

**THE  
MACARONI  
JOURNAL**

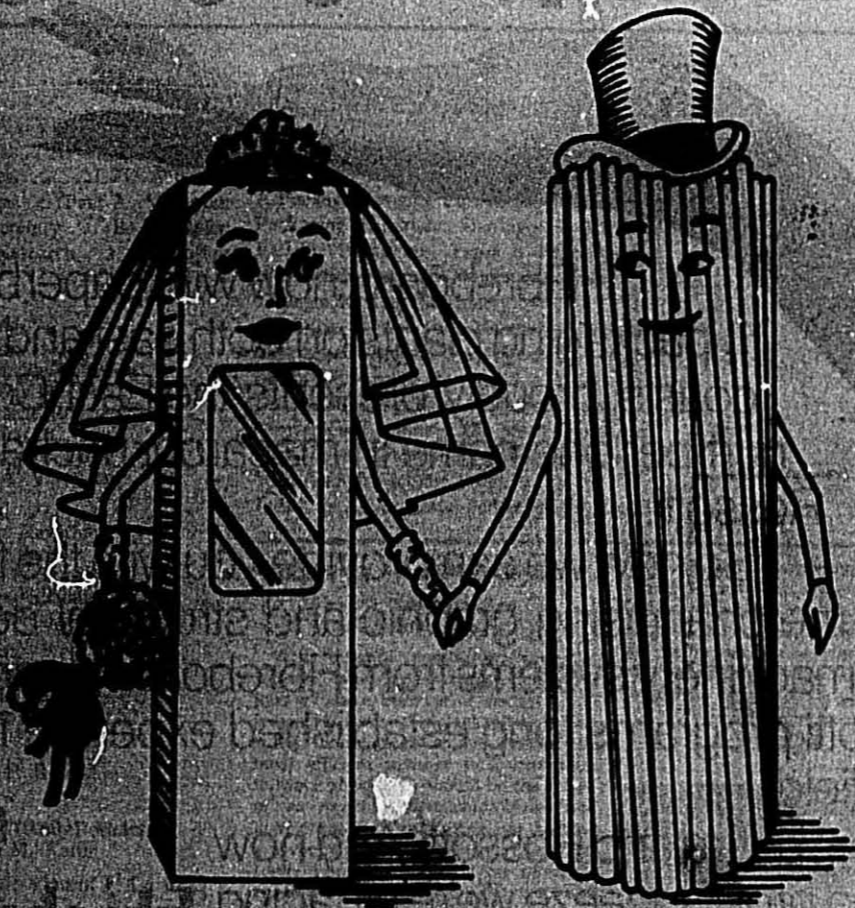
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# Macaroni Journal



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## The Macaroni Journal

June  
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 No. 2

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JUNE, 1974

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### Packaging in Perspective

From the American Can Co.  
 1973 Annual Report

With inflation continuing, with the country beset by shortages, and with jobs at stake because of energy problems, it is ironic that packaging—which brings more goods at less cost in the most efficient manner to a maximum number of people—should be the target of so much environmentally-inspired legislation. Yet, packaging has become a favorite topic in legislative chambers. Laws requiring deposits on beverage containers, such as those for beer and soft drinks, have even been broadened to include proposals calling for restrictions on all types of packaging based on their energy and environmental quotients.

We have noted across the world that there is a direct relationship between the availability of modern packaging and standards of living. The basic capacity to satisfy human hunger, and the more sophisticated ability to distribute goods efficiently and economically, depends on packaging technology.

We will continue to cooperate with leaders at all levels of government to

develop resource recovery, recycling or energy generating systems that deal with solid waste; we will continue to support positive anti-litter legislation; but we oppose job-destroying laws that offer simplistic answers to complex problems.



Charles C. Rossotti, dean of the packaging suppliers, was honored at a dinner at the Rifle Club in New York City during the NMMA Packaging Seminar.



Leo I. Beinhorn

## UPC — It's Here

by Leo I. Beinhorn, Distribution Codes, Inc., Washington, D.C.

the scanner reads. Obviously, extreme accuracy in printing the symbol is required for the system to work.

The first five digits representing the manufacturer are assigned by Distribution Codes, Inc., Washington, D.C., a non-profit group organized by the various Grocery Association groups to administer and coordinate UPC activities. Application must be made for membership and a fee paid.

The second five digits, representing the product contained are assigned by the individual manufacturer and may be those he already uses for case or product coding. No dashes or commas are permitted, but might be represented by a zero (0) as long as no more than five digits are used in total.

### How Will This Collection of Lines and Numbers Work?

THE Grocery Manufacturers Association, The Supermarket Institute, et al, have decreed that the day of the check-out stand as we know it at the supermarket may be over. This will occur first in major stores within supermarket chains and later appear in smaller outlets. The changeover will be accomplished by the implementation of something called the Universal Product Code (or UPC), which makes use of a rectangular collection of straight lines to be printed on a folding carton or other packaging materials.

### Why the Change?

Checkout is the major bottleneck in the supermarket. UPC provides a way to speed this up tremendously. A major cost to the retailer is the price-marking of every item. UPC changes that too: the pre-printed code on the item only has to identify it, then a computer can instantly supply the appropriate price from its data bank.

### The UPC Code

The heart of the system is the establishment of a common code for product manufacturers and another to identify the product. Each of these is five digits long, meaning that the system can identify 99,999 different manufacturers, with up to 99,999 different products for each one.

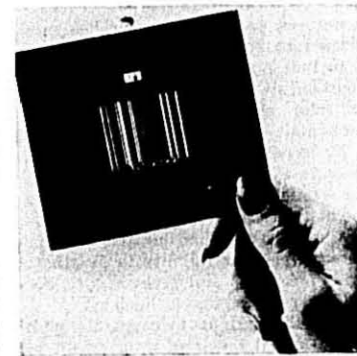
Example: 15300 43058

The first number means Golden Grain Macaroni Company; the second means 7 oz. Rice-A-Roni Hawaiian.

The code is pre-printed on the package, and can be read visually. But it needs also to be translated into an image which can be scanned.

### UPC Symbol

The UPC Symbol is the block of vertical bars, printed directly above the code, which expresses the code in machine language. It is the width of the lines and the spaces between them that



system in supermarkets. No more will it be necessary to run a continuing inventory tally sheet. The instore computer does that. Price changes may be accomplished by simply keying the computer with a new price and changing the price at the product display area, no need for remarking each item.

### Costs Will Be High... Savings Even Higher

The hardware costs, checkout scanner and computer along with necessary instore remodeling will be high but the savings to the supermarket industry in adopting UPC will be in the hundreds of millions of dollars.

Hopefully these savings will be used to offset some of the costs incurred by the product manufacturer as well as passing some savings on to the consumer.

The supplier of packaged products to the supermarket should also benefit from more accurate order patterns and forecasting. Rapid availability of market trend information for current products as well as newly introduced or test market products, will be available from the supermarket computer. This will allow production efficiencies and economies.

Will there be costs incurred by the product manufacturer? Yes, indeed. First is the cost to join Distribution Codes, Inc. to obtain the code number. The charge is a sliding fee based on sales.

New internal record keeping procedures will have to be developed or old ones altered to administer the conversion to UPC. Order forms, invoices, bills of lading, and other related documents must be changed. Quality control may require greater emphasis.

There may be the need to complete a redesign graphics to include the UPC symbol or alter the current design.

All these changes will be costly to the product manufacturer and the packaging supplier. How will they be recovered? A portion will be absorbed due to operating efficiencies, but the majority of the costs will undoubtedly be passed on.

### What Does It Mean To the Packaging Supplier?

It's been mentioned that extreme accuracy in printing is essential to the UPC system working at all. The scanner—which actually uses a laser beam

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## UPC—It's Here

(Continued from page 4)

—reads the width of the lines and spaces between them. Exact tolerance measurements for acceptable variations in those widths have been established and adhered to.

In this, as in all aspects of establishing UPC, close coordination between package user and package printer must be maintained. The user has the responsibility to supply accurate film masters for the symbol to the packaging supplier—though the latter should always be alert to possible problems in their area. The printer has the responsibility of supplying an accurate rendition of the symbol, within agreed upon standards. This means tight control in platemaking, accuracy checks during these press runs, and the possibility of higher waste. Additional costs are inevitable, though careful planning can hold these to a minimum.

The most important tool the printer has, to ensure accuracy, is the Printability Gage, covered later in this article.

### The Future Is Bright

Installing a UPC system is a difficult and complex task—but well worth it.

Despite all of the problems attendant on getting started, UPC offers real benefits all along the line: to the product manufacturer and distributor, in better control; to the supermarket, in more efficient operations; to the consumer, in easier shopping.

It's here—  
It's worthwhile—  
It works!

### Symbol Size

The symbol is variable to accommodate the quality ranges available by the various printing processes. It can be uniformly magnified or reduced from the nominal size (approximately 1½" x 1") without damaging the degree to which it can be scanned.

Symbol area size can be reduced by truncating (removing up to the top 30% of the symbol) or by zero suppression or zero bypass (leaving out some zeros when encoding the symbol).

Maximum and minimum magnification factors are available for different printing processes. Lithograph, Gravure and Letterpress: (1) Maximum magnification—x 1.50 (2) Maximum reduction—x .80. Flexography: (1) Maximum magnification—x 2.00 (2) Maximum reduction—x .90.

### Symbol Location

Symbol location is variable and need is based upon the structure of the package, filling line problems, shipping

problems (rub) and how the package will normally sit on a store check-out stand.

Many upright packages of all materials have extremely limited bottom areas. Symbol size requirements preclude placing the proper symbol in this area.

Filling line requirements preclude bottom symbol application because the symbol can become defaced in line jams.

Shipping of product that has a tendency to settle during shipping can cause the symbol to be defaced because of rub.

Packaging that does not readily stand up on the check-out stand (as in shelf display) should have the symbol placed on other than a bottom panel.

A general rule of thumb would be to place a symbol in any printed portion of the package as it will normally sit on a check-out stand so that it will not become defaced in its normal packaging and distribution cycle.

### Printability Gage

A series of targets composed of lines vertical and horizontal to printing press direction. The targets cover the gamut of packaging printing capability for all processes.

Selected parts of the target are included in actual press runs so that a printer can determine the range in which that particular print job is run. A print rating is established and a print range is determined by statistically checking the run. The information so tallied is applied to a conversion chart to enable the printer to determine symbol magnification and the amount of line width reduction to apply to the symbol.

Printability gages can be used as a quality control factor by the packaging purchaser once a printing range is established and known.

Adherence to a known printability range assures scanable symbols.

### Color Specs

In store scanners have a limited ability to distinguish between varying degrees of black and white. Symbol printing must observe the scanner's limitations to assure the effectiveness of the total system.

Contrast between the substrate and the printed symbol and/or the printed area and the overprinted symbol are measurable by equipment that your packaging supplier has for this purpose. Normally the symbol should be printed on the package surface (excluding film or foil) in the darkest color used in that print copy (i.e., black, dark blue, dark brown, etc.). If colors of a dark hue are

not used, measurements of contrast should be performed. Film and foil symbol printing should be applied over a printed white background.

Symbol printing is a highly technical matter and your packaging supplier should be consulted on each step leading to the application of the symbol.

The UPC symbol specifications manual should be followed by all concerned to assure the minimum of problems. Further technical help is available through packaging industry associations of the Distribution Codes, Inc. office in Washington, D.C.

### "UPC" Roll Leaf Imprinter

Bulletin RAP-220 illustrates and describes a new, compact size, roll leaf imprinter, *Wrapaprinta*® Model 2222, developed for applying the Universal Product Code by Adolph Gottsch, Inc., Union, New Jersey.

The two page leaflet contains full specifications, dimensional drawings and data covering the new machine that features an imprint size of up to 2" x 2".

Copies of the new literature may be obtained on request from Adolph Gottsch, Inc., Dept. P, 835 Lehigh Avenue, Union, New Jersey 07083.

### NCR Scanner

National Cash Register Co. unveiled scanning equipment for use with its Model 255 electronic cash register at the Super Market Institute convention in Dallas.

The scanner, NCR 782, is an optical reflective system using a laser as the light source. The equipment is being made for NCR by an outside firm, which NCR declined to name. The scanner reads the grocery industry's Universal Product Code.

### Electronic Registers

As might be expected, the greatest activity in the field of new front-end equipment is among the larger chains, 43% of whom have already tested electronic registers. Nearly a fourth of these chains have made commitments to buy this type of equipment.

### Technology

... Technology without sympathy for human destiny, and engineering without vision and inspiration are worse than useless. Technology without imagination and compassion undermines and destroys the best in our human civilization.

—HRH Philip, Duke of Edinburgh



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## Some New Directions of FDA

by Benjamin M. Gutterman, Assistant Director for Coordination,  
Office of Technology, Bureau of Foods, Food and Drug Administration

I am always very happy to meet with groups such as the National Macaroni Manufacturers Association. Not only are you a friendly group with integrity of purpose, your mission is essentially the same as that of the Food and Drug Administration. We both seek to provide the consumer with a nutritious, clean and safe food, accurately and meaningfully labeled. Of course we may occasionally have differences of opinion. This should be expected, and frankly, I would question our relationship if we didn't find occasions of honest differences of opinion. The measure of our service to consumers is how well we resolve those differences to the benefit of those consumers. My associates and I believe the track record for working out our differences is excellent. I have no reason to believe you see it differently.

Today, I would like to very briefly cover two areas illustrative of what I call the new directions of FDA. Essentially, they further the consumers' right not only to safe foods but also their right to know more about what is in the foods they purchase. This is not to be misunderstood. Concerning the safety of foods not only must unsafe foods be prevented from getting into the market place, but if unsafe foods are manufactured and shipped, they must be removed from the market place in a rapid and effective manner. Concerning the labeling of foods we are also preparing a number of new rules for providing more meaningful information for the consumers' use at the point of purchase.

### Food Safety

First, I would like to talk about our efforts towards greater food safety. I need not remind you of some recent experiences with certain processed foods which have increased our interest and accelerated our activity in the area of these foods which may cause serious and even fatal diseases. To this end we have promulgated a number of Current Good Manufacturing Practices Regulations which we refer to as GMPs. Any deviation from the mandatory provisions of a GMP is deemed to cause a food to be adulterated under section 402(a)(4) of the FD&C Act. This means: "A food shall be deemed to be adulterated if it has been prepared, packed, or held under insanitary conditions whereby it may have become contaminated

with filth, or whereby it may render the contents injurious to health." Note, the law states only that the food may become contaminated. We don't have to prove that it in fact did; the law is preventive. With a GMP we don't have to wait for a potentially hazardous product to be shipped, and you have the rules to help prevent unsafe foods.

The first formalized GMP was the "umbrella" GMP published in 1969.

Once it is established that there is a need for a GMP for a particular industry the critical control points are determined, listed and defined. If these are not already known by us or fully provided by the affected industry, an expertly trained Hazard Analysis and Critical Control Point (HACCP) inspection team may be sent into plants producing the subject class of foods. They, in concert with the management of the affected industry, develop the listing of critical points and the actions to be taken to prohibit contamination of the subject foods. For example, we are presently in the process of conducting approximately 225 HACCP establishment inspections in the frozen food industry. Let me digress for a moment concerning some of the benefits accruing to a manufacturer from a HACCP inspection. On a number of occasions we have been thanked for assisting a manufacturer to become more aware of his procedures and responsibilities. We have had the experience of manufacturers thanking us for learning of and revealing to them weak points in their production system or quality control



Benjamin M. Gutterman

system. Let us recognize that sometimes a manufacturer may overlook a problem because he is too close to it. An unbiased technical person can see the procedures in a different light. Once the critical control points are established and defined, a GMP is written. The GMP may be written by the food industry involved and an appropriate petition proposing its adoption submitted to the Commissioner of Food and Drugs—or it may be proposed by the Commissioner on his own initiative.

A proper GMP will begin with a set of relevant definitions beginning most importantly with a definition of the word "shall," which precedes all mandatory requirements, and the word "should" which precedes advisory requirements. The regulations cover plants and grounds, equipment and utensils, personnel sanitation facilities, equipment and utensil cleaning and sanitizing, processes and controls, and records. The use of proven processes, controls and records cannot be over-emphasized. The processes and controls are to be fully recorded and available. With records of the production of each lot of food, the manufacturer can much better understand what caused a difference in his end product, if any, from his intended quality level. Further, with an acceptable quality control system and full adherence thereto, accompanied by complete and available records, he can sleep much better at night knowing that his product meets his quality goals and is safe for consumers. A spin-off benefit of a GMP for an industry is that manufacturers will see less of government inspectors. Inspectors will emphasize the auditing of records and they will know not only what you have done on the day of inspection, but they will also know what you have done in the past, and what may be expected of you in the future. As necessary, they will point out particularly weak areas.

We already have three final order GMPs in addition to the umbrella. Two more proposals have been published. Approximately ten more are in the process of development. A tentative list of 38 or so are available for development. GMPs should help the food industry and consumers.

I am sure that by now you are all familiar with the January 29 and April 1, 1974 regulations concerning emergency permit controls. These publications set out conditions under which

Section 404 of the FD&C Act comes into play. It states in part, and I paraphrase: Whenever the Commissioner finds that the distribution of any class of food in interstate commerce may be a source of contamination with microorganisms during the manufacture, processing, or packing thereof be injurious to health and that such injurious nature cannot be adequately determined after such articles have entered interstate commerce, he shall promulgate regulations establishing requirements and conditions governing the manufacture, processing, or packing of the food necessary to protect the public health. The regulations go into considerable detail concerning procedures and determinations for the establishment of a need for a permit. At this time we have established regulations only for low-acid canned foods. The low-acid canned foods regulations cross-reference to the low-acid canned foods GMP as requirements.

### Label Information

Now, let us turn to another important feature of our new directions—and that is an important quality and quantity of label information for the consumer. We are moving toward not only telling the consumer more of what ingredients are in a food and in a more meaningful and understandable manner, but also, if necessary, how much of certain ingredients are in a food. Further, and this is brand new—in particular instances we require a label which informs the consumer of what ingredients or substances are not in a food.

By way of review, Section 403(I) of the Food, Drug and Cosmetic Act requires that labels of nonstandardized foods bear a complete listing of ingredients by their common or usual names. On the other hand, Section 403(G) gives authority to the Secretary of HEW (and has delegated this authority to the Commissioner of Food and Drugs) to select certain optional ingredients of standardized foods for exemption from label declaration. It is important to note that he is not given the authority to require label declaration of mandatory ingredients in standardized foods only optional. Now we are seeking to update our standardized foods to call for label declaration of all optional ingredients. A number of older standards have been so updated and our newer ones reflect this practice. Further, the agency is supporting legislation which would require label declaration of all mandatory ingredients as well.

A new type of regulation recently appeared. It typifies the kind we term

"common or usual name" regulations. The general principles were published in the March 14, 1973 Federal Register. In general, a common or usual name may be a coined term—it shall accurately identify or describe the basic nature of the food or its characterizing properties or ingredients. It shall be uniform among all identical or similar products and may not be confusingly similar to the name of any other food that is not reasonably encompassed within the same name. The name must be distinguishable from other foods. The name shall include the percentage of any characterizing ingredients when such inclusion has a material bearing on price or consumer acceptance, or if the food, because of appearance, is subject to misconception concerning the amount of the characterizing ingredient. It sets out rules as to how the percentage statement is to appear on the label.

Some common or usual name regulations set out rules for declaring that certain expected ingredients or substances are not contained in a food. They require that a clear statement is to appear on the label if certain ingredients or substances must be added to the food by the purchaser. Now, here we find what we at the Agency call fully informative labeling. I am not talking about information on an information panel, but rather, information appearing as part of the name of a food wherever it appears on the label. Let us note that much of what we require in nonstandardized foods also appears in some standardized foods: for example, percentage labeling for packaged meats and cottage cheese products.

### Imitation Foods

Another point I would like to discuss concerns the use of the label term "imitation" for a food. Section 403(C) of the FD&C Act states, in essence, that a food is misbranded if it is an imitation of another food but does not state so clearly and in accordance with specific rules. This section of the Act is one which the Courts have considered in the past and laid out simple ground rules. However, all concerned soon became aware that the implementation of the law was not always helpful to the consumer, in that the label did not tell us what a food is but instead, what it is not. Many sought a way to make the label more informative and still not circumvent the Act. In the January 19, 1973 Federal Register the Commissioner in Section 1.8 of our regulations reiterated Section 403(C) of the Act but added that a food which is a substitute for and resembles another food would not be deemed an imitation provided it is not nutritionally inferior, that it

bears a common or usual name as I described a bit ago, and that the label is not false or misleading.

It has come to our attention that a number of manufacturers are misinterpreting this new policy. It is not a license to disregard the law and forego the use of the "imitation" term as part of a food name in all instances. The rules are simple and clear. A few instances of noncompliance with these rules have come to the attention of the Commissioner and are receiving firm treatment by him.

### Conspicuousness of Labeling

There have been a number of revisions of our regulations concerning conspicuousness of labeling terms. For example, not only do we address ourselves to what words shall be used for added characterizing flavors in the name of a food, but also the size of the letters in such words. We have been setting out minimum sizes for the letters used in the words in ingredient statements. Also, our establishment of new regulations and amendments of existing ones would apply for standardized and non-standardized foods. However, let me assure you that the Commissioner of Food and Drugs is a reasonable man and will give full consideration to well supported proposals for alternative rules for particular situations.

Another area which appears to be misunderstood by certain food manufacturers is that of exemptions from certain food labeling requirements. I speak of such things as incidental additives. Some are misapplying that regulation. Let me emphasize the relevant features by paraphrasing parts of Section 1.10(A) of Title 21, Code of Federal Regulations. Certain ingredients such as incidental additives that are present in a food at insignificant levels and do not have any technical or functional effect in the foods are exempt from requirement for label declaration required by 403(I)(2) of the FD&C Act. A substance is an incidental additive if it is not functional or does not have a technical effect in the finished food even though it was functional or had a technical effect as part of an ingredient used. Processing aids are exempt if after being added to a food they are later removed prior to packaging of such food in its finished form, or if during processing they convert to constituents normally present and do not significantly increase the amount, or if they are added for their technical or functional effect in processing but are found at insignificant levels in the finished food and have no technical or functional effect in the food.

(Continued on page 12)

# QUALITY

# TY

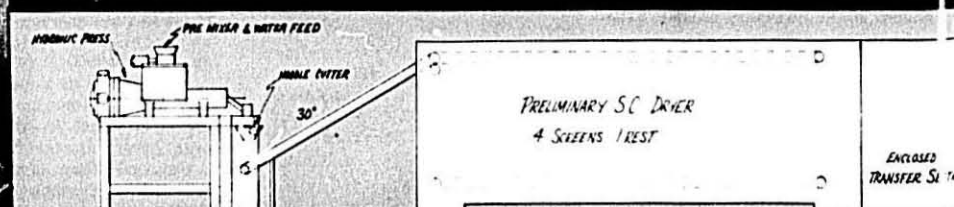
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## New Directions of FDA

(Continued from page 9)

The Food and Drug Administration is quite aware of the occasional burden placed upon food manufacturers by our increased requirements for additional and sometimes more specific labeling information. However, we are also mindful of the need to provide meaningful and useful information to consumers who wish to know what is in their food. Let us note that again I have used the term "meaningful" as it applies to labeling. It means not misleading. Also, to make things a bit easier for the industry and still provide necessary information, we recently permitted the statement of ingredients for certain foods to list "milk" or "skim milk" as the case may be, regardless of whether the single strength fluid or concentrated or dried form is added as an ingredient. We are of the opinion that the term "milk" or "skim milk" is meaningful as an ingredient declaration.

The same approach is applicable to corn sweeteners. Others are being considered. Both consumers and suppliers should be well served by this policy. However, each time the question is raised about whether a grouping of one kind or another should be permitted, it will require consideration of what will be meaningful to consumers. For example, we are convinced that a consumer is interested in the fact that some form of whole milk is added to a cake and is not overly concerned about its form, such as liquid, dried or concentrated, when added.

It has been my pleasure to meet with you and I shall be happy to try to answer any questions you may have. Thank you.

## Watch Warehouse Safety

Wholesalers were warned at a workshop meeting to watch warehouse safety. Charles Miller, president, Loss Prevention Systems, Cincinnati, listed medical care, workmen's compensation and work insurance among direct costs and wages paid for non-work, equipment and product repair, loss of management time, possible overtime pay, trainee learning time and lost sales as among the indirect costs as the price of accidents. "In most cases, we're talking about big money," he said.

He suggested seven steps for safety: A written safety policy communicated to employees; assignment of responsibility and accountability; written rules and procedures; regular inspections; good training programs; accident inves-

tigations, and enforced education programs.

He mentioned use of safety shoes and hard hats as bare minimum requirements. Also it was noted that you must have OSHA posters on your premises or you can be fined.

## A Package Designer Comments

At the American Management Association's National Packaging Conference, held in conjunction with the Exposition, a session was held where stores must design environments reflecting cultural changes and aimed at solving customers' problems.

The point was made by Morison S. Cousins, president of a design company in New York City.

According to Cousins, new lifestyles, proliferation of products and constant product introductions have increased need for a change in store environment, but only a few have created the innovative environment to meet consumers' needs.

"Management is in the 'dark ages' about how to get customers, keep customers and sell customers," he said. "The lack of creativity, or even attempts at improvements, in supermarkets is sad. But the size of our population will probably allow any well-run establishment to muddle through."

Package handling at the point of sale must be changed, he said, citing wire bins, as used in hypermarkets, and dispenser bins as excellent aids.

Besides having optimum advantages for the retailer, wire bins provide access for the consumer, imply good value and result in an airy, open environment, Cousins noted.

The designer stressed that when store management realizes the need for improved visual planning, benefits for the consumer and retailer, a more pleasant environment and higher profits will result.

"But most management is not doing long-term planning in the packaging display area. Most people involved only see the short-term negatives. Product managers want now performance. The package-design concern requires very open-minded people who can deal with the future."

## Criticizes Displays

According to Cousins, items are displayed in settings that heavily interfere with consumer buying. "The stores are dull, ugly, poorly lit. There is nothing inviting about the atmosphere. Directional information is very poor."

He maintained that signs in stores are totally inadequate, with aisles marked

with a few items to indicate general categories.

"And the aisle ends often have merchandise stacked to obscure the signs. In addition, dangling from the ceiling are all manner of 'special' signs, confusing everything."

Supermarkets, "a jumble of visual confusion," he noted, must provide customers with maximum selection information at the point of sale.

Cousins pointed out that part of the confusion is caused by contrived, over-designed packages which do not give customers product information, and in some cases, make the item difficult to locate.

Package must rapidly communicate contents in an easily readable design that is not confused with "other extraneous elements."

He singled out the design of Pathmark's private label products as being an excellent example of simple, direct and effective merchandising.

## Pasta Section

Showing a slide of a pasta section in a Pathmark store, Cousins noted the clean design of the logo (red and blue stripes on a white background surrounding the word "Pathmark") encompassing a fourth of the package. Clearly readable were the words, "thin spaghetti" or "vermicelli."

With that minimal information printed on the box, the product is attractive, easy to find, and gives the shopper the information she needs. It also furnishes a strong identification with the other Pathmark products, he added.

In comparison, Cousins showed a slide of a Campbell soup display using some 8 sq. ft. of facing. Since half the Campbell label is used for brand identification, "one half the area, 4 sq. ft., is repetition of the Campbell name and the remaining 4 sq. ft. for generic names.

"I've been buying Campbell's vegetarian vegetable soup for years," he emphasized, "and it takes me a full minute to find it. After all these years, Campbell still doesn't believe I know who they are."

## Canned Mac and Cheese

Campbell Soup Co., Camden, N.J., is bringing into national distribution Franco-American elbow macaroni and cheese. The product takes four minutes to heat for serving, and contains enriched elbow macaroni in a Cheddar cheese sauce. A 7c-off coupon toward the purchase of one can appeared in mid-May in newspapers.

## Packaging Materials: Shortages and Alternatives



Walter H. Dolbier, Jr.

WALTER H. DOLBIER, JR. of The Packaging Institute, U.S.A., New York City, stated that UPC will double and triple the need for inventories and at the same time there will be a critical shortage in packaging materials.

The energy crunch—the shortage of crude oil and natural gas—definitely restricts petrol chemical feed stocks that have no alternatives.

An Arthur D. Little presentation to the American Paper Institute, Annual Meeting, November, 1973, had this to say about the outlook for energy cost: "There is going to be a U.S. energy supply shortage for at least a decade. And costs will likely rise 3 to 4 times over the 1971-72 period."

Paper and paperboard make up about half of the \$20-billion packaging market with metals accounting for another 25 per cent, glass 10 per cent, plastics 10 per cent and other materials 5 per cent. However, because the basic economic forces are common, the same patterns are evident in all areas of packaging.

Biological pressures and associated pollution abatement costs are another factor which is new to the scene. "Capital expenditures on equipment for abatement of air and water pollution by the paper industry accounted for 1/5 of the total capital expenditures in 1971. This share is likely to rise during the next few years," said a statement to the Council of Economic Advisors, American Paper Institute, September, 1971.

Some eighty paper machines have been shut down because they couldn't pay for the additional pollution controls. The paperboard industry is high in fuel usage even though they provide

about 1/3 of their requirements from their own raw materials sources.

Return on investment has created a financial problem for the industry. Profits have not been attractive enough to bring in new investment and even if the funds were available to build new mills it would take two to three years to bring them into production. Price controls didn't work and we found ourselves operating in an international economy.

## Few Alternatives

The alternatives are few. We will have to be certain that the packaging we use sells the product and gives it protection, but we may use cheaper materials to do this, such as unbleached kraft for bleached board. Europeans have been more frugal in the past and we can observe many of the practices they follow.

Mr. Dolbier suggested that you get the most from every supplier you can, share problems and long-term outlooks with them. "We must all work together."

Here is a partial list of elements in packaging costs. We hope it will give you a start in taking a new and critical look at your total packaging picture.

- Improve delivery pattern—eliminate emergency partial shipments.
- Inventory control—flag packaging material before it becomes obsolete.
- Reduce blank by changing configuration—e.g., top-to-end opening.
- Reduce blank by changing style—e.g., economy flaps.
- More economical interlock of blank.
- Eliminate flap cutting. Die-cutting.
- Reduce number of colors.
- Design graphics to accommodate plate changes with minimum cost.
- Change type of adhesive—e.g., less dwell time.
- Reduce board brightness; eliminate clay coating.
- Change white or colored liner to kraft.
- Consolidate into fewer sizes.
- Consolidate different calipers or grades for fewer runs.
- Reduce caliper or test. Check different closure methods—e.g., glue instead of tape.
- Replace wood dunnage with corrugated.
- Pallet pattern and size: warehouse space.
- Stacking irons to go higher in warehouse.
- Utilized pallet loads.

- Combining packaging lines: fewer sealing stations.

- Possible consolidation of tasks in filling operation.

- Salvage all waste.
- Re-evaluate weight or type or inner bag.

- Improve case pack pattern for reduced material need.

- Change to wrap-around case.

- Change to tray.

- Possible re-use of case.

- Automatic palletizing.

- Eliminate window in package. Collar, liner, pad, other inner packaging.

- Re-evaluate optimum size of unit in which to receive packaging.

- Re-evaluate degree of conveyerization.

- Slipsheets to replace pallets.

## At the Packaging Seminar

Richard C. Truini, Manager, Mechanical Packaging Division of Fibreboard Corporation, made the following comments:

Fibreboard foresees packaging costs to rise over the next three years. In many cases it will exceed 45%.

Energy crisis, material costs, ecology, labor and the need for expanded capacities are some of the reasons.

13% would be a conservative estimate for 1974. Since the conditions will exist for 3 years the 13% will compound to 45%.

Fibreboard and other good suppliers have programs to:

- Look for alternatives to raw materials, such as fiber, etc.

- Stretching paperboard supply.

- Developing new uses for materials and coatings.

- Designing new economy carton structures.

- Expanding packaging systems consulting services.

Packers should look to:

- Cutting labor costs.

- Analyze line speeds.

- Save material in packaging.

- Change specifications of the carton.

- Minimize and salvage waste.

- Plan better production and inventory schedules.

- Communicate and work with your people in programs to cut cost.

Summary:

- Work with and rely more on suppliers.

- Consider and evaluate automation in every degree. Automatic or semi-automatic to save people.

(Continued on page 14)



**At the Packaging Seminar**  
(Continued from page 13)

• With the fixed costs of labor, raw materials, energy, etc. The only way to cut down the 45% is to reduce labor through better planning and automation.

**Automate**

Evans Hiotakis, Manager, Mechanical Packaging, Diamond International Corporation, observed there are two ways to perform most packaging—hand method or machine. The hand method is the most costly so where automation can be introduced it will cut costs.

**Case Wrapping**

Ronald Pokraka, Packaging Machinery Division of Fibreboard Corporation, presented a film and demonstration of Wrap-around Corrugated Case Packing as a method for minimizing use of corrugated for protecting products in shipment. Advantages: (1) Minor flaps are cut down; (2) You do not lose stacking strength; (3) The product is used as a mandril.



Ronald Pokraka

- c. Polyethylene 78%
- d. Ink 72%
- e. Solvents 77%

**There is no perfect package or packaging film.**

**Polyethylene:** Strong, stretchable, good moisture barrier, heat sealable, soft but, poor oil, grease and oxygen barrier, all of the advantages can also be disadvantages in given situation.

**Cellophane:** Stiff, clear, excellent barrier to grease, oils, oxygen, will not melt, machines easily, heat sealable but brittle in cold weather, puckers or wrinkles in high humidity, durability is moisture content related.

**Propylene (Oriented):** Fairly stiff, strong, excellent moisture barrier, not affected by humidity or subfreezing temperatures but not heat sealable unless coated, will shrink and melt under excess heat, poor oil, grease and oxygen barrier (unless PVDC coated).

**Why make laminations?**

To make a closer approach to the "ideal" packaging film by combining two or more piles to take advantage of the favorable properties of each.

Note that "ideal" is a subjective term. It will vary in the mind of each customer, and is still subject to compromise. "Ideal" is colored by: cost; production speeds; durability—climate and season; protection—shelf life—distribution—product; appearance—stiff, soft, opaque, transparent; hence, many different laminated constructions are found packaging similar items.

**Packaging Analysis**

Du Pont suggests you compare your present package with a proposed package from the following viewpoints:

- (1) **Material**  
Type Film  
Gauge  
Description
- (2) **Cost/M Units**  
Film Cost  
Yield in Inches  
Cost/M Sq. Inches  
Cost/M Units
- (3) **Production Requirements**  
Equipment  
Speed  
Miscellaneous Information
- (4) **Protection**  
Water Vapor  
Oxidation  
Other
- (5) **Durability**  
Shipping  
Display  
0° and Below
- (6) **Appearance**  
Haze  
Gloss  
Sheet Flatness

Conclusions should verify advantages

**Paper and Paperboard**

by G. David Murphy, Diamond International Corporation

Paper and paperboard in all forms is the one material that affects most packagers. Over 18 months ago the supply of corrugated containers began to tighten. Today all types and grades of packaging papers and paperboards are in short supply. It behooves all users of folding cartons, corrugated containers and labels to develop a strategy of how to cope with a tight supply situation. No packaging decisions can be made today without taking the supply situation into account and there is no more important packaging problem facing American companies today than that of package availability.

The reasons behind the tight supply situation is that folding cartons, labels and corrugated containers have been classified "4-F" . . .

**Fiber—Pulp** which is the basic raw material of paper and paperboard is in short supply. The industry has been operating at record levels these last several years and supply shortages have begun to appear in areas where over-supply had been the problem.

**Feds—**Two primary factors contributing the reduced expenditures by the pulp and paper industry for expansion of capacity are the high costs of environmental protection and the unfavorable price conditions caused by Phase IV.

(Continued on page 16)

**Transparent Flexible Packaging**

by Kenneth H. Speckhals, The Cloudsley Company

**Some Reasons for Flexible Packaging Material Shortages:**

- (1) Greatly expanding usage of flexible packaging.
- (2) World wide shortage of polyethylene and polypropylene film and cellophane.
- (3) Lack of base film production capability, particularly for oriented polypropylene and polyethylene.
- (4) Consolidation and elimination of unprofitable film products and converting materials over the past two years.
- (5) Inadequate refinery capacity resulting in a petrochemical and solvent shortages.

**Converter Material Shortages—**National Flexible Packaging Association Survey, February 1974:

- 1. Converters experiencing material shortages 91.1%
- 2. Converters who expect material shortages for 1974 97.8%
- 3. Average % of requirements of materials available:
  - a. Polypropylene 65%
  - b. Cellophane 78%

**Common Materials Used in Pasta/Noodles Flexible Packaging**

Material	Type	Thickness (mil)	Converted
Polyethylene	(LD & MD)	2 to 3	Surface printing, single wall
Cellophane	(Saran coated)	.7 to 1.4	Duplex, surface printing, and laminations to prop
Polypropylene (Oriented, coated)		.75 to 1.00	Lamination to cellophane



1 page 120.00  
A.C. 15.00  
105.00

**The letter you can't see in our name.**

The Q is for quality: it might not be found in the spelling of our name, but it certainly is found in describing our products and services.

And it's the biggest reason the name Cloudsley is synonymous with quality when it comes to film packaging converters.

Quality Control, for example, is one of our most religiously observed practices . . . and it's one of the keys to the high caliber Cloudsley product.

Quality equipment — equipment that helps us stay one step ahead of the competition — featuring the most modern and innova-

tive plant in the industry, allows our customers to count on a top job, time after time.

But perhaps the most important "Q" in our repertoire is quality people. People who not only have been in the business for years, but who have been in it successfully. Their attitude toward quality assures you the best product in the industry.

Write or call us today, and let one of our marketing representatives show you examples of how Cloudsley, The Quality People, can give you the best product for the money.

**CLOUDSLEY:  
QUALITY FLEXIBLE PACKAGING CONVERTERS**

The Cloudsley Company / 470 W. Northland Rd. / Cincinnati, Ohio 45240 / (513) 825-4800

## Paper & Paperboard

(Continued from page 14)

**Fuel**—Folding carton, corrugated container and label stocks come from an industry that uses oil for 22% of its energy requirements. We are now playing the age old game of "Simon Says."

**Finance**—At this time Pulp, Paper and Paperboard Mills are operating at capacity and yet there are no large planned additions to satisfy forecasted demands because the return on investment is far too low to justify expenditures. This is a capital intensive industry with an inadequate earnings position that is renouncing its tendency for over-capacity expansion.

In 1974 manufacturers of pasta products will be involved with Food Labeling Regulations and the Universal Product Code Program. These programs will greatly affect the designs of folding cartons, labels and containers.

## Fibreboard Record

Due to the continuing strong paperboard and packaging markets, Fibreboard Corp., expects 1974 operating profit to exceed 1973's record operating profit of \$11.7 million, or \$3.54 a share, Melvin L. Levine, president, said in an interview.

Mr. Levine had earlier projected in the annual report that 1974 operating profit would decline from 1973, but would still exceed any other year. In 1973, the company had a special gain of \$3.3 million that brought net income to \$15 million, or \$4.57 a share.

He said that the forest-products concern is boosting its 1974 earnings projection because of a stronger-than-expected first quarter and continuing strength in the paperboard and packaging markets.

Mr. Levine said that Fibreboard will report first quarter earnings rose 70% to 75% from the year-earlier net of \$2.5 million, or 74 cents a share. He also said sales rose about 15% from \$60.5 million.

"Our first quarter this year was the best the company has ever had," Mr. Levine said.

## Wright Machinery

by Ed A. Masilunas,  
Sales Representative

We certainly appreciate the invitation to participate in your Seminar, and the opportunity it gives us to further familiarize you with the packaging machinery we have to offer to your industry.



G. David Murphy (right)  
Tom Sonicola on the left.

I realize it is difficult to make notes and absorb all details during these presentations and, for this reason, I would like to outline briefly the equipment and systems we have to offer.

(1) **Form-Fill Machines**—We offer a complete line of form-fill systems consisting of single and multi-tube units that can produce packages at a rate up to 120 bags per minute. Our bagmaking principle, which eliminates the rigid tube for package forming, permits us to handle a complete line of products, including noodles, without bridging at the fill station.

(2) **Inline Weighers for Rigid Containers**—Inline Net Weighing Systems are offered in multi-headed designs of from 2 to 6 scales to work in conjunction with existing carton units, or is available as a complete system to include a carton machine. Speeds of from 30 to 90 per minute can be achieved.

(3) **Rotary Net Weighers for Rigid Containers**—In the event speeds in excess of 70 per minute are required, we

offer two models of Rotary Net Weighers consisting of either 12 or 18 scales. Product is handled and packaged in a continuous flow and greatly reduces breakage of the more fragile items. Speeds up to 180 packages per minute can be obtained with this type of system.

(4) **Type of Fillers Offered**—Counters Volumetric or Net Weighers are offered to work in conjunction with any of the above-mentioned systems.

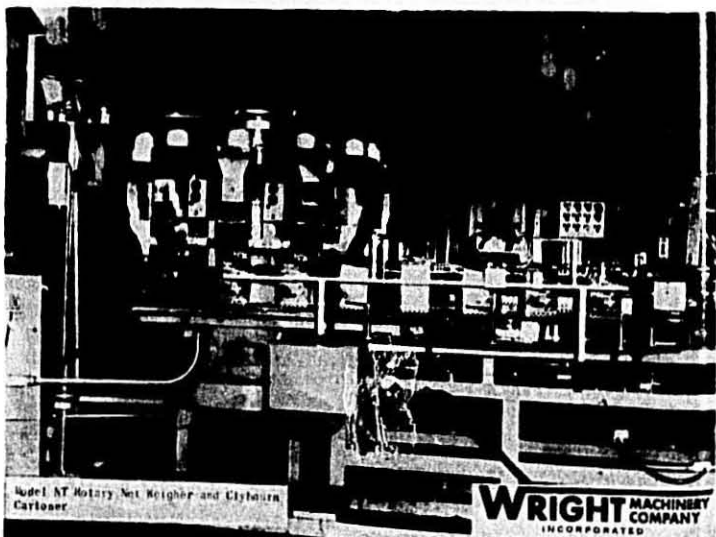
(5) **Net Weight Principle**—Wright has been designing and manufacturing net weight scales for more than 25 years, and feels it can offer the ultimate in efficient and accurate weighing. Features, such as pushbutton scale setting, automatic checkweighing and correcting prior to discharge into the package, no underweight features, and automatically compensating for product build-up in the weigh bucket contribute to many dollars saved by reducing product give-away.

(6) **Product Feed System**—We will assume the responsibility for the complete feed system to the machines and prepare even the most difficult items for efficient weighing while keeping product breakage to a minimum.

(7) **Among macaroni installations are:**

- Paramount Macaroni Company
- Bravo Macaroni Company
- Ronzoni Macaroni Company
- Weiss Noodle Company
- Mrs. Grass Noodle Company
- Gioia Macaroni Company
- O. B. Macaroni Company
- Grocery Store Products, Inc.

(Continued on page 18)

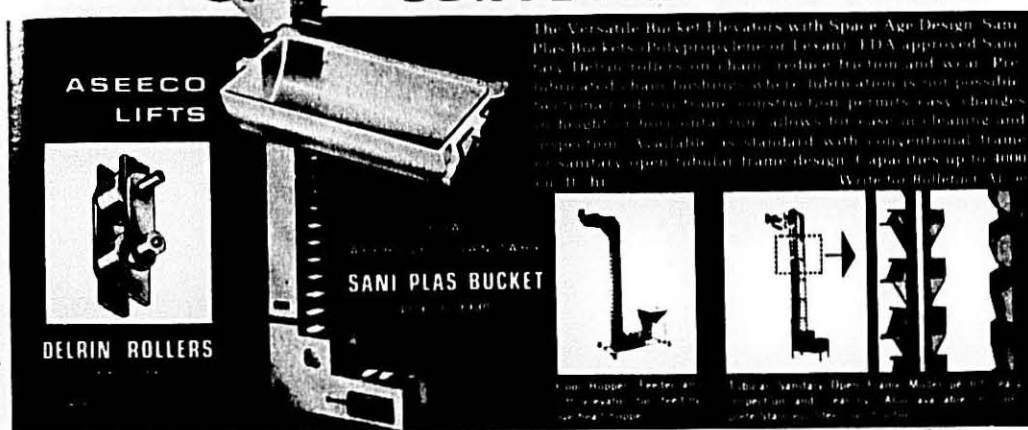


Model AT Rotary Net Weigher and Classifier

**WRIGHT MACHINERY COMPANY**  
INCORPORATED  
DURHAM, NORTH CAROLINA 27701

THE MACARONI JOURNAL

# ASEECO CONVEYING SYSTEMS



The Versatile Bucket Elevators with Space Age Design Sani Plas Buckets, Polypropylene or Lexan, FDA approved Sani Plas Buckets, Delriks rollers on chain, reduce friction and wear. Pre-lubricated chain bushings, where lubrication is not possible, are made of Delrin. Frame construction permits easy changes in height. A built-in roller allows for ease in cleaning and inspection. Available in standard or conventional frame or sanitary open tubular frame design. Capacities up to 4000 cu. ft./hr. Write for Bulletin A-10.

## BELT CONVEYORS

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

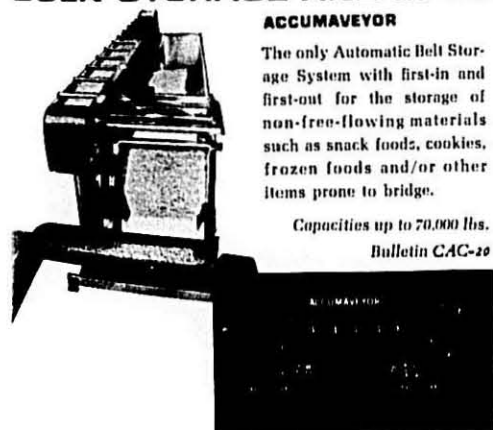


QUICK RELEASE CLAMP  
QUICK REMOVABLE SCREENS ARE AVAILABLE FOR EASY CLEANING AND CHANGING

## VIBRATING CONVEYORS

Ideal for conveying materials without degradation such as potato chips, cereals, snack foods, etc., Sanitary—self-cleaning troughs balanced designs, capacities up to 6500 cu. ft./hr. Processing designs available for screening, dewatering, cooling and drying while conveying. Write for Bulletin CVC-20

## BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS



### ACCUMAVEYOR

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

Capacities up to 70,000 lbs.  
Bulletin CAC-10

### MODULAR VIBRATOR DISTRIBUTION SYSTEM

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



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

## 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.

Write for your nearest representative.



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## Wright Machinery

(Continued from page 16)

German Village Noodle Company  
Inn Maid Noodle Company  
Foulds Noodle Company  
Greenfield Noodle Company

We feel we can offer a most complete and efficient line of packaging machinery to handle your product, and would welcome the opportunity to visit with you and discuss in detail any requirements you may be considering.

## Our Fiftieth Year

by Walter P. Muskat,  
Vice President,  
Triangle Package Machinery

After a year marked by uncertainties in virtually every sector of the economy, we are particularly pleased with Triangle's performance during 1973—our 50th year. We not only paced our previous growth year, we surpassed it, with sales running ahead of PMMI's order index for 76 firms in our industry.

We'd like to believe that the somewhat dour projections of economists for 1974 will not engulf packaging. Our optimism is based in the idea that, though we design and manufacture equipment, in many ways we are in the efficiency business. And increasing efficiency will be a growing concern for packagers.

The cost of basic ingredients, including labor, have skyrocketed for packagers, and all the increases can't be reflected in product price.

One obvious way to ease the profit pinch is through efficiency. And certainly a key phase of operations for economies is the packaging system, which meters out the product to a fraction of an ounce.

Simple arithmetic shows that saving even a small fraction per package can add up to a huge amount of product. For example, a customer packaging beans paid for his new, highly accurate scales in nine months with the product he didn't give away. Some big packagers literally could pay for their servo equipped Flexitron scales in a matter of days! If that sounds improbable keep in mind that our new Flexitron III scale systems can be guaranteed for accuracies to 300ths of an ounce. So you can see that a savings of 1/8 ounce per package is entirely realistic for many plants.

And raw material is not the only savings. Remember, almost all costs—including manufacturing, administrative, etc.—already are in the product by the time it reaches the packaging operation.

Anytime you want to explore the sav-



Walter P. Muskat

ings possible through scale accuracy, give us a call. We have our own in-house computer programmed to analyze any packaging operation. The print-out can be an eye-opener.

### Changing Marketplace and Plant Flexibility

Not only was 1973 a year of economic fluctuations, but packaged goods and packages continued to change rapidly, making it more important than ever for packagers to have flexible equipment. An increasing number of packagers are coming to realize that getting product from manufacturing to packaging requires more than a simple conveying system—particularly since the stated performance of any packaging system is contingent on the proper distribution of product to it. Linking distribution and packaging into a unified system will receive more emphasis during 1974 and beyond.

### One Source Responsibility

We've been more than a little concerned with the long-neglected distribution phase, so in 1973 we made a major commitment by extending our capabilities beyond the packaging system. Earlier in the year we concluded an agreement with Driver-Southall, Ltd., a British firm, to manufacture and market their hydraulic vibratory feeding and distribution systems. Based on our experience, we knew centering responsibility for the design and manufacture of distribution and packaging systems would be welcomed by most packagers, who, up to now, too often have had to shoulder the responsibility for the complexities of matching distribution and packaging.

Since introducing our new hydraulic systems at the Fall PMMI show, we already have orders for both existing and new plants.

### Comments at Seminar

Over the past 30 months Triangle has shipped some 58 machines to 17 different pasta manufacturers. These, of course, are only domestic figures and

do not include the license arrangements that we have in Germany, England and Mexico. The point that I really wanted to make was that obviously it works out to be something more than an average of three machines per company, and because it is over a period of three years, there is a very strong implied performance acceptance. That is really how our industry sells machines... how successfully your present equipment is operating in the field.

With respect to financial matters, in the first quarter of this year was the largest quarter in Triangle history and that with our year ending April 30, 1974, we were running about 30% ahead of the industry average. The fact that we are a family owned and operated business makes it easy for most of the pasta manufacturers to understand our dedication and interest because so many of them are controlled and operated exactly the same way that we are. Decisions made under this sort of a situation are almost always of a long range viewpoint and implication, and I think it adds a dimension to a relationship knowing that a member of the family is going to be around... that does help secure and promote more than just a casual relationship. We understand, however, even though our two industries have really grown up together, that this does not automatically guarantee loyalty... that we must earn, with the continued improvement and introduction of new equipment so that your industry can produce its product at a profit.

### Self Correcting Equipment

Specifically, with respect to hardware, certainly much has been done, much will continue to be done for machines to monitor themselves. Equipment that is self-correcting is more reliable and it does perform more efficiently, with considerably less product giveaway. Equipment, whether it is very sophisticated integrated circuitry or however it may be devised, always responds or anticipates a problem much sooner and can correct it faster than any human pair of hands.

I think that of all the companies in our industry, we have perhaps been a bit more conscious in our conceptual design and production engineering of sanitation and OSHA regulations, for much of our machinery does find its way into federally inspected meat and poultry plants and on IQF Vegetable and Fruit items. The ability to completely wash a machine down... the ability to easily disassemble a machine is, of course, very critical under today's conditions.

1 page \$120.00  
beed 18.00  
138.00  
A.C. 20.70  
117.30

**flexitron III**  
...fast, precise  
and easy to  
keep clean!

## Are You Using Your Noodle — Or Giving Away the Store?

by Donald A. Kraus, Director of Marketing,  
Mira-Pak, Inc., Houston, Texas

I recently talked with a man who was making a study of new packaging machinery. His company is one of the countries' largest good manufacturers and he was conducting a very comprehensive program.

Some time during the discussion I realized that his conception of a 'new' approach to his packaging problems were ideas that were already obsolete by the standards of today's packaging technology.

I said to him, "John (his name wasn't John) I've got to give you credit. The food industry has been notorious for being behind the times—about 25 years behind. But you fellows have really been working to catch up and based on the approach you're presently taking, you are going to wind up only 35 years behind."

And that got his attention!

When I finished explaining the technology available to him today, as well as the developments presently underway, he found himself in a whole new world. Remember the space program started a generation ago and the technology developed in Houston over this period is available to you here today.

Today's generation of machinery provides far more than just a packaging function. The days of just putting product in a bag are gone forever—that is if you want to stay in business.

### Quality Control

I'm talking about quality control right on the machine—where the product is weighed and checkweighed before the product is ever put into the bag. I'm talking about no rejects—in fact no downstream checkweighers.

I'm talking about machines that now adjust their feeds to compensate for product density changes—automatically! Where the product feeds rapidly at the beginning of each weighing cycle for speed then slows down to almost zero for extreme weight accuracy at the end of the cycle. Let me illustrate.

Suppose you were measuring out a glass of water from a tap. With the water running at full speed you probably wind up with either a half glass of water or a wet hand. If however, when the glass is half full you slow down the flow of water until at the very end you have only a trickle, you

would be able to fill your glass very accurately. This same idea is what happens at every bag—automatically—on today's equipment.

### Guaranteed Accuracies

I'm talking therefore about accuracies—guaranteed accuracies of only 1/4-3/16 oz. tolerance from your set, calibrated, or target weight—no matter where you wish to set it. Accuracies that can put an extra \$25,000 of product out into the market each year for each shift you run—per machine.

I'm talking about equipment that can tell you how well your whole plant is running. What your final yield is at the point of packaging—for every 100 pounds of ingredients you put into process, what does it yield in packaged product? That's an important figure to have, and today's equipment can give it to you on a call-up basis—when you need it! Imagine what steps you could take when you discovered that you were presently running 20% under your expected output. You could take immediate action to discover the problem instead of discovering the same fact at the end of the weekly production report or after looking at the results of the P & L. Then it's too late! That money is long gone.

### Schedule Planning

I'm talking about equipment that can plan your schedule for you—by pack—from your order entry system. I'm sure that most of you here today have suffered through your production scheduling only to have Mr. Important Customer call in a big order right in the middle of it! You can't tell him to wait because you just made out your schedule—he's calling the shots, not you. So you burn the midnight oil trying to work something out—meanwhile your production foreman just quit! Sounds typical doesn't it?

Suppose, instead, you fed the new request into a reader that transferred this information to the machine. The machine knowing what it's doing in the way of speed, weights, efficiencies, etc., will report what this will do to you in the way of requirements, i.e., packages, cases, hours, etc. It will summarize your new schedule instantly providing you with the information for your decisions—Do I go on overtime,

bring in another shift, work through lunch and breaks, etc.

It even provides the cubage information for your warehouse and shipping requirements. And I've only touched the surface of the capabilities that space-age technology can provide for you right now.

### See It In Action

You can see some of this in action today. Here in New York at the Coliseum we have a machine set up and running. Its activities are being constantly monitored and are periodically printed out for evaluation.

You can see the first Bag-And-Box machine providing all of these capabilities for the first time in a carton format.

While you are here, you can probably arrange to see some of this new generation equipment in a nearby Macaroni plant which reports that with the new machines it has increased its yield 400-600 cases per shift while decreasing labor 66%; it has saved 15% on packaging material costs while saving 25 in film storage space. It has benefited from increased weight accuracies to the extent of 3/4 oz. per bag and eliminated downstream checkweighing and rework operations.

If there is one thing I've tried to accomplish today it's to try to make you think in terms of what you may be missing right now because your equipment is behind the times. With the battle of costs what it is for you today, you need the best possible weapons in your arsenal. Don't let inefficient equipment rob you of dollars that rightfully belong working for you where you need it.

Use your noodle—don't give away the store!

### Mira-Cartoner

Mira-Pak, Houston, Texas, announces the introduction of the Mira-Cartoner, as an option to its Mira-Wrap line of automatic packaging machinery.

This combination of packaging machine and cartoner provides high packaging line versatility and efficiency coupled with low cost per-carton-minute and low floor space per-carton-minute capabilities.

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(Continued on page 24)

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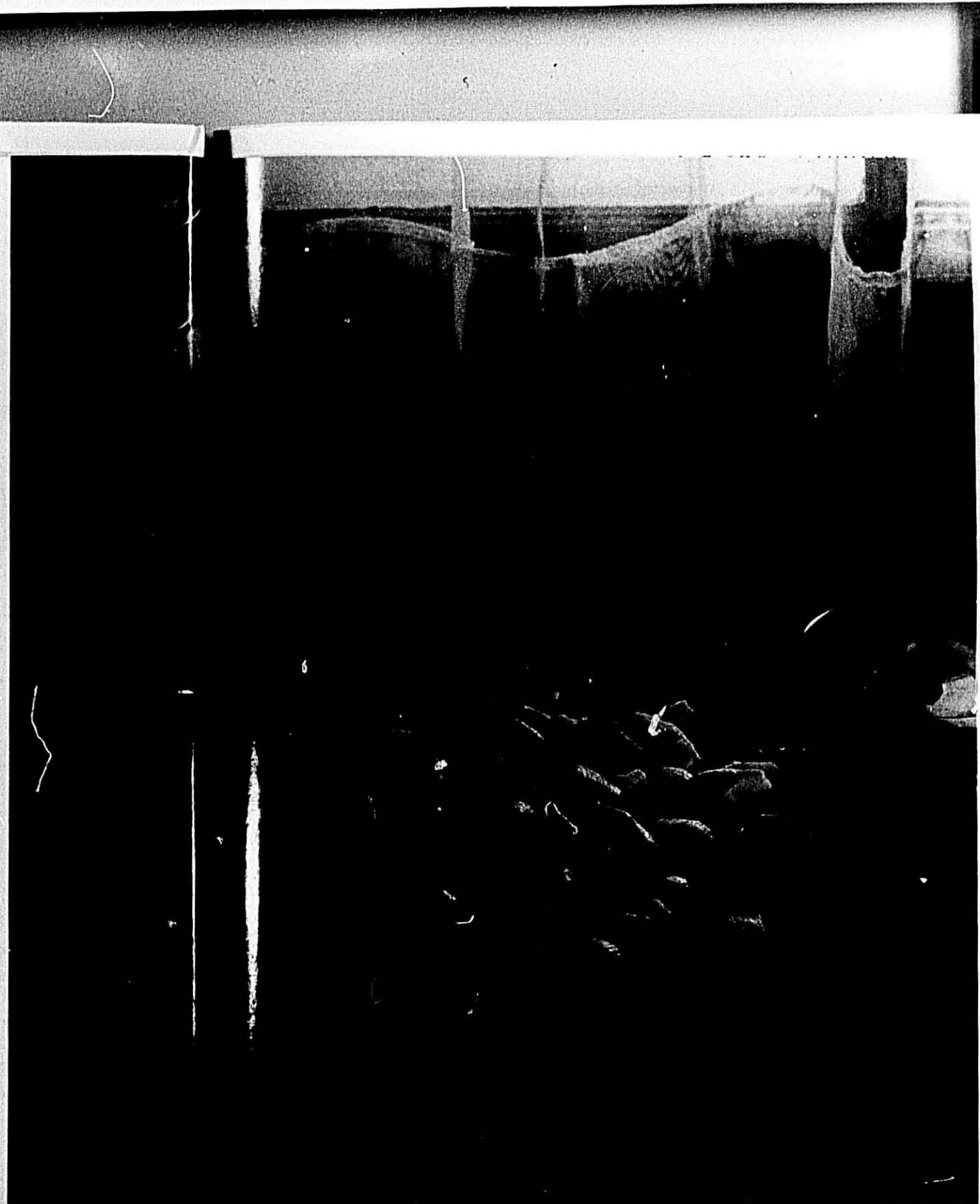
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### Mira-Cartoner

(Continued from page 20)

ton to immediately accept a perfectly shaped package automatically from the Mira-Wrap machine. The carton is then closed and sealed—a completely finished product ready to be shipped. The new module eliminates all the extra bag handling operations thereby increasing packaging line efficiencies.

For further information contact Mira-Pak, Inc., 7000 Ardmore, Houston, Texas 77021.



### Corrugated Growth Rate Slowing

Corrugated box shipments are up, but the rate of growth is slowing; raw materials supply continues to be very tight, with shorter inventory backup; price trends are improving, helping bridge a ten-year lag; and inflation is sharply curtailing industry capital investments.

These were the highlights of a major address on the \$4.9-billion industry's status, presented at the Fibre Box Association's Spring Meeting. More than 350 industry executives heard the details from Association Vice President Robert F. Rebeck.

Final data for 1973, he said, showed 228 billion square feet of finished boxes and products shipped to customers. The figure was 7.6 per cent higher than 1962's total, but each quarter—and the first quarter of 1974—showed a diminishing rate of increase over the year-earlier quarter. The last two-week period of the quarter in fact, shows a slight decline from the same weeks of 1973, for the first negative report in several years.

### Tight Inventories

Rebeck cited containerboard mill figures for 1973 showing a 5.7 per cent increase in production for domestic use, and box plant consumption increases of 8.3 per cent. As a result, he said, "it is clear that if 1972 was a year of tight inventory conditions, 1973 was more so."

Production and consumption for 1974 to date are in almost perfect balance, but "indications at the moment seem to be that conditions will get worse before they get better."

The industry's overall average price trend improved in 1973. However, relating it to the government's all-industry data, he noted that the ten-year annual average would have to be one per cent higher to keep pace. The 1973 corrugated price improvement only made a dent in the spreading gap, he added.

### Financial Data

Preliminary financial data on the industry's 1973 performance, according

to Rebeck, will probably reveal an increase in sales revenue per thousand square feet of 14 per cent. More than half will be taken by the increased cost of containerboard, he said. The remainder, with big shares going to labor rates, ink, adhesives, fuel, taxes and other items, will still leave enough to show higher industry earnings, he said.

Rebeck also focused on accounting practices and tax laws which "do not permit management to recognize the fact that depreciation computed on capital outlays of years gone by is completely inadequate to replace plant and equipment. . . ." He cautioned the industry's executives not to be lulled by satisfaction with accomplishments.

### At Paramount Packaging Corporation

Mr. Harold Isen has been elected President of Paramount Packaging Corporation by its Board of Directors. Mr. Theodore Isen, who formerly served as both President and Chairman of the Board, will continue as Chairman.

In other moves, Mr. Irvin Isen was elected Executive Vice President; Mr. Alan Isen was elected Senior Vice President and Secretary; Mr. Jules Block and Mr. Frank Davis were re-elected Vice Presidents.

At the same time, the Board announced the election of two officers; Dr. Tullio Vigano as Vice President and Mr. Daniel Windheim as Treasurer.

Dr. Vigano, who holds a B.S. in Chemistry and a Ph.D. in Chemical Engineering from the University of Milan, Italy, has been with Paramount for

over five years and has had extensive experience in the flexible packaging industry.

Mr. Windheim, a CPA, holds a B.S. in Economics from the Wharton School of the University of Pennsylvania and an M.B.A. from Drexel University. He has had over twenty years experience both in public accounting and private industry.

Paramount Packaging Corporation, which has its corporate offices in Chalfont, Pennsylvania, manufactures and designs flexible packaging and paper products for a wide variety of consumer items. The corporation has manufacturing facilities in Chalfont, Pa.; Murfreesboro, Tenn.; and Philadelphia, Pa. It has sales offices in eight locations throughout the country.

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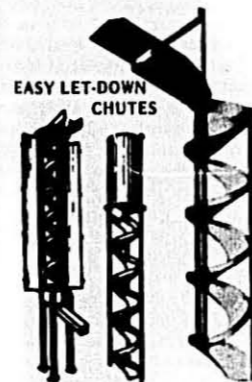
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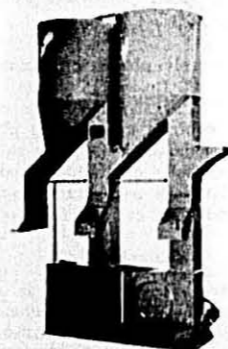
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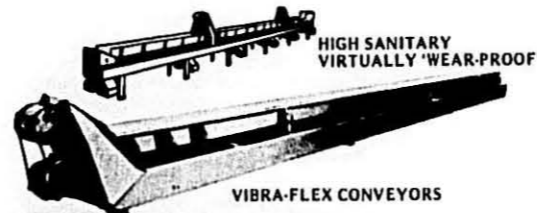


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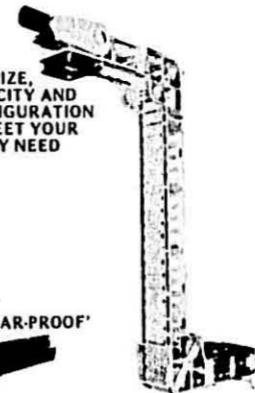


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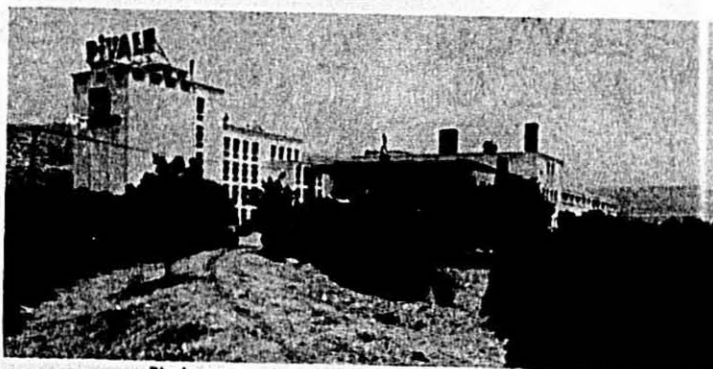
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## Macaroni Around The World

**M**ACARONI JOURNAL reader Nils Nilsson from Stockholm, Sweden, reports the trend of macaroni consumption in that country is up. Sweden is developing new types of pasta with higher contents of protein, vitamins and iron. Elbows are the most popular cut.

There are three plants in Sweden producing an estimated 10,100 metric tons annually. Kvarn Och Bageri Ab Juvel is the name of the largest organization which is a merger of Kvarn AB Tre Kronor and KF's Bakery Department. They use domestically grown wheat primarily, with a small quantity of imported durum, but are appalled at the enormous price increases of durum from the United States and Canada.



Piyale macaroni made at Mektes, in Izmir, Turkey

### Great Britain

In less than a year and a half after Pasta Food's major new factory at Great Yarmouth in Great Britain was completed at a cost of 750,000 pounds, the company has embarked on an expansion program calling for a new warehouse building of approximately 15,000 square feet, which will house an additional production line with a capacity of 25 tons of long goods a day and a highly sophisticated packaging plant. The production facilities will be a new Brabantil GPL Line with Cobra Press 1300, equipped with automatic dryer and overnight storage silo. This means that round-the-clock production can be packed by a day staff using automatic equipment, including the newest Ricciarelli Automatic Spaghetti Packaging Machine capable of producing 50 packets per minute. These will be of the rectangular film type, first introduced some three years ago by Pasta Foods.

"We are firmly convinced that pasta is one of the major growth products; that market expansion will continue and will accelerate for many years to come," said Mr. Freddy Fox, managing director of the firm.

### The Netherlands

Macaroni sales are steady in the Netherlands, where five plants produce an estimated 33,000 metric tons. Elbow macaroni, spaghetti and noodles are one, two and three in popularity. They are packed in 250, 500 and 1,000 gram sizes, mostly in flexible film with some cardboard boxes.

### West Germany

In West Germany some 55 plants with less than 10 workers and 35 with more than 10 workers, produce an estimated 210,000 metric tons. The larger firms account for 4% of the production.

Fresh eggs are used in many of the products which include sputniks, spaghetti, macaroni, noodles, vermicelli and spaetzle. They are packaged in flexible film or folding boxes.

Competition is keen and the increase in costs caused by the energy crisis, the rapid rise in wheat costs and labor make operations difficult.

### Switzerland

In the last few months of 1973, the Swiss enjoyed a real boom, but total consumption for the entire year for pasta products was about the same as 1972. Faced with the same problems as the rest of the world, with competition from cheaper foodstuffs and rising costs of ingredients and manufacturing puts stress on the 27 manufacturers who are producing an estimated 58,000 metric tons annually.

As competition increases from abroad, taxes go up, manpower becomes more scarce, there are lower profits and fewer manufacturers of macaroni.

### In Italy

The Italian situation was spelled out in some detail in last month's item on page 26 of the *Macaroni Journal*, "European Durum Requirements."

In the Annual Report of W. R. Grace and Company they state that the largest unit in Grace's European grocery products operations is Barilla, the leading pasta producer in Italy and in the world. Barilla distributes its products through 135,000 retail outlets throughout Italy. Although Barilla's sales remained healthy, its profits were curtailed by a general price freeze in Italy and by skyrocketing costs of its primary raw material, durum wheat.

### Spain

Competition is keen in Spain where some 85 to 100 plants produce 100,000 tons annually. Cut macaroni and vermicelli are the popular shapes sold in cellophane bags. Consumer education is the great need of the industry in Spain.

### Turkey

There are some sixteen macaroni factories in Turkey. The largest is MAK-TAS, Makarnaçilik ve Ticaret T.A.S., which accounts for about 20 per cent of the country's production. Their brand name is Piyale, named for the founder Tahsin Piyale who started production in a small factory in Izmir in 1922. In 1942 the company was incorporated and ten years later a new plant was built with a daily capacity of 18 tons. By 1965 this had increased to 50 tons and last year capacity was increased to 10 tons. Flour and semolina are produced from Turkish durum in the company's Konya and Izmir mills. Spaghetti, bow, vermicelli, melon seeds, rotini are packed in 500 gram polyethylene bags for both domestic and export trade.

### Israel

Price controls plague producers of pasta in Israel. Business is made difficult in view of steadily rising costs while the controls keep selling prices low. Pasta popularity has been slowly climbing so that 6 plants now produce about 10,000 tons per annum, mostly noodles and short-cut macaroni products.

### Philippines

The market for macaroni is still growing in the Philippines, where 4 plants produce an estimated 15,000,000 pounds annually. The high cost of flour and packaging materials are the most serious problems for these firms.

### Thailand

Prospects are promising in Thailand, but they cannot be achieved rapidly. Six plants are producing an estimated 15,000 kilograms annually of both long and elbow macaroni and spaghetti, made of durum granular imported from the United States.

### Japan

According to the recent report of the All Japan Macaroni Association, the production of spaghetti and macaroni in 1973 amounted to 100,864 metric tons, an increase of 3,159 metric tons above 1972. Spaghetti and macaroni production in terms of product for the past ten years is as follows:

Year	Production — Metric Tons
1964	49,880
1965	59,100 (+ 9,220)
1966	68,100 (+ 9,000)
1967	70,982 (+ 2,882)
1968	76,281 (+ 5,299)
1969	78,469 (+ 2,188)
1970	92,979 (+14,510)
1971	95,859 (+ 2,880)
1972	97,705 (+ 1,846)
1973	100,864 (+ 3,159)

The total production in 1973 is broken down into 72,908 metric tons of spaghetti and long products and 27,958 metric tons of various kinds of macaroni and short products. Out of the total 1973 production, 281 metric tons were shipped out to the South Sea Islands.

The pasta industry in Japan should be congratulated on having achieved 100,000 metric ton production, 10 kilograms per capita, that has been set since 1971. Active pasta product promotion efforts have been carried on jointly by the industry group and by Wheat Associates, U.S.A. for these years.

### Durum Imports Up

Japan's Durum wheat imports have risen on the steady increase for some years, but it marked a downward trend in 1972 and 1973. Durum wheat imports for these years are as follows:

Year	Amount—Metric Tons		
	U.S.	Canada	Total
1966	14,014	10,100	24,114
1967	20,300	8,250	28,550
1968	11,200	12,600	23,800
1969	38,200	5,330	43,530
1970	45,500	0	45,500
1971	35,800	12,788	48,588
1972	46,100	0	46,100
1973	30,550	3,600	34,150

A sharp decline in the 1973 durum wheat imports as compared with the previous years has been primarily due to the high prices.

### Canada

In Canada, statistics from the Department of Industry, Trade and Commerce are as follows:

	(figures in pounds)	
	1971	1972
Production of macaroni, spaghetti, vermicelli, noodles, etc.	196,882,500	193,868,100
Macaroni "cooked" ready-to-serve	46,356,920	52,804,510

Quarter ended

	9/30/72	9/30/73
Dry macaroni products	39,130,119	46,675,165
Macaroni "cooked" ready-to-serve	4,944,602	4,596,574

### Mexico

In Mexico some 20 plants produce an estimated 100,000 tons of product annually. The most popular varieties are vermicelli, spaghetti and short goods. These are made from Mexican durum and were selling in early 1974 at 12¢ for a 7-ounce package through the government-owned national chain of stores, Conasupo. The government controls the marketing of wheat and sets the prices for the finished goods of both pasta and bakers.

### Grain in France

The modernization of French agriculture and the general trend to move to the cities have resulted in a reduction of the French agricultural population. Today about 13 per cent of the total working population is employed in agriculture as against 17 per cent in 1960. However, France is one of the rare industrialized countries to be self-sufficient in terms of food, and the major agricultural producer in the European Economic Community. The role played by agriculture in the French economy has also created a number of problems which the government must solve.

Among EEC countries the largest farms are to be found in France: only 64 per cent of the total number of farms are between 1 and 25 acres as compared with the EEC average of 80 per cent.

Farms of over 125 acres are generally found in the wheat-producing areas of the Paris basin which could be reasonably called the French "grain belt"; medium-sized farms (50 to 125 acres) account for nearly 40 per cent of the arable land in the West (except Brittany) and Center, while farms of less than 50 acres are found in regions where agriculture is a secondary activity and in the South, Southeast and

Brittany where valuable cash crops, flowers or vineyards are important.

### Source of

#### Agricultural Average

Income	1937-1939	1966	1971
Wheat	16.5%	7.0%	15.7%
Wine	12.5%	7.5%	7.8%
Vegetables	11.5%	6.5%	9.9%
Meat	21.0%	34.0%	26.7%
Milk	12.0%	20.0%	18.1%
Misc.	20.5%	25.0%	21.8%

### Productivity Increasing

Grain productivity is increasing every year at a rate of one ton for every 25 acres and the tendency seems likely to persist. Corn, which had been grown exclusively in the Southwest, is now being grown in other parts of the country. Durum wheat (a grain used in making pasta), which had formerly been grown in Algeria, is a new crop in France. Rice was also introduced recently and grows in the Rhone delta.

### Production of Principal Grains in 1970 and 1972

	(thousands of metric tons)	
	1970	1972
Soft wheat	9,634	12,186
Durum	436	462
Barley	4,323	5,218
Rye	66	96
Oats	440	664
Corn	6,223	7,173
Sorghum	176	229
Rice	87	76

### Agricultural Policy

The present structure of the agricultural common market (common agricultural policy) was first introduced in 1961 and has been fully operational since 1967. Trade is governed by two rules—unified organization and unified prices. Unified organization means that there is a single market for agricultural produce and that goods travel freely from one EEC country to another. A single desired price is set for each product every year based originally on the average of the support prices on the internal markets of each member state. Prices on the market are dependent on conditions of supply, but if market prices fall below the fixed level, the European Agricultural Guidance and Guarantee Fund (FEOGA), a body similar to the U.S. Commodity Credit Corporation, grants subsidies to the producers to allow them to market their commodities under a price support system procedure. This fund draws its resources from import duties and levies and prorated contributions from the EEC member states.

Although both imports and exports outside the EEC are theoretically un-

(Continued on page 30)

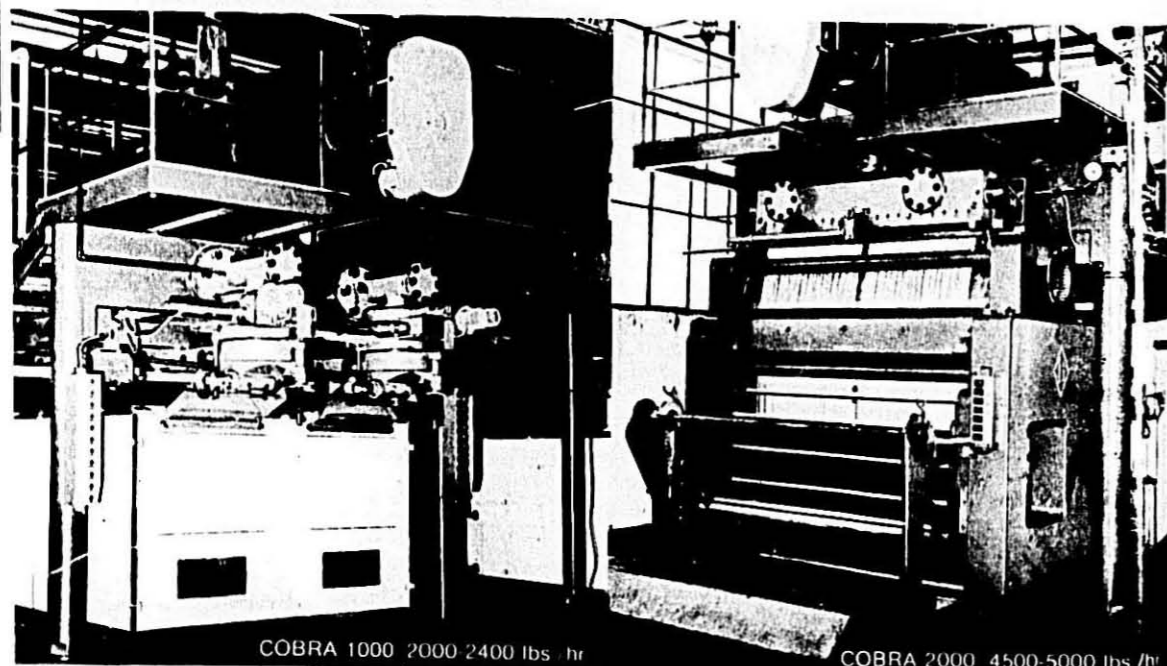
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### Grain in France

(Continued from page 27)

controlled, some imports from non-member countries are subject to import levies. The importer must pay the Community Fund the difference between the world price and the fixed EEC price. Exports to nonmember countries entitle EEC exporters in some cases to a refund calculated on the difference between world market prices and the desirable EEC level.

Of the six founding members of the EEC, France is the principal agricultural producer and exporter in the Common Market. In 1971 she produced some 47 per cent of the grain and 24 per cent of the eggs used in the EEC.

### Durum Planting Late

After running at capacity from the first of the year to Easter, durum mills slowed to the lowest rate of many months in the post-Lenten let down. Milling & Baking News characterized it as "reflecting fullness of pipelines rather than any significant reduction in retail demand for macaroni products."

Price of No. 1 Hard Amber Durum declined from a peak of \$8.60 per bushel, Minneapolis, at the end of February to a \$5-\$6 level at the end of April.

Durum stocks in all positions on April 1 totaled 53.6 million bushels, a 25 per cent decline from a year earlier. During the first week of April durum export sales and shipments were reported at 62.1 million bushels from an available supply of 78 million bushels, leaving a projected carryover of 15.9 million bushels.

County agents in North Dakota report this year's season is nearly ten days later than normal, because of cool weather. Topsoil moisture is good and the crop should get a good start as soon as planting can be completed. Fertilizer supplies are reported to be about a quarter short of requirements with the greatest shortages in the southern and western counties.

Canadian farmers intend to plant 26,700,000 acres to wheat this crop year, an 8 per cent increase over a year ago, according to a mid-March government survey. Durum accounts for 3,300,000 of the intended acreage, up from 2,600,000 last year.

### Egg Production

Egg production at 5,764 million eggs during March, 1974 was down one per cent from March last year, according to the Crop Reporting Board. Layers

on farms numbered 291 million, down 2% from a year ago and 1 per cent below a month ago. Rate of lay on April 1 averaged 64.1 eggs per 100 layers, up from 63.4 a year earlier and 63.3 on March 1, 1974. Egg-type hatch totaled 45.7 million in March. Eggs in incubators on April 1 at 47.8 million were 3 per cent below a year ago. Forecast is for egg production to be moderately above 1973's low level but about 2 per cent less than the 1971-73 average.

### Wholesale Egg Prices Fall

Wholesale egg prices fell after Easter by a dime a dozen as demand plunged. Egg market statisticians estimate that between 16 and 18 per cent of the eggs consumed in a year are purchased in the two to three weeks prior to Easter. Dealers said special egg sales before the holiday helped to boost the volume of business, and now that pipelines are filled, distributors backed away from the market. End-of-April price for large white eggs in New York was down 25¢ from January, to the lowest price in nearly a year.

Frozen eggs fell 6-7¢ a pound in April while dried products declined some 20¢ per pound.

### Processed Eggs

A total of 52.4 million dozen shell eggs were broken March 1974 under the USDA's Egg Products Inspection Act—up 32 per cent from the corresponding four weeks of last year. Per cent increases by regions from last year were: Western, 42; North Central, 38; South Central, 28; North Atlantic, 22; and South Atlantic, 16.

During the four weeks, 81 million pounds of liquid egg products were used in processing—up 35 per cent from the same period last year. Ingredients added in processing totaled 3.1 million pounds, 20 per cent more than a year ago.

### Liquid Egg Production

Liquid egg production (including ingredients added) for immediate consumption and processing totaled 27.4 million pounds during the 4-week period—up 42 per cent from the same period last year. Products for immediate consumption totaled 12.2 million pounds compared with 9.6 million a year earlier. Those for processing totaled 15.2 million pounds compared with 9.7 million last year.

Frozen egg products amounted to 31 million pounds, 20 per cent more than last year. Dried egg production was 6.1 million pounds, 44 per cent above the 4-week period a year ago.

Cumulative totals July 1, 1973 through March 31, 1974 and percentages increases from the corresponding 1973 period are as follows: Shell eggs broken, 425 million dozen, 5 per cent; liquid eggs used in processing, 631 million pounds, 6 per cent; liquid products, for immediate consumption and processing, 210 million pounds, 11 per cent; frozen products, 256 million pounds, 6 per cent; and dried products at 51 million pounds, 5 per cent.

### International Multifoods Continues Growth

International Multifoods has reported an unprecedented sixth straight year of earnings growth.

The diversified Minneapolis-based food processor reported record earnings and sales for the fiscal year and the fourth quarter ended February 28. Multifoods has now reported increased earnings per share in 20 of its last 24 quarters when compared with the same period in the previous year.

Per share earnings rose from a restated \$2.76 to \$3.27, an improvement of 18 per cent.

Net earnings rose 18 per cent from \$10,095,000 to \$11,960,000.

Sales climbed 40 per cent from \$537,840,000 to \$751,926,000.

For the fourth quarter, consolidated net earnings were \$3,631,000, or \$1.00 per share on sales of \$213,010,000. This compares with \$3,354,000, or 92 cents per share on sales of \$151,715,000 for the fourth quarter a year ago.

For the past six years since a new management group was formed the 8-year-old company has had an annual compound growth rate of 12 per cent in sales, 20 per cent in net earnings, and 16 per cent in earnings per share.

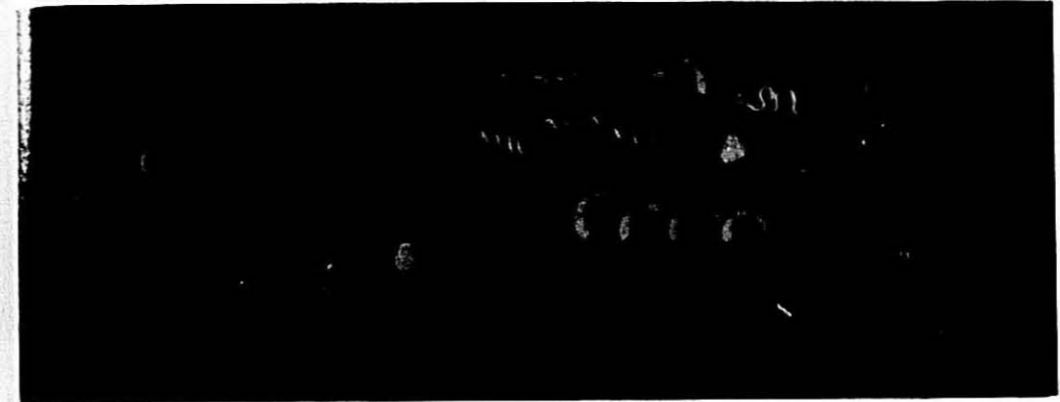
Multifoods President Darrell Runke cited record performances from Multifoods' Canadian operations and U.S. industrial foods division as major contributors to the 1974 earnings improvement.




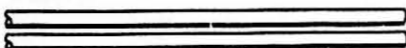












He also noted that U.S. consumer products operations, which had fallen off in fiscal 1973, rebounded back into its trend-line growth pattern last year.

He said U.S. agricultural products and the company's fast food and restaurant operations registered modest improvements.

King Foods, a portion-control frozen meat operation, lost money in the first part of fiscal 1974. Lifting of the price freeze on meat allowed King in the final months to show a small profit for the year, Runke said.

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### Convenience Dinners Hit Saturation Level

THE add-meat convenience dinner category, virtually an overnight best seller, has leveled off somewhat, *Supermarket News* reports. Because of its instant success, the category has suffered from a deluge of brands and oversaturation is being felt on both retailer and manufacturer levels.

According to a *Supermarket News* survey of retailers, sales are still good, but are slowing down. The category is a profitable one, with markups in some instances running as high as 23 per cent.

#### Introduced in 1970

The category was introduced in late 1970 by Hunt-Wesson in the form of Skillet Dinners, a four-serving product retailing for about 83¢. Also, in late 1970, General Mills began testing Betty Crocker Hamburger Helper, which yielded five servings at 59¢. National distribution was achieved the following summer, and because of aggressive retailer and consumer promotion campaign, it soon became No. 1 in the category. *Supermarket News* reports that General Mills currently enjoys about a ½ share of the convenience dinner market according to competition and it is estimated that the volume is about \$70 million annually. General Mills has three lines of convenience dinners. Hamburger Helper includes eight varieties: Beef Noodle, Chili Macaroni, Potato Stroganoff, Rice Oriental, Hash, Cheeseburger Macaroni, Stew and Lasagna. Tuna Helper is a five-product line consisting of Noodles 'N Cream, Noodles 'N Cream Sauce, Potatoes 'N Mushroom-flavor Sauce, Macaroni Newburgh and the newest addition, Creamy Rice 'N Tuna. Quick & Hearty, a two-variety line, is being tested in a limited area. These are spaghetti and chili combinations, while macaroni and noodles comprise the Helper lines. This line is higher priced and aimed at a different consumer than the Helpers.

#### Weeding Out

There has been much weeding out of unprofitable varieties and adding of new ones. For example, Hunt-Wesson has phased out a number of Skillet Dinner varieties and now has three: Lasagna, Stroganoff and Mexicana. The company is also testing another convenience dinner, Big John, with five flavors: Beef Chili, Macaroni, Spaghetti, Woodsman Stew, Noodle and Spanish Rice. No decision has been made on Big John's future, but there are plans to expand the Skillet Dinner line. "It's like the cake mix business in that everybody is testing new flavors."



#### Kraft Dinner

Kraft's Macaroni and Cheese dinner, a forerunner in the field, is another strong seller. Kraft also markets an add-meat product, Chef's Surprise. The Chef's Surprise line from Kraft went national in September, 1973. It consists of Ranchero, Homespun, Colonial, Fisherman, Chili macaroni and Sloppy Joe. Kraft plans to introduce other varieties and lines.

Thomas J. Lipton manufactures a convenience dinner containing dehydrated meat. It comes in three varieties: Beef Stroganoff, Chicken and Chicken Supreme.

Pillsbury entered test marketing about a year ago with Busy Day oven mix, but the timing was bad and the product discontinued.

Another product eliminated is Del Monte's Grand Tour. This was a four-serving item containing canned fruits or vegetables in a sauce, with noodles or rice packed dry. Varieties included Italian, Mexican, Polynesian and Beef Burgundy. It was test marketed in California and dropped.

#### Some Private Label

Some retailers have launched private label products such as Grand Union's Big Dinner mix, containing textured vegetable protein, which when added to one pound of meat produced six servings.

Gooch Food Products of Lincoln, Nebraska are promoting Red Skillet TVP Dinners with textured vegetable protein. They introduced Busy Day Dinners in 1959.

Golden Grain and Globe A-1 have entered the dinner market on the West Coast.

#### Ease of Preparation

Ease of preparation is the most important factor in consumer attraction. Some retailers said that the category is not inexpensive and that most households would do better by adding meat to home-prepared noodle, pasta or rice concoctions. Many manufacturers point to last year's meat problems as striking a blow to the category. "People just stayed away from any product using meat," one manufacturer said.

#### Noodle Roni Campaign

Large space newspaper ads with 10¢ off store-redeemed coupons, plus a heavy schedule of TV spots will promote Golden Grain's Noodle Roni during June and July throughout Washington, Oregon, Montana, Idaho and Alaska. Copy describes the product as "A bit of old Italy" and tells how simple it is to prepare—"just add butter and milk. In 5 minutes, delicious!"

New TV spots in full color also stress the Italian heritage of the product with colorful vignettes of Italy providing background atmosphere. As in the past, the emphasis in the advertising is on quality—both in the appetizing food illustrations and in the theme! "Noodle Roni—a bit of old Italy."

#### Tennis Tournament

Golden Grain Macaroni Company is co-sponsoring the second annual Family Circle Cup, featuring the world's top professional women tennis players. The tournament, to be held at Sea Pines Plantation, Hilton Head Island, South Carolina, will offer a purse of \$100,000, one of the richest ever for a women's tennis event.

The tournament will have an invitational list of 44 international stars, including Billie Jean King, Chris and Jeannie Evret, Evonne Goolagong, Margaret Court, Rosemary Casals, Nancy Gunter, Kerry Melville and Virginia Wade.

The event will be telecast by NBC-TV on May 25 and May 26 and will be used as a theme for Rice-A-Roni television commercials. Golden Grain will also be represented with a full-color Macaroni & Cheddar advertisement in Family Circle's June issue which will feature a special 16-page tennis supplement bound into the book.

#### Frozen Entree

Green Giant has two new frozen entree dishes: chicken and noodles and tuna and noodles.

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**Applebaums in Minneapolis-St. Paul**

A full page ad in the Sunday papers advertised Italian Week at Applebaums in Minneapolis-St. Paul during the last week of April.

Copy read: "Shalom and bongiorno from Applebaums! A good deal of ethnic cooking—whether it's Jewish, Italian, Mexican or whatever—was developed simply to stretch meat or dress up a cheaper cut. (Sound familiar?) But nobody is better at that than the Southern Italians who can turn ground beef into an endless variety of hearty dishes, thanks to their endless variety of pastas.

"A good pasta like Creamettes is made from hearts of hard, durum wheat, and is quite high in protein and low in fat . . . only about 1.4%. Pasta made from this top-quality durum flour is gold and firm, never sticky or starchy.

Spaghetti is always a favorite, whether you make your own sauce or buy it ready-made. But how about giving some of the other pastas a chance too—Lasagna or Manicotti maybe? We've included a couple of basic recipes. Bon appetito!"

Following the recipes was a price list: 15 1/2 oz. glass jar Ragu Spaghetti

- Sauce, w/\$5 order, limit 2 with coupon . . . . . 29¢
- 12 oz. can Hunt's Tomato Paste . . . . . 29¢
- 1 lb. loaf D'Agostino Bread . . . . . 29¢
- 1 lb. box Creamettes Lasagna . . . . . 58¢
- 1 lb. box Creamettes Manicotti . . . . . 58¢
- 2 lb. box Thin Spaghetti . . . . . 69¢
- Ground Beef, pound . . . . . 79¢

**Celentano Meat Ravioli**

Celentano, Inc., a leading manufacturer of Italian Frozen Foods, is introducing its newest product—Meat Ravioli—with a full-color ad in the New York Metropolitan regional edition of May Family Circle, plus McCall's and Woman's Day.

The ad will also appear in the New York Daily News Magazine section, and other newspapers. In addition, radio spots on WOR, WNEW and WVNJ are scheduled.

The introductory ads for the new Celentano product will be aimed at "those who never before liked meat ravioli."

**We Get Letters**

Mrs. James C. Wendorf of Big Bend, Wisconsin writes: "A few months ago I sent for your pamphlet "For Weight Control—Use Your Noodle." Using the food guide given in the leaflet brought

me some successful poundage loss results. I'd like to pass on this food pattern among the 28 ladies in the Bewitched by Tops Club in Big Bend. Please send me 28 leaflets as we are all looking forward to a good figure plan. With your help I am sure each one of us will be indebted to the National Macaroni Institute. Thank you."

**National Macaroni Institute Advertises in Progressive Grocer**

The advertisement below appeared in

the May Issue of Progressive Grocer magazine, distributed at the Super Market Institute Convention.

This is a continuation of the campaign begun a year ago with the ads: "Here's How to Turn a Short Shopping List into a Long One" and "Here's How to Direct Traffic into Every Section of Your Store."

Ads are being prepared for future placement stressing pasta's profitability and virtue of generating related item sales.

**PUSH PASTA . . . It's One of the Top Five Growth Categories in Your Store**

Major chains reporting:

- "Pasta department is being expanded four linear feet."
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The shopper knows she gets more for her money with pasta, you can get more—display macaroni products because pasta is . . .

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- P**opular—Americans last year ate a record 1.9 billion pounds and 1974 is shaping up into another record year.

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INSTITUTE  
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When you have a quality product, the proof is in the cooking! And one woman tells another. Word of mouth is a great sales tool, so be sure your product starts with quality durum. Order today:

Durakota No. 1 Semolina, Perfecto Durum Granular or Exello Fancy Durum Patent Flour. Start with the best — from North Dakota Mill.

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## CONVENTION PROGRAM

### 70th ANNUAL MEETING

National Macaroni Manufacturers Association  
The Broadmoor, Colorado Springs, Colorado



- Sunday, June 30**  
Arrivals and Registration in the Mezzanine.  
2:00 p.m. Board of Directors Meeting  
6:00 p.m. Steak Fry at Rotten Log Hollow—Western style food and entertainment — Buses leave from the Main Entrance.
- Monday, July 1**  
8:00 a.m. Breakfast in the Copper Room, Golf Club  
9:00 a.m. **The President's Report**—Vincent DeDomenico  
Appointment of Convention Committees: Nominations, Audit, Resolutions.  
9:30 a.m. **The Washington Scene** —  
Counselor Harold T. Halfpenny  
10:00 a.m. **The International Wheat Situation**—  
Richard E. Eell, Deputy Assistant Secretary, United States Department of Agriculture  
10:30 a.m. **The Durum Outlook**—  
Melvin G. Maier, Administrator  
North Dakota State Wheat Commission  
11:00 a.m. **Durum Wheat Institute Report**—  
Director H. Howard Lampman  
11:30 a.m. Adjournment  
1:00 p.m. Golf Tournament  
6:00 p.m. Suppliers' Social at the Terrace Pool.  
No scheduled dinner function.
- Tuesday, July 2**  
8:00 a.m. Breakfast in the Copper Room, Golf Club.  
9:00 a.m. **Progressive Grocers' Magazine Report on the Grocery Industry**—  
Edgar B. Walzer, Editor-in-Chief  
10:00 a.m. **Nutrition Education Programs**—  
Mrs. Mary Lou DeZeeuw, Dietician,  
American School Food Service Association  
10:30 a.m. **National Macaroni Institute Report**—  
publicists Theodore R. Sills and Elinor Ehrman  
11:00 a.m. **A Call for Leadership**—  
H. Geddes Stanway, Vice Chairman of the Board,  
Skinner Macaroni Company  
11:30 a.m. Committee Reports—Election of Directors  
12:00 noon Board of Directors Organizational Luncheon  
2:00 p.m. Tennis Tournament  
6:00 p.m. Suppliers' Social in the Pompeian Room  
7:00 p.m. Banquet in the Main Dining Room—Mario Singers
- Wednesday, July 3**  
9:00 a.m.—Board of Directors Meeting  
Adjournment by noon

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### Joe Johnson Retires

Joe W. Johnson, in sales management for Gooch Foods, Lincoln, Nebraska, for some forty years retired on May 3. He will continue to reside in Lincoln.

### Promotion

Peter V. Kenford has been appointed to the position of Vice President-Sales for Aseco Corporation, Beverly Hills, California.

Since joining Aseco in January of 1970, Kenford held the positions of Sales Engineer and General Sales Manager.

With extensive experience in bulk handling and processing equipment and total systems, Kenford will be responsible for directing sales through fifty-six area representatives in the U.S. and Canada.



### Richard Lorimer Promoted

Richard Lorimer, Manager/Sales Service, Skinner Macaroni Company, has been named Assistant Field Sales Manager, a new position within the company.

Lorimer joined Skinner in November, 1968 as Assistant Advertising Manager, was named Merchandising Manager in 1970 and Manager/Sales Services a year ago. In his new responsibility he will assist in the management of Skinner's field sales staff of 55 men and a network of 50 food brokerage firms through whom Skinner serves its distribution in 30 states.

Before coming to Skinner Lorimer had been employed over a 13-year span in sales management and advertising posts. He served as a vice president of Lloyd Advertising, Omaha, and was manager of the Omaha office of Ayres & Associates, an advertising agency headquartered in Lincoln, Nebraska.

### Louis A. Viviano, Sr., Dead

Louis A. Viviano, Sr. of Plainfield, New Jersey died at the age of 90 on April 13.

Born in St. Marguerite, Sicily, Mr.

Viviano had resided in Plainfield since 1916. He was retired as a self-employed flour broker and was a member of the Produce Exchange.

He was a Fourth Degree Knight of the Knights of Columbus, Watching Council 552. He was a member of the Plainfield Country Club for more than 60 years, a communicant of St. Mary's Church and during World War I, he was a member of Plainfield Home Guard.

His wife, Mrs. Calogera Viviano, died in 1973.

Surviving are two sons, Louis Jr. and Bartholomew, and two daughters, Mrs. William Ferris of Port Washington, N.Y. and Mrs. Jack Moon of Pasadena, Texas.

### A D M Posts Gains

Archer Daniels Midland Co. posted net earnings of \$9,399,187, equal to 63¢ per share on common stock, in the third quarter ended March 31. Earnings were up 59% from \$5,888,709, or 40¢ per share, in the same period a year ago, adjusted for a two-for-one stock split and restated for an acquisition on a pooling of interest basis.

Net earnings for the first nine months of the current fiscal year, July through March, totaled \$21,502,221, or \$1.44 per share, against \$12,374,876, or 85¢ per share, a year ago, adjusted for the stock split.

Provisions for federal and state income taxes for the nine-month period were \$22,194,000, compared with \$10,367,190 a year ago.

Archer Daniels Midland said there were 14,882,695 average shares of common stock outstanding in the third quarter.

### Aseco Sales Seminar

To better serve their customers worldwide, the Aseco Corporation in conjunction with its subsidiary Aseco International held an engineering and Sales Seminar in Beverly Hills, California on March 20, 21 and 22, 1974.

In attendance were personnel from Aseco's twenty-five sales offices in the United States plus personnel from Aseco International located in Canada, the United Kingdom, France, Switzerland, Iran, Australia and Japan.

The seminar covered in depth the latest concepts and techniques in bulk materials handling and processing for the food industry. Particular emphasis was placed on totally automated plant designs, from raw material input to packaged product output with computer monitoring.



Peter V. Kenford

1 page  
Cera III  
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- Duregg assures a consistent blend.
- Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
- Duregg simplifies delivery. Now it's one source — Multifoods.
- Duregg lowers your manpower requirements.

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