

**THE
MACARONI
JOURNAL**

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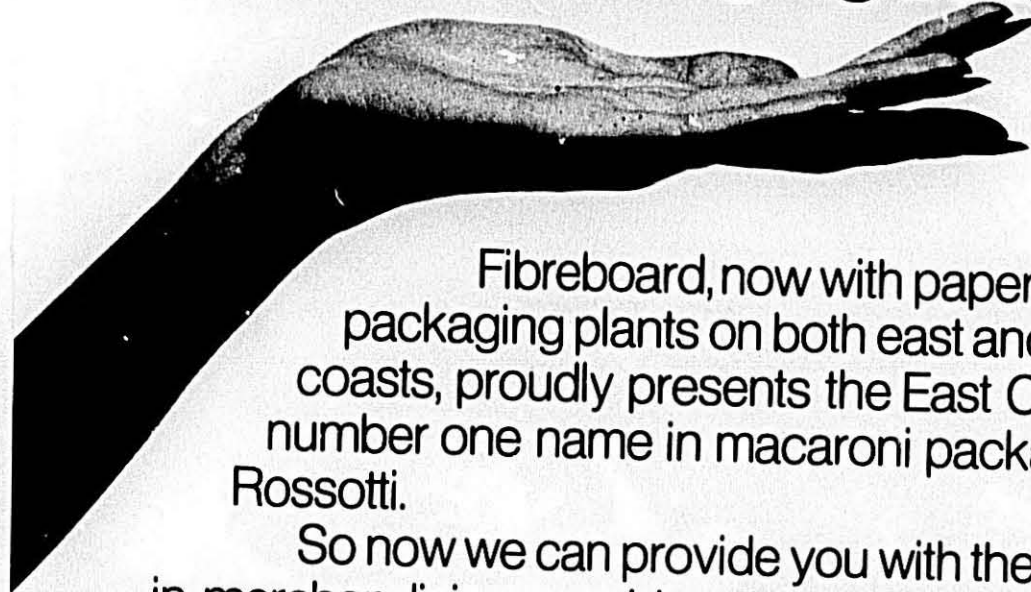
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The Macaroni Journal

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The Editor's Notebook:

In this issue we report the interesting Grocers' Dialogue from the NMMA Winter Meeting. Also highlights from the Progressive Grocer study on Salesmen.

THE SALESMAN

by John Wolfe, John Wolfe Institute, Inc.

When labor toils and factories hum
 And out plant doors the products come,
 The payment for it all comes from
 The Salesman.

In any business office, where
 White collar workers earn their share,
 They all should thank in grateful prayer
 The Salesman.

When banks and institutions lend
 The funds on which the firms depend
 For finance, they, too, have a friend—
 The Salesman.

And miles of gleaming railroad track
 And roads and highways there and back
 Could not exist without his knack—
 The Salesman.

So 'cross the land, behind each door,
 Are worlds of wealth and goods galore.
 They'd ne'er be there—were it not for
 The Salesman.

Yes, others may salute their trade,
 The contributions they have made;
 But it's for him that I'll parade—
 The Salesman.

For it is sales that keep us free,
 That fuel our great democracy,
 And that is why I'm proud to be
 A Salesman.

Focus on Growth

by Mark M. Singer, President, National Food Brokers Association

Good Morning. You are going to be pleased with the Grocers' Panel because they are experts. They know their business—which is your business. We intend to explore some key subjects that affect your business and some of the factors that you need to consider if you want to continue to grow.

First of all, I congratulate your industry on its recent growth and the recognition by so many of you of the opportunities which lie ahead. Opportunities may not be the right word—challenges might be a better word to describe your options, because growth will not be automatic for all of you. There is a strong parallel between your industry and that of the food broker profession just a few years ago. You are primarily local, or regionally oriented. Yours has been primarily a family-owned business, often passed on to the next generation. You are now faced with a decision—a choice of direction. You can choose to continue your present operations, counting on the economic factors that have made your pasta volume great. Or you can capitalize on these factors and adopt professional marketing and merchandising programs that will insure further growth, that can guarantee a permanent place for your own company when others have passed out of the picture. There apparently will be a shakedown, a shrinking in the number of viable pasta producers.

Changes Coming

Changes are coming for your industry just as for others. To survive in the future, we must all pay a price. The price is an uncomfortable and disquieting change in routine, change in attitude, change in policies. Change can be exciting, but it is not easy and it is not always pleasant. You know, everybody wants progress—but nobody really wants change. I once heard an old preacher say: "Everybody wants to go to heaven but nobody wants to die to get there."

Fortunately, the kind of change I am talking about is not that drastic. It is exciting. It is a great opportunity for most of you. You do have wonderful promotional job products with vast sales potential. The National Macaroni Institute is for you. The big question is what you, the individual manufacturer, will do to take advantage of these promotions. Your industry proves you don't have



Mark M. Singer

to be national to be successful. When I talk about growth, it does not necessarily mean growth in size . . . but growth in sales efficiency, in marketing skill, in professionalism.

That is the kind of growth that has made food brokers so important in the field of food distribution. Today's food broker is no longer a one-man organization for whom selling is a game. It is a firm of sales specialists geared to a professional development of the sales potential in the market it serves. It knows the customers' needs as well as its principals' needs. If you look on your brokers as professional partners and work closely with them, you can be sure you are moving ahead in the right direction.

Marketing Opportunities

What are some of the marketing opportunities you can build on? For many of you, pasta is still a commodity rather than a specialty. Sure, you do package it; you do have your own label. But are you still concerned basically with the production phase, and less concerned with the marketing and merchandising? Frequently, pasta is treated as a shelf item instead of a display item. Do you encourage or authorize your representatives to take advantage of tie-in displays?

All too often, some pasta people still think a good promotion means getting on the shelf by outbidding a competitor. That's just trading companies on the shelf. History proves there is no security in that. Some of that money used in media advertising could be far more

successful in building a franchise for you.

I know your association is doing this but how many of you are telling your own customers about the profits in pasta? Or do you take it for granted that they already know this?

Do you capitalize on the merchandising potentials? One of your pasta manufacturers was telling of his favorite Italian restaurant. He took a vacation in Italy, and on his return he told the owner: "You know, I have eaten in some of the finest restaurants in Rome, Florence, and Milan, but nobody serves pasta like you do." The owner shrugged his shoulders: "Why of course. Over there they serve domestic cheese. I serve imported cheese." That is merchandising.

Be Professional

You have a wonderfully nutritious food and have been profiting from its relative economy. Your volume has been growing steadily. The industry promotion is most effective. Are you going to be satisfied with that, or do you see the current sales growth as one great big sampling program for your own products? Are you doing something individually to be sure that you retain your new customers in the future, instead of being pre-empted by others when the situation changes?

The near-term future for meat and other protein products is high price and perhaps short supply. Let's hope you don't follow them. Your opportunity is to establish a secure, permanent place for your product in the American diet rather than as a lower price substitute.

The ethnic origins for the pasta industry are proud ones and should not be discarded. But now is the time to reach for new, broader horizons and a new place for pasta as a basic part of the all-American diet. And that is a job for each one of you, following through on the work being done by your association. That is the kind of job that can mark you as a true business professional.

"The American standard of living is due in no small measure to the imaginative genius of advertising, which not only creates and sharpens demand, but also, by its impact upon the competitive process, stimulates the never ceasing quest of improvement in quality of the product."

—Adlai E. Stevenson

Mark Singer introduced the panelists in turn and asked them to comment briefly on factors relating to pasta sales and merchandising: (1) new product introduction, (2) space allocation for an established product, (3) private label rationale, (4) discontinuance of a product line.



Charles D. Barton

First was Mr. Charles D. Barton, Grocery Merchandiser at Schnucks Markets in St. Louis. He began his supermarket career in 1955 with A & P in the midwest, training in various store level departments. He went with Schnuck Markets in 1969, starting as a store trainee but soon reassigned to the duties of Grocery Merchandiser, his present capacity.

Mr. Barton began: "At Schnucks we have the presentation of the new product by a representative to the buyer. The buyer then presents it to a merchandising committee which meets weekly.

"The discussion includes the product with a live sample and a review of the total product commodity presently stocked. The buyer will prepare a report listing:

- (1) All items stocked;
- (2) Size and pack;
- (3) Retail and gross profit rates;
- (4) Weekly case shipments;
- (5) Weekly gross profit dollar contributions;
- (6) References to SAMI report.

"We then review the proposed new product.

- (1) Is it a new market? For example, Hamburger Helper.
- (2) Is it a duplication of an existing line?
- (3) Sales potential and profit contribution;
- (4) Space available in distribution center and at retail shelf level.

Grocers' Dialogue

- (5) Where item will be stocked.
- (6) Advertising supports: coupons, TV, radio, samples mailed; and duration of support.
- (7) Initial new product promotion allowance and duration of the allowance.
- (8) Seasonal aspect of the new item.
- (9) Promotional or maintenance item?
- (10) Cube of case pack.
- (11) National, regional or local brand?
- (12) Initial distribution of product to our stores upon arrival (all new items are forced distribution).
- (13) Other chains stocking product (not a prerequisite with a totally new product). Sometimes we might be late to take on a new item, but most frequently, we would like to be the first.

Space Allocation for an Established Product

The shelf set is prepared by our grocery specialists who basically works at store level. This is reviewed with the grocery merchandiser. We have recommendations of suppliers for consideration as we do solicit this information from the broker or the direct representative of the company. This is to keep in tune with changes in sales trends or distribution of the product within the commodity.

We refer to company space management reports. These are computer print-out of case sales by item for an individual store. We can define it by store based on its past performance, so we can best tailor that particular shelf set for the particular store. The report also includes gross profit for every item and this is a primary factor. We also look at the space required. We are presently expanding the pasta departments by four linear feet in addition to a four-foot extension created by the introduction of packaged dinners.

Whereas dry pasta sales have doubled in the past six years, the packaged dinner business is up six-fold. Because of the frequency of ad promotional support of long spaghetti, elbow macaroni and egg noodles, they would be given preference for expanded shelf allocation.

Private Label Rationale

We feel pasta products will sell well under a private controlled label. The experience of Kroger or A & P can be cited. However, balance must be maintained with advertised products. Customers must have a choice.

We feel that in the St. Louis area a retail spread of 2¢ a package on a 12 oz. or 16 oz. size is sufficient. Private label distribution is maintained on the volume items: spaghetti, elbow macaroni, shell macaroni, mostaccioli and noodles. We have a gross profit equal to or better than advertised brands; this is presently a little over 20%.

Private label does have preferred shelf position but must not dominate the department—there must be balance. There is a minimum of one private label cut featured monthly. Store orders are secured to assure adequate product availability at the time of advertising. The balance of the time we feature advertised pasta brands.

Discontinuance of a Product Line

Product lines are reviewed at weekly merchandising meetings. As new items are presented the entire product category is reviewed. Velocity reports are reviewed quarterly. We get computer print out on every item we have in our warehouse and distribution center and we watch items with low volumes. We cull out slow duplicate items, but rarely a product line. One-of-kind items are rarely discontinued and frequently only if we can locate direct store delivery or delivery to our secondary warehouse, which gets to the stores once a week.



Jack D. Hardy

Mr. John G. "Jack" Hardy was then introduced. He began his grocery career as a bag boy for Margaret Ann Stores (now Winn Dixie) at the age of 14. He joined Publix Markets in 1953 and has worked his way up as store manager in various markets in the southeastern coastal area.

On New Products

My job is to sell the customer what she wants and to make a fair profit for

Grocers' Dialogue

(Continued from page 5)

our company. I like new products coming into the store.

We are dealing with a mixed market in Florida; people come from everywhere and they often ask for products we have never heard of. If we can get them, we try to do it.

It is my personal opinion that any new product should be given an opportunity on the shelf. Space allocation is dependent upon several things. Among these is how well the representative of the company sells himself and the product. Communications and service from the company to the retailer, through the representative, must be one hundred per cent.

As for private label, we are against it in our stores. I don't think we have more than a half dozen items with our name on them and pasta is not one of them.

Discontinuing a line is one of the hardest things in the world to do. Manufacturers never seem to want to give up an item and retailers won't quit on an item if it is making any sales. Only if a product doesn't sell do I give up on it. I have no facts and figures like Charlie, but I want you to know I'm a loyal pasta product consumer. I eat it for lunch every day.



Edward J. Krenk

Edward J. Krenk, an Area Grocery Merchandiser for Jewel Food Stores in Melrose Park, Illinois, was introduced. He has been with Jewel for thirteen years working up from clerk, produce manager, assistant manager and manager of four units to resident supervisor, district manager of conventional stores, and presently, Area Grocery Buyer-Merchandiser. He is also General Manager for Thee Natural Food Shoppe—Jewel's experimental solo natural food shop.

Crisis after Crisis

The energy crisis came upon us suddenly. Then there were government controls. Fresh meat was hard to buy and the whole world seemed to go upside down.

As you probably know during the last several months pasta has gone out-of-sight. Our record at Jewel for the past three months has just been phenomenal. We have been on a regular program of promoting pasta every week when all of a sudden shelf allocation becomes extremely important. How are we going to get room in the stores to stay in stock? The easiest way to lose sales is to be out of stock. We had to devise plans and alternatives and one thing we did last year was to expand our "Add-Meat" Dinner Section by four feet. This year we are taking it back and giving it to dry pasta products.

We are backing up pasta with continuous promotions. I recently wrote: "From this merchandiser's point of view, the pasta category has changed from a passive one to an exciting one." I have to say "exciting" because all of a sudden you are trying to get product, trying to promote, you have to react because people are looking for pasta and protein and there are not too many sources better in protein than pasta.

Looking at price increases—rice is up about 100%; the dried bean market is up anywhere from 100% to 500%, depending upon the bean. From our figures it looks like pasta costs are up some 50%, not bad relatively, and still a good buy for the consumer.

Food Brokers' Function

Paul R. Bartak, Vice President of E. Skinner, Inc., food brokers in Chicago, was introduced as a selling link between manufacturer and the retailer.

He began: "The food broker looks upon new items as his life blood. After listening to the discussions here I gather that the macaroni industry is not so much interested in new items as they are in selling existing items and finding the supplies with which to make them. But as Mark Singer pointed out the macaroni business is in a new period of growth and this is an ideal time to launch new items. Those items you have had on the drawing board; the item you weren't too sure about. Your customers are seeing and feeling the need for macaroni, spaghetti and egg noodle items.

Where does the food broker come in? He is your marketing gun for the retail market. He is loaded with the bullets for the job you want to get done. You examine the commodities you want to



Paul R. Bartak

get into. You research those items. Give your broker the facts and figures and advertising support to go after the market. He will interpret this information to make it most meaningful to your sales prospects. The broker's job is to get you distribution.

Advertising Age magazine had this to say about new products:

- (1) A product fails if it fails to solve a problem or provide a benefit;
- (2) Do not advertise an attribute of a new product—advertise the benefit or the solution to a problem.
- (3) Sell the product—not the advertising.
- (4) Decide what to say in your advertising—not how to say it.

New products peak in about six years and then decline. Just when it is impossible to predict. But when a market share falls below 80% of its peak experience, the primary growth has terminated. The life cycle of a product may be dependent upon the size of the market to the commodity, the market potential, and the market entry cost. The establishment of new items diminishes the life cycle of older products.

Many companies are deeply involved in new items for protection and growth. Keep your eyes open for the opportunities of the market-place.

Questions & Answers

Mr. Singer: How important do you consider the introductory allowance and how long are such allowances in effect?
Mr. Barton: Introductory allowances are a must; many times a manufacturer will also offer free goods. We are buying a new product blind unless you have a track record on it. You have to give us about four weeks to get distribution of the product and give it shelf allocation. When you start heavy advertising sales go from nothing into orbit

(Continued on page 8)

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Grocers' Dialogue

(Continued from page 6)

and then we have to rebuy it. We don't buy an introductory allowance by guessing what we think we are going to do. We don't have warehouse space to speculate.

Mr. Krennek: I agree 100% with Charlie but he didn't say too much about free goods. As a company we are against free goods. We would rather have off-allowances because our average store does more than the competition.

Mr. Hardy: We take both case allowances and free goods. We are looking to make a profit within our stores. We don't know what the salesman offers down the street and we don't really care.

Mr. Bartak: Everyone is interested in his own profit picture. We are interested in building for the long-term not just short-haul. Most companies offer a heavy allowance at the beginning of the first introduction. Most customers are interested in establishing a retail price before the item is promoted and the introductory allowance generally goes off with the start of advertising. So what happens? The customer really doesn't want to buy in because the track record is unknown; there has been no time for the consumer to come in and react to the advertising. I would rather see a fair allowance to establish the product, to pay for the slot, or whatever terminology might be used. Give the advertising a chance to penetrate for three to four weeks, and then come back with stronger allowances to encourage displays, advertising in tandem, and get a better launch.

Mr. Singer: Jack, how does it work at store level?

Mr. Hardy: I would say half of the new items fail for a variety of reasons. If the product is shipped from the warehouses to the store without instructions no one knows how to prepare the product. If there are no shelf talkers or point-of-sale material we just put the product on the shelf and hope it sells.

Mr. Krennek: Our headquarters demands that every new product introduction be put together with a complete write-up which includes cost, introductory allowance test market results and marketing strategy. In many cases we coupon the manager so he can sample the product himself and in turn sell the consumer. We have shelf tags that say: "New at Jewel" in day-glo color and we leave them up about thirty days.

Mr. Bartak: Jack gave me an opening. The manufacturer should give his retail force backing so they can educate the store personnel, make them aware of the product and how the consumer

reaction is, as well as getting shelf position and expanding shelf area.

Mr. Singer: How about space allocation? Do you ever consider alternative locations for macaroni products?

Mr. Barton: We occasionally have a supplemental display to support an ad; we might display noodles during Lent—lasagne prior to New Year's—that would be the extent of it.

Mr. Krennek: Our Grand Bazaar is an 86,000 square foot unit on the South Side of Chicago—it has 36 feet of macaroni, and that's a lot!

Schematics

Mr. Singer: Do you use store plans or schematics?

Mr. Hardy: We do—the warehouse has this all lined up. Infestation is a problem in the South so if we don't have turnover within a week we may have a problem. We use the SLIM system on a 13-week basis.

Mr. Barton: We have a grocery specialist responsible for shelf sets. Manufacturers are not allowed to change any spacing allocation at store level without coming through the central office. Sales representatives are permitted to check for rotation and freshness of product but they cannot put product on the shelves.

Mr. Krennek: We just started a project called picturegram. We photograph a section, put together a composite, and show the store manager what it should look like. It is not the Bible for every store but it is a good guide.

Mr. Singer: Is space allocation based on one week's movement?

Mr. Hardy: That's the theory of the SLIM system, but I maintain that if you let everything in your store run down to that one case on the shelf you would never get caught up.

Mr. Singer: Jack, how much help do you get from manufacturers' representatives on pasta products?

Mr. Hardy: We handle four pasta lines. I see the representative of the best selling line once a week. I see the others maybe twice a year.

UPC

Mr. Singer: When will Universal Product Code go into effect at retail store level?

Mr. Krennek: We are currently testing a system in our Grand Bazaar and have 200 items coded. We have had a favorable response from consumers and it is certainly going to be a boon to the retail food industry.

Mr. Barton: We are testing registers in two stores—we do not yet have scanners. We will be prepared to install them when it is feasible due to UPC on all the various products. The system

is a sizeable investment even if it is to be recouped in five years—but I think it is exciting and it will eliminate double-pricing.

Universal Product Code

To facilitate widespread implementation of the electronic reading systems, a food industry group has selected a universal product code for marking individual items. This bar code, with ten digits, identifies the manufacturer and the product. Industry sources claim that once the code is widely used, a fully implemented checkout system could save a typical \$40,000-50,000 a week store up to 1.5 per cent on its sales, depending on the cost of the checkout system itself. This saving is significant in light of the fact that most food store operators realize a net profit of less than 1.5 per cent of sales.

Factory Coded

Eventually the code symbol will be marked on the product at the factory, but until label printing machinery is redesigned to include this process, marking will take place at the store, thereby dissipating some of the potential savings. By 1975, however, 75 per cent of all dry grocery items are expected to be marked with the coded symbol at the factory.

When using an electronic reading method on a symbol code or a numerical code, supermarket operators anticipate benefits from eliminating the need to re-mark individual items with every price change. The ECR equipment or "automated checkstand" looks up the latest price for each code that is stored in the computer. This is particularly important in supermarkets where price changes are frequent.

Potential Problems

There are some potential problems with extensive automation, however. Some fear that consumers may object to the lack of price labels on each individual item, but marking only on the shelves may be acceptable if genuine savings to the customer can be demonstrated. In addition, food stores may be faced with difficulties in the event of an ECR's being "down" especially if the number of checkout counters has been cut. If telephone lines are out of service, the store would lose all capability to identify prices if it relies on communicating with a central computer. Furthermore, a code system that must be read by an ECR may prove to be somewhat inflexible and restrictive, although industry standardization efforts are minimizing this effect.

Motivational Studies

Utilizing electronic checkouts to keep track of item sales and relating these sales to a panel of shoppers, Lee Creative Research can tell in two Schnuck Markets in St. Louis who bought what, and can check with the purchaser to find out why. The research firm uses this consumer panel of 400 families per store to identify buying patterns and to study purchase motivations.

Jewel Reports Record Sales

Jewel Companies will report sales of more than \$2.25 billion for the fiscal year just ended, and will report higher profits for the 10th year in a row, Donald Perkins, chairman, told a Stanford Graduate School of Business audience.

Perkins gave the 1974 D. B. Smiley-R. H. Macy retailing lecture at the school, pinpointing Jewel's direction for the next few years.

While it's no secret that more than 70 per cent of Jewel Cos.' volume is from supermarkets, he said, "It's not well known that about 40 per cent of our volume is done in combination stores—a supermarket and either a drug store or a discount unit.

"We expect to do between 75 per cent and 80 per cent of our volume in those kinds of combinations not too far up the road."

Grand Bazaar

Jewel is most excited about its Grand Bazaar operation, he said—68,000 sq. ft. of food store modeled after European hypermarkets, combined with an Osco drug store.

The first of these was opened last September, and has operated in the black the past few weeks, and "will exceed both cash flow and return on investment estimates," he said.

The hypermarket concept appears to do 1-3 more volume per sq. ft., he said in answering a question, and the per capita sales figure is running about \$12 or \$13. The opening of the Grand Bazaar next to an Osco immediately made that Osco the largest volume unit in the chain, Perkins noted.

Is the chain wedded to the idea? "Well, we have two already scheduled and some more on the drawing boards," he answered. "We think Grand Bazaar is the food market of the 1980s."

Asked if Jewel was planning to cut back hours in view of the energy shortages, Perkins said: "When we increased store hours by 35 per cent, we found our energy bills increasing between 10 and 11 per cent. We figure that 55 per cent of our energy requirements are for



Over a thousand cases of American Beauty Macaroni products went into making up this, the world's largest macaroni products display, at Plaza Place Market in Tulare, California. Shown with the display are Plaza Place owner, Steve Gong (right), and American Beauty salesman Lee Rosso.

refrigeration, which must be used whether the store is open or closed.

"Will we cut back? When we look at the business done in those hours, the answer must be no."

He said the Grand Bazaars are open 24 hours, and they do about \$20,000 a week in the hours between midnight and 1 a.m.

More Private Label Buying

Heavier private label buying, increased coupon use and curtailed impulse buying are among the findings of a "We're Listening" survey conducted by Better Homes and Gardens.

The questionnaire was printed in the December 1973 issue of the magazine, which based its preliminary report on 1,000 responses from more than 15,000 received.

Demographically, the head of the household, in 70 per cent of the families responding, ranged from 25 to 49 years of age. Forty-three per cent of the households claimed incomes in excess of \$15,000, with 73 per cent of the homes including at least three members.

Despite the relatively high incomes of the respondents, economy-saving measures are evident. Thirty-four per cent said they had lessened loyalty to most name brand products in the past

six months; 56 per cent described themselves as still loyal, and 10 per cent had increased loyalty.

However, 72 per cent agreed they are buying more store brands, citing lower prices as the reason. Sixty-seven per cent indicated no nutritional difference between brand names and private labels, but 29 per cent disagreed.

Sixty-five per cent do not believe food manufacturers are conscientious about giving full value for money spent.

The majority, 76 per cent, reported increased usage of cents-off coupons within the past half-year. Manufacturers are justified in printing expiration dates on coupons, 56 per cent maintained, while 43 per cent disagreed.

Ease Impulse Buying

A deliberate effort to ease impulse buying is being made by most respondents: 89 per cent said they are controlling impulse purchases; 11 per cent are not.

One householder commented: "I never buy on impulse. I am aware of the areas of a supermarket where an individual is most susceptible to this kind of purchase," which the respondent termed "nonsense product."

While most have not changed reactions to new food products, 30 per cent said they are less willing to sample new items: 28 per cent are more willing and

(Continued on page 18)

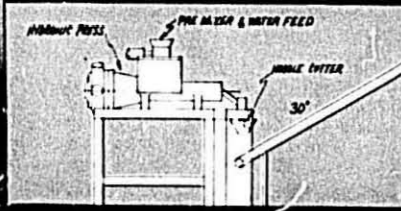
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The Salesman

A SUPERMARKET receives at least 1,000 sales calls a year from manufacturer and broker representatives. The value of these visits depends more than anything else on how individual owners and managers choose to use the salesman's total capabilities. So much so that by taking full advantage of all available services, and cooperating constructively with salesmen, a supermarket will increase its profits by at least 10%—and perhaps as much as 20%.

This is a basic conclusion of *Progressive Grocers Magazine* new salesmen study highlighted in their October-November issues. To pinpoint the real and potential contributions of salesmen to supermarket profits *Progressive Grocer* undertook a series of major research, consulting and reporting projects—adding up to the most comprehensive evaluation ever made of the combined manufacturer and broker sales force and its complex working relationship with the grocery trade.

Among the key findings:

• **A High-Grade Resource.** There is one salesman for every super market in the U.S., and that salesman is typically 30 years old and college-trained, has five years of experience selling grocery products, enjoys his job and is ambitious for advancement in sales with his present company.

• **A Hard Look at Services.** Out of 29 identifiable services and functions salesmen perform in stores, there is considerable disagreement between managers and salesmen on how frequently each is performed. More telling, out of the six jobs that salesmen rate their most important, managers find only half of them the most helpful, and the other half the least helpful of all.

• **A Merchandising Barrier at Chains.** Salesmen say that independents give them a warmer welcome and greater support for their suggestions on merchandising, display and new items. By contrast, 2 out of 3 salesmen report moderate to severe limitations on their store work at chains.

• **A New-Item Opportunity.** Presenting new items is the one pure sales function that store managers put on their list of most helpful salesmen services. Their only big complaint is lack of space, and the need for salesmen to help them find it.

• **A Promising Future.** Asked to consider today's trends and their own new or emerging responsibilities, store owners and managers by and large say that salesmen will become more important.

Salesmen Rate Store Manager's Influence

| Chain Managers | | | Function | Independent Operators | | |
|----------------|------|--------|-----------------------------|-----------------------|------|--------|
| Great | Some | Little | | Great | Some | Little |
| 42% | 43% | 15% | Determining order size | 84% | 13% | 3% |
| 28 | 32 | 42 | Determining order frequency | 55 | 33 | 12 |
| 20 | 51 | 29 | Allocating space | 83 | 15 | 2 |
| 17 | 48 | 37 | Determining shelf location | 80 | 17 | 3 |
| 15 | 43 | 42 | Deciding special display | 81 | 15 | 4 |
| 4 | 7 | 89 | Deciding selling prices | 54 | 31 | 15 |

Retail Salesmen at Work

In-Store Services Performed by Salesmen

Check and report out-of-stock conditions
Check on pricing accuracy
Suggest shelf arrangement for their product category
Recommend order to store personnel
Ask for special display
Pick up or compensate for damaged merchandise
Adjust facings

Set up their dept. in new stores
Provide display material
Offer special merchandising ideas
Offer info. on sales trends in their product category
Discuss or show consumer advertising
Present new items
Discuss their product's quality (ingredients, attributes, etc.)

Build or help build special display
Offer plans or formulas for maintaining well-stocked depts.
Advise about seasonal sales changes
Describe their product's appeal to consumers in store's neighborhood
Check on freshness
Report sales ideas from other stores
Discuss their company's progress and policies

Inventory their items
Stock shelves
Report retail prices found in other stores
Suggest retail prices
Ascertain store performance on merchandising contracts
Offer or pay display allowance
Offer or pay advertising allowance
Redeem company coupons

% Performing in Chain Stores vs. % Performing in Independent Stores

| % | Rank | % | Rank |
|----|------|----|------|
| 98 | 1 | 98 | 1 |
| 95 | 2 | 95 | 5 |
| 92 | 3 | 95 | 4 |
| 92 | 4 | 93 | 9 |
| 91 | 5 | 97 | 2 |
| 90 | 6 | 92 | 10 |
| 89 | 7 | 96 | 3 |
| 89 | 8 | 90 | 12 |
| 87 | 9 | 94 | 8 |
| 87 | 10 | 94 | 7 |
| 83 | 11 | 88 | 13 |
| 82 | 12 | 87 | 14 |
| 82 | 13 | 95 | 6 |
| 82 | 14 | 86 | 15 |
| 80 | 15 | 90 | 11 |
| 79 | 16 | 86 | 16 |
| 78 | 17 | 81 | 18 |
| 75 | 18 | 81 | 19 |
| 74 | 19 | 74 | 21 |
| 62 | 20 | 77 | 20 |
| 60 | 21 | 69 | 23 |
| 60 | 22 | 67 | 24 |
| 51 | 23 | 64 | 25 |
| 48 | 24 | 72 | 22 |
| 43 | 25 | 82 | 17 |
| 38 | 26 | 86 | 16 |
| 29 | 27 | 58 | 26 |
| 27 | 28 | 56 | 27 |
| 25 | 29 | 48 | 29 |

Sales and Profit Building Services Performed by Salesmen

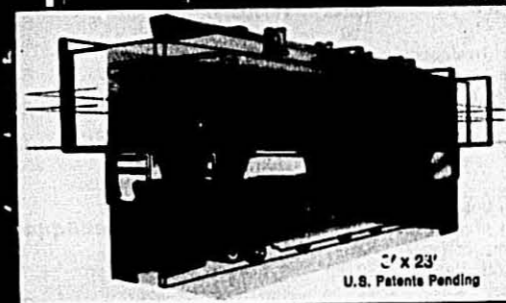
Work done by salesmen is sometimes taken for granted, sometimes overlooked, sometimes undervalued. Here is a summary of their major activities.

- Check and report out-of-stock
- Check pricing and freshness
- Restock and face items
- Suggest shelf arrangement or decoration
- Pick up or compensate for damaged merchandise
- Redeem company coupons
- Offer or pay advertising and display allowances
- Present new items
- Provide samples and product information
- Inform about local advertising and consumer promotions
- Offer merchandising ideas
- Help build special display
- Provide point-of-sale material
- Describe seasonal selling opportunities
- Report prices in other stores
- Inform about sales trends in category
- Present research on local consumers

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- lowers power costs in most areas
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The Salesman at Headquarters

Today, a buyer/merchandiser is making decisions in behalf of some 125 stores, thousands of shoppers, hundreds of store employees, and scores of warehouse workers—all the while keeping an eye on the primary need of his company to make a profit and survive.

In the process he is weighing factors of cost, selling price, profit, ordering, receiving, storing, shipping, advertising, promotion, and display for hundreds of items of varying sales velocity—while keeping the other eye on what his competitors are doing to undercut him.

Of late, he needs a third eye, or perhaps a soothsayer, to divine what the latest government price rulings mean and how they might affect product availability, sales and margins.

Salesmen of both manufacturers and brokers calling on headquarters tend to be older and more experienced than those calling on stores exclusively—and their incomes show. Higher education among manufacturer reps tend to make up for some of the difference in age and experience compared to brokers' men.

| Manufacturers Salesmen Calling on: | | |
|------------------------------------|----------|----------|
| | Stores | Hdqtrs. |
| Age | 30 | 34 |
| Years in business | 5 | 9 |
| Years in present job | 4 | 7 |
| Education (college) | 81% | 81% |
| Income (median) | \$10,500 | \$13,200 |

| Broker Salesmen Calling on: | | |
|-----------------------------|---------|----------|
| | Stores | Hdqtrs. |
| Age | 36 | 43 |
| Years in business | 10 | 20 |
| Years in present job | 3 | 8 |
| Education (college) | 60% | 73% |
| Income (median) | \$9,000 | \$17,000 |

Here are 21 services and functions that salesmen say they perform when they call upon headquarters. Whether manufacturer or broker representatives, they are in close agreement on the importance of their communications and assistance on new items, special promotions and allowances. The average call entails about six to eight of these functions.

Box Score of Sales Coverage
35,000 manufacturer and broker salesmen call on stores.
They average 30 calls per week.
Total weekly calls: 1,050,000.
Weekly cost to pay, travel, equip, and support each man: \$420.
Cost per call: \$14.

How Salesmen Can Help:
What Buyers/Merchandisers Say
"One of the simplest things I can suggest is to keep better records on movement outside my headquarters."

Headquarters Salesmen at Work

| Percent Performing | Mfrs' Men | Brokers Men |
|--|-----------|-------------|
| Present new items | 99% | 97% |
| Handle complaints and special requests | 85 | 85 |
| Make merchandising suggestions | 85 | 87 |
| Review sales trends of his products in firm called on | 92 | 92 |
| Offer special promotions | 91 | 97 |
| Suggest shelf arrangements for his products | 81 | 86 |
| Discuss progress, policies of salesman's company | 89 | 75 |
| Recommend specific order(s) | 89 | 82 |
| Offer advertising allowances | 88 | 97 |
| Present consumer ad campaigns | 87 | 94 |
| Present information on product quality (ingredients, attributes, etc.) | 86 | 90 |
| Present display material | 86 | 92 |
| Offer display allowances | 86 | 97 |
| Review sales trends of his products in firm's sales area | 86 | 88 |
| Report store out-of-stock conditions | 86 | 88 |
| Ask permission to set up his section in new & remodeled stores | 84 | 86 |
| Suggest retail prices | 83 | 86 |
| Pick up and transmit order to salesman's company | 82 | 74 |
| Obtain permission for store coverage | 64 | 74 |
| Offer good ideas from other distributors | 61 | 76 |
| Write own order for buyer | 45 | 41 |

How Informed Are Salesmen?

| Chain Executives | Very Well Informed | | Headquarters Executives Saying Salesmen are: | Wholesaler Executives | |
|------------------|--------------------|--|--|-----------------------|-----------------|
| | Informed | Poorly Informed | | Very Well Informed | Poorly Informed |
| 52% | 6% | % margin on salesman's items | 40% | 10% | |
| 48 | 3 | Trade policies of salesman's company | 40 | 8 | |
| 43 | 5 | Sales trend (up, down, level) | 25 | 11 | |
| 35 | 6 | Seasonal sales patterns | 37 | 9 | |
| 33 | 14 | Sales records of salesman's products in distributor's stores | 16 | 17 | |
| 29 | 20 | Sales of salesman's products vs. competing products | 29 | 11 | |
| 25 | 18 | Salesman's brands' quality (ingredients, attributes, etc.) | 23 | 21 | |
| 14 | 37 | Advertising and promotional plans of distributor's company | 16 | 25 | |

What Headquarters Want in Display Materials

| | Chain Executives Rank | Chain Managers Rank | Wholesaler Executives Rank | Independent Operators Rank |
|--|-----------------------|---------------------|----------------------------|----------------------------|
| Dump bins | 1 | (1) | 2 | (1) |
| Storewide kits | 2 | (3) | 1 | (2) |
| Pre-constructed units | 3 | (6) | 5 | (7) |
| Consumer promotion, tie-ins (contests, coupons, sweepstakes, etc.) | 4 | (5) | 3 | (4) |
| Seasonal theme banners | 5 | (4) | 8 | (3) |
| Pole-type units | 6 | (7) | 7 | (8) |
| Base wrap | 7 | (2) | 11 | (6) |
| Shelf signs | 8 | (9) | 6 | (5) |
| Stack cards | 9 | (12) | 13 | (9) |
| Shelf extenders | 10 | (11) | 9 | (13) |
| Posters for wall or gondola-end | 11 | (10) | 10 | (12) |
| Window posters | 12 | (13) | 4 | (11) |
| Ceiling hangers | 13 | (8) | 12 | (10) |

"Eliminate superfluous marketing buildups from presentations. Tell me what, how much, in what time period (I can read the rest later). Also, cross-reference allowance sheets, showing promotional allowances, display allowances, coupons, etc., in one spot. I've got hundreds of sheets to correlate."
"Salesmen are not making regular calls on our retailers who depend upon them for help."
"The largest gap, in my opinion, is the inability of many salesmen to think like a profit-oriented retailer."
"Salesmen should keep communications open to their top management. Too many of our suggestions go no further than the salesman."
"Maybe it's a sign of the times but salesmen seem to have trouble letting me know the real supply situation. Shortages don't show up until the truck arrives at our dock."
"They've heard it a thousand times. Be prepared. Stick to business. Don't make social calls."

Top Considerations in Gaining Merchandising Cooperation in Stores

| Salesmen Say | Chain Managers Say | Independents Say |
|-----------------------------|------------------------------|-----------------------------|
| 1) % gross profit | 1) % gross profit | 1) Potential sales increase |
| 2) Display allowance | 2) Potential sales increase | 2) % gross profit |
| 3) Brand strength in market | 3) Local area couponing | 3) Brand strength in market |
| 4) Advertising allowance | 4) Display allowance | 4) Display allowance |
| 5) Potential sales increase | 5) Appeal to local consumers | 5) Advertising allowance |

How Salesmen Rate Selling Aids

Most salesmen think the business cards and company brochures they're given are pretty good. Catalogs, price lists, product and company information all rate fairly high too. After that, it becomes clear that many salesmen are dissatisfied with quality of selling aids available for their use.

Sales Motivation Letter's survey of salesmen on their reactions to 34 different types of selling aids shows that consumer marketers are weak in 16 areas, while industrial companies' men indicated 10 weak spots. Practices in 13 types of sales aids were rated "excellent" or "good" by a majority of respondents working for all types of firms.

| Type of Aid | Total | Excellent | Good | Fair | Poor | Don't have, would like |
|-------------------------|-------|-----------|------|------|------|------------------------|
| Ad Reprints | 80 | 21 | 28 | 24 | 7 | 6 |
| Advertising Specialties | 67 | 14 | 21 | 21 | 11 | 21 |
| Article Reprints | 80 | 15 | 32 | 24 | 9 | 9 |
| Audio-Visual Aids | 72 | 27 | 18 | 16 | 11 | 15 |
| Broadsides | 41 | 7 | 12 | 14 | 8 | 7 |
| Brochures | 95 | 39 | 41 | 9 | 6 | 1 |
| Business Cards | 96 | 43 | 34 | 12 | 7 | 2 |
| Buyer Message Forms | 54 | 8 | 19 | 11 | 18 | 14 |
| Call-Report System | 74 | 17 | 24 | 16 | 17 | 7 |
| Case Histories | 76 | 19 | 28 | 17 | 12 | 10 |
| Catalogs | 77 | 35 | 31 | 3 | 8 | 6 |
| Company Information | 94 | 28 | 39 | 21 | 6 | 2 |
| Dealer Premiums | 47 | 8 | 14 | 12 | 13 | 12 |
| Demonstrator Samples | 73 | 30 | 29 | 7 | 7 | 6 |
| Direct-Mail | 83 | 19 | 24 | 22 | 18 | 6 |
| Flip Charts | 61 | 11 | 18 | 16 | 16 | 15 |
| Inquiry Handling | 79 | 9 | 36 | 23 | 11 | 6 |
| Leads | 83 | 20 | 33 | 21 | 9 | 3 |
| Magazine or Newsletter | 72 | 21 | 25 | 21 | 5 | 12 |
| Market-Research Data | 63 | 13 | 17 | 17 | 16 | 20 |
| Miniatures | 34 | 6 | 8 | 13 | 7 | 12 |
| Presentation Kits | 68 | 14 | 31 | 16 | 7 | 9 |
| Price Lists | 84 | 38 | 39 | 6 | 3 | 3 |
| Product Information | 88 | 36 | 36 | 13 | 3 | 3 |
| Product Photos | 70 | 20 | 33 | 8 | 9 | 7 |
| Prospect Information | 72 | 9 | 26 | 25 | 12 | 5 |
| Publicity | 78 | 18 | 22 | 27 | 11 | 7 |
| Record-Keeping Aids | 76 | 20 | 21 | 19 | 16 | 7 |
| Retail Displays | 53 | 12 | 15 | 14 | 12 | 7 |
| Sales-Meeting Kits | 57 | 14 | 17 | 11 | 15 | 10 |
| Samples | 71 | 50 | 25 | 10 | 6 | 3 |
| Trade Advertising | 76 | 17 | 32 | 26 | 11 | 6 |
| Trade-Show Exhibits | 66 | 18 | 25 | 17 | 6 | 10 |
| Truck or Car Signs | 36 | 3 | 10 | 10 | 13 | 16 |

The survey was not a statistically balanced sampling, but simply a questionnaire sent to a random list of readers of American Salesman magazine. Complete responses from 101 salesmen were tabulated. Of these, 52 sell predominantly consumer products, while 49 work for companies in industrial fields. 10 were manufacturers' representatives, while the rest are company-employed.

Industrial and consumer categories were tabulated separately, but most findings were merged after showing that little difference existed—except in those cases noted in the report.

Values reported in each case are actual numbers of respondents, but can be converted to percentage readings for the statistically minded, since there were 101 in the total group.

In addition to requesting an appraisal of sales aids supplied for the salesmen's use, we asked which aids they "Don't have—would like" and which two or three they considered most helpful.

What Retailers Want in Display Materials

| Salesmen Rank | Chain Managers Rank | Independent Operators Rank |
|---------------|---------------------|----------------------------|
| 1 | 1 | 1 |
| 2 | 5 | 4 |
| 3 | 3 | 2 |
| 4 | 9 | 5 |
| 5 | 6 | 7 |
| 6 | 2 | 6 |
| 7 | 4 | 3 |
| 8 | 12 | 9 |
| 9 | 7 | 8 |
| 10 | 11 | 13 |
| 11 | 10 | 12 |
| 12 | 8 | 10 |
| 13 | 13 | 11 |

Salesmen's Ratings of 34 Selling Aids

| Type of Aid | Total | Excellent | Good | Fair | Poor | Don't have, would like |
|-------------------------|-------|-----------|------|------|------|------------------------|
| Ad Reprints | 80 | 21 | 28 | 24 | 7 | 6 |
| Advertising Specialties | 67 | 14 | 21 | 21 | 11 | 21 |
| Article Reprints | 80 | 15 | 32 | 24 | 9 | 9 |
| Audio-Visual Aids | 72 | 27 | 18 | 16 | 11 | 15 |
| Broadsides | 41 | 7 | 12 | 14 | 8 | 7 |
| Brochures | 95 | 39 | 41 | 9 | 6 | 1 |
| Business Cards | 96 | 43 | 34 | 12 | 7 | 2 |
| Buyer Message Forms | 54 | 8 | 19 | 11 | 18 | 14 |
| Call-Report System | 74 | 17 | 24 | 16 | 17 | 7 |
| Case Histories | 76 | 19 | 28 | 17 | 12 | 10 |
| Catalogs | 77 | 35 | 31 | 3 | 8 | 6 |
| Company Information | 94 | 28 | 39 | 21 | 6 | 2 |
| Dealer Premiums | 47 | 8 | 14 | 12 | 13 | 12 |
| Demonstrator Samples | 73 | 30 | 29 | 7 | 7 | 6 |
| Direct-Mail | 83 | 19 | 24 | 22 | 18 | 6 |
| Flip Charts | 61 | 11 | 18 | 16 | 16 | 15 |
| Inquiry Handling | 79 | 9 | 36 | 23 | 11 | 6 |
| Leads | 83 | 20 | 33 | 21 | 9 | 3 |
| Magazine or Newsletter | 72 | 21 | 25 | 21 | 5 | 12 |
| Market-Research Data | 63 | 13 | 17 | 17 | 16 | 20 |
| Miniatures | 34 | 6 | 8 | 13 | 7 | 12 |
| Presentation Kits | 68 | 14 | 31 | 16 | 7 | 9 |
| Price Lists | 84 | 38 | 39 | 6 | 3 | 3 |
| Product Information | 88 | 36 | 36 | 13 | 3 | 3 |
| Product Photos | 70 | 20 | 33 | 8 | 9 | 7 |
| Prospect Information | 72 | 9 | 26 | 25 | 12 | 5 |
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| Sales-Meeting Kits | 57 | 14 | 17 | 11 | 15 | 10 |
| Samples | 71 | 50 | 25 | 10 | 6 | 3 |
| Trade Advertising | 76 | 17 | 32 | 26 | 11 | 6 |
| Trade-Show Exhibits | 66 | 18 | 25 | 17 | 6 | 10 |
| Truck or Car Signs | 36 | 3 | 10 | 10 | 13 | 16 |

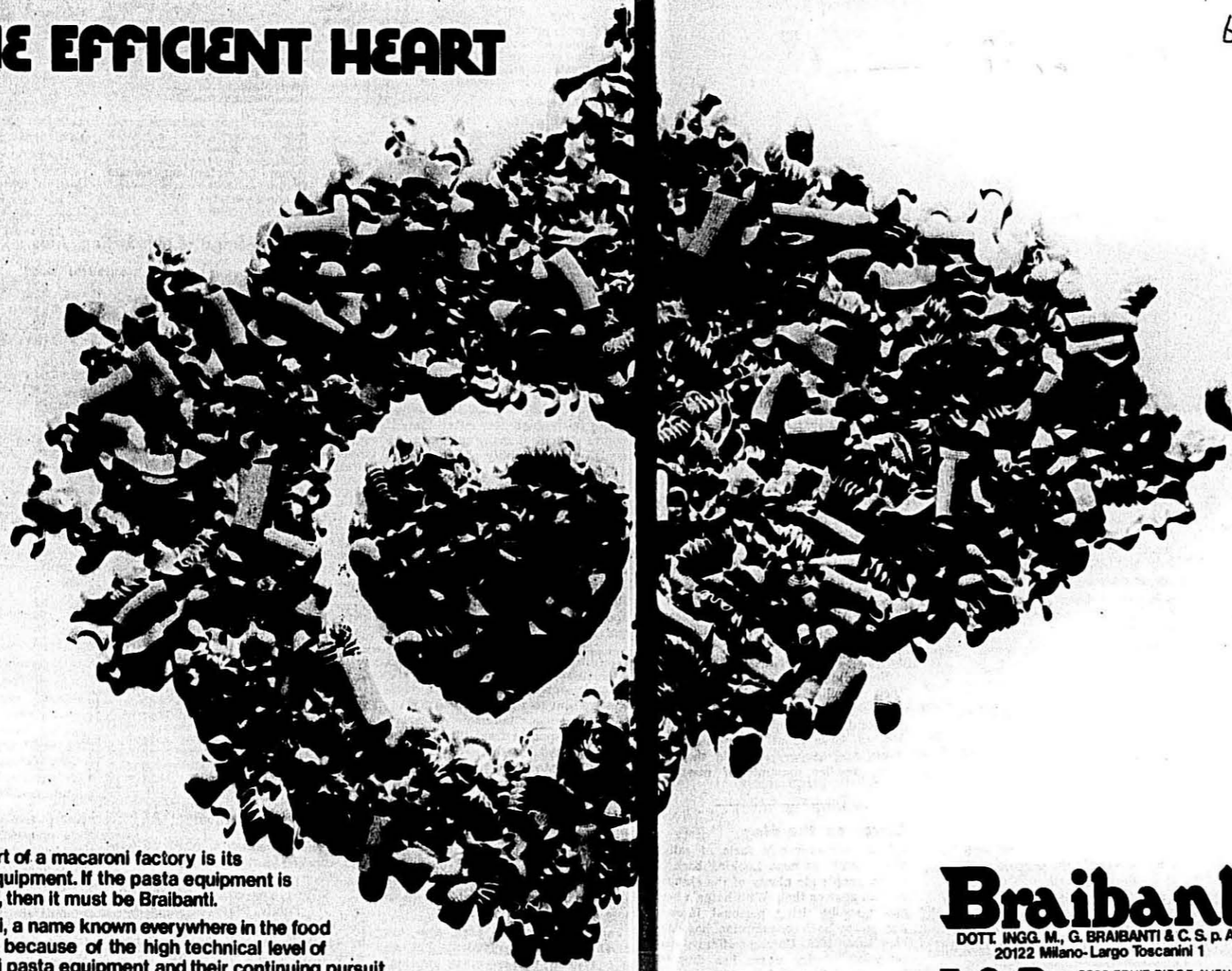
Not Effective?
The questionnaire also asked, "Where you consider certain selling aids are not effective, is it generally because of . . . Wrong aids chosen for the job, or . . . Poorly prepared materials." Poorly prepared materials were cited by 49, while 40 said the wrong ones were used; 12 did not answer.

Your Views Invited?
SML also asked the salesmen, "Does your company invite your views on the selling aids that will really help?" 66 said "yes," while 35 answer negatively. Of the "yes" answers, 51 answered

"yes" to the second part: "Do you believe your views are given adequate consideration?"—but 15 do not believe the company listens. Thus 50 of the respondents say they either are not consulted at all or that, in effect, their opinions are ignored.

In the individual ratings, there was a tendency among a few salesmen to rate all the aids listed—perhaps thus inflating the total responses on the basis of opinion, regardless of whether they are supplied with the particular aids. This, however, was a small factor, and no effort was made to adjust for it. Listing is presented alphabetically.

THE EFFICIENT HEART



The heart of a macaroni factory is its pasta equipment. If the pasta equipment is efficient, then it must be Braibanti.

Braibanti, a name known everywhere in the food industry because of the high technical level of Braibanti pasta equipment and their continuing pursuit of excellence and efficiency. Braibanti is one of the select group of world-wide food machinery companies associated with Werner/Lehara. Together, we can do almost anything.

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PHONE: (616) 453-5451
WERNER/LEHARA TELEX: 22-6428 CABLE: WERNERMACH

Rating Salesmen's In-Store Services, Salesmen's Six Most Important At Chains

- 1) Check/report out-of-stocks
- 2) Ask for special display
- 3) Check pricing accuracy
- 4) Recommend order
- 5) Adjust facings
- 6) Present new items

At Independents

- 1) Check/report out-of-stocks
- 2) Present new items
- 3) Ask for special display
- 4) Check on pricing accuracy
- 5) Adjust facings
- 6) Recommend order

Managers' Six Most Helpful At Chains

- 1) Pick up or compensate for damaged merchandise
- 2) Check on freshness
- 3) Check/report out-of-stocks
- 4) Check pricing accuracy
- 5) Present new items
- 6) Build or help build special display

At Independents

- 1) Pick up or compensate for damaged merchandise
- 2) Present new items
- 3) Check/report out-of-stocks
- 4) Check on freshness
- 5) Check pricing accuracy
- 6) Offer/pay advertising allowance

How Computers Affect Buyer/Merchandisers

Composite of chain and wholesaler executives

| | % of Respondents |
|--|------------------|
| Makes buying more precise | 95% |
| Helps determine profitability of items | 83 |
| Aids in decisions on new items | 75 |
| Helps to anticipate seasonal needs | 68 |
| Simplifies decisions on special promotions | 63 |
| Creates better buyer/salesmen relationship | 56 |
| Helps reveal differing merchandise requirements among stores | 51 |
| Favors creativeness and experimentation | 34 |
| Favors innovation and initiative by salesmen | 22 |

Buyers and merchandisers score salesmen high on knowledge of margins and sales rates of the products they are selling, but wish they knew more about results compared to competitors' products. Salesmen are faulted for not knowing enough about qualities of their own products and the distributor's advertising and promotional plans.

Salesman's Bill of Rights

The salesman calling on a retail store is a trained professional whose services have real value to the owners and operators of that store. As such he is entitled to:

- Respect as an individual representing a specific company, not "just another salesman."
- Full explanation on his first call of ground rules covering his activities within a store.
- Opportunity to make suggestions, consistent with company policy, which he believes will benefit store sales and profits.

Follow-through by store personnel when the owner or manager agrees to display and promotional activities originating with the salesman.

- Clear, concise explanation of why his suggestions are not always acted upon.
- Consideration as a professional with valuable information to impart—not just a source of free labor.
- Freedom from requests for special considerations which go beyond offers to competing stores of similar nature.
- Understanding that his time is important, and undivided attention from the manager or owner for a reasonable period in a respectable setting is his due.

Strict adherence to contractual agreements for advertising, promotion, coupon and display aids offered by his company.

- Honest redemption of coupons and fair payment demands for damaged merchandise.
- The courtesy of the words "Thank you" for services rendered.

Manager's Bill of Rights

The owner/manager of a super market is a qualified professional skilled in many areas of consumer, personnel and industry relations. As such he is entitled to:

- Respect as an individual operating a store with unique problems and opportunities—not "just another stop."
- Know exactly the purpose and extent of a salesman's call.
- Concise presentation of facts at a time when he is able to grant full attention.

Follow-through on promises of display and promotional activities. Realistic suggestions for greater sales and profits, consistent with policies of both manufacturer and retailer. Prompt notification of all manufacturer merchandising, advertising and promotional activities which can affect his store operations or sales results.

The same considerations a salesman gives other managers, including freedom from requests for special favors. Recognition that time should be devoted to useful facts or ideas—rather than "social" calls.

- Salesmen's maintenance of shelf facings, displays and promotional materials consistent only with specifically granted permission.
- Confidence that there will be no undue impositions on store personnel.
- The courtesy of the words "Thank you" for cooperation extended.

More Private Label Buying

(Continued from page 9)

42 per cent have not changed new product buying behavior.

The overwhelming majority frowned on fancy packaging. Ninety-three per cent maintained that fancy packages substantially increase the cost of a product.

Nutrition information on labels is read by 64 per cent. Sixty-eight per cent noted that advertising containing nutrition data would be helpful; 11 per cent said it would be difficult to understand, and 13 per cent claimed it would be unbelievable.

Many householders reported a change in cooking habits: 49 per cent have increased casserole and one-dish meals. 25 per cent are using more flour, and 38 per cent are using canned soup as an ingredient in cooking more often.

Convenience dinners are not very popular with the respondents. Seventy-two per cent said they do not use nor do they like the add-meat meals, although 27 per cent do.

Regarding meat, 48 per cent said their families objected to meatless meals; 52 per cent did not. Forty-four per cent have made it an unwritten law to serve meat fewer times per week, and 64 per cent said they are using smaller amounts of meat for meals.

Lower on the Hog

The new economic facts of eating aren't really so new. Looking back 20 years, people ate plenty of the cheaper protein sources then. With bargain beef and steadily rising personal income, per capita beef consumption has doubled since 1952. Correspondingly, consumption of dry beans has dropped 25%, wheat flour is down 17% and egg eating is down 21%. A reversal in the trend of meat consumption was already registered last year. The relatively cheaper protein source could well pick up in consumption as Americans start again to eat "lower on the hog."

1 page 100.00



TO INSURE QUALITY IN ANY MACARONI PRODUCT, ALWAYS SPECIFY AMBER

In any size — any shape — it's always easier to control the quality and color of your products with Amber's first quality Venezia No. 1 Semolina, and, Imperia Durum Granular.

Nationally-famed macaroni manufacturers have long preferred these superior Amber products because of their consistently uniform amber color, uniform granulation and uniform high quality.

Because of our unique affiliations and connections throughout the durum wheat growing areas, Amber is able to supply the finest durum wheat products available anywhere.

We are prepared to meet your orders — prepared to ship every order when promised. And because of our rigid laboratory controls, highly skilled milling personnel and modern milling methods, you can be sure of consistent Amber quality. Be sure — specify AMBER.

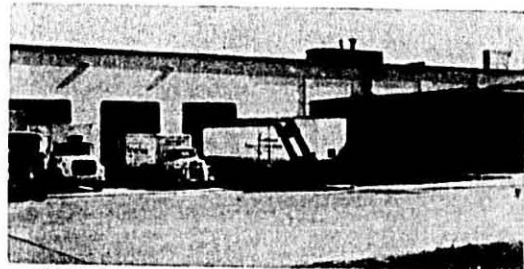


AMBER MILLING DIVISION

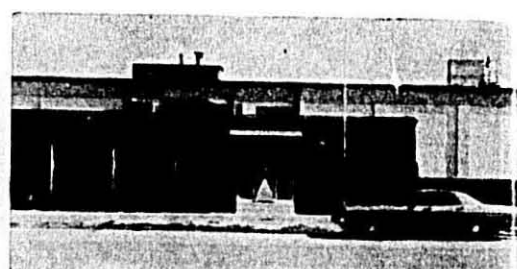
FARMERS UNION GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn.—General Offices: St. Paul, Minn. 55165

TELEPHONE: (612) 646-9433





Pictured here are the shipping docks and office entrance of the new facilities of National Food Products in Elmwood Industrial Park near New Orleans. Jerome L. Tujague is president of the firm; Norman E. Anseman, Executive Vice President and General Manager.



Fairmont Foods Pizza Plant

Construction of the world's largest pizza plant is underway on a 14-acre site within the Irvine Industrial complex in Santa Ana, California.

According to LeRoy Melcher, Sr., chairman of the board of Fairmont Foods Company, "This facility is being built for our Dob Division at a cost of \$5.1 million and will produce a full line of pizzas at the maximum of 1.5 million units per day."

The facility will consist of three main sections with the prime area comprising 160,000 square feet, housing the Dob's food processing, bakery and warehouse facilities. Initial daily production will include a half million pizza shells and 10,000 cases of frozen pizza to be marketed primarily under the Gino's, Arrivederci and Colombo's labels.

Construction of the plant will permit eventual expansion of the bakery area by 20,000 square feet and the warehouse by 100,000 square feet.

More For Your Money

Rice-A-Roni, the leader among rice mixes, is introducing a potent new element into its spring and summer advertising. Recognizing that today's price-conscious homemaker is develop-

ing questioning attitudes regarding package weights in relation to price, new full color advertisements in women's magazines will point out in bold headline that Rice-A-Roni gives you more for your money.

Copy states that Rice-A-Roni Chicken and Beef flavors, for example, contain two ounces more per package than other national brands. The reader is invited to compare Rice-A-Roni with all other rice mixes.

This more-for-your-money campaign is scheduled for Family Circle in May. Similar ads will appear all through the summer in additional women's magazines. Further promotion of this theme is through large-space newspaper ads scheduled in selected markets. The newspaper campaign, which begins in late February, will feature a 10¢-off store-redeemed coupon.

Bay Area Nutritionists Meet

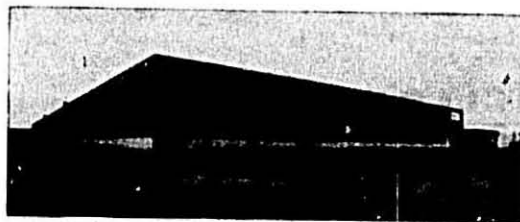
Golden Grain Macaroni Company, San Leandro, is making its meeting rooms available to a newly organized group of nutrition specialists. Phyllis Larson, Director of Institutional Products for Golden Grain and a member of the group, stated that the organization was formed primarily to promote good nutrition throughout the Bay Area. Members include staff advisors from

the University of California Nutrition program, dietitians, home economists, nutritionists plus representatives from Public Health, School Lunch, Heart Association and other organizations.

Calling themselves SAFANGO (Southern Alameda Foods and Nutrition Group Organized), the group met recently at Golden Grain which is one of the suppliers to the U. S. Government subsidized school lunch program. Meeting with the group was Mrs. Betty Murray, State Nutritionist with the Department of Education. Mrs. Murray stated that a dozen workshop programs involving teachers, parents and students are currently being sponsored by the State to gather data to implement nutritional information.

Shopping Cart Ads

Shopping cart ads are beginning their first big test in 1,050 supermarkets in New England and upstate New York. The experiment, organized by Act-media, Inc. and involving 12 leading advertised brands, follows earlier pilot tests that showed an average 19% sales increase for products advertised in carts. Among current advertisers: Gillette, Colgate-Palmolive, General Mills and R. T. French.



C. F. Mueller Co. Warehouse

The C. F. Mueller Company's warehouse in the Port Jersey Industrial-Marine Center, in operation for the past

two years, has proved a major factor in permitting Mueller's to expand production of its macaroni products.

The 115,000-square-foot facility, according to Lester R. Thurston, Jr., pres-

ident of the 107-year-old firm, permitted transfer of warehousing and shipping out of the main plant on Baldwin Avenue. Sixteen bays speed loading and dispatching for long-haul trucking.

Cut it out!...
...and mail today.

1 page \$100.00
Color 30.00
130.00
A.C. 17.50
112.50

To: D. Maldari & Sons, Inc.

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Please rush a copy of
your NEW CATALOG of
Food Extrusion Dies to us.

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557 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215
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America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

MAY, 1974

21

2 page insert \$330.00
 center spread 82.50
 412.50
 A.C. 61.88
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Peavey doesn't quit working until dinner is served.



When the durum wheat is still growing in the North Country, Peavey goes to work. Checking field samples for quality and anticipated yield. Then, we collect and move the harvest through grain elevators and carriers to the mills. Not just flour mills. Durum mills.

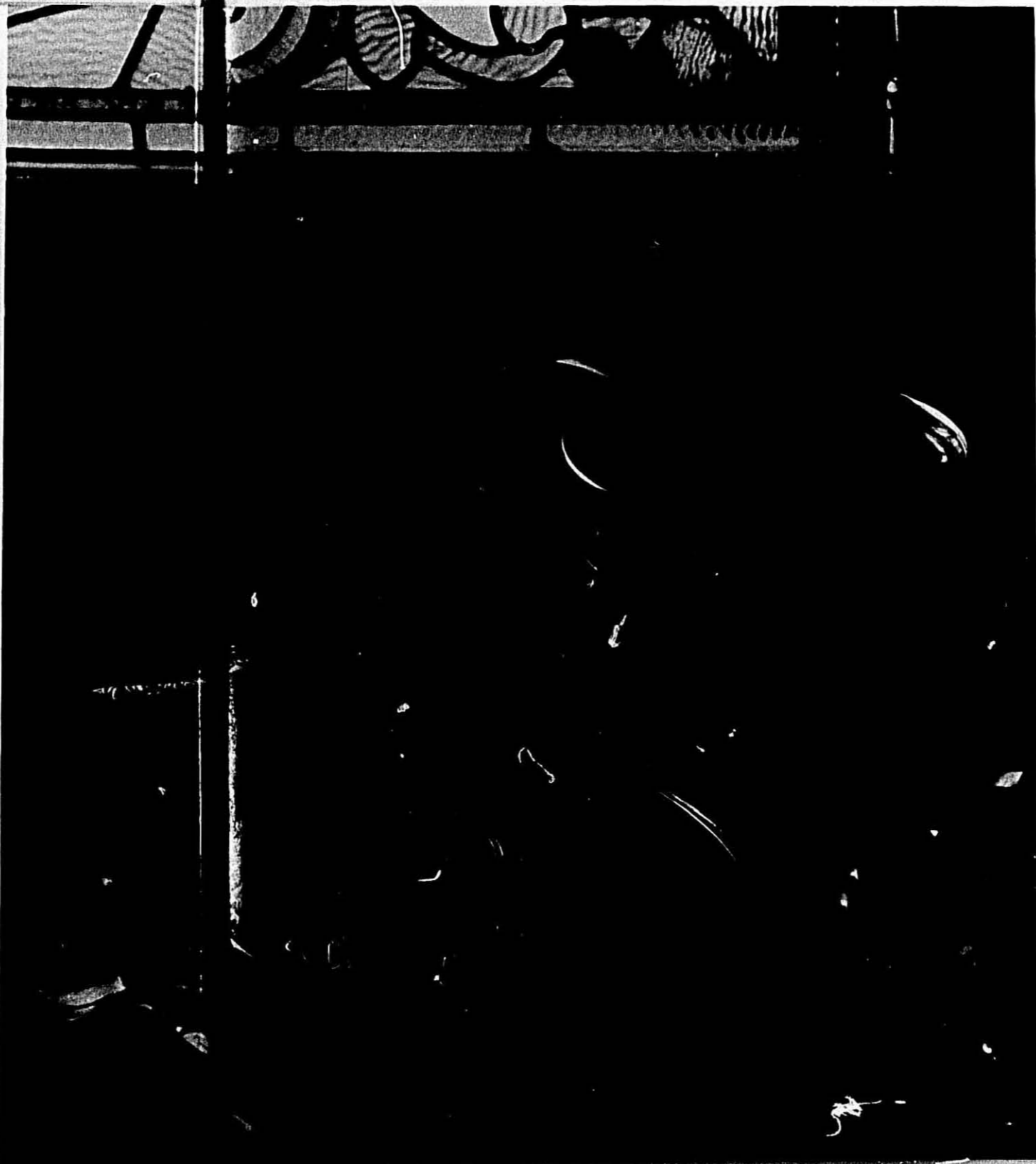
There the grain is processed into the finest King Midas Semolina and Durum flours. By this time, our sales offices are already matching our supplies with your requirements. So you get the finished flour where you want it. When you want it. But we don't stop there. Our Technical Center continues to look



for ways to make our products perform a little better. And to make our systems work a little faster. You've got a good thing going in King Midas Semolina and Durum flour. Because we don't stop working until dinner's on the table.

Peavey Semolina and Durum flour.

Sales Offices:
 Minneapolis, Minnesota (612) 370-7840;
 White Plains, New York (914) 694-8773;
 Chicago, Illinois (312) 631-2700



Quarterly Durum Report

The Agricultural Marketing Service of the U.S. Department of Agriculture reported in March that durum prices have more than doubled since July 1, reflecting the heavy exports of durum wheat and products. North Dakota farmers received an average price of \$7.40 in January, which was \$4.47 above July and \$5.23 a bushel above a year ago. Durum production in 1973 of 84,900,000 bushels was up 16% from 1972 but 8% below the large 1971 crop according to the Crop Reporting Board. Higher prices for durum have prompted growers to increase acreage. Based on the January 1 survey by the USDA Crop Reporting Board farmers intend to increase their acreage by 47% and plan to plant 4,500,000 acres in 1974. A March 1 survey reduced this estimate to 4,200,000 acres for a 39% increase.

Stocks Down

The Crop Reporting Board reported durum stocks in all positions Jan. 1, 1974 totalled 72,000,000, 27% less than a year ago and 40% below two years ago. Current stocks are the lowest for Jan. 1 since 1968. Disappearance during the Oct.-Dec. quarter was indicated at 25,300,000 bushels, about 9,000,000 over the comparable quarter the year before.

Exports for the first six months of the crop year amounted to 24,000,000 bushels, down 4,000,000 from a year ago. Canadian exports of durum, July-Dec. 1973 amounted to 33,700,000 bushels, 8,100,000 under the 41, 800,000 bushels exported the same months of 1972.

Canadian Crop

According to statistics released by the Canadian Grain Commission, the 1973 durum crop was estimated at 57,800,000 bushels. This compares with the 1972 crop of 73,500,000. The Prairie Provinces 1973 durum acreage was down 19% and the yields per acre were 3% below the 1972 figure. For Jan. 1, 1974 Canadian durum wheat stocks totalled 30,000,000 bushels, unchanged from a year ago.

Durum Export Commitments Decline

U.S. Department of Agriculture Agricultural Marketing Service reported only 618,000 bushels of durum were inspected for export for the week ending March 1. This indicates that for the 1973-74 season there was a decline of 1,900,000 bushels to identified destinations on March 3, compared to February 24. There was no corresponding increase in commitments in the 1974-75

season. The substantial portion of this decline was to the European Community.

Unidentified Destinations

In the three categories called "unidentified destinations," there was a decline of 1,700,000 bushels on March 3 over the previous week for the 1973-74 season and only an increase of 100,000 bushels for the 1974-75 season.

An aggregate of export sales & shipments for 1973-74 as of March 3 totalled 68,300,000 bushels from an available supply of 78,000,000, leaving the projected carryover June 30 of 9,700,000 bushels.

Market Weakens

The USDA report on durum planting intentions and the expectation of the Canadian durum carryover running as high as 50,000,000 bushels weakened the market in Minneapolis where Heavy Hard Amber Durum was selling at \$9 at the start of March to \$6.25 to \$6.50 at month's end as terminal elevators were selling to mills.

Mills operated at capacity during March and expanded retail sales are expected to carry well beyond Lent, the traditional peak sales period for pasta. A recurring problem was a scarcity of bulk cars.

Peavey Sells Canadian Elevators

Peavey Company announced an agreement in principle between National Agri-Services Limited, a Canadian subsidiary of Peavey Company, and Cargill Grain Company Ltd. for the purchase by Cargill of the two principal subsidiaries of National Agri-Services. The purchase price was not disclosed.

Peavey said the transaction, involving two National Agri-Services subsidiaries, National Grain Limited and National Feeds & Livestock Ltd., will provide resources for other and better opportunities in both existing operations and future diversification.

National Grain Limited has 286 licensed country elevators, five feed manufacturing plants and a terminal elevator at Thunder Bay, Ontario. National Feeds & Livestock Ltd. operates a retail feed business in four western Canadian provinces and a hog breeding plant at Mt. Lehman, British Columbia.

National Agri-Services will remain as a subsidiary of Peavey Company, with its principal business being a retail stores division presently consisting of 17 retail merchandise stores in Manitoba, Saskatchewan and Alberta.

The transaction is believed by both companies to fall within the guidelines of the Canadian Foreign Investment Review Act and regulations.

Peavey Company is a diversified food and agribusiness company with headquarters in Minneapolis. Cargill Grain Company Ltd., headquartered in Winnipeg, is a subsidiary of Cargill Incorporated of Minneapolis.

Grain Hauling Record for Burlington Northern

A grain-hauling record again will be set by the Burlington Northern Railroad this year, Robert O. Avery, assistant vice president, grain and grain products, forecast.

Mr. Avery said Burlington Northern had set a grain hauling mark in 1973 of 908,686,200 bus moved to terminals, up 16.6% from 1972. He said the line handled 357,052 grain car loadings in 1973 compared with 308,092 in 1972.

He stressed that a new record in 1974 will depend on availability of bunker fuel for ocean-going ships and Great Lakes vessels and greater flexibility at ports.

USSR & China

Pointing out that while the U.S.S.R. again will be a buyer of U.S. grain this year, he added the Soviet Union is not expected to purchase as much grain as in 1973. The Soviet Union will primarily be interested in feed grains, including corn. "The People's Republic of China is expected to pick up the slack created by a reduction in purchases by Russia," Mr. Avery said. "China already has purchased some of this year's crop, as has Japan."

Even if the U.S. exports less wheat this year, the Burlington Northern does not handle as much wheat as the rail road could have hauled because blocked ports prevented full utilization of the line's grain hauling fleet.

"We foresee an increase rather than a reduction in wheat handling for the railroad this year," he said.

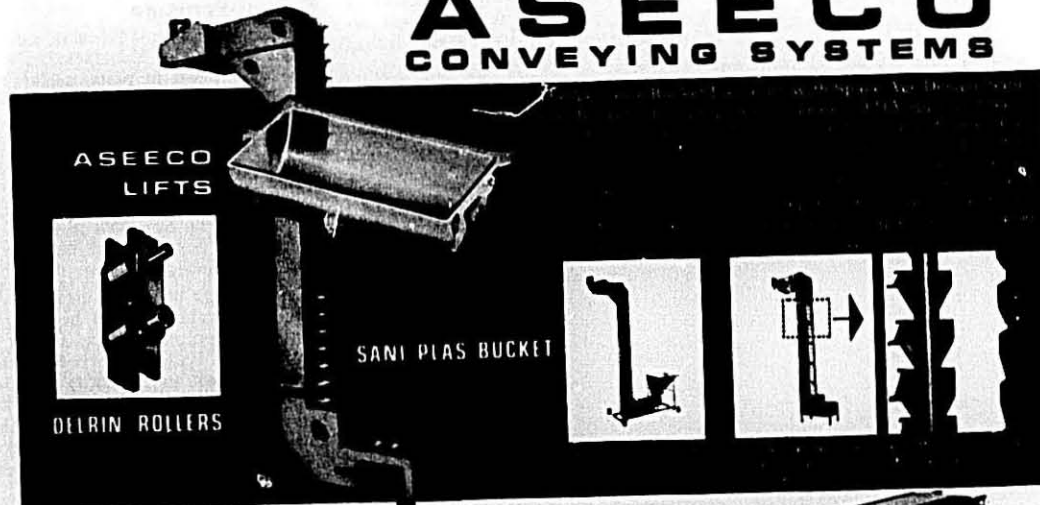
Railroaded

If you can find some product to sell you probably can't find a rail car for it. If you can get a rail car, you may have to pay by the cubic inch. As of Feb. 22 it cost 5% more to ship by train. In addition, an additional fuel-caused 2.1% surcharge ended March 15—and is expected to be replaced by another 5% increase.

Durum Up-Date at the NMMMA
70th Annual Meeting
The Broadmoor, Colorado Springs
June 30 - July 2

THE MACARONI JOURNAL

ASEECO CONVEYING SYSTEMS



ASEECO
LIFTS

DELTRIN ROLLERS

SANI PLAS BUCKET

BELT CONVEYORS

A complete line of sanitary, modern streamlined standardized belt conveyors applicable to most conveying applications. Custom special designs available. Write for Bulletin CC-20



VIBRATING CONVEYORS

Ideal for conveying materials without degradation such as potato chips, cereals, snack foods, etc. Sanitary—self-cleaning troughs balanced designs, capacities up to 6500 cu. ft./hr. Process designs available for screening, dewatering, cooling and drying while conveying. Write for Bulletin CVC-30

BULK STORAGE AND MODULAR DISTRIBUTION SYSTEMS



ACCUMAVEYOR

The only Automatic Belt Storage System with first-in and first-out for the storage of non-free-flowing materials such as snack foods, cookies, frozen foods and/or other items prone to bridge.

Capacities up to 70,000 lbs.
Bulletin CAC-20

MODULAR VIBRATOR DISTRIBUTION SYSTEM

A unique system for the simultaneous distribution and delivery of non-free-flowing products from storage to multiple packaging points on demand by the use of a modular vibrator concept. Positive delivery on demand. No starvation possible. No recirculation which causes product degradation. Feed any number of packaging machines at different rates simultaneously.

Any line can be extended to service additional points. No return runs. Compact, self-cleaning. Write for Bulletin CMV-10

Write for your nearest representative.

ELECTRIC PANELS AND CONTROLS

The key to practical automation is in the design of a system using electrical components such as photo controls, sonar devices and solid state relays. Aseeco engineers incorporate proven commercially available components which are standard and do not require extraordinary attention. If you are contemplating a plant expansion, contact Aseeco Corporation for the following integrated services: Plant engineering and layout, electrical and mechanical, supply of equipment, erection and startup. All from one source with one responsibility.

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European Durum Requirements

LATE in 1973 Michael L. Hall, Administrative Officer of Great Plains Wheat, Inc.; Leonard D. Sibbitt of North Dakota State University; and, Alessandro Morgante, Great Plains Wheat Marketing Consultant from Rome, made calls in Europe to present current data on the quality of 1973 wheat from the United States and to review the worldwide wheat supply-demand situation.

The following are highlights from their report.

Italy

Italian requirements for durum imports between January and June, 1974, when supplies from the new Italian crop are available, stand at 500,000 metric tons, with supplies then on hand to cover milling requirements through March. Semolina is normally milled from one-third domestic Durum, one-third North American Durum and one-third Argentine Durum. Most millers reported that they were not receiving offers on either U.S. or Canadian Durum, and, in those few instances of Canadian offers, the f.o.b. prices were too high.

The Italian government's fixed price of pasta products at approximately 120 lira per kilogram put mills and manufacturers in an extreme cost-price squeeze. Macaroni manufacturers reported a minimum of 200 lira per kilogram would be necessary to operate at an acceptable profit margin.

Italian sources report that the Argentine Grain Board was proposing to bypass the Italian grain importers in order to negotiate Durum sales on either a government-to-government basis or directly to a buying consortium of mills. Although the overall Argentine wheat production was forecast at no more than 5.4 million tons, down 1.4 million tons in 1972-73, the Argentine Durum harvest would be about 640,000 tons, up about 100,000 tons from 1972-73. The millers pointed out that their requirements could still not be met. The millers were confident that additional supplies of domestic Durum would reach the market if the government allowed higher prices.

Contrary to earlier reports, the Italian government has not legislated a relaxation of the 100% Durum requirements for milling semolina flour. It was reported, however, that this requirement is increasingly being overlooked and increasing amounts of bread wheats are being mixed with durum for grinding semolina. If this practice

continues it could open the possibility that U.S. Hard Red Winter Wheat exports could be increased to the Italian market.

In the opinion of many, the quality of pasta in recent months has deteriorated, and it was hoped that if Durum could be obtained from Argentina it might help to resolve the situation temporarily.

Switzerland

In Switzerland Dr. Oberhansli of the Swiss Purchasing Administration emphasized that the trend in Switzerland is toward increased wheat imports from the U.S., up to 50% more this year than in 1972-73. He stated that during the 1972-73 crop year, Switzerland imported 45,000 metric tons, or 23 per cent of its total wheat imports from the U.S. but that during the July-October, 1973 period, Switzerland had already imported 65,000 metric tons or over 50 per cent of its total wheat imports for the period from the U.S. He continued that the U.S. was the only open wheat market in the world and that prices for U.S. wheat were lower than similar Canadian wheats.

France

France is an insignificant importer of wheat, usually importing only about 10 per cent for blending purposes with its domestic wheat in mill grist. The U.S. classes of wheat imported are Hard Red Winter, Durum and to a lesser degree Dark Northern Spring. According to the millers, the chief interest is Durum because the domestic consumption requirement is approximately 500,000 tons and current French production averages about 400,000 tons. With continued increases in Durum production, several millers project that the French might be self-sufficient in Durum production within the next five years.

United Kingdom

Pasta consumption in the United Kingdom has increased very rapidly during the past five years and 1973 should have been another record year for them. In 1972-73 the United Kingdom had purchased about 2,800,000 bushels of Durum from the U.S. and then dropped to zero. Milling officials complained about the poor quality pasta being imported from Italy and West Germany. They pointed out that they need help in advertising good quality pasta products in an attempt to combat the sales of the products from Europe.

Next Month Feature:
Macaroni Around the World

Buitoni-Perugina

Industries Buitoni Perugina, one of Italy's leading food manufacturers with a heavy interest in pasta, achieved a 35% increase in earnings for the fiscal year ended Dec. 31, 1973, it was announced by Sig. Paolo Buitoni, chairman. He attributed the record showing primarily to the company's overseas interests, which accounted for 38% of the 1973 volume, up from 30% in 1972, and for 39% of the group profit, against 28% in the preceding year.

On the other hand, earnings in Italy were unfavorably affected by government price control measures instituted last July. Sig. Buitoni observed that the group's request for authority to raise prices for dry pasta and baby foods had recently been turned down by the government. At the same time, he saw continued active demand for the company's products.

Turnover of I.B.P. in the 1973 fiscal year is reported at 190 billion lira, up 23% from the prior year, while net profit was 3.1 billion lira, an increase of 35% over the 1972 net. Based on a lira value of \$0.001542, the volume in U.S. dollars was around \$276 million and net earnings were \$4,780,000.

About 70% of the Buitoni capital stock is owned by the family, the balance having been sold to the public in a restructuring that began in 1969.

Egg Review

The Crop Reporting Board stated 5,159 million eggs were produced during February, 1% less than a year ago.

Layers on hand during February averaged 294 million, 1% below a year earlier. Layers on farms March 1 totaled 293 million, down 1% from the 297 million in 1973. The rate of lay on March 1 averaged 83.3 eggs per 100 layers, up from 82.7 a year ago and 82 on February 1, 1974.

Egg-type hatch totaled 38 million in February. Eggs in incubators on March 1 were at 39.7 million, 13% below a year ago. Potential layers totaled 346 million, up 1% from March 1, 1973.

Shell eggs and processed products trended lower in price during the month of March.

Processed Eggs

A total of 45.3 million dozen shell eggs were broken in February, 1974—up 18% from a year ago.

Frozen egg products amounted to 28.4 million pounds, 8% more than last year. Dried egg production was 5.3 million pounds, 23% above the period a year ago.

The Broadmoor, Site of NMMA 70th Annual Meeting

Activities begin June 30 through July 2

ONE of the nicest things about its present is its past." Past and present. Each shares virtue and distinction. And since 1918, The Broadmoor has preserved its glowing past in a timeless legacy of mint-bright, always-new leisure pleasures. The best of many wonderful years.

Active, uptempo, The Broadmoor is unchallenged in its unique resort gifts—presented in the matchless setting of the Colorado Rockies' spectacular Pikes Peak Region. Gracious, relaxed yesterdays lend their flair to the contemporary Broadmoor scene. There is no generation gap in our family of good things.

Make your own happy discoveries. Golf on the Broadmoor's two 18-hole championship courses designed by Robert Trent Jones. Swimming, in a pair of topaz heated pools fed with crystal mountain spring water. Horseback riding on scenic frontier trails.

Less demanding but just as fascinating are all The Broadmoor's fashionable shops and boutiques dotting the buildings and grounds—and its own comfortable theatre, showing top motion pictures nightly.

Nearby Attractions

The Broadmoor shares the unique with its world famous neighbors. Five minutes away, the renowned Cheyenne Mountain Zoo. Nearby, the nostalgic monument to the great humorist, the Will Rogers Shrine. The Pikes Peak Cog Railway to the summit of the towering mountain, 14,110 feet high. The magnificent United States Air Force Academy, an inspiring monument to space-age education. And, in an easy drive, the world's highest suspension bridge over the 1,953 foot deep Royal Gorge.

Dining Is An Experience

Dining at The Broadmoor is an experience in award-winning good taste. Crowning the nine-story Broadmoor South, the famed Penrose Room affords superb European cuisine and service.

More informal, The Boardroom Tavern abounds in unique touches. Lively orchestra at luncheon, dinner and for evening dancing. Just adjoining, the Garden Court—bright with tropical foliage and a skylight open to sun and stars.



Most easygoing is the friendly Golden Bee—a restored 18th century English pub, with original imported fittings and woodwork. It's known for jovial camaraderie, fine stouts and ales, and a savory beef-and-kidney pie.

Even in late June cool evenings suggest bringing some medium weight clothing. Sportswear is favored for daytime, while gentlemen are requested to wear jacket and tie to dining rooms and lounges after six.

The Broadmoor will be full to overflowing when we meet. Fifty rooms have been allotted to directors and their families for Saturday arrival, June 29. Others may be accommodated at motels on Saturday, with a Sunday transfer to the Broadmoor—or Sunday arrival.

Sunday Steak Fry

Sunday's schedule calls for a Board of Directors luncheon at noon; general session on product promotion for all at 2 p.m. and a Western Steakfry at Rotten Log Hollow up in the mountains Sunday evening.

On Monday, speakers come from government and industry in a morning's session. A golf tournament is scheduled for the afternoon with a Supplier's Social at the Golf Club in the evening. Dinner may be taken at the place of your choice.

Mario Singers

Tuesday's business session deals with management matters. The tennis tournament is planned for the afternoon and the reception in the evening is at poolside. The banquet will be in the Dining Room with entertainment by the Mario Singers.

Board of Directors meet Wednesday morning, adjourning by noon for check-out. Those who want to stay for the Fourth of July may do so if they make prior arrangements with the management.

Macaroni In Magazines

Good Food, a good little magazine that began life last summer with a healthy one million circulation soon ran into trouble with rising costs of paper, postage, distribution, et al. It offered less profit to supermarkets where it was distributed than its sister magazine from Triangle Publications, TV Guide, which sells almost ten million copies a week at the checkout counter.

Good Food, in April, carried a feature: "Pasta Past and Present." There were four pages of general background illustrated by Rick Meyerowitz. Then a double-page spread with a photograph showing a steaming pot and a multitude of macaroni shapes. This month's

(Continued on page 28)

Macaroni in Magazines

(Continued from page 27)

best buy on the cook's book shelf was listed as "365 Ways to Cook Pasta" by Jacques Harvey, Doubleday and Company, Inc., New York, \$5.95. A half-dozen recipes are given, all of which sound delectable.

What's New in Home Economics, professional magazine, in the March, 1974 issue, pictures on the front cover "New Main Dish Ideas For the Classroom" with an apothecary jar of noodles and a finished dish of Skillet Franks and Noodles.

"Double Your Dollars With Pasta," urges our old friend, Jack Denton Scott, author of *The Complete Book of Pasta*. This article appears in *Budget Recipes and Money-saving Shopping Guide*, Summer Edition, and carries a half-dozen recipes along with some interesting background such as "Pasta is not a weight builder."

Reader's Digest for March had an article "Italian Cooking—Good Eating on a Low Budget" by Joseph Wechsberg, author of "Cooking of Vienna's Empire." He credits "Italy's great culinary unifier is pasta, as Italian is opera, and synonymous with 'food.'"

Other recent magazine features on macaroni products include:

Epicure, February-March, Spaghetti and Meat Sauce recipe with color illustration.

Glamour, February, "Cooking Your First Creative Casseroles" story features noodles in Meatball Stroganoff recipe.

Good Housekeeping, February, "You and Your Diet" includes Golden Macaroni Salad.

Farm Journal, February, Italian Green Beans with Noodles recipe in color photograph.

Southern Living, February, Chili Mac Stew.

Sunset, February, "February Menus" story includes Fettucini Verde recipe.

Southern Living, March, Two recipes—Chicken Tetrazzini and Crab Cheese Casserole using noodles for ingredient.

Soul Confessions, March, National Macaroni Institute color photo and recipe—Creamy Tuna Lasagne.

True Story, March, noodles as an ingredient in Hamburger Stroganoff recipe.

Woman's Day, March, pasta products used in six recipes.

Workbasket, March, noodles used in Halibut Casserole recipe.

Now Tomato Paste Feels the Squeeze

"The pipelines are empty."
"There is no product available at any price."

"We've been on allocation since the beginning of the year and have supplied customers with only 75% to 90% of their last year's needs."

It is not the energy crunch that producers and buyers are describing but rather the great tomato paste squeeze. One canning industry veteran describes tomato paste as "the hottest thing I've seen in 40 years in the business," although other commodities, from peas and corn to peaches and salmon, are also in tight supply.

Shakey's, Inc., a Colorado pizza parlor chain with 460 franchises, loaded up on tomato paste last summer and is glad it did: The price per case has jumped from \$8.50 to nearly \$12. But others have not been so lucky. Acme Markets, Inc., an East Coast supermarket chain, notes that institutional-sized drums of tomato paste are in especially short supply. A spokesman for the National Canners Assn. comments that the military is having a particularly bad time because "the Army travels on tomato paste."

A spokesman for the Great Atlantic & Pacific Tea Co., confirming the shortage, predicts, "It's likely to be around until the new pack in June or July." But he says it is apparently not spreading to less condensed products such as tomato juice and catsup, or packed whole tomatoes. "Tomato paste is very tomato-intensive," he says. But Kroger Co., the big Cincinnati-based Midwest retail chain, has "no more of a problem on tomatoes, sauces, paste, or catsup than on anything else," says a spokesman.

Good Crop in 1973

The tomato paste deficit comes even though the California crop was the second best in history in 1973—nearly 5-million tons, including 700,000 535-lb. bbl. of tomato paste. But there was a low carryover from the 1972 pack, and the Cost of Living Council sat on a request for price increases in 1972, which canners say caused a "very rapid rate of utilization."

In addition, unseasonable rains hurt tomato crops around the Mediterranean, and dollar devaluation forced major U. S. suppliers, such as Portugal, to stop selling in the U.S. They are selling instead to such countries as Japan, where hunger for pizza has multiplied demand for tomato paste tenfold in

four years—from 100,000 cases a year to 1-million. W. D. McCormack, vice-president of Tillie Lewis Foods, Inc.—the largest domestic producer of tomato paste, says that 200,000 bbl. of imported paste (107-million lb., or nearly 30% of California production) has been cut off.

Obviously, with the foreign price of tomato paste at 15¢ to 17¢ per lb. over the U. S. controlled price, it is difficult for U. S. users to contract for foreign supplies. And when they do, it is at a sharply increased price. Marvin Lerner, executive vice-president of New York's Bohack Corp., says that last year imported paste cost about \$1 for three cans and now sells for 89¢ a can or "sometimes a special for 79¢."

1974 Boost

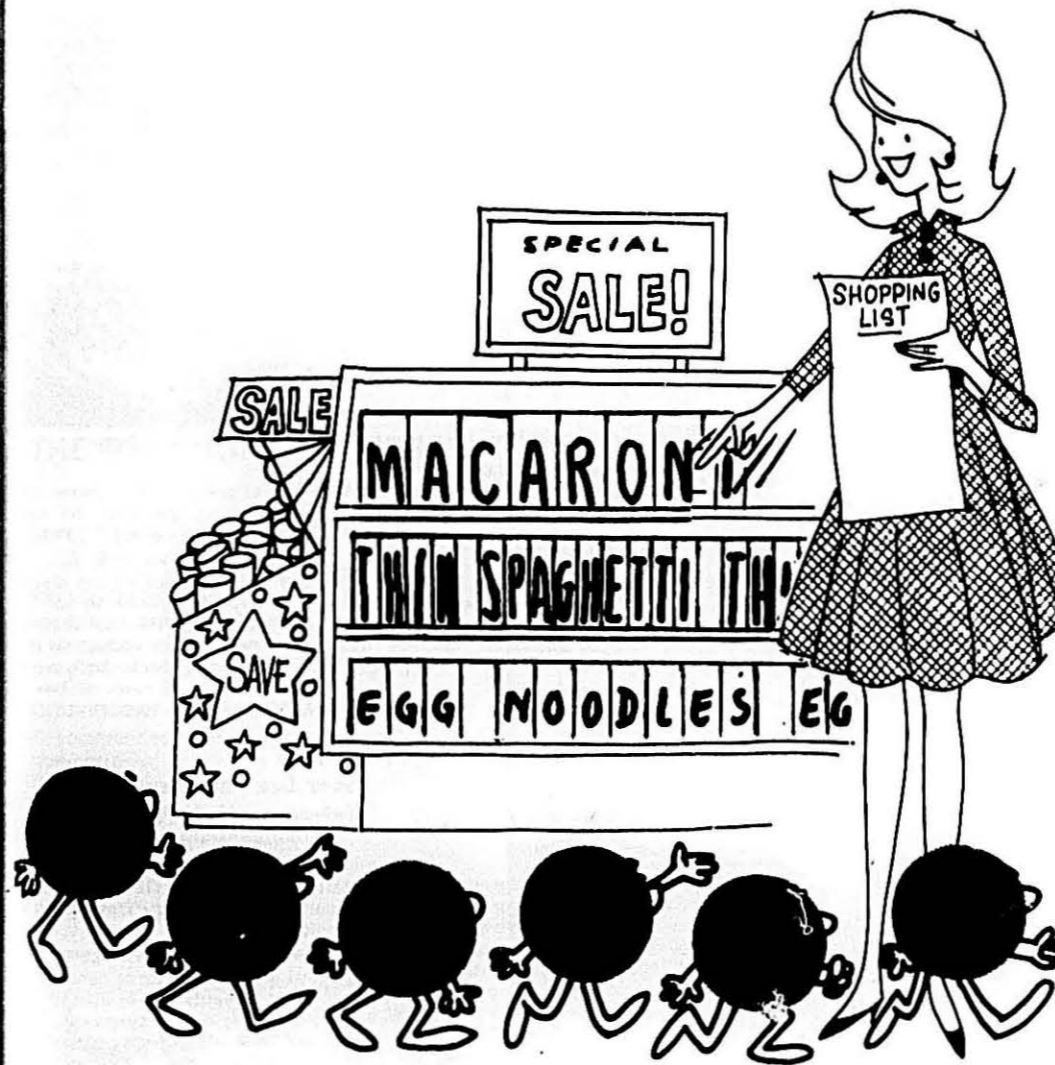
To help meet demand for tomato products, California growers and packers are planning to boost the 1974 pack by 20% to 6-million tons. But there is heavy competition for acreage with other products, such as cotton, which sells for 75¢ per lb., and green beans, which get 55¢ a lb.

To handle this increase, De Monte Corp. Vice-President Frank O. Cullen says the industry will install a dozen new \$250,000 evaporators to boost paste production by more than 30% this year. Tomato paste has become what Cullen calls an "industrial commodity," and its importance will remain as long as soups, sauces, hamburger, spaghetti, and pork and beans are dinner staples.

Will there be rationing, black marketing, and tomatoless Sundays? It is not impossible, but Cullen rejects the idea. "There is not enough around for anyone to hoard."

Are Organically Grown Foods Really Different?

Long and deep digging at three experimental stations in the U.S. and England has turned up substantial statistical data to support the idea that non-organically grown foods are just as nutritious as so-called organically grown types. In a nutshell, a Scientific Status Summary from the Institute of Food Technologists reveals that 1) organically grown foods are nutritionally identical to those grown by conventional methods using inorganic chemicals and 2) improvement of the soil can increase crop yield and size, and affect mineral content, but not plant composition in the form of major nutritional characteristics. These are determined primarily by genetic makeup of the seed and plant maturity at harvest.



Macaroni Makes Sense / Cents

Macaroni makes sense for the consumer to balance her food budget.

Macaroni makes cents for the grocer in building related item sales.

The Institute makes sense for macaroni manufacturers by building a bigger market for macaroni. Send your pennies in each month.

NATIONAL MACARONI INSTITUTE

P. O. Box 336, Palatine, Illinois 60067

Multi-Meal, Money-Saving Pasta

PASTA comes quickly to mind in planning company menus. In these days of high food costs, it takes ingenuity to create an appealing meal for guests without wrecking the budget. Home economists of the National Macaroni Institute have some suggestions. If meat is your choice, make the selection carefully. Buy not only for the special occasion. Think and plan ahead for other meals. Consider baked ham accompanied by a noodle cheese ring and mustard sauce, great for buffets or sit down meals. On subsequent days, use the soup bone and remaining meat for a hearty nourishing soup.

Here's a tip to save cooking time. Cook one pound of egg noodles to follow the recommendations outlined above. Use half of the noodles for the ring to go with the baked ham. Refrigerate the other half, and they're all ready to mix into the soup.

Wise homemakers realize the nutritional value of pasta. Mixed with complete protein foods, meat, fish, cheese, eggs, poultry, pasta is a fine quality protein source. Enriched pasta contains substantial amounts of the B vitamins, niacin, thiamine and riboflavin in addition to iron. Low fat, low sodium macaroni products supply energy through the carbohydrate content.

Cheese Noodle Ring With Mustard Sauce (makes 6 servings)

16 ounces medium egg noodles (about 8 cups)
2 tablespoons salt
4 to 6 quarts boiling water
1 cup milk
3 eggs
1 teaspoon salt
2 teaspoons Worcestershire sauce
¼ teaspoon pepper
1 cup shredded Cheddar cheese
Baked ham
Mustard Sauce*

Instructions

Gradually add noodles and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Measure 4 cups cooked noodles; cover and refrigerate.** Set remaining noodles aside for noodle ring.

Meanwhile, in large bowl, beat milk, eggs, 1 teaspoon salt, Worcestershire sauce and pepper until well combined; stir in noodles reserved for ring and cheese. Spoon into well-greased 6-cup ring mold. Bake in a 350° oven 30 minutes or until knife inserted in center

comes out clean. Loosen ring from sides of mold with spatula. Unmold. Serve with ham and Mustard Sauce.

Mustard Sauce

*Mustard Sauce: (makes 2 cups) In medium saucepan, melt ¼ cup butter or margarine. Stir in ¼ cup all-purpose flour, ¾ teaspoon salt and pepper. Cook over medium heat until smooth and bubbly. Gradually stir in 1 cup milk and 1 cup chicken broth; cook, until sauce thickens and just begins to boil. Stir in 2 tablespoons prepared mustard.

Noodle Ham Soup

**Use remaining medium egg noodles in Homemade Noodle Ham Soup.

Homemade Noodle Ham Soup (Makes 12 cups or 6 to 8 servings)

4 bacon slices
1½ cups chopped celery
1 large onion, chopped
9 cups hot water
1 can (28 ounces) tomatoes
1 ham bone (with some meat)
¼ cup chopped parsley
1 tablespoon salt
1 bay leaf
1 teaspoon sugar
¼ teaspoon pepper
4 cups cooked medium egg noodles
1 package (9 ounces) frozen mixed vegetables, thawed
Grated Parmesan cheese (optional)

Instructions

In large 6-quart Dutch oven or saucepot, cook bacon until limp. Add celery and onion; saute until tender, stirring occasionally, about 5 minutes. Add water, tomatoes, ham bone, parsley, salt, bay leaf, sugar and pepper; heat to boiling. Reduce heat to low; cover and simmer 45 minutes, stirring occasionally. Remove bone and bay leaf. Cool ham bone slightly; remove meat from bone. Add ham, noodles and mixed vegetables to hot mixture. Cook until heated through, about 10 minutes. Serve with grated cheese, if desired.

Note: If soup is reheated, add bouillon or stock if needed for desired consistency.

Sara Lee Macaroni & Cheese

The Kitchens of Sara Lee, Food Service, announces two new macaroni items—Macaroni and Cheese (pictured) and Macaroni and Cheese with Ham. Macaroni and Cheese, a favorite entree or side dish, is made with elbow macaroni and fine aged sharp cheddar cheese, blended with a tangy sauce of fresh whole milk, enriched flour and cheeses.



Macaroni and Cheese

A topping of sharp cheddar cheese and bread crumbs complements the rich cheese flavor of this dish.

Macaroni and Cheese with Ham is the same delicious macaroni and cheese but with generous pieces of special recipe smoked ham. The ham is carefully trimmed before adding to the tasty macaroni and cheese. Both products are available in cases of two 5 pound half steamable pans.

Sara Lee Food Service Entrees in Half Pans

The Kitchens of Sara Lee Food Service Division is currently converting its entree line from full (12" x 20" x 2") steamtable pans to half (12" x 10" x 2") steamtable pans.

Sara Lee's packaging change allows the food service operator to handle the product more easily and to maintain a lower inventory dollar investment. The half pan will also fit all preparation equipment.

The Sara Lee Food Service entrees that will be manufactured in half pans include Old Fashioned Beef Stew, Creamed Chicken Jardiniere, Braised Pot Roast of Beef, Cheese Dumplings, Chicken Cacciatore, Veal and Peppers, Sauerbraten, Beef Tips in Madeira Sauce, Beef Ravioli and Cheese Ravioli.

The only exception is Sara Lee's popular Lasagne which will continue to be made in full steamtable pans. All Food Service entrees are packed two trays per case.

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Food & Drug Administration's Cooperative Quality Assurance Program

FDA is seeking to expand its inspection dollar through a program with the food industry to assure that food products are made safely. Skinner Macaroni Company and San Giorgio Macaroni, Inc. are in the program. The following appeared in FDA Consumer, February 1974.

MANY different items in your grocery cart may have more in common than you think. An increasing number are being made in food processing plants that have quality control programs developed specifically for them.

The development of the quality control procedures for individual plants makes it unnecessary for FDA to spend large amounts of time or money to inspect those plants, thereby freeing the Agency to devote greater effort to other consumer protection problems.

These special quality control procedures are developed under FDA's new Cooperative Quality Assurance Program for processors across the Nation who want to assure consumers of continuous high quality products. More than 50 processing plants in the United States have joined the voluntary program, begun by FDA in 1971.

Under the program, FDA sets detailed safety and quality specifications to guard consumer health and see that wholesome products come from the plant. The program requires that the company report to FDA about its day-to-day operations, and that any deviation from agreed-on procedures be reported to FDA.

There are many reasons why a company would want to enter into such an agreement with FDA.

Why Join?

The first is that the company has a greater assurance of consistently producing a quality product. Today, when recalls in all industries are so frequent and when an increasingly knowledgeable consuming public is more concerned than ever about food quality, any step a company can take to assure quality products is a step in the right direction.

This is just good business. Since joining the program, none of the companies has had to recall a product from consumer channels. Problems were either prevented or caught in advance and corrected.

There are other reasons why companies are joining the program. To get in, a company must review its entire processing and quality control systems. This effort, which FDA reviews, pro-

vides greater assurance that the company is on the right track in making a safe product.

In addition, there are benefits to be derived from making FDA more familiar with a plant's operations. When a company needs technical advice on safety or quality, it can get that information more quickly when FDA is familiar with the plant and the products made there.

Formal Agreement

To begin the program, a formal agreement is signed by the food processor. This agreement requires the processor to prepare foods under certain quality specifications which are tailored to operations of the individual plant.

The specifications govern the food being processed as well as the processing conditions. Safety for the consumer guides development of each specification. For example: When a chocolate company purchases ingredients for its confectionery line, it assures FDA that the nuts, powdered milk, cocoa beans, and other materials do not contain harmful bacteria. Similarly, biscuit makers, jelly processors, and all other companies having selected plants in the program have agreed to have their quality assurance systems reviewed by FDA's food specialists.

Four Requirements

When FDA screens a company's quality assurance system, the Agency checks to see that four requirements are fulfilled.

1. The company must consistently practice good sanitation. The specifications list the requirements for maintaining a clean operation, covering everything from care of utensils and equipment to maintenance of storage areas. Proper handling of the food itself is also prescribed, with particular attention to perishable ingredients.

2. The company must check material ingredients for safety. Ingredients must be free of all microbiological, chemical, and physical hazards. For instance, the company must check to see that ingredients being received are not decomposed—an obvious consideration, but one problem that can sometimes be easily masked in some ingredients by

grinding or blending unsatisfactory portions with good materials. An example of this practice is use of insect-infested or moldy foods. Companies in the Cooperative Quality Assurance Program check for these problems, and most have laboratories to screen raw materials. Others arrange to use the services of private labs.

3. The processor must have direct control of all processing operations and submit the methods for such processes as cooking times and temperatures to FDA for approval. For instance, if a canned product is bulky and dense, like stew, it requires longer cooking than a broth. Loose controls over cooking processes have been for years a leading cause of problems that result in product recalls or seizures.

4. Before a finished product is distributed, a representative sample must be checked in the laboratory. With products such as milk chocolate, where skim milk powder is used, tests for Salmonella or bacteria counts are required. Net weight and formula composition are also checked.

In addition to furnishing agreed-on information, participants have also voluntarily supplied current information about their industry that helps the FDA in its regulatory function.

For example: A chocolate manufacturer advised FDA of the presence of DDT in imported cocoa beans. This information was relayed to other FDA offices so that imports would be scrutinized for this problem.

Other information of this type has been used to alert FDA.

Check on Participants

FDA checks up on participants in the program in several ways. First, the Agency continues to audit the company's product. Second, it inspects the plant at statistically determined intervals to make sure that the quality assurance specifications are being followed. Third, through self-monitoring, the company reports to FDA any administrative or processing operations that deviate from agreed-upon specifications. Finally, the company reports its consumer complaints that involve the safety, wholesomeness, or quality of its products.

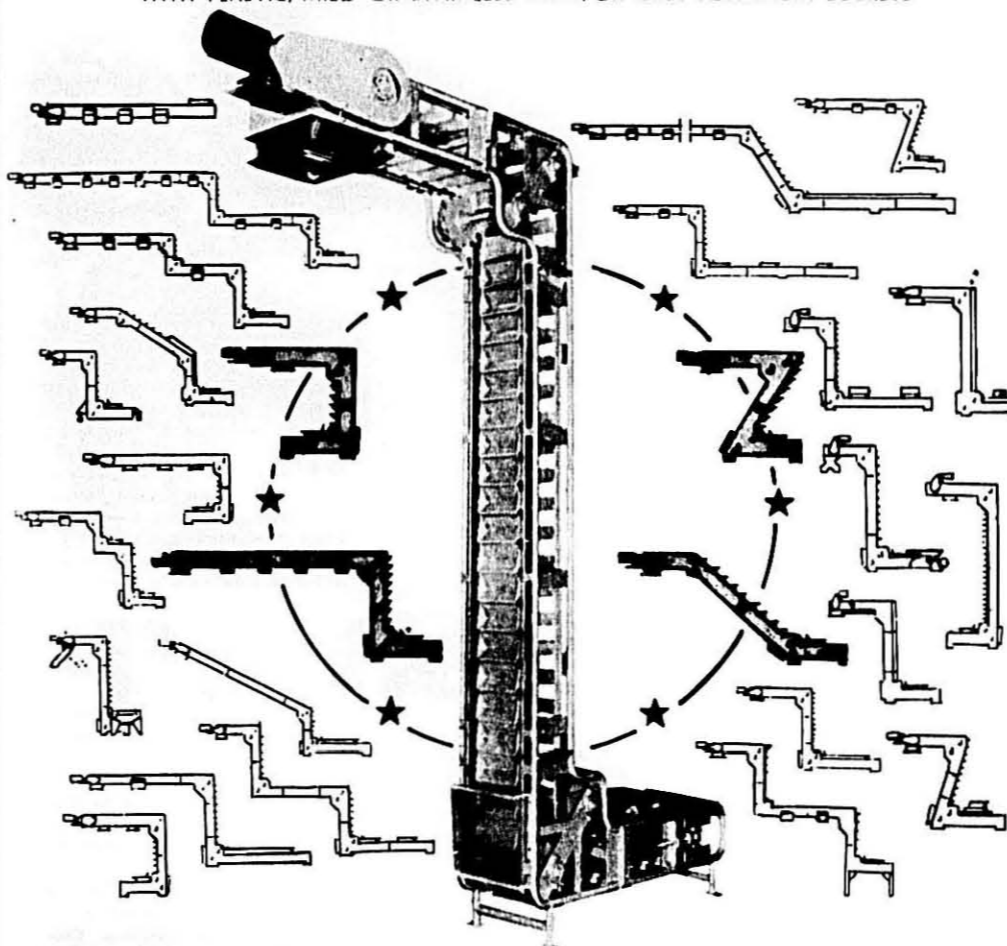
In turn, FDA lets the firm know of any consumer complaints it has received. For the first time, FDA can have a good idea of what is going on in a plant on a year-round basis rather than solely on the day it makes inspections. The Cooperative Quality Assurance Program brings together the food industry and the special food safety experience of the FDA to serve a common cause: consumer protection.

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GMA Publishes Industry "Guidelines for Product Recall"

HOW to organize for a product recall, develop standby action programs and effectively reverse the distribution system in the event of a product recall or withdrawal, are detailed in *Guidelines for Product Recall*, published by the Grocery Manufacturers of America and now available to the industry.

Up-to-Date

Guidelines for Product Recall is a definitive and up-to-date publication which took over 18 months in preparation, according to George W. Koch, GMA president. It was developed, he said, as an aid for food processors, manufacturers and distributors in response to a need for improving mechanisms to further safeguard the public from products which may inadvertently pose real or potential health hazards and which should be recalled or withdrawn from distribution.

GMA recognizes product safety and quality assurance as a primary responsibility of the industry, and manufacturers do have an unprecedented record in this regard, according to Koch. However, effective recall procedures to deal with unpredictable situations are equally imperative, he added.

The *Guidelines* are intended primarily for manufacturers of consumer products regulated by the Food and Drug Administration and offered for sale through grocery channels, such as food, beverages, proprietary drugs, health and beauty aids. They are also applicable for manufacturers whose products are now under the jurisdiction of the Consumer Product Safety Commission, such as household cleaners, clothing, toys and other non-food items found in grocery stores.

The *Guidelines* provide "how-to" information for establishing internal company procedures and a formal structure which will work with speed and efficiency under extraordinary time pressures. Actual organizational charts show how companies of various sizes are set up management-wise to handle recalls. The individual responsibilities for members of the "Recall Action Group" are outlined.

Key Sections

Key sections of the 120-page guide deal with:

- Who does what, when and how—before, during and after a recall.
- A company's relationship with brokers, wholesalers and retailers and the steps required for reversing the

distribution system to halt or return products.

- The mechanics of communicating with distributors, sample forms and notices to be used and the need for accurate record-keeping.
- Examples of proper coding for shipping containers and products in order to facilitate identification.
- Steps and procedures for internal communication, communication with regulatory agencies, distributors, media and consumers.
- Suggested company press releases, notices to the trade, advertisements, Government prototype releases.
- Regulatory and regulations of the Food and Drug Administration and the Consumer Product Safety Commission.
- Preventive actions through quality control principles of Hazard Analysis and Critical Control Points.

Educational Tool

Guidelines for Product Recall is intended as a functional and educational tool for all individuals who may at any time be involved in a product recall—from corporate officers to plant managers—in every link of the distribution chain.

The project was initiated at the recommendation of GMA's Task Force on Health, Quality and Safety, headed by Terrance Hanold, chairman of the executive committee, The Pillsbury Company, in light of new incidents of product contamination and stepped-up FDA surveillance activities.

At the same time, to avoid such situations, GMA has championed industry quality assurance programs and the need for food handlers to conduct safety analyses which considers the ingredients, processing steps and the potential for consumer abuses. It has also strongly supported the registration of food manufacturing plants and increased funds for the Food and Drug Administration to properly implement its inspection programs.

Wide Resources

In developing the *guidelines*, GMA drew upon the resources of scientists, attorneys, regulatory specialists, distribution, marketing, financial, insurance and public relations executives from its member companies. Input was provided by over 30 professionals in 14 major food and non-food manufacturing companies.

Thomas R. Craig, manager, professional relations, Abbott Laboratories

and Robert E. Alexander, vice president, The Pillsbury Company chaired respective task forces on communications and distribution. Daniel A. Alfieri, GMA's director of communications, was project coordinator, writer and editor.

It is anticipated that GMA will sponsor at least five recall seminars and workshops for the industry in early spring and summer. These will be based on the knowledge and experiences of member company executives whose job functions are indispensable to an effective recall. The seminars will be open to all manufacturers, distributors and other persons who may be involved in a recall.

Guidelines for Product Recall may be purchased for \$25 per copy from Grocery Manufacturers of America, 1425 K Street, N.W., Washington, D.C. 20005. Attention: Barbara York.

Myvaplex Booklet

The non-stick properties imparted by Myvaplex 600, a glyceryl monostearate, and how they contribute processing ease and consumer appeal to macaroni products are described in a new booklet now available from the DPI Division of Eastman Chemical Products, Inc.

Through a combination of text and color photographs, the 12-page booklet, titled "Non-Stick Means Profits," outlines the advantages of Myvaplex 600 in the preparation of canned and frozen pasta meals.

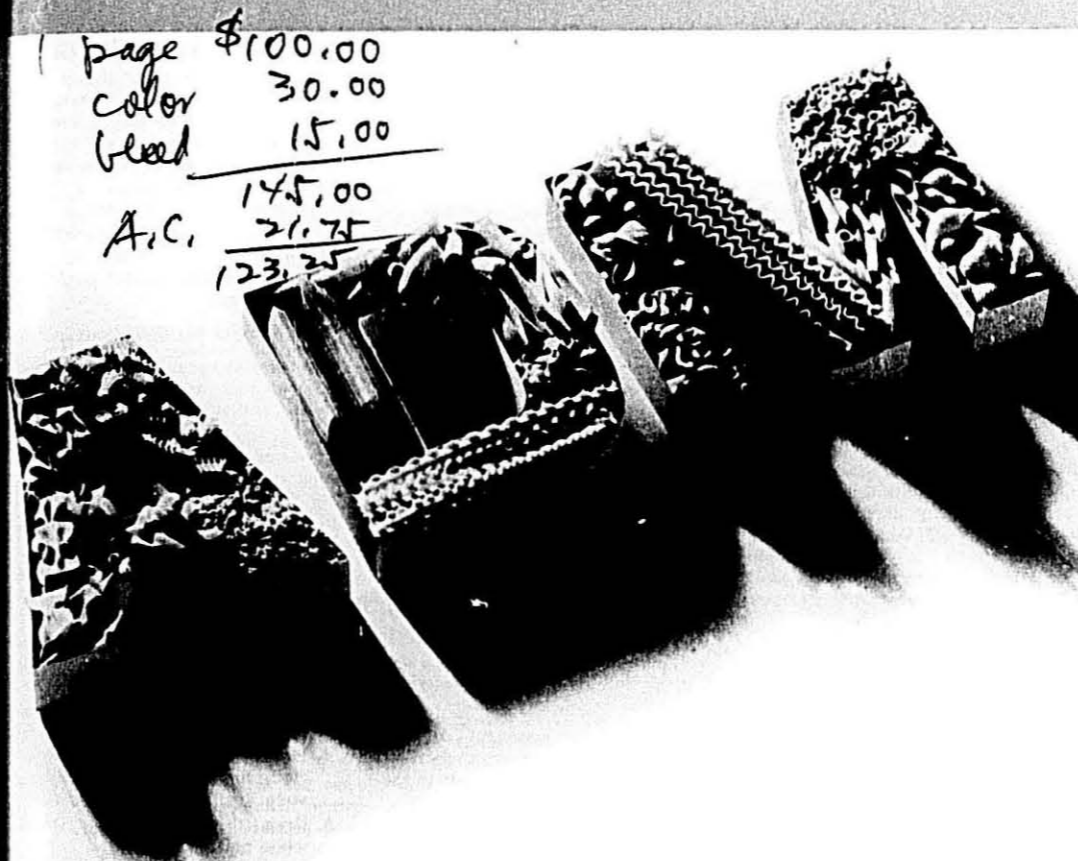
The presence of glyceryl monostearate as an optional ingredient in dough used for macaroni products enables the pasta to withstand lengthy cooking periods, retorting, flash-freezing and reheating without becoming sticky or losing "al dente" firmness.

Myvaplex 600 glyceryl monostearate is marketed by Eastman to macaroni manufacturers who add it to canned and frozen spaghetti, macaroni, lasagna, ravioli and noodles.

For information and copies of Publication No. ZM-14, "Non-Stick Means Profits," write to Eastman Chemical Products, Inc., DPI Division, Kingsport, Tennessee 37662.

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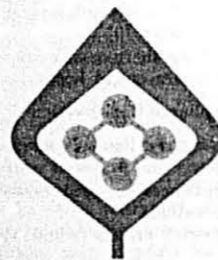
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Energy Imperatives

from The Chase Manhattan Bank

With the ultimate extent and duration of the Arab oil embargo unknown, it is impossible to determine just how much economic damage it will do. Already, however, it is clear that the cost will be very substantial. The embargo means higher unemployment, more rapid price inflation, and lost sales and income for the United States and many other nations. The world has come to depend so heavily on growing access to this source of energy that international prosperity in 1974 is inconceivable without it.

Bringing about an end to the embargo will be a political process, not an economic one. But, until this is accomplished, the severity of the inevitable economic losses will depend directly on the measures that government adopts to deal with the energy shortage, and on the disciplined cooperation of business and the general public.

1974 Objectives

For the federal government, the energy-related imperatives for 1974 should be quite obvious:

- To assure sufficient energy for the public to maintain essential transportation, safety and health, if not customary comfort;

- Within this constraint, to maximize the availability of all forms of energy to industry. It is a demonstrable economic fact that the use of energy for industrial production means far more, in terms of jobs and income, than does its use elsewhere in the economy.

- To develop, beginning immediately, a strategy designed to produce a more adequate flow of energy in future years.

The most pressing objective—to get the greatest economic benefit from the petroleum available in 1974—will inevitably get first priority. It may well require measures considerably more harsh than those that have so far been announced.

But it would be extremely shortsighted to allow the immediate problem to obscure the need for a basic revision of the nation's energy policies.

Because of past public policy decisions the United States would have suffered a shortage of energy in 1974 even if Arab oil had continued to flow freely. The shortage would have become worse in 1975. And, by 1976, the lack of sufficient energy to run U.S. industry would have been a severe restraint on U.S. growth.

There is no single, simple source for this basic energy problem. Over a period of almost two decades, a series of decisions has limited the availability of fossil and other fuels and the methods in which they are used. Many of these decisions were motivated by environmental considerations, which are as valid in their own way as is the need for a growing energy supply. Among the steps that reduced potential energy availability:

- Twenty years ago, the decision was made to regulate the well-head price of natural gas at an artificially low level. As the search for new supplies became more expensive, it therefore also became less economic. Today, production of natural gas is declining.

- Concern for the environment led to restrictions on the use of coal. At the same time, coal production was discouraged both by changes in mine safety regulations and by environmental restrictions on strip mining. As a result, the proportion of total energy consumption derived from coal has declined significantly in recent years.

- Environmental considerations and questions of public safety slowed the introduction of nuclear power.

- Perhaps most important—at least for the mid-seventies—a variety of problems brought a virtual halt to the construction of new oil refineries.

Meanwhile, the consumption of gasoline was increased by the requirement that automotive emissions be sharply reduced. As energy use continued to grow rapidly, while the growth in supply was progressively restricted, a worsening shortage became inevitable.

It is already too late to provide for a fully adequate supply of energy in the middle years of this decade. It takes three years to build a new refinery. Even if Arab oil again becomes available, there will be insufficient refinery capacity to turn it into enough gasoline and other usable products before 1977 at the earliest. Similarly, production of natural gas and coal cannot be materially increased in just two or three years. So the United States faces an extended period—at least three years—when economic prosperity will be possible only with the most stringent economizing on the use of energy.

Unless national energy policies are changed to encourage greater supplies in the future, these unhappy conditions could become chronic. The economic loss that will result from the current oil embargo should be sufficient warning of the need to review and revise present policies—a process that is now under way.

Ways to Conserve Electricity

Reducing the use of electricity is accomplished by using less of everything—both the power directly and less consumption of everything—and to stretch out the use and life of everything with better care and repair.

Do not replace, when repair is practical, and do not purchase duplicate performers or gadget items.

Purchase equipment that uses electricity efficiently.

Heating & Air Conditioning

One-third of the total energy used is for residential and commercial use. One-half of that is used for heating and cooling.

Lowering heating temperature and raising cooling temperature will make a big difference.

Prevent excessive entry of outdoor air by:

1. Use storm windows and enclose unheated porches and basement with durable plastic seal.
2. Insulate home well—the walls and ceiling. A six-inch minimum thickness for attic flooring.
3. Keep heating system in good repair; change filters regularly.
4. Make certain heat outlets, especially forced air vents and return ones, are free from obstruction.
5. Keep fireplace damper closed when not in use.
6. On nice days, let sunshine in.
7. Use drapes to block out wind and cold.
8. Use weather stripping on outside doors.
9. Keep doors tightly closed to unheated areas of the home.
10. Seal permanent windows with weather stripping or caulking.
11. Wrap pipes carrying hot air and water which go through unheated areas.
12. Seal cracks and have all doors and windows fitting tightly.
13. Set thermostats down below 70 as considerable fuel is used proportionately to attain each degree of heat over 70°.
14. Lower the thermostat more when persons are not at home.

Appliance Conservation

Control begins with wise marketing, work planning and common sense.

Keep appliances in good repair for efficient operation.

Use muscular energy when appropriate.

Avoid utilizing electricity without usage such as lights, radio, TV, record

players or appliances left plugged in without immediate usage plans.

Good Kitchen Practices

Use planned menus and shopping lists for more efficient results in electricity and food conservation as well as dollar economy.

1. More energy is used in cooking than in refrigeration and freezing in most domestic kitchens. Prepare extra food whenever possible.

2. Use proper cooking temperatures and when surface burners are used, utilize the retained heat.

3. Select cooking pots that fit the burner.

4. Never use the oven to supply room heat.

5. When opening refrigerators, accomplish several stocking or removing assignments.

6. Serve meals at a time workable for everyone; avoid reheating to accommodate individual family members.

7. Whenever possible, use shallow or covered baking dishes for less baking time.

8. Prepare one meal skillet dishes that cook all ingredients in the one pan.

9. Bake several items at the same time: frozen vegetables in covered casseroles, puddings, main dish which may or may not require earlier starting time to be finished with other foods.

10. Avoid unnecessary oven peeking.

11. Turn oven off 10 to 15 minutes earlier and use the retained heat.

12. Use pressure cookers to reduce cooking time.

Grim Picture of Shortages

One bright spot in the otherwise grim picture of growing world shortages of energy and other resources is that America has plenty of water. Some of the highest lake and river levels on record were reported in many states with the Mississippi River showing the highest flow in 46 years. U.S. milk production has dropped some 3 per cent in the past year and is expected to decline further during at least the first half of 1974. Prices probably will go up a bit more before output is restored. The strongest demand seems to come from manufactured products such as cheese, frozen desserts, and low fat, and non fat dry milk. Dairy men, at least along with other farmer groups, are enjoying a higher rate of profitability from increasing prices for almost all products. On the other hand, costs are rising and

the 1974 fertilizer bill is expected to climb to \$4 billion, up nearly 40 per cent over 1973. For the moment, cargo vessels hauling grain from our shores to other lands are obtaining required fuel. European countries are supplying all the fuel needed to get ships back to the U.S.

U.S. Production

We have now become the greatest producer of food and fibre the world has ever seen with the capacity to continue turning out much more than our own citizens need. This year we will export 75 per cent of the wheat we grow, 60 per cent of our rice, about half of our soybeans, and at least 25 per cent of our feed grains, cotton and tobacco production. Our country accounted for 89 per cent of all soybeans sold in world markets last year, three quarters of all the corn, and 50 per cent of all the wheat and flour. Canada remains number 2 insofar as the latter commodity is concerned but their Wheat Board discounts the likelihood of much business to the U.S. even though our government has removed import quotas. That country has fallen about 100 million bushels behind in shipping grain to port positions and is offering sparingly now at \$6 per bushel. They appear anxious to maintain a reserve of 250-300 million bushels but could fall far short. It would be logistically difficult and politically embarrassing to the Nixon administration if Russia were now to sell wheat back to our country as the price has risen \$3.50 a bushel. That country did agree to defer shipments on about 18 million bushels into the new season with an additional 40 million bushels worth still to clear before June 30th. Some of that may be delayed but probably not resold. Decisions could hinge on late spring conditions with weather in the U.S.S.R. and our own country being closely observed. Having gone from a depleted condition to a surplus situation of around 22 million tons, the Soviets could supply their own satellite countries with some food grain this year. Russia requires some 35 million tons of wheat for food and 40 million for livestock feed. It would appear as though wheat could be substituted for corn and other feed grains there and in other lands. Favorable conditions this winter in Russia, Europe, and the U.S. point toward a much more static condition in late 1974. Australia also anticipates a much larger wheat output this year. Our nations farm surpluses will still be an international diplomacy weapon with Asia now overtaking Western Europe as our largest

single market. Japan is on its way to buying \$3 billion worth of U.S. farm commodities annually and China one-third as much, offsetting declines to the Soviet Union. Latin America could account for 65 per cent more than they did in 1973 while Africa will double its buying.

Red Meat

Red meat production in the U.S. last year dropped 6 per cent from 1972. So, all time record income has pushed up the demand for less beef, veal, pork and lamb. 1974 supplies won't rise much with feed stocks lower, but cattle and calves in all positions on January 1st were 127.5 million up 5 per cent over the 12 month earlier period. Hog numbers probably will not change.

Frederick G. Uhlmann,
Drexel Burnham & Co.

Shortages Seen Spurring Healthy Diet Changes

The growing problem of world-wide food shortages and rising costs will force a change in eating habits that will probably make people more healthy. That's the optimistic prediction of Dr. Alexander Comfort, noted gerontologist and biologist.

At present, Americans are stuffing themselves with too much of the so-called "high-quality" foods like meat and butter, Comfort pointed out recently in *Intellectual Digest*. "A typical American portion of steak would serve a family, not only in Asia but also in most of Europe, where it would be accompanied by diluent foods (potatoes, rice), which are served in America but commonly left uneaten." The result of our high-fat, high-sucrose, high-cost diet is disease, which is killing adult male Americans at an alarming rate, says Comfort. "It seems fairly clear," he concludes, "that by the year 2000 or sooner, beef will be eaten throughout the developed world rather in the way that pheasant or venison is now—as an occasional luxury."

Replacements

What will replace the traditional American diet? Vegetables, fish, unsaturated fats and soybean-derived products will figure heavily in the diet revolution, according to Comfort. And as gluttony declines, lifespans will probably rise, he predicts, because caloric restriction is a highly effective means of delaying aging.

He might have added more grain and cereal products consumption.

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Anthony Bizzarri

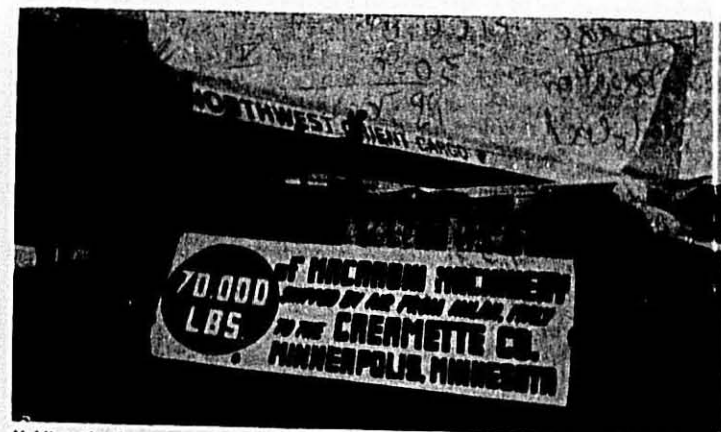
Anthony Bizzarri, 88, founder and president of Anthony Macaroni Company, Inc., died Wednesday, March 20, at Hollywood Presbyterian Hospital, after a brief illness.

Mr. Bizzarri, a penniless Italian immigrant, started a small business peddling spaghetti from a horse and wagon to Los Angeles' Italian community in 1914. By 1918 he had established a spaghetti manufacturing plant at 818 N. Spring Street, in downtown Los Angeles. The main office and manufacturing facility of the Anthony Macaroni Company is still located at the address although the company has production facilities at another plant in Vernon, California.

Pioneer

A pioneer in packaged retail sales to supermarkets, Mr. Bizzarri with the help of his two sons-in-law, Angelo Guido and Edward Minni, built his multi-million dollar business on the basis of "quality merchandise fairly priced."

A beloved figure in the grocery industry, the soft-spoken, Bizzarri remained active in his business until a week before his death. Each day, except Wednesday—when he played Bocce Ball with his old friends—Mr. Bizzarri



Holding the banner—John Linthroth, Creamette Co. vice president (left), and William Berger, vice president of the Buhler-Miag Co. (right), welcome in a near-record shipment of overseas air freight slated for installation in the Creamette Company's new plant in New Hope. Some 70 tons of Buhler-Miag made macaroni machinery was air-shipped from Milan, Italy recently.

would prepare one of his famous spaghetti luncheons in the small kitchen in the basement of the Spring Street factory. Leaders of the supermarket industry, as well as factory workers, food editors, salesmen and just visitors to the plant were guests at these luncheons.

Mr. Bizzarri is survived by his wife, Mary, two daughters, Rose Minni and Lily Guido, four grandchildren and two great-grand children.

AMA/PMMI Packaging Shows To Merge

The American Management Association and the Packaging Machinery Manufacturers Institute (PMMI) have agreed in principle to merge the Annual AMA National Packaging Conference & Exposition and the PMMI Pack Expo into a single industry event to be held in the fall every other year beginning in 1978.

The joint announcement was made by AMA president and chief executive officer, James L. Hayes, and PMMI president, Steve Resina, said that the events will be united under a "National Packaging Week" concept which will include an exposition, conferences, seminars, briefings and other special activities that will run for a full five day period.

Tentative agreement between the two organizations indicates that the exposition element will be managed by PMMI and that the conference and other meeting activities will be administered by the AMA.

Additionally, in the odd years when no exposition is planned, a five day, in-depth series of conference and seminar-

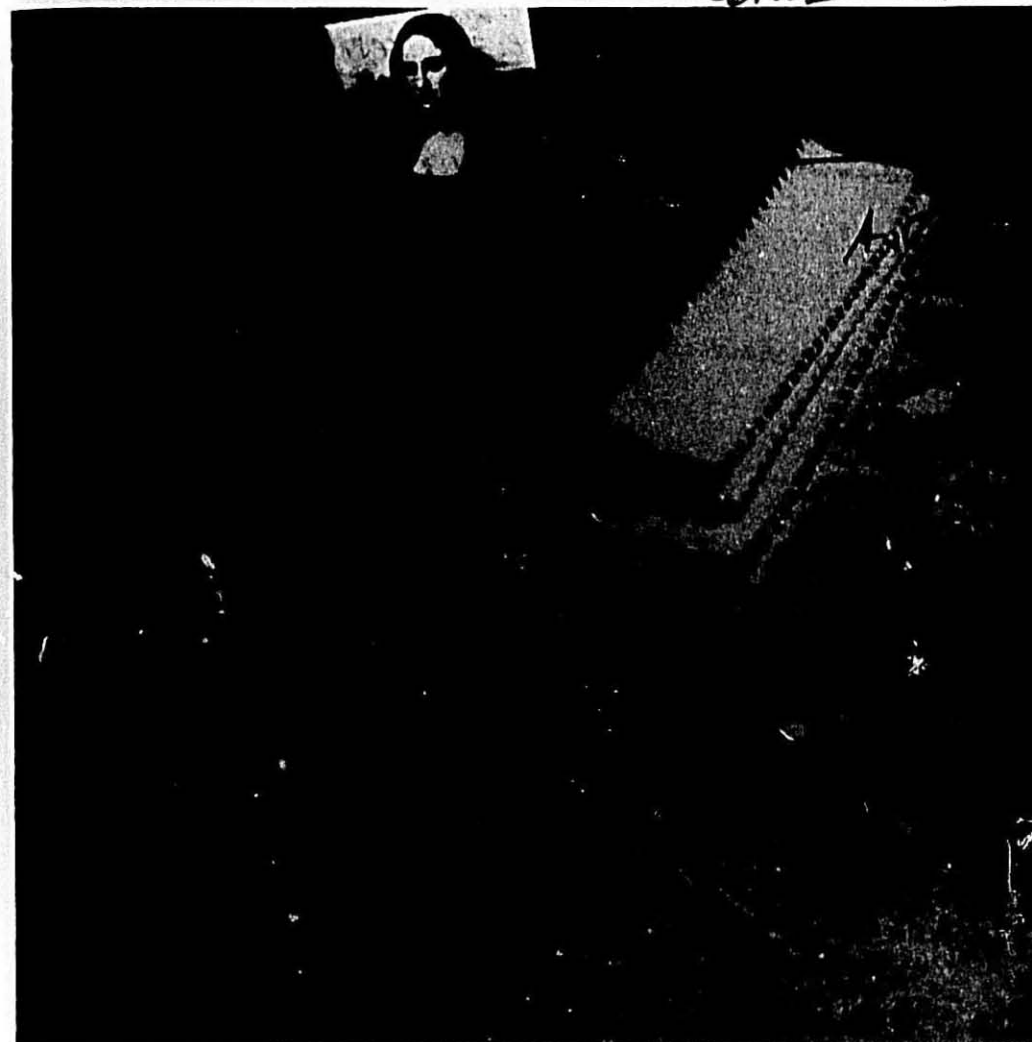
type events will constitute "National Packaging Week."

The Packaging Education Foundation, the Society of Packaging and Handling Engineers and the Packaging Institute/USA, as well as other national packaging related associations which have participated in one or both events in the past, will be invited to continue their participation under the new format.

The AMA/PMMI announcement indicated that additional work, primarily at the staff level, to provide a smooth and orderly transition would take place in the immediate future and that announcement of complete details would be made as soon as this work is completed and approved by the two associations.

Nutrient Rules Give Small Package Relief

While most food manufacturers have already ordered new labels in compliance with the first phase of FDA's nutrient labeling rules, a significant number of producers are enjoying a brief extension of the rules. The original regulations provided that nutrient information must be listed in at least 1/16 in. size type, with manufacturers' orders for the new labels in the works by this past January 1. Based on a stream of manufacturer petitions, however, FDA gave an eleventh-hour reprieve for label orders of small packages (to March 15) and altered the type sizes. Packages with less than 10 sq. in. in the principal display panel will be allowed to use 3/64 in. type, while those with less than 10 sq. in. can use a 1/32 in. size.



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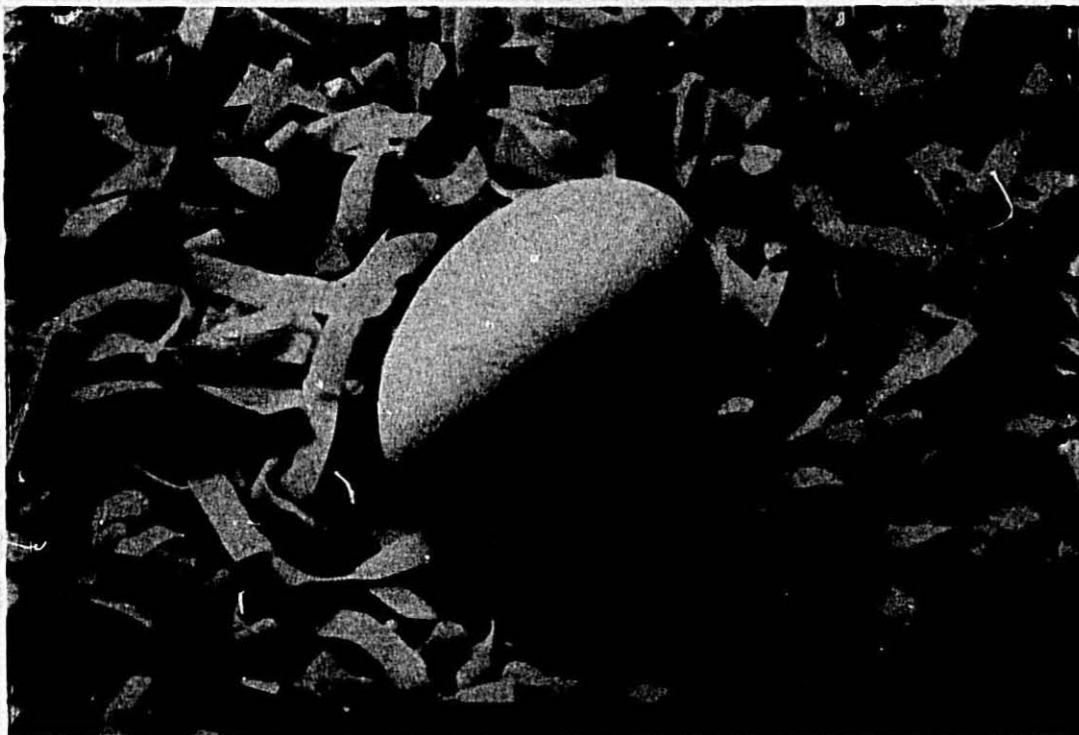
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