

**THE
MACARONI
JOURNAL**

**Volume 60
No. 6**

October, 1978

Macaroni Journal

223880

OCTOBER 1978





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The Macaroni Journal

Volume 60
Number 1
Winter
1978

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Macaroni Week

The Macaroni Journal is pleased to announce the 1978 Macaroni Week. This year's theme is "Macaroni Week 1978". The Macaroni Journal is pleased to announce the 1978 Macaroni Week. This year's theme is "Macaroni Week 1978".

Nation

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Family Business Report

Your Business - It Is Built To Last? The Macaroni Journal is pleased to announce the 1978 Macaroni Week. This year's theme is "Macaroni Week 1978". The Macaroni Journal is pleased to announce the 1978 Macaroni Week. This year's theme is "Macaroni Week 1978".

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MACARONI WEEK—a national publicity effort for macaroni products

Publicity Covers National Macaroni Week in Every Media

National Macaroni Week, October 5-14, 1978 has the theme "America Entertains at Home . . . with Pasta," highlighting meals at home which are easy, fun, and fast, and making "eating in" a happy alternative to "eating out."

Most important tool for the promotion will be the new consumer recipe booklet tying in with the theme and entitled "America Entertains at Home . . . with Pasta." The cover features a hot macaroni vegetable salad photographed on black glass with neon letters of pasta. The back cover of the booklet will carry the recipe.

The cover also carries the phrase Quarter-of-an-Hour menus which is a prime feature of this booklet targeted to today's time conscious cook who takes advantage of microwave preparation and work-saving appliances. Each of the thirteen recipes includes the conventional method as well as the short-cut method.

National magazines will carry macaroni material as features. Included are:

Good Housekeeping Magazine—Mildred Ying.

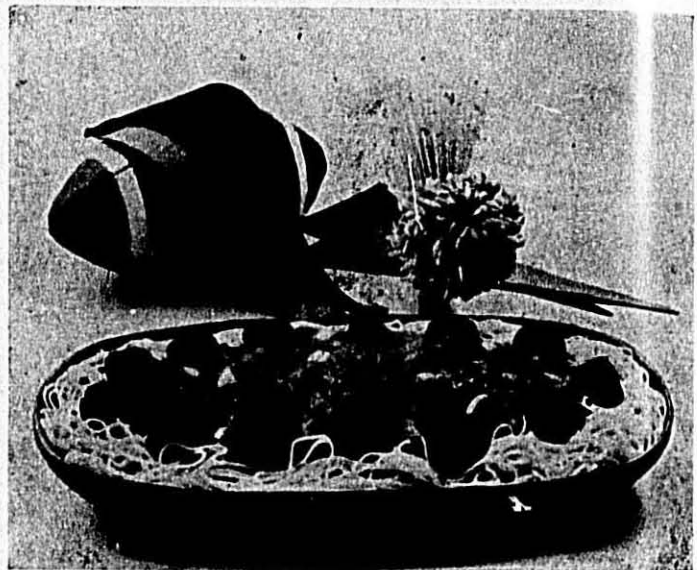
Ladies Circle—Marie Hamm, with a colored illustration.

Secrets—Ellen Dodge, with a color photograph.

Seventeen—Olga Rigsby.
The Sunday Supplement, Family Weekly—photographs and recipes have been submitted for a pasta feature.

Newspaper Syndicates: Cecily Brownstown of Associated Press; Aileen Clare, of Newspaper Enterprises Association; Joan O'Sullivan and Philomena Corradeno of King Features; Frank Kohler, of General Features; Ethel Moore of Amalgamated Publishers; Opal Crandell of Copley News Service; Barbara Gibbons—from Gourmet of United Features; Bonnie Currie of Midwest Rotogravure Magazine; Elle Elvin of New York Daily News; Doris Bagley of Los Angeles Times Syndicate; Barbara Mora of Westchester Rockland Newspapers.

In the black press releases have gone to Marie Cooke of Afro-American Newspapers, C. A. Scott of At-



Spaghetti and Meat Balls

lanta Daily World, J. H. Williamson of Birmingham Mirror, George McElroy of Houston Daily Informer, Undine Davis Young of the Journal and Guide, and Carl E. Morris of the New Pittsburgh Courier.

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 of 219 standard metropolitan areas with 24 million circulation per mailing.

For television, a kit will incorporate eight recipes with menus illustrated by four-color slides and with a special prop of an electric kitchen clock to dramatize the convenience and speed of pasta cookery.

Disc jockeys on radio will be alerted to National Macaroni Week.

Trade releases to grocery publications will emphasize the quarter-of-an-hour menus featuring a recipe for macaroni and cheese.

The series of weekly ads in Supermarket News showing animal animations made with pasta shapes to carry the related item sales message continues. September 11 saw the one for

beef, October 2 features turkey, and November 6 seafood. Typical copy reads: "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."

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 40¢ each shipped f.o.b. Palatine, Illinois.

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. Palatine, Illinois. Both the Pasta Primer and the Pasta Portfolio

may be ordered from the National Macaroni Institute office.

Press Party

An Annual special event, the Macaroni Family Reunion at Tiro A Segno, famous Italian cuisine in the village of New York City, saw more than 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 and Meat Balls (Serves 6)

1½ pounds ground beef
½ pound ground pork
3 tablespoons olive or salad oil
1 clove garlic, finely chopped
1 can (6 ounces) tomato paste
2 cans (1 pound each) tomatoes
¾ cup water
1 teaspoon oregano
1 teaspoon monosodium glutamate
2 teaspoons salt
¼ teaspoon pepper
2 Tablespoons salt
4 to 6 quarts boiling water
1 pound spaghetti

Combine beef and pork; mix well. Shape into 1-inch balls. Heat oil; add meat balls and garlic and cook over low heat until browned on all sides. Add tomato paste, undrained tomatoes, ¾ cup water, oregano, monosodium glutamate, 2 teaspoons salt and pepper. Mix well. Cover and cook over low heat, stirring occasionally 1 hour and 30 minutes.



One-Pot Macaroni Beef Supper

Meanwhile, add 2 Tablespoons salt to 4 to 6 quarts rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with meat balls and sauce.

One-Pot Macaroni Beef Supper (Makes 4 to 6 servings)

1 pound ground beef
2 cans condensed tomato soup (10½ oz. each)
2 soup cans water
1½ teaspoons oregano
½ teaspoon salt
½ cup sliced pimiento-stuffed olives
2 cups uncooked elbow macaroni (8 ounces)

In large skillet or Dutch oven, brown ground beef, stirring frequently. Add soup, water, oregano, salt and olives. Heat until boiling. Stir in macaroni and cook covered over low heat 12 minutes or until macaroni is tender. Stir occasionally. Serve immediately.

Meat Balls Stroganoff with Spaghetti (Makes 4 to 6 servings)

1 egg
salt
pepper
½ cup fine dry bread crumbs
1½ pounds ground beef chuck
2 Tablespoons butter or margarine
1 quart water
8 ounces uncooked spaghetti, broken into pieces
2 Tablespoons chopped parsley
1½ cups dairy sour cream

To prepare meat balls, beat egg, 1 teaspoon salt and ¼ teaspoon pepper in bowl. Add bread crumbs and

chuck; toss until combined. Shape into about 20 meatballs. Heat butter in large pot. Brown half of the meat balls at a time in pot; remove with slotted spoon and set aside. Reserve drippings.

Add water, 1 teaspoon salt and ¼ teaspoon pepper to drippings in pot; bring to a boil. Gradually add spaghetti so that water continues to boil. Cover and simmer 20 minutes or until spaghetti is tender and most of liquid is absorbed. Add meat balls, parsley, and sour cream. Stir gently over low heat for about 2 minutes or just until mixture is heated through. Serve immediately.

One-Pot Creamy Macaroni and Meat (Makes 6 servings)

½ cup chopped onion (about 1 medium onion)
2 Tablespoons butter or margarine
¼ teaspoon pepper
½ teaspoon dry mustard
¾ cups water
2 cups uncooked elbow macaroni (8 ounces)
½ cup sliced pimiento-stuffed olives (12 ounces)
1½ cups dairy sour cream
1 cup grated Swiss cheese (about 4 ounces)

In 3-quart saucepan, saute onion in butter until golden. Add seasonings and water; bring to a boil. Gradually add macaroni so that water continues to boil. Cover and simmer for 12 to 15 minutes or until macaroni is tender; stir occasionally (most of cooking liquid should be absorbed by now.)

(Continued on next page)



Meat Balls Stroganoff with Spaghetti



He's a Breadwinner

Stunt work demands the strength of a finely tuned athlete—the coordination of a ballet dancer—the nerve of a tightrope walker—the energy of a child. When the crew breaks for lunch he may find himself in a deserted ghost town or barricaded on the 17th floor of a building. Rarely, if ever, is he working near a restaurant.

He's learned that the surest way to provide himself with the energy he requires, is to bring it with him. He likes macaroni—always has. Aside from tasting good, it needs the energy it supplies and likes the versatile ways it can be prepared.

He's probably unaware that his favorite brand of pasta starts at the ADM Milling Company. ADM begins with fine durum, milled into golden semolina. The quality pasta blends are then delivered, clean and consistent, to the pasta manufacturer.

At ADM, we don't mind if this stunt man doesn't know about our contribution to his favorite food. After all, we don't know that much about stunt work. What we do have in common, is the pride we take in the work we do. From the milling center—to the pasta manufacturer—to the consumer.

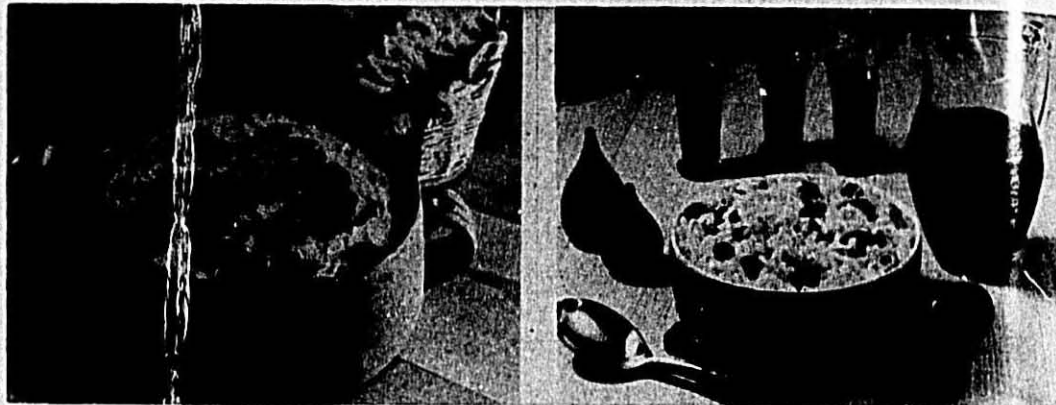
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Baker's shortening, corn sweeteners, soy protein for the baking industry.



One-Pot Creamy Macaroni and Meat

Stir in olives, luncheon meat, and sour cream until combined. Cook uncovered over very low heat for about 5 minutes or just until mixture is heated through. Stir occasionally. Stir in cheese until melted. Turn into warm serving dish. If desired, garnish with additional pimiento-stuffed olive slices. Serve immediately.

One-Pot Tuna-Noodle Soup
(Makes about 2 quarts)

- 1 cup sliced carrots
- 1 medium onion, sliced
- 2 tablespoons butter or margarine
- 4 cups water
- 1/2 teaspoon salt
- 1/4 teaspoon pepper
- 8 ounces uncooked fine egg noodles (about 4 cups)
- 2 cans tuna, drained and flaked (7 ounces each)
- 1/2 cup sliced pimiento-stuffed olives
- 2 cups milk

In large pot saute carrots and onion in melted butter until onion is tender. Add water, salt, and pepper; bring to a boil. Cover, reduce heat and simmer for 10 minutes or until carrots are tender. Add noodles; cover and simmer until noodles are tender, about 5 minutes. Stir occasionally. Add remaining ingredients and heat; do not boil. Serve immediately. **NOTE:** To make a thinner soup, add more milk and season to taste.

Cheesy Spaghetti
(Serves 4 to 6)

- 1 pound ground beef
- 1/2 cup chopped onion
- 1/4 cup chopped green pepper
- 1 small clove garlic, crushed
- 1 can (1 pound) tomatoes
- 1 can (8 ounces) tomato paste
- 1 teaspoon salt

- 1/4 teaspoon leaf oregano
- 1/2 teaspoon sweet basil leaves
- 1 cup (4 ounces) shredded Mozzarella cheese
- 1/4 cup grated Parmesan cheese
- 1 package (7-8 ounces) thin spaghetti
- Grated parmesan cheese

In a large skillet cook beef with onion, green pepper, and garlic until meat is browned. Stir in tomatoes, tomato paste, salt, oregano, and basil. Simmer 30 minutes; stir in Mozzarella and Parmesan cheeses. Meanwhile, prepare spaghetti according to package directions; drain. Turn spaghetti onto heated platter; serve sauce over spaghetti with additional Parmesan cheese.

Kraft's Cheese Festival

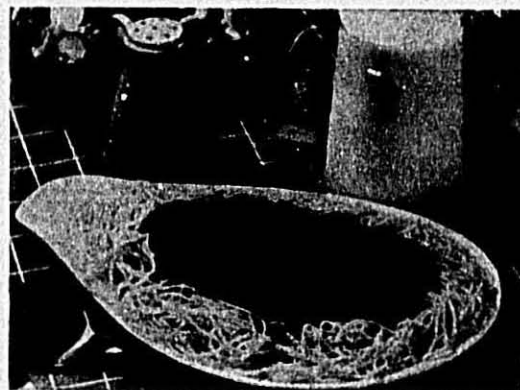
For millions of shoppers, Autumn is the time for hearty eating and plentiful food purchases. For the thousands of food retailers and wholesalers who participate in the Kraft Harvest of Good Food Ideas pro-

One-Pot Tuna-Noodle Soup

motion—featuring the Fall Cheese Festival—Autumn is the time to "gather in extra food sales.

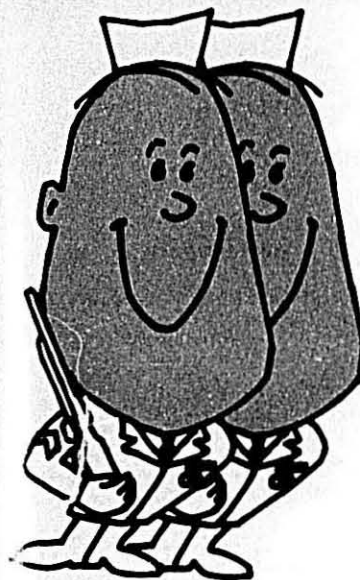
The successful spectacular features "Harvest" and Cheese Festival p.o.p. merchandising kits designed to boost profits in virtually every food store department. New merchandising materials include two-sided hanging banners, intermediate-sized theme banners and valance rolls. Graphically compatible, the individual full-color theme kits can be used concurrently for a total storewide promotion or separately to highlight departmental displays.

Spearheading the promotion is Kraft's sponsorship of the highly rated Country Music Association Awards Show on Monday, October 9, on CBS-TV. To commemorate the company's long alliance with the 90-minute TV special, Kraft is offering an exclusive record album/8-track tape entitled "Award Winners of the Country Music Association: 1968-1977."



Cheesy Spaghetti

If you want uniformity, call the durum people.

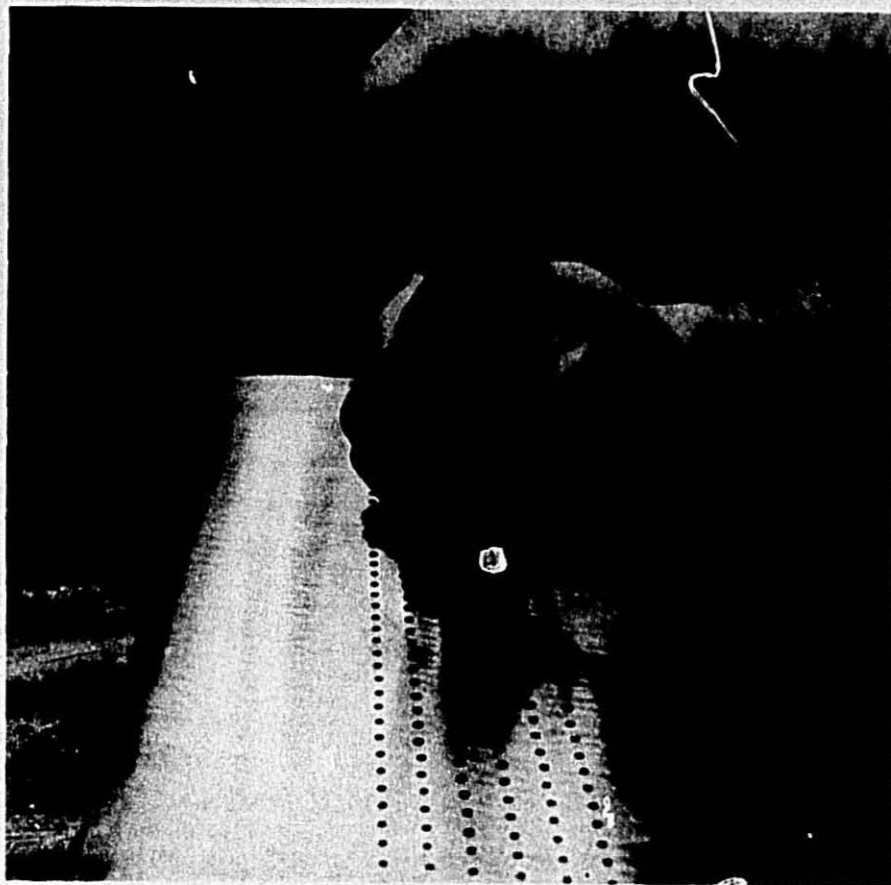


Durum is our middle name . . . uniformity is our game. If you have a formula that is successful, you want the same uniform results every time. We continuously test our product to give you the uniformity you desire. You can depend on the durum people. You start with the best when you order Durakota No.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

the durum people



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a real
spaghetti
expert.**

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



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Dinner for a Dozen

It's a meal dazzled with color and enriched with luscious flavors. Deep red tomatoes, creamy spinach, a variety of pasta and a glass of ruby-colored wine combine to make the Italian meal.

Begin with an antipasto platter, literally translated as "Before the meal." And it's the cook's choice for this appetizer although traditional antipasto foods include slices of prosciutto, salami, artichoke hearts and pieces of fresh vegetables. But remember, this platter is designed only to satisfy hungry appetites until that main course so light but appealing foods will be the best choices.

These recipes serve 12 but can be doubled for a larger group. Make sure you have enough large cooking pots to accommodate the quantity you are cooking: two pots for the pasta and one for the sauce.

How Much to Use

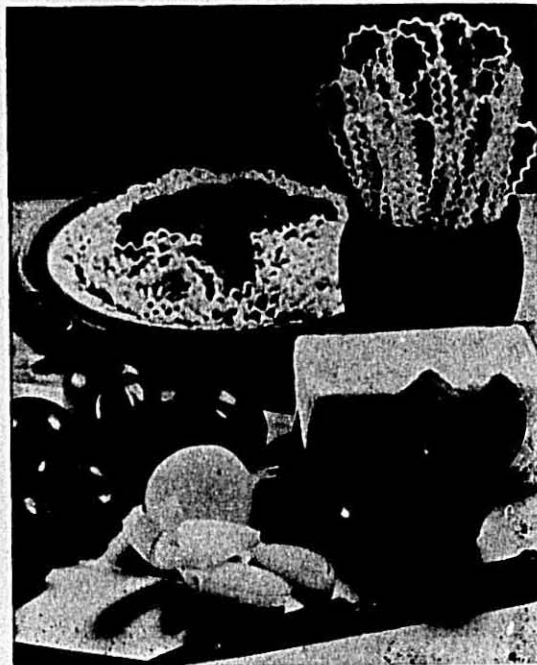
Wondering how much ricinelli or mostaccioli is needed for each person? For any pasta, use one quarter pound (cooked) per person. If you are serving two different types, such as a thin linguini with the plumper shells, just figure one eighth pound of each. Cooking directions will be on the package but think Italian, and cook it "all dente" or to the teeth. Overcooked pasta will become mushy but for the best product, look for pasta labeled "made from Semolina" or "made with durum wheat."

The sauces—there are two, a tomato sauce, which originated in southern Italy, and the spinach pesto sauce from northern Italy. After the pasta has been drained and tossed with a small amount of oil to prevent sticking, blend with either sauce for your Italian meal. End with a light lemon sherbet or a platter of fresh fruits. And as you might hear in Italy, "buon appetito."

Serve Caponata as a relish with the antipasto platter or with your meal. Caponata can also be made ahead of time and be refrigerated for three to four days.

Caponata

- 1 pound eggplant, peeled and cut into ½" cubes
- 2 tablespoons salt
- 6 tablespoons vegetable oil, divided
- 1 cup chopped celery
- ½ cup chopped onion
- 3 tablespoons red wine vinegar



- 1 tablespoon sugar
- 1 can (16 ounces) whole tomatoes, drained and chopped
- ¼ cup chopped green olives
- ¼ teaspoon coarsely ground black pepper

In a colander, sprinkle eggplant with salt. Set aside to drain for 30 minutes.

In a large skillet, heat 3 tablespoons oil over medium heat. Add the chopped celery and onion and cook 15 minutes, stirring frequently. Remove from pan, adding remaining oil and drained eggplant; cook stirring constantly for 5 minutes until lightly browned. Add celery mixture, vinegar, sugar, tomatoes, olives and pepper. Simmer mixture uncovered, stirring frequently for 15 minutes. Refrigerate. Serve chilled. Makes 4 cups.

Choose either sauce for a taste from old Italy. If you can't find pignolia or pine nuts, simply increase the amount of almonds to replace them.

Sausage Tomato Sauce

- 1½ cups chopped onion
- 3 cloves garlic, crushed
- ¼ cup vegetable oil
- 2 cans (1 pound 12 ounces each) whole tomatoes, crushed
- 3 cans (6 ounces each) tomato paste
- 1 cup water
- 1 tablespoon salt
- 2 teaspoons basil leaves

- 1 bay leaf
- 1 teaspoon sugar
- ¼ teaspoon coarsely ground black pepper
- 4 pounds Italian sweet sausages

In a large saucepan, cook onions and garlic in oil over medium heat until onions are translucent. Stir in tomatoes, tomato paste, water, salt, basil, bay leaf, sugar and pepper. Simmer over low heat 3 hours. Pre-heat oven to 375 degrees. Bake sausages for 45 minutes turning twice until browned. Slice sausages diagonally in 1" slices. Add to sauce and simmer 1 hour longer. Serve over pasta. Serves 12.

Spinach Pesto Sauce

- 3 cups fresh spinach leaves
- 2 cups fresh parsley sprigs
- ½ cup grated Parmesan cheese
- ½ cup grated Romano cheese
- 2 tablespoons pignolia nuts
- ¼ cup blanched almonds
- 2 cloves garlic, crushed
- ¼ cup butter or margarine, melted
- ½ cup vegetable oil
- ½ cup hot water

In a blender container, place spinach, parsley, cheeses, nuts, garlic, butter and oil. Puree ingredients into a smooth paste. Cook pasta. Stir ½ cup hot water from cooking pasta into pesto sauce. Serve sauce with hot pasta. Serves 12.

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very best you can buy. And those products are ready for *your* products right now, including fresh shell eggs, a frozen line that includes whole eggs, whites and yolks in plain, salted, sugared or colored (full NEPA range) form, and our spray-dried albumen (standard or angel type). Why not find out more about Egg City? We've got good reasons for thinking we can meet your needs — 4.5 million of them!

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PASTA PROMOTION—

by Elinor Ehrman
Burson-Marsteller

1978 is a memorable year for Pasta Promotion!

The National Macaroni Institute Consumer Program continues to elicit superb results in major magazines and newspapers, as well as in electronic media.

Our Foodservice Program remains productive, while we await the final report from Marsteller Research on the Potential Market for High Quality, Branded Pasta Products in Foodservice.

Promotion with Canadians

Of special interest is the happy news that, since July, the National Macaroni Institute has been working with the Canadian Pasta Manufacturers Association in the promotion of pasta products throughout English-speaking Canada. By taking the basic creative materials . . . copy, photographs, recipes . . . we will produce editorial content which will be equally attractive to media in both countries, and at the same time be cost effective to the total industry. We look forward to presenting positive results of this cooperative international program at the Winter Meeting.

1978 Theme Adopted

And now an Update on this year's Results and Futures on the 1978 promotional theme of "America Entertains at Home . . . with Pasta." We adopted this theme as the pasta industry's challenge to fast food chains.

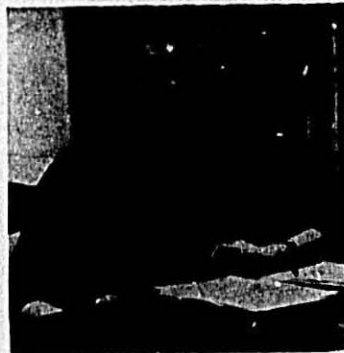
By highlighting the convenience aspect of pasta menus

by featuring trendy kitchen appliances of food processors, blenders and microwave ovens

by developing special Quarter-of-an-Hour recipes for the cook-on-the-go

we have been creating excitement for pasta which is intended to motivate consumers in the 20-45 age group in the middle to upper income bracket to serve pasta, and at the same time reassure the established consumer who uses traditional cooking methods that pasta is indeed the ultimate food commodity—ultimate in convenience, nutrition, flavor and versatility.

The grocery trade was alerted to the promotion by this photo-release



Elinor Ehrman

Grocery Trade Alerted

which described the campaign and also reminded store operators of the related item promotional impact of pasta products. A Macaroni Vegetable Salad picture illustrates how a 30¢ purchase of elbow macaroni shells sells \$2.50 of celery, green peppers, onions, cheese, canned peas and mayonnaise.

At the same time, the Supermarket Consumer Specialists were provided with copies of our Pasta Primers, including four good recipes for summertime serving. More than 10,000 Pasta Primers have been ordered by these supermarket chains for their customers in the past month:

Colonial Stores
A&P
Big Bear
Byerly Foods
Star Market
IGA
Sunshine Markets
Jitney Jungle

Best Breaks

The best breaks of the first half-year in consumer publications are these.

New York Daily News—January 22—

Our Burson-Marsteller agency numbered among its 1978 projects the opening of the Market at CitiCorp Center, and so we introduced food editor Carol Brock to Alfredo of Rome's new restaurant there. Tying in with our theme of "America Entertains at Home," she wrote "Thanks to Alfredo, pasta will seem like a bright new idea instead of the hardy perennial it is. So, to set kitchen sophisticates to work on the trendy Italian dinners ahead, here are five toothsome specialties to

start off with." Circulation: 752,739.

Southern Living—February—Cover Story—"Secrets of Good Pasta. As our February entry, this regional publication, with a circulation of 1,338,779, devoted 3 pages with two-color photographs and six recipes. Story describes pasta shapes and proper preparation.

Woman's Day—March—Cover Story—"A Pasta Cookbook." "Pasta Perfect" titles the double page color spread of Spaghetti with Tomato Sauce and Meatballs. Food Editor Jean Voltz writes, "In its infinite variety, pasta makes the perfect base for a grand assemblage of dishes." Collector's Cookbook, devoted entirely to pasta, includes a special section on preparation of pasta and 22 recipes. Circulation: 8,240,306.

Weight Watchers—March—Cover Story—circulation 745,817. Also in March, the dieter's bible ran another food feature on Pasta, including a full page with pictures on How to Cook Perfect Pasta. The article advised readers on weight-loss programs to "select pasta up to three times weekly; omit one bread serving." 111

True Romance—February—Cover Story

True Romance—April—Cover Story

True Story—April

Intimate Story—June

These four romance books, with circulations totalling 2½ million, reached the 18-25 year market with strong pasta messages . . . two of them in April issues. All incorporated our recipes and photographs. "Fun and Fast Pasta Meals" headlined one article with copy on part: "Dining at home can be fun and fast with convenient foods like elbow macaroni, egg noodles and spaghetti. Quarter-of-an-Hour menus planned by home economists of the National Macaroni Institute can be the answer. Three fifteen-minute pasta recipes are suggested."

Cosmopolitan—May—circulation 2,581,157. Cosmopolitan's May issue gave us a whopping 2-pager, with three recipes for Dinners for Tea, headlined "Have a Pasta Party . . .

American Girl—February—circulation 1,137

Seventeen—May—circulation 1,467,322

Youth Market

Reaching the youth market are these two prestige books. A full page color photo in May's "17" featured "Stuffed Shell Casserole" along with 6 step-by-step color shots and meal preparation page. The double page black/white feature Party Pasta in American Girl hit our theme head on with this copy: "Friends and food go together. Sure it's hassle-free and easy to meet friends at a fast food place like McDonald's or Burger King. But there are times when part of the fun of seeing friends is getting ready for them. There's no such thing as a cheap way to feed them, but the pasta dishes like spaghetti, lasagne, macaroni still top the popularity poll for taste and budget." Four of our photos and recipes are incorporated. Headline reads: "Pasta Parties Win Over Fast Foods & Fad Foods."

Redbook—June—circulation 4,686,020 —Cover Story—"The Wise Woman's Diet"

Glamour—July—circulation 1,814,702 These two upscale magazines, both out in June, advised young marrieds and career women to choose pasta in low calorie recipes. Wrote Elizabeth Weston of REDBOOK, "Linguine with Broccoli, Zucchini and Parmesan Cheese is a great summer main dish. As you twirl each delicious forkful, you'll find it's hard to remember you're on a weight loss diet."

Glamour new food column, written by one of our food account alumnae, features three low calorie recipes with a count of 360 or lower. Headlined "Eat Well—Light Eating for Pasta Lovers."

Color Pages

On to newspaper Color Pages. For the first time in recent years, we have topped the 100-mark in Color Pages for the first six months. By adapting our recipes to Microwaves and Food Processors we've made Food Page news. Here are a few examples of our message in forceful headlines:

ampa Times—

Baton Rouge State Times—

Copy reads: "Kitchen appliances like microwave ovens and food processors are changing our cooking methods along with our lifestyles. Favorites like lasagna are ready to serve in 15 minutes. The filling is made with the food processors while the noodles cook, then the ingredients are assembled and microwaved for about 12 minutes."

And more . . . in

Crit

Spokane Spokesman Review

Nashville Banner

"Elegant Cuisine in 15 minutes" advises readers to prepare the veal and sauce while the noodles cook.

Our major market B/W releases featuring microwave cookery have garnered 8-column headlines such as these in St. Paul Dispatch, Schenectady Gazette, El Paso Times, Dallas Times Herald, Houston Chronicle, Indianapolis News, Sacramento Union, Mobile Register, Baton Rouge State Times, Greensboro Record, Augusta Chronicle, Lexington Leader.

Coming Up

We have some important Consumer Futures coming up. September 13—a Wednesday—will be the 12th Annual Macaroni Family Reunion Luncheon at Tiro a Segno.

This event, which draws top food editors from major national consumer magazines, Sunday Supplements, food newspaper syndicates, cookbook writers and columnists, is our springboard for National Macaroni Week which will take place October 5-14.

Some of our editor friends have already taken placements from us for food features in the Fall:

Marilyn Hansen, a Spaghetti Safari-er, has scheduled three photo-features and themes with pasta in Family Weekly, the syndicated Sunday Supplement incorporated in 331 newspapers with a total circulation of 11,438,435:

September—Cooking with

Appliances

October—Cooking for a Crowd

December—Ethnic Christmas

Marie Hamm, another Spaghetti Safari-er, is running a color feature in the September issue of Lady's Circle—circulation

Woman's Day Special Newsstand Publications, out in the Fall, will run pasta color features in a Meals In

Minutes edition and a Party Entertainment edition.

Glamour has scheduled two pages featuring the Carbohydrate Story with pasta with sketches and a number of pasta recipes for a Fall issue.

National Macaroni Week

Our theme for National Macaroni Week and the climax of our build-up campaign in consumer publications is "America Entertains at Home . . . With Pasta," highlighting meals at home which are easy, fun and fast, and making "eating in" a happy alternative to "eating out." All consumer releases will feature the promotional theme, as will Radio Scripts, TV kits, and special materials to Supermarket Consumer Specialists, Extension Home Economics, and food writers everywhere.

The official launch of the theme will be at the Tiro a Segno luncheon, when editors will receive the press kits highlighting our Quarter-of-an-Hour Menu series. Dramatizing the convenience and speed of pasta cookery will be Editor Gifts of Electric Kitchen Clocks. These gifts will also be included in our Television Press Kits sent out to TV Demonstrators in advance of National Macaroni Week.

Most important tool for the promotion will be the new consumer recipe booklet tying in with our theme and entitled America Entertains at Home . . . With Pasta. The cover features a Hot Macaroni Vegetable Salad photographed on black glass with neon letters of Pasta. The back cover of the booklet will carry the recipe.

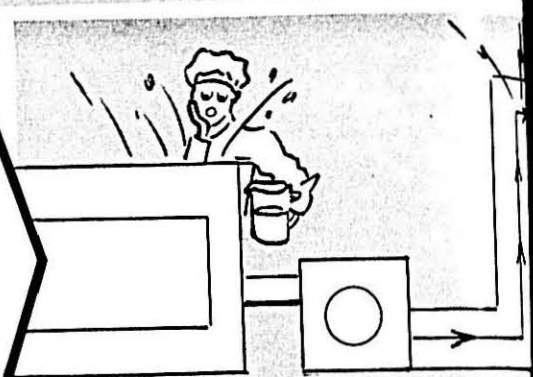
The cover also carries the phrase Quarter-of-an-Hour Menus, which is a prime feature of this booklet targeted to today's time-conscious cook who takes advantage of microwave preparation and work-saving appliances. Each of the 13 recipes includes the conventional method as well as the shortcut method.

Two more of the booklet photos are Linguine with Parsley and Pesto Sauce, and Speedy Lasagne.

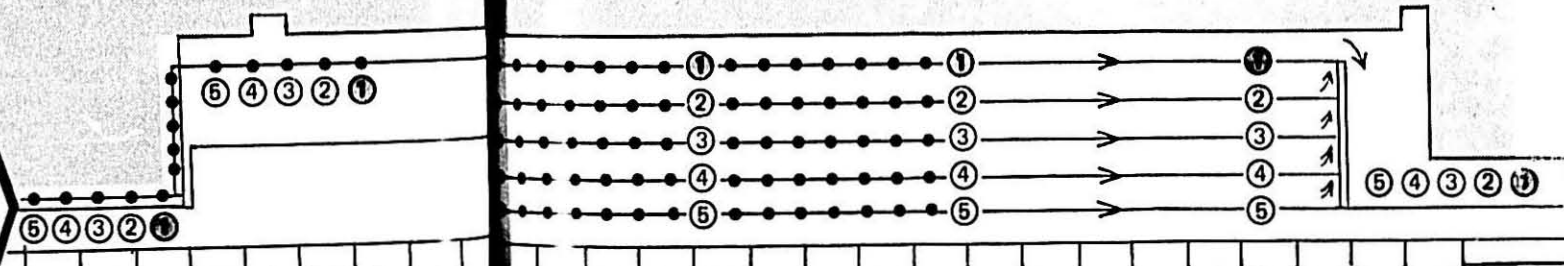
The booklet will be 5 x 7 inches—20 pages with glossy self-cover and 9 inside color pages, including shapes. Content includes cooking tips, appliance-shopping tips, nutrition, buying, shopping and serving suggestions.

(Continued on page 18)

**Does your
dryer
leave you
cold?**



**For precisely
controlled
temperature,
humidity and
air distribution
depend on
Demaco.**



*See the simplified engineering of
Demaco equipment in actual
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Pasta Promotion

(Continued from page 15)

Thirteen menus each feature a pasta main course:

Spaghetti Three Cheese Casserole
Shrimp Shell Salad
Tuna Macaroni Hollandaise Salad
Spaghetti with Meat Sauce
Minestrone
Macaroni Ham Pineapple Salad
Spaghetti with Vegetable Sauce
Egg Noodle Chicken Casserole
Macaroni and Cheese Casseroles

Foodservice Program

Before we get to the Market Research Report I'd like to do a review of Foodservice Results achieved to date in the calendar year. These results were accomplished by Jo David, and our Foodservice Department.

Restaurant Hospitality opened their January Foodtalk Section on "Healthy Foods" with "Low Sodium Lemon Pasta & Trout." The Durum Macaroni Foodservice Program recipe is included with the color photo. Circulation: 80,000—meals per day 24,000,000.

Cirascope, a trade publication produced by the Chicago and Illinois Restaurant Association, feature—pasta in the March issue. The full page pasta story begins with "Pasta's got pizzazz" and gives credit by stating in bold type, "Tips provided by Durum Macaroni Foodservice Program." Meals per day: 1,189,000.

The April issue of School Foodservice Journal, the publication represented by Donna Roberts features our Pastitsio photo as the alternate main entree for the June International Menu offered to 25,000,000 school children. The Pastitsio quantity recipe is for 100 servings. Durum Macaroni Foodservice Program receives credit. Thank you, Donna. Circulation: 58,270—Meals per day: 45,000,000.

Restaurant Business, May 1978, includes pasta shells with chopped clams in seafood food feature titled, "Catch Your Share of Seafood Profits." Circulation: 64,558—Meals per day: 30,150,000.

And finally we have this spectacular food feature on casseroles and one-dish meals, which includes 3 Durum Macaroni Foodservice recipes and 2 color photographs in Cooking For Profit, June 1978. Casserole photograph features cavatelli with olives.

National Macaroni Institute — Box Score

July 1, 1977 — June 30, 1978

Medium	Placements	Circulation
Consumer magazines — Women's Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	135	3,079,294
Newspaper Syndicates	154	9,194,142
Daily and Weekly Newspaper releases	18	4,800,000
Syndicated Newspaper Supplements	13	1,642,291
Newspaper Color Pages	183	9,012,711
Black Press releases	8	997,264
Radio releases	4 to 2,800 stations	
Network Television kits	2 on 313 stations	
New York Press Luncheon	5 releases with press kit	
Supermarket Consumer Specialists	200 Pasta Primers to chains.	
Extension Home Economists	1,700 nationwide	
Cooperative Publicity	59 companies and organizations	

The second photo is Spinach Pesto and Baked Shells. Copy in story includes "Pasta products: noodles, spaghetti, macaroni, all of which are available in a variety of sizes, shapes and cuts."—Circulation: 104,184—Meals per day, 30,049,500.

Push Pasta in United Kingdom

Great Plains Wheat, Inc. has joined with the Pasta Information Center, a London-based organization formed by major segments of the U.K. durum milling and pasta industry, to increase consumption of pasta products in Britain.

The joint campaign was launched with a booth at the Food Pavilion of the Ideal Homes Exhibit in London, where pasta dishes, ranging from salads to desserts, were prepared and served. Distributed from the booth were nearly 50,000 pasta recipe brochures, while 1,200 full-color recipe books were sold.

Robert Drynan, European director of G.P.W. at the Rotterdam office, observed that pasta consumption in the United Kingdom is about the lowest in Europe. "The U.K.," he said, "consumes only about 1.8 lbs of pasta per capita per year, but surveys indicate this could rise to the U.S. level of 10 lbs per person within only a decade if current growth levels are maintained.

London Exhibition

In regard to the London exhibition, Mr. Drynan described it as a success. "Through G.P.W.'s cooperation, millers, processors and companies which utilize pasta in canned foods were able to reach many thousands of potential customers."

He pointed out that the G.P.W. project "is an effort not only to aid the infant U.K. pasta industry in its generic promotion but also to build a preference for U.S. durum with all segments of the industry." He added "G.P.W. looks upon these efforts not only as a durum promotion project, but as one which will provide contacts and good will, enabling us to expand our promotional efforts and increase the market share for other classes of U.S. wheat in the U.K. as well."

More Families Using Coupons

Highlighted here are results of the U.S.D.A. nationwide, personal interview survey in March, 1977. Among various questions, the respondents were asked: "Compared to January 1976, how frequently do you now Save & Use Food Coupons?" 80.2% of the total households said they were saving and using coupons. Of particular interest was the breakdown of the number of these consumers who were using more coupons (4.5% of all U.S. families), compared to those who were using less (3.1%). The rest of the coupon users (52.6%) indicated they were using coupons to about the same extent as previous years. Thus, nearly one out of three families who use coupons say they are using them more often. The remaining 19.8% of all families said they do not currently use coupons.

Supporting data from the survey provide a breakdown of coupon usage in four regions of the country. This highlights the level of consumer involvement with coupons in the Northeast and North Central regions.

(Continued on page 21)

FIGHT 'EM - OR JOIN 'EM

There are none so blind as those who will not see . . . throughout the nation . . . in small communities, and in our largest cities . . . everywhere pasta plants are being gobbled up by foreign giants or American conglomerates!

You know it! — You see it! You read about it in the papers! Wherever there is a macaroni company with potential . . . that is the yardstick — potential sales is where the big boys are fermenting out the situation . . . whether to buy out the local plant and by marketing methods and popular profitable products build the latent dollar income . . . or invade from adjacent territory and seize sales from the supplier who is unaware of his market's full sales possibilities.

We have helped our friends in the business BOTH WAYS. Where a family wanted to retire, we have secured a buyer and secured the top sales dollar. Where an owner was prepared to drive his business, we have brought in marketing expertise, analysis of the territory, recommended wanted products, and supplied advertising and promotional know-how . . . all to capitalize on the capital that is waiting to be brought to the surface. Where advisable, we have directed the present personnel or brought in new blood where needed.

We are proud of the reputation that Rossotti has in maintaining sacred all the confidences that have been placed in us over the years.

We would be glad to discuss any of these situations any time in complete confidence and without any obligation whatsoever.

Charles C. Rossotti, President

George Leroy, Vice President and Marketing Director

Jack E. Rossotti, Vice President

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

2083 Center Avenue

Fort Lee, New Jersey 07024

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Established in 1898

GROCCERS PANEL

At the 74th Annual Meeting

Moderator Vincent DeDomenico, President of Golden Grain Macaroni Co., had a check list of a half a dozen subjects that had been provided for the panelists from the grocery field. These included: (1) Exciting stores offer exciting shopping—what can macaroni manufacturers do to assist retailers in developing excitement?

(2.) There a growing interest in "Food as you Like it Cooked at Home, Eaten at Home"—What can be done to follow up this interest?

(3.) Help the nutrition continue to rate high among consumer concerns—what can be done in this area to improve nutritional education among consumers?

(4.) Convenience foods are on the rise in popularity again—pasta products are among the original convenience foods. What more can be done to generate related-item sales with pasta products?

(5.) How do you attract movement, out of stocks, effectiveness of promotion? Do you communicate these results with your suppliers? What progress is being made with scanning at the check-out counter?

(6.) It has been stated that productivity is the key to solving the problem of inflation—what can retailers and manufacturers do to increase productivity?

Vincent DeDomenico

To demonstrate one manufacturer's approach to create excitement, Mr. DeDomenico had a display of newspaper advertisement for noodles, lasagna, sauces, and related items—some with cooperative efforts by related-item producers. He said that excitement can be created through good advertising and joint advertising, good displays, good packaging, new products, new ideas, and new recipes.

To encourage eating at home Golden Grain promotes quick and easy recipes and packs side dishes and complete dinners in a box. The economy of home preparation is tied in to a symbol of a smiling house with a heart over it used with the logo "Togetherness is Eating at Home."

Mr. DeDomenico declared: "Our advertising stresses our quality ingredients and enrichment. Our home



Vincent DeDomenico, Les Lorge, Everett Dingwell and Stan Coop.
(Photo courtesy of Milling & Baking News)

economists distribute information on preparation and nutrition particularly to high school groups. We sponsor a cooking school for charitable purposes called "Pasta with a Flair." Our institutional division sends out recipes for servings for 100."

"One of our most recent efforts with related items was a billboard campaign with Best Foods Mayonnaise for a salad promotion. For related item sales we provide headers, dump bins, side stackers, posters." The Point of Purchasing and Advertising Institute interviewed 6700 shoppers and found 37 percent of the items in the shopping basket were bought on impulse. "I personally believe that this figure is much higher for pasta products," said Mr. DeDomenico.

Lester L. Lorge

Les Lorge, head grocery merchandiser for Vons Grocery Company, Los Angeles, which ranks as number 19 of the top 25 grocery chains in the U.S., suggested that macaroni manufacturers should venture into new areas in assisting retailers to "develop excitement" over their products. He complained that no special efforts were made by pasta makers to promote macaroni salad for summer holidays and said his company has committed itself to a Columbus Day program to promote spaghetti sales.

He declared that 60 to 80 percent of their pasta promotions come from minimal displays. "We don't go for these mass end displays, but there are tremendous sales opportunities existing in these little spots, and it is up to you to promote them," he declared.

Mr. Lorge and other members of the panel described new technology

for tracing the movement of products, including a computer determination of how much business is lost during an out-of-stock period for any product. To the question "Do you communicate your results with the suppliers?" Mr. Lorge's response was, "We'll tell you what you want to know, but we're not going to run to you."

Everett W. Dingwell

Everett Dingwell, vice president for marketing, Certified Grocers of California, largest retailer-owned food cooperative in the country, said: "We depend on manufacturers' sales forces to tell us what is happening at the retail level. We are looking for maximum movement, minimum out-of-stocks, and to stay within the confines of our space."

He noted that they were paying warehouse people \$8.00 an hour plus fringes but that the esprit de corps was gone. It is a difficult problem to motivate people to work, so they are going to build a 600,000 square foot warehouse that will be completely mechanized.

Mr. Dingwell said: "We worry too much about short range problems: sales goals; month-end closing; temporary solutions. We are asking our members and suppliers 'What can we do long-range?' and think that therein lies the solutions to our current problems."

"The independent grocer has got to get closer to his business in order to survive against the chains."

Stan Coop

Stan Coop, vice-president, Ralphs Grocery Co., Los Angeles, whose

THE MACARONI JOURNAL

company is No. 22 among chain grocers addressed himself to ethics and professionalism in business. With reference to the relationships of manufacturer and grocer, he said, "We need each other. Any interruption in the marketing cycle is damaging to both of us." Mr. Coop said his company will engage in promotional deals only with companies that publish price lists. Mr. Coop explained that his company is a heavy coupon user because the programs "tend to sample a lot of people you might not otherwise reach." He also said that two of his company's major competitors are committed to not using coupons, offering no challenge. He suggested that when optional allowances to coupons are provided, they should be 50 to 70% of the coupon costs.

The subject of grocers' coupons aroused a period of lively discussion, including references to "mis-redemptions" being way up. The grocers suggested that manufacturers examine their coupons in an effort to find reasons for mis-redemptions. "Remember, the cashier does not have time to look at the fine print," Mr. Coop pointed out.

Mr. Coop, whose company recently embarked on promoting sales of generic items, starting with 30, cited a dramatic increase in "very price-conscious shoppers." He said his stores were established in middle and upper income communities, "But we don't do quite that well in low income groups and generic selling serves that purpose." With reference to generic items, Mr. Coop said, "Perceived savings are more effective sometimes than real savings." He described earnings from generic sales as "not too great."

Microdry Tour

Microdry Corporation of San Ramon, California held a luncheon and reception at the Beverly Wilshire Hotel in Los Angeles following the Macaroni Manufacturers Convention at Del Coronado.

Frank Smith and Al Katskee hosted the affair for a group of twenty macaroni manufacturers and associates before visiting the Western Globe Products plant where a new installation of Microdry dryers have been made. Plant personnel including Bob & John William, Allen Weth-

meller, and Byron Holtzclaw showed the group around and answered questions.

Smaller Supermarkets

Although new supermarkets are smaller and have lower average weekly volume, they have become more efficient in sales per square foot of selling area, according to Food Marketing Institute's annual survey of retailers opening units last year.

FMI's Facts '77, a survey of 103 firms which opened 391 units and closed 232 stores during the year, said the firms had made an average \$1.2 million capital investment to open a typical unit with 19,395 sq. ft. of selling area. Eight checkouts and 232 parking spaces. This typical unit pulled in \$95,000 in weekly sales.

The new stores' average weekly sales showed a 3% rise in sales per square selling foot over the previous year; \$4.92 vs. \$4.78 in 1976.

This productivity increase was accomplished in spite of a 5% decline in selling area and total square footage. New units average 19,395 sq. ft. selling and 27,504 sq. ft. total area, against the previous year's 20,444 sq. ft. selling and 27,504 sq. ft. total area.

Average weekly sales for new units dropped 3% from 1976 levels—\$98,000 a week in 1976 versus \$95,000 in 1977. About two-thirds of 1977 store openings were by firms with annual volume in excess of \$500 million. Larger firms were reducing the size of their new stores, while smaller firms, with sales under \$30 million, were opening larger units. Conventional supermarkets, under 25,000 sq. ft. of selling area, were constructed in more than eight of 10 cases.

Combination Stores

Combination stores, with a supermarket-drug store under one roof and 25% of selling area allocated to HABA and general merchandise were opened only by firms with annual sales over \$100 million. Companies with sales over \$500 million constructed 41% of new combination units, and companies with annual volume of \$250-\$500 million also opened an equal percentage.

Large retailers favored constructing units in shopping centers where their supermarkets would dominate the centers, rather than free standing stores. Retailers in most geographical

regions also favored this supermarket-dominated center approach, although in the North-central states there was increased popularity for the free standing unit.

Store size varied with geographic location during 1977. Larger stores, averaging 29,822 sq. ft., were opened in the Northeast, Pacific Northwest and Mountain States. Noticeably smaller, however, were units opened in the Southeast, which averaged 18,000 sq. ft.

More Coupons

(Continued from page 18)

87%), with many of the people in those areas saying they are using more coupons. The South is below average in terms of coupon usage (at 68.1%), while three out of four households in the West (76.8%) indicate they are saving and using coupons.

Stokely-Van Camp Strategy

Stokely-Van Camp Inc. has developed a strategy to boost profit as a result of a year-long review of operations, said Alfred J. Stokely, chairman and chief executive officer.

The strategy calls for additional products, disposal of unprofitable products, plant consolidations, acquisitions, and a shuffling of financial resources into the most promising areas, Mr. Stokely explained. The company, which processes food, expects to improve its 6%-to-9% return on investment, bringing it closer to the 12%-to-13% range of some other food companies.

"It may take a few years to get substantial benefits from the new strategy, but we're confident it will boost our profits on a more sustainable basis," Mr. Stokely said in an interview.

Stokely-Van Camp's earnings have tended to swing due to the vagaries of the food-processing industry. For example, about half of the company's business involves canning and freezing of seasonal fruits and vegetables. Mr. Stokely explained that the company has recently moved, with some success, into nonseasonal products, but that the effort has been less than wholehearted.

The canned and frozen foods markets are shaping up better than in the

(Continued on page 24)

Fast-Cook Products Are Off and Running

from Chain Store Age Supermarkets Sales Manual, July, 1978

Wind up the clock, and wind down preparation time. That's the message fast-cook pasta manufacturers have been sending to fast-cook housewives. And the housewives have been listening, because sales of pasta-based dry packaged dinners/side dishes are up; regular pasta sales are down.

Now comes a new generation of superconvenience products, and manufacturers are vying for market share. What gives the movement credence is that three majors (General Mills, Lipton, and Nestle) are on the scoreboard with products either testing or in partial distribution.

Five Step Evolution

The trend toward superconvenience isn't an overnight phenomenon. Rather, it is the fifth step in an evolutionary process that had its genesis in Lipton's Cup-a-Soup. Step two was the incursion into the supermarket soup shelves of Oriental noodles, which had been confined to the Oriental foods department. Oriental noodles were packaged in 4 x 5 blocks, and manufacturers claimed that it was heartier than American-made instant soups, and that it was faster to reconstitute than American noodles: 3 minutes v. 7-8 minutes.

Step three was the inclusion of a plastic cup in the package for extra convenience. Step four: Some manufacturers of Oriental noodles switched their emphasis from instant soup to instant lunch. And one changed the name of its product from Soup 'N Noodles to Instant Lunch.

Step five extended the basic ingredient—Oriental noodles—in macaroni, spaghetti, and American-type noodles. In so doing, the marketing thrust has been widened to include not only fast lunches, but side dishes and casseroles.

The major products:

- **Mug-O-Lunch** (General Mills). Packaged in a carton (two packets each making a 7-oz. serving), priced 53¢-55¢. Three items are macaroni and cheese, spaghetti and sauce, and beef-flavored noodles. As for distribution, a General Mills spokesman says it is "partial" but will not break it down geographically.

- **Spaghetti to Go** (Sanwa Foods). Four flavored sauce mixes: meat, meatless; cheese; mushrooms, with thermal bowl. Retail: 69¢. Distribution: most major cities, except the Southeast.

- **Suddenly Spaghetti** (Sanwa Foods). The same four flavors as Spaghetti to Go. Packed in 3-oz. blocks. Retail: 39¢.

- **Lunch Time** (Nestle). This has been testing in Portland, Oregon, since the fall of 1977. The manufacturer won't reveal his distribution plans.

LunchTime is a casserole with each package providing a 10-oz. serving. It comes with a decorative disposable casserole dish and retails for 89¢ to 95¢. There are five items: (1) egg noodles with chicken flavor, mushrooms and sauce; (2) egg noodles, tuna celery in creamy sauce; (3) egg noodles, beef and onions and brown gravy; (4) Italian-style spaghetti; (5) macaroni, cheese, and ham.

- **Lite Lunch** (Lipton). This has been on test in Seattle and Cleveland since October, 1977. Distribution plans are hush-hush. The basic ingredient is noodles (in sauce) with four flavors: beef; chicken; stock pot vegetable; Oriental. There are two packets in each box, with each packet delivering an 8-oz. serving.

Speedy Preparation

The most potent selling tool for these superconvenience items is speed in preparation. (Boiling water is poured over the prepared ingredients which are allowed to steep before the sauce is stirred in.) A Sanwa exec claims "the fastest—3½ minutes; 3 minutes to steep, 30 seconds to stir." This compares with 4 minutes for LunchTime and Lite-Lunch and 5 minutes for Mug-O-Lunch.

A superconvenience executive predicts that in two years these items will account for 8-10 percent of all pasta sold. Those not into superconvenience say 8-10 percent is "blue sky," because of the quality which one national pasta manufacturer terms "gummy" and "rubbery." And he adds: "For a few more minutes—total of seven minutes, to be exact—the consumer

can have a noodle dinner with meat extender and sauce that has far superior taste."

Excluding the 5-minute fasties, which currently have only a minuscule share of market, traditional convenience items are still the bellwether of the pasta department. The convenience category breaks out as follows: Dry packaged dinners/side dishes—to which meat is added—account for 20 percent of the volume. Of the remaining 80 percent, more than four-fifths are macaroni and cheese, with the remainder split between noodle and spaghetti-based dishes.

Macaroni/Cheese. Last year sales of macaroni/cheese increased 10 percent to 15 percent according to the two top national manufacturers. With family budgets crimped by inflation, mac/cheese provides both nutrition and economy. More than 90 percent of mac/cheese dinners are in the 7¼-oz. size, with the remainder 14 oz. Extra convenience is the promotional prod for the 14-oz.—no need to add milk and margarine as in the 7¼-oz.

Private label accounts for more than 20 percent of the mac/cheese market, with one national manufacturer pegging it at 32 percent. Mac/cheese is also a favorite with the new generics. Says a marketing exec: "Generics will take it away from the private label, because they attract the same kind of price-conscious customer." Typical shelf prices in the Midwest: national brand, 33¢; private label, 25-27¢; generic, 20¢.

Regular Pasta. As for conventional pasta (macaroni, spaghetti, and noodles), sales declined in 1977 but are expected to respond to higher meat prices in 1978. Says a pasta manufacturer: "Almost as night follows day, pasta sales will go up, because that's the best way to extend meat—in casseroles or side dishes—and also as substitute for a main dish."

In discussing pasta's flat sales last year, an exec notes that "It simply reflects the no-growth of most other food items caused by fast-food outlets, the leveling of the population.

(Continued on page 24)

THE MACARONI JOURNAL

**AUTUMN:
SEABOARD
SEMOLINA
SEASON**

Football, frost and falling leaves. Stepped-up activity in pasta kitchens throughout the land. It's Seaboard Semolina Season for pasta manufacturers in the Boston and New York / New Jersey metro areas who want to be assured of a dependable source for quality product.

Four-hour bulk truck delivery of freshly-milled No. 1 Semolina from Seaboard's modern durum mill in Albany. . . controlled loading and unloading schedules with the company's own fleet of bulk trucks . . . super accurate weights with load-cell scaling . . . all-weather truck washing facilities . . . no demurrage charges. They all add up.

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Fast-Cook Products

(Continued from page 22)

and the increase in small families." As for private label, five years ago it accounted for 5 percent of national sales; today it's 40 percent, according to a major manufacturer.

Prices decreased 3 percent last year on the conventional pasta items (8 oz., 12 oz., 24 oz., 1 lb and 2 lb.) while remaining unchanged on specialty items such as lasagna and manicotti. However, price increases in 1978 (tied to the price of wheat) should wipe out the 3 percent.

While it is generally accepted that hamburger additives and packaged dinners have cut into straight pasta sales because of their convenience, there are some pasta positives as well. Says an exec: "What happens is that convenience items are a form of sampling for pasta. Once the consumer is familiar with pasta in packaged dinners, she is more prone to use straight pasta in a lot of ways she hadn't even considered before."

Fastest growth in pasta are the in-shell specialty items, with lasagna and manicotti leading. Reason for the upbeat in specialty items is that by using the ready-to-be-stuffed shell, the housewife can still come up with a creative product with a minimum of labor. The specialty items have a two-pronged appeal—as party items and as different items on the menu.

Stokely-Van Camp Strategy

(Continued from page 21)

past year, with inventories running below projections, Mr. Stokely said. Vegetable oil products also are doing well, and the company's soft drink, Gatorade, is expected to continue its strong performance. Gatorade's sales rose nearly 50% in fiscal 1978, and its profit contribution increased substantially.

Stokely currently is increasing the number of products under its Van Camp, Size Wize and Stokely brand names. This involves increased marketing expenses, but the effort is considered worthwhile because bigger profit margins can be made on brand names than on foods sold to other companies that affix their own labels. The company's biggest single product is Van Camp pork and beans, which is a big profit contributor but has only modest growth prospects.



BUITONI AND GIMBELS DO IT AGAIN

The Pasta Shop set up last year by Buitoni at Gimbel's, New York, to sell fresh pasta, macaroni and spaghetti products proved to be such a hit that the store asked Buitoni back to repeat the retail success. Here, Buitoni chef, Carlo Imperato, fills another box with freshly-made pasta while Gimbel's customers wait to buy. Buitoni execs, Joe Jafolla, Roger Terry and Frank Cassata (center) were on hand for the opening day festivities of this Carnevale Italiano highlight.

At Gimbel's Carnevale Italiano

The Buitoni family started the first commercial pasta factory in Italy over 150 years ago. Presently, one of the largest food companies in the world, it's only natural that the Buitoni Foods Corporation seeks to not only keep its record for creating the world's longest pasta ever, 150 feet long, but in fact, break it. The original record was made last August 15th during Gimbel's Festa Italiana Week.

The attempt to create a single strand of pasta reaching the length of 175 feet and over will be made by Buitoni's chef, Carlo Imperato and his brother Emil, using traditional fresh pasta making methods.

Twenty children from the Madison Square Boys Club aged 5 to 10, will assist in breaking the previous record by holding the pasta ribbon aloft and at the same time, learn first hand how this Italian favorite was made year ago. Corbett Monica, the entertainer, who is Gimbel's guest of honor for the Italian housewares event, promises to lend a hand, too.

Six New Stouffer Entrees

Stouffer Foods, whose frozen prepared lasagna and French bread pizza became top sellers almost overnight, is doing it again with six more international flavors!

In the largest introductory campaign for new products in its history, Stouffer's is rolling out six new international frozen prepared entrees including Swedish Meatball with Parsley Noodles, Chicken Poriyaki with Egg Noodles, Beef Teriyaki with Rice and Vegetables, Linguini with Clam Sauce, Beef Chops with Rice and Chicken Cacciatore with Spaghetti.

All six new items are in the popular single serving size and in twin pouches easily reconstituted in a few minutes in a microwave oven or in 15 minutes in a pot of boiling water.

Commenting on the new items, Jerry DeCroce, Stouffer's vice president of marketing for all frozen prepared retail products, said "We've banking on our past successes with single serving, twin pouch items

(Continued on page 44)

Durum Wheat Improvement

Dr. James S. Quick of the Agronomy Department, North Dakota State University at Fargo, reported that industry plants had added a research assistant and a graduate student to durum research and about 20 percent more effort in the quest for better varieties. He noted it takes from eight to ten years to develop a new variety of durum.

In the past year two new varieties with strong gluten have been released, Calvin and Edmore.

Major varietal advances between 1971 and 1978 are:

1. Yield—15 percent increase
2. Spaghetti color improvement
3. Stronger gluten
4. Larger kernels
5. Semidwarf
6. Zero lodging
7. Wider adaptation
8. Stem rust resistance
9. Leaf rust resistance
10. Foliage diseases
11. Root rot tolerance.

Benefits of Travel

Expanded industry grants have made the benefits of travel more available as per the following schedule: October, 1977-March, 1978, Plant Breeding Institute, Cambridge, England, for research, training, and discussions.

December, 1977 — International Quality Symposium, Montpellier, France.

February, 1978 — International Wheat Genetics Symposium, New Delhi and Indore, India, with durum research review.

March 1978—Harvest Selection and discussions at Obregon, Mexico.

June, 1978—Durum Research Review, Lle and Madrid, Spain.

DURUM BREEDING EXPANSION — 1975-1975

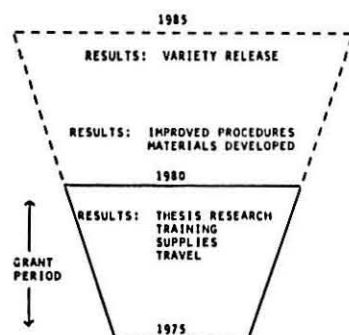
Material	Grant Period		
	Base 1975	1976	1978
F-Fs	25,500	22,460	19,500
Crosses	250	225	270
Pre Yield	1,000	2,280	1,050
Adv. Yield	232	302	253
URDN	28	30	24
Field Plots	27	28	24
Mexican Nursery	2,800	3,250	5,400

DURUM SHOW — October 17-18
Ramada Inn, Minot, North Dakota
OCTOBER, 1978



Dr. James S. Quick

GRANT EFFECTS - TIME SEQUENCE



General Grant Progress

1. Variety releases
2. Thesis research
3. Breeding program size
4. Quality Analyses
5. Seedling vigor
6. Components of Yield
7. Worker's Conference

Future Improvement and Needs

1. Yield
2. Quality
3. Seedling vigor
4. Salt tolerance
5. Weathering resistance
6. Disease resistance

World Supply of Durum Up

Present prospects are that world production of durum wheat in 1978-79 will rebound to 20 million tonnes, up 48% from the small 1977 harvest of 13.5 million, but still 13% below the 1976 record of 22.9 million, the International Wheat Council said in its 1978-79 forecast. "Production in every major durum-producing country is expected to be larger than in 1977," the Council said.

Durum wheat trade in 1978-79 is projected at 3.6 million tonnes, against 4 million in the previous year. Western Europe is expected to import 1.1 million tonnes, against 1.4 million in 1977-78, and Africa 1.6 million, against 1.5 million.

"If the three major exporting countries (Argentina, Canada and the U.S.) account for 3 million tonnes out of total durum exports of 3.6 million in 1978-79, their combined closing stocks at the end of their respective 1978-79 crop years would amount to 4 million tonnes, compared with 3.2 million a year earlier," the Council said. "The overall assessment for the world durum situation in 1978-79 is, therefore, that supplies should be sufficient to meet forecast import demand, providing current crop expectations are fulfilled."

Durum production prospects for major areas of the world in 1978-79 are presented as follows by the Council, with comparisons for the 1977-78 outturn, in millions of tonnes:

	1978-79	1977-78
Europe	3.8	2.9
North America	5.3	3.5
South America	0.4	0.3
Near East Asia	7.0	4.1
North Africa	3.0	2.2
Others	0.5	0.5
World total	20.0	13.5

Seaboard Sets New High

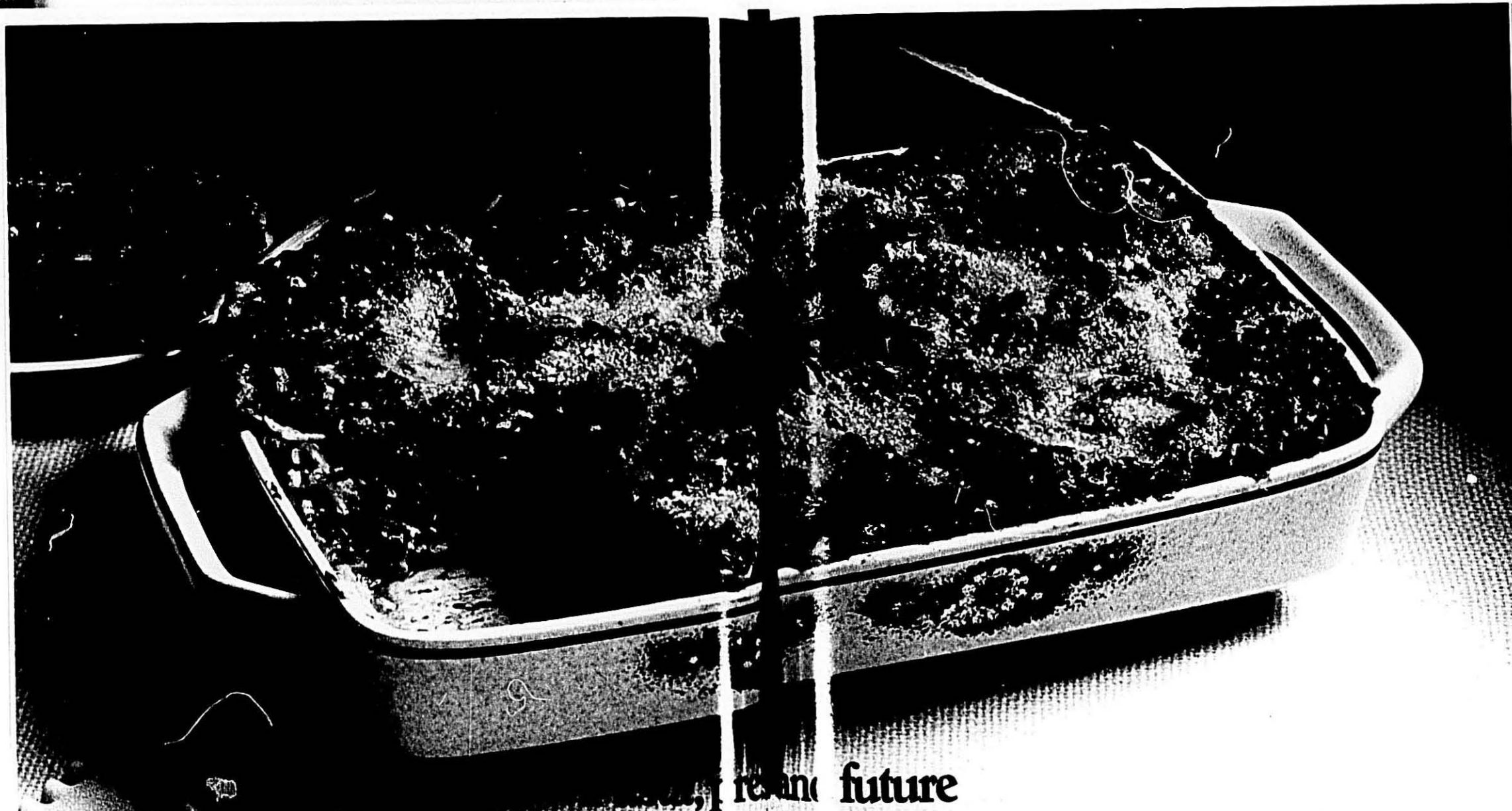
Net earnings of Seaboard Allied Milling Corp. in the fiscal year ended June 3 established new records for the second consecutive year.

Net income of Seaboard totaled \$6,901,107, equal to \$5.13 per share on the common stock, up sharply from previous peak earnings of \$3,634,453, or \$2.70, in fiscal 1977. In 1976, Seaboard had net income of \$2,743,671, or \$2.04.

Net sales of Seaboard for the fiscal year totaled \$284,712,536, off from \$307,528,011 in 1977 and \$298,496,912 in fiscal 1976.

Net earnings before income taxes for Seaboard in the fiscal year were \$12,951,107, against \$7,274,453 in fiscal 1977. Provision for income taxes was \$6,050,000, compared with \$3,640,000 in the previous year.

Net income in the fourth quarter ended June 3 totaled \$1,868,142, compared with \$1,327,737 in the final quarter of 1977. Sales aggregated \$106,542,591 in quarter, against \$104,264,348.



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At Peavey, there's a longstanding tradition of research that helps make our products perform a little better for you. In Semolina production we take great

pains in crop selection and milling so we can consistently offer you a product of bright color and uniform grain. Combining our wealth of experience with the latest in technology, our mills have now been upgraded to automatic operations utilizing minute equipment that's unsurpassed in our industry. All so we can manufacture the best Semolina and Durum flour available today.

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flour

That's another Peavey tradition. For instance, we share our expertise and our miniature macaroni press and dryer operation with customers working on new product ideas. Peavey Technology. Continuously probing the future to

get better results for you today. For better lasagna results drop us a line and one of our specialists will contact you.

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Wheat Situation

From USDA Economic Research Service, August 1977

Growers' acreage adjustments in response to the set-aside and graze-out programs and crop prices along with adverse weather in some areas indicate that the 1978 wheat crop will drop below the 2-billion-bushel level for the first time in 3 years. As of July 1, conditions indicated a crop of 1.8 billion bushels, 11 percent below last year's level. Based on the past 20 years, chances are 2 out of 3 that the final crop outcome will not differ by more than 70 million bushels from the July estimate.

With the reduced U.S. crop, the 1978/79 wheat supply will drop below last year's record 3.1 billion bushels, though remaining the second largest. Domestic use may drop because wheat feeding is expected to be cut back sharply. Early indications point to another export year of over a billion bushels, about matching last season's 1,124 million bushels. While disappearance may decline from last season's near record performance, it appears there could be some reduction in carryover by the end of the year.

World wheat prospects point to a large crop in 1978. Growing conditions have been generally favorable in most major producing countries. As a result, world trade is expected to ease somewhat from last year's record. World stocks at the end of 1977/78 appear headed for a small net increase.

The 1977/78 season ended with prices running around 75 cents to a dollar a bushel higher than at the start. Though carryover stocks increased for the fourth consecutive year, heavy use of the loan and reserve programs, coupled with one of the heaviest end-of-season paces of export shipments, provided strong market price support.

Farm prices are expected to average between \$2.70 and \$3.25 for the season, compared with the \$2.31 average in 1977/78. The market this season will be supported by heavy export shipments, strong loan activity, some delays in harvest, and the reserve inventory, but deficiency payments, based on the \$3.40 target price, again will probably be an important income factor to wheat growers.

Durum Outlook

Durum growers planted 4.1 million acres, nearly 30 percent more than last year. Traditional Durum States increased acreage by 30 percent. California and Arizona also planted more Durum but still only about half the large acreage of 1976. Yields could be up substantially because ample soil moisture in the Northern Plains gave the 1978 crop a good start and irrigated areas in the Southwest have expanded. Thus, based on July 1 conditions, the 1978 harvest was estimated at 119 million bushels, 49 percent above last year. A crop this size, even when coupled with a carryover that is down a fourth to 87 million bushels, places the total 1978/79 Durum supply 8 percent above the 1977/78 level.

Mill Grind Drops

The 1977/78 mill grind dropped slightly from last year's record pace as Durum and semolina prices were at high premiums over hard wheat and farina throughout most of the year. Relatively smaller world Durum supplies available for export and increased wheat needs from short crops in North Africa and Italy pushed U.S. Durum exports in 1977/78 to 62 million bushels, 50 percent above a year ago and the highest since 1972/73. An additional 4 million bushels of export sales were carried over into the 1978/79 marketing year. But projected sizable increases in Canadian, Italian, and North African Durum crops points to a smaller world and U.S. export market in 1978/79.

Strong Export Demand

Strong export demand increased Durum cash prices at Minneapolis to \$3.85 (No. 1 Hard Amber Durum) during April-May. This was \$1 per bushel above the season low at last year's harvest. Prospects for an increased U.S. and world Durum supply and a possible moderation in demand indicate somewhat lower price levels in 1978/79, particularly in relation to hard wheats. July prices for Durum dropped about 30 cents per bushel, compared to 23 cents for June.

A D M Dividend Set

Directors of Archer Daniels Midland Co. declared quarterly dividend

of 5¢ per share on the common stock, payable Sept. 1 to shareholders of record on Aug. 10.

1979 Wheat Program

U.S.D.A. announced 20% set-aside for 1979 wheat, same as 1978; target price unchanged at \$3.40. For every 100 acres planted to wheat, participating farmers must set aside 20. If, in complying with 20% set-aside, farmer plants 15% fewer acres than 1978, he will receive target payments on 100% of planted acres. For 1978, 20% reduction from 1977 was required for 100% payments. Farmers who cut back in 1978 can use 1977 acreage base for 15% cut.

International Wheat Talks

Some in the Carter administration are said to have argued against the set-aside program because it could weaken the U.S.'s hand in currently deadlocked international wheat negotiations, which are aimed at stabilizing international wheat prices. Because other countries don't currently restrict production through set-aside programs similar to the U.S.'s, some officials argued that the issue should be deferred until the completion of negotiations. But this idea apparently was rejected.

In addition, the Agriculture Department said a decision to scrap the set-aside program would have increased U.S. wheat stocks to such an extent that other countries might believe the U.S. is willing to become the world's only stockholder. The U.S. has contended in the wheat talks that other nations also should hold wheat surpluses off the market to keep prices up.

Separately, two House committees voted different versions of an administration plan to contribute U.S. wheat to a world wheat reserve that would aid developing nations in times of food emergencies. The House International Relations Committee agreed to a White House request for six million metric tons of U.S. wheat for the fund, but the Agriculture Committee approved only three million metric tons. A metric ton equals 2,204.6 pounds.

Currently, world wheat production is forecast at 395 million to 430 million metric tons, about 8% more than

(Continued on page 30)

THE MACARONI JOURNAL

ASEECO BIN STORAGE SYSTEMS

BIN STORAGE

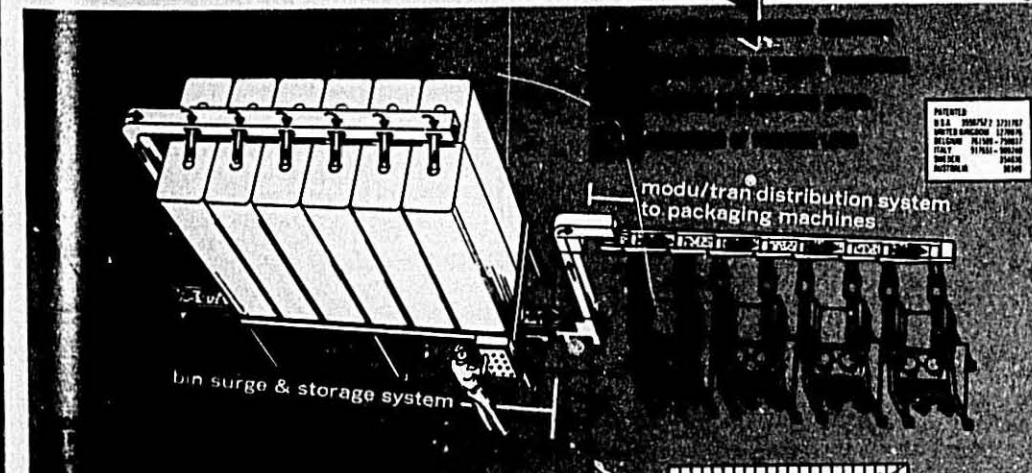
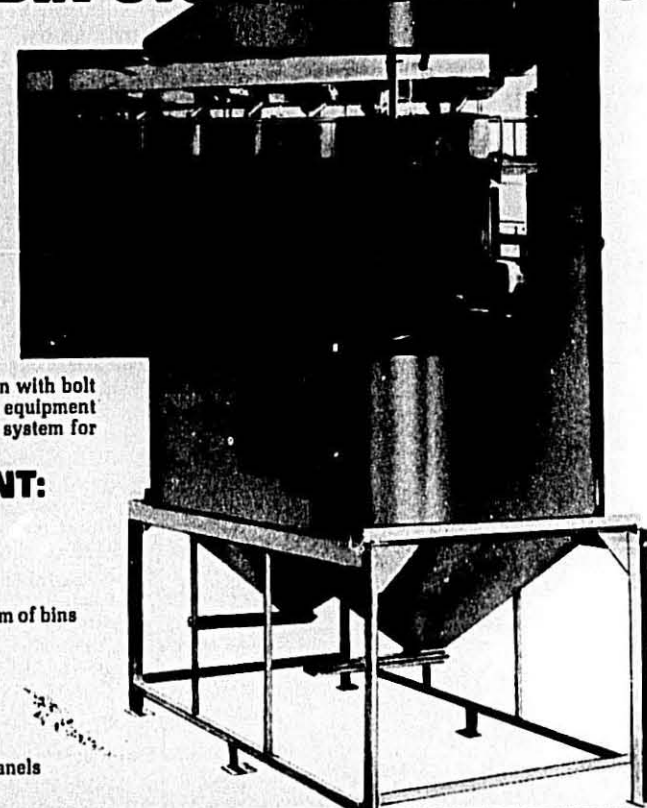
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the next bin can be selected manually or automatically.

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last year despite a 10% decline in U.S. production. World consumption for this year and next is expected to be 1% to 2% less than production, so currently depleted stocks in other countries are expected to be rebuilt.

Large Turkish Wheat Harvest

Turkish wheat officials predict a wheat harvest of 16 million tons compared with 16.5 million tons last year. USDA estimated the crop at 13.5 million tons according to *The Public Ledger*. Improved farming methods have been cited as the reason for the improved wheat crop, making this the second year in a row Turkey will be a wheat exporter, producing between 2.5 and 3 million tons for export each year. However, breaking into the export market has been difficult, causing Turkish officials to negotiate with buyers in Libya, Iraq, Tunisia, the U.S.S.R., Pakistan, and Iran to prevent a surplus of wheat for domestic storage. Storage loading and transportation have caused considerable internal problems for the country, according to the minister of agriculture, but these are expected to be solved very shortly.

Wheat Industry Council

A draft of proposed regulations to establish a Wheat Industry Council has been approved by board members of the Wheat and Wheat Foods Foundation, Inc., and submitted to U.S. Department of Agriculture officials.

The proposed order would set up a Wheat and Wheat Foods Research and Nutrition Education Program as provided in the Food and Agriculture Act of 1977. Under the program, the Wheat Industry Council will develop and administer research and nutrition education projects financed by assessment of end product manufacturers such as bakers and pasta manufacturers.

Donald H. Heitman, an associate in the Washington law offices of John F. O'Neal, said submission of the draft order "triggers the whole process" for implementation of the program, and that after that "it is pretty much out of our hands."

Mr. Heitman noted that communication with U.S.D.A. over the next few weeks is extremely critical, since

the ex-parte communications provision of the Sunshine Act disallows any informal input after the final draft is submitted to Secretary Bergland, at which time the order will be published in the *Federal Register*.

Mr. Heitman pointed out that the Wheat and Wheat Foods Foundation has maintained good rapport with U.S.D.A. in the initial phases of developing the program. He said that from this point on, it is a "matter of working with U.S.D.A. to help them act as expeditiously as possible." Describing the timetable for implementation of the act, Mr. Heitman noted that three separate public hearings would be scheduled following publication of the order. He said that probable locations for the hearings would be Atlanta, Minneapolis and an undetermined city on the West coast. From testimony presented at the hearings, he said, U.S.D.A. will determine if the order should be promulgated and a referendum held among end product manufacturers.

Mr. O'Neal, Washington attorney who has been retained by Foundation to represent it in implementation of the program, has estimated that it will take from 12 to 18 months from submission of the order to U.S.D.A. until final enactment of the Wheat Industry Council.

Foundation to Continue Operation

In addition to approval of the Wheat Foods Order, members of the Wheat and Wheat Foods Foundation have expressed support for continued operation of the organization after the final program is enacted. Formed in 1968 as a confederation of wheat producers, processors and end-product manufacturers of wheat products, the Foundation has had the single goal of bringing about enabling legislation for collection and disbursement of funds for research and nutrition education.

Sprout Damage Analysis

Federal Grain Inspection Service recently demonstrated a prototype of a "Grain Amylase Analyzer" which is being developed to test for sprout damage in wheat. The present standard chemical test (falling number) produces varying results, depending on whether the test is made with manual, semi-automated, or automated equipment. The test is used to de-

termine the impact of sprout damage on the end use products of wheat. The demonstration was made before members of the Western Wheat Associates and an official of the Japanese Food Agency at Portland, Oregon. Viewers were reportedly impressed with the repeatability of test results, as well as by the speed and simplicity of the procedure. The next step is a collaborative study with several laboratories in which FGIS is participating.

Entomology Training Manual

The FDA Training Manual for Analytical Entomology in the Food Industry is now available in quantity through the Association of Official Analytical Chemists (AOAC) Box 540, Benjamin Franklin Station, Washington, DC 20044. Price of the Manual is \$12.50 plus \$1.50 for postage and handling.

The Manual has been used successfully by FDA personnel in training courses and is widely praised for its usefulness and practicality. With the aid of the Manual, organizations concerned with the cleanliness of food will now be able to set up their own in-house training.

Furnished in an attractive plastic binder, the 200-page Manual includes chapters on microscopes, insect morphology and dissection, identification of whole insects, recognition and identification of insect fragments, vertebrate pests, structure and identification of animal hairs, molds in foods, extraction methods, miscellaneous filth, macroscopic methods, advice on setting up an analytical entomology laboratory and ensuring good laboratory performance, ecology of stored food pests, what happens in a sanitation inspection, and advice on giving court testimony. A bibliography of useful references and a pronouncing glossary are provided. The volume is indexed for user convenience.

Rapid Harvest

Garnering of 1979 spring wheat crop proceeded rapidly across Upper Midwest, while combines were slowed by rains in Pacific Northwest. Canadian wheat, was about ready for swathing at the end of August but damage due to dry weather was ap-

(Continued on page 32)

THE MACARONI JOURNAL

PUSH PASTA



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Constant promotion of macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

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31

Rapid Harvest

(Continued from page 30)

parent in western sections of prairie provinces, and early frosts threatened.

Temperatures up to 100 degrees forced lagging spring wheat in Dakotas and Minnesota to full maturity sooner than expected, and ideally dry conditions permitted field work to proceed at fastest pace in years. South Dakota harvest was virtually complete and Minnesota neared cleanup stages, while North Dakota made wide progress in ideal weekend weather, nearing two-thirds mark.

After some disappointing quality results in South Dakota and southern Minnesota, heavier test weights characterized North Dakota cuttings. Protein counts ran about 14%, nearly 1% below last year.

Shipping directions remained active with continued shutdown of two major mills in Upper Midwest. Most macaroni and noodle manufacturers allowed balances to dwindle, often below 30 days, and delayed additions with continued firmness in durum market.

Mill Grind Up

Production of straight semolina and durum flour and durum wheat grind for a series of June-May crop years, as compiled by the Bureau of the Census, follows:

	Straight semolina and durum flour (1,000 cwts)	Durum wheat ground (1,000 bus)
1977-78	15,973	36,524
1976-77	15,923	36,413
1975-76	14,527	33,871
1974-75	13,337	31,989
1973-74	15,791	35,923
1972-73	15,721	35,797
1971-72	15,679	32,765
1970-71	11,733	31,884
1969-70	14,399	31,354
1968-69	12,988	29,969
1967-68	12,549	28,201
1966-67	12,664	29,310

Production of straight semolina and durum flour in the 1977-78 crop year (June-May) increased slightly over 1976-77 year to the largest output on record since the start of separate durum compilations 11 years ago, according to statistics compiled by the Bureau of the Census.

Output from June, 1977, through May, 1978, totaled 15,973,000 cwts

compared with 15,923,000 in 1976-77, an increase of 50,000 cwts, or less than 1%. Production in 1977-78 was up 10% from 14,527,000 in 1975-76 and was 20% over 13,337,000 produced in 1974-75, the recent low.

Durum wheat grind in June, 1977, through May, 1978, totaled 36,524,000 bus., compared with 36,413,000 in 1976-77, an increase of 111,000, or less than 1%. It was the largest durum grind since the start of Census Bureau compilations. It also represented an increase of 8% over the 33,871,000 ground in 1975-76 and was 14% more than 31,989,000 bus., processed in 1974-75.

Durum Markets in August

No. 1 Hard Amber durum ranged from \$3.42 to \$3.60 per bushel Minneapolis with semolina quoted at \$9.00 to \$9.35, granular 15¢ less, durum flour 40¢ less.

Egg Review

According to the Crop Reporting Board the nation's laying flock produced 5.4 billion eggs during July, three percent more than a year ago. Layers on Aug. 1 totalled 270,000,000, 1% more than the 268,000,000 a year earlier.

Rate of lay on July 1 averaged 64.5 eggs per 100 layers, compared with 64.6 a year earlier and 65.4 on July 1, 1978. Egg-type chicks hatched during July, 1978 totalled 36,100,000, down 3% from a year ago. Eggs in incubators on Aug. 1 at 34,100,000 were 1% above a year ago.

Egg Products—August Prices

Central State Nest Run	\$11.10 to \$13.20
Southeast Nest Run	\$11.10 to \$12.60
Frozen Whole	39¢ to 42¢
Frozen Whites	29¢ to 32¢
Dried Whole	\$1.54 to \$1.70
Dried Yolks	\$1.44 to \$1.56

USDA purchased 1,008,000 pounds of dried egg mix which will be used in the school breakfast program.

California Plans Use Solar Energy

Two solar demonstration projects in California—one involving chicken soup and the other dehydrated food—were dedicated recently. Both are funded by the Department of Energy.

At Sacramento, the Campbell Soup plant opened its system that uses a combination of flat-plate and concentrating solar collectors to deliver 12,000 gallons of hot water daily to pre-rinse cans for the chicken noodle soup production line. Flat plate collectors heat the water to about 140°F, and the concentrating collectors raise it to 195°F. It was built by Acurex under a \$750,000 contract.

In Fresno, the Lamanuzzi and Pantaleo food dehydration plant dedicated its system using solar-heated air to dehydrate food. The system has flat-plate solar collectors to provide about 70 percent of the heat needed by one dehydration tunnel. California Polytechnic State University built the system under a \$814,000 contract.

Nutritional Labeling Act

Nutritional labeling requirements proposed in "The Nutritional Labeling Act of 1978" would confuse the American consumer and increase the cost of food, according to Dr. Ira L. Somers, Executive Vice President of the National Food Processors Association.

In testimony before a Senate Committee on Human Resources subcommittee, Somers said, "the proposal to require percentage declaration of ingredients could impose intolerable economic burdens on food producers and consumers with little compensating benefits. . . ."

Somers said that the food processing industry has no objection to a requirement for full ingredient listing for all standardized foods. But, the current Food and Drug Administration requirement to list ingredients in descending order to predominance is sufficient. A proposal to list a percentage of each ingredient would go far beyond that necessary to protect consumers and would provide no benefits commensurate with the cost.

The association executive added that the food processing industry has consistently supported the FDA voluntary nutritional labeling program and has been a pioneer in nutrition research and the development of nutritional data to assist canned food producers and distributors to comply with the FDA requirements.

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FOOD LABELING

Food labels. Do you think they are confusing or helpful? Vague or specific? What should go on the label? What should be deleted? Your answers to these and other questions on labeling are important to the Food & Drug Administration, the U.S. Department of Agriculture, and the Federal Trade Commission.

Each agency regulates some aspect of food labeling and marketing. Together, they are trying to come up with a food labeling plan that will provide consumers with the information they want and need. To do this, manufacturers' views are solicited. Hearings have been scheduled in several cities so that people throughout the country can come and discuss what they think should be included on food labels.

Ingredient Labeling

Federal regulations cover many aspects of ingredient labeling, but some of the current requirements have been challenged as inappropriate or inadequate, and additional regulations have been suggested.

To understand ingredient labeling problems and proposals, you must understand what a "standardized" food is.

Currently, there are Federal standards of identity for many foods, such as canned fruits and vegetables, meat and poultry products, milk, cheeses, breads, and macaroni. These standards state the name of the food, define the composition of the food, state whether optional ingredients may be used, and specify which ingredients must be listed on the label.

Required ingredients in standardized foods do not have to be listed on the label, but optional ingredients usually do. With a few exceptions, nonstandardized foods must have ingredients listed on the label, and all meat and poultry products—whether standardized or not—must list ingredients. When ingredient listing is required, ingredients must be listed in descending order of predominance by weight.

Some consumer groups have proposed requiring all food labels to list the percentage of ingredients. For example, canned peas might be labeled "Ingredients: Peas 65%, Water 32%, Sugar 2%, Salt 1%."

Which food labels should be required to list the amount of ingredients in the product? If listed, should the amount of each ingredient be given in percentages or some other method? Would you be willing to pay more for additional ingredient information on food labels?

FDA now requires that labels state the percentage of some "characterizing" ingredients as part of the name of some foods when the amount is important to consumer acceptance of the food. For example, shrimp cocktail with 50 percent shrimp must be labeled "Shrimp Cocktail—Contains 50% Shrimp."

Is this type of label information useful to you? Do you think this type of labeling should be required for more products? If so, what types of food products?

Under the present regulations, most ingredients must be listed on the label by their specific name, such as salt. However, some ingredients, such as spices, flavorings, and colors, may be declared without naming the specific ingredient. Also, generic or collective names can sometimes be used instead of the specific name. For example, reconstituted whey can be listed simply as "whey" on cheese labels.

Nutritional Labeling

Nutrition labeling must provide certain information in a standard format. It must show serving size and servings per container. And for each serving, the label must show the calories and the grams of protein, carbohydrates and fats, followed by the percentage of the U.S. Recommended Daily Allowance (U.S. RDA), for protein and seven specified vitamins and minerals.

Nutrition labeling is required only when a processor makes a claim about nutritional value in food labeling or advertising, or when the food is enriched with essential nutrients.

There are several problems involved in effective nutrition labeling. Information on the nutrient content of some foods and the natural variation in content is incomplete. Nutrition knowledge is a developing science and we do not yet know all the nutrients essential for good health. In addition, because of the expense of analyzing products for nutrient content,

nutrition labeling may increase food prices.

Do you think nutritional labeling is useful? Should it be required on all foods?

Some people think that the way the information is now presented is confusing. Serving sizes are expressed in common household measures such as ounces, cups, teaspoons, and pieces; calories are expressed as calories per serving; protein, vitamins, and minerals, in percentage of the U.S. RDA; sodium, potassium, and cholesterol, in milligrams; and some nutrients, such as carbohydrates, are expressed in grams per serving.

Others think that all food labels should be required to carry explicit information on substances related to health problems, such as salt or sodium, and information on vitamins and minerals which are in short supply in some diets.

How do you think food labeling could be improved to help you in food buying and meal planning? Which foods should be required to carry information on calories, sugars, sodium, fiber, and cholesterol on the label?

A related issue is how far the Government should go in determining when dietary information may be included in labeling claims or in the names of food. FDA is now working on a definition for "low cholesterol" and "cholesterol-reduced foods." A similar problem exists with the sodium or salt content of foods.

Should the Government continue to develop systems to determine when labeling can carry claims that a food is "cholesterol free," "low sodium," etc.? Or would it be better simply to provide consumers with the amount of sodium in a food without attempting to describe the amount as low or reduced?

Should labels be permitted to contain statements about the relationship between the use of the food and the prevention of disease?

Open Dating

An open date, or calendar date, on a food package indicates when the food was packaged or processed, when it should be sold by the store, or when it should be used by the consumer. Open dating is voluntary under Federal law but required by some local

governments for some foods.

Generally, the open date does not have a prefix such as "sell by," "use by," or "better if used by" to tell the consumer its meaning. Only labels on meat and poultry products are required to explain the meaning of the date.

The four types of open dates in common use are:

Pack date: the date of final packing.

Pull date: the last recommended day of retail sale that allows time for sufficient home storage and use.

Quality assurance date: the date after which the product is not likely to be at peak quality, for example, "Sell by May 16."

Expiration date: The last day the product should be used for assured quality, for example, "Do not use after July 27."

Which foods should be required to have open dating? Should an explanation of the date be required? Which type of dating is most meaningful to you? Would you be willing to pay more for products with open dating? Should storage and handling instructions be mandatory? Should all open dating be uniform?

Food Fortification

Food fortification refers to the addition of nutrients to foods. Examples are the addition of vitamin D to milk; iodine to table salt; and various vitamins and minerals to breakfast cereals.

FDA has no general regulation on food fortification. Some identity standards prescribe the extent to which foods must be fortified. Examples are enriched bread, which must contain specified levels of three vitamins and one mineral; and margarine, which must contain a specific amount of vitamin A. Some standards prohibit the addition of any nutrients.

Because there are no regulations or guidelines, there can be both overfortification—which can lead to unusual and excessive intakes of some nutrients—and inappropriate fortification of foods.

What should be the criteria for fortifying foods? Are there types of foods that should not be fortified? If so, which foods?

Imitation Foods

Under current regulations, a food that uses the same name as a standard-

ized food but does not conform to a standard of identity must be labeled as "imitation." Traditionally, an imitation food has been considered inferior to the food it resembles.

Substitute foods, although they resemble standardized foods, carry a different name and sometimes are equal to or better nutritionally than the real food. The substitute might, for example, have lower amounts of fat and calories. Substitutes can be labeled without the word "imitation" if they are nutritionally equivalent to the standardized food and bear a name that accurately describes the food.

What does the word "imitation" on the food mean to you? Do you think the term "imitation" adequately indicates that a substitute food is nutritionally inferior? Should even nutritionally equivalent substitute foods be labeled "imitation"? For example, should margarine be labeled "Imitation Butter" in addition to being labeled "Margarine"? What criteria should be used to judge whether a food is nutritionally inferior?

Total Food Label

Some label information is required by law, including: the common name of the food; name and address of packer, manufacturer, or distributor; list of ingredients for most foods; presence of artificial flavoring, coloring, or preservative; and the amount of food contained in the package.

In addition, nutrition labeling is required if protein, vitamins, or minerals are added or if nutrition claims are made.

The label may include other information such as brand name, price, illustrations, recipes, and storage instructions.

Several proposals have been made to require additional information on labels including: more specific identification of ingredients; amounts of ingredients; drained or fill weight; open date labeling; and nutrition information.

In view of the quantity and complexity of package information, some consumers have suggested evaluating the total communication effectiveness of food labels in providing information useful to consumers.

What type of product information do you want on food labels? What information do you think is most im-

portant? Least important? Will additional information help you or do you think that there's already too much information on labels?

Be sure to send your written comments on the labeling issues to the Hearing Clerk, HFC-18, Food and Drug Administration, Room 4-62, 5600 Fishers Lane, Rockville, Md. 20857, by November 10, 1978.

Acting Administrator of USDA's Food Safety and Quality Service

Sydney J. Butler has been designated by Secretary of Agriculture Bob Bergland to serve as acting administrator of the U.S. Department of Agriculture's Food Safety and Quality Service. He replaces Robert Angelotti, who was relieved of his duties at his request on Aug. 4.

During the interim until a permanent administrator of FSQS is selected, Butler also will continue to serve as deputy assistant secretary for food and consumer services—the position to which he was appointed in April 1977.

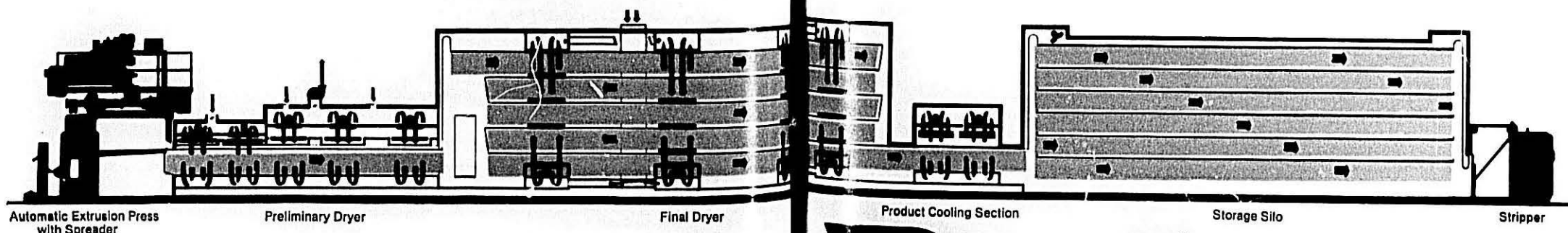
In that capacity, Butler has worked closely with the respective programs that are administered by FSQS, which include the federal inspection of meat and poultry; the standardization and voluntary grading services for meat, poultry, fruit, vegetable and dairy products; egg products inspection, and the various food purchasing operations for USDA's school lunch and other family food programs.

In announcing the interim appointment, Assistant Secretary of Agriculture Carol Tucker Foreman said, "As my deputy, Mr. Butler has been participating extensively in all of the major policy and program decisions that have been made affecting FSQS programs in the past 15 months, and therefore will be able to carry on effectively the work in progress during this interim period."

Foreman also said that an extensive search will be initiated immediately to select a new permanent administrator for FSQS.

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Quality Control: The Toughest Challenges Lie Ahead

The last person you want running a quality control program, says Robert N. Reece, is the one who wants to win a popularity contest.

"Let's face it," he says. "If you're in charge of quality control, you're going to live with the fact that on almost any given day somebody in your company may get damned angry with you."

Bob Reece is Director-Corporate Quality Assurance for McCormick & Co., Inc., and President of the 29,000-member American Society for Quality Control.

McCormick is the Baltimore-based international producer of seasonings, flavorings and specialty food products which in 1977 recorded net sales of \$355 million.

Its products are sold in 84 countries outside the United States and are known in Canada as Club House Foods and in the western United States as Schilling.

Rigid Standards

Reece directs McCormick's efforts to make sure raw materials meet rigid quality standards when they come in the door and similar standards for finished products when they head out to the customer.

And, like any director of quality control, he must act decisively to be sure these standards are met.

"That's when you've got to hunker down," he went on, "and earn your pay. If you're thin-skinned you're the wrong person for the job. You cannot be inflexible, but you've got to be willing to make decisions and stand by them."

A crucial question in American industry today, he said, is whether companies will listen to and support their quality control specialists.

"The consumer movement is not a passing fancy," he said. "Buyers are more intelligent than ever, and largely because of inflation people are demanding value for the dollar. When they don't feel they get it from an American product, they'll buy European or Japanese."

Statistics show, he said, that American industry wastes something like \$120 billion a year correcting sales of defective and unsatisfactory goods.

"Our best estimation," Reece said,



Robert N. Reece

"is that 15 per cent of net sales of all these companies is spent on this 'fire fighting' activity, whereas competent 'preventive' quality control programs could reduce that figure to 2 per cent of net sales."

He said the kind of company most likely to reach that 2 per cent figure is the one that attacks the problem at the very beginning of the product design process and includes quality control experts in every major decision along the way to the consumer.

"Then there's the other type of company," he said, "that blames the quality control manager for any bad news he brings. That kind of company in effect tells the fellow, 'You're too honest.' So they push him aside. While I believe that's less and less the case today, it's still all too prevalent."

Long Experience

Reece, 49, holds bachelors and masters degrees in chemistry, and has been in quality control work since 1951. He now knows that the kinds of experiences he had early in his quality control career with McCormick are typical of almost any company.

"Look," he said, "it's no surprise that sometimes the goals of sales, marketing and production people are going to clash with those of quality control. When I was relatively new to the job I stopped a production line once because I felt there was possible danger to the product."

"All hell broke loose. But I had my facts and when you have the facts everything will be all right if company policies back you up. Another time, early on, I went up against some heavyweights. I told them they

couldn't sell a particular product. The lab tests backed me up. They agreed—but they didn't like it.

"It is sometimes hard to convince people that quality control should be approached as prevention. If quality control isn't applied all along the line, then you spend a tremendous amount of time and money putting out fires and making corrections."

Society's Approach

As president of the American Society for Quality Control, Reece finds himself dealing with advocates of two major schools of thought in quality control.

One school argues that the wisest course for business and industry is to stay as far away from all governmental agencies as possible and wait for government regulations.

The other school, which he favors, call for cooperative efforts between industry and government in quality control.

"I think more people are coming around to my viewpoint," Reece said, "because it's becoming more and more costly not to cooperate with government and because of the growth of product liability claims."

Reece feels that a typical workable arrangement is one which he favors for the food industry: A voluntary quality assurance program whose aim is to both protect and serve the public and to avoid unnecessary government regulations.

The voluntary quality assurance plan, he said, "is in every sense a legal, contractual agreement between the food manufacturer and the Food and Drug Administration." Here, briefly, is how it works:

- A participating company signs a Memorandum of Understanding with FDA.

- The food processor testifies that it runs a sound quality control program through all phases of plant operations.

- The food processor pledges cooperation with inspection activities carried out by government.

"I believe," Reece said, "that everyone is best served, whether in the food industry or elsewhere, by this kind of approach. Industry, the public and

(Continued on page 40)

THE MACARONI JOURNAL

You won't find the top name in pasta in any pot.



TRIANGLE

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Quality Control

(Continued from page 38)

even the government are all concerned with the trend toward excessive regulation, especially where the regulations are meaningless or difficult to enforce.

"This kind of cooperative agreement pledges industry to do the right thing and says it has to take its lumps when it does the wrong thing. In the meantime, there's less useless red tape to choke on."

Reece hopes that advances will be made during his presidency of the society to earn increased recognition, academically and in business, for quality control as a distinct profession.

And he wants to do as much as he can to help American industry earn the high confidence it deserves from the American consumer. Reece agrees with those who believe confidence though meager now can be improved.

"We must rededicate ourselves," he has been saying in speeches around the country, "to a new quality crusade to achieve the best in both products and services—thus assuring customers they receive the best possible product for their money."

Reece is a broad shouldered Irishman who laughs easily and seems to take in stride the clashes which are inevitably part of his work.

He believes that because of consumerism, growing governmental regulation and inflation and related economic problems, the most difficult challenges to effective quality control lie ahead.

But for the same reasons he also believes the best opportunities lie ahead and he is enthusiastic about playing a part in such efforts.

"I love what I'm doing, I really do" he said. "To tell the truth, I think there's a lot of the fighting Irish in me."

ABC's of Warehousing

A new book called "ABC's of Warehousing" is 105 pages crammed with tips, suggestions and ideas—501 in all—that have proven themselves in cutting costs and improving warehouse productivity in large and small firms as well as in public warehouse operations.

The book covers every aspect of warehousing in a down-to-earth way, from siting to security, from stock

location systems to order assembly options to physical inventory-taking and dealing with fork lift "cowboys." It answers questions that are all too seldom asked in warehouse planning and operation, like:

1. Does it make any difference whether trucks back into loading docks clockwise or counter-clockwise?
2. In checking orders, why is a 50% sample check likely to be more effective than a 100% check?
3. Which is preferable—fixed or floating slots? Can the two systems be combined?
4. Why would poor subsoil conditions make it easier to justify an automated warehousing system?
5. How would a change from glass to plastic bottles affect space utilization in the warehouse where the product is stored?
6. Why is the importance of turnover frequently oversold? What are the five major risks or pitfalls of increased turnover?
7. What is Pareto's Law, and why is it virtually impossible to run an efficient warehouse without without applying it?

(Answers on page 46.)

Hands-on Manual

Describing itself as "A Hands-on Manual for Hands-on Managers," the new book is based on more than 13 years of publication of *Distribution/Warehouse Cost Digest*, a biweekly newsletter considered by many to be the "Bible" of warehouse operations. Although two chapters of "ABC's of Warehousing" are devoted mainly to planning the site, building and warehouse layout, the principal emphasis throughout the book is on actual operations: receiving, handling-in, crew assignments, checking methods, equipment use, palletization, alternative methods of order assembly and their pro's and con's, supervisory and personnel problems, using floating slots productively, minimizing product damage, and many more.

The text is peppered with homespun observations emphasizing commonsense solutions to sometimes complex problems. "It's not how high you stack it," observe the authors at one point, "but how many times you stack it that high"—underscoring the point that space cost savings may be

offset or washed out altogether by high equipment and labor costs when a particular warehouse's throughput and storage scheme results in excessive handling. At another juncture they warn readers not to overlook the "idiotic fringes" of automated warehousing. Describing a stack crane as "an idiot who doesn't know the difference between night and day," they point out that it can work completely in the dark, thus eliminating the need for a great deal of expensive wiring in the warehouse, reducing the fire hazard and, in refrigerated warehouses, eliminating another source of heat. Elsewhere they offer practical tips for making believers of balky truck drivers who refuse to use unloading equipment provided them.

Checklist

Further emphasizing the practicality of "ABC's of Warehousing" are more than two dozen checklists and worksheets, including:

Automation checklist
Daily labor report form
Equipment cost worksheet
Inventory-taking checklist
Job descriptions
Order selection checklist
Metrication checklist
Personnel checklist
Planning checklist
Receiving checklist
Warehouse siting checklist
Unit load checklist

There is also a brief but factually rich chapter on "Metrication in the Warehouse," describing the specific implications of a changeover for the firm's warehousing operations. Other chapters deal with order assembly and shipping, errors, equipment and attachments, order processing and procedures—in short, the whole range of operations and management considerations present in today's warehouse.

Where to Order

"ABC's of Warehousing" is priced at \$9.95 plus \$1.50 shipping and is available only from Marketing Publications Incorporated, National Press Building, Washington, D.C. 20045, 202/828-8646.

"This country has to go back to work."—Arthur F. Burns, former chairman of the Federal Reserve Board.

Top Speakers at Pack Expo

More than 25 top packagers, each expert in their particular field, will participate as speakers in the 20 concurrent seminar sessions that will be held in conjunction with Pack Expo '78 at Chicago's McCormick Place on October 31 through November 3, 1978.

The seminars, developed by American Management Associations, offer the once-a-year chance for a complete overview of the industry as well as an opportunity to hear some new ideas that are making news in packaging. Every facet of the business will be covered, from planning aggressive packaging operations to designs that will have an impact in new markets to the development of good packaging within a limited budget.

Everyone in packaging is beset with challenges on all fronts, government regulations are getting tougher regarding what is permissible in packaging, ever rising costs are putting the squeeze on creativity and innovation and the consumer is checking packaging that gives the best value in an inflationary economy. The seminars offer an opportunity to see how others are meeting these challenges.

Along with the seminars that will help to solve packaging problems, Pack Expo offers a chance to see the latest advances in machinery, techniques and designs.

Tuesday morning, Oct. 31:

Metal Cans and Composites, Gary Childress, Senior Vice President, Packaging Group, National Can Corp.
Update on Packaging Legislation and Regulations, Kent L. Wold, Vice President, State and Local Government Affairs, Glass Packaging Institute.

Packaging to Standards—Domestic and International, William E. Andrus, Chairman, Office of International Standards, U.S. National Bureau of Standards.

Tuesday afternoon, Oct. 31:

New Developments in Plastics, Daniel E. Griffin, New Products Coordinator, Films Division, Exxon Chemical Co.

Reusable Containers—Military, Domestic and International, Roger K. Stewart, President, AGM Cargo-Ties.

International Machinery Economics, Basilio Liacuris, Director of Inter-



national Programs, Packaging Machinery Manufacturers Institute.

Wednesday morning, Nov. 1:

Outlook for Glass Containers, Robert H. Knies, Manager, Packaging Design, Hunt-Wesson Foods, Inc.

International Developments in Pharmaceutical Packaging, Howard C. Welch, Manager, Packaging Development, The Upjohn Co.

New Look at Packaging-Line Operations, R. Bruce Holmgren, Editor, Package Engineering magazine.

Wednesday afternoon, Nov. 1:

Paper and Paperboard—Future Trends, Availability, Costs, Edward C. Muller, Director, Marketing Research and Business Economics, St. Regis Paper Co.

International Regulatory Requirements—Port Capabilities, Boxes/Crates for Ocean Shipment, Peter Henningsen, Jr., Manager-Packaging, International Telephone and Telegraph.

Snack and Bakery Products, Richard J. Deluca, Director, Corporate Research and Projects, Flexible Packaging Division, DJXICO, Inc.

Thursday morning, Nov. 2:

Packaging Options in the World Inflationary Environment: Materials, Machinery, Marketing, Graphics, Pierre J. Louis, Director, French Packaging Institute.

Microwave Packaging and Ovenable Paperboard, Burton R. Lundquist, Manager, Packaging Research and Development, Armour Food Co.

Trends in Protective Packaging, Norman L. Rathfon III, Marketing

Services Coordinator, Packaging Corporation of America.

Designing for the International Market, Max Marcel Lomont, Vice President, Package Design, U.S. Grocery Products, The Quaker Oats Co.

Thursday afternoon, Nov. 2:

Packaging Machinery Trends of the Future as Viewed by Machinery Manufacturers, Robert C. James, Vice President and Director, Packaging Machinery Operations, Bemis Co.

Opportunities and Problems in Trading Between Developed and Developing Nations, Edmund A. Leonard, Corporate Manager of Packaging Development, General Foods Corp., and WPO Treasurer.

Interpretations of Test Requirements, Ray Jackson Winne, Manager, Packaging Services, Westinghouse Electric Corp.

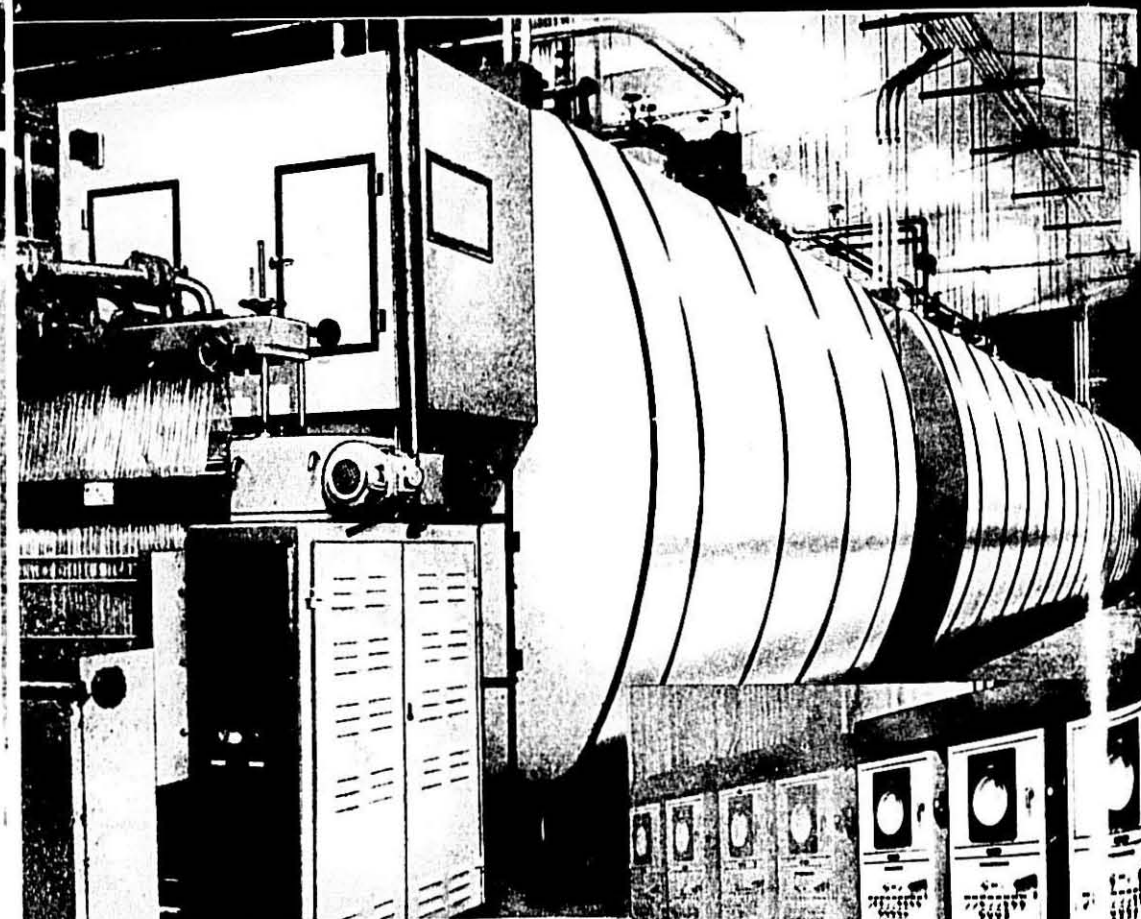
Package Innovations from the EEC (the European Common Market), R. Overlock Howe, President Overlock Howe and Co.

Friday morning, Nov. 3:

A morning with the Troubleshooters, Robert J. Foley, packaging consultant and Technical Editor, Food & Drug Packaging magazine.

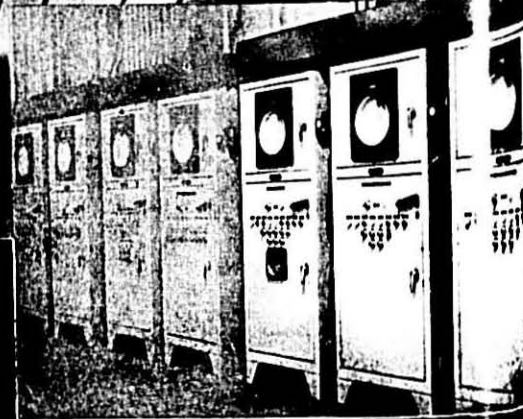
Pack Expo 78 International Packaging Week is sponsored by five national associations: American Management Association, Packaging Education Foundation, Packaging Institute/USA, Packaging Machinery Manufacturers Institute, and Society of Packaging and Handling Engineers.

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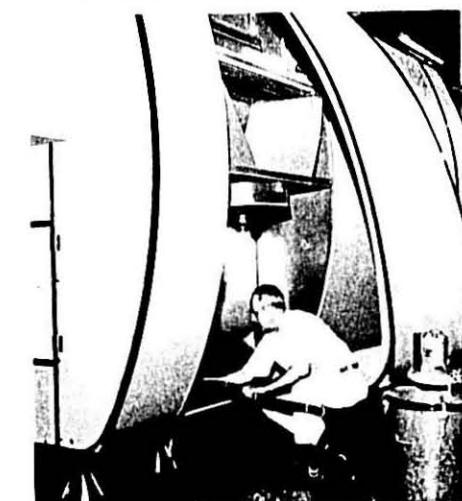
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Wright Machinery at Pack Expo

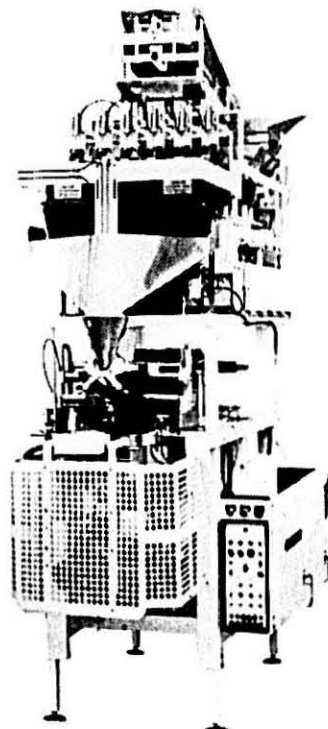
Wright Machinery Division, Rexham Corporation has developed a Micro Processor Controlled Bag Packaging System which requires less monitoring and replaces relays, micro-switches and cam shafts.

Wright will introduce its new Mon-O-Bag[®] Form/Fill/Seal System at PACK EXPO 1978 in Chicago, October 3. Its bagmaking section is controlled by a micro processor. This tiny device programs a repetitive operation, and is synchronized with a solid state weigher section. The new system also utilizes the Vi-Bi-Trol[®] Feed Hopper and Automatic Tare Correction Scales that proved so efficient in recent Mon-O-Bag Models.

"We are excited about this state of the arts advance in form/fill/seal automation and look forward to demonstrating it at PACK EXPO in Chicago," Wright said.

Wright will show three other machines. They are a new Mon-O-Bag[®] System that produces form/fill/seal bags up to 16" wide by 24" long, an 18 Scale Rotary Net Weigher and Cartonizer that packages up to 220 cartons per minute, and an Auger Fed Form/Fill/Seal System that packages powders and granules in three-sided sealed pouches (four-side optional) at speeds of 140 per minute.

These machines will be shown in Booth 240. Technical bulletins, price and delivery information may be secured by writing Wright Machinery

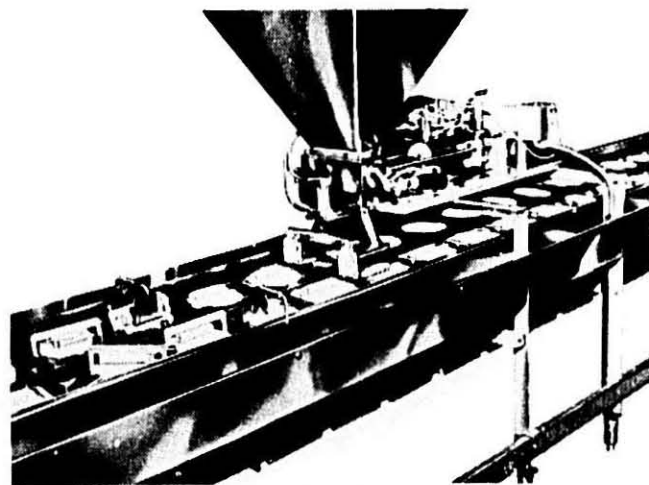


Wright Mon-O-Bag[®]

Division, Rexham Corporation, Durham, North Carolina, USA, 27702.

New Automatic Crepe Machine

A new, fully automatic Crepe Machine manufactured by Clermont Food Machine Co., Brooklyn, N.Y.



Clermont Crepe Machine

makes Crepe Cannelloni, Suzettes, Manicotti, Egg Blintzes and other similar products complete with fillings.

The Crepe Machine picks up, bakes, fills, turns, rolls and discharges 2,500 to 3,000 completely finished crepes per hour, ready for packaging automatically in one continuous operation.

The doughskins (crepes) may be filled with any food filling such as cheese, meat, fowl, fish, vegetables or fruits.

For complete details, specifications and prices contact the manufacturer Clermont Food Machine Co., 280 Wallabout Street, Brooklyn, N.Y. 11206. Telephone: 212-387-7510.

New Stouffer Entrees

(Continued from page 22)

coupled with the fact that our newer items have become a very substantial part of our total volume in recent years. For example, more than 10 percent of our entree volume last year came from products we didn't even make five years ago."

"As we do our part to help satisfy the nation's growing tastes for quality international items, we think these new products will quickly become an important part of the total Stouffer line and we are backing them with the biggest introductory campaign we have ever given any of our new products," DeCroce emphasizes.

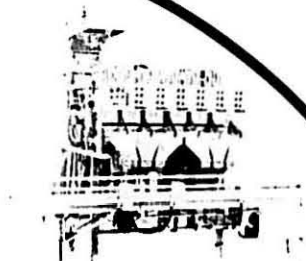
"A whole new world of good eating from Stouffer's is the theme for Stouffer's newest entrees. To support their introduction, Stouffer's will use heavy television support and color, two-page ad spread in Sunday supplements and a 1,200 line ad with 25-cent coupons in both. There will also be \$1 refund mail-back coupon pads at point of sale in the stores and more than four million direct mail coupons will be going out in the 19 markets later on.

Stouffer's line of new international items will be priced between \$1.59 and \$1.99 with the package weights varying between 10 and 12 ounces for the single serving size.

Stouffer's new international items will be initially entering the 19 markets in Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Florida and western Pennsylvania.

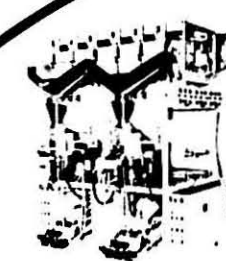
packaging automation

FIVE MACARONI/NOODLE IDEAS



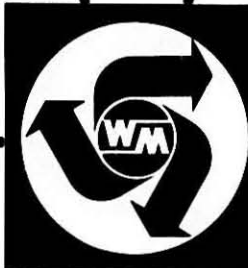
MODULAR NET WEIGHER WITH INDEXING CONVEYOR

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.



DU-O-BAG III

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



ROTARY NET WEIGHER

For high speed packaging of a variety of macaroni/noodle products in rigid containers. Allows the packager to maximize speed without compromising accuracy. Available with 12 or 18 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 Electrolux[®] scales. For macaroni/noodle product that can be handled on vibratory feeders.



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.



WRIGHT MACHINERY DIVISION Rexham Corporation

Durham, N.C. 27702 • (919) 682-8161

ANSWERS TO QUESTIONS

1. Does it make any difference whether trucks back into loading docks clockwise or counterclockwise?

Only that it's easier for most drivers to back in counterclockwise, and thus time and money will be saved if the warehouse dock and yard are laid out accordingly.

2. In checking orders, why is a 50% sample check likely to be more effective than a 100% check?

Because the added cost, plus errors in the checking activity itself, will usually wash out any savings gained by checking every item.

3. Which is preferable—fixed or floating spots? Can the two systems be combined?

Generally speaking, fixed slots are preferable for slow-moving items, floating slots for fast movers. Most modern warehouses combine the two; however, a good stock location system is essential.

4. Why would poor subsoil conditions make it easier to justify an automated warehouse system?

Poor subsoil conditions would increase foundation costs significantly—particularly for today's conventional single-story, large-area warehouse. Automation would enable a high-rise, high-density warehouse requiring perhaps as little as 50% of the ground area, and thus dramatically reduced foundation costs as well as substantially lowered roof costs, both major items in warehouse construction.

5. How would a change from glass to plastic bottles affect space utilization in the warehouse where the product is stored?

Glass bottles impart substantially more rigidity and stacking strength to cartons and palletized goods than do their plastic counterparts. A switch from glass to plastic bottles of, say, bleach, would normally mean a substantial reduction in the safe piling height of palletized merchandise. This would result in considerable underutilization in a typical high-ceiling operation and would require a sizable investment in racks to enable use of the available air rights.

6. Why is the importance of turnover frequently oversold? What are the five major risks or pitfalls of increased turnover?

The principal benefits of high turnover are in terms of capital released for other uses. When firms do not use this capital for highly productive uses, they may lose more than they gain, through: 1) sacrifice of quantity discounts; 2) increased freight costs; 3) increased warehousing expense; 4) lost sales due to stockouts; 5) lost sales due to lack of variety.

7. What is Pareto's Law, and why is it virtually impossible to run an efficient warehouse without applying it?

Relatively few items (typically 20%) account for most of the warehouse activity (typically 80%); thus cost-reduction must concentrate on these high-volume items.

Consumer Poll Favors Generics

More than three-quarters of consumers polled in a survey would like to see more generic products in supermarket. The survey was conducted by Better Homes and Gardens magazine for Supermarket News.

The survey found almost 85% of those consumers attribute the relatively low prices of generics to less costly packaging and less advertising expense.

The survey was conducted among members of BH&G's consumer panel in May. It was not a nationally representative sample—56.4% of the panel have incomes of \$20,000 or more, compared with 24.5% for all U.S. households.

Among other survey results:

—Most respondents had heard of generics but had never bought them, primarily because they are not available in local markets.

—A total of 42.1% said they would purchase a generic product in addition to a national brand or private label.

—The greatest percentage of the consumers said generics are 6-10% cheaper than national brands, and go to 10% cheaper than private label.

—Most had become aware of generics through newspaper or television ads.

A total of 56.4% of the respondents said they had heard of generics but had never bought them; 21% had never heard of them; 17.5% had bought them more than once; 4% had

bought them once, and 1.1% did not respond.

Of the 330 who at least had heard of generics, 75.5% replied yes when asked if they would like to see more generic products offered in the supermarket; 20.6% said no, and 3.9% had no answer.

A total of 84.9% of those 330 said they "agree very much" or "agree somewhat" with the statement, "Generic products cost less than other products because of less costly packaging." Only 1.8% said they "disagree somewhat" or "disagree very much," while 9.1% said they neither agree or disagree and 4.2% gave no response.

As to whether "generic products cost less than other products because of less advertising expense," 84.5% agreed to some extent, 2.4% disagreed, 9.1% had no opinion and 4% did not respond.

Consumers were less united on questions concerning the relationship between generics' price and their quality. A total of 43% agreed that "generic products cost less than other products, because they are slightly below first quality," while 29.1% had no opinion and 5.2% had no answer.

A total of 29.7% agreed that "generic products cost less than other products because they are of lower quality," while 38.4% disagreed, 28.7% had no opinion and 5.2% did not respond.

Only 5.1% agreed that generic products cost the same as other products, 71.5% disagreed, 16.4% had no opinion and 7% did not respond.

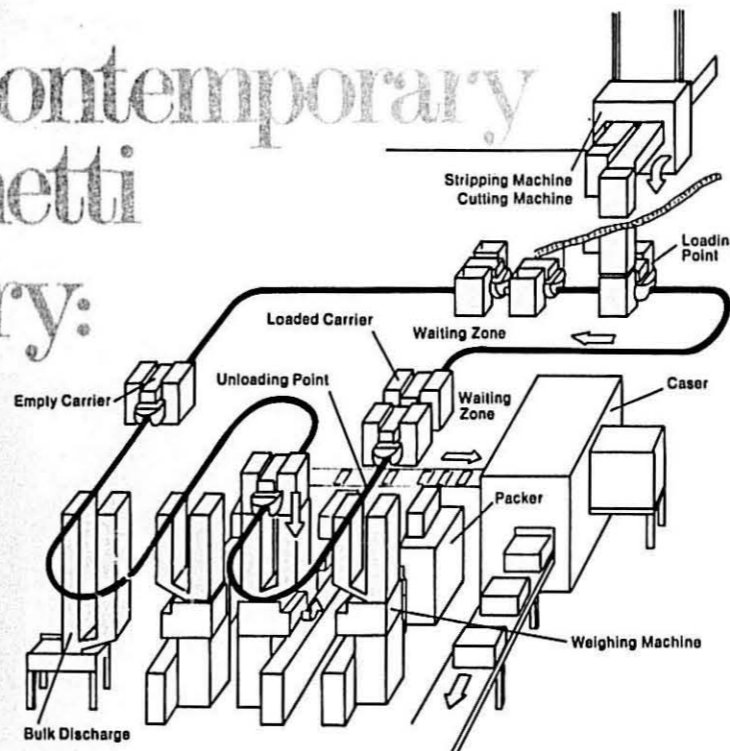
When 239 who had heard of generics, but had not tried them, were asked why, 50.8% said the local market does not carry them; 21.8% liked what they were buying; 20.5% had just found out generic products were available; 13.4% mistrusted the quality; 2.9% had other reasons.

Comment

As for offering "standard" grade products in canned goods, this is OK for many products in terms of nutritional value, if that's your base, or if it's all the money you have to spend. But when it comes to pasta products or household cleaners, or paper products, you can't cut the price significantly without cutting down on the quality. You can cut down on the more expensive durum wheat content in spaghetti and noodles, but as one

(Continued on page 48)

The Contemporary Spaghetti Factory:



Uni-Carrier, the new automatic carts system, has been developed by Fuji Electric Co. to streamline your spaghetti line. It makes conventional bucket conveyor systems obsolete!

Features:

- Fully automatic, from raw material to packaged spaghetti.
- Completely hygienic. No need for human hands ever to touch the spaghetti.
- Greatly improves weighing accuracy. Straight and bent odd pieces are transported and weighed separately. Can be used with all weighing machines.
- Production line and weighing machines can be set up to maximize use of your plant's space. Does not require straight line as with conventional bucket systems.
- Initial and operational costs lower than conventional systems.
- Extremely easy maintenance. No complicated machinery. Rail requires no lubrication.
- Provides improved working environment. Much quieter than other systems.

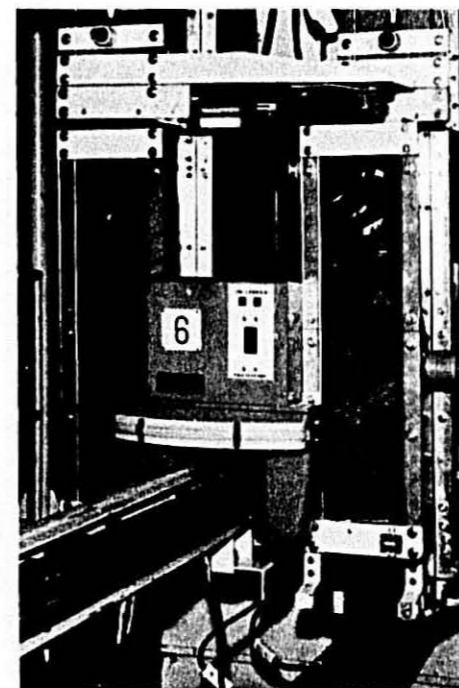
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Paul A. Vermynen

Tennis Champ

Zar, sportwriter for the Shoreham Item, recently ran this story: We are proud to announce that, for the first time in history, a Shoreham player has won a national tennis championship.

Paul Vermynen, Sr. took top honors in the round robin tournament held in Coronado, California and sponsored by the National Macaroni Manufacturers Association. In his usual modest way, Paul was quick to point out that the tournament was not sanctioned by the USLTA, and that the draw was somewhat weakened by the fact that the tournament scheduling overlapped both Wimbledon and the WCT Invitational at Forest Hills. Under further questioning, Paul did say that although the competition wasn't stiff it was at least "al dente."

Prize Winner

Additional prizes were awarded for those demonstrating high skills in the various tennis strokes needed by serious players, so in addition to Championship Canelloni Cup, Paul took second in the race for the Vermicelli Volley Trophy. He also took second in the push for the Linguine Lob Plaque, third in the Semolina Serve Bowl, and first in the Fettucine Forehand Contest. We are happy that Paul had no physical problems and thus secured no points toward the Elbow Cup. In addition, Paul has had his name submitted to compete in an international event to be played in Ziti, Italy, for the Colander Bowl.

Vermynen Valtz

The Association's tennis committee states that a popular action practiced by many players, which we have called "running around your backhand," but which the NMAA has always called the Manicotti Maneuver, has been renamed in Paul's honor as the Vermynen Valtz. We proudly salute Paul for having left his shell and pressed into national prominence. In an attempt to help local players, I asked Paul for the secret of his success and heard something like, "You take . . ."

Just then he was interrupted by a call from Dick Schapp, who is ghost writing Paul's new book, "Winning Tennis—How To Use Your Noodle," and so we'll have to wait a bit longer for his next secret formula.

THE MACARONI JOURNAL

James F. Masterson as Vice-President Sales and Marketing for the company whose brands of pasta products include R-F, Red Cross and New Mill. Prior to his appointment, Mr. Masterson's responsibility was as National Sales Manager for the R-F brand. Carl Gates will continue to serve as sales manager for Red Cross and New Mill with Masterson supervising marketing activities for all brands.

He is a native of Springfield where he graduated from Cathedral Boy's High School. He attended Quincy College in Quincy, Illinois.

Niskey to R-F

Ernest J. Ravarino, president, Ravarino & Freschi, Inc., St. Louis, Missouri, has announced the appointment of Charles J. Niskey as vice-president of Plant Operations.

Mr. Niskey, prior to joining Ravarino & Freschi, Inc., was vice-president of San Giorgio Macaroni Company, Lebanon, Pennsylvania. Prior to that he served as sales manager for Crowley's Milk Company, Binghamton, New York and as branch manager for the Dairymen's League Cooperative.

He is a 1951 graduate of Penn State and holds a B.S. degree. He served a six year term on the Hershey, Pennsylvania School Board.

Mr. Niskey and his wife, Penny, have four children, Kim, Pamela, Paige and Charles, Jr. (Tobe).

Ravarino & Freschi, Inc., a subsidiary of RHM Ltd., London, England, produces pasta products under the brand names of R-F, Red Cross and New Mill.

(Continued from page 46)
manufacturer, Bill Henry, president of Skinner Macaroni says: "Sure you can cut the cost of pasta this way, but if the housewife gets a phone call and the macaroni cooks a minute or two longer, she could produce an excellent library paste in her pot, to say nothing of the actual decrease in nutritional value of these low-quality pastas." As for "doing the job," as the claims are made for the generic household products, the proof will be in the doing. And if this is true, why should the customers buy the store's private label in these products?

Skinner Names Plant Director

Dennis Rogers has been named director of plant operations and scheduling of the Skinner Macaroni Company.

Rogers will manage the production and packaging of Skinner products and the coordination of plant scheduling and warehouse supply.

Skinner Macaroni Co. supplies pasta products to 32 states from its Omaha plant.

Joining Skinner in July, 1977, Rogers served as plant production manager. Prior to coming to Skinner, Rogers was packing and loading supervisor for ConAgra. He is a graduate of Iowa State University.

R & F Sales V.P.

Ernest J. Ravarino, President, Ravarino & Freschi, Inc., St. Louis, has announced the appointment of

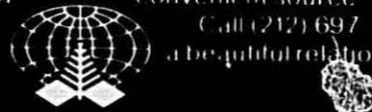
We've been going together for nearly 50 years.

Diamond packaging and pasta make perfect partners. Pasta people from all over the country have been proving it for nearly a century.

There are lots of reasons. Diamond provides complete packaging and handling services from cartons to

labels to point of purchase displays. You get award winning package design. Service is prompt. Delivery is dependable.

And everything comes to you from one convenient source—with one phone call. Call (212) 697-1700 soon. And start a beautiful relationship.



Diamond International Corporation
Packaging Products Division
733 Third Avenue, New York, N.Y. 10017





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