

**THE  
MACARONI  
JOURNAL**

**Volume 52  
No. 10**

**February, 1971**



# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



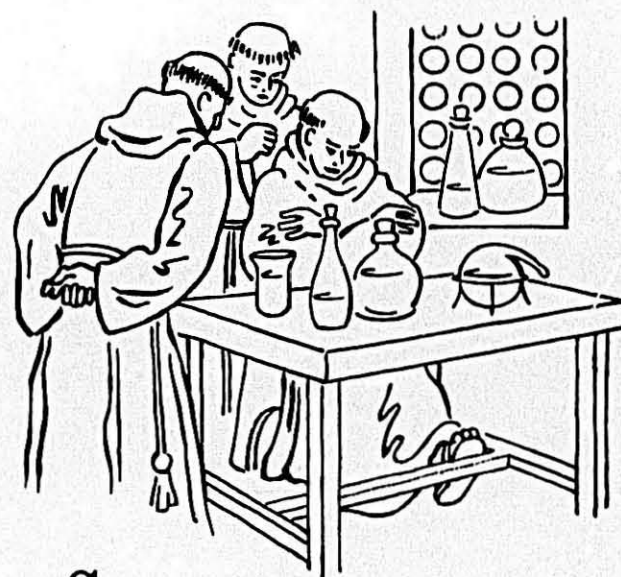
FEBRUARY, 1971

**MACARONI IS  
BREAKING RECORDS**





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ABBÉ LAZARO SPALLANZANI

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## The Macaroní Journal

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### In This Issue:

	Page
A Record Breaking Year! .....	4
Macaroni Makes Sense to the Dieter .....	6
How Different Supermarket Customers Buy Dry Macaroni Products .....	10
Outlook for Canned Meat—Potato Situation .....	14
Milling, Meetings, and Eggs .....	16
Packaging Show—N.M.M.A. Committees .....	20
Handling Competing Items .....	22
School Lunch Regulations—Sales Controls .....	26
Container Disposal to be Discussed .....	28
Work Injuries Rise—Safety Rules .....	30
Personnels .....	32
How Your Dollar Is Shrinking .....	34
Index to Advertisers .....	34

### Cover Photo

Macaroni-noodle products production in 1970 is estimated at 1,542,991,660 pounds—7.5 for each man, woman and child in the United States. This was a record breaking year for both production and consumption.

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

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## A RECORD BREAKING YEAR!

**1970** was a very good year for the macaroni business—better than the record set in 1969 which posted a gain of 5.7% in sales.

1970 was a year of general economic recession. Unemployment was set at 5.8% of the work force in November, but the consumer price index rose at a rate of about 5.5% throughout the year.

Consumers were learning how to make do—and do without. Newspapers were filled with advice columns on how to beat inflation. The National Macaroni Institute publicity theme was most timely, "Macaroni Makes Sense in the Seventies." Hunt-Wesson Foods offered a cost-saving booklet of recipes called "We'll Help You Make it"—and got 850,000 mail requests. Time magazine reports that menus consisting of the specialties devised in the days of World War II rationing were back—and this is why the demand for macaroni, spaghetti and egg noodles was up.

### Feeding the Needy

Adding to the demand for macaroni products were the purchases of the Agricultural Stabilization & Conservation Service, U. S. Department of Agriculture. At the start of the year it was announced that they would buy about 3,000,000 pounds of wheat and soy and/or milk macaroni for relief feeding to the needy around the country. Test-marketing in New York, St. Louis and San Diego had shown high acceptance for the product. Requests for bids ran pretty close to expectations, running as high as 5,000,000 pounds in March, but dropping at the end of the year when bids were not taking the full amount requested. Low prices were the answer, with the range of \$11.70 to \$14.55 per cwt. in December falling to interest many potential bidders. Complaints were received from some areas that the give-away program was hurting normal business and a better method of distribution would be through the food stamp program.

### Mill Grind Up

The durum mill grind reported by the Bureau of Census, U. S. Department of Commerce, showed a gain of some 11% for the first ten months of 1970, twice as good as last year's record 5.7%. And shipping directions for November and December were said to be strong. Some of the Minneapolis mills disputed the figure as being too high, reasoning that additional grinding of durum was being done on the West Coast.

A disastrous fire in Grand Forks put the North Dakota Mill out of operation in July. They are restoring facilities

and plan to be in production next fall. Meanwhile, International Multifoods brought their Lockport, N.Y. facilities into operation, Peavey is modernizing facilities at Hastings, and Archer Daniels Midland brought in more grind at Red Wing, Minn. But milling capacity which was tight before the fire is still tight, even with the additional facilities being added.

### Late Growing Season

Durum planting was late in 1970 and acreage was cut sharply in the face of a large carry-over. The harvest was about half of 1969's 100,000,000 bushels and a goodly carry-over remains although increased domestic production and slightly increased exports are cutting into stocks. Cash durum in Minneapolis was at \$1.61-\$1.65 at the start of 1970 and was lower only one other time: Feb. 27, \$1.59-\$1.64. In December, the high for cash durum No. 1 Hard Amber Durum was \$1.84-\$1.87, putting milled products about 50¢ per cwt. over the start of the year.

The 1970 crop season was one of the latest in the past twenty years. Moisture supplies were on the short side in North Dakota going into the winter, but snow helped replenish moisture somewhat. Field work was about to get underway in mid-April when heavy rain and snow hit. Excess moisture hindered field work so seeding was about two weeks behind normal on June 1. Rains

were received every week in May and temperatures were low. In normal years virtually all seeding is completed by the first of June, but in 1970 farmers were still seeding in mid-June and even into July in scattered instances.

Harvest was behind normal but excellent weather prevailed for combining the earlier seeded crops. Intermitent rains during September and later hampered late crop harvest and the wind-up of combining became a long, drawn-out affair. The first killing frost in North Dakota occurred in most areas of the state on September 13, slightly earlier than normal, but fortunately little frost damage was reported.

Yield per acre in North Dakota was placed at 25 bushels, down 8 bushels from the record yield of 1969. Acreage harvested in 1970 at 1,752,000 was 37% below the 2,781,000 acres harvested in 1969 and the lowest since 1963. Leeds accounted for 69.3% of the durum acreage planted in North Dakota. Wells ranked second with 29.1%.

### Egg Prices Drop, Then Steady

Egg prices were steadier than in the year before. With production going into bigger hands there seems to be a leveling out of the peaks and valleys of production and prices. There was a sharp drop from the January high of 40¢ per pound for frozen whole eggs to 24½¢ per pound at the end of April. The range was very narrow during the bal-

ance of the year ending up at 24¢ to 25½¢ in December. Frozen whites went from 25¢-26¢ at the start of the year to 14½¢-16½¢ at the close. Dried whole eggs and yolks went from \$1.60-\$1.70 per pound to \$1.14-\$1.20. Fall and early winter weather was mild. Storms in the major producing and marketing centers could quickly boost prices.

The Ballas Market Letter notes that early estimates has the Jan. 1, 1971 laying flock possibly as high as 345 million birds. But the government report of Dec. 1 put birds of laying age at 325,887,000 compared to 322,048,000 the year earlier. Slaughter has been running heavy and it was possible that there would be fewer layers at the start of the new year than the year before.

The hatch of egg type chicks in November was 35,000,000 or 4% above Nov. 1969 but eggs in incubators on Dec. 1 were down 5%.

The V. Jas. Benincasa Co. reports that in October the nation's laying flock produced 5,848 million eggs, up 2% from a year earlier. Layers on farms Nov. 1 totaled 324.5 million, up 2%. The rate of lay averaged 58.2 eggs per 100 layers compared with 58.4 a month earlier and 58.7 a year ago.

### Increase Expected

Egg production is expected to show gains the first half of 1971. The laying flock is now 2.5% more than a year ago. In addition, the number of pullets three months old or older totaled nearly 75 million which is about 4 million more than a year ago. With a younger flock of layers, the rate of lay likely will gain and be more than it was a year ago. Unless consumption at the consumer level shows a good increase, there will be a large production volume and lower prices for all types of egg products. It is certain that feed costs will be up and some increases in labor, transportation and other costs. So the producer is facing a critical situation.

### Freight Rates Rise

Freight rates advanced along with other costs. The one-day rail strike in December emphasized the need for the Administration to make proposals to Congress for a more stable situation. The long and costly truck strike in mid-year discommoded the entire public and added to the inflationary spiral. A Traffic Committee for the National Macaroni Manufacturers Association, chaired jointly by Martin E. Coughlin of Thomas J. Lipton, Inc. and Guy R. Heckman, Jr. of Hershey Foods Corporation, did yeoman service in preparing material for the National Classification Board of the Trucking Association to preserve classifications for dry maca-

roni and noodle products in the face of inquiries concerning dinners.

Labor costs advanced during the year and while some macaroni manufacturers observed that the supply of labor had improved in most areas, the quality left something to be desired. "Warm bodies, no motivation," was a frequent complaint.

### Macaroni Movement

Grocery Mfr. magazine carried a report on warehouse withdrawal data collected by Selling Areas-Marketing Inc. for the period Nov. 28, 1969 through Feb. 20, 1970. Pasta, as one of the 68 product categories, showed an increase in sales of 10.5%. Rice posted a 7.2% gain. Instant potatoes were up 4.1%.

Packaged pasta dishes gained 11.5% while canned pasta products only moved up 1.7%. Canned soups were up 1.4% while dehydrated soups took a 7.8% jump. Soups are good carriers for noodles and macaroni products.

In the sauce section, Italian food sauces were up 16.4%, while dry gravy seasoning and sauce mix rose 5.6%. Sauces and tomato paste parallels the pasta seasonal profile—rising in January and February, dropping after Lent. There is a pick-up in September and October as children go back to school and adults eat heartier meals. Then there is a slight drop at the end of the year. The great peaks and valleys that used to occur with the summer slump have largely been erased with the growing popularity of macaroni salads and out-door eating.

Progressive Grocer magazine, in an extensive study of A & P supermarket operations in the Detroit area, presented interesting demographic information on dry macaroni products. This appears on page 60.

### Ado About Nutrition

Civil engineer Robert Choate made headlines by disparaging the nutritional contribution of breakfast cereals. The cereal industry made a good rebuttal but as is the case with many consumerism issues, the initial complaint made the impact.

The American Food Council, made up of several food associations, supported a fall campaign for Nutritional Awareness explaining the Basic Four Foods Classification: milk and dairy products; meat, poultry and fish; fruits and vegetables; cereal foods. While carried widely in the press, its impact in the grocery stores was limited. Milan Smith, executive vice-president of the National Canners Association, was elected to head the campaign in 1971 and promises an earlier start on publicity.

### Macaroni Publicity

Macaroni publicity through the National Macaroni Institute capitalized on the theme "Macaroni Makes Sense/Cents in the Seventies." Day-to-day publicity releases went to every media. A shopping bag was mailed to grocers stressing related item sales and profits ("Macaroni is our bag, too"). A special TV Kit went to 100 stations around the country in May telling consumers how to economize in their menu planning and shopping by utilizing macaroni, spaghetti and egg noodles. In December a similar mailing told telecasters how "Macaroni Makes Sense to Dieters."

In September, the Fourth Annual Press Party for the New York corps of writers for magazines, syndicated columns and related item advertisers was held at the Rifle Club. It hit a bulls-eye. In October, the National Macaroni Institute was host at a cocktail party and reception at the National Newspaper Food Editors Conference. The serving of macaroni and noodle products as hors d'oeuvres and finger food made copy all over the country.

So much of the industry's organized efforts are in the building and maintenance of consumer acceptance for macaroni, spaghetti and egg noodles through the work of the National Macaroni Institute that it was proposed that the Institute and Association be jointly financed to broaden support of this work. This will be discussed at the Winter Meeting being held at the Hotel Americana, San Juan, Puerto Rico, Jan. 24-28.

### Meetings

The Association's Winter Meeting last January saw a highly successful exhibit of macaroni advertising and heard interesting discussions from three eminently successful agencies serving macaroni clients.

In April the Association collaborated with the Food & Drug Administration to put on a full day's session on good manufacturing practices. This was followed by a seminar on packaging just preceding the Packaging Show in New York City.

In September, the second Washington, D. C. meeting was held featuring speakers from government and Washington-based associations. Representatives in Congress joined in at a reception and dinner party in the evening. A regional meeting in San Francisco was held in October just prior to the NMI reception for Food Editors.

Coming up in May (10 to 31) will be a Macaroni School to be conducted by Buhler Brothers in Zurich, Switzerland.

(Continued on page 28)





## Macaroni Makes Sense to the Dieter

JUST before the holidays the National Macaroni Institute sent a program kit to one hundred television stations around the country. The kit contained two copies of the script that follows, three colored slides (No. 1 Macaroni Salmon Salad, No. 2 Spaghetti Fish Supper, No. 3 Festive Egg Noodles and Burgers), plus a poster—the U. S. Department of Agriculture Daily Food Guide. Also in the kit were a box of elbow macaroni, thin spaghetti, and wide egg noodles. There were also 100 recipe leaflets for the programmer to offer to viewers: "Macaroni Makes Sense to the Dieter."

### Ten-Minute Message

The telecaster was invited to adapt the material to fit the format of the show. The script takes approximately ten minutes, and here it is:

With the holiday season approaching, and its inevitable round of parties, most women will be shopping for new clothes. And what a wonderful array of fashions from which to choose! There's the midi, and those luscious long scarves and shawls and ponchos. All those marvelous pants suits! New styles in capes. And there are the most unusual shoes we've seen in years.

If you haven't succumbed to the midi-look, you probably will by the time the big social season arrives. And if you have yet to own a pants suit, it won't be long 'til you do. But before you go out on that shopping expedition, give a thought to how you're going to look in the new fashions. Belts are back in favor . . . and the wastline is on view again. This may cause a bit of a problem for some ladies. Clothes have not fit snugly for years . . . a great camouflage for an extra pound here and there.

But now! Now a good many women are going to feel the need for a diet and exercise program in order to shape up for the holidays and the new clothes they will want to wear.

### Dieting Suggestions

The National Macaroni Institute has some dieting suggestions for you. This leaflet has nine menus, all calorie-counted, and recipes for delicious dishes made from macaroni, spaghetti and egg noodles. We'll tell you a bit later how you can get a copy.

Here's one of the main dishes suggested in the leaflet I just showed you. This is Macaroni Salmon Salad; a big serving of it contributes only about 307 calories. It's included in a menu which has a total calorie count of only about



547. Now wouldn't you enjoy eating that delectable looking salad, while knowing that you were eating a meal designed to help with weight control?

### Macaroni Makes Sense

Yes, macaroni does make sense for the dieter. The reason is because a good weight control diet is based on a good normal diet. Take a look at this **Daily Food Guide** developed by the United States Department of Agriculture. Nutritionists advise that it is easy to plan the day's meals by choosing foods from each of four groups.

Take the milk group, for example. I guess everybody knows that everyone in the family needs some form of milk every day.

And here's the meat group. Again, everyone knows that meat, or fish or poultry belong in the diet every day.

Then there's the vegetable and fruit group. Everyone should have four or more servings every day. Citrus fruit or

tomatoes are a must, and so are deep green or yellow vegetables.

Now take a look at the bread and cereal group. Macaroni—which is a generic term for macaroni, spaghetti and egg noodles, is included in this group. Too often would-be dieters try to eliminate this whole group from the menu. Yet nutritionists tell us that we need some of them every day. Macaroni products supply protein and can be used to extend the more expensive protein foods. Most macaroni products are enriched, which means they are excellent sources of the B-vitamins and iron. And the carbohydrate value is important, too. We all need carbohydrates to meet energy needs.

### More Main Dishes

Here's another main dish from the menu and recipe leaflet I showed you a few minutes ago. The spaghetti is dressed with a low calorie Italian dressing and is a zesty accompaniment to the broiled fish fillets. A generous serving of both the fish and spaghetti gives you only about 395 calories. And with a vegetable, fruit and milk to round out the menu, you will have something from each of the four food groups, and consume a low 550 calories.

Festive Egg Noodles and Burgers give you practically the whole meal: there's the ground beef from the meat group, egg noodles from the cereal group, green peppers from the vegetable group. And yet the calorie count per serving is reasonable, at about 466.

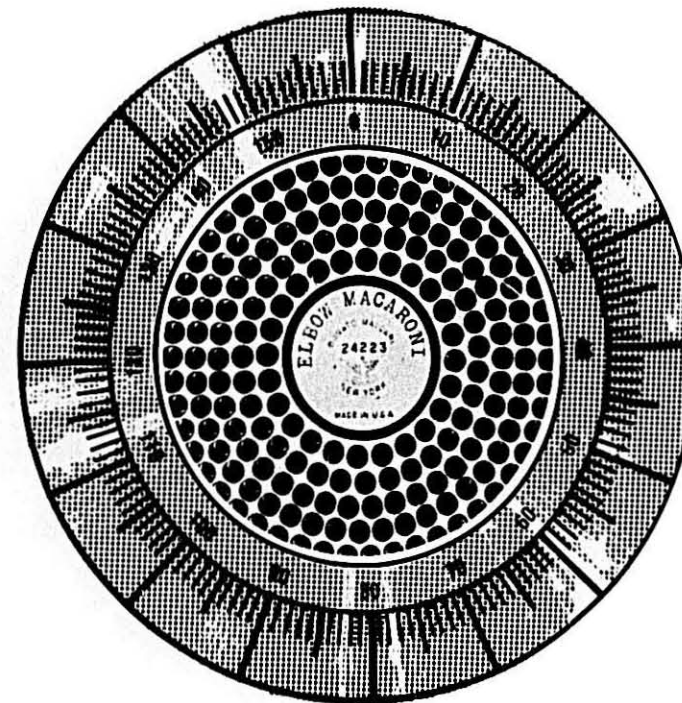
The menu also includes jellied con-

(Continued on page 8)



Macaroni Salmon Salad

THE MACARONI JOURNAL



## The right combination for '71:

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FEBRUARY, 1971

7



### Macaroni Makes Sense—

(Continued from page 6)

somme, fresh pineapple and milk to bring the total to about 598. Which is just about right for the main meal when the total for the day should be at least 1200.

So remember, if you are diet-conscious you should be nutritionally aware, too, and follow this **Daily Food Guide**. Choose from the milk group, the meat group, the vegetable-fruit group, and the cereal group—which includes those wonderful macaroni products.

#### Information Available

If you'd like information which will help you to plan nutritionally adequate meals, we recommend two booklets from the U.S. Department of Agriculture. One is "Family Fare—A Guide to Good Nutrition," Home and Garden Bulletin No. 1, which costs 45¢. The other is "Food and Your Weight," which costs 15¢ and is mentioned on this leaflet prepared by the National Macaroni Institute. Both booklets may be ordered from the U.S. Government Printing Office in Washington, D.C., zip code 20402.

And this leaflet, "Macaroni Makes Sense to the Dieter," is free! Just send a self-addressed stamped envelope to the station and ask for "Macaroni." We'll be happy to mail you a copy. Write soon, the supply is limited.

Happy dieting—happy shopping!

### Professor Says Pasta in Itself Is Not Fattening

A PAEAN of praise for pasta and a resounding rebuke for those who dare suggest it may be fattening, has been trumpeted through Italy's scientific world. The author is a dietician, Professor Mario Finzi, of the University of Bologna, who has written a paper entitled "Pasta Foods—Opinions & Prejudices," for the journal *Tecnica Mollitoria*.

The following are extracts from the article:

"The idea that pasta is fattening and that it should never pass the lips of anyone desiring to keep his figure is part and parcel of a bundle of prejudices that I could term the 'science fiction of food'. Pasta in itself, taken as a food on its own, is not fattening, of course. It is fattening if large quantities are consumed, if it is too highly seasoned or if it is followed by too generous helpings of other foods or washed down by too copious a flow of liquid. However, the same applies not only to pasta but to all other foods—fats, meat, even fruit.

### Watch Your Liquids

"The reason for the highly deprecated process of putting on weight is that more calories are taken in than are expended. Merely to eat pasta does not put it on. I would add one very important point: a great deal also depends on the intake of liquids.

"To avoid putting on weight, one must calculate one's daily requirement of calories and eat a balanced diet, incorporating different types of food. A typical meal I recommend to anyone wanting to lose weight consists of 70 grams of pasta, seasoned only with tomato sauce and a little oil, green vegetables and fruit.

"In addition, this so-called 'dissociated regime' is valuable in that it is very easy on the digestion.

"There is another factor that most housewives do not appreciate, since all types of pasta are usually lumped together, as if they were identical from the point of view of composition and biological-nutritional value, and that is that some forms of pasta tend to be more fattening than others.

"A general rule is that pasta incorporating egg, spinach or milk is less fattening than ordinary pasta, since it has a higher protein, and consequently a lower carbohydrate, content.

#### Easily Digested

"Finally, I do not agree with the view that pasta is indigestible; if the digestive system is working properly, it is easy to digest. This applies particularly to people who work, to children and young people at school and college, to all those, in short, who lead an active life and need a high calorie intake.

"It should be borne in mind that pasta is not eaten all on its own, with no sauce; such famous physiologists working in the field of nutrition as Bottazzi have demonstrated that pasta with a tomato sauce, butter and oil, sprinkled with the traditional parmesan cheese, constitutes a dish that is not only healthy but is truly complete, containing as it does vegetable and animal proteins, carbohydrates, fats, mineral salts and vitamins. And need we mention the highly nutritious enrichment of the equally traditional 'bolognese' sauce, or meat and tomato?

"Furthermore, food manufacturers are now marketing various types of pasta which satisfy a very wide range of nutritional requirements and which differ widely.

"I refer to the dietary 'pastina,' or small pasta shapes, produced as baby foods, with added animal protein, vitamins and in some cases enzymes, to make it even more digestible. There are

also types of pasta which are gluten- and complete protein-enriched, and so on.

"When a housewife goes to her butcher, she does not ask for a pound of meat, but for a pound of stewing steak or ox liver; the same should apply when she shops for pasta.

#### Pasta Every Day

"People who lead an active life, who rapidly use up their daily intake of calories, should eat a good dish of pasta every day; in its tradition, Italy leads the rest of the world in this respect.

"Particularly recommended is a plate of pasta for children, adolescents and young people. For children between 6 and 10, 80 grams of pasta a day are recommended, 100-120 grams for children of 10 to 15, and as much as 150 grams for young people over that age.

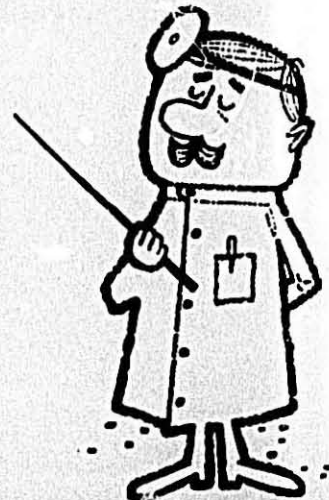
"This information is based on many years' experience, supported by very interesting tables of data on which I myself have drawn when discussing the problems of rational diet during the years of development. For adults in general, 100 grams are sufficient, although those engaged in heavy manual work will need more."

### Curing Ulcers With Pasta

From the *Pasta Post*, published by Pasta Foods, St. Albans, England, comes this bit of detective work to uncover a medical gem. They have discovered the following passage from the Eric Ambler novel "Uncommon Danger":

"You would not think to look at me, to see me eating with you now, that two years ago the doctors told me that I must have an operation for ulcers of the duodenum. It is true. I have a stom-

(Continued on page 28)



THE MACARONI JOURNAL

# ADM Milling Co.



## How Different Supermarket Customers Buy Dry Macaroni Products

Progressive Grocer magazine has made a study of A & P supermarkets, profiling the customer of the world's largest food chain on a broad basis. As models for their type, seven different A & P stores in the company's Detroit Division were selected for close scrutiny of their typical customers: upper income, Negro, blue collar, apartment dweller, young family, small town and—because of its emergence as a unique type unto itself—discount foods.

The study renders obsolete once and for all the concept of operating supermarkets on the premise that all customers are average—and therefore buy the same merchandise in similar amounts. A & P supermarkets were audited over a 13-week period, February through April, 1970, to determine the differences in purchase patterns by consumers. The groups were defined as follows:

### The High Income Customer: Vanguard in the Revolution of Tastes

Better educated, more affluent, with diverse tastes and interests, the high income shopper presents the greatest opportunity and challenge.

- This customer is white, in her early forties.
- Husband is white collar or professional worker.
- Family income is more than \$15,000 annually.
- Emphasizes entertaining.
- Can afford and is responsive to quality.
- Leading salad maker.
- Likes low-cals.
- Presents greatest opportunity in merchandising frozen foods, nationality foods.

### The Negro Customer: Loyal to Store, Product, Size, Brand

The Negro store is located within the densely populated, predominately black central city area, close to the riots of 1967. The store's trading area embraces 54,500 households, of which 18% include three or more children. Detroit leads U.S. major cities in average family use.

- About 22% of shoppers were in \$7,000 to \$10,000 category.
- 12% earned more than \$10,000.
- 20% were at \$5,000 or below.
- 45% of shoppers were women alone or with children.
- 25% were couples; 25% men alone.
- Highest store sales for pork, poultry.
- High use of spices and special sauces.
- Misconception: the Negro shopper will not always put economy second to national brand name. While it may be true in some categories, it wasn't so in private label dairy products.

### The Discount Customer: Non-Foods Are a Key Attraction

Discounting may be defined as an operational - merchandising approach aimed at increasing traffic and volume through reduction in gross profit margin and/or lowered operating costs which are reflected in lower prices to the consumer. Generally, a Progressive Grocer survey found, discounting ranges from a reduction in overall store margin of from 2 to 5 percentage points, for an average cut of 2.8.

There are few characteristics special to discount store clientele; they have somewhat larger families, are more price-conscious and shop somewhat

more frequently than the average. The store has very few Negro customers. There were more first-time customers here than in any other A & P studied.

### The Young Family Customer: Open to Suggestions That Lighten the Load

The new community, developed over the past ten years, provides the base of skilled blue collar workers and younger, white collar workers. Many own their homes for the first time. Nine out of ten occupy single-family homes.

- Four out of ten have at least one child under 5.
- 96% have at least one under-18 child at home.
- Median family income was around \$8,500 three years ago and is now about \$10,500.
- Average Thursday-through-Saturday ticket is \$21.29, by far the highest of any store surveyed.
- Housewife shops alone nearly ¾ of the time, although male shoppers account for 1/8 of weekend shopping trips.
- Produce is a standout dept.
- Convenience is her motto.

### The Blue Collar Customer: Buyer of the Basic, a Challenge to Change

They live quietly in a modest one-family home which they own. Husband is the breadwinner earning just over \$10,000. Somewhat old-fashioned in tastes, they are older in years, median 37.3 vs. 29.5 for white collar man. They are a shrinking percentage of the work force. Growth rate is only about 1% of the white collar groups.

- Meat and potato, bread and butter eaters.
- They are the best bakery customers.
- They are avid gardeners.
- Cost-consciousness evident but despite careful budgeting she will not always forego those items she truly wants just for the sake of economy.

### The Apartment Dweller Customer: A Big Appetite for Variety

It is a fairly common scene for a big city of the Seventies: middle-income apartment dwellers living in a self-contained, integrated development and surrounded by a belt of low-income blacks. Typical shopper is in her late 30's or early 40's.

Dry Macaroni Products	Weekly Sales	Total % to	Unit Sales Weekly	% to Total
Composite Store	\$195.28	.33	655.7	.51
High Income	139.87	.23	514.9	.39
Apartment Dweller	134.62	.23	505.6	.40
Negro	169.19	.28	635.9	.52
Blue Collar	193.65	.33	679.1	.53
Small Town	240.38	.40	720.3	.55
Young Family	270.08	.45	832.2	.65
Discount Store	307.83	.52	855.3	.66

Composite store data were derived by averaging weekly sales of the seven stores audited in the A & P study.

Movement based on 13-week period, February-April, 1970.

- Half of the households represent 1-2 persons.
- A third have only two children.
- 18% are retired.
- Best customers for deli items, gourmet foods, and frozen foods, particularly convenience items.

### The Small Town Customer: Partly Self-Sufficient, Partly Dependent

This small town had a population of about 21,000 some 50 miles from Detroit. The town serves food producers and processors. Farmers represent about 11% of shoppers during the busy Thursday-through-Saturday period. More than half of the customers are blue collar workers employed in local canneries and other industrial plants. White collar workers in the area make up 19% of the clientele with 11% are retired.

Meat and produce sales are lowest among test stores, although luncheon meat sales rank first. Pizza mix sales run 179% above average among stores; dry macaroni products 59%, and rice 55%.

### A & P, World's Largest Food Retailer

Progressive Grocer reports:

#### Number of Stores—4,404

Operating in 35 states and Canada the nation's largest and oldest chain (established 1859) maintains more than twice the number of stores of the next largest chain—in fact, more than the number of food stores in the states of Hawaii, Alaska, Wyoming, Utah, Nevada, New Mexico and Montana combined.

#### 135,000 People in A&P Family

With 54,000 full-time store employees, 50,000 part timers and 31,000 more in manufacturing and supporting services, A&P's "family" of 135,000 persons is among the largest in the nation. The total easily exceeds that of such industrial giants as Bethlehem Steel, RCA, DuPont, General Dynamics and Eastman Kodak.

#### 60,000,000 Sq. Ft. Supermarket

If all A&P's stores could be consolidated into one supermarket it would measure more than 60,000,000 square feet, featuring 1,500 miles of shelving and 240 miles of refrigerated cases. Getting checked out wouldn't be much of a problem, however. Merely select one of the 20,840 handy checkouts.

#### 11,800 Different Items

In its 32 divisions A&P offers customers 11,800 different brands, sizes

In August, 1966, Progressive Grocer did a similar study on ten Kroger stores in the Cleveland area. Here is dollar sales volume from that study (base 100 equals the 10-store average):

Weekly Dollar Sales	Young Married	Blue Collar	High Income	Negro	Small Town
Dry Macaroni Products	\$107.00	\$110.00	\$64.00	\$76.00	\$115.00
Dry Macaroni	75.79	77.97	45.21	53.87	81.69
Dry Spaghetti	41.77	45.22	25.03	36.77	42.04
Dry Noodles	47.20	47.23	23.18	45.81	65.72
Canned w/Meat	36.91	40.54	27.00	32.36	37.04
Canned Meatless	15.37	12.60	17.81	24.54	10.30
Dinners	75.76	62.24	45.23	26.34	45.58

and kinds of packaged groceries. Each week A&P sells 254,000,000 units of merchandise, a yearly total of 13.2 billion units worth about 43¢ each.

#### Largest Private Labels in Industry

Operating 23 manufacturing and processing plants with 13,000 employees, A&P produces 498 grocery flavors and varieties plus an additional 500 dairy and fish items. Approximately 12 percent of A&P volume is in Ann Page and Jane Parker labels, a volume which ranks A&P ahead of such well known grocery manufacturers as Stokely-Van Camp, Gerber, Green Giant, Purex, Lipton and others.

#### A&P Buys Big

To fill its weekly needs, A&P would need a shopping bag the size of ten super tankers. Sample weekly amounts: 8,900,000 lbs. of chicken, 4,000,000 heads of lettuce, 6,000,000 ears of corn, 7,500,000 hands of bananas, 1,000,000 watermelons, 2,200,000 cases of canned peas, 500,000 lbs. of sugar.

#### 40,000 Mile Communication Network

To link its 33 produce field buying offices with 36 terminal sales offices, thus providing up-to-the-minute growing, shipping and supply conditions, A&P operates 40,000 miles of private telephone lines, enough to circle the earth more than 1½ times.

Keeping shelves and cases full requires 550,000 deliveries each week to stores by A&P and its 2,720 suppliers. Thus, in a year 28,600,000 deliveries are logged in, as are 5,300,000 calls by broker and manufacturer salesmen.

#### Trucks Operated: 2,400

Rumbling between warehouses and A&P stores are some 2,400 trucks operated by or for A&P, many pulling trailers—3,500 in fact. Bumper to bumper they would create their own traffic jam 65 miles long.

#### Army of Shoppers—Every Day!

Every day more than 3 million customer transactions take place in A&P stores—22 million a week—1.14 billion

a year. In ringing up \$5.7 billion annual sales it's as though A&P collected \$1.35 from every man, woman and child in the world.

#### \$442 Million Worth of Free Parking

Some 17,000,000 cars park each week in the 880,000 parking stalls maintained for A&P customers. At an average of 50¢ per parked car, the value of this free service amounts to \$442 million in a year.

#### U.S. Public's Favorite "Banker"

No one but no one—not even Bank America and Chase Manhattan Bank—cashes more checks for the public than A&P. Each week customers cash 1,500,000 checks valued at \$75 million. By year's end the total is 78 million checks worth \$3.9 billion.

#### A & P Earnings Climb

Great Atlantic & Pacific Tea Co., is feeling no profit pinch as it moves more strongly into discounting.

Earnings were up more than 4 per cent for the third quarter and 9 months ended Nov. 28. Volume slipped about a half per cent for the quarter, but advanced 1.1 per cent to a record for the 9 months.

Third quarter earnings were \$12,892,000, or 52 cents a share, 4.3 per cent above last year's \$12,366,000, or 50 cents. Sales declined to \$1,395,487,000 from \$1,403,107,000.

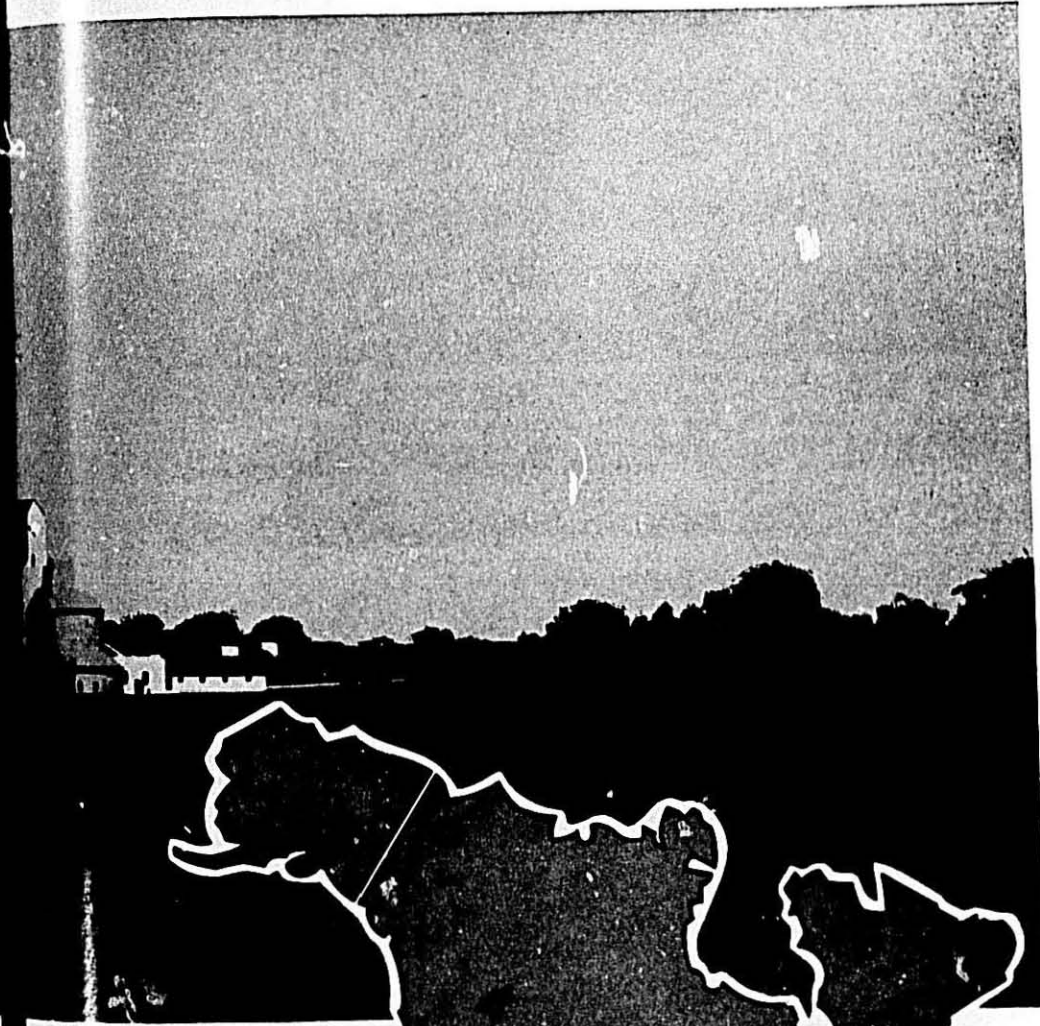
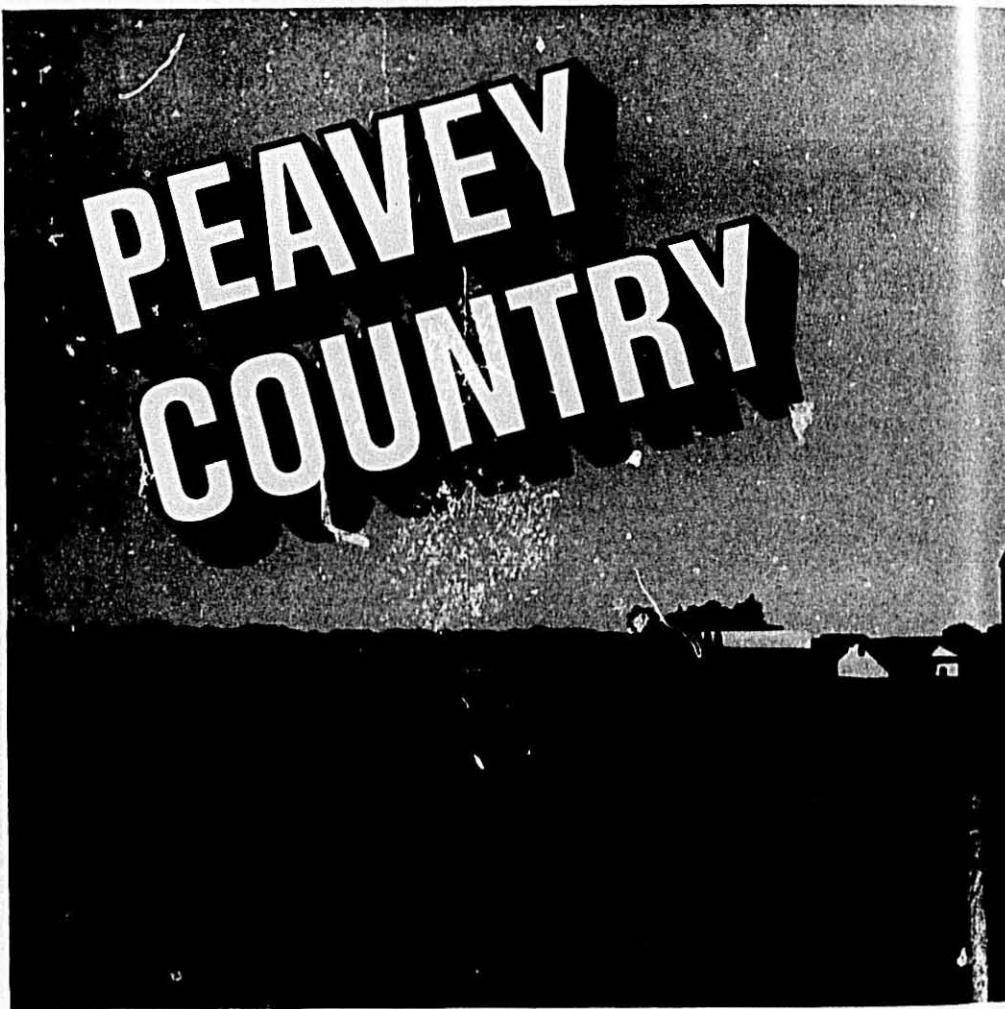
Some of the sales decline may be attributed to the "planned program to phase out obsolete stores," which reduced facilities by 150 stores, or 1 million square feet, during the latest periods. A&P said it plans to construct 100 larger stores in 1970.

For the 9 months, profits were up 4.1 per cent to \$37,456,000, or \$1.51, from \$35,964,000, or \$1.45. Sales were \$4,233,444,000, versus \$4,189,421,000.

Lower taxes contributed to the profit increases for both the quarter and 9 months. Tax payments were about 5 per cent lower for the quarter and about 7 per cent lower than for the 9 months.



# PEAVEY COUNTRY



## Famous for its durum wheat

You might well expect Peavey to be a major factor in the milling and distribution of durum products. The reason? North Dakota's durum wheat fields where virtually all the nation's durum crop is grown—are in the heart of Peavey Country (see map). This is a broad, wheat-rich land that supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is an important product of Peavey, along with a multitude of other enterprises related to the growing, stor-

age, transportation, merchandising and processing of cereal grains. Peavey is a highly efficient operator in this complex business because its operations are streamlined and coordinated to the nth degree.

Durum mills operated by Peavey are located at Superior, Wisconsin, Grand Forks, North Dakota and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey has total milling

capacity of 60,000 hundred-weights a day, much of it, of course, in durum.

No wonder macaroni and spaghetti manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts 'way out in Peavey Country'.

■ Merchandising and commodity futures offices; ● Terminals; \* Flour mills and mix plants; ✱ Flour sales offices and warehouses; ☐ Country elevator, feed and service facilities; ⊙ Home offices of Peavey Company and National Grain Co. Ltd.



**PEAVEY COMPANY**  
Flour Mills

*King Midas* DURUM PRODUCTS



### The Outlook for Canned Meat

The Corporate Planning Department of American Can Co. says this about meat:

Farm income derived from the sale of meat animals is a major source of income to farmers. The proportion of farm receipts accounted for by meat animals has averaged around 31% throughout the 50's and early 60's. However, starting with 1965, farm marketings of meat animals—especially cattle — accelerated in response to sharply upward trends in personal income and the concurrent increase in the demand for red meats.

Approximately 37% of all farm income in 1969 was derived from meat animals with the nation's farmers receiving an estimated \$17,600,000,000 from such marketings. While this represents a record 14% increase over 1968, nearly 12% of the gain was ascribed to sharply higher livestock prices. Strong consumer demand for red meats coupled with tight supplies were the principal factors responsible for the dramatic price hike in 1969. For example, hog prices were up 23%.

Meat is a major item in the budget of the American consumer, accounting for about 25% of every dollar spent for food. Poultry purchases are equivalent to 4% of the total food bill, eggs 3%, and fish and seafood 2%.

#### Canned Spaghetti Leads

Paced by above-average growth of canned spaghetti meat items between 1969 and 1975, canned processed meat products as a whole are expected to grow at an average rate of 3.7 per cent a year through 1975, according to a study just published by the Corporate Planning Department of American Can Company.

The new study, entitled "The Outlook for Canned Meat and other Processed Meat Products 1975," estimates that canned spaghetti meat products will grow at an average annual rate of 6.6 per cent, or from 259-million lbs. to 380-million, between 1969 and 1975. Furthermore, this product will account for 12 per cent of the total canned meat volume in 1975, up from 10 per cent in 1969.

#### Stews and Chili

Canned meat stews are expected to amount to 250-million lbs. in 1975 while growing at a rate of 4.1 per cent a year. Canned chili con carne should increase approximately 3.3 per cent a year to 290-million lbs., canned beef hash 2.8 per cent to 105-million lbs. and canned ham 2.7 per cent to 420-million lbs.

In the non-canned meat area, the study shows sausage products increasing 4.6 per cent a year, sliced bacon rising 3.1 per cent per year, and other sliced products growing an average of 3.9 per cent annually.

#### Promotion Possibilities

American's meat forecast implies that the canned meat industry will maintain its recent 5 per cent share of the total meat business at the retail level. However, it adds that if the industry sets a goal of 6 per cent of market share for 1975, and is successful in accelerating its growth sufficiently to realize this goal through new product innovations and effective advertising, promotion and merchandising, the one percentage point increase in market share would have the effect of adding \$350 to \$400-million to the canned meat market at the retail level in 1975.

### The Potato Situation

The National Commodity Research & Statistical Service has this to say about the potato situation:

- Fall production is estimated at an all-time high of 251,600,000 cwt. versus 238,500,000 cwt. in 1969 and 220,800,000 in 1968.
- Stocks of potatoes in storage as of Dec. 1 were at record levels of 173,060,000 cwt. versus 162,500,000 in 1969 and 152,800,000 in 1968.
- Movement of potatoes for the month of December ran below year ago levels. Large Idaho processors were shut down for a week to ten days due to lack of business.
- Canada has a record crop and 2,000,000 cwt. more in storage than a year ago.
- Europe has large crop. So there will be no export business to Canada or to Europe.
- Frozen french fry holdings in cold storage are at record levels. The Dec. 1 report revealed that there was 510,000,000 pounds in storage versus 388,000,000 in 1969 and 359,000,000 in 1968.
- Table stock consumption of potatoes is down and it is predicted that farmers will dump potatoes in March and April thereby depressing cash markets.

### Tuna Hit for Lent

Macaroni products, cheese, salmon, sardines and eggs will be given greater emphasis in Lenten promotions by some retailers who are avoiding tuna in light of the mercury scare according to Supermarket News.

### Wheat Planting Increase?

Farmers planted 2 to 5% more acres of winter wheat last fall than they did the year before, some experts say.

That isn't much of an increase, but it's enough to break a pattern of steadily shrinking acreages in the past three years. Most observers expect the expansionary trend will accelerate sharply next April: spring wheat plantings could jump 25% or more.

If these forecasts turn out to be correct and if the weather is favorable, farmers could harvest two to four million more acres of wheat this year. The crop could total 1.4 billion bushels, approaching the record 1.57 billion bushels harvested in 1968.

#### Allotments Eliminated

The new farm program eliminates allotments, but this was not certain last fall. Many winter wheat farmers usually overplant their allotments as insurance against crop failure in some fields. In past years the extra acreage had to be plowed up, fed to cattle or otherwise kept off the market. This year the added acreage can be harvested, provided the farmers set aside specified amounts of land production.

Spring wheat farmers are not hampered by uncertainty about the farm program. Moreover, spring wheat is in short supply and commands a premium price. Thus, observers say, the stage is set for fence-post to fence-post planting.

Charles Nelson of the North Dakota State Wheat Commission says he expects at least one million more acres to be planted next year, and possibly two million more. Spring wheat seeding covered 10.8 million acres in 1970. Stanley Moore, secretary-treasurer of the North Dakota Farmers Union, predicts plantings could increase 20 to 25% and spring wheat production could double if weather is good.




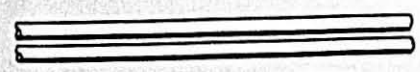








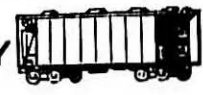




#### General Mills Pledge

General Mills, Inc., nationally famous multi-product food company, has announced it will contribute as much as \$25,000 to the American Association of Cereal Chemists' (AACC) Development Program, which is attempting to raise a total of \$350,000 to finance expansion of the organization's services and construction of a headquarters building.

The announcement came in the form of a letter of intent from Dr. Frank C. Hildebrand, vice president of the Minneapolis-based industry leader, which stated in part, "... the objectives of the AACC Development Program merit our support."

(Continued on page 16)



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



### AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn. — General Offices: St. Paul, Minn. 55101  
Telephone: (612) 646-9433



### General Mills Pledge—

(Continued from page 14)

The letter went on to say that in order to encourage individual contributions, the General Mills gift would be in part a "matching gift" dependent upon the amount contributed by individual company members of the AACC.

Terms of the letter call for a minimum gift of \$10,000 plus matching funds of two dollars for every one dollar given by a General Mills employee for a maximum total contribution of \$25,000.

In addition to construction of a new headquarters building, the successful outcome of the AACC Development Program will allow the organization to increase the number of its member-industry services including:

1. Expansion, modernization and improvement of its communications system.
2. Establishment of a computerized library of educational materials.
3. Field assistance in program planning for local chapters.
4. Study courses for lab technicians.
5. Special orientation courses for scientists new to cereal industry.

### General Mills Report

General Mills announced that earnings for the first half of fiscal 1970-71 showed a seven per cent increase over the comparable period for the previous year.

Chairman James P. McFarland reported record net earnings of \$24,178,000, or \$1.12 per common and common equivalent share, for the 26-week period ended November 29, 1970. This compares with \$22,652,000, or \$1.05 per share, restated for the first half of last year.

Sales for the first half reached \$567,745,000, a gain of over eight per cent from \$523,685,000 a year ago.

#### Trends

Commenting on trends of the second quarter, McFarland noted that slow retail sales in the pre-Thanksgiving period were reflected by a falling off of reorders for craft, game and toy items in November. Furthermore, he noted grocery store sales as reported by the Department of Commerce also slowed in growth rate from last year, already affecting sales of some convenience products. He said the total ready-to-eat cereal market was off somewhat as a result of publicity given to nutrition questions. The effect on Big G cereals was mixed, with TOTAL and Kaboom up and Cheerios and Wheaties off from a year ago.



R. J. Tarleton presents pledge to Dr. F. C. Hildebrand.

As a result of the November slowdown, McFarland reported second quarter sales were \$301,741,000, or about seven per cent above last year's \$283,448,000.

### IM Gains

William G. Phillips, IM board chairman and president, has reported consolidated net earnings for the nine-month period ending Nov. 30, 1970 up 9% on sales increases up 15%.

Mr. Phillips singled out several areas as contributing to the company's overall performance. One was a continuing strong performance in U. S. formula feed and International operations.

"Bakery mix and durum product volume has increased from a year ago. We also benefited from an excellent quarter for King Foods' portion-controlled meat products, gains in the dry cereal market by Kretschmer Wheat Germ and the performance of consumer products in Canada, especially pickles," Mr. Phillips said.

On the negative side, he noted egg prices were down compared to last year's high but this was expected. Lower margins were experienced on both U.S. and Canadian flour volume.

### A D M Appointment

Archer Daniels Midland Co. has elected Roy L. Erickson, secretary and general counsel, as a vice president of the company. He joined ADM in 1948 and has served in a variety of managerial positions in the financial and legal areas.

### Service Centers At Poultry and Egg Meeting

Six Service Centers will be a new feature at the Institute of American Poultry Industries' 42nd Fact Finding Conference in Kansas City, Mo., Feb. 11-13.

Howard H. Richey, chairman of the Institute board of directors, says the Service Centers will cover areas in which the Institute is active all through the year.

The centers and those who will be in charge are:

**Environmental Control Center**—Dr. Harold Buyens, Swift Dairy and Poultry Co., who is chairman of the Institute's recently appointed Environmental Control Committee.

**Research Center**—A. Barde Rogers, Armour and Company, director of the Institute Research Council.

**Safety Center**—Roy Gretzer, Cargill, Inc., chairman of the Institute's Safety Committee with Jeannine Aydlotte and Joan Moore, nurses from Ruston-Purina's plants at Berlin, Md. and Waterville, Me.

**Marketing Center**—C. Wendel Muench, director of promotions for the International Trade Development Board and consultant to the Institute on marketing, and Edward W. Priebe, Egg Consulting Service.

**Traffic Center**—Wendell Tuohy, Institute traffic manager.

**Quality Control Center**—Margaret Huston, Institute scientific director.

Harold M. Williams, Institute president, points out that with business be-

coming more and more complex, operating managers are relying on specialists in these different fields.

"Many company executives tell us they're taking a 'team' approach," Williams says. "They are bringing their own specialists to Kansas City—to get the most out of Fact Finding."

Current concern about environmental control and what it involves is expected to bring many processors and growers to talk with Dr. Buyens and other members of the Environmental Control Committee.

A summary of replies the Institute received in a survey of industry people indicates that problems causing greatest concern in environmental control are: Sludge from disposal units, clean-up wastes, free-flying feathers, surface run-off on ranges, blood, and house litter.

Industry executives are also concerned with the impact of the occupational

health and safety legislation. They want to know how to set up a safety program and how to make employees safety-conscious. They want to know what help a nurse can be and how to work with their insurance carriers to reduce both rates and claims.

Gene Shephard, Institute programs director, says industry people are invited to send in questions they have in any of the six areas. They may also make specific appointments with people in charge of any of the service centers.

### Egg Mix Purchases

The U. S. Department of Agriculture has resumed purchasing egg mix for distribution to needy families. Purchases will be made with funds authorized under section 32 of Public Law 74-320. Most of the 16.6 million pounds of egg mix which the government purchased in 1969 has been distributed.

Bids are asked for egg mix packed 12 ounces in No. 2½ cans or 6 ounces in plastic laminated foil pouches. The mix is a high protein dried food product consisting of 51% whole egg solids, 30% nonfat milk solids, 15% corn oil, and 1% salt. Whole egg used in the mix must be processed in plants operating under the voluntary egg products inspection program of U.S.D.A.'s Consumer & Marketing Service.

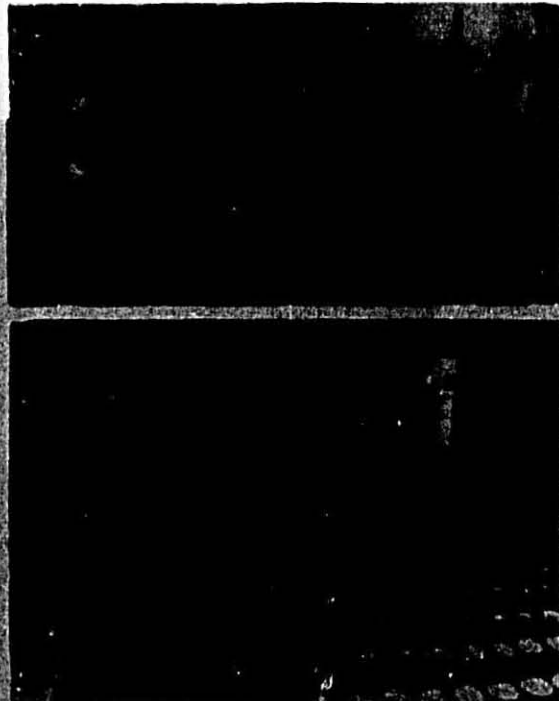
### Food Technologists Meet

The 31st Annual Meeting and Exposition of the Institute of Food Technologists will be held on May 23-27, at the Americana Hotel in New York City. The program is built around the theme, "New York—New Ideas."

Host for the meeting is the New York Section of IFT which has named E. E. Alt, Jr., CPC International, as the Chairman of the General Arrangements

(Continued on page 20)

## SCHNEIDER BROTHERS DELIVERS THE EGGS

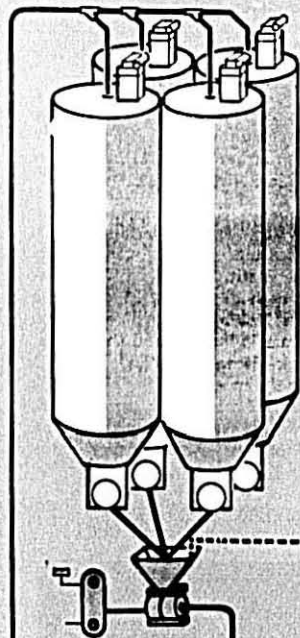


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...of the egg...



Unloading, storage,  
transfer, and reboling



# BUHLER

## automatic production lines

### Continuous operation . . . 24 hours a day

Here are modern production methods at their best . . . truly *automatic* and *continuous* production lines that operate 24 hours a day. And at the same time, they also provide automatic storage for long goods so you can do all packaging during the daytime shift.

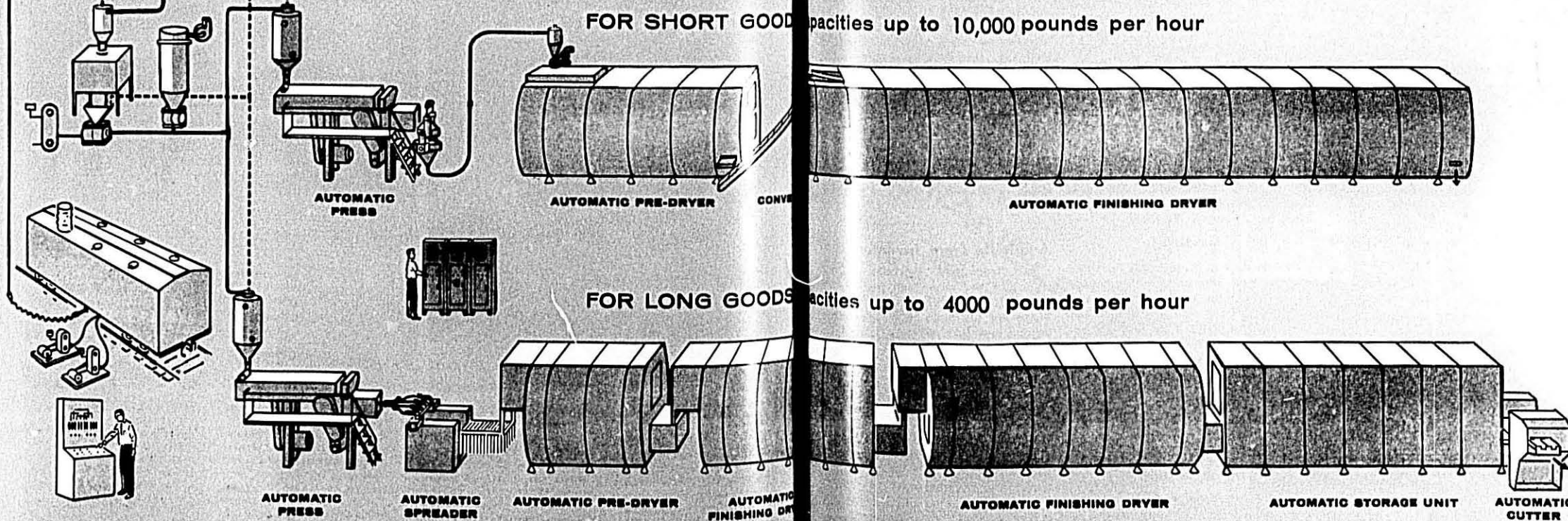
From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

### Flexible...to fit your available floor space

Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

Your nearest BUHLER representative can give you valuable help in reducing production costs through plant modernization. Call him or write The Buhler Corporation, Minneapolis, Minnesota 55426, *today*.





**Food Technologists Meet—**  
(Continued from page 17)

Committee. Program Chairman is Dr. William J. Hoover, Kansas State University, Manhattan, Kansas, and the Exhibitors Advisory Committee Chairman is H. B. Rogers, Nestle Co., White Plains, N.Y.

Advance programs and registration forms will be available on request during March. Exhibitors brochures are available on request right now. Over 85% of the Exposition space is already committed.

Requests for exhibitors brochures and advance programs should be addressed to D. E. Weber, Director of Convention Services.

**Packaging Show**

The completely re-built McCormick Place, Chicago, will be the site of the American Management Association's National Packaging Exposition and its accompanying conference in 1971.

Destroyed by one of the most disastrous fires in the nation's history, McCormick Place has been completely rebuilt and now stands as the most modern exposition hall in the world.

The show will be open from May 3 through 6 with the conference ending one day earlier. One of the major conveniences made possible by the reopening of McCormick Place will be the use of a single hall for both exposition and conference.

Virtually every facility to make a visitor's trip productive has been incorporated. Visitor requirements were studied by modern research methods. Specialists in lighting, acoustics, climate and traffic control were consulted. Restaurants, capable of feeding 25,000 persons daily, range in type from snack bars to those featuring haute cuisine.

**40th Year**

The year 1971 marks the 40th staging of these companion events.

Many exhibits will concentrate on cost cutting techniques to offset upward spiraling production costs while others will offer new marketing approaches to stimulate lagging sales.

Advance registration cards for the show may be obtained from Clapp & Pollak, Inc., 245 Park Ave., New York, N.Y. 10017. Information about the conference is available from the American Management Assn., 135 W. 50 St., New York, N.Y. 10020.

*Science is a search for meaning in what is going on in the natural world, in the history of the universe, its beginnings and its possible future.*

—Victor Weiskopf

**PMMI EXPO  
Dates Announced**

Packaging Machinery Manufacturers Institute has announced that the 9th PMMI show to be held in Atlantic City, November 15-18, will have 200,000 square feet of exhibits featuring packaging machinery, packaging-related converting machinery and packaging materials.

The concurrent program will feature presentations by eight national packaging-related associations and professional societies.

Robert A. Potdevin, president, Potdevin Machine Company, Teterboro, New Jersey, has been elected president of the PMMI for 1971. He succeeds Arthur J. Olsen, FMC Corporation.

John S. McClintock, vice president and general manager, G. T. Schjeldahl Company, East Providence, Rhode Island, was elected first vice president of the association, and A. E. Motch, executive vice president, R. A. Jones & Company, Cincinnati, Ohio, was elected second vice president.

**Committee Appointments**

President Vincent F. La Rosa has announced appointments to committees in the National Macaroni Manufacturers Association for the new year. The Executive Committee is composed of the president, the three vice presidents: Vincent DeDomenico, Frank D. Allen, and Nicholas A. Rossi, and the secretary-treasurer Robert M. Green.

The National Macaroni Institute Committee, concerned with industry product promotion, will have immediate past-president Peter J. Viviano as honorary chairman. Assisting him will be Albert Ravarino, Robert I. Cowen, Sr., C. Frederick Mueller, Emanuele Ronzoni, Jr., Lloyd E. Skinner, Fred Spadafora, Louis S. Vagnino.

**Standards**

Standards and Research Committee reviews and interprets recommendations affecting the Standards of Identity for macaroni and noodle products and other policies of the Food & Drug Administration. It considers research projects for macaroni-noodle products and their raw materials, reporting to the Board of Directors. Paul Vermylen is chairman. Members are Roger DiPasca, Louis Coniglio, L. R. Thurston, Jr., Albert S. Weiss, Lawrence D. Williams, and James J. Winston.

**Durum Relations**

The Durum Relations Committee works in liaison with such groups as the Durum Industry Advisory Commit-

tee, U.S. Durum Growers Association, Wheat Commissions, and the Crop Quality Council. Lloyd E. Skinner is chairman. Members of the committee: Vincent DeDomenico, Joseph La Rosa, Stuart Seiler, Walter F. Villaume, Robert H. Williams.

**Public Affairs**

The Public Affairs Committee, chaired by Nicholas A. Rossi, keeps up with what is going on in Washington with the aid of information from the U. S. Chamber of Commerce, Counselor Harold Halfpenny, and other sources. The successful Washington meeting in the fall has attracted a good turn-out of macaroni manufacturers and their representatives in Washington the past two years. Committee members include: Lester R. Thurston, Jr., Mario Piazzolla, Saverio Arena, Joseph P. Viviano, Jerome L. Tujague, Jr., Alan Pascale, Paskey DeDomenico, Robert William, and Will Dade.

**Traffic**

The Traffic Committee has co-chairmen: Martin E. Coughlin, Director of Traffic for Thomas J. Lipton, Inc., and Guy R. Heckman, Traffic Manager for Hershey Foods Corporation. They did yeoman service in preparing material for the National Classification Board of the American Trucking Association to maintain freight classifications on dry macaroni and noodle products. They have issued a call for other macaroni company traffic managers to assist them on traffic matters of concern to the industry.

**Convention Sites**

The Convention Sites Committee, which makes recommendations to the Board of Directors, has been named as Vincent DeDomenico as chairman, assisted by Walter F. Villaume and Will Dade.

**Available from Inventory**

Fast "from stock" delivery, cost savings, plus the same high performance standards as customized equipment. These are the main benefits available from a new line of bagging machines manufactured by Triangle Package Machinery Company, Chicago.

The new equipment was introduced by Triangle at the 1969 Package Machinery Manufacturers Institute show, Oct. 19-27, in Detroit.

These single-tube baggers use poly film or cellophane and can attain a guaranteed bagging speed of 40 to 45 per minute, depending on the product. Scales or volumetric filling equipment will be optional with the buyer.

(Continued on page 34)

THE MACARONI JOURNAL

now run  
two on one



The Triangle Company has developed the new Form-Fill-Seal Machine. It's the only bagger that produces two bags at once. With its new 3 side fin seal, it produces two bags at once. One back and one front. The type of design simplicity that adds up to more perfect packages per shift, less service and maintenance hang-ups. You can run bags of different widths. Two products simultaneously. Leaving bags attached, perforated or separated. The package? A design-ers' delight. Gives you two full panels for sell or information. For details on this machine that delivers twice as much for your packaging dollar write to: Triangle Package Machinery, Chicago, Illinois 60642. Phone 312-880-0200.





## Handling Competing Items

Here are comments by President Watson Rogers at the annual meeting of the National Food Brokers Association:

WE have sent out a new pamphlet called "The Professional Approach to Handling Competing Items." This was mailed to NFBA members and also had widespread circulation among the principals of this nation. You have received the brochure, so I will not comment on its contents nor repeat the statements that were made in this important document.

However, I would like to comment on how serious this is for the food broker, and again repeat that the great majority of these problems were not caused by the brokers themselves. They were caused by the continuous new product development, as well as the accelerated merger movement among our principals.

Naturally, we ask all principals to be tolerant and to give the broker involved an opportunity to prove he can merchandise both lines successfully. There have been times, of course, when one of the principals has not agreed to this and a mandate has been issued for the broker to resign one line or the other. This is the problem I would like to discuss with you.

In the past, many NFBA members have made serious mistakes when they received such a mandate. Invariably the decision was made to keep the account paying the most money at the time. This is understandable when you consider the profit squeeze that faces you. But you should take the longer view. See how much money is involved in the long run. As an example, one account may be paying \$20,000 annually and another \$10,000. Invariably you kept the \$20,000 account. Shortly thereafter another conflict developed and the \$20,000 account forced you to give up another—maybe a \$12,000 to \$15,000 principal. In other words, the broker lost far more than he would have, had he designed the larger account to begin with. You can no longer consider the money involved in just the one case. You must ask the question: can I really live with this man? If he is the type that takes an unreasonable attitude on competing items and other problems, the sooner you resign his account the better off you will be.

### Conglomerates

This year we heard of another problem on competing items. If it grows, it



Watson Rogers

could mean real trouble not only for the brokers but to many of the fine principals we represent. These are occasional instances, but they are of such serious nature that I must mention it here. I am referring to the problem where one division of a conglomerate says that their brokers cannot represent any division of another conglomerate. If the two have any lines competing. It has been reported that such demand has been made even though the broker involved does not handle a competing item. As one good principal said, "This surely is an extreme definition of a conflict."

In my opinion, a principal making such a demand could be in restraint of trade. If this happens, FTC or possibly the Justice Department might want to take a serious look at such practices. If you are approached on this problem, you should point out to the sales manager the danger his company would face with such a policy. You would be doing him a great service by asking him to check this carefully with his own general counsel. He should also be sure that his corporate board of directors understands the consequence of what he is doing. I am sure the sales manager would not want to be the cause for government action against his company. Such developments, in my opinion, could cause the government to move against all mergers more vigorously than in the past.

### Giving Up Accounts

Speaking of giving up accounts, I would like to ask you what you are doing about the principals who come to you and say you no longer will han-

dle the sales to a certain customer in your area. From now on this customer will be handled through another organization which may be a buying group or a so-called food broker located hundreds of miles away from the market. This is hard to take when you have spent years building up your principal's line with that particular customer. The first question you should ask is why is this decision being made? Why should any customer want to deny himself the valuable services of the local food broker—unless he is getting some kind of kickback or participating in some possibly illegal scheme.

Do you admit to your regular trade you have agreed to this scheme that may be putting them at a price disadvantage with their local competitor? How can you honestly look a customer in the face when you have agreed to let a competitor secure his merchandise at a price advantage? This could be at a price less the regular brokerage or less part of the brokerage, or monies paid in so-called promotional allowances.

May I also remind you of the legal dangers you face as was brought out in the FTC case against Henry Broch & Company which, as you know, is a food broker in Chicago. As you recall, this case was taken to the Supreme Court where they upheld the FTC action. This case was not against a principal, not against a buyer, but against a food broker, where it was charged he agreed to accept less than the regular brokerage for one particular account. This was done to enable the seller to give this one buyer a cheaper price. Why shouldn't the FTC file charges against a food broker when he becomes involved, or a party to, these illegal schemes?

### Cost Squeeze

The cost squeeze among your customers is so great, they cannot withstand any degree of price discriminations. You should realize the far reaching effect before you agree to becoming a party to any of these schemes. You must also think of the legal significance.

Often brokers say if they refuse such a proposal and resign the account, they would lose this principal and some other broker would accept the line. If I resigned an account for that reason, I would immediately tell every customer in my area why I resigned the account—that I didn't want to be a party to what could be an unfair and discriminatory practice—that I could not ask

him to buy the merchandise when I had reason to believe that his competitor may be getting a better deal.

Also, I think you brokers should go after some of the business you have been missing. As you know, some of your customers who operated buying offices for the purchase of private labels have found them unprofitable and have been closing them. Some of this buying has been switched to so-called food brokers, which means of course, that the principal is paying the cost for this buying activity rather than the customer.

What are you doing in your local area to sell these customers on your services? Are you pointing out the valuable sales and merchandising services you can render locally which are not provided by the so-called broker who is hundreds of miles away? There is a great potential in this area if you will go after this business.

### Private Label

Recently I talked to a big customer who had just made arrangements with a certain group to handle all of his private label purchasing. I asked him why did he make such arrangements? He said it would not have happened had the local brokers approached him in advance of this deal to outline what they could do in this area of private label sales. Be sure your customers are kept constantly aware of the valuable services you can perform on private labels.

Certainly any type of wholesaler has a great advantage when he cooperates fully with the local broker. The record is plain on this throughout the nation. The wholesale distributors who have worked closely with local food brokers have shown the greatest progress. It is only natural for the food broker to want to help those wholesalers who cooperate with him. This is more important today with the effectiveness of brokers' retail organizations and in some areas, the development of end-user men for the institutional field. I truly believe that some wholesalers are penalizing themselves by tying in with some of the buying schemes. And, you are neglecting your responsibility if you don't point this out to them.

### Fast Growing

We are proud, of course, that the food broker continues to be the fastest-growing segment in the food industry. As brokers continue to upgrade their operations, more and more food processors will switch to brokers when they realize that a salaried sales organization cannot match the performance of today's modern food broker. Without question, today we have the top food marketing people in the nation in the food brokerage profession.

Along with our growth, we do have problems. That is why our National Chairman mentioned that our entire Management Conference will be devoted to "the broker's cost squeeze." How can we continue to perform the multitude of more and more services demanded and pay for them with the brokerage rates that have been in effect so many years?

Principals should take a serious look at the cost of these extra services they are demanding. They should ask do they actually contribute to increased sales and are they worth the price. We are grateful that some principals have realized this problem. A number of them have made adjustments during the past year. We hope the trend will continue.

With the proper cooperation of your principals and with your continuous efforts at upgrading your own operations, your marketing effectiveness can reach new heights. In this way, you can be sure that more and more of the food sales of this nation will be handled through food brokers.

### Brokers Stress Management's Role

"The role of management in our industry is a perpetually demanding one and a realistic responsibility. Food brokers accept this responsibility with confidence. There is no better way to assure for ourselves a continued key role in food and grocery distribution for the future." So stated G. Clifton Pearce, National Chairman of the National Food Brokers Association.

Mr. Pearce announced that the Association now had on the press its latest management aid for its members. This is the "Food Broker Management Information System," prepared for NFBA by the accounting and management firm of Ernst & Ernst. "This is a tremendous breakthrough for food brokers in establishing a stronger operating procedure including accounting contracts and management objectives. This work covers a variety of subjects and should become one of the valuable reference sources for food brokers." (Prepared solely for the use of NFBA members, the book will be priced at \$25.)

He called on the nation's manufacturers to maintain the trust and mutual respect that has been established through the years. "We hope that the newer people who have joined our principals' organizations will quickly develop this same close working relationship that their colleagues have enjoyed for so many years."

### Rising Costs

Commenting on the cost squeeze facing food brokers, he reiterated that adequate compensation is the best investment a manufacturer can make. "I also want to congratulate those manufacturers who have responded by increasing their compensation to the food broker. I have been informed that many different principals have recognized the problem and have adjusted brokerage rates. Undoubtedly, many others are studying their schedules and are seriously considering proper adjustments that can be made. We urge all manufacturers to look into this situation. Don't wait until the broker finds your line unprofitable. The time to act is before that happens!"


Because of the food brokers concern over the problem of rising costs, the 1971 NFBA Mid-Year Management Conference is being developed on the theme of "How Can We Deal with the Problem of the Grocery Cost Squeeze," he reported. "In addition to the Management Conference, NFBA will provide for food brokers a balanced program of seminars and workshops in 1971. These are designed to keep you and your organization abreast of the newest techniques and finest methods devised to serve your principals, customers and consumers."

### Broker's Position

With the Convention exploring important challenges and opportunities, Mr. Pearce outlined the food brokers' position. "Our position is one of outstanding sales service for the manufacturers we represent. Manufacturers use food brokers because they know they can be a more complete, more economical, and more effective sales service than any other method of bringing food products to the consumer. Our responsibility to the industry we serve and to the ultimate customer is to do the best possible sales job, including the necessary followthrough. The customer we sell to must be able to depend on our completing the sales service provided in behalf of our principals.

"Food brokers must continue to be ethical in their entire philosophy of doing business. Our responsibility as food brokers is to perform our essential sales function as honestly, as intelligently, and as effectively as possible. In its performance, we must continue to maintain our integrity as independent businessmen, devoted to service to our principals and to the industry, keeping in mind that in the final analysis we must all work together for the benefit of the consumer."

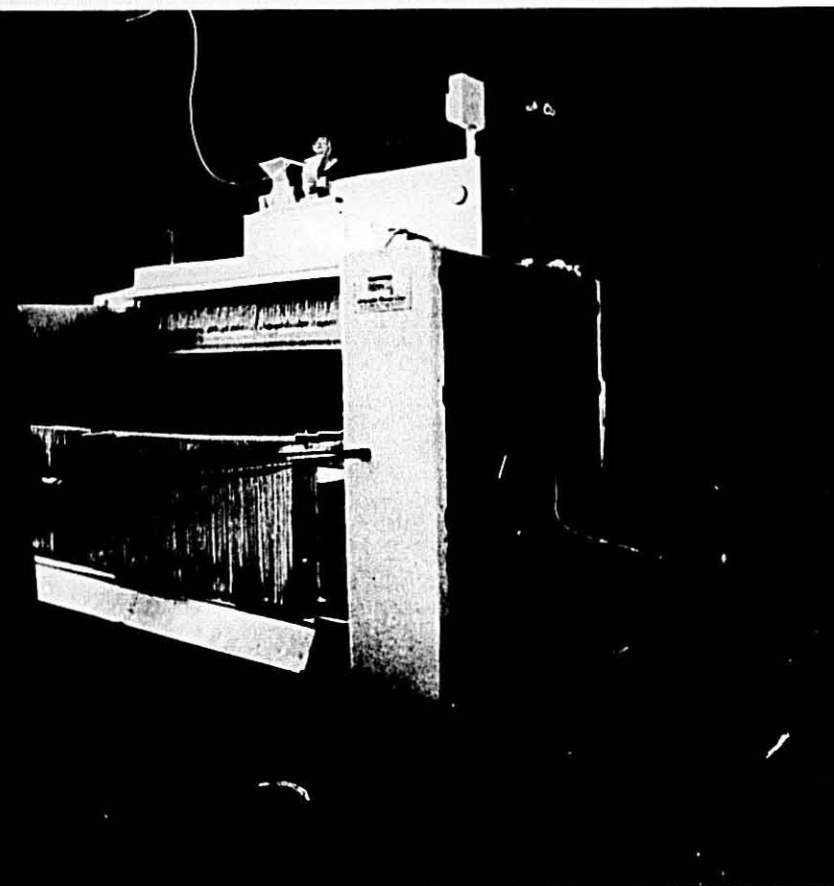




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### School Lunch Regulations

Final revisions and amendments to Federal regulations governing the operation of the National School Lunch Program have been announced by Assistant Secretary of Agriculture Richard E. Lyng.

These regulations implement Public Law 91-248, which broadened and improved the National School Lunch and Child Nutrition Acts.

#### Public Hearings

For the first time in the history of the National School Lunch Act of 1946, regulations were issued in proposed form on July 15, with an invitation to any interested party to submit comments, suggestions, or objections by August 6. "We were pleased with the response," Assistant Secretary Lyng said. Over 100 individuals and organizations submitted communications. "We believe the final regulations represent a substantial improvement over the proposed regulations because of the suggestions and comments received," Mr. Lyng added.

Under the final regulations, local school authorities continue to have their previous obligation to serve free and reduced price lunches to children they determine to be unable to pay the full price of the lunch. Such officials now will have to include the criteria they will use in making such determinations in standards of eligibility which must be approved by the State educational agency and be publicly announced in the community.

#### Criteria

These standards of eligibility must take into account three mandatory criteria—family income, family size, and the number of children in the family attending school or pre-school day-care centers. Additionally, on and after January 1, 1971, any school children from a family whose annual income is at or less than the "income poverty guidelines" prescribed by the Secretary of Agriculture must be served a free or reduced price lunch.

The income poverty guidelines for the 1970-71 school year were announced by USDA on August 4. For a family of 4 members, the income poverty guidelines is \$3,720 a year in income. (The guidelines for other size families are in USDA press release 2347, issued August 4, 1970.)

The new regulations, published in the Federal Register on Friday, September 4, spell out how local school officials shall publicly announce their standards of eligibility for a free or for a reduced price lunch. Information

must be sent to parents, by letter or notice, as the school year begins and the same information must be made available to informational media in the community. The letter or notice to parents must be accompanied by a form which families can use to make application for free or reduced price lunches for their children.

The final regulations provide that a school must offer free or reduced price lunches to children from families whose application indicates that the family meet the announced standards of eligibility. When school officials wish to challenge the continued eligibility of a child they must do so under a hearing procedure which gives a family advance notice of the information that indicates its children may no longer meet the school's eligibility standards. However, the child will continue to get free lunches while the challenge is under consideration.

#### Performance Standards

For the first time, as required by P.L. 91-248, the regulations establish certain performance standards for schools which receive only federally donated commodities for their non-profit lunch programs. Called "commodity only schools" in the regulations, these schools must accept the same obligations with respect to the service of free or reduced price lunches to needy children as schools that receive Federal cash assistance for their lunch programs.

Assistant Secretary Lyng pointed out, however, that P.L. 91-248 does provide certain exemptions for private nonprofit schools in the National School Lunch Program if these schools' lunch programs are directly administered by the Department of Agriculture.

Among other major changes spelled out in the final regulations are the revised rules for the expenditure of special cash assistance funds—those authorized by Section 11 of the National School Lunch Act. Prior to the passage of P.L. 91-248 these funds could only be used to assist schools that met certain standards of need. Now these Section 11 funds can be used to assist in the service of free and reduced price lunches to needy children in any participating school, based upon the school's need for such special assistance.

#### Sage Saying

From every blush that kindles in thy cheeks, Ten thousand little loves and graces spring to revel in the roses.—Nicholas Rowe.

### How Are Your Sales Controls?

Sales managers: how are your sales controls?

Effective and productive need organization as much as anything. They must know how to plan and utilize time to full advantage. Above all, they must be disciplined. These virtues are often made, not born.

A salesman's responsibility should include proper communications on his contacts, time, cost and follow-up. Management must enforce accountability. Ineffective salesmen are a big problem in losses in renewal business, lost opportunities for new business and wasted dollars in territory coverage, advertising, promotion, customer relations, etc.

Take a look at your program. Here are some elements to consider:

#### 1. Sales Control Chart

Do you have your own chart for reviewing sales contacts made on all key accounts? Do your salesmen and representatives have theirs? Are these reviewed periodically? Such charts are vital to good territorial management. They contain names of accounts, selling days per year and contacts made.

#### 2. Call Reports

The most successful companies require reports on every completed interview (not weekly summaries). Report should be concise and informative and should detail sales progress.

#### 3. Call Summary Sheets

This summary can be used for an overall weekly view of sales contacts. It works well in conjunction with the sales control chart. It does not replace call report.

#### 4. Itineraries

Insistence on weekly, monthly, quarterly and annual itineraries helps salesmen do a better job of planning and gives management an important control device. Far too many companies are not on top of salesmen's territorial or contact planning.

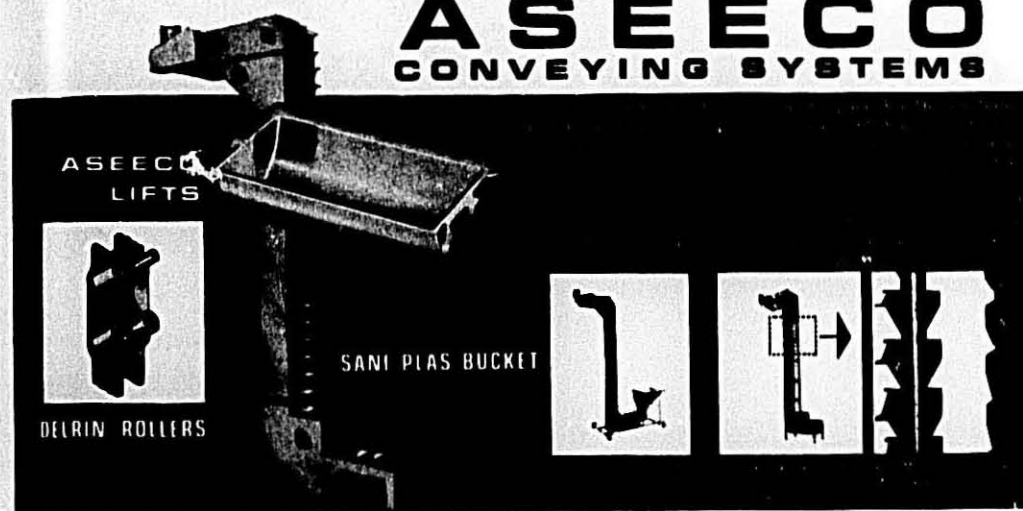
#### 5. Expense Report

This report should accompany call reports, call summary sheet and itinerary for better control of costly expense dollars.

### Eat Better

"How to Eat Better for Less Money" by gourmet James Beard and wine expert Sam Aaron is recommended by Business Week magazine. "Beard is great in his comments on kitchen stuff from meats to pasta, and Aaron clearly explains such things as vintage years, prices and how to deal with a wine merchant." Simon & Schuster, \$8.95.

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### Meetings—

(Continued from page 5)

Visits are planned to macaroni plants and equipment manufacturers in northern Italy arranged by Pavan and Braibanti. The finale will be a visit to the IPACK-IMA Show held in the Milan Fairgrounds.

### Curing Ulcers—

(Continued from page 8)

ach of iron"—he thumped it to prove the point and gurgitated violently—"but it is thanks to no doctors. They wish only to put you to the knife, to cut and probe and pry. But I said no. No prying and probing into me, my friends; I have a better way. They ask me what it is, but I laugh. I am not one to be tricked into telling such things to prying doctors. But you are no doctor and I will tell you. Pasta is the secret. Nothing but pasta. I ate nothing but pasta for six months and I am cured. I am no prying Italian, but I tell you pasta is good for the stomach. Macaroni, fettucine, tagliatelle, spaghetti, they are all the same; all are pasta and all good for the stomach."

It's not so novel.

### Container Disposal to Be Discussed in Italy

The Rotary Club of Salo, on the Brescia side of Lake Garda, under the special patronage of the 184th District of the Rotary International, and with the patronage and technical-scientific help of the European Packing Federation of London, of the Italian Packing Institute of Padua, and of IPACK-IMA (international Exhibition of packing and packaging and industrial food-processing machinery), has announced and organized an international congress, to take place at Gardone Riviera, from the 22nd to 24th. May 1971, on the theme: "A problem of the seventies: the disposal of used throwaway containers, to prevent the increasing defilement of man's natural environment."

#### Meet in May

The speakers at the congress, which has been arranged in the context of the technical-scientific events planned for the seventh edition of Ipack-Ima, to be held in Milan from the 24th to 30th, May 1971, will be qualified European, American and Asian technicians and experts, whose addresses will be supplemented with slides and films, to provide the listeners present with a series of solutions to the themes put forward. In particular, in line with the general pattern laid down for the orien-

tation of the work of the congress, a close study will be made, after the problem at the centre of the congress has been defined, of the following aspects which, for reasons of clarity, have been split up into four groups:

1. Throwaway containers in Europe and the United States; the continuous growth in the dimensions of the phenomenon arising from used throwaway containers; the problem of container packs from a quantity standpoint with regard to the future; the viewpoints of the users of container packs in relation to the problem under examination; the opinions of the authorities concerned and of the general public on this matter.

2. The development of new techniques and methods to cope with and solve satisfactorily the problem of disposal of the accumulation of refuse caused by throwaway containers; technical problems linked to and stemming from the use of paper and cardboard packs; metal container refuse; plastic container pack refuse; the role of glass containers in the disposal of solid refuse; the preventive function of container pack designers, in order to obtain a closer degree of co-operation in the solving of this problem.

3. Man's natural environment and the pressing need to avoid every possible form of defilement and pollution resulting from throwaway containers; the disposal of solid refuse and the role of the industries engaged in manufacturing different types of packs and containers; the need for action at all levels to ensure a satisfactory prevention and defence policy; steps that the public authorities can and must take in this field; keeping the public informed.

4. The future of this problem; developing and extending possible solutions for the recycling or destruction of refuse; refuse incineration problems; research, needs, and aims to be achieved within the next few years; public and private organizations for a satisfactory solution of the problem.

### Research

You have to have the brashness to create; you have to have the toughness to experiment; you have to run the risk of failure; you have to be honest enough to learn from what happens; you have to be brave enough to start over; you have to be willing to be judged on what you contribute . . . this is research.

—Raymond M. Hainer

67TH ANNUAL MEETING  
N.M.M.A. — JUNE 13-17

The Broadmoor, Colorado Springs



### Creamette Poetry

Yankee Doodle went to town,  
A-riding on his pony;  
His brow was clouded with a frown—  
He was out of macaroni!

For Yankee, and his darling wife,  
And all the little Doodles,  
Loved macaroni next to life—  
And how they went for noodles!

He reached the town his pace he stayed;  
Spoke he, "I'll shop an hour,  
Before I'll take the stuff that's made  
From ordinary flour."

At last, a busy store he spied  
Whose window bore a sign—  
"Good News!" it read—"You'll find  
inside  
The entire Creamette line!"

Here's Yankee Doodle back from town,  
But now he leads the pony—  
That sturdy beast is loaded down  
With Mother's Macaroni.

And Yankee, as he skips along,  
Roars out a lusty ballad,  
About the joys of noodle soup,  
And macaroni salad.

Back home, "Oh, Joy!" the good wife  
said,  
"Why, Yankee,—that's just grand!"  
The label on each package read—  
"Creamettes" and "Mother's" brand.

Now, friends, here's where my story  
ends,  
Be happy, like the Doodles—  
Next time you buy, just specify  
"Creamettes" and "Mother's" noodles.

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### Work Injuries Rise

The tabulation below from the Handbook of Labor Statistics, 1969 shows that the injury frequency rate in the macaroni industry is rising. The rate is the average number of disabling work injuries for each million employee-hours worked.

Year	Frequency
1958	19.0
1959	18.2
1960	16.2
1961	20.1
1962	19.4
1963	22.3
1964	29.0
1965	26.3
1967	35.7

### Ten Commandments For Safety

From the American Management Association.

Although these ten Commandments have been around a long time they are still worth using as guidelines for a good safety program. They can also serve as an excellent basis for starting a safety program or to strengthen an existing one. However used, hopefully they will be of value in putting that extra effort into the safety activities.

1. You are a supervisor and thus, in a sense, have two families. Care for your people at work as you would care for your people at home. Be sure each member of your staff understands and accepts their personal responsibility for safety.
2. Know the rules of safety that apply to the work you supervise. Never let it be said that one of your employees was injured because you were not aware of the precautions required on the job.
3. Anticipate the risks that may rise from changes in equipment or methods. Make use of the expert advice that is available to help you guard against such new hazards.
4. Encourage your employees to discuss with you the hazards of their work. No job should proceed where a question of safety remains unanswered. When you are receptive to the ideas of your employees, you tap a source of firsthand knowledge that will help you prevent needless loss and suffering.
5. Instruct the staff to work safely, as you would guide and counsel your family at home with persistence and patience.
6. Follow up your instructions consistently. See to it that the staff make use of the safeguards pro-

vided for them. If necessary, enforce safety rules by disciplinary action. Do not fall the company, which has sanctioned these rules, or the staff who need them.

7. Set a good example. Demonstrate safety in your own work habits and personal conduct. Do not appear as a hypocrite in the eyes of others.
8. Investigate and analyze every accident—however slight—that befalls any staff member. Where minor injuries go unheeded, crippling accidents may later strike.
9. Cooperate fully with those in the organization who are actively concerned with employee safety. Their dedicated purpose is to keep everyone able and on the job and to cut down the heavy personal toll of accidents.
10. Remember: Not only does accident prevention reduce human suffering and loss; from the practical point, it is no more than good business. Safety, therefore, is one of your prime obligations—to your company and your fellowmen.

### Box Car Safety Check

Due to the frequency of accidents involving divider doors in railroad box cars, Campbell Soup Company established inspection procedures to be followed in order to prevent recurrence of this type of accident. The following procedures were set forth:

1. Coordinate with the Transportation Department a standard procedure of inspection by the railroad of the divider doors prior to the car's coming into the plant.
2. Qualified company inspectors should be appointed at each warehouse to carry out inspection of cars prior to loading or unloading. Inspection procedures are listed as follows:

#### Empty Cars

A. The inspector should cautiously open the side door of the car and, using a strong light, inspect for possible door failure or any doors which are in loose condition.

B. If the doors appear to be locked in position after visual inspection, the inspector, using a ladder, should climb up and visibly inspect the bolts holding the door to the hanger track.

C. If the bolts appear to be in order, the pins should be unlocked by the center handle, and the car turned over to the loading crew.

D. If the bolts appear defective or missing, chain or heavy steel cable should be secured between the inner frame of the door and around the "I" beam rail on which the door rides.

After the door is secured, the pin should be unlocked and the door placed against the side of the car and the railroad notified.

#### Loaded Cars

A. Cars having a door load should be worked down to a level of approximately three feet. The inspector should then, standing on top of the case, make a visual and manual inspection of the door hangers for missing or loose bolts.

B. If such bolts are loose or missing, secure a piece of chain or heavy cable between the frame of the door and around the "I" beam rail.

C. For cars with no center load, the inspector should visually inspect the doors using his ladder and light as previously described. If the inspection reveals missing nuts or bolts, the door should again be secured by means of chain or cable.

D. If, upon opening the door, it is evident that the divider doors are sprung or tilted, the inspector should arrange for a fork lift loaded with pallets to bear against the door while the inspector, using his ladder, visually and manually inspects the hangers and, if necessary, secures the door with chain or cable. Only after the door is secured should it be unlocked and moved out of position.

These procedures have been arrived at after much discussion with the railroad, the insurance company, and Campbell Soup Company.

### Where New Workers Will Come From

A labor force increase of 15 million workers (to 100 million) by 1980 will come as a result of 41 million entering the labor market and 26 million leaving. Young workers taking their first job will account for 34 million of the increase; another 6 million will be women, and the remaining 1 million immigrants.

### Productivity and Pay

"We must restore the balance that has been lost between wages and productivity. We must receive the fair day's work for which we pay the fair day's wage. For upon this balance rests our national ability to cope with inflation, to resolve the crisis of cost."—James M. Roche, chairman, General Motors Corporation.

"The beginning of a savings account is often a crisis in a man's moral destiny, a revolution destined to make over his whole life."

—Albert W. Atwood

THE MACARONI JOURNAL



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- Market Research
- Promotional Materials
- Recipe Folders
- Educational Materials
- Nutritional Information



FEBRUARY, 1971

## Are You Using the tools of your trade?

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### For Trade Relations

Linwood F. Brown, director of trade relations for General Foods Corp., has been appointed chairman of the Grocery Manufacturers of America Trade Relations Directors Committee. Brown will serve a two-year term. He replaces John D. Scott of the H. J. Heinz Co.

Brown brings 35 years of grocery products marketing to this post, all of them with General Foods. He was named director of trade relations for GF in October 1962 being at that time the West Central Region manager for the company's Jell-O Division.

### GMA Elects Four New Directors

Four new members have been elected to the Board of Directors of the Grocery Manufacturers of America, Inc., the Washington-based trade association which represents 167 major American grocery manufacturers.

The four new board members are Gordon Ellis, President and Chief Executive Officer, Fairmont Foods Co., Omaha, Neb., whose term expires in November 1971; Arthur E. Larkin Jr., President and Chief Operating Officer, General Foods Corp., White Plains, N.Y., whose term expires in November 1973; James W. McKee Jr., President and Chief Administrative Officer, CPC International Inc., Englewood Cliffs, N.J., whose term expires in November 1973; and Ben H. Wells, President, The Seven-Up Co., St. Louis, Mo., whose term also expires in November 1973.

The election of the new board members brings the total number of GMA directors to 37.

### Lloyd Skinner Re-elected

Lloyd E. Skinner, President of Skinner Macaroni Company, Omaha, Nebraska, has been re-elected to a three-year term on the Board of Directors of the Grocery Manufacturers of America. Mr. Skinner has served on the GMA Board of Directors since 1964. He is also a member of the Southwest Merchandising Committee of the GMA.

Mr. Skinner also serves on the Board of Directors of the National Small Business Association and the National Macaroni Manufacturers Association.

### Skinner Macaroni Officials

After twenty-one years as president, Lloyd E. Skinner has been named chairman of the Skinner Macaroni Company.

H. Geddes Stanway has been named to succeed Mr. Skinner as president. Succeeding Mr. Stanway as executive vice-president is William A. Henry, who had been vice-president, market-



Lloyd E. Skinner

ing and assistant to the president.

C. Mickey Skinner has been elected vice-president, plant operation and as a director.

### General Mills Appointments

E. Robert Kinney, who has served as Executive Vice President responsible for General Mills' consumer food operations, was elected Executive Vice President and Chief Financial Officer by the company's Board of Directors.

H. Brewster Atwater, Jr., Vice President, Consumer Foods Group, was promoted to Executive Vice President, assuming responsibility for The Gorton Corporation, a subsidiary producing seafood products, Advertising and Marketing Services, Trade Policy and Customer Relations and Purchases as well as the six divisions which comprise the Consumer Foods Group.

### Finance and Control

In announcing the elections, James P. McFarland, Chairman and Chief Executive Officer of General Mills, said Kinney's new position reflects the "importance of finance and control in the pursuit of our objectives. General Mills today," he said, "is a billion-dollar company with growing sales. In an organization of this size in a fast-changing world, virtually every major decision involves financial and control considerations. While exercising overall, coordinating responsibility for activities of the Vice President-Finance and Treasurer, Vice President and Controller, Vice President and Director of Taxes and Vice President and Director of Corporate Growth, Mr. Kinney will work closely with the Chairman and President in guiding General Mills' progress through the years ahead."

### Kraft's Production Veep

Luke Davis has been appointed Senior Vice President of Production for Kraft Foods according to an announcement by company President O. E. Swain.

Reporting to Davis will be the Director of Production, with the responsibilities for cheese procurement and all cheese products; and the Director of Production, responsible for all other products; the Manager of Technical Production Control; and the Manager of Production Administration.

### Creamettes Winter Campaign

Two full-color ads formed the mainstay of a winter push for Creamettes Elbow Macaroni.

In the December issue of Family Circle magazine a full-page ad had a double headline: "Some Like It Hot—Some Like It Cold." Double photos and recipes were given for Baked Spaghetti Supper and Icebox Macaroni Salad.

The January issue of Family Circle carried another four-color ad, this time proving the value of Creamettes as a simple and quick-to-make side dish. In seven minutes, says the ad, you can serve "Creamettes Macaroni with Butter," a side dish everyone likes.

These two placements were supplemented by insertions in other consumer magazines, small space ads in over 200 newspapers, and network television.

### The High Cost of Government Grants

The director of a neighborhood health center wrote an HEW official that he regretted having requested various federal grants for his center. The reason: Application costs came to more than \$50,000 because of varying procedures and guidelines used by the different agencies administering the grants.

### They Both Share the Blame

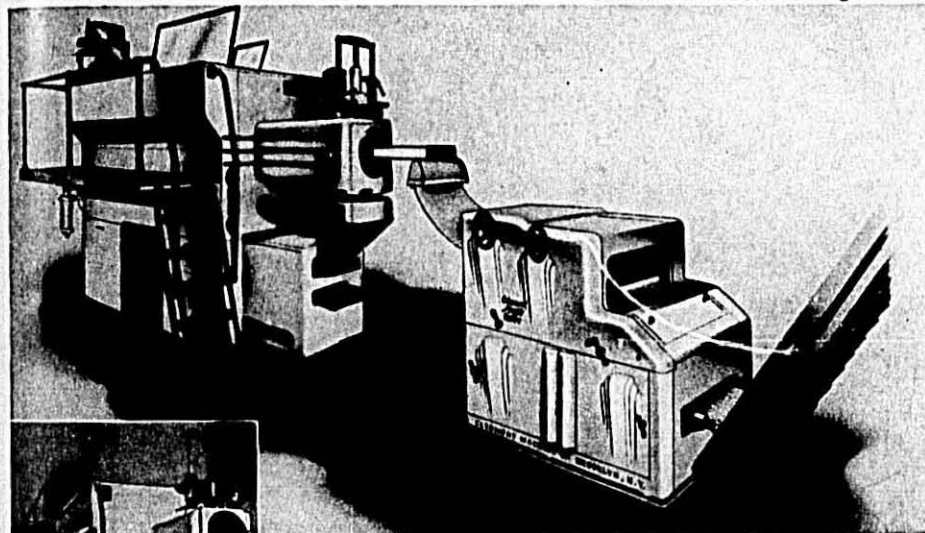
"Neither the Administration nor the Congress is doing a sufficient job (of holding the line on spending). And neither is without substantial responsibility for our national budget course and our national budget results."—Rep. George Mahon (D-Tex.), chairman, House Appropriations Committee.

### A Younger Population

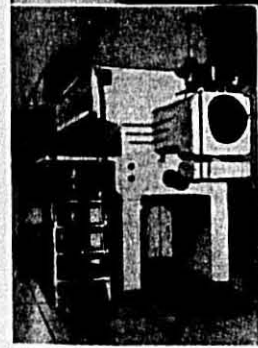
If you sense that there seems to be more young people around today, you're right. In the past decade, the population 14 to 24 years old increased almost 12 million, to 39 million, and the proportion of total U.S. population rose from 15 per cent to 19 per cent.

## Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter-1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.



VMP-3 with short cut attachment.

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Machine can be purchased with attachment for producing short cut macaroni.

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Available with or without vacuum process

- C**apacity range — Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.
- L**arge screw for slow extrusion for better quality.
- E**ngineered for simplicity of operation.
- R**ugged Construction to withstand heavy duty, round-the-clock usage.
- M**atchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.
- O**nly one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.
- N**ewly designed die gives smooth, silky-finish, uniform sheet.
- T**otally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

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## INDEX TO ADVERTISERS

A D M Milling Co. ....	9
Amber Milling Division .....	15
Asesco Corporation .....	27
Buhler Corporation, The .....	18-19
Clermont Machine .....	33
DeFrancisci Machine Corporation .....	24-25
Diamond Packaging Products Div. ....	35
International Multifoods Corp. ....	36
IPACK-IMA .....	29
Jacobs-Winston Laboratories, Inc. ....	29
Meldari & Sons, D., Inc. ....	7
National Macaroni Mfrs. Assn. ....	29-31
Peavey Company Flour Mills .....	12-13
Rossotti Lithograph Corporation .....	2
Triangle Package Machinery Co. ....	21

## CLASSIFIED ADVERTISING RATES

Want Ads ..... \$1.00 per line  
Minimum \$3.00  
Display Advertising ... Rates on Application

WANTED—Subscribers to the Macaroni Journal. \$6 for 12 monthly issues. Add \$1.50 for foreign postage.

FOR CHANGE OF ADDRESS: Please allow four to six weeks if you change your address. Remember to send us your Zip Code.

## Available from Inventory—

(Continued from page 20)

According to a Triangle spokesman, the company recognized some time ago that all customers could not make immediate full use of the capabilities of the customized bagging equipment with its special speed and convertibility options. In addition, the extra capabilities of these machines required longer manufacturing and delivery schedules.

Triangle is now building an inventory of these single-tube bag machines with the same attention to quality workmanship that is given to all its equipment. As a result, the bagging machines can be in production at a customer's plant in as little as six to eight weeks. And since the units are manufactured in quantity and to uniform specifications, the attendant cost savings are passed on to the buyer.

With the addition of the in-stock models, the packaging industry will have a wider choice of equipment capabilities, as well as price and delivery times. Triangle, of course, will continue to offer its customized bag machines to customers whose packaging applications are more demanding.

## How Your Dollar Is Shrinking

Half of all Americans were born before late 1942. Since then the value of the dollar has shrunk 58 cents.

This has taken only 28 years. And if this rate continues, the 1942 dollar will be worth only 18¢ in another 28 years.

The main reason for the decline in the dollar's value since 1942 has been federal spending—and particularly deficit spending.

If this inflation continues and the dollar shrinks at the same rate for the next 28 years, what is in store for the average worker?

What will he have to earn—or pay—in 18¢ dollars just to equal the same amount in terms of today's 42¢ dollars?

• \$7,200 in wages would have to be \$16,800.

- \$3,000 cars would cost \$7,000.
- \$25,000 homes—\$8,000.
- \$4,000 college tuition—\$9,400.
- \$275 television sets—almost \$640.
- \$125 suits of clothes—\$290.
- \$25 pairs of shoes—\$58.

At this same rate of inflation a family's weekly budget would have to rise as follows:

- Food—from \$38 to \$89.
- Housing—from \$43 to \$100.
- Clothing and laundry—from \$25 to \$58.
- Transportation—from \$17 to \$40.

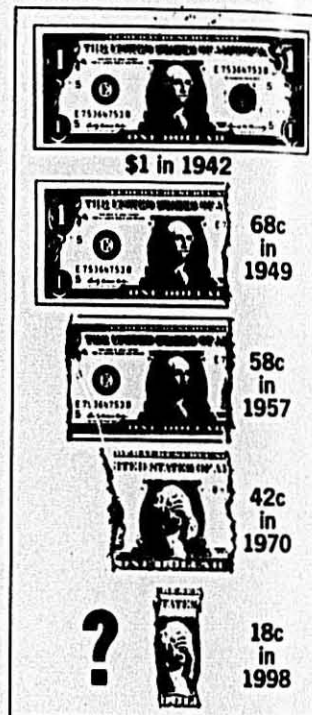
If inflation continued at the same rate, and the Federal Government spent the money necessary to provide no more services than it provides today, in the next 28 years:

- Spending would rise from \$195 billion to \$455 billion.
- Debt would rise from \$386 billion to \$900 billion.

However, both spending and the deficit have been increasing far more rapidly than the rate the dollar has been declining. If spending and debt increase the next 28 years at the same rate they have since 1942:

- Federal spending will jump to \$907 billion.
- The debt will go up to almost \$1.7 trillion.

Candidates for Congress ask for your support.



When they do, ask them if they plan to keep the government's spending within its income. Or do they plan to continue deficit spending and hasten the day when our dollar could be worth only 18¢.

## The Danger in More Taxes

"Approximately 35 to 37 per cent of the total income of the United States goes to federal, state and local taxes. I believe that amount is high enough. I believe that when a nation takes a substantially larger portion of the national income than that for taxes—that nation loses its character as a free private enterprise economy and becomes primarily a state-controlled and oriented economy." President Richard M. Nixon.

**1971 will be the year of the consumer**

## Purchasing Power of the Dollar

Read down for value equivalent to 100¢ in various years

1900	100¢								
1910	83¢	100¢							
1920	40¢	47¢	100¢						
1930	47¢	57¢	120¢	100¢					
1940	57¢	68¢	143¢	119¢	100¢				
1950	33¢	39¢	83¢	69¢	58¢	100¢			
1960	27¢	32¢	68¢	56¢	47¢	81¢	100¢		
1970	20¢	24¢	52¢	43¢	36¢	62¢	78¢		

Data: Bureau of Labor Statistics and Federal Reserve Bank of New York

# Headed for a new market?



Then you know that packaging too has to be geared for market appeal as well as economical production. It will be if you call on Diamond Packaging Products for *Total Capability*. We help at every turn. Work with you to plan a complete program. Design the packages. Produce them with top reproduction and machineability. Even counsel with you on the best filling and closing equipment. Our *Total Capability* has worked successfully for others. Call us for proof. There's a Diamond man eager to steer you in the right direction.



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# Pasta

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