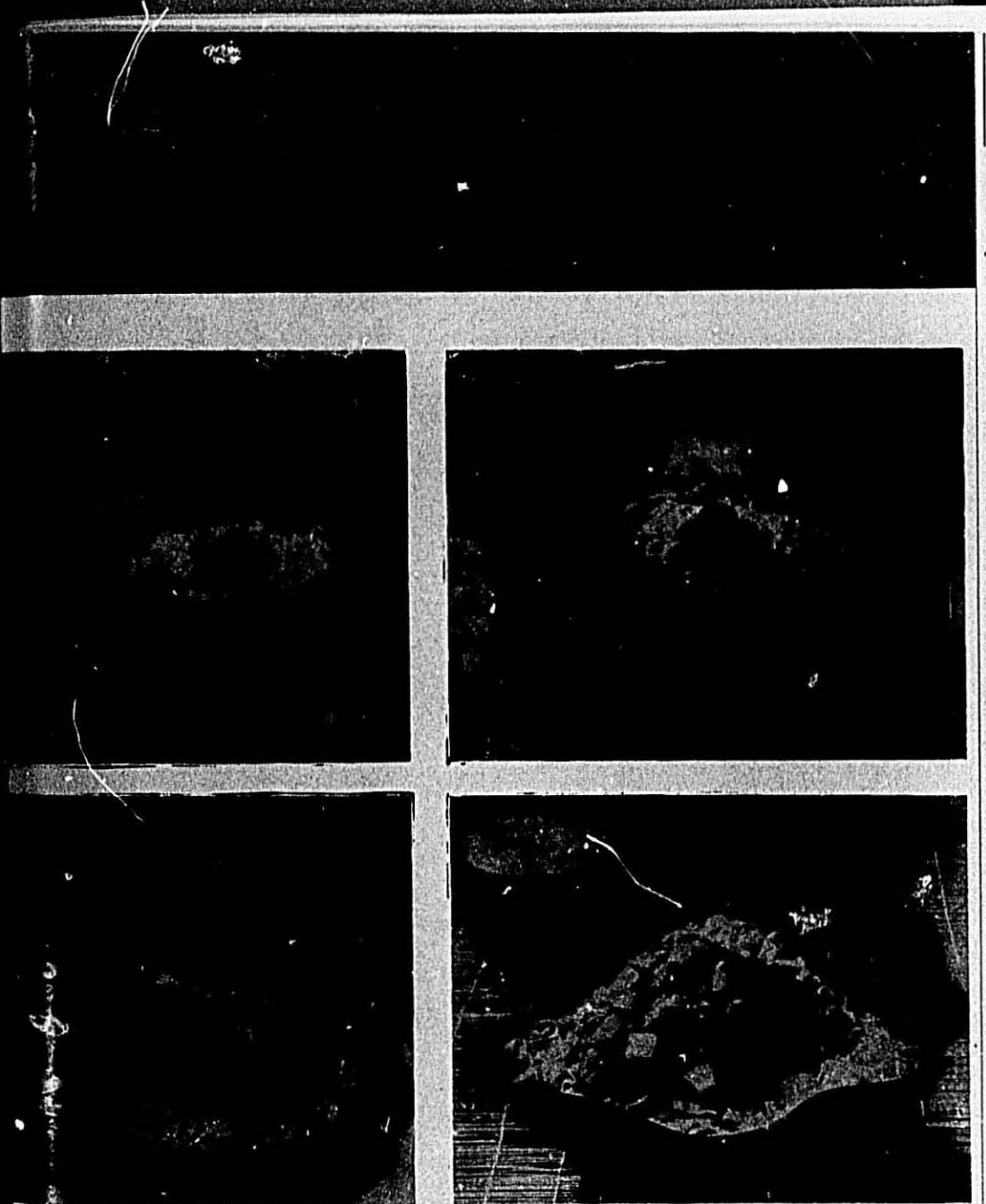


**THE
MACARONI
JOURNAL**

**Volume 57
No. 7**

November, 1975



HARVEST OF PASTA PUBLICITY OF EVERY TYPE OF MEDIA

- Left: Macaroni with Lamb Stew, Greek Style.
- Upper right: Macaroni Cheese Salad.
- Lower right: Spaghetti with Braciolo.
- Right: Egg Noodles with Sweet Sour Shrimp.

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The Macaroni Journal is registered with the U.S. Patent Office.

Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

Second-class postage paid at Appleton, Wisconsin, and Palatine, Illinois.

PASTA AL FIBREBOARD.

Pasta packaging with a special touch. From Fibreboard and Rossetti. Not just spaghetti in a box, but folding cartons with a flair. Discover the difference our knowledge of your business can make. Call us for help with package design, money-saving combination printing runs, and folding carton questions. Fibreboard Corporation, San Francisco, California. Eastern Carton Operations, 560 Sylvan Avenue, Englewood Cliffs, N.J. 201-568-7800.




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New York Press Party

The ninth Annual Macaroni Family Reunion at Tiro A Segno on September 10 reflected the significance of the event by outstanding attendance of the New York press.

Among top magazine editors present were those from youth, shelter, women's interest, romance, home economics and trade publications. Some included in this group were True Story, Mademoiselle, Good Housekeeping, Ladies Home Journal, McCall's, American Home, Redbook, American Girl, The Woman, House Beautiful, Bride's, Woman's Day, Young Miss, Family Circle, Coed, Forecast For Home Economics, What's New In Home Economics, Progressive Grocer.

Editors of nationally syndicated Sunday supplements and newspaper columns found the event newsworthy. Representative of these were Family Weekly, Associated Press, Newspaper Enterprise Association, King Features, Washington Star.

Editors of metropolitan New York area daily newspapers along with network and local television and radio commentors joined the group.

Members of allied food industries who combine pasta with compatible food products were present.

Press kit materials contained current industry news as summarized by Robert Green, story describing the event and food served, information on the wines served and a list of industry hosts. As a remembrance of the reunion, each guest received a colorful colander with matching sauce ladle.

At Tiro A Segno

Tiro A Segno, a private club renowned for Italian cuisine, is located on MacDougal Street in Greenwich Village. Tiro A Segno is Italian for "hit the target", otherwise known as the New York Rifle Club.

The menu was created by Tiro A Segno's manager, Anthony Nardin. Mr. Nardin's expertise and knowledge of Italian cookery was reflected in the variety of foods offered.

An antipasto of roast peppers, anchovies, stuffed peppers, stuffed eggplant, olives, tuna, sardines, prosciutto and Italian bologna preceded the pasta specialties.

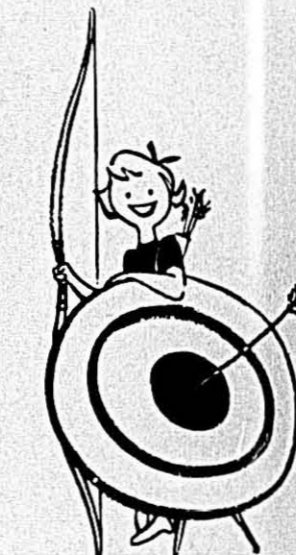
Two pasta entrees appeared on the buffet table. Lasagne Pasticciata presented curly edge lasagne layered with a bolognese sauce of vegetables, beef, pork, chicken livers, prosciutto, white wine and beef bouillon, a creamy bechamel sauce and freshly grated Parmesan cheese. Rigatoni with Filetti de Pomodoro appeared—the pasta baked with a light tomato sauce seasoned only with onions and a touch of basil.

Following a strict rule of service at Tiro A Segno, the spaghetti was served directly from the kitchen. The selection was Spaghetti Carbonara. The spaghetti is lightly coated with a blend of eggs, cream and cheese, then tossed with crisp bacon bits.

Lasagne Pasticciata (Makes 8 to 10 servings)

- ¾ cup butter or margarine
- 1 cup finely chopped onion
- ½ cup finely chopped celery
- ¼ cup finely chopped carrot
- ¼ pound prosciutto or smoked ham, finely chopped
- 2 tablespoons olive oil
- ¾ pound beef round, ground twice
- ¼ pound lean pork, ground twice
- ½ cup dry white wine
- 2 cups beef stock, fresh or canned
- 2 tablespoons tomato paste
- ½ pound chicken livers
- ½ cup all-purpose flour
- 4 cups milk
- Salt
- ¼ teaspoon pepper
- ¼ teaspoon nutmeg
- 1 pound curly edge lasagne
- 4 to 6 quarts boiling water
- 1 cup grated Parmesan cheese
- Parsley for garnish, optional

To prepare Bolognese Sauce: In large skillet, melt 2 tablespoons butter. Add onion, celery, carrot and ham. Saute, over medium heat, stirring frequently, until vegetables are tender, about 5 minutes. Spoon mixture into a 3 or 4 quart saucepan. In same skillet, heat oil; add beef and pork; cook over medium heat stirring frequently, until meat is browned. Add wine to meat mixture; boil until almost all liquid evaporates. Add meat mixture, beef stock and tomato paste to vegetable mixture in saucepan.



Hits the Target

Heat to boiling; reduce heat to low. Cover; simmer 20 minutes. Uncover; cook 25 minutes longer. Meanwhile, in skillet, melt 2 tablespoons butter. Add chicken livers. Saute over medium heat, stirring constantly, for 5 minutes or until lightly browned. Dice chicken livers; add to meat and vegetable mixture during the last 10 minutes of cooking.

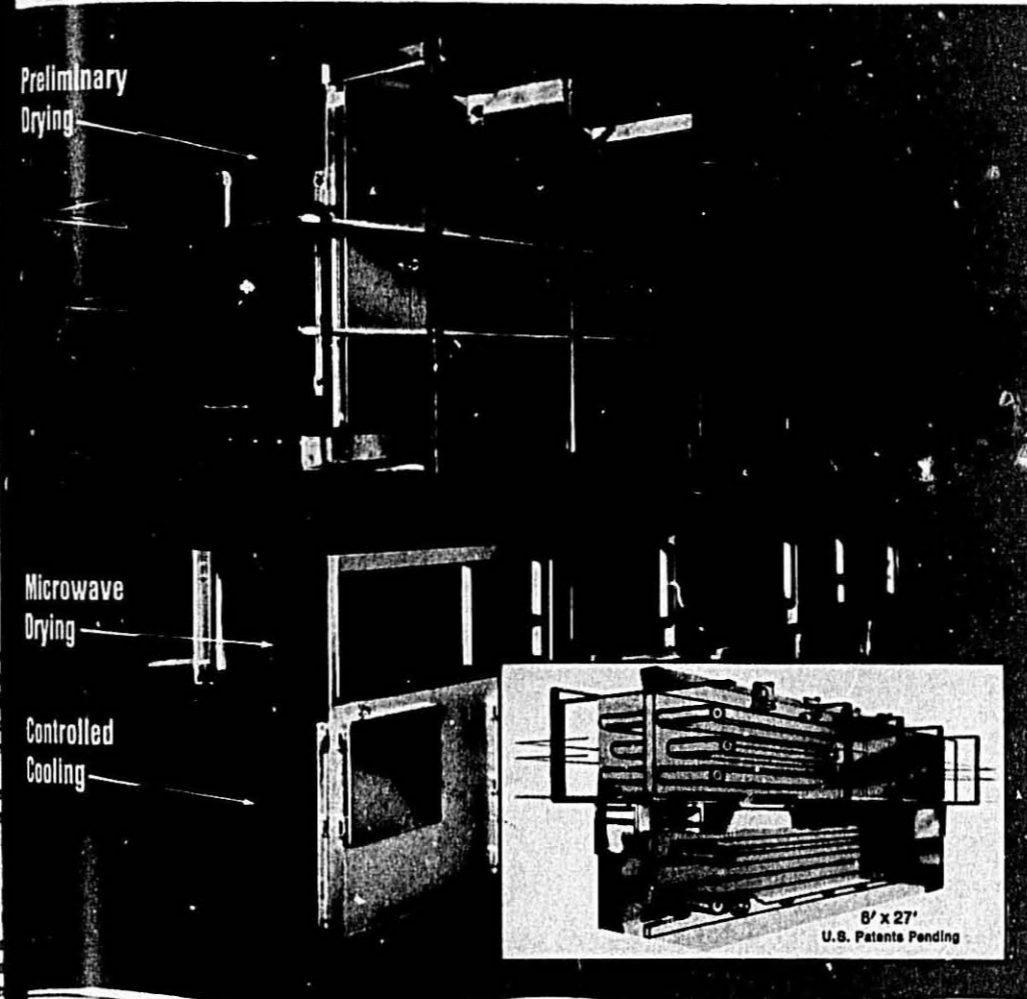
To prepare Bechamel Sauce: In medium saucepan, melt remaining ¼ cup butter. Stir in flour, 1½ teaspoons salt, pepper and nutmeg until smooth. Cook over medium heat, stirring constantly, until mixture is smooth and bubbly. Reduce heat to low; gradually stir in milk and continue stirring constantly until mixture thickens and begins to boil. Remove from heat.

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

In heat-proof 13 x 9 x 2-inch baking pan, pour in 1 cup bechamel sauce. Add layer of lasagne and enough bolognese sauce to cover; sprinkle with 2 tablespoons cheese. Lay more lasagne, bechamel sauce and bolognese sauce on top.

(Continued on page 5)

THE MACARONI JOURNAL
SEPTEMBER, 1975



100 lb. s./hr. of noodles, LBC WS and SHORT CUTS with MICROWAVES in the production in mid-west plant

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Serving at the Buffet.



Enjoying pasta are Melissa Plummer, Fran Green and Howard Lampman.

New York Press Party

(Continued from page 4)

cheese. Repeat layering, ending with bechamel sauce to cover entire surface. Sprinkle remaining cheese on top. Bake uncovered in a 350°F. Oven 30 minutes. Broil 1 minute to brown top. Garnish with parsley, if desired.

Rigatoni with Filetti de Pomodoro (Makes 6 servings)

2 tablespoons butter
3 tablespoons olive or salad oil
1 cup chopped onion
1 can (35 ounces) plum tomatoes
5 large plum tomatoes, peeled and diced (about 3/4 cup)

Salt
1/4 teaspoon pepper
2 fresh basil leaves, chopped or 1/2 teaspoon dried basil, crushed
12 ounces rigatoni (about 6 cups)
4 to 5 quarts boiling water
Grated Parmesan cheese

In large saucepan, melt butter. Add oil; heat. Add onion to butter mixture. Saute over medium heat, stirring occasionally until onion is soft, about 5 minutes. Puree undrained canned tomatoes in electric blender or force through food mill. Add to onion in saucepan. Stir in fresh tomatoes, 1 1/4 teaspoons salt, pepper and basil. Heat to boiling; simmer uncovered 20 minutes.

Meanwhile, gradually add rigatoni and 1 1/2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Combine rigatoni and sauce in 3 quart casserole. Bake, uncovered, in 350°F. oven 30 minutes. Serve with Parmesan cheese.

Spaghetti Carbonara (Makes 4 servings)

8 ounces spaghetti
1 tablespoon salt
3 quarts boiling water
2 eggs, separated
1/2 cup grated Parmesan cheese
1/2 cup heavy cream
Dash crushed red pepper
6 slices bacon, cooked crisp, drained and crumbled
Salt
Pepper
Grated Parmesan Cheese

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

Meanwhile, beat egg whites until soft peaks form; add egg yolks and beat until foamy. Fold in 1/2 cup cheese. In a small saucepan, heat cream with red pepper just until hot. Do not boil.

Return spaghetti to pot; add egg mixture; toss until mixed. Pour cream over spaghetti and toss again. Toss bacon with spaghetti. Add salt and pepper to taste. Serve with additional Parmesan cheese.

Wines

Wines served at the ninth annual Macaroni Family Reunion were Ruffino Chianti and Lugana. The Ruffino Chianti is produced from select grapes grown in the Chianti area of Tuscany which impart the typical fruity and robust aroma, ruby red color and dry, well balanced taste. A sleek new proprietary all-glass Florentine bottle, introduced

this year, bared the Chianti bottle of its straw wrapper to finally provide the wine the classic image it deserves. The bottle's label, as always, proudly carries the official "Denominazione d'Origine Controllata" designation—the Italian government's guarantee this wine is a true Chianti. Ruffino Chianti should be served at cool room temperature with hearty dishes, red meats and cheese.

Select grapes from the beautiful Veronese area around Lake Garda gives Ruffino Lugana its crisply dry, full-bodied noble taste. This white wine is best served chilled with light dishes, cold plates and seafood.

The wines are imported by Schiefelbusch & Co., New York, N.Y.

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THE MACARONI JOURNAL

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Single Copies	\$1.00 each
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THE MACARONI JOURNAL, NOVEMBER, 1975



How to create a best seller.

It's not easy. You have to start with the basics. Your basic durum No. 1 Semolina comes from the heart of durum country. The North Dakota Mill is centrally located on the great

prairie lands of the north, and we bring you the finest durum Durakota No. 1 Semolina. Start with the basics, and you will wind up with the best seller of the year!

the durum people



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Washington Meeting

Paul W. MacAvoy, member of the Council of Economic Advisors, predicted the next four quarters would not be much different than the final quarter of this year. A leveling out of prices and unemployment began in the second quarter. Gross National Product is now in the range of 6 to 7%. Primary concerns at present are the energy policy, crude oil pricing, and the price of food products. The meat cycle will follow this year's cycle just in time for next year's elections and inflation will be a major issue.

Harold Salwin, Chief of Cereal and Protein Products Branch, Division of Technology, Food and Drug Administration, announced the agency is working on a draft of regulations for

Some fifty macaroni manufacturers, durum millers and durum growers met for luncheon on Capitol Hill with their representatives in Congress on September 11. Congressman Mark Andrews of North Dakota spoke briefly about his recent trip to Italy to meet with pasta manufacturers there concerning their importation of U.S. durum wheat. Just as manufacturers all around the world, they are concerned with price and quality. Mr. Andrews views the coming fall season with optimism.

The group then bussed back to the Washington Hotel where they were addressed by Assistant Secretary of Agriculture Richard E. Bell. He succinctly described the grain situation just prior to signing the Crop Report for September 1. As reported in the newspapers, corn production, as well as durum wheat production, was reduced by 3% from the previous month. Mr. Bell reported the Government is keeping close watch on supplies, but feels there will be sufficient to supply the Russians with their need for another six or seven million tons of grain. Eastern Europe will be a new demand needing some ten million tons, half of which will come from the USSR and the balance from the World Market. India will be a big buyer this year. He observed that the United States has the climate, soil, and system of free decisions which makes us a world supplier and he observed that he thought the marketing system was less costly than that of the Canadian Wheat Board.



Richard E. Bell

Good Manufacturing Practices for the Macaroni Industry. He invited industry comment within the next six to eight weeks. Environmental and economic impact will be considered. Mr. Salwin referred to the proposals for similar GMPs in the Confectionery Industry that appeared in the Federal Register of November 23, 1973, and the final order on June 4, 1975, as an example of how to make comparisons of proposals as against final regulations.

G. John Tyse, Director, Occupational Health/Safety, National Association of Manufacturers, gave comments and references for compliance with OSHA regulations.

Albert K. Herling, Bakery and Confectionery Workers Union, sits on the Labor Advisory Committee dealing with trade negotiations and international tariffs. He expressed concern for the rising tide of macaroni imports up fourfold in the past ten years while exports have been steady between one and three million pounds. Imports last year totaled 47,252,100 pounds with Canada sending in 20 million, Italy 11.3 million and Mexico 4.3 million. Quotations from Japanese products are appearing on the west coast at present. Mr. Herling said the only way to get anything done is to gather evidence and make a concerted industry effort to tell the story to the Tariff Commission.

Evening Reception

In the evening a reception was held on the roof-terrace of the Washington Hotel for the Congressional delegation and their aides. The view of the White House and the Treasury Building directly across the street is most impressive at this time of year.

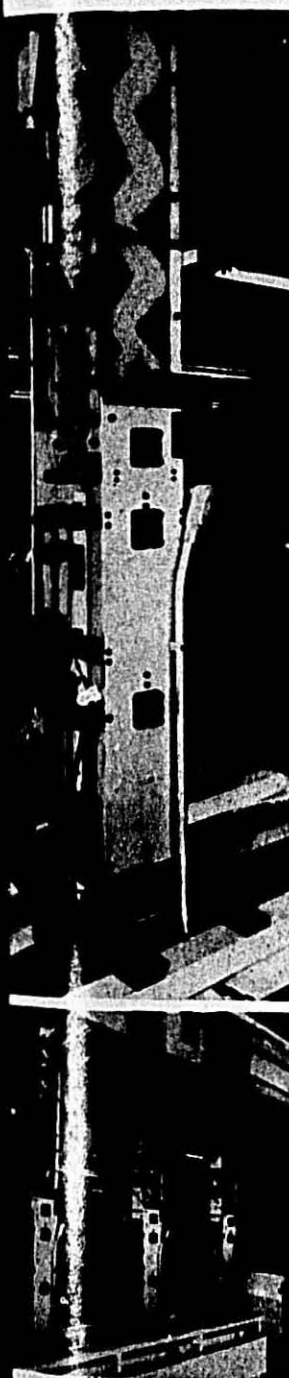
Pasta Posters

Pasta posters measuring 34 1/2 inches, in full-color, show eighteen varieties of pasta products carried by a legend of the sizes and shapes. Blank space for brand imprint immediately below copy reading: "For better nutrition, variety and sensational flavor, choose pasta made from 100% durum wheat semolina". Price is 22¢ each in quantities under 10,000; 18¢ each in larger quantities. Shipping flat f.o.b. Bismarck, North Dakota by the North Dakota Wheat Commission.



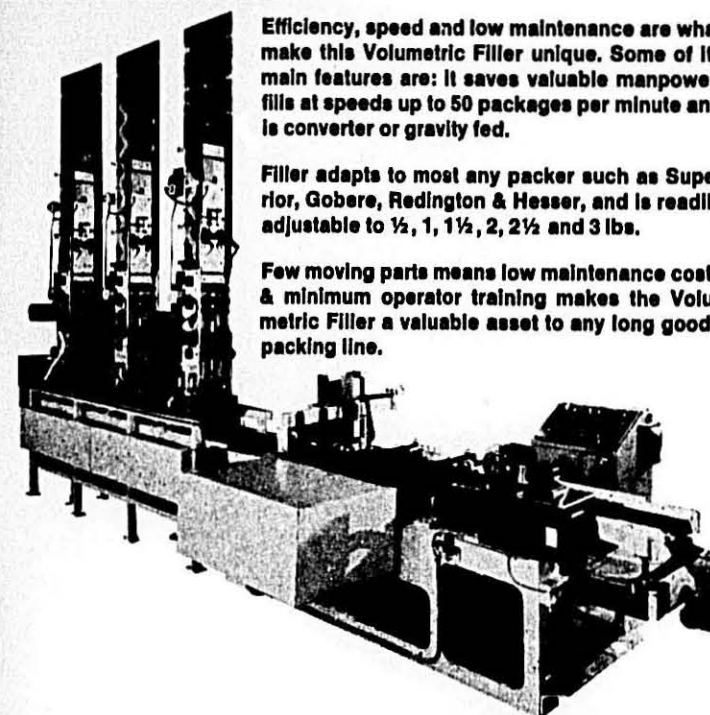
At the Reception: Bill Ogburn, Nick... John Tobie, Joe Viviano and John Gahl.

THE MACARONI JOURNAL



Efficiency, Speed & Low Maintenance

That's our VOLUMETRIC FILLER.....



Efficiency, speed and low maintenance are what make this Volumetric Filler unique. Some of its main features are: It saves valuable manpower, fills at speeds up to 50 packages per minute and is converter or gravity fed.

Filler adapts to most any packer such as Superior, Gobere, Redington & Hesser, and is readily adjustable to 1/2, 1, 1 1/2, 2, 2 1/2 and 3 lbs.

Few moving parts means low maintenance costs & minimum operator training makes the Volumetric Filler a valuable asset to any long goods packing line.

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A&D FABRICATING COMPANY, INC.
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Supermarket Consumer Specialists

Some forty Supermarket Consumer Specialists, holding a committee meeting of the National Association of Food Chains in Chicago, September 19, were entertained at luncheon by the National Macaroni Institute.

They were presented with press kits with background material on macaroni products, a brief history of the Association, roster of members, and a Pasta Primer.

Pasta Primer

The Pasta Primer tells what pasta is, how it is made, why it is nutritious, counting calories, how to shop for pasta, how to store and how to cook pasta. Recipes are given for Macaroni Supper Casserole, Spaghetti and C i m Sauce, Egg Noodles and Meat Balls, Egg Noodles with Frankfurter Kebabs. The first three recipes were served at luncheon.

Macaroni manufacturers from around the country were invited. Each table had a macaroni representative to answer questions.

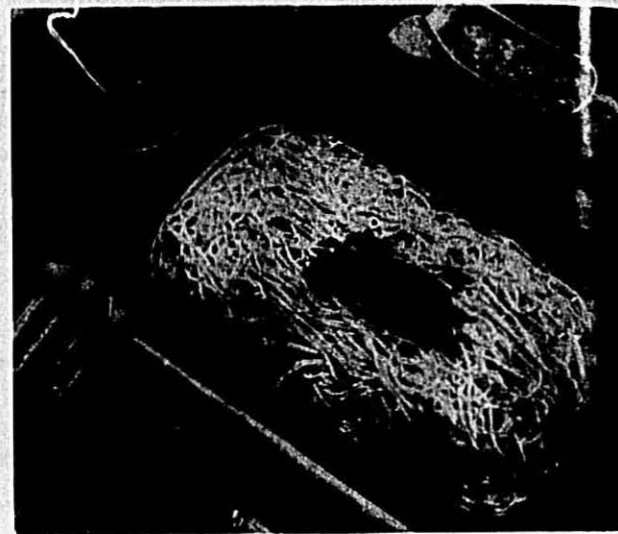
National Macaroni Manufacturers Association

A handful of men, back in 1904, who were the pioneers in the growing macaroni industry in the United States, met to discuss common manufacturing and marketing problems in the production of macaroni.

The immediate result of that meeting was the formation of the National Macaroni Manufacturers Association, your host at luncheon today.

The small nucleus of pasta producers has grown into an organization with hundreds of members throughout the United States and Canada, including not only those who make the various forms of macaroni but also packaging suppliers as well as companies which manufacture the machinery and dies, and provide the flour, eggs and enrichment ingredients.

This \$700 million a year industry produces better than 1.8 billion pounds of macaroni or pasta products annually for a per capita consumption of just over eight pounds. Only Italy, the birthplace of pasta, produces and consumes more macaroni products.



Spaghetti and Clam Sauce.

There are literally hundreds of macaroni shapes and sizes with such musical names as rotini, ditillini, vermicelli, and rigatoni but the big three in sales are elbow macaroni, which accounts for 30-35 percent; spaghetti, 40 percent; and egg noodles, 20 percent.

National Macaroni Institute

Educational and informational arm of the NMMA is the National Macaroni Institute which for the past 27 years has sponsored a public relations program across the country to promote the good taste, digestibility, nourishment and versatility of macaroni products on the menu. Millions of consumers every year are exposed to the joys of serving and eating pasta in newspapers, magazines, on radio/TV shows and through movies, pamphlets, and other collateral material.

The first commercial macaroni plant here in the United States goes back to about 1848 and it was located in the shadow of the old Brooklyn Bridge in New York. Today there are an estimated ninety companies operating from coast to coast.

Current president of the NMMA is Nicholas A. Rossi, of Auburn, New York, President of Procino-Rossi Corporation. Executive secretary of the

group since 1948 is Robert M. Green is stationed at the NMMA headquarters office in Palatine, Illinois where in addition to his other duties, he edits a weekly newsletter for members plus an industry magazine, The Macaroni Journal. Green also acts as the liaison to the Association's research laboratory and home economics test kitchens both located in New York City and the NMMA legal counsel in Washington, D.C.

Pasta Increases Supermarket Purchases

One of the delightful benefits of eating macaroni products is the endless variety of combinations that can be enjoyed. Macaroni or spaghetti, egg noodles in a salad, in casseroles topped with meat, seafood, cheese, butter and garlic, in soups, as a main dish and as a side dish with pot roast, chicken, steak, you name it.

Another benefit, to the supermarket operator especially, is that rarely is a macaroni product bought all by itself. Its complete versatility lends itself beautifully to mix and blend and is compatible with a host of other foods that must be purchased in the supermarket to complete a particular recipe.

(Continued on page 11)

THE MACARONI JOURNAL, NOVEMBER, 1975

TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and Imperia Durum Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure — specify AMBER.



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Consumer Specialists

(Continued from page 10)

In a recent recipe developed by the National Macaroni Institute, a spaghetti and meatball dinner for 10, two pounds of spaghetti required \$8.41 in related items such as tomatoes and tomato paste, ground chuck, onions, spices, oil, parsley and cheese.

Also of great interest to the supermarket operator is the fact that in order to purchase these ingredients for the spaghetti and meatballs, the shopper has to visit the grocery, produce, meat and dairy departments of the store.

Three additional examples of the power of pasta in building excellent related item package sales were illustrated in your luncheon today. The Macaroni Supper Casserole, for instance, called for 12 items in addition to the elbow macaroni. Spaghetti and Clam Sauce also called for twelve related items while the Egg Noodles and Meat Balls accounted for eleven.

Once again, for the shopper to purchase ingredients for these recipes, a traffic pattern would expose her to other items in just about every department of the supermarket.



Golden Grain Grand Opera

"And now a few golden moments of Opera starring Golden Grain Macaroni, Spaghetti and Noodles," says the sonorous voice of the radio announcer.

The orchestra strikes up the opening strains of Il Trovatore and the tenor sings a dramatic aria. He is back from the wars, a conqueror. He tells his sweetheart he has brought her treasures from Italy.

"Treasures?" she asks melodiously.

"Yes, 20 elephants all loaded with Golden Grain mostaccioli, rigatoni, vermicelli, capellini, macaroni, spaghetti, tagliarini."

And to prove his love, much more—"lasagna, manicotti, spaghetti and 14 kinds of noodles.

The opera ends with the lovers singing up a storm at their joy at having these Golden Grain foods.

"Golden Grain Minute Operas are producing a lot of fan mail from delighted listeners," said Bill Deefield, Golden Grain Vice President and Sales Manager in Southern California. "We're contemplating expanding our repertoire."

Four operas are on the air over 12 Southern California radio stations. All are heard during peak morning traffic hours.

Supporting this attention-getting radio campaign for Golden Grain pasta are large-space newspaper ads with store redeemed coupons.

Rice-A-Roni Push In Canada

Golden Grain Macaroni Company has launched a heavy Canadian television campaign in selected markets to promote Rice-A-Roni.

Starting September 29 and running through May, 1976, the spots appear on TV channels covering Calgary, Saskatoon, Regina-Moose Jaw, Edmonton, Winnipeg-Brandon and the Vancouver-Victoria area.

In addition to the Western Canadian schedule, Rice-A-Roni will also have a heavy TV spot schedule this winter on a consecutive week basis in Toronto, Hamilton, London and Ottawa. Supporting the television advertising in the Toronto area will be newspaper ads during October and December.

Wild Rice-A-Roni Preferred

In a brand comparison taste test conducted recently by the Mountain States Research Bureau, an independent research organization with headquarters in Chicago, Wild Rice-A-Roni scored a significant preference over the next leading brand. Over 1,000 homemakers ranging from 20 to 55 years of age participated. Products were compared for texture, color and flavor. Rice-A-Roni was rated highest in all 3 categories. "The differences were substantial," said Jean Schanze, Research Director. "Flavor preference for Rice-A-Roni was more than 2 to 1."

From the ADM Annual Report

For the third straight year, Archer Daniels Midland Co. achieved record profits and sales, according to the annual report of the company.

"That these levels were achieved in a year when a serious crop failure interrupted the growth of the soybean industry is an indication of the success of the diversification program undertaken by management in the late 1960's," Dwayne O. Andreas, chairman and chief executive, and James R. Randall, president, point out in the report.

Consumers seek basic foods

With respect to the Gooch Companies division, Mr. Andreas and Mr. Randall comment that consumers indicated a greater willingness to spend more time preparing basic foods in exchange for dollar savings and this had favorable impact on operations.

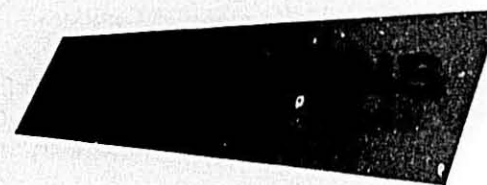
"Products such as macaroni, spaghetti, noodles and family flour all benefited from this renewed interest in basic foods," they note. "The promotional theme, 'Live Better for Less' highlighted moderately priced, nutritious meals and was well received as evidenced by increased sales.

"The Gooch Foods sales expansion program is progressing according to plan, as we made shipments to five new regional marketing areas during the past year. Demand for Gooch's Hi-Protein Soy Fortified Pasta continues to grow. This has been a most productive year and has provided us with momentum for continued growth.

"Unfavorable margins received by the meat, milk and eggs producers who are the customers of Gooch Feed Mill Corp. resulted in reduced feed shipments and lower profits for this division. An improvement in the market share of the dairy, swine and poultry segments of the feed business was secured by expanded truck delivery service and wider distribution through independent dealers.

"Production efficiencies have been made at the Gooch mills and improved control procedures have been established at both plant and administrative levels. The forecasts for record grain crops and higher meat prices would indicate more favorable feeding conditions for the coming year."

FOOD PROCESSING & HANDLING EQUIPMENT



Company

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Hoskins Liby

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Both are designed to provide surge storage and versatility for the packaging line. With the combination of bucket, belt and vibratory conveying units a dozen or more packaging machines can be consistently supplied without the starvation of any one.

ASEECO CORPORATION of Beverly Hills, California has supplied conveying and storage systems to the macaroni manufacturers of the United States, Canada, and the world.

Call Hoskins Company, representative for Aseeco to the Macaroni Industry, for complete evaluation of your requirements. We will be pleased to visit your plant at your convenience.

Yours very truly,

HOSKINS COMPANY

Albert B. Green
Albert B. Green

Consumerism in the Super Market

by Barbara D. Sullivan

National Director for Consumer Affairs, A & P Company

Consumerism—it's here!

Consumerism has been declared the shame of marketing. It has challenged marketers to ask, "What does the consumer want to buy?" rather than "What do we want to sell?"

Consumers have a lot to cope with—with inflation and a thousand products to choose from. Many women are working and are on a tight time schedule.

A Yankelovich study of consumer attitudes shows the following: (1) Consumers want quality products. (2) They want value for their money. (3) They want service—and it is being provided well by supermarkets. (4) They want product information on packages and in advertising. We are dealing with a more sophisticated consumer today. (5) Customers want healthful and safe products. (6) They probably live in an ecologically sound neighborhood. They know about recycling and are knowledgeable about packaging. (7) Consumers are changing their eating habits. There is a trend back to basics. There is a trend to low-calorie soft drinks. Weight watching is a national activity so calorie counted recipes for pasta will help its image.

We must involve the consumer in our decision-making processes.

Regrouping Forces

A & P has closed 1250 stores in the last twelve months. This a major effort to regroup our forces, and close some of our small obsolete stores. You have probably read about our new management team. Our sales are only down 3%. The remaining 2500 stores have sales up 29%. If we satisfy customer needs the profits will come.

A & P does not have a test store yet for Universal Product Code but we will be testing it this fall. We will involve the customer in those tests. The customer is fearful of UPC and the coding on the package. We must help her understand the computerized supermarket. The advantage to the customer will be the detailed receipt tape, speedier check-outs.



Barbara D. Sullivan

Quality control concerns us all. We have laboratories for testing in our plants and for our stores. When there are consumer questions we can get answer from the experts.

Short weight can be a problem for pasta products. Precaution must be taken to avoid short weight on the production lines.

Open-dating is used on many dairy products. We have tried to standardize this on other products in our stores by "sell by a given date". Most products have code dates. A & P apparently is the only one in the pasta industry to put open-dating on its packages. It does give the consumer information for safeguarding it in her home.

Nutritional labeling is discussed a great deal in the industry. Surveys tell us the consumer is not using all of the information on the label. Those consumers that use it do so for special diets. We are addressing ourselves to creating greater awareness of nutrition.

Information on the package is very important. The consumer uses your package as a guidebook. This is where she gets her information.

Consumers like visibility in packaging.

Couponing is on the increase. Consumers are reading ads and preparing shopping lists before they go to the store. They take advantage of the specials.

Again, surveys tell us that most consumers may not use unit pricing but we feel it tells them price per measure. This is valuable competitive information. We will tell them how to use it in brochures we distribute.

We are all sensitive about complaints of foreign matter and infestation. Look at it as the consumer does—you will lose creditability in your product immediately.

We Owe You

This has been a redirection of the WEO campaign. It is now "We Owe You" commitment—consumer rights in the store that we will live up to.

All of our stores carry a listing of consumer rights calling for store employees to be friendly, courteous person-to-person communications, guaranteed satisfaction. There is a brochure available listing these rights and corporate commitment.

Employees are trained in seminars on consumers' rights and a quarterly slide-and-tape presentation goes on for store employees to keep up on the matter. The store manager is going to be the Consumers' Affairs specialist on the spot. Performance will be the key to success.

We have posted an Operation Aware Center in all of our stores for distributing our company brochures and a bulletin board section for local listings as a community service. Also available are recipe cards with nutritional dishes of good value.

Consumer ratings grade stores as to cleanliness, courtesy, problems, etc. We have much better visibility than we had a year ago to find out what is on the consumer's mind, by listening and responding to consumer needs.

We run "An Aware Shopper" column in 1,000 newspapers weekly. This contains tips for consumers that range from ways to use leftovers to savings in meat buys.

All this leads to an effort on our part to build consumer confidence—to get the consumer to see that we are sincere in our response to their needs. We send materials to food editors just as you do.

For the first time in our history we devoted one-third of our annual report to the consumer. Consumers are the reason we are in business.

A & P Selling Others' Private-Label Items

Great Atlantic & Pacific Tea Co. has started selling private-label products to other vendors in the U.S. and outside the country.

At the supermarket chain's annual meeting, Jonathan L. Scott, chairman, disclosed plans to expand the market for A&P's own products in an effort to utilize fully the company's 42 major manufacturing plants.

"The manufactured products are being offered to the trade under private label, controlled label and, in some cases, A&P label," said John L. Long, president of Compass Foods, the A&P subsidiary handling the outside sales. "Our Eight O'Clock coffee, for instance is . . . being marketed in stores operated by S. M. Flickinger Co. of Buffalo and stores operated by Southland Corp. of Dallas."

Little Change in Private Label Buying

Private-label shopping patterns of U.S. households showed little change from 1971 to 1973—actually declining slightly from an increase found in '72—according to a study conducted by Woman's Day magazine.

While the number of households buying private label increased by 2.3 million from the fourth quarter of 1971 to the fourth quarter of 1973, their proportion remained at about 60 per cent of all U.S. households, the survey found.

Moreover, in the 10 product categories studied, dollar expenditures for private label remained at about 13 per cent of total spending.

The percentage of all households buying private label in 10 categories rose from 57 per cent in the fourth quarter of 1971 to 61.1 per cent in 1972, then fell to 60.3 per cent last year. Dollar expenditures for private label the same period went from 12.9 per cent to 13.2 per cent to 13.3 per cent purchases in 1973.

7,500 Households

Commissioned by Woman's Day and conducted by Market Research Corp. of America, the study used a representative sample of 7,500 households. The product categories selected: Coffee;

canned and bottled juices and ades; fruit spreads—jams, jellies and preserves; margarine; frozen juice concentrates; pasta packaged dinners—dishes and pizza mix; laundry brighteners, bluing, bleach, enzyme presoaks; canned-packaged rice dinners and dishes; dry dog food, and mayonnaise, salad dressing—liquid and nonliquid.

Households studied were divided into those buying branded label only, and heavy, medium and light buyers of private label.

Additionally, the current survey added a demographic breakdown of households, as well as studies of consumer promotion purchase activity and homemaker attitudes to shopping and cooking.

Heavy Buyers

It was found that the number of heavy buyers of private label—who spent about 60 per cent of their dollars on house brands—showed the greatest increase in the period studied. Heavy buyers increased from 7 per cent of all households in 1971 to 7.6 per cent in 1972 to 7.8 per cent in 1973.

Medium buyers, who spent about 33 per cent of their dollars for private label, fell from 12.6 per cent of households to 12.4 per cent to 12.1 per cent in 1973.

Light buyers, who spent less than 10 per cent of their dollars for private label, went from 40.4 per cent in '71 to 41.1 per cent in '72, then fell back to 40.4 per cent.

At the same time, households buying only branded items fell from 39.6 per cent to 38.4 per cent in '72, then rose to 39.1 per cent of all households in '73.

Other results showed almost two-thirds of private label buyers concentrated their purchases in one or two categories—37 per cent bought only one category and 26 per cent bought two. However, heavy private-label buyers bought in significantly more categories than did light buyers.

Booklet Supplements Nutrition Information

A new booklet to help people use nutrition information on food labels to check and improve their diets has been published by the U.S. Department of Agriculture.

"Nutrition Labeling—Tools for its Use" (AIB-382) was developed by nutritionists of USDA's Agricultural Research Service. The publication describes and supplements the nutrition information on food labels.

Included are:

- Explanations of some of the

terms on the nutrition information panel of products—calories, grams, U.S. Recommended Daily Allowance (RDA) percentage and riboflavin, for example.

- Tables showing amounts of nutrients and food energy supplied by many foods. One table includes fresh fruits and vegetables; foods that are not normally labeled in the store.

- A listing of the amounts of nutrients (as percentages of the U.S. RDA) recommended for people of various ages and sexes.

- Lists of foods that are important sources of nutrients.

- A seven-step procedure for using information on the food labels and in the publication to check and possibly improve the nutrient content of the diet. By using a Nutrimeter, a new counting device from ARS specially designed for this purpose, it is easier to keep track of a day's calorie count and the percentages of the U.S. RDAs.

The publication notes that a food that supplies a high percentage of the U.S. RDA for a nutrient improves a diet only if the diet is short in that nutrient.

Single copies of "Nutrition Labeling—Tools for its Use" (AIB-382) and the Nutrimeter may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Cost for the booklet is \$1.15. The Nutrimeter costs \$70.

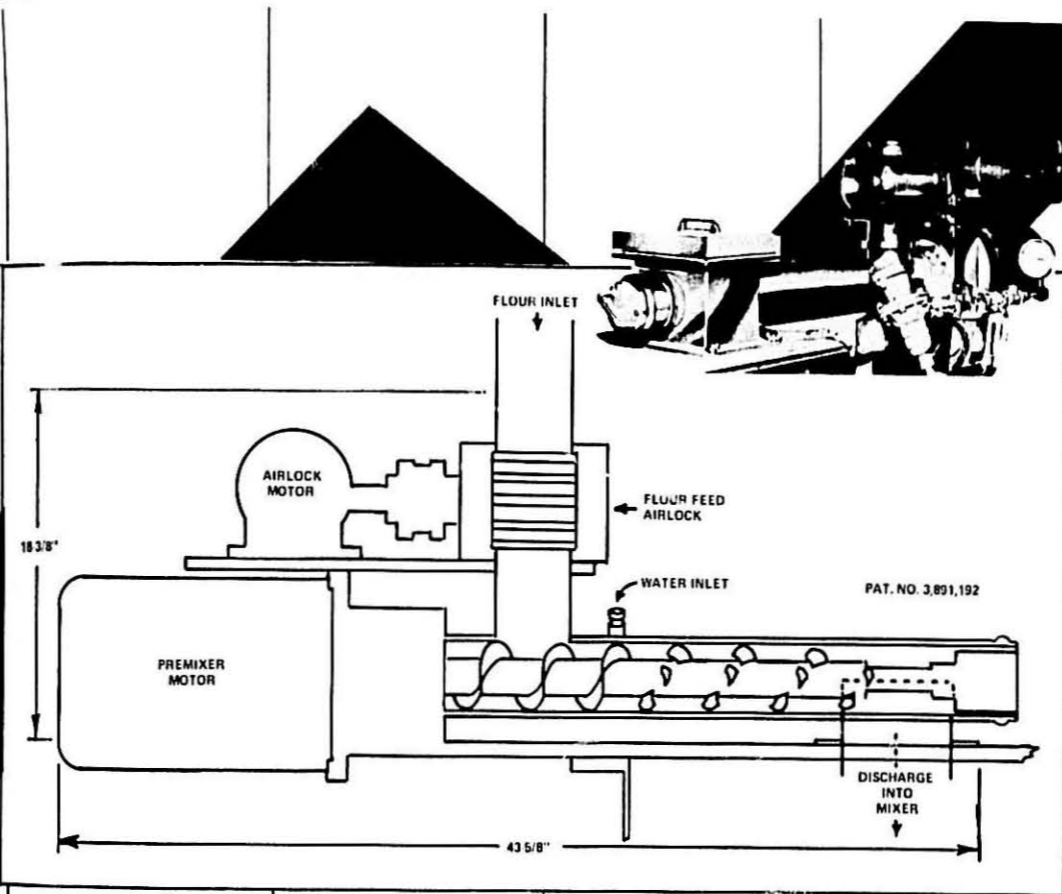
Mueller TV Campaign

C. F. Mueller Co., Jersey City, is promoting its macaroni, spaghetti and egg noodles in a TV campaign on some 100 stations. The 30-second spots, involving Mueller pasta products, focus on immigrants to America and some of the food dishes they brought along with them.

Prima Salsa

Hunt-Wesson Foods, Inc., has begun test marketing of Hunt's Prima Salsa, a new spaghetti sauce. Available in three flavors—regular, meat flavored and with mushrooms—the sauce is packaged in 15½-oz. and 32-oz. glass jars. An introductory marketing program will support the product's introduction in upstate New York and southern Ohio.

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 and when your
 efficiency
 go up



Here's what the Demaco Pre-mixer does for you:

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- ☐ Improves product quality. Smoother consistency, more uniform result.
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- ☐ Easy to dis-assemble for cleaning in minutes. Thumb-screw construction; no tools required. All stainless steel and nickel plate construction.

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Study Gives Convenience Foods Good Report

Convenience foods, gaining an impressive share of the family food budget, should enjoy continued growth over the long-term period, according to Frost & Sullivan, Inc., the New York-based market research firm. Meeting current consumer demands as part of the typical American lifestyle, rapidly prepared beverages, desserts, baked goods and complete meals are cutting hours off the time required for conventional home-cooked meals. Providing tasty and nutritionally balanced foodstuffs in a matter of minutes, they further avoid costly waste and the monotony of yesterday's leftovers.

Forecasting the future of the industry, F&S's recently released 185-page analysis of the market predicts combined sales moving from \$8.4 billion in 1973 to \$9.8 billion by 1976, and over 13 billion by 1982.

Convenience foods, a significant share of which transfer preparation from the consumer's kitchen to the processor's plant, do away with the necessity of stocking a wide variety of ingredients required for the average home-cooked meal. Welcomed by consumers, convenience foods become basic standards as rapidly as they are introduced.

While growing home use accounts for the major share of convenience food volume, the \$30 billion annual restaurant and institutional market—faced with mounting labor and material costs—is beginning to rely extensively on their use to economize on kitchen time, kitchen staff and waste. Able to control portion size and stretch their menus, they further find enormous savings in energy costs otherwise accumulated in conventional mass cooking.

Though fresh vegetable usage has decreased eight percent, processed vegetables have conversely undergone a 20 percent consumption gain, with the shift largely attributed to availability of pre-cooked potatoes, rice, casseroles and combination vegetables. Convenience "entrees" are also gaining sales ground in what is predicted to result as a continuing trend. By the same token, complete prepared meals are claiming a growing segment of the restaurant and institutional

markets, with processor advertising billing them as "satisfying adult meals".

The wide variety of convenience desserts gracing cold display cases, frozen food bins and store shelves—containing improved ingredients while supplying both frills and bulk—are also cutting out a larger share of the market. Today, many housewives substitute them for time-consuming sweet goods formerly prepared at home, with such items as convenience baked products offering the consumer a multiplicity of options. Dry mixes permit convenient preparation safe from failure with a minimal effort. Using refrigerated doughs, they are less costly than fresh baked goods, producing cakes, rolls, buns and pies with a quality and taste surpassing the corner bakery's claims.

While meat items are in least demand—accounting for only a fraction of overall meat sales—they are nevertheless gaining attention as a rapidly prepared alternative for higher costing fresh beef, pork, lamb, chicken, etc. In another area of the food store, convenience sauces, gravies and dressings—requiring the touch of a government chef to match—are also causing cash registers to ring up sales. Adding a major improvement to the average meal, their cost is nominal in view of the limited quantities required.

New Opportunities

F&S sees rising use of convenience foods providing processors with new profit and growth opportunities. As this occurs, brand loyalty will be practically unknown due to commodity standardization—creating a highly competitive marketplace in which quality will vary little. Price will be the consumer's main attraction forcing producers to accept low profit margins with a negative effect on earnings.

A degree of brand loyalty has been achieved by some processors marketing a combination of carefully selected and blended vegetables and/or vegetables and corresponding sauces. However, their sales have ultimately dropped as a result of the consumer's feeling that "their cost exceeds their intrinsic value." Nonetheless, it is calculated that about 59 percent of these

convenience foods result in a cost equal to or less than home prepared counterparts.

The study stresses continued product creativity and related marketing efforts as the soundest route toward profit and brand loyalty development. With the ability to incorporate unique flavors in a desired package size bursting with product innovation, their goals are obvious. Achieving their objectives, they should find consumers grabbing up their product line until the advent of "McTootism," when it becomes time to generate a new food concept.


Prior to today's double digit inflation, self-appointed advocates sharply questioned the safety of processed foods causing widespread concern. With these pressures reflected in FDA attitudes and actions, the industry became involved in the costly process of obtaining approvals to engage newly emerging or already established additives. While unfounded claims have caused consumer concern to diminish with time, this has had no visible effect on regulatory governmental agencies, whose outlook remains unchanged. Food safety pessimism has been replaced by questions of nutritional adequacy, prompting many processors to fortify their products, particularly breakfast cereals, to the point where consumers may well be receiving an unwholesome but unnecessary oversupply of protein.

While labeling is conducted on a volunteer basis, it nevertheless continues to confuse many consumers, many of who turn toward nutritionally-balanced convenience foods. In any event, product programing is definitely aimed at product improvement rather than technological innovation with the processor's sights cast on greater relevance to consumer needs. This in turn has resulted in convenience foods offering (1) greater simplification in preparation, (2) minimal clean-up, (3) greater cooking speed via secondary heating, (4) greater variety, (5) a consistently high degree of quality, packaging and flavor attributes.

For further information, contact Customer Service, Frost & Sullivan, Inc., 106 Fulton Street, New York, New York 10038, (212) 233-1000.

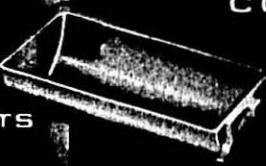
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CONVEYING SYSTEMS

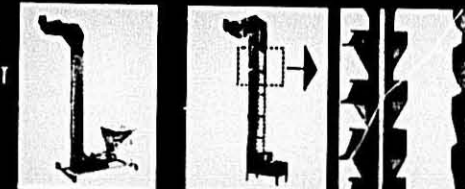


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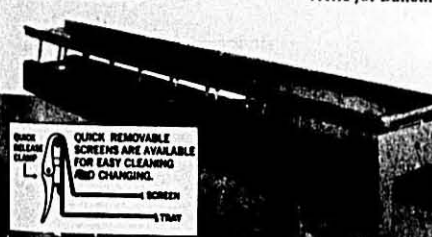


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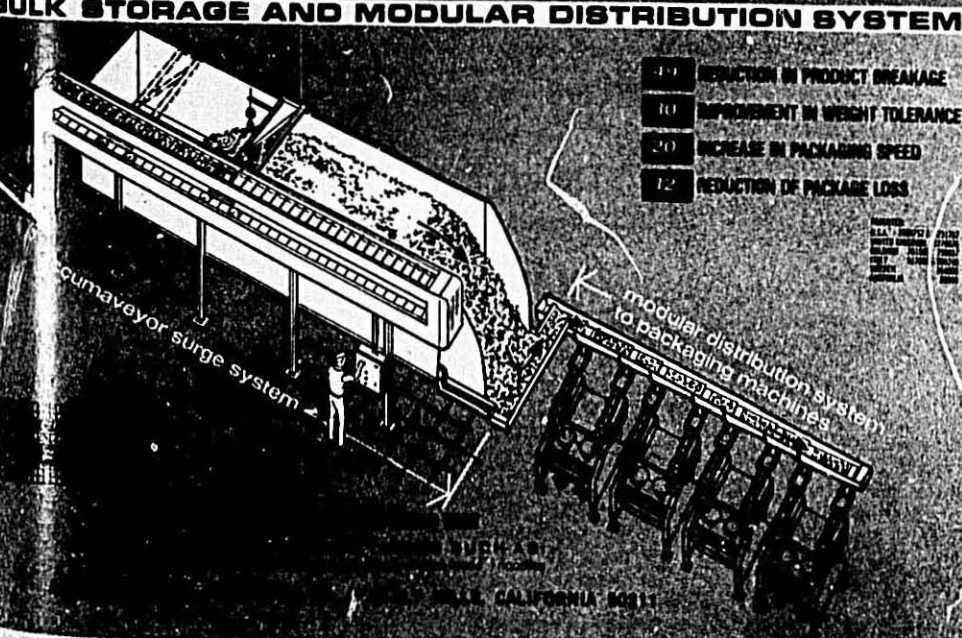
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THE MACARONI JOURNAL, NOVEMBER, 1975

In The Grocery Store

Arthur J. Grundberg, Vice President for Education, Super Market Institute, Chicago, has as a prime responsibility, the identification of member educational needs and developing a systematic approach to dealing with them in seminars and conferences. He moderated a panel discussion with Victor Allen, Director of Grocery Merchandising and Buying, Arden-Mayfair, Inc., Los Angeles; D. G. Rick Richardson, Vice President and Regional Manager, Northern California Division, Lucky Stores, San Leandro; and B. K. Bud Semrau, Divisional Vice President for Northern California for Albertson's, Inc.

Here are highlights of their discussion:

Grundberg: Dialogue is essential between retailers and suppliers to understand our problems and to improve our opportunities.

Introductions were made and each panelist told a bit about his organization and operation.

Richardson: We are a conglomerate operating in 35 states with a volume of about \$3 billion a year but not all in food. We have about 180 department stores or discount stores. **Semrau:** Albertson's is ranked as the 14th largest food retailer. We operate as Albertson's in ten western states and as Skaggs-Albertsons in five Southern states. We do about \$1,250,000,000 annually.

Allen: Arden-Mayfair has 140 stores in Washington, Oregon, California, Nevada and Arizona. I am vice president for procurement and merchandising.

Pressing Concerns

Grundberg: What are your most pressing concerns now and in the near future?

Richardson: Energy, for one, is a real pressing problem. Not only gasoline and fuels but electricity—we are going to continue to have critical problems. Pathmark in New York is spending \$1,000 a day for energy costs for one store. New technologies are coming. One we are interested in is an electronic monitoring device to regulate usage according to need. It turns lights off and on; the same for compressors. It costs \$20,000 but will pay for itself within a year.



Arthur J. Grundberg, Super Market Institute V.P. Education, moderates grocers' panel.

Semrau: The high cost of labor is a major concern. In California we are paying a journeyman food clerk 16¢ a minute not including premium time for Sundays, early hours, etc. Add those and it is 17¢ a minute. Productivity challenge to cope with this problem is one of the greatest we have.

Allen: Rising labor costs in industry have been offset to some extent by increasing productivity. Retailers are falling behind. Labor expense used to be 4 to 5% but now is 10 to 13%. We must work on this collectively. Proliferation of products has contributed to the problem. We are looking to the electronic checkout as a breakthrough.

Are Customers Different?

Grundberg: How are customers different today?

Semrau: Conditions change more than people. They have always been price conscious—they are more so today. They are looking for more deals today—cents off, coupons, key buys. But they are also more quality conscious.

Richardson: There is a new generation of consumers—more educated, more exposed to television, more working women, more teen-age shoppers. Be in tune with change. There is a huge market of young people coming up.

Allen: Change is constant but it's speeding up. You must keep touch, particularly with young people. There is more sophistication today which may account for less brand loyalty. Advertising may not be as effective as it once was.

Grundberg: How are you going to cope with these changes?

Semrau: You must keep in tune with change. Change selling approach after change has been identified.

Richardson: Convenience foods were the great thing a few years ago. Example—Hamburger Helper. They appealed to the young set, the working woman. But they are more expensive. Scratch recipes for pasta with tie-ins are a better deal now. Pasta manufacturers have got to glamorize the product and its preparation. The retailer wants turnover and a reasonable return. We want to move merchandise out of the warehouse, out of the store.

Semrau: LIFO—last in, first out; FIFO, first in, first out; and then there is FISH—first in, still here. Pasta industry has a challenge of a jaded image. Young people have a mental caricature of pasta eaters as ethnic, overweight and unromantic. The over 60 crowd think of pasta as depression food. Your challenge is one of image. **Grundberg:** How is pasta doing in your operation?

Allen: It's keeping pace with other products.

Richardson: National brands are holding their own. Private label tonnage is up about 20% and our economy pack is up 25%. People are interested in price and they are buying the large economy pack.

Semrau: We had increasing sales of pasta until April, then hit a plateau in May. There has been no growth in gross profit on pasta in past three months.

Grundberg: Are customers using nutritional labeling, unit pricing?

Semrau: We have used unit pricing since August 1971 but only a small percentage of customers use it. Few consumers use nutritional labeling but the activists rattle about it. Customers do not understand it.

Allen: There is even disagreement on what good nutrition is.

Semrau: People buy what they like to eat but they don't like all of the negatives thrown at them.

Universal Product Code

Grundberg: There are 22 full scanners in test across the country on the Universal Product Code, with 30 projected by year-end. Source marking is at about the 60% level, 90% expected by the end-of-the-year.



Victor Allen



B. K. Bud Semrau



D. G. Rick Richardson

An SMI film was shown reporting favorable consumer and employee reactions to the installations at various parts of the country.

Richardson: We have run a pilot study. We let customers run their orders through the scanner themselves. They were impressed. The register tape is a real sales tool explaining in detail the item and price.

You are going to get a reading on the movement of items by hour, by day, by store. It will verify checks. It will help scheduling, deliveries, sales calls. It is an additional tool to help you do a better job. Customers like it—it's faster. Employees like it—there's less fatigue. Greater accuracy.

When we ran our demonstration it was covered by every TV station in the Bay Area. It attracted two busloads of activists who picketed immediately. The press was more interested in the picketing than in the demonstration. But the point was that acceptance was good while it didn't even come in the store.

We ran a demonstration in the Sacramento area. They had never seen the machine before and they were favorably impressed with the print-out and register tape. Legislation was introduced.

One advantage of the electronic check-out computer system is that prices on merchandise can be changed on the machine and inventory is not handled. Check-out clerks can never make a mistake on sale merchandise.

New items, tray-packs, stack items go very fast because all that is needed is the machine adjustment and a shelf marking. Throughout the store including ordering can be improved with this system.

ing ordering can be improved with this system.

Suggestions for Manufacturers

Grundberg: What suggestions would you give pasta manufacturers for improving their business?

Richardson: Advertise pasta as a product for swingers. Soft-pedal the ethnic background, that it is food for a family with ten children. Glamorize the product—give instructions—tell them how to use it for picnics, on the beach, on the patio—not over a hot stove.

Semrau: Your packaging is archaic. Take a look at it. You've got to romanticize your packaging as far as I'm concerned.

Panels always look at problems. Let's remember there are many opportunities in an industry as basic as food and we should take pride in being a part of this industry. We have to tell our story.

Allen: The manufacturer and the retailer are interested in the same thing—more sales. We want to avoid adding to our costs. Merchandise displayed properly and priced properly will move. Let's get the regular price down and reduce deals.

Coupon Use Up Substantially

The number of households using manufacturers' cents-off coupons rose moderately over the past four years, while use of coupons in homes already using them skyrocketed dramatically.

According to a study by the Nielsen Clearing House division, A. C. Nielsen Co., households using coupons rose 7 percent in the five years 1971-

1975, while total manufacturers' coupon distribution jumped 81 percent in the five years 1970-1974.

The survey of 771 respondents was conducted by telephone interviews. It did not include in-ad coupons, which are believed to have proliferated in the same period even more than manufacturers' coupons, the study noted.

Nielsen noted that 55 per cent of the households in the survey make coupons an integral part of their shopping habits, compared with 68 per cent in 1970. Coupon distribution totaled 29.8 billion in 1974, compared with 16.4 billion in 1970, the last previous year of a Nielsen study.

Consumers' reasons for using coupons are that they save money, tell about products and encourage the consumer to try new items. Nielsen notes that more companies are using coupons in more and different ways. Moreover, there has been a proliferation in the ways in which coupons are made available to consumers.

Demographics

The study again confirms that use of coupons is the highest among the larger, more affluent households. Penetration is greatest among families with the important demographic characteristics which manufacturers strive to attract with their promotional programs, Nielsen notes. These are the families with three or more members, falling in the upper income segment, and with housewives in the 31-45 age group.

Compared with the national average of 65 per cent, above-average use is apparent in the Northeast, East Central and West Central areas,

(Continued on page 24)



Pasta Partners.



Peavey and pasta makers. Working together . . . partners in profit. Milling of Semolina and Durum flour isn't a sideline with Peavey. We're more in the total people feeding process than most suppliers to the pasta industries . . . from field to table. Peavey is a leading supplier in both quality products and production capacity for service to customers' total needs. We've been at it over 100 years. And we believe our future growth depends on helping our pasta manufacturers grow.

In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective. To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

That's why we begin with the North Country's finest Durum wheat. And mill it in facilities designed specifically for the production of Semolina and Durum flour.

We make pasta in miniature press and dryer operations. And we check the pasta for color and constancy. We also work with our customers on new product innovations . . . creative shapes . . . with this miniature equipment. Confidentially, of course.



We even develop recipes using pasta. Like the dishes at the left. Recipes are available to you with no obligation. Just write to Peavey. Anything that helps make pasta more appealing to the housewife is good for the pasta makers. And good for Peavey.

Today, Peavey is the first supplier of Durum products with a total range of grades and granulations. To match your needs. Plus people who look upon themselves as your pasta partner.

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Coupon Use Up

(Continued from page 21)

where seven of 10 households indicate they use coupons regularly, the study noted.

"In contrast, below average use of coupons is found in the Southeast, while the Southwest (63 per cent) and (64 per cent) Pacific regions reflect a pattern of coupon use comparable with the 65 per cent national average," Nielsen stated.

Almost one-half (48 per cent) of the respondents said they actively look for coupons, while 48 per cent use coupons if they happen to run across them, and 4 per cent do both.

Upgraded Attitudes

The survey indicates a general upgrading of consumer attitudes toward coupons, because three out of four users indicated they like coupons "very much," whereas a smaller percentage of users in 1971 had that attitude. Nielsen stated that "the great majority of housewives indicate they would like to receive more coupons than they are currently getting."

NCH pointed out that more and more retailers have developed or presented programs encouraging and facilitating coupon saving by their customers.

For example, 44 per cent of the housewives indicate they are using more coupons than a year ago for the savings; and, of this group, about three of four stated they are now using "a lot more" coupons than they were last year. Only 8 per cent said they are using fewer coupons than last year, while the figure for this group in 1971 was 32 per cent.

Seventy-two per cent of the respondents in the current study said they used coupons in the previous week, compared with 46 per cent in the 1971 study.

Ninety-nine per cent use coupons in buying food items; 90 per cent use them for household products; 73 per cent for toiletry items, and 37 per cent for drug products.

Of the survey group, 39 per cent said they used coupons one week after getting them; 25 per cent said two to three weeks; 21 per cent, one month, and 8 per cent four to six months.

Of the respondents, 84 per cent were influenced by in-pack coupons to repurchase if the product is satisfactory, while 16 per cent were not influenced.

Nielsen notes that the face value has a direct effect on the final effect on the final costs of a promotion. However, Nielsen has found that there is not always a direct correlation between coupon face value and redemption rate.

"In many instances, coupons with medium or lower values appear to be redeemed as much as those with higher values."

For example, one of three housewives indicated they will be inclined to use a coupon regardless of its value. Another third say 5c offers enough inducement for them to consider using a coupon. These findings may well provide further evidence that the face value of a coupon is not the dominant factor, but only one of several affecting consumer response to a coupon offer.

Creamettes Macaroni Stroganoff

October Family Circle carries a mouth-watering, four-color Creamettes Macaroni ad featuring Creamettes Stroganoff, a casserole that has proved extremely popular with family members of all ages. The principal ingredients are Creamettes, ground beef, sour cream, sweet peas, cream of mushroom soup, onion and various seasonings.

32 Oz. Frozen Mac Cheese

Morton Frozen Foods has announced the introduction of a new 32-ounce size of their Macaroni and Cheese Casserole.

The new size is in response to the increasing popularity of Morton's well known Macaroni and Cheese, and the rapidly growing demand by consumers for family-size products, Morton reports.

Morton's Macaroni and Cheese is "already the No. 1 selling frozen casserole, with more sales than the next two leading macaroni and cheese brands combined," says the company.

The new 32-oz. size will retail for about \$1.19. It is being made avail-

able in all markets along with moving 8-oz. and 20-oz. size

Spaghetti-in-a-Skillet

Ronco Foods' answer to the dish dinner problem is featured in their full-color ad appearing in eastern regional editions of Family Circle and other women's magazines.

The spaghetti-in-a-skillet recipe describes a quick-cooking spaghetti dinner prepared in one 10-inch skillet without the need for boiling the spaghetti separately.

Supporting the magazine campaign are 30-second television commercials scheduled in all markets in the Southeast.

Armour Advertising

Trade advertising by the Armour Deli Service Group says: "If you can't sell a customer a half-pound of the Olive Meat Loaf, we'll help you sell her 3 eggs, a can of peas, a package of noodles, a tomato, a stick of margarine, and a pound of Olive Meat Loaf instead."

How? By selling Skillet Deli Loaf pictured in color on an 11 x 14" poster holding a supply of recipe cards.

Besides the obvious advantage of selling a host of related items, this merchandising plan gives the customer something of value at point-of-sale, and helps move the traditionally high-profit, low-volume loaf product line.

Dutch Manufacturer

Producing 150 tons of finished macaroni daily, Honig Merkar V., Nijmegen, plays an important role in European macaroni manufacturing.

Management is concerned with improving overall manufacturing systems, simplifying operations and maintenance, keeping costs down and maintaining a high standard of sanitation.

Buhler Brothers Diagram reports that Honig has been a valued customer for many years. In 1969 they purchased a flour storage system with fully automatic blending. In 1971 they put in a short goods press with a 2,640 pound per-hour capacity and a long goods press with 2,200 pound per-hour capacity. In 1973 they put in a continuous short goods line with a capacity of 2,860 pounds per-hour.

DIECENTENNIAL



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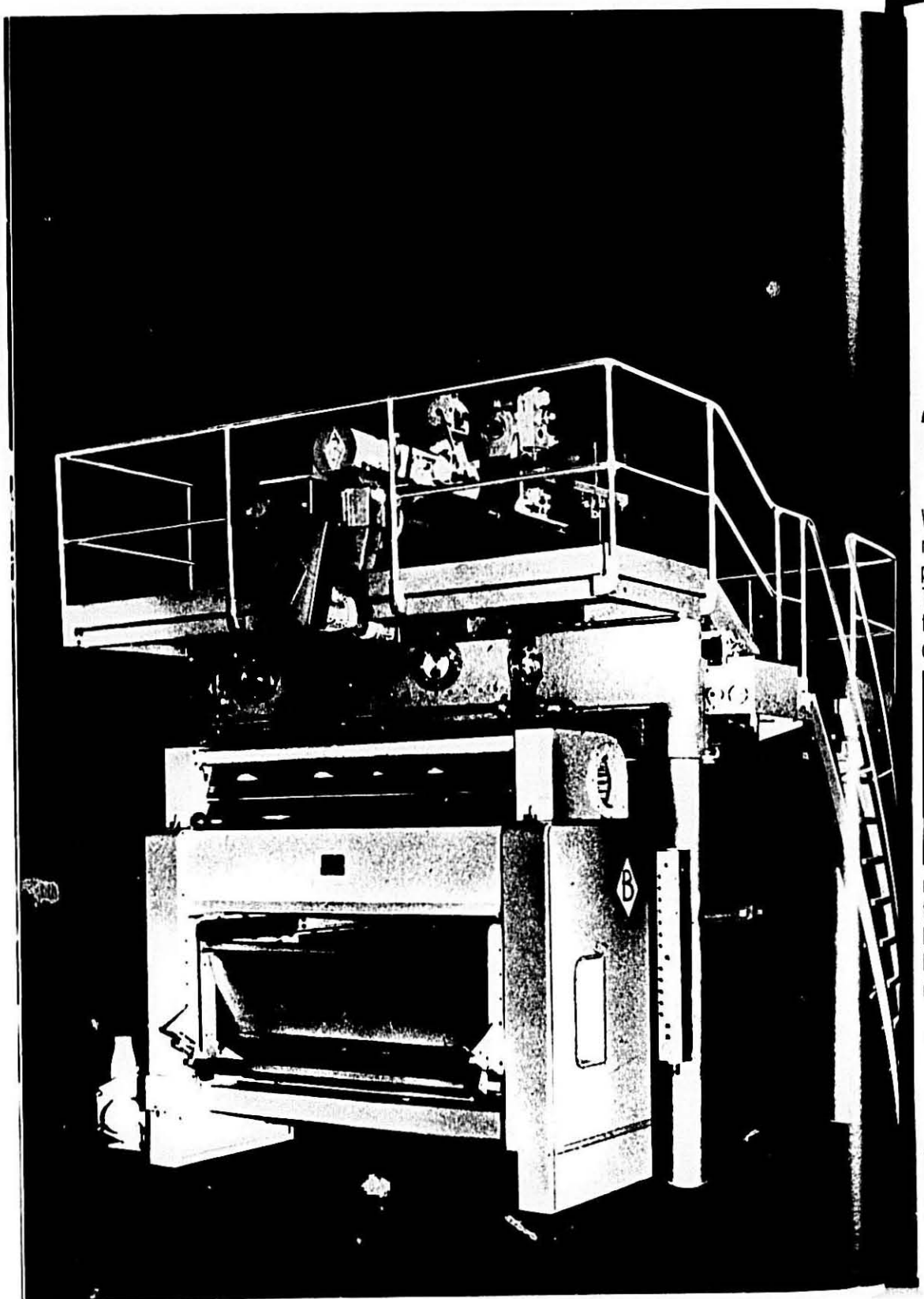


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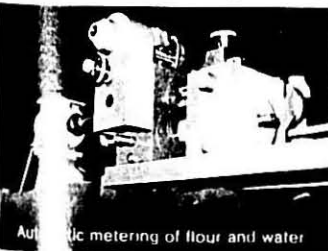
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The new breed

When the world's largest and most successful manufacturer of pasta equipment redesigns their presses, you *know* they're even better than before. This new generation of presses has high speed turbine mixers for improved hydration, redesigned double-shaft mixing troughs for more thorough



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Record Harvest

Harvesting of the durum crop was hindered in early September by scattered rain showers and cool, humid conditions, but good drying weather in mid-month allowed combining to progress full speed. More than the normal amount of grain drying operations have been underway to reduce losses of color and quality.

The Department of Agriculture has indicated that the full effect of the hot, dry weather in late July and early August has become more apparent and cut production estimates about 4% to 120,040,000 bushels, up from last year's 79,245,000 bushels.

Canadian Crop

Canada's wheat crop is expected to be larger this year and better than the 1974 harvest, but probably won't be as big or as good as farmers and government originally predicted. They have had the same drought in late July and poor harvest weather in early September as the upper mid-west of the United States.

Export Orders Halted

As a result of uncertainties over the harvest, the Canadian Wheat Board, a government agency in charge of grain sales, temporarily has stopped taking new export orders. In the crop year ended July 31, Canada exported an estimated 394 million bushels of wheat. Export estimates for this year range between 415 million and 475 million bushels compared with 420 million in 1973-74.

"The Wheat Board stopped taking orders to make sure it has a margin to meet current commitments," an Agriculture Department spokesman says. "Depending upon the quality of the wheat they want, the Russians will probably take a little more from us but it's too early to say how much will even be available."

The Soviet Union so far has bought two million metric tons of spring wheat and a million tons of durum wheat from Canada compared with 4.5 million tons of wheat from the U.S. (A metric ton is equivalent to 2,204.6 pounds.) "The Russians are expected to be back to everybody in November and December but we aren't sure how much Canada can sell them or anybody else right now," the



United Grain Growers spokesman said.

One of the problems is that Statistics Canada, a government agency, revised downward last November's estimate of 1974 production to 488.5 million bushels from 522.5 million. Thus, the carry-over stock to the beginning of the 1975-76 season was lower than previously estimated. The total available supply, including production and carry-over, is likely to be slightly above 890 million bushels, compared with a revised estimate of 860 million for last year, the Agriculture Department said.

More Export Sales Predicted

U.S. grain exports to Russia have been suspended until mid-October while the Ford administration attempts to negotiate a long-term grain-sale agreement with the Soviets. The extension of the temporary sales ban, begun in late July, was part of an agreement worked out between the White House and AFL-CIO leaders. Longshoremen had been refusing to load U.S. grain already sold to Russia until labor unions received assurances the sales wouldn't push up domestic food prices.

Mr. Bell Comments

Assistant Secretary Richard Bell expressed confidence that some long-term agreement will be worked out, but he said further sales to Russia aren't contingent on such an agreement. "I feel they would have to see it (a long-term pact) as being in their interest," Mr. Bell said. Asked if the U.S. would "help" the Russians see that such an agreement was in their interest by refusing to make further sales this year, Mr. Bell said, "No. We still expect to make further sales. The question is when and how much." Mr. Bell made his remarks at a press conference following the department's estimate of this year's U.S. corn crop, put at 5,687 billion bushels.

The estimate is down 162 million bushels from the Aug. 1 outlook but still would be a record crop. Wheat output was forecast at 2.136 billion bushels, down just a bit from August's 2.141 billionbushel estimate.

Mr. Bell said the Soviets have been telling U.S. grain traders that they don't want to buy any more U.S. grain until after they complete harvesting their own crop in early October.

He declined to say what level of imports the U.S. is trying to get the Soviets to agree to buy under the long-term contract. But based on conversations with Russian officials, he said, the Soviets need to import each year at least 5.5 million tons of corn, or 196.8 million bushels, and 3.3 million tons of wheat, or 110.2 million bushels.

Want Long-Term Agreement

"What we want them to do is agree to purchase a set amount each year, even if they don't need it because of a large Russian crop, and put it in storage so in a bad year like this one they can draw on that stock," he said.

Export durum transactions for 1975-76 crop season increased 5.3 million bus in week ended Aug. 24. Of 46.8 million bus, those commitments comprised exports since July 1 of 63 million bus and undelivered sales of 40.3 million. Of the total, 18.2 million bus were sold optional origin but considered likely to be U.S. Transactions of 46.8 million bus compare with U.S. D.A. projections of 108 million bus as available for export and carryover.

ADM Files on 2-million-share Offering

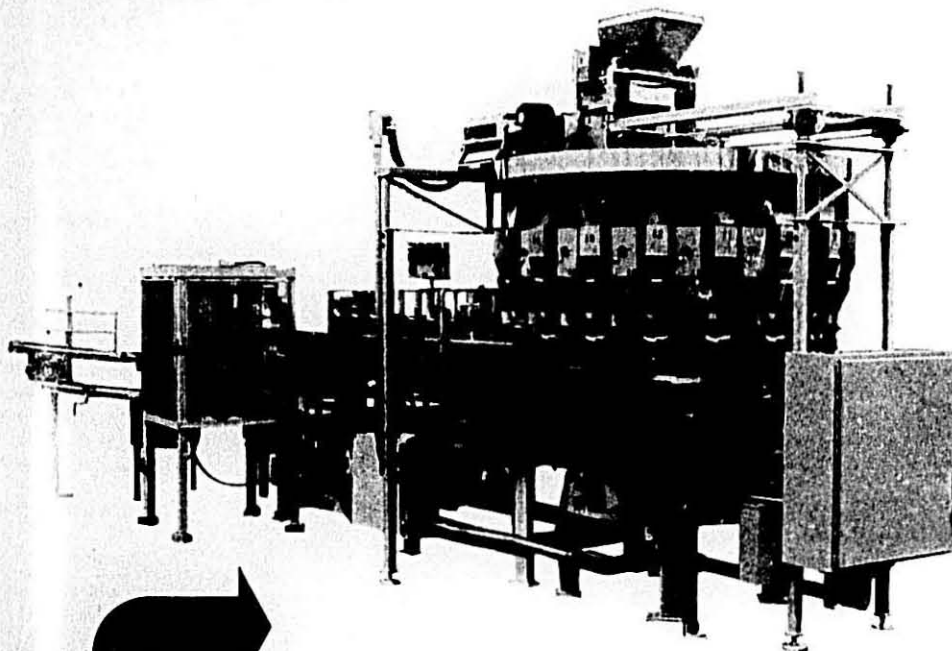
In line with a previously announced plan, Archer Daniels Midland Co. on Aug. 20 filed a registration statement with Securities and Exchange Commission covering the proposed public sale of 2 million shares of common by the company. Proceeds will be used for capital expenditures with a portion to be devoted to construction of a new corn refining facility at Decatur designed to produce high fructose syrup, corn syrup and grain alcohol products. The offering will be underwritten by a group managed by Kidder, Peabody & Co. Inc. ADM currently has 17,621,000 shares of common outstanding.

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Egg Production

August Egg Production was 1% less than a year ago, according to the Crop Reporting Board. Layers on farms September 1 totaled 272 million, down 2% from the 278 million a year earlier, but 1% above a month earlier. Rate of lay on September 1 averaged 64.3 eggs per 100 layers, up from 63 a year earlier and 64.1 on August 1. Egg type chicks hatched during August, 1975, totaled 35.3 million, up 1% from the 34.9 million produced a year ago. Eggs in incubators September 1 at 31.2 million, were 5% above a year ago.

Increased Egg Promotion

Despite a reduced budget of about \$800,000 this year, down from the \$1,250,000 projected at the beginning of the year, American Egg Board officials are optimistic that enough funds will be available for substantially increased promotional activities in 1976.

An ambitious program—including network and local television, radio and magazine advertising—was presented to AEB at its directors meeting by the board's advertising agency, Campbell-Mithun.

The agency presentation stressed market analysis and the need to put most of the promotional emphasis on mothers in the 25 to 49 age group.

Although several directors said the program appeared to be well thought out, at least one expressed dissatisfaction that not enough effort is being expended to counteract the inroads made by the egg substitute products.

The AEB director said retailers and others have brought up the question of cholesterol when he has talked to them about promoting eggs. He contended that there has been sufficient research to date to exonerate eggs in the cholesterol area, but that it has not been used effectively.

HR 12000 Funds

In addition to funds generated by the egg and related industries to finance AEB's promotional activities, the board also is likely to share in the funds provided for under H.R. 12000 if it passes a vote by egg producers later this fall.

H.R. 12,000 provides that a check-off of 5¢ be made on each case of

eggs produced, which would yield about \$7.8 million. The money would be collected and a new national egg board would be formed by the Secretary of Agriculture from a list of qualified industry people. The new board would consist of up to 18 persons.

Merchandising Aids

AEB has used merchandising aids including point-of-sale display materials, merchandising contests and store training materials, said Richard Kathe, AEB president.

Kathe recommended a continuation of most of these aids for 1976—except the point of sale, program which he said is costly, adding that guaranteed installation is difficult to obtain. "This type of program seems far too expensive to be considered within the budget framework, even under the expanded levels of funding that might be available," Kathe told the group.

A possibility would be to use industry volunteers for the installation of the p-o-s service, but relatively few packers have been willing to commit field personnel who can, and will, install and maintain these materials in stores, Kathe said.

Cheese Promotion

American Dairy Association kicked off the fall selling season in October with a "Cheese Shop" nationwide advertising campaign—designed to help consumers with selective shopping and recipe uses for cheese.

More than 19,000 stores will display large Cheese Shop mobiles and banners to help shoppers select the right cheese for specific uses.

Tied in with the cheese program is a 144-page recipe booklet, "Favorite Cheese Recipes," published by Family Circle as part of its Great Ideas series. The 8½" x 11" recipe booklet contains 48 pages in full color, with complete cheese dishes and serving suggestions. It features cheese exclusively, including tips on buying, storing and recipe uses.

Million Recipe Books

Over one million copies of the Family Circle recipe booklet will be available to supermarket customers throughout the country after September 1—for \$1.25 per copy (\$1.50 in Canada). On the back cover of

"Favorite Cheese Recipes," AEA will display cheeses and complete dishes such as lasagna and fondue.

On the front cover, a macaroni cheese & tomato casserole is pictured. A sixteen piece display kit back extensive advertising in magazines, television and radio.

Multifoods Gains

International Multifoods has reported its highest second-quarter earnings.

Net earnings for the second-quarter ended August 31, were \$3,369,000 compared to \$3,296,000 a year earlier. Earnings per common share moved up to 93 cents from 90 cents last year.

Second-quarter sales of \$197,885,000 matched a restated \$197,957,000 in the same period last year.

For the first six months, net earnings were \$5,704,000 against \$6,338,000 a year earlier and earnings per common share were \$1.56 compared with \$1.74. Sales for the first half were \$384,649,000 against the restated \$399,310,000 of last year, primarily due to lower United States floor prices.

General Mills Diversity Pays Off

Achievement of new records in sales, earnings and earnings per share in fiscal 1975 by General Mills, Inc. confirmed the "continuing success" of a balanced diversification over the past decade, according to the company's annual report. That diversification, it points out, "is designed to provide a mix of businesses with the potential to bring stability and consistent growth in varying economic climates."

Sales, Earnings Up

As previously announced by the company General Mills sales in the 52 weeks ended May 25, 1975, totaled \$2,308,900,000, up 15% from \$2,000,103,000 in the year ended May 25, 1974. Sales in the 1973 fiscal year totaled \$1,662,000,000.

Net earnings in fiscal 1975 amounted to \$76,213,000, equal to \$3.19 per share on common stock, compared with \$75,137,000, or \$3.18 per share in the prior year, and \$66,100,000, \$2.81, in 1973.



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A. Goodman & Sons Drops In-house Computer in Favor of Outside Computer Service

110-year-old pasta and Passover products firm uses long-time payroll processor for cost savings on other applications

Question: Where do you look for help when your computer goes out the door? Especially when you've relied on it for years for personalized reports and a marketing edge in a fiercely competitive business?

Answer: Right in your own backyard.

That backyard, for A Goodman and Sons, Inc., the 110-year old Long Island City firm best known for its noodles and kosher products, is the local data center of Automatic Data Processing, Inc., a nationwide computer services firm. For years, Goodman has used ADP for payroll processing, even during the time they had their own small computer. When that computer was released in October 1973—for sound marketing reasons—Goodman evaluated the alternatives to in-house automation and selected ADP for additional applications. The results have been excellent—from cost savings to the ability to handle more business with a smaller staff, and a surprisingly minimal loss of control.

The decision wasn't easy, however. Goodman had come to rely on their own computer for some very basic bookkeeping. So had their distributors. Only a tough marketing decision resulted in the switch from an on-site computer to an outside service. An understanding of Goodman's business will help explain that decision.

The company is actually in three businesses: noodles and other pasta products marketed regionally through chains and independent grocers, kosher foods sold nationally and bulk packaged foods for industry and institutions. A \$6,000,000 firm, Goodman's is synonymous in the New York area with passover products, pure egg noodles, macaroni, spaghetti, and soups. It is the oldest existing matzo baker in the country. Its full line includes dehydrated soup mixes and ingredients that find their way into other products, from General Mills Hamburger Helper to Green Giant



Robert I. Cowen, Jr., Vice President and Treasurer of A. Goodman & Sons, Inc., 110-year-old pasta and kosher food firm known best for its noodles, macaroni and spaghetti products. Next to Cowen is a display of Goodman's packaged food products.

frozen dinners and Reynolds College Inn chicken soup.

Marketing Challenges

Marketing these products is a perpetual challenge, even for a firm whose traditions reach back to Canah Gutkind, the 18th century matzo baker of Filehne, Germany. The business is highly competitive, usually local or regional. No single firm sells pasta products across the U.S. in strength. Goodman's markets mainly along the Eastern Seaboard, with its kosher products sold in heavily-Jewish population centers across the U.S. Until 1966, the company marketed directly to chains and independent grocers. At that time, a computer was installed and the pattern changed. Goodman's decided to market all its products through distributors, helping to put four such firms into business. The company produced delivery tickets and invoices on their own computer, billed chains directly and provided distributors with bills on their letterhead for independents.

Before: 800 delivery tickets a day, all the billing.

No competitor had tried this approach, usually delivering directly to chain warehouses. The system worked

well. Distributor salesmen took orders on sheets scanned by an optical page reader. The computer produced manifests and actual delivery tickets about 800 a day. It also printed invoices, all priced and extended. Couriers delivered some bills with the goods, picking up orders at the same time. Pricing was handled differently for chains and independents. At the end of each week, a recap of delivery tickets created direct chain billing.

"We got used to the convenience and speed of our own computer," says Robert Cowen, Jr., Vice President and Treasurer. "The timing was almost split-second. The trucks would not arrive until the processing was completely here. The whole procedure was tightly controlled. We knew the bills were accurate."

And they were. Most chains required vendors to fill out forms. Goodman never had to. The chains accepted their figures and forms. "We used a computer to continue our fine relationship with every single chain in the New York area," Cowen said. In addition, Goodman's received a complete set of reports, all personalized and tailored to management needs. "Every week, I would get gross profit by item," adds Cowen. "Every Tuesday morning I would have a report of all operations through the previous Friday, with comparisons on dollars and units with the previous year."

All of this changed, however, on October 1, 1973. For one thing, distributors wanted to be more independent of Goodman's, free of dependence on a computer system. As much as 25 miles from their warehouses, Goodman's agreed.

After: lower costs, more service.

As a result, Goodman's turned marketing over to the distributors, including a number of products the company brokered but did not manufacture. The computer was released, the billing service stopped. The distributors were given full responsibility

for billing. "Instead of 800 delivery tickets a day, we only needed tickets for 2 to 10 trailerloads, depending on the season," says Cowen. "For that, we don't need a computer."

While the decision made its distributors more independent, flexible and competitive, with higher commissions made possible by direct cost savings, it nevertheless presented problems. Goodman's still wanted some form of computer processing, and minimal problems in any conversion.

That's where ADP had the jump. Goodman's had chosen them for payroll some years earlier, relying on the confidentiality, cost savings and expertise of ADP's full service approach. Moving them for payroll was fully justified," Cowen said. "We never considered doing it on our own computer. Moving to ADP for other applications was like a continuation of an existing relationship. They were used to us, picking up payroll input on Monday, returning paychecks on Wednesday and delivering all our quarterly and end-of-year reports on schedule. We were used to them and their level of service."

Goodman's is now using ADP for accounts payable and accounts receivable as well. While basically packaged systems, the applications sport a broad-look. The procedures are simple and the results substantial. "There's a question that this service gives us a good view of our business," says Mrs. Kalman, Assistant Treasurer. "Even though we gave up some control and information, including sales statistics."

A timely overview of payables and receivables

Accounts payable was the first conversion. All vendor invoice data goes into ADP once a week, plus any Goodman's transactions like hand-written checks or partial payments. One girl works four or five hours a week on the conversion. ADP delivers a wide variety of reports, including a voucher distribution journal, check register and an open item list. At the end of the month an expense distribution is for entry to general ledger.

"I see everything all at once, instead of on individual ledger pages," says Mrs. Kalman. "It's like having a balance every week. I know exactly what my payables are. With our



Robert I. Cowen, Jr. inspects the production of passover matzos at Goodman's Long Island City, N.Y. plant. Here matzo sheets are cut as they come out of 100-foot ovens on a wire conveyor rack.

forced pay system, we make the payment decisions by selecting vouchers to be paid. The result is better management of cash, so important right now with the economy down."

The advantages to accounts receivable are just as timely. Goodman's completes ADP input forms, recording customer number, data and amount of invoice on daily sheets. When checks come in, tear strips on these sheets serve as cash receipts documents.

Says Mrs. Kalman: "It's important to keep accounts as current as possible in this inflation period. With this system, we are able to judge if an account is current. The ledger we receive at the end of the month indicates total and current amounts owed, with aging, last payment made and average number of pay days. We know if the customer pays within 33 days, if our terms are 30 days. We also can compare this year's pattern with last year's."

Besides ledger information, Goodman's gets statements, an aging report and a distribution by territory. Portions of the account number identify the sales terminology, a start on sales analysis. "We even have a separate passover ledger, for those four months

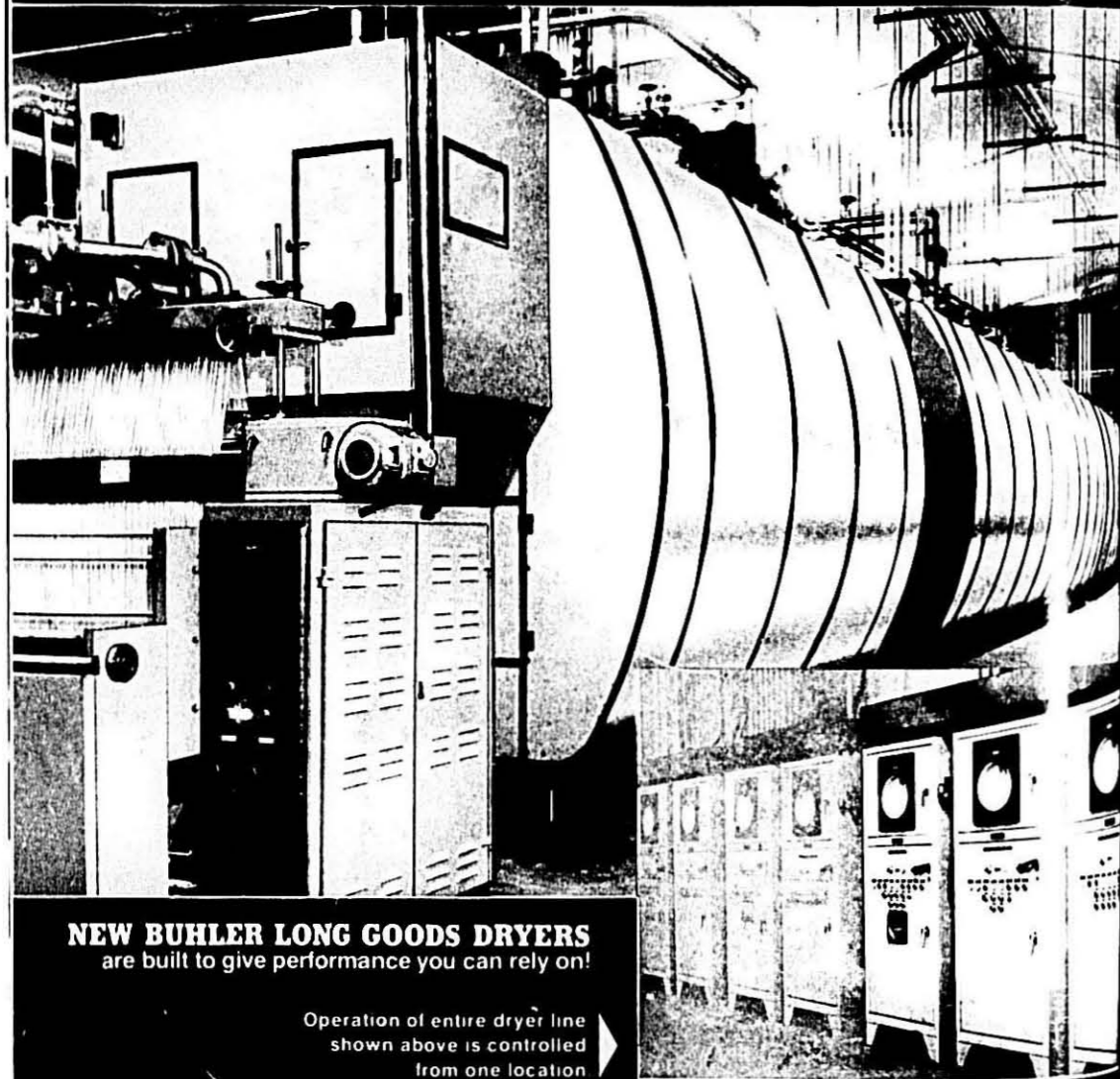
of the year when Passover products are in demand," adds Mrs. Kalman.

A marketing decision that paid off.

Goodman's decision to change its marketing and data processing practices was a sound one. Perhaps even sounder than they realized at the time. The proof of the pasta is in the economics. With no loss of an excellent customer and distributor rapport, Goodman's has turned costly distribution into cost-effective marketing. The timing was excellent. No one predicted the severity of the country's current economic slump and its effect on just about any business. Cowen sums it up this way:

"Everybody assumed the food and pasta business was recession-proof. But even pasta is seeing declines right now. In the 1930's depression, the industry did well. The reasons for the difference are complex. Private labels and packaged dinners skimmed some of the excess off the pasta business. It's debatable whether the housewife will still buy the ingredients separately. A decision like this keeps it all together for us. We are sure it was the right one."

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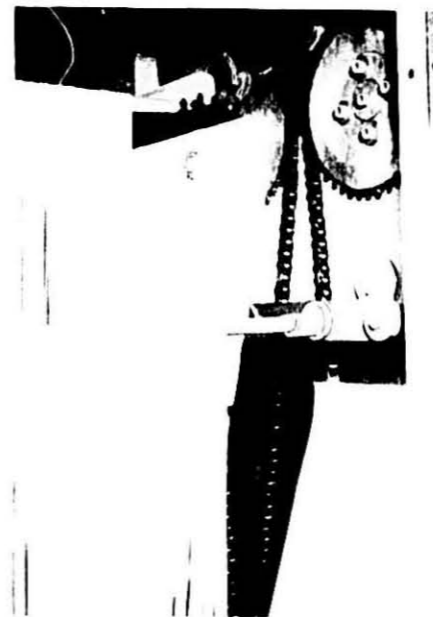
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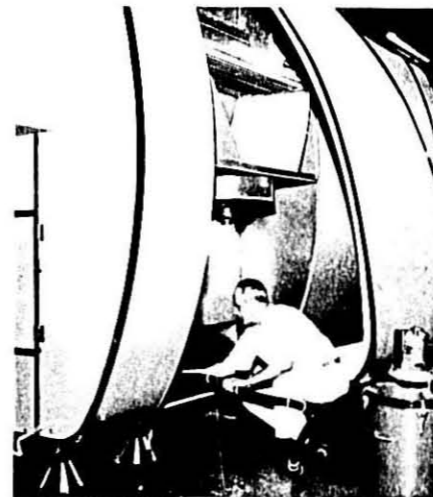
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George Boos

Boos to Manage Amber Mill

B. J. Malusky, president of the Farmers Union Grain Terminal Association, has announced the appointment of George Boos, GTA vice president, to the position of manager of GTA's Amber Milling Division. The appointment was effective October 1, date of retirement of Eugene Kuhn, former manager.

A veteran of half a century in the milling industry, Gene Kuhn began his career with the St. Paul Milling Company in 1927 as an office boy. He joined Amber as an accountant in 1936, and when the firm was taken over by GTA in 1942 he became assistant general manager. He was named manager in 1954.

George Boos began his career with GTA in 1949. He has held positions in the loan division, country elevator operations and most recently as manager of GTA's Western Division. Here his principal duties were supervising country elevator and grain merchandising operations for grain moving to Pacific Northwest domestic and export markets.

Peavey Report

Peavey Company announced operating earnings of \$15,203,000 or \$4.02 per share on sales of \$487,612,000 for year ended July 31, 1975. This compares with operating earnings of \$15,492,000 or \$4.08 per share on sales of \$494,738,000 for the previous fiscal year. In fiscal 1974 the Company's net earnings of \$20,850,000 included a \$5 million gain on the sale of its Canadian operations.

In the fourth quarter Peavey earned \$3,233,000 or \$.85 per share on sales

of \$105,682,000. For the same period a year ago Peavey earned \$3,088,000 or \$.82 per share on sales of \$108,997,000.

"From the important standpoint of performance against difficult economic and market pressures, the year just ended was one of the most significant in our history," Fritz Corrigan, Peavey Chairman, said.

"Peavey's presence in consumer foods and specialty retailing markets was established on a firm and profitable basis," Corrigan pointed out. "Both the Consumer Foods and Retail Groups achieved significant sales increases in spite of a poor year for the building supply industry and continuing inflation-recession effects on consumer spending," he said.

Though lower unit volume and decreased price levels of grain reduced dollar sales in the Industrial Foods Group, Corrigan noted, earnings approximately equal those of a year ago.

ConAgra Turn-around

ConAgra, Inc. posted a dramatic turn-around in net earnings in the fiscal year ended June 29, 1975. The company achieved net income of \$4,071,000 for the 1975 fiscal year, equal to \$1.14 a share on the common stock, contrasted with a loss of \$11,853,000 in the 53 weeks ended June 30, 1974. In the 1973 fiscal year, earnings amounted to \$8,062,928 equal to \$1.85 a share.

Claude I. Carter, president and chief executive officer, commented on the fiscal year results as follows:

"It is gratifying to see the company restored to profitability ahead of the timetable we established a year ago.

"The sales decrease is primarily due to lower commodity prices and the disposal of marginal operations and other assets that did not fit our long-range objectives.

"Following a conservative policy set up by the board, a total reserve of \$3,850,000 has been set up in this fiscal year for a writedown of unproductive plants and equipment remaining to be sold under ConAgra's asset restructuring program."

Quinn Elected

Rupert G. Quinn has been elected President of the Minneapolis Grain Exchange.

Honorary Members

Dwayne O. Andreas, chairman and chief executive officer of Archer Daniels Midland Co., and Morton L. Sosland, editor and publisher of Milling & Baking News, received honorary memberships in the American Association of Cereal Chemists at the association's annual meeting in Kansas City, Oct. 28-30.

Council Elects K. A. Gilles

Dr. Kenneth Gilles, vice-president for agriculture at North Dakota State University, was elected chairman of the Great Plains Agricultural Council.

In Skinner Operations

Donald E. Hawk has been named to the newly created management position of Director Plant Operations and Scheduling with Skinner Macaroni Co. In his new capacity Hawk will be coordinating production, packaging and shipping activities under the direction of C. Mickey Skinner, VP/Plant Operations.

Hawk is a graduate of Wayne State College in Nebraska and has taken graduate work at the University of South Dakota, University of Nebraska-Lincoln and UNO. Prior to joining Skinner, Hawk taught high school mathematics for five years with several Central Nebraska communities. For the last five and a half years he has been in the industrial engineering department of Western Electric in Omaha Works.

A native of Ewing, Nebraska, Hawk and his wife, Marg, reside in West Omaha with their three children: Jack, 7, Ann, 4, and Chris, 2.



Donald E. Hawk

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- 4 sections roller conveyor.

WANTED—Gaubert Spaghetti Packer. Write P.O. Box 336, Palatine, Ill. 60067.

WANTED—Stamping die parts and/or machine parts for Clermont bow tie machines. Call or write J. B. Vermeylen, A. Zerega's Sons, 20-01 Broadway, Fair Lawn, N.J. 07410 (201) 797-1400.

WANTED—Triangle Gaubert Scales for long goods which can be mounted on Redington Machine. Folding Machine For Egg Noodles. Contact Joe La Rosa (215) 675-1350.

Presenting the versatile Clybourn CMC Vertical Cartoning and Filling Machines

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New Cartoning Brochure

A new brochure, illustrating the versatility of Clybourn CMC vertical cartoning and filling machines, has been published by the Clybourn Machine Company.

The eight-page brochure shows how various options can be used to convert basic CMC models to meet specific customer needs. Through the use of a broad range of options listed in the brochure, machines can be converted from free-flowing operation to semi-free-flowing; products can be fed by volumetric, not weight, auger or exact count feeders; cartons can be cold glued or sealed by hot-melt adhesives.

Single copies are available free of charge from the Clybourn Machine Company, a Division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Illinois 60076.

Corrugated Industry's Forecast: '75 Down 10.5%; '76 Up 14.8%

The forecast of 1975 demand for corrugated containers has been slightly reduced, reflecting the slow pace of economic recovery.

The new estimate, provided by Lionel D. Edie & Co., Inc., for members of the Fibre Box Association, projects total shipments for the year of 193.3 billion square feet.

In making the estimate, Edie executives note that "results could even

be a little higher than expected." Despite recent concern over inflationary trends, they are "sticking to their guns and continuing to project a moderate recovery."

An earlier projection, in April, forecast total shipments for the year of 188 billion square feet, 9.7 percent lower than 1974's 216 billion. The new estimate translates into 10.5 percent lower volume.

Shipments of corrugated usually maintain a close relationship to the general economy. Unexpected stockpiling of boxes in 1973 and early 1974 led, with the recession, to unusual sharp declines in shipments. Inventory accumulations now appear to have been depleted, and new orders are increasing with each reporting period.

Dust Collector Change Out/Clean Out Service

A new type of contract service is now available to any industrial dust collector user, regardless of make or type of equipment used. The filtration textile manufacturer will now provide bag changing, cleaning and performance analysis service. Qualified technical crews will take over all house maintenance under the terms of the new service.

P&S Sales Vice President, James Sefarian disclosed company plans to offer the new service. He cited several major benefits he expects customers of the Changeout service to accrue. A dirty and difficult job will be removed from the workload of already busy plant engineering and maintenance personnel. In addition, the rebagging and cleaning operation provides an excellent opportunity for system improvements if it is conducted by a qualified technician.

Growing pressures from OSHA and EPA combine with economic impetus to make filtration systems a better job. The P&S technical supervisory will inspect the system for causes of bag failure, such as excessive heat, the bag material employed, mechanical wear caused by too frequent shaking or pulsing, chemical and moisture deterioration and any other factors which reduce efficiency and bag life.

The new service is available in the U.S. and Canada and will be headquartered in the P&S plant in Skaneateles Falls, New York.

THE MACARONI JOURNAL



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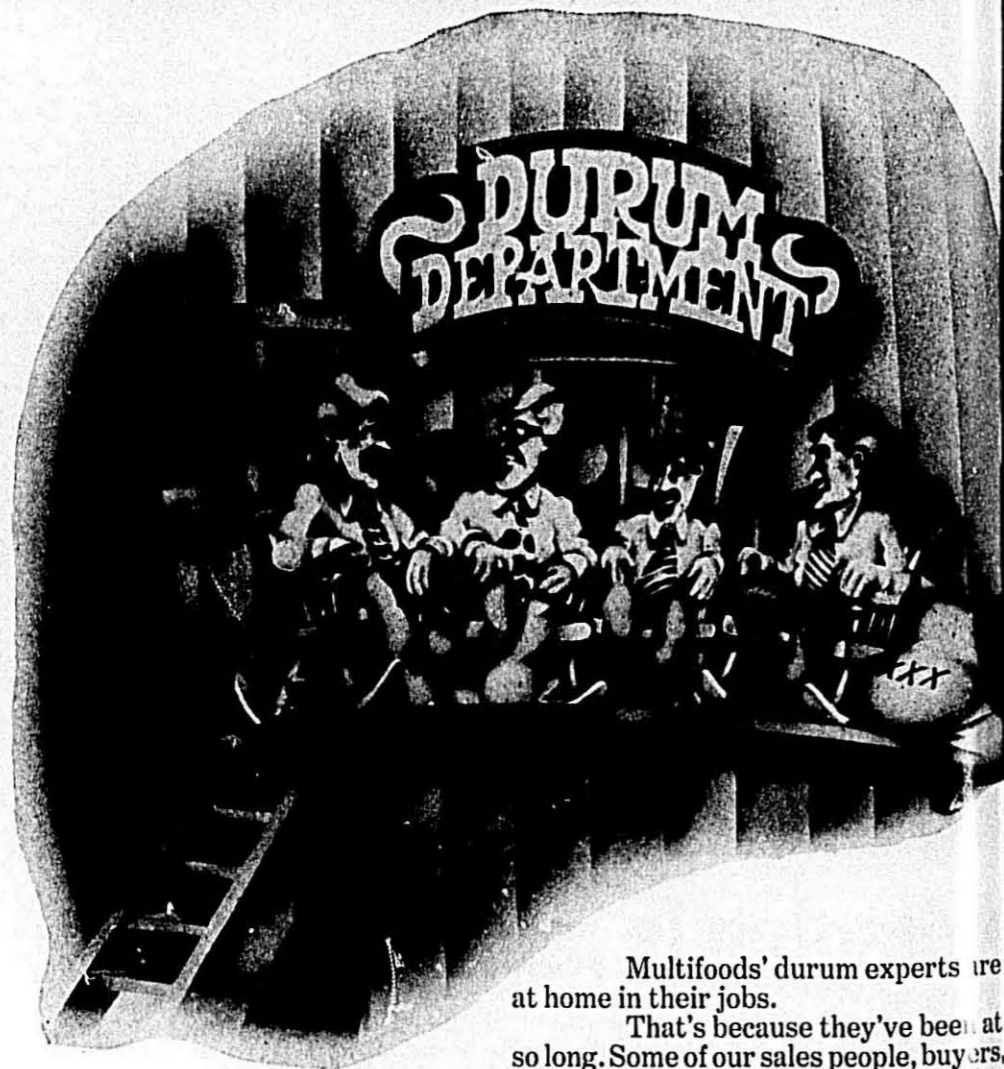
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