

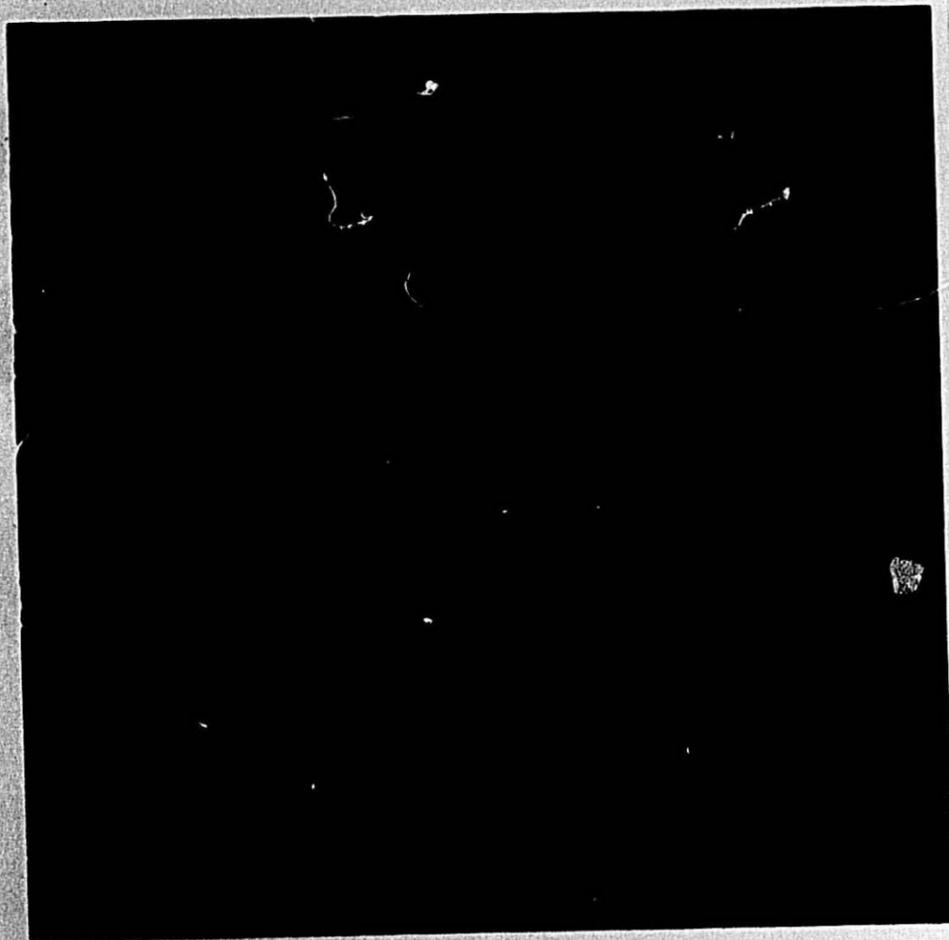
**THE
MACARONI
JOURNAL**

**Volume 54
No. 12**

April, 1973

Macaroni Journal

APRIL 1973 54th Anniversary Issue



HAPPY 54TH ANNIVERSARY MACARONI JOURNAL

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The Macaroni Journal

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THE EDITOR'S NOTEBOOK

FOR fifty-four years the Macaroni Journal has been publishing items of interest to manufacturers of macaroni products and their allies. The Journal has become a history of the vibrant macaroni industry and the industrious people who populate it.

Fifty Years Ago

Fifty years ago, advertisers like John J. Cavagnaro, Engineer and Machinist, of Harrison, New Jersey advertised macaroni equipment. Chicago Mill and Lumber Company sold wooden boxes for macaroni products while Capital City Milling & Grain Company with capacity of 1500 barrels, offered number one, number two and three semolina. A Buyer's Guide listing for the present begins on page 36.

Editor M. J. Donna was beating the drum for a good slogan to increase per capita consumption and had hit upon "Eat More Macaroni." He dreamed of a national advertising and promotional campaign but conceded it would be "too expensive."

Twenty-five Years Later

Some twenty-five years later the National Macaroni Institute was established. The

leadership of the macaroni industry formed a separate corporation for consumer education and product promotion and funded it with a cent-a-bag contribution. They hired a young man, Robert M. Green, to sell the idea to seventy-five percent of the membership of the National Macaroni Manufacturers Association. This was done and in January, 1973 Green was appointed Acting Secretary of the Association and Director of the National Macaroni Institute. The Board of Directors of the Association hired the public relations firm of Theodore R. Sills, Inc. to handle the publicity for the industry. A report on present activities appears next month.

April 1958

Ten years later, in April, 1958, Robert Green, who had also become editor of the Macaroni Journal, wrote: "Macaroni business so far in 1958 has been good. Production for the first two months was ten percent ahead of the previous year. There was no simple explanation for the phenomena. Durum was in plentiful supply and attractive in price. The industry was receiving a lot of publicity through the National Macaroni Institute and the advertising of related item products. Macaroni manufacturers were doing an increasingly good job of advertising selling and merchandising. And there was something of a business recession that gave added emphasis to the economic appeal of nutritional macaroni and noodle products."

April 1968

Another ten years passed and in April, 1968 there was some concern that combination dinners were taking the edge off sales of dry pasta.

"What do Thomas Jefferson and Enrico Caruso, the Department of Agriculture and Charlie Chaplin have in common?" asks Richard Condon in the magazine *Venture*, in his article "Remembrance of Things Pasta."

"Thanks to each of them," Condon continued, "the national dish of the United States is spaghetti." It surpasses roast turkey, Boston baked beans, southern fried chicken, hot dogs, corn pone and pumpkin pie.

Jefferson is credited with bringing a macaroni die back to the United States. Caruso always seemed to be eating spaghetti when he wasn't singing, and Charlie Chaplin managed to use it in almost every film he made that required eating. The Department of Agriculture is credited with bringing durum wheat from the United States to Russia and the story of Mark Carleton is well known to durum devotees."

April 1963

Ten years ago, April, 1963, carried the story of the death of Benjamin Ricardo Jacobs who died at the age of 83 on February 3.

In 1907, Ben Jacobs accepted a position in the Bureau of Chemistry in Washington, D.C. and during World War I served as a captain in the Sanitary Corps of the United States Army.

In 1920, he became a consultant to the macaroni-noodle industry, was appointed director of research of the National Macaroni Manufacturers Association and established his commercial laboratory known as Jacobs Laboratories. This laboratory was subsequently changed in name to National Cereal Products Laboratories, and later in 1951 to Jacobs-Winston Laboratories, Inc.

Together with M. J. Donna, the Executive Secretary, he worked diligently to keep the Association going in its early years. During the NRA Code, he was appointed Deputy Code Administrator.

He played a most important part in presenting data to the Food and Drug Administration in the early 1940's which resulted in the promulgation of

Standards of Identity for macaroni and noodle products.

At the fifty-seventh annual meeting of the National Macaroni Manufacturers Association a salute was sent to Benjamin R. Jacobs for the long service he had performed on behalf of the macaroni-noodle industry.

He would have been impressed with the array of present-day problems: Phony-macaroni, nutritional labeling, occupational safety and health regulations, combination dinners, consumerism—or are they challenges and opportunities?

Plant Operations Seminar Program Set

Omaha Hilton, Omaha, Nebraska 68102

Sunday, April 29

6:00 p.m. Registration and Reception in the Kansas Suite—Cocktails.

Monday, April 30

7:15 a.m. Buffet Breakfast

8:00 Bus departs for Lincoln. Discussions on board enroute and returning.

9:30 Tour Gooch Mill and Macaroni plant.

Luncheon meeting at Radisson Cornhusker Hotel:

1:00 p.m. Clyde Frederickson, Microdry Corporation, reports on attitudes toward microwave drying.

1:30 Robert Jones, Archer Daniels Midland, national representative for special products.

2:00 Presentation of Billie Oakley "Martha Gooch Kitchens" Consumer Shows.

2:30 Return to Omaha with 4 p.m. arrival. Evening free. Hospitality in the Kansas Suite.

Tuesday, May 1

7:15 a.m. Buffet Breakfast

8:00 Bus departs for Wakefield

10:00 Tour Milton G. Waldbaum Co. egg plant.

Program aboard bus going to Wakefield:

James J. Winston, NMMA Director of Research, will discuss Good Manufacturing Practices.

Frank J. Santo, Regional Director, Poultry Grading Branch, USDA, will give basic facts about continuous supervision under the mandatory egg products inspection act.

Charles M. Hoskins, Hoskins Co., will discuss DeMaco equipment and a new concept in noodle manufacturing.

Program aboard bus returning:

Thomas L. Hugel, president, American Sanitation Institute, will discuss motivation toward OSHA compliance and lead a question and answer session.

William Berger, Buhler-Miag, will discuss equipment you will see the following day at Skinner's.

6:30 p.m. Bus departs for Highland Country Club where we will be guests of the Waldbaum Company for cocktails and dinner. Return 9:30.

Wednesday, May 2

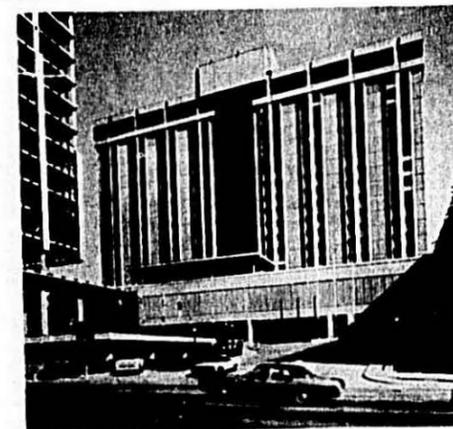
7:15 a.m. Buffet Breakfast

8:00 Bus departs for Skinner's.

8:20 Plant Tour—discussions.

11:30 Return to hotel for check-out.

12:00 Bus departs for airport.



Phase III in the Food Industry - Mandatory Controls Are On

by Harold T. Halfpenny, General Counsel, NMAA

ON January 11, 1973 the President announced his plans for Phase III of his economic stabilization program. Most mandatory wage-price controls were loosened somewhat, and a degree of flexibility was introduced into the controls program. This was not true for the food industry. Food processors are required mandatorily to comply with slightly modified Phase II regulations including prenotification and approval of cost-justified price increases. Retailers of food are held to present margin markups and pay units in the food processing, and retailing industries are covered by the Phase II regulations as modified.

Pursuant to the proclamation by the President of the new controls program, the Cost of Living Council (CLC) issued regulations for Phase III. These regulations contain special rules applicable to the food industry. The regulations apply to price adjustments and pay adjustments by manufacturers, service organizations, wholesalers and retailers in the food industry who are not exempted under the small business exemption.

Manufacturers and service organizations remain subject to the rules and regulations of the Price Commission in effect on January 10, 1973, except that only firms with \$250 million or more in annual sales are subject to the requirement for prenotification and reporting. This will eliminate a number of firms from the pre-notification and reporting requirement since Phase II rules required such pre-notification and reporting for firms with annual sales of \$100 million and quarterly reporting for firms with sales of \$50 to \$100 million. Classification for purposes of pre-notification, reporting and recordkeeping obligations is determined with respect to gross receipts from food sales only.

Under the new rules, a manufacturer or service organization in the food industry with annual sales of \$250 million or more, must submit quarterly reports to the Cost of Living Council in the form that was previously required by the Price Commission. No proposed price adjustment may be put into effect by such firms unless such price adjustment has been approved or permitted to take effect by the Cost of Living Council.

All Must Keep Records

All manufacturers and service organizations in the food industry must main-

tain information on prices, costs and profits regardless of their annual sales volume. As a general rule, prices may not be increased except to reflect increases in allowable costs reduced to reflect productivity gains, if any, and only to the extent that the increased prices will not result in an increase in profit margins over that for the base period.

Profit Margin Base

The base period for measurement of profit margins has been modified somewhat. It now means any two of the following fiscal years . . . the last three fiscal years ending before 8-15-71 and any fiscal year completed on or after that date. Thus, more current years can be included in the computation providing some degree of relief from the profit margin limitation, but it is still there.

For manufacturers and service organizations in the food industry, there is little change. Other than the reduced prenotification and reporting requirements and the modified base period for determining the profit margin limitation, the rules remain as they were before the proclamation of the start of Phase III. This is also generally true for wholesalers and retailers in the food industry with slightly different ramifications relating to markups.

Distributors Affected

Under Phase III, wholesalers and retailers in the food industry are subject to the regulations of the Price Commission in effect on January 10, 1973 with several modifications. Reporting and prenotification are required only for firms with \$250 million or more in annual sales. All firms, regardless of sales revenues, must maintain quarterly records as to markups and profit margin. The form of the records will be prescribed by the Cost of Living Council. As a general rule, retailers and wholesalers may charge a price in excess of the base price only to reflect increased costs and such increases may not result in higher profit margins than which prevailed during the base period. Initial percentage markups and net profit margins are controlled.

Phase III rules permit the customary initial percentage markup to be applied and reported based on total sales by the wholesaler or retailer or any other level of item or category control thus providing a greater degree of flexibility



Harold T. Halfpenny

than under prior rules. Also, the customary initial percentage markup may be increased to reflect on a dollar-for-dollar basis any government-mandated operating cost increases. This is in effect a limitation since it permits only a recovery of the additional costs because of the government mandate, but does not permit the application of the customary gross profits margin. The base period for determining the net profit limitation is expanded in the same manner as for manufacturers and service organization, thus permitting comparison with more current operating results.

Definition of "Food"

The definition of "food" for purposes of imposing the mandatory controls of Phase III has been modified. "Food" means those items produced or manufactured for human consumption other than alcoholic beverages, tobacco products and drugs. Only those firms which derive 20% or more of their annual sales, or \$50 million or more in annual sales, from the sale of "food" are subject to the mandatory controls. The small business exemption continues to apply as before. Any firm with less than 80 employees is exempt unless such firm is a provider of health services or is in the construction industry or has annual sales in excess of \$50 million.

Pay Adjustments

Pay adjustments affecting employees in the food industry remain subject to the classification, prenotification and reporting requirements of the Pay Board that were in effect on January 10, 1973. The Council has ruled that the special rules apply to pay adjustments of employees in the food industry, in either of the following two situations:

(Continued on page 8)



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APRIL, 1973

Phase III Regulations

(Continued from page 6)

(1) Where the employees are part of an employee unit in which 50% or more of the employees are engaged in food operations; or

(2) Where the employees are engaged in food operations as part of an employee unit in which 60 or more of the employees are engaged in food preparations.

For those pay adjustments falling under these two classifications, the general wage standard of 5.5% applies. Additionally, pay adjustments affecting 5,000 or more employees must be pre-notified and approval obtained before they may be put into effect and pay adjustments affecting from 1,000 to 5,000 employees must be reported to the Council. Pay adjustments affecting less than 1,000 employees need not be pre-notified or reported to the Council, but are subject to monitoring.

Thus, for those in the food industry, Phase III reflects little change from previous requirements. Reporting requirements are different and the forms may be different. One agency (CLC) is responsible for administration rather than two (Pay Board and Price Commission). Except for the change in base period years, there is no relief from the net profit margin limitation.

Adamy Sees More Stable Food Prices

The nation will experience "much more stable food prices," Clarence Adamy, President of the National Association of Food Chains, predicted in a recent interview.

Mr. Adamy explained that the major causes for recent food price increases are labor costs, government monetary policy and a declining rate of productivity. He cited union featherbedding practices which lower productivity (such as an inability to transfer persons to various jobs in a store), a meat market which prohibits the use of equipment that was not in the market in 1955, and a contract provision that forbids the use of mechanical devices to load or unload trucks.

The proposed Consumer Protection Agency (talked to death in the Senate in the closing days of the 92nd Congress) would have increased food prices, Mr. Adamy believes, because government harassment would have subjected food operators to costly legal proceedings. One of the best ways to insure higher food prices and assure a food black market would be for government to place controls on the agricultural economy, Mr. Adamy added.



Clarence Adamy

Durum Mill Grind Up 4%; Semolina Down 2%

Production of straight semolina and durum flour was down 2% in the 1972 calendar year as compared to 1971, according to the Bureau of the Census. It was the first annual reduction since the Census Bureau first started keeping separate data on semolina production in 1966.

The Census Bureau said straight and durum flour production in 1972 amounted to 14,986,000 cwts, compared with 15,251,000 in the preceding year, a reduction of 265,000. On the other hand, with the exception of 1971, it still was the largest outturn for any year on record.

The 1972 output was up 173,000 cwts, or 1%, from 14,813,000 produced in 1970 and was 1,507,000 cwts, or 11%, over the 13,479,000 in 1969.

Comparison of Output, Grind

Production of durum wheat products and mill grind follow for a series of months:

	1972		1971	
	Straight amol. (1,000 cwts)	Durum grind (1,000 bus)	Straight amol. (1,000 cwts)	Durum grind (1,000 bus)
January	1,315	2,911	1,397	4,038
February	1,415	3,051	1,354	2,915
March	1,366	3,003	1,429	3,076
April	1,144	2,527	1,114	2,496
May	1,223	2,709	1,041	2,237
June	1,108	2,450	1,012	2,149
July	1,002	2,264	1,050	2,311
August	1,362	3,077	1,347	2,899
September	1,290	2,904	1,367	2,970
October	1,180	2,779	1,374	2,823
November	1,180	2,779	1,374	2,823
December	1,106	2,616	1,403	2,725
Total	14,986	33,621	15,251	32,236

Off in First Six Months

Production of straight semolina and durum flour in the first six months of the 1972-73 crop year, July-December,

totalled 7,415,000 cwts, compared with 7,904,000 in the same six months of the preceding year, a decrease of 489,000, or 6%. Durum grind in the six months was 16,970,000 bus, against 16,415,000 in July-December, 1971, a gain of 555,000, or 3%.

Straight semolina and durum flour production in December alone was 1,106,000 cwts, against 1,403,000 in the same month of the preceding year, a reduction of 297,000, or 21%. It also was off 74,000 cwts, or 6%, from 1,180,000 produced in November.

Durum grind in December totalled 2,616,000 bus against 2,725,000 a year earlier, a decrease of 109,000, or 4%. It also was off 163,000 bus, or 6%, from the 2,779,000 in November.

Increase in Durum Wheat Grind

In face of the reduction in semolina and durum flour production, durum wheat grind in 1972 was up 4% from the preceding year. According to the Census Bureau, durum grind in 1972 aggregated 33,621,000 bus, against 32,236,000 in the preceding year, an increase of 1,385,000.

The Census Bureau withholds statistics on blended semolina in durum to avoid disclosure of figures for individual companies.

Comparison of Annual Output

Straight semolina and durum flour production for a series of calendar years follows, in cwts:

1972	14,986,000	1968	12,749,000
1971	15,251,000	1967	12,534,000
1970	14,813,000	1966	12,441,000
1969	13,479,000		

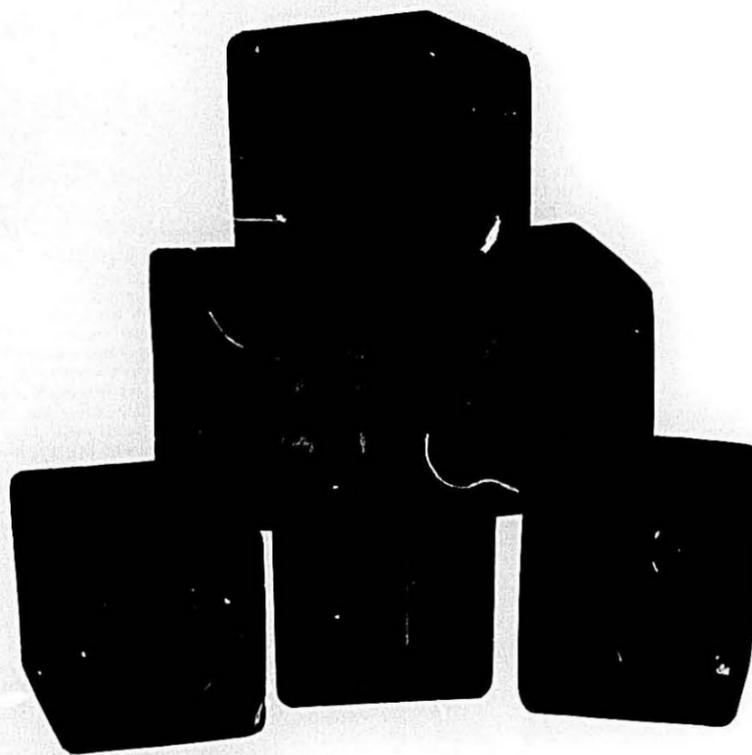
Cash Durum Gyrates

Wild swings characterized cash durum bids, sensational advances erasing most of drastic declines of mid-February. Low ends soared 18¢ a bu, tops up 4¢. Logistics played large role in demand and bids actually were as much for equipment as for the durum. Brisk demand came from mills, not surprising in view of maximum grind, and exporters also sought to build up stocks ahead of opening of navigation through the Great Lakes. W. R. Goodale, addressing the annual meeting of Crop Quality Council in Minneapolis, predicted that durum will be included to greater extent in wheat exports for balance of season than it does during normal seasons as a specialty grain. Point is that, in this period of world scarcity, durum plays a role as a food grain in a broader concept than as raw material for pasta.

Plant Operations Forum April 29-May 2

THE MACARONI JOURNAL

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Putting The Bite On Pasta

by Dr. David E. Walsh, Assistant Professor,
Department of Cereal and Technology,
North Dakota State University, Fargo, N.D. 58102

Published with the approval of the Director, North Dakota Agricultural Experiment Station as Journal series No. 384.

To the ultimate consumer of pasta products, quality can be described as the appearance of the products before and after cooking and the flavor and texture of the cooked products. There is general agreement as to appearance of dry pasta. Good quality products should be smooth, free from cracks and specks, and have a bright yellow color. Furthermore, reliable instruments are available to measure the color of pasta products. However, only recently have suitable instrumental techniques been developed to measure the "bite" or firmness of cooked pasta. This paper describes a method for measuring the firmness of cooked spaghetti, egg noodles and elbow macaroni, their instrument was not commercially available.

Cooked pasta quality is usually described in terms of several properties—how the product holds up with prolonged cooking, the amount of swelling, loss of solids to the cooking water and most important, the firmness or "bite". Most of these properties can be measured with ordinary laboratory equipment. However, no completely reliable method is available to determine pasta firmness and most often the "bite test" or taste panels are used to evaluate pasta firmness. Although taste panels are considerably more accurate than an individual bite test, panels have the disadvantage that a group of people must be assembled to taste the samples, and the tests must be performed in closely controlled conditions. In addition, taste panels are efficient in evaluating only small numbers of samples. Consequently, where large quantities of samples must be evaluated, a rapid instrumental method is needed.

Over the years, a number of techniques and instruments have been developed to measure the firmness of pasta products. In 1939, Binnington, Johnson, and Geddes described a "Recording Tenderness Tester." (1) The instrument consisted of a plunger with a diameter of 30.5 mm., to compress a single piece of cooked macaroni. The compression characteristics of the macaroni were measured in terms of mercury required to crush the sam-

ple. The instrument was crude by today's standards; nonetheless, it provided means of obtaining objective data. No research results which related the compression measurement of macaroni to taste panel results were reported in the original publication, and subsequent work at our laboratory failed to correlate the instrument's readings with macaroni quality. (2)

Holliger (3) suggested that the tensile strength of uncooked spaghetti was related to firmness, but no data on texture or eating quality of cooked spaghetti were shown. Recently, Matsuo and Irvine (4) at the Grain Research Laboratory in Winnipeg, Manitoba, Canada described an apparatus for testing the tenderness of cooked spaghetti. The instrument gave objective physical data on cooked spaghetti, but no taste panel results were reported which showed the relation of the instrumental measurements to eating quality. Furthermore, their instrument was not commercially available.

In the present work, a method was developed to measure the firmness of cooked pasta. To measure firmness an Instron Universal Tester (Instron Corp. 2500 Washington St., Canton, Mass.)



Figure 1: A technician is shown measuring the firmness of cooked elbow macaroni. From left to right are integrator, recorder and the crosshead.

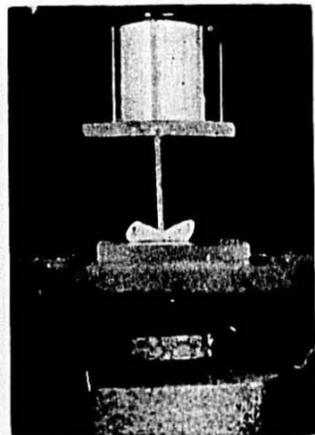


Figure 2: A piece of cooked elbow macaroni is sheared with a special plexiglass tooth to measure firmness.

was fitted with a special "tooth." The amount of work (g.cm.) required to shear a single strand of cooked spaghetti was used as an index of firmness.

The equipment for the test is commercially available except for the tooth, which can be made easily from Plexiglas. Data showed that the instrumental method agrees with taste panel evaluation of cooked pasta products. For speed and precision and reliability the instrument is considerably superior to the taste panel.

The Method and Apparatus

The firmness of cooked spaghetti is measured with an Instron Universal Testing Instrument, Type TM-M, which is shown in Figure 1. The Instron consists of a drive mechanism which moves a crosshead vertically by means of twin screws. A load sensing cell (Type CB) and strip chart recorder, which is synchronously driven with the crosshead, detect and record the force exerted on the spaghetti by the tooth. An automatic integrator (Instron Model G 90-21) can be added to aid in computing the data.

To prepare the Instron for measuring spaghetti firmness, the load cell table is covered with a flat Plexiglas plate and the tooth is attached to the crosshead (Figure 2). A single strand of cooked pasta is placed on the plate and sheared at a 90° angle with the tooth. As the spaghetti is sheared, a continuous curve of the force (g.) applied and the distance (cm.) moved by the tooth is recorded. The area under the curve (Figure 3) is computed automatically by the integrator and represents the amount of work (g. cm.) required to shear the strand. The average work to shear a cooked piece of pasta in four replicate determinations is the firmness reading.

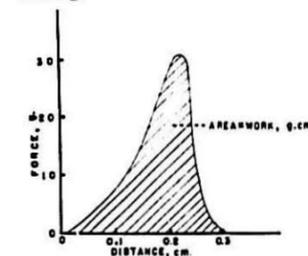


Figure 3: The graph shows a typical shearing curve for cooked spaghetti. The area (g.cm.) under the curve is closely related to taste panel evaluations of cooked spaghetti firmness.

Several tooth designs were tested during the developmental phase of this work. When a sharp tooth was used, little force was required to shear soft as well as tough pasta, therefore, the instrument was unable to show differences in firmness. On the other hand, when a blunt tooth was tried, the spaghetti crushed rather than sheared, and again eating quality differences were not detected. The tooth design shown in Figure 4 was finally selected for the method.

A tooth of this design can be made easily by vertically mounting a 1/4 in. plexiglass blade on a 3/8 in. plexiglass base. The blade is 2 in. long and 1 1/2 in. deep. The edge of the blade has a 63° level with a flat contact surface 0.043

in. across. When cooked pasta is sheared with such a tooth, a greater amount of work is recorded for firm than for soft pasta.

Commercial samples of pasta macaroni, noodles or spaghetti) each were cooked for 10, 15, 20 and 30 minutes in boiling water (1/2 lb. pasta in 2 quarts) to achieve a wide range of firmness. Each test panelist was asked to taste and score the four samples for firmness on a scale from 1 to 10 with 1 defined as "very soft," 5 "just right" and 10 "very tough." All samples were sheared on the Instron during the taste panel test so that each panel score corresponded to an Instron shear value. A series of taste panel and Instron shear tests for each product were repeated on three different days.

Results and Discussion

The average results of the taste panel scores and shear values are shown in Table 1. To shear a single strand of spaghetti from 4.2 to 5.6 g.cm. of work was required while the average taste panel scores ranged from 3.0 to 6.7 for the samples. Since the ideal firmness was defined as a taste panel score of 5, it was apparent that the panel considered samples C and D as too soft and samples A and B as too firm. To relate the taste panel results to shear measurements, linear regression equations were computed. The panel scores were used as the dependent variable and the Instron shear values were the independent variable. Figure 5 shows a plot of the regression line and the average taste panel data versus spaghetti shear measurements. The correlation coefficient for the data was $r=0.812$ (significant at 1% level of confidence) which indicated that the instrumental data agreed well with the taste panel results.

Figure 6 shows a plot of shear data and taste panel results for noodles. The correlation coefficient for these data is

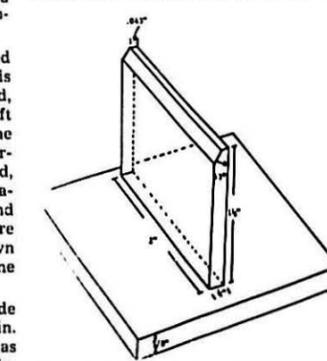


Figure 4: Diagram of the special tooth used to measure the "bite" of cooked pasta products.

TABLE 1
Average taste panel scores and firmness shear values for cooked spaghetti, egg noodles, and elbow macaroni*

	Pasta Samples ^b			
	A	B	C	D
Spaghetti Panel score	6.7	5.9	3.0	3.2
shear (g.cm.)	5.6	5.3	4.2	4.2
Noodles Panel score	5.9	5.6	4.5	2.9
shear (g.cm.)	6.1	5.6	5.4	3.7
Elbow Macaroni Panel score	6.7	5.8	4.8	2.9
shear (g.cm.)	17.0	18.1	17.2	13.3

a. Panel scores and firmness are the average of three replicate determinations.
b. Samples A, B, C and D were cooked 10, 15, 20 and 30 minutes respectively.

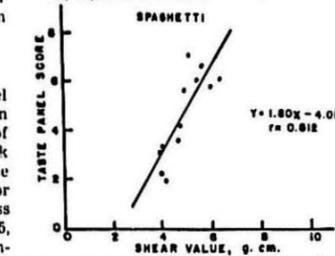


Figure 5: Graph showing the relation between taste panel results and instrumental firmness measurements for cooked spaghetti.

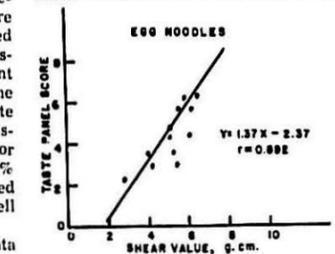


Figure 6: Graph of taste panel versus shear data for cooked noodles.

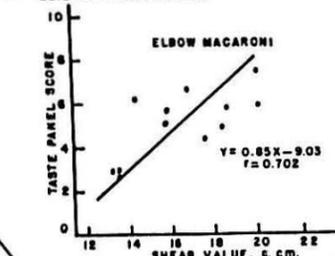
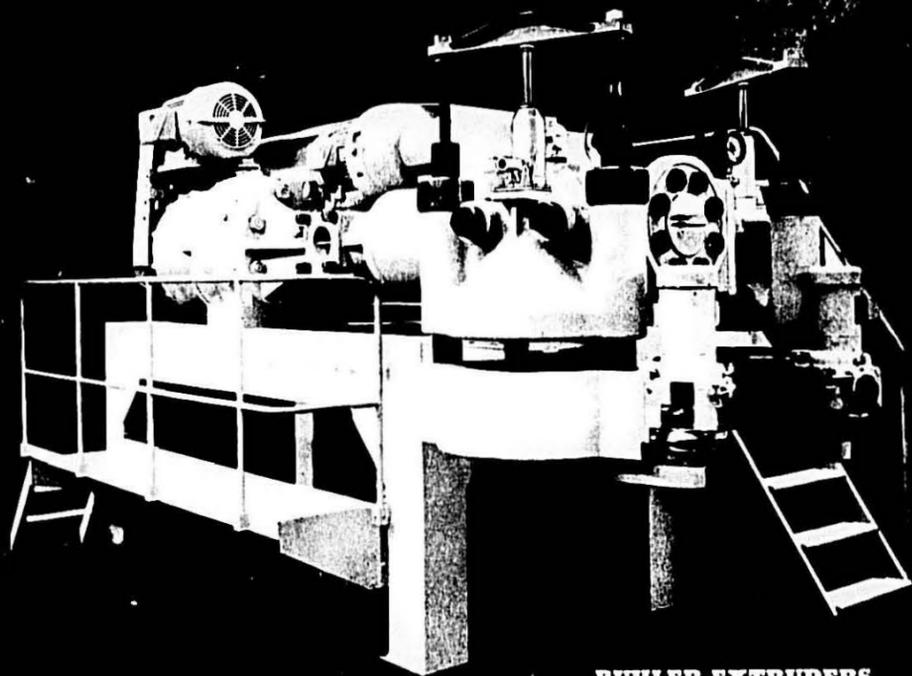


Figure 7: Graph of taste panel results against shear measurements for elbow macaroni. The optimum firmness by taste panel is defined as a score of 5. $r=0.892$ (significant at 1% level of confidence) which indicates that taste panel evaluation of noodles is closely related (Continued on page 14)

SANITARY.



BUHLER EXTRUDERS

are the most sanitary you can buy!

Model TPCE shown above is equipped with specially designed twin head

Completely Re-designed. Buhler's new line of extruders have all the basic features which have made BUHLER the favorite throughout the world . . . plus many new improvements which put it far ahead of any other you can buy in North America today!

Super Sanitary

- Structural members are completely enclosed, can't collect dust or dirt.
- Motors and drives are in the open, away from product area, completely accessible for service.
- Drive guards are open at bottom so dust falls through, can't accumulate.
- One-piece mixing trough has smooth rounded corners for easy cleaning, no place where dough can lodge.
- Unique trough design virtually eliminates product hangup on mixer walls.
- Outboard bearings on mixer shafts absolutely prevent any product contamination by lubricant.

Finest Quality Product

- Efficient vacuum completely de-aerates product
- All processing elements are of proven design, are properly sized and balanced to rated capacity.

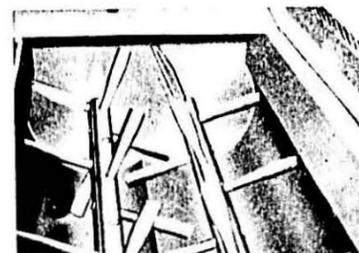
Seven Models Available

Model	Lbs./hr. Capacity
TPAE (Single Screw)	660- 1,320
TPAD (Double Screw)	1,320- 2,640
TPBE (Single Screw)	1,000- 2,000
TPBD (Double Screw)	2,000- 4,000
TPCE (Single Screw)	2,000- 4,000
TPCD (Double Screw)	4,000 -8,000
TPCV (Four Screw)	8,000-16,000

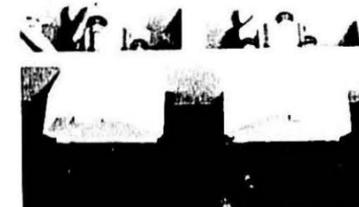
U. S.-Built Drives

- All motors, sprockets, chains and electrical controls are standard components readily available throughout the U. S.

Get Full Details on the new Buhler extruders and other Macaroni Processing Equipment. Call us or write: The Buhler Corp., 8925 Wayzata Blvd., Minneapolis, Minn. 55426, 612-545-1401 / Eastern Sales Office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010 / Buhler Bros. Ltd., Don Mills, Ontario, Canada, 416-445-6910.



Mixing trough is one-piece stainless-steel construction. Unique shape prevents product hang-up on walls.



Bearings of mixer shafts are completely separate from product seal. Seals may be replaced without removing bearings or shafts. Product contamination virtually impossible.



Press base and belt guard reflect the clean, efficient design and attention to detail in every Buhler press. Base is sturdy, easily accessible. All joints have smooth welds for easy cleaning.

Complete
Macaroni
Plants by

BUHLER®

The Bite on Pasta

(Continued from page 11)

to the instrumental readings. From this regression line the ideal firmness score of 5 by the taste panel corresponds to a shear value of 5.4 g. cm.

Figure 7 shows a plot of the relation of taste panel firmness score to shear measurements of elbow macaroni. For elbow macaroni, taste panel firmness scores ranged from 2.9 to 6.7 while the shear measurements ranged from 17.2 to 13.4 g.cm. More force was required to shear elbow macaroni than noodles or spaghetti, consequently, the shear values are high. However, the taste panel score remained low, since firmness was defined on a scale from 1 to 10 with 5 as optimum firmness. Taste panel results for elbow macaroni did not agree as closely with shear measurements as the results for spaghetti and noodles.

The correlation coefficient was $r=0.702$. From the regression line the optimum firmness (panel score for 5) for elbow macaroni corresponded to a shear reading of 16.5 g.cm.

The lower correlation coefficient did not indicate that the shear test was inaccurate for testing elbow macaroni. Apparently the "bite" of elbow macaroni is more complex than solid products such as spaghetti and noodles. In any case a correlation of $r=0.702$ is statistically significant (1% confidence level) and indicates that the shear test could be used as a rough indication of cooked macaroni firmness.

The graphs of taste panel versus shear data shown in Figures 5, 6, and 7 indicate that each size and shape product has a different relation between shear values and taste panel score. If the Instron shear test is to be used for characterizing pasta products, it will be necessary to devise a separate regression line for each type and size of product. Consequently, the three regression lines presented in the present paper are valid only for the specific sizes of pasta which were tested—spaghetti (0.065 in. diameter), flat noodles (0.210 in width and 0.025 in. thick) and elbow macaroni (0.200 in. diameter 0.030 in. wall thickness).

Summary and Conclusion

An instrumental method for measuring the firmness of cooked pasta products was developed and tested against a taste panel. The results showed that the texture or "bite" of three cooked pasta products (spaghetti, egg noodles, and elbow macaroni) could be measured as the amount of work (g.cm.) required to shear a single cooked piece of the pasta product. Statistical analysis of the data revealed that the shear

measurements of cooked spaghetti, noodles and elbow macaroni were highly correlated with taste panel results. Spaghetti and noodles showed the highest correlation between Instron and taste panel scores. The data yielded a different linear relation between instrumental measurements and taste panel for each type of pasta product. It was concluded that a separate standard curve would be necessary to relate shear values to taste panels score for each type and style of pasta products to be tested. Also, it was concluded that the shear test was much more convenient and efficient than taste panels for evaluating the firmness of cooked pasta products.

Acknowledgments

The author wishes to acknowledge the technical assistance of M. H. Boeder and Slavko Vasiljevic. The work was sponsored in part by grants from the National Macaroni Manufacturers Association and the Cargill Corporation. Figures 2, 3 and 4, courtesy of Cereal Science Today, Vol. 16: page 202, 1971

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Peavey Company Moves Its Headquarters

Peavey Company has announced relocation of its corporate headquarters from the Grain Exchange to 730 - 2nd Avenue South. The new offices will be in a building that is to be named the Peavey Building. Peavey has headquartered in the Grain Exchange since the company's founder, Frank H. Peavey, moved his operations from Sioux City, Iowa to Minneapolis in 1884 in the interest of being closer to his principal grain customers. Sufficient space in the grain Exchange will be maintained for grain inspection operations and merchandisers working on the trading floor following the corporate office move scheduled for April 1, 1973.



Robert H. Cromwell

Bob Cromwell, Vice President-Durum Sales, described the planned relocation as one which will result in more efficient, functional and attractive offices and stated that, "Our decision, while influenced by the practicalities of being situated in the heart of the business loop, has been strongly motivated by the nature of recent corporate streamlining. We believe the relocation will well satisfy our requirements and enable us to better serve the pasta industry."

The Peavey Building, connecting to the downtown skyway system, was constructed in two phases with the first portion completed in 1968 and the second in 1971. It is 14 floors tall and has been constructed so 10 floors may be added to the most recently completed part. Peavey Company will occupy roughly 58,000 square feet on the upper floors of the building.

Within the last two years, Peavey has made such internal realignments as the consolidation of two operating units, including country operations and commodity merchandising. Also, certain corporate functions such as traffic, purchasing and accounting have been centralized.

Technical Center

The Peavey Technical Center, an ultra-modern structure located in Chaska, Minnesota was established in 1970 centralizing research, product development and quality control. The two-building center, under the direction of Dr. John H. Nelson, corporate director of research, provided the Peavey Company with an efficient area in which to pursue expansion of new business and new product development. A central service core in the building permits flexibility in laboratory zones and consolidates testing operations that are vital to Peavey's continuing concern for quality control.

Recent acquisitions of the Peavey Company include the Oconomowoc, (Continued on page 16)

ADM Milling Co.

Peavey Acquisitions

(Continued from page 14)

Wisconsin operation of Catherine Clark's Brownberry Ovens and Northwest Fabrics, Inc., an Eau Claire, Wisconsin based retail fabric center.

Decade of Concern

"As our advertisements say, 'we've cracked the egg problem,'" said Sal Maritato, vice president for the durum products division of International Multifoods. "Our new Duregg(TM) noodle mix is a revolutionary idea."

"In fact, it is probably the first innovation to hit the pasta industry in the past hundred years. Aside from the addition of enrichment about 25 years ago, noodles have remained basically unchanged since the time of Marco Polo . . . a combination of flour, water and eggs."

"It seemed to Multifoods that there had to be a way to simplify the process and help eliminate some of the problems—spillage, high cost of labor, time and space—faced by the manufacturer."

"Duregg, a blend of top quality durum flour and egg solids, was our answer," said Maritato. "All the manufacturer has to do is add water."

International Multifoods began experimenting with the Duregg concept in 1970. After nearly two years of formulation, Duregg was introduced nationally.

Industry acceptance has been encouraging. Maritato feels the reasons manufacturers are turning to the product are obvious.

"In the first place," he said, "Duregg eliminates time-consuming, in-plant blending of flour and egg solids with expensive equipment. What could be more simple than adding water?"

"The ever present problem of contamination in thawing and refreezing unused eggs is eliminated. Duregg is ready when the manufacturer needs it—no thawing or waiting—which makes instantaneous production scheduling possible."

"And Duregg doesn't take up valuable freezer space as eggs do. Besides eliminating this expensive factor, the time and labor involved in thawing and refreezing are gone."

"Our research has compared costs of ingredients, labor, time and space between Duregg and conventional methods of production. Duregg costs compete right down the line. If convenience is a factor, the choice is obvious."

Maritato stated, "Multifoods felt there was a need for a product such as Duregg and we responded."

But noodle manufacturers are not the only people demanding high quality



Sal Maritato

products made under sanitary conditions with an emphasis on convenience. Mrs. Consumer has an eye for the same elements.

Decade of Concern

The 1970's will probably go down in history as the decade of concern. Concerned consumers are changing their expectations, and government and industry must respond to meet these concerns.

International Multifoods, as a company and as part of the pasta industry, is responding. Being confident of the future of the entire industry, Multifoods feels that active involvement in facing today's challenges is the only way to retain its role of leadership, both with its durum customers and the consumer.

In examining the new consumer, it is likely that she will be an active woman who spends more time away from home than ever before. The chances that she will be a working wife are increasing. By 1980, 20 million wives, 40 percent of all wives of working age, will hold a job.

Time spent away from home means time spent out of the kitchen. Along with concern, the 1970's will be a decade of convenience. The challenge to the pasta industry in the area is unparalleled.

In an article published in the Macaroni Journal in September, 1971, Robert Wegner, vice president of the A. C. Nielson Co., noted that dry pasta as a category has grown only in direct proportion to the increase in the number of households.

He noted that, "dry pasta products are not growing as rapidly as most competitive products which offer more 'convenience.'" Although these products were generally higher priced, cost did not seem to be a prime factor to the consumer.

An excellent example of our industry's response to this demand since the article was written is evidenced by the bombardment of the market with pasta-based quick dinner mixes.

Beginning with Hunt-Wesson's Skillet Dinner in 1970, over a half-dozen major companies are now marketing similar products.

On a per pound basis, these packaged dinners accounted for 5-8 percent of the market in 1965. By 1980, this slice should be increased to over 15 percent.

This 15 percent may still be a small slice of the total poundage; in the terms of food dollar the impact is significant.

"I see these dinners as providing several side benefits to the industry," said Maritato. "They offer convenience to the woman who wants it, but they also open eyes to the possibilities that exist for dry pasta use."

These dinners and the recipe suggestions printed on dry pasta packages, introduce women to dozens of nutritious, creative dishes that can be prepared quickly and conveniently.

"The woman who tries these popular packaged dinners and decides she can do it herself for less money may increase dry pasta sales as a result."

The institutional market is another Multifoods has identified as representing growth potential. Government programs for low income groups, schools and health centers are relatively untapped and offer significant expansion possibilities.

Maritato said, "Assistance in educating both these areas, the consumer and institutions, on the benefits and versatility of our product should not be left to chance. We, as an industry, need to take an active interest in the education process."

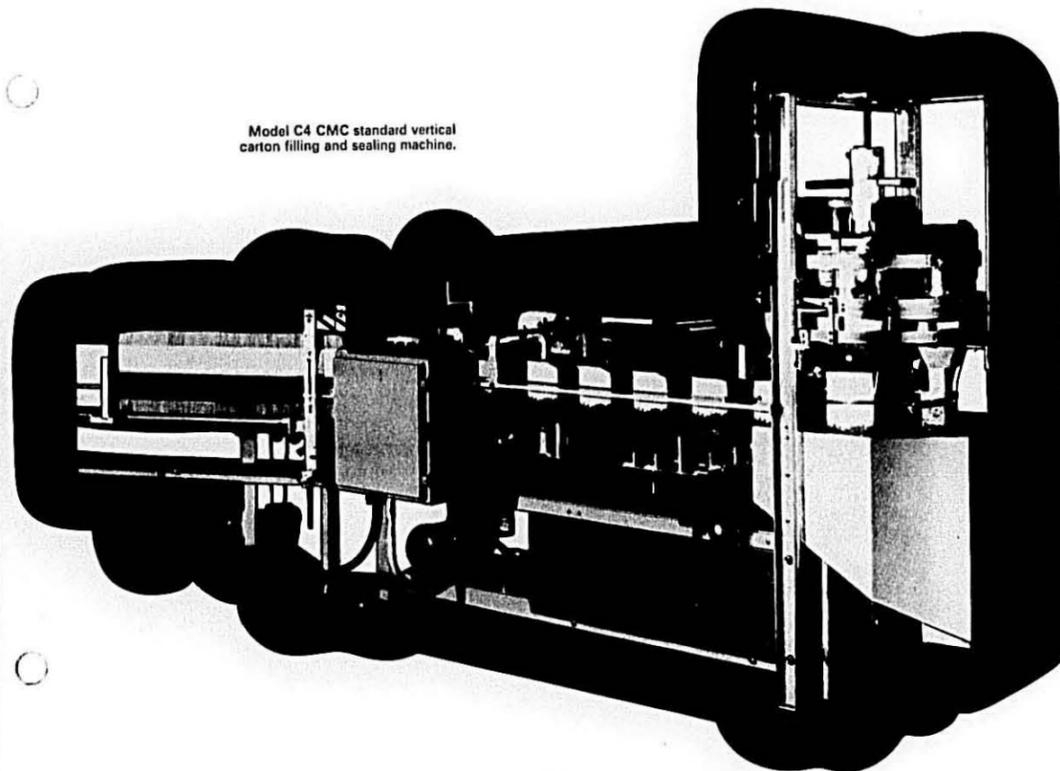
Consumer Oriented

International Multifoods has become increasingly consumer oriented since it began its expansion from being strictly a flour firm into other consumer products.

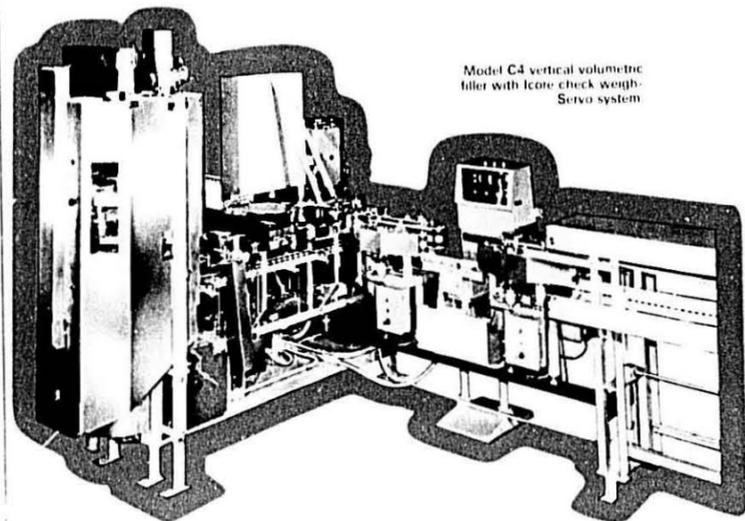
Within the past year, it announced the acquisition of two meat companies. Feinberg-Reuben, a Minneapolis based manufacturer of corned beef and specialty meats, and Coors and Sons, a Canadian firm with similar products, add a new element to Multifoods' mix of consumer products.

In its first move away from the food industry, Multifoods acquired Turner Mfg. Co., the nation's leading manufacturer of framed pictures and mirrors. Announcement of the planned acquisition of Freeman-McFarlin of El Monte, Calif., manufacturer of ceramic sculptures and accent pieces followed shortly.

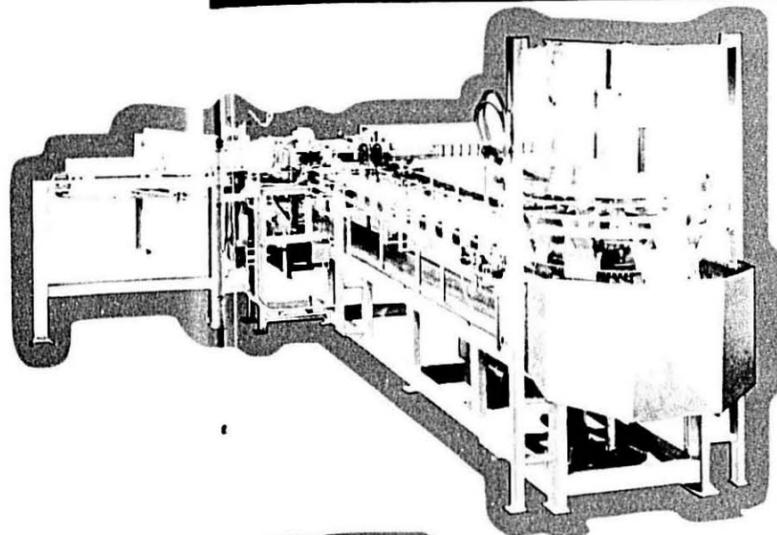
Model C4 CMC standard vertical carton filling and sealing machine.



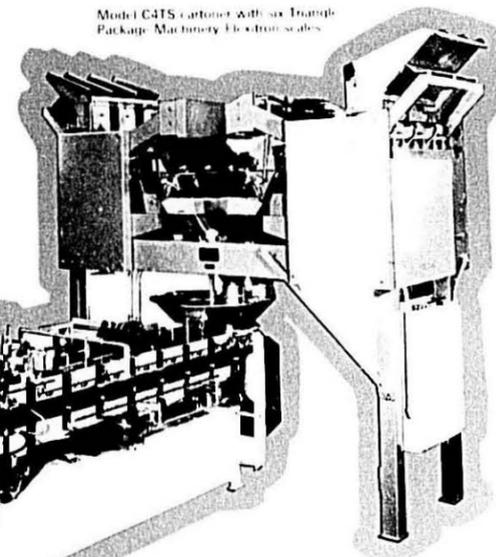
Clybourn CMC Vertical Cartoning



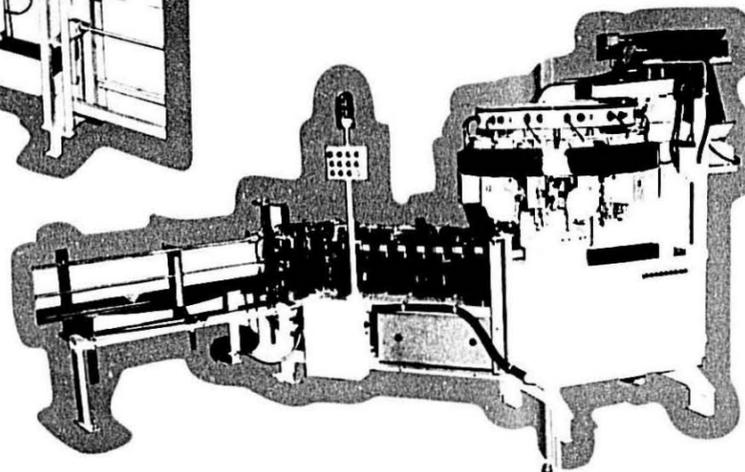
Model C4 vertical volumetric filler with Iconic check weight-Servo system



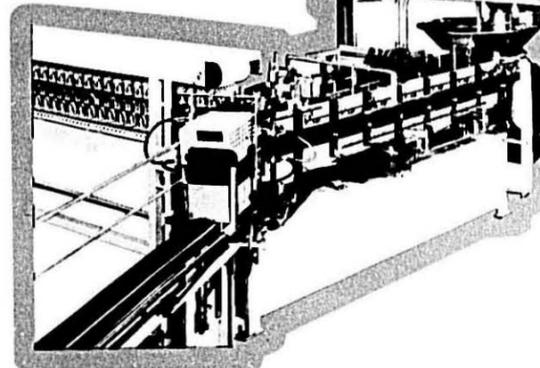
Model C71 vertical volumetric filler with extended front load area and automatic can drop system



Model C4TS cartoner with six Triangle Package Machinery Electron scales



Model A6 Cartoner with Wright Machinery twelve head rotary net weigher combination



For years Clybourn has been recognized as the leader in high performance cartoning equipment. This reputation is built not only upon the standard features present in Clybourn's basic cartoners but also upon the exceptional range of options available on CMC cartoners. The broad selection of options enables CMC cartoners to satisfy the special requirements of virtually any application. The range of options, however, is so large in CMC cartoners that the number of possible combinations is almost infinite.

The standard CMC cartoner consists of the following:

- (1) Cartridge filling system
- (2) Check weight system
- (3) Product counting system
- (4) Pouch inserting and placing system
- (5) Automatic bottle and can inserting system
- (6) Coupon placing and inserting attachments
- (7) Premium inserting attachments

- Variable speed operation up to the top speed of the specific model.
- Independent variable speed control for the compression section.
- Dual system safety features and automatic shut-down.
- Safety interlocks and emergency stop buttons.
- Safety interlocks and emergency stop buttons.
- Safety interlocks and emergency stop buttons.

Beyond the basics, Clybourn CMC cartoners can solve your specific cartoning problems.

Clybourn's basic cartoners were engineered to provide the foundation for a machine that will fill your specific requirements. Whether you need an system that will fill your specific requirements. Whether you need an system that will fill your specific requirements. Whether you need an system that will fill your specific requirements.

The Clybourn approach to cartoner design means the CMC cartoner you buy will be specifically engineered to meet your requirements. It will do the job you have to do better, and yet it has the inherent quality of convertibility - the ability to be altered at some later date to fulfill a new set of requirements should change become necessary.

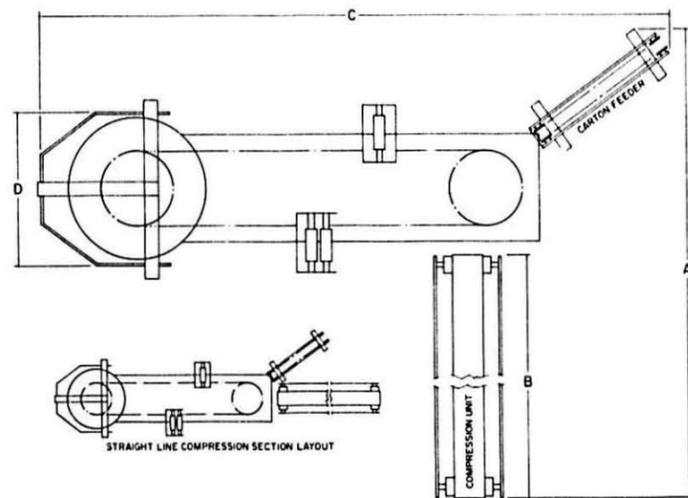
- Volumetric fill adjustable during operation.
- Auger product feeds.
- Net weight filling systems.
- Check weight-Servo systems.
- Product counting systems.
- Pouch inserting and placing systems.
- Automatic bottle and can inserting systems.
- Coupon placing and inserting attachments.
- Premium inserting attachments.
- Seal-spout inserter attachment.
- Intaglio pattern gluing.
- Hot melt or cold glue systems.
- Heat seal systems.
- Impression or ink code daters.
- Extra long carton magazines.
- Extra long load area for multiple load operation.
- Extra long compression sections.



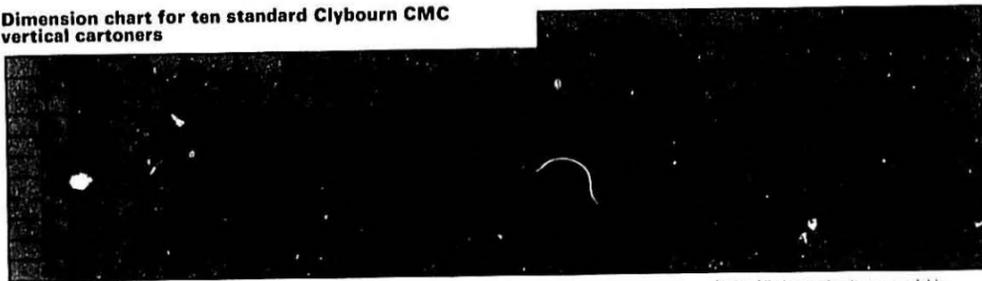
CLYBOURN MACHINE DIVISION

Cherry-Burrell Corporation
7515 N. Linder Ave., Skokie, Illinois 60076

Typical floor plan view of
Clybourn CMC Vertical Cartoner



Dimension chart for ten standard Clybourn CMC
vertical cartoners



Note: All electrical voltages available
Machines wired to NEMA 12 min. std.

Carton size ranges and speeds of ten standard Clybourn
CMC vertical cartoners



*Hand load cartoner for hard-to-load products, low production items, quick-changing carton sizes.

MICROWAVE

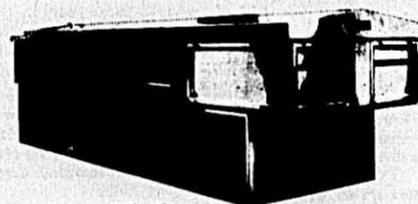


**puts the heat on
pasta production costs**

Microwave drying, the first really new development in a long time, has quietly been proven by some of the largest pasta producers.

- It dries ten times faster.
- It reduces dryer maintenance to about one hour a week (all stainless steel).
- It improves product quality.
- It can double or triple production.
- Lower capital investment.
- It generally can be installed without shutting down the line.

AND NOW the latest development incorporates (1) preliminary drying, (2) drying, and (3) controlled cooling all in one 8x23x15 foot unit . . . taking only 1/5th the space required for conventional drying. U.S. Patents Pending



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The Wheat Situation

The U.S. Department of Agriculture gave this summary in February:

Prospects for record exports continue to dominate the 1972/73 wheat scene. At 1,150 million bushels they will total a third over the old record of 1965/66. July-December exports flowed at a record 503 million bushels. However, shipments for the rest of the season will have to exceed this pace by a third to reach the projected total for 1972/73.

With total disappearance forecast at a record 1,968 million bushels, the carryover this summer will drop to around 440 million, the least since 1967. Most of this will be in private hands, in contrast to recent years of heavy volumes under loan or owned by CCC.

Developments in the world wheat economy continue to have a bullish effect on the market. The winter wheat crop in the USSR has not progressed as well as hoped. The Australian crop has turned out poorer than expected. Adverse weather in Asia, particularly in India, has expanded food import requirements sharply. Thus, world demand may continue very strong well into the 1973/74 marketing year.

USDA recently announced that loans for all wheat will not be renewed or extended. Thus, around 375 million bushels of wheat, mostly HRS and HRW, could move to market by May 31, 1973. Loan entries for 1972 wheat have remained light as prices at the farm have risen 80 percent from their harvest time lows. The \$2.38 per bushel in January was the highest for that month since 1947.

Set-Aside Eliminated

USDA announced on January 11 the elimination of the 86 percent mandatory set-aside requirement except for farmers who elect to participate in the voluntary set-aside program.

The 1973 winter wheat crop, based on December indications, will total a record 1,278 million bushels. Planted acreage at 42.8 million was up 1 percent, while yields were indicated to rise 6 percent to almost 30 bushels per seeded acre. The percentage of the crop to be harvested for grain was up to 88 percent from 83 percent the year before.

Production of winter wheat might be greater than indicated. The elimination of required set-aside on wheat acreage for 1973 came after both the winter wheat growers and the spring wheat growers were surveyed. In the March prospective plantings report, intentions for spring wheat seedings may show a further increase over the January indications for a 15-percent rise to 14.6 million acres.

Durum Supply-Demand Normal But Prices High

Durum stocks on January 1 totaled 99 million bushels, down substantially from a year ago, but still well in excess of anticipated needs for the remainder of the season. CCC holdings were less than a million bushels, and at least part of the 25 million under loan will likely move to market.

Domestic use during July-December at 17 million bushels was somewhat larger than a year earlier. Exports totaled 26 million bushels. This is consistent with the estimate of 50 million bushels for the marketing season. Disappearance during the second half of the crop year should differ little from that of July-December.

Carryover of 54 million bushels this summer would be down 22% from a year earlier but still ample. Durum production in 1973 is likely to jump as producers expand acreage in view of good prices and the lack of restrictions on plantings.

Durum farm prices like all other classes have moved up. But like Hard Red Spring, they have not been as strong as prices for Hard Red Winter, Soft Red Winter, and White. Prices at Minneapolis have risen from around \$1.80 per bushel in early August to \$2.55 in January. With large supplies and a large crop in prospect, prices could drop substantially during the remainder of the season.

Canadian Durum, 1972 Crop

A summary of the principal quality characteristics of the various grades of the 1972 crop of Western Canadian amber durum wheat is presented in Bulletin No. 115 by the Canadian Grain Commission.

Production of amber durum wheat in Western Canada in 1972 is estimated by Statistics Canada to amount to 73.5 million bushels (2.0 million metric tons), approximately 31% more than the 1971 crop (56.0 million bushels). This year's crop is the third largest crop on record. Average annual production of durum for a 10-year period 1962-1971 is 48.7 million bushels. Total carryover of amber durum wheat from previous crops on hand in Canada at July 31, 1972 was estimated to be 60.1 million bushels.

Durum acreage in 1972 was 3.16 million acres, 38% more than the 1971 acreage. The predominant variety was Hercules accounting for 55.1% of the acreage, followed by Stewart 63 with 23.8% and pellissier with 15.4%. Again the bulk of the crop, 85%, was produced in Saskatchewan, about 10% in Alberta and 5% in Manitoba.

Moisture conditions around seeding time and during the growing season were extremely variable with attendant variability in crop development. Grain harvested before the advent of cool, wet weather in September was high in quality but a large portion of the crop was affected by frost and weathering. Pink smudge is also one of the major degrading factors this year. As a result about 55% of the crop will be graded No. 3 Canada Western Amber Durum Wheat with only about 22% in No. 2 Canada Western or higher grades; some 15% will grade no higher than No. 4 Canada Western. Virtually all Pellissier production will qualify for the grade Extra No. 4 Canada Western.

The average protein content of the new durum crop is 12.8%, similar to the protein level of the two previous years. Test weight, 1000 kernel weight and pigment content both in the semolina and spaghetti are higher than last year. Larger kernels and higher pigment content can be attributed to the predominance of Hercules in this year's crop.

ConAgra Earnings Soar

Net income of ConAgra, Inc., in the first half of 1973 fiscal year was more than double the previous year on a 28% gain in sales, according to the semi-annual report to stockholders by J. Allan Mactier, president. The net was a new record for the period.

Net income for the 28 weeks ended Jan. 7, 1973, totaled \$3,426,690, equal to \$1.09 a share on the common stock, compared with \$1,480,655, or 46¢ a share, in the same period of last year. The net in the previous year was further reduced by an extraordinary charge of \$155,625, or 5¢ a share.

In the second quarter ended Jan. 7, 1973, ConAgra's net income totaled \$2,130,761, equal to 68¢ a share, compared with \$501,260, or 15¢ a share, in the same period of the preceding year.

Net sales of ConAgra for the 28 weeks ended Jan. 7, 1973, totaled \$201,614,888, compared with \$157,020,095 in the first half of the 1972 fiscal year. In the 16 weeks ended Jan. 7, 1973, the volume was \$122,960,515, against \$90,118,509 in the preceding year.

"Grain prices, responding to unprecedented overseas demand, continue at record levels," Mr. Mactier said. "Generally, we have been able to maintain the profit margins that we need."

He estimated that sales for all of the 1973 fiscal year "will probably exceed \$400 million." Sales in fiscal 1972 were \$301,705,000.

"Profit margins in our major product lines continue to improve and our new business areas are showing good progress," Mr. Mactier said. "ConAgra is beginning to see the positive results from its growth and development investments that have been made over the last several years."

Earnings of ConAgra before provisions for income tax in the first half of the current fiscal year amounted to \$4,835,690, compared with \$1,530,655 in the previous year. Income taxes totaled \$1,409,000, against \$50,000 in the 28 weeks ended Jan. 9, 1972.

In the 16 weeks ended Jan. 7, 1973, earnings before taxes were \$3,179,761, against \$351,260 a year ago, while the tax provision this year was \$1,049,000, compared with a tax credit of \$150,000 last year.

'Abolish Bread Tax'

Readers of two of the nation's most prestigious newspapers read two-thirds page advertisements urging them to enlist in the Bread Tax Brigade to bring about elimination of the wheat processor certificate this July 1. The advertisements, in *The New York Times* and *Washington Post* of Wednesday, Feb. 21, were run by ConAgra, Inc., to explain to the public at large the inequities in the 75¢ a bu levy, as well as to attract the attention of the Nixon administration and members of Congress.

Seek Repeal of Wheat Processing Tax

Repeal of a special wheat tax law, to help cut retail prices, is being sought by House Agriculture Committee member Paul Findley (R., Ill.).

He estimates this 75¢ a pound certificate tax on wheat processing adds as much as 2¢ to the retail price of a 1-lb. loaf of bread.

This means a \$400 million yearly cost to consumers.

Findley sponsored a bill to repeal this tax as of July 1, this year. Under the 1970 farm law, the tax is scheduled to expire July 1, 1974. His bill was referred to the Agriculture Committee for handling.

The tax adds about 2¢ to the cost of a pound of flour, Findley said.

New Dinners

Thomas J. Lipton Co., Englewood Cliffs, N.J., is testing four varieties of Lipton Seven Minute dinners in Fort Wayne. The product contains its own dehydrated meat, and is said to compete with higher-priced one-pan dinners.

- TO: (1) Secretary Shultz
- (2) Cost of Living Council
- (3) Those Who Buy Bread
- (4) Members of Congress

We support your fight to hold down the rising cost of food prices and urge this one more step be taken NOW.

ABOLISH THE BREAD TAX

Although excise taxes have been removed from Cadillacs, the Bread Tax, which is the most regressive excise tax of all, still remains.

This is the only agricultural "bill" paid directly by the housewife rather than out of the federal treasury. At a time when payments to farmers are being reduced, why should not the tax on housewives be eliminated first?

We, as flour millers, do not quarrel with the original purpose of this tax, which was to assure that millers paid an average of \$2 per bushel for wheat, or the market price (around the support level of \$1.25) plus the tax of 75¢. But the national average wheat price for example, recently was \$2.38 which, with the tax, means a wheat cost to millers of \$3.13 per bushel, the highest in more than a century.

The American Farmer is doing a great job of producing food to meet our (and the world's) needs. He deserves all the help we can give him. If that means a subsidy, fine. But why charge it directly against the family food budget?

If Congress feels wheat income payments should continue (and we do not disagree), then we believe these payments should be made out of the federal treasury, not by the housewife. The levy is equal to nearly 2¢ per pound of bread.

HERE'S WHY THE BREAD TAX SHOULD BE ELIMINATED

Why are we, flour millers, embarking on this campaign?

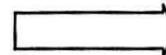
1. The Bread Tax is Grossly Unfair. We want to call the attention of the public and the Congress, in the fight against inflation, which we support, the simplest move of all. The removal of this tax, seems to have been overlooked. Under present law, it expires June 30, 1974. Seventeen months is too long to wait. The present Congress should act now and remove it immediately. Bills have been introduced to accomplish that end.
2. The Bread Tax Contributes to Inflation. Although ConAgra in the last eight years has paid nearly \$200,000,000 in Bread Tax, we have only been collectors, passing on the increase in our flour prices to grocers and bakers and also to the U. J. Government which buys flour for relief programs. This tax right now is hurting our country, accounting for part of the soaring cost of food.
3. The Bread Tax Penalizes American Bakers. The Bread Tax is also hurting our bakery customers who have found it very difficult to pass on this year's sharply higher flour costs. These reflect wheat price advances in the wake of record large exports of wheat. The Soviet Union is the largest buyer.
4. The Bread Tax Treats Dogs and Hogs Better Than People. In effect, the Bread Tax, assessed only on wheat going into human food, means that cattle and hogs are treated better than humans. The wheat going into feeds for cattle, hogs, chickens, horses, or even the dog food for your family pet, is not subject to the 75¢ tax.
5. The Bread Tax Discriminates Against the American Consumer. We commend the U.S. grain exporting companies and the U.S. Government for their enterprise in making export sales, which contribute to our nation's balance of payment and are good for our farmers' pocketbooks. But look at what it is doing to the U.S. housewife, largely because of the Bread Tax. The Soviet buyer continues to take delivery on wheat purchased last fall at a cost of \$1.62 per bushel (after a subsidy from the U.S. Government). A U.S. buyer buying wheat at the Gulf would pay \$2.56, and (if that isn't enough), he must also pay the 75¢ wheat tax. His bushel of wheat costs \$3.31 or more than twice the cost of wheat to the Russians. Let me point that up for emphasis. A bushel of wheat being loaded into vessels in Houston today for the Soviet buyer is costing \$1.62. If you, a U.S. person, wanted to buy that same bushel of wheat and use it for human food, you would pay \$3.31, more than twice as much.

SECRETARY SHULTZ, HAVE A HEART!

It was one thing to give the Russians a large per bushel subsidy and not give any relief to the U.S. housewife. But, then to turn around and tax the U.S. housewife an additional 75¢ a bushel on top of the highest market in a quarter of a century is too much!

We commend your valiant fight against inflation. We cannot believe that retention of the Bread Tax is a conscious public policy. We believe it must be an oversight and use this means to call it to your and to the public's attention.

J. Allan Mactier
President, ConAgra



Secretary Shultz, have a heart! We are enrolling in the Bread Tax Brigade. Won't you join us? Now? If you want to help, clip this coupon. Fill it out. Then mail it to your Congressman in Washington. Let him know you want to help abolish the Bread Tax.

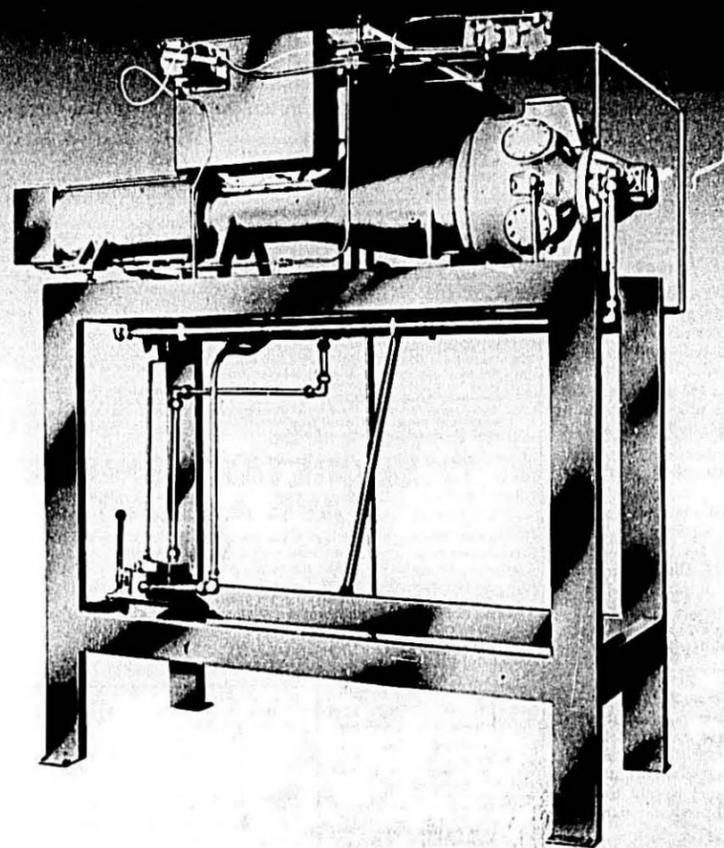
Mr. Congressman,
House of Representatives
Washington, D.C.

I want to see the Bread Tax abolished. Please help bring a bill to eliminate the Wheat Certificate program to the floor of Congress for a vote. Then vote to abolish this Bread Tax.

Signed _____

Address _____

cleaner!

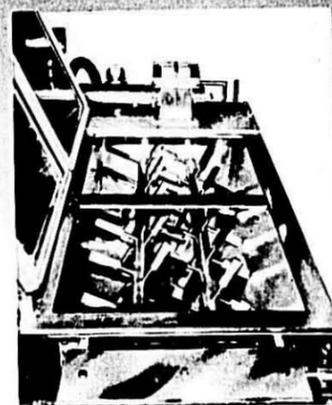


The Demaco Bakery Extruder by Demaco is engineered for quick, easy cleaning. It's simple... Just hose it down in place!

Gear box, pulleys and motors have been removed from Extruder. Mixer paddles are welded to shaft, eliminating all joints. No cracks, no crevices where bacteria may form. No corrodible material to contact the product at any time.

Production is 500 to 3,000 lbs. of dough per hr.

In other words — compared to others on the market — Demaco's Extruder is a clean hit! Call now for the complete run-down.



Get the full story now. Contact

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46-45 Metropolitan Ave., Brooklyn, N.Y. 11237 U.S.A. • Phone: 212-386-9880, (212) 386-1799
Western Rep.: Hoskins Co., 509 East Park Ave., Libertyville, Illinois 60048 • Phone: 312-362-1031

Historic Stage Near For Product Code

Steve Weinstein writes in
Supermarket News:

ON March 30 the symbol selection subcommittee will conduct an historic meeting to select a symbol for the Universal Product Code. This decision no doubt will be ratified when the full ad hoc committee meets April 3.

The selection will be truly symbolic. It caps several years of dedicated, hard cooperative work by members of both the distribution and manufacturing ends of the food industry. Their task has been herculean.

By this time, the basic UPC story has become a familiar one, wherein the combination of the code numbers on products and the installation of electronic checkouts with scanners at retail can result in untold hard and soft savings. In these days of rapidly increasing costs and Government scrutiny to keep food prices in line, the name of the profit game is productivity, and UPC can provide a good measure of it.

Probably not as well known are some of the tasks being performed quietly, behind the scenes, to further UPC. At a meeting involving representatives of the food and drug industries and the Food and Drug Administration, an agreement was reached reconciling UPC and the National Drug Code.

The result is that medicated products, including over-the-counter drugs, will be readable by supermarket checkout scanners.

Just the Beginning

But, to paraphrase Winston Churchill's statement during World War II, the selection of a symbol and all the work that preceded it is not the beginning of the end for the massive UPC project, but rather the end of the beginning.

Even though the industry in April will be moving into the fourth and final phase of its timetable, this implementation phase can be the most difficult. And a certain feeling of permission exists in some quarters. To a certain extent, they say, some manufacturers will hold back on symbol marking to see what retailers are doing about installation of electronic checkouts. Meanwhile, they fear, retailers will not want to spend money up front until manufacturers have converted to symbol marking. In addition, there is some fear that some small, local manufacturers and importers or their sources may be slow to get on the bandwagon.

Another source of concern is the affiliated independent. Except for Certified Grocers of California and a few other groups, the voluntary and cooperative wholesalers have not been moving as fast as the chains on systems testing. They must if their independent members are to reap the potential benefits of UPC.

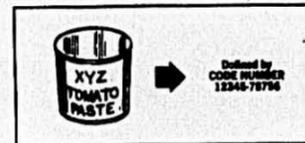
Universal Product Code The Grocery Industry's Innovation for the 70's

After nearly 40 years of evaluation and 10 years of debate, the grocery industry is rapidly moving toward a Universal Product Code. This development is largely due to the work of an Ad Hoc Committee of top management people, representing all parts of the

grocery manufacturing and distribution industry; the support of the grocery industry trade organizations; and the additional support of hundreds of companies in the manufacturing retail segments of this industry.

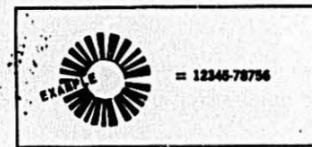
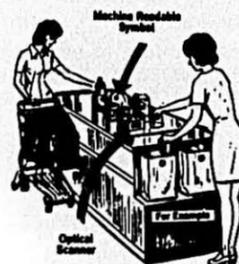
Definition of the UPC

The UPC means many things to people in our industry. It should be viewed as having two related aspects: first, a code or numbering system that identifies nearly every item sold by grocery retailers; secondly, a UPC also connotes the eventual adoption of a "machine readable representation" of that numbering system to facilitate partial automation of the retail store checkout process.

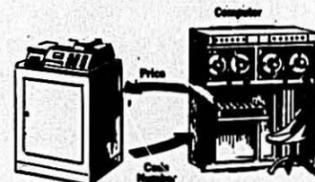


Purpose of the UPC

The UPC can be used to automate retail checkout operations.



One type of automated Checkout Uses a Bottom Slot Scanner . . .



and reduction in price mark and re-price costs that contribute to the \$27,999+ savings, a basic change will be possible in the nature of how retail businesses are run. For the first time, accurate information on what was sold will be available since every item is uniquely coded and is identified in the automated checkout process. Savings from use of those data have been classified as "soft" due to the difficulty of predicting them. Some obvious savings in this category are shrink identification by item (and presumably reduction), direct store delivery control, and a vast range of changes such as shelf allocation, instant price changes, and other merchandising changes. Some people, including the McKinsey team, believe those soft savings may eventually be more significant than the hard or productivity savings identified to date.

(Continued on page 28)

Here is the
semolina
you've wanted
from **AMBER**



by Gene Kuhn
Manager:
AMBER MILLING DIVISION

Yes, the *finest* of the big durum crop is delivered to our affiliated elevators.

And only the *finest* durum goes into Amber Venezia No. 1 Semolina and Imperia Durum Granular.

We make Amber for discriminating macaroni manufacturers who put "quality" first and who are being rewarded with a larger and larger share of market.

These macaroni manufacturers tell us the consistent Amber color, uniform quality and granulation improve quality and cut production costs at the same time. Amber's "on time" delivery of every order helps too!

A phone call today will insure the delivery you want for Amber Venezia No. 1 and Imperia Durum Granular.

Be sure . . . specify Amber!



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55165

TELEPHONE: (612) 646-9433



Industry Impact of a Universal Product Code
Estimated Costs and Benefits—1975

Source: McKinsey & Co.

7,800 Stores Participating
75% Source Symbol Marking

(\$ millions)

Code Scan With Universal Product Code		
Quantity	Soft	Total
8488	\$173	
0	0	
Total	\$173	\$633

Savings
Grocery—retailers/wholesalers
Grocery—manufacturers

Cost
Grocery—retailers/wholesalers
Grocery—manufacturers
Code management function

(\$ millions)

Code Scan With Universal Product Code		
Quantity	Soft	Total
8332	000	
30	0	
6.3	0	
Total	\$600	\$304

Difference Between Cost and Savings: **\$100**

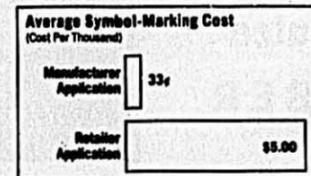
Source Symbol Marking

The economic success of a given installation, especially the longer-term soft savings area, depends on the agreement of grocery manufacturers to mark the code number and its companion symbol on each consumer package. This is important because of the obvious efficiencies of doing it at that level together with the extremely difficult task of avoiding errors if it were to be done at store level. Hence the term source symbol marking, which refers to the percentage of non-meat and produce packages that would be coded or pre-printed with code and symbol by the grocery manufacturer. To underscore the importance of this point, if the percentage of source symbol marking were reduced from 75 percent, used in the example above to 25 percent, the savings would drop from \$27,000 to \$10,000 per year which reduces the return on investment to an unattractive 14 percent.

The economics depend on the agreement of manufacturers to print the code and symbol on each consumer package.

Managing the UPC

The following illustration outlines the organization structure for the management of the code numbering system. First, to supervise code number management, a new corporation called the Uniform Grocery Product Code Council (UGPCC) has been formed whose 21 members are drawn from all segments of the industry. The Council has recently been incorporated and has contracted with Distribution Number Bank, Inc. to assign and maintain the manufacturer number in accordance with policies established by UGPCC.



Distribution Number Bank was created by the distribution industry to act as the national authority in assigning manufacturer identity numbers for all commodity groups and is experienced in the implementation and administration of product "number banks" for other industries including Electrical, Heating, Airconditioning, and Automotive equipment and supplies.

Distribution Number Bank has the unique capacity of being able to coordinate the UPC with numbering systems currently in use by other commodity groups. This is essential in the non-foods area of the grocery industry. In its work for the grocery industry,

Distribution Number Bank will perform three important functions:

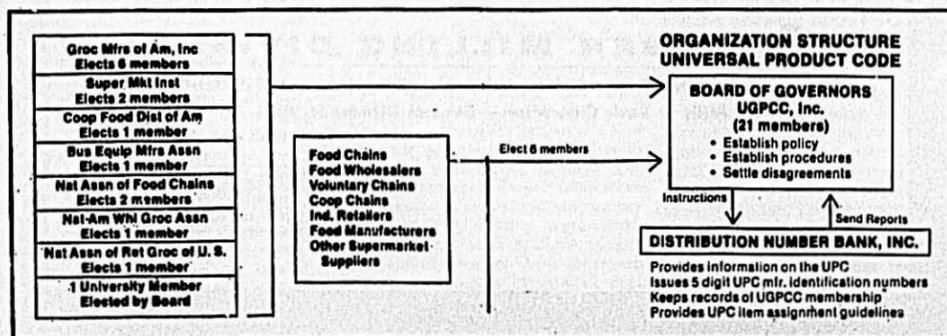
1. Assign exclusive five numeric digit UPC manufacturer identification numbers as needed to any company which has become a member of the Uniform Grocery Product Code Council.
2. Provide an inquiry service for member companies to answer questions about the UPC.
3. Provide guidelines, periodically updated, to assist Council members as they assign item identification numbers.

In addition, Distribution Number Bank will record problems and suggested changes in the item guidelines, or other procedures, for review and action by the Council. UGPCC members will also receive periodic update information on many facets of the program. At some future date if the need arises Distribution Number Bank, which utilizes the computer capabilities of Fisher Stevens, many also offer for sale a UPC manufacturer number directly for use by the Grocery trade.

Achieving Symbol Standardisation

The Ad Hoc Committee concluded that the industry should go further with the UPC and attempt to achieve a standard machine-readable representation, or symbol, of the code number.

(Continued on page 32)



JACOBS-WINSTON LABORATORIES, INC.

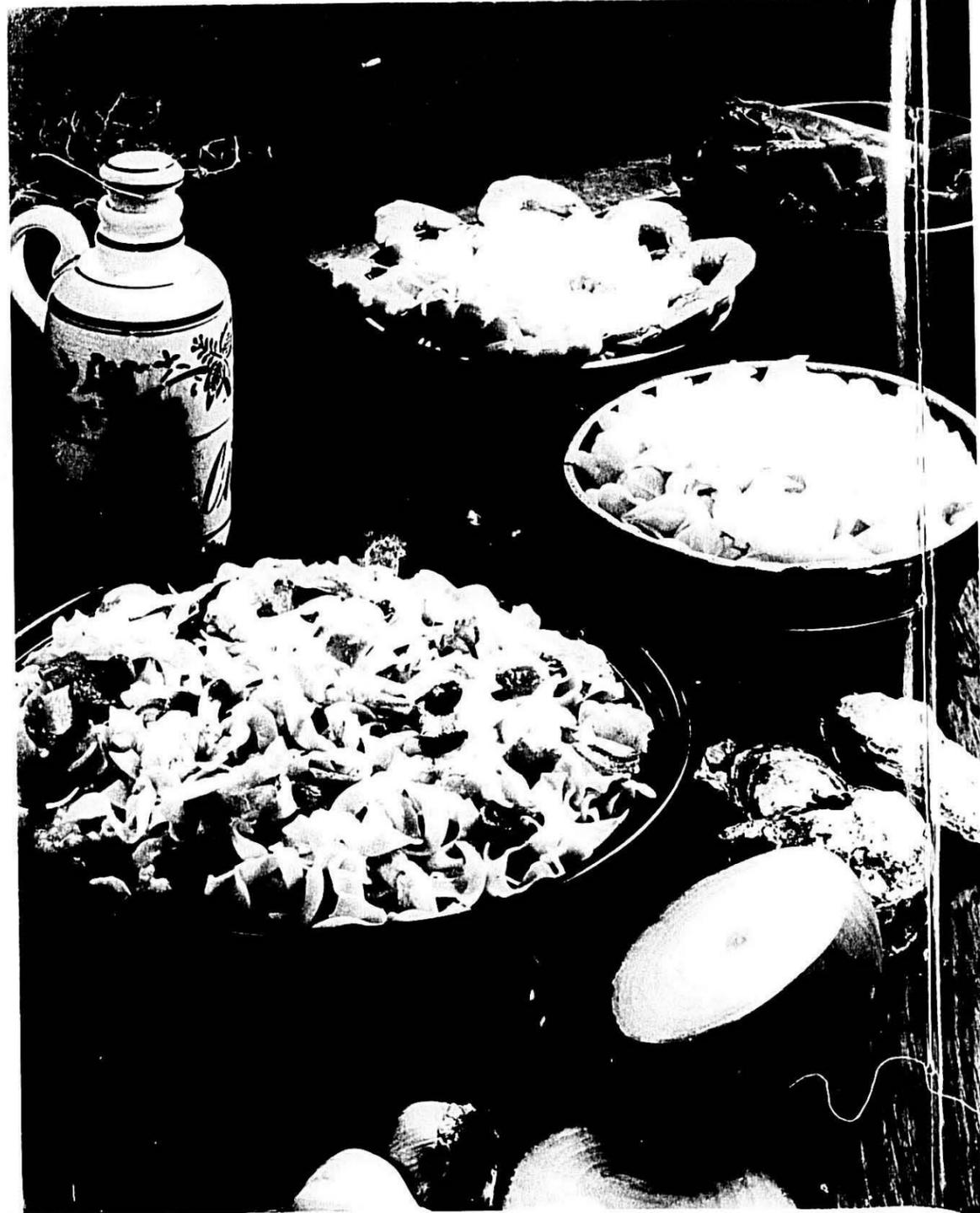
156 Chambers Street
New York, N.Y. 10007
Phone: 212-962-6536

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 53 years in operation concerned itself primarily with macaroni and noodle products.

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

We are happy to say that, after 53 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston



the Pure, Golden Color of Quality

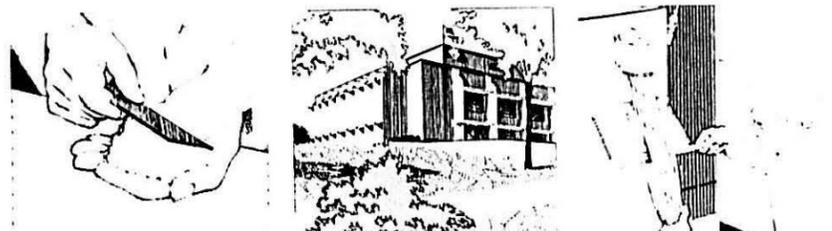
At the very heart of the quality of King Midas Semolina and Durum Flour is the pure, golden color of the grain. This is the result of a carefully selected and meticulously processed grain. The pure, golden color of the grain is the result of a carefully selected and meticulously processed grain.

The pure, golden color of the grain is the result of a carefully selected and meticulously processed grain. The pure, golden color of the grain is the result of a carefully selected and meticulously processed grain.

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King Midas Semolina and Durum Flour Where Quality Pasta Products Begin

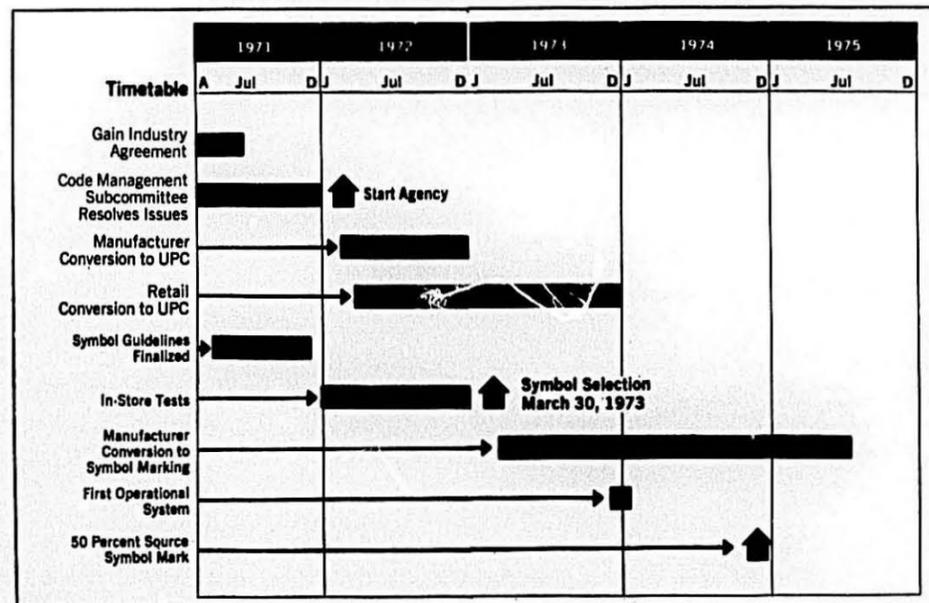


The pure, golden color of the grain is the result of a carefully selected and meticulously processed grain. The pure, golden color of the grain is the result of a carefully selected and meticulously processed grain.



PEAVEY COMPANY
Flour Mills

Congratulations on the 54th Anniversary of Macaroni Journal



Although action on a symbol will be limited to study efforts during 1972, this section is included to inform you of the steps which will be taken to achieve retail automation.

Discussions have been held with many equipment companies around the world, a large percentage of which are currently developing devices which automatically read various symbols. Several full-scale store tests are likely in 1972, plus additional lab tests of competing symbols. These tests should provide an adequate data base upon which to make a decision on a standard symbol by March 30, 1973.

Considerable effort is planned to estimate the industry-wide cost of source symbol marking—that is, manufacturer application of symbols to each consumer package. That effort will be conducted in parallel with the 1972 testing program. Third quarter 1972 was established as the deadline for equipment companies to provide complete print specifications for their proposed symbols.

Grocery manufacturers and printers will then have the opportunity to conduct joint feasibility studies to determine the cost of manufacturer marking for each of the competing symbols. Studies will also benefit individual participating grocery manufacturers by uncovering problems and providing a valid cost estimate of marking packages for each company.

Cost of Membership

Funds collected from members of the Uniform Grocery Product Code Council will be used to pay code management costs and also expenses for the development of symbol and UPC guidelines. The Council does not want to make a profit. They will make refunds or extend the membership period if revenue exceeds costs.

Membership application forms can be obtained from the Uniform Grocery Product Code Council, c/o Harris Trust & Savings Bank, Account Number 431-299-7, 111 West Monroe Street, Chicago, Ill. 60690.

Three year membership fee schedule, January 1972 through December 1974—minimum fee \$50:

U.S. Domestic Grocery \$ Sales	Membership Fee
Under \$10,000,000	\$ 200 per million
\$10-99,000,000	2,000
100-499,000,000	6,000
500,000,000 & over	10,000

Box Shortage

A box shortage has developed, leading to concern about what will happen to the economic recovery in the absence of enough shipping containers. Box makers are steadily falling behind demand and their inventories are shrinking. The future looks even bleaker, for limited profitability is curbing expansion.

Hershey Report

Hershey Foods Corp. said net income for the fourth quarter rose 8% to \$5.8 million, or 45 cents a share, from \$5.4 million, or 41 cents a share, a year before. Sales increased 2% to \$108.5 million from \$106.5 million.

For the year, net climbed 0.5% to \$20.6 million, or \$1.58 a share, from \$20.5 million, or \$1.55 a share, a year earlier. Sales increased 3.5% to \$418.2 million from \$401.9 million.

In a gloomy news release, the company noted that although it has received Price Commission permission to raise its prices on a wide variety of products, "unavoidable delays in implementation of price increases in the first quarter of 1973 are expected to affect adversely the results of operations" in the quarter.

The company added it was concerned about "the rapid and substantial increases in costs of its major raw materials, particularly cocoa beans. Due to competitive conditions in the industry and continuing price controls, the company may not be able to recoup . . . all increases in such costs."

The concern also said it was suffering "profit difficulty" with its Portion Control Industries Inc. subsidiary, which produces cooked frozen foods for the institutional market.

KNOW-HOW.

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

- Single screw presses from 600-4000 lbs./hr.
- Double screw presses from 1200-8000 lbs./hr.
- Four screw presses up to 16,000 lbs./hr.
- Shaking pre-dryers for short goods
- Short goods belt dryers from 600-16,000 lbs./hr.
- Two-stick spreaders and four-stick spreaders
- Long goods dryers from 600-4000 lbs./hr.
- Long goods accumulators for one shift per day discharge
- Long goods cutters
- Raw material handling systems
- Complete production lines
- U.S.-made motors
- U.S.-made electrical controls
- U.S.-made climate controls
- Engineering services including design, planning and installation of complete macaroni processing plants

If it's anything to do with macaroni plants or equipment, talk to the experts at Buhler Corporation, 8925 Wayzata Blvd., Minneapolis, MN 55426, 612-545-1401 / Eastern Sales office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, 201-871-0010 / Buhler Brothers (Canada) Ltd., Don Mills, Ontario, 416-445-8910.



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



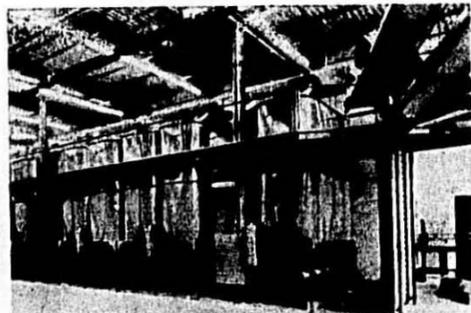
Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extension of short goods will be viewed in extreme slow-motion from high-speed, 500-frames-per-second movie camera used above.



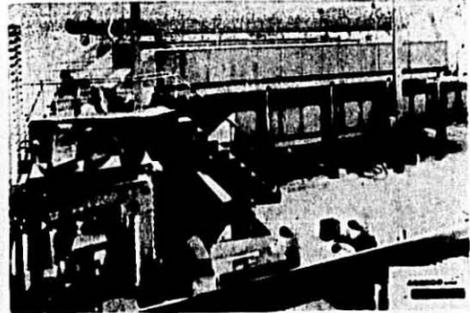
Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

Complete Macaroni Plants by

BUHLER



Aseeco Electromatic Bin Storage System for fast flowing short cuts utilizing selective bucket distribution conveyor with side discharges for in-feed, discharge via belt conveyor; with vibratory fines screens prior to Aseeco lift overlapping bucket elevators.



Aseeco Accumveyor Storage System. Installation uses six accumveyors, two with tracers for the storage of six diverse specialty cuts. Outfeed arrangement is designed for ultimate in flexibility.

Aseeco—The Helping Hand

by Peter V. Kenford, General Sales Manager, Aseeco Corporation

EVERY producer of pasta is naturally proud of the product that he produces for the market. We, at Aseeco, like to think of ourselves as the industries helping hand. This helping hand extends to all phases of Bulk Handling during pasta production.

As complete automation approaches realization, systems concept gains ever-increasing importance. Aseeco's specialized, practical experience in automated systems design has resulted in many innovative firsts which have received acclaim throughout the macaroni industry.

Pioneer

Aseeco pioneered the bulk storage system concept for short cuts. Completely automated systems wherein the product is received from the dryers and gently elevated and distributed to storage bins. Automated withdrawal systems from storage controlled by the demand from the packaging machines.

The stringent sanitary requirements were recognized by the utilization of sanitary open tubular E Z Kleen overlapping Aseeco Lifts for elevating product; sanitary bins with rounded corners and self-cleaning bottoms, and the utilization of spiral lowerators for gentle product lowering into the bins to forestall degradation. Other firsts by Aseeco were the utilization of vibratory conveyors for distribution of the short cuts into bins. Vibratory conveyors with bottom mounted gates interfacing with spiral lowerators are ideal because the one piece pans lend themselves to ease of cleaning and have no return runs. Proper dynamic balancing and isolation

techniques preclude the transference of vibrations into the structure. Centrally grouped control panels give the operator finger tip control of infeed and out-feed functions.

Specialties & Noodles

For the handling of specialty cuts and noodles, Aseeco introduced the accumveyor with tracer concept. This en-masse storage belt allows for the simultaneous storage and withdrawal of product at different rates on a continuous basis yet maintaining the first in/first out concept. The development of the system eliminates the use of tote bins, manual labor and the accompanying breakage of product associated with multiple transfers.

The suspension of the accumveyor from the building ceiling recovers valuable floor space, thereby lowering capital building cost.

The accumveyor being of an en-masse design automatically becomes self cleaning and allows for no pockets wherein product can become entrapped. The special sanitary rod deck slider precludes product entrapment between the slider bed and the belt and gives complete access to the bottom of the belt for cleaning. Stainless steel contact parts with no gaps or crevices allow for the ultimate in sanitation.

Vibratory Modular Distribution

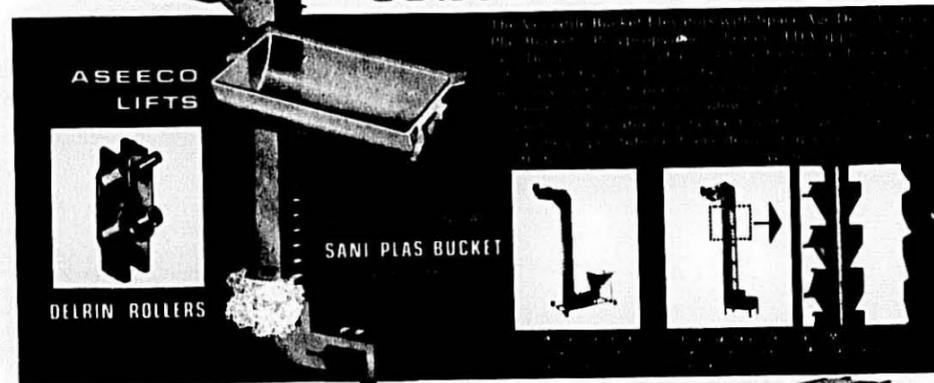
The latest helping hand developed by Aseeco is the vibratory modular distribution system to feed non free flowing products to multiples of packaging machines on demand. This proprietary system draws product automatically from the accumveyor at the proper

rates required and delivers it to the packaging machines instantaneously on demand with no possibility of starvation. It eliminates low level stokers holding hoppers and the requirement for recirculating product that cannot be packed off by the packaging machines. It can feed any number of packaging machines with diverse pack off rates from a single stream of product. Its basic advantages are less degradation of product, instant delivery resulting in more accurate net weights at the packaging machines, continuous first in/first out of product, any number of packaging machines in the line can be shut down without affecting the remaining packaging machines, and the system can be easily extended for additional packaging machines by the addition of modular units.

The systems are supplied complete with all necessary controls both electrical and pneumatic. Aseeco's approach to practical automation is utilizing in the design of systems controls electrical components such as photo controls, sonar devices, and solid state relays which are commercially available proven standard components which do not need extraordinary attention.

The belief that a product, no matter how well and economically made today, can be made better and more economically through automation has been Aseeco's creed. In the following of this creed, Aseeco has extended its helping hand to the macaroni industry for over 20 years in the designing, manufacturing and installation of automated equipment.

ASEECO CONVEYING SYSTEMS



BELT CONVEYORS

A complete line of sanitary, modern streamlined standardized belt conveyors applicable to most conveying applications. Custom special designs available. Write for Bulletin CC-20



BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS

ACCUMAVEYOR

The only Automatic Belt Storage System with first-in and first-out for the storage of non-free-flowing materials such as snack foods, cookies, frozen foods and/or other items prone to bridge.

Capacities up to 70,000 lbs.
Bulletin CAC-20



MODULAR VIBRATOR DISTRIBUTION SYSTEM

A unique system for the simultaneous distribution and delivery of non-free-flowing products from storage to multiple packaging points, on demand by the use of a modular vibrator concept. Positive delivery on demand. No starvation possible. No recirculation which causes product degradation. Feed any number of packaging machines at different rates simultaneously.

Any line can be extended to service additional points. No return runs. Compact, self cleaning. Write for Bulletin CMV-10



Write for your nearest representative.

ELECTRIC PANELS AND CONTROLS

The key to practical automation is in the design of a system using electrical components such as photo controls, sonar devices and solid state relays. Aseeco engineers incorporate proven commercially available components which are standard and do not require extraordinary attention. If you are contemplating a plant expansion, contact Aseeco Corporation for the following integrated services: Plant engineering and layout, electrical and mechanical, supply of equipment, erection and startup. All from one source with one responsibility.

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

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A D M MILLING CO., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Novara Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Standard Durum Flour. See ad page 15.

AMBER MILLING DIVISION, Farmers Union Grain Terminal Association, St. Paul, Minnesota 55165. Telephone: Area Code 612, 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad page 11.

CONAGRA, Kiewit Plaza, Omaha, Neb. 68131. ConAgra, one of the country's largest basic food processors, will be milling and processing semolina, durum granular and durum flours early this summer. For information for your macaroni, spaghetti and noodle flour ingredient needs, contact Don Gilbert, Sales Manager, ConAgra Durum Products. 402-346-8004.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Durella Semolina No. 1; Exalto and Santa Durum Clears.

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

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

Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: Grand Forks (701) 772-4841; District Office in Stillwater, Minnesota: Ray Wentzel (612) 439-5662; in Haworth, New Jersey: John Tobia (201) 384-3862; in Louisville, Kentucky: Lewis Jones (502) 634-4213; in Coral Gables, Florida: Harry Bailey (305) 446-7919. See page 13.

PEAVEY COMPANY FLOUR MILLS, Peavey Building, 730 - 2nd Avenue South, Minneapolis, Minnesota 55407. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour, Durambo Durum Flour, Durum-Soy Blend Flour. General Sales Office: Minneapolis. Robert H. Cromwell, Vice President, Durum Sales (612) 370-7840. District office in New York: David F. Wilson (914) 694-8773. District office in Chicago: William H. Grady (312) 631-2700. See page 30.

EGGS

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

V. JAS. BENINCASA COMPANY, First National Bank Building, Zanesville, Ohio 43701. Packers of frozen and dried egg products. High color yolks available. Plants in Louisville, Kentucky; Bartow, Florida; and Farina, Illinois.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. Manufacturers of whole egg solids, egg yolks solids and egg albumen solids. Also are manufacturers of dehydrated beef, chicken and ham products in chunk and powdered form. Plants in Ravenna, Nebraska; Malvern, Iowa; and Norfolk and David City, Nebraska. Sales offices in each of the major cities in the United States, in Western Europe, in Japan, in Mexico, and

in South America. Technical assistance available. Samples sent on request. For information, contact: Jack T. Henningsen, Roy N. Nevans, Vito J. D'Agostino.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64106. Manufacturers and packers of all dried and frozen egg products. Specializing in dark color for the noodle trade. Continuous U.S.D.A. inspection. Main office located in Kansas City. Brand name: Monark. Drying and breaking plants in Missouri and Kansas.

NATIONAL EGG PRODUCTS CORPORATION, P.O. Box 338, Social Circle, Georgia 30279. Phone: (404) 464-3345.

WILLIAM H. OLDACH, INC., P.O. Box 337, Flourtown, Pennsylvania 19031. Packers and distributors of frozen and dried egg products. See ad page 51.

TRANIN EGG PRODUCTS COMPANY, newly relocated in Jackson, Mississippi, Box 3489, phone 601 948-5317, Telex 585401. Processors of dried egg products including free flowing or standard egg yolk and whole egg, complete lines of blended dried egg products with or without additives and all types of dried egg whites both spray and pan dried. Affiliated with United States Cold Storage, providing plants in strategically located areas throughout the country. Call, write or telex Tranin in Jackson or contact one of our representatives located in major market areas. See ad page 45.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: 402-278-2211. Dried whole eggs. Dried yolks (color specified); frozen whole eggs (color specified); frozen yolks (color specified). See ad page 41.

MANUFACTURING EQUIPMENT

ASECO CORPORATION, 1830 West Olympic Boulevard, Los Angeles, California 90008. (213) 385-9091. Products: Aseco-Lift Bucket Elevators, Vibrating Conveyors and

Screens, Accumveyors, Selectomatic Bin Storage Systems, Belt Conveyors—Sanitary Modular, Vibratory Distribution Systems, Belt Type Automated Distribution Systems, Automatic Continuous Blending Systems. Services: Plant Engineering—Layout & Mechanical, Electrical Engineering and Control Panel Design, Machinery Selection and Procurement, Evaluation of Sub Contracts and Bids, Site Selection and Construction Supervision, Erection and Installation of Machinery, Plant Start Up and Final Adjustment, Training of Operating and Maintenance Personnel, Service after Sale. Midwestern Representative: Hoskins Company, Libertyville, Illinois 60048. See ad page 35.

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 24-25.

HOSKINS COMPANY, P. O. Box F, Libertyville, Illinois 60048. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of macaroni machines; Autoprod, Inc., manufacturers of pizza and frozen casserole machinery; Semco, manufacturers of bulk flour handling systems; Aseco, manufacturers of food conveying and storage equipment. American Sanitation Institute, a division of the Huger Co., sanitation consultants.

MEYER MACHINE COMPANY, 3528 Fredericksburg Road, San Antonio, Texas 78201. Phone: 512-734-5151. Conveying, elevating and processing equipment for the macaroni industry. Simplex Conveying Elevators; easy let-down chutes; Vibra-Flex conveyors; special dryers for macaroni and noodles built to your specifications. See ad page 53.

SOBROOK MACHINE, Division of Volpi & Son Corp., 544 3rd Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-5922. Complete line of noodle cutting, ravioli, capelletti and gnocchi machinery; drying units; cutting machines; continuous production presses and sheeters; 25 to 250 lbs. per hour. Complete line of Giacomo Toresani Machines.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Manufacturer of Extrusion Dies only. See ad page 7.

PACKAGING EQUIPMENT

AMACO, INC., 2601 West Peterson Avenue, Chicago, Illinois 60645. Designers and distributors of all types of

weighing, bag-making, filling and cartoning equipment for all branches of the macaroni trade.

CROMPTON & KNOWLES CORPORATION, Packaging Machinery Group, 1000 Suffield St., Agawam, Mass. 01001, 3000 St. Charles Road, Bellwood, Illinois 60104. Phone: 312-287-4200. Redington Horizontal Cartoners for packages of long goods spaghetti, macaroni and Lasagna. Adjustable with speeds to 180 cartons per minute and adaptable to run with any automatic weighing device. Vertical Vertical Cartoners for packaging short goods macaroni products by volumetric means or available with net weight scales with speeds to 150 cartons per minute. See ad page 49.

CLYBOURN MACHINE DIVISION, Cherry-Burrell Corp. 7515 North Linder Avenue, Skokie, Ill. 60076. Phone (312) 677-7800. Vertical cartoning equipment with volumetric or net weight filling. Horizontal cartoners for long macaroni products. See ad pages 16-19.

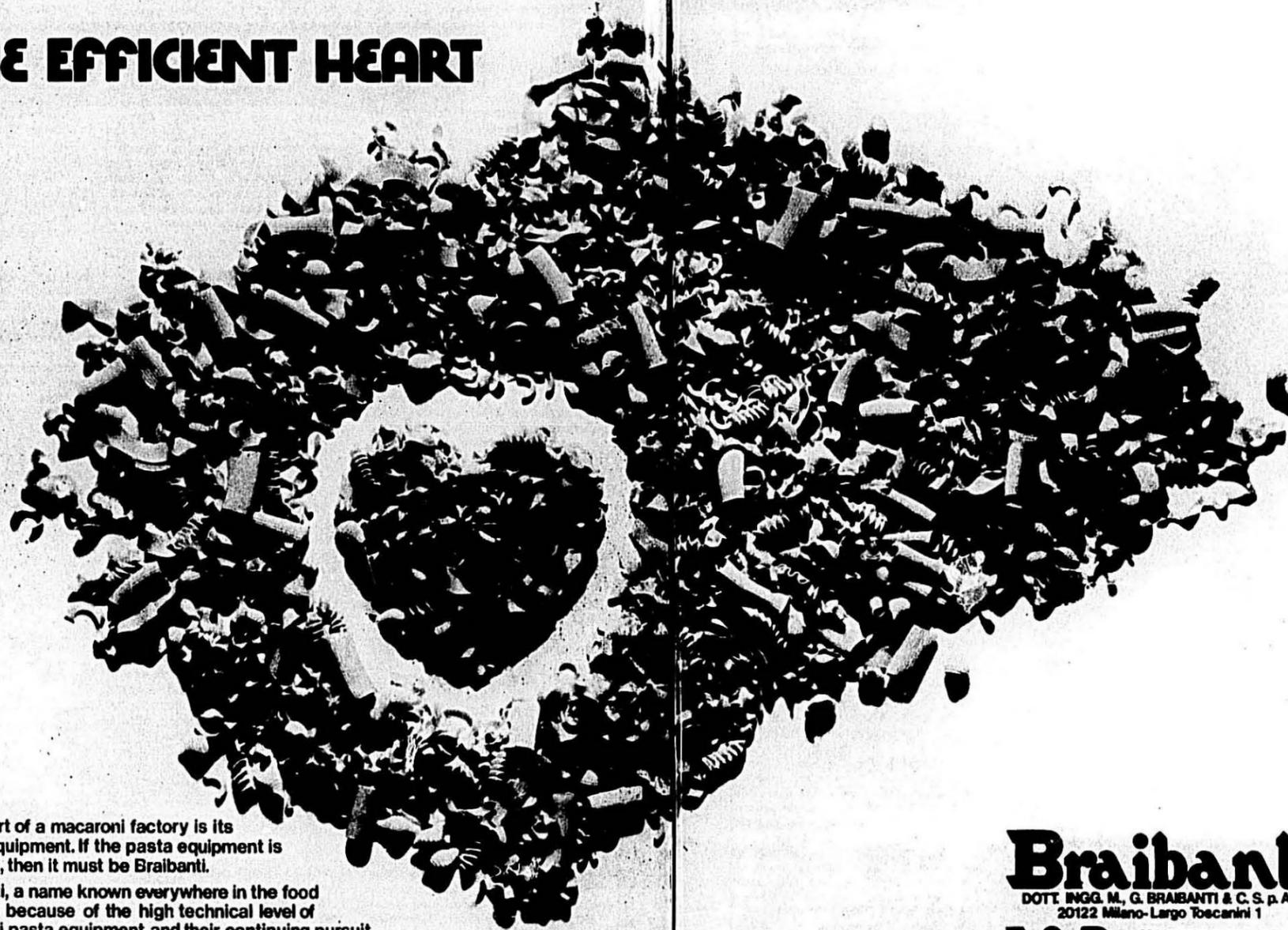
TRIANGLE PACKAGE MACHINERY CO., 6655 W. Diversey Avenue, Chicago, Illinois 60635. Vertical Form, Fill, Seal Bag Machines with Auger Fillers for seasoning or sauce mixes. Vertical Form, Fill, Seal Bag Machines with Volumetric Fillers for Short Cuts. Vertical Form, Fill, Seal Bag Machines with Flexitron Net Weighers for Short Cuts and Noodles. Gaubert Weighers and Wrappers for Long Cuts. Sales Offices: 361 Franklin Avenue, Nutley, New Jersey (201) 661-0829. 4500 Campus Drive, Newport Beach, California (714) 546-6795. 202 Calcutta Drive, Santa Cruz, California (408) 426-5161. 6915 Atwill Street, Houston, Texas (713) 665-5135. 6655 West Diversey Avenue, Chicago, Illinois (312) 889-0200. See ad page 47.

PACKAGING SUPPLIES

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond International Corporation, 733 Third Avenue, New York, N. Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials: point-of-purchase displays, outdoor posters, booklets, folders, banners and other advertising materials. Sales offices in 28 principal cities offer nationwide package design service and marketing consultation. Nine manufacturing plants are strategically located coast to coast. See ad Inside Back Cover.

(Continued on page 40)

THE EFFICIENT HEART



The heart of a macaroni factory is its pasta equipment. If the pasta equipment is efficient, then it must be Braibanti.

Braibanti, a name known everywhere in the food industry because of the high technical level of Braibanti pasta equipment and their continuing pursuit of excellence and efficiency. Braibanti is one of the select group of world-wide food machinery companies associated with Werner/Lehara. Together, we can do almost anything.

Braibanti

DOTT. ING. M. G. BRAIBANTI & C. S. p. A.
20122 Milano - Largo Toccanini 1



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WERNER/LEHARA TELEX: 22-6428 CABLE: WERNERMACH

BUYERS' GUIDE

(Continued from page 37)

PACKAGING SUPPLIES

E. I. DU PONT DE NEMOURS & COMPANY, INC., Wilmington, Delaware 19898. The films from Du Pont used for packaging macaroni and noodles are Du Pont "K" 307 cellophanes and "K" High Barrier cellophanes. Regional Sales Offices: East Orange, New Jersey; Des Plaines, Illinois; Atlanta, Georgia; Brisbane, California.

FAUST PACKAGING CORPORATION, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods. Recently moved from Brooklyn . . . now located in a new, modern one-story building, centrally located in Suffolk County, Long Island, off exit 57 of the Long Island Expressway, and ten minutes away from McArthur Airport. All those coming to New York are cordially invited to visit us.

MUNSON BAG COMPANY, 1366 West 117 Street, Cleveland, Ohio 44107. Converters of cellophane and polyethylene bags as well as printed roll stock for automatic bag equipment.

PARAMOUNT PACKAGING CORP., Oak Avenue, Chalfont, Pa. 18914 (215) 822-2911. Converters of flexible packaging.

(215) 822-2911. Manufacturers of poly-

REXHAM CORPORATION, Park 80-Plaza West-One, Saddle Brook, N.J. 07662. Rossotti Sales group of Rexham Corporation specializes in the manufacture of folding cartons for the macaroni industry. **Manufacturing Capabilities:** Four modern plants in the Southwest, Northeast and Midwest offer extensive lithographic capabilities including six-color presses. Matching equipment assures the security of a multi-plant capability. Die-cutting, windowing machines and special finishes back up major equipment. Rexham's independence assures objectivity in material selection. Multi-plant buying power results in competitive materials cost. **Special Finishes:** Gloss coating, waxing, embossing, metallic leaf stamping, gold bronzing. **Mechanical Packaging Systems:** In depth engineering analysis assures the most efficient system to meet your current needs. This is followed up by continuing service.

Corporate headquarters: 261 Madison Avenue, New York, N.Y. 10016 (212) 687-3080. Operating headquarters: Greenwood Cliff, Charlotte, N.C. 28204 (704) 372-8060. Sales Offices: Atlanta, Ga.; Charlotte, N.C.; Chicago, Ill.; Dallas, Texas; Lakeland, Fla.; Matthews, N.C.; New York, N.Y.; Rockford, Ill.; Saddle Brook, N.J.

SERVICES

BROWN PHARMACEUTICAL CO., INC., 2500 West Sixth Street, Los Angeles, Calif. 90057, manufacturers of HelioGen Di-atomic Iodine Stabilizer.

JACOBS-WINSTON LABORATORIES, INC., 156 Chambers Street, New York, N.Y. 10017. Consulting and analytical chemists; sanitation consultants; new product development; labeling and packaging advisors; pesticide, bacteriological and nutritional analysis. See ad page 29.

ACCOMPANIMENTS

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

FORTIFICATION

MERCK & COMPANY, INC., Merck Chemical Division, Rahway, New Jersey 07065. Suppliers of regular and custom vitamin mixtures to millers for inclusion in semolina and flour mixes. Sales Offices: Teterboro, New Jersey; Chicago, Illinois, California; Los Angeles, California.

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

New Members

The following firms are welcomed into membership in the National Macaroni Manufacturers Association:

American Forest Products—Corrugated Containers
P.O. Box 565, Newark, Calif. 94560
Mr. Ernest Gupteif

Cloudsley Co.—Packaging converters
470 W. Northland Rd., Cincinnati, Ohio 45240
Mr. Howard J. Maue

Fibreboard Corporation
55 Francisco St., San Francisco, Calif. 94133

General Foods—Igleheart Mill Operation
P.O. Box 1128, Pendleton, Ore. 97801
Mr. Dan H. Breland

Lawson Litho Limited
6674 Esplanade Avenue
Montreal 155, Quebec, Canada
Mr. J. G. Jennings

Seaboard Allied Milling Corp.
P.O. Box 19148, Kansas City, Mo. 64141

Mr. R. G. Myers
Stylecraft Packaging
P.O. Box 11177, Charlotte, N.C. 28209
Mr. Charles May

Manufacturers Representatives

Two recent participants in macaroni industry meetings have been Walt Nisbet and Oreste Tomel.

Mr. Nisbet is the principal of Walt Nisbet Company, 2020 Pioneer Court #11, San Mateo, California 94403. He is servicing the West Coast macaroni industry with quality durum products and hard wheat flours from highest quality mills.

Mr. Tomel is a principal in Clayton-Tomel & Associates. They are mid-western distributors for the following companies:

Clybourn Machine Division, Cherry-Burrell Corp., manufacturers of horizontal and vertical cartoning machines. Wright Machinery Co., manufacturer of vertical form and fill machines for noodles and box-in-a-bag dinners.

Metramatic Corp., manufacturers of check-weighers and metal detectors. Schroeder Machines Corp., fully automatic case packers.

Supermatic Package Machinery for high speed polyethylene and cellophane wrapping machines.

Clayton-Tomel offers complete packaging room layout service.

NMMA 69th Annual Meeting
The Homstead, Hot Springs, Va.
July 8-12, 1973

THE MACARONI JOURNAL

DIATOMIC IODINE SANITIZER HELIOGEN

CONVENIENT
INDIVIDUAL PACKETS
OF MEASURED DOSES
ELIMINATE WASTE

RECOMMENDED IN THE MACARONI INDUSTRY

EFFECTIVE — High or Low Temperature
Soft or Hard Water

HELIOGEN Diatomic Iodine Sanitizer may be used as a general sanitizer for the equipment and utensils for the food industry, (hospitals, dairy plants, food processing, restaurants).

CONVENIENT AND ECONOMICAL
Recommended solutions are completely non-corrosive to utensils and equipment. Crystal-clear solution leaves no odor, taste or film on equipment.
No measuring or mixing required. Packets eliminate costly waste. Individual moisture-proof packets assure-factory freshness.



NO CUMBERSOME
BOTTLES — each tablet
dissolved in 2½ gallons of
luke warm water releases
at least 17ppm of titratable
iodine.

AVAILABLE IN BOXES OF 250 TABLETS —
4 to a case.

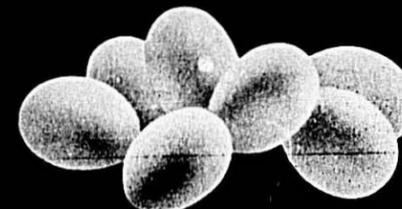
NO BULK — NO BREAKAGE — NO FREEZING
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2500 West Sixth Street
Los Angeles, California 90057
Phone (213) 389-1394

APRIL, 1973

EGGS - our business
our only business



The vision and imagination of youth backed by skill in production techniques to give you the best service and the best product possible. That's the winning combination of Waldbain's.

We have been serving the needs of the noodle, cake mix and salad dressing industry, as well as bakers, confectioners and other food manufacturers for more than 20 years. We're as close as your telephone.

MILTON G. WALDBAIN
WAKEFIELD COMPANY
WAKEFIELD, MASSACHUSETTS 01874

Wakefield, Mass., Dan Gardner, (617) 857-2511
Grand Island, Mass., Sidney Waldbain, (508) 954-8999
Chicago, Ill., Gene Shepherd, (312) 389-6016
Detroit, Mich., Carl Kumpkory, (313) 642-0269



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Skinner Macaroni Uses Its Noodle

by Sally Scanlon, Associate Editor, Sales Management, the Marketing Magazine—reprinted with permission.

HOW does Omaha's \$12.5 million Skinner Macaroni Co. propose to become pasta padrone of the Central U.S. when General Foods is going after the same territory? By launching a General Foods style sales campaign, of course. The techniques, carefully adapted to Skinner's size and style by board chairman Lloyd E. Skinner and executive vice president William A. Henry, already have put Skinner on grocery shelves in Indianapolis, St. Louis, and Milwaukee (SM, Oct. 2). They include:

- TV advertising, which Skinner initiated in Houston last month.
- Upgraded field sales training and organization.
- Better sales incentives.
- What's for Dinner Mrs. Skinner, a consumer cookbook premium billed as the world's most widely distributed pasta guide.
- New distribution centers to increase sales by eliminating retail out-of-stock.

To Consolidate Strength

Skinner's aim is to consolidate strength in the region between Charlotte, N.C., and Phoenix, where Henry says it already is a "dominant number one in many markets," and to expand into the potentially more profitable North Central states. "Biscuits, grits, and rice are so popular in the South that percapita pasta consumption there is about one-fifth what it is in the North," Henry explains. He adds that northern markets also are closer to Skinner's Omaha plant, thus less expensive to service. But "selling in" a pasta brand is sticky business, Henry insists.

Like soup, pasta occupies a lot of shelf space, so stores usually carry two brands at most. The decision to add or replace brands is made at the executive buying level. Because there is little private label activity and no equivalent to Campbell in the \$360 million macaroni business (Skinner claims to be sixth of 74 regional marketers), the buyer is free to select the company that offers him the best sales program. Skinner has upgraded its operations to prove to customers that no competitor equals it in marketing savvy or potential profitability.

Reorganized Sales Force

If buyers are getting that impression, it may be because the sales force reorganization Skinner began in late 1970 is paying off in better local market



Harold Hofstrand, president of U.S. Durum Growers Association (left) and Lloyd E. Skinner, chairman, Skinner Macaroni Co. at Crop Quality Council dinner.

coverage. Skinner split its field sales organization, district managers, retail sales reps, and 35 brokers, into two regions and 10 districts. The company's retail reps, who handle instore activities, were retitled "area merchandisers" to emphasize their professional status and put them on a par with their retail counterparts. Two district managers were promoted to the new regional posts. Then the entire field force was retained, with an emphasis on pasta production and consumption and Skinner's contribution to retail profitability. The merchandisers, trained at district level now get product-training manuals that are so copious they have come to be called "pasta portfolios." District and regional field managers participate in semi-annual, three-day seminars in Omaha that cover hiring, sales training, motivation, and buyer-seller presentations.

Management Seminars

"Our management seminars usually kick off with a surprise quiz," says Henry, whom Lloyd Skinner hired away from his post as Durkee's vice president of consumer marketing in 1970. The men are given 20 minutes to answer such questions as, "Fill in the names of your two major competitors and the cash discounts they offer."

Henry explains that the time limit is based on the time it would take a buyer to ask similar questions. "Our men find

out what they don't know," he says, and it's like a cold shower. They are attentive for the rest of the session—even without coffee." Cash awards are given for top scores, but the real scoring comes in the field. Henry says Skinner sales increased over 9% last year and have risen by \$2 million since 1969.

Like many other companies, Skinner equips its broker salesmen with a 20-minute slide presentation intended to help them open new accounts. Henry encourages them to show the slides to old accounts as well. His objective: to reconfirm the customer's buying decision. "Too few companies merchandise what they are doing to their current accounts, even though their own operations or the buyers may change," he says. "By clarifying our contribution to his business, our men can get the buyers thinking in terms of more tie-in promotions and co-op advertising."

Selling Distribution

The slide show also helps salesmen emphasize Skinner services. In a move begun experimentally three years ago, Skinner has switched from distribution through over 30 public warehouses to its own rented distribution centers in Dallas; Charlotte, N.C.; and Birmingham, Ala. The centers, salesmen tell buyers, mean that retail orders roll out immediately. Also, salesmen claim, product is fresher, and Skinner can

(Continued on page 44)

Skinner is on television.



CHILD SINGING: Skinner spaghetti is lots of fun to eat.



It's made from one hundred percent...



amber durum wheat.



Mom says it cooks better,



looks better, too,



and Skinner spaghetti is very good for you.



ANNCR (VO): Skinner macaroni, spaghetti and egg noodles are made from one hundred percent...



amber durum wheat, Semolina. You can tell by the richer color.



CHILD SINGING: Skinner spaghetti is lots of fun to eat.



CHILD SPEAKS: And that's neat!

Millions of women will see the Skinner television commercial.

Skinner Uses Its Noodle

(Continued from page 42)

arrange delivery for whatever time best suits the store's schedule. "We've increased our sales 3% to 4% just by eliminating out-of-stock," says Henry. "Retailers are enthusiastic about the personal attention they get. They also like our unitized shipping system, which saves them an average \$10 per truckload in labor costs."

Consumer Promotions

Equally important to the buyer is Skinner's consumer promotion program. In addition to the new TV spots, which are intended to promote brand awareness especially in new markets, the company advertises in local newspapers and regional editions of women's magazines. "We don't have the budget to coupon frequently or to compete for attention with giant food marketers on the basis of space," Henry says. So instead of advertising on newspapers' food pages, Skinner puts its specials, usually recipes, on the women's service pages.

An intriguing aspect of its recipe program is the promotional mileage Skinner gets out of its *What's for Dinner* cookbook. Unlike many premium cookbooks, Skinner's contains hundreds of recipes—several of which don't even call for pasta—plus nutritional information and buying guides. Skinner promotes the paperback mainly as a consumer premium. But the company is also using it to woo home economics teachers and potential retail buyers. It sends the cookbook, plus pasta and cookware, direct to the latter's homes, hoping their wives will cook up means that whet their appetites for a new supplier. Next year, Skinner even hopes to sell other marketers on using the book as a premium. Its prime targets: bankers, who could use *What's for Dinner* as an inexpensive gift for depositors—and simultaneously boost Skinner's prestige.

Sales Incentives

Skinner, of course, isn't just sitting around waiting for that to happen. To keep its salesmen working toward its expansion goals, the company recently introduced a new sales incentive plan, an easy-to-understand bonus formula, that is sent to the salesmen's homes. "The incentive is stated in terms of weeks of pay," Henry says. "So the salesman and his wife can easily picture the potential benefit as a tangible thing—a car, a vacation, or whatever they happen to be dreaming about. It's a lot more motivating than an intricate mathematical system," he says, "because it gets both of them involved right away."

Chances are, as Skinner's market expands, its salesmen will have even more to become involved in. Skinner's already test marketing a frozen entree and it may cook up a frozen dinner line. That could be the basis of a whole new Skinner domain.

Ronco Advertises in Family Circle

A quick Italian lesson is featured in a new ad campaign for Ronco pasta products that begins with the March issue of *Family Circle*.

Four different full-color ads for Ronco spaghetti, macaroni, and egg noodles carry the theme line, "Ronco—that's Italian for good eating." And each ad features a "good-eating" recipe that is also easy to fix.

Scheduled for Southern regional editions of *Family Circle*, the half-page ads will appear in six issues of the magazine between March and November of 1973. They will also run in the same number of issues of *Woman's Day*.

The magazine campaign will be supported by an extensive 24-market television and radio campaign featuring a suave Mediterranean type intoning the theme line along with some Continental cooking tips.

Stouffer Advertising

One of the first products Stouffer's ever froze, and traditionally a best seller in its line, Macaroni & Cheese will be featured in a color page in *March Family Circle*. Equally good as a main dish or side dish, this menu staple stars in the food processor's current ad series—"It's a good day for Stouffer's."

Stouffer's uses the series to suggest little everyday occasions when the homemaker may be pressed for time but wants to treat those around her to a tasty meal. In the case of Macaroni & Cheese, it's a reward for a favorite babysitter.

March Family Circle will go on sale in food stores February 13—just as Stouffer's is completing a seven-week flight of television and radio spots promoting its regular line of 35 entrees and side dishes. A total of 32 weeks of television, 18 weeks of radio, plus Sunday supplement ads and 1,000-line black-and-white newspaper ads with coupons will support Stouffer's current magazine campaign—which encompasses 40 full-color pages, appearing in eight women's and specialty magazines.

A high point of Stouffer's ad program this season will be its entry into prime-time network television on Sunday evening, March 25. The prestigious

Tony Awards of 1972 program, 9-11 p.m. on the ABC network, will be co-sponsored by Stouffer Foods and three other companies.

American Home Foods

The annual report of American Home Products Corporation says: The Chef Boy-Ar-Dee line of canned convenience foods was expanded by the addition of Mini-Ravioli. These are small bite-size beef ravioli in tomato and meat sauce. Initially designed to appeal to the child market, they are becoming equally attractive with adults.

The glass pack line of Chef Boy-Ar-Dee Spaghetti Sauces—Ground Beef, Meatless and Mushroom, was extended to national distribution. Two additional varieties, Meat Stock and Marinara, are available in regional distribution.

The out-of-home feeding market continued its steady expansion. A new line of Easy-O 7½ oz. individual serving canned foods was introduced for vending in the institutional market. This container, pioneered by American Home Foods, eliminates the need for a can opener. The easy zip top opening is combined with a white enameled can interior to show foods in an attractive, appetizing package.

Canadian Home Products enjoyed a significant gain in sales. Necessitated by this continuing growth, several major improvements were made in the Niagara Falls, Canada manufacturing facility which provided for greater production flexibility, improved operating efficiency and lowered costs. In recognition of the growing popularity of spaghetti sauces, three new Chef Boy-Ar-Dee glass pack varieties were launched—Meatless, Mushroom and Ground Beef. Additionally, distribution of packaged Lasagna Dinners was extended throughout Canada.

Roman Frozen Pizza & Pasta

Roman Products Corp., Dept. PG, 330 Phillips Ave., South Hackensack, N.J. 07606, has created a new packaging design that features high appetite appeal bleed photographs in a serving suggestion motif. The company's traditional red and orange logo, however, will remain. The Roman 10-pak pizza carton is designed for effective display in both horizontal and vertical freezers at retail outlets. The new packaging also features a heat sealable copolymer coating that reduces dehydration and gives the product greater protection against moisture. The packaging change embraces all varieties and sizes of Roman's frozen ravioli, lasagna, manicotti and pizza.



TRANIN EGG PRODUCTS CO.

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The Macaroni Market: Dry, Canned and Dinners

There is a dearth of statistics in the macaroni field and those that are available do not always jibe with each other. For example, the following table is for grocery store sales in thousands of dollars:

Dry Pasta	Nielsen Food Index		Supermarketing Magazine	
	1967	1971	1967	1971
Spaghetti	\$ 75,500	\$ 82,400	\$131,150	\$145,210
Macaroni	81,700	106,400	81,170	102,940
Noodles	77,000	81,300	75,000	81,510
Total	\$234,200	\$280,000	\$297,320	\$332,460
Canned Pasta	1967	1971		
Spaghetti	\$ 66,200	\$102,100		
Macaroni	16,700	23,800		
Ravioli	19,500	34,500		
Precooked Pasta	26	36		
Total	\$102,726	\$161,036		

Hamburger Helper Advertising

Hamburger Helper Dinner Mixes, described by General Mills as the leader in the packaged dinner industry, continues to be a dominant magazine and television advertiser.

A full-color ad in March Family Circle highlights the convenience of preparing Hamburger Helper Dinners. All it takes, says the ad, is "one pan, one pound and one package" to change plain hamburger into a dinner dish the whole family will enjoy. There are six varieties to choose from—easy to make, delicious to eat.

The same ad will appear in about 28 million copies of women's magazines.

Tuna Helper Introduced

General Mills announces the introduction of Betty Crocker Tuna Helper Main Dish Mixes. These products are General Mills' newest entry in the packaged dinner market.

Each Tuna Helper Main Dish Mix is prepared on top of the stove, or in the oven, using one 8½ ounce can of tuna and one pan. The three flavors include Noodles 'n Cream Sauce Mix, Potatoes 'n Artificial Mushroom Flavor Sauce Mix, and Noodles 'n Cheese Sauce Mix.

The net weight for these products is 8.75 ounces for the Noodles 'n Cream Sauce Mix, 7.5 ounces for the Potatoes 'n Artificial Mushroom Flavor Sauce Mix, and 8 ounces for the Noodles 'n Cheese Sauce Mix.

Advertising for Betty Crocker Tuna Helper Main Dish Mixes began in January with national television spots and full-page ads with pop-up coupons appearing in national publications.

Plant Operations Seminar Omaha Hilton, Apr. 29-May 2

Dinner Market Profile — December 1971					
Brand	Items	Distrib.	Suggested Retail	Share of Market	
Kraftco	Kraft Dinners	12	National	19¢-89¢	40%
Hunt-Wesson	Hunt's Skillet Dinners	10	National West Coast	49¢-89¢	11%
General Mills	Betty Crocker Dinners	15	National	49¢-89¢	15%
American Home Foods	Hamburger Helper Chef Boy-a-dee	7	National	55¢-97¢	11%
Golden Grain Macaroni	Rice-A-Roni	5	National	39¢-45¢	6%
Thos. J. Lipton, Inc.	Lipton's Main Dish	4	National	79¢	3%
McCormick & Co.	McCormick Dinners	7	East	39¢-79¢	3%
R. J. Reynolds Foods	Chun King Oriental Skillet	10	National	49¢-89¢	NA
Del Monte Corp.	Grand Tour	4	California	89¢-91.29	NA



One of the fastest-moving convenience foods in the market is Golden Grain's Stir-N-Serve which comes in three tasty new one-pan dinners—Spaghetti, Beefy Rice and Lasagna. Pretty Maggie's is ready with stirring spoon, pan and the 7 oz. Lasagna dinner. All that she now requires is one pound of fresh hamburger, and that means more business at the meat counter.

The product is being heavily advertised by the company on television and in magazines. Produced by the makers of Rice-A-Roni.

Vantage Advertising & Marketing Associates

A vigorous and growing ad agency founded a year ago by Charles Foll in the San Francisco Bay Area has taken the name Vantage Advertising & Marketing Associates, Foll announced.

Known formerly as Continental Advertising, it has increased in billings in the past year to a total \$4.5 million, according to Foll, a former McCann-Erickson vice president.

Vantage's principal accounts are Golden Grain Macaroni Company and Blue Boy Bowl Cleaner.

Agency personnel include Kenneth E. Kramer, Frank Regalado, William Worster, Kenneth Jones and Jack Keeler. Offices are in the First State Bank Building, 14895 E. 14th St., San Leandro, California 94578. The phone is (415) 352-3640.

Bill Worster heads the agency's Los Angeles office at 16411 Otsego St., Encino, 91316. Phone (213) 981-6205.

Franco-American Raviolios

Raviolios come in 14½ and 28 ounce sizes to meet varying family needs.

Raviolios are a real treat. They're spoon sized and round, with a plump beefy center and a tangy meat sauce.

Raviolios have been successfully test marketed for two years. In test areas total canned ravioli dollar sales increased substantially. In fact, consumer research indicated 34% of the people who tried Raviolios had never tried a canned ravioli product before.

Ravioli Market Growth

Reached a new all time high of over 30 million dollars during a recent 12-month period.

A heavy schedule of daytime and nighttime network television will be supplemented by spot television in major markets. Raviolios advertising will reach 95% of all U.S. households in the first 6 months of selling.

38 million coupons will be delivered to consumers' homes through four color supplement and ROP advertisements.

Chef's Surprise Dinner

Kraft Foods division of Kraftco, Chicago, has introduced in the Midwest a line of six Chef's Surprise dinners: Chili macaroni, 14-oz.; fisherman's, 9-oz.; ranchero, 12-oz.; colonial, 8-oz.; sloppy joe, 15-oz. and homespun supper, 14-oz.

The dinners require the addition of ground beef, ham, beef cubes or tuna, depending on the variety. Packaging for the products is designed to resemble a book.

The dinners were advertised in Chicago by Jewel Food Stores, division of Jewel Cos., at 55¢ with a 10¢-off ad coupon.

Cross & Blackwell Sauces

Cross & Blackwell has added Louisiana style Creole and Stroganoff to its "continental sauce" line of products. The sauces have joined Bordelaise, Champignon, Polynesian and Newburg sauces in national distribution. Stroganoff is available in 11 ounce net weight cans, while Creole net weight is 10½ ounces. Both items are packed 12 to a case with a suggested retail price of 49¢.

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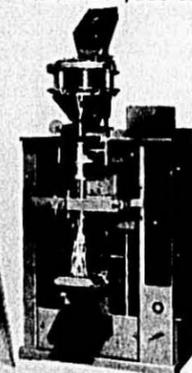
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The Egg Market

Henningsen Foods, Inc. wrote in mid-February:

Smaller Flock

As stated previously, egg prices have made one of the most dramatic turn-arounds in the history of the industry. There are many reasons for this but the key is the sharp reduction in flock size. Three hundred eight million layers on U.S. farms as of January 1, 1973 is the lowest January 1st number on record and the record goes back to 1925. Egg production per hen is still higher than year earlier levels as of January 1st but is getting down to the year ago level. With higher prices and better returns (when compared to 1971 and 1972) to producers, you would expect increased hatch activity. Not so this time as eggs in incubators are 3% lower in January than a year ago.

Higher Feed Costs

The extraordinary increase in feed prices (soybean meal, a key feed ingredient, was \$80 per ton a year ago, it is \$200 per ton today and still going up) has put a damper on increased new production. In addition, and this is important, it has forced many producers to send their older birds to slaughter. These old birds have been force molted and are simply not efficient; and this, with the high cost of feed, makes the whole operation unprofitable. Many producers who would like to put new birds on are having great difficulty obtaining financing. Net result is reduced production with a potentially higher egg market.

Table egg demand has begun to slacken and prices are coming down a bit, but we do not expect much relief from high products prices until after Easter and there may not be any relief until the Fall when new feed crops are harvested.

Top USDA Economist Comments on Egg and Beef Prices

Retail egg prices, which broke out of a two year depression at the end of 1972, will probably continue at their December levels before declining in early April according to the U.S. Department of Agriculture's (USDA) top economist. He added that choice beef prices are expected to increase into the spring.

Dr. Don Paarlberg, director of agricultural economics at USDA, has noted that December egg prices averaged 62.2 cents per dozen for Grade A large, about 7 cents more than in November and the highest point reached since

March 1970 when eggs averaged almost 68 cents per dozen.

"From March 1970 until December 1972, egg producers took a beating. During much of this period, prices were actually below the cost of production," said Dr. Paarlberg. "As a result laying flocks were cut back, production dropped off, and retail prices finally responded to the reduced egg supply."

Cheaper Than 20 Years Ago

Dr. Paarlberg pointed out that even with the December increase, eggs were nevertheless cheaper than they were 20 years ago. "As a matter of fact," said the economist, "on this basis of year-round averages consumers paid less for eggs in 1972 (52.4 cents) than they did in almost every year in the last three decades. And for people who like to reminisce about the so-called good old days, I would remind them that eggs were selling for 68 cents a dozen in 1920."

Because high feed costs will probably limit any expansion in egg production this year, Dr. Paarlberg predicted prices would hold firm until the spring when they usually drop off after the Easter demand is filled.

Beef Demand High

Choice beef prices, under pressure from limited supply and strong demand, reversed a three-month down trend in December when prices moved two cents higher to \$1.14 per pound. Dr. Paarlberg predicted the increase would continue despite higher production and a lifting of all beef import restrictions for 1973.

"Beef consumption will be up-probably by 2 to 3 pounds per person," said Dr. Paarlberg. "With higher incomes people will bid up the price."

Dr. Paarlberg emphasized that in 20 years the price farmers receive for their beef has increased only 16 percent while the retail price has jumped 30 percent.

Facts About Eggs

With all of the adverse publicity that eggs get from time to time, generally from some non-qualified newspaper columnist or humorist, it is good to see useful publicity in print.

Institute Publicity

The Poultry and Egg Institute sends out many publicity releases to keep the consumer informed about eggs and their nutritional values and when these appear in print, it can be a boon to the entire industry. We quote from a column that was syndicated recently in the Westchester chain of papers. Called **Facts About Eggs**, it offers some useful information to the consumer.

Egg Products Under Federal Inspection for six months beginning July 1

	1971	1972
Shell eggs broken: (000 dozens)	333,452	292,435
Edible liquid from shell eggs broken: (000 pounds)		
Whole	214,915	187,277
White	112,525	97,080
Yolk	76,826	68,576
Total	404,266	352,933
Inedible liquid from shell eggs broken	17,032	18,697
Liquid egg used in processing:		
Whole	246,954	215,435
White	157,483	133,662
Yolk	89,000	79,427
Total	493,437	428,524
Ingredients added in processing	26,870	18,892
Liquid product produced for immediate consumption and processing:		
Whole plain	48,918	50,217
Whole blends	12,538	14,922
White	60,129	47,491
Yolk plain	14,573	12,520
Yolk blends	6,464	8,041
Total	142,622	133,191
Frozen product produced:		
Whole plain	75,747	76,892
Whole blends	31,445	26,999
White	28,537	26,030
Yolk plain	6,378	5,909
Yolk blends	42,203	37,352
Total	184,310	172,982
Dried product produced:		
Whole plain	6,251	4,349
Whole blends	28,110	17,312
White	10,689	8,342
Yolk plain	4,586	3,906
Yolk blends	3,733	2,752
Total	53,377	36,661

"A folk tale tells us that the early Germans burned eggshells because they believed that witches, who could not ordinarily cross water, could do so in eggshell boats.

Eggs have been so important in history that they have figured in the customs and superstitions of many societies.

Some legends about eggs are no more than mistaken beliefs that can easily be disproved.

The U.S. Department of Agriculture's Consumer and Marketing Service gives the true facts to some frequent questions asked about eggs so consumers can set the record straight.

What are the stringy white pieces in egg white? These are perfectly normal (Continued on page 50)



New from C & K! The Redington® Vertafil™ for cartoning and filling free-flowing products.

The new VERTAFIL is ideal for detergents, macaroni products, cereals, rice, grain, seeds, spices, drug items, dry pet foods, and a wide variety of other free-flowing products. This rugged machine automatically sets up, fills, and seals cartons at speeds up to 175 units per minute. Volumetric measuring, adjustable while running, is standard... with net weighing optional. Two models provide a total carton size range from 1" to 8" in length, 1/2" to 3 1/4" in width, and 4" to 12" in depth. Changeover from one carton size to another is fast and easy.

If speed, efficiency, or assured filling accuracy—or any combination of these advantages—can solve your problems in packaging free-flowing products, the new VERTAFIL has the answers you're looking for. Write today for complete information, outlining your specific requirements.

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Facts About Eggs

(Continued from page 48)

components of eggs—the chalaza. The chalaza is the thick, white rope-like material which appears on opposite sides of the yolk during formation of the egg. They anchor the yolk in the thick white.

Presence of prominent chalazas indicated high quality eggs. As eggs become poorer in quality, the chalazas tend to disappear. However, eggs may have small chalazas and still be of high quality. Some users, mistakenly thinking that chalazas are evidence of fertile eggs, very diligently pick them out. This is not necessary as chalazas are normal, wholesome parts of the egg white.

Egg Whites

Must egg white be white? Consumers may observe a greenish or straw color in egg whites rather than the crystal clear color they expect. So they ask: "What is wrong with this egg?" The answer is: "Nothing."

Researchers have found that greenish or straw-colored whites are usually due to the riboflavin (vitamin B2) in the white. This essential nutrient is a desirable component.

Shell Color

Is shell color important? Some users prefer brown eggs to white, or vice versa. Actually, the only difference is in the shell itself. The color of the shell is determined by the breed of hen. If hens have been fed the same type of ration, the eggs will be nutritionally equivalent, regardless of shell color. They will also have the same flavor, the same keeping quality, and the same whipping and cooking characteristics."

Monark Upgrading

In line with the ever increasing need for quality assurance in egg products, Mel Krigel, President of Monark Egg Corporation, announced steps the company has taken during the past year to upgrade their program.

A new modern microbiological laboratory has been completed at their Kansas City location and is now in full operation. This is under the exclusive supervision of the United States Department of Agriculture and is directed by a resident USDA bacteriologist. Final product testing having to do with bacteriological and physical specifications are performed officially by this laboratory for all of their plants.

Monark's original laboratory has been remodeled and is being utilized for product development and in-plant quality control. Staffed by a company

bacteriologist, this affords Monark quality control measures above that specified in USDA regulations to obtain maximum product safety.

The Unspoiled State

Treat yourself to the "unspoiled state" and put North Dakota on your vacation route. The fertile rolling plains and renowned clear blue skies are two of the reasons North Dakota is recognized as the "unspoiled state" of the nation.

The people at the most modern durum mill in the nation, the North Dakota Mill and Elevator of Grand Forks, North Dakota, invite you to visit North Dakota this summer. You will enjoy a summer break in the clean, green countryside!

North Dakota is basically an agrarian state. Approximately 85 percent of the durum wheat used in the macaroni and noodle industry is produced here. Extensive acreage is devoted to other small grain crops, sugar beets, potatoes, soybeans . . . and a field of bright yellow sunflowers bobbing against a gorgeous sunset, is an exhilarating sight.

Super highways make your driving a pleasure, no traffic snarls or congestion to contend with. You will enjoy viewing the vast agricultural lands in the eastern part of the state and the contrast of the rough-hewn Badlands of western North Dakota.

In Durum Triangle

In the heart of the famed durum triangle of North America stands the

North Dakota Mill at Grand Forks, North Dakota. It is here that the finest semolina and durum flour are processed. While you're in North Dakota the people at the Mill would like the opportunity to take you on a quick tour of the Mill.

Ravished by fire in the summer of 1970, the Mill, like the legendary Phoenix, rose in youthful freshness from its own ashes. Today's Mill boasts the world's finest milling equipment to provide the best consistency and quality to the industry.

The Mill has increased its capacity but not at the expense of pollution control. The present operation is not only quieter and more efficient but more sanitary and ecologically sound.

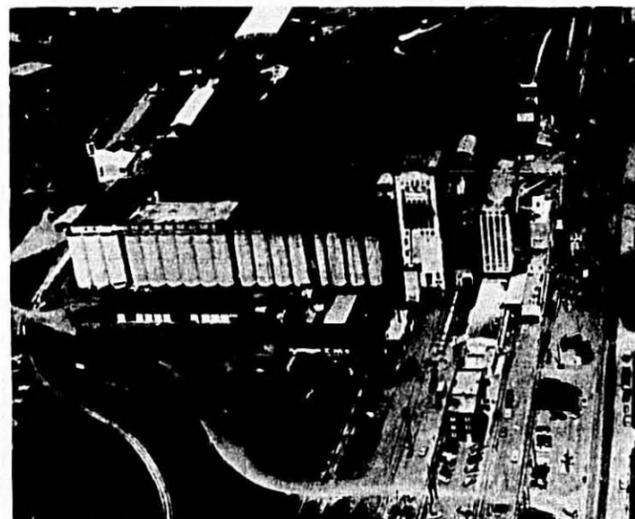
You'll find many other points of interest in "unspoiled" North Dakota. State parks and secluded camping grounds will allow you to feel close to the sky during our warm days and cool comfortable nights. The famous International Peace Garden extends from North Dakota into Canada. And the friendliest people you will ever meet.

But don't take our word for it. Come and visit the "birth place" of great macaroni and noodle products. Visit North Dakota this year!

Crop Quality Council

Winston R. Wallin, vice-president of commodity operations, the Pillsbury Co., was elected chairman of the board of directors of Crop Quality Council at

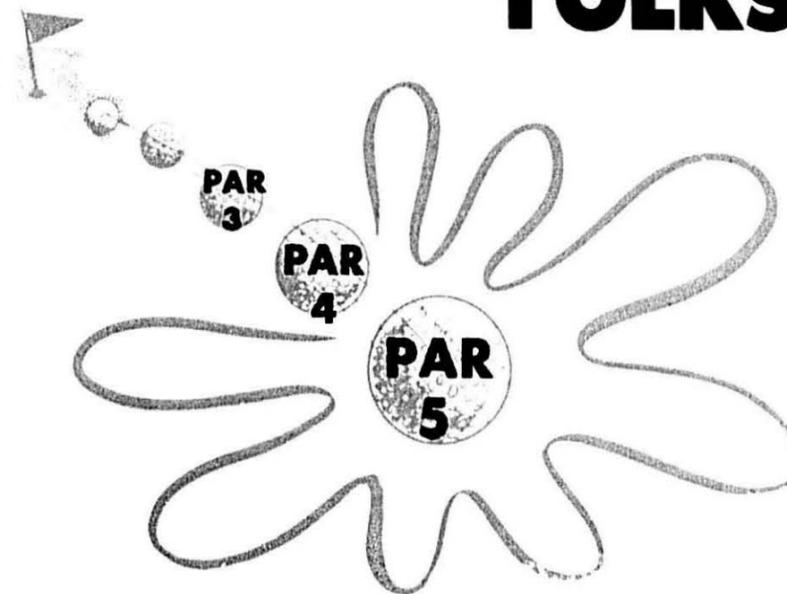
(Continued on page 54)



Aerial view of North Dakota Mill & Elevator.

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P. O. Box 337

Heliogen Di-atomic Iodine Stabilizer

The Brown Pharmaceutical Company announced that Heliogen Di-atomic Iodine Sanitizer is now available for use in the pasta industry. This comes at a particularly important juncture in the struggle for improved sanitary conditions in the whole food processing industry in answer to the public clamor against the presence of the Salmonella micro-organism. The feeling is that Heliogen is a real contribution in the never ending battle for purity.

Heliogen is the result of many years of research in the laboratory and development in the field. Starting with use in hospitals, home laundries, dairies, breweries, poultry and egg processors, prepared foods, bakeries and the pasta industries—research is now being extended to many new areas.

Fascinating History

The history of iodine is fascinating and exotic. As early as 1776, Cadet, a French chemist, found that a blue-green substance resulted from the acid treatment of kelp. B. Courtais, 1811, while washing kelp with sulfuric acid, noticed the violet fumes which condensed on his equipment. This was reported to the Institut Imperial de France on Nov. 29, 1813.

Gay-Lussac in France and Davy in England named the new product "Iode" and "Iodine" from the Greek word meaning violet colored. It was identified as an element by these two early scientists almost at the same time. Iodine was first used for its medical properties in 1816 by Dr. William Prout. The first papers were published in 1821 recommending its use in thyroid conditions.

The first reference to iodine for the treatment of wounds was in 1839 by Davies. Iodine was officially recognized as tincture of iodine in 1860 in the United States Pharmacopoeia and in 1885 by the British Pharmacopoeia. Antiseptic properties were first reported by Liebig and Koch (1881) showing that iodine was capable of destroying the viability of Anthrax spores within 24 hours (1:20000-1:170,000). More dilute solutions of iodine were soon found to be effective in attenuating anthrax.

In the United States at the Rush Memorial Hospital (1889), Dr. Powell reported treating flesh wounds in humans with an iodine solution. In 1903, the successful treatment of actinomycoses was reported. In 1907 use as a skin disinfectant was demonstrated. In 1945 McCulloch reported that the most startling characteristic of iodine over dyes and mercurial complexes is that the concentration necessary to disinfect

does not vary greatly with different species of micro-organisms. In 1951 Gershenfeld & Wittlin found that iodine was a useful sanitizing agent for food and eating utensils. Their article (Am. J. Pharm. 123 pp. 87-99) showed that dishes, cups, glassware, knives, forks, and spoons which had been scraped and given a Heliogen rinse were sanitized. Further studies done by Gershenfeld, Wittlin and Carroll showed efficacy of Di-atomic iodine against pathogenic micro-organisms.

Attacking Salmonella

In the food processing industry the attack on the salmonella organism is of particular interest. Recent tests at the Bio-Technics Laboratory in Los Angeles have shown the Heliogen Di-atomic Iodine Sanitizer has a kill effectiveness. In concentrations of about one-fourth that of chlorine. In other words a solution of 50 ppm available iodine made from Heliogen tablets could be considered equivalent to 200 ppm available chlorine made from the standard hypochlorite solution.

Research on how best to make Di-atomic iodine in a practical form has been going on since 1946. The first significant breakthrough came with the discovery that di-atomic iodine is the result of uniting in solution certain organic compounds of chlorine and iodines. The rationale of the research was the fact that I₂ (di-atomic iodine) was the most significantly effective iodine molecule as an antibacterial agent. The presence of iodides seem to lower the effectiveness of I₂. Heliogen, however, has only a small fraction of iodides present in the solution.

Sollman in his "Manual of Pharmacology" expressed his ideas on how iodine acts as a germicidal agent: Iodine precipitates proteins. The iodine is partially absorbed, and partially loosely bound and partly converted to iodides. Since the iodine is loosely bound it continues to penetrate so that the action extends deeply.

Tablet

Heliogen Di-atomic Iodine Sanitizer is being merchandised as a tablet. The advantages of this form will be promoted to the food processing industry by an aggressive and scientifically oriented advertising campaign. The points that will be stressed are 1) it is in tablet form. 2) It is a pre-measured form so that mistakes are minimized. The tablet when dissolved in 2½ gallons of water will produce a solution containing 17 ppm of di-atomic iodine (I₂). 3) Heliogen tablets are foil sealed—thus extending shelf life. Also no contamination of the tablets are possi-

ble and the chemicals in the tablets will only go into the sanitizing solution and not spill on the floor and clothing. 4) Breakage of bottles of liquid concentrate is not a problem. 5) The sanitizing solution is non-corrosive to the metals used in equipment. 6) The sanitizing solution has a long dissipation rate on standing at use dilution. During an eight hour period a solution of Heliogen Di-atomic Iodine Sanitizer upon standing will lose only 4% of its strength. In a 12 hour period only 7% will dissipate at room temperature. In a 24 hour period 14% dissipates. In a 48 hour period 66% of the solution is still effective. Under use condition new solutions should be made whenever the color indicates iodine has been used up. 7) The solution has a built in potency indicator. When a fresh solution is made the color is amber. As the solution is used the amber color disappears and the solution is clear. Then it is time a new solution. 8) It is effective in hard or soft water. 9) It is effective in hot or cold water. 10) Can be used either by spraying, fogging, soaking, or brushing. 11) Packages are light—not bulky and can be easily stored. 1000 tablets weigh about 2 pounds and takes up just 432 cubic inches (6x8x12). 12) Cost is just under 3½¢ per gallon of finished solution. 13) Results of skin sensitivity tests show that a Heliogen solution made according to direction is very unlikely to cause dermatitis. The tests were run with a concentration 5x use dilutions.

Marketing

Marketing procedures at this time will be in the hands of George Anton and David Brown of the Brown Pharmaceutical Company, Inc., 2500 West Sixth St., Los Angeles. An active sampling program with personal visits by a professional sales staff has been organized. Research information will be made available to the industry. Inquiries and orders are now being received. The Brown Pharmaceutical Company has been in business for over twenty years.

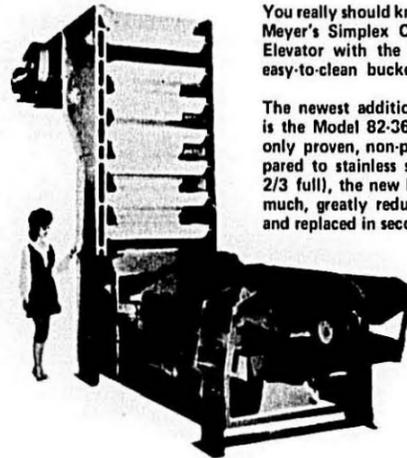
First Aid Kit

A new waterproof First Aid Kit containing Johnson & Johnson products that complies with appropriate Occupational Safety and Health Act regulations has just been introduced and will be distributed nationally by General Scientific Equipment Company, Limekiln Pike and Williams Avenue, Philadelphia, Pa. 19150.

Contents of the kit include a balanced assortment of basic first aid sup-

(Continued on page 54)

NEW PLASTIC BUCKETS CARRY MORE, COST LESS



You really should know about Meyer's Simplex Conveying Elevator with the big, tough, easy-to-clean buckets.

The newest addition to Meyer's growing line of materials handling equipment is the Model 82-36-CS2 Simplex Conveying Elevator. It is equipped with the only proven, non-partitioned, 36-inch plastic conveying elevator buckets. Compared to stainless steel buckets with comparable capacity (.546 cubic foot at 2/3 full), the new buckets cost up to one-third less. They weigh about half as much, greatly reducing motor and power requirements. They can be removed and replaced in seconds without tools, and all surfaces are easily cleaned.

Call or write today for complete information

MEYER MACHINE COMPANY

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Crop Quality Council

(Continued from page 50)

the recent annual meeting. Mr. Wallin succeeds Mark W. K. Heffelfinger, executive vice-president of Peavey Company Flour Mills, who will continue to serve as a director. Robert W. Bolton, president of Atwood-Larson Co., Minneapolis, was elected vice-chairman, and Roland H. Thuleen, senior vice-president of First National Bank, Minneapolis, was named treasurer. Vance V. Goodfellow, chief executive officer since 1968, was elected president, and Mark A. Smith was named executive vice-president and secretary.

Other members of the board, in addition to officers, are M. M. Beeson, vice-president of grain department, International Multifoods Corp., Minneapolis; R. J. Carlson, senior vice-president, Deere & Co., Moline, Ill.; Kenneth L. Cook, director of agricultural development, Burlington Northern, Inc., St. Paul; H. R. Diercks, executive vice-president, Cargill, Inc., Minneapolis; H. D. Hale, president, ADM Milling Co., Shawnee Mission, Kas.; T. H. Roberts, Jr., president, DeKalb AgResearch, Inc., DeKalb, Ill.; Lloyd E. Skinner, chairman, Skinner Macaroni Co., Omaha, Neb.; Melvin J. Werner, vice-president of grain marketing and merchandising, Farmers Union Grain Terminal Association, St. Paul, and Darryl J. Woodland, vice-president, Sperry Division, General Mills, Inc., Minneapolis.

CLASSIFIED

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Minimum \$3.00

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WANTED—Used flour system, Buhler or Demaco 1000-1500 lb. short cut press, drying equipment

Write: Mrs. Reis' Egg Noodles
11423 Vanowen Street
No. Hollywood, Calif. 91605

WANTED—Subscribers to the Macaroni Journal. Twelve monthly issues \$8; add \$2 for foreign postage. Macaroni Journal, Box 336, Palatine, Ill. 60067.

Packaging Show Program

Ten conference sessions and two luncheon talks on "New Priorities in Packaging" will feature the American Management Association's 42nd National Packaging Conference at McCormick Place, Chicago, concurrently with the 42nd National Packaging Exposition. Both open May 7 with the conference running three days and the show, four.

First Aid Kit

(Continued from page 52)

plies adequate to administer to the first aid needs of up to 10 persons. Ideal for industrial use and for vehicles, the kit contains 3 times as many small wound dressings and up to twice as many large wound dressings as all other 16-unit kits. Called the most complete and sophisticated assortment of first aid products available at a price of \$17.25 complete. ADAPTIC non-adhering sterile dressings for burn dressing plus complete first aid for eye injuries. All sterile products are in individually sealed packages.



The case is dust-proof, rust-resistant, and has rounded corners, wall brackets and a carrying handle, making it perfect for indoor and outdoor use. A special label-gram on the inside cover graphically illustrates the contents for ease in reordering and repackaging.

Food Trade Convention Calendar

Apr. 29-May 2: N.M.M.A. Plant Operations Seminar, Hilton Hotel, Omaha.

May 6-9: Super Market Institute annual convention, Dallas Convention Center.

May 7-10: 42nd National Packaging Expo, McCormick Place, Chicago.

May 19-23: 54th NRA Restaurant-Hotel-Motel Show, McCormick Place.

June 10-13: Institute of Food Technologists, Miami Beach Convention Hall.

July 8-12: N.M.M.A. Annual Meeting, The Homestead, Hot Springs, Va.

Oct. 2-4: Atlantic City, '73 Pack-Info.

Oct. 8-14: IPACK-IMA '73, Milan, Italy Fairgrounds.



Don Gilbert Joins ConAgra

Donald L. Gilbert has joined ConAgra as Sales Manager of Durum Products, according to D. L. Barber, Group Vice President Grain Milled Products.

Gilbert has 21 years of sales experience, the past six years as sales manager of the Durum division of the North Dakota State mill at Grand Forks.

"Don Gilbert's background of experience in sales of semolina and products of durum milling gives us an excellent start on building the kind of solid organization we want to serve the durum customer," Barber said. "And begins to prepare us in terms of the broad entry into durum milling which we have begun."

ConAgra, Omaha-based international producer of basic foods, earlier announced plans for the company's first venture into durum milling.

Those plans include a 5000 sack durum mill at Martins Creek, Pennsylvania, to be in operation by June of 1973. Durum milling facilities will also be added at ConAgra's present mill at Great Falls, Montana, for shipment to West Coast customers. And an additional durum plant is planned for the Central States area.

Gilbert is now located at ConAgra headquarters in Omaha. His wife, Bonnie, and 4 children will move from Grand Forks when the school year ends.

Weiss-Mandel Wedding

Sharon Dae Mandel, daughter of Mr. and Mrs. William Mandel of University Heights, was married Dec. 24 to Richard D. Weiss, son of Mr. and Mrs. Albert Weiss of Shaker Heights.

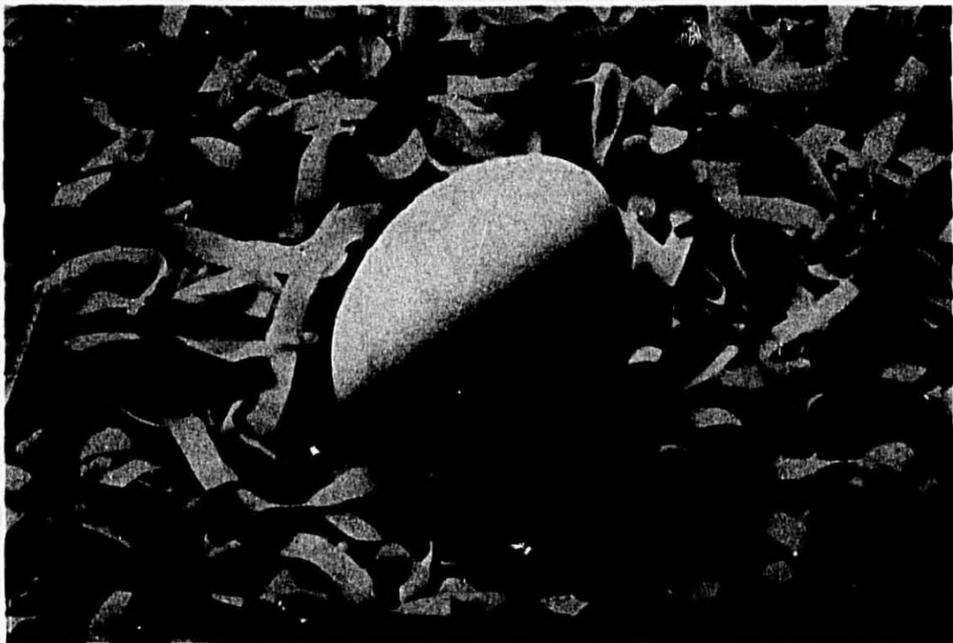
Rabbi Myron Silverman officiated at the ceremony at Suburban Temple.

The couple is residing in Solon, where the bridegroom is vice president of the Weiss Noodle Co.

HOW TO GENERATE A COMPLETE MERCHANDISING PROGRAM WITH JUST ONE PHONE CALL.



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



Sal Maritato did.

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

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

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

Here are a few reasons why you should:

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

less chance of contamination, and less time and mess.

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

Enough said. Order your Duregg with a phone call. The number is 612/339-8444.



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