

**THE  
MACARONI  
JOURNAL**

**Volume 55  
No. 3**

**July, 1973**

# Macaroni Journal

JULY, 1973

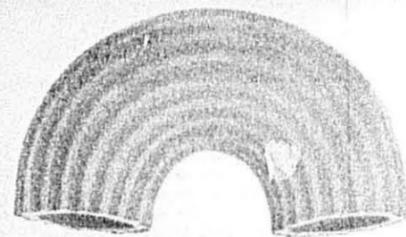
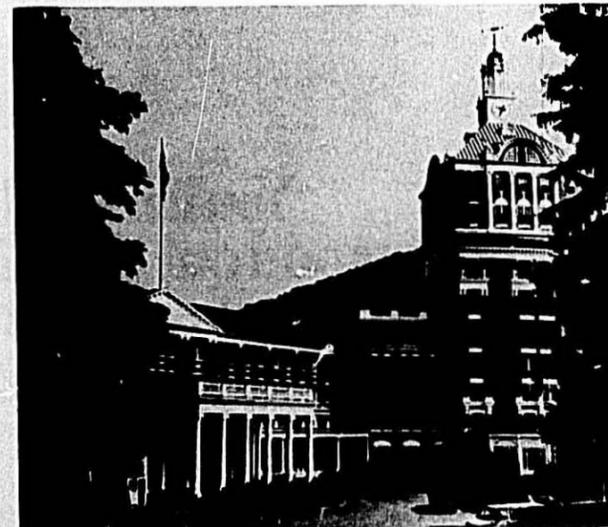
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National Macaroni  
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July 8-12

The Homestead, Hot Springs, Va.

Program on page 34.



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# The Macaroni Journal

July  
1973  
Vol. 55  
No. 3

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## MACARONI JOURNAL

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JULY, 1973

## In This Issue:

	Page
Plant Operations Seminar .....	4
The Economics of Protein .....	10
Triangle Package Machinery Celebrates 50th Year .....	14
About American Beauty Macaroni Company .....	14
Checkweighers Pay Off for Ronzoni Macaroni .....	16
Macaroni Around the World .....	18
In the Industry .....	23
Super Market Institute Elects Officers .....	24
UPC—The Promise—The Problems .....	26
The Super Market Industry Speaks .....	27
Durum Wheat Institute Protests School Lunch Substitutes .....	30
In the Mills—Technical Papers .....	31
Convention Program—69th Annual Meeting of NMMA .....	34
Durum and Eggs .....	36
Index to Advertisers—Push Pasta .....	38

## It's Pasta Time!

Cool spring days give way to early summer, the out-of-doors beckons, and most of us are spending more and more time outside. Are you having more meals on the patio now? More picnics or barbecues at the park or beach? More leisure time, with perhaps less time in the kitchen?

This may be a good time to "go pasta"—turn more to hearty, but easy one-dish meals of macaroni, spaghetti, or noodles, that may be time-saving. And you can go all the way from the plainer dishes like macaroni and cheese or chuck wagon chili to gourmet dishes of lobster and asparagus en casserole, trout with green noodles, shrimp curry with spaghetti, or to an exotic noodle cheese cake.

The U.S. Department of Agriculture's list of foods most plentiful in June featured products of the pasta family—

macaroni, spaghetti, noodles. You should find them available in your store now at attractive prices.

**Here's how to make chuck wagon chili, to serve six:**

Take ¼ pound ground beef; 1 tablespoon melted fat or oil; 1 cup chopped onion; ½ green pepper, finely chopped. Brown the meat in the fat or oil. Then add the onion and green pepper. Cook until soft.

Next, you take ¾ cups of whole canned tomatoes, undrained and mashed; 2 cups of canned kidney beans, undrained; 1½ teaspoon salt; 1½ teaspoon chili powder; and 4 ounces of enriched durum "wagon wheels" or elbow macaroni. Mix them all together. Then add to the meat mixture.

Simmer, covered, until the macaroni is tender, yet firm, usually 10 to 15 minutes. And it's ready to serve!

## PLANT OPERATIONS SEMINAR

SOME seventy macaroni managers, plant personnel, and suppliers attended the Plant Operations Seminar in Omaha.

A reception was held at the headquarters hotel, the Omaha Hilton on Sunday evening. For the next three days the group was up bright and early for breakfast at 7 and departure at 8. They saw a lot and they learned a lot.

The Seminar Committee that planned such an excellent meeting included Arville E. Davis and Harold J. Wendt of Gooch Foods; Dr. Milton G. Waldbaum and his brother Sidney Waldbaum, Milton G. Waldbaum Company; C. Mickey Skinner, Vice President for Production, Skinner Macaroni Company.

### In Martha Gooch Country

The first tour of the Plant Operations Seminar was the Gooch Mill and Macaroni Plant in Lincoln, Nebraska. This is Big Red territory, home of the Nebraska Corn Huskers. It is also Martha Gooch country, a character created by Gooch Foods as an image of their interest in consumers.

#### Plant and Kitchen

As one group began their tour of the mill and plant with Peter Kolb and Paul Hudson to see milling, packaging of flour and flour mixes, and macaroni manufacture, the other group visited Martha Gooch Kitchens escorted by Emmett Taylor and Billie Oakley.

Mr. Taylor had a display showing the beginning of Gooch's dinner line in 1959. Busy Day Dinners included four



In the computer room.

combinations of macaroni and cheese and spaghetti and sauce. In 1964 the line was expanded to include dumplings, lasagna, macaroni salad, Stroganoff, Romanoff, tuna and noodle combination. In 1972 Hamburger Stretchers were added to the line and in 1973 Gooch has begun marketing new TVP (textured vegetable protein) dinners.

The new "good eating" and "dollar stretching" concept of "add to" dinners has given pasta a new meaning. The new main dish recipe for the budget minded housewife is add one pound of ground beef to a carton of dry ingredients (including pasta) and feed a family of five! Retailing at about 59¢ these products have won an acceptance that has surprised manufacturers and retailers alike.

Five flavors are being marketed by Gooch as Red Skillet Hamburger Stretchers for their share of this \$150,000,000 plus market in 1973.

And what's coming to dinner next? A test market on the new Red Skillet TVP Dinner has proven most positive. 82 1/2% of the customers polled responded that they liked the product very much . . . 80% said they would repurchase it.

Soy protein is no longer a food of the future. Recent meat price increases have brought the future a whole lot closer. And almost any family is a target. The dinners are proportioned to accommodate as little as two because almost half of the country's households consist of only one or two people.

Sales plans now being launched are pointed to a large section of the mid-west and distribution to the heavily populated eastern markets is contemplated.

At luncheon at the Raddison Comhusker Hotel, Robert Jones ADM National Representative for special products, gave some interesting background on soy products. His address appears on page ??.

There was much interest in the microwave dryer that Gooch has recently purchased but it is not operational as yet and unfortunately Clyde Frederickson of Microdry was sick-in-bed. Gooch President Harold Wendt stated that they had bought the equipment because it produces a sterile product, is compact and only takes 1 1/2 hours of drying time.

After lunch, Billie Oakley, who had shown the group her test kitchen, and how new products are sampled, took the group out to the local TV station to demonstrate typical commercials. It was a most interesting day.

## Milton G. Waldbaum Company in Wakefield, Nebraska



Quality control is the heart of Waldbaum operation. Here an operator checks firmness of egg whites before processing.

WAKEFIELD is 120 miles north of Omaha in the northeast corner of Nebraska, not far from Slouh City, Iowa and the Minnesota and South Dakota borders.

After our breakfast of bacon and eggs, we boarded buses at 8:00 a.m. and started off and rather than waste our time looking out the window at the rural landscape, we had speakers on each of the two buses.

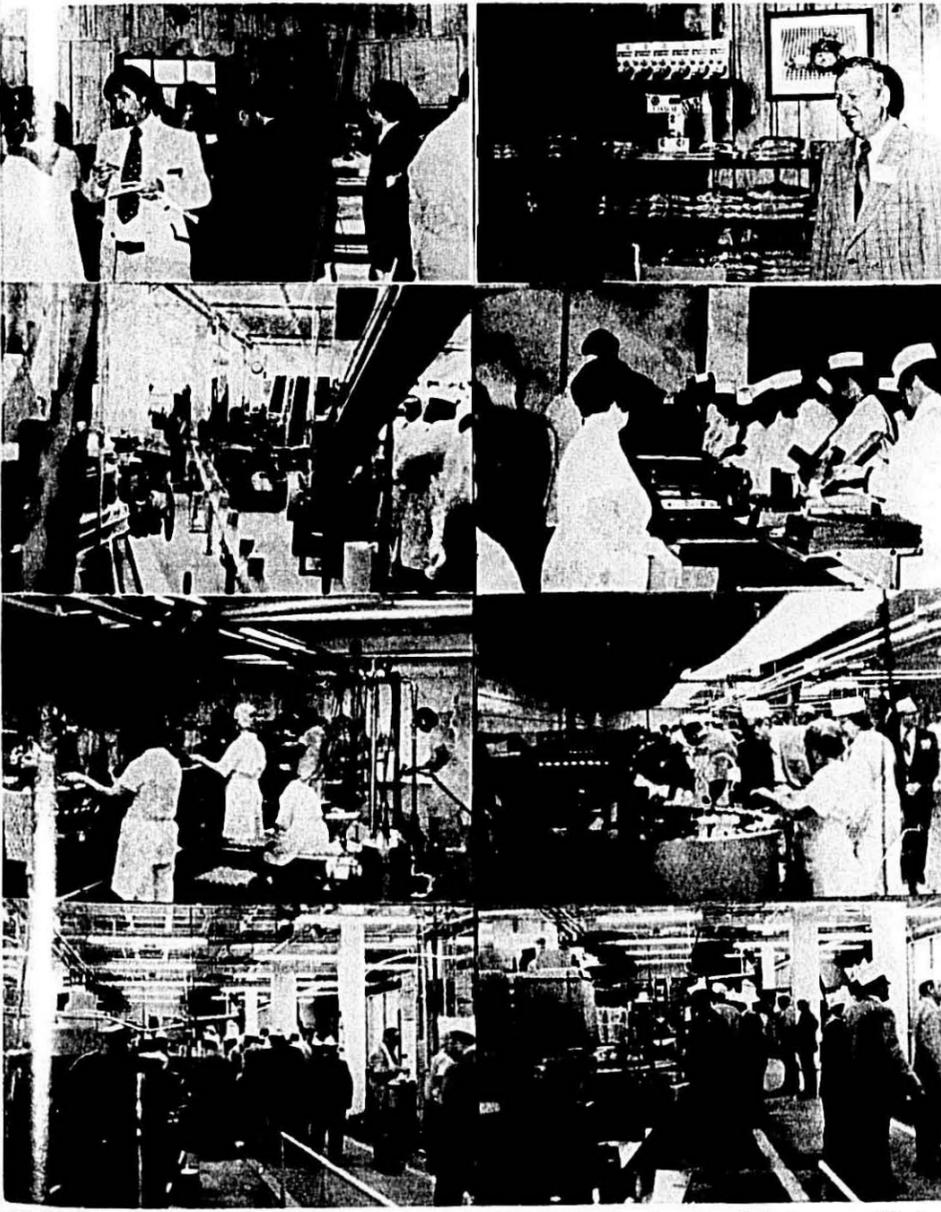
On Bus One Dr. Edward L. Holmes of the American Sanitation Institute gave a run-down on compliance with OSHA (Occupational Safety and Health Act) regulations. Charles Hoskins of the De Francisci Machine Corporation discussed their new concept in noodle manufacturing. Walter Stehrenburger of Buhler-Miag told about the equip-

ment that would be seen the folk wing day at the Skinner Macaroni Company.

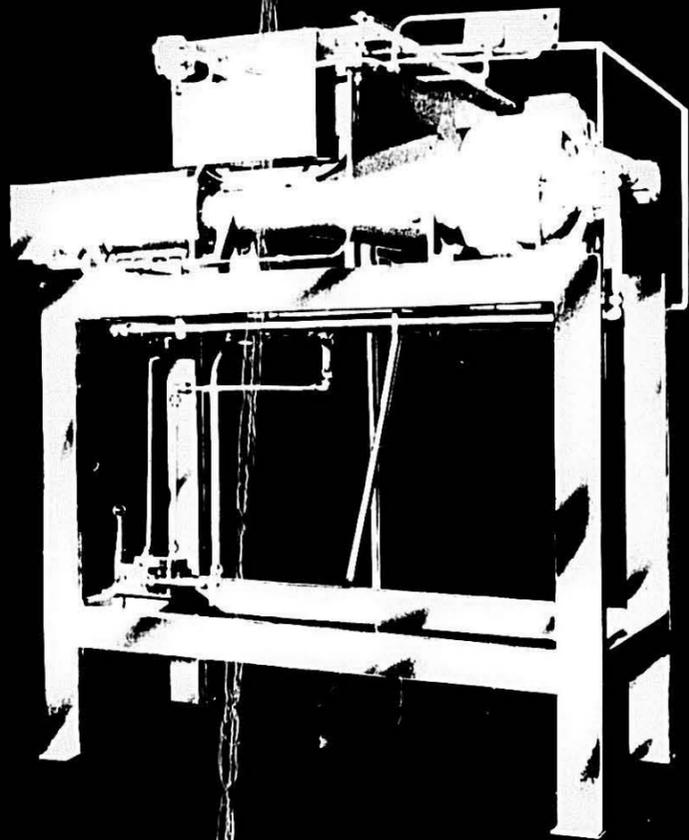
On the second bus James J. Winton, Director of Research for NMMA discussed good manufacturing practices while Frank J. Santo, Regional Director of the USDA Poultry Division Grading Branch, discussed the Egg Products Inspection Act.

On our arrival in Wakefield, we were greeted by General Manager and Vice President Dan Gardner. He explained that some 65 trucks pick up eggs daily in the Wakefield vicinity to make the plant the largest integrated egg processing operation in the world under one roof.

They have refrigerated holding space for 25,000 cases of shell eggs prior to (Continued on page 8)



Upper left: Martha Gooch Test Kitchens. Upper right: Emmett Taylor, Marketing Manager. Second row: Packaging scenes at Gooch mill and macaroni plant. Third row: Egg breaking operations at Waldbaum Company. Fourth row: Packaging operations at Skinner Macaroni Company.

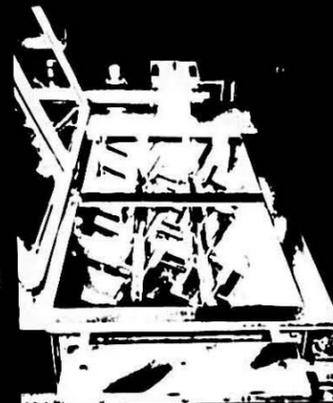


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## Waldbaum at Wakefield

(Continued from page 4)

breaking. There are four giant blast freezers with a capacity of a million pounds of frozen egg product. In plant storage capacity is capable of handling 2,000,000 pounds of egg solids. There are eight acres of machines and services at this plant.

Personnel at the plant served as tour guides. They included: Bob Berns, National Sales; Bob Penn, Receiving and Shipping; Dallas Roberts, Egg Grading; Ed Denherder, Operations Manager; Don Rouse, Liquid and Dried Solids Processing; Phil Rouse, Plant Manager and Egg Procurement; Jerry Boatman, Quality Control; Sidney Waldbaum and Gene Shephard of National Sales were with the group; Dr. Milton G. Waldbaum was out of the country.

All of the products are procured, processed and packed under continuous USDA supervision and inspection. The entire output of liquid, frozen or dried product is pasteurized and certified salmonella negative prior to shipment. They maintain a complete egg products testing laboratory approved by the USDA for applicable testing and analysis. Their new egg-breaking machines provide maximum sanitation.

After processing they test their finished goods to see how they perform, incorporating representative samples in commercial mixes supplied by customers. One of the tests is with angel food cake and served with strawberries for lunch it was delicious.

More than half of the eggs that come into the plant are packed in cartons for the shell egg trade. These eggs come from tested flocks which meet strict requirements for health and sanitation. Laying rations are formulated for balanced nutrition to assure uniform yolk color, top egg quality and proper shell thickness.

Within hours after laying, the eggs are brought to the plant where they are candled, tested, graded, packed in cartons, and sent on their way to the retail store. The balance of the eggs are spray-dried or frozen in plain form, salted or sugar, fortified, stabilized, homogenized in whole egg, albumen, blends, or yolks.

### Great Growth

Ten years ago Waldbaum processed about 500,000 cases of eggs annually. In 1970, production was about 1,200,000 cases. It is higher today and they are probably the largest packer of the scrambled egg mix purchased by the government. Following the plant tour we were taken to the new facility



Al Gustus (center) leads tour thru Skinner's.

that houses some 30,000 birds under one roof where they are fed and cared for to produce on-the-spot eggs. A second such facility is under construction and should be in production in the not too distant future.

### Great Food

Luncheon for a crowd of 70 people plus the plant personnel could be a problem in some communities of a couple of thousand, but at Wakefield the Legion Post provided the facilities for an excellent luncheon of fried chicken and angel food cake with strawberries. It was a great day in Wakefield.

Upon our return to Omaha that evening we were entertained by the Waldbaum Company at a reception and dinner at the Highland Country Club. It was a great affair!

### A Modern Macaroni Plant

Skinner Macaroni Company of Omaha, Nebraska, was established in 1911. Fifty years later they built a modern plant in an industrial park on the west side of the city. Today it is still one of the most modern plants in the world.

Semolina is received in Airslide cars with 100,000 lbs. each. They are unloaded pneumatically and transferred into bulk storage bins with a central control panel. There are three silos for storage.

### Seven Production Lines

There are seven production lines; all Buhler equipment.

- (1) Specialty line—with room dryers.
- (2) Long goods line—with room dryers.
- (3) New automatic long goods line with 1250 lb. per hour capacity. Automatic storage unit for finished products makes it possible to pack 24 hours production during less than a single 8 hour shift.
- (4) New automatic short goods line with 1500-1700 lb. per hour capacity. Product is delivered to a short goods storage bin; from there to packaging

machines. Again, 24 hours production is packaged during a 8 hour shift

- (5) New automatic short good line produces up to 1200 lb. per hour. From storage bin to packaging machines.
- (6 & 7) Automatic noodle line with two presses, pre-dryer and dryers. Storage and packing located on floor below.

Electric control panels which regulate the feeding of the bins, feeding of the presses, and control of the climate during drying, are located on the wall behind presses. They are easily observed from both the walkway connecting the seven presses and the floor.

The climate controls are of a recording type, to provide a permanent record.

Presses, dryers, finished product storage, shipping and maintenance areas are all located on the ground floor. The lower floor occupies only half as much space and contains the packaging operations. Here, modern machinery is arranged to utilize the natural flow of materials. The packaged products travel up an inclined belt to the storage area on the main floor where they are stacked on pallets.

### Sanitation By-Word

Sanitation is a by-word and the plant is self-certified under FDA.

The production schedule at Skinner's is set by warehouse inventory. They ship three or four rail-cars and two to three trailers of merchandise daily. Merchandise is slip-sheeted and handled with fork trucks.

Skinner produces 27 different cuts in some 137 packs.

Tour-guides included Mickey Skinner, Jim Skinner, Bill Hahn, John Schneider and Al Gustus.

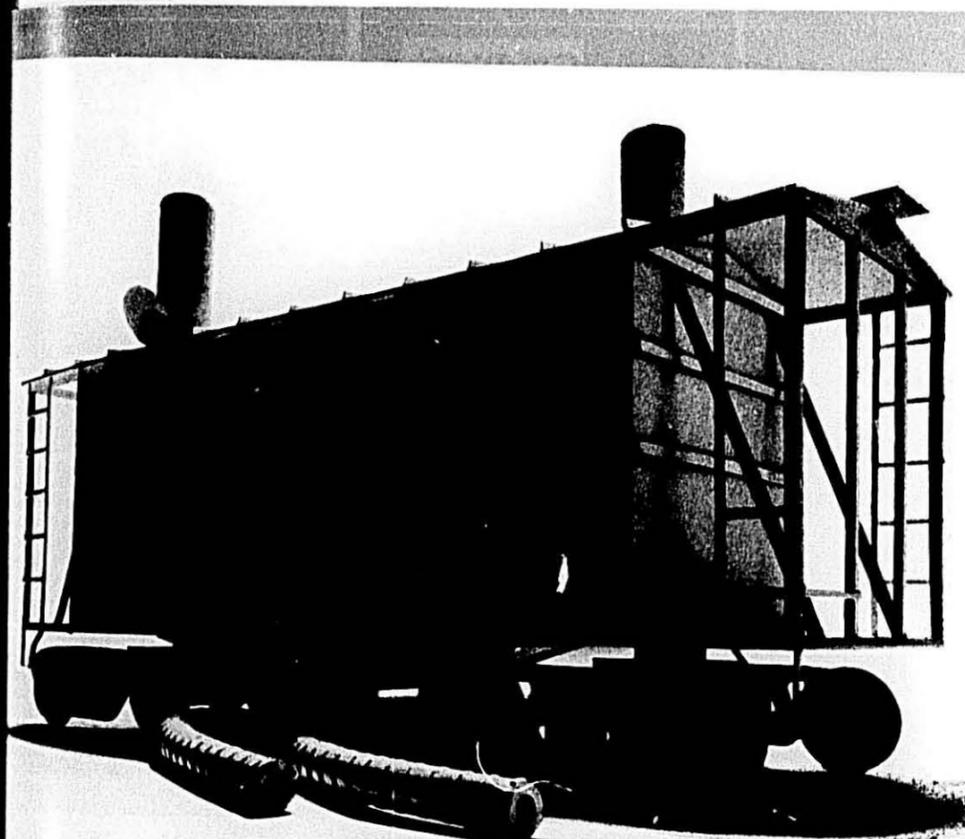
### DeMaco Announces New Noodle Line

Charles M. Hoskins, mid-western representative of the DeFrancisci Macaroni Corp., announced at the Plant Operations Seminar that a new noodle line capable of producing 2500 lb. per hour was being introduced. The line has a hydraulic press with vacuum, noodle cutter and a preliminary drying section 56 feet long with three screens. The finishing dryer section immediately below the production and preliminary has six screens and extended 80 feet.

Innovations in the line include a novel design noodle cutter, use of a sanitary press that can be washed down, and a dry egg feed system. "New Concept in Noodle Manufacturing" appeared in the March, 1973 issue of the Macaroni Journal.

Advertisement is on pages 6 and 7.

THE MACARONI JOURNAL



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## The Economics of Protein

by Robert Jones, Archer Daniels Midland,  
National Representative for Special Products

AMERICANS are beginning to realize that the developing countries of the world are facing an inevitable food-population crisis. The population crisis has been understood intellectually for some time but let me bring it down to concrete terms.

It has been estimated that the human population of 6,000 B.C. was about 5,000,000 people. The population did not reach 500,000,000 until 1650 A.D. or 8,000 years later. It reached one billion about 1850, doubling in some 200 years. The next doubling took 80 years in 1930. Between 1930 and 1975 we will have put more people on this earth than it took from creation to 1930. Projected forward, the growth rate goes out of sight. If we used the world doubling time of every 35 years, in 800 years we would have 80,000,000 billion people or about 100 people for every square yard of the earth's surface.

Beyond the year 2000 it is a mere numbers game. The next 30 years of history will see the population explosion come into interplay with counter forces such as food availability, supply of natural resources, pollution, waste control.

### The Major Counterforce

The major counterforce will be food availability. Whether the interdynamics or interplay of food and population will be peaceful or violent, whether it will cause international shifts in spheres of influence, or whatever, one thing is certain—the conflict between the two and how we deal with them will affect our entire social, political, and economic thinking. How we react to them in our business will determine how rough or how smooth the ride is.

We in the food business will be adding new terms to our business vocabulary, and these terms will play an ever-increasing role in how effectively we make our business decisions. Nutritional effectiveness, cost/nutrition relationships, nutrient economics, land production capabilities in terms of nutrient yield, will become common place in the food supply system as it responds to food demands. In evaluating a food source, primary emphasis will be placed upon its protein value. This is because the principal dietary deficiency in the world is protein availability and protein malnutrition is the most difficult dietary problem to solve. To comprehend the economics of protein one must first understand the nature of protein.

### Protein Value

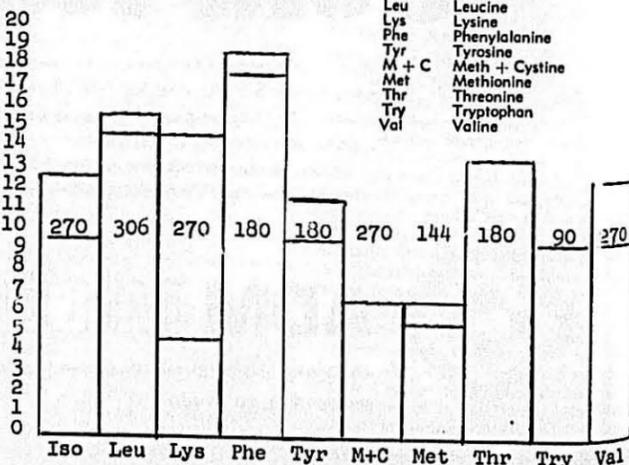
I would like to discuss protein value in more detail, using white flour and soy flour as examples. Evaluating a food as a protein source requires emphasis upon protein quantity. We are all familiar with food evaluation in terms of quantity. A good example are the premiums millers pay for protein differentials in wheat. In terms of protein economics:

100 pounds of 10% protein wheat flour would contain 10 pounds of protein and 100 pounds of 50% defatted soy flour would contain 50 pounds of pure protein.

If all proteins were the same there would be no controversy about preferable protein sources for humans. Only quantity would matter. But such is not the case. Proteins are not identical. The proteins our body uses are made up of 22 amino acids of building blocks. They are strung together in varying combinations like beads on a string and the configuration of those beads determines whether or not a protein is hair, tissue, muscle, bone.

When we eat a protein food, the protein is broken down into amino acids, passed through the gut walls as reassembled into the various proteins as needed by the body.

Of the 22 amino acids, all but 8 of these can be manufactured by the body as needed from the other amino acids. Thus if there is enough protein quantity in the diet, there is no problem



Robert Jones

making 14 of the 22 amino acids necessary to form a complete protein. The other 8 cannot be manufactured by the body. They must be supplied from outside food sources. These are the essential amino acids. To make matters more difficult they must be supplied simultaneously. If one is lacking in proper quantity to the other, protein manufacture will fall to a very low level, and protein malnutrition can occur.

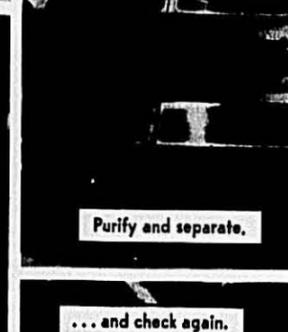
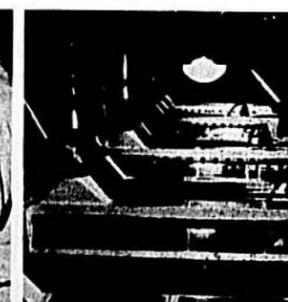
### Protein Amino Acid Grid

Line ten of the grid is a profile of the level of each essential amino acid necessary to create a quality protein. Think of line 10 as the top of a dam. If an amino acid exceeds the level of line 10 it is excess, does not convert to protein but is used like any carbohydrate. Furthermore, the dam, like a protein is only efficient to the level of the lowest point.

(Continued on page 12)

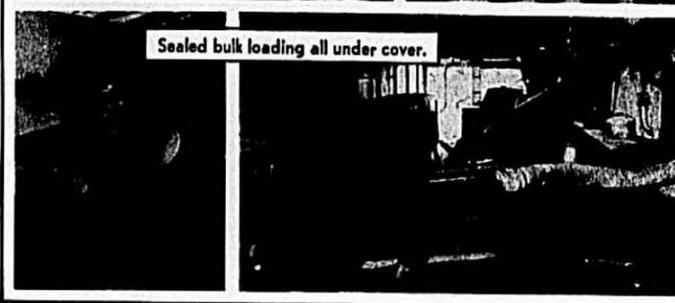
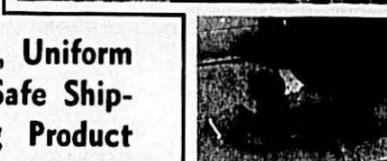
### Protein Amino Acid Grid

Iso	Isoleucine
Leu	Leucine
Lys	Lysine
Phe	Phenylalanine
Tyr	Tyrosine
M+C	Meth + Cystine
Met	Methionine
Thr	Threonine
Try	Tryptophan
Val	Valine



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### The Economics of Protein (Continued from page 10)

In white flour the low point is lysine. It only contains 50% of the required lysine, and hence the dam is only 50% effective. If all the other amino acids were available to the level of line 10 and the lysine level remained the same, as far as your body is concerned, only 50% of the protein you eat is utilized as a protein.

In soy flour the limiting amino acid is methionine. Of the protein eaten only 63% of the protein can be utilized by the body for protein manufacture. The dam is only 63% effective. Now let's add to our previous calculations.

100 pounds of white flour (10%) contains 10 pounds of protein. The poor lysine level limits its effectiveness 50%. Therefore, only 5 pounds of protein are effectively utilized. 100 pounds of soy flour contains 50 pounds of protein. Methionine limits its effectiveness to 63%. Thus only 31.5 pounds of the protein is utilizable as a protein source.

To summarize:  
100 pounds of white flour has 5 pounds of utilizable protein. 100 pounds of soy flour has 31.5 pounds of utilizable protein.

Let's put the economics into protein:  
100 pounds of flour costs \$7.00 per hundredweight. It yields 10 pounds of protein of which only 50% is utilizable.

So:  
5 pounds of utilizable protein costs \$7.00 or \$1.40 per pound. 100 pounds of soy flour costs \$13.50 per hundredweight and contains 50 pounds of protein. That protein is 63% efficient and therefore provides 31.5 pounds of utilizable protein. The cost per pound of utilizable protein is 42¢.

#### Relative Costs

The chart that follows shows a comparison of relative costs of protein as derived from selective food sources. I have tried to update it to reflect current food values. Take it home and insert the cost you pay for protein foods at your grocery store. You will be surprised as you evaluate food in terms of protein value.

One thing should be obvious. Cereal grains and oilseeds provide some of the cheapest sources of utilizable protein. Add this to the fact that these foods can be produced in volume, are easily transported, storable, and can be adapted to the various diets of the world, and I think you will see the role they will play as the forces of food and population intertwine. If ever a group should begin to tune in, they are right here.

Relative Costs of Utilizable Protein as Derived from Selected Food Sources

Food Source	Price of Source Material per lb.	Crude Protein Content %	NPU Value %	Utilizable Protein Content %	Cost of Utilizable Protein \$ per lb.
<b>Meats and products</b>					
Pork, boneless carcass	43.0	15.7	84.0	13.2	3.25
Beef, boneless carcass	48.7	19.5	76.7	15.0	3.26
Chicken, mature	32.7	19.0	69.6	13.2	2.46
Frankfurters	64.0	14.2	64.0	9.1	7.04
Gelatin	70.0	85.6	2.5	2.1	32.71
Fish	44.6	18.3	79.5	14.5	3.07
Fish protein concentrate	40.0	80.0	71.7	57.4	.70
<b>Dairy Products</b>					
Milk, whole, fluid	6.7	3.5	81.6	2.9	2.34
Milk, skim, powder	22.4	35.6	79.6	28.3	.79
Cheddar cheese	51.9	25.0	69.8	17.4	2.97
Whey, dried	9.0	12.7	83.9	10.7	.84
Whey protein concentrate	75.0	84.0	84.0	70.8	1.06
Casein	60.0	99.0	72.1	71.4	.84
Eggs, medium size	25.0	12.8	93.5	12.0	2.09
<b>Legumes &amp; Oilseeds</b>					
Beans, average	6.7	21.4	38.4	8.2	.81
Peas, dried	5.5	24.0	46.7	11.2	.49
Peanuts, shelled	18.2	26.9	42.7	11.5	1.58
Soybean flour, low fat	8.5	44.7	61.4	27.4	.31
Soybeans, extruded	28.0	52.5	58.0	30.4	.82
Sesame seed	23.6	33.4	53.4	17.8	1.32
Sunflower seed	17.5	23.0	58.1	13.4	1.31
Cottonseed meal	13.0	42.3	52.7	22.3	.58
<b>Grains</b>					
Corn meal, whole	6.4	9.2	51.1	4.7	1.36
Wheat flour, white	6.5	11.8	45.6	5.4	1.21
Wheat flour, white with .3% Lysine	7.2	11.8	59.0	7.0	1.03
Wheat gluten	22.1	80.0	37.0	29.6	.75
Rice, whole	9.0	7.5	70.2	5.3	.71
Wheat, whole grain	3.3	12.2	65.2	8.0	.41

References: Prices are farm value or the equivalent price at a manufacturer, in wholesale lots.

Amino Acid Content of Foods, M. S. Orr and B. K. Watt—Home Economic Research Report No. 4, USDA, Washington, D.C. 1968.

Amino Acid Content of Food & Biological Data on Proteins—FAO Nutritional Studies Report No. 24.

### ADM Earnings Up

The Archer Daniels Midland Co. indicated net earnings after taxes were up 46% in the nine months ended March 31, as compared with figures for the corresponding period of the preceding year.

For the first nine months of current fiscal year, July through March, net earnings after taxes totaled \$11,642,834, or \$1.69 a share, against earnings of \$8,001,846, or \$1.22 a share, adjusted for a stock split in same period of preceding year.

Provisions for federal and state income taxes in the first nine months of the current fiscal years were \$10,367,190, against \$7,265,000 for the same period a year ago.

ADM also reported net earnings of \$5,644,695, or 82¢ a share, for third quarter ended March 31, compared with \$3,436,707, or 51¢, in same January-March quarter a year ago. The earnings per share are based on 6,581,336 average shares outstanding in the quarter after adjusting for a December, 1972, two-for-one stock split by the company.

### ConAgra Has Sharp Gain

Net sales and earnings of ConAgra, Inc. in the third quarter and 40 weeks

ended April 1 registered wide gains over the previous year.

J. Allan Mactler, president, attributed the sales improvement primarily to continued growth in the company's flour, formula feed and poultry businesses.

In the 40 weeks ended April 1, ConAgra sales totaled \$310,683,973, compared with \$226,669,217 in the same period of the 1972 fiscal year. Net earnings for the first three quarters amounted to \$5,216,102, equal to \$1.66 a share on the common stock, compared with \$2,472,587, or 77¢ a share, in the previous year. An extraordinary charge a year ago further reduced income by \$246,875, or 7¢ a share.

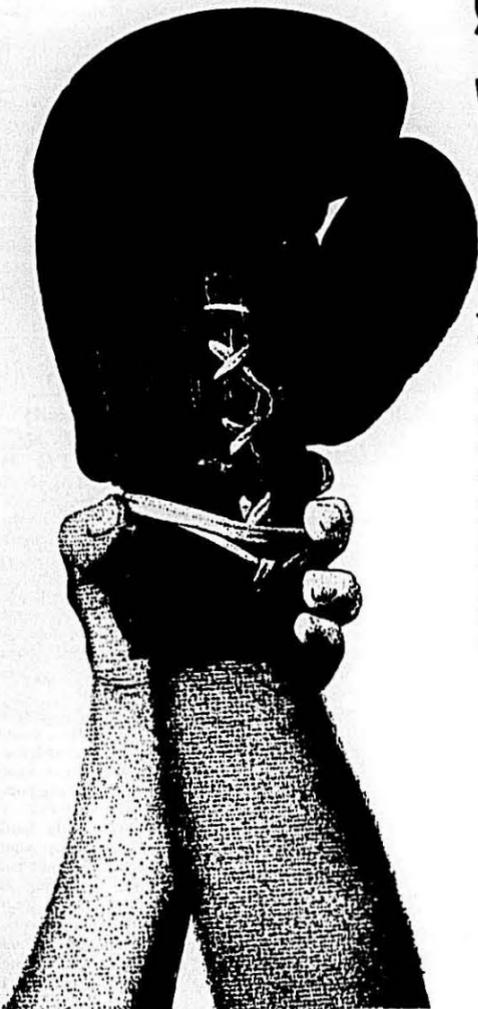
### Pennsylvania Dutch Noodles

"When I select only the finest beef and properly aged blue cheese for my Beef Lancaster, do you think I would skimp on the noodles I use?"

This testimonial is featured in a Pennsylvania Dutch Noodles ad. It comes from Chef Louis Szathmary, proprietor of Chicago's famous restaurant, The Bakery.

**National Macaroni Week  
October 11-20, 1973**

THE MACARONI JOURNAL



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### Triangle Package Machinery Company Celebrates Its 50th Year

Two generations of Muskats have been involved in the day-to-day operation of Triangle Package Machinery Company in Chicago. Pictured are from left to right: Walter P. Muskat, Vice President; Peter Muskat, Vice Chairman; L. R. Muskat, Chairman; Robert Muskat, President.



#### Speed and Accuracy

Triangle is noted for finding faster and more accurate ways to put product in packages, so it is not surprising that major emphasis has been given to engineering, design, research and development.

Engineering departments, mechanical and electrical, have more than doubled in size in the past ten years. Each engineer and designer has been given his own individual area within a system of modular walls. Experimental facilities housing complete laboratories for almost all equipment made are still available. It's the quality of experience here that can really shape a successful installation.

The company is proud of the extensive use that it makes of its computer

operations, the skill of design work and judgment exercised by the engineers, the precision machining of the production department as well as the fine finishing applied to their equipment.

#### Major Advancement

There have been major advancements in recent history, such as the development and progress of the Flexitron net weighing system, acknowledged to be the fastest and most accurate in the industry. A few months ago Flexitron III and III-A were introduced, third generation systems with wash-

down capabilities and damage resistance. The III-A form satisfies the most rigid sanitary requirements, while the III form is suitable to application of less stringent standards.

In an effort to provide "hands off" automated packaging, they have developed the Servogard family of servo controlled components, to monitor and adjust feed rate, dribble time and final weight. Their new Checkweigher makes certain that no over or underweight packages leave your plant.

Another new development is their high-speed Poly Sealing System, which can increase production speeds.

Other recent advances include: an In-Stock line of standard form-fill-seal machines; the Big Bag Machine, the L9, which handles sizes to 14" x 20"; our miniature Flexitron systems for products such as pipe tobacco; gas-flush systems for non-atmospheric packaging of products such as coffee; special wrappers for long-cut macaroni products; improved Rotary Cup Fillers.

#### High Quality

To compete and grow in the packaging industry for 50 years requires—better make that demands—a high quality facility and the people to match it. Triangle has both.

## Talent, Product, Technology Spell Corporate Health

by Ralph Sarli, president, American Beauty  
in Triangle's "Packaging in Action, Vol. V, No. 1



Ralph Sarli

success in the competitive marketplace. But they can quickly add up to failure without the magic of good products, fairly priced and readily available.

Not immediately apparent in the formula, but certainly a basic ingredient, is the modern processing and packaging technology that assures high quality while keeping costs down to a level that permits competitive pricing and extended distribution lines.

#### Founded in 1912

We've been blessed with the proper combination of talent, product and technology ever since our firm was founded in 1912, in Kansas City, Mo.

The macaroni market was quite different then, in that consumption of the 700-year-old product was primarily an ethnic matter.

In those pre-WWI days, a substantial quantity of macaroni was imported from Italy. Production here and over there, involved a lot of hand work, from processing to packaging.

Companies were small and family owned, with distribution confined to metropolitan areas.

The war closed off supply lines from Italy, imposing a considerable demand for greater production and distribution on the U.S. macaroni industry. American eating habits were changing so. The war brought restrictions on many foods and the American housewife discovered the economy, nutrition and universal versatility of macaroni. By the conclusion of the conflict, macaroni as well as its way toward becoming a mass market product.

Right from the beginning macaroni makers were innovative, designing and building their own, modifying proprietary processing and packaging equipment to pace the growing popularity of our products. To succeed, to extend distribution beyond city limits meant automating the plant. By happy coincidence, the packaging equipment industry was rapidly emerging about the same time. Actually, you could say we grew up together.

Packaging equipment not only helped extend distribution lines by efficiently putting the product in sealed

(Continued on page 16)

# ASEECO CONVEYING SYSTEMS



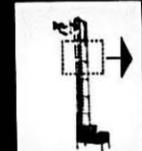
The Versatile Bucket Elevators with Space-Age Design: Sani-Plas Buckets (Polypropylene or Lexan) FDA approved Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Streamlined open frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities up to 4000 cu. ft./hr. Write for Bulletin A-10

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## VIBRATING CONVEYORS

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## BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS



### ACCUMAVEYOR

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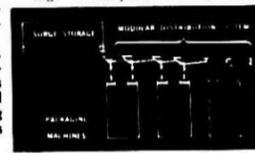
Capacities up to 70,000 lbs.  
Bulletin CAC-20

### 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 CMI-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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## American Beauty Macaroni

(Continued from page 14)

containers, it also was far faster and more economical than previous methods. It could keep pace with the increasing tonnage capacity of our driers and provided a sanitary means of marketing product. On the merchandising front, the package increasingly became a point-of-purchase sales tool as chain stores changed shopping and buying habits.

### Highly Automated

American Beauty, with recognized high-quality products, has prospered because we've adhered to the policy of making our eight plants the most modern and highly automated in the industry today. We've been quick to utilize new techniques in processing and packaging, sometimes collaborating with suppliers to engineer highly specialized equipment.

We were one of the first to use flexible packaging, which has proved so successful that today some 90 per cent of our more than 60 products are put in pouches. These range from 48 different kinds of macaroni to spaghetti sauce and chili seasoning mixes, our Instant Idaho Mashed Potatoes in bags ranging from 2 oz. to 2 lbs. 8 oz., and including the ingredients for our line of economical dinners.

### Excellent Prospects

The future for American Beauty remains excellent. Our products, which almost have become commodities, are inexpensive, providing nutritious basis for a wide variety of dishes in good times or bad. Our new products, such as our expanding line of dinners and instant mashed potato items, have created new markets. And the versatility of flexible packaging certainly holds the key to many more convenient foods.

One facet of American Beauty that hasn't changed over the years is its family ownership and operation. Like so many firms that have retained their original corporate structure, we've found it has brought us closer to our customers, suppliers and employees. Call it a close-knit company, with owners interested in all operations, big or small, it has been a key to maintaining the wide-range of expertise necessary to bring American Beauty to its 61st year in as vigorous a state as any youngster you'd care to name.

### Checkweighers Pay Off For Ronzoni Macaroni

Can a Hi-Speed CM-60 Checkweigher find happiness with a 50-year-old family-owned macaroni company? Not just



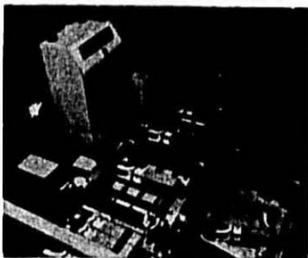
Alfred C. Ronzoni says: "The Checkweighers hold our fill tolerance within specifications with very high reliability."

one, but five of them have found a very happy home at the Ronzoni Macaroni Company, Inc. in Long Island City, New York.

Mr. Alfred C. Ronzoni, Vice President in charge of production, provided some interesting details of this Hi-Speed installation in a recent interview. The company, which was started some fifty years ago by Mr. Ronzoni's grandfather, manufactures a complete line of quality macaroni, spaghetti and noodles, plus a variety of special sauces. Distribution is primarily throughout the northeast, though a small percentage of the products are shipped nationally. Alfred Ronzoni has been associated with the company in various capacities for twelve years.

### High Speed Fillers Installed

Mr. Ronzoni explained that the first of the five Hi-Speed CM-60 Checkweighers was installed about two and a half years ago, to permit use of high speed fillers on each of the macaroni and spaghetti packaging lines. At that time the lines were operating at a speed of sixty per minute, and package



Five Hi-Speed Model CM-60 Checkweighers, plus Hi-Speed Metal Detectors, move difficult-to-handle packages of macaroni and spaghetti at line speeds of over 150 per minute within required tolerances.

weights were spot-checked by putting a package out of the line and weighing it on a nearby scale. "Packages were constantly overfilled to guard against any underfills passing through," said Mr. Ronzoni.

### New Speed and New Accuracy

The CM-60's, with push-off reject are used on all five of the lines, in conjunction with Hi-Speed metal detectors. And they've made a tremendous difference in operation, as Mr. Ronzoni pointed out. "The present lines are operating between 150 and 175 packages per minute. Each line handles a variety of macaroni and spaghetti products," he added. Packages are sealed before they pass over the Checkweigher, and simple adjustments of the side rails on the conveyor and Checkweigher are all that is necessary to accommodate different size packages. And about the accuracy, Mr. Ronzoni had this to say: "The Checkweighers hold our fill tolerance within specifications with a very high reliability." He went to explain that "In our industry it is natural to overfill slightly. We set the Checkweigher to reject packages with a fill less than target weight and to register all fills over upper control limit."

Overfills are allowed to pass through the line, but by watching the Checkweigher indicator, the operator can discover the overfilling quickly, and adjust the filling machine immediately, to decrease the fill. Hi-Speed Metal Detectors behind each CM-60 Checkweigher provide protection against accidental inclusion of metal particles.

### High Operating Efficiency

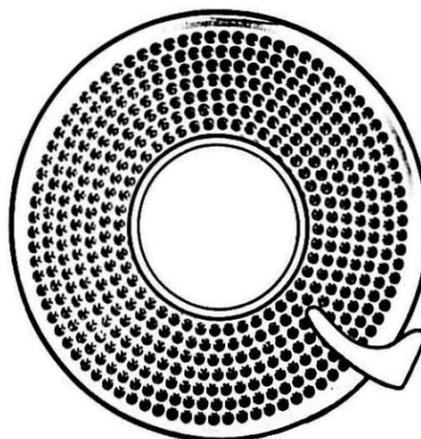
Is Ronzoni happy with Hi-Speed? "There is no doubt about it," says Mr. Ronzoni, "with Hi-Speed Checkweighers in our packaging lines, we are getting better quality control, as far as proper weights are concerned." No serious problems have been encountered with any of the Hi-Speed units, and Ronzoni has had only minimal downtime. Because of the solid state circuitry in controls, a section can be replaced in a matter of minutes. Mr. Ronzoni added, "Naturally, we keep a supply of parts on hand, but when we need a vital part, Hi-Speed will rush it airmail to us, and invariably we will have it the next day."

To sum up in Mr. Ronzoni's own words, "It goes without saying that we are pleased with the operating efficiency of the Hi-Speed units."

National Macaroni Week  
October 11-20, 1973

THE MACARONI JOURNAL

# EMERGENCY?



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JULY, 1973

## MACARONI AROUND THE WORLD

INCREASING personal income is having a marked effect on Italian food preferences, according to a University of Bari assistant professor who has just concluded two years' advanced study at the University of California at Davis.

Antonio Corleto, 34, from the south-east coastal region of Puglia, told the Council of California Growers that Italians are rapidly becoming more protein conscious. "As personal incomes rise our people are demanding more meat—and less pasta and bread."

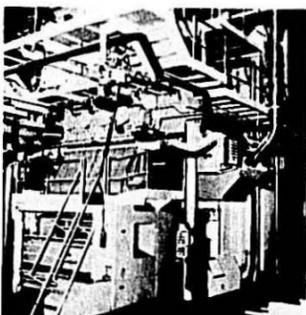
The Braibanti Company of Milan agrees that with the general improvement of living standards there has been an increased use of various foods such as meat but they observe that the consumption of pasta could hardly be higher. They note that there has been a constant increase in the use of egg products such as noodles, and specialties like ravioli and tortellini.

Pastificio Pavan in Galliera Veneta, Padova, says that short cut products represent half of the production with long goods such as spaghetti 40%, and specialties such as noodles and nests 10%.

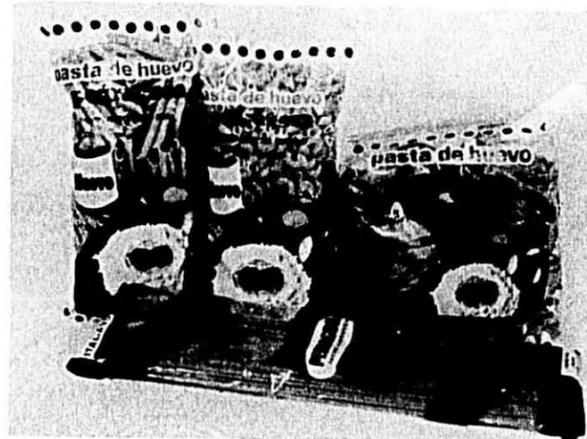
Just as in the United States, the number of manufacturing units are declining in Italy but the larger get larger. There are between 350 and 400 plants operating in 1973 producing 1,450,000 tons to 2,000,000 tons.

The largest producer in Italy is Barilla of Parma. They are an affiliate of W. R. Grace & Company whose annual report in 1972 said: "In Europe, Grace is establishing a continent-wide distribution system to serve the Common Market area and is expanding its product lines."

The marketing of Barilla products in southern Italy was enhanced by the acquisition of a pasta processing com-



Barilla in Parma, biggest of them all.



Spanish products are labeled: "Five fresh eggs per kilo." Manufacturer is Pedragosa of Barcelona.

pany in Naples. The development and production of Barilla pasta-based dinner products are being stepped up, and the line of rusks and breadsticks is being broadened. An expansion of bakery facilities is under way.

It is estimated that there are some 65 factories in Italy with the production of more than 30 tons daily.

### Switzerland

Neighboring Switzerland complains about Italian dumping and cruel competition among the 30 Swiss manufacturing firms. Production was up in 1972 some 6% to 56,782 metric tons with noodles, spaghetti and elbow macaroni the most popular varieties.

### Germany

In West Germany, there are 90 macaroni manufacturing plants producing about 200,000 tons of product. This is down 10 from a year ago and the prospect is for steady business.

The competitive situation is rough with discount competition between manufacturers both at wholesale and retail. Abolition of price maintenance came about April 1 and increased costs cannot be passed on to consumers.

In addition to macaroni, spaghetti and egg noodles, spätzle is popular and all products are produced with fresh eggs or egg products.

### Finland

In Finland, five macaroni plants produced 7,500 tons of macaroni products in both short and long form. They use only hard wheat as the importation of durum is forbidden. There are price

controls in Finland and increasing the consumption of the consumer is a major problem.

### Spain

Pasta, not very popular in Spain at one time, is enjoying increased demand. This is partially due to tourism, partially to the fact that pasta makes a fine dish. However, a product of good quality is obtained only when produced from first-class durum semolina and manufactured with technically sophisticated machinery and installations according to Buhler Brothers of Switzerland. They have been making such placements in Spain.

Pastas Alimenticias Pedragosa of Barcelona reports that in 1972 there were 75 macaroni plants in the country, about half of the number two years before, but that there is still an excess of capacity with too many factories. Production is estimated at 100,000 tons annually because the consumer does not know the difference between the good and poor quality or how to cook pasta. Competition is keen with cheaper grades.

### Israel

In Israel there has been slow progress. Some six plants produce about 10,000 tons annually with Osem Food Industries the major factor.

In addition to macaroni, spaghetti and noodles, a toasted shortcut is produced by a special process. Better quality is sold in polythene bags with cheaper products in paper bags.

The Israeli government has instituted price control, but steadily rising wages

due to a tight labor market creates a cost squeeze.

### Great Britain

Pasta consumption in Great Britain has skyrocketed in recent years. Total tonnage figures for dry pasta sales in Britain during the five years of 1966 to 1970 include imported products which were being sold under some 200 different brand names. It is notable that against the overall growth pattern, the sale of imported products grows by only 450 tons in that period of time as the British product was consistently of very high quality.

Estimates of total retail of dry pasta sales:

Year	Tons
1966	8,960
1967	9,640
1968	10,130
1969	10,740
1970	11,700
1971	12,400
1972	13,500

The Russian wheat deal had an impact on durum prices in Britain as well as elsewhere. On January 1, 1973, the industry was permitted by the government to raise prices by £10 a ton to provide small comfort as the industry was absorbing higher costs than that and since that date the price of durum has soared even higher. British pasta producers philosophise that no situation is entirely without relief; the durum industry is not alone in the fluctuating grain market.

Pasta remains an important, competitive and nutritious food.

### Imports

In 1972, Britain imported 194,372 cwt. of pasta, worth £1,197,456, as compared with 184,958 cwt., valued at £1,093,377, in 1971. Here are the performance figures for the principal suppliers:

	1972		1971	
	Cwt.	£	Cwt.	£
Germany	376	4,033	4,472	22,271
France	3,937	30,695	2,554	17,128
Italy	154,330	837,278	141,281	767,389
Spain	8,340	47,323	10,214	52,028
Malta	853	4,557	320	1,383
Cyprus	3,263	23,617	4,048	24,912
Romania	714	2,183		
Israel	2,255	22,970	2,588	19,012
Pakistan	1,689	13,127	1,408	9,217
Singapore	341	5,515	149	1,450
China	6,056	50,655	7,517	59,729
Hong Kong	8,917	114,624	8,215	92,649
Japan	1,244	26,500	960	16,648
Canada	151	2,343		
Turkey	598	3,237	164	606

Five plants are producing 25,000 tons annually in Britain and prospects are for continued upward sales. Major problems are potatoes and bread!

### Canada

Census figures on the macaroni industry in Canada show that production in



Drei Glocken plant at Weinheim, Germany.

1958 amounted to 114,000,000 lbs. By 1967 there had been a 27% increase to 144,250,000 lbs. In the five years that have elapsed since the last census there has probably been another increase of 25% in the total market.

The government counts 19 manufacturing firms and this has been quite steady over the past two decades. The consumption pattern in Canada is quite similar to that of the United States and the heavy eating areas are in the east in the provinces of Quebec and Ontario where more than half of the population resides.

The French Canadians are quite European in their culinary habits while the rest of Canada is quite similar to the United States. Toronto manufacturers regard upper New York state as a part of their marketing area just as those in Montreal regard New England as an extension of theirs.

### Mexico

George Mordacci, former representative of Pavan in Mexico is now affiliated with Alimentos Rex, a manufacturer. He reports that macaroni sales have doubled in Mexico in the last 5 years with consumption running about 3 kgs. per person. He regards the future as excellent with increases of 10-20% in prospect for the next 5 years.

There are about 45 plants in Mexico with an average capacity of about 40 tons. Coiled goods are popular along with short cuts for soup. 10% of production is in long goods and 10% stamped goods.

The macaroni industry of Mexico needs qualified personnel and product promotion to increase interest and per capita consumption.

With recent high prices in the United States there has been some exporting of product into the southwest from Mexico.

### Venezuela

There are 70 to 80 plants operating in Venezuela producing approximately 100,000 metric tons annually. Long goods account for about three-quarters of the output, with short cut—one-quarter and twisted products 5%.

Great Plains Wheat of Venezuela is an affiliate of the U.S. organization and has done much to create interest and publicize macaroni products in Venezuela.

The industry itself is confronted with the usual problems of competition, higher costs, and obtaining qualified technical help.

### Brazil

Mr. Frederick Charles Day of Great Plains Wheat in Brazil reports that trends in that country are up and the prospects look good.

Semolina sells for \$11.32 for hundred weight and eggs at 3¢ each. Egg products are common but very little semolina is used.

### Australia

Rinoldi Spaghetti Pty Ltd. of Victoria, Australia says there are 8 plants in that country producing 28,000 long tons annually. Spaghetti is the most popular cut.

Australians are confronted with spiraling cost increases, price control, and a competitive situation where too many manufacturers are chasing too small a market creating low margins and resulting in the fact that manufacturers cannot afford further automation.

(Continued on page 22)

In Semolina and Durum flour, quality has a color. Pure, flawless gold. The color of King Midas Semolina and Durum flour.

It's the color we get in Semolina and Durum flour because we begin with the North Country's finest Durum wheat, and mill it in facilities designed *specifically* for the production of Semolina and Durum flour.

It's the color you get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

And from the time our golden King Midas Semolina and Durum flour start on their way to becoming your golden pasta, Peavey is following through with the fastest, most reliable service possible. And we're working to be better. Our new King Midas Semolina and Durum flour mill at Hastings, Minnesota, rounds out a distribution network second to none.

It still comes down to this. We want you to keep putting Peavey in your pasta... right along with your pride.

## the Pure, Golden Color of Quality.

King Midas Semolina and Durum Flour from Peavey, for Pasta with "The Golden Touch." Pure Golden Color. Great Eating Characteristics.



At the new Peavey mill in Hastings, Minn., as in all the King Midas Semolina and Durum flour mills, Durum wheat receives all the extra milling, cleaning, purify-



ing and filtering processes that make Durum run on a Semolina mill something special... processes that mean pure, golden pasta with fine eating character-



istics. And at the Peavey mills, automation of virtually all processes means that quality levels are maintained — all the way. We wouldn't have it any other way.

Peavey Company, Flour Mills, Minneapolis, Minn. 55415

**PV** **PEAVEY COMPANY**  
Flour Mills

## Macaroni Around the World

(Continued from page 19)

and larger presses. Nevertheless, the trend of sales is predicted up and there is some optimism for improvement.

### Japan

Continental Grain Company advertises: "Takao Okamoto's pasta palace is helping pay off Ray Stewart's combine."

An Italian style restaurant in Japan? It comes as no surprise to anyone acquainted with today's cosmopolitan Japan.

One indication of changing Japanese eating habits is an upward trend in wheat consumption. The typical Japanese diet now includes generous amounts of bread, pastry, noodles and pasta—including Chef Okamoto's spaghetti al dente.

The fact that Japan's mountainous topography is unsuitable for wheat production has not held her back. Since she can't grow enough wheat, she buys it.

Last year, Japanese wheat imports amounted to about 180 million bushels—including 78 million bushels grown by American wheat farmers like Ray Stewart. This year, the U.S. share will be close to 100 million bushels.

And that's only wheat.

Japan also buys substantial quantities of U.S. feed grains and protein supplements. In fact, all told, she's our number one regular customer for agricultural exports.

These exports help put food on a lot of Japanese tables.



Osem Macaroni of Tel Aviv: "Generations of know-how, the most modern machinery and selected raw materials are the secret of top quality."

And the income derived from these exports does the same for a lot of American tables.

### British Movie

British Pasta manufacturers are proud of their products, so much so that they are making a new film about them.

More and more people are buying pasta, so "we feel there is a need for an educational film about British pasta," explained Freddie Fox, a director of R. H. Clark, the millers.

"All the films that are currently available are either made overseas, or are a bit out of date. They don't take into account that the British pasta industry has grown considerably over the past few years, and that British pasta is among the best in the world—far superior to most of the imported brands."

### Adventure with Pasta

The 16mm color film, which has been given the provisional title of, Adventure With Pasta, will give a brief outline of the history of pasta, its manufacturing process and its application in all forms of catering.

Shooting is taking place at various locations in London, Great Yarmouth and St. Albans.

When the film, which is jointly sponsored by the principle semolina millers in this country, is ready for release in May it will have a running time of 20 minutes.

### Jenny Is a Gem

Meanwhile, imagine yourself in a 12 ft. by 12 ft. kitchen, with eight other people squeezed in around you; four arc lamps blazing down on you for ten hours; a microphone taped to your chest, with the wires wound round your waist; and a film camera staring at you just a few feet away from your face.

You are then asked to cook 20 perfect dishes showing how just one product could be used in recipes covering all the courses in any meal.

That this feat is possible at all, says a great deal for pasta as a convenience food. But it says a great deal more for the cook.

Pasta Foods Limited's Senior Home Economist, Jenny Roe, not only prepared the 20 appetizing and attractive looking dishes under these conditions, she kept her sense of humor all the way through the ten hours.

"The really difficult part," says Jenny, "was when they taped my feet to the floor, so that I could not move out of the camera's range."

**National Macaroni Week**  
October 11-20, 1973



**Pasta Die:** The producer lines up a tricky shot in the semolina millers' new educational film about pasta. Here Cameraman Maurice Picot holds a metal die through which pasta dough is extruded to form macaroni.

Left to right: Producer John Blomfield, Mr. Picot and Assistant Cameraman Arthur Davis.

## Developments of IPACK-IMA '73

A meeting of the IPACK-IMA '73 committee, headed by Chairman Mario Saggini, recently outlined developments of the Exhibition to be held in the Milan Fairgrounds Oct. 8-14.

### Three Sectors

Organized into three sectors of packing and packaging, food-processing machinery, and mechanical handling the show is already large enough to occupy five pavilions, including the Engineering Pavilion which is noted for its astuteness. Some 535 exhibitors were registered up to the month of April and many more are expected. A wide spectrum of foreign participants give the Exhibition a strong international character.

The packing section runs the range from plastics processing to new examples of machines and complete processing lines.

The food-processing machinery sector will have a large exhibit of macaroni processing machines as well as confectionery manufacturing units and equipment for other fields of food production.

An extension of food processing and packaging will be organized by the U.S. Trade Center in Milan.

The mechanical handling sector, compared with previous editions, promises a greater degree of compactness and representation.

INTERNATIONAL EXHIBITION  
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## Delmonico Contest

Delmonico Foods is offering a one-week trip to Rome for two to spur increased awareness of its new slogan, "Things get more Italian when you serve Delmonico."

The "Discover Italy" contest was kicked off May 21 with announcements on the Paul Dixon Television Show syndicated in Cincinnati, Dayton, Columbus and Indianapolis markets. It coincides with the grand prize drawing in mid-June. The grand prize winners appear on the Paul Dixon show June 18.

Contest entries were submitted on Delmonico box ends. Magnavox color television sets were given as runner-up prizes. The trip to Rome includes airfare on Alitalia Airlines, meals, hotel and spending money.

Delmonico president Joseph P. Viviano says the contest, which was promoted with daily television advertising, is expected to stimulate sales as well as call attention to the macaroni producer's Italian theme.

## Creamette to Open New Plant

The Creamette Co., manufacturers of Creamette macaroni products, opened a new manufacturing, packaging and



Delmonico President Joseph P. Viviano

warehouse facility in May in New Hope, Minnesota.

The plant will include 108,000 square feet of space when completed and another 20,000 square feet of office space at a later date.

John Linstroth, Creamette senior vice president, said the company expects a production output of 500,000 pounds daily. Actual production will begin Oct. 1.

Linstroth, who has been with Creamettes for 32 years, designed the plant, purchased all the machinery and made the plant lay-out for all the equipment.

Construction on the building began in October 1972 by the Rauenhorst Corp.

## Giovanni Foods Acquired By San Giorgio

Will S. Dade, President of San Giorgio Macaroni, Inc., has announced that San Giorgio has acquired the assets of Giovanni Foods, East Greenville, Pa., producers of frozen pasta products.

San Giorgio plans to continue production of these products under the Giovanni brand name and subsequently will offer a new line of frozen pasta products under the San Giorgio brand name.

John Messina, a partner of Giovanni Foods, will join San Giorgio in the capacity of Manager of Operations at East Greenville with general responsibility for production.

San Giorgio is a large producer of dry pasta products and spaghetti sauces with distribution in the Eastern Seaboard states. Giovanni Foods will operate as a division of San Giorgio, which is a wholly-owned subsidiary of Hershey Foods Corporation, Hershey, Pa.

## Delmonico Productions

Carroll Morgan has been promoted to District Sales Manager of the Louisville market.

Dennis Spowles, formerly Manufacturing Manager, has been promoted to Production Manager.

## Super Market Institute Elects Officers

**EDWARD J. SCHNUCK**, chairman of the board and chief executive officer, Schnuck Markets, Inc., Bridgeton, Mo., was elected president of Super Market Institute at the Institute's 36th Annual Convention in Dallas. He succeeds James Cooke, chairman of the board and chief executive officer, Penn Fruit Company, Inc., Philadelphia, Pa.

SMI is the education and research arm of the food distribution industry. The present membership of the Institute is over 800 super market companies and grocery wholesalers throughout the world. In 1972 the retail stores accounted for \$57 billion in sales; the wholesaler members served more than 58,956 retail food stores and had wholesale sales of \$12 billion.

Prior to election as president, Mr. Schnuck served two terms as SMI's first vice president. From 1969 to 1971 he served as vice president; from 1966 to 1969 as a director at large, and filled the same office from 1961 to 1964.

### Largest in St. Louis

Since 1952, Mr. Schnuck's firm has grown at a meteoric rate until it is now the largest retail food chain in the metropolitan St. Louis area. The chain operates 50 large, modern super markets and plans to continue its rapid rate of expansion. Corporate headquarters are located on a 55-acre tract in Bridgeton with four modern buildings—the administration building, a grocery distribution center, a perishable warehouse encompassing a freezer, dairy and produce distribution facility, and the bakery plant. The total complex has over 300,000 square feet of floor space under roof.

Elected first vice president of SMI was Milton Perlmutter, president, Supermarkets General Corp., Woodbridge, N.J. Perlmutter had been serving SMI as a vice president prior to his present office. He has previously been an SMI director at large (1969 to 1972) and Atlantic regional director (1965-1968).

### Other Officers

Other newly elected officers include: vice president—Harry Beckner, president, Jewel Food Stores, div. of Jewel Companies, Inc., Melrose Park, Ill.; and treasurer, Jack Evans, president, Tom Thumb Stores, Inc., div. of Cullum Companies, Inc., Dallas, Texas. Re-elected to a third term as vice presidents were Robert O. Aders, chairman of the board, The Kroger Company, Cincinnati, Ohio, and John P. Thompson, chairman of the board, The Southland Corporation, Dallas. Re-elected



First VP Milton Perlmutter (left), James Cooke, post president (center), and President Edward J. Schnuck (right).

SMI secretary was Earl W. Madsen, president, Madsen's Super Valu Stores, Mankato, Minn.

The following regional directors were elected to three-year terms: C. L. (Pete) Newsome, vice president, Publix Super Markets, Miami, Fla. (Southeast); J. L. Scott, vice chairman and chief executive officer, Albertson's, Inc., Boise, Idaho (Mountain); Don Byerly, president, Byerly Foods, Inc., Edina, Minn. (West North Central); Ray D. Wolfe, president, Oshawa Group, Toronto (Canada); and John Sainsbury, chairman, J. Sainsbury, Ltd., London, England (Western Europe).

Continuing as regional directors are Charles C. Butt, president, H. E. Butt Grocery Company, Corpus Christi, Texas (West South Central); Avram J. Goldberg, president, Stop & Shop Companies, Inc. (New England); Thomas P. Infusino, president, Nutley Park Shop Rite, Inc., Nutley, N.J. (Middle Atlantic); Don E. Marsh, president, Marsh Supermarkets, Inc., Yorktown, Ind. (East North Central); and Ben Schwartz, president, Foods Company Markets, Los Angeles, Cal. (Pacific).

Elected directors at large for three-year terms were: Lawrence A. Del Santo, president and chief executive officer, Von's Grocery Company, Los Angeles, Cal., and Carl Fazio, chairman of the board, Fisher Foods, Inc., Bedford Heights, Ohio.

Continuing as directors at large are: Stephen I. D'Agostino, president and chief operating officer, D'Agostino Supermarkets, New Rochelle, N.Y.; William R. Deeley, president, Alpha Beta Acme Markets, Inc., La Habra, Cal.; Yosh Inadomi, president, JonSons

Market, Inc., Las Angeles, Cal.; Sam Singer, president, Applebaum's Food Markets, Inc., St. Paul, Minn.; Bernard Weisberg, president, Chatham Super Markets, Inc., Warren, Mich., and James T. Wyman, chairman of the executive committee, Super Valu Stores, Inc., Hopkins, Minn.

More than 10,000 people attended SMI's 36th Annual Convention and Educational Exposition. This includes SMI members, people associated with the exhibits, and industry guests. It is the food industry's biggest yearly event.

### Mr. Cooke Makes a Free-Wheeling Speech

SMI President James Cooke, chairman of Penn Fruit Company, Philadelphia, spoke out at the Dallas convention on "predatory tactics" of major chains indicating the adversary process among supermarkets is not working "when one giant retailer can demoralize practically an entire industry as we have witnessed in the past year."

He also called for a complete overhaul of the national brand-marking systems as it now exists, with elimination of many "third, fourth and even second manufacturer brands" and a greatly increased use of private label.

He also called retailers "cowards" for not speaking out against Government attack. Whether the "failure of courage" charge is accurate or not, one can't dispute that, for a variety of reasons, some quite legitimate, they have been reluctant to condemn certain Government actions and statements.

(Continued on page 26)

# MICROWAVE

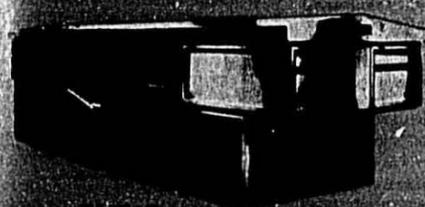


Microwave drying, the first really new development in a long time, has quietly been proven by some of the largest pasta producers.

■ 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.

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## Mr. Cooke Speaks

(Continued from page 24)

Finally, Cooke accused brand manufacturers of selfishly trying to create a consumer franchise through huge ad expenditures at the expense of retail markups. He called on many suppliers to take the labels off their products and turn them into private brands.

### Comment

Steve Weinstein of Supermarket News says:

There's no doubt that some of Cooke's charges are true—at least to some extent. On the other hand, his feelings may be colored by the extremely rough competitive situation in the Philadelphia area, which is not necessarily reflective of the entire country.

But there are retailers who are guilty of predatory tactics. There always were and there always will be; that, unfortunately, is the nature of the business beast. There also are legitimate differences of opinion on what constitutes predatory tactics. Sometimes the Justice Department or the FTC takes action to stop illegality; other instances go unpunished.

### Manufacturer's Viewpoint

It's also true that manufacturers are in business to make money and their primary concern is not with the retailers' problems as such. Some continue to take what distributors consider harmful actions despite protestations. Whether they succeed depends on their merchandising clout. If they haven't got it, they'd better listen or they'll lose customers. If consumers want their products, however, they can afford to be more independent.

On the other hand, most manufacturers are reasonable and cooperative. Obviously this is not because they're altruistic, but because it makes good sense to cooperate with customers when you need them and want them to be satisfied if possible.

And the complaints are not all one-sided. While manufacturers hesitate to voice objections, they also are subjected to pressures from distributors.

### Year of UPC

It was an exciting convention. Contributing were the move to a new city, the usual idea-provoking workshops, the talks by Cooke and by Robert Aders on labor relations and last, but far from least, the electronic checkout. From the exhibit floor to the general session and workshops, the electronic registers provided a spark. It was definitely the year of UPC.

## UPC—The Promise— The Problems

Fritz Biermier, assistant vice-president, information services, Red Owl Stores stressed the need for retailers and wholesalers to apply the product code to their private-label operations, as a means of assuring the manufacturing side of the industry that the distribution side is committed to product coding.

Since private label sales of non-variable-weight items compose 15-20 per cent of present movement, according to Biermier, marketing the UPC symbol on those items at the processor level (source symbol marking) would be a major step in achieving the source-marked level of 50 per cent of dollar volume that McKinsey & Co. estimates would be necessary to make scanning products at the checkstand economically feasible.

### Start with Large Volume

Recommending that retailers start private-label marking with the largest-volume items, Biermier explained that the first step is to obtain a manufacturer number from Distribution Number Bank, the Washington group administering the product code. If a retailer contributed to the fund for product code development, he is automatically entitled to a manufacturer number.

Then the retailer must assign product numbers to items where he controls the label, and must provide label printers with specifications, printing gauges and film masters. He must also select a symbol size and determine its place on the label. As private-label items come up for label review, the UPC can be included, Biermier said.

The Red Owl executive suggested distributors think in terms of marketing private label now, testing equipment by mid-1974 and preparing for "major capital expenditures" in 1975.

### How About Money?

Posing the question of how the retailer will come up with the money needed for electronic front-end systems, Biermier said he was "assuming the electronic industry will provide leasing arrangements," as has been its practice in other areas. He estimated equipment rental costs would run \$27,800, including maintenance and assuming a five year write-off.

Before making equipment decisions, retailers must define their needs consulting, Biermier suggested, SMI's front-end evaluation manual and data-processing personnel. He urged retailers also to consider price and return on in-

vestment, reliability, availability and responsiveness to problems of equipment. He defined programability at store level as an essential element of any electronic front-end system.

### Manufacturer's Side

On the manufacturer side of UPC, Harry Chandler, vice president, sales and distribution, Quaker Oats Co., outlined some of the steps his firm has taken. Quaker is among the manufacturers most advanced in planning and implementing UPC.

Chandler discussed a survey in which 24 manufacturers, representing \$20 billion in annual sales, gave their UPC timetables. Seventeen expected to complete putting the code and its symbol on consumer packages by January 1975.

The most significant problem listed by the manufacturers, according to Chandler, is the "assignment of liability for failure to scan accurately."

Quaker, he said, will have all shipping containers marked with the UPC number by August. The firm intends to place code and symbol on consumer packages as soon as possible, "in order to get as much experience as possible before scanning becomes widespread in the marketplace," Chandler said.

### Conversion Costs

He gave the following breakdown of Quaker's UPC conversion costs: \$50,000 for changing shipping containers; \$70,000, computer program changes; \$100,000, equipment costs; \$200,000, applying the symbol to consumer packages. "The company expects incremental costs to run \$150,000 for the rest of this year and \$100,000 for 1974, for a total UPC cost of \$670,000 over a three-year period.

### Probable Savings

Larry Russell, Senior Associate, McKinsey & Co., giving a random of hard and soft savings likely from the product code and electronic front-end systems of various types, included a caveat at the beginning of his talk: "You cannot predict what grocery retailers will do in terms of investment over the next few years."

With that reminder, Russell went on to say it is the retailer's job to educate the consumer to the benefits of such systems. "We have no guarantee customers will accept the system, but we feel they will, and there is a need to educate them to the system now."

### Printers Foresee Errors with UPC.

Members of the Label Manufacturers National Association expect problems in

printing the Universal Product Code, and are taking steps to limit their liability errors.

In a discussion of preliminary UPC specifications at LMNA's annual spring meeting, Thomas Dossdall, H. M. Smyth Co., St. Paul, expressed confidence that the symbol could be printed under normal packaging-industry tolerances, but noted the magnitude of any error would be greater than on other printing jobs.

Dossdall commented a 5 lb. canned ham could carry the symbol of a 15 oz. can of chili because of a misprinted bar on the UPC symbol. He emphasized, "If we make an error, our responsibility must be limited only to printing."

Thomas Adler, Fort Dearborn Lithograph, Chicago, LMNA president, cautioned members "not to permit customers to make you the authority on what's right and what isn't, as they've tried to do with nutritional labeling. UPC is another area where we'll be set up as the experts if we're not careful."

### Print Order Clause

Members of the group's executive committee are preparing a label print-order clause to spell out the extent of the printer's responsibility for error.

LMNA members agreed a scanner would be required to check printed symbols still on the press. Dossdall said he had contacted seven equipment manufacturers for price and delivery estimates. None of the first six would comment on scanners not yet in production. But when it was intimated another firm had quoted a \$2,500 price, the seventh agreed the figure was "about right."

One member called UPC "the worst situation I've ever seen," predicting printing fidelity problems such as ink squeezing, paper stretching and slur.

On the other hand, it was noted, if the printer on press stretched uniformly, and spaces in the symbol would be proportionally to the original, UPC still readable. In the case of slurs or double-image, it was said the scanner would read the symbol as nothing rather than as a wrong number.

### Impression Test

Dossdall explained his company had run a 60,000-impression test of the RCA symbol, and, with no particular instructions to the press people, everything worked.

Label manufacturers still are in the dark about how the master UPCs will be produced and distributed. Dossdall noted a \$25 charge for each of some 900,000 symbols was expected, and said: "The printer is in the best position

to prepare the symbols. We all have art departments and we may as well collect the fee."

LMNA members predicted a 20 to 30 per cent increase in the number of labels printed as a result of UPC. Nutrient labeling and UPC are making business boom for label manufacturers. While both changes probably will be effected coincidentally, some confidentially admitted separate printings for each would have made them a bigger bundle.

## The Super Market Industry Speaks

Super Market Institute is the education and research arm of the food distribution industry. It is a non-profit organization of some 800 super market operators and grocery wholesalers who have joined together in the common pursuit of more efficient distribution through constant study and the regular exchange of ideas and information. The Institute pursues these objectives through a program of conventions, meetings, educational programs, and continuous studies of food distribution industry operations.

### Sales

The average increase in company retail dollar sales from the year 1971-1972 was 10%.

The average increase in company retail dollar sales of identical stores (that is, counting only those stores in operation in both 1971 and 1972) was 8%.

The average increase in company wholesale sales was 14%.

Weekly sales per square foot for 1972 averaged \$4.34.

Sales per square foot for only those conventional super markets built in 1972 was \$3.77.

Sales per customer transaction for 1972 averaged \$6.58.

Sales per man-hour for 1972 averaged \$40.24.

Gross profit in 1972 with a warehouse was 21.3% of total sales; without a warehouse 19.4%.

Store Labor Expense Ratio was 8.4% of total sales.

Store Fringe Benefits in 1972 were 1.2% of sales.

The average shrink figure for the grocery department was 0.7% of grocery department sales.

The average net profit, before taxes, in 1972 was 1.3% of total sales.

Average weekly sales per super market for only those stores built in 1972 was \$62,500.

Super stores, that is, those super markets with 25,000 or more square feet of selling area, enjoyed average weekly

sales of \$139,772.

31% of the super markets in this study currently give trading stamps. This figure is not expected to change in 1973.

## Macaroni at SMI Convention

Skinner Macaroni Company had a choice exhibitor's spot at the Super Market Institute exhibition from which they displayed their whole line.

Ravarino & Freschi and Red Cross Macaroni Company displayed jointly featuring "Skroodles," a dainty cork-screw shaped macaroni product. Their unique shape and the way in which they hold sauces make them particularly appealing to children.

American Beauty Macaroni Company had attractively colored sheets showing their advanced packaging, quick-fix economical dinners, and packaged Idaho potato flakes.

In the Kraft Deli/Prepared Foods Department display were Chicken Noodle Dinner, Beef Ravioli in Sauce, Meat Balls in Tomato Sauce, Spaghetti Sauce with Meat. Deli items were popular attractions at the show.

Campbell Soup Company featured a number of new products including Franco-American Beef Ravioli's, bite-size ravioli in 14% and 28 oz. cans. New varieties of chunky soups were displayed.

Franco-American division, Campbell Soup Co., Camden, N.J., in new print ads, says ravioli can also be round. The idea is to keep kids from growing up "thinking that ravioli has to be square."

## Add 'N' Heat Dinners

Six items are in the Add 'N' Heat Dinner Line being introduced by Jenos Inc. in selected major markets. Unlike previous products of this type which usually call for the addition of fresh meat, this line calls for either leftovers or fresh meats. Newspaper and television advertising support the introduction.

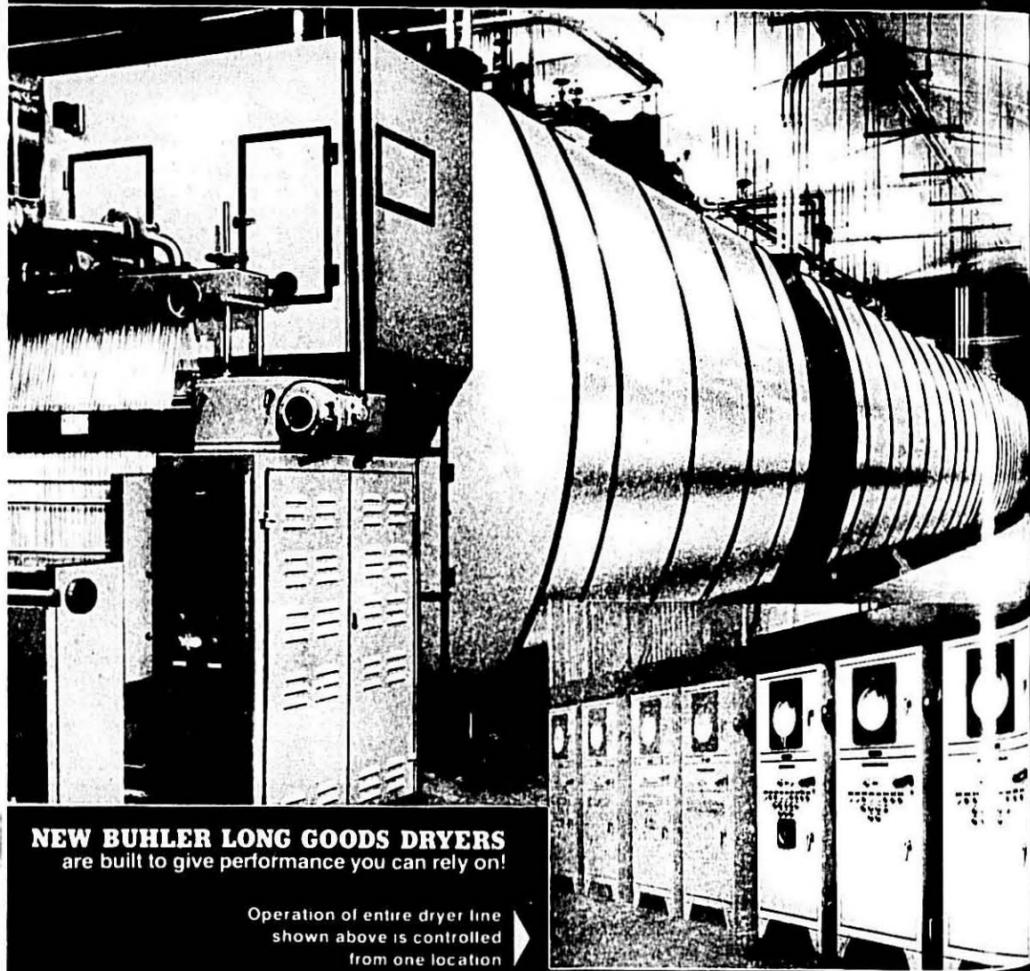
## Double Entrees

Each two-pound On-Cor Double Entree package contains two one-pound servings of natural go-togethers like meat (beef & gravy) and potatoes, Veal Parmigiana with Mostaccioli in Meat Sauce, Turkey Croquettes with Macaroni and Cheese. Introduction of these new frozen dinners with advertising offering coupons.

## A.I.B. President

Mrs. Ellen H. Semrow, former director of nutrition education for the American Institute of Baking, has been named president of the organization.

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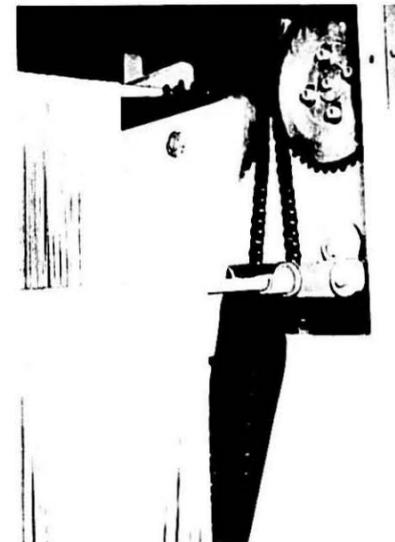
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### Durum Wheat Institute's Protests School Lunch Use of Pasta Substitute

Durum Wheat Institute, division of Millers' National Federation, has protested U.S. Department of Agriculture plans to amend National School Lunch Program regulations to permit use of "Enriched Macaroni with Fortified Protein."

The proposal describes such foods as "macaroni, spaghetti, noodles or similar products made from cereal flours or meals and may be combined with one or more ingredients with a relatively high protein content, such as an oilseed flour, nonfat dry milk, or derived protein concentrates . . ."

"Such products when made from cereal flours of meals other than wheat are not macaroni, spaghetti or noodles, which have for centuries been fabricated primarily, basically and predominantly from wheat—chiefly durum wheat," H. H. Lampman, executive director, said in a letter to U.S.D.A.'s Food and Nutrition Service. "To call the product identified in Appendix A (of the program regulations proposal) 'macaroni' is a perversion of the word by which the public has identified pasta for years."

The letter points out that the proposal for "Enriched Macaroni with Fortified Protein" does not conform to a standard of identity for such products proposed in August of 1972 by Food and Drug Administration. None of the specifications in existing standards of identity permit use of cereal grains other than wheat in production of macaroni foods, he said.

#### Institute's Position

He outlined the Institute's position: "Durum mills believe that products which would be produced under this proposed Appendix A, or those which have been produced under special permit, are in no sense macaroni foods; durum millers believe that wheat and only wheat serves as the sine qua non ingredient of macaroni foods; durum millers see no nutritional gain in the proposed new Appendix A that cannot be better accomplished by adding nutrients to what are presently known and specified as macaroni foods, according to existing standards; durum millers believe that application of the name 'macaroni' to the kind of product described in the proposed new Appendix A would grievously damage the thus far growing market for true macaroni foods and work great injury on those long devoted to the improvement of durum-based products—their culture, growth, harvest, milling, manufacture

and marketing; and finally would serve only to deceive and mislead consumers. The National Macaroni Manufacturers Association supported the protest with a similar statement to the Department of Agriculture.

### USDA-ARS Nutrition Knowledge Survey

Preliminary results of a survey to determine food and nutrition knowledge, attitudes, and interests of homemakers has been released. The survey was sponsored by Agricultural Research Service of U.S.D.A. and covered interviews with 2545 participants. Each participant had major responsibility for decisions on what food items were used in individual households.

A press release from USDA stated, "A report will be published and some further analysis of the data will in all likelihood be done. However, a few conclusions seem obvious.

"Homemakers know more facts than they apply. Therefore, education should be geared to attitudes and habits.

"Even when she is not satisfied that all family members are eating a desirable diet, she does little or nothing about it—even with young children. Homemakers need supportive help from community agencies.

"Food selection seems to be a highly individual matter—the fact that a good assortment of food is available in the home is no assurance that family members will choose to eat it. Nutrition education must be geared to all family members—attitudes, habits, then information."

When asked if they wanted more information about food and nutrition, 39% expressed a definite interest, about 30% might or might not be interested and another 30% would either not be interested or probably would not be interested.

### International Multifoods Annual Report

Annual sales in excess of \$1 billion are seen for International Multifoods by the end of the decade, according to the firm's 1973 annual report.

Multifoods President William Phillips, noting that it took the Minneapolis-based company 80 years to reach the one-half billion dollar sales mark last year, said that sales should climb approximately 14 percent this year from \$528 million to approximately \$600 million.

Phillips, noting that all divisions were profitable last year, said he anticipates a 10 percent gain in per share earnings from \$2.79 to the \$3.07 area this year.

Phillips also pointed to a diversification effort which has added some \$175 million in annual sales to the company since 1968.

Total sales during the five-year period have risen to a compound rate of 16 percent and net earnings at a compound rate of 20 percent.

Flour sales have been reduced from 72 percent to 46 percent of total revenues since 1968, Phillips said.

By division, highlights of the year included:

• International—The firm's operations in Venezuela, Ecuador and Mexico contributed records in both sales and earnings. Sales rose 21 percent to \$6 million, and operating earnings climbed 53 percent.

• Canada—A complete line of Stouffer frozen entrees was launched successfully across Canada, and the profitable S. Coors & Sons specialty meats company was acquired in a year in which sales rose to a record \$111.5 million and earnings improved 11 percent.

• Agricultural Products—Benefiting greatly from a good year in U.S. agribusiness and the addition of 90 new Super-sweet feed dealers the year before, this division saw record sales of \$83.9 million, up 27 percent from the year before, and operating earnings improved 52 percent.

• Industrial Foods—Despite the closing of two more flour mills the division was able to report its fourth consecutive year of increased operating earnings which rose 4 percent from the previous year. Sales in Multifoods' largest division increased 9 percent to \$191.9 million.

• Consumer Products—While sales rose 9 percent to \$43.4 million, operating earnings were off 57 percent, largely due to delays experienced in receiving price increases in the Robin Hood flour and Kaukauna Klub cheese lines.

• Fast Food and Restaurants—About 75 Mister Donut shops were opened during the year in North America and Japan, and pretax operating earnings more than doubled from the previous year and rose about \$1.5 million from the chain's fiscal 1971 losses. King Foods, a portion-control meat supplier despite a 36 percent sales increase, suffered from delays in its ability to raise prices, and finished the year at a break-even position.

### Peavey Company Posts Gain

Peavey Company reported increases in both consolidated sales and earnings for the third quarter and nine months ended April 30.

The company, a diversified food and agribusiness firm, reported earnings for

the three months of \$1,480,077, or 40 cents per share, compared with \$1,040,563, or 29 cents per share, earned in the same period last year.

In the nine months, earnings of \$6,769,000, or \$1.69 per share, compared with \$4,154,523, or \$1.16 per share, reported in the first three quarters of fiscal 1972.

Sales and operating income for the three months of \$88,870,122 compared with \$69,066,759 in the third quarter a year ago. For the nine months, volume was \$257,744,300, compared with \$204,986,076 in the same period last year.

#### Grain Merchandising Heavy

Fritz Corrigan, president, speaking at a meeting of security analysts in Minneapolis, said that earnings from the company's grain merchandising operations were up substantially primarily due to continuing heavy movements of grain.

Severe flooding in the Alton, Illinois area during April forced the company to shut down its flour milling and terminal elevator facilities there for approximately 23 days, and also severely handicapped Peavey's barge operations.

Corrigan stated that the interim earnings figures for the current year were reported after making provision for proposed price refunds and reductions that the company contemplates making under a proposal submitted to the Cost of Living Council for claimed violations of Phase II of the Economic Stabilization Program. Corrigan also noted that the company is presently unable to determine the impact that Phase III of this program may have on earnings for the entire year.

Corrigan indicated that both the company's two recent acquisitions in the consumer products field—Brownberry Ovens and Northwest Fabrics—showed strong improvement in sales during the quarter.

There were an average of 3,563,795 shares of common stock outstanding during the third quarter, compared to 3,387,900 a year ago.

### Brownberry Ovens Opens Second Facility

Brownberry Ovens, Inc., a subsidiary of Peavey Company and a manufacturer of a premium line of specialty baked goods has opened a second bakery in Twinsburg, Ohio.

This suburban Cleveland facility will more than double the production capacity of Brownberry Ovens, which is based in Oconomowoc, Wisconsin.

Peavey Company with consolidated sales and operating income exceeding 282 million dollars in 1972 is a diversified

food and agri-business company engaged primarily in producing flour and flour-based food products in the United States for distribution to other food companies and food retailers, and in the merchandising of grain and ancillary services and farm supply items, including animal feeds, in the United States and Canada. Its recent diversifications have come in the consumer food end retail areas with acquisition of Brownberry Ovens and Northwest Fabrics, Inc.

### Technical Papers

Dr. David E. Walsh, Department of Cereal Chemistry & Technology, North Dakota State University, gave two papers at the annual meeting of the International Food Technologists. Dr. K. A. Gilles was co-author of the first paper on "Properties of protein supplements in pasta products."

#### Protein Supplements

Cereal products are the major source of protein and energy of the human diet throughout the world. Consequently, any improvement in the nutritional quality of cereal products has the potential of improving the diets of vast numbers of people. Pasta products such as macaroni and noodles appear ideal as carriers of protein supplements. The products are consumed in most areas of the world, are inexpensive, store well, and require minimum packaging.

Recently, high protein pasta products have been developed which show great promise as low cost nutritious foods. Soy flour, milk, lysine, dry yeast, cotton seed protein, and various other protein sources have been used to build up the protein content of pasta products. In this paper, some of the protein fortified products which have been developed are evaluated for quality. In addition, a set of quality criteria which should be met by protein enriched pasta products are suggested.

#### Staphylococcus Aureus

Authors of the second paper were Dr. Walsh, B. R. Funke, and K. R. Graalum. They wrote on "The influence of extruding, drying and storage on the survival of Staphylococcus aureus in spaghetti."

The problem of microbial contamination of dry foods such as spaghetti is an important concern of food processors, consumers and regulatory agencies. A class of organisms which is of particular concern to spaghetti processing is Staphylococcus. These organisms are wide-spread in nature and grow on the skin and nasal passages of humans. Workers in contact with spaghetti dur-

ing processing can contaminate products. The objective of the present research was to determine the effect of each major spaghetti processing operation on the viability of Staphylococcus aureus. Viable Staphylococcus aureus bacteria was added to spaghetti ingredients and spaghetti was processed under various conditions. Plate counts were used to measure the number of live remaining staphylococci after each processing operation. In addition, a storage study was conducted to measure the length of time the Staphylococcus remained viable in dry spaghetti.

Results indicated that the extruding operations reduced the number of staphylococci in spaghetti dough. However, a rapid growth of the organism was observed during the drying operation. Storage results indicated that the organism gradually dried off when the dry product was stored at room temperature.

### Green Noodles

An "aesthetic green" for noodles has been produced with a new formula recommended by the Agricultural Research Service. A small frozen egg noodle manufacturer in Iowa sought a means to brighten spinach-colored egg noodles to a color resembling the green in the layer beneath the skin of a ripe avocado. The manufacturer's own recipe produced a gray-green color that faded when the product was frozen. Catherine Dunlap of A.R.S. at Berkeley, Calif., found that most of the change from bright green to gray-green occurred during cooking of both frozen spinach and noodle product. She attributed the color loss to chlorophyll conversion and found that raising the dough mixture's alkalinity slightly with trisodium phosphate reduced it.

### Dangerous Bacteria

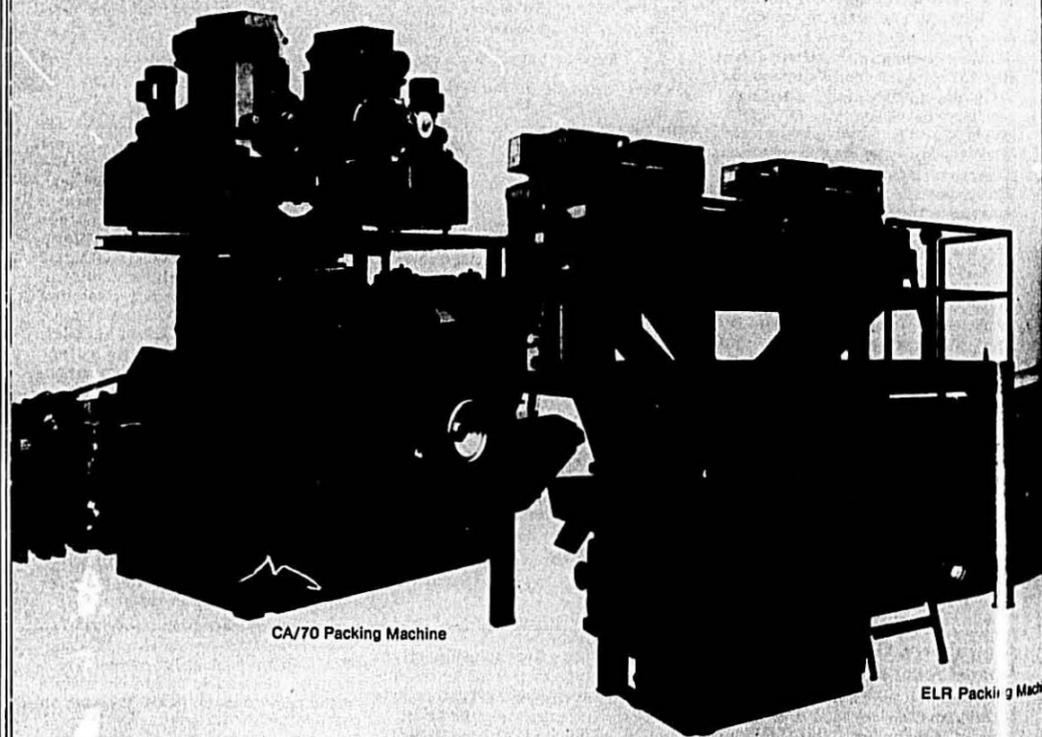
Bacteria are so small we can't see them without a microscope.

Bacteria grow rapidly. Just one can become millions in less than 15 hours! The bacteria salmonella, staphylococci, shigella, clostridium-botuli, clostridium pettingens grow on foods. They are all harmful.

Clostridium botulinum is the most deadly because just one drop of its poison can kill hundreds of people.

Good sanitation is the best way to prevent bacterial contamination. Do you practice good sanitation?

From a Food and Drug Administration leaflet



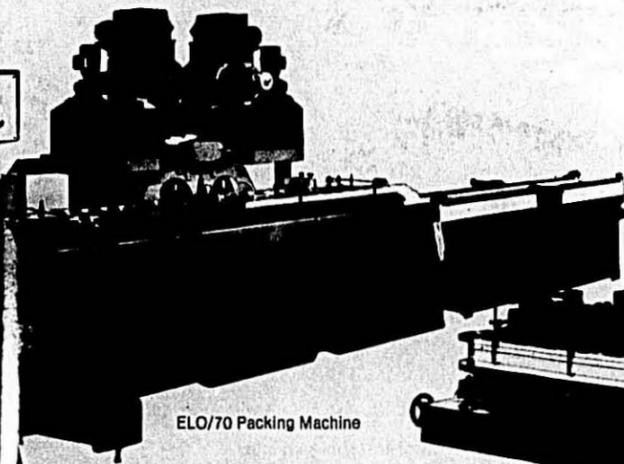
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ELR Packing Machine

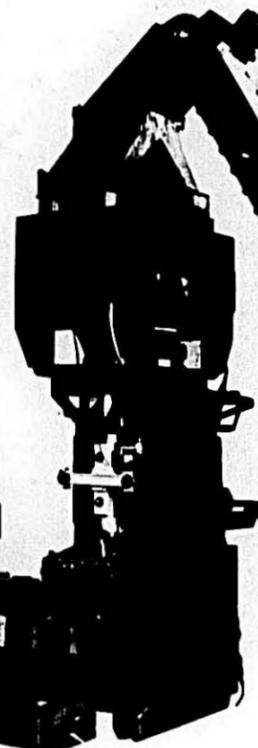
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# 69th Annual Meeting

## National Macaroni Manufacturers Association

Convention Program

the Homestead, Hot Springs, Virginia

### Sunday, July 8

2:00 p.m.  
6:30 p.m.

Board of Directors meet in the Hunt Room.  
Welcoming Reception in the Commonwealth Room.

### Monday, July 9

9:00 a.m.

First General Session in the Commonwealth Room,  
Vice President Lawrence D. Williams conducting.

9:30 a.m.

#### Trends in the Grocery Field

Moderator: Robert W. Mueller, Editor, Progressive Grocer.  
Panelists: Everette Snowbarger, President, Dillon Companies;  
James H. Matthews, Gen. Director Merchandising, Super Valu;  
Newton W. Briggs, VP Cleveland Div., The Kroger Company.

10:30 a.m.  
12:00 noon

Break—followed by round-table discussions.  
Adjournment.

2:00 p.m.  
6:30 p.m.  
7:30 p.m.

Tennis Tournament.  
Suppliers' Social in the Crystal Room.  
Italian Dinner Party in the Commonwealth Room.

### Tuesday, July 10

8:00 a.m.

National Macaroni Institute Committee Breakfast, Virginia Room.  
Second General Session in the Commonwealth Room,  
Vice President Nicholas A. Rossi conducting.

9:00 a.m.

National Macaroni Institute Report  
by Elinor Ehrman and Theodore R. Sills.

9:30 a.m.  
10:00 a.m.

Durum Wheat Institute Report by H. Howard Lampman.  
Meeting Consumerism—Jean Judge, Director of Consumer Affairs,  
The Grand Union Co., Paterson, New Jersey.  
Universal Product Code—John Langan, Distribution Numbers Bank.  
Nutritional Labeling—James J. Winston, N.M.M.A.  
Developments in Washington—  
Thomas F. Roche, Halfpenny, Hahn and Roche.

12:00 noon  
1:00 p.m.  
6:30 p.m.

Questions and Answers.  
Adjournment  
Golf Tournament, Lower Cascades, shot-gun start.  
Suppliers' Social in the Crystal Room.

### Wednesday, July 11

9:00 a.m.

Third General Session in the Commonwealth Room.  
Chairman Will S. Dade will conduct discussions of simulated business  
problems characteristic to the macaroni business.  
Assisting discussion leaders:

Paul A. Vermeylen, Walter F. Villaume, Joseph P. Viviano.

11:30 a.m.  
12:00 noon

Convention Reports: Nominations, Audit, Resolutions.  
Adjournment.

12:30 p.m.  
6:30 p.m.  
7:30 p.m.

Board of Directors Organizational Meeting in the Alleghany Cascades Room.  
Suppliers' Social in the Georgian Room.  
Dinner Dance in the Commonwealth Room.

### Thursday, July 12

9:00 a.m.  
12:00 noon

Board of Directors meet in the Empire Room.  
Adjournment.



## Macaroni Makes Sense / Cents

Macaroni makes sense for the consumer to balance her food budget.  
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bigger market for macaroni. Send your pennies in each month.

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### Quarterly Durum Report

**U.S.** durum wheat growers plan to increase acreage seeded to durum this spring, encouraged by record exports which continue to dominate the scene. The Crop Reporting Board in May reported prospective acreage of durum wheat at 3,054,000 acres, 18% above amount seeded in 1972. Increased wheat allotments, decreased stocks and higher prices all contributed to the expansion in intended plantings. North Dakota where nearly nine-tenths of the nation's durum is seeded, will increase its plantings by 16%. South Dakota will boost planted acreage by 50% and Montana by 31%. If growers carry out their present intentions, U.S. acreage will be the largest since 1969. Topsoil moisture conditions were reported short in 44% of North Dakota counties in early May and were adequate in 39% and plentiful to surplus in the remaining counties. Subsoil moisture was rated short in 51% of the counties. On May 8 seeding in North Dakota was virtually completed in the southeastern area and well under way in the northern counties. Half of the planting was done by mid-May, with the season a full week ahead of the previous year.

Prospective Plantings—1,000 acres			
	1973	1972	1971
Minnesota	48	33	30
North Dakota	2,592	2,333	2,708
South Dakota	125	90	135
Montana	168	137	180
California	10	4	3
Total U.S.	2,943	2,597	3,054

### Durum Wheat Stocks

On April 1, 1973, stocks in all positions totaled 73,100,000 bushels, 27% less than last year. Farm stocks were 33% smaller amounting to 50,300,000 bushels. Off-farm stocks were down 9% and totaled 22,800,000 bushels. Disappearance during the January-March quarter is indicated at 25,000,000 bushels compared with 19,000,000 the same quarter last year. At the end of March, Commodity Credit Corp. owned 554,000 bushels of hard amber durum, 216,000 bushels of amber durum and 165,000 bushels of ordinary durum wheat.

### Exports

During the July-March period, U.S. exports of durum wheat totaled 42,700,000 bushels. This was almost double the amount shipped during the same period in each of the previous two years. Over 9,400,000 bushels went to U.S.S.R., 8,200,000 to Algeria, 5,400,000 to Netherlands, and 5,000,000 to France. Canadian exports of durum, July-March 1973,

amounted to 49,600,000 as against 38,400,000 the same period a year ago. Over 12,500,000 bushels went to China and 9,300,000 to U.S.S.R.

### Canadian Situation

Durum wheat acreage is expected to decrease by 17% and if acreage intentions are carried out, prairie farmers will plant 2,630,000 acres to this crop compared to 3,160,000 grown in 1972.

### Durum Mill Grind Up

The U.S. Department of Commerce reports the durum mill grind was up in the first quarter 14% over a year ago; 10,231,000 bushels compared to 8,965,000.

Straight semolina production was up 10% indicating a greater use of granular and blends with an increasing spread between durum and other hard wheats.

### Egg Prices Firm

In May breaker activity helped put a firm foundation under the shell egg market.

In April, the U.S. laying flock produced 5,637,000 eggs, 4% below 1972 according to the Crop Reporting Board. Layers on farms May 1 totaled 291,100,000, down 4% from a year ago and down 2% from the previous month. Rate of lay May 1 averaged 64.2 eggs per 100 layers compared with 63.3 a month earlier and 63.7 a year ago. Egg type chicks hatched during April totaled 53,000,000, slightly below April 1972. Eggs in incubators May 1 were up 6% at 50,000,000 from a year ago.

### Multifoods' Egg Operation Turns Around

Wesley C. Baker, vice president and general manager of the agricultural products division, International Multifoods, says: "Our egg operations really came through last year."

Multifoods' egg marketing operations began with the successful Mallquist business in northern Illinois in fiscal 1972 and expanded to five plants by the end of fiscal 1973. They handle over 30,000,000 dozen eggs annually.

Earnings showed a "dramatic improvement" as the industry reduced its number of laying hens to correct for the results of the Marek's vaccine problem the year before.

Egg prices were up sharply for the last quarters of the year. Baker pointed to the fact that grade A large egg prices averaged 52¢ a dozen during the last quarter of fiscal 1973 compared with 35¢ a dozen in 1972.

Predictions are that the egg market should continue strong with some limited potential for increased business. The price of hogs and cattle will continue to be good, although not quite as high as during the first three months of 1973.

### Consumer Tips

Stretch your food budget by combining the more expensive protein foods with macaroni, spaghetti, and noodles to extend the number of servings. At the same time, these "pasta" products contribute the B vitamins, niacin, riboflavin, and thiamine, plus iron, in addition to the protein and carbohydrate that all cereal grains supply. The U.S. Department of Agriculture says pasta products will be plentiful in June, with the likelihood of attractive prices.

### Durum

Durum—that hard-grained wheat that pasta is made of—ever wonder where it got its name? Durum comes from the Latin word, "durus," meaning hard. Flour made from it gives that special "hold-togetherness"—yet tenderness—to macaroni, spaghetti, and noodles. Pasta products will be plentiful during June, according to the U.S. Department of Agriculture.

### Eggs

Eggs, the complete protein food, are widely used in precooked frozen convenience "heat and serve" dinners now on the market, according to the U.S. Department of Agriculture. These include scrambled eggs, omelets, french toast, waffles, and egg foo young meals. For campers, available freeze-dried meals are Western, Mexican, and Denver omelets.

### From Family Circle Magazine

"Super Protein Meals Without Meat"—is a fascinating introduction to the possibilities of creating dishes that are delicious, high in nutrition and easy on the purse. Americans eat great quantities of meat because they believe only "good red meat" can supply the vitamins, minerals and protein that their bodies need. What they don't realize is that they can get equal, high-quality protein, as well as vitamins and minerals, by taking advantage of the earth's wide variety of other protein sources, such as vegetables, grains, dairy products and eggs. Combinations of these foods will produce tasty dishes that meet one-third to one-half of a family's daily protein requirements.

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### INDEX TO ADVERTISERS

A D M Milling Co. ....	9
Amber Milling Division .....	11
Aseco Corporation .....	15
Braibanti-Werner Lebara .....	32-33
Brown Pharmaceutical Co. ....	37
Buhler Migag .....	28-29
DaFrancisci Machine Corporation .....	6-7
Diamond Packaged Products Div. ....	39
International Multifoods Corp. ....	40
Jacobs-Winston Laboratories .....	37
Macaroni Journal .....	37
Maldari & Sons, D., Inc. ....	17
Microdry Corporation .....	25
National Macaroni Institute .....	35
North Dakota Mill .....	13
Peavey Co. Flour Mills .....	20-21
Reshom Corp. ....	2

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### Food Trade Convention Calendar

Oct. 1-4: Atlantic City, '73 Pack-Info.  
Oct. 8-14: IPACK-IMA '73, Milan, Italy Fairgrounds.  
Nov. 30-Dec. 5: National Food Brokers Assn. 70th annual convention, New York City.  
Jan. 27-30, 1974: National Exposition for Food Processors, Atlantic City.  
Jan. 30-Feb. 3: NMMA Winter Convention, Boca Raton, Fla.



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Chicken	Bouillon	Mushrooms	Margarine
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## PUSH PASTA

This advertisement appeared in Progressive Grocer, May issue, for Super Market Institute convention distribution.

### Competition

John E. White, Red Cross Macaroni Sales Manager in Galesburg, Ill., read about Ronco's "World's largest spaghetti display" at Giant Foods in Memphis in the January issue of the Macaroni Journal.

He sold Rich Hoskinson, K Mart Food Manager in Bloomington, Ill., on building a display to beat the record. The new record is this display of 550 cases

of spaghetti. In each case there are 24 individual boxes which makes the total number of units of spaghetti 13,200. In weight the total is 6.6 tons. Can you imagine what a dinner you could have if a few cases of spaghetti sauce were added?

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