

**THE  
MACARONI  
JOURNAL**

**Volume 59  
No. 3**

**July, 1977**



*Macaroni Journal*

JULY, 1977



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### A Meeting With A Purpose

Keep on the go  
 Don't hole  
 Get directions  
 Introduce yourself  
 Make notes



## Barbecue Time Is Anytime

The National Macaroni Institute recently advertised in Supermarket News: "Push Macaroni Salad in Barbecue Menus—74% of all U.S. Households barbecue. Bring a macaroni salad to your barbecue."

### Growth Industry

Charcoal barbecuing is a major U.S. growth industry, says the Charcoal Briquet Institute of Oak Brook, Illinois. There are more than 610,000 charcoal barbecues in 1976 in approximately 51,000,000 households.

A majority of consumers believe charcoal barbecuing is modern, clean, natural, inexpensive, for all seasons, convenient, easy, relaxing, socially proper.

Women, the primary motivators, are usually involved in the decision to barbecue and purchase a high percent of the food and other barbecue product lines.

Barbecuing consumers own an average of approximately 1 1/4 grills per household. Thirty-four percent of the grills have a motorized rotisserie.

Barbecuing is inexpensive. A family of four can barbecue at home for approximately \$3 less than purchasing a similar menu away from home at a fast-food franchise.

About 6,870,000 grills will be sold in 1977, bringing the total grills in service to approximately 64,000,000.

Charcoal sales tonnage has grown at an average rate of 10% annually the past decade, while grocery store tonnage in general averaged 2% growth per year.

The heavy barbecuing group (age 25-44) will grow from 25% of the population in 1975 to 32% in 1990, reaching a total of 77,600,000 people.

The Charcoal Briquet Institute has launched a national publicity-promotional campaign to make barbecuing a year round activity—"Barbecue Time Is Anytime". Merchandising tips and materials are available from their headquarters at 1100 Jorie Boulevard, Oak Brook, Illinois 60521.

### Recipes Available

That macaroni salad you take to the barbecue might be one of the eight from the National Macaroni Institute's folder on "Plan Ahead with Pasta—Spring Salads", available at 5¢ each, f.o.b. Palatine, Illinois 60067.



The barbecuer is Col. E. W. Gorbich

Here are three recipes:

#### Macaroni Vegetable Salad (Makes 12 servings)

- 4 cups elbow macaroni
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 small head cabbage, grated (1 1/2 pounds)
- 1 small onion, minced
- 2 cans (15 1/4 ounces each) red kidney beans, rinsed and drained
- 3 eggs
- 1 cup plus 2 tablespoons sugar
- 1 jar (5 ounces) spicy grown mustard (2/3 cup)
- 3 tablespoons butter or margarine

Gradually add macaroni and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water. Drain again. Combine macaroni, vegetables and beans in large bowl or pot. In small saucepan blend together eggs, sugar and mustard. Cook, stirring constantly, over medium heat until mixture thickens; stir in butter and cool slightly. Add to salad; toss. Add salt to taste. Cover and chill.

#### Spaghetti Cheese Salad (Makes 4 servings)

- 8 ounces of spaghetti, broken into thirds
- 1 Tablespoon salt

- 3 quarts boiling water
- 3/4 cup mayonnaise
- 1 jar (5 ounce) processed cheese and bacon spread
- 3/4 cup chopped celery
- 1/2 cup parsley

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

Beat together mayonnaise and cheese and bacon spread until smooth. Add spaghetti, celery and parsley to mayonnaise mixture. Toss lightly until combined. Cover and chill.

#### Noodle Tuna Salad (Makes 6 servings)

- 8 ounces wide egg noodles (about 4 cups)
- 1 Tablespoon salt
- 3 quarts boiling water
- 1/2 cup lemon juice
- 2 Tablespoons olive or salad oil
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1 cup sliced celery
- 1/4 cup sliced pimiento-stuffed olives
- 2 cans (6 1/2 to 7 ounce each) tuna, chilled, drained and flaked
- 3/4 cup chilled mayonnaise

Gradually add noodles and 1 Tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Rinse with cold water; drain again.

Mix together lemon juice, oil, 1/2 teaspoon salt and pepper; toss with noodles, celery and olives. Cover and chill. Just before serving, add tuna and mayonnaise to noodle mixture. Toss lightly.

### Cover Photo

A summer treat. This top-of-the-stove noodle dish with diced meat and asparagus spears makes a tasty meal served with crisp salad and watermelon for dessert.

—A National Macaroni Institute Photo

### Push Pasta

... and Profit, the National Macaroni Institute tells grocers in Supermarket News. 98¢ worth of spaghetti sells \$9.78 in related items.

## N.M.I. Public Relations Program

by Elinor Ehrman, Theodore R. Sills, at the Winter Meeting

Our 1977 theme of Score High with Pasta accomplished print results for pasta products which even exceeded those of 1975, our banner year. By working closely on a one-to-one basis with top magazine food editors, we produced a total of forty-one full feature articles in major magazines of various categories, including a dozen cover stories.

### Major Magazines

Miss Ehrman then referred to a series of seven panel boards on which were mounted clippings.

The first board shows our feature results in eight issues of the "big three"—Good Housekeeping, Ladies Home Journal and McCall's. Six of these articles were "cover stories", and the value of the space in these women's books alone is equivalent to more than half-a-million advertising dollars.

The second board records our exposure in the "shelter and fashion magazines"—where we garnered three cover stories including the April Mademoiselle story which carried the copyline "Spaghetti is better endurance food than steak" which sparked our 1977 campaign theme Score High with Pasta" geared to sports activities.

Board number three shows our feature results in Special Interest Magazines, and leads off with the October issue of Weight Watchers where our cover girl is pictured eating spaghetti and the story carries recipes for Florentine dishes with the minimum fat. The Workbasket, Family Health and Ladies Circle carried pasta features to specific audiences.

The fourth board shows our results in the "fresh books"—romance magazines. You are sure you are all familiar with the Cosmopolitan "cover story"—The Passion which ran in September.

Board number five shows our results in the straight "youth and young marrieds" books—including the "Food for Fitness" cover feature in April 17 and the centerspread color story on "The Oriental Noodle" in October's Redbook.

The sixth board for 1976 includes more specialized women's features, in-



Elinor Ehrman

cluding special cookbook magazines editions of Redbook, Woman's Day and Family Circle, Carte Blanche and magazines of the airlines and the military.

And already for 1977, we started off the new year with seven full-features with six cover stories, including one in each of the big three magazines of McCall's, Good Housekeeping and Ladies Home Journal. Most spectacular is January Harper's Bazaar's "Spaghetti Diet" story which gave Edward Giobbi's menus and recipes on over three pages.

And so you have just seen the \$1,000,000 plus program in 1976 magazine features alone. Let's look at some other highlights (and slides were shown for the following.)

### Family Reunion

The tenth Annual Family Reunion at Tiro a Segno was one of our best. The food and service were equally superb, and our press turnout was very gratifying. Key placements made at the luncheon were two of those which have already appeared in 1977—the January issue of Exciting Confessions; and the Harper's Bazaar print story on the Spaghetti Diet. Coming up for 1977 will be one of our major placements of the decade—an article with Family Health with the working title of "From Soup to Nuts with Pasta" will be a definitive statement on the nutrition of pasta in the most prestigious book in the health category. A double-page color spread will be followed by 25 recipes, all of which will have the approval of noted nutritionist Dr. Jean Mayer.

Newspaper editors attending the Reunion gave us good feature coverage in the New Daily News and the Jersey Journal. Each quoted our anticipated consumption figures of a total of 2,000,000,000 pounds.

### Sore High

Our 1977 theme of Score High with Pasta was officially launched at the luncheon, when we incorporated into the press kit the carbohydrate-energy story as applied to sports activities. "Active sports call for energy, and macaroni, spaghetti and egg noodles are an excellent carbohydrate source to satisfy energy needs."

Examples of what to anticipate throughout 1977 are these results which include "There's another important pasta point sportsmen should remember. The carbohydrate content supplies needed energy."

And in our National Macaroni Week releases: "The carbohydrate content gives us energy, a very important consideration in today's active lifestyle."

We are planning periodical releases featuring spaghetti at training tables and the like and we have mocked up a couple of situations to dramatize this theme—for track—football and basketball.

Macaroni and cheese casseroles all tied into the Back-to-Basics theme. 113 telecasters requested the kit, including major cities such as Phoenix, Washington, D.C., Jacksonville, Atlanta, Indianapolis, Minneapolis, Buffalo, Rochester, Cincinnati, Columbus, Portland, Memphis, Fort Worth, Milwaukee.

To update our Youth Program results, we have distributed 400 portfolios to State leaders of 4-H programs nationwide who have requested 15,150 Primers for use by 4-H Club Members. Representative schools include Michigan State University, University of Delaware, University of Colorado, University of Massachusetts, University of Kentucky, University of Nevada, University of Minnesota, University of Florida, Oregon State University, University of California. This is an on-going program which we will continue to promote throughout 1977.

(Continued on page 6)



## N.M.I. Program

(Continued from page 5)

And once again, we have newspaper clippings from 157 placements with newspaper syndicates, 18 exclusive releases to major market dailies, and 160 tearsheets with color. They are separated into four regions on the tables by the wall.

### Trade Press

In the trade press area we have already inserted six ads, one per month, in issues of Supermarket News, beginning with the National Macaroni Week ad which ran September 6:

September 27—"Push Pasta and Cheese in November".

October 18—"Holidays are Pasta Days".

November 8—"January is Push Pasta for Budget Meals Month".

December 6—"Push Pasta and Seafood in February".

January 10—"Push Pasta and Tuna in March".

February 7—"Push Pasta and Spaghetti Sauce in April".

### Food Service Program

As you know, we are now embarked on a Foodservice Program for the macaroni industry, as of December 1. As a result of the 1976 summer meeting, we researched our files as well as the placement possibilities. Since Jo David, our Foodservice Manager, is a contributing editor of Club & Foodservice Magazine, we were able to arrange an article with a consumer photograph for the September issue.

Our first placement in the new program is a three-page "Oodles of Noodles" appearing in the February issue of School Foodservice Journal which reaches operators serving 45,000,000 meals per day. You will note "Domestic pasta or macaroni products are made with durum and/or other high quality wheat. Durum wheat yields a particularly glutenous flour that give the noodles its firm texture and excellent cooking qualities." This story, translated into advertising space rates, is worth more than one quarter of the year's program.

One of the most exciting efforts this year will be in the school lunch area, where we have been given the assignment by the editor of pulling together the recipes and photographs for School Lunch Week to be celebrated the week of October 10. We were in-

strumental, in our editorial conferences, in planning the final menu which will feature lasagne, together with a molded green salad, garlic bread and a fruit dessert. The full menu will appear in color in a Summer issue, and at the same time we will make available promotional pieces which will be funded by two or more cooperative companies. Some statistics for you: there are 18,000 school districts and 88,000 individual serving outlets, 20,500,000 meals per day are served which translates to a total of 4,660,000,000 lunches per year.

"Macaroni Pickle-Bean Soup" is a new photograph which was taken specifically for Hospitality Magazine, and will appear in its February issue—out the 15th of the month. Hospitality goes to operators serving 27,591,000 meals per day.

### Spaghetti Safari II

Judi Adams will report on our plans for Spaghetti Safari II and details will be finalized by time of the summer meeting. We look forward to working with the durum growers, the millers and our own macaroni manufacturers to make Safari II equal to the success of Safari I which we made in 1969.

And so we launch another year of pasta promotion with the objective of keeping macaroni products up front in sales in consumer outlets and in hotels-restaurants and institutions.

### Canadian Pasta Promotion

Since the beginning of the year a number of national radio interviews have been undertaken by members and staff in conjunction with the release of the booklet—"Pasta: Plain and Fancy". The previous and first publication, "Pasta Fun" is now out of print. "Pasta: Plain and Fancy" is enjoying a successful distribution and is available free, in a choice of English or French. The booklet contains cooking, buying and nutrition information as well as recipes together with a planned and balanced menu for each.

### Distribution thru Home Economists

Contact has been made with the provincial home economists and the area field workers who distribute supplies of CPMA material and discuss pasta's relationship in the food family. Articles have been prepared for

the Junior Farmer and 4-H magazine which is distributed throughout Ontario; and contact has been made with the leaders of these rural groups. Exclusive material is being developed for leaders and editors of farm organizations in all other provinces.

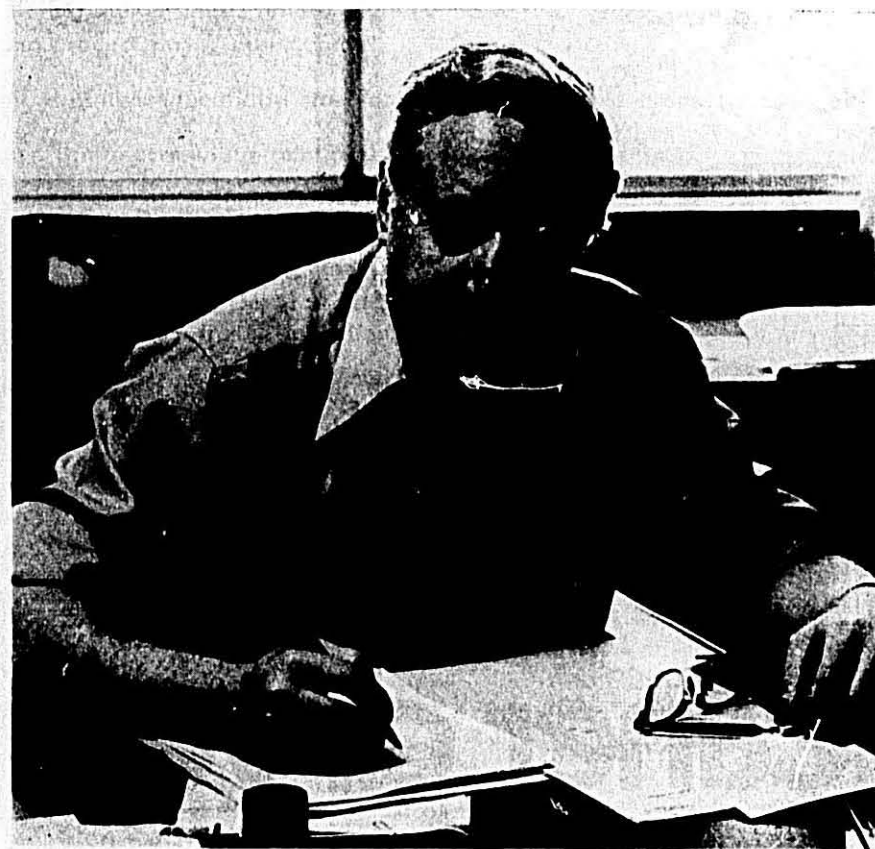
### Revised Food Guide

Canada Department of Health and Welfare revised Canada's Food Guide in May and in the bread and cereal group (3-5 servings per day recommended), pasta is now listed and illustrated. Since the beginning of the year the following releases have been issued: Hearty Suppers; Soup Time; Leftover Sorcery; Weight Control—Use the Noodle; On Top of Pasta; Salad Time and Pasta Pointers—a series of information fillers.

This publicity continues to find favorable media and has, since the beginning of the year, had free editorial space in the leading daily newspapers and magazines. Among those who have used material, often with a photograph or with repro artwork from our publications are:

Country Life, Manitoba  
Kingston Whig-Standard, Ontario  
London Free Press, Ontario  
Evening Telegram, St. John's, Newfoundland  
The Herald Tribune, Calgary, Alberta  
The Calgary Herald, Calgary, Alberta  
Le Courrier, Quebec  
Regina Leader-Post, Saskatchewan  
The Daily Gleaner, Fredericton, New Brunswick  
The Advertiser, New Toronto, Ontario  
The News Advertiser, British Columbia  
The Vancouver Sun, British Columbia  
The Windsor Star, Windsor, Ontario  
l'Eclair-Progess, Quebec  
Co-operative Consumer, Saskatchewan  
The Mail-Star, Halifax, Nova Scotia  
The Victoria Times, British Columbia

The list is by no means complete, and many of the above mentioned papers have given over their food columns several times during this period. An estimate of the total inches received is 4,000.



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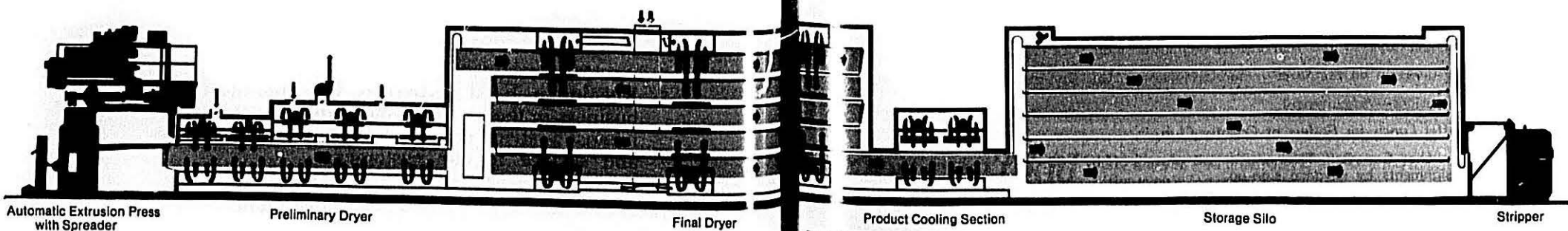
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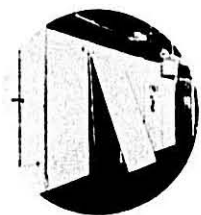
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## CONVENTION PROGRAM

73rd ANNUAL MEETING  
National Macaroni Manufacturers Association  
Hershey Motor Lodge & Convention Center  
Hershey, Pennsylvania 17033

- SUNDAY, JULY 10, 1977**—2:00 p.m. Executive Committee holds joint meeting with Membership Committee.
- 6:30 p.m. Bus will leave every 15 minutes to the Country Club for Welcoming Reception and Cocktail Party with Buffet Supper. Sign up for transportation (if needed) when you pick up your registration badge and program.
- MONDAY, JULY 11, 1977**—8:00 a.m. Continental Breakfast in the Aztec Room, National Macaroni Institute Committee in Suite B.
- 8:30 a.m. Greetings from President Lawrence D. Williams, appointment of Convention Committees.
- 8:45 a.m. **A Look at the Food Field**—Joseph P. Viviano, moderator;  
Jim Sumas, Owner of Village Super Market, Inc., Springfield, New Jersey;  
Ed Porter, V.P. Giant Eagle Markets, Inc. Pittsburgh;  
Fred Fishman, President, ARA, Philadelphia.  
Dan Smith, V.P. Frankford-Quaker Grocery Co., Philadelphia, PA.
- 10:00 a.m. Ladies Golf Tournament at Hershey Hotel. Sign up by Sunday.
- 12:45 p.m. We have ten to twelve tee-off times at the Country Club. Sign up—first come first served.
- 7:00 p.m. Suppliers' Social in the Aztec Room.
- 8:00 p.m. Pasta Party in the Nigerian Room.
- TUESDAY, JULY 12, 1977**—8:00 a.m. Continental Breakfast in the Aztec Room.
- 8:30 a.m. Report of the Nominations Committee.  
Report of the Audit Committee.  
Report of the Energy Committee.
- 9:00 a.m. **Our Concerns in Washington**—Dr. Ogden C. Johnson, Vice President of Scientific Affairs, Hershey Foods Corporation.
- 9:45 a.m. **Our Concerns in the Marketplace**—Elinor Ehrman, Vice President, Theodore R. Sills, Inc.
- 10:30 a.m. **Our Concerns on the Farm**—Harold Hofstrand, U.S. Durum Growers Association.
- 11:15 a.m. Discussions—Adjournment.
- 12:00 noon Buffet Lunch for Golfers at Country Club
- 12:45 p.m. Semi-Shot Gun Golf Tournament—all players off by 1:30.  
Assignments by advance sign-up.
- 12:30 p.m. Ladies' Luncheon and Style Show directed by Paulette Viviano.
- 7:00 p.m. Suppliers' Social at the Pool. No plans for dinner.
- WEDNESDAY, JULY 13, 1977**—8:00 a.m. Continental Breakfast in the Aztec Room.
- 8:30 a.m. Dr. J. Ray Watson, Assistant Dean and Director of Executive Programs, College of Business Administration, Penn State University, will discuss "Time Management—strategies and tools for leveraging time, controlling time and increasing "return on time invested".
- 10:30 a.m. Dr. David H. McKinley, Associate Dean Emeritus and Professor Emeritus of Banking, College of Business Administration, Penn State University, will discuss "The Business Climate"—trends affecting the business community and the macaroni business in particular.
- 12:30 p.m. Adjournment

(Continued on page 11)

THE MACARONI JOURNAL



Experts don't kid around when it comes to digging into good tasting, nutritious pasta dishes.

**You can't kid  
a real  
spaghetti  
expert.**

Sure, it has to look good, and of course it has to taste delicious.

But even a 7-year-old "expert" probably doesn't know how pasta gets to tasting so good. That's why it's good to have Amber Milling around. Our milling and quality control experts make sure your pasta operations have a reliable source of semolina and durum flours milled from the choicest durum wheats...Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent Flour.

Amber also makes it easier to control your production schedule by meeting your specs and making shipments when promised.

When it comes to eating pasta, everybody's an "expert." When it comes to making good pasta products, you're the expert; and when it comes to making good semolina and durum flours, Amber's an expert. Call Amber, now!



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(Continued from page 10)

### CONVENTION PROGRAM—WEDNESDAY, JULY 13

- 1:00 p.m. Tennis Mixer following buffet lunch at the Indoor Tennis Complex—seats for spectators. Players sign up in advance. Lady golfers are invited to play at Hotel Hershey. Gentlemen are requested to play at the Parkview public course. See Golf Chairman Charles Niskey. Special discount tickets available for Hersheypark.
- 6:30 p.m. Directors' Organizational Meeting in the Aztec Room.
- 7:00 p.m. Suppliers' Social in the Aztec Room.
- 8:00 p.m. Dinner Dance in the Nigerian Room. Salute to Past Presidents.

### THURSDAY, JULY 14, 1977

- 9:00 a.m. Board of Directors Meeting Suite A, Convention Center.



**J. Ray Watson**

J. Ray Watson, Ph.D., is Director of Executive Programs, Associate Professor of Business Administration, and Assistant Dean, College of Business Administration, The Pennsylvania State University.

Dr. Watson received his Doctor of Philosophy degree from the College of Communications, University of Illinois in 1971. He combines over twenty years of executive experience in industry with current research and teaching in Executive Education Programs. He originated the Research and Development Department of Hallmark Cards, Inc. in 1946 and served as Director of Research, 1946-1969. He was responsible for corporate planning, market development, and new product development. He also served as Director of Marketing, Henri Fayette, Inc., Chicago (a subsidiary of Hallmark Cards, Inc.) managing a sales force of 1,800. He has developed education programs in

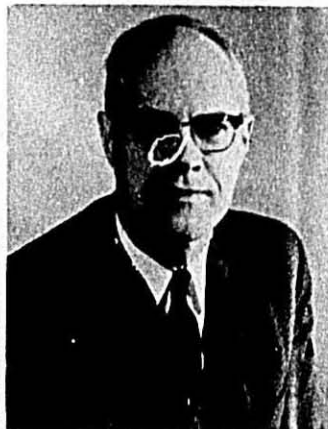
communications for artists, salesmen, and corporate executives.

He is an active consultant to industry, including American Telephone and Telegraph, Arabian American Oil Company, Saudi Arabia, AMSTAR Corporation, American Society of Medical Technology, and College of Medicine, University of Illinois.

David H. McKinley was Associate Dean and Professor of Banking at The Pennsylvania State University and has had a varied background of work in law, banking, and teaching. He retired from Penn State on July 1, 1972.

Dean McKinley, who received his bachelor's and master's degree from The Pennsylvania State University, was a graduate assistant at the University from 1927 to 1929. Three years later he received his law degree from Western Reserve University and opened a law office in downtown Cleveland. During the next ten years, his practice of the law centered around probate, tax, and banking cases. In the period from 1938 to 1942, he also worked with Cleveland Trust Company as research analyst and statistician, with Colonel Leonard Ayres of business cycle fame his principal advisor.

From 1942 to 1946, he served with the U.S. Army Air Corps, rising from the rank of first lieutenant to that of lieutenant colonel at his principal point of assignment, the United States Military Academy at West Point. He had one temporary assignment overseas in 1945 when he was loaned by the AAF to the British Air Ministry

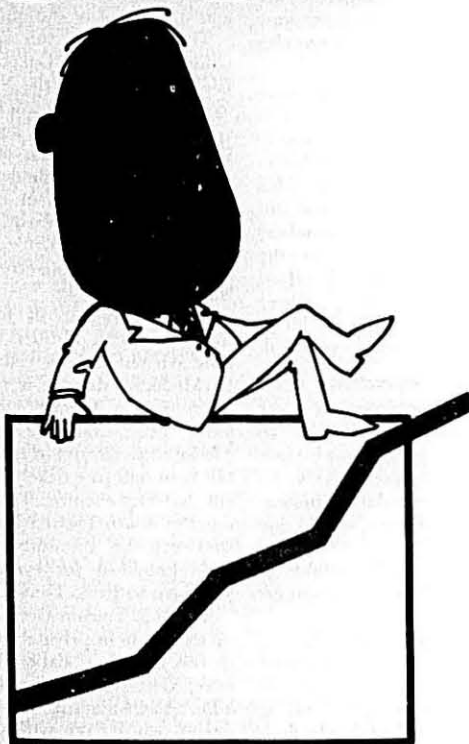


**David H. McKinley**

for the study of the administrative structure of the German Air Force.

In 1946, he returned to Penn State as Assistant Professor of Economics. In 1949 and to full Professor in 1955, he became the first Assistant Dean of the College of Business Administration when it was organized in 1953. Later, in 1957, he became the Associate Dean. He is a member of the Economists' National Committee on Monetary Policy, the National Aids Committee, the American Economic Association, the American Finance Association, the Air Force Association, and various other professional groups. He is co-author of *The Federal Reserve System* (1960) and *Your Bank* (1960); also *Forecasting Business Conditions* (1965). His annual assignments include a week of lectures at the Banking School of the South, and at the School of Consumer Banking.

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## REPORT FROM THE NORTH DAKOTA WHEAT COMMISSION

by Judi Adams, Nutritionist

I've wanted to come to your winter meeting for four years now and I didn't even know what I was missing then. Now I'll want to come back even more in the future! It's been very interesting, educational and fun. I thank you for inviting me.

I'd like to introduce to you two of my bosses—Andy Headland and Ludger Kadlec, Commissioners for the North Dakota State Wheat Commission. They are both good wheat farmers and I'm sure they can answer some questions for you.

Being the nutritionist for the North Dakota State Wheat Commission has many rewarding aspects and my association with the macaroni manufacturers is definitely one.

### Nutritionists' Challenge

Nutritionists seem to think that they have a charge to try and influence the nutritional habits of all people. I don't think this charge comes from God but you can't be sure. It seems that most of the people that I work with fall into one of four categories: (1) The informed, open-minded consumer who reads a lot and makes wise decisions about his nutritional habits. (2) The group of people that I call the "Cassandras"—the doomsday people. Often, followers of Adele Davis fit into this category. They seem to think that everything that tastes, looks or feels good will cause cancer, hypoglycemia or hemorrhoids. It's very easy to recognize these people: they, like politicians, have a well developed sense of selective amnesia supported by ambiguous statements. (3) The "PolyAnnas"—"they" will find solutions to all ills of the world. "They" will find more food for our ever expanding population and "they" will find more energy for an ever expanding population and energy demands. Anytime I am talking to a "PolyAnna" I can almost hear the bugle and see the cloud of dust of the calvary riding up. (Unfortunately, there are no more calvary.) (4) The "Hedonist"—"eat drink and be merry for tomorrow we may die." "After all, you've got to die someday" so they don't really care what they eat, drink or smoke. What difference does it make if you die of lung cancer, cirrhosis of the liver or a heart attack? These are the same



Judi Adams

people that when they are 80 years old will wish that they had believed that adults really do need two glasses of milk a day. I understand that readers of "Playboy" magazine are classified in this category. I presume then that most of us in this room also fit into that category.

It's these kinds of people that make my job very interesting. My job is basically two-fold—nutrition education and wheat promotion, which fortunately are very compatible. This area is primarily my responsibility but I get lots of help from other members of our staff, the Commissioners, the U.S. Durum Growers and the Hard Red Spring Wheat Growers. These people are always available for ideas, help and very importantly—approval.

### Industry Cooperation

You realize that we grow a great deal of hard red spring wheat in North Dakota also so we must budget our time and money accordingly. So how do we spend our durum promotion budget? I'd like to divide my presentation into two parts: (1) Industry Cooperation (2) Highlights of the North Dakota Wheat Commission promotion.

Bob Howard just reported to you on our Hotel-Restaurant-Institutional Program for which Ted Sills, Inc. is our agent. I have seen Jo David at work and I think she is going to do a fine job for durum promotion.

The National Macaroni Institute, the Durum Wheat Institute and the North Dakota Wheat Commission cooperate jointly on film distribution for two films, "Durum-Standard of Quality" and "Macaroni, Nutrition and

Numbers". We spend over \$100,000 a year on distribution which is spread three ways. We have been pleased with the use and acceptance of both of these films. If you would like more information on how the films are used, specific dates, let me know and I'll be sure to get them for you.

### Spaghetti Safari II

You have also heard reference to the "Spaghetti Safari II" that we are proposing for this year. Many of you probably remember the Spaghetti Safari that was held in 1969 for which we received millions of dollars worth of free publicity. We are proposing another Spaghetti Safari from August 23rd through the 26th (contingent on NMI approval).

The Spaghetti Safari will bring 20 national food editors to North Dakota and Minnesota to see the breeding, harvesting, milling, selling and processing of durum.

The sponsors of this safari will include the North Dakota Mill Elevator, the NMI, the North Dakota Wheat Commission and as part sponsor, the Business and Industrial Development Division of the North Dakota state government. We have also received offers of contribution from various sources which I will outline.

The proposed itinerary is basically this:

The editors will fly to Minneapolis by commercial airlines and at that time we will take a chartered plane to Medora. Medora is an old town with a fantastic musical. The Gold Seal Company which owns Medora has offered to sponsor a cocktail hour and free tickets for the musical that first evening. The next morning the North Dakota Beef Commission will be sponsoring a western style breakfast for everyone before we leave to fly to Devils Lake.

The U.S. Durum Growers will pick up everyone in private cars and drive us to Langdon Experiment Station where Dr. Jim Quick will talk to us about the breeding and growing of durum wheat. We will also be visiting individual farms in that area to see the wheat harvest in process. We will be treated to a picnic lunch by the durum growers. From there we will go to Grand Forks, North Dakota and have dinner with Governor Link.

We will begin the next day by touring the State Mill and Elevator to see the milling of durum wheat and then drive to Fargo to hear about the quality control aspects from Dr. Brendon Donnelly at North Dakota State University. The North Dakota Cowboys will be hosting us to a cocktail hour before lunch at the NDSU campus.

From Fargo we will fly to Minneapolis where we will be treated to a social hour and dinner by the Durum Wheat Mills at the Minneapolis Club.

We will begin the final day of the safari by touring the Minneapolis Grain Exchange and Creamettes Macaroni Company. Creamettes has offered to host a lunch for the group before they return home by commercial airplane.

If you have any suggestions, comments or ideas for the Spaghetti Safari please let us know. Eleanor Ehrman will be coordinating all of the activities outside of North Dakota and I will be coordinating the in-state activities with approval from the State Mill, Durum Millers and the Business and Industrial Development Department.

### AMA Clinical Convention

The National Macaroni Institute and the Durum Wheat Institute cooperated with us very recently with an exhibit at the American Medical Association (AMA) clinical convention in Philadelphia. This exhibit was initiated by the Wheat Foods Council, representatives of non-profit wheat organizations, because we feel there is a finite lack of nutrition knowledge among doctors. Unfortunately, this stems from the lack of nutrition education in medical schools. I would like to quote to you information from the American Dietetic Association Journal of June, 1976. This article was written by Reva T. Frankle, a doctor candidate. She says, "there exists inadequate recognition, inadequate support, and inadequate attention to the subject of nutrition in most medical schools. Although progress has occurred in some schools, the teaching of nutrition has not generally been integrated into the curriculum of the medical school."

Lay people often turn to doctors for nutrition advice and unfortunately they often hear that they should "cut out bread, potatoes and pasta" when

trying to lose weight. The Wheat Foods Council felt that an exhibit at their convention might dispell some of these unwise theories.

The Wheat Foods Council asked support from many segments of the wheat industry and we only received cooperation from the durum millers and the National Macaroni Institute. Also the Kansas Wheat Commission and the North Dakota Wheat Commission were the only two non-profit associations that provided help for this convention. We would like to thank you for your support.

We heard unbelievable questions and statements about white flour products, the use of vitamin pills, weight reduction diets and a great deal of concern about fiber. We felt that the exhibit was very worthwhile but in the future would like to recommend that we exhibit at the entire AMA convention instead of the clinical one. The booth costs would be very similar but we would be reaching about 12,000 people instead of 3,500.

### "Nutritional Values"

At this convention we handed out the NMI's "Nutritional Value of Macaroni Products", Kansas Wheat Commission calorie point diet and behavior modification and our sodium controlled diet booklet. Again I would like to thank you for support of this convention.

Speaking of exhibits—this leads into a discussion of one of our major durum promotion projects—exhibiting at national home economics and food related conventions. The North Dakota Wheat Commission exhibits at 6 national conventions including the AMA. We feel that this is the best way to reach the most people with the least money. At these conventions we reached the professionals with our materials and they in turn multiply our efforts and reach thousands of lay people. The American Home Economics Association is probably our largest convention with about 8,000 professional home economists; the American School Food Service Association has a normal attendance of 6-8,000 people; the National Association of Extension Home Economists has only about 2,000 people, however, as you know, extension home economists have contact with numerous lay people; Society for Nutrition Education has only about 1,500

in attendance at their meetings and we have decided to drop exhibiting at this convention because of that; American Dietetics Association has about 6-7,000 in attendance and this is one of our best conventions.

I'd like to very quickly highlight some of our activities with slides:

The exhibit at our national conventions has a macaroni display case which contains about 54 varieties of macaroni products. We also hand out many nutrition materials and wheat promotion materials. A scrapbook on the back table has copies of all of our handouts if you would like to look at them closer. I will gladly send any of these items to you.

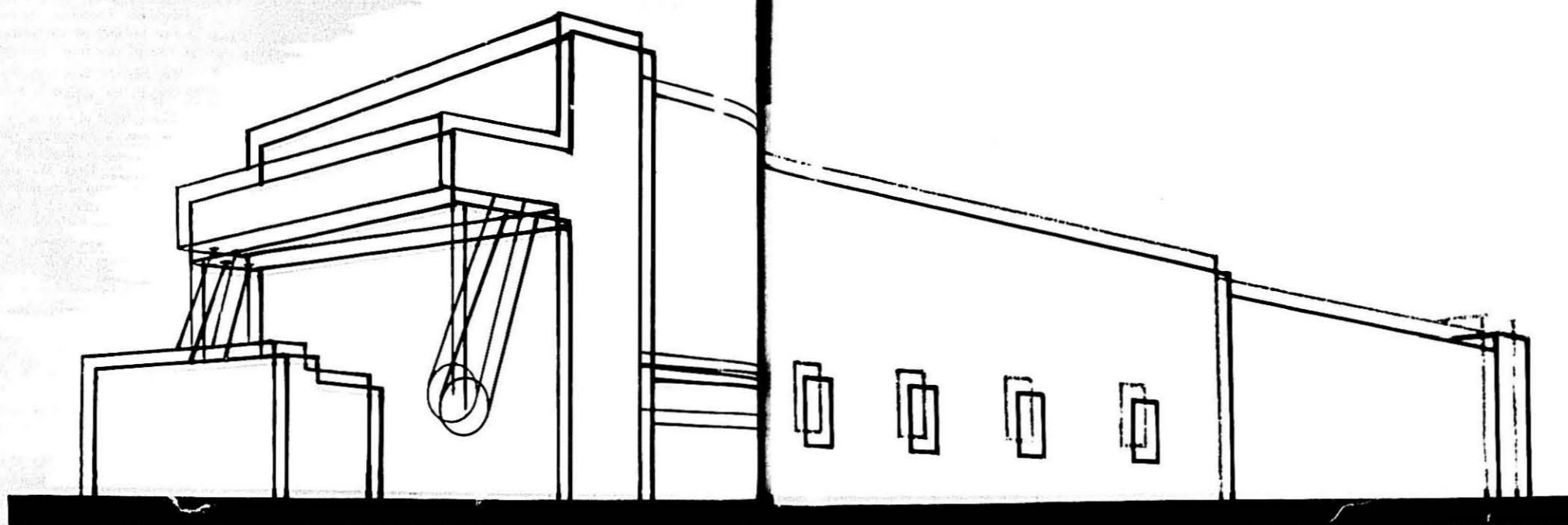
### Demonstrations

I also do quantity durum cooking demonstrations for State School Food Service Conventions to show them how to make pasta palatable and delicious for school lunch menus. Whenever I do an out-of-state program it is at the expense of that particular association because the Wheat Commission budget does not allow for this extra expense.

We do a lot of back sell to the North Dakota wheat farmers with production information, recipes, etc. at booths at state fairs and crop shows. This slide shows you what our in-state booth looks like with close ups of our durum poster and our bread poster. You will notice that even on the bread poster we do have several varieties of macaroni. The bread poster says "To insure adequate "B" vitamin and iron intake, include wheat products in your diet daily." The durum poster says "For better nutrition, variety and sensational flavor, choose pasta made from 100% durum wheat semolina." These posters are available in quantity.

I also do numerous demonstrations and speaking engagements for county or district fairs, crop shows, state conventions, etc. I emphasize the importance of proper cooking of durum and also point out the nutritional labeling on the package and promote the nutritional value of pasta products. Fortunately, I have a kitchen in our new office building which enables me to do recipe testing and preparation for my demonstration and for television shows.

(Continued on page 18)



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## N.D. Wheat Commission

(Continued from page 15)

I do about 4-5 television shows per year in the state of North Dakota on durum. I try to do one in July which is "wheat month" and of course during "National Macaroni Week". I also like to promote durum during "Bake and Take Day". For all of you who don't know what Bake and Take Day—it's always celebrated the fourth Saturday in March and people or organizations bake items and take them to a friend, a shut-in, an elderly person or an institution. It's sort of a sharing and caring day. This slide shows you Future Homemakers of America in Jamestown preparing for "Bake and Take" Manicotti.

The North Dakota Wheat Commission also does film distribution through the North Dakota State University Film Library in Fargo. We pay for the handling and postage of "Durum Standard of Quality", "Macaroni Nutrition and Numbers", "Macaroni Menu Magic", and a new film for children called "Wandering Waldo".

"Horizons" magazine is to North Dakota what "Arizona Highways" is to Arizona. Very frequently we provide a full color picture for the inside back cover with a recipe. This picture used to cost us \$500 but now we are getting the space free. "Durum Kernels" a publication of the U.S. Durum Growers, is published 4 times a year and the inside back page is devoted to durum promotion and recipes which I write. Other members of our staff are also frequent contributors to "Durum Kernels".

### Restaurant Contest

This will be the second year that we have sponsored a restaurant contest in North Dakota. Individuals or organizations nominate the restaurant they believe serve the best pasta product and also the best bread product. As you are aware, restaurants often serve overcooked and bland tasting pasta products. In North Dakota where we are primarily Norwegian and German, we have even less desirable pasta served. We hope that this will improve the quality of macaroni products on restaurant menus.

We also promote durum by helping judge contests, fairs, provide premiums for durum products and durum exhibits, etc.

Every summer we take outstanding 4-H members on a "Food Awareness

Tour" to Minneapolis. We hope to acquaint the 4-Hers with the "behind the scenes" of the food industry. The Grain Exchange is always a highlight of the tour and so is Creamette Macaroni plant. The 4-H members are amazed to see the macaroni production.

This highlights some of our activities that we do for durum promotion. If you have any questions, I will be glad to try and answer them and I thank you again for inviting me to this convention.

## Ramen Noodle Production Expands

A Californian operation that can turn out 15,000 cups of Maruchan noodle soup an hour each weighing 2.5 dry ounces, has begun processing chicken, beef and pork flavored soup cups for the U.S. market.

Located in Irvine, California (1902 Deere Avenue), the plant can simultaneously process 15,000 three-ounce packages of ramen supreme noodles in dry brick form each hour.

Maruchan, Inc., is a division of Toyo Suisan Kaisha, Ltd., one of Japan's major producers of frozen fish products, meat and poultry, frozen foods, instant noodle soup products, food flavorings and canned foods. Toyo Foods did in excess of \$185,000,000 in sales last year.

### Special Equipment

The special equipment on each of the two 360-foot long processing lines was built by Ohtake Menki Co., Ltd. In an exclusive process on the soup cup line, the machine automatically fries the noodles mass in cup shape and later deposits the mass in individual cups, along with dry vegetables, shrimp, eggs and soup powder. When the housewife reconstitutes the soup with steaming hot water, she has a full lunch snack in an insulated container.

"This is the only machine of its kind in the world," says national sales manager Tony Trombino. "It will enable us to produce enough product to meet the current national demand. But even with this production capability, it appears we will have to expand our facilities in the near future."

The equipment is automated so human hands never touch the flour or dough. The flour is mixed with water and seasonings, dried, cut and fried

as it speeds along enclosed conveyors, cut to shape in brick form, cup-filled, and finally shrink-wrapped or packaged.

The entire processing operation is carried out under the most strict quality control standards. All food materials received at the plant must meet rigid specifications.

### \$3,000,000 Plant

The 45,000-square-foot facility cost more than \$3,000,000 to build. Fred H. L. Huang, vice president and general manager of Maruchan, said that employees are used primarily to monitor and inspect various stages of production, since human beings don't actually handle the food.

Maruchan is producing chicken, pork and beef-flavored ramen supreme noodles and soup'n noodles in a cup at the Irvine plant. Wonton Soups in pork and vegetable flavorings are imported.

## Curled Noodles

Curled noodles (Boucler noodles) look like home-made noodles, and are much in demand in Germany and France. Pasta goods manufacturers in these countries often require equipment to manufacture them.

To produce these curled noodles, a special machine made by Buhler-Miag was added to a system used by the "3-Glocken" firm in Germany. This machine has increased production and can work in line with the shaking predryer or as an individual unit, if only curled noodles are to be produced.

The key components of the machine are heated, stainless steel drums. The noodles are curled in curling conveying baffles as the drums rotate, and then proceed to a Buhler belt dryer. The press head ventilator helps to convey the cut noodle, and slightly dries the noodle surface.

## Progresso Sauces

Progresso Foods, Rochelle Park, N.J., is introducing Italian style and California style cooking sauces in New York with saturation television supported by couponed newspaper ads. The new products will eventually be sent to all Progresso market areas this year.

Bring a macaroni salad to your barbecue.

THE MACARONI JOURNAL

# WHY YOU MUST PUT YOUR BEST FACE FORWARD

These are basic facts of selling in today's market:

1. Shoppers have a food budget. It may be rigid—it may be flexible but, by-and-large, food purchases are contained within decided amounts.
2. Aside from predetermined items on a list, the vast majority of purchases are made on impulse. If a shopper buys Item A, Item B is out for that trip.
3. Packages designed to catch the eye and Sell have a far greater appeal and are selected more frequently than out-moded "winners". But styles change, competition comes from even dissimilar products. Some dominant appeals of yesteryear are "old hat" today.

While the Rossotti Method is distinctive—we and several other producers can print excellent cartons and labels. But **designing** selling packages that are individually yours is a unique talent. Rossotti has created and produced resultful packages for a great many of the leading organizations throughout the country. IN ADDITION we offer a marketing service that is uncopied to date. Under the guidance of our Marketing Director, who has attained a background of international accomplishments . . . we will analyze your products as related to your market and make specific recommendations that promise greater profits from your sales.

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## A Customer's View of Quality Control

by Dr. Arthur C. Peterson, Director, Inspection Services  
Campbell Soup Company, Camden, New Jersey  
at the plant Operations Seminar



Dr. Arthur C. Peterson

I welcome this opportunity to speak to you because quality pasta products are important to Campbell Soup Company. We use pasta products in many of our products and obtain them from a variety of sources. Quality in pasta products covers a wide range of considerations from proper physical characteristics of size, shape, flavor, aroma, to proper processing characteristics, to microbial content and freedom from foreign material contamination of which more will be said subsequently. We view quality in a larger sense rather than limiting it to the final product. At Campbell Soup Company, our controls start out with the environment and continue through all phases of harvesting, transportation, storage, manufacture and end up with the consumer. We believe that quality cannot be put into the final product, it must be built in from the beginning.

### Supplier Evaluation

Our Company evaluates ingredient suppliers to help determine their ability to routinely supply ingredient materials which meet our quality specifications and which comply with all regulatory requirements. Let me briefly review our approach to vendor selection and approval. The decision to approve a vendor as a quality supplier of ingredient materials is based on the following criteria:

- a. Product Evaluation (in our laboratories)
- b. Vendor Plant Inspection

- c. Appraisal of Adequacy of Vendor Quality Assurance Program
- d. Incoming Material Inspection and Testing of Supplied Material
- e. Continued Adherence to Vendor Agreements

Several of these criteria will be discussed in greater detail. Plant Inspection has been noted as one of the fundamental criteria in which vendor selection is made. Some of the considerations to be evaluated in a plant inspection are as follows:

- a. Plant, location, site construction and layout
- b. Plant capacity and capability
- c. Manufacturing processes and procedures
- d. Processing equipment
- e. G.M.P. compliance
- f. Maintenance and sanitation
- g. In Process controls
- h. Production records
- i. Competence of personnel
- j. Quality control organization and procedures
- k. Access to laboratory facilities

### Good Manufacturing Practices

Perhaps the most important question to be answered during the course of the inspection is whether or not the vendor's operations conform to current "Good Manufacturing Practices" regulations? Part 128.2 of the Federal Food Drug and Cosmetic Act, Section 201, is entitled "Human Foods; Current Good Manufacturing Practice (Sanitation) in Manufacture, Processing, Packing or Holding". "The criteria in 128.3 through 128.8 shall apply in determining whether the facilities, methods, practices and controls used in the manufacture, processing, packing or holding of food are in conformity with good manufacturing practices to assure that food for human consumption is safe and has been prepared, packed and held under sanitary conditions." Under part 128.1—Definitions, a "plant means the building or buildings or parts thereof used for or in connection with the manufacturing, process-

ing, packaging, labeling or holding of human food". We know that these regulations apply to our plants and warehouse; we believe that they apply to your business if you process and hold human foods and to our mutual business if you are processing and holding food materials for our Company. You all should be familiar with the details of those requirements.

While we are mentioning regulatory requirements, you should be aware that FDA inspectors are guided in their inspection activities by specific directions in the FDA Inspection Programs Manual. Chapter 2 of that manual titled "Macaroni Products" provides requirements for Abbreviated Inspections on a surveillance basis using a critical factors list and also provides the requirements for a "Complete Inspection".

One of the items on the list of considerations to be evaluated during a Campbell Soup Company vendor plant inspection is "maintenance and sanitation". We pay particular attention not only to the condition of the plant during the inspection, but also to the organization and in-house program for performing and maintaining this essential function on a day-to-day basis. We believe that every facility must have one individual who is specifically responsible for sanitation and that he should report to the principle resident executive. Depending on the size and complexity of the operation, sanitation may or may not be his only function. Not only must the person responsible for sanitation be fully knowledgeable concerning regulatory requirements, but plant management must also be informed. Finally, the entire organization must understand that management is fully committed to operating a clean facility, producing a clean product, and adhering not only to the letter of regulatory requirements but also to their intent. An effective sanitation program must provide plant management with a practical means of assessing performance in meeting definite standards for sanitation and for meeting regulatory requirements.



The sanitation program must provide definite guidelines for correcting operating conditions which do not conform to plant or to regulatory requirements. The well organized in-house sanitation program will provide a systematic approach to detecting problems and provide a systematic approach to determining causes and pursuing effective remedial actions at the least cost.

### Maintenance & Sanitation Program

A well organized inhouse facility maintenance and sanitation program will provide documented evidence of plant management's efforts to comply with G.M.P. requirements and to provide proper ingredient and product protection. Effective programs are organized in four parts. These are:

1. Scheduling—Provides a definite list of what is to be done and its frequency of performance. Our programs are subdivided into a number of parts such as plant control, overhead maintenance, equipment cleanup, floor and wall cleanup and so on. Campbell Soup Company utilizes written programs which detail how equipment and the structure are to be cleaned and the specific materials and equipment used in performing the cleaning operation.
2. Performance—This actual doing of scheduling sanitation and facility maintenance can be the responsibility of many groups or only one depending on the size

and complexity of the operation. It may involve plant personnel or outside contractors.

3. Inspection — Conscientious, knowledgeable inspection is one of the key elements in an effective inhouse sanitation program. Effective inspection will detect emerging problems before they become major ones. It will materially assist management in proper scheduling of maintenance and sanitation functions. Effective inspection will recommend proper effective and speedy corrective action to avoid either regulatory complications or dissatisfied customers.
4. Reinspection — This essential function must follow performance of scheduled activities to insure that they have been properly performed. Similarly, where remedial actions have been necessary and called for, reinspection must determine the sufficiency of the actions taken or the need for additional measures.

In the inspection function in our own operations, we use our own resident personnel, outside consultants, and also provide inspection through our corporate staff. We expect our plant people to be knowledgeable enough and expert enough to operate effectively on their own and to correctly assess the effectiveness and accuracy of sanitation and pest control consultants and contractors as well.

We use consultants to provide a fresh pair of eyes that have not seen the same scene so often that the eyes see but the brain does not register. Our corporate inspections follow the same philosophy. Most inspectors and sanitarians will benefit materially from participation in formal training such as offered in short courses by trade associations and through university extension courses. Inspectors can be on-the-job trained, but learning by experience can be expensive.

### Quality Assurance

The next criteria to be discussed in some detail is the "Appraisal of the Adequacy of the Vendors Quality Assurance Program." It is our philosophy that the quality assurance function is best separated from the production function. We believe that the individual responsible for quality assurance should report to the principle resident executive and must have authority to stop production when such action is necessary to meet product quality objectives. Thus, we will be looking for a member of plant management who has the responsibility for maintaining product quality. Along with this individual, we will be looking for a written quality policy. Included in such a policy should be specifications for purchase of raw materials, for inspection of incoming raw materials, procedures for manufacture and criteria for examination of products.

We will be interested in determining if you carry out inspection and testing of raw materials and when ingredients are purchased, are they obtained under continuing guarantees of compliance with regulatory requirements. During inspection we will be determining whether examination of inprocess materials is carried out and with what frequency. Lastly, we will be attempting to determine that you carefully inspect and test all finished product to determine that it complies with specified quality criteria, including microbiological ones. Excessive microbial levels and foreign material contaminations are of real concern to us. These have been the cause of rejections of pasta product shipments in the past and we will be especially interested in determining the adequacy of control programs for these two important quality characteristics. Does the plant have access to

(Continued on page 24)





## Quality Control

(Continued from page 21)

the necessary laboratory facilities, instrumentation and adequately trained personnel to do the necessary work. While equipment is necessary for production and for quality assurance functions, one cannot ignore the importance of the personnel involved. Are there good people, properly trained, experienced and motivated to carry out the necessary functions? Is there a written program which details the frequency of sampling, number and kinds of samples to be taken, the nature and kind of examinations or tests to be made and the acceptable values or range of results for such examinations? Are there provisions for dealing with materials which fall outside the control value limits? Obviously, the quality assurance program can be simple or complex; it can be an appropriately trained person who also performs other duties or it may be more than one person. The critical appraisal question is "Is the quality assurance program capable of regularly and routinely producing product which meets the quality specifications?"

Our inspector will be interested in when the plant was last inspected by the FDA and what comments if any did they make? We will ask that you notify us promptly of any regulatory inspection, of comments made by regulatory officials concerning your plant, operations of products and any samples of ingredients or materials taken by regulatory agencies.

We will ask that you further notify us concerning changes in source of materials, changes in the site of the manufacture of materials for us and changes in the manufacturing process as such changes occur. In addition, we will expect that you grant us the privilege of inspecting your facilities and operations at any reasonable time.

Finally, we will ask that you guarantee that all lots shipped to us conform to the specifications mutually agreed upon and stated in a current Vendor Agreement. Will you further supply a letter of continuing guarantee that all materials used and products sold to us comply with all regulatory requirements and the provisions of the Food Drug and Cosmetic Act (Revised, 1973).

Campbell Soup Company standards for holding food materials are

given in the "Warehouse Sanitation Guidelines and Sanitation Manual" which was prepared by the Inspection Services Division of the Technical Administration Department. This manual also provides environmental guidelines. We have prepared a booklet on Warehousing Sanitation titled "So You're A Warehouser" which is used in training our warehousing personnel.

### Summary

Let me again summarize the basic steps to vendor selection and approval:

#### Ingredient Evaluation

A sample with a list of specifications is requested from the vendor. Examination of this sample is a primary responsibility of our Quality Control function and the Product Research function may also be involved. The sample is examined and tested using Campbell Soup Company's methods and the results are compared with our purchasing specifications. Based on the acceptance of such a sample or reconcilable differences, a trial order may be placed.

#### Plant Inspection

The inspection of the vendor's plant is a prime responsibility of the Purchasing Department with Quality Control assistance. If the plant inspection is unsatisfactory, the deficiencies, if any, are discussed and the necessary corrective actions noted for follow up.

#### Initial Purchase Order

This document is the prime responsibility of the Purchasing Department. It formalizes the agreements reached and the specifications for the material to be supplied.

#### Purchasers Incoming Material Inspection and Testing

These examinations are responsibilities of the Quality Control Department. The batch is sampled, inspected and tested as per specification. If the material is acceptable, it is released and the vendor is approved and additional purchases will be considered. If the material is rejected, Purchasing will inform the vendor as to the reason and corrective actions may be agreed upon.

#### Reinspection

Reinspections are usually triggered by problems like shipment rejections or receipts of marginal quality materials. The purpose of such inspections is to help find the cause of the problem and to verify corrective actions taken. The results of such inspections are reported by the Quality Control Department to the Purchasing Department. We believe that it is desirable to periodically audit a vendor's plant to verify his adherence to:

- a. Good Manufacturing Practices
- b. Regulatory requirements
- c. Plant sanitation and maintenance
- d. Product protection and good food handling practices
- e. Effective quality control program including:
  - (1) Sampling and inspection
  - (2) Analyses performed
  - (3) Process controls
  - (4) Production records
  - (5) Quality acceptance criteria

During the course of the relationship, we will be maintaining a record of the accept to reject ratio of shipments and of foreign materials encountered which will be made available to the vendor by the Purchasing Department as an ongoing measure of vendor performance.

We believe that the clearer the mutual understanding and agreement between the vendor and the buyer concerning specifications, quality control procedures, interpretation of Good Manufacturing Practices and good housekeeping, the greater the assurance that the ingredient will meet the desired quality standards. Close cooperation between Purchasing, Product Development, Production, Quality Assurance and the vendor is required to accomplish this.

#### Inspecting Incoming Food Materials

The Food & Drug Administration has issued a new booklet entitled "Inspecting Incoming Food Materials". It was prepared for use by food processing and warehousing firms. Copies of the booklet are available from the U.S. Government Printing Office, Washington, D.C. 20402 at \$1.50 per copy. GPO stock number is 017-012-0023-8.



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### Food Marketing Institute Charts Industry Performance

The year 1976 was one of economic paradox for the supermarket industry—best characterized by the phrase "learning to cope."

Food Market Industry "Speaks" 1977 report, however, concludes that a general upturn in performance has begun for the industry.

Operations data from more than 350 member companies shows that productivity, profitability and balance sheet management have improved; new merchandising thrusts have been initiated; and new concepts in store type and size have emerged.

FMI "Speaks" 1977 reaches the following conclusions regarding the general economic setting vis a vis the consumer:

1. Consumer buying power, after inflation, increased three percent in 1976.
2. During the 1976 recovery year, grocery store sales lagged behind other retail sales.
3. Restaurant sales grew faster than grocery sales for the first three quarters of the year.
4. The inflation rate for food at home declined considerably to 2.1 percent compared to 8.3 percent for 1975 and 14.9 percent for 1974.

In terms of individual company performance, the "Speak" report concludes:

1. Average store sales in 1976 rose 6.5 percent to \$72,425.
2. Store wage rates continued to increase with the average hourly labor cost rising 6.6 percent to \$4.53. This was the lowest rate of increase for the last three years.
3. In 1976, the industry was able to increase real sales per square foot for the first time in five years by one percent to \$3.06. This is viewed as a very significant reversal of a long, downward trend.
4. Real sales per transaction increased for the first time in more than five years by five percent to \$5.23.
5. The gross profit margin for companies with their own warehouse remained stable in 1976 at 22.2 percent.

In terms of store development, a new trend has been spotted by "Speaks."

Store closings tripled in the 15,000 to 18,000 square foot range. This could indicate an end to the closing of very small stores and the beginning of a trend to the closing of what five years ago was considered an "average" new supermarket.

Other store development information includes:

1. Store closings have been running at about seven percent yearly since the early 1970's and the trend seems to be continuing at about the same rate.
2. Store openings accelerated slightly to 3.6 percent of stores in operation. That is up from 3.1 percent in 1975.
3. Store remodelings (\$50,000 or more) were done on 5.7 percent of the retail food stores in 1976—a pace virtually identical with the previous year. Floral and/or plant sections are the most popular store addition.

Of interest to the consumer, "Speaks" reports the use of trading stamps continued to decline as a promotional device. In the early 1960's nearly 80 percent of all supermarkets offered trading stamps. In 1976, only 10.5 percent of stores offered stamps—down from 12.0 percent in 1975.

Other promotional techniques are now becoming popular with 14.2 percent of supermarkets offering games; 32.1 percent offering continuity programs; and 40.0 percent offering in-store coupons.

#### Energy Concerns

Because of the growing concern regarding energy, this year's "Speaks" report requested data on energy facilities and types of fuels being used in new stores.

The report found that 72 percent of new stores use a heat reclaim system. In the previous year (1975), only 59 percent of new stores reported using a heat reclaim system.

The vast majority of new stores (78 percent) use ceiling insulation.

More than half (55 percent) of the new stores use fossil fuels such as natural gas, oil or propane as a source of auxiliary heating fuel. This represents only a slight decrease from 1975.

### FMI Testifies Against Consumer Coop Bank Act

A spokesman for the nation's grocers said that the National Consumer Cooperative Bank Act will fail in its chief aim—to narrow the food price spread between the producer and the consumer—and will be extremely costly to finance, while imposing an inequitable tax on food retailers and wholesalers.

In testimony before the U.S. House of Representatives Subcommittee on Financial Institutions Supervision, Regulations and Insurance, Harold R. Sullivan of the Food Marketing Institute said, "Grocery retailers and wholesalers are concerned over food prices and believe that if any progress is to be made in holding prices down, it must come through greater efficiency of operation within the food processing and distribution system."

Citing studies by the U.S. Department of Agriculture and Cornell University, Sullivan stated that of each food dollar the retailer pays about 79 cents for the product, while operating expenses amount to 21 cents. This includes an industry-wide average of about one penny on each dollar for net profit after taxes. This translates to 12.5 percent return on equity. Forbes Magazine ranks food distribution return on equity 27th of 30 major industries.

"With the grocery business already one of the most competitive in the U.S. economy, establishing a one-billion operation to eliminate one penny of profit would be an extremely inefficient expenditure of government funds. Furthermore, provisions of the Act would tax retailers to finance another form of competition," Sullivan said.

Sullivan noted that one large co-op with \$72.5 million in sales reported its total operating expenses or gross margin at 22.1 percent, slightly higher than the industry average reported by Cornell.

By comparing the two similar operating cost figures, it is obvious, Sullivan said, that retail prices will not be reduced by creation of a federal fund to finance cooperatives.

Instead, Sullivan testified, real opportunities for cutting operating costs, thus holding down retail prices,

(Continued on page 28)

# ASEECO

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roll on tracks instead of sliding thereby reducing friction and wear.

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**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.

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### FMI Testimony

(Continued from page 26)

ter on increasing productivity within the food retailing industry.

Elimination of barriers to efficiency to permit greater use of backhauling by trucks, automated warehousing, standardization of shipping containers sizes and central cutting and packaging of meat are key steps the industry is taking to hold down prices.

### FMI Urges Modifications to Consumer Agency Legislation

A spokesman for the nation's food retailers and wholesalers endorsed the concept of an independent consumer advocacy agency, provided that legislation creating the new consumer arm enables it to operate efficiently and equitably, and consolidates the federal government's consumer activities into a single agency.

In a statement submitted to the Senate Government Affairs Committee, Robert O. Aders, President of the Food Marketing Institute, said "While FMI endorses the concept of an agency for consumer advocacy, it is our position that the best interest of all can be served only if modifications are made in several important areas within existing legislative proposals."

He added, "The creation of an independent government agency represents an important step in providing a centralized avenue or forum for the citizen's voice into the federal government's process of creating policies and regulations which impact directly or indirectly the consumer.

"If government's consumer advocacy function could be formulated through a single responsible agency and duplication minimized, substantial benefits could be realized," Aders said.

Modifications proposed by FMI are to assure that a new consumer agency has a voice equal to but not more powerful than that of business, labor and farmers, etc. Further, Aders asked for assurances against legislation that would hand the new agency "substantive rulemaking or investigatory power to be exercised independently" of existing agencies.

The Aders statement called for five specific legislative modifications to the Consumer Protection Act of 1977 (H.R. 6118 and S. 1262).

1. Investigatory power, regardless of limitations currently proposed, must not be exercised independently of substantive responsibilities of other agencies. (An acceptable procedure might be to require a consumer advocacy agency to operate through a substantive agency, petitioning the agency for issuance of an investigative discovery process and for responses to be channelled through the existing agency).

2. A consumer advocacy agency should not disclose any material exempt from disclosure under the Freedom of Information Act. This pertains particularly to those exemptions related to trade secrets and materials gathered for law enforcement purposes.

3. Labor and agriculture must be included rather than exempt from processes of a consumer advocacy agency. Two major influences on the food distribution system are the costs of raw materials and labor. Exemption of agriculture and labor from review by a new agency cannot be justified if the agency's jurisdiction is to be all-inclusive.

4. The authority to initiate judicial review of a final substantive agency action should be granted a new agency only if two requirements are met:

(a) That such a review would avoid a substantial detriment to the interest of justice.

(b) That the new agency has some new and important factor to add.

5. Finally, a consumer advocacy agency when participating in federal agency proceedings must be granted no greater access to substantive agency subpoenas than granted to other parties, such as a private respondent. Such inequitable treatment under the law is certainly not in the best public interest.

"FMI," Aders said, "believes with proper legislation the agency could give consumers a pipeline into government's decision making processes and promote the interests of consumers regarding safety, quality, availability and dependability of goods and services.

"A new consumer agency must also be in the business of gathering and disseminating information for use by consumers and should guarantee the customer's freedom of choice," he added.

FMI and many of its 850 member firms have over the years made a substantial investment in consumer affairs programs to improve retail operations and to boost customer service. Programs conducted by retailers and by the FMI Consumer Affairs Division under the direction of Ms. Karen Brown are designed to provide a two-way flow of information about customer needs and demands.

Food Marketing Institute, a non-profit organization, conducts programs in research, education and public affairs on behalf of its more than 8550 member companies and the customers they serve. FMI members are food retailers and wholesalers, including food chains, independent grocers, voluntary wholesalers and cooperative wholesalers. Members come from the U.S., Canada and about 30 foreign countries.

### Jewel Company's Annual Report

In their annual report, Donald S. Perkins, chairman, and Weston R. Christopherson, president of Jewel Cos., pointed to three developments that illustrate the company's efforts to eliminate the frills in packaging and even brand identification to provide greater value, and thus lower prices, through its merchandising.

"Most of the 400 items offered in this limited-line store are private or unadvertised brands presented in simple packaging," they noted.

Second, a line of generic label products has been developed by Jewel Food Stores and offered experimentally in the chain's Grand Bazaars and in a few large stores.

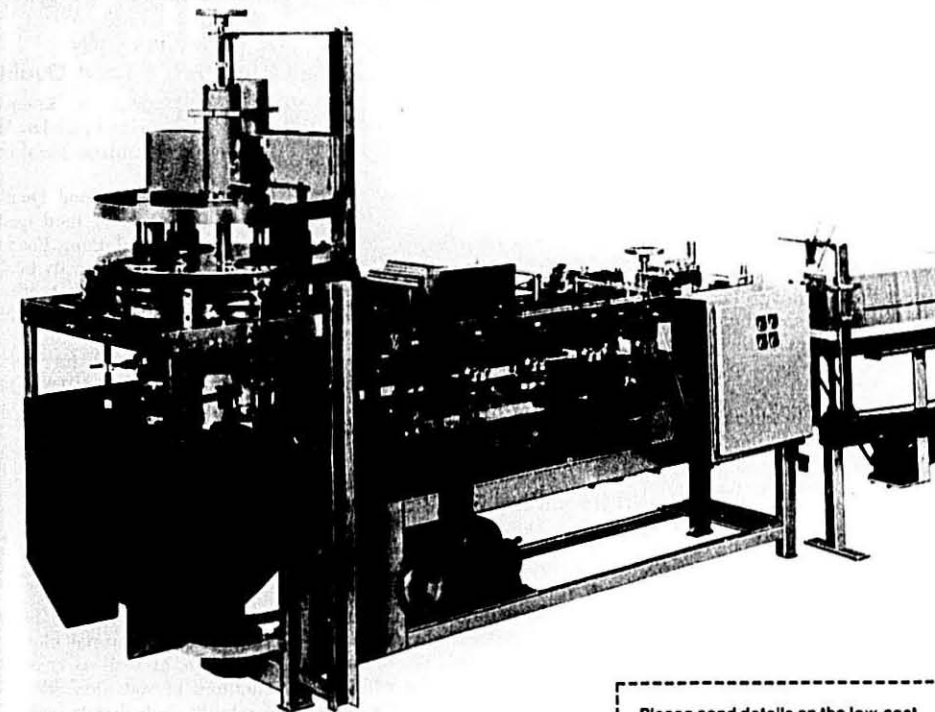
Third, a line of 480 private label items was introduced last year in Star Markets "with considerable success." Star previously used the private label lines of Topco Associates, cooperative label group.

Experiences such as these throughout Jewel are encouraging buyers to increase efforts to add to the value offered through private label and inexpensive packaging in selling basic

(Continued on page 30)

THE MACARONI JOURNAL

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## Jewel Annual Report

(Continued from page 29)

food, household, drug and personal care items.

These and other steps have been taken by the company to prepare itself for the remaining years of this decade as well as the next.

### Larger Markets

With the emphasis on larger supermarkets ranging up to the size of the 66,000 square foot Grand Bazaars, it is noted that in the future, smaller stores more likely will be operated by local franchised owners, rather than as corporate outlets.

The company already has implemented a program to increase the number of Osco drug stores by 130 through 1980. Many of these stores will be opened in conjunction with Jewel, Eisner, Star or Buttrey food stores, but this does not preclude openings independent of any other Jewel division.

"We expect these stores to become increasingly important contributors to Jewel sales and earnings in the years ahead," Perkins and Christopherson stated.

The two Jewel officials added, however, that the large, full line, high quality supermarkets "will almost certainly continue to serve the bulk of food shoppers needs" despite the development of ancillary food stores.

But they added that this does not preclude the development of convenience stores to fill the void left by the development of larger but fewer and more spread out large supermarkets.

Nearly half of the sales of Jewel companies (divisions) are derived from locations combining Jewel-operated food and drug or discount general merchandise retail facilities. Included in the study of the "80s" committees is an assessment of the feasibility of investing in Grand Bazaar-Osco stores in areas served by Jewel companies.

Small, full service supermarkets need increasingly and unrealistically higher sales in order to be profitable. Thus, enlargements—or relocations, where enlargements are not possible—will probably continue to be the major thrust of the firm's existing supermarket companies "which should enable us to maintain or increase the number of customers we serve in each

market and to provide that service profitably."

### Consulting Organization

Perkins and Christopherson hope the new Jewel Associates—international consulting organization headed by Harry G. Beckner, president the last 12 years and now chairman of Jewel Food Stores—not only will be profitable but also will give the company an opportunity to keep abreast of retail developments and opportunities in other countries.

By the end of 1977, Jewel expects to have seven Grand Bazaar food units, each accompanied by either a Turn-Style or an Osco super drug store.

Jewel Cos. net earnings for fiscal 1976 were \$36,165,000 or 28 percent above the \$28,692,000 in 1975. Sales totaled \$2,981,429,000, up to 5.8 percent from \$2,817,754,000. Return on total sales was 1.2 percent, compared with 1 percent.

It was noted that most of the sales increase last year came from existing units. Net area added was the lowest in over a decade. As price inflation abated, especially for meat products, more of the sales increases resulted from increased physical volume.

### White Collar Families Eat Out Most

White collar families are still the biggest restaurant patrons, according to new research—the CREST study—co-sponsored by the National Restaurant Association and 19 restaurant chains. Families headed by white collar workers account for 57% of all restaurant sales, more than twice that of blue collar families. White collar families total 44% of all U.S. households, so their share of the restaurant market is almost 30% greater than their numbers. Although one-third of all households are blue collar, they account for only 27% of restaurant sales. CREST (Chain Restaurant Eating-out Share Trends) is a pioneer diary panel study of 10,000 families. The study showed that Chinese restaurants depend most heavily on white collar families—for three out of four sales dollars. Other outlets with unusually large white collar sales are hotel restaurants (65% of sales), pie houses (62%) and Mexican restaurants (61%). Blue collar families account for

hefty shares of sales in chicken operations (38%), roast beef (37%), hamburger (35%), budget steak houses (35%), and pizza places (33%)—being out theories that blue collar families patronize primarily the fast food type of outlet. "Other" patron categories, mostly retireds, patronize heaviest pancake houses, cafeteria department store and variety store lunchrooms, according to the National Restaurant Association. Families involved in the study keep "diaries" of their eating out for a quarterly period.

### A New Quarterly "Journal of Food Quality"

Edited by Prof. A. Kramer, University of Maryland and Dr. M. P. de Figueiredo, Farmland Food Services, Inc.

The Journal of Food Quality will cover all aspects of food quality assurance and regulations. Food quality will be approached in its totality, including all factors that affect food product quality either directly or indirectly.

Articles accepted for publication will cover such varied topics as good manufacturing practices, hazard analysis, critical control points, methodology for monitoring nutritional quality, environmental factors affecting food quality, techniques used in sanitation audits, and the impact of present and proposed regulations in the United States and abroad on the quality of the food supply.

The Journal will also include reviews of new material of interest to its readers, as well as complete presentations of statistical interpretations of quality control data, and new original techniques for measuring various quality attributes.

Volume 1, No. 1 will appear April 1977.

Price \$45.00 per volume including shipping charges to U.S., Canada and Mexico.

Foreign price \$62.00 per volume including airmail, \$55.00 per volume including surface mail.

For more information write Food & Nutrition Press, Inc., 265 Post Road West, Westport CT 06880.

### Plentiful Foods

Beef is plentiful, pork is adequate. Frozen potatoes plentiful, fresh potatoes adequate.

### IPACK-IMA, October 1977

IPACK-IMA, the international show of packing and packaging, mechanical handling, food-processing (including macaroni equipment), and industrial machinery, will be held at the Milan Fair grounds October 3 to 9.

The National Macaroni Manufacturers Association is organizing a tour to see the show and visit plants in Italy, Switzerland, Germany, and England.

The schedule is as follows:

Sunday, October 2. Leave New York via Alitalia Airlines Flight 603 for Milan, Italy at 7:30 p.m.

Monday, October 3. Arrive in Milan at 6:45 a.m. Transfer by motor coach to Hotel Principe and Savoia.

Tuesday & Wednesday, October 4-5. IPACK-IMA Show, Milan Fairgrounds. Sightseeing in the city of Milan.

Thursday, October 6. Proceed by motor coach to Parma via Piacenza, noted for its cathedral. Visit the Barilla plant, largest in Italy and Braibanti plant. Stay at Park Hotel Stengdahl.

Friday, October 7. Leave Parma by motor coach via Reggio and Modena for Bologna. Visit the Corticella plant. Stay at the Hotel Royal Carleton.

Saturday, October 8. Leave Bologna by motor coach for Milan. Transfer to Trans-European Express Train via Lugano for Zurich. Depart Milan at 5 p.m. Arrive in Zurich at 8:57 p.m. Stay at Hotel Dolder Grand.

Sunday, October 9. Sightseeing and Fondue Party with Swiss Macaroni Association.

Monday, October 10. Motor coach to Buhler Works at Uzvil.

Tuesday, October 11. Motor coach to Migros factory in Buchs.

Wednesday, October 12. Depart Zurich at 10:11 a.m. by train for Stuttgart, arriving at 2:03 p.m. Transfer to motor coach to Birkel Macaroni plant, Germany's largest, and then to Steinenberger Hotel Graf Zeppelin.

Thursday, October 13. Fly from Stuttgart on Lufthansa Airlines Flight for London, departing 8:30 a.m. and arriving at 10:10 a.m. Motor coach to Lord Rank Research Center at High Wycombe—a tour around this very interesting and modern research center will take 3-4 hours. Departure by coach at approximately 4:30 p.m. for an overnight stay at University Arms Hotel in Cambridge.

Friday, October 14. Motor coach to Great Yarmouth, including a stop at Norwich to visit the ancient cathedral.

Visit Pasta Foods at Great Yarmouth with the durum semolina mill close by. Buffet lunch at factory. Return by motor coach to arrive in London, Hyde Park Hotel, at approximately 7 p.m.

Saturday, October 15. Free day for shopping and sightseeing. In the evening tickets will be provided for a London theatre performance.

Sunday, October 16. Morning free for church services. In the afternoon you will have a sightseeing tour of the East End: Victoria Embankment overlooking the River Thames, Tower of London, Royal Exchange, St. Paul's Cathedral, Old Curiosity Shop of Charles Dickens.

Monday, October 17. British Airways departs from Heathrow Airport at 11 a.m. Scheduled time of arrival back in New York is 1:35 p.m.

Cost is \$1,437.50 per person, double occupancy. Single room supplement is \$200. Land rate only is \$925.

A deposit of \$200 per person is required at the time of booking to secure reservation. Balance is due by August 15. Cancellations received after August 15 but before September 1 will be subject to a charge of \$100 per person; after September 1, \$200.

Contact Association office.



### Quarterly Durum Report

The Crop Reporting Board on April 1 reported that durum wheat growers intend to plant 3,300,000 acres, a 31 percent decline from last year's 4,700,000 acres and 32 percent fewer acres than in 1975. The April 1 planting intentions are 14 percent higher than on January 1. The acreage in Arizona and New Mexico is off sharply from 1976. Estimates of durum wheat acreage and production for these two States started with the 1976 crop. Growers in North Dakota, the leading State, expect to reduce plantings by 27 percent. Montana acreage intentions are down 27 percent while South Dakota acreage is declining 23 percent. North Dakota durum by the first of May was 21 percent completed compared to 12 percent a year ago. Temperatures generally averaged 2 to 7 degrees above normal and top soil the first of May was reported short in 86 percent of the North Dakota counties.

#### Wheat Stocks Up

Durum wheat stocks in all positions on April 1, 1977 totaled 103,100,000 bushels, 45 percent above last year but twice as large as April 1, 1975. Farm holdings, at 74,300,000 bushels, were 40 percent above a year ago. 32,200,000 bushels. The world's wheat bushels, showed a 59 percent increase. Disappearance during the January-March quarter was indicated at 24,000,000 bushels, 61 percent more than a year ago.

#### Exports Down

U.S. exports of durum wheat during the June-March period totaled 32,200,000 bushels. The world's wheat crop situation improved late in 1976 resulting in a 14,200,000 bushel decrease of durum wheat exports from the United States.

#### PROSPECTIVE PLANTINGS

	1,000 Acres		Percent	
	1975	1976	1977	of '76
Minn.	105	95	85	89
Mont.	380	300	220	73
N.D.	4,080	3,710	2,700	73
S.D.	250	210	162	77
Ariz.	—	325	90	28
Calif.	15	90	15	17
N.M.	—	18	4	22
U.S.	4,830	4,748	3,276	69

### Canadian Situation

Durum wheat, according to Canadian statistics, acreage based on March 15 findings decreased by 1,450,000 acres and if acreage intentions are carried out, prairie farmers will plant only 1,800,000 acres compared to 3,250,000 grown in 1976. The visible supply of Canadian durum on April 27 amounted to 35,600,000 bushels, which was comparable to last year's figure of 35,000,000. Canadian exports of durum wheat in June-March period amounted to 47,900,000 bushels compared to 41,500,000 for the same period a year ago. Italy and United Kingdom were the largest exporters taking 25,300,000 bushels.

### Crop-Weather Summary

Very warm and dry weather was the rule in the upper mid-west in May. Temperatures were more typical of July than May and rain showers were sparse and spotty.

Topsoil moisture supplies were short in three-quarters of North Dakota counties, with subsoil moisture short in all of them.

It will take some timely rains to make a crop.

### Grain Exchange Supports Garrison Diversion

At its last meeting, the Board of Directors of the Minneapolis Grain Exchange went on record in support of North Dakota's Garrison Diversion Project.

The Board said that the overall benefits to the agricultural economy in the region served by the Minneapolis market make the completion of the project high priority.

It was pointed out that North Dakota is a semi-arid state and the 250,000 acres to be irrigated would help insure agricultural stability, diversity of production, and the increased production should benefit not only the market area, but the United States consumer as well. The water for the acres involved will assure production in dry years, as well as those years with ample rainfall.

The multi-purpose water project will not only create an irrigation project, but will be a source of needed

water for industrial use and municipal and rural water systems. Once completed, the project will be an asset for fish, wildlife and recreation.

### Farm Bill Picks Up Steam

Congressional action on new farm legislation picked up steam. House Committee by vote of 40 to 6 reported out a four-year bill that would leave national average loan rate for 1977 wheat crop at \$2.25 a bushel, but would raise the target price to \$2.65, instead of \$2.47 favored by the Administration and \$2.90 voted by the Senate. Thus, \$2.25 loan for 1977 will not be changed, but some increase may be adopted for 1978 crop, along with area set-aside.

Addition of H.R. 5155, the Wheat and Wheat Foods Research & Nutrition Education Act, to the House farm bill came by an almost unanimous voice vote. The bill was reported out of the Subcommittee on Livestock and Grains to the full committee on March 24. The House action followed a campaign of letter-writing to committee members by supporters of the measure, including the American Bakers Association, and opponents, including the Biscuit & Cracker Manufacturers Association and the Associated Retail Bakers Association.

### United Kingdom Millers to Celebrate

Arrangements are well in hand for the celebration during 1978 of the centenary of the National Association of British & Irish Millers. The normal arrangements for presidency and presidential commitments will be altered. Joseph Rank will assume office as centenary president in January, 1978, for the calendar year. Mr. Rank, chairman of Ranks Hovis McDougall Limited, has completed 41 years of service with his company. He was president of N.A.B.I.M. in 1957, and has been chairman for several years of the Millers Mutual Association.

### Egg Production

The nation's laying flocks produced 5.3 billion eggs during April, slightly fewer than a year ago. Production per 100 layers was up 1%. Layers on May 1 totaled 269.7 million, 1% fewer than a year earlier and 2% below the previous month.

# semolina STACKUP

It's a situation that's hard to avoid when your product has to travel long distances from the mill. Even with today's highly-computerized movement of railroad cars around the country it's virtually impossible to prevent widely-varying delivery times and the resulting stackup of cars waiting to be unloaded.

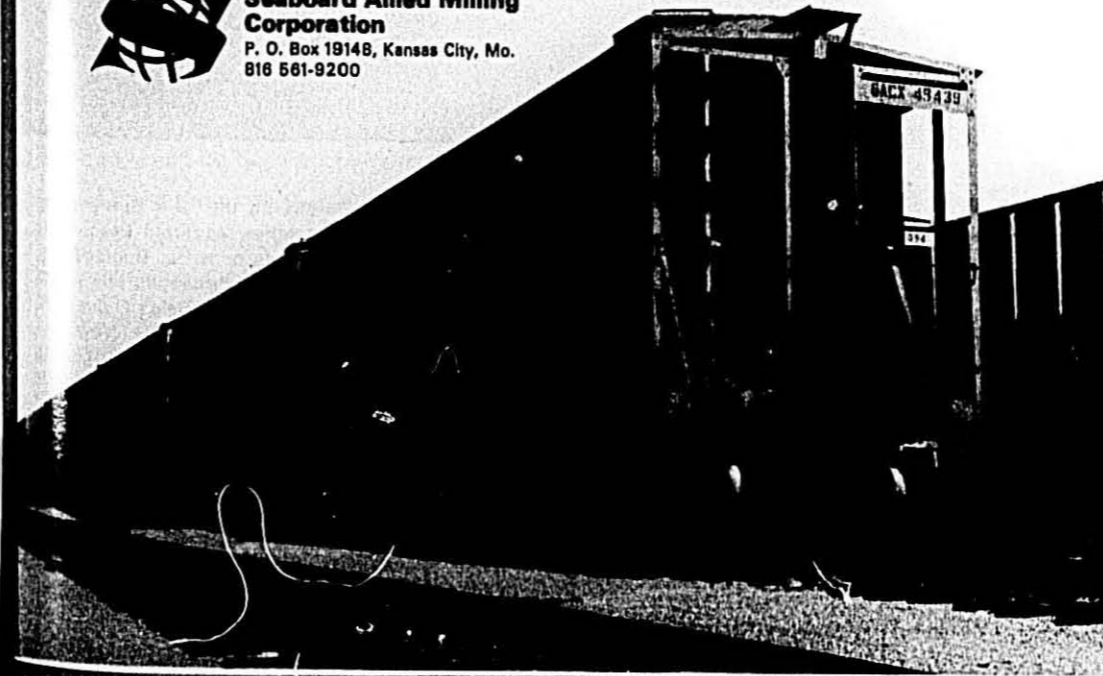
Stacked up cars. Demurrage charges. Profit eaters. But if you're in Seaboard's Super Semolina Service Zone—the New York/New Jersey, Boston or New Orleans Metro Areas—you can get bulk truck-delivered freshly-milled No. 1 Semolina in a few short hours. And cut down those demurrage charges.



LET'S TALK ABOUT YOUR SEMOLINA REQUIREMENTS.  
Seaboard... the modern milling people.

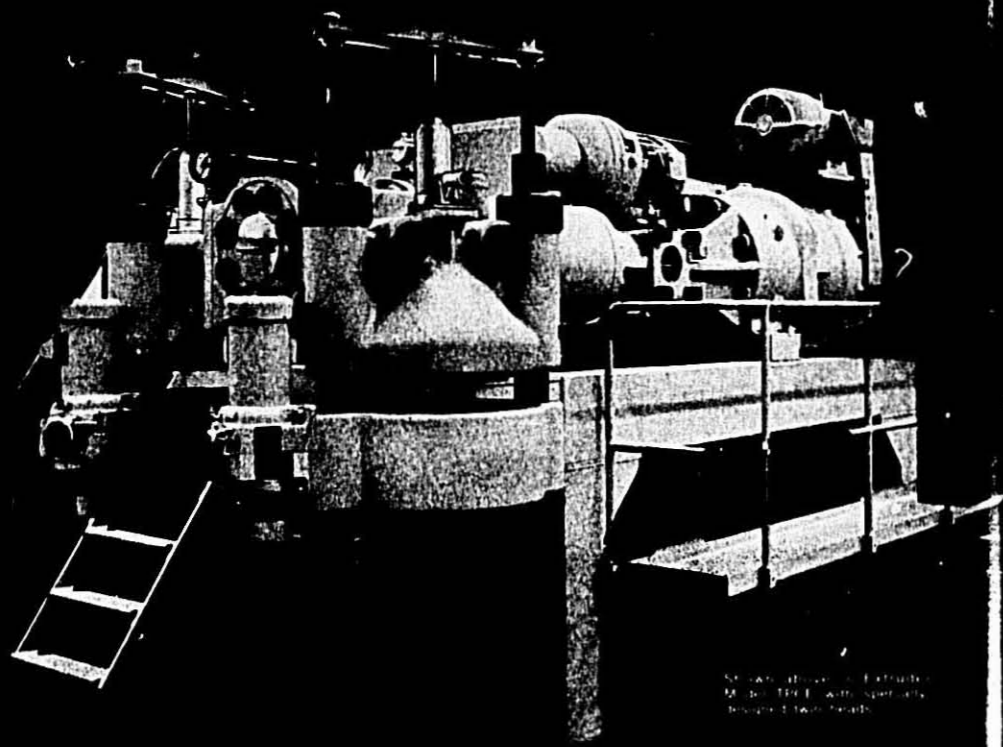


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- Short goods belt dryers from 600-16,000 lbs./hr.
- Two-stick spreaders and four-stick spreaders
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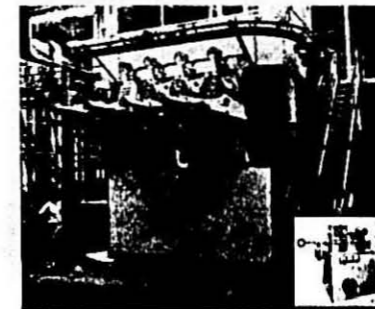
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Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

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### Golden Grain Grows

During the decade of the Roaring Twenties Golden Grain was a small manufacturing company at 19th and Valencia in San Francisco selling macaroni products to Italian-American families.

Since those early years the company has had a spectacular growth and outgrown its quarters three times. Today Golden Grain is the largest macaroni manufacturing company in the West and operates plants in three cities—San Leandro, Chicago, and Seattle. Management offices are in San Leandro. The Ghirardelli Chocolate Company, owned by Golden Grain, is operated as a division of the company and is located alongside the parent firm in San Leandro.



Golden Grain Macaroni Company hostess Becky Westbrook welcomes guests to the company's San Francisco Cable Car display booth. The Cable Car, with bells ringing for Rice-A-Roni, was part of Golden Grain's display at the 1977 Super Market Industry Convention and Educational Exposition recently held in Dallas.

### Family Success Story

The story of Golden Grain Macaroni Company is a family success story. Three generations have given their united efforts to make this, the largest family-owned, family-managed macaroni company in the world.

Golden Grain was born in 1912 when Maria De Domenico persuaded her husband to sell his vegetable and poultry business and make macaroni. Maria was born in Naples, her husband in Sicily, but they met and were married in the United States. Maria's father was in the macaroni business with two factories, one in Salerno, the other in Vietre Sulmare. But, Papa was a playboy and spent more time at the races than he did in his plants. He left the management of the business in the capable hands of his daughter, Maria. Certainly Maria knew her pasta.

When Domenico agreed to try the macaroni business neither he nor Maria envisioned that the infant Cragano Products, Inc., would ever grow into a national firm.

During the early years of the business Domenico sold the products in bulk lots of 20 pounds or more . . . mainly to Italian-American families in and around San Francisco. Maria supplies the recipes that had been handed down to her through generations of old world cooking. Today the firm operates three manufacturing plants and 20 warehouses. The newest, a 2-million-dollar automated factory was built in Chicago.

### The Queen

Mother Maria was queen of the house and director of the board until her death in 1965. After her husband's death in 1943 the active management of the company fell into the hands of her three sons, Paskey, the eldest, became president, Vince was appointed general manager and secretary treasurer. Thomas was named vice president and director of sales. Grandson Mark is in charge of the firm's subsidiary, Mission Macaroni Company in Seattle. But all the DeDomenicos are right there on the job. A typical evening in San Leandro, California (their headquarters) may find all of the DeDomenicos and their wives discussing new products or marketing strategy. Most of the firm's products, especially the new convenience dinners, were first tested in their home kitchens.

### Rice-A-Roni

Rice-A-Roni was named by Tom's children. His wife had prepared an experimental family dinner and it came out marvelous. "What's this mother?" and she explained to her questioning children that it was rice and macaroni. The children, unable to pronounce the combination of words, shortened it to Rice-A-Roni and the name stuck.

Golden Grain and Ghirardelli products are among the best-known foods and confections in the country. A notable example is Rice-A-Roni which according to reports from the leading market research firm, outsells all national rice mixes combined. Rice-A-Roni and Noodle Roni, in fact, started the convenience food trend that today includes a wide variety of flavorful macaroni and rice-based dishes.

Recently Golden Grain introduced another new convenience food into the line—Stir-N-Serve 1-Pan dinners. Other new Golden Grain food products are in the testing stage. The company also makes more than 50 different sizes, shapes and kinds of macaroni, spaghetti and noodles which are sold throughout the West under the Golden Grain and Mission labels.

### Reasons for Growth

When asked about the spectacular growth of the company and the outstanding success of Rice-A-Roni, Vice President and Sales Manager Thomas DeDomenico said he thought there were several reasons.

"First," he said, "we pioneered a new concept in cooking—the convenience dinner. Rice-A-Roni, Noodle Roni and Stir-N-Serve 1-Pan Dinners which we developed have multiple uses. They may be used as a base for complete meals or as flavorful side dishes. They offer a homemaker creative opportunities in preparing dinner quickly and easily.

"Secondly, quality is of paramount importance. All Golden Grain products are subject to constant testing in our plant laboratories and in Golden Grain's own test kitchens by our Home Economics staff.

"Thirdly, we learned long ago the value of advertising consistently. Mr. DeDomenico concluded: "There is one other important reason. We gratefully acknowledge the help we have received from the grocery people through these knowledgeable people with their merchandising know-how that we have been able to grow and expand."

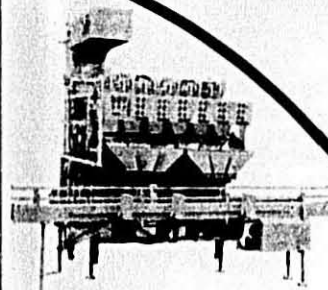
The Ghirardelli Division is also a force in the grocery business. Founded more than a century ago in San Francisco by Domingo Ghirardelli, an Italian immigrant, it manufactures and distributes a quality line

(Continued on page 38)

THE MACARONI JOURNAL

# packaging automation

## FIVE MACARONI/NOODLE IDEAS



### MODULAR NET WEIGHER WITH INDEXING CONVEYOR

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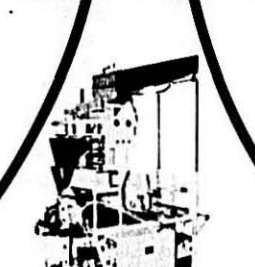
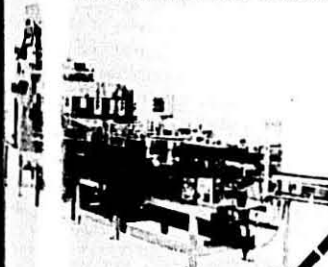
### DU-O-BAG III

Versatile, high production system that combines two Mon-O-Bags in one unit. Delivers up to 120 form-fill bags per minute. Each side has its own controlled feed and can accommodate up to three scales.



### ROTARY NET WEIGHER

For high speed packaging of a variety of macaroni/noodle products in rigid container. Allows the packager to maximize speed without compromising accuracy. Available with 12 or 18 scales.



### MON-O-BAG® VOLUMETRIC

Single tube form-fill-seal system for packaging elbow macaroni, small shells, and short-cut noodles. Excellent speed when weight accuracy is not the prime requirement.



### MON-O-BAG® NET WEIGHER

Employs an automatic single tube form-fill-seal system with a fully controlled feed system and two or three Electroflex® scales. For macaroni/noodle product that can be handled on vibratory feeders.

**WRIGHT MACHINERY COMPANY, INC.**  
Durham, N.C. 27702 U.S.A. ☐ Tel. (919) 682-8161



## Golden Grain Grows

(Continued from page 36)

of grocery products and candy items. Since purchase by Golden Grain in 1963, Ghirardelli has expanded its operation.

Recently Golden Grain purchased another long-established candy firm—Vernell's Fine Candies of Seattle. Best known of the Vernell's products is the nationally distributed Butter-Mints. Golden Grain continues to market the line under the Vernell's label.

Golden Grain Macaroni Company has come a long way from those early days back in the early part of the century.

## Northwest Campaign

Vantage Advertising, Seattle, has launched an extensive television, radio and newspaper campaign for Golden Grain and Mission Macaroni Companies.

According to Rainer Rey, head of Vantage Advertising, the new thirty second television commercials will continue to run throughout his year in Washington, Oregon, Alaska, Idaho, Montana, Colorado and Utah. They will be supported by radio and newspaper in all markets.

The television talent, Barbara Rey and Kim Guerin share the spotlight with Golden Grain and Mission's animated character, Morty the meatball. The animated over live film technique presents noted spokesmeatball, Morty, interacting with the Golden Grain talent.

The radio features a young Seattle talent, Jill Fraley, whose contagious giggle has warmed the hearts of many Northwest listeners.

The commercials were written, produced and directed by Rainer Rey, Vice-President and General Manager with Patrick Fraley, Creative Director of Vantage Advertising.

## Pack-Update 77/West

The Western Packaging Exposition, accompanied by a two-day forum, was sponsored by the Packaging Institute, U.S.A. July 19 through 21.

Keynote speaker at a forum luncheon was Robert C. James, chairman of the board of Hayssen Manufacturing Co., Sheboygan, Wisconsin. He discussed the business climate under the Carter Administration and rul-



Morty Meatball and Barbara Rey in Golden Grain commercial.

ings of regulatory agencies. The availability of money, tax credits, the prospects for capital investments in equipment and facilities, and the business outlook for the packaging industry and business in general were considered.

## Creamettes and Hormel

Creamettes Macaroni and Tender Chunk Ham from Hormel are teaming up in a four-color, half-page spread ad in June 28 Family Circle.

Two recipes are featured, one a cold Ham-Macaroni Salad, the other a hot Tender Chunk Ham Casserole. The recipes show the range of usage available with these two products.

The joint promotion offers retailers opportunities for related-item displays, since both recipes feature a variety of ingredients.

Tender Chunk Ham, which Hormel claims "does everything tuna does except swim," is described as a natural accompaniment to protein-rich Creamettes.

## Mueller's and Hellman's

Mueller's macaroni and Hellman's real mayonnaise join in a summer salad promotion supported with point-of-sale materials and magazine ads. An 8-page recipe booklet is available for point of sale display.

## Poll on Metric

A poll of registrants at American National Metric Council Third Annual Conference showed that:

- Seventy-six percent of those attending were from private industry; 10% from government agencies; 7% from small business or trade associations; and 7% from the education community.

- Seventy-five percent of these organizations have metrication plans and 82% of these were formulated one or more years ago.

- Forty-five percent of the organizations have metric training programs and 68% have committees to lead the planning and implementation.

- Seventy-six percent are members of ANMC and feel it has been of service in planning and/or implementation. Ninety-three percent read the "Metric Reporter" and find it useful.

## Fibreboard Corporation

Fibreboard Corporation and Ampak Corporation agreed in principle to sell its Newark carton operation near Rochester, N.Y. to Ampak Corporation, a new company headed by Karl F. DeMay who currently is general manager of Fibreboard's Eastern Region carton operations. The plant employs 270 people and produces a wide range of printed cartons.

INTERNATIONAL  
EXHIBITION  
Packing and Packaging  
Mechanical Handling  
Food-Processing Industrial Machinery



Milan  
3-9 October, 1977  
Milan Fairgrounds

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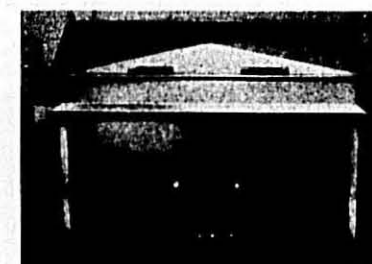
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- 2- Egg Solids and Color Score in Eggs and Noodles.
- 3- Semolina and Flour Analysis.
- 4- Micro-analysis for extraneous matter.
- 5- Sanitary Plant Surveys.
- 6- Pesticides Analysis.
- 7- Bacteriological Tests for Salmonella, etc.
- 8- Nutritional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

James J. Winston, Director  
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## REVOLUTIONARY DIE WASHER

developed and proven at Golden Grain  
45 minutes to 1½ hours washing time, depending upon die thickness.

½ as big.  
Much less maintenance: in 10 months at Golden Grain it has required NO maintenance, whereas their conventional die washers require about four hours a week. Fewer moving parts. Fixed nozzles. No leakage.

All parts standard Off-the-shelf  
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### Horace A. Gioia

Horace A. Gioia, 64, who guided the family-owned and founded Gioia Macaroni Company, Inc. through the years of its greatest expansion, died in Buffalo May 6 after a long illness.

From boyhood, Horace Gioia helped in the macaroni plant established by his father Antonio in Rochester, New York. In 1948, the Gioia Company purchased a two-story plant in Buffalo and after renovating it moved their business from Rochester the next year.

### Growth

In 1960 the firm purchased Piscitello Macaroni Company of Rochester, and in 1964 a substantial interest in Romi Foods Ltd. of Weston, Ontario. Mr. Gioia was elected vice president and director of markets for Romi. By 1966, the company had expanded its marketing area to include Chicago, Baltimore and Washington areas.

The company manufactured spaghetti sauces and specialty foods in an Odessa, Delaware plant it purchased in 1957.

In 1970, a modernization and expansion program was undertaken at the Buffalo plant and son Anthony H. Gioia named president of the organization, with Horace chairman of the board. Last fall, the sale of "a majority interest" in the Gioia Company to Rank Hovis McDougall Ltd. of London was announced. Anthony continued as president and chief executive officer and Horace was named as board chairman emeritus.

### Community Activities

Horace Gioia has been active in Republican politics and community activities. Last summer, he was elected a director of the NBA Buffalo Braves. In September, he helped raise funds for victims of a severe earthquake in Italy. He was honored as Man of the Year at the 1975 Columbus Day banquet sponsored by the Italian American Societies of Western New York. His citations included the Distinguished Service Award of the American Veterans of World War II, the Uncle's Club Award, and Boss of the Year (1973) issued by the American Business Women's Association.

He is survived by his wife Ann, a daughter Mrs. Gary Porter; five sons, Anthony, Richard, Robert, Horace, Jr., and Frederick; a brother Dr. Frederick Gioia, and a sister, Mrs. Madeline Amigone.

### Mrs. Myrtle L. Lundgaard

Mrs. Myrtle L. Lundgaard, 84, mother of Lin L. Lundgaard, vice-president of Seaboard Allied Milling Corp., Kansas City, died May 3 at Swope Ridge Health Care Center in Kansas City. Mrs. Lundgaard was born in Republic, Mich., and lived in Kansas City most of her life. Besides her son, Lin, survivors include her husband, Lindsley M., a retired milling executive, three daughters.

### Food Technology Laboratory Expands Services

Food Technology Laboratory, research, development and engineering consultants for the food industry, has acquired the food product development activities of Rosner-Hixson Laboratories, Chicago, according to an announcement by Elmer F. Glabe, president of Food Technology Laboratory.

These include expert and consumer panel testing, product reformulation, process improvement, applications research, quality assurance audits and regulatory compliance, Glabe reported. "We thus offer clients a full range of services—including research and development capabilities as well as broad consultation and counsel in intra-disciplinary matters," Glabe stated.

Further information may be obtained from Food Technology Laboratory, Department RP, 5901 Northwest Highway, Chicago 60631; (312) 631-4545.

### Average Weights

Home Economics Research Report No. 41, United States Department of Agriculture, "Average Weight of a Measured Cup of Various Foods," gives the following values for pastas:

	Weight of 1 cup	Standard Deviation
Elbow Macaroni		
Uncooked	130 g.	1.4
Cooked	130	2.6
Twist Macaroni		
Uncooked	67	.8
Cooked	102	.6
Spiral Macaroni		
Uncooked	84	.6
Cooked	134	1.3
Medium Noodles		
Uncooked	38	1.4
Cooked	125	1.0
Thin Noodles		
Uncooked	45	1.9
Cooked	124	1.6
Spaghetti		
Uncooked	71	3.1
Canned Spaghetti, tomato sauce and cheese	248	2.7
Canned Spaghetti Sauce	253	3.7

European Study Tour  
October 2-17, 1977 — (See page 31)

THE MACARONI JOURNAL

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