

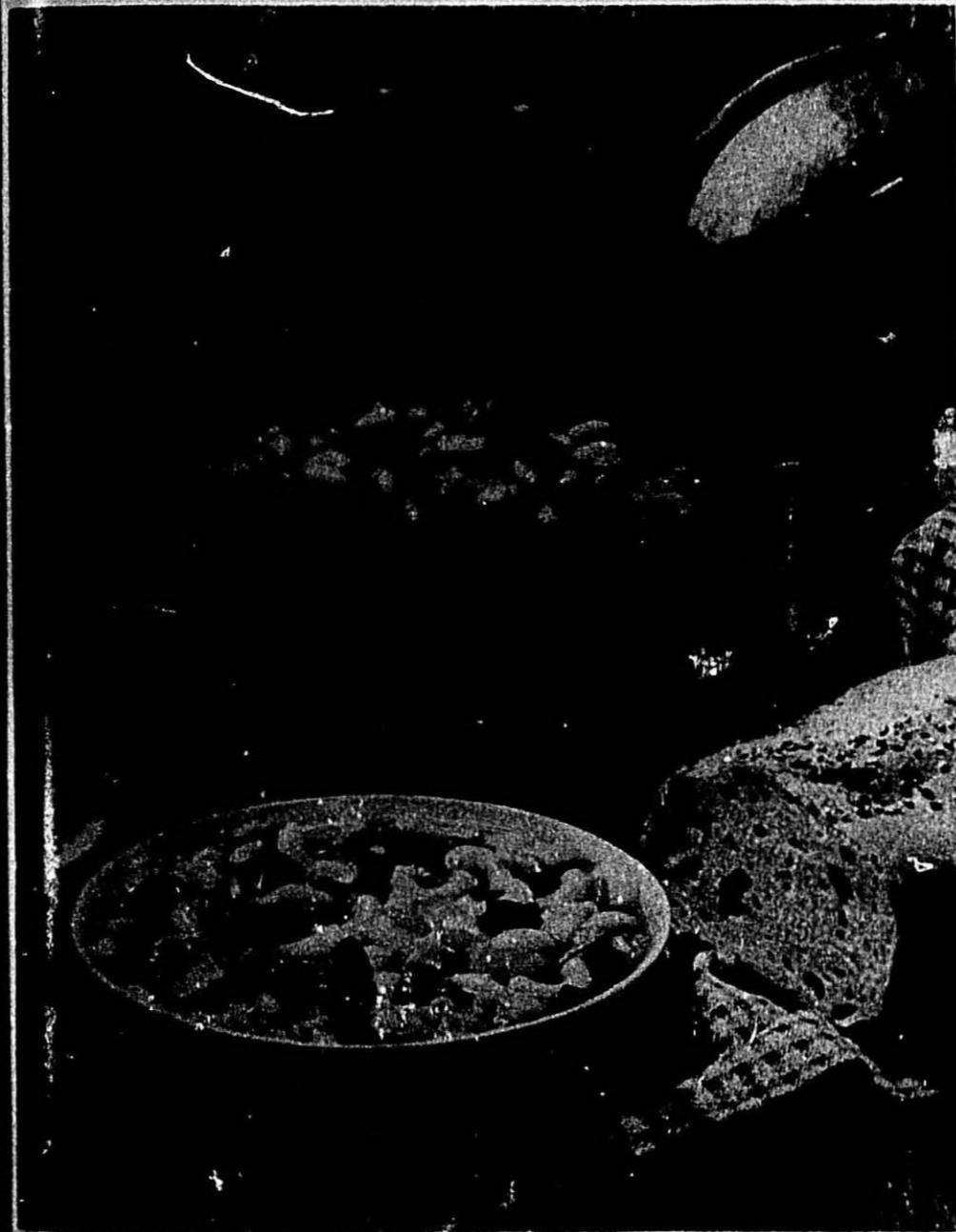
**THE
MACARONI
JOURNAL**

**Volume 57
No. 11**

March, 1976

Macaroni Journal

MARCH, 1976



PASTA AL FIBREBOARD.

Pasta packaging with a special touch. From Fibreboard and Rossotti. 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 Seakan Avenue, Englewood Cliffs, N.J. 201-568-7800.



Fibreboard

The Macaroni Journal

March
1976
Vol. 57
No. 11

Official publication of the National Macaroni Manufacturers Association,
19 South Bothwell Street, Palatine, Illinois. Address all correspondence
regarding advertising or editorial materials to Robert M. Green, Editor,
P.O. Box 336, Palatine, Illinois 60067.

Officers

President Nicholas A. Rossi
1st Vice Pres. L. D. Williams
2nd Vice Pres. Paul A. Vermlyen
3rd Vice Pres. Angelo Guido
Executive Secretary R. M. Green
Director of Research . . . J. J. Winston

Directors

Eastern Area
Joseph P. Viviano
Anthony H. Gioia
Emanuele Ronzoni, Jr.
Nicholas A. Rossi
Lester R. Thurston, Jr.
Paul A. Vermlyen

Central Area:
Alvin M. Karlin
Ralph Sarli
Lloyd E. Skinner
Walter Villaume, Jr.
Lawrence D. Williams

Western Area:
Vincent DeDomenico
Angelo Guido
Robert William

Canada:
John F. Ronald

Italy:
M. (Andy) Anderson
Albert S. Ravarino

Subscription Rates:
Domestic \$10.00 per year
Foreign \$12.50 per year
Single Copies \$1.00 each
Back Copies \$2.00 each

The Macaroni Journal is registered with the Post Office as Second Class Matter, Post Office at Palatine, Illinois. It is published monthly by the National Macaroni Manufacturers Association since May, 1919. Postage paid at Appleton, Wisconsin, and Palatine, Illinois.

MARCH, 1976

In This Issue:

	Page
Cover Photo—World's Greatest Chowder	
The State of the Industry	9
Optimistic Winter Meeting	4
Crop Quality Council Report	12
Planting Intentions Up	14
Cold Weather Boosts Egg Prices	16
Today's Hotel-Restaurant-Institutional Market	18
Pasta Recipe Contest Winners	20
Historical Menus Highlight Bicentennial Project	24
State Grants May Eliminate School Lunch	26
Packaging News	27
Workshop on UPC—Principals' Forum	30
Morality in Business: Mark Singer	32
D. Maldari & Sons, Inc.—extrusion die makers	34
Index to Advertisers	38

Editor's Notebook:

The Winter Meeting reflected an up-beat in business, an optimism that despite a cornucopia of problems things were going to be better in this Bicentennial year.

The Association has several new things going for it: the new macaroni sales index holds promise. If macaroni manufacturers, large and small, all take just a few minutes at the end of the month and report promptly and confidentially to Ernst & Ernst they will know just how the industry is doing with grocery sales, industrial-institutional sales and sales to governmental agencies. The situation of flying with our eyes closed has got to come to an end.

Expanded research for durum wheat is essentially in the area of agronomy

to head off competition with spring hybrids which may soon out-yield durum if research isn't stepped up. Both agronomists and cereal technologists at North Dakota State University have been doing a good job—now they have more tools to work with.

The Standards Committee got up early and went to work hammering out a statement for negotiation with Food & Drug Administration on good manufacturing practices. They will be discussed at Seminars in Los Angeles at the end of April and Detroit in mid-May.

The pasta recipe contest winners were delightful people. Two ladies and a gentlemen of Italian heritage. Their excellent recipes will get wide publicity in the hotel-restaurant-institutional field. You can read them on page 21.

Optimistic Winter Meeting

Optimism was the resounding note at the Winter Meeting of the National Macaroni Manufacturers Association at Key Biscayne, Florida in mid-January.

President Nicholas A. Rossi reported that industry sales had ended on an up-beat in 1975 and were starting out strong in 1976. He felt that competition from meat and potatoes would be stable as their prices will be stable, but that rice, which is in more plentiful supply, may be tough competition. The bright side, however, is that durum is in plentiful supply and prices have eased from historic highs.

George W. Koch, President, Grocery Manufacturers of America, said we have a horn-of-plenty of challenges, but that he has a deep and abiding faith that the American people will meet them in this bicentennial year.

Speak Up

The first business session started out with a film from the U.S. Chamber of Commerce—"Speak Up". In 24 minutes it tells how your management team, your trade association or local Chamber of Commerce can speak up for business and answer its many critics. Brief outline: it tells of the social value of profits, how to meet the press, how to work on campuses and how to tell your story to your employees.

Following President Rossi's remarks, a panel including him, Counselor Harold Halfpenny, Standards Committee Chairman Paul Vermeylen and Director of Research James J. Winston, handled questions in the legislative and government relations field. John D'Asaro of Ernst & Ernst reported that the Industry Statistical Program was off to a good start with some 38 firms reporting monthly sales figures for products sold through grocery stores, industrial user institutions, and government business. He pointed out it will take a year before direct comparisons can be made with corresponding figures but that the building blocks will provide a base for a more sophisticated program as we go along. President Rossi urged all macaroni manufacturers to submit their

data to these confidential reports.

Lloyd Skinner reported on activities with the Crop Quality Council, Wheat and Wheat Foods Foundation, and the expanded program for durum research at North Dakota State University.

Vincent DeDomenico, Chairman of the National Macaroni Institute Committee, commented on how his company utilizes the national publicity generated by the Sills' organization.

Following the panel discussion the meeting broke into four individual discussion groups for a deeper penetration into the various problems raised. One consequence was that the input from these discussions assisted the Standards Committee in hammering out a preliminary statement on Good Manufacturing Practices that will be discussed with the Food and Drug Administration in Washington soon.

In the Food Industry

At the second general session George Koch said the country faces deviousness and division as great as during the Revolutionary period and the Civil War. But we overcame those problems and we will overcome those facing us today because our country has great people and a great future.

He observed that the farmer is doing better getting 6¢ more of the food dollar today than he did in 1967. And his market has become the world. The so-called middleman or distributor is getting 9¢ less.

He observed the shift from straight merchandising to concerns for health, safety and quality with nutrition entering as a way of life. He predicted that pasta is on the threshold of the greatest era it has ever seen.

Ron Offhaus, President, Tops Friendly Markets, Buffalo, New York, had a hard hitting slide presentation on how his organization merchandises macaroni products.

The panel moderated by Mr. Koch included Mr. Offhaus, Nicholas D'Agostino, Jr. of New York City, and Herbert Marra of The May Company, wholesale food distributors in Minneapolis.

Mr. Marra reported that there is a trend of fewer items with more bulk

sales in his operation with a warehouse tie-in with Universal Product Code ready. The panel predicted Universal Product Code coming out in a matter of time because of the high cost of investment in the equipment and the necessity for store volume to be somewhere near the \$70,000 per week figure to break even. They viewed it as a way to improve productivity, however.

On the subject of productivity, Mr. Marra commented that presently backhauls only represent 7% of their volume within a 250 mile radius, but that with cooperation this could be built up to 35%.

Utility bills exceed the rent factor in many operations in the past 18 months. There has been a tripling of costs in the two-year period and energy savings programs are essential to teach people that light and heat are important dollar costs.

Mr. Koch asked for comments on the price wars of Chicago, the West Coast and the coupon scramble in Des Moines. It was general consensus that nobody wins a price war. Volume is the key to everyone's business and where do you go after you have given away your small profits?

To the question as to what was wanted from macaroni manufacturers the answers came back that consumers want quality merchandise at the right price. Retailers are sellers of merchandise acting as the consumer's agent. The retailer must offer service, quality and merchandise sold at a profit.

In the area of consumerism, the advice was given to try and listen to the customer and give her what she wants. As for the professionals seeking publicity, you must try to learn to live with them and give them the correct answers to the questions that they pose.

Wives Panel

At the third general session a panel of wives including Linda Rossi, Nancy Vermeylen, Kay Skinner and Mildred DeDomenico with her college-age daughter, Marla, reported they use pasta frequently, are expected to serve it to guests when they entertain, probably use more specialty cuts than the

(Continued on page 6)

1776 A TRADITION 1976



On the commemoration of this milestone in our nation's history, we re-dedicate our policy of excellence in the design, manufacture and service of Food Extrusion Dies.

D. MALDARI & SONS, INC.

557 Third Ave., Brooklyn, N.Y. 11215 / (212) 499-3555



America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Optimistic Winter Meeting

(Continued from page 4)

average consumer and are definitely budget and nutrition conscious.

Marla DeDomenico indicated that she felt college students probably are more aware of nutrition than their parents and that health foods are becoming increasingly important to the younger generation. The parents responded they have always considered health important, but people eat what tastes good and looks good.

Product Promotion

Through a series of display boards, Elnor Ehrman of Theodore R. Sills, Inc. showed the tremendous publicity that pasta products enjoyed last year. The initial board showed a full-color center spread in the September issue of TV Guide picturing a stuffed shell recipe with the headline "A Savory Way To Save". This Number One magazine in circulation (almost 20 million) surpasses Readers Digest. Also on that board was a diet story that couldn't be better told as a food feature in Weight Watchers. A full color center spread was captioned "A Pasta Feast" in the November issue and the cover flagged attention to "Perfect Pasta—Superb Sauces". Combined space costs of these two publications alone would have come to \$178,000.

But there was much more: Good Housekeeping, House and Garden, Ladies' Home Journal, American Home, True Confessions, Woman's Day, Seventeen, Girl Talk, American Girl, Young Miss and on and on.

While magazines and the Sunday Supplements are the glamour part and give impressive stories in large circulation consumer outlets, constant work with the newspapers engendered 161 colored pages representing a total circulation of 55,000,000 plus countless daily newspaper results from exclusive releases in syndicated placements. Four radio scripts went to 700 stations and a television kit was used on 103 shows plus trade advertising and publicity on an annual schedule.

Special projects included two stellar events in the month of September—the Ninth Annual Macaroni Family Reunion for the New York Press Corps and the Supermarket Consumer Specialists Luncheon in Chicago where the new Pasta Primer leaflet was de-

veloped especially for them and had distribution of 55,000 in store outlets since last fall.

A Pasta Primer textbook telling the macaroni story is to be developed this year as a supplement to the leaflet piece for the use of thought leaders such as the Consumer Specialists, Home Economics teachers, Extension Agents, Club leaders, etc.

Educational public relations programs will be geared to the theme "Back to Basics" with pasta to reinforce its position as a multiple use product and an economical menu staple.

North Dakota Reports

J. Ole Sampson, an elected Commissioner of the North Dakota State Wheat Commission, gave that organization's report. They have cooperated in developing and distributing a film on nutritional labeling called "Macaroni, Nutrition and Numbers". They are pleased with its initial acceptance, not only in North Dakota but across the country. The Pasta Poster developed last year has had wide acceptance. They are planning on contacting the medical field directly at the AMA Clinical Service Convention in Philadelphia next December so that nutritionists and home economists from a half-dozen state wheat commissions can talk directly to these doctors in the exhibition center. They will distribute materials from various organizations including the National Macaroni Institute and Durum Wheat Institute.

Mr. Sampson commented that the farmer may be getting 6¢ more of the food dollar as Mr. Koch reported, but he noted that durum prices have slipped some some 30% in the last six months and said this is a cause of concern to the growers. Nevertheless, planting intentions reported as of Jan. 21 were up 8% nationally so the farmers as a group seem to be optimistic on the domestic and export potential for this specialty wheat.

John Wright reported that the National Wheat Institute had underwritten research on the use of unique functional characteristics of wheat in product development—essentially developing high protein durum products. The formulations developed by

the North Dakota State University will be released on June 1.

Pasta Contest Winners

Pasta Contest winners were presented by Howard Lampman and Kathleen Thomas of the Durum Wheat Institute. They presented their prize winning concoctions for sampling and briefly described their recipes. Mrs. Mildred Tunnell, Dietitian, Southern Methodist University, had "Fettuccelle a la Tunnelli"; Thomas R. Giancoli, Executive Chef, School of Adjustment, Seattle, Washington, had "The World's Greatest Seafood Chowder"; Ms. Elizabeth Wynona Irwin, Director Dietary Services, Manteno Mental Health Center, Manteno, Illinois, had "Noodle Pudding with Raisin-Nut Sauce". This won the grand prize and will take Ms. Irwin on an all-expense epicurean tour for two of Italy.

Social Events

There were athletic events ranging from a bridge tournament to a pitch and putt contest, plus 79 golfers and 40 tennis players. On the social side, the Italian Dinner, Dinner Dance and Suppliers' Socials created good will and fellowship.

President Nicholas Rossi expressed thanks on behalf of the Association to the hosts of the Suppliers' Socials:

- ADM Milling Company
Shawnee Mission, Kansas
- Amber Milling Division
St. Paul, Minnesota
- Ballas Egg Products Corporation
Zanesville, Ohio
- Bender-Goodman Company, Inc.
New York, New York
- Braibanti Corporation
Milan and New York City
- Buhler-Miag, Inc.
Minneapolis, Minnesota
- Cloudsley Company
Cincinnati, Ohio
- Cutler Dairy Products, Inc.
Abbeville, Alabama
- DeFrancisci Machine Corporation
Brooklyn, New York
- Diamond International Corporation
New York, New York
- Fibreboard Corporation
Rossotti Sales
Englewood Cliffs, New Jersey

(Continued on page 9)

THE MACARONI JOURNAL



Vintage Pasta

For pasta products worthy of distinction, you need perfect ingredients... ADM pasta-perfect ingredients.

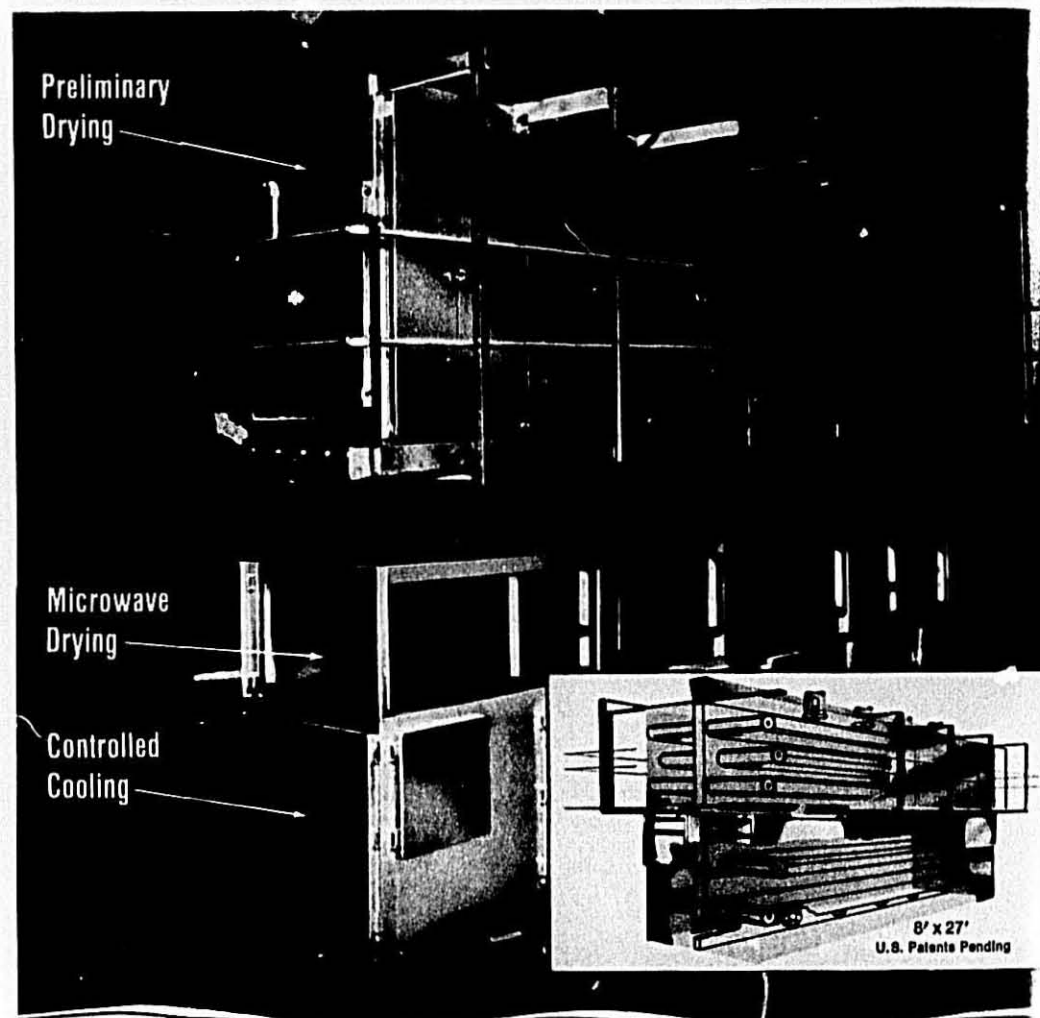
We select only the finest Durum. Then quality mill it into golden Semolina and clean, consistent pasta flour.

Want people to treasure your pasta products?...be very particular about your ingredients. ADM is.



ADM MILLING CO.

4850 W. 10th St., Shawnee Mission, Kansas 66211
Phone 913-381-7400



3500 lbs./hr. of noodles, ELBOWS and SHORT CUTS with MICROWAVE routine production in mid-west plant

Microwave drying and controlled cooling, with or without preliminary drying in the same unit, can do this for you:
 ■ dries ten times faster ■ takes one-fifth to one-tenth the space ■ Improves product quality ■ reduces dryer maintenance to as little as one hour per week ■ lowers capital investment ■ lowers power costs in most areas ■ generally can be installed without shutting down the lines

When standard preliminary drying immediately precedes microwave drying (as in complete unit shown above) it eliminates the need for equilibration periods and reduces time and space needs of preliminary drying as much as 60%.

Controlled cooling (third stage) determines product moisture content and appearance.

Proven in leading pasta plants. Call or write today.



MICRODRY CORPORATION

3111 Fosteria Way, San Ramon, CA 94583
415/837-9106

THE MACARONI JOURNAL

Hosts of Suppliers' Socials

(Continued on page 6)

Food Engineering Corporation
Minneapolis, Minnesota

General Foods, Inc.
Pendleton, Oregon

Henningsen Foods
White Plains, New York

Hoskins Company
Libertyville, Illinois

International Multifoods Corp.
Minneapolis, Minnesota

D. Maldari & Sons, Inc.
Brooklyn, New York

Monark Egg Corporation
Kansas City, Missouri

Walt Nisbet Company
San Mateo, California

North Dakota Mill & Elevator
Grand Forks, North Dakota

Packaging Industries, Inc.
San Leandro, California

Peavey Company Flour Mills
Minneapolis, Minnesota

Seaboard Allied Milling Corp.
Kansas City, Missouri

Triangle Package Machinery
Chicago, Illinois

Milton G. Waldbaum Company
Wakefield, Nebraska

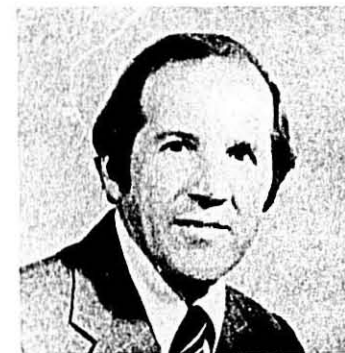
Speak Up for Business

The U.S. Chamber of Commerce of the United States has produced a new visual presentation entitled "Speak Up!" The film is designed to dramatize the need for telling the business message to the general public.

The 24-minute color film is available in both film and videocassette form. The six participants in the film verbalize its goals and purposes are: Jackin Lloyd Jones, Editor and Publisher of The Tulsa Tribune; James J. Kilpatrick, Columnist and Commentator; Hobert Rowen, Economics Editor for The Washington Post; Jackson Grayson, Jr., Dean of the School of Business Administration for the Southern Methodist University; Thomas Cookerly, Manager, WSMI-TV, Washington; and Harvey A. Proctor, Chairman of the Board, Southern California Gas Company, Los Angeles.

The State of the Industry

by President Nicholas A. Rossi



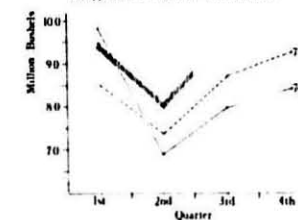
Nicholas A. Rossi

Good morning, everyone. I'd like to welcome all of you to the National Macaroni Manufacturers Association's Winter Meeting here in Key Biscayne. If I seem somewhat happier than I did at last summer's meeting, it's not just because I'm glad to be away from upstate New York's snow and ice, it's because I think 1975 was an especially good year for our industry.

In fact, I don't think we'll ever see a year like this again. Overall, it looks as if productivity was up at least 3 percent, and the quality and popularity of our products is still climbing. Those of you who were at the summer meeting in California shouldn't be surprised, though, since I predicted much of what has occurred since then. I'll admit that at that time, things weren't looking as good and, while I was optimistic, I was somewhat con-

cerned. I recall that at the time, the price of durum had just jumped incredibly, and the price of meat, one of our major competing products was declining. On the other hand, weather was threatening the potato crops, and, most important of all, we all had faith in our product.

Disappearance of Durum 1974, 1975, 1976



What Has Happened

What's happened since last summer? Let's take a look. This chart shows the disappearance of durum for the years 1974 and 1975. Now, you and I know that by themselves, these figures don't mean everything. For example, because of blending, a certain percent increase in disappearance of durum doesn't mean there was a similar increase in productivity. But, I do think that while the numbers may not be the same, the general directions are. As the chart shows the disappearance of durum in the second half of 1975 was 10.5 percent above the 1974 level. Productivity was up too, but only by 3 percent as other figures indicate, including disappearance of other mill grinds and our own association's estimates. But this chart means something else too, and that is that there is a return to a higher percentage of durum in the blends being used to make our products. This, I think, is very important because nothing can promote our products better than the high quality of the products themselves. As I've said before, if a shopper buys a less expensive but inferior product, there will be disappointment and a loss of future sales. Nothing sells our product better than this high quality for which it's known, and that is why this chart means so much.

(Continued on page 10)

State of the Industry

(Continued from page 5)

But why exactly was the second half of 1975 so successful, especially after such a sluggish first half? Well, there are two main factors. The first is the price of competing products. The prices of meat and potatoes both took a sharp upswing in the second half. As you know, macaroni sales are very closely tied to these staples, and as their prices rise or fall, our sales do the same. You should know this already, so there's no need to go into it in any detail, but I would like to mention that the price rise in meat and potatoes began at just about the time of our summer meeting.

Now, the other reason we did so well in the second half of 1975 was the terrific promotional job that our industry put forward. Promotional efforts made by our association and its member businesses were instrumental in making our position so strong. I think it's important to stress that our success in the market doesn't depend simply on things like quirks in the weather and the price of bacon. It's our own efforts at selling our own products which are vital. In fact, they're indispensable. That's how important I think promotion is.

The Meat Story

The meat story is a bit more complicated. First of all, there are new breeders in the meat business. These people are still feeling their way, and they're being very cautious. So whatever changes occur in the meat industry, they are sure to occur very, very slowly.

Meat prices may drop, but only if the national economy continues to maintain a sluggish pace in the meat market. Otherwise, an upturn in the economy will create a demand for more meat and therefore raise prices. But, as I've said, in either case, the change will be slow and gradual.

Now, about rice. This product may be troublesome. World production is up, and the United States is no longer exporting rice to Southeast Asia. So there is a surplus nationally, and prices are dropping. This is in contrast to the 100% increase in price which I mentioned last summer. Consumers will probably be returning to rice more as the price comes down. But the thing to do is not just sit on our

hands, but to promote, promote, promote! We simply must outdo the competition.

Looking at the chart of Disappearance of Durum once again, if the trend of the second half of 1975 continues, I think we'll see further increases in the quality of our product, as well as increased production overall. Again, a better product is the best salesman we can have.

Weather

One other point I'd like to make about the future concerns the weather. Last month in the *National Observer*, scientists reported that there have been changes in the climate of North America. It seems that over the past four years, winters were six degrees colder throughout the midwest, except for North Dakota which remained the same.

This may mean that crop failures may occur more frequently in Canada, so Canada will be less of an export factor in the years to come. In addition to that, the spring season over the past four years has been six degrees warmer than average throughout the midwest, this time including about two-thirds of North Dakota. This could lengthen the growing season by two weeks or more. While it's impossible to say what the final effect will be, it certainly is food for thought.

The Association

I would like to make a few remarks about our association. First, I'm very glad to report that attendance and participation in association meetings and functions has improved tremendously. Our press luncheon in New York and Congressional meetings in Washington last September were very successful, and this pleases me to no end. I hope we can keep it up for our April meeting in Detroit and Los Angeles.

I'm also pleased to report that production figures are now being reported, in confidence of course, to the accounting firm of Ernst and Ernst. I want to thank all the participating companies for their voluntary cooperation in this program. I would like to see even more of you joining in this year. Being able to cite our industry's production figures is important for planning and when representing our interest in legislative or economic matters.

This brings up another point: keep up friendly relations with your elected representatives. I shouldn't have to tell you how closely governmental operations affect our lives and our businesses. Take, for example, the price of rice which is a direct result of government policy. Or the price of wheat for that matter. Our elected officials, whether local, state, or national, are entitled to hear our side of the story, and this is best accomplished by maintaining good relations with them.

Finally, I want to ask you, as President of your association, "What more can the membership do to keep our Association viable?" You know, I'm proud of this organization, and I want it to be the best it can be. The work it does on promotion alone is very important, and there's so much more.

Perhaps we should be having more committee meetings, or perhaps there's some other way we can improve our organization. Let me have your ideas on this subject, and then let's get to work on them. Together, we can really get something cooking.

Thank you.

Meeting Schedule

The National Macaroni Manufacturer Association will hold two technical seminars this year:

April 29-30 at the Sheraton-Universal Hotel, North Hollywood, California 91608. There will be a reception the evening of the 28th, a visit to the Western Globe Products plant the following day and an afternoon session with discussions on net weights, what to do when the FDA inspector comes to call, hiring and training personnel for quality assurance, and good manufacturing practices.

On the following day there will be a tour of Julius Goldman's Egg City, home of some 3,000,000 hens producing eggs for every type of processing.

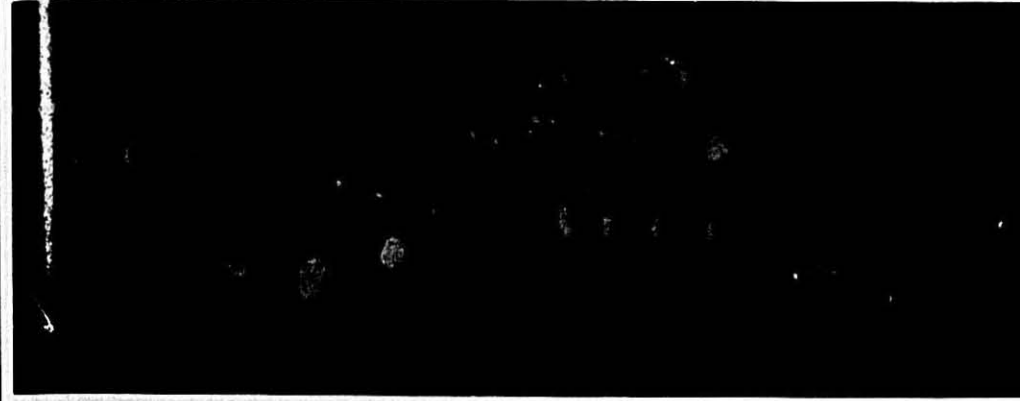
Next door to the hotel are the Universal Studios with their famous tours to catch Hollywood in the act. A good place for a family visit.








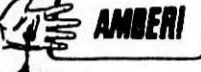
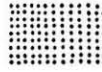






Then Detroit

On May 13-14 a similar session is scheduled for Dearborn Inn at Greenfield Village in the Detroit area. Following the reception the previous

(Continued on page 38)

THE MACARONI JOURNAL



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY 



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. — General Offices: St. Paul, Minn. 55165
Telephone: (612) 646-9433

Crop Quality Council Report

by Vance V. Goodfellow, President;
presented by Lloyd E. Skinner at the NMMA Meeting

1975 Durum Production Summary

The 1975 U.S. durum wheat crop set new record highs in both acres harvested and in total bushels produced. The acreage harvested is estimated at 4.7 million, up 14 percent from 1974 and the largest since 1949 when 3.5 million acres were harvested. Durum production in December was placed at a record 123.2 million bushels, up 52 percent from 1974. Previous record production was 136.1 million bushels in 1969. The average durum yield of 26.4 bushels per acre is 6.6 bushels higher than the drought reduced 19.8 bushel yield in 1974.

A cold, wet spring delayed durum seeding but moderating weather in late May permitted rapid progress and seeding completion by early June, slightly ahead of 1974. Harvest was stalled by rain from mid-August to mid-September but then resumed under near ideal conditions. According to the North Dakota durum quality survey, conducted by the Department of Cereal Chemistry and Technology, North Dakota State University, average quality of the crop is considered excellent although a small portion suffered some weathering.

Cando Durum Released

The recent release of "Cando," semi-dwarf durum by North Dakota State University for commercial seed variety increase in 1976 is of particular significance as it provides a new durum variety with better yield to compete with bread wheats for acreage. Its semi-dwarf height characteristic is another step in improving plant types for more efficient production. It is highly resistant to lodging, is medium in maturity and has shown good resistance to stem rust and other diseases. Quality characteristics are similar to Ward durum, the dominant variety seeded in 1975.

The new durum, Cando, is the latest example of shortened development time to produce a new variety that is a result of the opportunity provided to plant scientists by the Mexican winter seed increase nursery.

The winter nursery provides an extra generation speeding experimental durums toward earlier release to growers.

The Mexican nursery service provided by the Crop Quality Council since 1954, 22 years, has been instrumental in the release of all leading durum varieties such as Ward, in commercial production today. Considering this vast acreage, the investment made is returned in many millions of dollars each year.

Cando was selected in Mexico in 1971 from a genetic cross made in 1966 to combine short straw, high yield, disease resistance and good past quality. Currently, 12 experimental durum lines from the North Dakota program are under small increase in Mexico just three years after the first cross. Seed returned this spring will be planted in large scale field trials and evaluated the next three seasons in North Dakota. Those passing the tests could be released commercially only 6 years after the crossing process. Even shorter periods may be possible with added research.

Important New Industry Research Support

The 1975 decision by the National Macaroni Manufacturers Association, Durum Millers, the North Dakota Wheat Commission and Exporters to supplement funds of the North Dakota breeding program should provide major stimulus in advancing durum research.

North Dakota durum wheat research expansion has surpassed even the highest goals set when durum variety development responsibilities were assumed by the North Dakota Agricultural Experiment Station in 1969. Earlier durum program leadership had been provided by the U.S.D.A.

The creative skill of Dr. James S. Quick, North Dakota State University durum breeder, has increased durum research efforts by better than 60 percent. Improved quality, disease resist-

ance and high yield remains dominant program features.

Initiation of new research studies to develop even better durums involves work to strengthen gluten properties for improved cooking quality and tolerance to cooking as well as the ongoing search for improved plant types with increased seedling vigor, earlier maturity, large head and kernel size, tolerance to weed control chemicals, etc. The combined research efforts of the plant breeder, cereal chemist, plant pathologist, soil scientist and the many other team members must be coordinated and receive the financial support needed to insure progress.

North Dakota Durum Variety Survey Shows Dramatic Shift

The annual durum variety survey by the North Dakota Crop and Livestock Reporting Service again demonstrates rapid acceptance by farmers of new improved durums. In 1975, Ward durum was the leading variety seeded, representing 47.5 percent of the acreage. A spectacular 34 percent rise from fourth place in 1974. Ward performance showed good competition with bread wheats, greater seedling vigor, and larger head size was evident in most commercial fields.

Rolette, in first place last year, ranked second with 28 percent of the acreage followed by Leeds, 11.5 percent and Wells at 9.5 percent. New durums released by the North Dakota Agricultural Experiment Station such as Rugby, Botno and Crosby were grown mostly for seed increase but are expected to compete for acreage in 1976.

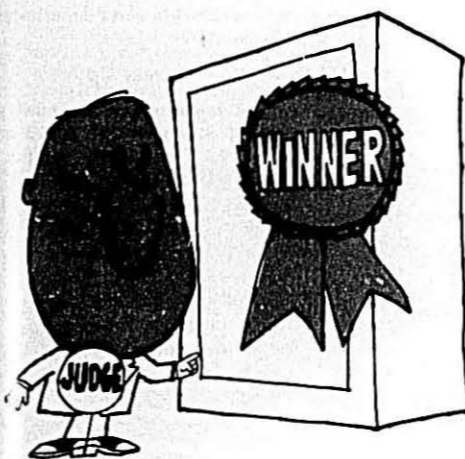
Durum Acreage Increase in Arizona

Arizona, California and New Mexico production of durum wheat makes a significant addition to the nation's traditional Upper Midwest acreage. Confusion persists as to 1976 production potentials of this area though some indication was provided recently by the U.S.D.A. December report on 1976 winter wheat planting estimates.

(Continued on page 14)

THE MACARONI JOURNAL

If you want quality, call the durum people.



The durum people know the difference you get with a quality product. That's why so many of you insist on the best: Durakota No. 1 Semolina, Perfecto Durum Granular or Exello Fancy Durum Patent Flour. When you start with the best, the end result is a prize-winner. Today's homemakers want quality first of all . . . they'll be steady customers of yours if you give them quality.

the durum people



NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 772-4841

Crop Quality Council

(Continued from page 12)

The Arizona winter wheat acreage is given as 115,000 acres, only 35 percent of the 325,000 acreage grown in 1975. The difference between these two acreage figures is 210,000 acres which could easily represent the shift of acres to durum wheat in Arizona.

Durum production in Arizona and other western areas is believed destined primarily for export because of favorable transportation rates. It is not expected to be a significant factor in domestic semolina production. The durum varieties Produr and Cocorit that occupy the major acreage are reported to show low color scores for spaghetti, generally unsuitable for domestic past processing.

This new acreage in the far southwest is limited because of irrigation. Acres seeded to wheat or durum may be influenced in some years by higher price returns from other crops such as cotton. The shift from wheat to durum, however, could be permanent if yield competition is maintained. New durum varieties being developed in Mexico and at the University of California, Davis, show improved quality including color, which may increase demand for durum from this area.

Rust Research

The U.S.D.A. national Cereal Rust Laboratory at the University of Minnesota, St. Paul, is contributing to the overall rust research effort and its annual rust survey is monitoring and reporting any changes occurring in potentially dangerous stem rust races. The 1975 stem rust race survey indicates that all commercial durums and experimental lines tested are resistant to rust races now known to be present in the U.S. This is an outstanding achievement representing long time efforts to provide protection against this devastating disease. U.S. durums are considered among the most rust resistant in the world, however, they have shown susceptibility to some races outside the North American continent. Construction of a second greenhouse at the laboratory is now complete and will permit expanded testing of experimental adult durum plants for rust resistance aiding plant breeders in selecting parental lines.

14

1975 UNITED STATES DURUM PRODUCTION

(Based on U.S. Government December 10, 1975 acreage production figures)

State	Acreage Harvested		Yield per acre (bu.)		Production (l. u.)	
	1974	1975	1974	1975	1974	1975
Minnesota	84,000	87,000	28.0	32.5	2,352,000	2,835,000
North Dakota	3,540,000	3,960,000	20.0	26.5	70,800,000	104,900,000
South Dakota	205,000	233,000	14.0	18.0	2,870,000	4,190,000
Montana	267,000	375,000	19.0	27.0	5,073,000	10,135,000
California	3,000	15,000	50.0	73.0	150,000	1,095,000
Arizona	—	—	—	—	—	—
New Mexico	—	—	—	—	—	—
U.S.	4,099,000	4,670,000	19.8	26.4	81,245,000	123,162,000

1975 CANADIAN DURUM PRODUCTION

(Based on Statistics Canada September, 1975 estimates of production)

Province	Acreage		Yield per acre (bu.)		Production (bu.)	
	1974	1975	1974	1975 ¹	1974	1975 ¹
Manitoba	100,000	150,000	20.0	23.3	2,000,000	3,500,000
Saskatchewan	2,400,000	3,100,000	20.0	24.4	48,000,000	75,500,000
Alberta	350,000	400,000	21.1	31.2	7,400,000	12,500,000
Prairie Provinces	2,850,000	3,650,000	20.1	25.1	57,400,000	91,500,000

¹ As indicated on the basis of conditions on or about September 15

Planting Intentions Up

The U.S. could have bumper grain crops again this year if farmers plant as much as they intend to, the Agriculture Department said.

The report, based on a Jan. 1 survey of 48 states, shows farmers intend to plant 80.8 million acres of corn, up 4% from last year and the most since 1960. Big boosts are also planned in acreage for durum and other spring wheat.

These planting intentions follow record harvests of both corn and wheat in 1975. Agriculture Department officials caution that bad weather could hold down plantings, but officials say they don't expect fertilizer or energy shortages to curb planting.

Could Help Food Prices

The prospect of bigger grain crops could help restrain food price increases. But at least six million tons of the coming harvest will be sold to the Soviet Union under a five-year agreement concluded in October. Under the agreement, the Soviets could buy up to two million more tons of grain, but purchases beyond eight million tons would require additional negotiations.

Based on the Agriculture Department's survey, feed-grain plantings are expected to total 126.1 million acres, up 2% from 1975. Besides corn, these include sorghum, 18.6 million

acres, up 2% from 1975; barley, 9.5 million acres, about unchanged, and oats, 17.1 million acres, down 1%.

Soybean plantings are expected to drop 7% this year to 50.9 million acres. Much of that soybean land will be converted to corn, department officials say.

Durum Up 8%

The report shows intended plantings of durum wheat at 5.2 million acres, 8% above 1975 and the most since 1929. Other spring wheat plantings are expected to total 14.8 million acres, up 5%. If farmers follow through on their plans to plant the extra acres of such wheat, it could help offset a 9% decrease in winter wheat plantings forecast last month by the department. Winter wheat accounts for about 75% of all U.S. wheat.

Spring Wheat Futures Up

Commodity Futures volume in Spring Wheat on the Minneapolis Grain Exchange increased 12.5% in 1975. Total spring wheat volume during the calendar year was 985,463,000 bushels. Comparative volume in 1974 was 872,873,000 bushels. The Spring Wheat Futures Contract, which calls for the delivery of No. 2 Northern Spring Wheat, 13.5% protein, is utilized

(Continued on page 16)

THE MACARONI JOURNAL

ASEECO

DELTA ROLLERS
The roller assembly is made of high quality hardened steel.

BUCKET ELEVATOR
The Versatile Bucket Elevators with Space Age Design-Sanitary Plus Buckets (Polypropylene) FDA approved, Sanitary Delrin rollers on chain—reduces friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Sectionalized uni-frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities to 4000 cu. ft./hr. Write for Bulletin GAL-50

LIBDA APPROVED OPEN TUBULAR FRAME POLY-STAINLESS OR ALUMINUM

Frame Hopper, Feeder and Lift elevator for loading overhead hoppers.

Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.

VIBRATING CONVEYORS

QUICK RELEASE CLAMP SCREEN

QUICK REMOVABLE SCREENS ARE AVAILABLE FOR EASY CLEANING AND CHANGING.

Vibrating Conveyors: Ideal for conveying materials gently without breakage. One piece stainless steel trays which are self cleaning meet the most stringent sanitation requirements. All units utilize corrosion free "Scotch Ply" reactor springs which can be washed down plus simple maintenance free positive eccentric drives. Capacities of up to 2500 cu. ft. hr. with lengths over 60 feet.

Custom Design Process Vibratory Units are available incorporating sanitary quick release clamped screen decks for scalping or dewatering; Cooling or drying plenums; covers; multiple gates for proportioning feeds. All Aseeco vibrating conveyors are isolated and/or dynamically balanced for minimal vibration transmittal.

Bulletin CVC-20

modu/tran distribution system to packaging machines

accumaveyor surge system

Write for your nearest representative.

ASEECO 8857 W. Olympic Boulevard, Beverly Hills, Calif. 90211
(213) 652-5760 TWX 910-490-2101

ASEECO 2011

UNITED STATES: 2121 W. 17TH ST., LOS ANGELES, CALIF. 90024
CANADA: 1000 ALBERTA ST., CALGARY, ALTA. T2C 1E1
AUSTRALIA: 1000 W. BRIDGE ST., MELBOURNE, VIC. 3046

MARCH, 1976

15

Spring Wheat Futures Up

(Continued from page 14)

ized by producers, millers, merchandisers and exporters to hedge the price risks associated with ownership of the commodity.

Durum Futures Down

The volume of Durum Wheat Futures traded on the Minneapolis Grain Exchange declined in 1975 from 19,870,000 bushels in 1974 to 11,155,000 bushels. Durum wheat, most of which is grown in North Dakota, is a specialty wheat demanded by the manufacturers of pasta products throughout the world.

Total Receipts Up

Receipts of wheat and coarse grain in the Minneapolis Grain Exchange cash market in 1975 were approximately 266,315,000 bushels. This represents about 111,000 rail cars of grain moving through the Minneapolis market during 1975.

Minneapolis/St. Paul elevators reported to the Minneapolis Grain Exchange in 1975 total wheat and coarse grain (corn, oats, barley, flaxseed, rye and soybeans) receipts of 317,721,000 bushels. Total reported shipments for 1975 were 254,830,000 bushels. The bulk of the grain shipped from Minneapolis/St. Paul elevators is transported by barge to southern U.S. ports. Total wheat and coarse grain barge shipments from Minneapolis/St. Paul river facilities were 150,712,000 bushels in 1975, down sharply from the 1974 figure of 215,546,000 bushels.

Duluth-Superior elevators, which handle grain destined for eastern mills and foreign markets, reported receipts of 230,292,000 bushels and shipments of 226,519,000 bushels of wheat and coarse grain in 1975.

The Minneapolis Grain Exchange is the world's largest cash grain market and has been in operation since 1881. Cash grain receipts into the market average close to a million bushels of grain a day. Through the Minneapolis Grain Exchange flows a great variety of grains including hard red spring wheat, durum wheat, corn, oats, barley, flaxseed, rye, soybeans and sunflowers. The Minneapolis Grain Exchange also trades contracts for the future delivery of spring wheat and durum wheat.

Processed Eggs

A total of 33.6 million dozen shell eggs were broken November 9 through December 6, 1975 under the USDA's Egg Products Inspection Act—down 13 percent from the corresponding four weeks of last year. Percentage decreases by regions were: Western, 27; North Central, 14; North Atlantic, 12; South Atlantic, 3 and South Central, 2.

During the four weeks, 52 million pounds of liquid egg products were used in processing—down 11 percent from the same period last year. Ingredients added in processing totaled 2.0 million pounds, 6 percent less than a year ago.

Liquid egg production (including ingredients added) for immediate consumption and processing totaled 20.3 million pounds during the 4 week period, 10 percent below the same period last year. Products for immediate consumption totaled 12.0 million pounds, compared with 11.2 million a year earlier. Those for processing totaled 8.3 million pounds, compared with 11.5 million last year.

Frozen egg products amounted to 19.2 million pounds, 1 percent less than last year. Dried egg production was 4.0 million pounds, 15 percent below the 4-week period a year ago.

Cumulative totals July 1 through December 6, 1975 and percentage decreases from the corresponding 1974 period are as follows: Shell eggs broken—259 million dozen, 6 percent; liquid eggs used in processing—382 million pounds, 7 percent; frozen products—136 million pounds, 10 percent; and dried products at 29 million pounds, 7 percent. The cumulative total for immediate consumption and processing at 143 million pounds was up 2 percent from the same period last year.

Cold Weather Boosts Egg Prices

Old Man Winter has helped push egg prices higher.

Extremely hot or cold weather can cut the productivity of laying flocks, and a severe cold snap in January did just that. Layer output apparently was hardest hit in the Southeast, where egg production fell between 3% and 5% from a year earlier, ac-

ording to one estimate.

Largely because of the lower production, egg prices in the Chicago wholesale market have risen as much as eight cents a dozen in about two weeks. Large eggs delivered in cartons to retail chains in Chicago are 74 cents to 76 cents a dozen, up from 66 to 68 cents two weeks ago and up 10 cents from a year earlier. The cash-price strength resulted in sharp rises of future prices, too; the January 1976 contract posted daily price-limit advances (two cents a dozen) for several sessions before it expired a week ago.

The higher prices surprised some egg-industry observers, who say that egg prices should be showing signs of weakness at this time of year, if historic price patterns are a barometer. Indeed, some analysts predict that prices will begin to weaken soon, about on schedule.

In addition to the lower production, chain stores have helped move eggs by selling them at attractive prices to lure customers. Lately, however, the retail prices are beginning to reflect the advances at wholesale, which is expected to dampen demand.

John Pederson, an official of United Egg Producers, the big Atlanta-based cooperative, says it could be the second or third week of February before production recovers to any extent from the ill effects of the mid-January cold.

Even so, Mr. Pederson and some others say egg prices may soon begin to crack. He says that the wholesale market could work lower in the next several weeks and that February egg prices could average six cents below January levels. A spokesman for one egg processor says: "Soon the recent wholesale advances will probably be fully passed along at retail. I think we're definitely overpriced, and the wholesale prices will have to come down."

William E. Cathcart, an Agriculture Department poultry economist, says: "We didn't expect prices to strengthen like this. I still think they'll decline in the next couple of weeks. We could see a drop at wholesale of five or 10 cents a dozen in February. I think that prices are about at their peak and will show up in retail stores at \$1 a dozen or better. In the past, that kind of price has always shut off demand."

NO ONE OF US
IS AS SMART
AS ALL OF US

SMART

AND ALL OF US
ARE EVEN
SMARTER

SMARTER

WHEN WE
EAT TOGETHER
WE'RE ALL
SMARTEST

SMARTEST

National Macaroni Manufacturers Association

offers Weekly News Bulletin, Commodity information, Technical Bulletins and Seminars, National and Regional Meetings, Statistical Services. Use our staff as your own.



We want to apply for membership

Your name _____

Company _____

Address _____

City _____ Zip _____

Send to NMMA, Box 336, Palatine, Illinois 60067

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

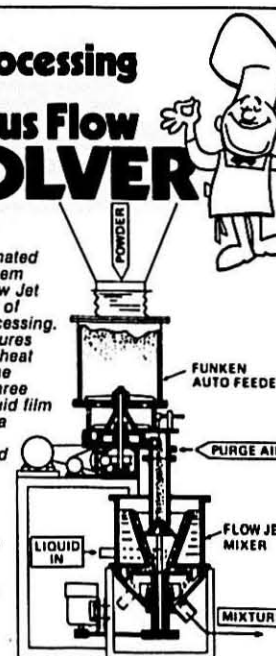
- 1-Vitamins and Minerals Enrichment Assays.
- 2-Egg Solids and Color Score in Eggs and Noodles.
- 3-Semolina and Flour Analysis.
- 4-Micro-analysis for extraneous matter.
- 5-Sanitary Plant Surveys.
- 6-Pesticides Analysis.
- 7-Bacteriological Tests for Salmonella, etc.
- 8-Nutritional Analysis

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007

Noodle processing WITH Continuous Flow DISSOLVER

This continuous, automated noodle processing system using Model MW-F Flow Jet Mixer upsets 100 years of mechanical noodle processing. The Flow Jet Mixer insures that every particle of wheat flour is moistened to the proper viscosity. The three phases - flour trim, liquid trim & induced air - produce a tasty noodle that far exceeds hand processed noodles.

The remarkable Continuous Flow Dissolver is ideal for moistening and mixing all pasta products: noodles, spaghetti, macaroni. Bon giorno! Give us a call for complete information.



S. HOWES CO., INC./2053 Miller St., Silver Creek, N.Y. 14136
Telephone 716/934-2611; TWX 510 246-6935
Manufacturers of processing equipment since 1856.
Licensed by Funken Co., Ltd.

Today's Hotel-Restaurant-Institutional Market

Highlighted from an article in Business Week magazine

With more working wives, more disposable income, more mobility, and changing lifestyles, the so-called "food service" industry has undergone explosive growth since World War II. In the last decade alone, industry volume has more than doubled, hitting \$84.6 billion in 1974. This year sales should exceed \$70 billion. That would rival the volume of general-merchandise retailing—and for the first time could even surpass it, making food service the country's third-largest consumer industry, behind the \$100 billion retail food business and the \$93 billion auto business. Already, in fact, food service is No. 1 both in total retail operating units (\$500,000) and in employment (4 million or 4.7% of the labor force).

Most restaurants and other food service operations are still run the way they were fifty or sixty years ago, manufacturing meals on demand and serving them by hand.

In the early 1950's, only a few cents out of the average family food dollar went for meals away from home. Today, the figure is 35¢. By 1980, some experts claim, it could reach 50¢—if the industry can cope with soaring costs that might otherwise crimp its growth.

Reaching common ground

Pressures are forcing massive changes in the industry. Food service operators are setting up central commissaries or kitchens and consolidating distribution into large regional or local centers. They are doubling and sometimes tripling employee-training budgets. They are computerizing everything from inventory control and reordering to menu-juggling. Along the way, the fundamental nature of the whole business is beginning to change.

Institutional operators, with sales of \$27 billion last year, or 42% of the food service field, feed "captive" customers in offices, factories, schools, health-care facilities, the military and airlines. Up to now, most institutional meals tended toward stultifying boredom—and many still do. But, increasingly, professional contractors are moving into the market, sprucing up

the menu, consolidating operations for several clients, and in some cases even turning what had been costly and subsidized feeding programs into profit centers.

The country's 325,000 public eating places—accounting for \$38 billion in sales last year, or 56% of food service revenues—are starting to converge somewhere in the middle of the market. On one end of the spectrum, fast-food franchisers are trying to achieve greater volume economies by expanding their menus, broadening service, and becoming true chain-type operations—either managed by the parent franchiser or by efficient, multi-unit franchisees. In the past, franchising has been dominated by "Mom and Pop" units. To cope with the same cost pressures, family-style restaurants and cafeterias are going the other direction, pruning out their menus, trimming service, and trying to standardize.

Soaring Costs

Soaring costs are only part of the headache for the \$27 billion institutional food-service business. In the meals they serve, schools, factories, health-care facilities, airlines and other institutions deal with a captive market. While that guarantees a continuing group of customers, it also guarantees the same group day after day (with the obvious exception of airlines). So there is a constant problem of providing variety, quality—and yet holding costs down.

Specialized food management contractors have also been hit hard by the recession—mainly because of their lopsided concentration in office and plant feeding. With combinations of vending machines and manual food service, contractors now account for 70% to 75% of the \$10 billion industrial market. That compares with only 10% of the \$6 billion health care market and 10% to 15% of the \$7 billion education market.

In industrial feeding, many contractors started off on the wrong foot by offering fat commissions to plant and office clients. These often ran 5% to 15% of gross volume.

Now most of the larger contractors are cutting back commissions, re-writing contracts with cost-of-product escalators, and even including cancellation clauses of 30 and 60 days. In some instances contractors simply shift to straight management fees. This is self-adjusting for inflation and permits the customer to control menu prices.

In return, employee food service often goes from being a subsidized money-loser to a break-even operation—or even a small profit center.

Educational market

Amid the vicissitudes of the industrial market, many food-service contractors are turning more and more to the educational market. Right now some 25 million youngsters in 88,000 schools are participating in federally supported school lunch programs.

Yet because of increasingly tight budgets, school administrators drive a hard bargain. Unlike a few years ago when most contractors offered only variations on the same standard meal packages, many contractors now tailor entire programs to fit a school's needs.

Health-Care Field

Volume efficiencies are coming more slowly in the big, lucrative health-care market—mainly because contract specialists have only started penetrating that field. An executive of Stouffer cites studies showing that "if you give patients good, hot food and they are happier, they get well quicker." In its way, that could even serve as a prescription of sorts for the entire food-service industry.

Restaurants and Fast Food Operators

For a glimpse into the future of public eating places one just has to look at the marina area near the Los Angeles International Airport. There, some 25 medium-priced, limited-menu restaurants offer different kinds of cooking, while sharing one key ingredient picked up from McDonald's and other fast-food operators: a high degree of standardization.

(Continued on page 38)

complete
macaroni
plants



hygienics
reliability
quality of the product



GRONDONA

IMPIANTI PER L'INDUSTRIA ALIMENTARE S.p.A.
18149 Genova - Torre Cantore - Via Cantore 8 G - 101
Telefoni: 010 413735 - 413829
GRD-MAX - Telex Number 27579

Pasta Recipe Contest

It wasn't planned that way, but the three category champions selected by a distinguished panel of restaurant and food service executives in the 1975 Pasta Recipe Contest make a complete macaroni meal—a soup, an entree and a dessert.

Over 500 entries in the third bi-annual competition were catalogued by an outside, independent agency. From those rated "best," the home economists of the Durum Wheat Institute sifted out 12—four in each of three categories. The judges chose the three prize-winners, one from each category.

The creators of this prize-winning trio are to be well rewarded. They each win an all-expense trip to Key Biscayne, Florida, plus \$500 cash, and will be presented at the the Winter Meeting of the National Macaroni Manufacturers Association. Those attending will be able to meet the winners and taste their royal treats. In addition, the Grand Champion, to be announced January 22 at the NMMA sessions, wins an all-expense epicurean tour for two of Italy.

Top Three

Those capturing the "Top Three" prizes are Mrs. Mildred Tunnell, Dietitian, Southern Methodist University, with "Fettuccelle a la Tunnelli"; Ms. Elizabeth Wynona Irwin, Director Dietary Services, Manteno Mental Health Center, Manteno, Illinois, with her "Noodle Pudding with Raisin-Nut Sauce"; and Mr. Thomas R. Giancoli, Executive Chef, School of Adjustment, Seattle, Washington, with his "World's Greatest Seafood Chowder."

The final judges included Mrs. Shirley Frost, Director of Planning and Relocation for Food Service, Art Institute of Chicago; Mr. Richard Gaven, Educational Director, National Restaurant Association; Mr. Alan Moll, Manager of Catering, United Airlines; Mrs. Dee Munson, Director Consumer Education, American Egg Board and Ms. Rosemarie Spataro, Owner, Sparaga's Restaurant. All are from the Chicago area.

The Pasta Recipe Contest was sponsored by the National Macaroni Institute, North Dakota State Wheat Commission, Durum Wheat Institute,



Runners-up Mildred Tunnell (left) and Tom Giancoli (right) congratulate Grand-prize winner Wynona Irwin on taking top honors in the Pasta Contest.

National Restaurant Association and the Council Hotel, Restaurant and Institutional Education (CHRIE).

Grand Prize Winner! Noodle Pudding with Raisin-Nut Sauce 6 servings

2 cups cooked enriched durum noodles
3 eggs
2 cups milk
3/4 cup sugar
1/2 teaspoon cinnamon

Raisin-Nut Sauce

Place noodles in buttered 8-inch square glass baking pan or dish. Beat eggs; add milk, sugar and cinnamon. Pour over noodles and gently mix. Bake in preheated 300° oven for 60 to 70 minutes or until knife inserted in center comes out clean. Cut noodle pudding into squares and serve hot or cold with warm Raisin-Nut Sauce. Garnish with whipped cream or topping, if desired.

Raisin-Nut Sauce:

1 cup water
1/2 cup raisins
1/4 cup sugar
2 tablespoons butter
2 tablespoons cornstarch
3 tablespoons cold water
1/2 cup English walnut pieces
1/2 teaspoon grated orange peel
2 tablespoons rum or 1/2 teaspoon rum flavoring

In small saucepan bring 1 cup water to boil. Remove from heat, add raisins and let stand 10 minutes. Add sugar and butter; cook over medium heat until boiling. Combine cornstarch and cold water; stir into boiling mixture and cook until thickened. Remove from heat; stir in walnuts, orange peel and rum.

Runner-Up!

Fettuccelle A La Tunnelli 6 servings

10 ounces enriched durum fettuccelle or narrow noodles
2 tablespoons butter
1 pound Italian sausage
1/2 cup chopped onion
1/2 cup sliced black olives
1/4 cup chopped parsley
1/4 cup chopped pimiento
1 teaspoon salt
1/2 teaspoon pepper
3 eggs, beaten
1 cup (4 oz.) shredded Mozzarella cheese
1 cup (4 oz.) shredded mild Provolone cheese
3 or 4 tomatoes, thinly sliced

Cook noodles in boiling salted water (2 quarts water plus 1 tablespoon salt) until tender, yet firm, about 5 minutes. Drain; toss with butter. Brown sausage; drain excess fat. Add onion and cook until tender.

THE MACARONI JOURNAL



Chef Tom Giancoli serves the world's greatest chowder to Renato Bolossi of Milan (right). Over his shoulder is Luigi Grasilli and John Tobia.

Combine noodles, sausage mixture, olives, parsley, pimiento, salt and pepper. Pour beaten eggs over noodle mixture; mix thoroughly. Combine Mozzarella and Provolone cheeses. Press half the noodle mixture in a buttered and floured 9-inch spring-form pan. Cover with slices of tomato, overlapping edges. Sprinkle with half of cheese mixture. Repeat. Cover with aluminum foil and bake in preheated 375° oven for 45 to 50 minutes. Remove foil and spring form; cut into wedges and serve.
Note: If using link sausage, remove casing and crumble into skillet.

Runner-Up!

World's Greatest Seafood Chowder 2 quarts

1 1/2 cups enriched durum small shell macaroni
1/4 cup butter
1/2 cup chopped onion
1/2 cup chopped celery
1 clove garlic, minced
1/2 cup dry white wine
1 teaspoon chicken base
1 teaspoon salt
1/2 teaspoon each thyme, nutmeg and pepper
1 bay leaf
5 tablespoons enriched flour
1/2 cup cold water
1 pound codfish filets (fresh or frozen and thawed), cubed
1/2 cup diced green pepper
6 oysters or 1 can (10 oz.) frozen oysters, drained, reserve liquid
1 can (8 oz.) evaporated milk
1 can (8 oz.) minced clams, drained, reserve liquid

1 can (4 oz.) tiny shrimp, drained, reserve liquid
1/4 cup chopped parsley
1/4 cup chopped pimiento

Cook shells in boiling salted water (2 quarts water plus 1 tablespoon salt) until tender, about 8 minutes; drain. In large saucepan, saute onion, celery and garlic in melted butter for 5 minutes. Combine reserved liquid from clams, shrimp and oysters and add enough water to measure 3 cups; pour into saucepan. Add wine, chicken base and seasonings; cover and simmer 15 minutes. Mix flour and cold water to a smooth paste. Add to liquid, stirring constantly; cook until thickened. Add codfish, green peppers and oysters, simmer, uncovered, 10 to 15 minutes. Remove bay leaf. Stir in shells, milk, clams, shrimp, parsley and pimiento. Heat to simmering and serve.

Winners Circle

"Noodle Pudding with Raisin Nut Sauce"

Ms. Wynona Irwin, R. D. Director, Dietary Services Manteno Mental Health Center 100 Barnard Road Manteno, Illinois 60950

"Fettuccelle a la Tunnelli"

Mrs. Mildred B. Tunnell Dietitian Southern Methodist University SMU Campus Dallas, Texas 75275

"World's Greatest Seafood Chowder"

Mr. Thomas R. Giancoli Executive Chef



Dietician Mildred Tunnell serves fettuccelle to Nick Rossi, Ole Sampson and John Tobia.

School of Adjustment 3515 Woodland Park Avenue, N. Seattle, Washington 98177

"Peking Pork Salad"

Ms. Barbara Jesttes Saga Food Service, Inc. 1150 Mills Avenue Claremont, California 91711

"Salad a la Maria"

Mr. Lothar H. Kuehndahl Chef de Cuisine Universal City Studios 100 Universal City Plaza Universal City, California 91608

"Butterflies Green, Dilly-Dilly"

Ms. Charlotte Rashid Nasr Department Chairman—FEAST Instructor Ravenswood High School 2050 Cooley Avenue East Palo Alto, California 92604

"Baked Lasagne Hawaiian"

Mr. Robert R. Santos Assistant Food/Beverage Manager Ramada Inn—Waikiki 2375 Ala Wai Boulevard Honolulu, Hawaii 96815

"Hound Dog Rolls"

Ms. Maryann Schott Lebanon County Vocational Industrial School 1231 Metro Drive Lebanon, Pennsylvania 17042

"Lasagne Mornay"

Ms. Louise A. Smith Co-Owner, Manager Cap'n John's Restaurant 3123 North Hancock Colorado Springs, Colorado 80907

Pasta Recipe Winners

Two teams who worked as groups from...

Columbus Adult Education Service
Center
52 Starling Street
Columbus, Ohio 43215

Team I

"Linguini a la Caruso"
Andrew Hawkins Diane Ankrom
Curt Scott Joe Edwards
Beulah Cole

Team II

"Pepperoni-Lima Potpourri"
Robert White Crystal Gatewood
Allen Rice Brenda Harris
George McCants

Team II

"Mama Chins Pork and Noodles"
Robert White Crystal Gatewood
Allen Rice Brenda Harris
George McCants

How long has it been since you were served smokehouse ham, cauldron creamed potatoes, root cellar salad, apple pupton and steamhouse rolls? Probably a very long time. And don't forget Yankee Doodle stuck a feather in his cap and called it macaroni!

Students in schools throughout the country will soon be served these fun and historical foods as part of the Child Nutrition Bicentennial project developed by American School Food Service Association (ASFS), and co-sponsored by the U.S. Department of Agriculture and state education agencies.

"Fifteen special Heritage '76 menus will be featured in schools throughout the country during each month of our celebration. Starting in September and continuing through December, 1976, schools will serve menus tracing the history of food during our nation's first 200 years," said Mrs. Elsie King, ASFS's National President.

Mrs. King, Foodservice Director for Tucson, Arizona's Sunnyside School District, said the project's main objective is to make Americans aware, through their children, of the basic human need for good nutrition practices.

"By involving all 50 million of our nation's students," she said, "we hope they will better understand their heritage and the important role food

Historical Menus Highlight Bicentennial Food Project

has played in the country's development.

"With increased attention to nutrition and nutrition education, we know children will build on the new food knowledge not only in school but at home. This will certainly enrich all our lives as we move into the nation's third century.

"Our project is designed to coordinate classroom and lunchroom activities and could ultimately involve all school personnel, many parents and many citizens in each of the nation's communities."

ASFS's nutrition education committee has designed lesson plans and classroom activities to accompany each menu. Each menu will stress lessons to reach grades K-12 with variations for age groups including lower elementary, upper elementary and middle schools, and secondary school students.

Foodservice personnel and teachers will coordinate other activities to emphasize the Bicentennial menus and their relationship to good nutrition.

The Heritage '76 menu theme, including classroom activities and food history, is just one of three themes the Association will emphasize during the Bicentennial year. The American Revolution Bicentennial Administration (ARBA) in Washington has outlined three official themes including Heritage '76, Festival U.S.A. and Horizons '76.

School Lunch Week

ASFS will also be participating in Festival U.S.A. with its annual October celebration of National School Lunch Week. Two school lunch week celebrations fall within the Bicentennial period and as part of the Festival theme, school foodservice personnel will "Invite America To Lunch." Parents, school administrators, community and state government officials will be encouraged to eat lunch at school and participate in Bicentennial festivities.

Raising school lunch and breakfast participation is a major goal of Horizons '76. Schools are urged to aim for lunch participation of more than 90 percent or a 5 percent increase over two months.

Schools participating in project activities will receive a banner declaring them Child Nutrition Bicentennial Project schools. Schools qualify by completing two of three requirements including serving one Bicentennial menu, serving the National School Lunch Week menu or increasing participation in lunch or breakfast programs.

Other cooperators, including the foodservice industry, allied professional groups, news media representatives, individuals or other groups contributing to the project will receive certificates of recognition.

Certificates will be presented to those fulfilling one of three criteria, including printing and distributing Bicentennial materials, promoting and communicating project information and developing an original program communicating information on project themes.

ASFS's Bicentennial project not only celebrates the nation's 200th birthday but also the 30th birthday of school lunch. In 1946 Congress passed the National School Lunch Act which has seen programs develop from many "closet" kitchens into one of the largest segments of the foodservice industry.

"In celebration of both events, we believe our project is the perfect vehicle to tie together school lunchroom and classroom activities on food and nutrition," said Mrs. King.

"We in school food service are privileged to work with children. Through our food and nutrition programs, our Bicentennial project and our National School Lunch Week celebrations, we can demonstrate our concern for building a better America through food during our next 100 years," she said.

ASFS was formed shortly after the 1946 National School Lunch Act was signed and today represents more than 60,000 school foodservice personnel in 15,000 school districts. The Denver-based nonprofit professional organization is dedicated to the health and well-being of the nation's students through advanced school foodservice practices and nutrition education.

KNOW-HOW.

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



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

- Short goods presses from 800-4000 lbs./hr.
- Double screw presses from 1200-8000 lbs./hr.
- Four screw presses up to 16,000 lbs./hr.
- Stretching pre-dryers for short goods
- Short goods belt dryers from 800-16,000 lbs./hr.
- Two-stick spreaders and four-stick spreaders
- Long goods dryers from 800-4000 lbs./hr.
- Long goods beamsters for one shift per day discharge
- Long goods cutters
- Raw material handling systems
- Complete production lines
- U.S.-made mixers
- U.S.-made electrical controls
- U.S.-made pneumatic controls
- Engineering services including design, planning and installation of complete macaroni processing plants



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



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

Complete Macaroni Plants by

BUHLER-MIAG

State Grants May Eliminate School Lunch

President Ford's 1977 budget proposal, which would virtually eliminate child nutrition programs in the nation's schools except for the very needy, drew strong criticism from American School Food Service Association's (ASFSA) executive board members meeting at Marco Island, Fla.

Although the initial budget wording calls for continued federal funding at \$2.8 billion with elimination of only the school milk program (\$124 million last year), the 16-member board said that later budget details indicate the Ford Administration again desires a bloc-grant proposal for child feeding programs.

The bloc-grant concept was introduced in last year's federal budget and called for legislation that would repeal and supersede all existing child nutrition legislation and substitute a bloc-grant-to-states proposal. Congress took no action on that recommendation that would have served only the very needy child.

According to Dr. John Perryman, ASFSA executive director, this year's budget proposal is virtually the same as last year's.

"As we view it, the proposal would continue federal funding at a \$2 billion figure, cutting \$800 million and eliminating all child nutrition programs as we have known them during the past 30 years," he explained.

"The bloc-grant would require congressional approval and scrapping of all present programs in favor of a federal spending program divided among the states to feed children below 125 percent of current income poverty guidelines," he added. Last year 9 million children met this qualification for free meals each day. Another million received reduced-price meals and between 14 and 15 million students paid for lunches each day.

"Such a proposal would eliminate federal reimbursements for school feeding programs for paying children and children receiving reduced-price meals in both the lunch and breakfast programs," Dr. Perryman continued. "As we read the budget, the breakfast, child care, special milk and Women,

Infants and Children (WIC) programs would also be eliminated."

Dr. Perryman said the Ford proposal could also end present federal requirements that states match a certain portion of federal funds. If that is the case, he said, an additional \$100 million would be cut from school lunch programs across the country.

In addition, he said the implementation of the proposal's new program funding would allow schools "to go about child feeding anyway they want to, free of any government standards and regulations."

School Feeding Implications

ASFSA's executive board drew the following conclusions to the present proposal:

First, there will be no federal funds to assist the paying child. Second, no federal funds to assist the poverty level children receiving reduced price meals. Third, federal funds to assist the very needy child would not guarantee nutritionally sound meals. Fourth, such an approach would probably cut participation to the point many school districts would abandon programs altogether.

"Initially, every school lunch program would see sharp increases in school meal prices for paying children as well as children now paying for reduced-price meals," Dr. Perryman predicted. "Children paying full price can expect increases of 25 to 35 cents over current lunch prices.

"The proposal would eliminate nutrition requirements for the types of foods served in schools. The one-third daily recommended allowances for lunch would be completely eliminated even if schools hoped to continue the program.

"The public must realize we are going from nutrition programs to poverty programs without even nutritional guarantees for the poverty child," he explained.

Dr. Perryman indicated at least seven million students would drop out of the lunch program initiating a vicious inflationary cycle.

"As participation declines, per meal costs increase, prices would continue to escalate, more children would drop out of the program and the cycle would be set in motion," he said. "And with declining participation and

meal production, would come the dramatic effect on employment. Fewer people would be needed to produce smaller numbers of meals."

He said it appears that all federal assistance currently being given to the middle class family would be brought to an end.

"We in school foodservice realize the need for fiscal responsibility and that we have to carefully guard federal expenditures. But, there is something wrong when we earmark for a number one cut, the food provided to the country's school children," he concluded. "We strongly urge concerned citizens to watch the federal legislative scene regarding these developments and contact members of their Congressional delegations."

ASFSA is a nonprofit professional organization of 62,000 school food-service personnel. The organization is headquartered in Denver, CO.

The FDA Is Watching You!

The American Institute of Baking has alerted its members that the recent pattern of inspection reports indicates the FDA is increasing emphasis on general operational methods and personnel practices such as:

- (1) Sealing and ingredient containers uncovered
- (2) Ingredient and refuse containers not properly identified
- (3) Drums, boxes and bags not cleaned before opening
- (4) Lack of control of spillage, or general operational mess
- (5) Employees' clothing not clean
- (6) Hair restraints not being properly worn
- (7) Cracked or broken scoop and scaling containers in use

V. P. Industrial Relation at Muellers

Roger P. McNeill, formerly director of personnel, has been elected vice president industrial relations of the C. F. Mueller Company, a major producer of macaroni products in the United States. The announcement was made by Lester R. Thurston, Jr., president, following a recent meeting of the Board of Directors of the Company.

Trade Associations are listening posts: on government; consumers; competition. Plug in on your Association.



Twinmaster ES

Two New Wright Packers

Chip and snack manufacturers attending the Annual Potato Chip Institute in Atlanta, Ga. saw the latest advances in automatic packaging systems that permit them to increase production economically.

Wright Machinery Company said that its Twinmaster Es and Twinmaster Volumetric systems will form-fill-seal 100 and 120 bags per minute, respectively. And, Wright engineers said that due to the "twin" design of the machines, very little more floor space or conveying equipment is needed than for a "single" machine.

This is the first time either model has been demonstrated publicly in the United States.

The Twinmaster Es utilizes net weighing by Wright Electro-Flex® scales at speeds up to 100 bags per minute. The Twinmaster Volumetric, as its name indicates, utilizes the volumetric method of filling, at speeds up to 120 bags per minute.

Net weighing lends itself to some products, such as potato chips. Volumetric filling is usually more economical for packaging some other products, such as popcorn.

Both systems have two product feed systems, two filling units (net or volumetric), two tubeformers, and a double tube bagmaker.

They produce bags of a maximum size of 5½ inches wide and 12 inches

long and minimum size of 2 inches wide and 4 inches long.

Weight range is ¾ ounce to 2½ ounces of potato chips, and ½ ounce to four ounces of snack products.

Technical data, price and delivery information, and other details can be obtained by writing to Wright Machinery Company, Inc., Durham, North Carolina, 27702.

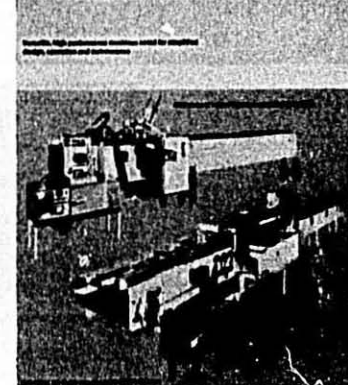
New Cartoning Brochure

A new four-page brochure, illustrating the capabilities of Clybourn CMC intermittent and continuous motion horizontal cartoning machines, has been published by the Clybourn Machine Company.

The brochure describes the standard features of three basic models along with a check list of optional equipment and accessories for carton coding, hot melt adhesive systems, automatic product delivery transfers, and insert and outsert placers and special mechanical and electrical controls for specific applications.

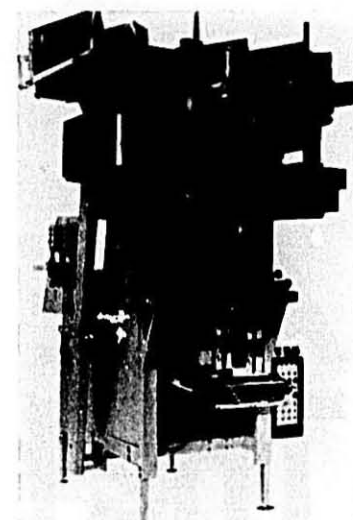
Copies of Brochure CMC-1012 are available free of charge from the Clybourn Machine Company, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Illinois 60076.

Clybourn CMC Intermittent and Continuous Motion Horizontal Cartoners



GMA Opposes Anti-UPC Legislation

Those who want to stop the tests of the Universal Product Code-assisted automated checkstands "carry the banner of a 'Consumer's Right to Know,' yet their efforts would prevent consumers from finding out for them-



Twinmaster Volumetric

selves what they wish to know, how they wish to acquire such knowledge and how much they are willing to pay for its presentation," according to U.S. Senate Testimony of the Grocery Manufacturers of America, Inc.

Robert Powelson, Corporate Vice President and President of the Biscuit division, Nabisco, Inc., appeared on behalf of GMA, to state that association's opposition to S. 997 which would require that all products sold at retail bear an individually marked price on each item.

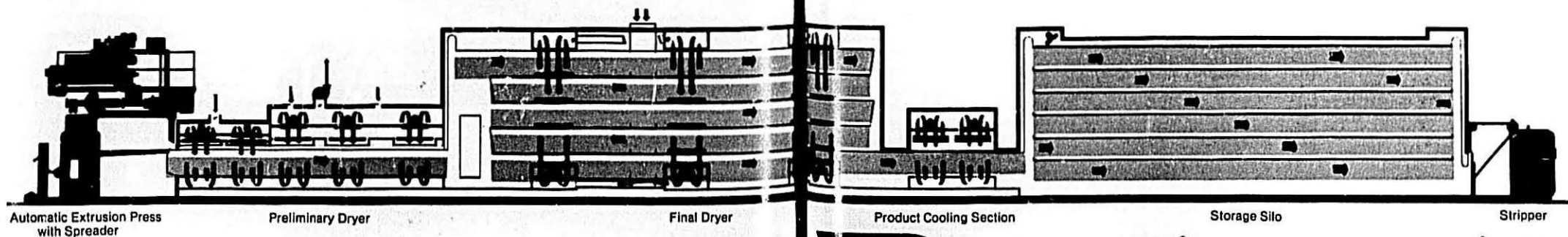
Mr. Powelson referred to consumer concern over high food prices and commented that, "the chief link in holding our prices constant while covering increased costs, is obviously an increase in productivity. Rarely are we given an opportunity to increase productivity while simultaneously improving the quality of customer service," he observed.

In Testing Stage

"The UPC," according to the GMA witness, "is still very much in the testing and experimental stage. Although considerable research has been done on developing a more efficient pricing and checkout system for grocery products, much more is still to be done. The primary purpose of these tests is to determine whether the addition of other pricing information elsewhere can serve the interests

(Continued on page 30)

ATR: The hotter, faster, cleaner dryer.



Braibanti corporation
60 EAST 42ND STREET-SUITE 2040, NEW YORK N. Y. 10017

PHONE (212) 682.6407-682.6408, TELEX 12-6797 BRANY

Drastically reduces the time required in the production cycle.

Higher drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.

Electronic controls sequentially start and stop fans as the product moves by.

Pneumatic controls regulate relationship between time, temperature and relative humidity.

At the end of the final dryer, a power-driven cooling section reduces product temperature to a safe packaging point.

Braibanti ATR—newest in the long line of Braibanti pacesetter Pasta Dryers.

Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts Slashed.



Side Panels Open for Easier Cleaning. Lock Tight to Conserve Energy.



Cooking Qualities Improved. Stickiness Eliminated.



Drying Time Chopped.

Braibanti

DOT. ING. M., G. BRAIBANTI & C. S. p. A. 20122 Milano-Largo Toscanini 1

UPC Legislation

(Continued from page 27)

of consumers just as well or better than individual item pricing and, of course, whether significant cost savings can be achieved through this method in conjunction with other variables within the system's potential."

The Nabisco executive concluded his remarks by saying, "S. 997 would kill an idea which has yet to be born. If left to its natural course, the idea might prove unfruitful, in which case it will die a natural death in the marketplace. If marketplace experience proves it to be a bad idea, that is the time for Congress to consider regulation in this regard."

Workshop on UPC

The first workshop on the Universal Product Code that has assembled manufacturers and food brokers on a national scale was held at the National Food Brokers Association's Annual Convention.

The workshop was led by Thomas Wilson, Director, McKinsey & Company of New York. Mr. Wilson was aided by Donald A. Osell, Vice President—Marketing and Grocery Products USA of Green Giant and Kenneth Peskin, Vice President—Marketing, Pathmark. Mr. Wilson provided an overview and status of legislation affecting UPC; Mr. Peskin and Mr. Osell spoke on the retailer's and manufacturer's view of UPC respectively.

50% Source Marked

More than 50% of all the products now on local supermarket shelves are now source marked—that is, carry the UPC symbol—according to Mr. Wilson, "And nearly 95% of all commodity volume is UPC'd," Mr. Wilson added.

Mr. Wilson recounted the great gains UPC has made in adoption by manufacturers and retailers alike, and new inroads being made now into consumer acceptance. "From a standing start two years ago," he said, "we're now everywhere."

Mr. Wilson reported that there are 50 in-store scanners operating in the United States right now. The results of their experience, due in January or so, may well cause a faster acceleration of adoption of computerized scanners.

To the food broker, Mr. Osell said UPC would cause brokers to use more sophisticated sales skills in planning and selling promotions. "There is no question about that," he said. "New skills are required right now for evaluating the new feedback the UPC provides. You might say there will be a new breed of retail merchandising staffs."

Responding to a question about scanning equipment posing a threat to brokers insofar as order procedures are concerned, Mr. Osell said, "UPC poses no threat whatsoever to brokers . . . provided they make the effort to understand and interpret the information coming out of the system. This is not a threat, this is an opportunity for greater input by brokers to the retailer," he said.

Mr. Peskin, who spoke from the retailer's view of UPC, said consumer acceptance has not been as much of a problem as anticipated. "When they (customers) visit a store, they find they enjoy it," he said, "because they really appreciate receiving the itemized tape of their purchases."

Mr. Peskin said that his firm, Pathmark, now has two scanners operating in New Jersey. To management at Pathmark, UPC means better asset control.

Political Interference

The workshop also provided a question and answer session which touched all aspects of UPC's influence on food brokers, retailers and manufacturers. Tom Wilson pointed out the great cooperation between different market segments regarding UPC. "But now interfering with this cooperation is politics," he said. "Three states have now passed legislation on price marketing for shelf goods in addition to UPC."

Mr. Wilson said that the open issue as far as retailers are concerned is whether installing scanners to read UPC will actually result in an offsetting savings. "We are about at the break even point right now," Mr. Wilson said. "In just a short time we will pass that point and go on to register savings."

Information Explosion

"But the big benefit," added Mr. Osell, "is the information explosion provided by UPC and the potential applications." He listed the potential

applications of UPC as coupon redemption uses, an accurate record of performance, the use as a proof of purchase, and hour by hour measurement of results.

Principals' Forum

Burgeoning Regulations

Progressive Grocer Magazine Editor in Chief Edgar Walzer led off the Principals' Forum of the National Food Brokers Convention with a report on a survey of concerns of chief officers of manufacturers, wholesalers and chains.

"More than anything else," Mr. Walzer said, "industry leaders are worried about burgeoning national and local regulations affecting business. This is far and away the number one problem in the eyes of manufacturers." It also rates near the top of concerns of chain executives and wholesalers.

Placing a close second on the worry index were the problems of the U.S. economy and government leadership. These were both recorded as "short term worries."

Protecting Margins

Ira C. Herbert, President, The Coca-Cola Co., Foods Division, commented his company was concerned with protecting margins. "The marketing situation today puts tremendous pressure on new products that must move through the system at a velocity that will protect the margins. The day of the old 'new product' is gone," he said.

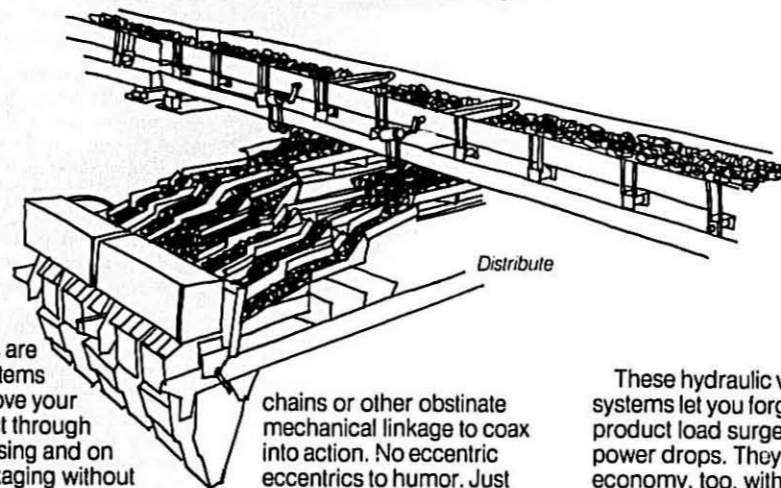
Nicholas Evans, President, The Drackett Company, also spoke of new product introductions. "Typical new product introductions now range in the area of \$1,800,000—so now, today, it's a money problem that concerns us. Mr. Evans pointed out, however, that demographic studies are running in favor of manufacturers who produce consumer goods. "People are going to have more free time, more disposable income and become more critical shoppers in the years ahead," he said.

Retaining Capital

Raymond F. Good, President, Heinz, U.S.A. emphasized his firm's major concern was retaining capital for fixed equipment. "We have to get that capital," he said, "to maintain an acceptable productivity rate." Mr. (Continued on page 32)

We obsolete those cranky mechanical conveyors you've all learned to tolerate

with our smooth, trouble free hydraulic vibratory systems you just dial to adjust



Ours are the systems that move your product through processing and on to packaging without time-robbing mechanical hang-ups and intricate adjustments.

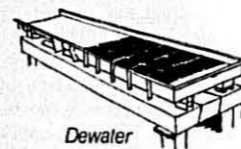
The key to their superior performance is gentle hydraulic vibratory action, the next thing to silent operation . . . no gear trains,

chains or other obstinate mechanical linkage to coax into action. No eccentric eccentrics to humor. Just a smooth and sure cushioned hum.

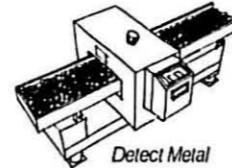
And they are so simple to operate. You adjust flow rate with the turn of a dial, while the system is running. Matching vibration to product is just as simple.

These hydraulic vibratory systems let you forget product load surges and power drops. They spell economy, too, with low power consumption and virtually no downtime for maintenance or parts replacements.

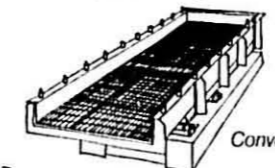
Stiff sanitary requirements are a snap to meet. You clean up quick and easy by just hosing 'em down.



Dewater



Detect Metal



Convey



To get the facts write:
Triangle Package Machinery Company,
6655 West Diversay Avenue, Chicago, Illinois
60635 — or call (312) 889-0200.

Hydraulic vibratory conveying systems • net weighers • form-fill-seal bag machines • and related high performance equipment
Running better in high performance product moving and packaging systems

Principals Forum

(Continued from page 30)

Good added that productivity rates in Europe are growing faster than in the United States.

Rising Labor Costs

Milton Perlmutter, President, Supermarkets General Corp., and Chairman of Super Market Institute, listed as his main concern the rising cost of labor. "In the last five years," he said, "labor rates have gone up faster in the food industry than in any other industry."

Money Crunch

John Porter, President of Swift Grocery Products Company, said their prime concern "is the money crunch. The short term looks acceptable but over the long term the right financial decision becomes vital."

Speak Up

Sloan McCrea urged businessmen to get involved in politics, "to have a say in the future of your own business and your own country." Mr. McCrea received a standing ovation following his recounting of the great affect government has on all businessmen and all citizens. "Go to your Senators' office or your Congressman's office and say you want to help—get involved," he declared.

Morality in Business

NFBA President Mark Singer voiced a call to the food industry for maintenance of 'morality in business.' He spoke to thousands of food brokers and manufacturers attending the 72nd annual National Food Brokers Association Convention.

Referring to the principles of moral leadership, he said these must never be lessened. He listed areas of concern. "I am referring to bribery, kickbacks, and similar dishonest dealings. You have been reading about such practices in regard to international business dealings—and some in this country. The Wall Street Journal has used the phrase, 'bribes, kickbacks, and under-the-table so-called commissions to grease the path for business deals around the world.' The food industry's particular awareness of the Robinson-Patman Act may have minimized such practices in this industry.



Mark Singer

Note I did not say eliminate—I said minimize.

"I am sure I speak for all of you here when I say, we must never let happen to the food industry what has happened to others. Remember, this industry's proud record of economy and efficiency is already being questioned undeservedly," he said.

"If our industry succumbs to the kind of dishonest business practices apparently engaged in by some others, we will truly lose the credibility of the public. Our record of efficiency and economy will be tarnished—it will be viewed with scepticism," Mr. Singer added.

Mr. Singer's reference to the Robinson-Patman Act in a speech on morality in business evidenced his strong awareness of the need to preserve this legislation. He pointed out that had business always lived by the higher principles of honesty, R-P would not have been necessary—but it is, he added.

Robinson-Patman

"The Robinson-Patman Act restates the moral obligation that all businessmen face—that of maintaining vigorous competition, yet not resorting to the law of the jungle," Mr. Singer said.

"This law enables every businessman to start the competitive race without the handicap of injurious price discriminations. Thereafter it is up to each to maintain his position in the economy through his own efficiency and service. This is the meaning of that well known expression—'May the best man win.'"

Mr. Singer added that present enforcement is not what it should be. "We hope this will change," he said, "and we are working to achieve this goal." Recently, NFBA submitted supportive testimony on R-P to a House Small Business Subcommittee during congressional hearings on the Robinson-Patman Act.

Wasted Effort

Mr. Singer also viewed as immoral the "reduction of productivity and efficiency" resulting from wasted effort. "Here I am referring to the costly drain on resources demanded by so many principals. They often ask for unnecessary reports, forms, and other meaningless paperwork," he said.

"When President Ford makes a speech attacking the thousands of government forms that businessmen must fill out, everybody applauds. We do. The proliferation of government reports is shocking. It is immoral. Nobody can condone it. We join all businessmen in saying, 'Uncle Sam, please cut down on meaningless and burdensome reports and paperwork.'"

"Speaking for food brokers, I make another plea: 'Mr. Principal, please cut down on meaningless and burdensome reports and paperwork.' How can some principals condemn the government for doing exactly what they are doing?" he asked. "I want to make it clear that I am not referring to information that is needed and is not available in any other way. I am referring to the multitude of unnecessary and unused kind of report and paperwork."

The NFBA President closed his talk suggesting that business operate with consideration for the moral values that have helped our country grow in its 200-year history. "The past 200 years have not been without ugly scars, but we have risen above them and in spite of them. It makes sense to face the future with a determination to contribute to a sound, healthy growth with a minimum of the errors made in the past," he said. "Moral considerations do have a place in business."

Archbishop Fulton J. Sheen says: "Now it is not true, that man is naturally good. He is not intrinsically evil either; but he can do evil things."

THE MACARONI JOURNAL

PROCESSING & HANDLING EQUIPMENT



Company

P. O. Box F
LIBERTYVILLE, ILLINOIS 60048
Area Code (312) 362-1031
TWX 910 684-3278
Hoskins Liby

Dear Sir:

Hoskins Company proudly represents to the Macaroni Industry the SEMCO pneumatic flour handling systems.

SEMCO features fixed or portable unloading from hopper car or truck.

SEMCO completes the system through storage to mixer and extruder.

SEMCO offers a pressure system, a vacuum system, or a combination of both.

SEMCO produces mixing, scaling, and blending components as well as complete systems.

SEMCO provides design, manufacture, installation, and start-up of your flour handling system.

SEMCO assures you of dust free and efficient systems which are in constant use by macaroni manufacturers throughout North America and overseas.

Call Hoskins Company -- specialists in 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

D. Maldari & Sons, Inc.—extrusion die makers



Donato Maldari



C. Daniel Maldari



Ralph A. Maldari

It was in the twilight life of the gaslight era of 1903 that Felice Maldari rented a dark and dingy basement at 371 Broome Street, New York City, and founded the nucleus of the macaroni die makers of the United States. With crude tools and a hand-driven drill press, the pioneer struggled with the problems presented in the manufacture of copper dies.

In 1905 Donato Maldari arrived in the United States and joined his brother. They worked hard to nourish their infant business and by conscientious and untiring effort were soon able to acquire some mechanical equipment and hire sorely needed help. Two years later they were able to move to larger quarters, and added a little more equipment to their manufacturing facilities.

The quest to replace copper

With hand work thus supplemented with machinery, the Maldari Brothers heeded the cries of economy-minded macaroni manufacturers and turned their efforts towards finding a material which would outwear copper. Up to this time production output of macaroni was not of prime importance, for the macaroni industry was in its infancy and competition was negligible. With more and more macaroni plants springing into existence, however, the spirit of competition was fanned—naturally resulting in increased production. With this advent of increased production, copper dies wore rapidly and repairs and replacements became increasingly necessary. Thus a determined search for a material to outlast

copper subsequently ended with the use of a bronze alloy.

Expansion Again

Expansion again became necessary in 1909, when two basements and a small store were required. In 1910 Dominick Maldari joined the firm, and under the guiding hand of the eldest brother advancement was steady and certain. In the year 1913, with great pride and dignity, the name of Maldari stood bold and clear over large new quarters at 127 Baxter Street, New York City. The three brothers and their colleagues thus busied themselves making macaroni dies, both copper and bronze, for the popularity of copper had not died.

After an absence of twenty years from his native country, Felice longed to return to his boyhood surroundings—and thus the man who really started at the bottom, arduously building the foundation for a time-honored name, sailed to his cherished land and retired from the macaroni industry.

In the year 1924, the now internationally known name of F. Maldari & Bros. was incorporated, and two years later the plant was moved to larger and more modern quarters at 178-180 Grand Street, New York City. That same year Dominick Maldari was forced to retire from the business because of poor health, and the heavy burden of responsibilities fell upon the shoulders of the remaining brother—Donato.

In 1927 the business was sold to Donato Maldari and remained as an

individual proprietorship until March 15, 1958 when the firm was incorporated under the name of D. Maldari & Sons, Inc.

World War II

In 1939 Ralph A. Maldari joined the firm, but soon afterward was forced to take a leave of absence to serve with the Armed Forces. During his affiliation with the United States Army Air Corps he was stationed at various points in the United States and subsequently in England with the Eighth Air Force. He acted as an envoy of good will, visiting different macaroni manufacturers whenever the opportunity presented itself. A picture of him in Scottish kilts published in the Macaroni Journal brought an invitation from an English macaroni concern—and also brought joy to the heart of Editor M. J. E. Muna, for it proved that his Macaroni Journal was widely read in all parts of the world.

The World War II years were truly trying ones for Donato. With his son Ralph serving with the Armed Forces, full burden and all responsibilities were again thrown on his shoulders. With his innate desire to serve the macaroni industry as he had been doing throughout the years, war work in the true sense of the word was repeatedly avoided because it was his sincere belief that he was in the very midst of war work making and repairing macaroni dies. As government priorities clamped down, it became increasingly difficult to obtain necessary raw material, and every issue was

bitterly contested with the proper authorities. With his entire production facilities being used solely for the macaroni industry, Donato took his fight to Washington, D.C. where he enlisted the aid of Dr. Benjamin R. Jacob. The War Priority Board subsequently classified the business as "essential", with the ensuing result that top priorities were designated for material procurement. Thus Donato won his fight, and he continued through the war years to utilize his production facilities solely for macaroni die work.

Ralph returned in November 1945 to again take up his duties with the firm. He is presently primarily concerned with research and development not only in the macaroni field but also in the cereals and snacks field.

Dan Enters

In February 1946 C. Daniel Maldari became affiliated with the firm, thus making the family union complete. Dan graduated from the College of Engineering at New York University as an Industrial Engineer, and was working on his Master's Degree when the world conflict broke and Pearl Harbor became the keynote of vengeance. During the period of hostilities he left school and accepted an appointment by the United States Army Ordnance as a civilian production engineer with the specific task of bolstering production output, trouble shooting, and setting up inspection lines at industrial plants within the jurisdiction of the New York Ordnance District. He subsequently became affiliated with the United States Army Air Corps as an engineering officer and was instrumental in setting up production control systems within the First Air Force while stationed at the Richmond Army Base, Richmond, Va. After his separation from the Army, Dan joined his father and brother, and was also able to complete his studies for his degree as Master of Administrative Engineering. His education and wartime experience prove a most valuable asset in his work. Dan is most concerned with administrative responsibilities.

In keeping with the modern trend, plans for modernization of plant and production facilities were drawn in 1946. With the greatest boom in its

history, and production facilities very heavily overburdened, such a task presented a Herculean problem. To shut down for a period of time was impossible, for the macaroni industry, being in the midst of an unprecedented boom, was in dire need of dies. Thus modernization became secondary to production output. Despite this decision, improvements became evident daily, and modernization of equipment and tooling was completed with a minimum loss of production time.

In 1957 plant space again became critical, and the plant and offices were moved to its present location at 557 Third Avenue, Brooklyn, New York.

Records on Each Die

Records on each Macaroni die manufactured and each die repaired are meticulously kept on file, and job operation cards date back to 1922. These cards list complete specifications and tooling used, and prove invaluable in determining the economical aspect and practicability of die repair or conversion. By furnishing the serial number of the die with their questions, macaroni manufacturers have been saved thousand dollars in transportation expense and time, since it is not necessary to send the die when a question arises.

The dies manufactured in the early 1900's were of copper because copper possessed the malleable characteristics so essential to punching operations. It sounds like a story from Ripley to say that at one time the copper dies were made without the use of mechanical equipment. The holes were punched through the entire thickness of the die by using hand tools and a strong arm! When the outside of the die enlarged, it was brought back to its size by chiseling its outside diameter.

Technological improvements have wrought an amazing change! Changes are drastic not only in materials, equipment, and production methods, but also in basic die design. In the old days the chamber design of dies, while important, did not play too great a role in macaroni production. From a seemingly insignificant part, the die design today plays an increasingly important role in quality and quantity control of macaroni products.

The Korean conflict, accompanied by critical material shortages once again taxed the ingenuity of the inventive mind. With government regulations sharply curtailing production, every conceivable labor and material saving plan and device was of necessity thoroughly exploited.

Third Generation

Last year Danny G. Maldari (Ralph's son) became affiliated with the firm, thus starting the third generation of Maldaris in this business. He brings with him the freshness of youth, an innate desire to learn and take his place with his elders, and most important the assurance that future management will continue to be retained in the same family.

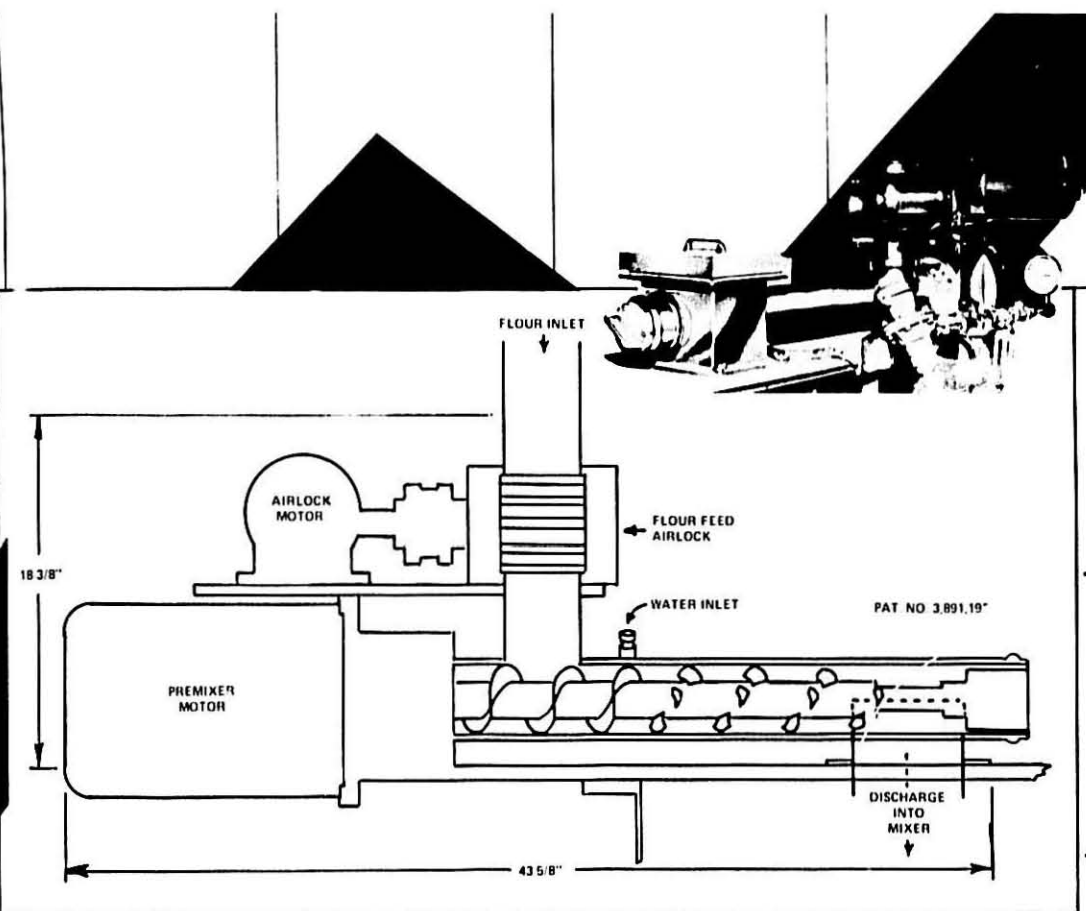
The challenge of keeping ahead of new developments, synonymous with creating new developments, continues to be a trying one, and all persons affiliated with the Maldari organization are pulling together in an effort to meet the exceptionally heavy demands made upon personnel and facilities.

Research goes on unceasingly, and improvements in material, tooling and production methods are constantly being exploited. The brawn which once shaped and molded each die has given way to more scientific methods of engineering. The why and wherefore of each question, solved once by trial and error, is now solved by the far more practical methods of technical reasoning, computations, and calculations. Statistical figures, once unknown, are now carefully recorded, compiled, and analyzed.

Backed by seventy-three years of down-to-earth, practical experience, and supplemented by technical and engineering education, the Maldari organization of today is striving to do its part by filling the needs of the macaroni industry in the most competent manner possible consistent with economy and practicability.

Thus as time continues its unwavering onward march, the name of Maldari holds a time-honored place in the macaroni industry. Through the unflinching efforts of its dedicated personnel, the firm has acquired an enviable distinctive reputation based solidly on honor, integrity, and goodwill.

Give your
 Continuous Press
 a new Demaco
 Pre-mixer
 and your
 efficiency
 go up



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

- It increases dramatically, the efficiency of the Mixer.
- It prepares dough properly for the Mixer. Eliminates white specks due to improper mixing.
- Improves product quality. Smoother consistency, more uniform result.
- Mixer stays cleaner longer. Negligible free water and flour dust build-up in Mixer.
- Easy to dis-assemble for cleaning in minutes. Thumb-screw construction. All stainless steel and nickel plate construction.

Want more details? Contact

DE FRANCISCI MACHINE CORP.

46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237 U.S.A. • Phone: 212-386-9880, 386-1799

TWX: 710-504-2449

Cable: DEMACOMAC NEW YORK

Western Rep.: Hoskins Co., Libertyville, Illinois 60048 • Phone: 312-362-1031

INDEX TO ADVERTISERS

ADM Milling Co.	7
Amber Milling Co.	11
Asesco Corporation	15
Braibenti Corporation	28-29
Buhler-Mieg, Inc.	25
DeFrancisci Machine Corporation	36-37
Diamond Packaged Products Div.	39
Fibreboard Corporation	2
Grandone S.P.A.	19
Hoskins Co.	33
Howes Co.	17
International Multifoods Corp.	40
Jacobs-Winston Laboratories	17
Meldari & Sons, D., Inc.	5
Microdry Corporation	8
National Macaroni Mfgs. Assn.	17
North Dakota Mill	13
Peavey Co. Flour Mills	22-23
Triangle Package Machinery Co.	31

CLASSIFIED ADVERTISING RATES

Want Ads\$1.00 per line
Minimum \$3.00

Display AdvertisingRates on Application

FOR SALE—Hydraulic Tote Bin Dumper, 2,500 lb. capacity, Class 2-GPG explosion proof motor and controls. Excellent condition. Call or write A. G. DeFelice, U.S. Macaroni Co., East 601 Pacific, Spokane, Wash. 99202, (509) 747-2085.

WANTED—Flour bins, capacity between 20-25,000 lbs. with blower. Triangle packaging machine in good working condition. Write P.O. Box 336, Paletine, IL. 60667.

Meeting Schedule

(Continued from page 10)

evening a plant tour of the Prince operation in Warren is scheduled. Similar discussions will take place in the afternoon.

On the following day there will be a tour of Ford facilities and Museum at Greenfield Village—a Bicentennial Special

Summer Convention

The 72nd Annual Meeting is planned for the Broadmoor Hotel, Colorado Springs, June 26 to July 1.

The Washington Meeting in September is being moved to L'Enfant Plaza.

The Winter Meeting, 1977, returns to Boca Raton February 9-13.

ADM Posts Gains

Net earnings of Archer Daniels Midland Co. in the second quarter of the current fiscal year, the three months ended Dec. 31, increased to \$17,039,856, equal to 59¢ a share on the common stock, contrasted with \$9,114,018, or 34¢ a share, in the same period of the previous year.

Per share earnings for the October-December, 1975, quarter were calculated on the basis of 27,816,913 outstanding shares, compared with 28,400,644 a year ago, adjusted for the Tabor & Co. acquisition on a pooling of interest basis and the three-for-two stock split in December, 1975.

For the six months ended Dec. 31, 1975, ADM's net earnings were \$30,822,332, equal to \$1.11 per share on the common stock. This compares with net income of \$15,035,104, or 60¢ a share, in the same 1974 period.

Provision for federal and state income taxes in the first six months of the current fiscal year amounted to \$27,525,000, against \$13,903,215.

Today's H-R-I Market

(Continued from page 18)

Rising costs are beginning to force the same standardization even among higher priced restaurants.

With a new stress on self-service, restaurants are putting out more buffets, more wine by the carafe rather than by the glass, and do-it-yourself appetizer, soup, salad and dessert bars. They are eliminating slow-moving items and simplifying menus. They are also making stronger use of "themes" or decor, trying to achieve the same sense of identity and product differentiation that separates a hamburger restaurant from one that serves just fish and chips.

At the same time, fast-food operators are struggling with their own identities. Increasingly criticized for being too mechanical and impersonal, fast-fooders are adding hostesses, candlelit tables, and a broader menu to suit every taste. In place of the traditional Mom-and-Pop unit, franchisers are also putting more emphasis on organizing true chains operated either by the franchiser himself or by large, multi-unit franchisees.

For public eating places, in fact, rising costs have changed nearly all

the priorities. Within this fast-growing \$36 billion market, some fast-food chains and restaurants still manage to generate after-tax profits of 10% or more. But most operators are now far below that. The biggest cost savings of all are coming from the trend toward chain operations.

Catering to the Community

Hotel chains are beginning to offer buffet, carryout, fast-food and sit-down restaurant services, mainly because they are now competing against neighboring restaurants for local business.

Even the chain restaurants of general-merchandise retailers are jumping on the specialty handwagon. One study shows that food service sections of department stores now yield a heftier dollar volume (\$70 to \$150 per sq. ft.) and return on investment (10% to 30%) than most of the general-merchandise departments.

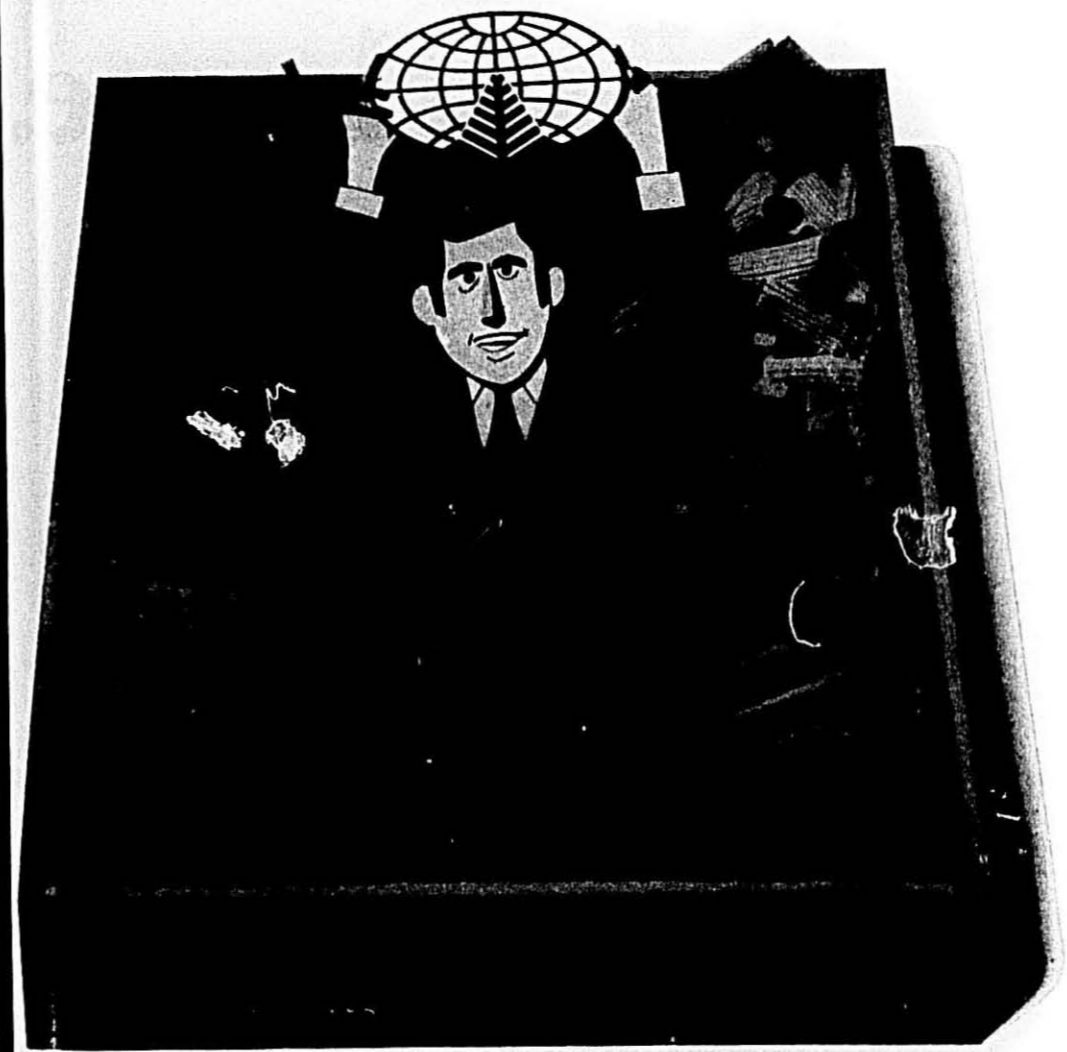
In their own chain operations, fast-food companies are trying to build more efficiency by being choosier in their franchising. Some have stopped granting franchises altogether. They are focusing strictly on company-owned chains. Others are only selling franchises either to existing franchisees or to other well-bankrolled investors who want to build chains. Obviously, the larger and more efficient the chain, the bigger the volume and profit.

A Continuing Momentum

Either way—through company chains or franchise operations—the boom in fast foods seems almost certain to continue. Apart from the opportunities for simply building more units in more markets.

As the fastest-growing segment of food service, the country's 40,081 fast-food operations increased their sales 14.3% last year to \$9.8 billion (which includes both franchised coffee shops and conventional counter-type chains). That compares with a 9% increase in total restaurant revenues. In 1977, the National Restaurant Association is projecting a 17.8% jump in fast food sales to \$11.5 billion.

As the food service industry confronts today's staggering costs of doing business, it has one big thing going for it: a basic shift in American eating habits.



Packaging is more than a Box

When it comes to pasta, the choices are many... macaroni, spaghetti, vermicelli, lasagna, ziti, mafalde — and numerous more. But when it comes to packaging, Diamond International is your logical choice. Diamond packaging

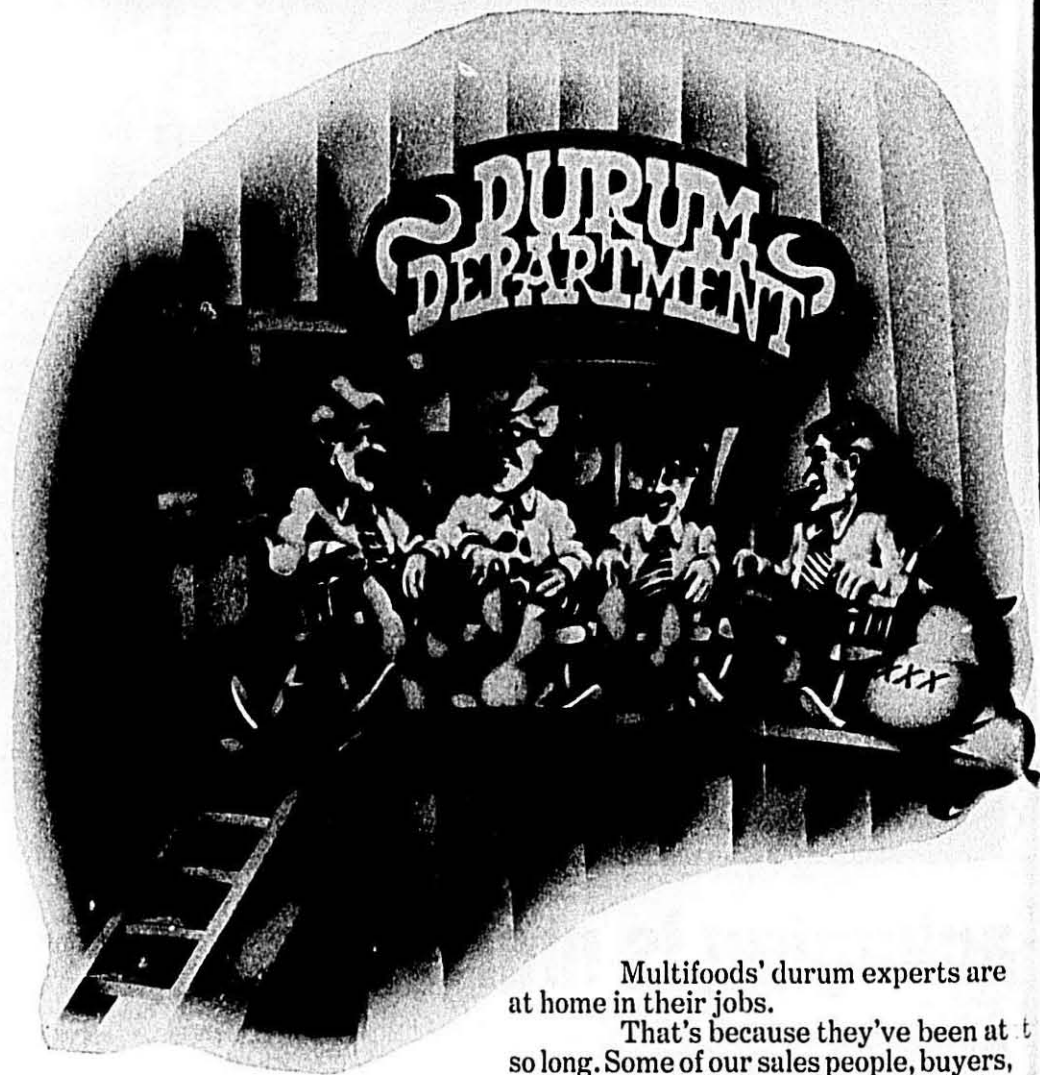
is designed to provide your product with creative folding cartons, plus labels, streamers shelf-talkers and point-of-sale displays... Diamond can be your one-stop, one-source for packaging and merchandising aids.

We're in the middle of it all!



DIAMOND INTERNATIONAL CORPORATION
PACKAGING PRODUCTS DIVISION, 733 THIRD AVENUE, NEW YORK, NEW YORK 10017 AREA CODE: 212 - 897-1700

Old folks at home.



Multifoods' durum experts are at home in their jobs.

That's because they've been at it so long. Some of our sales people, buyers, millers and technical people have made durum their business for 20, 25, even 35 years.

These people are "old folks" in their jobs, even though they're not old in years. They know their business like you know yours.

Their experience makes for fewer defects...in your business and in ours.

Order your durum products from the old folks at home. Call us at 612/340-3583.

"Working with you toward zero defects."

m INTERNATIONAL
MULTIFOODS

Multifoods Building • Minneapolis, Minnesota 55402