

THE MACARONI JOURNAL

**Volume 59
No. 6**

October, 1977

Macaroni Journal

OCTOBER 1977

*National
Macaroni Week*
OCT. 6-15



Debbie Miller says National Macaroni Week can produce extra profits in related item sales. In the very popular recipe, spaghetti and meat sauce, two pounds of spaghetti retailing for about \$1.00 will sell approximately \$10.00 in related items from the meat, dairy, produce and produce section of the supermarket.



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The Macaroni Journal

Vol. 59
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1977

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In This Issue:

Macaroni Week	1
Pouch-packed Meals	1
The Fast Growing Food Service Market	1
NARGUS Report on Store Performance	1
Our Concerns in Washington	1
Regulatory Emphasis Misplaced	2
Social Security: A Tough One to Call	2
In the Mills	2
Evaluation of Durum Varieties for Sitoderyl Palmitate	3
Durum Outlook—Egg Promotion	3
Triangle Shows Packaging System—Package Sizes	3
Emphasis on Nutrition Education	3
Seaboard Allied Annual Report	4
Index to Advertisers—Personals	4

National Macaroni Week

The twenty-eighth annual macaroni Week will be celebrated October 6-15.

The event was announced at the Eleventh Macaroni Family Reunion for the New York press corps at Tiro A Segno in Greenwich Village, New York City, where the macaroni makers go to eat macaroni.

Some twenty editors from national magazines and major metropolitan newspapers went on a Spaghetti Safari to see the durum harvest in North Dakota, go through a mill, visit the Minneapolis Grain Exchange and the ultra-new Creamette macaroni plant. Stories have already hit the papers and a report will appear in next month's issue.

The industry can be proud of the longevity and effectiveness of its product promotional program. While it has the support of most of the industry, it could use a little help from some of its friends that drag their feet.

More promotion for wheat foods appears likely with the passage of the new Farm Bill... see page 34.

Spice Attitudes

The American Spice Trade Association did a recent consumer survey and ascertained that the average female head of a household is under 35; been to college; cooks for a family of three with an income above \$15,000. She's tried 20 different spices—has 17 on hand. Her favorite national foods are spaghetti, chili and lasagna.

No Duty on Italian Tomato Products

The Treasury Department said it decided against imposing a duty on imported Italian canned tomatoes and tomato concentrates.

Under the countervailing duty law, the Treasury can impose duties on imported products subsidized by the country of origin. But the Treasury said it determined the only subsidies paid by the Italian government were small and limited to 1975, when imports of tomato products to this country reached \$7.3 million.

MACARONI WEEK—a national publicity effort for macaroni products

Publicity Covers National Macaroni Week in Every Media



Debbie Miller shows the popular recipe, spaghetti and meat sauce, which will generate \$10 worth of related item sales with \$1 worth of spaghetti sold in the supermarket.

National Macaroni Week, October 6-15, 1977, has the theme "Make Eating at Home a Fun Event."

"Entertainment" is a key reason people eat at home. With a little imagination the at-home meal can be as "special" as well as easy and quick to prepare. Sills is running a "quarter-of-an-hour" series of pasta menus complete from entree to dessert in 15 minutes.

National Magazines will carry macaroni material. Seventeen will have a three-page color spread with the working title "The Big Foodle" to emphasize easy-to-make dishes, using a variety of shapes.

Daisy—magazine published by Girl Scouts of America for the 6-11 age group, a three-page story entitled "Pasta Primer," featuring materials from the National Macaroni Institute Pasta Portfolio including sketches and recipes. Circulation: 200,000.

Teen Beat—reaches 500,000 young-people from 9 to 18 years. A color story is scheduled based on one or more of National Macaroni Institute trans-parencies.

Flying Colors—Braniff Airlines magazine—will have a color story, possibly geared to men cooking.

Bon Appetit—background macaroni story based on Pasta Portfolio information.

Sepia—Negro magazine with primarily black readership will carry a pasta feature.

T.V. Guide—October or November issue will have a color feature geared to "Quick, quick, quick" pasta sauces.

Weightwatchers—October or November issue will have a feature emphasizing pasta sauces using a variety of macaroni shapes.

In Sunday Supplements: photographs have been placed with Family Weekly and Parade for pasta features.

Newspaper Syndicates: Cecily Brownstone of Associated Press, Aileen Claire of Newspaper Enterprises Association, Joan O'Sullivan and Alice Denhoff of King Features; Ella Elvin, New York Daily News; Barbara Mora, Westchester Rockland Newspapers; Marie Cooke, Afro-American Newspapers, have all been supplied special material for National Macaroni Week. Other stories will be placed with general features, Slim Gourmet, Copley News Service among others.

Newspapers using color—Energy providing pasta is a natural for galley

cooking. Papers using rotogravure have been sent recipes and photos for Galley Goulash with Noodles and Mariner's Macaroni. A good way to sail into a high score.

Major Market Daily Newspapers will receive black-and-white photographs as well as color with recipes and stories stressing macaroni's benefits and advantages. These are supplied on an exclusive basis to food editors in 219 standard metropolitan areas, with 28,000,000 per mailing.

For Television, a kit will incorporate the sports and eating-at-home themes. A special radio script will be sent to 700 commentators of women's interest programs. Disc jockeys will be alerted to National Macaroni Week.

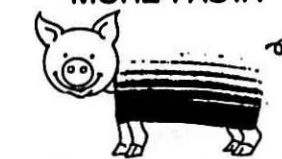
Trade releases will be geared to the fact that \$1 in sales of macaroni products generates \$10 of related item sales.

A series of ads for Supermarket News show animal animations made with pasta shapes to carry the related item message. On August 8 the placement said: "You can move a lot more ham if you move a lot more pasta—When this little piggy goes to market, he ends up as ham, roasts, bacon and sausages—all great profit partners with pasta products. The National Macaroni Institute."

Subsequent ads are scheduled for September 12, October 3, November 7 and December 5. They include copy for poultry, seafood, beef and cheese.

"Turkeys, chickens, ducks and geese, will soon celebrate their big season. They have something else in common, they all go well with maca-

**YOU CAN MOVE
A LOT MORE HAM
IF YOU MOVE A LOT
MORE PASTA**



When this little piggy goes to market,
he ends up as ham, roasts, bacon and sausages—
all great profit partners with pasta products.

NATIONAL MACARONI INSTITUTE

When you need a replacement part desperately,

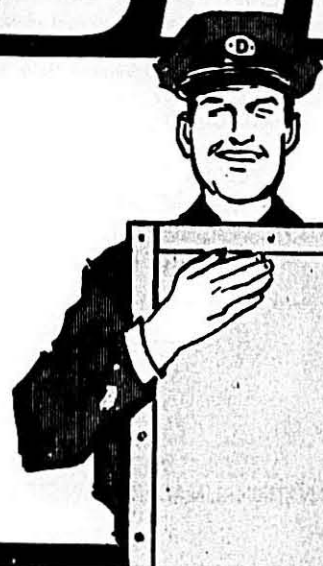
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When down-time's going down,

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SERVICE!**

● From a single replacement part to a sub-assembly, Demaco will ship to you within 48 hours.

Of course, for larger orders such as Presses or Continuous Lines, more time is required, but . . . when the delivery date comes up on your calendar . . . Demaco delivers!

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roni products, so feature poultry with elbow macaroni, spaghetti and egg noodles for a neat and profitable related sales package."

"Use pasta as bait to build more seafood sales. Tuna-Noodle Casserole, Spaghetti with Shrimp Sauce, Elbow Macaroni and Cheese with fried fish—just a few of the scores of Pasta/Seafood profit pairs."

"Beef up your profits with Pasta and Beef. More than \$10 billion worth of beef is sold annually and lots of it is ground beef, pot roasts and steak which really relate to elbow macaroni, spaghetti, egg noodles and other pasta products."

Copy is being prepared for cheese and then the series will be repeated.

Pasta References

Pasta Primer leaflet containing the following: What is Pasta? How is Pasta made? Why is Pasta Nutritious? Can Calorie Counters Enjoy Pasta? How to Shop for Pasta; How to Store Pasta; How to Cook Pasta; plus four recipes. These leaflets sell for 5¢ each shipped f.o.b. Appleton, Wisconsin.

Pasta Portfolio is a 28-page booklet containing: Manufacture of Macaroni Products; High Quality Hard Wheat For Macaroni Products; Semolina and/or Hard Wheat Flour for Macaroni; The Many Shapes of Macaroni; Guide to Buying and Use of Macaroni Products; Basic Directions for Cooking Macaroni Products; Food Value of Macaroni Products; How to use Leftover Macaroni; Etiquette of Spaghetti Eating; Macaroni Legends. This booklet sells for 40¢ each shipped f.o.b. Appleton, Wisconsin. Both the Pasta Primer and the Pasta Portfolio may be ordered from the National Macaroni Institute office in Palatine, Illinois.

Press Releases

An annual special event, the Macaroni Family Reunion at Tiro A Segno, famous Italian cuisine in the village of New York City, saw over 100 members of the New York media from magazines, newspaper syndicates local newspapers, syndicated Sunday supplements, television and radio, mingle with macaroni manufacturers from the National Macaroni Institute who updated them on current trends within the industry.



Spaghetti with Eggplant Sauce

Press Party

Homemade pasta meals save money. Women with busy schedules, inside and outside the home, find kitchen time at a minimum. Eating out may seem a solution, but if done frequently, can prove costly. Why not depend upon convenience foods like pasta for meals that can be made quickly and inexpensively? Allow about 45 minutes to prepare.

Here is a recipe for Spaghetti with Eggplant Sauce. A generous portion costs only 44 cents. While the sauce and spaghetti cook, toss a simple green salad and arrange some seasonal fruit for dessert. Chances are the meal for each dinner will be less than a dollar. (Costs based on New York City prices).

When you serve meals like these, you're also assured of good nutrition. Spaghetti, elbow macaroni and egg noodles made from durum and/or other high quality wheat have a good distribution of amino acids . . . important for our protein intake. These are significant amounts of the B vitamins—niacin, thiamine and riboflavin—in addition to iron. Pasta is a low fat, low sodium, easily digested food.

Spaghetti with Eggplant Sauce (Makes 4 servings)

- 1/4 cup salad oil
- 1 eggplant (about 1 pound) pared and diced
- 1 can (16 ounces) tomatoes
- 1 can (8 ounces) tomato sauce
- 1/4 teaspoon oregano
- 1/4 teaspoon basil
- Dash crushed red pepper
- 8 ounces spaghetti

- 1 tablespoon salt
- 3 quarts boiling water
- Grated Parmesan cheese

In a large skillet: heat oil, cook eggplant until lightly browned stirring often. Add tomatoes, tomato sauce, oregano, basil and red pepper. Cook uncovered 25 minutes or until thickened. Cover and cook over low heat 15 minutes longer.

Meanwhile, gradually add spaghetti and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Serve spaghetti with eggplant sauce and cheese.

Cost per serving: approximately 44 cents (based on New York City prices.)

Cycling Macaroni Salad (Makes about 4 servings)

- 8 ounces elbow macaroni
- Salt
- 3 quarts boiling water
- 1 cucumber
- 1 can (15 1/4 ounces) red kidney beans, drained
- 1/4 cup salad oil
- 2 tablespoons vinegar
- 2 teaspoons minced onion
- 1/4 teaspoon sugar
- 1/4 teaspoon pepper

Gradually add macaroni 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.

Score cucumber, halve lengthwise and slice thinly. Combine macaroni, cucumber slices and kidney beans in



Cycling Macaroni Salad

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 outmoded "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.

There is no cost . . . all that is needed is an appointment for a preliminary discussion.

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

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Telephone (201) 944-7972

Established in 1898

CHARLES C. ROSSOTTI, President

JACK E. ROSSOTTI, Vice President

OCTOBER, 1977

a bowl. Mix together salad oil, vinegar, 1 teaspoon salt, onion, sugar and pepper. Toss with macaroni mixture. Refrigerate several hours to blend flavors.

Cost per serving: approximately 26 cents (based on New York City prices).

Orange Noodle Pudding (Makes 4 servings)

- 4 ounces fine egg noodles (about 2 cups)
- 1½ teaspoons salt
- 1½ quarts boiling water
- 1½ cups orange juice
- 3 tablespoons cornstarch
- 2 tablespoons butter or margarine
- ¼ cup honey
- 1 teaspoon lemon juice
- 1 ripe banana, thinly sliced
- 1 medium apple, cored and diced

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

In saucepan, stir orange juice into cornstarch; cook, stirring constantly, until mixture thickens and boils. Add butter and stir until melted. Add honey and lemon juice and combine with noodles. Cook pudding thoroughly. Gently stir in banana and apple. Divide into serving glasses; chill thoroughly.

Cost per serving: approximately 19 cents (based on New York City prices).



Orange Noodle Pudding

Macaroni Salad with Curried Eggs (Makes 6 servings)

- 3 cups elbow macaroni (12 ounces)
- 1½ tablespoons salt
- 4 to 5 quarts boiling water
- ½ cup diced green pepper
- ½ cup diced celery
- ¼ cup chopped pimiento
- 2 tablespoons minced onion
- ¼ cup mayonnaise
- ½ cup dairy sour cream
- 1 teaspoon curry powder
- 2 teaspoons salt
- ¼ teaspoon pepper
- 2 teaspoons lemon juice
- Curried Eggs*

Parsley and green pepper rings
Gradually add macaroni and 1 tablespoon salt to rapidly boiling

water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander with cold water; drain again. Combine with all remaining ingredients except Curried Eggs*, parsley rings; toss and chill. Salad and eggs on platter with parsley and pepper rings on salad greens, if desired.

Ham Noodle Bake (Makes 6 servings)

- 8 ounces medium egg noodles (about 4 cups)
- 1 tablespoon salt
- 3 quarts boiling water
- ¼ cup butter or margarine
- ¼ cup flour
- 1 teaspoon salt
- ½ teaspoon dry mustard
- ¼ teaspoon each: pepper, celery seed
- 3 cups milk
- 3 cups diced cooked ham

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.

Melt butter in saucepan over low heat; stir in flour, 1 teaspoon salt and seasonings. Gradually add 2 cups of the milk; cook, stirring constantly, until sauce boils 1 minute. Add remaining milk and ham. Combine sauce with noodles in 2-quart casserole. Bake in 375°F. oven 20 minutes.



Macaroni Salad with Curried Eggs



Ham Noodle Bake

THE MACARONI JOURNAL



People's perfection can only start with palatable pasta products.

Macaroni mastery demands great performing pasta

Macaroni masters know what they want...and demand it: Nutritious, economical, good-tasting pasta products.

Amber Milling can help you deliver top-quality pasta products to your pasta people. Amber knows your pasta operations require the finest ingredients...Amber's Venezia No. 1 Semolina, Imperia Durum Granular or Crestal Fancy Durum Patent Flour.

Only the best durum wheat is used at Amber. Our modern, efficient mill grinds the durum into semolina and flour with a reliable consistency that makes it easier to control the quality and color of your pasta products.

And because we know that demanding customers are waiting for your products, we meet your specs and ship when promised. For quality and uniformity...specify Amber!



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165/Phone (612) 646-9133





Classic Lasagne

Classic Lasagne (Makes 8 servings)

- 1 medium onion, chopped
- 2 cloves garlic, crushed
- 4 tablespoons olive oil
- 1 can (1 pound, 12 ounces) tomatoes
- 2 cans (6 ounces each) tomato paste
- ½ cup water
- 1 teaspoon salt
- ½ teaspoon each:
basil leaves
oregano leaves
- ¼ teaspoon crushed red pepper
- 1 pound ground beef chuck
- ½ pound ground lean pork
- ¼ cup chopped parsley
- 2 eggs
- ½ cup fine dry bread crumbs
- Freshly grated Parmesan cheese
- ½ teaspoon pepper
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 pound curly edge lasagne*
- 1 pound ricotta or creamed cottage cheese
- ½ pound mozzarella cheese, sliced

In saucepan, saute onion and garlic in 2 tablespoons of the oil until lightly brown. Add tomatoes, paste, ½ cup water, ½ teaspoon salt, herbs, and red pepper. Simmer, covered, 1 hour.

Mix together beef, pork, parsley, eggs, bread crumbs, 2 tablespoons

Parmesan cheese, ½ teaspoon pepper and ½ teaspoon salt. Shape into ½-inch meat balls. Saute in remaining 2 tablespoons oil until browned; add to sauce and simmer 15 minutes.

Meanwhile, add 2 tablespoons salt to rapidly boiling water. Gradually add lasagne so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Layer in 13 x 9 x 2¼ inch roasting pan: sauce with meat balls, lasagne, dollops of ricotta and Parmesan cheese. Repeat layers until all ingredients are used; top with Mozzarella slices. Bake in 375°F. oven 25 minutes.

* Or use 1 pound wide egg noodles (about 8 cups).

VARIATION: To make lasagne with meat sauce instead of meat balls, proceed as above, except brown meat with onion and garlic. Omit remaining 2 tablespoons oil, eggs, bread crumbs and black pepper. Add 1 teaspoon salt, ¼ teaspoon red pepper and remaining sauce ingredients; simmer covered 1 hour. Complete dish by layering as above.



Macaroni Cabbage Salad

Macaroni Cabbage Salad (Makes 8 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni
- 1 quart grated cabbage (red or green)
- ¼ cup finely chopped green pepper
- 2 tablespoons thinly sliced scallions
- 1 cup mayonnaise
- 2 teaspoons sugar
- 2 teaspoons lemon juice
- 1 teaspoon salt
- 1 teaspoon caraway seed
- ½ teaspoon paprika
- Dash pepper

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

Toss macaroni with cabbage, green pepper and scallions. Chill thoroughly.

Combine mayonnaise, sugar, lemon juice, 1 teaspoon salt, caraway seed, paprika and pepper. Mix with macaroni and cabbage. Garnish with additional green pepper and serve on crisp salad greens, if desired.

(Continued on page 14)

THE MACARONI JOURNAL



Pearls of Pasta

For a rare adornment of pasta flour, we recommend ADM's golden blends of Durum flour and Semolina. Clean. Radiant. Pasta-perfect flour. Precious consistency.

Enhance your treasure with ADM pasta flour. Your customers will think you're a gem!



ADM MILLING CO.

4550 West 109th Street, Shawnee Mission, Kansas 66211
Phone (813) 351-7400

Macaroni Cabbage Salad

Variations: Add one of the following ingredients to the above recipe:

1. One cup diced cucumbers
2. Three-fourths cup sliced radishes
3. Four medium tomatoes, quartered
4. Or serve salad ringed with sliced tomatoes

Pouch-Packed Meat-Based Meals

ITT Continental Baking Company has announced it was entering test market with a high quality prepared entree in the "revolutionary" retort pouch. M. Cabell Woodward, Jr., president and chief executive officer, says the non-frozen, non-canned, shelf-stable product represents the birth of a totally new product category with multi-million dollar profit and cost savings all along the grocery distribution line.

Although new in the United States, the flexible retort pouch has been in use in Canada, Japan and many parts of Europe. It received FDA and USDA approval for use in the United States in the spring of 1977.

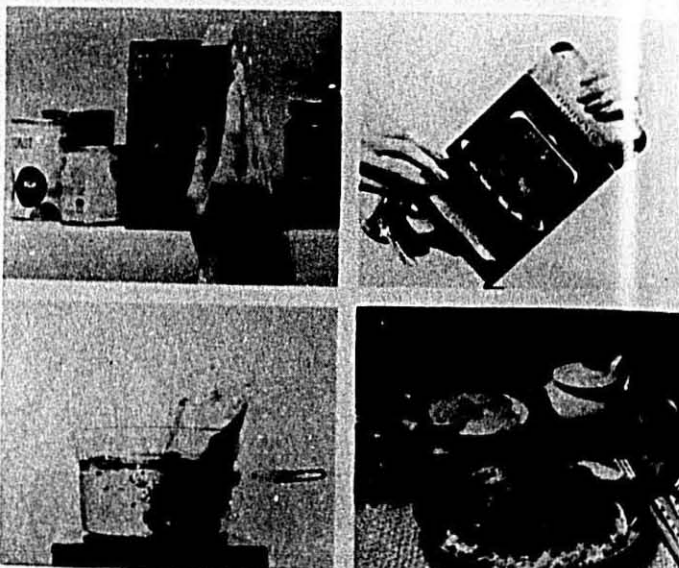
The pouch was originally developed by a consortium of private companies in conjunction with the U.S. Army Development Center at Natick, Mass., which was looking for a viable alternative to the bulky C-ration packaging. A similar pouch accompanied U.S. astronauts on several NASA Apollo space flights.

"The total prepared entree market is enormous," says Woodward. "It's estimated in excess of three billion dollars and we think Flavor Seal is the best way to tap this huge potential," he continued. "This is the first time top quality food is available in shelf-stable form with all the transportation, handling, storage and retailing savings that implies."

The Flavor Seal initial product line will include Veal Scaloppine, Chicken Cacciatore, Beef Stew, Chinese Pepper Steak, Beef Bourguignon, Chicken a la King, and Beef Stroganoff.

Trade and store merchandising programs will be backed with special in-store displays and a variety of highly visual promotional materials including shelfstrips, counter display units, window streamers and posters.

Flavor Seal Entrees come packed 12 to the case, in two six-unit shelf display packs.



From Pantry Shelf to Table in Five Minutes—ITT Continental Baking Company's new Flavor Seal (TM) entrees marketed by their Continental Kitchens (TM) Division are shelf-stable, fully prepared, high quality main dishes that are heated in their own pouches in five minutes. Simply (1) take Flavor Seal from the shelf; (2) lift pouch from box; (3) place unopened pouch in pot of boiling water; (4) and in five minutes—an entree fit for the most particular palate. Shown here is a suggested serving of Chinese Pepper Steak on a bed of rice.

Kraft Dinner

"How to eat well without cooking from scratch" heralds the colorful full-page Kraft macaroni and cheese deluxe dinner ad appearing in September 20 Family Circle and nine other national publications. Kraft macaroni and cheese deluxe dinner is one of the 23 Kraft products highlighted in the recipe commercials which will be shown during the Country Music Association Awards TV Special.

Hamburger Helper

A two-page, full-color "checkerboard" ad in September 20 Family Circle and other magazines will boost sales of General Mills' Hamburger Helper. The ad stresses the product's value when "you need to make a good tasting dinner in a hurry." Hamburger Helper for Lasagne and Hamburger Helper for Cheeseburger Macaroni are the two varieties featured.

Oodles of Noodles

Advertising of Oodles of Noodles (trade-marked) says: "Most noodle soups are mostly soup. But Oodles of Noodles is the mostly noodle noodle soup that's making hungry people

very happy. And when you taste all those savory noodles in our special broth, you'll know why."

Instructions call for three minutes in boiling water, stir in seasonings and serve. It comes in beef, pork, chicken and Oriental flavors. Stocked in grocer's dry soup section.

Cup of Soup

"I've got the real cup of soup," says Jack Rubenstein, president of Los Angeles' Sherinda International Inc. "Lipton is not my competitor." This fall Sherinda will move to the marketplace with its Insta-Cup line of soups, hot chocolate, and tea. Cup is self-contained: The beverage, in concentrated form, is sealed in a small cup that is molded into the base of a larger plastic cup. The consumer pulls an aluminum tab to reveal the dry mix, adds hot water, and stirs. Rubenstein will introduce the line in Los Angeles and will gradually move into national distribution. Each package of six cups will retail for 99¢, but Rubenstein sees his core market as institutions—hospitals, schools, vendors, and offices. Specialized Markets Inc. in La Jolla, Calif., will handle the institutional sales, and Sherinda will serve the consumer market.

The Fast Growing Food Service Market

Convenience is the name of the game—whether it's in the food service or fast-food industry.

In attempts to capture consumer food dollars, all areas of the industry are reassessing, reappraising, and often emerging with success formulas that are logical returns to what should have been initial premises: This is a service business. Care about your product, your customers.

• Give customers good food that is relatively easy to prepare—in the case of food service processing;

• Give customers appetizing meals in attractive surroundings—in the case of fast-food processing;

• And don't forget that the grocery business and restaurant business are allies—in the case of two West Coast supermarkets.

Case in point for the food service operation is Canteen, Corp. which reshaped its operation, formerly a step-child to its vending machine business, so that it is now profitable. The turn-around is credited to a new policy of consistency in preparation so that anyone who can read a recipe can cook the 390,000 meals a day put out by the nation's largest feeder of plant and office workers. In addition, by standardizing its products, Canteen has been able to reduce its chefs and come up with consistent quality.

The computer has even been put to work in an attempt to make food service meals a pleasure. ARA Food Services, Inc. uses a computerized system to predict popularity of a given day based on such factors as past popularity, time of year.

Canteen Corp.'s future plans call for more standardization, as it extends prepared mixes and bases, salad dressings, breads, and desserts. The company sees its markets as an increase in usage by present customers rather than beating the bushes for new contracts.

Canteen's growth is just one of the indicators that causes food processors to anticipate a food service industry growth rate that will be twice that of the retail food business during the next ten years.

Concerns

Yet, the Food Service Industry is not without its concerns. Such issues

as the availability of energy, FDA regulations on sanitation, and the transient nature of the work force are prompting the industry as a whole to try to bring about changes such as the new convenience foods that require little cooking. Simply thaw pre-cooked, pre-frozen foods.

Food Service buyers are receptive to new convenience foods that don't require a skilled chef, will lessen the time between preparation and serving, are savory and profitable.

The increased use of microwave ovens will, of course, be a big factor in future food preparation and packaging. The demand for the microwave is attributed to its ability to reduce waste, streamline food service operations, and for its marketability to hospitals, colleges, and industry.

The biggest convenience of all, is the fast-food industry which accounts for the use of one pound of beef out of four that is consumed nationally. Of this hamburger tops the chart, accounting for 56.6 percent of sales in food service establishments.

While a study by the Arthur D. Little Impact Services Co., projects food service industry sales for 1981 at \$118 billion, sales of restaurants, in-store eating places, and recreation area eating places, hotels, and motels are forecast to increase from \$72 billion in 1976 to \$87 billion in 1981.

What Extent?

That America is eating out is obvious, but to what extent? It is generally accepted that one-third of the food dollar is spent for food eaten outside the home. This does not mean one-third of the meals, since restaurant prices are higher. A better estimate is that one out of five meals, largely breakfast, and lunch, is eaten out.

Keys to success of the fast food industry's 28 percent share of the dollars spent on meals eaten away from home are good merchandising and money.

Still the competitive nature of the market makes it mandatory for major chains to find new ways to get their share of the profit dollar. These devices include expanded menus, individualized order possibilities, new types of locations, and heavy advertising promotions—last year the total food service industry spent about \$370

million on media advertising, more than three times what it spent five years ago.

McDonalds, which as the industry leader has the admitted edge on its competitors, uses its vast financial resources to best advantage in two areas: training (\$10 million) and market research (\$7 million, half of which comes from franchisees). Surveys determine the customer makeup of each store, then compare it with other stores in a market area and with the national average.

The bulging adult eat-out market is reflected in the fast growth among higher priced sit-down restaurants that are really upgraded versions of fast-food outlets.

Ironically, at the same time, some McDonalds and Burger Kings have started to add drive-in windows, a return to the original FAST-food premise, in response to the success the rising Wendy's International, Inc. has had with its smaller building-drive-in facility.

Grocers Not Enemies

That restaurants and grocery stores need not be enemies in the battle for consumer dollars has been realized by two West Coast retailers. Alpha Beta and Ralphs decided that supermarkets and restaurants go so closely hand in hand that they operate both.

Their philosophy is: If supermarkets recognize they are in the food business, they will regard restaurants and food service as natural extensions of their business. They will not restrict themselves to feeding people out of their markets.

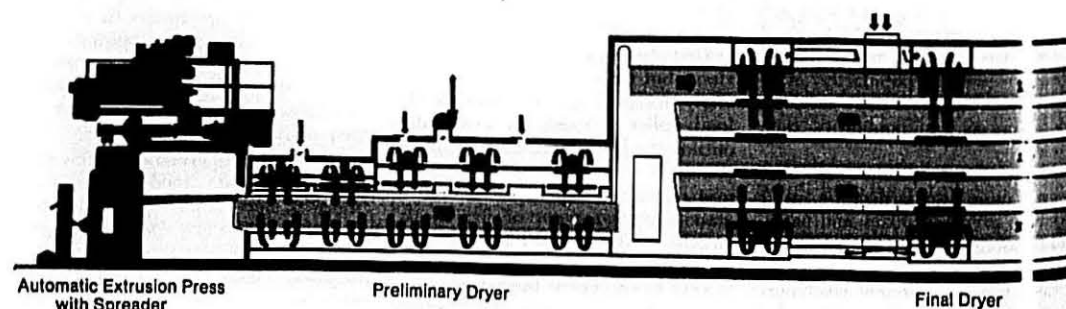
Alpha Beta supermarket chains operate 32 fast food restaurants (Alpha's), and Ralphs operates a single restaurant—The Deli Factory—and 32 International Appetite Shoppes, combination service delicatessens and snack bars, within its stores. Purpose of these snack bars was to make a profit and expand the food service division.

Diners Pick "Casual" Restaurants

Husbands and wives go out to dinner without the kids about twice a month and spend \$14.75 plus tip,

(Continued on page 18)

ATR: The hotter, faster, cleaner dryer.



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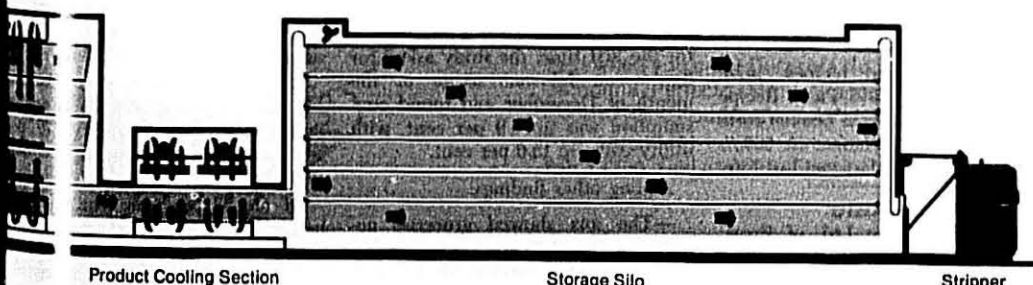
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Restaurant Survey

(Continued from page 15)

twice the average dinner tab per party, according to the latest National Restaurant Association consumer attitude study. They choose a restaurant with a casual atmosphere that features a wide and varied menu offering food that's not normally fixed at home. Yet, they'll not necessarily seek out a gourmet or ethnic restaurant. They consider the recommendations of a friend (49%) before they turn to a magazine or newspaper review (32%). They are more likely to try a restaurant where they have been before. On the average they travel 10.5 miles and take about 18.5 minutes to get to the restaurant. Nearly all (95%) believe they get a nutritionally balanced meal at a restaurant. Markets Facts, Inc., conducted the survey of 1,000 U.S. households for the National Restaurant Association.

Promotional Dates

Oct. 1-31—National Restaurant Month.
Oct. 6-15—National Macaroni Week.
Oct. 9-15—National School Lunch Week.
Oct. 10—Columbus Day by Presidential Proclamation.
Oct. 10—Discovers' Day in Hawaii.
Oct. 10—Thanksgiving Day in Canada.
Oct. 12—Columbus Day in most countries of the Americas.
Oct. 24—Veterans Day by Presidential Proclamation.

Twelve Award-Winning Recipes

Twelve illustrated recipes, prize winners from the 1975 Pasta Recipe Contest, are available in booklet form at 5¢ each, f.o.b. Palatine, IL 60067. Write the National Macaroni Institute.

Cooking with Pasta

Penday Publishing Ltd. of Essex, England, has recently released a 24-page booklet "Cooking With Pasta." Illustrated with line drawings, the book is being sold in supermarkets in the United Kingdom.

McCormick Sauce Mix

McCormick's Italian Cooking Sauce Mix has seven spices to go with tomato paste for a home-made sauce. Usually less than half the price of bottled sauces it is being couponed for a limited time.

NARGUS Report on Store Performance

Sales increased less in 1976 than in 1975; operating profits and sales per sq. ft. were off but sales per customer increased, according to the National Association of Retail Grocers' semi-annual financial analysis.

The report to the 78th annual NARGUS convention included information obtained from 84 retailers operating 201 stores with sales totalling \$525 million.

According to the study, the average sales increase last year was 8.6 per cent, compared with a 14.2 per cent increase in 1975.

Operating profits averaged 1.8 per cent, compared with 1.9 per cent in 1975, the study noted; sales per customer were up 3.6 per cent—from \$8.06 to \$8.35—but sales per sq. ft. were off 1.4 per cent—from \$5.81 to \$5.73.

Stores with weekly sales up to \$50,000 tended to have average sales per sq. ft. up to \$4.30, the report said, while larger stores reported weekly increases of \$1.50—\$5 more per sq. ft.

In surveying advertising media, the NARGUS study found that circulars showed the largest increase in use during 1976—30 per cent more than in 1975—while use of radio and TV dropped 78 per cent (62.3 per cent use in 1975, 13.2 per cent in 1976).

Advertising expenditures, while averaging 1 per cent of sales, increased by \$3,575—from \$26,819 in 1975 to \$30,394 last year.

Including comparisons on energy for the first time, the study asked for figures on kilowatt usage in the month of December and found consumption was up 3.9 per cent, with utility costs up 15.6 per cent.

Among other findings:

—The mix showed groceries accounting for 69.2 per cent of sales, meat for 21.6, produce for 6.3 and baked goods for 3.3; compared with 68.1 per cent for groceries, 21.5 per cent produce and 3.5 per cent for baked goods in 1975.

—The overall gross profit percentage was up 2.1 per cent, from 19.1 to 19.5 per cent.

—The percentage of labor to overall sales was up 7.5 per cent, from 8 per cent in 1975 to 8.6 per cent last year.

—Reflecting the decrease in the upward spiral of food prices, average turns totalled 20.2 per week—over 24 weeks worth of merchandise on hand—compared with 20.8 turns (23 weeks' worth) in 1975.

Grocery turns varied by the amount of store sales; stores doing up to \$50,000 a week turned inventory 10-15 times, while higher volume stores reported 19-27 turns, the report noted.

The financial study was done by Bartz, Postl and Associates, Milwaukee.

Labor Data

In a separate membership survey released at the convention, NARGUS members reported an average increase in hourly labor rates of 9.9 per cent in 1976, compared with an increase of 16.8 per cent in 1975.

The average annual rate of employee turnover was 25.4 per cent last year, compared with 19.4 per cent in 1975.

The use of games as a promotional activity increased in 1976, from 8 per cent in 1975 to 13 per cent last year, while use of stamps dipped from 13 per cent in 1975 to 13 per cent; merchandise continuities were up from 27 per cent to 33 per cent, according to the survey.

Coupons Most Effective

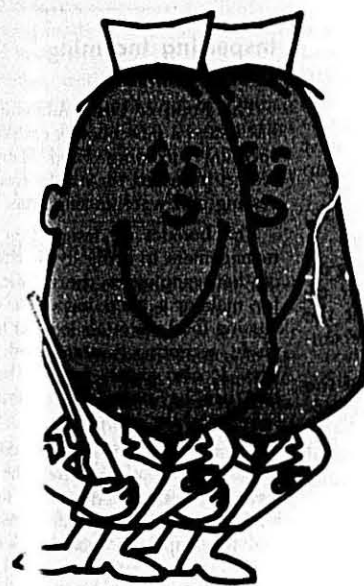
The largest number of respondents deemed coupons the most effective manufacturer promotion (48 per cent), with in-store demonstrations second (31 per cent), followed by local advertising (26 per cent), national advertising (19 per cent) and home sampling (18 per cent).

Of the 41 per cent of respondents who said they had added new service during 1976, the majority (9 per cent) said they had put in electronic registers.

Of the 52 per cent who said they had added or expanded product lines during the year, 52 per cent said they had done so in plant and flower departments, followed by general merchandise (33 per cent), health and beauty aids (29 per cent), delicatessen (22 per cent) and in-store bakeries (15 per cent).

The membership survey included 433 companies operating 2,524 stores of which 1,095 were supermarkets (averaging 12,650 sq. ft.) and 1,429 were convenience stores (averaging 2,885 sq. ft.).

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Durum is our middle name . . . uniformity is our game. If you have a formula that is successful, you want the same uniform results every time. We continuously test our product to give you the uniformity you desire. You can depend on the durum people. You start with the best when you order Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour. And you get the same uniform quality every time. Call us for uniformity.

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Our Concerns in Washington

Presentation at the Annual Meeting

Dr. Ogden C. Johnson, Vice-President for Scientific Affairs, Hershey Foods Corporation, prefaced his remarks with the comment: "We all seem to worry and fuss about what comes out of Washington, but we also turn to Washington to get bailed out. We look to government for relief."

He said the federal government will be asked to intervene in the skyrocketing costs of product liability, with no relief forthcoming from the courts. Dr. Johnson asked: "Do we want government intervention?" The Federal and state governments will press to improve product safety, he said, and the need is for a broader term to define an unsafe product. "There is no such thing as absolute safety," he asserted.

Food Surveillance

A food surveillance bill will eventually pass in some form, Dr. Johnson predicted, with manufacturers responsible for control programs. Manufacturers will be required to assure safety by clear, concise controls, he said.

Product recall will be one of the greatest problems, and manufacturers will be required to have a "tested product recall program."

Dr. Johnson predicted continued pressure in the area of food advertising in television, radio, and newsprint. The campaign to increase required information such as "complete percentage ingredient labeling" is a matter not of whether, but of when, he said.

Another area of concern with safety deals with environmental contamination. Analytical techniques to look at parts per billion improve and there are quantities of material used not as they are supposed to be used. Pesticide residues are an example. Horrible examples find their way to the front page, and then there is legislation, he said.

Energy

Energy is a key area outside the product area, Dr. Johnson declared. Policy will move in fits and starts, but it will move. The food industry is a big user of energy, so it will be put under pressure as to the type and quantity of energy that can be used.

Turning to what he described as the "people area," Dr. Johnson said



Dr. Ogden C. Johnson

"prevention" is the key word in public health. The food industry is looked upon at part of the health plans. Many programs are designed to alter the diets of consumers, with sugar the prime example, he pointed out. Pasta is not yet directly related to some health programs, he said, adding, "We can't be sure somebody won't come up with something."

Federal and state officials will not become more quiet, Dr. Johnson said—it is more likely that more sophisticated programs and regulations will be issued. This is not the time for industry to sit back, rather they must stand up and be heard and develop alternatives.

What to Do About Energy

Private businesses and business organizations are intensifying their efforts to inform the public about the energy situation and business recommendations for solutions.

The Chamber of Commerce of the United States, for example, has produced a comprehensive citizen legislative action packet for the individual man or woman in business who wants to get involved.

"Energy Is Your Business," as it is called, consists of more than 550 color slides, with scripts. The packet explains in easily understandable terms the full and hard facts about energy. To obtain packets, which sell for \$200, write to: Director of Promotion, Chamber of Commerce of the United States, 1615 H Street N.W., Washington, D.C. 20002. Or call (202) 659-6183.

"No one should play God on behalf of the consumer, when there is no such thing as a single consumer interest."—Rep. Leo Ryan (D-Calif.)

FDA to Withdraw GMP Proposal for Baking Industry

Food and Drug Administration will withdraw its proposed Good Manufacturing Practice regulation for baking issued in February, 1977, and expand the basic "umbrella" GMP regulation which applies to all food processing. Joseph P. Hile, associate commissioner for compliance, F.D.A., said Aug. 3.

Mr. Hile announced the change in the GMP approach at a Congressional hearing in which he also disclosed that F.D.A. was revising its full disclosure ingredient labeling regulation for baked foods.

Issuance of the proposed GMP regulation for baking culminated more than seven years of preparatory work by F.D.A. and baking organizations. The GMP proposal specified sanitary practices that must be followed in production of baked foods.

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.

The booklet is designed to assist management to bring to the attention of their employees the requirements for making a good inspection of incoming food materials in order to preclude accepting contaminated products. It also points out the hazards that can be caused if contaminated shipments are accepted.

The reasons for inspection and what must be done even before the shipment arrives, are described in the booklet. It defines specific conditions that the employee should look for in railcar and truck shipments and gives reasons why the inspection or each is important. Color photographs throughout the booklet illustrate examples of conditions which contribute to contaminated products. There is a convenient "Inspection Report Form" inside the back cover which firms can reproduce for their own use.

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.

For Small Business Investment

A sweeping bill designed to spur investment in small and medium-sized businesses has been introduced in the Senate.

Sens. Gaylord Nelson (D-Wis.), Thomas J. McIntyre (D-N.H.), and Lowell L. Weicker, Jr. (R-Conn.) are sponsors of S. 1815, the Small Business Venture Capital Act of 1977. Sen. Nelson is chairman of the Senate Small Business Committee.

Among other things, the comprehensive bill would—through tax changes—permit smaller firms to retain more of their earnings to plow back into modernization and growth.

The bill also would amend the Internal Revenue Code and securities laws to encourage individuals and institutional investors to put more of their dollars into venture financing for growing firms. And it would amend the Employee Retirement Income Security Act of 1974 to allow pension fund managers greater flexibility in investing funds in small and medium-sized businesses.

Another section of the bill would allow owners of such firms to sell their businesses to children or employees with the same tax benefits that owners now get when merging with larger firms in exchange for stock.

What Is Small?

Recently a steel manufacturer asked his CPA to review his capital situation. The manufacturer, an employer of over 1,000 workers, wanted to expand his plant. When the manufacturer saw the Small Business Administration listed on his CPA's analysis of possible sources of funds he called to ask if there hadn't been some mistake since the manufacturer considered his business anything but small. Indeed, no mistake had been made. In fact, the manufacturer in question fell within the SBA's definition of small business.

The SBA defines a small business as one that is independently owned and operated, not dominant in its field and meets employment and sales standards developed by the SBA. For most industries the following standards apply:

Manufacturing—Up to 1,500 employees depending on the industry in which the applicant is primarily engaged. The steel manufacturer dis-

cussed above would seem to fit the manufacturing definition whereas a manufacturer of buggy whips with 1,000 workers would probably not since he would be considered dominant in his field.

Wholesaling—Considered small if yearly sales are not over \$9.5 to \$22 million, depending on industry.

Retailing—Considered small if annual sales are not over \$2 million to \$7.5 million, depending on industry.

Construction—General construction: average annual receipts not to exceed \$9.5 million for the three most recent completed fiscal years. Special Trade Construction: Average annual receipts must not go over \$1 to \$2 million for the three most recently completed fiscal years. Again, depending on the industry category.

Agriculture—Annual receipts not over \$275,000.

In summary, small business, as defined by the SBA, is not all that small, and SBA loans should not be excluded as an option. For additional SBA financing information and a complete list of all SBA publications, contact a field office in your area (there are 88 nationwide with at least one in each state) or you can write to the SBA headquarters at 1441 L Street, N.W., Washington, D.C. 20416. Or you may call the SBA at 202-653-6385.

OSHA Updates Handbook

The Occupational Safety and Health Administration has recently revised its "OSHA Handbook for Small Business." The publication gives tips on a workplace safety plan, describes methods for self-inspections and discusses OSHA's consultation services. The 41-page handbook can be a factor in avoiding OSHA fines and citations.

To order a free copy write to: OSHA, U.S. Dept. of Labor, Room N-3641, 3rd & Constitution Ave., Washington, D.C. 20210. Attention: Office of Public and Consumer Affairs.

OSHA Reduces Paperwork

The paperwork burden for tens of thousands of businesses is slated to ease, thanks to a new policy of the Occupational Safety and Health Administration. OSHA plans to exempt businesses with up to ten employees from its record-keeping requirements.

The act creating the agency exempted firms with seven or fewer employees from the requirements and gave OSHA the option to modify this number in the interest of cutting the work load on businesses.

Immediately affected will be firms in 27 states and the District of Columbia. The other 23 states and the Virgin Islands, which administer their own OSHA-approved programs, can adopt a similar rule if they wish.

Housekeeping Eliminates Injury Source

Did you know that a newspaper headline 100 years ago caused an English doctor to make a discovery that changed medical history?

Joseph Lister was continuously shaken by the pain and suffering of the patients in the dirty wards of a Glasgow hospital where he was serving in the 1860's. Glasgow was then a shipbuilding center and injuries were common.

The Search

Lister found that blood poisoning and gangrene, rather than injuries, killed almost half the patients brought in. Many doctors said, "There is nothing strange about this, as oxygen in the air inflames the wounds."

Lister refused to believe that men who suffered a simple injury needed to die, so he began searching for something to break the chain of fever, amputation, and death.

In 1865 he heard about Louis Pasteur's work in France and of his theory that fermentation was caused by microbes. Then one day, Lister was startled by this newspaper headline: "City of Carlisle gets rid of sewage . . . Carbolic acid sprinkled on sewage kills odor."

He rushed to Carlisle to check. "The odor of sewage is like the odor of a wound," he reasoned. "Both spell bacteria and what kills one might kill the other." Other doctors said he was daft.

A year later, there were two accident wards in the Glasgow hospital. In one, as before, "the air" killed many injured patients. However, in Lister's ward, there was no blood poisoning or gangrene. He had learned that a mild solution of carbolic acid would kill "microbes" and let nature heal the wound. His new

(Continued on pag 2c4)

Pasta Partners.



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

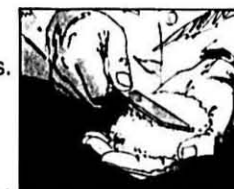
In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective. To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

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

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

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

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



Peavey
Industrial Foods Group

Cleanliness Pays

(Continued from page 21)

treatment soon taught the medical world that cleanliness saved lives.

Lister's remarkable discovery proved that cleanliness and good housekeeping were necessary in operating rooms. They made surgery safe.

Necessary on the Job

Good housekeeping is also necessary on the job. It helps make work safe. Many avoidable injuries grow out of the carelessness of sloppy housekeeping. The slowdown and safety is clean up.

Clean aisles and walkways, clean floors, clean stairs, clean work and storage areas are as important to your safety as clean operating rooms are to patients.

In the 1860's doctors unknowingly were themselves carriers of bacteria as they made their rounds from bed to bed. There is no excuse for us to plant the "germs" of injury in the paths of fellow workers through careless housekeeping.

It's easy enough to see the germs that cause trouble on the job; oil spills, tools out of place, improper piling and tacking, scrap, or clutter of any kind. Your clean up action is the "antiseptic" needed to eliminate these hazards. A clean area is a safe area, and it takes only a short while to "doctor" up your work area.

Regulatory Emphasis Misplaced

Popular pressure has caused government regulation of the food industry to stress areas where such regulation can be least effective, a leading food scientist said while presenting a "Report Card on Regulation."

Moreover, said Dr. Richard L. Hall before the Western Hemisphere Nutrition Congress V, the growth of such regulations apparently has resulted in less money spent by the food industry for research and development.

"But perhaps as crucial," he went on, "is that the growth of these regulations reflects a lack of public confidence in the food supply. Government cannot solve this lack of confidence. But industry is to blame for government's intrusion into this field because of the little it has done over the years to retain public confidence."

Dr. Hall, Vice President-Science and Technology of McCormick & Co., Inc., spoke on the "Impact of Safety and Quality Regulations on Industry." The congress, held every three years, is a consortium of nutrition societies in the western hemisphere.

He said he used the word "apparently" in describing the effect of regulations on research and development because of the wide diversity of the food industry and a shortage of hard facts.

"But we do know," he said, "that the great bulk of food-borne disease we have is relatively untouched by regulations. Much of it comes from mass feeding such as public eating places and picnics. Poor food handling practices are usually the cause."

"The other major source is improper food storage and handling in the home. Regulations can do nothing about this, although education can."

Personal Choice & Practice

Dr. Hall, a Ph.D. in chemistry from Harvard University, the recipient of numerous professional honors, and an advisor to the United States government on nutrition, food safety and related matters, said he has no desire to ridicule regulation.

"But," he said, "I do feel strongly the emphasis is wrongly placed. Our principal hazards are microbiological and nutritional and these are the ones most within our control through personal choice and practice."

"By all means, regulatory effort deserves praise for its role in fortification of foods to restore or enhance important nutrient values. Obvious examples are iodation of salt, enrichment of flour and bread products and Vitamin D in milk. Efforts—now long past—to exclude adulterated foods have had real success."

"But in most recent instances such as labeling regulations, standards of quality, and regulations aimed at safety and aesthetic factors, these measures have no or virtually no positive effect."

"Such regulations do cause a great deal of what many have called 'non-productive technical activity' just to comply. The result is an inhibition of technical innovation and less adaptability to changing economic circumstances."

He said that although the consumer believes many "new" food additives keep coming on the market, in fact approvals by the United States Food

and Drug Administration are rare and, with one exception in recent years, none has been innovative.

And as for toxicological safety, he continued, great gains were made early in the century but few gains have been made since. He continued:

"Regulation, once responsible for enormous gains in the safety and nutritive value of our food supply, and in the economic protection of the consumer, has become more and more marginal."

Reverse Order

"Most regulation now no longer deals with the major hazards and needs—microbiological and nutritional. A Canadian colleague of mine has said that if his unit in the Health Protection Branch were doing its job properly, it should work first on the methodology of safety testing, then on evaluation of food contaminants, on pesticide residues and last on additives. But through popular pressure and misplaced concern, its work is exactly the reverse order of priority."

"This is true of the United States and in much of the rest of the developed world as well. Perhaps it is simply a reflection of a fact that those of us in the developed countries can afford to worry about nonexistent or remote hazards while the rest of the world worries about getting enough to eat."

McCormick is the Baltimore-based international producer of seasonings, flavorings and specialty food products. Its products are sold under the McCormick/Schilling label in the western United States and the Club House label in Canada.

A New Political Partnership

"We don't have to fight our battles with one hand tied behind our backs. Corporations today have perfectly legal mechanisms for political effectiveness. We have tremendous employee support—even from unionized employees—because mutual economic problems must be faced. We must discuss the issues with them, and they'll respond."

"Most individuals and businesses alike don't want to give up their freedoms for more government. It's time we take the bull by the horns and solve our problems without government interference."—Russell H. Perry, Public Affairs Committee Chairman for the Chamber of Commerce of the United States.

THE MACARONI JOURNAL

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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.

SOCIAL SECURITY: A TOUGH ONE TO CALL

by
Richard L. Leshner
President
Chamber of Commerce
of the United States



The Social Security system is now paying out more money than it is taking in. And if nothing is done, the situation will get worse.

There is no dispute about these points, which are easily verified mathematically. But what to do? Over that there is plenty of argument.

The range of choice for a solution is equally easy to see: (1) Find more money somewhere; and/or, (2) reduce benefits.

The Carter Administration has proposed to do a little of both. First, the growth rate of future benefits (not present benefits) would be reduced. Second, more money would be raised by two key changes in the financing system.

Revising the benefit formula is an excellent idea, and not nearly as pinch-penny as it sounds. Thanks to an oversight in earlier Social Security legislation, the level of benefits at retirement is now being increased so rapidly that many people retiring around the turn of the century would be eligible for pensions higher than their pay.

The proposed fix is to freeze the size of the pension at about the same proportion of pay as it is now, increasing it in the future only to keep up with inflation. In other words, future Social Security beneficiaries would do as well proportionately as present beneficiaries, but no better.

The second part of the Carter package—the financing changes—will be much more controversial. The Administration wants to raise more money by increasing the proportion of the tax paid by employers on behalf of their employees (the total tax is now split 50-50 between the employer and the employee), and by permitting the use of general revenues under certain circumstances.

I accept the need for a small tax increase to protect the system. And business is willing to pay its share. But I do not like the Administration formula.

Any government program that invites us to vote ourselves money from the public treasury is dangerous. It is dangerous because there will always be politicians around who promise—as Health, Education and Welfare Secretary Califano is now promising—that the money can be created out of thin air. And there will always be voters around ready to accept this welcome news. But inflation is the price we pay for that money from nowhere, as most people are beginning to realize.

The Social Security program was designed to prevent our generous impulses from leading to disaster. The key safety device was tying taxes to benefits. When Social Security benefits went up, Social Security taxes would have to be increased correspondingly, on both employers and employees. Thus, the discomfort caused the taxpayers would act as a check on the politicians' urge to buy votes by handing out more money. This is why we should retain the 50-50 partnership in tax payments.

Even with that checkrein, Congress has been too liberal with the benefits schedule, which is part of the reason the Social Security system is now heading for insolvency. (The lower birthrate of recent years is the other big reason for trouble. There will be fewer workers in the future to support more retirees.)

You can imagine, then, the added danger of removing the only inhibition to complete financial irresponsibility in the management of the system. An that is, in effect, what the Administration proposes: Take the extra money from places where the vote won't feel it directly—general revenues and corporate income. The indirect effects of such a policy—inflation, unemployment, economic stagnation—are not easy for the average person to connect with their causes.

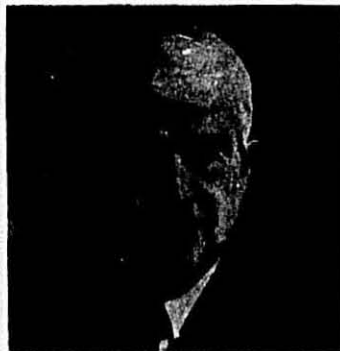
Well, I think this shell game is unwise at the least, if not patently immoral. Social Security is too important to too many people to make of it a political football and an economic nightmare.

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Fritz Corrigan

Corrigan Announces Retirement Plans

Fritz Corrigan, Peavey Chairman and Chief Executive Officer, said he will retire January 1, 1978 which is almost two years prior to his reaching age 65, the normal retirement date according to company policy.

William G. Stocks, 50, Peavey President and Chief Operating Officer for the past two years, will succeed Mr. Corrigan as Chief Executive Officer. Mr. Stocks will retain the title of President.

Peavey's Board of Directors has approved the plan of succession.

"I've planned for several years to step out early," Corrigan said, "and the management team now in place at Peavey has been organized with this in mind. Bill Stocks has demonstrated beyond question his ability to assume the responsibilities lying before him."

Financial & Operating Background

Stocks will bring a strong financial and operating management background to the top spot. A lawyer and certified public accountant, he joined Peavey in 1958. He was Financial Vice President and Treasurer; was elected to Peavey's Board in 1969; became Executive Vice President in 1974 and was elected President and Chief Operating Officer in 1975.

Assuming the Presidency of Peavey in 1965, Corrigan has held the position of senior operating officer or chief executive officer ever since. "I sincerely feel that 12 years is long enough for one man to be in charge," Corrigan said.

With Peavey his entire business life, Mr. Corrigan's leadership role in the Company began emerging when he moved back to Peavey's Minneapolis headquarters in 1955, after

heading Peavey's grain terminal operations in Duluth. He was elected to Peavey's board in 1959; executive vice president in 1962; president in 1965; chief executive officer in 1968 and chairman in 1975.

Major changes took place during Corrigan's tenure, though he prefers to say he "was fortunate to assume leadership at a time when the Company was entirely ready for expansion and growth. It was a matter of being in the right place at the right time."

Peavey sales went from \$194 million in 1968 to \$508 million last year. Net earnings moved from \$1 million to more than \$15 million in the same period.

Peavey Profits Fall

Peavey Co. will report a sharp decline in earnings for the year ended July 31 but expects fiscal 1978 to be a year of "substantial recovery," company executives said.

As previously reported, earnings for the nine months ended April 30 fell 45% to \$6.8 million, or \$1.17 a share, from \$12.4 million, or \$2.15 a share, a year earlier. Fiscal fourth quarter earnings dropped from 10 cents and 15 cents a share from the year earlier 58 cents a share, largely because of a loss on Peavey's disposal of its Craft Village stores and settlement of a lawsuit against a Peavey unit, William G. Stocks, president and chief operating officer, said.

He indicated Peavey will report fiscal 1977 earnings of \$1.60 to \$1.75 a share. In fiscal 1976, the diversified food and specialty retailing concern earned \$15.6 million, or \$2.73 a share, on sales of \$508.8 million.

Agricultural Earnings Drop

"We're glad to have last year behind us," Mr. Stocks said in an interview. He attributed the decline in earnings to "a serious downturn in agricultural earnings," caused in part by the severe winter, during which Peavey's grain exports were curtailed by the freezing of the Mississippi River.

Fritz Corrigan, chairman and chief executive officer, said agricultural earnings were also hampered by sharply narrower grain-merchandising margins due to abundant grain crops and an industry "pressing for business" in the export markets. Peavey's problems were aggravated by its old and inefficient grain elevator on the Gulf Coast, the executives said. That



William G. Stocks

elevator is being replaced by a new one that should be completed in a year or so.

ADM Sales Up

A preliminary annual statement for the fiscal year ended June 30, 1977, places net sales of Archer Daniels Midland Co. at \$2,075,000,000, compared with \$1,647,000,000 in the previous year, adjusted for acquisition of New Era Milling Co.

Last week, ADM reported preliminary net earnings of \$61,404,000 for fiscal 1977, compared with \$65,203,000 in the preceding year, also adjusted for the acquisition. The net was equal to \$2.07 per share of common stock against \$2.27 in the prior year.

The company said lower earnings were mainly the result of lower margins experienced in corn sweetener.

ADM Vice President

Gordon Stoa has been named senior vice-president of ADM Milling Co., according to H. D. (Joe) Hall, president of the company.

Mr. Stoa will continue to hold responsibilities in special products, by-products and export for the company. Mr. Stoa joined ADM Milling in 1967 and was appointed a vice-president in 1972.

A native of Hatton, N.D., Mr. Stoa began his career in grain and milling as a management trainee with Peavey Company in 1950. He became one of the youngest managers in the company's country elevator system.

Mr. Stoa was with North Dakota Mill and Elevator at Grand Forks as manager of its grain department prior to joining ADM in 1967 as a merchandising manager for its Northwest region based at Minneapolis. In 1969 he was named head of the by-products and export sales department.

ASEECO BIN STORAGE SYSTEMS

BIN STORAGE

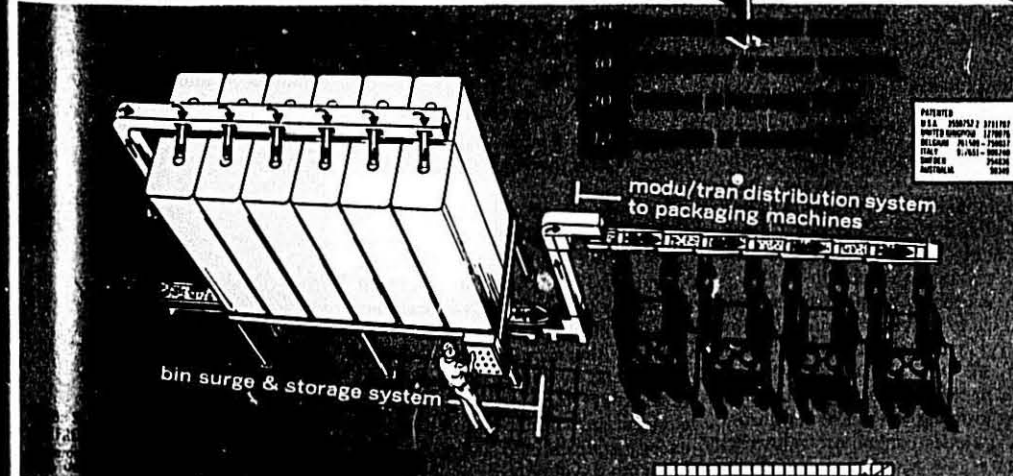
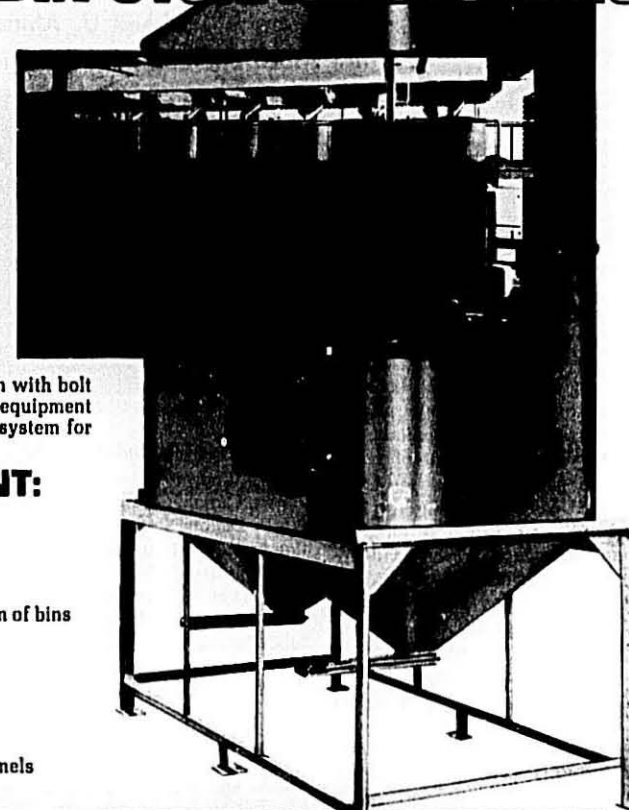
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EVALUATION OF NORTH DAKOTA DURUM WHEAT VARIETIES FOR SITOSTERYL PALMITATE BY THIN LAYER CHROMATOGRAPHY, A TECHNIQUE TO DETECT NON-DURUM WHEAT IN DURUM WHEAT PRODUCTS.

by S. Rasheed U. Ahmed
Prince Macaroni Company of Michigan, Inc.

Pasta made from 100% durum wheat (*Triticum durum*) is superior in quality compared to that made from common wheat (*Triticum vulgare*). Incorporation of common wheat farina in macaroni products results in poor cooking quality of finished product. Many methods are available to detect non-durum wheat in durum wheat products.

In 1952 Matveef (5) proposed a method by utilizing the difference in the steryl ester content between durum and non-durum wheat and by measuring the sitosteryl palmitate, one could estimate the amount of farina present in semolina.

In 1964 Gilles & Youngs (4) described the composition of lipid of *Triticum durum* and *Triticum vulgare* by employing the thin layer chromatography technique. They reported that the sitosteryl palmitate was found to be substantially absent in the milled product of *Triticum durum*.

Feillet and Kobrehel (1) proposed a method by using a specific enzyme to detect the presence of common wheat in pasta product by electrophoresis.

Garcia-Faure et al. (3) and Piazzi and Cantagalli (6) proposed a method of detection by estimating specific soluble proteins.

Some Objection

There is some objection over the use of thin layer chromatography technique to estimate sitosteryl palmitate because according to Garcia-Faure et al. (2) many European durum wheats contain as much sitosteryl palmitate as the common wheats, but according to Gilles & Youngs (4) the sitosteryl palmitate is substantially absent in U.S. Durum wheats. So there is necessity to know whether the present growing North Dakota durum wheat varieties contain any sitosteryl palmitate.

The purpose of this investigation is to detect sitosteryl palmitate qualitatively in different North Dakota durum wheat varieties by thin layer chromatography.



S. Rasheed U. Ahmed

Materials and Methods

Six different durum wheat varieties Botno, Cando, Crosby, (obtained from North Dakota State University, Langdon branch station), Rollet, Rugby and Ward (Cargill Inc., Lakota, North Dakota) of 1976 crop were milled to semolina on a modified Buhler laboratory durum mill and purified on a modified International Multifood purifier. Winter wheat farina was obtained from Seaboard Allied Milling Company, Kansas City, Missouri.

Semolina from durum wheat variety Cando and winter wheat farina were blended to prepare the mixture of 0, 5, 10, 20, 30, 50 and 100 percent farina in semolina. The total weight of the mixture was 10 grams.

Rapid Extraction Procedure

Rapid extraction procedure was followed as described by Gilles & Youngs (4).

Ten grams of the sample were mixed with 30 milliliter of petroleum ether (Fisher Scientific Co., Fairlawn, N.J., b.p. 37.6°-55.7°C) in a 125-ml. Erlenmeyer flask. The flask was kept on a Burrell shaker for 15 minutes. By vacuum filtration solids were removed and washed twice with approximately 10-ml. portions of petroleum ether. The lipid solution was placed on steam bath and evaporated slowly to a volume of 2-ml. and directly spotted on thin layer plate.

Pre-coated thin layer chromatography plates (uniplates) were obtained from Anal Tech Inc., Newark, Delaware. These plates were pre-coated

with silica gel G, 250 microns in thickness and 20 x 20 cms. in size.

100% carbon tetrachloride solvent system was used.

Cholesteryl palmitate from Supelco Inc., Bellefonte, Pennsylvania was used as a standard because sitosteryl palmitate is not available commercially.

100 milligram of cholesteryl palmitate was dissolved in petroleum ether and the solution was made up to the mark in 100 ml. standard flask.

Twenty micro-milliliter of the sample was spotted on thin layer plate.

All plates were removed from the tank, dried and put back into the tank and the development process was repeated. This was done to accomplish a better separation.

The visualization of the spots was carried out by spraying with 50% aqueous sulfuric acid and heating the plates at approximately 170°C for 10 minutes.

Quantitative data of the spots by photovolt densitometer were not recorded.

Results and Discussion

Thin layer chromatography was used to separate and identify the sitosteryl palmitate in durum wheat semolina, common wheat farina and the mixture of semolina and farina.

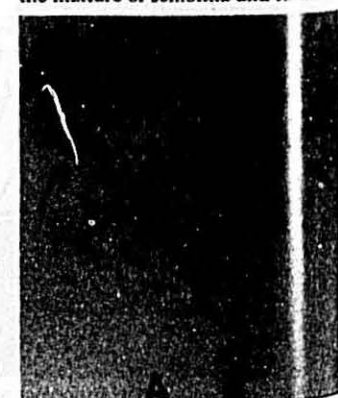


Figure 1. Thin-layer chromatogram. A, standard cholesteryl palmitate. B, winter wheat farina lipid, top spot is sitosteryl palmitate.

(Continued on page 32)

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Durum Wheat Varieties

(Continued from page 30)

Figure 1 represents the photograph of a thin layer plate of standard cholesteryl palmitate and farina lipid. Since sitosteryl palmitate is not available commercially, cholesteryl palmitate was used to represent sitosteryl palmitate. The spot on the left side of the photograph is standard cholesteryl palmitate. The series of the spots on the right side shows the separation of farina lipid. The top spot of the farina lipid is identified as sitosteryl palmitate. The Rf values of the standard and the top spot of farina lipid indicate very close similarity. The photograph of the thin layer plate of farina lipid obtained by Gilles & Youngs (4) showed close similarity with the present work.

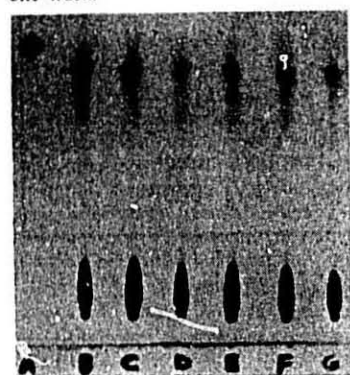


Figure 2. Thin-layer chromatogram of standard cholesteryl palmitate, B, Botno durum wheat semolina, C, Cando durum wheat semolina, D, Crosby durum wheat semolina, E, Rollet durum wheat semolina, F, Rugby durum wheat semolina, G, Ward durum wheat semolina.

Figure 2 is the photograph of thin layer plate of standard cholesteryl palmitate and six different varieties of North Dakota durum wheat semolina.

All six varieties did not show the similar distinct sitosteryl palmitate spot as shown in the photograph of farina lipid. However, they showed only very faint strip.

The presence of other class of wheat in the commercial durum wheats may produce some sitosteryl palmitate on thin layer plate because Nebred wheat, barley, hard red winter wheat, and rye produced sitosteryl palmitate on thin layer plate (4).

Lipid Separation

The lipid separation of the mixtures is shown in figure 3. The photograph

of the thin layer plate of the mixtures shows the change in the intensity of the top spots as the percentage of farina in semolina changes in the mixtures. Gilles & Youngs (4) also found the similar results. Although the density of these spots was not measured quantitatively by photovolt densitometer, it did show an increase in the intensity of the spots as the percentage of farina increases.

Garcia-Faure et al. (2) reported that European common wheat contains approximately as much sitosteryl palmitate as the European durum wheats. The presence of sitosteryl palmitate in European durum wheat may be due to geographical location, dry or irrigated farming, crop year, genetic origin of the varieties. It could be a number of factors contributing to the presence of sitosteryl palmitate in European durum wheat.

The semolina obtained from durum varieties Botno, Cando, Crosby, Rollet, Rugby and Ward did not show any intense spot of sitosteryl palmitate as noticed in the winter wheat farina on the thin layer plate. This indicates that the sitosteryl palmitate was found to be substantially absent in the semolina of these varieties. Moreover a very little faint strip did occur on the spot possessing the same Rf value as sitosteryl palmitate.

Thin layer chromatography can still be used as a tool to isolate sitosteryl palmitate to detect non-durum wheat in durum wheat semolina, finished products and also in quality control for different durum-winter wheat flour blends.

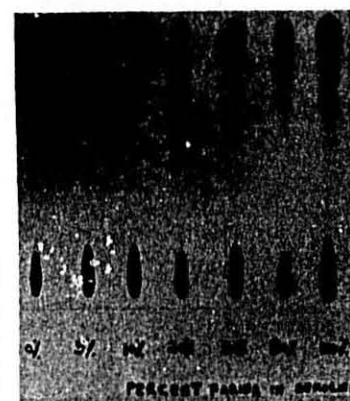


Figure 3. Thin-layer chromatogram showing the increase intensity of sitosteryl palmitate spot (top spot) with increase percent of farina in the mixtures containing semolina and farina.

Summary

Six different varieties of North Dakota durum wheat semolina and winter wheat farina were analyzed to separate and identify sitosteryl palmitate on thin layer chromatography, using silica gel G plates and 100% carbon-tetrachloride solvent system. Mixtures of Cando durum wheat semolina and winter wheat farina were prepared to make 0, 5, 10, 20, 30, 50, and 100 percent farina in semolina. The lipids of these mixtures were separated and identified on thin layer chromatography plates.

The thin layer chromatography of six different durum wheat semolina showed that the sitosteryl palmitate found to be substantially absent in these varieties. However, a very light faint strip was noticed on the spot possessing the same Rf value as sitosteryl palmitate.

The intensity of sitosteryl palmitate spot of the mixtures increases as the percentage of farina increases in the mixture.

Thin layer chromatography technique can be used as a tool to isolate sitosteryl palmitate to detect non-durum wheat in durum product.

Acknowledgements

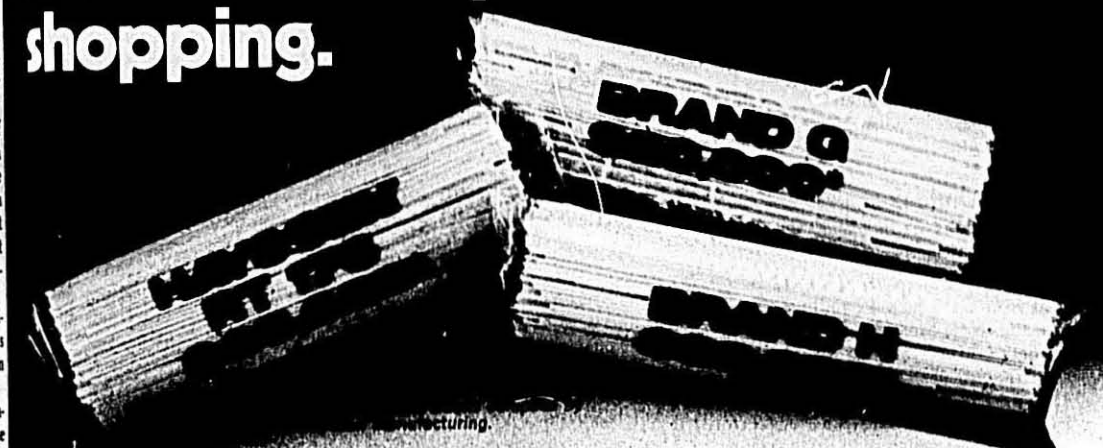
The author wishes to thank Prince Macaroni Company of Michigan Inc. North Dakota State University Langdon Branch Station, Cargill Corporation, Mr. Robert Bruning of International Multifoods Company, Mr. Gene Ulunruh of Seaboard Allied Milling Company, Dr. Sandra Skarsaune, Kellogg Co., of Battle Creek, Michigan and finally to Mrs. Sandra Edelman, typist, for her excellent work.

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THE MACARONI JOURNAL

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Durum Outlook

From USDA Economic Research Service, August 1977

Durum plantings declined 33 percent from last year's 4.7 million acres. Arizona, New Mexico, and California farmers have almost completely shifted out of Durum. Traditional Durum States also reduced plantings by 30 percent. There was concern about low soil moisture in early spring but timely rains came and the crop appears to be in good to excellent condition with an early harvest now in progress. The 1977 harvest was estimated at 87 million bushels, down one-third from last year's record.

Large Carryin

Coupled with a large carryin of 86 million bushels, total 1977/78 Durum supply will be only 16 million below last year's huge supplies. As prices plummeted during 1976/77, Government loan activity increased dramatically to 33 million bushels with 29 million still outstanding as of June 30. Thus, available Durum supplies for 1977 will be down nearly a fourth from a year ago. With harvest prices at low levels, it appears that more of the new crop will be put under loan.

Domestic use may be a fourth lower than last year because of reduced feeding. With Southwest Durum stocks depleted, little feeding will take place in that area where most of last year's feeding occurred. The 1976/77 mill grind was up nearly 8 percent over a year ago, reflecting the growing use of pasta products and the low prices. Durum grind and food use should continue to expand in 1977/78.

World Market

The world market for Durum is not large so any increase in exports above

last year's 41 million bushels would likely have to be made at the expense of other exporting countries. Algeria and Italy may have increased 1977 wheat needs because of smaller crops. Total export commitments as of July 10 were 14 million compared with 21 million in 1976.

Durum and Semolina prices are going into the 1977 marketing season at the lowest levels since 1972/73. A year ago Durum was \$1.40 per bushel above the present Minneapolis prices of \$2.85. Recent semolina prices (100 percent Durum) have been \$2.70 per hundredweight below last year.

Wheat Foods Program Retained in Farm Bill

The House conferees agreed, with one exception, to recede from its disagreement with the Senate on the wheat and wheat foods section and to accept it with an amendment providing retail bakers a less restrictive exemption from the program than in the original legislation.

The wheat and wheat foods section, which would become effective Oct. 1, 1977, provides for establishment and appointment by the Secretary of Agriculture of a 20-member Wheat Industry Council to administer programs in nutrition education and research, with equal representation on the Council for wheat producers, processors, and product manufacturers and consumers.

Nutrition education programs could be established "both within the United States and in international markets," while research programs would be "with respect to sale, distribution, marketing, utilization, or production of wheat, processed wheat, and end products and the creation of new products thereof to the end that the marketing and utilization of wheat, processed wheat, and end products may be encouraged, expanded, improved or made more acceptable."

Referendum on Orders Required

Programs and orders to fulfill objectives of the act must be approved in a referendum among end product manufacturers, with no order to be effective unless votes are cast by at least 50% of registered end product manufacturers, and that such order is approved by not less than two-thirds of the end product manufacturers voting or by a majority of the

end product manufacturers voting. Such majority manufacturers of products containing not less than two-thirds of the total processed wheat contained in all end products manufactured by those voting in the referendum.

Maximum Assessment 5¢ per cwt

Approved programs would be financed by an assessment paid by end product manufacturers of not more than 5¢ per cwt of processed wheat. The act includes provisions for assessment refunds to those end product manufacturers seeking refunds. Processed wheat as defined in the act "means the wheat-derived content of any substance (such as cake mix or flour) produced for use as an ingredient of an end product by changing wheat grown within the United States in form or character by any mechanical, chemical, or other means."

Egg Promotion

Egg dishes that are not only easy and economical, but elegant as well, are featured by the American Egg Board in their fall promotion for "The Incredible Edible Egg."

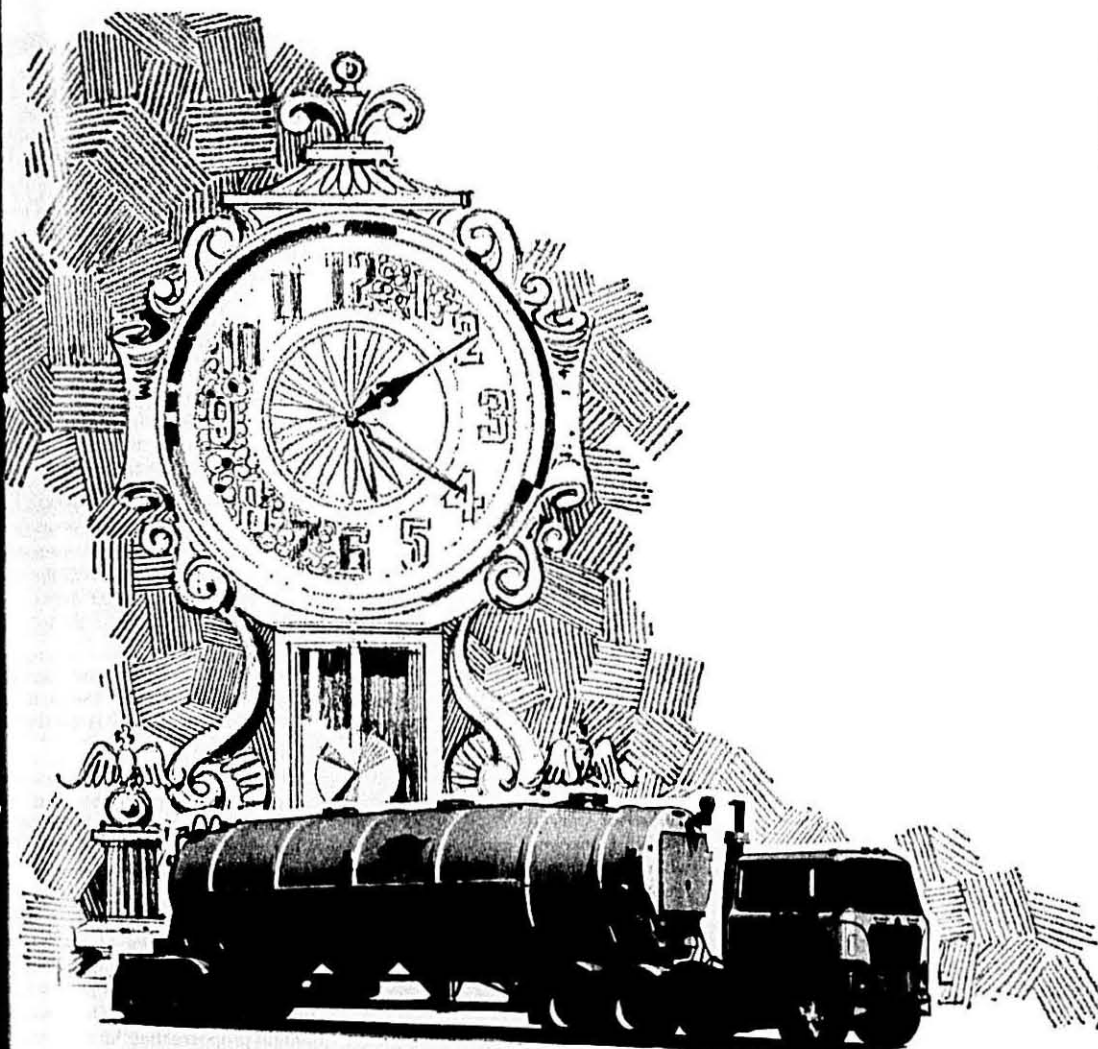
Fruited Omelet, Eggs-in-Yon Soup, and Pizza Skillet Dinner are three mouth-watering suggestions contained in the Board's new four-color advertisement. Taste-tempting pictures, in addition to easy-to-follow recipes (including complete instructions for an appetizing omelet), are presented. Consumers are invited to write in for a prize-winning egg recipe booklet.

The ad, scheduled for fall insertions in Family Circle, Good Housekeeping and Redbook, is part of the American Egg Board's new \$3.5-million campaign scheduled to reach 95% of American consumers. A full complement of network and spot television, plus radio advertising, is also planned.

In addition, the Board's new campaign will be supported by a full-scale promotion and publicity effort and a wide-reaching consumer education program.

New Egg Plant

National Egg Products Co., Social Circle, GA, has recently opened a second plant with a production area of 10,000 sq ft. New equipment installed will increase production capacity to 200-250,000 lbs egg solids per month.



Super Semolina Service!

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Triangle Shows Packaging System

Miniature and full-size scale systems, an automatic form-fill-seal bag machine, and a conveying system that distributes product evenly to multiple packaging stations, were shown by Triangle Package Machinery Company at the 1977 Western Packaging Exposition.

Both miniature and full-size Flexitron 1600 scale systems feature integrated solid-state electronics that monitor and self-adjust a multitude of functions—fine weight, dribble time, tare, feed rate. They also checkweigh and correct product quantity as needed in the scale bucket before discharge, saving time, product, packaging materials and floor space over add-on, free-standing units.

Flexitron 1600 settings are dial tune, and color-coded diagnostic lights on quick-change PC boards trace all scale functions, simplifying trouble-shooting. The scales incorporate the friction-free Flexitron weight cell which delivers accuracies to 1/1000th oz., and Triangle's proportioned feed system that evens flow to scale heads. Both weighers are computer compatible and have digital readout.

Their frames have been designed to shed product particles and can be hosed down during clean-up.

The three-section miniature Flexitron scale system, designed for net weighing nuts, candies and other small items, can be synchronized with other equipment in a packaging line.

Full-size Flexitron

The full-size Flexitron weigher was mounted on Triangle's solid-state Pulsamatic II form-fill seal bag machine. This unit features a newly introduced frame that is elevated, open and simple in construction to facilitate cleaning. Its drive system, counterbalanced to cycle the sealing system quicker during the non-productive return phase, replaces the cam shaft with a pulse generator that can be dial set during operation. The entire drive is fully enclosed from product particles, etc., but is accessible via a big door at the rear for accurate, slide-rule type stroke length adjustments. The drive itself uses the double Whitworth design that converts continuous rotation to reciprocating motion.

Like the Flexitron 1600, Pulsamatic's solid-state circuitry monitors and self-adjusts a variety of machine functions once dial settings have been made.

Other Features

Other features include: color coded diagnostic lights that trace functions, easy-change PC boards, film runout signal and a quick-change film core mounting, lights that identify the scale that made the bag that was just formed, laser-crafted stainless steel or anodized epoxy forming shoulders, and an exclusive sealing assembly that eliminates stresses by relaxing the film.

Pneumatic and other lines are grouped and routed cable-style to keep order and eliminate flexing. Dust-tight and moisture proof cabinetry houses the electronics, and pneumatics are centralized in their own enclosure.

The distribution system shown represents Triangle's new CBH Conveyor line, counterbalanced units that keep vibrations out of their stands to make them lighter and easier to place. The CBH system displayed automatically distributes product to multiple stations so that no packaging machine is choked or starved.

CBH Conveyors can be dial tuned while they run, have flow rates that ignore product surges or changes in density, and can be stopped or started instantly.

With no mechanical parts, these hydraulic units are easy to clean and maintain.

Package Sizes

The Nielsen Researcher observes: Scarcely anything in the grocery business has been the same since the early 1950's when the great mass of American consumers decided it was more fun and less trouble to drive to the shiny new supermarket once or twice a week than to walk down to the corner grocery almost every day. This change revolutionized the retail grocery industry and resulted in almost as many changes in the products being sold. Among them was size.

The growing sales share of large sizes in the marketplace—a share that moved from 23% in 1956 to 31% by 1960. Apparently, customers were shopping less often, using their auto-

mobile rather than their back to transport, and were usually able to afford the larger sizes if convinced of offered economy and convenience. As a result of these trends, manufacturers set about producing larger sizes of almost every product.

However, the manufacturer's move toward larger sizes couldn't be made without first considering several of the basic factors affecting any size decision.

Among them are:

Shelf Life. How fast does the product lose freshness, flavor or otherwise deteriorate? Will the large size give the shopper more than she will reasonably use within this period?

Convenience. Is the package too bulky for the housewife—or retailer?

Tradition. What sizes are customers accustomed to buying? Will the consumer accept a size that differs radically from what she is in the habit of buying?

Competition. What sizes are my competitors offering? Would it be possible to offer slightly larger sizes at the same price?

Though this list is by no means complete, it leads to the most important question in determining sizes: What size selection will attract the greatest number of customers?

A further complication in this mix came in the form of a serious recession. A primary area of interest for product manufacturers then became the impact of economic recession on consumer size selection. One school of thought proposes that the shopper will tend to take greater advantage of the economies (lower cost per unit) inherent to the larger sizes or, in case of rapidly rising prices, will hedge against future increases by purchasing the largest size available. Others propose that the shopper will buy the smallest size to keep her "in-line inventory" investment or her actual dollar outlay between shopping days at a minimum.

New and larger sizes are being introduced and progressively higher levels of share of brand sales may be attributed to them.

Despite continuing declines in average household size, larger package sizes maintain their growth. And, regardless of recession, consumers are

(Continued on page 3d)

The Clean Machine

Pulsamatic II doesn't mess around when you've got work to do.

Here's the swift and steady form-fill seal system that not only looks after itself but makes looking after it a real pleasure.

Pulsamatic II is loaded with lots of little things you'll appreciate.

Thoughtful features like a clean and simple frame that won't trap product. A forming tube conveniently extended beyond it. And legs that let you clean under it.

Smart touches like a splash-proof enclosure for the drive. And electronics in a drip and dust-proof cabinet that swings out for easy access to centrally located pneumatics.

Good ideas like routing electrical, pneumatic and water lines cable-style, and supporting them to extend their lives and keep things neat.

You make timing adjustments easily since the jaws always close in the same position. There's even a big door at the back that opens wide for stroke changes.

So much for some of the little things that add up to The Clean Machine.

Now for exclusive features that make Pulsamatic II your profit center.

You get the industry's first all integrated solid state circuitry. And that means a packaging machine that takes care of itself.

Like continuous self-monitoring and instant adjustments. And a pulse generator that replaces the cam shaft and its tricky adjustments, to make changing product, bag size and weight a real pleasure.

And to cut downtime! You can even fine tune while it operates.

Pulsamatic II's diagnostic lights continuously monitor functions, telling you everything is running fine. Or pinpointing a problem. Again cutting downtime.

If need be, you can change its plug-in printed circuit boards in seconds. And no limited life switches or a cam shaft mean you package smoothly straight through every run.

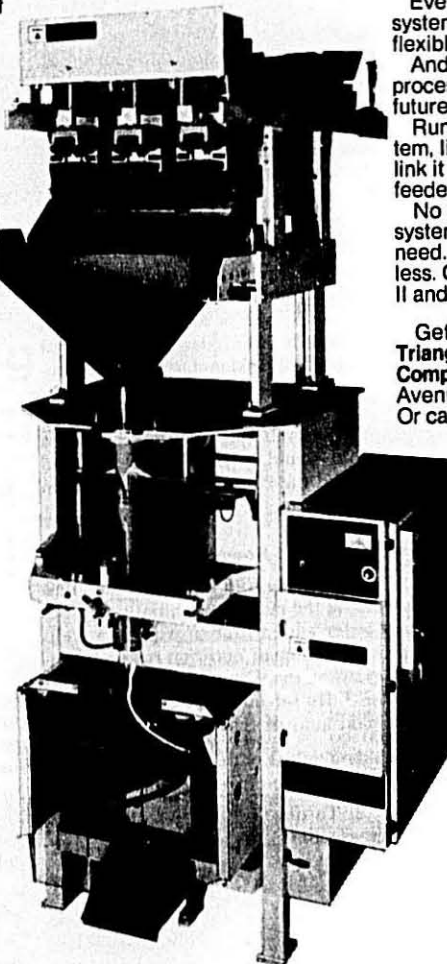
Even its high-speed poly sealing system assures swift and more flexible packaging.

And it's all set for your data processing needs, now or in the future.

Run it with a net weighing system, like our Flexitron 1600, or link it to our volumetric or auger feeders.

No matter where you look, this system says we know what you need. You can pay less and get less. Or you can get a Pulsamatic II and watch it pay for itself.

Get the full story. Write us at Triangle Package Machinery Company 6655 West Diversey Avenue, Chicago, Illinois 60635. Or call (312) 889-0200.



Turn a profit. Turn to TRIANGLE

Package Sizes

(Continued from page 36)

buying greater amounts of more products in larger sizes. Each of these observations would suggest that perhaps these two factors—recession and family size—may play less of a role in the consumer's overall decision to purchase a certain size than has been thought formerly.

The Slightly Rebellious Consumer

Joshua Peritz of Yankelovich, Skelly and White, says market research indicates there is a much different consumer climate today than some years ago. Traditional shopping behavior and food preparation patterns have changed to a very great degree. Among his findings:

(1) The consumer remains optimistic but optimistic yet scrutinizing in a rational sense. This is a major area to watch in regard to subgroups within the population.

(2) The changing role of women find many of them currently working—a huge group of 44% of the population. They are better educated, of higher income. They assert a greater degree of "self" in one way or another than one would expect society to tolerate only two decades ago.

(3) As the consumer has become more tolerant of his fellow man, he has become less tolerant of the things we are doing in business and government.

(4) There has been rejection of old ideas about what should be eaten, as well as when it should be eaten. It has become acceptable to "eat out" or "carry in" a prepared meal as a dinner meal.

"Cooking from scratch" doesn't affect what women do Monday to Friday. It's more of a Sunday afternoon consideration.

(5) There is a growing concern about health, particularly in the area of nutrition and weight.

(6) There is receptivity to the real, the genuine, the natural, and what they mean in regard to the mix in the family food basket.

"If business were to bury its corporate ego and concentrate on making its news 'people news,' business news could become the vital concern of every consumer, employee and investor."

Emphasis on Nutrition Education

Strong advocacy for a program of nutrition education under federal auspices "to encourage people to eat wisely" was promised by John C. White, deputy secretary of agriculture, in addressing the Conference on Nutrition and the American Food System held recently in Washington.

Noting that upwards of \$1 billion is now being spent on advertising "to encourage us to eat various foods," Mr. White said, "It's time we also talk about those foods that aren't nutritious."

"We've got to get off the fence and give people the facts," he said.

Mr. White added, "Every form of media used to sell food today must be used to sell the benefits of good nutrition. Our education programs will have to compete. Our programs must make sense to every man, woman and child in this country. We must use the classroom, the community center and the food stamp center. After all, nutrition education must give people the facts about what they need to eat."

He also declared that this emphasis does not challenge the motives of the food industry. "I don't believe that nutrition research or nutrition education necessarily casts a dark shadow on our food industry. Manufacturers and processors of food are a vital link in our food chain. In fact, I think solid nutrition research and education programs could stimulate the food system and expand the consumption of American farm products."

New Research Program

Mr. White told the conference that one of the major new initiatives of the Carter administration will be a well-funded human nutrition research program at the Department of Agriculture. He set out the following as the main aims of that program:

1. To deal with the real nutritional status of the citizens of the U.S.

2. To develop new methods to increase the nutritional quality of the foods now eaten.

3. To involve the research community in the food industry and in colleges and universities by developing methods to stimulate creativity and a climate that encourages new breakthroughs.

In stressing the need for new insights into human nutrition, Mr. White said, "For whatever reason, the commitment from government in the past has not been sufficient to generate the kind of breakthroughs that we must have about the nutritional requirements of human beings. It is a fact that within the U.S. Department of Agriculture, we have more knowledge about the nutrition requirements—the dietary needs—of a dairy cow or a pig, than we have about the kinds of foods which a pregnant woman should eat to assure the health of her unborn child and herself."

Children Advertising Target

Premium offers of gifts to children can still be advertised on television, despite a proposal to ban such ads. The Federal Trade Commission has backed off from its proposal to prohibit all TV advertising of premiums directed at children. However, the FTC will continue to monitor these advertisements for unfair or deceptive practices.

In a study done in California, children were found to be buying influencers. Parents surveyed say their children influence the purchase of cold cereals, snacks, soft drinks and ice cream. However, "They tried it and they like it," is the number one reason, with advertising being the second reason children ask parents to purchase specific items.

How to Budget Advertising

A company's advertising budget is probably too often the result of "intuitive judgements" and sloppy reasoning.

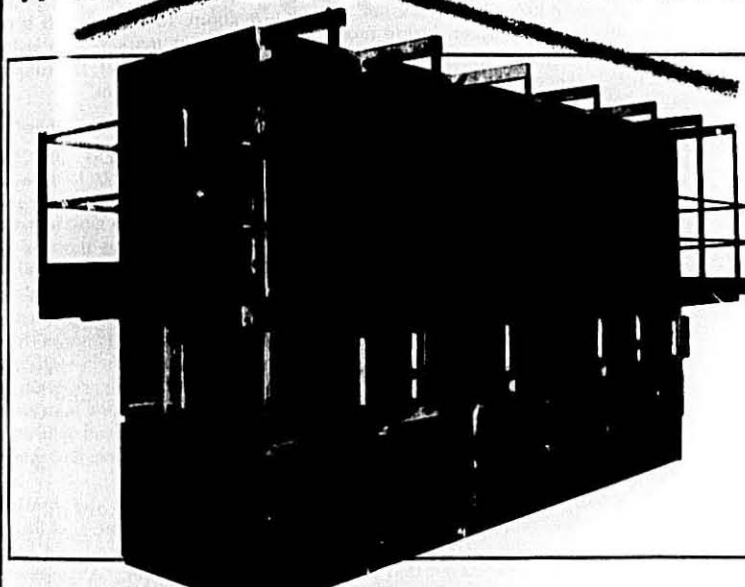
Marketing, financial and accounting personnel should do all work on the budget. Do not use one of the most popular automatic formulas: percentage of sales. Advertising is supposed to produce sales, not vice versa. Try using a sales objective approach if the market research is reliable. Calculate the advertising necessary to reach the sales level set for each product. That total is the advertising budget.

Another flexible approach is set an amount per unit cost. The unit can be defined by tons, by product group or by customer group. And the advertising budget per unit can be set by

(Continued on page 40)

THE MACARONI JOURNAL

THE DRYER OF THE FUTURE



Three-stage dryer, 8' x 27'

In a 1973 survey of the entire pasta industry by an independent research firm, 67% of respondents stated that a combination of microwave and conventional drying is "the method of the future."

TODAY'S DRYER

The pioneering is over! The microwave dryer is standard 24 hour/7 day equipment for any size macaroni or noodle plant

Up to 4 times the production in the same feet of floor space (a bargain in itself with construction costs in the \$20 sq. ft. range).

Reduces infestation up to 99.99%. Kills: bacteria, Salmonella, E. Coli, Coliform, mold, yeast, weavils and eggs.

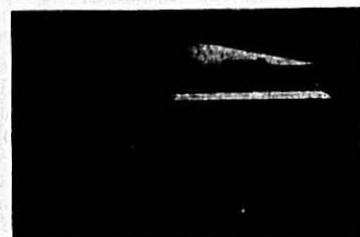
Most easily sanitized dryer. Hose it down or steam it clean.

Makes richer looking product; no blanching.

Energy savings reported: 52% less BTU's, 6% less KW's.

Lowest downtime. "We keep an accurate record of all downtime and as a percentage of time down to time scheduled. Microdry leads less than 2%" — Pkt. Mgr., leading mid-west operation.

"All future equipment will be Microdry" — Tech. Dir., large pasta plant.



New! Diwasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

Compared with conventional dryer

Units in these lbs./hr. Capacities: 1500, 2500, 3,000 and 4,000.

Operating today at: Golden Grain, San Leandro (2 units); Golden Grain, Chicago (2 units); D'Amico, Chicago; Catelli, Montreal; Gonch, Lincoln; O. B., Ft. Worth; Lipton, Toronto (2 units); Gilster Mary Lee, Chester, Ill.

Completely fabricated and assembled in our plant. All stainless steel construction. Complete microwave and process control instrumentation systems with the unit — no extras to buy. Personnel generally can learn operation in one day. Continuing consultation privileges with Microdry.



MICRODRY CORPORATION

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

How to Budget Advertising

(Continued from page 38)

market population or by determining the level of market penetration.

Also, consider the company's competitive situation. Since it's not possible to accurately forecast what the competition will spend on advertising, concentrate heavily on what your advertising should be doing independent of what your competitors are doing.

Shortcuts to Sharper Ads

- Ad attention increases with the size of the ad.
- People take more interest in ads directed at their own sex.
- Color, particularly for illustrations, increases the number of readers.
- Tie-ins with local and/or special news events are effective in attracting readership.
- 1. Make your ads easily recognizable.
- 2. Use a simple layout.
- 3. Use a dominant element.
- 4. Use a prominent benefit headline.
- 5. Let your white space work for you.
- 6. Make your copy complete.
- 7. State price clearly.
- 8. Specify branded merchandise.
- 9. Include related items.
- 10. Urge your readers to buy now.
- 11. Don't forget your store name and address.
- 12. Don't be too clever.
- 13. Don't use unusual or difficult terms.
- 14. Don't generalize.
- 15. Don't make excessive claims.

A & P's Comeback

Ed Walzer, editor of Progressive Grocer, says: "There is nothing mysterious about the way A&P's various problems were isolated, analyzed and treated. The goal was to get rid of losers (stores, warehouses, brands and policies) and strive for clean stores, in good locations, run by pleasant personnel, plus offering a broad selection of desired products, stressing service to customers and using lively merchandising to draw traffic and increase transaction size. Essentially, if somewhat paradoxically, a company whose troubles were caused by clinging to the past has been revived by going back to basics."

Italian Wheat Crop Down

Italy's wheat crop is now officially estimated at 6.8 million tonnes, down from the 1976 harvest of 7.5 million, as a result of poor weather during most of the growing season. Reduced production is expected in both durum and soft wheats, with the soft durum wheat crop estimated at 4.5 million tonnes and durum at 2.3 million, compared with 6.2 million and 3.2 million, respectively, produced in 1976.

The wheat crop shortfall is considered as presenting an opportunity for utilizing a large share of the European Community's large crop. Italy in 1976-77 imported 2.3 million tonnes.

Seaboard Allied Annual Report

Acceleration in the growth of the domestic market for flour is cited in the annual report of Seaboard Allied Milling Corp. as the principal factor in achievement of record earnings by the company in the 1977 fiscal year. The annual report points out that both domestic and foreign operations "shared equally in setting new records" and that flour production by the company was at an all-time high.

Net earnings in the fiscal year ended May 23, 1977, as previously announced totaled \$3,634,453, equal to \$2.70 per share on the common stock, against \$2,743,671, or \$2.04 a share, in the previous year. The fiscal 1976 net was the previous peak and compared with \$1,601,190, or \$1.19, in fiscal 1975.

"Dollar sales, the Seaboard report says, totaled \$307,528,011, only 3% greater than the 1976 fiscal year total of \$298,496,912. The dollar sales showing reflected a lower unit sales price resulting from declines in wheat costs."

The Seaboard report points out that the company's production of flour was at an all-time high in fiscal 1977 and increased 17% from the previous year.

"Many factors contributed to the record earnings in the 1977 fiscal year," the report says. "From an external point of view, the most favorable development was the acceleration in the growth of the domestic market for flour. The expansion has in per capita consumption, since population growth in the United States has tended to slow.

"The first measurable per capita flour use increases in this century were posted in the 1975 and 1976 calendar years, and the result was an expansion of just about 15 million cwt. in the total U.S. flour market. As a leading supplier to this market, the company benefited from this gain."

Change in Dietary Habits

The Seaboard report notes that changing dietary habits have had an important effect on increased consumption. "One of the most important of these," it says, "was the rapid expansion in the fast food market, where hamburgers, weiners and pizzas—the three most popular foods of America—changing eating-away-from-home habits—accounting for a significant rise in the use of flour. Forecasts for the future of the fast food business are impressive enough to lend optimism to the maintenance of these flour growth trends."

The industry has also benefited from consumer recognition of the nutritional merits of flour-based foods, the report continues. "An increasing number of comments from the Congress and nationally recognized authorities," it says, "have pointed to the greater nutritional virtues of flour-based foods as compared to marbled meats, as well as oil-related and sugar-related foods."

Wheat Foods Legislation

"These forces have obviously influenced consumers and an important step toward solidifying the gains may come this year through the enactment of the Wheat and Wheat Foods Research and Nutrition Education Act. That program, currently moving through Congress, will finance education and research on behalf of flour-based products."

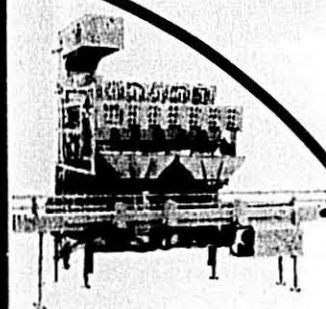
Where Action Is

Noting that Seaboard "has made great strides in locating flour milling capacity where the action is," the report points out that the new mill which began operating in the past year at Albany, N.Y., is the last of the company's current domestic construction program.

"The Albany mill," it says, "like the new mill opened the year before at Port Allen, La., produces flour for both bakers and pasta manufacturers, thereby placing the company in position to serve two rapidly growing sectors of the American food economy."

packaging automation

FIVE MACARONI/NOODLE IDEAS

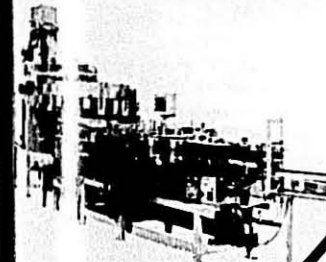


MODULAR NET WEIGHER WITH INDEXING CONVEYOR

For packaging rigid containers at speeds from 30 to 90 packages per minute. Offered in multi-headed designs of from 2 to 6 scales to work with existing carton units or available as complete system with carton machine.

ROTARY NET WEIGHER

For high speed packaging of a variety of macaroni/noodle products in rigid containers. 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.



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.

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

INDEX TO ADVERTISERS

	Page
A D M Milling Co.	13
Amber Milling Co.	11
Asesco Corporation	29
Braibent Corp.	16-17
Buhler-Mieg Corp.	25
DeFrancisci Machine Corporation	6-7
Diamond Packaged Products Div.	43
Fold Pak Corporation	2
Hayssen Manufacturing Co.	33
International Multifoods Corp.	44
Jacobs-Winston Laboratories	31
Macaroni Journal	31
Malden & Sons, D., Inc.	3
Microdry Corp.	39
National Egg Products Corp.	27
National Macaroni Institute	31
North Dakota Mill	19
Peasey Co. Flour Mill	22-23
Rosotti Consultants Associates	9
Seaboard Allied Milling Corp.	35
Triangle Package Machinery	37
Wright Machinery Co., Inc.	41

CLASSIFIED ADVERTISING RATES

Want Ads \$1.00 per line
Minimum \$3.00

MANAGERIAL OPPORTUNITIES

President of medium-sized midwestern firm. Plant manager of southern factory. Send resumes to Macaroni Journal, P.O. Box 336, Palatine, IL. 60067.

USDA's Agricultural Marketing Service

USDA's 34 page booklet covers AMS organization and its people, quality assurance, market news, balancing supply and demand, industry self-help programs, and federal laws. Revised in March, 1977—Program aid no. 1028.

Goodman's Offer Bonus

Through an aggressive marketing campaign and its own broad appeal, the "Do-Good Bonus" promotion is expected to stimulate sales of the already popular A. Goodman & Sons products in the Metropolitan New York market area. The promotion applies to Goodman's egg noodles, soup mixes and all other products. For every purchase confirmation seal returned to Goodman's, an organization will receive five cents to ten cents, based on the number turned in.

The Goodman's Do-Good Bonus offers every non-profit organization an easy way to raise the money it needs.

"We came up with the cash bonus idea because we wanted this promo-

tion to appeal to all service and charitable groups," company vice-president Mel Golbert said. "Any size group can benefit from the Do-Good Bonus. They don't have to sell anything and they can put the money to whatever they feel is the best possible use."

The promotion will kick off in September with direct mailings, full page ads in Catholic and Jewish weeklies, and local editorial coverage. Some 23,000 non-profit organizations will be contacted in Goodman's market area: metro New York north to and including Orange and Putnam counties, Fairfield and New Haven counties in Connecticut, all of Long Island, and New Jersey.

History

Founded in Philadelphia in 1865, Goodman's had its real beginnings in the German village of Filhene (now part of Poland) in 1768. Augustus Goodman's great-grandmother was Channah "The Matzo Baker" who provided Filhene's Jewish population with Passover matzo.

Augustus, too, baked matzo for Passover until he discovered that his customers always bought more than they needed just to observe the holiday. He started year-round production of matzo as well as noodles and other related products.

Today, Goodman's Long Island City factory is still a traditional operation. Noodles, matzos, soup mixes and some 70 different items, are produced under the supervision of Augustus' great-grandson, Robert Cowen, Jr.

Goodman's products are distributed by Ferolie Corporation, a 200 member sales organization. Goodman's is one of only 20 exclusive product lines that Ferolie sells directly to supermarket chains, and through an extensive jobber network, to independent and specialty food stores, restaurants, and clubs.

The Wages of Inflation

By 1986, busboys earning the minimum wage will be paid \$9,120 a year. Mailmen will make \$24,571 annually; truck drivers, \$33,587, and carpenters, \$57,399. These projections are made by a management consultant firm which warns business that such wages will come to pass if current trends persist. "For the past 12 years, prices have risen at an average annual rate of

5.4%," says Manplan Consultants of Chicago. "Wages have risen even faster—7% annually from 1973 through 1975."

Mueller Marketing Manager

Joseph A. Urda has joined the C. Mueller Company, a division of Fort most-McKesson, Inc., in the new post of vice president-marketing. It has been announced by Lester R. Thurston, Jr., president of the 111-year old firm. Mueller's is the nation's largest producer of macaroni, spaghetti and egg noodles.

Mr. Urda, who was a marketing group manager in the Frito-Lay Division, PepsiCo, Inc., will be responsible for creation of a new center of operations in Mueller's management structure. The center will authorize and implement marketing plans to achieve sales volumes and profit objectives as determined by management.

Previously, Mr. Urda was a sales executive with the Post Division, General Foods Corporation, and before that he was with Giant Eagle Market in Pittsburgh.

George W. Sherlock, vice president will continue in charge of sales. Mr. Urda will report to the president and serve on the company's operating committee.

Bringing Your Children Into the Business

Are you planning to bring a son or daughter into the family business? Why not help them get a job for a few years with someone else in the same industry? It gives them a broader knowledge of the industry and provides the opportunity to experiment. Easy way to do it: Two family companies in the same business exchange heirs. Another: Distributors youngsters work for manufacturers and vice versa.

More Time Off

More time off: Vacations and holidays are likely to become hotter bargaining issues this year, the Federal Mediation and Conciliation Service predicts. The agency says union drives to create new jobs may return the holiday issue to third place in bargaining importance, after wages and fringes, replacing disputes over contract duration.

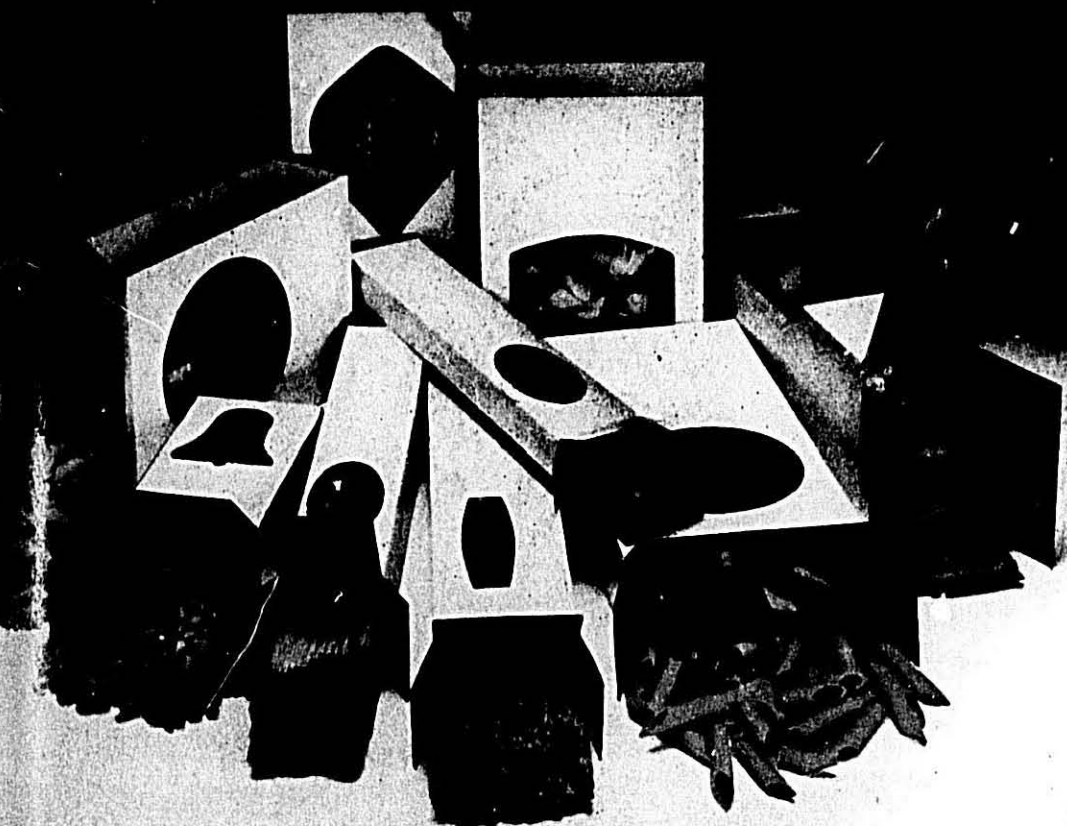
We've been going together for nearly 50 years.

and the world's largest manufacturer of pasta products. You get a lot of pasta products from us, and we've been providing it for nearly 50 years.

And every time you call us, you get the same service. We're always ready to help you with any problem you have. Call us today. We'll be glad to help you.



Diamond International Corporation
Packaging Products Division
1001 Avenue of the Americas, New York, N.Y. 10018





Multifoods natural goodness is always in good taste

 INTERNATIONAL
MULTIFOODS
INDUSTRIAL FOODS DIVISION