THE MACARONI JOURNAL

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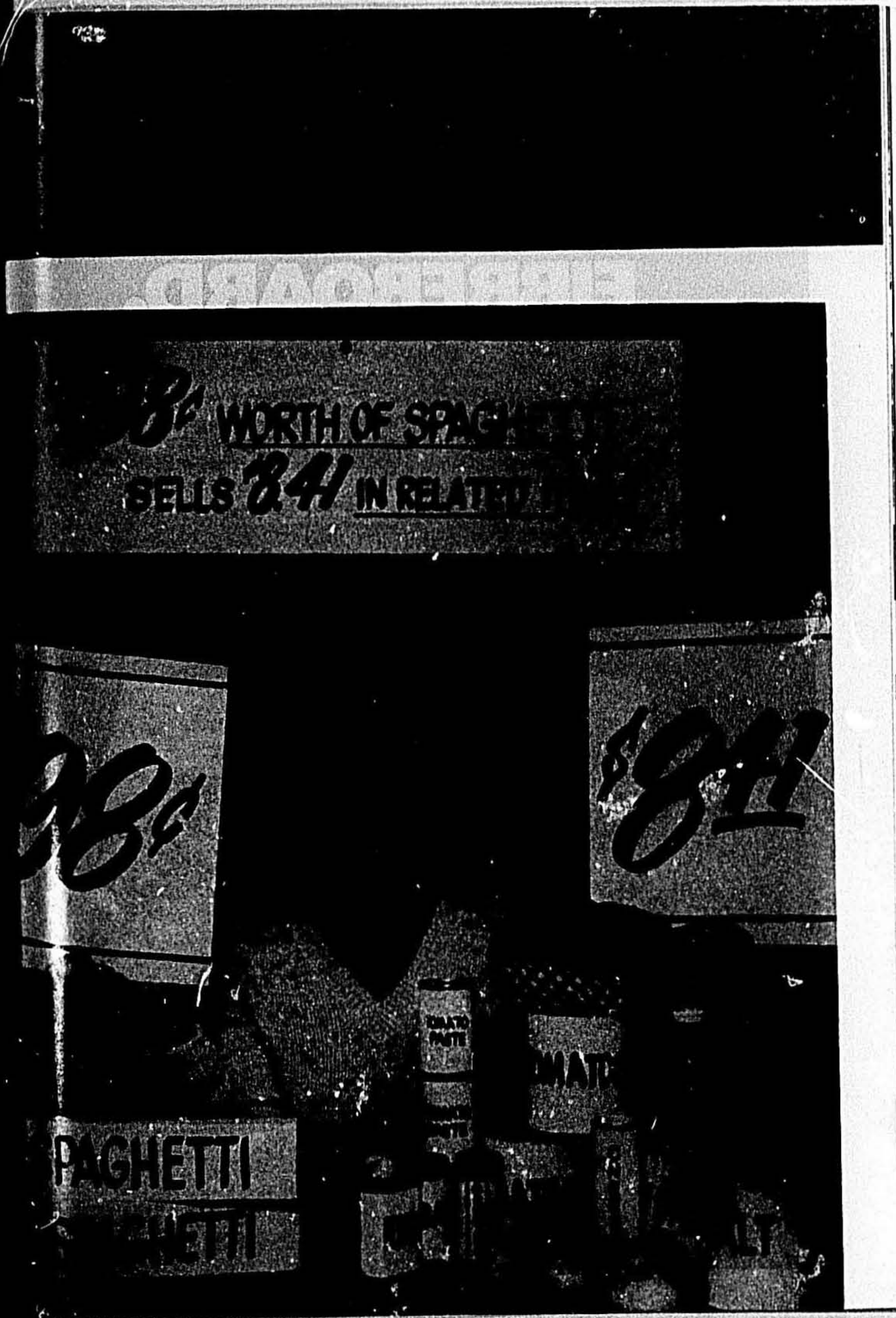
98¢ WORTH OF SPAGHETTI
SELLS $8.41 IN RELATED ITEMS
98¢
$8.41
TOMATO PASTE
TOMATO
SPAGHETTI
SPAGHETTI
SALT

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Vol. 57
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MACARONI JOURNAL

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In This Issue:

The Beautiful Black Market

Representing a national population of 23.5 million, black is a formidable buying power. Savvy marketers have learned how to meet the special needs and tastes of this market within a market. Others sit back and hope their blanket national strategy will carry the day. Usually it doesn't. Actually, reanalyzing your approach can start with a review of just a few basic facts:

- For many product categories blacks can be either more than twice as likely or less than half as likely as whites to be heavy users. It's important to know which.
- Black households h ve m mouths to feed (3.5 ve us 3.2 white).
- One black household i three a female head of ho se (th times the rate for whi s).
- In 1974 the $7,269 n edian come of black familie was o 58% that of whites. Ho wever, husband/wife families where wife works, black families a age $12,266, 78% of the equi lent figure for whites.
- Blacks average fewer trips to supermarket per week th whites, but a larger per spend $60+ per week."

(Continued on page

Macaroni Publicity through the National Macaroni Institute

by Elinor Ehrman, Vice President, Theodore R. Sills, Inc.

I have brought some of the outstanding breaks we have received for macaroni publicity in magazines and newspapers from around the country. We are keeping pace with 1974, which was a great year for macaroni placements. Color results are 20% ahead of last year.

Our theme for getting head-line treatment has been economy. For example: "Beating the Budget with Noodles", "Pasta Pleasers", "Easy to Prepare", "Dishes Based On Economy", "Pasta Fights Monotony and Helps the Budget", "Pennywise Pasta", etc. Consumers are interested in getting the most for their food dollar and we are hitting the target.

We continue to get multi-page features in key magazines. We are reaching the youth market as witness: Young Miss magazine for February had a six-page story for young cooks using one pot pasta dinners.

American Girl, the girl scout magazine, featured "Pasta Portfolio" in April, combined recipes and pasta jewelry information.

Family Circle's June food feature "Trouble-Free Summer Dishes" includes pasta with no-cook sauces. House & Garden, June issue, had three pages on "Inventive Pasta Casseroles".

Fall Promotions

Looking ahead we have a cover story in September coming in the special issue of Woman's Easy Budget Cooking with our picture for Macaroni Antipasto Salad on the cover. The three page story is entitled "Flavor It Italian".

Seventeen magazine for October, circulation 1,500,000, will have a feature "Pasta Party". There will be a pasta story in Cosmopolitan for October by Diane Owding.

Ladies Circle has scheduled two of our color photos for a budget cooking story in October. Forecast for Home Economists has a story planned for November. Workbasket, craft magazine, has accepted six colored photos for winter issues. Modern Romances is working on a story on economy and nutrition of pasta products.

As a special event the Ninth Macaroni Family Reunion will be held at the Tiro A Segno restaurant on September 10 as we greet members of the New York media from magazines, newspapers, television and radio to update them on current developments within the industry.

From last year's party came an essay by Mary Cantwell that appeared in the January issue of Madamoiselle lauding this pasta presentation.

On September 19, we host the luncheon for the supermarket consumer specialists, an influential group of opinion leaders who are active in shaping policies and trends in stores today. This will be in Chicago.

We are finalizing an ad to appear in the September issue of Progressive Grocer announcing National Macaroni Week, October 9-18, to the trade. Theme of publicity of National Macaroni Week will be "Pasta Spells It Out". There will be a heavy out-pouring of placements to all types of media including a television kit going to about 100 stations.

Back To Basics

Perhaps you saw the recent Wall Street Journal story to the affect that food habits are changing more than any time since the great depression. Americans are returning to the basics of food consumption. Why? The economy is part of the story but also factors are the population trend, energy shortage, world hunger. The casserole appears entrenched as the all-American meal. We have been on the Back to Basics theme for a couple of years and will utilize it again next year along with BiCentennial features.

Pasta has more convenience than many of the so-called convenience foods. We've told the nutrition story many ways. We emphasize pasta as a highquality wheat food. We have developed thousands of casserole recipes and many stories that sauce does not require endless cooking. Pasta products are a basic food and we will continue that theme in 1976.

Basic information on macaro products has been put together i the new leaflet Pasta Primer. This wi have its initial distribution throug the supermarket consumer specialis but will also be available to you.

Pasta Spells It Out

Here is the script from a televisio program kit sent out by the National Macaroni Institute:

This is National Macaroni Week an ideal time for us to focus speci attention on members of the past family—elbow macaroni, egg noodle and spaghetti. Pasta spells out wi food buying as we shop carefully f foods which help the budget and gi us nutritious eating. Let's spe PASTA—

P—Pennywise
A—Anti-inflation
$—Saves
T—Thrifty
A—Affordable

Today we'll be talking about range of pasta specialties includin salads, soups, casseroles, stews a skillet meals. Let's start with this be utiful salad. Elbow macaroni and ve etables combine as a main course fo luncheon or supper or as a side dis with meat, fish, cheese or poultry Macaroni salads are a fine idea if yo happen to have leftover vegetabl on hand. Try to select contrastin colors and textures as you prepa pasta salads. Another tip when you salad making, remember to rinse th pasta after cooking.

A hearty soup is a meal in itsel Take a look at this one! Egg noodle spinach, cheese, milk and some se sonings make up this nutritious offe ing. On busy days, you'll apprecia the fact that this soup is ready to g to the table in about fifteen minute It's great tasting and good for yo There's fine quality protein in th noodles, cheese and milk along wi B vitamins in the noodles and spinac Pasta contains iron and so does th spinach.

The recipes we've seen so far a others coming up are yours for th

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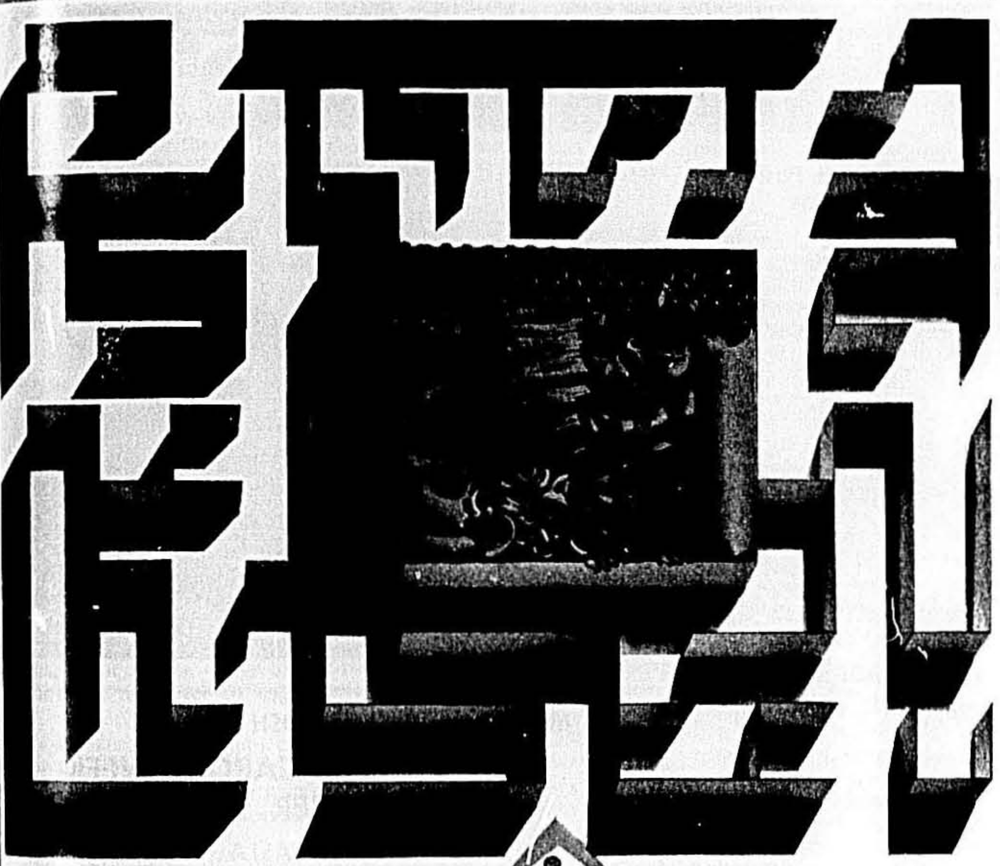

PUSH PASTA

Big Related Item Push for Macaroni Week

Grocers are urged to build special displays during National Macaroni Week, October 9-18, to sell macaroni products and a wide variety of related items. Judy Abercrombie really brings home the groceries to illustrate that 98¢ worth of spaghetti sells $8.41 in related items. Based on a spaghetti and meatball main dish for 10, the two pounds of spaghetti requires ground beef, canned tomatoes, canned tomato paste, various spices, salad oil, onions, parsley and cheese to complete the recipe. This package stimulates volume and profits and also traffic into the meat, dairy, grocery and produce departments of the store.

Create A Pastage!

Karen Mergeler, author of "Noodle Doodle! The Art of Creating with Pasta", has created a new word—pastage. A "pastage" is similar to a "collage" but employs the use of pasta instead of paper. Pastina or other shapes are glued onto a smooth surface and then the entire picture is painted with acrylics, resulting in a colorful 3-D creation. Many works of art using this technique sell for hundreds of dollars.

Her book, sold nationally in bookstores and craft shops, contains hundreds of ideas for using macaroni for just about anything except eating.

Descriptive and colorful pictures show how to make jewelry, toys, holiday decorations, greeting cards, macrame hangings, pasta people (from old fashioned clothes pins), trinket boxes, and many other items.

A Message to Grocers: PUSH PASTA.

NATIONAL MACARONI WEEK
OCTOBER 9-18

PUSH PASTA
AND IT WILL PUSH PRODUCTS FOR YOU

2 pounds of Spaghetti at 98¢
Will deliver $8.41 in related items.

To prepare a spaghetti and meatballs main dish for 1

2 pounds Spaghetti	.98
• • • •	
2½ pounds Ground Chuck	3.86
3 Cans Tomatoes	1.97
3 Cans Tomato Paste	.87
Salad Oil	.07
Onions	.67
Parsley	.10
Spices	.05
Cheese	.82
	8.41

THE NATIONAL
MACARONI
INSTITUTE
PUSH PASTA

MAC RONI WEEK - a national publicity effort for macaroni products

Publicity Covers National Macaroni Week in Every Media

Natio l Macaroni Week, October to 18, 975, has the theme "Pasta pells It Out".

Today economy makes it mandaory for consumers to get the best buy r the food dollar. Pasta meets the ed in providing good eating at a oderate cost. Considering these facrs here is how "Pasta Spells It Out":

P—Pennywise
A—Anti-Inflation
$—Saves
T—Thrifty
A—Affordable

Within this framework, National acaroni Institute releases will spell t the merits of macaroni products—aintain an awareness of pasta as an onomy food; continue to reinforce e nutrition story; emphasize the nvenience of pasta cookery; proote pasta's place in menus for all e groups.

Spelling it out for the grocer will e utilized as a theme for the trade ess:

P—Profitmaker (good margins enjoyed by macaroni products)
A—Added item sales (related item push sparked by macaroni products)
$—Sales Stimulator (versatility makes pasta popular with consumers)
T—Tra e Builder (just about all dep. tments of supermarket are rep ented in various macaron ecipes)
A—All- und acceptance (macaron roducts popular with all eth groups, more eaten every yea er capita almost doubled in years)

Nationa Magazines will carry acaroni aterial. Among the early nouncer nts are Woman's Easy dget (king for September, a ee pag eature entitled "Flavor It lian". MI Macaroni Antipasto lad app rs on the cover.

Cosmop litan in October will have story by Diane Owding as yet unled on macaroni history, nutrition, paration. etc. This will not be a ipe feature.

Seventeen for October will have a or feature called "Pasta Party" inting up the ease and convenience using pasta.

Syndicated Sunday Supplement Family Weekly will have an economy story on Stir-Fry Noodles and Beef with photo and recipe. Publication date: October 12 or 19.

Newspaper Syndicates: Alice Denhoff of King Features will have a story on "Pasta Works Meatless Wonders" with photo and recipe.

Associated Press will carry a dessert feature: "Apricot Peach Noodle Pudding", with photo and recipe.

In addition, there will be photostories by Aileen Claire, Newspaper Enterprise Association; Joan O'Sullivan, King Features; Negro Syndicates-Afro-American, Informer Group, Atlanta Daily World; Westchester Rockland Newspapers; New York Daily News; Chicago Tribune. Non photo stories will be placed with General Features, Slim Gourmet, Associated Press What's Cooking column, among others.

Newspapers Using Color: Three new photo features—Macaroni Salad Loaf, Noodle Vegetable Casserole, Spaghetti and Chicken with Pineapple Sauce are being sent to papers with rotogravure.

Major market daily newspapers will receive black and white photographs as well as color with recipes and story material stressing macaroni's benefits and advantages. These are supplied on an exclusive basis to food editors in 219 standard metropolitan areas, with 26,000,000 circulation per mailing.

For Television, a program kit is planned for use during National Macaroni Week with the title, "Pasta Spells It Out". The kit will include script, four 33 mm color slides, and recipes for the pasta ideas. Also included will be packages of egg noodles, spaghetti, and elbow macaroni plus a colorful colander and sauce ladle. The kit is offered on an exclusive basis and response is expected to bring 100 or more uses.

A special radio script will be sent to 700 commentators of women's interest programs. Disc jockeys will be alerted to National Macaroni Week.

• • • •

Two major events preceded the promotion. The Macaroni Family Reunion at Tiro A Segno, famous Italian cuisine in the Village in New York City, September 10, saw over 100 members of the New York media from magazines, newspaper syndicates, local newspapers, syndicated Sunday supplements, television and radio in attendance.

On September 19, the National Macaroni Institute was host to a luncheon meeting of the supermarket consumer specialists at the Continental Plaza in Chicago. This group of influential opinion leaders are active in shaping policies and trends in stores today. Representatives came from such chains as A & P, Colonial Stores, National Tea, Jewel, Handy Andy, Pathmark, Food Fair, Ralph's, Kroger, Von's, Walbaums, First National Stores, Red Owl and others.

A new eight-page leaflet called Pasta Primer was presented to the group along with a revised Pasta Portfolio as background material available to answer consumer queries and to incorporate pasta as a part of their individual programs directed to the consumer.

In Family Weekly

Stir-Fry Noodles and Beef

(Makes 8 servings)

1 pound flank steak or 2 cups cooked roast beef strips
2 tablespoons cornstarch
5 tablespoons soy sauce
2 tablespoons dry sherry
½ cup chicken broth
1 pound wide egg noodles (about 8 cups)
Salt
4 to 6 quarts boiling water
6 tablespoons salad oil
1 pound broccoli, cut into 1-inch pieces
½ teaspoon sugar
1 can (16 ounces) bean sprouts, drained
¼ cup drained, sliced bamboo shoots
¼ cup drained, sliced water chestnuts
¼ cup slivered, cooked leftover pork or ham

(Continued on page 12)

Stir-Fry Noodles & Beef

Swiss Cheese & Noodles

Apricot Peach Noodle Pudding

(Continued from page 9)

Cut flank steak into 1-inch wide strips. Cut each strip, crosswise, into ½-inch slices. In bowl, toss meat, cornstarch, soy sauce, sherry and ¼ cup chicken broth; set aside.

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

Meanwhile, in 5-quart Dutch oven over high heat, heat 3 tablespoons salad oil. Add broccoli and cook, stirring quickly and constantly (stir-fry) until broccoli is well coated, about 2 minutes. Add remaining ¼ cup chicken broth, sugar and ½ teaspoon salt. Cover and cook 3 minutes. Stir in bean sprouts, bamboo shoots, water chestnuts and pork. Cook until heated through, about 1 minute. Remove from pan; set aside.

In same Dutch oven, over high heat, heat remaining 3 tablespoons salad oil. Add meat mixture and stir-fry until meat is cooked, about 2 minutes. Add bean sprout mixture and noodles. Reduce heat to medium; cover and cook 2 minutes. Toss until well mixed. Serve immediately.

In King Features

Swiss Cheese and Noodles

(Makes 6 servings)

- 3 cups water
- 1½ teaspoons salt
- ⅛ teaspoon pepper
- ½ teaspoon basil leaves
- 8 ounces uncooked wide egg noodles (about 4 cups)
- 1 package (9 ounces) frozen cut green beans
- 1 cup milk
- ⅓ cup chopped pitted black olives, optional
- 8 ounces Swiss cheese, grated

Bring water and seasonings to a boil in 4-quart saucepan; gradually add uncooked noodles so that water continues to boil. Add beans; stir until separated. Cover and simmer 10 minutes or until noodles and vegetables are tender. Stir occasionally. If necessary add more water to pot to prevent sticking.

Stir in milk, olives and Swiss cheese; cook over low heat, stirring gently, just until cheese is melted. Serve immediately.

With Associated Press

Apricot Peach Noodle Pudding

(Makes two puddings,
about 6 servings each)

- 1 pound fine egg noodles (about 8 cups)
- Salt
- 4 to 6 quarts boiling water
- 2 cans (16 or 17-ounces each) apricot halves
- 1 can (16-ounces) sliced cling peaches
- 1 container (16-ounces) sour cream
- 1 cup creamed cottage cheese
- ½ cup sugar
- ¼ cup salad oil
- 1 teaspoon ground cinnamon
- 1 teaspoon vanilla extract
- 4 eggs, slightly beaten
- Fruits for garnish optional
- Ground cinnamon, for garnish

Lightly oil two 2-quart heat-proo round casseroles; set aside.

Gradually add noodles and 2 tabl spoons salt to rapidly boiling water s that water continues to boil. Cook un covered, stirring occasionally, unti tender. Drain in colander.

Drain apricots, reserving ¾ cu syrup. Drain peaches, reserving ½ cup syrup. Measure 2 cups aprico and 1 cup peach slices; reserve an remaining fruit for garnish.

In a large saucepot, combi cooked drained noodles, sour crea cottage cheese, ¾ cup apricot syru ¾ cup peach syrup, sugar, oil, 1 te spoon ground cinnamon, vanilla a ½ teaspoon salt; mix well. Stir in eg until well mixed.

For each pudding: Fill each pr pared casserole with ¼ of nood mixture. Arrange 1 cup apricot halv and ½ cup peach slices o noodl in casserole. Divide remaining nood mixture evenly over fruit in ea casserole.

Bake puddings uncovered in 350°F oven for about 1 hou , or un center is hot. Garnish with cann peach slices, apricot halves and ma schino cherries, as desired. To ser lightly sprinkle surface of puddi with cinnamon. Serve warm or co as an accompaniment to the main p of a meal or as a dessert.

To freeze: Bake puddings as rected. Cool. Cover each puddi tightly with aluminum foil. Freeze to 2 weeks. To serve hot, place co ered frozen puddings in a 350°F ov and bake for about 3 hours, or un center of pudding is hot.

(Continued from page 6)

asking from home economists of the National Macaroni Institute. If you would like the recipes, write.

Spaghetti is a favorite. In this version, the spaghetti is tossed with some sauteed onion and parsley then topped with baked fish fillets. Cheese fills the fish and tomato wedges add color and flavor. This is another easy-to-do recipe.

Let's take a minute to review the nutritional benefits of pasta. Here are the three most popular forms of pasta enjoyed in the United States—elbow macaroni, spaghetti and egg noodles. They are valuable providers of protein prepared as they usually are with meats, seafood, cheese, poultry or eggs. Pasta gives us substantial amounts of the B vitamins-thiamine, niacin, riboflavin—in addition to iron. The carbohydrate content furnishes energy. Pasta is a low fat, low sodium easily digested food.

Now let's get back to some of today's featured recipes. In this tempting suggestion, cabbage rolls are filled with seasoned ground beef. Place steaming spaghetti on serving plates. Arrange the cabbage with the spaghetti, drain as soon as the spaghetti reaches the al dente (tender to the tooth) stage. To be enjoyed to the fullest, spaghetti should never be overcooked.

Remember the recipe leaflet we showed a few minutes ago? Here are some of the other ideas for National Macaroni Week. There's tasty egg noodle and ground beef skillet with vegetables. When the meal's over, there's only one utensil to wash. Yes, that's right. Everything cooks together in the skillet.

Chicken and noodles are natural flavor mates. Add some vegetables and turn the twosome into a wholesome, tasty stew.

Macaroni and cheese is undoubtedly one of the most liked pasta dishes. Though most of us have our favorite recipes for this, some variations provide versatility in menu planning. How about a macaroni and cheese custard with a topping of buttered bread crumbs? Sounds good? It is, and with a crisp green salad and some seasonal fruit for dessert, you have an economical, appetizing, nourishing meal. Or another occasion, try baked macaroni and cottage cheese. It's a casserole designed for family eating and company buffets.

New ASFSA President

Mrs. Elsie King, foodservice director for Sunnyside School District, has recently returned to Tucson, AZ as president of the 60,000 member American School Food Service Association (ASFSA).

Mrs. King assumed the presidency at ASFSA's 29th annual convention in Chicago, Ill. early this month. ASFSA represents professional school foodservice personnel working in nonprofit school foodservice programs in more than 88,000 schools across the country.

Part of her program of work for the 1976 school year includes increasing ASFSA membership, working with Congress for more appealing federal legislation for child nutrition programs and continuing a program of nutrition education for children of ages.

Mrs. King will also be in charge directing ASFSA's activities in Child Nutrition Bicentennial Projec a cooperative effort involving the U Department of Agriculture.

"The Bicentennial project encour ages us to improve the quality of li in our nation's third century as look towards our country's horizon We in school foodservice are privilge to work with children. Through ou food and nutrition programs, we ca demonstrate our concern for buildin a better America."

ASFSA has planned 15 special Bi centennial menus to be served eac month during the birthday celebra tion. Each menu traces the history our country through the medium food.

In addition to the Bicentennial proj ect activities, Mrs. King will be wor ing actively to improve elderly fee ing programs. She sees improveme coming through the school feedin programs and facilities.

"Our nation's elderly do not hav a desire or the ability to prepare a adequate meal on allotted amounts money," she says. "It is somebody obligation to provide a social atmos phere for our elderly and our scho children provide a natural enviro ment, much more than currently exis in the everyday lives of our elderly.

Mrs. King is an active member the Association of School [illegible] Officials, Zonta International, charter member of the Society f Nutrition Education and charte member of American Business Wom in Tucson. She has been an activ member of ASFSA and foodservic for 23 years.

ASFSA members serve more tha 25 million school lunches each d and represent one of the largest foo markets in the country. Nearly $4 bi lion is spent each year in school foo service programs including scho lunch, school breakfast, year-roun and summer feeding programs.

NATIONAL MACARONI WEEK

OCTOBER 9-18, 1975

National Macaroni Institute—Box Score

July 1, 1974—June 30, 1975

Medium	Placements	Circulation
Consumer magazines— Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	125	398,737,517
Newspaper Syndicate and Wire Service Placements	136	1,185,014,284
Daily and Weekly Newspaper releases	24	624,000,000
Syndicated Newspaper Sunday Supplements	11	140,117,271
Color Pages	163	66,818,655
Negro Press releases	8	997,264
Radio and Television releases	5	to 3,500 Stations
Cooperative publicity	53	companies and organizations with 70 uses
Trade releases	2	to 320 publications
Network Television and Program Kits	2	for 203 shows
New York Press Luncheon	4	releases with Press Kit
Supermarket Consumer Specialists	2	Nutrition release and recipe leaflets—each to 50 chains

Trends in the Grocery Industry

Highlights from a presentation by Edgar B. Walzer, President and Editor-in-Chief, Progressive Grocer

Few people could have predicted all the things that happened in the food distribution industry over the past year—and even fewer would have believed it. Some still don't quite believe it.

It was a strange, scrambled, scrambling year. Frantic sometimes—with good reasons for inventory build-ups at the beginning, and equally good reasons for cutbacks at the end.

The dollars came in fast, as sales rose to record heights—but went out just as fast to cover a multitude of cost increases. The end of the Era of Cheap Food was followed by the end of the Era of Cheap Anything—except, maybe cheap shots at the food industry by assorted critics.

Energy costs took a big jump, moving up higher than rent in many new super markets. Management naturally urged employees to conserve energy wherever possible—but still be more energetic on the job. Hot air—which was not always appreciated before—became a valuable commodity, and many retailers started reclaiming it from their refrigeration equipment.

Money Management

Cash flow and money management became the dominant issues as everyone tried to hold on to the buck a little longer—but dollars turned ever more slippery and elusive.

Even though profits were seemingly high, the cash flowed away so steadily that little was on hand when it was needed. So many dollars had to be earmarked for equipment and inventory replacement that profits could no longer be viewed in the traditional way.

With less and less to count on—and more and more to account for—it's easy to see why many a company accountant became the LIFO the party.

Meanwhile, consumers hunted for bargains harder than ever—and, as we shall see, wound up being unable to recognize one when it was offered. Against this backdrop of new standards and dimensions, let's see now if we can put some of the major developments into perspective.

Grocery Store Sales—1974
(Billions)

All Stores	$130.835
Independent Stores (10 or less)	64.275
Chain Stores	61.240
Convenience Stores	5.320

Retail sales went up by a whopping 15.65% last year, climbing to almost $131 billion. This comes as no great surprise—and the percent of gain is actually less than we had in both the years following World War II. Still, even in this time of very large numbers, it's interesting to observe that the $17.7 billion increase last year was just short of the total volume of the entire retail food industry as recently as 1946. Also of interest is how the sales were divided.

1974 Sales Gains

Independents	+$8.470
Chains	+$8.265

In a year of exceptional uncertainties, the freewheeling flexibility of independents was matched against the basic discipline of the chains—and the result was almost a draw. Both segments made approximately equal gains, and the market shares remained divided just about 50-50.

We begin to see who adjusted best to the trying times. The ten top chains, and all publicly held chains as a group, fell short of the all-industry gain. Independent super markets and privately owned chains finished on the high side. One might reason that personal attention, neighborhood sensitivity, and faster reaction speed all played a part in thes results. The figures also tend to refut the so-called constructional theorist and their "big bully" view of th marketplace, because size doesn necessarily mean clout on the retai scene.

Gains by Type of Operation

10 Top Chains	+14.2%
Public Chains	+15.4%
Independent Supers	+16.9%
Non-Public Chains	+22.1%
Convenience Stores	+22.3%

The largest percentage gains of a were made by convenience store who continued to push ahead in ever respect. Sales were up more than 22 going over the $5 billion mark. Th number of stores in operation increased by 12% to a total of 22,700 Average store volume topped $2 thousand, gunning for a quarter of million this year. These units obviously have a growing role to pla in the industry, and current estimat say there may be 40,000 of them op for business by 1980.

"Real" Growth Resumes

Consumer Price Index	+ 14.90%
Grocery Store Sales	+ 15.65%

One very encouraging fact is th last year's sales increase ran ahead the rise in the Consumer Price Ind for food at home. This means we h some "real" growth, not just inflatio fed gains, and has to be counted as healthy sign. We're all aware, to that consumers traded down last yea Their actual market basket is qui different from the theoretical bask on which the CPI is based. To the e tent that it is a smarter basket, i cluding specials and a flexible, se sible mix, it's reasonable to assum that consumers out maneuvered an "beat" the Index. In that case, w had even more "real" growth than a pears on the surface, and close anal sis of available data supports a figu of at least 6%.

Now let's see what happened the macaroni business during th hectic year.

(Continued on page 1

Grocery Trends

(Continued from page 16)

Warning Signals

May '74	$	Lbs.
Year	+40%	+6.0%
Last 12 Weeks	+46%	—1.0%
Last 4 Weeks	+45%	—2.0%

This is a slide we used at your 1974 meeting in Colorado Springs. There were some red flags flying at the time, because it seemed that steadily increasing prices were endangering your long-term gains. Signs of consumer resistance were beginning to show up, and the outlook was cloudy. Well, as it turned out, price increases eventually moderated, and your industry came back strong. For the year ending in the first quarter of 1975, macaroni products were up 2.8% in poundage and generated 31.6% more dollars than in the preceding 12 month period. What's more, the momentum is all in the right direction. In the first quarter of 1975, tonnage ran more than 6% ahead of the same period a year earlier.

All in all, the prospects look much more favorable than they did at the Broadmoor. The dry packaged dinners which had been making some inroads into the shelf space and sales of pasta items did not have a good year. The public appears to have decided that your products are a better buy, relatively, and the big trend back to basic, scratch preparation of dishes is another helpful factor.

Later on, we'll discuss some ways you can take advantage of the merchandising opportunities available to you.

Mix—Margins—Merchandising

We are seeing important shifts in the mix of products purchased, as well as in the patterns and methods of shopping. As a result, 41% of corporate chains tell us they have already adjusted the margin structure for various departments. We don't know how many have also designed effective merchandising programs to influence the mix, and thus optimize the margins—but that has to be a matter of top priority in order to preserve profits. Mix, margins and merchandising are our industry's version of the eternal triangle and they are constantly interacting. According to store operators, there are major increases in coupon usage and store hopping to pick up specials.

What Consumers Are Doing
(According to Store Operators)

	Change	
	Major	Moderate
More Coupons	50%	36%
"Cherry Picking"	39%	38%
Cheaper Meats	18%	50%
Less Meat	16%	50%
More Private Label	11%	45%
Less Non-Foods	9%	43%
Fewer Trips	11%	39%

These trends are most pronounced in the Northeast, but they are also very strong elsewhere. Meat purchases continue to decline, both in quantity and quality, even though prices have stabilized. The relatively moderate switch to private label is interesting, and ties in with other data, but limited supplies may be part of the answer.

What Consumers Are Doing
(According to Chain Executives)

	% Says Effect Is	
	Substantial	Moderate
More Private Label	26%	47%
Less Loyalty	37%	42%
More Bad Checks	48%	34%
More Pilferage	57%	36%

Chain executives, from their vantage point, report a slightly stronger, but still not massive, shift to house brands. They see customer loyalty dropping just about the way store managers do, but, comparatively speaking, the increase in pilferage and bad check losses is considered much more substantial.

How Customers Describe Themselves

Trustworthy	55%
Kind	45%
Refined	41%
Brave	39%
Tense	37%
Sociable	36%
Stubborn	34%

These figures are based on the latest study conducted by Axiom Market Research Bureau, which publishes the Target Group Index. Questions were asked about a broad range of personality traits, and this is how the respondents pictured themselves.

More than anything else, they say they are trustworthy. This means they agreed a lot that such adjectives as competent, reliable, and responsible described their character. Notice, though, that only 55% of the women felt that way, and no other attributes even reached the 50% level.

Other high-ranking self-descri tions are "kind", which implies warm hearted and sincere, "refined", which means gracious and dignified, "brave" which includes being daring and ven turesome, and "tense", which is de fined as nervous, high strung, and ex citable. That last one won't come a a surprise to most super market oper ators.

How Customers Describe Themselve

Broadminded	32%
Affectionate	32%
Dominating	26%
Efficient	23%
Self Assured	20%
Intelligent	20%
Amicable	18%
Funny	17%

Relatively fewer people call them selves "efficient" and "self-assured" and you have to wonder how muc modesty was involved in the fa that only a handful felt they shoul be considered "intelligent".

This is a pretty revealing self-po trait, and could be useful in me chandising and marketing plans, bu the real eyeopener is how the eg image has changed in the past year.

How Consumers Describe Themselve
Now Versus Last Year

	Now	Last Ye
Trustworthy	55%	60%
Kind	45%	49%
Refined	41%	45%
Brave	39%	38%
Tense	37%	40%
Sociable	36%	39%
Stubborn	34%	37%
Broadminded	32%	37%
Affectionate	32%	37%
Dominating	26%	28%
Efficient	23%	26%
Self-Assured	20%	21%
Intelligent	20%	22%
Amicable	18%	23%
Funny	17%	19%

In their own eyes, customers no rate lower on almost every facto They think they are less trustworth kind, refined, sociable, affectionat you name it. It's clear she doesn like herself as much. She doesn't ev think she's as funny or as smart a year ago, and there has to be message in that.

The women were also asked describe their buying style, and, as y would expect, the greatest numb call themselves economy-minded.

(Continued on page

Grocery Trends

(Continued from page 18)

How Consumers Describe Their Buying Style

Economy-Minded	37%
Cautious	34%
Brand Loyal	30%
Persuasible	27%
Experimenters	24%
Impulsive	20%
Conformists	13%

The statement with which they agreed strongly was, "I shop around a lot to take advantage of specials or bargains." However, it may be significant that only 37% put themselves in that category.

Those who described their shopping as "cautious" agreed with the statement, "I do not buy unknown brands merely to save money." Coming from one out of every three customers during a period of deep economic recession, that's a very positive vote.

The brand loyal customers who always look for the name of the manufacturer on the package outnumber the experimenters who like to change brands often for the sake of variety and novelty.

The impulsives, who often buy an item on the spur of the moment amount to only one out of five, but that's a bigger group than the conformists who prefer to buy things approved by their friends and neighbors.

Now, how have these tendencies changed in the past year?

How Consumers Describe Their Buying Style Now Verses Last Year

	Now	Last Year
Economy-Minded	37%	39%
Cautious	34%	38%
Brand Loyal	30%	32%
Persuasible	27%	31%
Experimenters	24%	27%
Impulsive	20%	22%
Comformists	13%	15%

It's a mixed bag. A smaller number call themselves economy-minded, but there are also fewer who say they are cautious and will not buy unknown brands in order to save money. There is less brand loyalty, and at the same time less impulse buying and experimenting. It certainly appears that consumers are in a period of transition, trying to reconcile old customs and values with new economic realities.

Let's zero in now on the women you really care about, the heavy buyers of packaged macaroni, spaghetti and noodles.

Heavy Pasta Buyers

More	Less
Brave	Broadminded
Stubborn	Amicable
Dominating	
Economy-Minded	

Compared to the overall average, your best customers call themselves braver, stubborner, more dominating, more economy-minded, less broadminded and less amicable.

Lots of luck.

Big Merchandising Opportunities

Above Average Margins
Related Item Tie-ins
Low Cost Meals
Retail Interest

We've seen that there is a big desire out in the trade for merchandising assistance, and we think the opportunities are particularly good for pasta products. Among the things going for you are excellent margins, fine related item selling possibilities, the public desire for low cost meals and a willingness by retailers to display your items if you provide good ideas and materials.

Because of this, we asked Lee Dyer, Progressive Grocer's Director of Merchandising, to prepare some suggestions especially for this meeting. Lee's sketches, which appear every month in Progressive Grocer, are often reprinted in chain and wholesaler bulletins, and then used in super markets all over the country. We're pretty sure that any company which chooses to run with these ideas can get plenty of special displays and the extra volume that goes with them.

As a simple easy-to-build end display which takes advantage of the fact that pasta "goes with" almost everything, the theme could be promoted throughout the store—in the meat, seafood, frozen food and dairy departments—with little pasta-plus shelf signs.

Then as a switch on the traditional seafood casserole tie-in which is used every year during Lent, give the retailer a chance to be a little creative, not only with decorations, but with the related items he picks. Lent isn't the only opportunity, however.

During the summer sala season, for example, displays in the produc case can promote macaroni i vario cold salads.

Summer is also the time wl en many housewives want to prepar fast-to- fix meals, so that they can get ou of the kitchen. Displays like this, tied to local events, are no trouble to pu up.

The same thing holds for othe times of the year. Every store in th country builds special holiday eating displays. You can get your share i you try.

That can be followed up with suggestions for using leftovers. After th feasting comes the scrimping, and after the holidays, retailers usually have a shortage of good merchandising ideas and materials. This display solves a problem both for housewives and store operators.

Pasta Parade

You can bet there is going to b plenty of bicentennial merchandising activity. So why not a Pasta Parade using flags and other simple props? The point is, every seasonal event o occasion can be turned into a past selling theme. Consider back-to- school, cold meals for warm days warm meals for cold days, low-cos menu suggestions international tie-ins Dyer says he could fill a book, and retailers are ready to read it.

In a period marked by some weakness of will in society, ou industry showed increased strength. Our system functioned at least as w ll under adversity as it did during ffluence, and our management has become more skillful. Not every con umer industry can say that.

We also have plenty of pportunities to do still better. Co iderable progress can be made in pr ductivity as we isolate and monitor t e critical functions, and then appr ach the whole problem in a broad r, industrywide manner. On the st re level improvement is sure to come from better work scheduling, more laborsaving devices, and electronic processes for information and control.

Opportunities for Progress

Productivity
Manufacturers/Distributors Cooperation
onsum Confidence
lf Co lence

Manu cturers and distributors can rtainly work together even more losely t solve mutual problems and ake bet r use of each others' logisti- al and eative capabilities. Specific reas inc ude terms of sale, new item ntroduct ons, backhauls, flexible pro- otional allowances, and meaningful erformance, extended term orders, irect-to-store shipments, consumer- irected merchandising, packaging nd shipping practices, and overall istribution economies.

In consumer affairs the industry is st beginning to stir. We meet them ce to face every day, more than any onsumerist, any politician, any olumnist or commentator. That gives s an enormous potential for positive ction, through word of mouth, bag- tuffers, informational signs, planned eetings, or what have you. If we eal openly and honestly with consumers, they can become our best llies against unjustified harassment nd criticism, but more needs to be one to get the proper facts down the stores, where those hundreds millions of conversations take lace.

Progress can be made, too, in build- g our self-image, and developing the onfidence to establish and maintain alistic margins. Lack of conviction as sometimes led us into the position demon trating our consumer com- itment the bankruptcy courts. here mu be better ways than that.

If we eally put our industry's eat pow r to work, apply the les- ns we l ned the hard way, and use r imag ation to find improvements ther th reasons for gloom, there good use to believe that 1975 n turn t to be a better year than any pe le now expect.

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thnic Foods Lose oreign Accents

Nancy Giges asks in Advertising ge: "Would Chef Boy-ar-dee's Roller oasters, described as wavy macaroni d little meatballs in tomato sauce, considered native fare by an alian?"

Food considered ethnic only several years ago have become everyday meals to so many Americans that they have lost their foreign accent. Other foods from other cultures have been so modified to cater to the American palate that they no longer resemble the real thing.

The new ethnic foods aiming for a place on grocery shelves today are not facing resistance to new tastes so much as resistance to the price tag, since the more exotic the food, the higher the price. Marketers of ethnic foods are learning that they must meet the same criteria as American traditionals—variety with value—if they are to make it in today's economy.

One agency executive, a specialist in food marketing, commented that he would like to correlate a study between food sales and sales of smaller belt sizes. "From all the figures we've seen, people must be eating less," he asserted, speculating that the belt business must be booming in smaller sizes.

With sales estimated at over $6.5 billion, ethnic foods are no exception to the tonnage of food sold. Volume of Mexican and Oriental foods is down about 5% compared to a year ago. Italian foods are more difficult to categorize since so many are unauthentic; but pizzas, the biggest single prepared segment of that category, showed some slight growth last year when Quaker expanded distribution for its Celeste line and Jeno's Inc. strengthened its No. 1 position in the $300,000,000 market.

Pastas & Sauces

Some of the strongest categories in the supermarket today are pastas and tomato and Italian sauces as consumers use macaroni and spaghetti products for fillers and sauces for variety. Pastas alone amount to over $550,000,000 in sales annually, and spaghetti sauces, led by Chesebrough-Pond's Ragu, add another $150,000,000 plus to the total.

Pasta and sauce growth is due to economy measures and not because of any ethnic phenomenon, say industry sources. Ragu also has put a major ad effort behind the introduction of Italian cooking sauce. Print ads give recipes, suggestions and note the product was introduced "because there's more to Italian cooking than spaghetti."

Indicative of an economical appeal are McCormick & Co.'s ads for its spaghetti sauce mix as a budget stretcher. Supplement ads note: "Pass the pasta for pennies per plate", and give recipe suggestions. Agency is Clinton E. Frank Inc.

Unless companies are trying to maintain an authentic posture—such as Ragu—they don't try to duplicate a traditional dish, and aren't considered ethnic by purists. Product lines of most of the major food companies fall into this category, including American Home Products' Chef-boy-ar-dee, Campbell's Franco-American, General Foods' Birdseye International vegetables and others.

When Stouffer's put its frozen French bread pizzas into test earlier this year, the company didn't think of it as an ethnic food, said an executive at Ketchum, MacLeod & Grove, Stouffer's agency. The company knew pizzas were a growing category, but wanted to avoid a head-on entry in that field. The French bread twist gave Stouffer's a unique element, he said.

Many potential new products from the authentic marketers have been thwarted because of high prices, according to industry executives, and many of these marketers have even pulled back from promoting products already on supermarket shelves. Progresso several years ago made a commitment to marketing foods acceptable to American tastes, but with an Italian twist. Since placing its empasis on its soups in early 1974, no major new product introduction has come from the company.

Ronzoni Foods has added one new entry to its frozen entree line this year, Ronzoni fettuccine Alfredo, bringing to five the number of entrees in the line. Ronzoni also emphasizes economy in its advertising by noting that its great dishes—the same could be found in a superb Italian restaurant—can be served at home for one-third the usual restaurant price. Firestone & Associates is the agency.

Even Foodways National has added a line of Italian entrees to its frozen food line under the Weight Watchers name. The entrees, avail-

(Continued on page 38)

Peavey doesn't quit working until dinner is served.

When the durum wheat is still growing in the North Country, Peavey goes to work. Checking field samples for quality and anticipated yield. Then, we collect and move the harvest through grain elevators and carriers to the mills. Not just flour mills. Durum mills. There the grain is processed into the finest King Midas Semolina and Durum flours. By this time, our sales offices are already matching our supplies with your requirements. So you get the finished flour where you want it. When you want it. But we don't stop there. Our Technical Center continues to look for ways to make our products perform a little better. And to make our systems work a little faster. You've got a good thing going in King Midas Semolina and Durum flour. Because we don't stop working until dinner's on the table.

Peavey Semolina and Durum flour.

Sales Offices:
Minneapolis, Minnesota (612) 370-7840;
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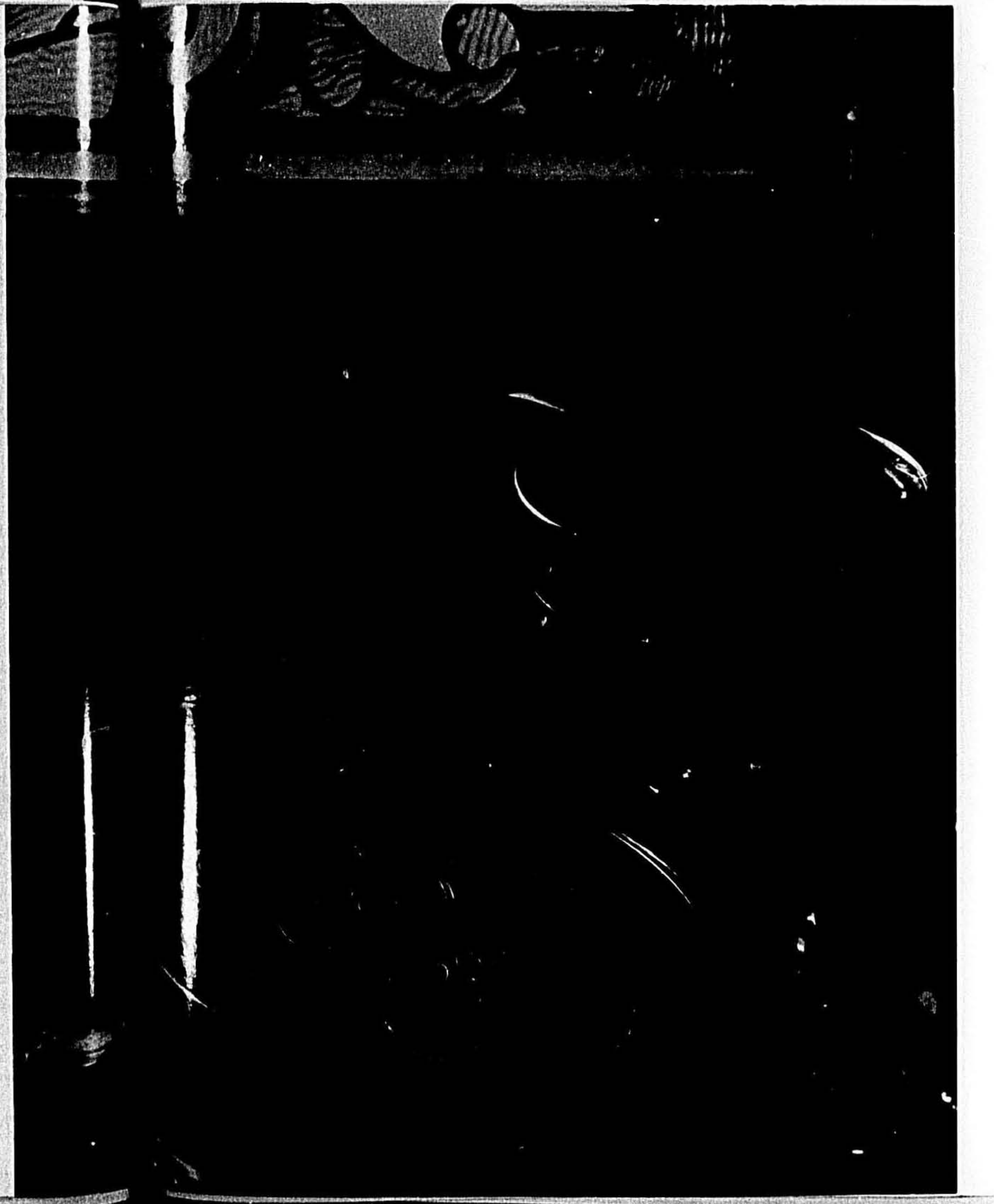
Peavey

Industrial Foods Group



Bright Pasta Performance

from Progressive Grocer

Dry macaroni products traditionally draw increased trade and consumer attention during hard times, and the latest inflation/recession is no exception. As a result, these lines are among those with continuing increases in tonnage as measured in warehouse withdrawals by SAMI. For the latest year to mid-March, macaroni products movement rose a solid 2.8% in tonnage on a dollar increase of 31.6%.

Actually, the outlook on the pasta front is considerably brighter than it was a year ago. At that time, dollar volume increases were running above 50%, reflecting shortages and sharp price hikes for durum wheat. This plus increasing inroads from such "hot" convenience items as dry packaged you-add-the-meat dinners were viewed by pasta manufacturers as dangerous signs that could eventually cut into their continuing record sales of dry macaroni products.

As it turned out, they needn't have worried. The feverish inflation rate cooled down gradually: SAMI data showed volume increases in dollars for the category steadily slowing their pace from 54.6% in the quarter ended in March, 1974, down to a relatively calm 18.7% in the March, 1975, quarter. At the same time, tonnage continued its excellent growth, up a solid 6% in the first 1975 quarter.

Likewise, the inroads being made by new dry packaged dinners into shelf space and sales of traditional pasta items appeared to level off. Manufacturers attribute this to the public's shrewd awareness that the basic pasta products were the best buy, and the allied trend back to basic, scratch preparation of dishes and away from convenience items. The growing popularity of Italian foods across the country didn't hurt either.

Some indication of all this shows up in SAMI trend readings of competing Italian-type products. While dry pasta products have enjoyed steady tonnage advances, as noted above, canned pasta dishes dropped 7% in the first quarter of 1975. On the other hand, Italian food sauce—basic tie-in for dry macaroni products—showed a hefty 12% increase in tonnage for the first quarter on top of 46% increase in dollar volume, as measured by SAMI. By the same token, the new competition—dry packaged dinners—has been suffering a tonnage slide over the past year.

In keeping with the times, retailers around the country have been taking advantage of the varied related-item merchandising possibilities of macaroni products. And as with many other categories, the seasonal ups and downs seem to be smoothing out—with a range from cold-weather casseroles to hot-weather salads. As the accompanying heavy-user profile shows, too, larger families and young homemakers are key pasta consumers; and in both cases, tie-in suggestions tend to meet with unusually high levels of receptivity. It's the kind of impulse sale that economy-conscious customers should thank you for.

Heavy User Box Score
Macaroni Products

Heavy User=2 times a week or more
(14.0% of H/H)

Source: Target Group index

Average Homemaker (Index=100)

Homemakers 18-24	127
Did not graduate high school	117
5 or more persons in H/H	152

Prepared Foods Ride Demand Seesaw as Consumers Switch Off

If anything, the last two years of shortages, inflation and other market upsets proved dramatically what a volatile category this is. New convenience lines can drum up huge volume quickly and then collapse. A big change in the fresh meats picture is quickly felt in canned meats- for better or worse. But don't forget that this combined category draws down impressive sales and profits. In fact, in Progressive Grocer's composite super store, it is second only to soft drinks in its contribution to dollar margin.

Looking back over the last year or so, the group shows a lot more weaknesses than strengths. Here, without inflationary distortions, is how SAMI measured key prepared foods subcategories in tonnage terms for the year ended in mid-March pork beans, off 3.8%; canned pas dishe off 3.7%; dry packaged dinners, 9.7%; canned Oriental food, off 2.3 instant potatoes, off 8.8%, cann Mexican food, off 1.4%; canned salad off 15.9%; miscellaneous prepar foods, off 11.4%.

The same pattern showed throug for canned meats, only more so: me stew tonnage off 14.8%; beef hash, 20.7%; poultry products, off 18 corned beef, off 33.2% meat spread off 19.3%; lunch meat, off 7.3%; sau age and franks, off 4.4%; meat dishe off 31.5%.

The reasons for the particular weak showing in canned meats a clear. In 1973, fresh meat prices r up to high levels, while canned me prices were frozen and so canne meats enjoyed brisk business. But la year with controls off and fresh me prices way down, the consumer tend ed to turn her back on the canne products. High unemployment amon hourly workers also cut deeply int lunchbox use of many potted-typ meats.

But hope has cycled back into th category. For one thing, it's easier t look good after a soft year. But mor importantly, fresh meat prices a trending up again and so the seesa swings back. Adds a manufactur marketing man: "We're hopeful be cause we have dropped p ces on number of key products t year t draw consumers back t canne meats. We felt we had t stimulat the category, and at the san time w were not satisfied with p ormanc of our deals and allowan mone So we put it into price redu tions."

In fact, the payoff is alre y begin ning to show in some sub- tegorie For the first quarter, cann d lunc meat tonnage jumped 10% from th year-earlier period; canned sausag and franks were up 6%; canned corne beef up 5%.

Prepared foods' problems are als related to the new wave of belt-tigh ening among consumers. Says a man ufacturer executive: "You're seeing return to basic preparation and aw from convenience foods, and you ca see it across most grocery categori If a product-even a time-honored o corn beef hash—is newly per- ved a expensive, it suffers." For first arter of this year, several pared foods categories demon- ted t s belief. Instant potatoes nage was off a staggering 24%, ac- ding SAMI warehouse with- wal data: fresh potatoes were ntiful. Miscellaneous prepared ds were off 25%; and last year's big winner, stuffing mixes, dropped . Blame cheaper beef for much his, and for the disappointing track ord of meat extenders.

Still, no knowledgeable food pro- sional would begin to suggest that venience is in serious long-term ble. It's literally built into current styles, they say, and is bound to erge stronger than ever as infla- n and recession ease. Meanwhile, re's a considerable job to be done educating consumers that many pareds are a bargain.

Heavy User Box Score
Canned Stews and Hashes

vy User=Once a week or more
(7.2% of H/H)

rce: Target Group index
rage Homemaker (Index=100)

th	133
not graduate high school	137
H income under $8,000	133
gle	122
rried under 1 year	153

Availability Improves But ups Volume Dips Slightly

Despite n improvement in supplies some n or raw materials, tonnage the sou category was off last year. MI wa house withdrawal statistics eal th canned soups were down % and heir dehydrated cousins mped 3%. Only bouillon, the allest d lar generator of the three, ned an crease, and its unit count s up o 0.1%.

The r on commonly given for s devel pment is high prices, In- dients ntinue to cost more, and do packaging materials, transporta- n and all the other production and siness expenses.

However, in some cases, improved ps offer hope of declining prices, ording to an executive of one of largest processors. This has led to ce reductions by some suppliers in effort to stimulate sales.

Evidence that penny-pinching shoppers are trading down to smaller sizes, a familiar pattern in many other categories, is less common among soups. Women who increased their purchases of soups when inflation became a national issue continue to do so during the recession. It's agreed they view the commodity as one which provides value and nourishment, and it's frequently employed as a meal stretcher, either in an entree or as a separate course.

Still soup remains largely a seasonal product. SAMI's study of growth trends in four-week periods, using base 100 as the annual average, finds the canned soup index at 128 from Dec. 20 to Feb. 15. By contrast, the mid-May to late August periods produce ratings in the 70s. For dehydrated soups, the midwinter tonnage rates peak at 139 by Feb. 15, then descend to 59 in July. Bouillon also crests at the same time at 139 and bottoms out at 64 for July.

The leading soup flavor, tomato, is considered soft because prices still are relatively high. Supplies are much improved from a year ago, and merchandising allowances are being employed to keep product moving. Shortly before contracts with growers were designed, one major processor predicted that tomatoes would cost from 2% to 5% more this year.

So-called hearty soups reportedly continue to sell well because of their utility in entrees. Single servings have spread to this line too and their manufacturer says the introduction has been successful. Observers say the ratio between canned and dehydrated soups has not changed substantially despite an influx of test-market items.

Individual-serving products continue to proliferate, both as major brands and as private labels. One larger food company has successfully tested a chowder, and another which has had some problems with its soup lines has made a strong impression with a new label. The firm also is expected to concentrate on private-label canned soups.

Heavy User Box Score
Dry Soup Mix

Heavy User=Once a week or more
(16.4% of H/H)

Source: Target Group index

Average Homemaker (Index=100)

Suburban	129
Graduated college	118
Professional/managerial	113
H/H income $15,000-$24,999	129

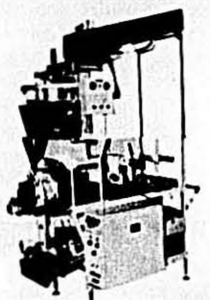
	Units			Dollar Sales		Margin		
Table A Dry Macaroni	Items Carried	Weekly	% to Total	Weekly	% to Total	$ Weekly	% to Total	% Margin
Products	36	661	0.3	259.81	0.2	42.95	0.2	16.5
Macaroni	13	240	36.3	94.70	36.5	15.71	36.6	16.6
Noodles	14	126	19.1	51.74	19.9	8.94	20.8	17.3
Spaghetti	9	295	44.6	113.37	43.6	18.30	42.6	16.1
Table B Prepared Foods/Canned								
Meats	299	5,984	3.0	3,069.70	2.8	549.94	2.6	19.4
Baked Beans/pork & beans	26	1,387	23.2	509.72	16.6	86.28	14.5	16.9
Chili, canned	25	497	8.3	371.60	12.1	71.53	12.0	19.3
Dehy. Potatoes	21	275	4.6	128.57	4.2	34.20	5.8	26.6
Italian Spec.	29	484	8.1	229.63	7.5	48.03	8.1	20.9
Lunch Meat Canned	9	277	4.6	251.42	8.2	27.69	4.7	11.0
Meat Spreadables, Canned	14	191	3.2	106.78	3.5	18.87	3.2	17.7
Mexican Spec.	46	846	14.1	440.11	14.3	126.03	21.2	28.6
Oriental Spec.	17	89	1.5	92.38	3.0	18.88	3.2	20.4
Pizza Mix	9	89	1.5	74.66	2.4	16.06	2.7	21.5
Prepared Meat Dishes	42	399	6.7	233.25	7.6	16.87	2.8	7.2
Prepared Poultry	8	88	1.5	58.19	1.9	13.44	2.3	23.1
Rice (spanish/canned)	5	35	0.6	11.46	0.4	2.00	0.3	17.5
Salads, bean dips (canned)	4	24	0.4	9.91	0.3	2.64	0.4	26.6
Sausages, canned	7	504	8.4	177.80	5.8	34.04	5.7	19.2
Stuffing mix	5	56	0.9	30.73	1.0	6.36	1.0	20.7
You-add-the-meat dinners	11	146	2.4	103.53	3.4	25.46	4.3	24.6
Table C								
Soup	114	2,498	1.3	722.65	0.7	105.12	0.5	14.6
Canned	103	2,439	97.6	690.95	95.6	99.34	94.5	14.4
Dry/mix	11	59	2.4	31.70	4.4	5.78	5.5	18.2

Yes! W RIG W RIG W RIG /e can HeLP!

with our line of equip ne or t e macaroni and noodle industry.

▶ACCURACY ▶PRODUCTIVI ▶EFFICIENCY ▶WASTE REDUCTION

Form-fill systems for your flexible package needs.



We offer a complete line of form-fill systems with single and multi-tube units that can produce packages at a rate up to 120 bags per minute.

Volumetric Automatic single tube form-fill-seal system with a volumetric filler to satisfy a wide range of macaroni/noodle applications.

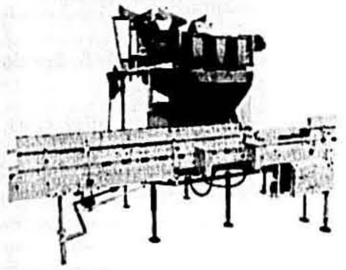
All systems offer the latest automatic features in net weighin

Our bagmaking principle, which eliminates the rigid tube for package forming, permits us to handle a complete line of products, including egg noodles, without bridging at the fill station.

Net Weigher Automatic single tube weigh-form-fill- eal unit with fully controlled feed system; up to t ee Electroflex® scales; and high speed bagmaker. We hs and packages any macaroni/noodle product that an be handled on vibratory feeders.

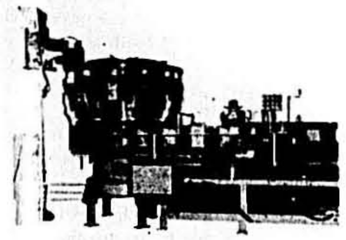
Du-O-Bag Versatile, high production sys em requires only one operator. Each side as controlled feed, up to three Electrofl x® scales or automatic self-correcting scale, nd bagmaker. Each side operates independe tly of the other and can run different products and package sizes.

Complete carton systems for rigid container needs.

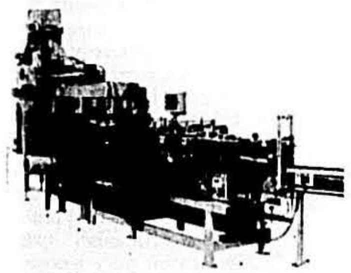


Inline net weighing systems for rigid containers in multi-headed designs of from 2 to 6 scales work with existing carton units, or are available as a complete system to include a carton machine. Speeds from 30 to 90 packages per minute can be achieved.

Automatic Recalibration ▶Automatic Tare Correcting
Push Button Scale Setting ▶No Underweights
Wright can help you save dollars and increase profits!



We offer two models of rotary net weighers for rigid containers where speeds in excess of 70 per minute are required. With either 12 or 18 scales, speeds up to 200 packages per minute can be obtained. Product is handled and packaged in a continuous flow which greatly reduces breakage of fragile macaroni/noodle items.



We assume the responsibility for the complete feed system to the machines and prepare even the most difficult macaroni items for efficient weighing and minimum breakage.

Wright has the capability of designing a machine for your packaging requirements. Call our representative today.

IGHT MACHINERY COMPANY, INC. Durham, North Carolina 27702 Telephone 919-682-8161
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Basic Pasta Sales Rise: Add-to Dinners, Meat Extenders Drop

from Chain Store Age Super Market Sales Manual

In Italy, per capita consumption of pasta is 66 lb. per year. The U.S. figure (currently 7-10 lb. per year) may never reach this proportion, but most retailers and manufacturers are confident that the expansion of the pasta market experienced during the decade will continue into 1975. The big boost that pasta sales got from the rising meat prices and shortages of late 1973 has slowed, but many consumers who discovered pasta for the first time during that period are now regular customers.

Robert Green, executive secretary of the NMMA, estimates the tonnage gain for pasta in 1974 at 3.4% over 1973. Most retailer reports concide with this figure and many give at least partial credit for the gain to stepped-up manufacturer promotions and advertising.

Currently putting a slight crimp in sales, however, is the availability of other forms of carbohydrates—rice, potatoes and beans—at lower prices, as well as the leveling off of meat prices.

Macaroni manufacturers have also been able to keep their prices stable, however, with most reporting no or few increases in recent months—despite rising costs of freight and packaging, as well as costs of semolina which have more than tripled in the last few years. One manufacturer reports four freight increases in the current fiscal year.

In addition, the cost of the petroleum derivative polyethylene used for most flexible packaging has soared. To counteract these increased expenses, many manufacturers have stopped using semolina exclusively and are now blending less expensive grades of wheat.

If U.S. Dept. of Agriculture estimates are accurate, the 1975-76 wheat crop (a projected 2.1 billion bushels) will be 18% larger than last year's and should help keep prices stable.

The performance record and outlook for other products in the category, however, are not so bright. Add-to dinners and meat extenders experienced a sharp drop in sales in 1974, and many retailers are cutting down on their selection. A spokesman for a major chain reported a 20%—25% price hike in many add-to dinners over the past year and believes that consumers "are now shying away from paying added costs for convenience."

When asked about meat extenders, the same spokesman said, "They've just been sitting on the shelf." Many manufacturers introduced packaged meat extenders in late 1973, when meat prices soared. Today, however, with meat prices leveling off, ground geef is a value in itself and most consumers find extenders unnecessary.

Another type of product introduced during this period is the complete meat substitute, usually a wheat and soy derivative. Most often placed in the pasta section, this product has also been doing poorly. Lowering meat prices over the past year have contributed to disappointing sales results.

For macaroni products as a whole, however, most manufacturers and retailers predict a continuing upsurge. Prices and margins are expected to remain stable. Consumer demand continues to grow. Manufacturer promotional activity is increasing. And, as one retailer asserts, with the price of food today, macaroni sales are sure to go up, if for no other reason than "it's a cheap meal."

Canned & Dry Soup

Outlook for 1975 soup business is brightly optimistic. Problems that siphoned off sales in 1974—including shortages of foodstuff and packaging material, and spiraling food and material costs—are in hibernation, according to retailers throughout the country. Deliveries of both canned and dry soup have been excellent in 1975. Most prices are firm and some items have been reduced.

The economic climate this year will again encourage soup buying, retailers predict. Both dry and canned soup are being increasingly tapped to stretch meat meals, to glamorize economy meat cuts and to create interesting leftover dishes. As soup becomes an even more economical food purchase, consumer demand will increase.

Chicken noodle was the No. 1 volume producer with sales of $60.1 million. Individual serving dry soup mixes registered sales of only $ 6 milli and profits of $5.43 million last ye But most retailers are strongly op mistic about sales growth in this ar

Soup sales as a whole, buyers p dict, will move above 1974 tallies t year. Most retailers also are optimis about continued strong profit perfor ance since they are firm in their co mitment to healthier gross margi And should the cost of soup-relat food drop, many hope to impro markups.

Canned Meat & Specialty Foods

Continued spiraling prices nipp consumer demand for canned me and specialty foods during 1974 sales registered $724.9 million.

Profits, however, weathered t economic storm better. Througho the product category as a whole, r tailers logged gross margins of 18.7 Canned meat and specialty foo contribution to total supermark sales, however, was only 0.78%.

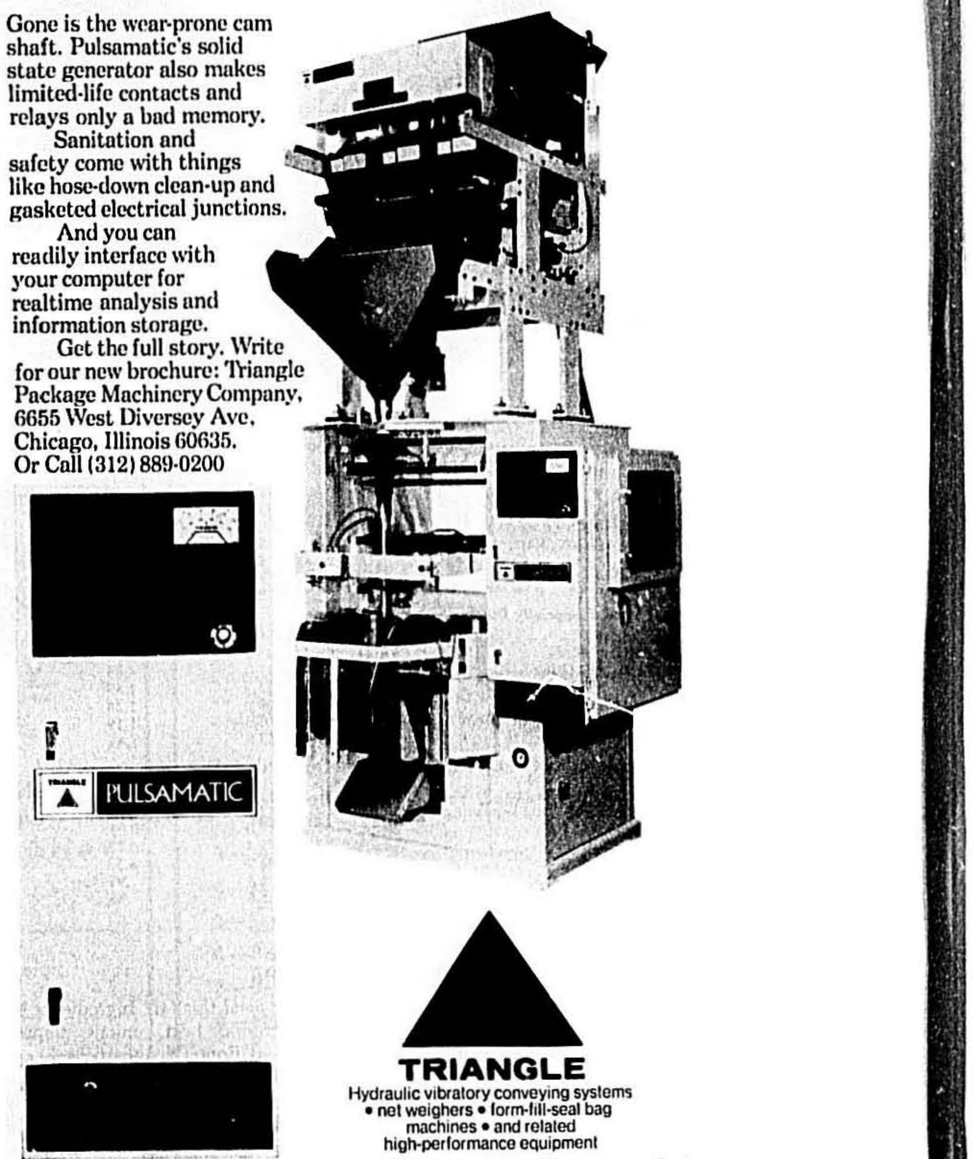
The price increases that swe throughout the canned meat and sp cialty foods industry in 1973 and 19 have narrowed the price gap betwe canned and fresh meat, however, t category still offers good consum value. And should inflation contin at a high level through 1975, retaile project that the consumer market f canned meat will broaden

Sauces & Dressings

Unable to absorb the rapidly risi costs of ingredients, packaging an transportation, manufacturers stead increased prices of sauces and dres ings last year. Yet, sales performan continued strong, and, in many cas 1974 tonnage reports were above tho of 1973.

Accounting for a total $598.9 mi lion in sales last year, sauces benefite greatly from the consumer budg crunch. Although spaghetti sauc underwent price increases due to r ing costs of tomatoes and oil, sal were up in the category ($153.0 mi lion in 1974) since many people ha found pasta to be a nutritious, yet i expensive meal.

(Continued on page 3



Basic Pasta Sales Rise

(Continued from page 28)

Macaroni/Pasta Products: 1974 Performance $1 Million Supermarkets

	SALES		PROFIT		ASSORTMENT	GROSS MARG
	% of Dept. Sales	Dollar Volume (Millions)	% of Dept. Gross Profit	Gross Profit Dollars (Millions)	Items/Brands Sizes At Warehouse	Avg Gross Margin (% of Retail)
Macaroni Dinners	13.78	$ 86.7	14.62	$16.35	6	18.9
w/Cheese	8.95	56.3	8.61	9.63	4	17.1
All other Macaroni Dinners	4.83	30.4	6.01	6.72	2	22.1
Noodle Dinners	7.27	45.6	7.15	7.98	9	17.5
w/Meat	2.56	16.0	1.99	2.21	2	13.8
All other Noodle Dinners	4.71	29.6	5.16	5.77	7	19.5
Spaghetti Dinners	2.37	14.9	2.76	3.09	2	20.7
w/Meat	1.43	9.0	1.69	1.89	1	21.0
All other Spaghetti Dinners	.94	5.9	1.07	1.20	1	20.3
Macaroni	26.35	165.7	23.62	26.42	28	15.9
Elbow	9.43	59.3	8.59	9.61	8	16.2
All other Macaroni	16.92	106.4	15.03	16.81	20	15.8
Noodles	12.20	76.7	12.88	14.41	20	18.8
Flat	10.96	68.9	11.46	12.82	16	18.6
All other Noodles	1.24	7.8	1.42	1.59	4	20.4
Spaghetti	23.39	147.1	20.46	22.88	17	15.6
Regular	16.71	105.1	14.00	15.66	11	14.9
All other Spaghetti	6.68	42.0	6.46	7.22	6	17.2
Meat Extenders	.68	4.3	1.06	1.19	2	27.6
Pizza Mix	2.62	16.5	3.11	3.48	4	21.1
One-Pot Dinners to Which Fresh Meat, Fish Is Added .	9.27	58.3	12.28	13.73	28	23.6
w/Noodles or Macaroni	4.87	30.6	6.40	7.16	14	23.4
w/Rice	.65	4.1	.88	.98	2	23.9
All other One-Pot Dinners w/Meat, Fish Added	3.75	23.6	5.00	5.59	12	23.7
Noodles w/Sauce Mixes	.70	4.4	.63	.71	1	16.1
All Other Pasta Dinners	1.37	8.6	1.43	1.60	1	18.6
TOTAL	100.00	$628.8	100.00	$111.84	118	17.8
% of total store volume—68%						
Canned & Dry Soups						
Dry Soup Mixes	13.76	$103.5	15.45	$20.76	22	20.1
Noodle	5.12	38.5	5.22	7.01	6	18.2
Condensed Soups	62.95	473.8	57.25	76.91	50	16.2
Chicken Noodles	7.99	60.1	7.07	9.50	4	15.8
Chicken w/Rice, Stars, etc.	4.65	35.0	3.57	4.80	4	13.7
Minestrone	1.10	8.3	1.11	1.49	1	18.0
Beef Noodle	.94	7.1	.81	1.09	2	15.3
Canned Meat & Specialty Foods						
Italian Dishes	22.93	$166.2	23.00	$31.25	25	1[illegible].8
Spaghetti w/Meat	6.24	45.2	6.35	8.63	8	[illegible].1
Spaghetti All Other	5.10	37.0	4.85	6.59	4	[illegible].8
Macaroni w/Meat	1.92	13.9	1.89	2.56	2	[illegible].4
Macaroni All Other	1.24	9.0	1.28	1.74	2	[illegible].3
Noodles All Types	1.01	7.3	1.19	1.62	1	[illegible].2
All Other Italian Dishes	7.42	53.8	7.44	10.11	8	[illegible].8
Sauces						
Dry Mixes and Seasonings	18.91	$113.2	27.43	$33.51	50	[illegible].6
Spaghetti Sauce Mix/Seasoning	2.04	12.2	2.89	3.53	4	[illegible].9
Spaghetti Sauce	25.56	153.0	20.21	24.68	23	[illegible].1
Meatless	13.93	83.4	10.72	13.09	13	[illegible].7
w/Meat	10.54	63.1	8.52	10.41	8	[illegible].5
w/Clams	1.09	6.5	.97	1.18	2	[illegible].2
Pizza Sauce	.97	5.8	.88	1.07	1	1[illegible].5

Ronco Advertising

A Ronco Foods ad in Southeastern regional editions of October Family Circle features spaghetti-in-a-skillet, a fresh "made from scratch" dish that takes less time to fix than a box dinner.

The recipe in the add tells how any cook can create in one skillet a rib-hugging meal this fall. Ingredients include ground beef, onions, tomato sauce, and Ronco Spaghetti.

The four-color ad also appears in Southern Living and other family magazines. In addition, 30-second television commercials are scheduled in all markets in the Southeast.

New Product

Spaghetti Sauce with Meat Balls i the newest eddition to On Cor's lin of frozen foods. Packaged in 2 lb fo trays with no less than 23 meat balls product can be used as main dish, i sandwiches, and as hors d'oeuvres.

The Wheat Situation

From the U.S. Department of Agriculture, August, 1975

Even with some increase in domestic use and assuming that exports reach the high end of our projections, total use of U.S. wheat in 1975/76 likely will fall short of the 2.2 billion bushel crop that is being harvested. Thus, 1975/76 will be a year for stock rebuilding.

The 1975 wheat crop estimate, as of July 1, is a record shattering 2.2 billion bushels, 22% larger than last year's record. This does not take into account any flood damage to the spring wheat crops in North Dakota and Minnesota. After a slow start in the South, the pace of harvest quickened as combines moved northward, harvesting another record winter wheat crop. Yields in most regions are expected to be above last year's weather-reduced levels and the total harvested area is the largest since 1952. Stocks :f old crop wheat on July 1 totaled 319 million bushels, up 72 million from last year's 26-year low. On the strength of the record crop, 1975/76 wheat supplies will climb to over 2.5 billion bushels.

After a turndown last year, wheat disappearance is expected to climb in 1975/76. Domestic use is expected to increase largely because of more wheat feeding, with the extent of the gain dependent on future price relationships between wheat and feed grains. Wheat prices at early harvest were favorable for feeding but this changed quickly in July.

Deteriorating crop prospects in the Soviet Union and continued strong import demand in other regions point to U.S. exports of over a billion bushels for the fourth consecutive year. It appears that U.S. exports in 1975/76 could approach 1.2 billion bushels, compared with 1,039 million last season. Soviet purchases of U.S. wheat reported thus far this season total 4.2 million metric tons (154 million bushels); about 800,000 tons are scheduled for 1976/77 delivery. Export commitments already show around 400 million bushels of wheat sales, with India and the USSR accounting for over two-thirds of the total. The Soviets have also purchased 3 million tons of wheat from Canada and 750,000 from Australia.

Domestic use in 1975/76 will depend partly on the strength of foreign demand. Larger exports and stronger prices would tend to restrict domestic use, particularly for feed.

Durum Crop Up Sharply

Acreage planted to durum increased 13% this year to almost 4.6 million, the largest since 1930. Exceptionally strong prices plus a reasonably good planting season, once the rains stopped, encouraged farmers to add to durum acreage. However, there was some flood damage in the lower Red River Valley area of Minnesota and North Dakota during late June, but the extent of flooding varied considerably by county. Counties affected accounted for about 11% of the North Dakota acreage and 40% of the Minnesota acreage. Some durum acreage could be abandoned but the rains could even improve yield prospects elsewhere.

The 1975 harvest was estimated at 133 million bushels as of July 1. This all-time record harvest would be 68% larger than last year's weather-reduced crop.

Last year, heavy export demand resulted in durum stocks on July 1, 1975 slipping to around 20 million bushels. But when combined with the huge 1975 crop, 1975/76 supplies will climb to around 150 million bushels, over a third larger than a year ago.

Domestic demand for durum slumped during 1974/75 as mill grind fell from recent historic highs. High durum prices relative to those of other wheat classes encouraged the substitution of other flour for semolina in the manufacture of pasta products. Consequently, at a time when pasta consumption appeared to be going up, the consumption of semolina, the mainstay of the pasta industry, was going down. Whether domestic mill grind of durum recovers in 1975/76 will depend in large part on durum's price competitiveness with other wheat classes.

The quantity of durum available for export and carryover this year will climb to over 100 million bushels. The world market for durum is not especially large and any increase in our sales over this past year's 49 million bushels would likely have to be made at the expense of otl. r expo ing countries.

In late June and early J ly, wh some wheats had fallen to round per bushel, No. 1 Hard Aml. r Duru at Minneapolis was still co: mandi over $5. Durum prices ros some the basis of the USSR sal but t potential large supply may have mo erated the price increase for duru

Canadian Quotas

Opening delivery quotas on whe for the 1975-76 crop year, which b gan Aug. 1, were announced by th Canadian Wheat Board at five bus p acre on all durum wheat, the top thr grades of spring wheat and on bark grading No. 2 Feed and above.

In addition, the board announced delivery quota of three bus per ac on all grades of contract Glenl wheat and 10 bus on rye, flaxseed an rapeseed.

Quotas apply in all shipping bloc across the prairies. No terminatio dates have been announced yet, whi all 1974-75 quotas expired July 31.

As in the 1974-75 crop year, delive ies of feed grains for domestic u will not be subject to delivery quot during the new crop year, "unless th becomes necessary to avoid seriou elevator congestion," the board sai

Fewer Potatoes

Estimated planted acrea for th fall's potato crop is 1.08 mi on acre 1 per cent below the Ma 1 pro pective plantings and of about 1 per cent in all growing reg ns.

With the reduced fall rop, th Agriculture Department's c p-report ing board predicts total harveste acreage for 1975 will be 1. 3 millio acres, 9 per cent below the 1.39 mil lion acres harvested last ye .

Although USDA does not give rea sons for reduced acreage, according t a spokesman, farmers probably re duced crop intentions because of la fall's record crop which resulted in large carryover and reduced prices.

Fall crop acreage for harvest i estimated at 1.05 million acres, dow 8 per cent fro mthe revised 1.14 mil lion acres harvested in 1974.

arterl Durum Report

orts U —Durum Quality Good— rices Advance

he Cro Reporting Board fore ted production of durum wheat at cord hi h 125 million bushels, up percent from 1974 and 59 percent ve two years ago. Both acreage d yield up sharply from last year. e 6 percent decline from the July orecast is due to hot dry weather ing July in the major producing a. Yield expected to average 27.7 hels per acre based on August 1 ditions, compared with 19.8 hels last year and 27.2 in 1973. eage for harvest expected to total million acres, 13 percent more n last year, 56 percent above 1973 d the largest since 1930 when 4.7 lion acres were harvested. Durum eat acreage lost due to flooding in Red River Valley was small and eflected in the current estimate of es for harvest. Durum wheat har t the first of August was about half mpleted in South Dakota to just ting under way in North Dakota, ich crop was about 30 percent turn rip e. The quality of new crop ivals at the Minneapolis market e been good.

Stocks

Old crop durum wheat stocks in positions on July 1, 1975 totaled 20.8 million bushels, 26 percent below a year earlier and the smallest for this date since 1962. Farm holdings at 14.0 million bushels were 22 percent below a year ago and off-farm stocks showed a 32 percent decrease. Disappearance during the April-June quarter is indicated at 22.8 million bushels, nearly equal to the same quarter in 1974.

Exports

Overseas demand started out slow and prices in March went under $6.00 per bushel. Overseas demand in April strengthened and prices started upward. Durum wheat exports increased to 48.9 million bushels for this past crop year, which was 8.0 million over a year ago. Market undertone continues to strengthen with world supplies tight and demand for U.S. durum increasing.

Canadian Situation

Canadian farmers, according to the Canadian Grain Commission, increased durum acreage to 3,650,000 acres compared to 3,200,000 in 1974. Canadian statistics on August 1st shows durum crop conditions vary, but in general, are favorable. Exports of durum wheat from Canada totaled 53.2 million bushels in the July 1974-June 1975 season, compared to 51.5 million shipped last season. Largest importers of Canadian durum wheat were Algeria and Italy.

DURI M WHEAT

	Acreage			Yield Per Acre			Production		
	Harvested		For Harvest			Indicated			Indicated
te	1973	1974	1975	1973	1974	1975	1973	1974	1975
	1,000 Acres			Bushels			1,000 Bushels		
lifornia[1]	2	3	4	50.0	50.0	65.0	100	150	260
nesota	58	84	94	36.0	28.0	35.0	2,088	2,352	3,290
tana	182	267	335	22.0	19.0	28.0	4,004	5,073	9,380
Dakota	2,530	3,440	3,840	27.5	20.0	28.0	69,575	68,800	107,520
Dakota	112	205	233	24.0	14.0	19.0	2,688	2,870	4,427
. S.	2,884	3,999	4,506	27.2	19.8	27.7	78,455	79,245	124,877

imates f current year carried forward from earlier forecast.

rkey Wheat Crop Record

Turkey's wheat crop in 1975 is now imated at a record 100,000,000 nes, up 20% from 1974, the Foreign ricultural Service said.

"Although the record wheat output xpected to cover most of Turkey's uirements, Turkey is still trying to purchase 500,000 tonnes on the international market," the FAS observed. "All bids to her latest tender have been rejected because of guarantees now required of Turkey by world grain traders in view of her failure to honor contracts under a previous tender."

Egg Research Program Hatched

The Agriculture Department has decided to propose a nationally coordinated research and promotion order for eggs.

The program would be financed by handler-collected assessments on producers of up to 5¢ per 30-dozen case of eggs. Producers not wishing to participate would be reimbursed upon written request.

Connor Kennett, poultry division director, said the money would be used to finance projects dealing with research, and consumer education and promotion designed to strengthen markets for eggs, egg products, and spent fowl.

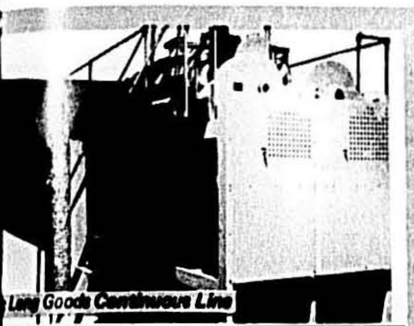
Egg Production

The Nation's Laying Flock produced 5,365 million eggs during July—3% less than July, 1974, according to the Crop Reporting Board. The average rate of lay during the month was up 1%. Layers on farms August 1, totaled 269 million, down 4% from a year earlier. Rate of lay on August 1 averaged 64.1 eggs per 100 layers, up from 63.1 a year earlier, but down from the 64.5 on July 1, 1975. Egg-type chicks hatched during July, 1975, totaled 38.5 million, up 5% from a year ago. Eggs in incubators on August 1, at 31.6 million, were 1% above a year ago.

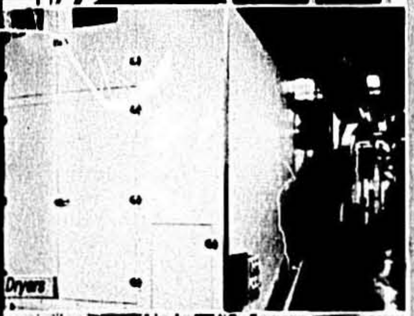
Egg Demand to Rise

Demand for eggs in the first half of the 1976 calendar year will probably be a little stronger than in the previous year because of rising real disposable consumer incomes, increased employment and smaller supplies of pork and turkeys, according to "Egg Marketing Facts—First Half 1976," just issued by the Department of Agriculture. While predicting improved demand for eggs, the U.S.D.A. said eggs will face more competition from beef and broilers.

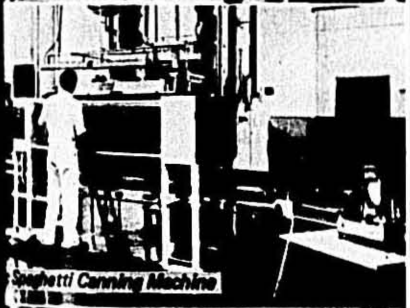
The Department observed that the cost of producing eggs in the first six months of 1976 will rise along with processing and marketing expenses.



Long Goods Continuous Line



Dryers



Spaghetti Canning Machine

truded oodles Being Cut Using Rectangular Die

National Packaging Week

The Packaging Machinery Manufacturers Institute says that the variety of seminars on packaging and packaging-related converting machines will be one of the major highlight attractions of this year's National Packaging Week, scheduled October 27-31, at the Americana Hotel in New York City.

Among those listed by PMMI are "Packaging Machinery Trends of the Future" and "Training Packaging Line Personnel."

The session on "future trends," being chaired by Robert C. James, vice-president and director of the Bemis Co. Machinery Div. and chairman of PMMI's Technical Information committee, will be held from 9 a.m. to Noon on Tuesday, the opening day of the four-day National Packaging Week educational program.

Participating in the session with James are Packaging Consultant Robert Kelsey with an overview on "What Trends to Expect in the Next Five Years"; F. E. Pringle, Jr., president of Hayssen Mfg. Co. on "Coming Developments in Film Machinery" including speeds, automation trends and on-line computer applications.

Robert W. Coughlin, vice president of Pneumatic Scale Corp. and PMMI President, on 'Automated and Built-In Quality Controls for Automated Systems"; and A. W. Koehlinger, R. A. Jones & Co. sales and marketing vice-president, on "Future Trends in Automated Equipment & Factors To Be Considered in Planning Machine Installations."

The other "all-machinery" session is scheduled Thursday afternoon and is being led by PMMI Director of Training & Safety, C. Glenn Davis.

Also on the panel during this session are Milton B. Novotny, product manager of Sheldahl's Poly Bag Machine Group, with "Training for New Machines and Systems" and LeRoy R. Carolan, supervisor of packaging maintenance at Ortho Pharmaceutical Corp., with "Videotape—A Promising New Approach."

Mr. Davis will present information on the general subject of training and upgrading personnel involved in packaging line operations.

Additionally, there is another machinery-oriented seminar — "Recommended Practices for Electrical Installation on Packaging Machinery and Associated Equipment" being presented on Wednesday afternoon by a panel of experts from various companies.

PMMI is one of five organizations sponsoring National Packaging Week this year. The others are the American Management Associations, Packaging Education Foundation, Packaging Institute/USA, and Society of Packaging and Handling Engineers.

Further program and registration information is available from the American Management Associations, 135 West 50th Street, New York 10020.

Self-Adjusting Packaging System

A new packaging system that features integrated solid state circuitry and continuously monitors and adjusts itself, has been introduced by Triangle Package Machinery Company at the 1975 Western Packaging Show.

The system, which is said not to require operator attention once it is set, combines the company's new Flexitron 1600 net weigher and new Pulsamatic form-fill-seal equipment.

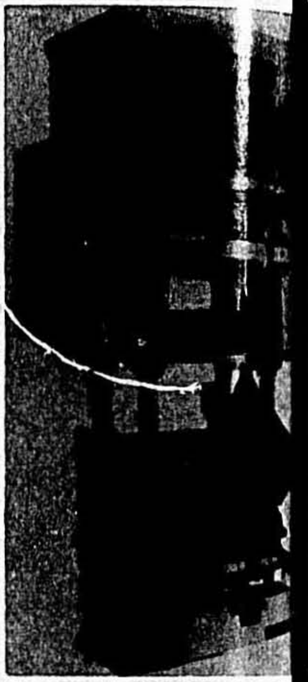
According to Walter P. Muskat, Triangle executive vice president, the new system meets stringent rules on short weight packages by consistently checkweighing and adjusting product weight before the package is made.

"Not only does our Flexitron 1600 deliver zero underweights, it also recirculates overweight discharges to keep giveaways within the pre-determined range," says Mr. Muskat.

He adds that reliability has been "vastly" improved because of the positive simplicity of integrated solid state circuitry. "Speed and longevity have increased substantially too, with the elimination of wear-prone contacts, relays and the form-fill-seal cam shaft. These are the items that traditionally require adjustment and replacing."

Mr. Muskat says that a key objective in design of the new system was to put production control into the hands of management.

"The growing scarcity of qualified operating personnel has become a major headache for the whole industry," he says. "In far too many plants



This new packaging system from Tri Package Machinery Company features grated solid state circuitry and contin monitors and adjusts itself.

making gross adjustments that duce high overweights and cr many other problems that actu disrupt the entire production line."

In the new Triangle system, we and rate are set and all further m toring and adjustments needed handled automatically.

When an underweight occ Flexitron 1600 automatically product to the weigh bucket, checkweighs again before discha Weights above a predetermined l can be recirculated back into 1600's feed system. The functi are performed in synchronization optimum control of feed rate.

Performance is further incre through the use of Triangle's Se gard controls. They automatically just the feed rate to each scal weigh cut-off occurs within opti time range; make dribble hap within the same time range; com sate for product build-up, or tar the weigh bucket; and keep we at the right point to minimize away.

The system comes equipped wi

y of diagnostic lights that not tell how it is operating but also pint problems that may occur. -coded lights on the face of each in printed circuit (PC) board— can be exchanged in the time es to plug in a new one—indi- current has been sent to initiate ction.

ghts on the control panel indi- the scale responsible for the ht appearing on the system's digi- eadout display. They tell if feed rved and whether tare has gone nd the compensation range on a cular scale.

ere also are lights that tell which made the package that was just ed.

e printed circuit boards are d, racked and grouped by func- for each scale. Their sequential s assure the system is working erly.

ecause performance of each scale ectronically monitored and read- appears on digital display, this mation can be readily fed to a puter for analysis and storage for by management.

nitation and safety are also fea- d with an enclosed, gasketed h cell and other electronics, and open-type framework that sheds . The entire unit can be hosed n during clean up. The cell fol- s the same basic design of preced- Flexitron models and has no pivits ear. And the weigh cell is sturdy gh to withstand a man's weight out altering the adjustment of the itself. ny adjustment can be e extern lly.

riangle's ew form-fill-seal equip- t, Pulsa tic has gone solid state The tr litional cam shaft has n replac l by a pulse generator h auto tically governs timing, ence an functions of every cycle. ys and ther switches also have n replac l.

ulsamati features film runout ning and control. It automatically cts and alerts when the film ap- ches its end, then stops the equip- t before runout occurs. When re- ded with film, the system will con- e cycling without adjustment.

he new form-fill-seal unit also es with the company's high speed sealing jaws, which are said to orm up to 30 percent faster than previously possible. They are integrated into Triangle's Relax-a-Seal jaw system, which also had solid state circuitry. The high-speed jaws can handle heavier gages of poly and larger package sizes.

Both volumetric and auger feed systems can be synchronized with Pulsamatic.

New "RT" Spaghetti Packager

Variable product sizes and rapid packaging speed are just two features of Hayssen Manufacturing Company's RT-112 Horizontal Form, Fill and Seal machine specially designed for spaghetti packagers.

Hayssen's new spaghetti packaging machine with automatic moving pocket infeed conveyor, can package up to 10½" long spaghetti in 1, 2 and 3 pound units . . . and up to 20" long spaghetti in 1 pound units. Speeds range up to 35 per minute for long goods and 50 packages per minute for short goods. Changeovers (from short to long, or from long to short) can be completed in just 15 minutes. Either Cellophane or 90/90 Polypropylene can be used.

Hayssen Manufacturing Company, a Bemis Company subsidiary, has been a leader in automatic packaging machinery and systems for over 60 years. Major product lines include Horizontal and Vertical pouch packaging, Custom Overwrapping machines for the paper industry, as well as general Overwrapping, Blowmolding and plastic container forming. Hayssen's headquarters and main plant are in Sheboygan, Wisconsin. Additional manufacturing operations are located in Thetford, England, and Zingonia, Italy.

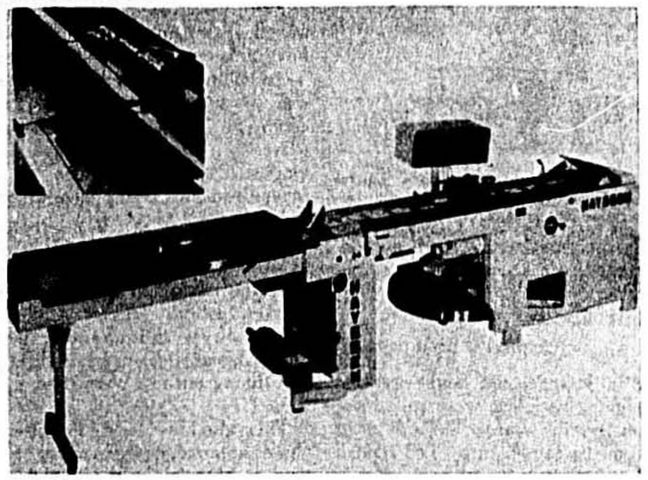
Coater-Laminator

Rospatch Packaging Group has developed an [illegible] step coater/laminator [illegible] a wide range of films and coatings, including saran.

The super high speed process prints, coats, laminates, and slits in one operation, saving time and money, and eliminating the thermal strip. Additional savings and advantages are realized by the division's use of its own PVDC and EVA coatings, according to Bob Dodge, Technical Director.

Stylecraft Packaging (Charlotte, N.C.), Manson Packaging (Cleveland, Ohio), and Allenson Products (Mundelein, Ill.) comprise the Rospatch Packaging Group, a division of Rospatch Corporation, Grand Rapids, Mich.

For further information, please contact Mr. Chuck Brush, Stylecraft Packaging, 1303 Arrowood Blvd., Charlotte, N.C. 28210. (704) 588-0220.



Hayssen "RT" Spagetti Packager

INDEX TO ADVERTISERS

CLASSIFIED

ADVERTISING RATES

Ethnic Foods

(Continued from page 21)

able in lasagne, ziti and eggplant parmigiana varieties, were rolled out nationally this spring backed by a multi-media campaign by Ted Barash & Co.

Reciprocating Imprinter

Control Print's R251 reciprocating imprinter can be mounted horizontally or vertically in small spaces, including inside the housing of many parent packaging machines.

It batch or date-codes cartons, caps, bags, labels or products at speeds up to 220 cpm. The R251 reciprocating imprinters are pneumatically operated and mechanically synchronized by the parent machine.

The unit has a 1" square slide-in, slide-out print head for baselock type. Codarc® inking system provide sharp, even, long-lasting impressions. The inking system is enclosed to minimize evaporation and contamination.

For more information write: Control Print, Division of Dennison Manufacturing Company, 8 Commerce St., Fairfield, N.J. 07006. Or call (201) 227-4900.

Buying Less and Cheaper

More than 6 out of 10 Americans say they are coping with inflation by buying fewer snacks and luxuries.

And 53 per cent are buying cheaper cuts of meat, according to a recent survey.

Nearly 5 out of 10 say they are serving smaller meat portions and another third are buying day-old bread at bakery outlets.

These are among recent findings of a nationwide survey of Yankelovich Inc., conducted for the Super Market Institute.

The survey indicates that people are economizing on food purchases and dining out less often than a year ago.

They also are resisting impulse purchases and making greater use of coupons and specials.

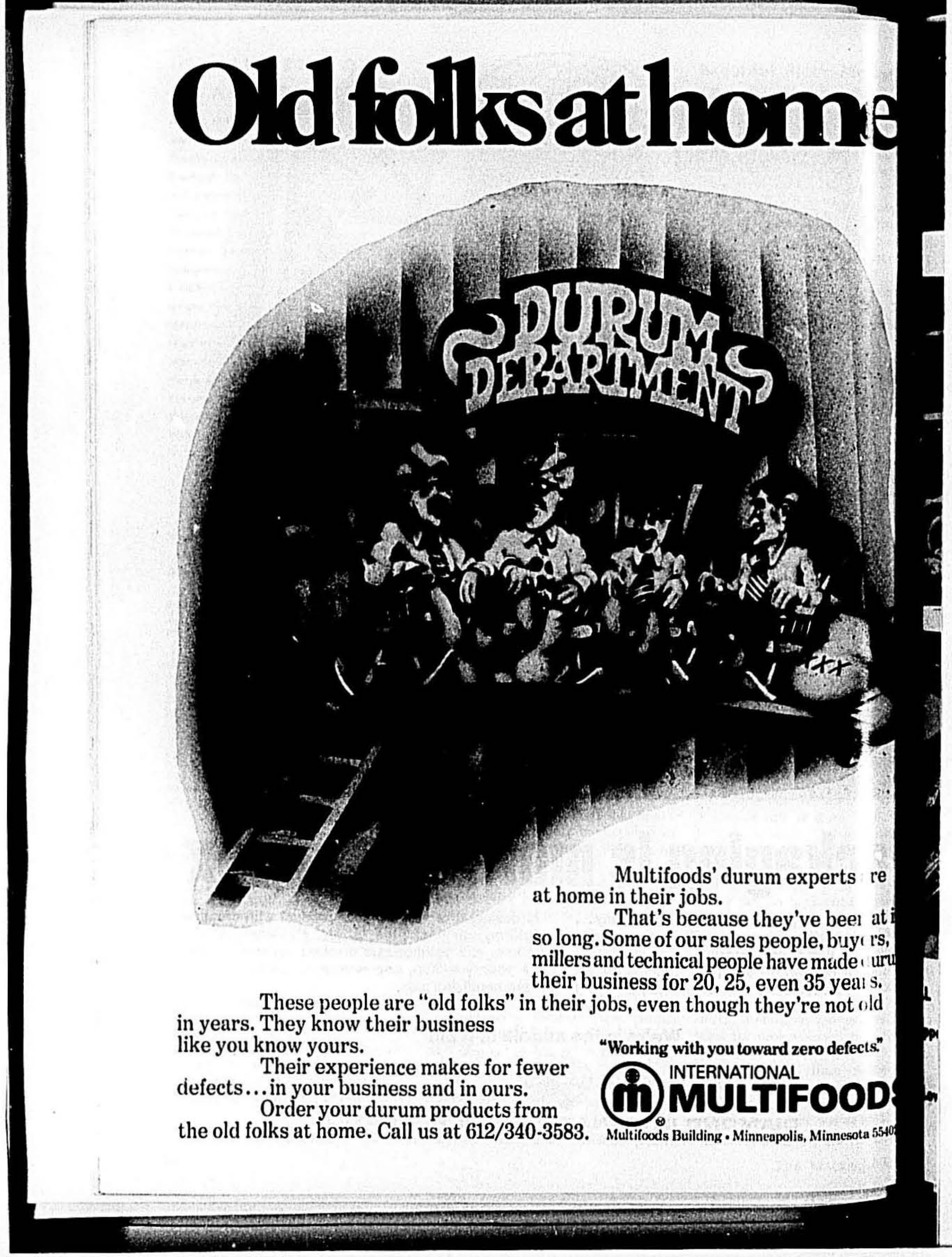
Beautiful Black Ma ket

(Continued om pa

- In several cities blac s comp over 40% of the opulat Atlanta, Baltimore, Detroit, Louis and New Orl ans for ample.
- Super markets with heavy b patronage can exist some tance away from what are sidered black neighborhoods. better selection and serv blacks are willing to make sp trips or even to shop "do town" on their way home f work.
- Specialists in marketing to bl see their traditional loyalty national brands still holding except for some desertions private label among higher come, more sophisticated bla (A trend which bears watchi
- Only 46.6% of blacks are s fied with the food products buy, versus 69.1% for wh (Dept. of Agriculture).
- Blacks are particularly impre with "proof" advertising. W they endorse the growing p ence of blacks in ads, they learning too look behind the of the black model at what ad really has to say to them.
- Less than half as many b women as white redeem coup from magazines, mail or p ages when shopping. The ra newspaper coupon and coupon redemption i only sli ly higher.

While knowledge of t e basic dicators is helpful, the r l action course, is still at store l el. C. Jackson, a black, Chicag based sultant, walks the aisles super kets across the country researc how blacks shop his cli ts' pro categories. In frequent m etings chain and wholesaler e cutives translates his grass-root invest tions into practical sug estions merchandising and spac allocat The result: better selectio for sh pers, more efficient merch ndising stores, and increased product m ment for processors/manufacture

No marketer can afford to tak market larger than Canada granted. It's time for a fresh look the black market. What are you d right—wrong—or not at all about


DURUM DEPARTMENT