasts.

Roast Goose

Roast goose is as highly esteemed in the eastern European countries as turkey is here. We've chosen this magnificent bird, one of the most flavorful members of the poultry family, as the mainstay of our handsome Christmas table. Rich and savory, the goose should emerge from the oven beautifully browned with tender, delicate meat and a very crisp skin. It is cur-

(Continued on page 8)



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Cookery Classic—

(Continued from page 6)

tomary to stuff it with crisp, pungent sauerkraut, a favorite vegetable that has a tangy sharpness to complement the goose. They are usually served together on the Continent, and in our own country it is customary for the Pennsylvania Dutch to serve kraut with goose or turkey for Christmas as a symbol of the ending of the old year.

Nestled invitingly around the goose is another popular vegetable cultivated for centuries in Germany and the lowlands and now grown in California. Robust, bright green Brussels sprouts are enhanced with golden seedless raisins and poached in dry white wine. Broad egg noodles, seasoned with a hint of orange, are an ideal accompaniment and, together with black pumpernickel, complete the main course. The bland noodles provide a welcome contrast to the richer, more zesty flavors.

Your guests will probably appreciate a respite before dessert, so plan to serve the superb, towering Maraschino Hazelnut Torte with coffee later, so that it will get the enthusiastic reception it deserves. Hazelnuts, or filberts as they are also known, have a subtle yet distinctive flavor and are probably the most often used nut in European cookery. A heavenly butter cream studded with bits of sweet ruby-red maraschino cherries makes the confection still more toothsome. Pipe it with rosettes of whipped cream and crown this masterpiece with whole toasted filberts and stemmed cherries.

Noodle Recipe

The recipe for Orange-Filbert Noodles making eight servings is as follows:



Tuna Noodle Twosome

- Orange-Filbert Noodles**
- 2 tablespoons salt
 - 4 to 6 quarts boiling water
 - 1 pound wide egg noodles (about 8 cups)
 - 2 cups chopped filberts
 - $\frac{1}{2}$ cup butter or margarine
 - 2 teaspoons grated orange peel
 - 1 cup orange juice
 - $\frac{1}{4}$ teaspoon salt
 - $\frac{1}{2}$ teaspoon pepper

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

Saute filberts in butter in saucepan about 5 minutes; add orange peel and juice. Combine filbert mixture, noodles, $\frac{1}{4}$ teaspoon salt, and pepper; toss lightly. Garnish with orange slices, if desired.

Mr. Toner's Tuna Noodle Twosome

Mr. H. Edward Toner has been president of the C. F. Mueller Company, in Jersey City, New Jersey, for 22 years. In 1947 the company was acquired by friends of New York University for the benefit of its School of Law. Mr. Toner participated in the negotiations leading to this acquisition and was requested by that group to become a Director and President of the company. He has served in those capacities since August of 1947 and has been actively engaged in the operation of the company and in affairs of the National Macaroni Manufacturers Association.

He is also an Industry Trustee of the Food and Drug Law Institute, member of the Grocery Manufacturers of America and Food and Drug Administration Food Processors Council.

While attending the New York Press Party at Tiro A Segno, the following recipe was given to food editors in their press kit as one of Mr. Toner's favorites:

- Tuna Noodle Twosome**
(Makes 2 main dishes,
4 to 6 servings each)
- 2 cans (4 ounces each) sliced mushrooms, drained and liquid reserved
 - Milk (about 1 $\frac{1}{2}$ quarts)
 - 1 medium onion, sliced
 - $\frac{1}{2}$ cup butter or margarine
 - $\frac{1}{2}$ cup flour
 - 2 teaspoons salt
 - $\frac{1}{4}$ teaspoon pepper
 - $\frac{1}{4}$ teaspoon thyme leaves
 - 3 cups cooked fresh or frozen peas
 - 4 cans (6 $\frac{1}{2}$ or 7 ounces each) chunk-style tuna, drained
 - 2 tablespoons salt
 - 4 to 6 quarts boiling water



H. Edward Toner

- 1 pound medium egg noodles (about 8 cups)
 - 1 cup grated sharp Cheddar cheese
- Combine mushroom liquid with enough milk to measure 6 cups; set aside. Saute onion in butter about 2 minutes; quickly stir in flour. Gradually stir in milk mixture; add 2 teaspoons salt, pepper and thyme. Cook, stirring constantly, until sauce boils 1 minute.

For Immediate Use: Combine half of the sauce with half of the mushrooms, peas and tuna. Meanwhile add 2 tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Toss half of noodles with tuna vegetable mixture. Turn into 2-quart casserole; sprinkle with $\frac{1}{2}$ cup of the cheese. Bake in 375° (moderate) oven 15 to 20 minutes or until bubbling hot.

For Future Use: Cool remaining half of sauce, peas and noodles quickly. Mix together with remaining mushrooms and tuna. Line 4 to 6 individual casserole dishes with heavy duty foil, allowing extra foil for fold. Spoon in noodle mixture; sprinkle with remaining cheese. Seal with double fold. Freeze; remove casseroles. To serve, remove foil; replace in casseroles. Bake unfrozen and covered in 350° (moderate) oven, $\frac{3}{4}$ to 1 hour; uncover and bake $\frac{1}{2}$ to $\frac{3}{4}$ hour.

Hello Columbus!

Waldhaum's, New York area chain, recently ran a full-page advertisement promoting pasta during a store-wide Italian food festival in observance of Columbus Day. Headed "Hello, Columbus," the ad featured a picture of the explorer with an armful of spaghetti.

Merry
Christmas

and

A Healthy, Prosperous and Happy New Year



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Approaches to Farm Policy

Remarks by Glenn A. Weir, Director, Grain Division,
Agricultural Stabilization and Conservation Service, U.S. Department of Agriculture,
at the U.S. Durum Show

I AM delighted to have this chance to visit with the producers of durum wheat and to talk about some of the changes going on in the Nation's capital.

I have been in Washington for only a short time—since the middle of the summer. Coming from Kansas, I am still making the adjustment to the Eastern seaboard—and to the peculiar political pressure cooker that is Washington.

Although a late arrival as a member of the new Administration, I share the same problems as other newcomers in Washington. When I arrived in August, some of the people who had been there since January were still looking for a place to park. I know one fellow who solved the problem by purchasing a car that was already parked.

Wheat Legislation

The Administration has been moving for several months toward the recommendation of new legislation for wheat, as well as other commodities. This has been a careful and deliberate process. But things are now to the point where we can talk, at least in a general way, about the programs favored by the Administration.

As you know, the wheat program that you have been operating under since 1966 will expire with the 1973 crop. Without action by the 91st Congress, we would go back to old laws for wheat and feed grains, as well as cotton.

For example, in the case of feed grains we would have a program without a diversion provision. All corn would be eligible for price support loan. And at the loan rate which would prevail production would increase, prices fall and the Commodity Credit Corporation could acquire a tremendous amount of feed grains.

In the case of wheat, the Department would be forced to proclaim a marketing quota, not later than April 15, 1970, and conduct a referendum by producers. Assuming that farmers approved the marketing quota, diversion would then be mandatory with a penalty for failure to comply. Price support would be made available through a combination of loans and certificates with total support on domestic portion between 65-93 per cent of parity. There would be no diversion payments.

The two programs I have just outlined go back to old legislation. They would not meet the needs of the 1970's in terms of income, cost, or political acceptability. This is the reason for the attention being given to new legislative proposals in Washington at the present time. Several approaches have been proposed:

Findley Bill

1. The Findley Bill embodies the proposal of the American Farm Bureau Federation which is for a massive long term land retirement program with the present annual programs being phased out over a period of several years. Representative Findley of Illinois introduced that bill, along with 25 co-sponsors in the House and 20 sponsors in the Senate.

Poage Bill

2. Another proposal is the Poage Bill, which would make permanent the present legislation. This would continue the present programs, with a continued rise in government costs to be expected.

Coalition Bill

3. A third bill now in Congress is the so-called "coalition bill," which is backed by 22 farm organizations. These are the organizations, you will recall, which met in Washington some time ago to oppose the Farm Bureau bill. The coalition proposal would extend the present programs but with changes to increase loan rates and direct payments. This extension of the 1965 act would be quite costly. Several variations of this bill have been introduced, beginning with the initial bill offered by Representative Melcher of Montana; in addition Purcell, Edwards, Berry and others, totaling 38 have offered companion bills.

Hardin Proposal

With these three major proposals in the background, Secretary of Agriculture Clifford Hardin has now suggested that a different approach also be considered. He appeared before the House Agriculture Committee on September 24—for the second time this year—and offered several proposals as alternatives or additions to those programs already proposed. Secretary Hardin is seeking a common ground with other groups and individuals in order to design programs that are workable and politically acceptable. He recognizes

that there must be broad support in agriculture for any new legislation if it is to succeed.

The Secretary's recent testimony was based on months of study, conferences, meetings with legislators, and five "listening conferences" in different parts of the country.

His objective is to build on the successes of the past while avoiding the mistakes of the past. He is interested in helping farmers to share in the benefits of our advancing technology, to benefit from their own efficiency, and generally to share more equitably in this nation's economic success. At the same time it is just about essential to bring program costs in check, because of the political realities of the day and the growing urban nature of the Congress.

Land Retirement

There has been a great deal of discussion of a possible long term land retirement program to be proposed by this Administration. The Secretary has proposed 3 general long term land retirement programs—all on a pilot basis. These programs, limited as they would be, would remove 3 to 4 million acres a year from crop production for as many years as it would require for us to make an evaluation of their success.

The Department of Agriculture has already had experience with two of these programs: (1) The Cropland Conservation Program was authorized in 1962 and operated on a pilot basis for several years. (2) A second pilot effort proposed by Secretary Hardin is a "living space" program which would assist local communities in acquiring cropland for recreation and other conserving uses. This would be similar to the "Greenspan" program which was active in 1966-67.

A third pilot effort proposed by the Secretary is a new "easement" program. This has never been tried by the federal government before. In effect, the government would purchase from a farmer his right to grow crops on a tract of land. He could continue to live on it, however, and use it for other purposes.

These three programs—cropland conservation, living space, and an easement program—would be operated on a limited trial basis. After a sufficient trial,

they would be evaluated as to their usefulness in the future.

Annual Programs

Of greater immediate significance is the question as to what direction the annual programs are to take after 1970. The Secretary recommended that Congress and the Administration examine jointly all of the legislative options available—with an eye to finding as much common ground as possible. He outlined two additional possibilities, both of which have the objective of strengthening net farm income.

The Secretary's approach is designed to serve two important functions: (1) increased freedom and opportunity for farmers to specialize in those crops which would maximize their net returns and, (2) loan levels at a rate intended to encourage exports generally without subsidy.

Set Aside

One proposal is a "set aside" program under which farmers would set aside a certain crop acreage and have complete freedom in planting their remaining land. The cooperating wheat farmer would set aside an amount of cropland equivalent to a percent of his domestic wheat allotment—in addition to his normal conserving base. He could then grow anything he wanted to on his remaining land. He would be eligible for price support loan on all of his wheat production and income support payments on the normal production of his domestic allotment acreage.

Domestic Allotment

The other proposed approach is a "domestic allotment" program, under which wheat and feed grains would be combined into a total grain base. There would be diversion payments to farmers who removed the required amount of land from grain production. Producers would be eligible for loans if they produced within their total allotments.

A great deal of planning and study is going into the set-aside proposal. We are thinking of a domestic allotment of about 18.5 million acres with a set-aside of from 75 to 100 per cent. Assuming a 75 per cent set-aside, it would likely yield a diversion of about 12 million acres.

A participating farmer would agree to set-aside an amount of cropland equal to 75 per cent of his domestic wheat allotment—in addition to his normal conserving base. Outside of this set-aside acreage, he could grow anything he wanted to on the remainder of his farm. The price support loan would be available on all of his wheat production; income support payments

would be made on the normal production of his domestic allotment acreage.

The program would be voluntary; a farmer who wished to stay out of the program would be free to do so. He would be subject to no restrictions, would receive no payments, and would not be eligible for a loan. There would be no marketing quota.

To outline a hypothetical example: Take a wheat farm with total acreage of 1,000 acres, a domestic wheat allotment of 240 acres, and a conserving base of 50 acres. The farmer would set aside 180 acres of plowed land (75 per cent of the 240 acres) in addition to the 50 acres of conserving base. The remaining 770 acres could be farmed as the farmer wished.

Advantages for Durum

The Secretary's set-aside proposal has some very definite advantages as far as durum wheat farmers are concerned:

(1) It is export oriented, and this is important to durum growers. This program would continue and supplement the efforts that the Administration has made since January to strengthen the U.S. position in the world wheat market. We must have price support loans at a level that will permit our wheat to move into export with little or no export subsidy. This, of course, eases producer payments to supplement the farmer's income.

(2) Under the Secretary's proposal, the wheat grower who wants to do so can specialize in what he does best and not be restricted in his wheat acreage by an allotment that can be reduced year-by-year, by the Federal government. The program would permit absolute freedom to the farmer, beyond his agreed-upon diversion. It would be entirely voluntary in the sense that there would be no penalty for the farmer who chose to remain outside the program.

What it boils down to is this: For a wheat grower who wants to grow wheat, the Secretary's proposal offers a real advantage. The idea is that, by producing more, he can reduce his unit cost of production, and increase his net income.

For example, a durum grower may have been growing—say, flax—because his durum acreage has been restricted to the point where he had to have the flax income from acres that would normally be wheat. Under Secretary Hardin's proposal, he could get out of flax if he wanted to—and devote his land and equipment to what he can do best: grow wheat.

For Feed Grain

On the other hand, in the East and Midwest, many feed grain growers

have small wheat allotments—often not much more than nuisance allotments. Under the proposed set-aside program, such a farmer could concentrate on feed grains or whatever best suited his own farming operation.

What this means is that there would be more specialization—both between farms and between areas.

Importance of Exports

Any discussion of the set-aside program proposed by Secretary Hardin must consider the importance of exports—because foreign market development is a basic program goal of the Administration. Export is the name of the game. The Secretary and his staff have been working very hard to regain those U.S. export markets that have been lost and to protect our markets from further encroachment by foreign production and synthetic and substitute products.

To begin with, Secretary Hardin created a new agency to coordinate and spear-head export development for American agriculture. This agency, the Export Marketing Service, is made up of an elite group of experienced, professional, export marketing people. Their sole mission is to further the movement of U.S. farm products into world trade.

Through this new Service—and in every way possible—the Department has worked diligently to open markets, to combat the protectionism that has been growing in other countries, and to try to keep international pricing on some kind of a rational basis.

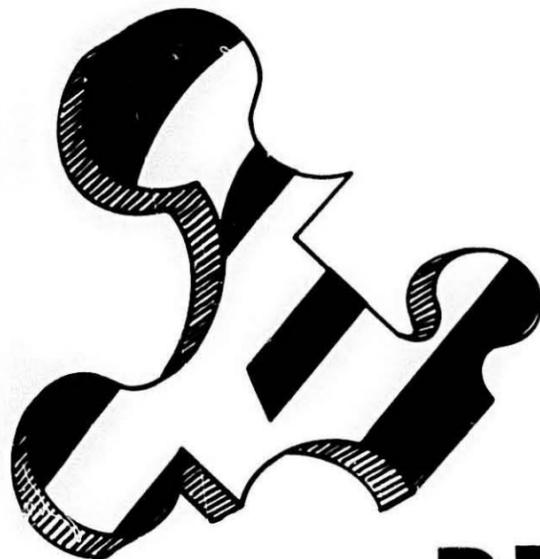
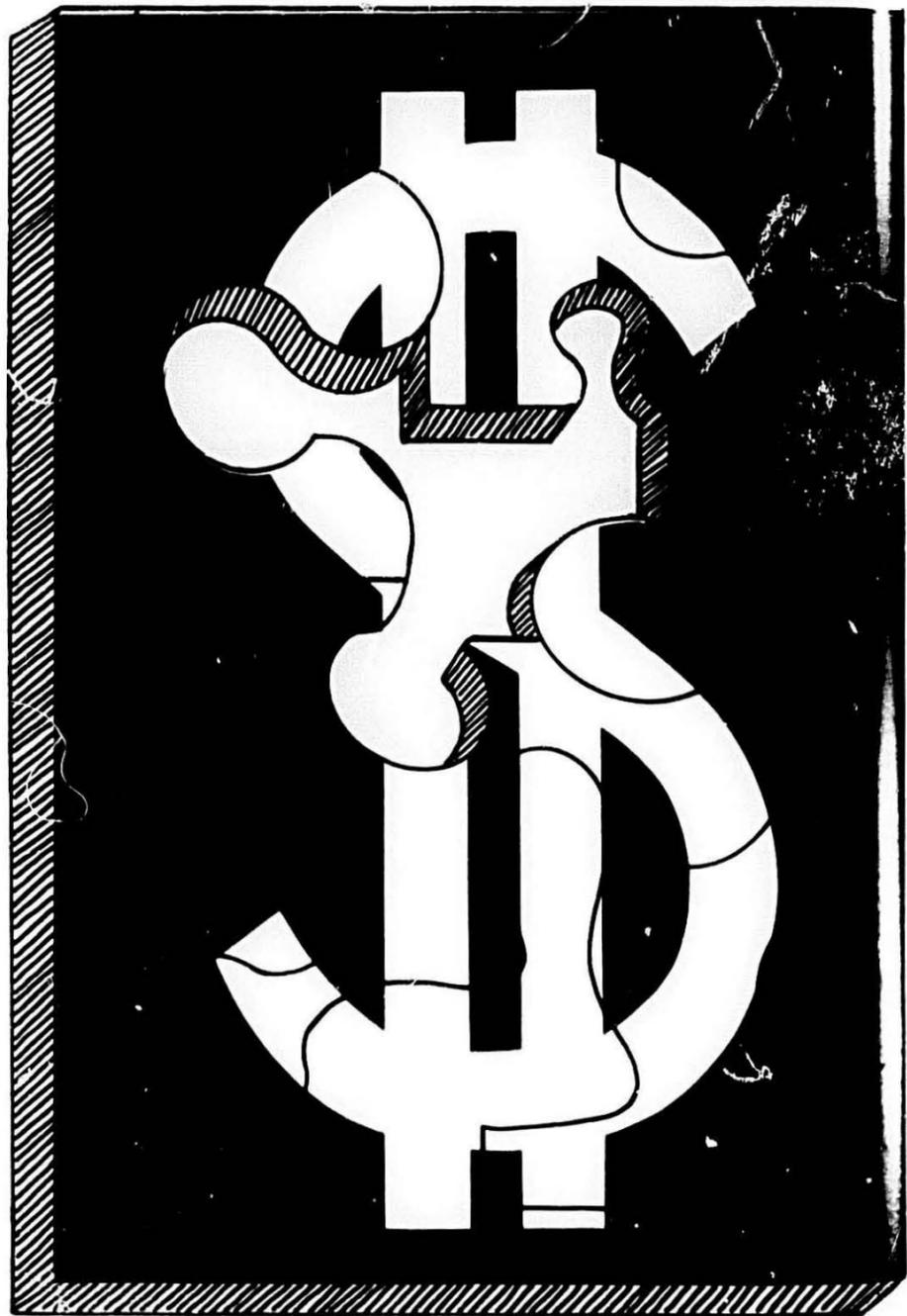
Handicapped by IGA

We have been handicapped, for more than a year, by the International Grains Arrangement, which does not of course include durum wheat. But this Arrangement has simply not lived up to its objectives, although the U.S. has tried valiantly to operate within the IGA and help it to succeed.

It was only after U.S. wheats had suffered from competitive disadvantage for many months that we finally took action to get our prices into line. Following discussions in the spring, our Government met with major exporters in July and obtained sanctions for more competitive pricing. It was after that meeting that the U.S. made its price reductions of July 18, August 12, and August 26. There are now some signs of growing stability in world wheat markets. U.S. wheat exports since July 1 are currently about 12 million bushels above exports of a comparable period last year.

It is essential that the U.S. wheat farmer's overseas markets be preserved and expanded in line with a fair share

(Continued on page 14)



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Approaches to Farm Policy—
(Continued from page 11)

of world trade growth. This is important to wheat growers—and particularly to durum producers, who have been exporting between 40 and 50 per cent of their crop.

There are encouraging signs around the world—as markets develop in Japan and Southeast Asia as well as in the more traditional durum-using areas. It is important that we continue to build on the export successes of recent times. Secretary Hardin's policy proposals are geared to that end.

Flexibility

In closing, let me emphasize that the set-aside program would be flexible in that it could generate various levels of farm income. Secretary Hardin is not interested in a program that reduces the farmer's net income. He wants to work with Congress and other interests to develop programs and provisions that will expand net income income to wheat growers and to other farmers as well.

Thank you for the invitation to speak at the Durum Show. I plan to be in Langdon until tomorrow and I'm looking forward to visiting with you durum farmers.

Macaroni Business Is Good

Aided by high meat prices, excellent publicity in all media, and a high quality crop at lower prices than a year ago, shipping directions to durum mills have been running heavily, reflecting an upsurge in retail macaroni business exceeding forecasts for Fall volume.

The Southwestern Miller reports durum mills operating near peak capacity with macaroni manufacturers cooperating by expediting bulk car turnaround. Shortage of rail equipment, bulk cars and grain cars was a serious problem at the end of October.

Running time is expected to be at a high level until the winter holidays.

Durum Crop

Durum wheat production in North Dakota was the largest in the state's history. The October 1 forecast was for 89,408,000 bushels, while the total for the United States was 104,643,000 bushels.

A record yield of 32.5 bushels per acre in North Dakota was indicated, 4.5 bushels higher than in 1968, and compared with the previous record of 31 bushels in 1962 and 1965. The average harvested in 1969 was about six per cent higher than the previous year.

In Canada

In Canada, durum production totaled 84,000,000 bushels compared with 45,400,000 a year ago. Saskatchewan produced 69,000,000; Alberta 11,000,000; and Manitoba 4,000,000. Plantings of durum wheat this year increased 33 per cent over 1968 to 3,154,000 acres, and the average yield per seeded acre was up 39 per cent to 26.6 bushels.

Durum Stocks

U.S. stocks of durum wheat on farms on October 1, 1969 totalled 103,255,000 bushels compared with 89,198,000 a year ago and 29,142,000 on July 1.

Commodity Credit Corporation holdings amounted to 172,000 bushels October 1 compared to 169,000 a year ago and 154,000 on July 1.

Mills, elevators and warehouses held 23,944,000 bushels compared to last year's 18,282,000 and holdings on July 1 of 11,428,000 bushels.

World Wheat

Eighty per cent of the world's wheat is grown in the developed countries of Australia, Europe, New Zealand, Russia and the United States. Yet, nearly seventy per cent of the world's population lives outside of these wheat-raising areas, mostly in less developed countries. For these areas to use wheat requires its importation. Most of the developing countries do not have an adequate export volume to provide the needed foreign currency.

Egg Market Comment

Frank E. Pilley writes in the V. Jas. Benincasa Company trade letter: "For some unaccountable reason there appears to be what we label 'statistical discrepancy' between two very comprehensive measures—those of the number of laying hens and the number of total pullets not of laying age. We have seen figures of layers on farms as of September 1, 1969 of 306.7 million. Pullets not yet laying are reported as 74.2 million as of September 1, 1969. If this is correct, using 306.7 million layers on farms and 74.2 million pullets not yet laying, the number of replacement pullets available is no more than on September 1, 1968. It is reasoned judgment that for the balance of this year there can be only a very modest

U.S. Cold Storage Report

	Cases	Pounds
Shell Eggs		
Frozen yolks		
Frozen whole eggs		
Frozen Unclassified		
Frozen Eggs—Total		

increase in the rate of fresh egg production. To accept this means a firm to higher egg market as we approach the balance of this year.

Import Possibility

"The price of beef and other meats has advanced rather sharply, and Tuesday, September 23, there was news that the administration is studying a possible increase in beef imports. The intent is to help ease inflationary pressure and increase in cost of living index. There is estimated that 190 million to 200 million pounds annually could be brought in mostly from Australia and New Zealand.

"It may be well for those in the egg business to realize that imports of eggs could be considered if the domestic price gets too high.

Flock Size

"All the early forecasts this year said the excessive production of egg type chicks from November 1968 to March 1969 would create a large laying flock this Fall and cause egg prices to decline. It now appears that for most of this year egg production has been running below that of 1968. Output for the first eight months of 1969 totaled 128 million cases of eggs, down nearly two per cent from 1968.

"For January through August, there were an average of 311 million layers on farms. This is 1.5 per cent below the same period of 1968. Eggs produced per layer averaged 18.6 per month, which is almost the same as a year earlier.

Egg-Feed Ratio

"There are younger birds coming into production now, and the rate of lay per bird should show some increase. Therefore we will have an increase in production, even though the total number of layers on farms is about the same as last year. Also the egg-feed ratio has been and is now more favorable than for the same months of 1968. The improved ratio results from higher egg prices and slightly reduced feed costs. The egg-feed ratio now is 8.3 and is the number of dozen eggs needed to pay for 100 pounds of feed. When the feed-egg ratio is favorable, it has a tendency to increase the egg production.

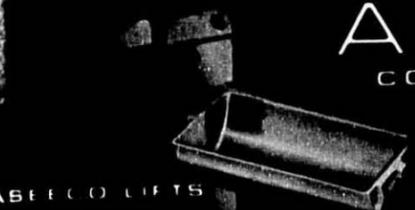
Poultry Products Quality Control School
Chicago, April 7-9, 1970

	October 1, 1969	October 1, 1968
Shell Eggs	85,000	150,000
Frozen yolks	8,327,000	10,215,000
Frozen whole eggs	14,201,000	22,640,000
Frozen Unclassified	32,275,000	64,139,000
Frozen Eggs—Total	1,828,000	5,053,000
	56,631,000	102,047,000

ASEECO

CONVEYING SYSTEMS

ASEECO LIFTS

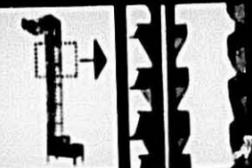


DIRTY ROLLERS



SANITIZING BUCKET





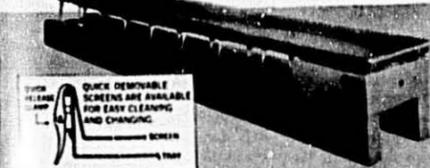
BELT CONVEYORS

A complete line of standard belt conveyors with modern, streamlined frames—sanitary construction and "quick connect sections"—Special features are offered such as: Lorig self-aligning drive pulleys—Powered rotary doffers for wiping belts on return side—Dust tight enclosures—Flat-wire and mesh-wire steel belts. Write for Bulletin CC-20.



VIBRATING CONVEYORS

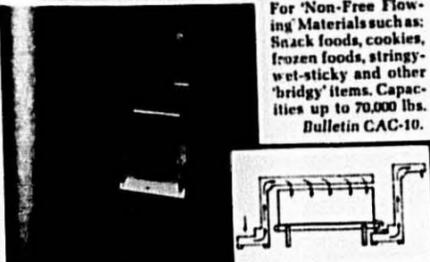
Ideal for conveying: Cereals • Snack Foods • Powdered Products • Frozen Vegetables • Chemicals • Detergents • Insecticides • Seeds • Macaroni • Flour • Pharmaceuticals • Beans • Rice • Metal Parts • Chips and Scraps. Sanitary Construction for easy cleaning. Capacities up to 4200 cu. ft./hr. Models for screening, dewatering, cooling, heating. Bulletin CVC-20.



ASEECO BULK AND SURGE STORAGE SYSTEMS

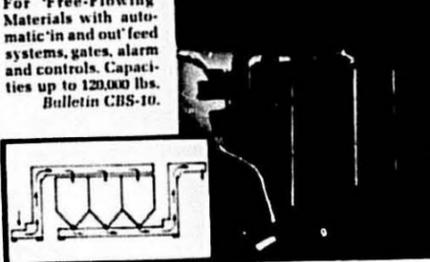
AUTOMATIC BELT STORAGE

For 'Non-Free Flowing' Materials such as: Snack foods, cookies, frozen foods, stringy-wet-sticky and other 'bridgy' items. Capacities up to 70,000 lbs. Bulletin CAC-10.



STATIONERY BIN STORAGE

For 'Free-Flowing' Materials with automatic 'in and out' feed systems, gates, alarm and controls. Capacities up to 120,000 lbs. Bulletin CBS-10.



ELECTRIC PANELS AND CONTROLS

The Key to Practical Automation is in the design and application of electrical components such as, photo controls, sonar devices and solid state relays. Aseeco engineers incorporate proven concepts which are accepted as standard and do not require extraordinary attention.

Services Offered: Plant Engineering and layout • Electrical Engineering and control panels • Erection and start up

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Write for your nearest representative.

Skinner on Bible Week Committee

Lloyd E. Skinner, president of the Skinner Macaroni Company of Omaha, Nebraska, has been named an industry chairman of National Bible Week, to be observed during Thanksgiving Week.

Mr. Skinner is a former president and chairman of the National Small Business Association and is now on its executive committee. He is a director of the Grocery Manufacturers of America.

He is a director and past president of the National Macaroni Manufacturers Association. In addition, Mr. Skinner is involved in many civic, religious, charitable and political causes.

The theme of 1969 Bible Week is "Truth for Modern Man."

The Layman's National Bible Committee introduced the annual observance on Pearl Harbor Day in 1941, a year after it was formed by a group of business and industry leaders to encourage Bible reading.

Egg Industry Adopts Sanitation Criteria

E-3-A standards for pumps, homogenizers, sifters, and thermometer fillings for processing egg products have been adopted. Two new accepted practices cover air under pressure and permanent pipelines. A sanitary standard has been prepared for review on rubber and rubber-like materials.

Voluntarily supported by the national trade associations for the dairy and egg processing industries, the program has resulted in the adoption of thirty-two standards and practices for dairy industrial equipment.



Gobs of Spaghetti. Two Navy men were served gobs of spaghetti at Chicago's USO Club by pretty Pam Webster in celebration of National Macaroni Week, October 16-25. According to a Navy spokesman, the sailor's appetites are right in tune with the occasion, since spaghetti and meatballs rank as the No. 1 favorite in Navy mess halls with a combination of chili and macaroni, known as Chili Mac, running a close second. The National Macaroni Institute which is sponsoring the "week," feels that's only natural. Last year Americans consumed 1 1/2 billion pounds of macaroni products.

Bill Joern Leaves Tranin

James A. Monat, general manager of Tranin Egg Products Company in Kansas City, has announced the departure of Bill Joern after eight years of excellent association. Joern joined Tranin in 1961 as sales manager and was soon elected a vice-president. He was editor of the *Tepeco Pioneer* trade letter on egg market conditions.

Henningsen V-P

Henningsen Foods Inc. has announced the appointment of Norman Klipfel as Vice President—Manufacturing.

Mr. Klipfel, who joined the company in May, 1967, was formerly Engineering Manager and Production Manager. He will continue to make his headquarters in the Omaha, Nebraska, southwestern office.

Boil-in-Bag

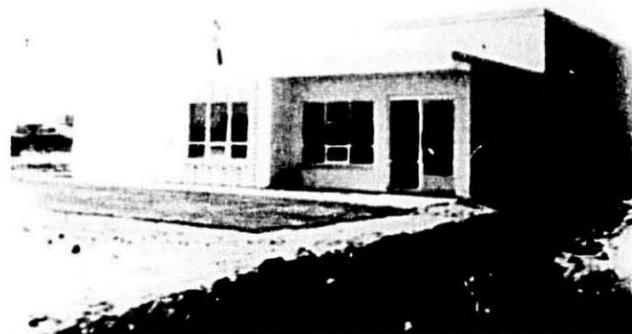
Kraft Foods will market boil-in-bag Noodles Romanoff early in 1970. It will be the firm's first boil-in-bag product. It will replace the package of Noodles Romanoff components.

Quaker Acquires Celeste

Quaker Oats Company has acquired Celeste Italian Foods Inc. for cash. Celeste is a closely held company headquartered in Rosemont, Ill., which makes frozen Italian specialty foods.

Toasta Pizza

Toasta Pizza has been introduced into the Chicago market by Toasta Foods Company, a subsidiary of Bearvee Company. Available in cheese and sausage flavors, the frozen pizza is warmed in a toaster.



CANADIAN FIRM WANTS PARTNER. E. Zeppo, president of International Macaroni Limited, is looking for a 50-50 partner to go in business with him at a new factory in Niagara Falls, Canada. The plant is ready to start operations with frozen foods such as tortellini and ravioli. He has experience in the field, customers ready to purchase his goods, but he needs capital.

ADM Milling Co.

CONVENTION COMING UP

The Winter Meeting of the National Macaroni Manufacturers Association January 18-22 will be held at a new site—the Boca Raton Hotel and Club at Boca Raton, Florida.

Long established as one of the fine resorts in the United States, Boca Raton has the appearance of a Spanish castle. There is a new tower of 26 stories of luxurious guest suites towering above Lake Boca Raton. Meeting facilities are of the finest.

For your leisure moments, a new Lakeview Nine golf course has been added, making a total of 27 holes on the premises with another 18 west of the city. The Court of the Four Lions is a new restaurant and lounge for golfers and tennis players. The new Lago Lounge overlooking the lake will feature entertainment nightly.

Recent improvements totalling expenditures of some \$14,000,000 has made Boca Raton a dream convention facility. We are sure you will enjoy it.

Rooms Through NMMA

Room reservations will clear through the N.M.M.A. office, and as you will be pre-registered you will need only to identify yourself and sign a registration card at the hotel to receive rooming slip and key. The registration form with room rates is on page 19. All requests for accommodations must be received at least thirty days prior to the official meeting dates, earlier if possible. After December 18 the rooms are available to other guests, and we urge that you act promptly to obtain the accommodations desired.

How to Get There

Boca Raton is located on U.S. Highway No. 1 and Florida A1A in the heart of the Gold Coast, 22 miles south of Palm Beach and 45 miles north of Miami.

By air, travel to Miami, West Palm Beach or Fort Lauderdale. Miami is served by every major air carrier and has daily jet service to major cities. West Palm Beach is served by National, Eastern, etc. Fort Lauderdale has daily flights by Northeast, Eastern and National. Miami International Airport is 45 miles south of Boca Raton; Fort Lauderdale, 22 miles south; and West Palm Beach, 25 miles north.

Private airports are located at Boca Raton and Pompano Beach. Planes up to Corvaire size can be accommodated at both airports. Runways are lit all night, and complete fuel service is available.

Limousine Service

Limousine service is available at all times and will meet all trains and planes upon notice of date, time of arrival and carrier. If by air, the flight number is required. Limousines are 7-passenger, air-conditioned Cadillacs. Rates to Miami International Airport one way (1 to 8 passengers) \$44.00 per car. West Palm Beach Airport—\$20 per car one way (1-4 passengers), \$5 extra for each additional passenger. Fort Lauderdale Airport, \$20 per car one way (1 to 4 passengers). Seaboard Coast Line Station—Deerfield Beach—\$1.25 per person, each way—\$2.00 minimum.

Rental cars are available and upon pre-arrangement can be made available at any airport or railroad station. Rates and other information available upon request—write Morse National Car Rentals, Boca Raton Hotel and Club, Boca Raton, Florida 33432. Convention delegates are extended a 20 per cent discount.

Creating Demand

At the Forum on Fundamentals scheduled for the Winter Meeting of the National Macaroni Manufacturers Association at Boca Raton, Tuesday, January 20, will be devoted to a consideration of advertising macaroni products.

There will be a consideration of basic appeals, media, and implementing advertising to consumers and the trade.

A panel of agency practitioners have been invited to give us their counsel. Included is Mr. William E. Steers, Director and Chairman of the Policy Committee of Needham, Harper and Steers



William E. Steers

in New York City. They handle the C. F. Mueller Company account.

Mr. Steers has spent some 39 years in the advertising business. A Dartmouth graduate, 1930, he entered the advertising business by joining Fedlar and Ryan. He left, with four others to form a new agency which later became Doherty, Clifford, Steers and Shenfield. He was elected President and Chief Executive Officer 1956-64, and became Chairman of the Board in 1964.

Mr. Steers has been very active in areas of advertising and general business. He is past Chairman of the American Association of Advertising Agencies. He is a Director and past Chairman of the National Better Business Bureau, the Audit Bureau of Circulations, and the Association of Better Business Bureaus International.

Panelists

Other panelists will be Mr. Charles B. Foll, Vice President, McCann-Erickson, Inc., in San Francisco, California. This agency handles the Golden Grain macaroni account, and his biographical sketch will appear in the next issue, as well as that of Mr. Milton Simon of Simon and Gwynn, Inc., Memphis, Tennessee. This agency handles the advertising of Ronco Foods of that city.

Convention program planners are contemplating a gallery of macaroni ads in print, a gallery of point-of-sale material, and a scheduled showing of TV commercials. Awards will be given to the best entry in each classification.

Protecting Profit Margins

George J. Berkowitz writes in the November issue of Dun's Review of the Seven Deadly Sins of Management: "For all of modern management's efficiency and commitment to the bottom line, it is still wrestling with the same old problems."

Commitment to the bottom line protesting profit margins in a period of inflation, will be the subject matter of the General Session planned for the N.M.M.A. Winter Meeting on January 21.

Alex R. Gordon, a partner in the firm of Peat, Marwick, Mitchell and Company, of New York City, has been invited to speak and lead the discussion period.

Mr. Gordon is in charge of a wide range of his firm's consulting practice, including responsibility for all commercial activities, as well as specific

(Continued on page 22)

Forum on Fundamentals

WINTER MEETING

Boca Raton Hotel & Club

at Boca Raton, Florida 33432



- Sun. Jan. 18 Macaroni Family Reunion—cordials and coffee at 8:00 p.m.
- Mon., Jan. 19 General Business Session with report on Spaghetti Safari and a display of trophies of the year's activities. 9:00 am to noon. Afternoon free.
- Tues., Jan. 20 "Creating Demand"—panel discussions and round-tables on advertising. William E. Steers, Needham, Harper & Steers, New York City; Milton Simon, Simon & Gwynn, Inc., Memphis, Tennessee; Charles B. Foll, McCann-Erickson, Inc., San Francisco.
- Wed., Jan. 21 "Protecting Profit Margins"—comments and round-table discussions led by Alexander R. Gordon; Peat, Marwick, Mitchell & Company.
- Thurs., Jan. 22 Board of Directors Meeting—Golf Tournament on Tuesday, Jan. 20.

Registration fee of \$10 per session or \$25 for the full meeting; non-members \$15 per session or \$30 for the full meeting. \$10 registration fee for Ladies includes Luncheon on Tuesday with Miss Frances Thomas lecturing on Palmistry.

Make checks payable to the National Macaroni Manufacturers Association, please.

Boca Raton is one of the country's finest resorts. Rates are quoted on American plan.

All reservations must clear through NMMA office and should be made before Dec 18.

Circle your requirements and return form promptly to NMMA, P.O. Box 336, Palatine, Ill. 60067.

(2 persons)	Main Hotel	Golf Villa	Tower Room	Tower Corner Suite
— Twin Bedroom-Bath	\$30.00 p.p.	\$32.50 p.p.	\$32.50 p.p.	\$40.00 p.p.
— Single Room-Bath	\$45.00 p.p.	\$50.00 p.p.	\$50.00 p.p.	\$65.00 p.p.
— Parlor, additional	\$45.00	\$50.00	All rates subject to state taxes	

This space will be occupied by (please print)

Address:

Name: Mr. _____

Mrs. _____

Others _____

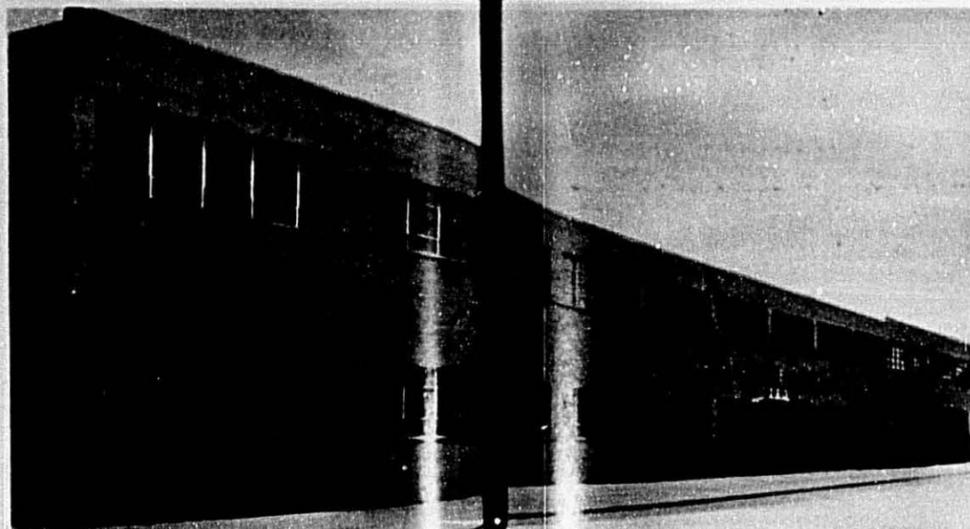
We will arrive: Date _____ Time _____ a.m. Via Airline _____
p.m. Airport _____

We will depart: Date _____ Time _____ a.m. Railroad _____
p.m. Automobile _____

50th Anniversary



1919



1929

Fifty Golden Years with the Golden Pasta

Now that we are reminiscing a little—some of the years were not all golden. To be truthful, some were downright threadbare—as most of us well remember. However there were enough of those Golden Years to encourage us all to hold on—and the important thing is, we all tried harder to improve a little. Our finished product to any part of any floor in your plant.

ENGINEERED PLANT LAYOUTS for the smallest or the largest manufacturer— ENGINEERED GUIDANCE for modernization or new building— ENGINEERING & FABRICATION of specialized equipment for special purposes.

CLERMONT Machine Co., Inc.
 Now a Subsidiary of the Carlisle Corp.
 100 West Street, Brooklyn, N.Y. 11206 / 212 EV 7-7540

Convention Coming Up—
(Continued from page 18)

industries such as banking, insurance, merchandising, etc., and such functional activities as industrial engineering, data processing, management accounting, organization and long-range planning.

Prior to joining Peat, Marwick, Mitchell & Company, Mr. Gordon held sales and management positions with manufacturers of data processing and data communications equipment. In these capacities he pioneered many of the data communications techniques which are only now being installed on a widespread basis. He attended St. John's University and the New York University Graduate School of Business.

Writer

Mr. Gordon is the author of articles on management topics and is a frequent speaker at management and professional societies. A CPA in the State of New York, he is a member of the American Institute of Certified Public Accountants, as well as the New York State Society. In this capacity he is Editor of the Management Services Department of *The New York Certified Public Accountant* magazine.

As a citizen, he serves on an Advisory Committee for the Town of North Hempstead and is member of the United Nations Association Policy Panel on World Population and the Quality of Human Development. In the past he has served this organization on a similar policy panel concerned with the organizational structure of the Secretariat of the United Nations.

Mueller's Launches Heavy Spot TV Schedule

The C. F. Mueller Company of Jersey City, N.J., is embarking on a heavy Spot Television schedule for Mueller's Macaroni Products starting October 13 in all major markets east of the Mississippi River.

The new series of commercials is built around the theme "Mueller's. It doesn't get lost in the sauce." Each commercial poses the question "Does your spaghetti (or macaroni, or egg noodles) get lost in the sauce?" As the product disappears and reappears under a variety of sauces the point is made that Mueller's doesn't get lost in the sauce. The commercials thus give the highly successful theme a new dimension.

The campaign will utilize 60, 30 and 10 second commercials in daytime and early evening periods.



Richard D. McGoldrick

Vice President of Viva

Richard D. McGoldrick was elected vice president, consumer foods at a recent meeting of the board of directors of Bay State Milling Company.

His office is at the Viva Macaroni Manufacturing Company, Lawrence, Mass., a subsidiary of Bay State.

McGoldrick was graduated from the University of Notre Dame cum laude in 1950 with a B.S. degree.

He was most recently general manager of Ken's Foods, Inc., before joining Bay State. His background in the food industry includes sales management and general management of a processed meat business; advertising, sales and product management of a frozen sea food business; general management of a chain of 93 specialty food stores.

McGoldrick is a director of the Woodland Golf Club and Northeast Federal Savings and Loan Association.

Buitoni Broker

The appointment of the H. C. Boerner Company of Great Neck, Long Island, as Buitoni frozen food brokers for the New York metropolitan area, was announced recently by Marco Buitoni, president of Buitoni Foods.

The Boerner Company, largest food broker in the United States, will handle the merchandising and selling of all Buitoni frozen food specialties.

Buitoni Foods (established 1827), has enjoyed a particular success in the frozen food field with their three versions of the Instant Pizza for the toaster—tomato and cheese, pepperoni, and Sausage. Buitoni is working on the development of several other revolutionary products for the American food market.

Creamettes-ADA Tie-in

One of the simplest recipes ever provides the basis for a full-color national ad for Creamette Macaroni appearing in November Family Circle.

The recipe is for Creamettes with Butter, a popular side dish for any meal, ready to serve in seven minutes. In addition to an appetizing photograph of the macaroni dish, the ad features a direct tie-in with the current American Dairy Association campaign.

The ad also includes an offer of a free booklet of easy-to-prepare Creamettes recipes.

One-Dish Wonder Ads

Franco-American launched a "One Dish Wonder" magazine ad campaign this fall to promote casseroles as an ideal way to enjoy Franco-American canned macaroni products. The new campaign used full-color "Digest-size" ads in Family Circle, McCall's, Ladies Home Journal and Better Homes & Gardens.

Built around an appetizing photograph of a finished casserole, each ad carries the quick-and-easy recipe for the featured dish—on a recipe-shaped card for easy clipping and filing. The November Family Circle ad features "Skillet Milano"—described as taking "20 minutes from stovetop to tabletop." Other casseroles offered during the campaign are "Tuna Topper," "Speedy Meaty Macaroni," and "Chicken a la Mac."

The "One-Dish Wonder" campaign is aimed at showing housewives how to use Franco-American Macaroni products as a prepared base for many varied casseroles. The convenience element is stressed.

Franco-American is advising grocers to capitalize on the extensive tie-in opportunities offered in this multi-product recipe campaign.

Information on the campaign is available from the Campbell Canned Foods sales force.

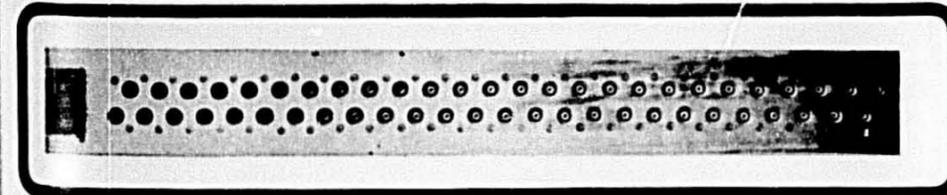
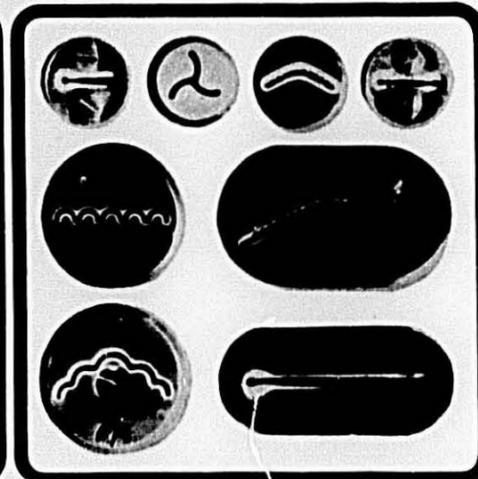
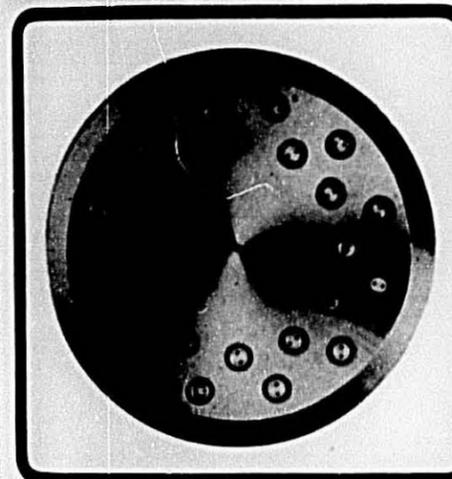
Cheese Seasoning

R. T. French Company of Rochester, New York, is introducing an Italian Cheese seasoning in the West. The product is a blend of Cheddar and romano cheeses, herbs and spices. It is designed for use with Italian foods, salads and vegetables.

Packed in a cylindrical glass container with wraparound label, the product weighs two ounces and sells for about 49 cents.



MONTONI



TEFLON DIES
BRONZE DIES
CROMODURO DIES

DIES IN TEFLON WITH INTERCHANGEABLE ROUND AND AT OVAL SECTION ELEMENTS

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P.O. Box 159, Pistoia (Italia)

Tel. 24207-26712

HUNGER AND MALNUTRITION

HUNGER and malnutrition in America has become a subject of great national interest. Virtually all media have covered the matter, often in considerable depth.

On July 23, 1969, Robert D. Stuart, Jr., President of The Quaker Oats Company, testified before the U. S. Senate Select Committee on Nutrition and Human Needs (McGovern Committee). He stated that "industry and government, working together, can guarantee the availability of a minimum diet to virtually everyone." A brief of his comprehensive statement before the Committee follows.



Robert D. Stuart, Jr.

The matter you are investigating is enormously complex. Human nutrition is complex, food is complex, and human beings are complex. In the short time since I was asked to appear, we have attempted to put together as much useful, relevant information as we can.

The Quaker Oats Company has been involved in the study of nutrition and the development and production of nutritious foods since 1873; this includes naturally nutritious products, enriched and fortified foods, and special-purpose food supplements.

Today consumers purchase oatmeal, an inexpensive source of good quality protein, for less than 2¢ per serving. Grits, corn meal, self-rising flour and tortilla flour are all enriched with thiamine, riboflavin, niacin and iron. All these products are very inexpensive; a serving of grits, for example, costs about 3¢ if you buy the large package, 1¢ if you buy the smaller package.

The extent of malnutrition among the poor in the United States which has very recently been reported has shocked and surprised everyone. My comments will involve a number of subjects, some of which apply to all socio-economic levels. However, I would urge the Committee to give primary immediate attention to the very serious problem at low-income levels.

Availability of Minimum Diet

In the United States today—and this is not true everywhere in the world—industry and government, working together, can guarantee the availability of a minimum diet to virtually everyone. In fact, we could say "guarantee a minimum diet" except that in our free-choice economy no one can guarantee what people will choose to eat, regardless of what's available to them. By a minimum diet I mean a nutritionally adequate and satisfying diet meeting

established nutritional requirements. Needless to say, this involves doing some things that are not being done now.

Let me comment on eight specific subjects:

(1) **The Principle of How a Good Diet is Selected:** There is an assumption that can be made, an extremely unrealistic one, that the homemaker will, or wants to, select a diet scientifically by adding up the nutrient content of all the products she uses and comparing these to the established nutrient requirements. This technical information is available to professional people who can make intelligent use of it. But if menu planning by nutrient calculation by individual homemakers ever comes to pass, the emancipation of the female is over, because food planning will become a full-time job!

This is not said facetiously. An examination of our packages right now shows that women have a substantial amount of precise nutrient information if wanted, but this can be carried to an irrelevant extreme. Let's be practical. Consumers plan a good diet by choosing from the four basic food groups. If the American diet needs improvement, professionals can find ways to improve individual products. But these is no practical point in assuming that the consumer wants to become a practicing dietitian, spending most of her time calculating complex nutrient values.

(2) **Existing Foods, Food Distribution and Food Availability Through Normal Channels:** Most Americans have elected to upgrade their food purchasing habits in the direction of greater convenience. The growth in convenience foods (as well as the growth in foods eaten out) should not be allowed to over-shadow the many very inexpensive

foods of high nutritive value that are available in virtually every food store.

The basic point here is that a very good diet is available at very reasonable cost to anyone who can get to a food store, if he has the money to buy it and the knowledge to spend it wisely. This is the reason that food stamps, or similar means of providing resources to people without adequate income to purchase a basic diet, should be the primary focus of our efforts to alleviate malnutrition. We strongly support expansion and improvement of the Food Stamp Program, and review of welfare procedures to find better means of providing minimum purchasing power to those unable to attain it on their own.

Two simple facts are apparent: one is that there is a segment of the economy, people without purchasing power, who cannot be served by private industry without some kind of help. The second is that the existing food distribution system is so efficient and inexpensive that it is ridiculous to contemplate alternative means except for special purposes.

(3) **Special Distribution Programs:** Our Company does not have a large amount of experience in special distribution programs; consequently, our observations are more based on philosophical considerations than on practical experience.

Special distribution programs, as I see it, should be of relatively short duration until a broader Food Stamp Program is fully implemented. Pay special attention to the young. It will do little good to upgrade general educational programs for the very poor (and certainly we must do this) if because of inadequate nutrition the education is wasted on a mind incapable of absorbing it. Consequently, special distribution programs to help pregnant women, infants and children need to be improved. Perhaps this is an opportunity for closer government-industry liaison, since industry will have to supply the products, but problems appear to be of a public administration nature.

(4) **Enrichment and Fortification:** In placing primary emphasis on food stamps, nutrition education and existing foods, it is obviously critical to be certain there is adequate nutrition in the foods purchased with stamps by the poor. We do not believe, nor do nutritional scientists consider it desirable, that every food product should be completely, or even highly fortified with all

(Continued on page 26)

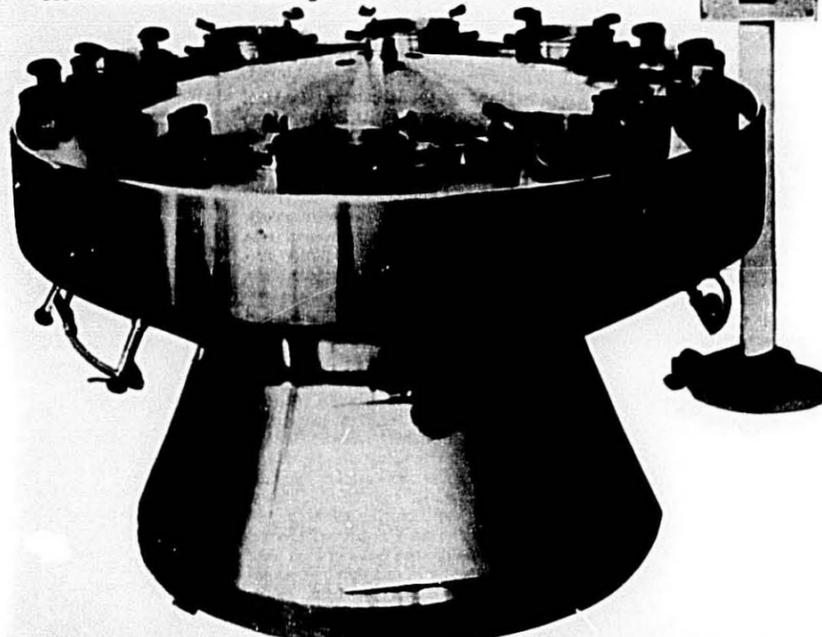
CONTINUOUS CIRCULAR COOKER FOR MACARONI GOODS

This machine permits the continuous cooking of approximately 10 to 14 ounces of macaroni or spaghetti every 2 minutes.

It consists of 10 pans placed on a rotating support with the cooking time of the macaroni goods determined by the time that one pan passes from the first to the last position.

A timing device controls the time required by the revolving unit to complete one rotation; the time setting depends on the cooking time required by the spaghetti or macaroni shape.

Gas burners are used for heating.



HUNGER AND MALNUTRITION

HUNGER and malnutrition in America has become a subject of great national interest. Virtually all media have covered the matter, often in considerable depth.

On July 23, 1960, Robert D. Stuart, Jr., President of The Quaker Oats Company, testified before the U. S. Senate Select Committee on Nutrition and Human Needs (McGovern Committee). He stated that "industry and government, working together, can guarantee the availability of a minimum diet to virtually everyone." A brief of his comprehensive statement before the Committee follows.



Robert D. Stuart, Jr.

The matter you are investigating is enormously complex. Human nutrition is complex, food is complex, and human beings are complex. In the short time since I was asked to appear, we have attempted to put together as much useful, relevant information as we can.

The Quaker Oats Company has been involved in the study of nutrition and the development and production of nutritious foods since 1873; this includes naturally nutritious products, enriched and fortified foods, and special-purpose food supplements.

Today consumers purchase oatmeal, an inexpensive source of good quality protein, for less than 2¢ per serving. Grits, corn meal, self-rising flour and tortilla flour are all enriched with thiamine, riboflavin, niacin and iron. All these products are very inexpensive; a serving of grits, for example, costs about 1/4¢ if you buy the large package, 1¢ if you buy the smaller package.

The extent of malnutrition among the poor in the United States which has very recently been reported has shocked and surprised everyone. My comments will involve a number of subjects, some of which apply to all socio-economic levels. However, I would urge the Committee to give primary immediate attention to the very serious problem at low-income levels.

Availability of Minimum Diet

In the United States today—and this is not true everywhere in the world—industry and government, working together, can guarantee the availability of a minimum diet to virtually everyone. In fact, we could say "guarantee a minimum diet" except that in our free-choice economy no one can guarantee what people will choose to eat, regardless of what's available to them. By a minimum diet I mean a nutritionally adequate and satisfying diet meeting

established nutritional requirements. Needless to say, this involves doing some things that are not being done now.

Let me comment on eight specific subjects:

(1) **The Principle of How a Good Diet is Selected:** There is an assumption that can be made, an extremely unrealistic one, that the homemaker will, or wants to, select a diet scientifically by adding up the nutrient content of all the products she uses and comparing these to the established nutrient requirements. This technical information is available to professional people who can make intelligent use of it. But if menu planning by nutrient calculation by individual homemakers ever comes to pass, the emancipation of the female is over, because food planning will become a full-time job!

This is not said facetiously. An examination of our packages right now shows that women have a substantial amount of precise nutrient information if wanted, but this can be carried to an irrelevant extreme. Let's be practical. Consumers plan a good diet by choosing from the four basic food groups. If the American diet needs improvement, professionals can find ways to improve individual products. But these is no practical point in assuming that the consumer wants to become a practicing dietician, spending most of her time calculating complex nutrient values.

(2) **Existing Foods, Food Distribution and Food Availability Through Normal Channels:** Most Americans have elected to upgrade their food purchasing habits in the direction of greater convenience. The growth in convenience foods (as well as the growth in foods eaten out) should not be allowed to over-shadow, however, the many very inexpensive

foods of high nutritive value that are available in virtually every food store.

The basic point here is that a very good diet is available at very reasonable cost to anyone who can get to a food store, if he has the money to buy it and the knowledge to spend it wisely. This is the reason that food stamps, or similar means of providing resources to people without adequate income to purchase a basic diet, should be the primary focus of our efforts to alleviate malnutrition. We strongly support expansion and improvement of the Food Stamp Program, and review of welfare procedures to find better means of providing minimum purchasing power to those unable to attain it on their own.

Two simple facts are apparent: one is that there is a segment of the economy, people without purchasing power, who cannot be served by private industry without some kind of help. The second is that the existing food distribution system is so efficient and inexpensive that it is ridiculous to contemplate alternative means except for special purposes.

(3) **Special Distribution Programs:** Our Company does not have a large amount of experience in special distribution programs; consequently, our observations are more based on philosophical considerations than on practical experience.

Special distribution programs, as I see it, should be of relatively short duration until a broader Food Stamp Program is fully implemented. Pay special attention to the young. It will do little good to upgrade general educational programs for the very poor (and certainly we must do this) if because of inadequate nutrition the education is wasted on a mind incapable of absorbing it. Consequently, special distribution programs to help pregnant women, infants and children need to be improved. Perhaps this is an opportunity for closer government-industry liaison, since industry will have to supply the products, but problems appear to be of a public administration nature.

(4) **Enrichment and Fortification:** In placing primary emphasis on food stamps, nutrition education and existing foods, it is obviously critical to be certain there is adequate nutrition in the foods purchased with stamps by the poor. We do not believe, nor do nutritional scientists consider it desirable, that every food product should be completely, or even highly fortified with all

(Continued on page 26)

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Hunger and Malnutrition—

(Continued from page 25)

nutrients. There is no technical problem in creating foods that are nutritionally complete, that contain all nutrients and can be used as the total diet. Most people prefer, however, to choose their diet from a wide variety of foods.

Even at the lower income levels, there is usually some freedom of choice, witness the television sets in homes not getting adequate diets. Controlling this choice begins to strike at a very basic principle of American democracy.

Taste and Appearance

On many products, if vitamins can technically be added without destroying qualities such as taste, there is some increase in cost, but not an excessive one. However, we should not deceive ourselves by thinking there is nothing more to this than throwing in some vitamins and minerals. Many of these nutrients have an unfortunate way of affecting taste and appearance. You might be surprised at how sensitive consumers of long-established products are to very slight changes.

Studies have indicated possible protein malnutrition in some segments of the lower socio-economic groups. The American people—unlike people in some other areas of the world—have traditionally met their protein requirements largely from meat and milk rather than grains. Protein fortification of basic cereal foods is technically possible, but the change this produces in flavor, texture, appearance, as well as cost of the product, is considerable.

(5) **Government Regulation:** Government regulations are also relevant to enrichment and fortification, and they are an area where problems may arise. As you know, the Food and Drug Administration has established food standards for many products. Food standards are a means for insuring the public that the standardized product meets certain minimum quality requirements, thus prohibiting an unscrupulous manufacturer from making nutritional claims such as "enriched" for a less nutritious product. On the other hand, innovation is discouraged by standards because a change in product formulation often means a product cannot be sold under an existing familiar name, thus creating a marketing problem.

Consumer Information Limited

Regulations also have an effect on the amount of information which can be given to the consumer. Established government positions don't change quickly,

and on occasion it is impossible to react quickly to new information. For example, it is generally conceded that a high cholesterol level is not a good thing. If this is true, people with high cholesterol levels who are eating bacon and eggs for breakfast would be well advised to switch to cereal. While their doctor may tell them this, we are not permitted to say anything about it on the package.

(6) **Special Purpose Foods:** Quaker Oats Company has developed Incaparina, a high-protein grain mixture, for marketing in Colombia. But after six years of what we think was a reasonably skillful job of developing, manufacturing, marketing and promoting Incaparina in Colombia, there is still severe malnutrition in that country. The basic point is that it is extremely difficult to gain consumer acceptance for any new product.

Consumer Education Needed

If the government intends to really help introduce very-low-cost, very-low-margin, new special-purpose foods, it may have to reorient its thinking from subsidizing research and manufacturing capacity to subsidizing the far more difficult consumer education through advertising and promotion.

The question is sometimes asked: Why don't we introduce Incaparina in low-cost areas in the United States? Answer: Incaparina does not resemble a familiar foodstuff and it would be virtually impossible to gain acceptance of it by the people who might benefit from it.

(7) **Emphasis on Nutrition in Research:** There has been some criticism before this Committee of the percentage of food manufacturers' research and development efforts which are devoted to such things as appearance, texture, flavor, packaging, and the like—areas other than nutrition. It must be understood that the most nutritious product in the world does no one any good until it is consumed. The fact that food manufacturers understand how to do this is an asset as new nutrient sources are developed, not something to be criticized or ridiculed.

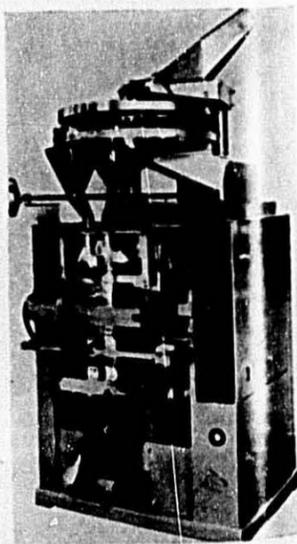
(8) **Nutrition Education:** The primary emphasis of most food companies in this area is on booklets which are distributed to the public, educational materials which are offered to a wide range of opinion leaders, and programs which are made available to schools. There is a substantial rationale for nutrition education through opinion leaders, extension home economists, dietitians, nutritionists, food editors in vari-

ous media, utility home economists and home economics teachers.

Pilot Project

In the ghetto, nutrition education is a tricky problem. Quaker Oats sponsored a highly successful venture in nutrition education, a pilot project conducted in Chicago for low-income homemakers by a black nutritionist, Mrs. Velma Dixon. Acceptance of this program has been so enthusiastic that we are having three pilot educational TV films prepared around Mrs. Dixon's work. We learned two primary things so far from this ghetto program: (1) the personalized approach used in Mrs. Dixon's ten-week course gets a strong message across; (2) there is a great degree of apathy, suspicion, jealousy and fear existing in the poorest communities, because the people living there are conditioned by their environment to be suspicious of anything that is given to them or asked of them.

In conclusion, let me thank this Committee for the opportunity to appear here on this vital subject. As President Nixon said in his message to the Congress on hunger and malnutrition on May 6: "Something very like the honor of American democracy is at issue."



Simple, fast and economical operation are the main benefits of a new 3-side Fin Seal Bag Machine manufactured by Triangle Package Machinery Company, Chicago. The unit forms, fills and seals two bags simultaneously. The resulting 3-side seal uses less material and has two sides available for panel printing.

New Vertical 3-Side Fin Seal Bagger

Comparatively small bags can be vertically formed, filled and sealed either two or four up simultaneously with the new Three-side Fin Seal Bag Machine, manufactured by Triangle Package Machinery Company, Chicago.

The new equipment was introduced by Triangle at the 1969 Package Machinery Manufacturers Institute Show. Maximum width using poly is 5-5/16 in.; bags formed from supported films such as cello or pouch paper can range up to 4-5/16 in. In either case the bags can be as long as 14 in. At present only horizontal fill machines are used to form and fill such small size packages, precluding the inherent speed of vertical bag machines.

With poly, bagging speeds of up to 150 per minute are obtainable on the vertical single-tube bag machine and 200 per minute on the twin-tube unit. Using the supported films, speeds of 150 bags per minute on the single-tube machine have been achieved and 300 bags per minute on the twin-tube unit.

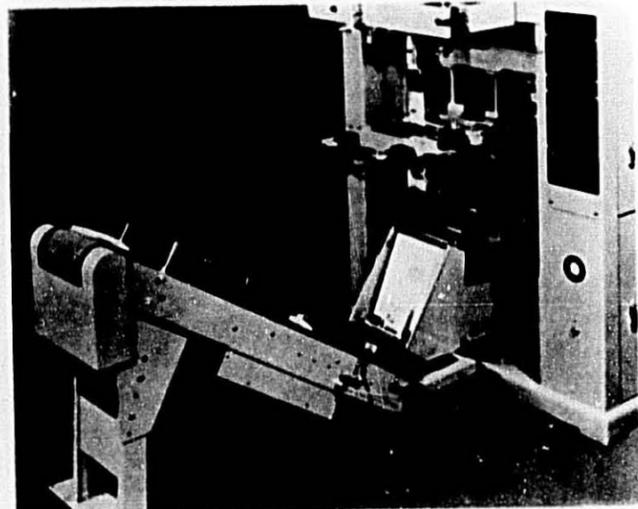
Key to Concept

The key to this new concept in bagging is a modified forming tube assembly consisting of two tubes with a single shoulder. The film is formed off one web mechanism into either two or four bags, depending on whether the machine is a single-tube or twin-tube unit, and then filled simultaneously. The completed bags are sealed on three edges, leaving the front and back panels of each available for imprinting. In addition, 2 per cent less film material is required to form the three-side bag than when forming the pillow type bag.

Moving mechanism on the Three-side Fin Seal Bagging Machine is virtually the same as on any standard single or twin-tube unit: there is a single link sealer, a single cross seal assembly on one web, one roll of film for each tube, and the electric eye for film registration covers both bags at once. This new packaging equipment is available with volumetric or auger fillers and standard filling heads, depending on the product.

Triangle Static Checkweigher

The closest possible control of package filling operations is offered by the new Flexitron Static Checkweigher manufactured by Triangle Package Machinery Company, Chicago. With such control the customer obtains positive reject of underweight packages and slashes his "give-away" at the same time.



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Introduced at PMMI

The new equipment was introduced by Triangle at the 1969 Package Machinery Manufacturers Institute show, Oct. 19-27, in Detroit.

Heart of the new unit is a miniature Flexitron weigh cell which, along with a servo control, will assure that packages meet the range of weights established to within plus or minus 1/100 of an ounce.

Problem of Drift

Existing checkweighing equipment is subject to "drift" because of electronic mechanical or temperature variations. In addition, continuous moving or belt checkweighers are subject to accuracy variations due to dynamic motion. But in all tests to date Triangle's solid state Checkweigher has shown none of these variations.

The unit is a separate piece of equipment with its own power and can be used on any vertical bag machine. Speeds of up to 90 packages per minute have been obtained.

Adjustment is a simple matter of first establishing the underweight point by means of a knob control and then determining the width of the acceptance zone. This in turn automatically sets the overweight zone. In operation, the package or bag is moved by a conveyor and dropped on to the Checkweigher, which then cycles and makes its decision to accept or reject the bag.

Because of its plus or minus 1/100 ounce sensitivity, there is no problem in the zone edge tolerance, that area where a scale has difficulty determining whether a package should be accepted or rejected.

The Checkweighers best application is on bag machines using volumetric or auger type filling mechanisms, especially when the product is of a granular or powdery nature with its potential for buildup. It can also be used on various piece products such as candy.

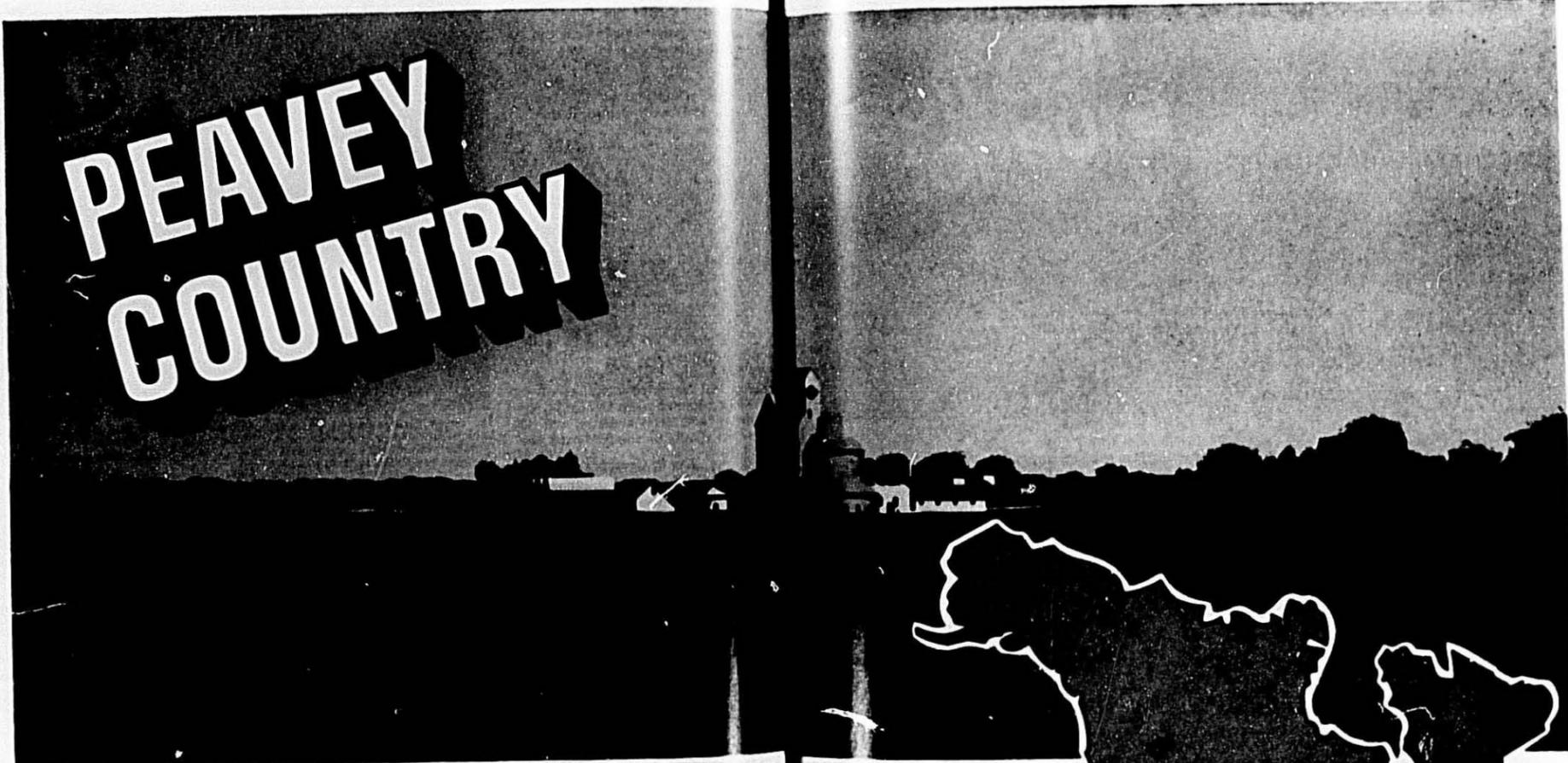
Three Zone Classification

The unit has three-zone classification: underweight, acceptance, and overweight, each with indicating lights and counters. When used with a servo control, it is rated as a five-zone classification, the additional two being adjustments for light or heavy trends during the filling operation.

The servo unit can be used with any filling mechanism that is acceptable for feedback control, and will be available for use with the Triangle Flexitron scales. On a volumetric or auger type filling mechanism, for example, the servo control will increase or decrease cup volume or the auger's adjustment. On the Flexitron scale it would shift the scale's final weight.

For additional information on the Flexitron Static Checkweigher, write Triangle Package Machinery Company, 6655 W. Diversey Avenue, Chicago, Ill. 60635.

PEAVEY COUNTRY



Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin; Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 100,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

■ Merchandising and commodity futures offices: ● Terminals; □ Flour mills and mix plants; ⚡ Flour sales offices and warehouses; ■ Country elevator, feed and service facilities; ○ Home offices of Peavey Company and National Grain Co. Ltd.



PEAVEY COMPANY
Flour Mills

King Midea DURUM PRODUCTS

HERE ARE THE MEMBERS

- of the National Macaroni Manufacturers Association, dedicated to elevating macaroni and noodle products manufacture to the highest plane of efficiency, effectiveness and public service—indicated with the letter *A*.
- of the National Macaroni Institute, organized to popularize macaroni and noodle products through research and promotion—indicated with the letter *I*.

MACARONI MANUFACTURERS

- A-I* American Beauty Los Angeles, Calif.
A-I American Beauty San Diego, Calif.
A-I American Beauty Denver, Colo.
A-I American Beauty Kansas City, Kans.
A-I American Beauty St. Paul, Minn.
A-I American Beauty St. Louis, Mo.
A-I American Beauty Dallas, Tex.
A American Home Foods Milton, Pa.
A Angelus Macaroni Co. Los Angeles, Calif.
A-I Anthony Macaroni Co. Los Angeles, Calif.
A Barilla G. R. F. Ill S.p.A. Parma, Italy
A B. Birkel Sohne Stuttgart, Germany
A W. Boehm Company Pittsburgh, Pa.
A Bravo Macaroni Co. Rochester, N.Y.
A Buitoni Foods Corp. South Hackensack, N.J.
A-I California-Vulvan Macaroni .. San Francisco, Calif.
A-I John B. Canepa Co. Chicago, Ill.
A-I Catelli-Five Roses Montreal, Canada
A-I Catelli-Five Roses Lethbridge, Canada
A-I Catelli-Five Roses Winnipeg, Canada
A Constant Macaroni St. Boniface, Canada
A-I Conte Luna Foods, Inc. Norristown, Pa.
A Costa Macaroni Mfg. Co. Los Angeles, Calif.
A-I The Creamette Company Minneapolis, Minn.
A Creamette Co. of Canada Winnipeg, Canada
A-I Cumberland Macaroni Mfg. Co. .. Cumberland, Md.
A D'Amico Macaroni Co. Steger, Ill.
A-I Delmonico Foods, Inc. Louisville, Ky.
A-I El Paso Macaroni Co. El Paso, Tex.
A Fresno Macaroni Co. Fresno, Calif.
A Gabriele Macaroni Co. Los Angeles, Calif.
A Genoa Egg Noodle & Ravioli .. New Haven, Conn.
A German Village Products Wauseon, Ohio
A Gioia Macaroni Co. Buffalo, N.Y.
A-I Golden Grain Macaroni San Leandro, Calif.
A-I Golden Grain Macaroni Bridgeview, Ill.
A-I Golden Grain Macaroni Seattle, Wash.
A-I Gooch Food Products Co. Lincoln, Nebr.
A-I A. Goodman & Sons Long Island City, N.Y.
A-I I. J. Grass Noodle Co. Chicago, Ill.
A Grocery Store Products Co. West Chester, Pa.
A Grocery Store Products Co. Los Angeles, Calif.
A Grocery Store Products Co. Libertyville, Ill.
A Hammond Milling Co. Hialeah, Fla.
A-I Horowitz & Margaret Long Island City, N.Y.
A-I Ideal Macaroni Co. Bedford Heights, Ohio
A Inn Maid Products, Inc. Millersburg, Ohio
A-I Jenny Lee, Inc. St. Paul, Minn.
A La Rinascente Macaroni Co. Moonachie, N.J.
A-I V. La Rosa & Sons Westbury, N.Y.
A-I V. La Rosa & Sons Danielson, Conn.
A-I V. La Rosa & Sons Chicago, Ill.
A-I V. La Rosa & Sons Warminster, Pa.
A-I V. La Rosa & Sons Milwaukee, Wis.

- A-I* Thomas J. Lipton, Inc. Englewood Cliffs, N.J.
A Long Island Macaroni Co. Deer Park, N.Y.
A Luso-American Macaroni Co. Fall River, Mass.
A-I D. Merlino & Sons Oakland, Calif.
A-I C. F. Mueller Company Jersey City, N.J.
A-I National Food Products, Inc. New Orleans, La.
A-I New Mill Noodle & Macaroni Chicago, Ill.
A Neody Products Co. Toledo, Ohio
A-I O B Macaroni Company Fort Worth, Tex.
A-I Paramount Macaroni Co. Brooklyn, N.Y.
A Philadelphia Macaroni Co. Philadelphia, Pa.
A-I Porter-Scarpelli Macaroni Co. Portland, Ore.
A Primo Macaroni Weston, Canada
A Prince Macaroni Mfg. Co. Lowell, Mass.
A Prince Macaroni Mfg. Co. Schiller Park, Ill.
A Prince Macaroni Mfg. Co. Warren, Mich.
A-I Procino-Rossi Corporation Auburn, N.Y.
A-I Ravarino & Freschi, Inc. St. Louis, Mo.
A Refused Macaroni Co. Brooklyn, N.Y.
A Romi Foods, Ltd. Weston, Canada
A-I Ronco Foods Memphis, Tenn.
A-I Ronzoni Macaroni Co. Long Island City, N.Y.
A Peter Rossi & Sons Braidwood, Ill.
A Roth Noodle Company Pittsburgh, Pa.
A-I San Giorgio Macaroni, Inc. Lebanon, Pa.
A-I Schmidt Noodle Mfg. Co. Detroit, Mich.
A-I Shreveport Macaroni Mfg. Co. Shreveport, La.
A-I Skinner Macaroni Co. Omaha, Nebr.
A-I Superior Macaroni Co. Los Angeles, Calif.
A Tamico Foods, Inc. Tampa, Fla.
A Toronto Macaroni Toronto, Canada
A U.S. Macaroni Mfg. Co. Spokane, Wash.
A Viva Macaroni Mfg. Co. Lawrence, Mass.
A-I The Weiss Noodle Co. Cleveland, Ohio
A-I Western Globe Products, Inc. .. Los Angeles, Calif.
A-I A. Zerega's Sons, Inc. Fair Lawn, N.J.

ASSOCIATE MEMBERS

- A* Amaco, Inc. Chicago, Ill.
A-I Amber Milling Div., GTA St. Paul, Minn.
A Anheuser-Busch, Inc. St. Louis, Mo.
A-I Archer Daniels Midland Co. Kansas City, Mo.
A Asecco Corporation Los Angeles, Calif.
A Ballas Egg Products Co. Zanesville, Ohio
A V. Ja. Benincasa Co. Zanesville, Ohio
A Blum Folding Paper Box Valley Stream, N.Y.
A Braibanti Company Milan, Italy
A Buhler Bros. (Canada) Ltd. Don Mills, Canada
A The Buhler Corporation Minneapolis, Minn.
A Burd & Fletcher Co. Kansas City, Mo.
A Clermont Machine Co., Inc. Brooklyn, N.Y.
A DeFrancisci Machine Corp. Brooklyn, N.Y.
A Diamond Packaging Products New York, N.Y.
A DuPont Company, Film Dept. Wilmington, Del.
A Faust Packaging Corporation Brooklyn, N.Y.

(Continued on page 32)



Another packaging bottleneck has been broken. At Doumak, Inc. They make Fireside and other branded marshmallows. The hero: New automatic twin tube bagging machines from Triangle. It wasn't easy. The job called for super sensitive feed and scale systems to handle the super soft product. That's exactly what Doumak got from Triangle. Plus productivity. Doumak reports "the new equipment works at a rate 20% to 25% faster than the machines it replaced." Moral: There's no packaging problem too hard (or soft) for Triangle. If you have one, write: Triangle Package Machinery Co., 6654 W. Diversey Ave., Chicago, Illinois. Phone (312) 889-0200.



HERE ARE THE MEMBERS - (Cont.)

A Fisher Flouring Mills Co. Seattle, Wash.	A Monark Egg Corp. Kansas City, Mo.
A General Mills, Sperry Div. Palo Alto, Calif.	A Munson Bag Company Cleveland, Ohio
A Hayssen Manufacturing Co. Sheboygan, Wis.	A National Egg Products Corp. Social Circle, Ga.
A Henningsen Foods, Inc. White Plains, N.Y.	A-I North Dakota Mill & Elevator .. Grand Forks, N.D.
A Hoskins Company Libertyville, Ill.	A Wm. H. Oldach, Inc. Philadelphia, Pa.
A-I International Milling Co. Minneapolis, Minn.	A Paramount Packaging Corp. Chalfont, Pa.
A Lawry's Foods, Inc. Los Angeles, Calif.	A-I Peavey Company Flour Mills .. Minneapolis, Minn.
A D. Maldari & Sons, Inc. Brooklyn, N.Y.	A-I Rossotti Lithograph Corp. North Bergen, N.J.
A McCarthy and Associates New York, N.Y.	A Schneider Brothers, Inc. Chicago, Ill.
A Merck & Co., Inc. Rahway, N.J.	A Vitamins, Inc. Chicago, Ill.
	A Milton G. Waldbaum Co. Wakefield, Neb.

New Members

Membership in the National Macaroni Manufacturers Association and the National Macaroni Institute remains relatively stable.

While the Kientzel Noodle Company and St. Louis Macaroni Company of St. Louis, Missouri, closed their doors this year, German Village Products built a new plant and moved their headquarters to Wauseon, Ohio.

Three other firms that joined the Association include Genoa Egg Noodle and Ravioli Company of New Haven, Connecticut, Tamico Foods of Tampa, Florida, and Toronto Macaroni and Imported Foods, Ltd., in Toronto, Canada.

Several egg suppliers either joined for the first time or renewed memberships. They include: Anheuser-Busch, Inc., of St. Louis, Missouri; Monark Egg Corporation of Kansas City; National Egg Products Corporation of Social Circle, Georgia; and Milton G. Waldbaum Company of Wakefield, Nebraska.

A new packaging associate is Blum Folding Paper Box Company of Valley Stream, New York.

H + K Closing Machines

Hoffiger + Karg's new line of vertical packaging machines offers the user a wide choice in speeds and package sizes. Package size capacity, according to Amaco Incorporated, Sole U.S. Distributor, ranges from approximately 2½" x 1½" x ¾" to 13½" x 9½" x 3½" and speeds range from 33 to 230 packages per minute depending on package size and model selected.

These machines can be used for forming lined or unlined cartons. The machines form tight, lined or unlined cartons that will not leak even though they contain flour or fine powders. The tightness results from embossed linear grooves on the closure flaps. Semi-circular perforations can also be provided for finger tip openings.

All operations are continuous. Vacuum pads remove the flat cartons and transfer them to a cup type conveyor. Then the machine seals the bottom flaps, fills and vibrates the product and closes

the top flap. The filled cartons are then collated and discharged in single or multiple rows as required.

The H + K machines offer the user many advantages: choice of volumetric; counting or weighing head devices; low noise level; fast change-over; wide size range; reliability; safety; low operating costs; low maintenance cost; and infinitely variable speeds.

In addition a number of options are available including: 1) An embossing unit that prints code numbers on the top or bottom of the carton. 2) Color printing of words or numbers on the top or bottom. 3) Automatic attachment of adhesive closure labels. 4) Automatic rejection of unfilled packages. 5) Check weighing with or without automatic feed back to filling head.

Code Dater

A new high-speed, low cost, single line, roll-leaf code dating attachment, Wrapaprinta® Model 3100, has been announced by Adolph Gottscho, Inc. of Union, N.J.

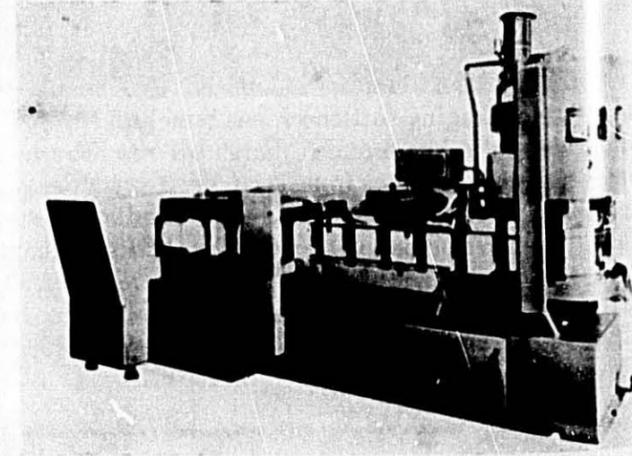
The new unit provides "bone-dry" permanently opaque, clean, sharp, smear-proof impressions on cellophane,



polyester, shrink films, and other plastics, coated films, foils, and papers. Since no ink is used, there are no odors, no contamination, no ink mess, no clean-up, no wash-up between quick color changes.

The Wrapaprinta® Model 3100 code dater is completely self contained, requiring no separate back-up plate to print against.

For further technical data, prices, etc., write to Adolph Gottscho, Inc., Department P, 835 Lehigh Ave. Union, N.J. 07083.



THE MACARONI JOURNAL

St. Joe PAPER COMPANY

container division



corrugated shipping containers
corrugated paper products



CORPORATE OFFICES: JACKSONVILLE, FLORIDA
MILL: FORT ST. JOE, FLORIDA

CONTAINER PLANTS:

Atlanta, Georgia
Baltimore, Maryland
Birmingham, Alabama
Charlotte, N.C.
Chicago, Illinois
Cincinnati, Ohio

Dallas, Texas
Hackensack, New Jersey
Hartford City, Indiana
Houston, Texas
Lake Wales, Florida
Memphis, Tennessee

New Orleans, Louisiana
Pittsburgh, Pennsylvania
Port St. Joe, Florida
Portsmouth, Virginia
Rochester, New York
Wilmington, Delaware

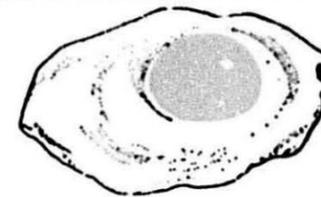
JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
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STATISTICAL COMPENDIUM

New Interest in Italian Food Spurs Growth of Pasta Products from Chain Store Age, 1969 Supermarket Sales Manual

- Rigatoni, lasagna score gains, but spaghetti, elbow macaroni remain the most popular items.
- Pasta dinners 'not so hot'; buyers believe price is main reason items haven't taken off.

Rigatoni and lasagna are scoring the biggest gains in pasta lines, but spaghetti and elbow macaroni remain the department's leading items many chains say.

"Our sales of rigatoni and lasagna were up a good 20% this year, and our overall department sales were up 10%," says the buyer for a large Cleveland chain. "I think this good showing is because more and more people are getting interested in Italian food. Regular lunch and dinner fare. A lot of national women's magazines, too, are running Italian recipes, and of course when they do that, our sales go up."

Price Is Major Factor

Pasta dinners, meanwhile, aren't doing the kind of business their manufacturers had hoped. Two manufacturers introduced such items as "chicken cacciatore" and "ham cheddaron," but according to a Minneapolis chain merchandiser: "Those new dinners certainly aren't setting any records. Six new dinners were introduced here about six months ago, and we've already cut the line back to three items."

Price is the main reason why the dinners aren't selling, the buyer believes. "Those dinners are 89¢ and 99¢," he explains. "In the pasta category, price is the major factor considered by buyers. Heavy users of pasta usually have lower incomes than those who buy mainly meat and vegetables."

Spaghetti Sauces Skimp

Even spaghetti dinners, traditionally a favorite convenience item, isn't showing that much growth. "Our sales of the top-selling spaghetti dinner were up only about 2%," says a California chain man. "I think one of the reasons is that there's not enough sauce in the packaged dinner. I think people prefer to buy the canned spaghetti for real convenience, or buy the pasta, sauce and cheese separately to insure adequate portions."

One buyer summed up most chain's reactions to the pasta dinners and side dishes: "We take on everything that comes down the pike, and then we drop it if it doesn't sell."

"We've had to expand our dinners and side dish section to 15 feet from 8 feet in the last two years," the buyer goes on. "The number of new products is growing, but the market isn't. For

MACARONI PRODUCTS: National Supermarket Performance 1968						
	% of Dept. Sales	Dollar Volume	% of Dept. Gross Profit	Mill. \$	Items in Warehouse	Gross Margin
Macaroni	32.3	\$106.3	31.6	\$20.9	36	19.7
Elbow	12.3	40.5	11.9	7.9	11	19.5
Other	20.0	65.8	19.7	13.0	25	19.6
Spaghetti	28.2	92.8	26.6	17.6	22	19.8
Regular	25.8	84.9	25.1	16.6	19	19.8
Linguine	2.4	7.9	1.5	1.0	3	12.6
Noodles	15.9	52.3	17.8	11.8	17	22.5
Flat	14.6	48.0	16.2	10.7	14	22.3
Other	1.3	4.3	1.6	1.1	3	24.7
Macaroni Dinners	8.2	27.0	7.7	5.1	4	18.9
With Cheese	5.0	16.5	4.5	3.0	3	18.1
Other	3.2	10.5	3.2	2.1	1	20.1
Noodle Dinners	7.1	23.4	7.7	5.1	10	21.8
With Meat	3.7	12.2	4.5	3.0	5	24.5
Other	3.4	11.2	3.2	2.1	5	18.9
Spaghetti Dinners	3.4	11.2	3.1	2.1	4	18.3
With Meat	2.4	7.9	2.0	1.4	2	16.8
Other	1.0	3.3	1.1	0.7	2	22.1
All Other Dinners	0.2	0.7	0.2	0.1	2	20.1
Pizza Mix	4.7	15.5	5.3	3.5	7	22.7
Total	100.0	\$329.2	100.0	\$66.2	102	20.1
% of total store volume—0.61%						

instance, about 20 items were introduced last year, but total sales weren't up at all."

Why does the chain keep so many items on the shelves? "They're good profit," says the buyer for an Arizona chain. "We get about 30% for dinners vs. 20% for regular pasta."

The regular pasta category is expanding also, with new varieties and shapes of noodles and macaroni. "Just this year, we've taken on pie bows, flores, pastina and asini de pepe—all different shapes of noodles," a buyer explains. "We carry them in one size, ranging from 6 to 16 ounces, depending on the product."

Among the top-selling items, however, the 3-pound size is becoming the leader. "Our 3 and 4-lb. boxes of spaghetti do about 65% of our total business. In fact, the half-pound and 1-lb. items sell only in areas with apartment houses."

Many chains get their pasta items from local manufacturers who offer "such outstanding deals and promotions," as one buyer puts it, "that private label could have only a minimal share of the market, and therefore wouldn't make sense."

"We get promotions from our local pasta maker about once a month," the buyer continues. "They usually take the form of case allowances. But in

Lent, when sales increase about 15%, the manufacturer distributes tear-off recipe pads and other point-of-purchase material."

UNIT MOVEMENT: This data is based on a random sample of supermarkets that were able to furnish detailed item information. Projected estimates are for all supermarkets measured in standard case quantities of 24 units each.

	% of Share	Cases 1968
Macaroni	34.7	3,558
Elbow	13.7	1,544
Other	21.0	2,014
Spaghetti	30.6	3,554
Regular	27.5	3,096
Linguine	3.1	1,458
Noodles	15.2	7,225
Flat	13.9	6,007
Other	1.3	618
Pizza Mix	2.8	1,291
Macaroni Dinners	9.9	4,680
With Cheese	6.4	3,025
Other	3.5	1,665
Noodle Dinners	3.7	1,784
With Meat	1.8	777
Other	2.1	1,007
Spaghetti Dinners	2.9	1,393
With Meat	1.6	766
Other	1.3	627
All Other Dinners	0.2	96
Total	100.0	47,583

From Chain Store Age, 1969 Supermarket Sales Manual

Pasta products, chili report strong gains in canned meats. Department, hurt by frozen foods, stresses convenience of canned during promotions.

	% Dept. Sales	Dollar Volume	Gross Profit	Mill. \$	Items	Gross Margin	% of Share	Cases 1968
Canned Italian Dishes	20.5	\$126.2	19.1	\$24.2	34	19.1	28.3	17,109
Spaghetti W/Meat	5.7	35.1	5.6	7.1	10	20.1		
Spaghetti	6.7	41.2	5.6	7.1	9	17.1	19.6	11,859
Macaroni W/Meat	2.4	14.8	2.2	2.8	3	18.8		
Macaroni	1.0	6.2	0.9	1.1	5	18.5	4.6	2,785
All Noodles	1.2	7.1	1.5	1.9	3	25.6	1.0	614
Ravioli, Lasagna, etc.	3.5	21.5	3.3	4.2	4	19.3	3.1	1,851
Mexican Dishes	16.4	100.8	18.1	22.9	24	22.6	11.9	7,169
Oriental Dishes	11.2	68.8	12.4	15.6	30	22.7	9.4	5,692
Hearty soups come on strong, but condensed remain first.								
Tomato, chicken noodle are big volume-pullers; dry soups continue to lose ground.								
Condensed Soups	79.5	\$433.2	70.2	\$48.6	66	11.2	85.9	108,105
Chicken Noodle	10.7	58.3	12.6	8.7	3	15.0	11.4	14,256
Tomato	10.6	57.7	7.9	5.5	3	9.5	16.0	20,070
Chicken Rice	7.7	42.0	8.0	5.5	5	13.2	8.2	10,290
Stars	2.2	12.0	1.5	1.0	4	8.7	2.1	2,656
Beef Noodle	1.6	8.7	1.1	0.8	2	8.7		
Minestrone	1.0	5.5	1.4	1.0	1	17.9	6.7	8,424
Dry Soup Mixes	4.7	25.6	6.7	4.6	7	18.1		
Noodle	3.2	17.4	4.7	3.3	4	18.6		
Onion	2.1	11.5	2.7	1.9	5	16.3		
All Others								
Space squeeze prevents frozen from reaching 5% of sales mark.								
75% of new products are higher-ticket; casseroles, boil-in-bag thaw most resistance.								
Prepared Foods	27.8	\$652.3	26.8	\$176.1	104	17.0	21.5	61,231
Dinners	12.0	283.6	11.8	77.5	38	27.3	8.3	23,518
Entrees	10.3	243.4	9.4	61.8	48	25.4	6.5	18,745
Meat Pies	4.6	108.7	4.8	31.5	13	29.0	6.4	18,977
Rice sales gains are nice—is it promotion or price?								
Some chains report sales up 20%; credit low retails as well as Rice Council campaign.								
Rice and Rice Dishes	53.9	\$113.5	48.1	\$23.2	35	20.4	50.1	12,265
Regular Rice	28.0	58.9	24.0	11.6	15	19.6	26.4	6,470
Quick-Cooking	14.0	29.5	12.2	5.9	6	20.0	12.2	2,979
Rice Dinner								
Mixes	7.5	15.8	7.5	3.6	7	22.9	7.8	1,922
Flavored Rice	4.4	9.3	4.4	2.1	7	22.9	3.7	894
Instant								
Potatoes	25.1	52.8	20.8	12.9	18	24.4	24.6	6,024
Mashed	20.9	44.0	22.7	10.9	14	24.9	21.0	5,140
Other	4.2	8.8	4.1	2.0	4	28.6	3.6	884
Beans	18.0	37.9	21.2	10.2	15	27.0	20.5	5,031
Peas	2.4	5.1	3.0	1.5	4	28.6	4.0	975
Dry mixes for sauces and gravies booming as tie-ins with meats and produce.								
Spaghetti Sauce	19.2	\$68.4	20.8	\$14.5	14	21.2	12.2	6,304
Meatless	10.9	38.8	12.0	8.4	8	21.6		
With Meat	8.3	29.6	8.8	6.1	6	20.8		
Dry Spaghetti Sauce	2.2	7.8	3.4	2.4	5	30.3		
Pizza Sauce	2.6	9.3	2.0	1.4	5	15.1	2.5	1,306

Dry Macaroni Sales Exceed Canned and Dinners in Study

Grocery Mfr., trade magazine, recently published a special tabulation of SAMI warehouse removal data showing ups and downs in sales of 67 major product groups and 320 subproduct categories. Period of Nov. 23, 1968 through Feb. 21, 1969 was compared with a year ago. Here are selected samples:

	% of Category Sales 1968	Percent Change
MACARONI PRODUCTS	1.0	2.8
Pork and Beans	25.6	7.2
Pasta Dishes—Canned	21.0	-1.9
Pasta Dishes—Packaged	12.3	-9.3
Oriental Foods	11.0	13.6
Instant Potatoes	9.9	12.7
Chili	7.6	1.0
Mexican Foods	6.0	3.0
Pizza Mixes	4.1	-5
Misc. Prepared Foods	2.1	27.1
Canned Bread	.5	3.3
PREPARED SOUPS	2.6	3.3
Canned Soup	88.0	11.5
Dehydrated Soup	12.0	10.3
SOUPS	3.1	11.3
Catsup	28.9	-1.4
Italian Food	18.9	20.2
Sauces	13.5	8.3
Dry Gravy Mixes	7.5	17.6
Liquid Mixes, Extracts	8.9	6.4
Mustard	6.8	5.4
Vinegar and Cook. Wine	5.4	9.7
Meat Sauce	4.4	19.3
Barbecue Sauce	2.9	2.7
Misc. Sauce	1.8	-1.1
Chili Sauce	1.0	9.4
Tartar Sauce	1.9	7.7
CONDIMENTS—SAUCES		
Rice	52.8	8.5
Dried Beans	20.9	-7
Prepared Rice	19.6	32.1
Dried Peas	5.7	4.0
Misc. Dried Veg.	1.0	2.4
DRIED VEGETABLES	.8	9.9
Frozen Dinners	39.0	14.7
Single Dish	30.5	19.5
Frozen Pizza	12.2	20.6
Prepared Foods	7.4	30.6
Frozen Mexican	5.4	14.1
Frozen Chinese	4.8	24.9
Other Nationals	.6	12.4
FROZEN PREP. FOODS	3.5	18.3

Supermarketing magazine recently had a special report on advertising.

Add \$96 to Dollars	Brands Advertised	Network TV	Spot TV	General Magazines	News-papers	Newspaper Sections	Outdoor Advertising
Food Products	1,813	\$294,881	\$377,720	\$100,353	\$97,283	\$16,903	\$23,150
Frozen Foods	158	20,828	22,466	6,728	8,153	1,663	45
Frozen Pizza	7	1,346	2,553	81	203	260	—
Frozen Chinese Food	4	697	1,192	30	40	7	—
Frozen Dinners	16	388	2,194	1,100	154	291	—
Crackers, Cookies	30	5,313	3,838	2,698	698	676	9
Chips, Pretzels, Snacks	102	14,815	9,279	2,968	810	158	611
Rice	15	2,642	3,358	976	520	167	—
DryMac and Noodles	22	—	4,519	824	2,733	—	611
Prepared Mixes	52	19,099	4,707	3,728	2,101	768	—
Flour, Home Baking Supplies	31	5,901	1,174	1,770	371	167	—
Canned Macaroni	11	4,152	990	1,142	241	414	67
Canned Soups	8	7,177	2,445	6,372	1,723	38	25
Dry Soups	11	1,194	1,126	1,516	259	19	—
Dry Potatoes	9	1,366	605	785	284	13	—
Sauces, Gravies, Mixes	42	3,907	3,279	2,158	1,154	501	24

Advertising Analysis

Grocery Mfr., trade magazine, made a comprehensive analysis of packaged goods advertising for 1967 and 1968. In 1968 television accounted for \$1,997 million in billings; magazines \$339 million; newspapers \$204 million; radio \$185 million; outdoor \$27 million.

Biggest changes in food product advertising in 1967-68, according to TVB-Leading National Advertisers, Inc./Rorabaugh, based on spot tv gross time charges and network television net and program costs:

	Per Cent
Dairy products	+28.9
Prepared dinners-entrees	+22.0
Fruit-vegetables juices	+20.4
Pasta products-dinners	+19.8
Appetizers, snacks, nuts	+19.1
Food Products Average	-2.6
Infant food	-9.1
Shortening-oils	-13.5
Cereals	-17.7
Fruits-vegetables	-22.2
Sugar-syrup-jellies	-33.7

Corporate Expenditures

American Home Foods Division, comprising Chef Boy-ar-dee products, Franklin Nuts, etc., reduced total advertising appropriations in 1968 from \$10,623,000 to \$9,729,000. Network tv took 66.7% of this amount, with spot tv accounting for 12.1%; magazines 15.9; newspapers 2.8; outdoor 1.9; and radio 0.6.

Buitoni Italian food products saw advertising increased substantially from \$553,000 in 1967 to \$1,265,000 in 1968. Spot tv took more than 95% of this budget with newspapers getting the balance. As of September 15, Buitoni transferred its account from Doyle Dane Bernbach, Inc. to Tatham-Laird & Kuder, New York.

1968 Advertising Expenditures

Among grocery product advertising expenditures in 1968 appeared some of

the following classes:

Network TV	Spot TV	General Magazines	News-papers	Newspaper Sections	Outdoor Advertising
\$294,881	\$377,720	\$100,353	\$97,283	\$16,903	\$23,150
20,828	22,466	6,728	8,153	1,663	45
1,346	2,553	81	203	260	—
697	1,192	30	40	7	—
388	2,194	1,100	154	291	—
5,313	3,838	2,698	698	676	9
14,815	9,279	2,968	810	158	611
2,642	3,358	976	520	167	—
—	4,519	824	2,733	—	611
19,099	4,707	3,728	2,101	768	—
5,901	1,174	1,770	371	167	—
4,152	990	1,142	241	414	67
7,177	2,445	6,372	1,723	38	25
1,194	1,126	1,516	259	19	—
1,366	605	785	284	13	—
3,907	3,279	2,158	1,154	501	24

Golden Grain macaroni products reduced their advertising spending of \$2,653,000 in 1967 to \$2,152,000 in 1968. The 1968 schedule put 48.7% into network tv, 9.7% in spot tv; 35.5 to magazines; 3.4 in radio; 2.7 in newspapers. McCann-Erickson is the agency.

C. F. Mueller Company spent \$1,558,000 in 1968 compared to \$1,529,000 in 1967. Spot tv took 90.8% with radio getting 9.2%. Agency is Needham, Harper & Steers.

Ronzoni Macaroni Company increased the 1967 appropriation of \$774,000 to \$1,137,000 in 1968. Almost 80% went to spot tv, 17.7 to radio and the balance to outdoor and newspapers. Ronzoni uses Firestone & Associates as its advertising agency.

The Super Market Industry Speaks

The Super Market Institute has just completed an annual survey from data supplied by 365 companies with combined sales of more than \$15 billion. Among the findings of the study were:

- SMI members registered an average sales gain of 12% over 1967, the highest in 10 years, resulting primarily from increased tonnage and quality rather than higher prices.

- Sales per super market in 1968 averaged \$2,240,000, or 4% above previous year.

- Typical net profit before taxes declined from 1.8% in 1967 to 1.7% in 1968—the lowest level in six years, and only slightly above the all-time low of 1.6% recorded in 1962.

- Typical sales per man hour were \$33.63, or 8% above the 1967 performance of \$31.10 following an increase of 3% in the preceding year.

- Average sale per customer transaction reached a new high of \$5.61, as

Grocery Store Products Company in 1968 spent \$1,168,000 advertising Foulds macaroni, Kitchen Bouquet, Cream of Rice cereal, etc. This was slightly more than in 1967. Magazines took 44.5% of the budget; spot tv 34.5; newspapers 14.4; supplements 6.3.

Thomas J. Lipton, Inc. spent more in 1968 than in 1967 advertising t.a. soups, dinners, and Pennsylvania Dutch Merg macaroni products. The \$15,189,000 total was divided as follows: network tv 35.3%; spot tv 34.7.; magazines 14.3; newspapers 6.7; radio 6.6.

Campbell Soup Company spent \$4,551,000 on Franco-American products (canned macaroni and spaghetti) in 1968 compared with \$3,874,000 in 1967. Over 90% of this was spent in television.

against the typical transaction of \$5.50 in 1967 and \$5.31 in 1968.

- The use of trading stamps decreased slightly. Some 44% of the super markets now offer stamps to their customers, compared to 46% a year ago.

- Part-time employees continue to make up 53% of all store personnel, the same figure as last year's record high.

- Saturday is the leading business day for 49% of the organizations, followed by Friday for 44%.

- The typical supermarket of today sells 8,000 different items, compared to 7,000 three years ago.

- Frozen food sales average 5.1% of total sales, resuming an upward trend.

The survey, *The Super Market Industry Speaks*, is available at \$3.00 per copy for non-members of SMI, and \$1.50 for members. Copies may be obtained by writing to Super Market Institute, 200 East Ontario St., Chicago, Ill. 60611.



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FOR EXPORT SALE—One Ambrette 1000 lb. Short Cut Press, Vacuum, with Teflon Sheet Former. One Consolidated 1000 lb. Long Goods Press, Spreader and Preliminary Dryer. One Clermont Preliminary and Finish Dryer for Short Cut and Noodles. Contact Peter Rossi & Sons, Bradwood, Ill. 60040.

WANTED—Clermont noodle mixer and sheet form machine. Good condition. Box 271, Macaroni Journal, Palatine, Ill. 60067.

WANTED—Volumetric weighing machine. Triangle, Speedo or similar type. Box 272, Macaroni Journal, Palatine, Ill. 60067.

Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4300, Title 38, United States Code) of the Macaroni Journal, published monthly at Appleton, Wisconsin, as of September 17, 1968.
Location of known offices of publication: 113 No. Mason St. (P.O. Box 286), Appleton, Outagamie County, Wisconsin 54911. Location of the headquarters or general business offices of the publishers: 138 No. Ashland Ave. (P.O. Box 236), Palatine, Ill. 60067. Name of Publisher, Editor and Managing Editor: Robert M. Green, 138 No. Ashland Ave. (P.O. Box 236), Palatine, Illinois 60067.
Owner (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If now owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as

Consumer Expenditures Study

Supermarket magazine recently reported the results of their 22nd Annual Consumer Expenditures Study of Grocery Products. Each year Supermarketing (formerly Food Topics) takes the data from this study and computes a breakdown of consumer purchases into the three major grocery categories—perishables, dry groceries and non-foods. By comparing the amounts spent for each product or commodity group for 1968, 1967 and 1966, subtle shifts in consumer preferences can be seen.

Tabulated below are the statistics given for macaroni products. Please add 000 to all dollar figures shown.

	Values of Total Domestic Consumption	Amount Spent in Grocery Stores	% of Total Grocery Consumption	Total Percentage Change from Previous Yr.
1968				
Total	\$443,000	\$303,700	.43	+2.1
Spaghetti	179,080	133,900	.19	+2.1
Macaroni	144,900	93,450	.13	+2.4
Noodles	119,620	76,430	.11	+1.9
1967				
Total	\$434,290	\$297,330	.43	+0.5
Spaghetti	175,400	131,150	.20	+0.8
Macaroni	141,500	91,170	.14	+0.3
Noodles	117,390	75,000	.11	+0.2
1966				
Total	\$432,250	\$295,870	.46	+4.3
Spaghetti	174,010	130,110	.20	+8.4
Macaroni	141,080	90,630	.14	+5.0
Noodles	117,160	74,330	.12	+2.8
1965				
Total	\$411,970	\$290,750	.46	+4.2
Spaghetti	163,540	122,280	.20	+4.2
Macaroni	134,360	86,230	.14	+4.4
Noodles	113,970	72,240	.12	+3.8
1964				
Total	\$395,450	\$269,470	.48	+3.5
Spaghetti	156,950	117,350	.21	+3.6
Macaroni	128,700	82,520	.15	+3.9
Noodles	109,800	69,600	.12	+2.6

that of each individual must be given). Non-profit trade association—no stockholders.

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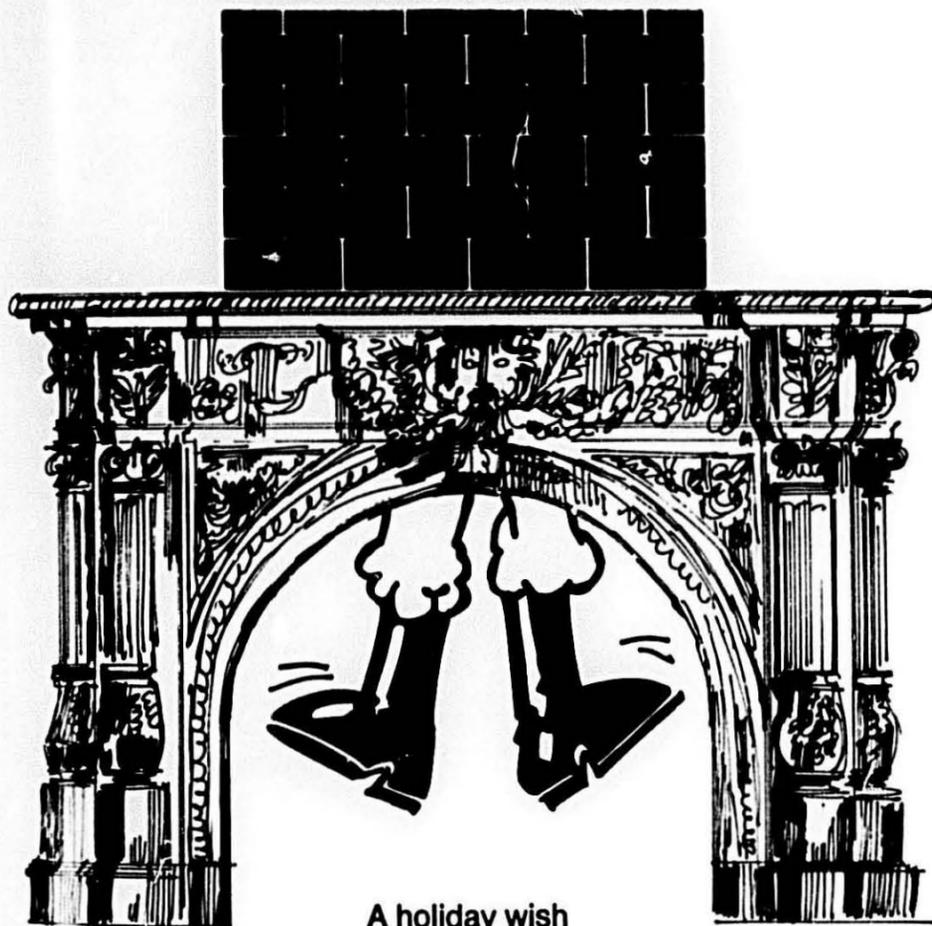
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I certify that the statements made by me above are correct and complete.
ROBERT M. GREEN
(Signature of editor, publisher, business manager, or owner)

IM to Acquire King Foods

International Milling Co. announced a preliminary agreement to acquire assets of King Foods, Inc., Newport, Minn., nationwide marketer of portion-controlled frozen meats. The agreement provides that International will acquire King for cash plus 247,000 shares of International common stock contingent on future earnings. Exact details have not been finalized; however, the transaction is expected to be completed within the next 60 days, subject to favorable tax rulings and the approval of final agreements.

King Foods produces frozen, portion-controlled meat products sold through distributors to restaurants, drive-in, hotels and other institutional users. It also sells a line of pre-cooked convenience meat products sold under the King's Deluxe brand, and maintains a boning operation. King's products are distributed nationally in 48 states and in Puerto Rico.



A holiday wish

May the Christmas season bring you a full measure of peace and joy. And may health and prosperity be yours through the New Year.



DIAMOND PACKAGING PRODUCTS DIVISION
DIAMOND NATIONAL CORPORATION
733 THIRD AVENUE, NEW YORK, NEW YORK 10017



This kind of peace belongs to the whole world.
Sincere holiday greetings from your durum
friends at International Milling