

**THE
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JOURNAL**

**Volume 56
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December, 1974

DECEMBER, 1974

Macaroni Journal



Denise Hartman, of Chicago, demonstrates how annual per capita consumption of macaroni products in the United States has grown from approximately five pounds in 1950, at the right, to the current figure

of nearly nine pounds. Total annual consumption is running well over 1.7 billion pounds. This fact was utilized in publicity for National Macaroni Week.



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the durum people



NORTH DAKOTA MILL
Grand Forks, North Dakota (701) 772-4841

The Macaroni Journal

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In This Issue:

	Page
Durum Show	5
Lloyd Skinner Honored	6
Some New Products of Durum Research	8
In The Industry	12
Food Prices and Profits	16
H. J. Heinz Recipe For Profits	20
Marketing Diagram	24
PPMI Pack Expo	26
Box-A-Rama	28
Packaging Hall of Fame	30
Modular Pack Presents Potential Savings	32
Kraft Redesigns Packages—About Larry's	33
Experts Evaluate Nutrition Misinformation and Faddism	36
Social Security Taxes—A Rosy Future?	38
Index to Advertisers	42

Tough Crop Year

Yields were the poorest in many years as a result of unusual weather. A cold wet spring held up most of the spring seeding until late May and June. Then in mid-July a prolonged period of hot dry weather caught most of the spring grains at flowering and heading time. Then a rainy season in late August was followed by the earliest frosts on record over the Labor Day weekend. Farmers had many problems in harvesting but with markets offering high prices there is compensation for lower yields. Normal rains are needed before spring planting to rebuild soil moisture.

The Durum Show

Lloyd Skinner of Omaha was the first macaroni manufacturer to be honored by the U.S. Durum Show. The recognition is warranted. Mr. Skinner has spent much time and energy for the benefit of his business and industry to stimulate research and improvement of durum wheat for macaroni products. In years gone by, it was M. J. Donna of the Association, Bud Norris of the Creamette Company and Maurice Ryan of the Quality Macaroni Company that got the relationship between manufacturers and growers established. Today we have a fine relationship in

that we can tell each other our problems and tell it like it is.

The Durum Industry Advisory Committee has served a useful function in bringing all elements of the industry together for discussion of mutual problems and putting the cards on the table. There is never universal agreement, but there is understanding of the other fellow's point-of-view.

The Show itself has progressed in the past 36 years to be a fine production. The Future Farmers of America and 4-H boys to a good job of bringing in the samples. Personnel from the State University helped judge the grain and the speakers roster runs from Washington dignitaries to important people throughout the field.

The people in Langdon, North Dakota have always had some live wires in their Chamber of Commerce and community organizations. They still excite the public with the beauty pageant, spaghetti supper, parade and social events that make the end of the harvest a gala time.

Unquestionably the good relationships developed over the years has helped everyone in the industry in promoting their products as well as good will among the toilers in the field.

Durum Show



Nick Rossi

THE 36th ANNUAL DURUM SHOW was held Oct. 21-23 in Langdon, North Dakota under sunny skies and with mild weather. The growers, enjoying the high price of durum, were optimistic despite the triple whammy of floods in the spring, droughts in the summer and frost in the fall. Apparently the frost damage was not too extensive.

But speaker after speaker on the program warned that the price of durum was too high in relation to other wheats, which was leading to blending, not only here but abroad, and that there was serious consumer resistance to higher prices.

NMMA President Nick Rossi related the difficulties of coping with last year's price increases, pointing out that the numbers game has squeezed the processor. He observed that spaghetti is still a bargain, but consumers have balked at rising prices of macaroni products and the items served with it. Sales were off this summer, but are now picking up.

NMMA Secretary Bob Green noted that last year's statistics on the export expectations were a factor in leading the industry to blends, and that improvements must be made in the statistics reported to and by the government.

Dr. H. R. Lund, Assistant Director of North Dakota Agriculture Experiment Station at Fargo, and Dr. Jim Quilck, Durum Breeder for the past 7 years, pointed to the improvements of the varieties of durum, emphasizing that "research doesn't cost—it pays. It was noted that there have been cut backs in the funds allotted to durum research and we are currently living on work done 10 years ago.

Charles Pence of the U.S. Dept. of Agriculture explained the system of approval needed prior to export sales of 50,000 tons of any given grain on any given day to protect the American consumer. He noted that the USSR would not be just a one-time customer and would have to be taken care of. He noted that Canada was having a hard time with crops this year and also transportation problems.

In looking to the future, he observed that stocks of grain are down and increased world production is needed. With inflation, the energy crisis and the fertilizer shortage, price is more critical than ever and there is price resistance around the world. Latin America, for example, wants durum but the price is too high.

This latter observation was reinforced by Mel Maier, of the North Dakota Wheat Commission, just returned from a European trip, where it was noted that price rather than quality is the major concern this year.

Jocelyn Rae Dubourt, a Senior at Wahalla High School, was named Durum Queen in the beauty and talent pageant.

Sweepstakes Winner in the Durum Show was Rick Lee, of Lawton, North Dakota, with an entry of Rolette, winning first place and an entry of Wells, winning second place. Third place was taken by Kearn Twete of Pekin, with a Leeds entry. All were in the test weight area of 64 pounds.

Durum Crop Down

Durum wheat production as of Oct. 1 is forecast at 78,014,000 bus, against 78,390,000 a month earlier and 8% below the 1973 crop of 84,860,000. It was 7% over the small 1972 crop.

"The slight decline from the Sept. 1 forecast is the result of lower yields in Minnesota," the Department says. U.S. average yield at 20.9 bus an acre is the lowest since 1961 and compares with 28.5 bus last year and 28.6 two years ago.

The Department also points out that harvest of durum wheat was nearing completion by the end of September after some interruptions by heavy dews in the morning and mid-September rains in northern areas.



Charles Pence

Italian Pasta Delegation in Canada

A group of 25 executives from Italian durum mills, pasta manufacturing plants and research institutions were recently guests of the Canadian Wheat Board for a four-day symposium on Canadian durum wheats in Winnipeg. The symposium was part of a long-term development program begun in 1970 to improve the competitive position of Canadian durum in such major durum markets as Italy.

Canadian participants included cereal specialists from Canadian research stations, the Canadian Grain Commission, the Canadian Wheat Board, the Canadian International Grains Institute, the University of Manitoba, the Food Research Institute and several Canadian pasta manufacturing companies.

The symposium followed a series of pre-marketing tests of Canadian durums—a year ago at 29 research institutions in seven European countries including Wakoona, Wascana and one experimental variety.

Wakoona was rated above the other varieties by 23 of 29 laboratories participating in the test and, as a result, the C.W.B. contracted for over 1,000 acres last spring for production.

G. N. Vogel, chief commissioner of the C.W.B., said a similar pre-marketing program has been undertaken on another new variety, Macoun. "Our hope," he said, "is that by working closely with research institutions and durum processors overseas, Canada will remain in the forefront of quality durum production."

MACARONI JOURNAL

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Lloyd Skinner Honored

For the first time in their history, America's durum wheat growers gave their achievement award to a manufacturer.

The 1974 prize went to Lloyd E. Skinner, board chairman of the Skinner Macaroni Company, Omaha manufacturer of pasta products for the Roma, Gold Medal, and Skinner labels.

Gathered in Langdon, North Dakota for the 30th annual U.S. Durum Show, the grower group also declared that October 22 was "Lloyd Skinner Day."

In past years, the durum farmers have honored agronomists, administrators, and one United States Senator—North Dakota's Milton R. Young. They said they chose Skinner for the 1974 award "because his company is one of the leading users of durum wheat in the United States." (All spaghetti and macaroni products manufactured by Skinner are made from 100% durum wheat, the extra hard variety that is grown almost exclusively in mid-north America.)

Lloyd Skinner, a 15-year member of the growers association, is a familiar figure to the durum farmers. They see him not only at the durum shows, but walking through their amber fields, inspecting the crops that will go into his company's products.

Skinner holds directorships in the Grocery Manufacturers of America and the National Macaroni Manufacturers Association, where he served two years as president and ten years as chairman of the Durum Wheat Relations Committee. For the same decade, he was on the national Crop Quality Council, which works at improving quality and yields of durum wheat strains.

Peavey Profits

Peavey Company announced results for its fiscal year ended July 31, 1974.

Earnings from operations were approximately \$5.3 million or \$1.42 per share, resulting in net earnings of approximately \$20.8 million or \$5.50 per share.

Comparable figures for the year ended July 31, 1973 were earnings before extraordinary items of \$9,740,000 or \$2.61 per share and net earnings of \$9,972,000 or \$2.68 per share.

Sales for the current year were \$495 million as compared with \$384 million in 1973.



Lloyd Skinner and Harold Hofstrand

Multifoods Gains

International Multifoods reported record sales and earnings for the second quarter and six months ended August 31.

For the quarter, net earnings rose from \$2,858,000 to \$3,296,000, up 15 percent, while per share earnings increased 15 percent from 78 cents to 90 cents.

Sales during the quarter rose 18 percent from \$169,395,000 to \$200,765,000.

Net earnings for the six months were \$6,358,000, compared with \$4,579,000 the year before, a gain of 39 percent.

Per share earnings for the six months were up 40 percent from \$1.24 to \$1.74, and sales rose 24 percent from \$325,961,000 to \$404,550,000.

Good Start for General Mills

General Mills, Inc., is off to a record-breaking start in its fiscal 1975 year with impressive first quarter gains in sales, net earnings and earnings per share on common stock. James P. McFarland, chairman and chief executive officer, said at the annual meeting of stockholders Sept. 23 in Minneapolis.

Mr. McFarland said first quarter sales were up 17% from a year ago, while net earnings, earnings per common share and common share equivalent increased 11%.

In the 13 weeks ended Aug. 25, General Mills had net earnings of \$21,156,000, equal to 89¢ per share on common stock, compared with \$18,988,000, or 80¢ per share, in the first quarter of the 1974 fiscal year.

The gains, said E. Robert Kinney, president, confirm that business remains generally favorable for all General Mills activities—food, consumer non-food and specialty chemicals.

ConAgra Looks Ahead

President Claude I. Carter, chief executive officer of ConAgra since August 19, stresses in the annual report recently released that fiscal 1975 will be a pivotal year.

In fiscal 1974, ConAgra posted sales of \$633,643,845, up 50% over 1973. But they also experienced a net loss of \$11,853,118, \$3.88 a common share compared with record high earnings of \$1.85 a share in the preceding year.

Mr. Carter points out: "Obviously, basic strengths in our principal product groups allowed ConAgra to survive all the exceptional burdens of the past year. These are strengths on which we will capitalize in the future. Flour milling has always been the backbone of the company, representing approximately one-half of our total activity."

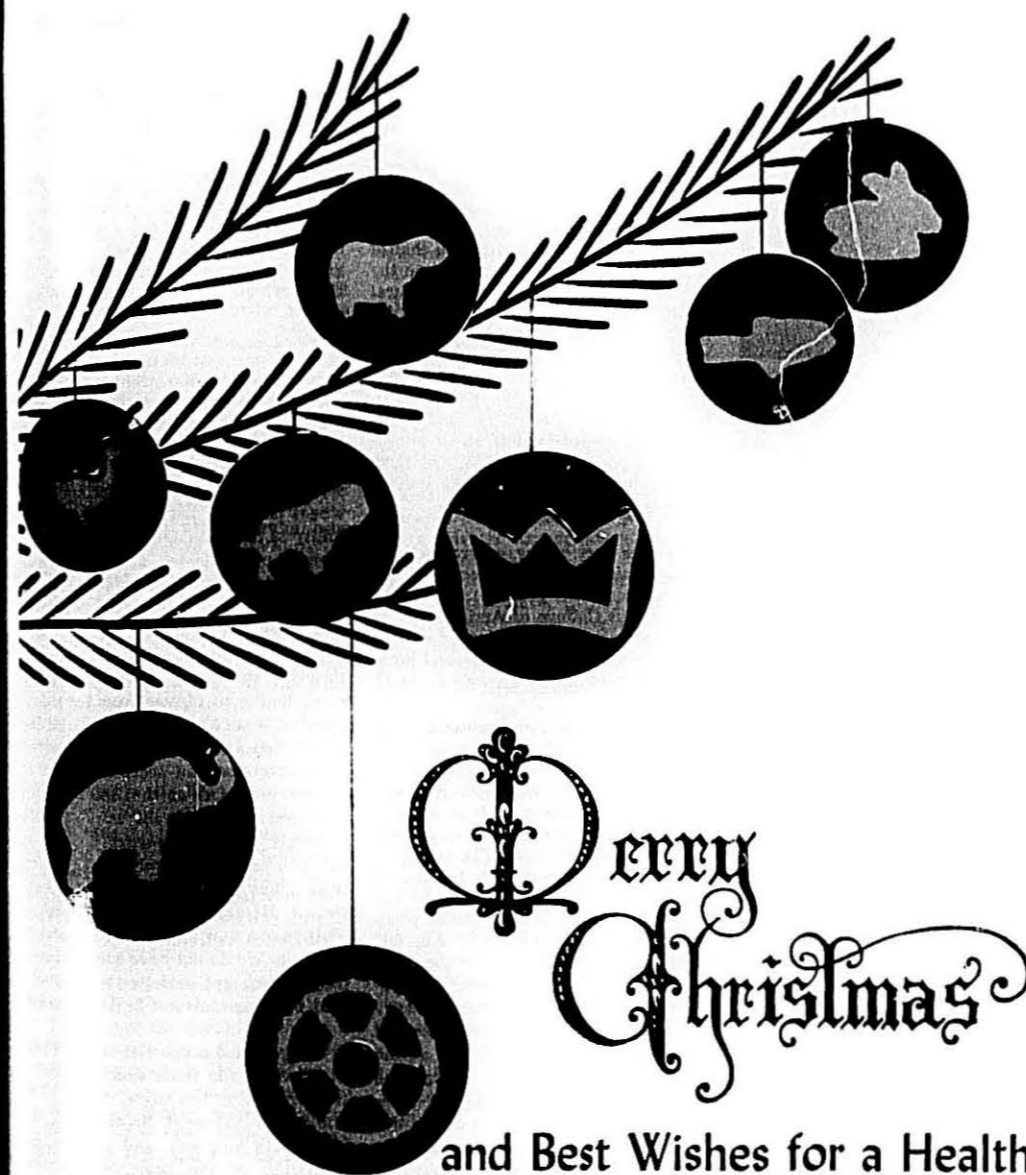
ConAgra faced severe price control problems in Puerto Rico last year. In seeking to protect inventories they made some costly mistakes in corn and protein meal transactions. And they were faced with increased interest expense after rapid growth.

Mr. Carter concludes: "I have said the job facing us is not an easy one. And it probably won't be quickly done. But we do look on its accomplishment as certain."

USDA Poised to Head off Railcar Shortage

Last year farmers and grain elevators needed about 20 to 25 thousand more rail cars every day than they were getting to ship their grain. To ease the situation, the U.S. Department of Agriculture (USDA) attempted to pinpoint where cars were needed most through a weekly monitoring system covering country grain elevators in 14 states. The program ran for 34 weeks from last fall until the situation eased this spring.

More than 11,000 responses were received from shippers. Responses were then compiled into reports and given to the Interstate Commerce Commission and the Association of American Railroads so that cars could be sent where they were needed. USDA officials say it's too early to tell if the railcar situation will be as serious this fall. But USDA's Agricultural Marketing Service is ready to reinstitute its monitoring system if help is needed to get the grain to market this year.



and Best Wishes for a Healthy,
Prosperous and Happy New Year



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Dr. Kenneth A. Gilles

Some New Products of Durum Research

by Kenneth A. Gilles, Vice President for Agriculture,
North Dakota State University, Fargo

Indeed, it is a pleasure to be afforded the opportunity to once again address the National Macaroni Manufacturers' Association and to briefly review some of the products of durum research which affect the entire industry.

Why do we do durum research? We do durum research to assist the entire macaroni industry by providing a constant source of supply, by providing raw materials of desirable quality and by providing knowledge about products and processes, and by suggesting means whereby the fruit of research can be applied to maintain a stable but increasingly valuable economic climate for the entire industry.

Today's emphasis will be on production research and the fruits of the production research. Basically, I would like to emphasize two things: Production of durum wheat and increasing market-ability.

How do we go about the work and where do we do it? Durum research activities for the United States are by-in-large concentrated at North Dakota State University in Fargo. This relatively small land-grant college operates a series of research facilities at the main station at Fargo and at several branch stations throughout the state. In all, we use greenhouses, laboratories, and fields to cultivate, test, and evaluate durum wheat which will ultimately become the wheats of the future. In terms of farming operations, we are a substantial farmer and operate more than 8000 acres of land at eight locations. This affords us the opportunity to show people how the varieties may assist them economically. Moreover, it affords us the opportunity to learn what varieties are adapted to the relatively dry climate typical of the Upper Great Plains area in which we operate.

The durum research effort is a team-

work effort. While you may associate the name of one or two people with whom you may have had contact with the research, I must assure you that of the 14 departments that we have in the College of Agriculture and Agricultural Experiment Station, six of these departments play relatively prominent roles in support of the durum industry. These are the Departments of Agronomy, Plant Pathology, Soils, Entomology, Cereal Chemistry, and Agricultural Engineering with about 20 professional people, technicians, and farm laborers who contribute to the various projects.

Another part of the general activity is the training of new people. I am pleased to inform you that the enrollment in our College of Agriculture has been increasing to a point where we currently are enjoying the second highest enrollment in history, 1003 students.

How is production research conducted? The varieties of durum wheat with which we are concerned have a peculiar and important need. The best quality durum wheat tends to grow in the relatively rigorous, unfriendly climate of North Dakota. The wheat is milled in a unique manner to produce semolina. The semolina comprises the major component of the finished product and semolina is not modified by fermentation or by additives in the processing operation. Therefore, all segments of the durum processing industry have a reason to be greatly concerned about the genetic background of durum wheat. In fact, the genetic background of durum wheat is probably of more importance to all segments of the durum wheat industry, from the farm producer to the macaroni manufacturer, than are the relationships of the genetic backgrounds of all other wheat classes to their respective segments of the wheat industry.

What do we look for in new varieties? The farmer wants yield. That is his number one consideration! But the plant breeder must think in terms of the components of yield. While a plant breeder doubtless would begin wax eloquently about many details, I would like to share with you my belief that there are three major components of

yield. One, adaptability to growing region; two, plant disease resistance or tolerance; and three, the physical properties of the wheat plant. This is a gross oversimplification of the things about which the plant breeder is concerned.

When one considers adaptability of growing region, the problems of early germination, efficient use of sunlight, moisture, soil and fertilizer, and the need for early maturity are of significance. The maturity problem is of considerable interest the farther north the wheat is grown because of the uncertainty of frost damage and the development of plant disease. The resistance or tolerance of the wheat plant to disease, such as stem rust, leaf rust, leaf spot, and black point, are all factors which must be considered. But of these, historically stem rust is the singularly most dangerous disease from the standpoint of loss of yield. Generally all the plants that are currently in commercial production have an acceptable level of disease resistance so that the problems that were so apparent in the 1950's probably will not reoccur so long as active breeding research in conjunction with plant pathology research is continued. However, we must not relax! This year a new flax rust is a threat to the crop. We do not have sufficient seed of rust resistant varieties because several years ago interest in flax subsided.

The physical properties of the wheat plant, especially those which pertain to the strength of the straw, its ability to stand and to resist breakage by the wind, rain and hail, and the physical properties of the head, the number, size and shape of the kernels, the presence or lack of awns, are matters which extend far beyond just the matter of aesthetic appearance. It is highly desirable that the plant has good straw strength, an acceptable height (neither too tall nor too low) because excessive shortness may result in difficulty in harvest. In fact, during the past growing season, I saw some wheat, in an area of North Dakota where we had limited rainfall, which stood no more than eight inches in height; it was extremely difficult to pick this wheat up;

and certainly, it was impossible to hand it by the normal procedure of cutting, swathing and harvesting from the stubble.

To meet what we look for are plants which will give the farmer a good yield on the basis of adaptability to a region, resistance to plant disease and desirable physical properties. When these desirable limitations are met, the concern of the chemist becomes paramount.

The chemist is concerned with a plant that is disease free primarily because

The Chemist in Research

the product will have a better appearance and will be free from any of the by-products of the disease, such as specks and the alkaloids which may be produced by molds. Moreover, the chemist is concerned about the physical properties of the kernel, how it mills, how it looks, how it absorbs water, how it mixes, how it cooks.

Really what we have said is that the plant breeding term, which is associated with the development of new varieties, is faced with the problem similar to the housewife who desires to purchase a new coat. If she only wants the coat, there is not much of a problem. But if it must be a red coat, with short sleeves, with brass buttons, three-quarter length, of a dacron cotton blend having a silk lining, the chances of finding such a coat in any given instant of time are pretty limited. This is the type of dilemma that frequently confronts the plant breeding team. They have lots of wheat, but very little that meets all of the desirable criteria that are established that moment.

What is the track record of the NDSU research group? I think that if one were to review all of the durum wheat varieties which were created and produced commercially prior to 1960, one would find that there are about nine developed in the United States; none developed in Canada. Since 1960, there have been eight in the U.S. and four in Canada. In just the last three years, five have been released at NDSU. I think this information tells us something very significant. The products of research are coming out at a rapid rate!

Of more importance, perhaps, is that the need for the products of research is very great. Each of the new varieties, which has been released by the North Dakota Agricultural Experiment Station, is required to meet the general criteria that in three consecutive years of testing, they must be equal to or better than the existing commercial varieties. If they meet this criteria in

two or three years, they would be released.

New Durum Varieties

It was my pleasure to inform Bob Green that on December 27, NDSU released three new durum varieties, Crosby, Botno and Rugby. Each of these varieties is considered to be equal to or better than the variety Rolette, which was released in 1971. These three new varieties will come into commercial production in the crop year 1975.

Let's talk very briefly about each of them. Crosby has out yielded Leeds, the most popular North Dakota variety during the past six years, by about 14% over the four-year period that our research data have been accumulated. It has out yielded all varieties in regional tests over the states of Minnesota, South Dakota, Montana, and North Dakota during the 1970-73 period. Its appearance is similar to Leeds but it has a slightly higher kernel weight, slightly lower test weight; it is equal to Leeds in stem rust, leaf rust and leaf spot resistance. Crosby has been tested for milling and spaghetti quality since 1971. It is considered equal to Leeds and better than Rolette, Hercules and Wells. The protein quality and quantity, milling performance and spaghetti processing qualities were good. The spaghetti color was equal to Ward and slightly better than Leeds and Rolette over the three-year period. (Samples of the wheat, Semolina, and Spaghetti are on display for your information.)

Botno is an earlier maturing variety which has out yielded Rolette by about 5% over a four-year period and, in general, its properties are such that we anticipate that it will replace Rolette in the fringe areas of North Dakota. Botno has been tested for milling and spaghetti quality since 1971, has been found to be equal to Leeds and Ward and superior to Rolette, Hercules and Wells.

Rugby is equal in yield to Ward and has an 11% yield advantage over Leeds. While Rugby has a slightly higher kernel weight and slightly lower test weight than Leeds, it has been equal to Ward in stem rust, leaf rust and leaf spot diseases. It has the highest level of resistance to stem rust of all 810 wheats tested in 33 important wheat producing countries in the world in the 1971 International Spring Wheat Rust Nursery. From the quality standpoint, Rugby has been tested for milling and processing quality since 1971; the overall quality has been considered excellent compared to all other North

Dakota varieties. The protein quality and quantity, milling performance, and spaghetti firmness of Rugby were good. The average spaghetti color was higher than that of any North Dakota variety in the tests during the 1971-73 period.

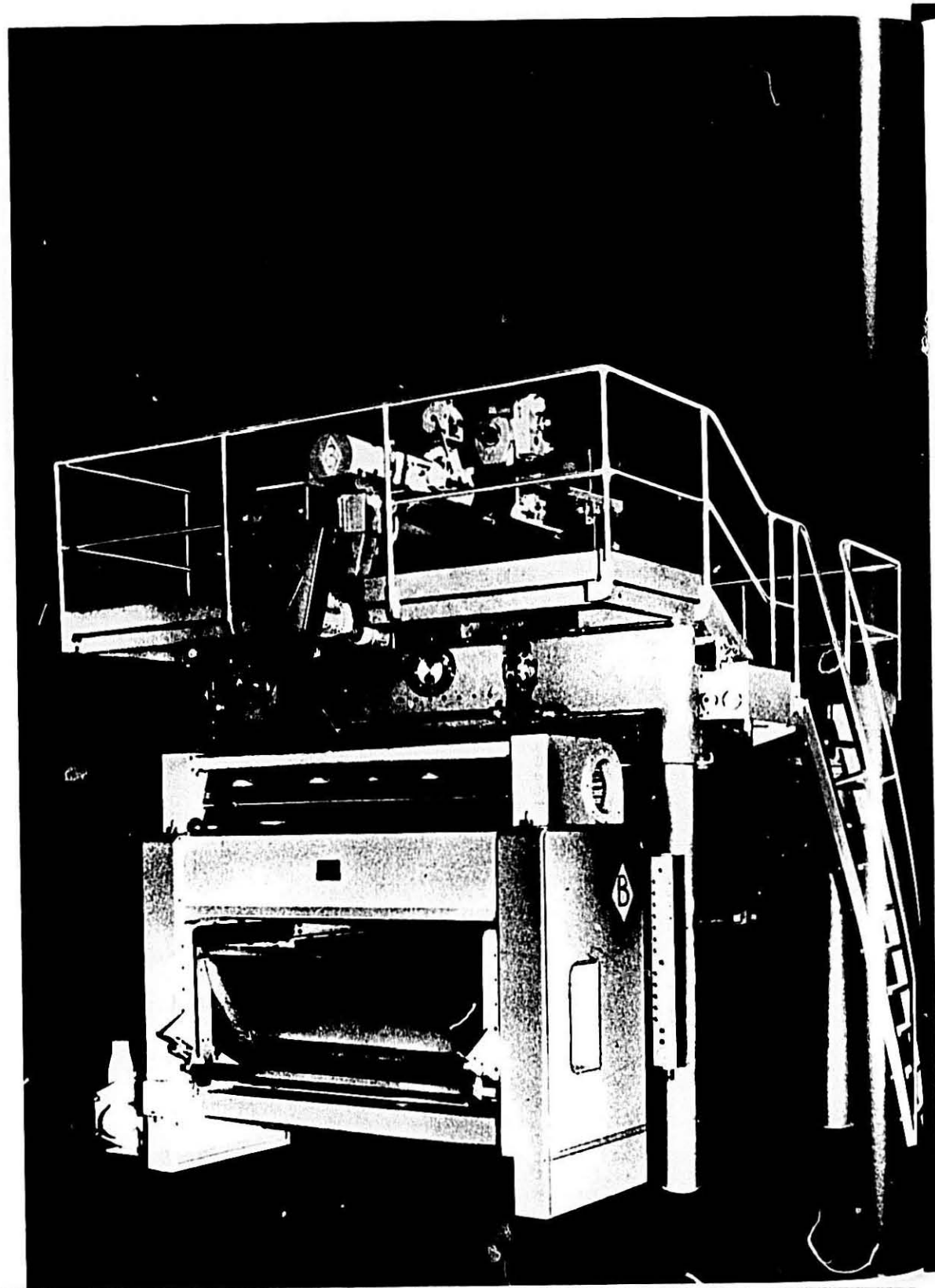
What is the process by which new varieties are created? The process concerns itself with about seven categories which require about ten years to complete. In the case of all three new wheat varieties, the initial crosses were made in 1963 and their release occurred in December 1973. To create a new variety, one first starts by artificially transferring the male portion of one wheat variety to the female portion of a growing plant. The seed which is collected is planted, usually in a flower pot in a greenhouse. The process is repeated several times during which a process of selection occurs. The plant breeder selects those plants having physical properties which he considers to be acceptable. Then, after about the fourth generation, testing of an intensive nature begins based on agronomic, chemical and physical qualities. These would include tests for plant disease in which the disease spores are sprayed on the new plants which are placed in isolation in greenhouses. Those plants having sufficient tolerance to disease would be maintained in the research program. Those that fail this test would be discarded. Simultaneously, tests on the seeds are being conducted by the chemist; those seeds which possess the desirable macaroni processing qualities and milling properties are retained and those who fail are cast aside. In all, the process of testing and evaluating results in the discarding of many thousands of seeds representing new potential hybrids before one is selected for release.

When release occurs, roughly after the ten years of work, the problem of increasing the seed stocks to increase the availability of seed for the commercial grower begins. By judiciously planting seeds in North Dakota, California, Arizona or Mexico, we have developed a system in which we can get two or three crops of seed in one calendar year.

Unique Program

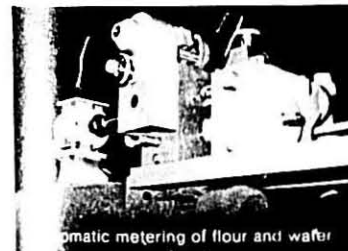
One would ask, is the program unique? Yes, indeed, it is. First its unique because we deal with spring wheats. Because of the use of the winter increase program, we are able to compress the time from the initial cross to the release of the variety into approximately a ten-year framework;

(Continued on page 12)



The new breed

When the world's largest and most successful manufacturer of pasta equipment redesigns their presses, you *know* they're even better than before. This new generation of presses has high speed turbine mixers for improved hydration, redesigned double-shaft mixing troughs for more thorough



Automatic metering of flour and water

kneading, and dozens of other design changes for faster cleaning, easier maintenance. Automatic metering of the micro-dispersed water reduces the chance of moisture buildup on the trough so there's less danger of dough fermentation. And plate counts are still lower than before. Even the paddle shafts oscillate to sweep all corners

free of residue. The new breed of presses is available in models from 1100 to more than 4000 pounds per hour, for long and short goods. The new breed — from Braibanti — another standard for the Pasta Industry. WERNER LEHARA



Double-shaft mixing troughs

Braibanti

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Durum Research

(Continued from page 9)

whereas, our colleagues working with winter wheats still require from 15 to 18 years to release a new wheat because they have not been able to fully utilize a winter increase program. Secondly, we have a unique seeds stock program. When we have a desirable new variety, we can go from a teaspoon to a carload in about a year. This is a fine-tuned program which was cited last summer, during an evaluation by members of the Department of Agriculture and outside consultants employed by the Department, as the most progressive system currently used in the United States.

The seed stocks program in North Dakota is self-funding. While the budget is approved by the legislature, the program is dependent upon the sale of seed to continue the funding operation. It is further unique in that the Agronomy Seed Farm, which is located at Casselton, was given to the University by the growers in the state and its operational funds are designed to be self-sustaining. A revolving fund, consisting of \$100,000, was provided in 1955 which provides the necessary funding resource to conduct the winter increase program, transfer of grain, leasing of land, and the many details that are necessary to carry on research beyond the state of North Dakota.

How does the program relate to commerce? During the 1950's, durum production was plagued with uncertainty due to the prevalence of the plant disease, stem rust. Consequently, carry over was undesirably low. This condition persisted until, as a result of intensified research, rust resistant varieties, with improved agronomic and processing qualities, were released.

During the 1960's, durum production increased because these new varieties were adapted to the production area and yielded more than the other cereals—spring wheat and barley—which competed for the acreage. The result was a carry over approximating our annual domestic requirement.

Unfortunately, our domestic requirements for feed, seed and mill grind, though expanding, did not increase in proportion to our production capability. However, export potentials were developed which created a strengthened and attractive durum production, marketing and utilization situation.

Since the research program at NDSU was expanded, imports have subsided. Concomitantly, exports began to be a major consideration in durum distribution.

The emerging pattern for world food supplies also was undergoing significant change. Agricultural exports were expanding worldwide but at a relatively lower rate than the change induced by the expansionistic activity of the U.S. wheat production and marketing industry.

Production Is Increasing

It is significant to observe that agricultural production in the USA and the developed nations of the world is increasing. Moreover, the production per capita in the developed sector of the world likewise is increasing, but at a lesser rate.

Though the rates of total agricultural production in both the developed and less developed nations are similar, the production per capita in the less developed nations is about constant; it is not keeping up with the production per capita of the developed nations. Unless this changes favorably, the need for the developed nations to feed the less developed nations will continue to become a progressively greater concern.

Can we meet the challenge? Yes, I believe we can if we apply our knowledge judiciously, develop new knowledge and technology by relevant research, and create a reasonable political philosophy to facilitate implementing desirable courses of action. With business, science and government working as a team, we can meet the food challenge.

Ronco Advertising

Four color advertising by Ronco Foods of Memphis appears in various midwestern and southern regional editions of October Family Circle.

Copy reads: "Nobody knows your family's taste like you do. That's why a Ronco spaghetti dinner that you make yourself is so much better than the packaged kind. Whip up your own special sauce, pour it over a platter of steaming Ronco spaghetti, and there you have it. A nourishing, bountiful meal tailored to your family's taste buds. And it costs less, too."



Recipe for Spaghetti and Shrimp

12 oz. fresh, frozen or canned shrimp
12 oz. Ronco Spaghetti
1 clove garlic minced
1 medium onion, chopped
½ green pepper, diced
1 tb. oil
3 tbs. water
½ tsp. salt
¼ cup butter

Cook, peel and de-vein shrimp, unless canned. Cook spaghetti according to directions on package. Meanwhile, in large saucepan simmer garlic, onion, and pepper in oil and water until pepper is tender. Add salt, butter and shrimp. Mix until shrimp is thoroughly heated. Pour sauce over drained spaghetti and serve immediately. Serves 4 to 6.

Princely Offer

Prince Macaroni Co. will be paying for all the commercial time during a fairly old movie each Wednesday on WNEW-TV (Channel 5) according to the New York Times. Prince will run two of its 60-second commercials and give over the other six minutes to whichever chain is that night's co-host. Two minutes of that time will be devoted to an interview of a supermarket executive.

According to Venet advertising, Hills will be the first co-host and Pathmark, Foodtown, Waldbaums', Bohacks' and Daich-Shopwell have also agreed to appear.

For Egg Promotion

President Ford has signed legislation authorizing a research and promotion program to encourage consumption of eggs.

The bill allows the Agricultural Department to set up an 18-member board, composed of egg producers or their representatives, after a referendum of producers has approved the idea.

The program would be financed entirely by an assessment of producers, not to exceed 5¢ a case (30 dozen eggs) sold on the commercial market. Estimates place the fund generated by this assessment at \$7.5 million annually.

The legislation results from the fact that per-capita consumption of eggs has dwindled over recent decades—from 287 in the early 1950s to 300 eggs today. The White House noted that the decline appears based on two factors: Concern over egg cholesterol and a consumer switch to other high-protein foods.

Triumphal Tour

Prince Macaroni Co. recipe winner, Sam Billuni, and his wife Betty, of San Diego, have recently returned from their triumphant tour of Europe. Here are highlights from his report:

Arrive in Milan

We arrived in Milan after a smooth flight and checked into the Hotel Principe Savoy. At dinner we found, as we would throughout our stay in Italy, that the spaghetti sauce contains no meat or meatballs and is made mainly by boiling down fresh tomatoes. To our surprise, we found the food to be very bland, and garlic was conspicuous by its absence.

After touring the city we drove to the luxurious Villa d'Este, which reminded us very much of Boca Raton in Florida. The food was excellent. I conversed with Chef Virginio Castagna in Italian. We discussed problems, menu costs, the help situation and we swapped recipes. Macaroni Salad alla Villa d'Este and Fettuccine Cagliaritano were among them.

In Cernobbio on Lake Como we dined in a trattoria on one of the tiny streets near the police station. The owner was very friendly and we had a lively conversation. We ordered Macaroni Sicilian Style, broiled steak and wine. The Sicilian-style sauce was excellent, made with fresh tomatoes, onions and capers, not tart, not spicy, but thick and tasty. Our next stop was Venice, which was lovely at first sight. Here, of course, we thoroughly enjoyed the seafood.

On to Florence

On Florence where we dined at Ristorante Buca Lapi, where our waiter introduced me to the owner, Joseph Lapi, who gave me a recipe for Tagliatelle alla Bolognese in return for my prize-winner, Mousaka Romano.

At breakfast we found the staff was on a one-hour strike and the maître d' was hanging around providing the tourists with coffee and rolls. Other meals were to be provided that day.

But we dined sumptuously on a seafood dinner at the Pizzeria Mary, prepared by the beaming owner, Germano Mozzoni. (For antipasti) he fixed us squid stuffed with tuna and cooked marinated sweet peppers. The second course consisted of spaghetti pomodoro (his tomato sauce was excellent) and for the main course we had scampi.

Wimpy's in Rome

We enjoyed ourselves in the Naples area visiting Sorrento and Capri, then on to Rome, the last stop on our Italian adventure. On the Via Veneto, we spotted

Pasta to Seal Friendship



Los Angeles food industrialist Robert William (r.) long a fan of Italian movie star Gina Lollobrigida, acts to make sure the actress is well-stocked with spaghetti during Italy's current acute pasta shortage. President of Globe Al Macaroni Products here, William instituted his own private AID to the actress by air-lifting one hundred pounds of his California-made macaroni products. "If Gina was in Newcastle during an energy crisis, I'd send her coal," reasons ardent admirer William.

ted a Wimpy's Hamburger place and guess what two Americans had for dinner!

I will be happy to send you the recipes I obtained for Macaroni Boscaglia from Milan, Linguini with Octopus or Squid from Venice, Spaghetti Con Frutta Di Mare from Amalfi, Rigatoni Alla Gambusera from Sorrento, Canneloni or Manicotti Filling from Rome, as well as those recipes mentioned earlier.

It was a great experience!

Rice-A-Roni Canadian Campaign

One of the largest Canadian television campaigns in Rice-A-Roni's history is being launched this month throughout Western Canada. Twelve Canadian television channels will deliver nearly a million and a half Rice-A-Roni sales messages per week to women in the marketing areas of Calgary, Saskatoon, Regina-Moose Jaw, Edmonton, Winnipeg-Brandon and British Columbia.

In most of these markets schedules call for multiple Rice-A-Roni commercials daily. Starting date is October 14 and commercials will run continuously through the summer of 1975.

In Vancouver CBUT-TV and KVOSTV will carry the schedule. In Edmonton CFRN-TV and CBXT-TV, Calgary

CFCN-TV and CFAC-TV and in Winnipeg CBWT-TV and CKY-TV plus CTAY-TV (Brandon). Stations in Regina-Moose Jaw are CKCK-TV and CBKRT-TV, and in Saskatoon CFQC-TV. In addition the Rice-A-Roni schedule will also be carried direct and on cable from three leading television stations in Seattle, three in Spokane and one in Pembina, North Dakota.

From the Handy Helper

Q. Do you know there is no alphabet macaroni anywhere in Paris, Ill.? I had planned a project for our Cub Scout den—making pins of colored toothpicks and alphabet macaroni, but I can't find the macaroni.—B.B., Paris, Ill.

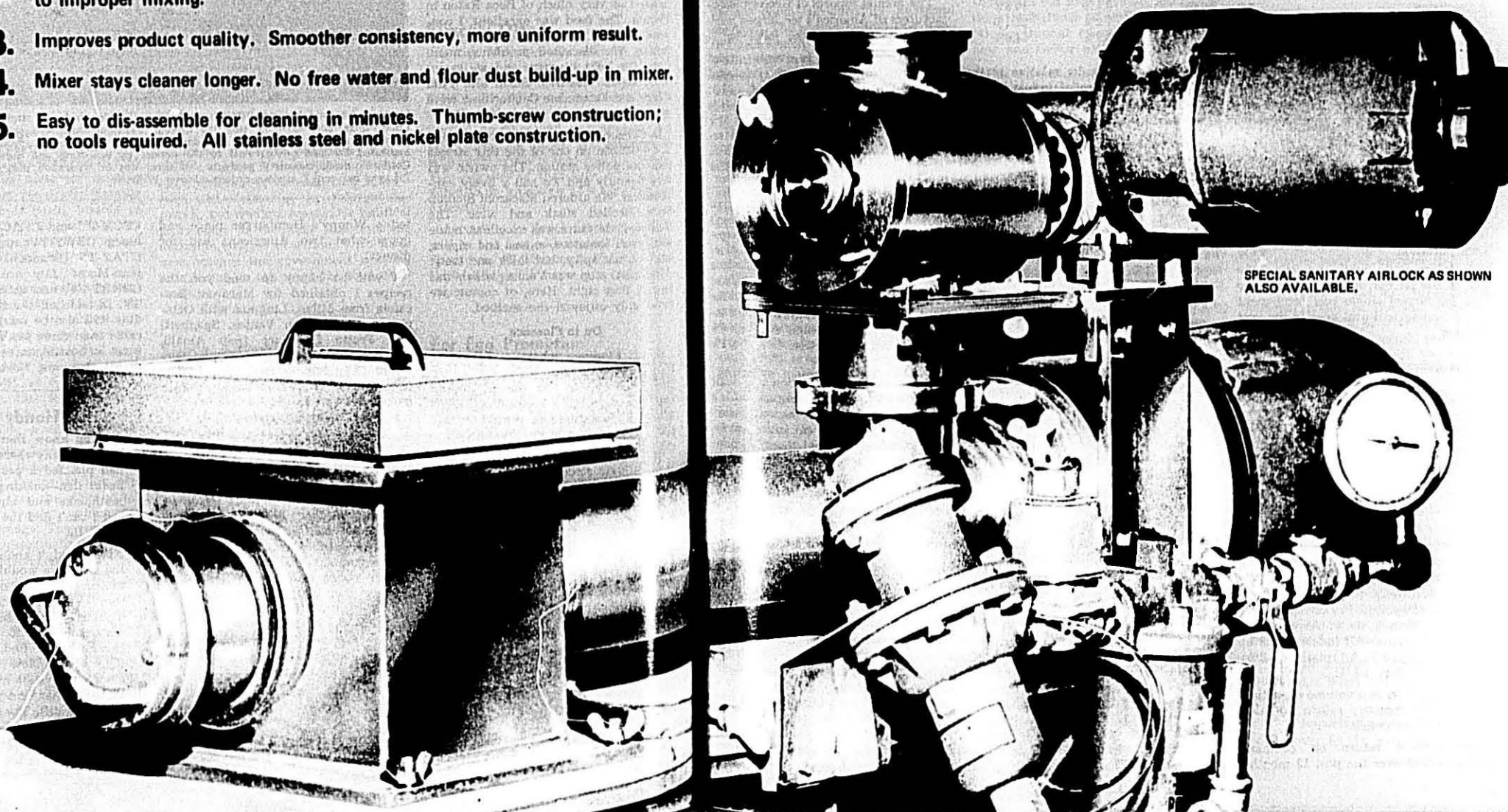
A. No, we didn't know this, but to tell the truth we wouldn't be astounded to learn there was no alphabet macaroni even in Paris, France. Most alphabet macaroni is made for wholesale sale to soup companies. However, the Red Cross Macaroni Co., whose New Mill Noodle & Macaroni division makes its alphabet macaroni, has sent you three pounds of it as a gift. The den might make pins reading "Thanks Paul Keegan" (Red Cross sales manager).

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Food Prices and Profits

Briefing by Jane Fawcett, Manager, Domestic Affairs,
Grocery Manufacturers of America, Inc.

Part I appeared in last month's issue.
Part II.

Story Of Profits

Where does the food dollar go?

The pro-farmer explanation:

Labor Costs	48%
Packaging	12%
Transportation	8%
Corporate Profits	4%
Business Taxes	4%
Interest, repairs	4%
Depreciation	4%
Rent	3%
Advertising	3%
Other	10%

The above information, supplied regularly by the United States Department of Agriculture tries to blame food prices on labor and the middleman by discussing the "marketing dollar" and completely omitting any reference to the cost of raw agricultural products.

The pro-labor explanation:

Farmers	37.9%
Stores & Restaurants	32.2%
Processors	19.2%
Wholesalers	5.9%
Transportation	4.8%

This information, while reflecting the role of the farmer, neglects to indicate that the largest single cost component in the non-agricultural area is the cost of labor.

A true indication of how the consumer dollar is divided:

Farmer	38 %
Labor	30 %
Packaging	7 %
Transportation	5 %
Corporate Profits	2.5%
Taxes	2.1%
Interest, repairs	2.5%
Depreciation	2.5%
Rent	2 %
Advertising	2 %
Other	6 %

What are the food industry's profit figures? According to Business Week; Survey of Corporate Performance, the 1973 profit figures show: Average return on 1973 sales—All industry, 5.9%; Food processors, 3%; All retailers, 2.2%; and Food retailers, 0.8%.

But, many say, in a volume operation like the food industry return on sales isn't a good yardstick.

The average return on common equity in 1973 over the past 12 months

(ratio of net available for common stockholders to average common equity, which includes common stock, capital surplus, retained earnings): All industry, 14%; Food processors, 13.6%; All retailers, 11.4%; All food retailers, 9.6%.

The food industry profits by sector:

	Return on Sales	Return on Investment
Baking	1.7%	8.5%
Dairy	3.0%	13.1%
Meat packing	1.2%	13.1%
Sugar	3.1%	10.3%
Soft drinks	7.2%	22.1%
Other	3.7%	14.6%

Food industry profits relative to the profits of other essential industries for 1973:

- (1) Food processors—Return on sales, 3.0%; Return on common equity, 13.6%.
- (2) Drugs—Return on sales, 9.8%; Return on common equity, 20.0%.
- (3) Building materials—Return on sales, 6.8%; Return on common equity, 15.1%.
- (4) Natural resources (fuel)—Return on sales, 2.5%; Return on common equity, 15.1%.
- (5) Automotive—Return on sales, 4.7%; Return on common equity, 16.1%.
- (6) Utilities—Return on sales, 12.3%; Return on common equity, 11.9%.

Compare food industry profits with household names:

- (1) Food processors—Return on sales, 3.0%; Return on common equity, 13.6%.
- (2) New York Times Company—Return on sales, 5.3%; Return on common equity, 16.2%.
- (3) Exxon—Return on sales, 9.5%; Return on common equity, 19.4%.
- (4) CBS—Return on sales, 6.0%; Return on common equity, 19.9%.
- (5) General Motors—Return on sales, 6.7%; Return on common equity, 20.2%.
- (6) DuPont—Return on sales, 11.1%; Return on common equity, 18.3%.
- (7) RCA—Return on sales, 4.3%; Return on common equity, 18.1%.
- (8) Eastman Kodak—Return on sales, 16.1%; Return on common equity, 22.8%.

Putting these profits in perspective, the combined 1973 earnings of the 103 largest food processing and retailing firms were \$2.2 billion—less than General Motors' 1973 profits of \$2.4 billion

and less than Exxon's 1973 profits of \$2.4 billion. This is not simply because General Motors and Exxon are larger than all of the food processors and retailers. The total 1973 sales for Exxon were \$25.7 billion; the total 1973 sales for General Motors were \$35.8 billion; the total 1973 sales for the 93 largest food processors and retailers were \$102.3 billion.

What Are Profits?

What Do They Represent?

The annual reports of Grocery Manufacturers of America's ten largest member companies show the following:

The profit dollar is evenly divided between dividends and reinvested capital—Earnings Reinvested, 51%; Earnings paid as dividends, 49%. It is also worthwhile to note that the 51% of profits which were reinvested account for only 42% of the total capital investment while 58% came from other sources.

Profits are affected by inflation just as wages; just as the working man's salary is cut by inflation, so are corporate profits. A wage earner who receives a 10% increase in salary at a time of 8% inflation knows that his real salary has only increased by 2%. The same is true of corporations—a 10% increase in profits is eaten away by 8% inflation until it likewise is only a 2% increase.

But whereas the inflation is a single edge sword to the working man it is a double edge sword to the corporation. For not only does it cut into profits, it also inflates those profits by overstating the value of inventories and understating the value of capital equipment—projecting an unrealistically high profit level. It is entirely conceivable that a company which reports an increase in profits may, in reality, have no real profit increase at all because of the inflation first overstates the profit and then whittles away at its real value.

In the food industry today the watchword is "productivity"—the measure of effectiveness of resource utilization. Productivity is similar, but not identical, to a measure of efficiency. It is a hedge against cost increases and consumer prices increases, for it makes sense that only more productive use of resources which are escalating in cost can temper those cost increases.

One example of increased productivity is a new way of operating the supermarket "checkout." Called the "Electronic Front End" this more productive system will utilize laser beam scanners to read a symbol on each item. As the laser decodes the symbol, the price will not only be transmitted to the cash register, but also the information that that item has been sold will be automatically communicated to the purchasing and warehouse computers so that new items can be ordered and shipped to the store to replace the one just purchased.

The National Commission on Productivity, an agency of the Federal Government, has observed that there is a direct relationship between profits and productivity. When profits are up—productivity increases are up. When profits are down—productivity increases are down. The reason behind this positive relationship between profits and productivity savings is that, to a large degree, profits pay for the changes which bring about the increased productivity.

The "Electronic Front End" mentioned above, is a perfect example of this relationship. The cost of implementing the system in retail outlets will be an estimated \$400,000,000. As was demonstrated previously, a major source of investment capital is profits.

In 1973 the retail segment of the food industry earned \$480,000,000 in profit, and it will be expected to swallow this additional \$400,000,000 in expenses! It's axiomatic: If we are going to have productivity increases as the hedge against higher costs, then there must be adequate profit levels to make the more productive methods affordable.

This discussion has pointed out that profit is something much more than the cream which is skimmed off the top and hidden in the hip pockets of the rich. For the sake of argument, however, what if profits were banned? Forget about how profits return dividends to the great mass of the middle class. Forget about how profits are inextricably linked to productivity as a hedge against tomorrow's higher costs. What would happen if . . . profits were cut by 1/2 or 2/3 or eliminated!

Not much would happen to the food bill. For every dollar you spent on food at the grocery store a 1/2 cut in profits would save a penny; a 2/3 cut in profits would save two pennies; the complete elimination of profits would save three cents on the dollar!

And with this disappearance of profit the food supply system would be con-

demned to a downhill slide into ruin as capital for innovations, improvements and increases would disappear.

What Can Be Done?

The food industry is increasing its productivity. According to the National Commission on Productivity, the food industry has a higher return per unit of investment than most industries. This means the food industry has a greater hedge against the increasing costs of inputs. Profit is, in fact, a key to increasing productivity. Profit isn't something that just goes into someone's pocket. Profit is used to build, expand, improve and increase productivity.

Increasing activities of the food industry are examples of productivity: (1) Automated front end check-out; (2) Unit train cut four days off transportation; (3) Increase utilization of boxcars; (4) Traditional efforts at automation, new and better plant and equipment.

But increasing productivity is not the only way to try to temper food cost increases. Technology is also holding forth in behalf of the consumer.

For the first time, TSP—Textured-Soy-Protein—products are being seen in quantity on grocery shelves. This spinning of soybeans to produce a product identical in texture and flavor to beef, pork, poultry and fish is truly miraculous. TSP-based products, such as one-dish dinners, beef extenders and others, are now on the shelves providing equivalent nutrition at lower costs.

And the next miracle in the R & D labs may be food from cotton. Cottonseed flour will be making its commercial debut this year. A superior source of protein, the cottonseed flour will be utilized in bakery products, for meat extenders in beef patties, sausages and frankfurters, and as a protein fortifier in breakfast and snack foods.

The new food economy also holds responsibilities for consumers as well. Eating habits are going to continue to change. Responsible consumer action and self-discipline is going to be essential during this period of change. American consumers cannot expect to continue food consumption patterns unique to the rest of the world. American consumers must also avoid the emotional response to change. Consumers, in effect, talked farmers into raising less food (by supporting boycotts and calling for food price rollbacks and freezes) and then, by bidding against each other for reduced food supplies, bid up the price of food.

Our new food economy dictates that the government alter its approach to

the process of providing food. Our Government must harness inflationary spending programs and act in ways which reflect the realities of the total food supply system. Government policy in the past has had a narrow view of the provision of food, looking at the process only in terms of its component parts. We have programs for farmers; we targeted action for the middleman; and we considered consumers separate entities.

The lesson of the anchovies and balancing twine is that our food economy is extremely interdependent and that government's traditional, narrow construction of the food supply system can only add to our problem. The food supply system, in fact, is like a seesaw—you cannot push one end without affecting the other:

You cannot strap economic controls on the retail end without affecting the supply end (i.e., killing of chicks).

You cannot pay for imported fuel without bidding up the price of food at home.

You cannot revalue the dollar without affecting domestic food supply (i.e., the increase of an international demand).

There is a broad parallel, it seems, between our need for a National Food Policy and our country's current predicament regarding energy. There is an impressive body of opinion that holds that the fundamental reason for the energy crisis is the lack of an overall national policy in the last decade or two. As a result of that lack, we are now forced into a crash program of make-do measures until we can develop alternative sources of energy.

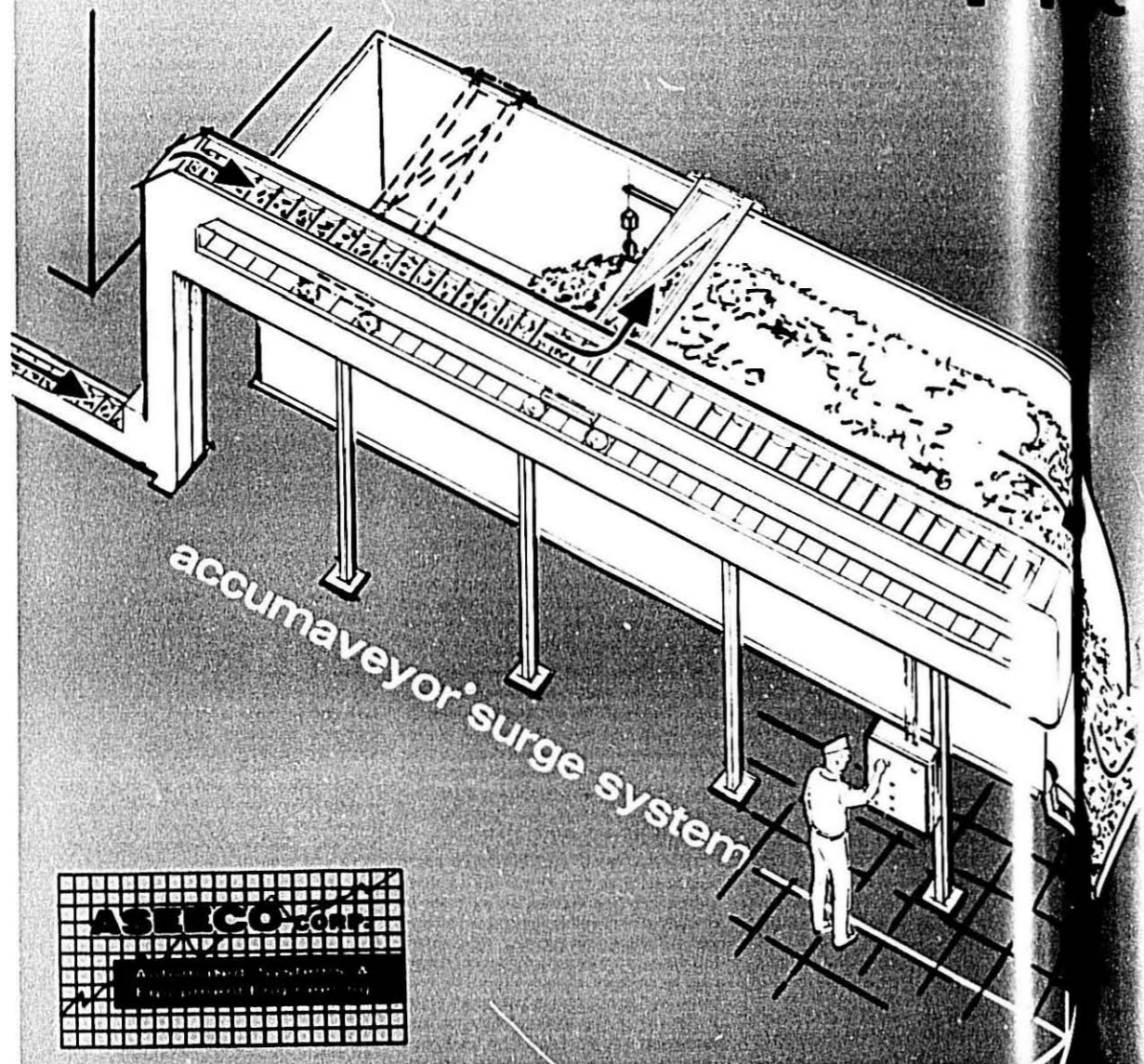
It is clear that much or all of this energy work could have been done—should have been done—by now if we had had a coherent national approach. If this is true of energy, it is no less true for food, yet we have failed to face up to the need for a coordinated food producing capability.

We must put an end to the government's present piecemeal approach to the food supply system. The time has come for the institution of a coordinated program for managing our food resources while not stymieing the initiative or thwarting the basic forces of supply and demand.

This all started out with the simple question, "What will happen to food prices?"

It is important to realize that things will never be the same again. For the
(Continued on page 20)

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Food Prices and Profits

(Continued from page 17)

sooner we rid ourselves of such illusions, the sooner we will be able to understand that our food supply system is at the fate of such diverse factors as anchovies, and baling twine—and the sooner we will be able to do something about it.

Recipe For Profits for H. J. Heinz Company

There may be a soft spot in the hearts of many consumers for the products of H. J. Heinz Co., but there's nothing soft or sentimental about the hard-nosed management that has made the company a household word over the past 105 years.

Tough-minded managers are one reason that Heinz—whose name symbolizes ketchup and condiments in this country—keeps squeezing steadily increasing profits from processed food. The fundamental recipe for success at Heinz includes a balanced blend of aggressive pricing, savvy procurement, operating efficiency, and a mixture of veteran executives and an increasing number of young enterprising managers.

With experts predicting sharp price increases for many processed foods by this fall, the Heinz approach stands out in an increasingly important worldwide industry. And with roughly half its sales and profits flowing from foreign operations, the company seems well-placed to preserve and probably increase its share of this highly competitive market.

Topping Its Targets

Heinz's growth rate is one that any company would relish. Besides expanding its famous 57 Varieties to about 1,250, it has topped its target of a 10% annual advance in sales and profits every year for the past decade. It earned \$55.5 million, or \$3.67 a share, from operations on sales of \$1.4 billion in fiscal 1974, ended May 1.

Lex N. Gamble, a vice president and securities analyst with William D. Witter, Inc., cites "the financial control and the position within growth markets" of Heinz. These factors presumably will help the company expand at a pace that hasn't been matched since the original H. J. Heinz began selling horseradish out of a frame house in Sharpsburg, Pennsylvania in 1869.

Expansion has been a basic characteristic of Heinz since its founding and the current push will have two phases. For the short term, "we're going to do better what we do best," says Anthony

J. F. O'Reilly, Heinz's 38-year-old Irish-born president. "Our future is in the food business," he says. One result of that decision will be continued emphasis on tuna, cat food, and frozen potatoes—the "growth markets" to which analyst Gamble refers.

Over the longer run, Heinz is closely watching the world shortage of protein. Mr. O'Reilly talks of expanding the company's present menu of side dishes (beans), meat substitutes (soups) and low-nutrition condiments (ketchup) to include such products as frozen dinners, now being test-marketed in Canada, soybean-based meat and fish extenders, and synthetic meats. Whatever the product, the company's five-year goal is to increase its after-tax return on sales to 4.5% from the current 3.9% level, a rate considered excellent in the low margin processed-food industry.

Pricing Tactic

To reach that goal, Heinz apparently will have to continue its traditional tactic of raising prices sooner or higher than competitors. It must also withstand such pressures as dropping international currencies (particularly in Britain and Italy) and the threat of nationalization in some countries (its small Peruvian fish-meal operation was expropriated last year).

Another key asset is a procurement system that enables Heinz to fill its own shopping basket better than most food companies. Like many food firms, it contracts with growers for tomatoes, potatoes and cucumbers and with fishermen for tuna. (Most other raw foods and spices are bought on the commodity market.) But it spreads its contracts across wide areas and provides farmers with strains that grow best in their particular region. With tomatoes, for example, when the first tiny green nubbins appear, Heinz employees actually count them on a sampling of field rows to estimate crop size.

And Heinz helps to harvest crops. In mid-summer, the company swings into action like military-like precision when Southern California's tomato harvest begins. Linked by walkie-talkies, company employees will direct a truckload of tomatoes to a central processing plant every 6 minutes, 24 hours a day, during the 10-week harvest.

In addition, Heinz tries to increase productivity through research and development. For instance, about 2,000 strains of tomatoes are being tested to raise the proportion of solids in the fruit and to breed a compact-vined plant whose tomatoes ripen all at once to facilitate harvesting by machines, which is not now possible in some areas.

But it's the Heinz management team that has accounted for more recent successes. The conservative leadership of R. Burt Gookin, the 60-year-old vice chairman and chief executive, has been largely responsible for the last decade of progress. Mr. O'Reilly, who was made president a year ago after only four years with the company, brings to Heinz a flair that has been missing since the founder years ago erected a huge ketchup sign in the middle of Prague, Czechoslovakia, where it still stands.

The diverse staff of managers, in the words of one consultant, "works better together than any group of executives I've ever seen."

While Messrs. Gookin and O'Reilly set precise financial goals and monitor them closely, local managers are given plenty of responsibility. Viewing the company as a collection of food concerns, top executives figure that local managers know the markets best and can cater to their region's tastes.

New Product Development

The U.S.A. Division has a historical inability to develop and sell new products. Only two completely new Heinz products have been tried in the retail grocery market during the past five years. One, a concentrated fruit drink called "Help" was "appropriately named," says Mr. O'Reilly, the president. The other, a new salad dressing, has been withdrawn for reformulation because it didn't sell well in test markets.

The division is trying to reverse that trend. It recently introduced a new version of its barbecue sauce, one with meat tenderizer in it. And it doubled its advertising budget for consumer products to about \$21 million for the current fiscal year.

Besides effective market penetration, all the Heinz divisions say they also strive for quality in the products that goes on the grocers' shelves.

But economy seems to be at least as important to cost-conscious managers. For example, unsaturated vegetable oil has replaced cream in "cream-of-what-ever" soup, saving \$600,000 in a year. And as the price of mozzarella cheese skyrocketed, the ratio of meat to cheese in frozen pizza that Heinz makes for the federally subsidized school-lunch program was raised to provide the same amount of protein at lower cost.

Taste Panel

Heinz insists that such substitutions are not made until a taste panel—either company tasters or recruited consumers—has approved them.

(Continued on page 24)

THE MACARONI JOURNAL

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Recipe for Profits

(Continued from page 20)

ers—attests that the altered product tastes, feels, smells and perhaps looks as good as the predecessor. Yet the company itself does not do pure research into the nutritional and other characteristics of the ingredients it uses. And it opposes proposed federal regulations that would require food firms to identify to the Food and Drug Administration any significant changes in the levels of natural nutrients and toxic elements in certain fruits and vegetables that might occur during the development of new strains. A company researcher says, "You kill the vitamins in tomatoes when you make ketchup anyway."

Goal of Efficiency

The goal of efficiency looms large in Heinz's long-term prospects. "Once our operations are running at peak efficiency—when every unit is earning the company wide rate of return—we'll make a geometric leap forward," Mr. O'Reilly predicts. Units in Britain, Australia and Canada, plus Star-Kist, are already earning the desired five cents on each dollar of sales. And Ore-Ida Foods, Inc., a \$100-million-a-year potato-processing subsidiary based in Idaho, is approaching that mark. The overall U.S.A. Division is the last unit that needs to catch up before Heinz can make its "leap," Mr. O'Reilly says. Acquisition will play an important

part in the company's future, and Heinz is already reaching out in several directions, mostly geographic. A recent joint venture in France establishes the foothold the company has been seeking there since the mid-1960's. South Africa and Eastern Europe are possible targets, and the Mideast now meets one of Mr. O'Reilly's toughest requirements for expansion—it's a hard-currency area." He speaks frequently—and pointedly—of opportunities in those oil nations.

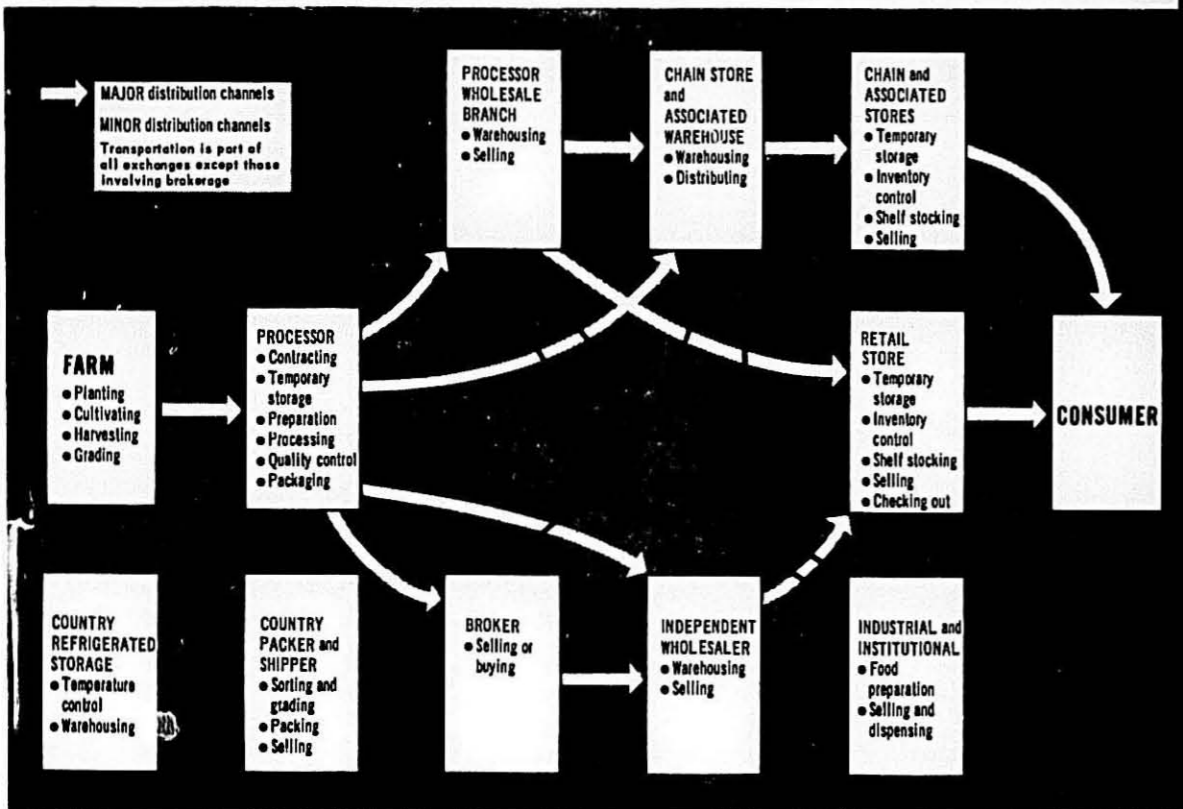
And far out on the horizon, he envisions Heinz as a \$2 billion company with a 5% net return on sales—"a prize well worthwhile," he says.



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TRIANGLE



Marketing channels diagram by Dr. Ivan L. Kinne, Battelle Memorial Institute, Columbus, Ohio

PPMI Pack Expo

IT was national packaging week and the Packaging Machinery Manufacturers Institute Pack Expo at Chicago's McCormick Place drew about 20,000 visitors. With 335 booths exhibiting over 1,600 pieces of machinery in almost 218,000 square feet of floor space, there were records broken all around.

John K. Tabor, Under-Secretary of Commerce, issued a call for more standardization of packaging to cut distribution, handling and packaging costs and to make a significant contribution in degrees of deviation.

Among the many exhibitors with equipment of interest to macaroni manufacturers were the following:

Amaco, Inc. of Chicago, handles Hoefliger + Karg automatic packaging equipment. They had a small television camera for scanning labels and recording degrees of deviation.

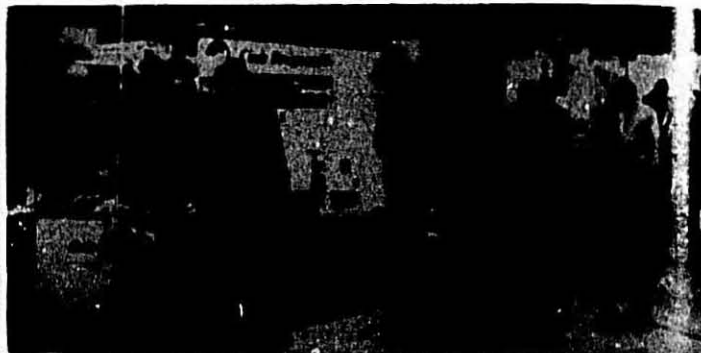
Asesco Corporation of Beverly Hills, California, showed a modular vibratory distribution system to multiple packaging machines.

Clybourn Machine Company, a division of Paxall, Inc., Skokie, Illinois, had high speed cartoning equipment utilizing new "Hermo-Seal" cartons. Thiele Engineering continuous motion cartoning equipment and rotary and reciprocal placers were displayed.

Diamond International Corporation of New York City, had white coated technicians available for a Creative Packaging Services Clinic which demonstrated the inter-facing of graphic, structural and mechanical packaging services geared specifically to the explicit needs of the packaging buyer. One of their panels of displays showed packaging for Ronzoni Frozen Foods.

Fibreboard Packaging Machinery Division, San Francisco, California, demonstrated Pak-Master IV, wraparound case automatically accumulating and loading products in corrugated blanks; forming and glueing case around product. Also shown were integrated Tray-Master / Wrap-Master / Tunnel-Master tray pack-shrink film system automatically accumulating and loading product on corrugated blanks; forming and glueing tray around product; wrapping, sealing and shrinking film around product and tray.

Hayssen Manufacturing Company of Sheboygan, Wisconsin, had a newly electronic weighing system for form-fill-seal machines that is said to provide extreme accuracy and has been created with an open design for accessibility.



Pneumatic Scale Corporation of Quincy, Massachusetts, had literature on Rovema Packaging Machines of Germany utilized by many European manufacturers for packaging pasta products.

Triangle Package Machinery Company of Chicago, displayed the Flexitron III scaling system with twin tube vertical form, fill, seal bag machinery. Also displayed were single tube vertical form, fill, seal cello bag machine equipped with a volumetric filler and demonstrated with the Flexitron static checkweigh system.

Wright Machinery Company, Inc., of Durham, North Carolina, displayed a new model Twin Tube Three Side Seal Machine equipped with auger filler and handling printed foil. Literature was available on the Mon-O-Bag Net Weigher System for packing noodles.

Pleasant Surprise

PPMI officials were somewhat surprised by the visitor response to the show.

"In light of the general economy," R. E. Jansing, Jr., PPMI Show Committee chairman of FMC Corp., notes, "we were certainly not expecting the high degree of interest in the show that was evidenced."

This 1974 show concluded PPMI's recent series of annual exhibitions which began in 1971. By vote of the PPMI membership last year, the show was scheduled to return to its traditional every-other-year frequency.

Since that time, the recently announced merger of the American Management Associations' National Packaging Show Exposition into the PPMI show means that the newly-titled National Packaging Week Exposition will be the next national packaging show to be held in the U.S. It is scheduled again in Chicago's McCormick Place, October 25-29, 1976.

Back to New York

Next year, National Packaging Week will be held in New York, October 27-31 and will feature a one-week conference activity, the National Packaging Week Assembly.

The Assembly incorporates the AMA's National Packaging Conference, the Packaging Institute/USA's Forum, and the Society of Packaging and Handling Engineers' Symposium.

The Packaging Education Foundation, which honored Precision Valve's Robert H. Abplanalp as "Packaging Man of the Year" at a banquet held concurrently this year with the PPMI show, will also sponsor its fund-raising dinner next year during this special week of packaging activity.

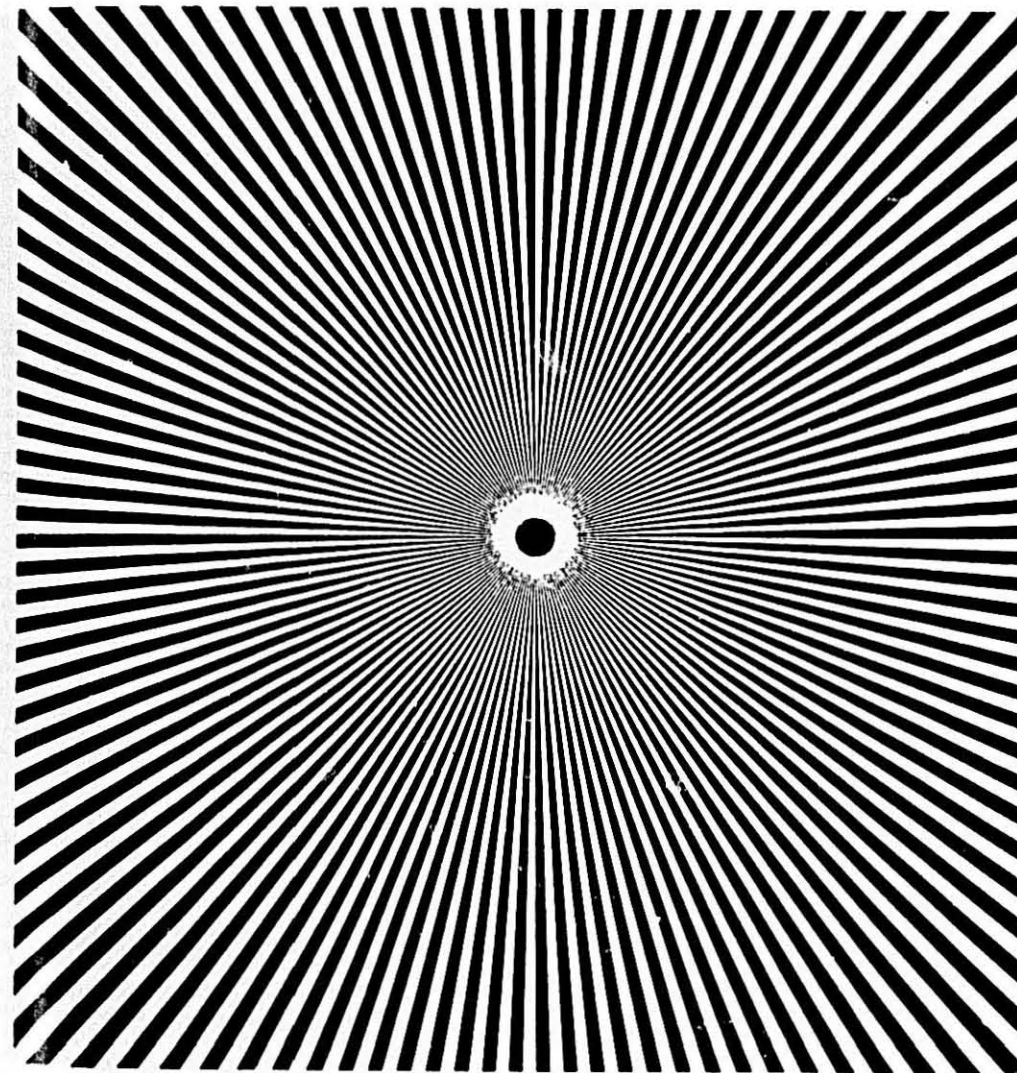
The "Assembly," jointly sponsored by AMA, PI/USA, PPMI, and SPHE, will be an annual event and will be held concurrently with the packaging show in 1976.

Box-A-Rama

Fourteen outstanding developments in the use of corrugated and solid fibreboard were named Gold Award winners in the 1974 Box Competition conducted by the Fibre Box Association. Winners are on display, along with the other 288 entries in the Competition, in a massive display at the Packaging Machinery Manufacturers Institute's Pack Expo '74, in Chicago's McCormick Place, October 7-10.

One Gold Award winner was selected in each of the fourteen categories of the Competition. Eleven of the sixty-four competing member companies of the Association earned one more more top honors. Gold Award winners include: a gift pack for wine and glasses produced by Fibreboard Corporation; a display stand for garden seeds developed by Alton Box Board Company; a modular display stand for greeting cards and party goods produced by

(Continued on page 28)



FOCUS on the WINTER MEETING

National Macaroni Manufacturers Association

Doral Country Club, Miami, Fla. 33166

January 29-February 2, 1975. Make Reservations Now.

Box-A-Rama

(Continued from page 26)

Lawrence Paper Company; a toy snowmobile package selected for its surface design, produced by Packaging Corporation of America; a Valentine card display stand honored for its printing quality, produced by Westvaco Corporation; and a stereophonic speaker enclosure produced by Inland Container Corporation.

Among boxes for specific types of products, Gold Award honors went to: International Paper for a celery box and for a container for fresh meat cuts; Stone Container Corporation for a package for electronic calculators; Corco, Inc., for packaging of a grandfather clock; St. Regis Paper Company for a snowmobile container; Inland Container Corporation for an automotive transmission pallet container and for a box for the shipment of live flowers; and Longview Fibre Company for an on-flight food and beverage container.

Sixty Silver Award-winning designs were also selected by the distinguished panel of judges. In all, forty companies share honors in the Competition. Competing member companies represent 79 percent of corrugated industry production in the United States.

Merchandising Categories

"Merchandising" categories of the Competition accounted for almost half of the 302 entries.

Counter and floor display stands, many serving a dual use as shipping containers, have been designed for a broad range of products. Toys, sporting goods, foods, beverages and housewares predominate, but other products range from valentines to batteries and from shingles to seeds.

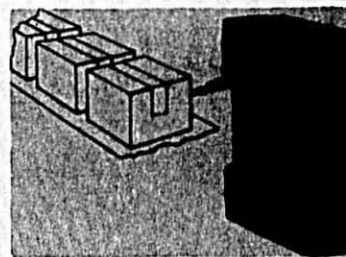
In the Surface Design and Printing Quality categories, trends in mass merchandising were seen in the increased use of the shipping container as an advertising medium. Office supplies, tools and even chemicals now appear in these categories formerly dominated by gift packs and other product lines.

Detector

Opoon, Inc. has announced the introduction of a new self-contained pulsed L.E.D. photo electric control, designated the model 1300, designed specifically for proximity mode operation.

This photo electric control will detect the presence or absence of many different objects within its six to thirty-six inch range without the need for a retroreflector or other ancillary equipment.

This new model retains the pulsed L.E.D. features of other Opoon models



Opoon Detector

that operate in the near infra-red region and are not sensitive to visible light or other energy sources. This operation in the near infra-red region gives all Opoon units the ability to see through dust and air-borne particulate matter that is common to many manufacturing processes.

For more information or free literature, call or write Opoon, Inc. 720 80th Street, S.W., Everett, Washington 98203, (206) 353-0900.

Metric Packaging Machinery

Domain Industries, Inc. has dedicated its new Doboy metric packaging machinery plant in Menomonie, Wis.

According to John J. Grevich, first vice president, Packaging Machinery Group, the new facility comprises more than 38,000 square feet of office, design and manufacturing space. The plant is located on a 20-acre site in an industrial park outside Menomonie. It will produce packaging machinery to metric standards.

"The new plant is one of the first in the U.S. to devote its entire design and manufacturing efforts to production on the metric system," Grevich said. "Initial production will be for export markets only, supplementing our overseas facilities. Ultimately, machines manufactured in Menomonie also will be sold in the U.S. as our country adopts the metric measurement system."

Domain, through its packaging divisions—Doboy and MRM/Elgin—has been a leader in the packaging for more than 35 years. The Menomonie plant is the company's fifth packaging machinery production facility. Other plants are located in New Richmond, Wis.; Harburg, West Germany; and Tokyo, Japan.

Domain Industries, Inc., headquartered in New Richmond, also produces agricultural products.

Reinforced Cellophane

The Film Division of Olin Corporation has begun selective test-marketing of a reinforced cellophane made with two ultrathin outside layers of polymer-

coated cellophane surrounding a middle core of either polypropylene, polyethylene or foil.

John D. Link, corporate vice president and general manager of the division, said the new family of three test films, tentatively designated RC, is not expected to be widely available until mid-1975.

"Initial tests show the RC group capitalizes on the best characteristics of the core material and combines these with the distinguishing properties of Olin cellophane," he said.

"The new reinforced, regenerated cellulose films will be an ideal substrate for converters who have sought a superior building block from which to produce more sophisticated packaging structures. End-users and converters will find the special clarity and printability of the cellophane provide startling results in package design and novel eye-appeal."

Good Machinability

Packagers will discover the RC family of films has the machinability of conventional cellophane on form fill seal, overwrap and other standard high-speed equipment, he said. The innovative cellophane also has shown greater durability, dimensional stability, and greater gas barrier and water vapor barrier properties, compared with conventional cellophane.

The three test films are:

- 123 VP 58, a highly transparent film with a biaxially oriented polypropylene core.
- 103 VF 38, a nontransparent film with a foil core.
- 112 VH 58, a highly transparent film with a high-density polyethylene core.

All of the reinforced films are coated on both sides with a heat-sealable vinylidene chloride copolymer. Each also has a release coating on one side.

Olin's Film Division has research and development laboratories at its headquarters in Pisgah Forest, N. C. It produces cellophane there and at Clington, Ind.

Marketing for Diamond International

Diamond International has appointed Robert D. Weyman vice president-marketing planning and services of the packaging products division. Joining the company in 1952, Mr. Weyman has held a variety of positions, including sales manager of the wax carton department, sales manager of the carton carrier department and, most recently, vice president of specialty packaging sales.

New Powdered Myvaplex® 600 Monoglyceride for Better Macaroni Products

Eastman Chemical Products, Inc. has developed a new powdered form of concentrated glyceryl monostearate for use in macaroni products. Trade-named, Powdered Myvaplex 600, this high-purity distilled monostearate helps make a better cooked pasta product when used with all semolina or with blended flours.

Powdered Myvaplex 600 is reported to impart better firmness and non-stick properties—texture and appearance features that greatly enhance the consumer appeal of canned and frozen food products containing cooked noodles, macaroni and spaghetti.

When properly used, Myvaplex 600 helps the processed products

in the food to withstand lengthy cooking periods, reheating and quick freezing without becoming sticky or losing their desired firmness.

Powdered Myvaplex 600 monostearate can be metered directly into the mixer with a dry feeder—to produce a smooth blend in the macaroni dough.

Additional information on availability, packaging and U.S. Food Additive Regulations are contained in Publication No. ZM-38. It is available on request by writing to the DPI Information Center, Eastman Chemical Products, Inc., Kingsport, Tennessee 37662.





Charles L. Barr Max T. Heller Ira C. Keller Bert W. Martin Robert R. Smith

Packaging Hall of Fame

The Packaging Education Foundation, Inc. has announced the election of five people to the "Packaging Hall of Fame." Those elected were: Charles L. Barr, Max T. Heller, Ira C. Keller, Bert W. Martin and Robert R. Smith.

"Each of these men has made distinctive contributions to the field of packaging and education," said Edward B. Kime, PEF Selection Committee Chairman. Formal induction took place at PEF's annual banquet on October 9, 1974 in Chicago during National Packaging Week at the Packaging Machinery Manufacturers Institute Show. This brings to 24 the number of people in the Packaging Hall of Fame.

Charles L. Barr

One of the founders and past presidents of the Packaging Machinery Manufacturers Institute, Barr served the F. B. Redington Company (and the packaging industry) for over 50 years in positions ranging from sales manager to chairman of the board. Barr's extra-company contributions include active participation in the Packaging Institute and writings for Modern Packaging Encyclopedia and other technical publications.

Max T. Heller (Deceased)

Heller, a printer and flexible packaging manufacturer, was born in Dresden, Germany. In 1898, he established the Milwaukee Printing Company (now Milprint Inc.) at the age of 20. Established with a capitalization of \$600 and with five employees, the firm became the world's largest designer and printer of flexible packaging materials. Milprint was purchased by Philip Morris Incorporated in 1957.

Because of his early leadership, Milprint has established a high technical reputation, perfected new printing techniques, and developed appropriate

packaging materials, as well as designing, constructing, and modifying much of its own machinery and equipment. Under Heller's direction, the company had many "firsts," including the introduction in 1913 of glassine wrappers for five-cent candy bars; introducing foil wrappers in 1913; cellophane wrappers in 1919; and plastic film wrappers in the 1940's.

Ira C. Keller

Although now retired after 17 years with Western Kraft Corporation as chairman of the board and chief executive officer and a previous 25 years with Container Corporation with a final post of executive vice president, Keller left behind him an enviable record as an innovator in the packaging industry. He served on the board of directors of Fourdrinier Kraft Institute, the board of directors of the Fibre Box Association and director and chairman of Paperboard Packaging. He was selected last year as the Man of the Year in Portland for his wide contributions to the community.

Bert W. Martin (Deceased)

Bert Martin's accomplishments in the packaging industry are legion and legendary. As chairman of the board and president of Shellmar Products Corporation, Martin pioneered, with Minnesota Mining and Manufacturing Co. (later 3M), the development of Scotch® tape . . . and perfected the printing of five colors simultaneously on cellophane.

He was the first to recognize the quality of colodense printing and purchased the patents for his company. During World War II, Martin perfected packaging for the U.S. Government to meet tropic and sub-zero conditions of troops in battle. Also during the War, Martin was instrumental in the development of ploffilm in the margarine

package that contained a coloring capsule which, when burst, enabled the housewife to knead the color into the white margarine without the use of the bowl.

Several years later, Martin saw the possibilities in the polyethylene disposable nursing bottle (which was originally brought to him by a registered nurse) and his company developed the bottle now known as the Playtex Nurser.

Robert R. Smith

Smith, former director of marketing-Film Department of E. I. duPont de Nemours & Co., created new methods of distributing and merchandising food products. He developed sophisticated sales training programs for packaging salesmen making extensive use of motivational principles in sales training. His guiding conviction that sales promotions should spring from in-depth studies of the marketplace and be responsive to the needs and problems uncovered led him to spearhead the phenomenally rapid acceptance of flexible, transparent packaging as a force in selling foods. Major promotions of his creative and design, aimed at important segments of the food industry, not only boosted cellophane into national prominence during the late 30's but made possible the subsequent rapid growth of the "newer" plastic packaging films such as polyethylene, polypropylene, etc. His career extended over 40 years at duPont.

Packaging

. . . in the United States is a \$25-billion industry—about 2% of the gross national product, or 5% of the value of all retail sales.
Paper & Paperboard accounts for .51%
Metal Cans & Drums, Containers .28
Glass Containers10
Plastic, Wood & Textiles11



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Modular Pack Presents Potential Savings

The first step toward the realization of rationalized modular packaging has been completed by the National Association of Food Chains' Productivity Council. It holds out major savings potential.

The NAFC group commissioned a study by Arthur D. Little, Inc., and worked with a special advisory committee of retailers, wholesalers, manufacturers and productivity specialists.

Modular secondary packaging entails setting a standard set of sizes for shipping containers or cartons. All cartons would have to have dimensions which were denominators of the standard length, width and height.

It may well be that the inter-industry committee may want strong representation from the Grocery Pallet Committee. The Little report points out that the standard GMA 48x40-in. pallet severely limits the number of whole-number denominators available as data.

Data for the study were gathered using and comparing results of the 48x40 pallet as well as a 54x45 pallet.

In a study for NAFC, A. C. Nielsen Co. counted 2,587 different-sized shipping cartons in a dry grocery section which stocked 5,000 items. Seventeen sizes, however, accounted for 624 of the items.

Additional Problems

The study confined itself to the dry grocery field, only to avoid the additional problems of dairy, produce and meat sections.

As the accompanying tables show, the study found that there were three primary areas in which large savings potentials exist in the grocery field: Transportation, warehouse labor and in the reduction of damage. A fourth area, which would be applicable to the manufacturer as well as wholesaler—or chain warehouse level, lies in the potential of automatic palletization.

Modular packaging could save 29 percent of the cost of making up a pallet load if automatic palletizers could be made to work with standard modules.

SUMMARY OF THE RANGE OF POTENTIAL SAVINGS ATTRIBUTABLE TO MODULARIZATION BY WAREHOUSE TYPE

Function	(\$/100 cases shipped)			
	Manual (Pallets)	Manual (Tow Trucks)	Mechanized (Pallets)	Automated Picking (Carts)
Warehouse Labor	\$.99 ± .41	\$.22 ± .10	\$ 1.48 ± .67	\$.04 ± .14
Warehouse Damage	.13 ± .02	.13 ± .02	.13 ± .02	.13 ± .02
Transport to Store	.36 ± .16	.00	.36 ± .16	.28 ± .12
Store Delivery Damage	.25 ± .09	.00	.25 ± .09	.03 ± .03
Total	\$ 1.73 ± .68	\$.35 ± .12	\$ 2.22 ± .94	\$.48 ± .21

MANPOWER AND COST REQUIREMENTS FOR FUNCTIONS AFFECTED BY MODULARIZATION (250,000 cases/week)

Function	Warehouse A		Warehouse B	
	Fraction of Time Productive	Labor Cost (\$/100 cases)	Labor Cost (\$/100 cases)	Labor Cost (\$/100 cases)
Rail Receiving	.76	8.0	8.0	8.0
Truck Receiving	NA	10.8	10.8	1.29
Stocking	.52	27.0	27.0	3.23
Picking	.76	51.0	41.0	4.90
Loading	.95	8.8	10.2	1.22
Total		105.6	112.63	97.0

SUMMARY OF POTENTIAL SAVINGS BY FUNCTIONAL AREAS

Area	Estimate (\$/100 Cases Shipped)	Standard Variation (Percent)
Transportation: Manufacturer to Grocery Warehouse	\$.00	—
Store Delivery—pallet loaded cart loaded floor loaded	.36 .28 .00	25% 29
Damage: Manufacturer to Grocery Warehouse	.00	—
Store Delivery—pallet loaded cart loaded floor loaded	.25 .03 .00	10 29
Warehouse Labor: Manual, palletized Manual, tow truck Mechanized Automated Automatic Palletization: Packaging:	1.00 .23 1.49 .05 2.00 .00	12 13 13 29 29 —

BREAKDOWN OF WAREHOUSE DAMAGE

Category	Percent of Times Category Designated*	Most Important Cause
Deterioration of Carton	7.8	2
Crushing of Carton	17.4	7
Impact from Forklift or Other Equipment	40.6	35
Dropping	24.8	15
Other	9.4	4
Total	100.0	63
Warehouse Area		
Receiving	10.3	5
Stocking and Storage	43.8	35
Picking/Order Assembly	30.0	19
Loading	15.9	8
Total	100.0	67
Type of Primary Package		
Glass	20.5	10
Rigid Plastic Bottles	12.3	6
Cans	13.7	3
Bags	39.9	42
Boxes	13.6	2
Total	100.0	63

SUMMARY OF WAREHOUSE SAVINGS POTENTIAL (\$/100 cases shipped)

Function	A		B		C		D		E
	48 x 40 %1 \$1	54 x 45 %1 \$2	48 x 40 %1 \$1	54 x 45 %1 \$2	48 x 40 %1 \$1	54 x 45 %1 \$2	48 x 40 %1 \$1	54 x 45 %1 \$2	
Receiving-Rail	0	0	4.8	.05	0	0	4.8	.05	0
Receiving-Truck	0	0	9.5	.12	0	0	9.5	.12	0
Stocking	0.5	.02	9.1	.29	0.5	.02	9.1	.29	0.5
Picking-Manual	8.2	.50	18.2	1.11	2.0	.10	1.8	.09	8.2
—Mechanized	—	—	—	—	—	—	—	—	—
Load Assembly	—	—	—	—	—	—	—	—	—
Loading	35	.37	44.5	.47	0	0	0	0	35
Rack Realignment	33	.10	33	.10	33	.10	33	.10	33
Total	\$.99	\$ 2.14	\$.22	\$.65	\$ 1.48	\$ 2.25	\$.04	\$.38	\$ 3.88

1. Percent of total time that can be saved by modularization 2. Total dollars per 100 cases shipped that can be saved

Kraft Redesigned Packages

Kraft reports that a Universal Product Code—which enables every individual product moving through U.S. grocery stores to be identified by scanning devices at "automated check-outs"—has now been designed into the graphics of more than 400 Kraft retail packages, and that by the end of 1974 the symbol will be included on products representing 75% of Kraft's grocery store volume.

The "UPC" symbol is a 10-digit number appearing on both the shipping case and label (or package) of each product. Kraft is currently redesigning customer invoices, bills of lading, inventory forms and price lists to include UPC numbers. All Kraft shipping cases will carry the UPC numbers in the upper right hand corner.

Nutrition Information

Kraft is also providing nutrition information on the labels of many products. All low-calorie, low-fat and other dietary products, plus products which include fortification such as margarine (Vitamin A) and gelatin and puddings (Vitamin C), will have nutritional information on the label by the end of 1974. In addition, Kraft will voluntarily proceed to provide nutritional information on many dinner products, salad products and cheese products—with other to be added.

Satisfaction Guaranteed

Further significant changes in Kraft packaging include incorporation of the statement "Satisfaction guaranteed or your money back from Kraft on each product package, both retail and Food Service, plus improvements in the open dating program. All Kraft products, with a few exceptions, now include the legend "Best when purchased by . . ." followed by the date. Alphabetical characters are being used to designate the month of the year (for example: Aug-1974) on the packages where previously the complete date had been numerical.

British Visitor

Freddie Fox of Pasta Foods, Ltd., St. Albans, Great Britain, attended PPMI Pack Expo in Chicago. He and Bob Green discussed macaroni as they enjoyed their Chicago cuts at Lawry's Prime Rib.

About Lawry's

There's more to Lawry's than Seasoned Salt—a lot more, in fact. Like 70 distinctive grocery products; others made by Lawry's specifically for use in restaurants and hotels; and still others

formulated for use by other food manufacturers in their products. And all have been created with one thing in mind . . . to enhance the flavor of food.

It all began with the efforts of "Mr. Lawry," Lawrence L. Frank, to develop a seasoning for table use at the renowned Lawry's The Prime Rib Restaurant in Beverly Hills, California. Since roast prime ribs of beef cannot be adequately seasoned during the roasting process, Mr. Frank perfected the unique blend of salt, herbs and spices that was to become Lawry's Seasoned Salt, now the best-selling bottled spice blend in much of the world.

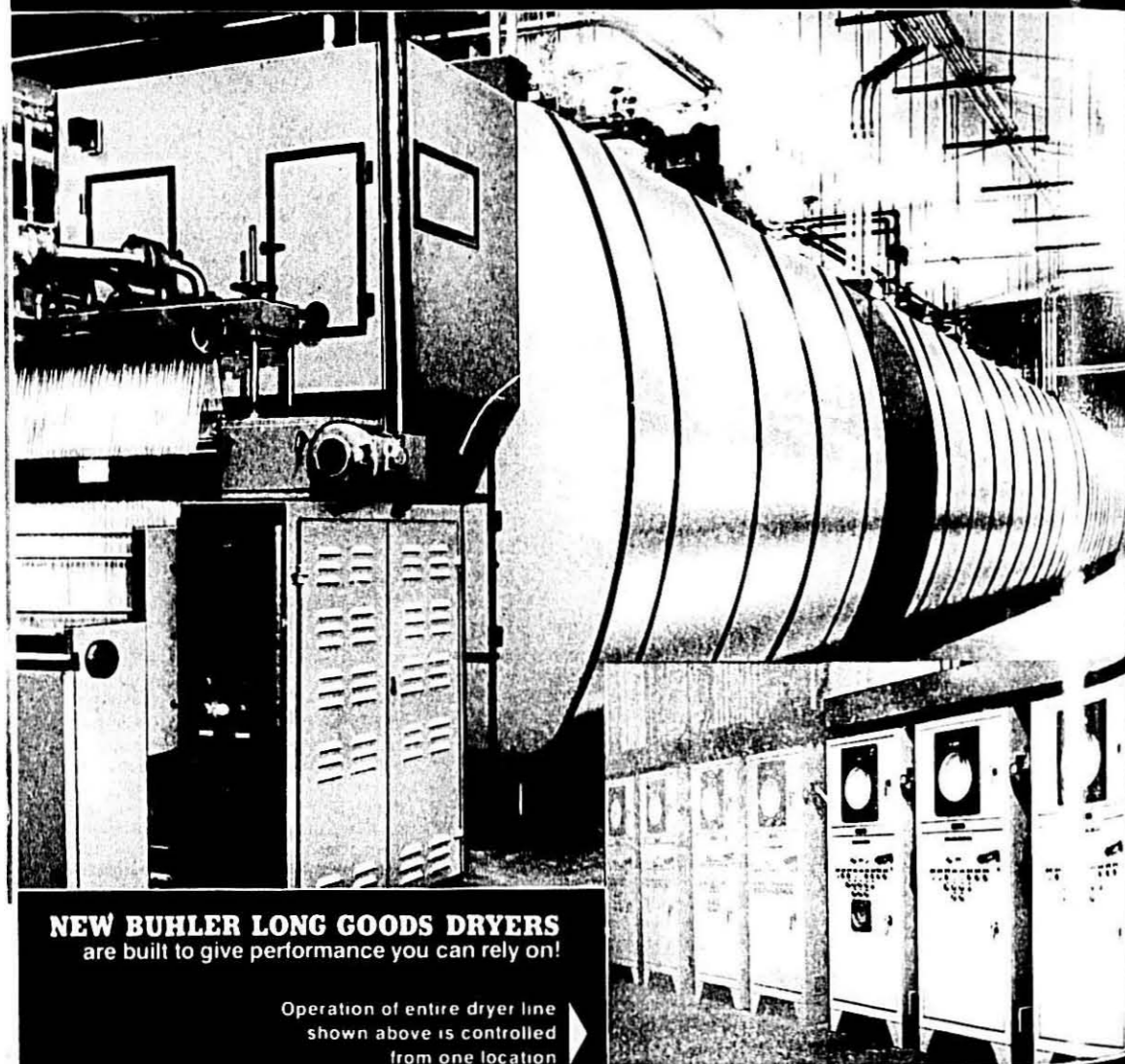
The original concept—a unique product created for table service in a restaurant rather than for the marketplace—made Lawry's different from other food companies. It was through public acceptance and, ultimately, popular demand that Lawry's Seasoned Salt found its way to market, where it

revolutionized the art of seasoning and became the forerunner of the other excellent Lawry's products, including Lawry's spaghetti sauce mix.

Lawry's also owns and operates a number of outstanding landmark restaurants. They are the Great Scot near Glendale, the oldest restaurant in Los Angeles under the same continuous management in the same location, the new Great Scot in Arcadia; the Mediterranean in Beverly Hills; Casey's Bar in downtown Los Angeles; the Five Crowns in Corona del Mar; the Ben Jonson at The Cannery in San Francisco, and Tonio's, a group of popular priced family restaurants. Lawry's The Prime Rib in Beverly Hills and the new Lawry's The Prime Rib in Chicago, as well as Stear's For Steaks in Beverly Hills, are not part of the corporate structure but are family owned and operated.



RELIABLE.



NEW BUHLER LONG GOODS DRYERS
are built to give performance you can rely on!

Operation of entire dryer line
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THE MOST RELIABLE
IN THE INDUSTRY!

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Product moves slowly and continuously from spreader to accumulator. No starts and stops. Simplified design means greater reliability since there is less wear than conventional "stop and go" dryers.

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because drying action is always steady. You can count on the product to come out with appealing color and texture. Uniform and straight every time. Ideal for handling with automatic weighing, transporting and packaging machines.

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Extremely tight enclosure with Buhler patented "D-a-T" control allows high temperature, high humidity drying environment.

Capacity range 500-4,000 lbs/hr.

Standard stick lengths: 60 or 80 inches.

Ask for details

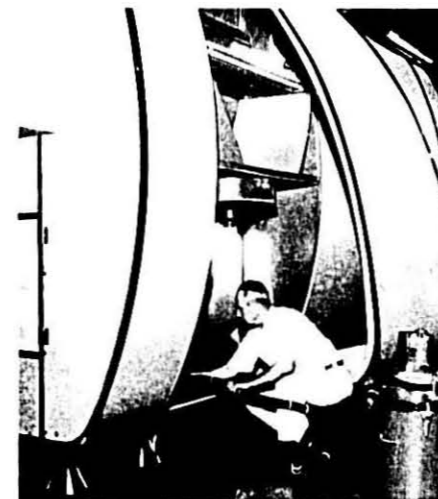
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Each spaghetti strand travels exactly the same path so you can count on consistent drying results. Buhler's gentle stick elevator keeps strands from rubbing or twisting from hand to transfer point to the drying trays.



Super sanitary design, easy maintenance. All panel panels swing out for easy access to all parts of the machine. Extra thick polyurethane insulation and floor construction prevent condensation.

Experts Evaluate Nutrition Misinformation and Faddism

"Americans love hogwash," according to a distinguished physician who has completed an evaluation of unscientific nutrition information disseminated in popular books, newspapers, magazines, and on radio and television.

Dr. Edward Rynearson, Emeritus Professor of Medicine, Mayo Clinic, gives his views in a special supplement of the current issue of Nutrition Review, a journal published by The Nutrition Foundation.

The author's interest in the problem came about literally by accident. While recovering from a fractured back during a long hospital stay, Dr. Rynearson began to help fill time by watching daytime and late night TV talk shows.

"It seemed to me that nearly every time I turned the set on there would be some so-called expert pushing a new book or expounding on some crackpot theory," says Dr. Rynearson.

The author, who has spent nearly half a century as a medical practitioner, researcher, and teacher, then began a three-year examination of the information that was being given out. He took notes of what was on the air and studied the articles and books. He went over them line by line and wrote to hundreds of recognized experts to check out the scientific correctness of the information and the validity of the claims that were being made.

In the article Dr. Rynearson deals with many areas of nutrition misinformation, but he focuses much of his attention on the theories put forward in popular books written for laymen by authors such as the late Adelle Davis and Carlton Fredericks.

Mrs. Davis Taken to Task

Dr. Rynearson cites a number of qualified scientists who evaluated many of the claims made by Mrs. Davis in her books. As an example, Dr. George V. Mann, Associate Professor of Medicine, Vanderbilt University, said that in her best selling book "Let's Eat Right To Keep Fit," the "mistakes average one for each page."

The references cited by Mrs. Davis in another book "Let's Get Well," were checked by two nutrition scientists at the University of California at Los Angeles. Their analysis showed that in one chapter which listed fifty-seven instances there were no data to support her statement.

Dr. Rynearson is concerned not only with the misleading aspects of faddism, he warns that it also can be dangerous. For example, Mrs. Davis suggested in

"Let's Get Well" that patients with nephrosis should take the potassium chloride. According to Dr. Russell Rand, Professor of Medicine and Chief of the Division of Renal Diseases, Medical College of Virginia, the suggestion is "extremely dangerous and even potentially lethal."

Dr. J. G. Chutkow, a neurologist at the Mayo Clinic, says that Mrs. Davis' claim that magnesium alone is useful in the treatment of epilepsy is "grossly misleading and therapeutically dangerous."

And Carlton Fredericks

Turning his attention to Carlton Fredericks, a popular radio performer and writer of several books, Dr. Rynearson points out that Fredericks has had virtually no nutritional or health science training. Nevertheless, Fredericks advocates doses of Vitamin A that are toxic and can produce severe neurological damage. Fredericks also has claimed, without scientific evidence, that leukoplakia—a mouth lesion that can become malignant if not treated properly—can be cured by large doses of vitamins.

The seventy-six page supplement—designed to be used as a reference by physicians, teachers, writers, and others who are called on for advice about nutrition and diets—includes official statements and reports issued by authoritative scientific organizations concerning the dangers of high doses of certain vitamins and of several unsound popular diets; excerpts from scientific and popular articles on other areas of faddism; and a list of recommended books and articles for laymen.

Copies of the supplement ("Nutrition Misinformation and Faddism") may be obtained from The Nutrition Foundation, 888 Seventeenth Street, N.W., Washington, D.C. 20006, for \$2.50 each.

Childhood Experiences With Food

By Nancy M. Davis,
St. Louis
Post-Dispatch Food Editor

I hear and I forget, I see and I remember, I do and I understand.

Mary T. Goodwin is making nutrition a children's crusade.

A dietitian for the Montgomery County Health Department, Rockville, Md., she is among a new breed of dietitians who believe that health professions should campaign for preventative medicine, including a vigorous program to teach better eating habits to the nation's youth.

"Early experiences with food may lay the foundation for lifelong eating habits," she explains in the introduction to a new book, "Creative Food Experiences For Children," (Center For Science In The Public Interest, Washington, D.C., 1974 \$4). Co-authored by Gerry Pollen, an elementary school teacher, it is designed to acquaint children with the raw materials that are the sources of food.

"Children like food and are curious about living and growing things," she writes.

"Through such experiences as sprouting and growing wheat, the child feels the wheat on the stalk, grinds the wheat into flour, makes dough out of the flour, shapes the dough into bread, smells the aroma of the freshly baked bread, hears the crackle of the crunchy crust and finally tastes the flavor of hot homemade bread which he has had a hand in creating."

Resource Book

Obviously, the book is much more than a cookbook. It is intended to be a resource book for parents, preschools, day care centers, recreation departments, summer camps or scout troops. In addition to simple recipes, it outlines a series of food-related activities that are enjoyable for all age groups.

"Children learn most effectively by being actively involved, therefore, children both at home and at school should be encouraged to be interested in food and involved in the preparation of their food. . . . A child can discover much about himself through food. For him, foods are a symbol of love and security.

"Creating something beautiful and good with food is indeed a rewarding experience for anyone. In order to help a child make the right food choices, a wide variety of wholesome foods should be available," Ms. Goodwin writes in the introduction.

Creative Food Experiences

"Creative food experiences with wholesome foods are more important for children today than they were thirty years ago. Many children eat food which comes in boxes, packages, bags, bottles and from vending machines and have been designed to eat on the run. Carefully prepared food invites us to come and to savor at the 'welcome table.' Misleading advertising which glamorizes poor eating habits encourages children to eat junk foods which may undermine their health. Formulated, fabricated fake foods (the 4 F's) are displacing wholesome foods in the diet. To protect children from food abuse, legislation is needed to con-

trol the production, sale and accompanying advertising of these foods," she writes.

At the same time, children have to be educated to make good food selections. Food habits that build good health are not acquired naturally, they must be learned.

But the activities suggested in the book do not just teach good nutrition. Nor are they idle play. Learning experiences through food are an excellent vehicle for human communication. Food comforts. Food nourishes. Love is expressed through serving food with care and delight.

People Differ

Through food, children can discover that in some ways people are alike and in some ways people are different. People all over the world have to eat, but consider, for example, the types of milk different children drink.

In the United States the children drink cow's milk. In Peru the children who live in the mountains may drink goat's milk or llama's milk the book explains in easy-to-understand language. In the Arab countries the children who live in the desert may drink camel's milk. In Spain the children may drink the milk of the sheep.

Some of these activities children would enjoy include the making of cottage cheese, butter and ice cream, yogurt or buttermilk. One might have a cheese tasting, discuss the packaging that milk comes in and the different types of milk available commercially. Recipes to prepare along with these activities or discussions include flavored-milk drinks with nutritious constituents (other than chocolate).

There are many opportunities for children to learn new concepts as they prepare and eat food, the book points out.

When working with children, one uses all the correct terms for food, the equipment or process: powdered milk in water, squeeze oranges, melt butter, pop corn, boil water, freeze ice cream, beat eggs, etc.

Science of Food

Early childhood is also a good time to begin the study of the science of food and growing things. How does a plant grow? What does a plant need to grow, where does it grow? How does food make people grow and develop and what effect does it have on how we look, feel and behave? When we are hungry, we get restless and irritated. The preparation of food also teaches us the value of making mistakes. If our

results are not as the recipe describes, we must solve the problem of why.

Recipes also call for the development of mathematics. Buying, preparing, and serving food requires a sense of quantity and measurement. Money and recipe measurements and timing, the dividing of portions and setting a table all require mathematics.

Through experiences with food, the child can become aware and appreciate the role of the family the observance of certain behavior while eating and the principles of sanitation and safety in the kitchen.

At first, Ms. Goodwin instructs, cooking projects should have few steps such as taking peas out of a pod, making gelatin pudding or popping corn in order to give children the experience of working with food. The careful wash-and-preparing of vegetables and fruits is another single activity.

The book is available for \$4 by sending a check or money order to the Center For Science In The Public Interest, 1779 Church Street, Washington, D.C. 20036.

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Social Security Taxes—A Rosy Future?

HOW would you like to retire on a \$1,300-a-month Social Security check when you are 65?

If you're 40 years old, you may have one. And if you're 30 years old, you may be able to count on \$2,300 a month. These are projections of future benefits under Social Security, that onetime skinny weakling grown into a swollen giant.

Problems

If those rosy figures sound pretty good to you, consider a few thorns:

Inflation is behind the fast rise in Social Security benefits, and inflation also will erode much of the buying power of those future benefits. By the time you get them, you will have more actual spending power than today's Social Security recipient—but probably not enough to guarantee a comfortable old age. Like today's retired worker, you will need outside income.

The second problem is that possibly there will not be enough money to pay those promised benefits. The price of your retirement check, if you are under 45 today, may be beyond the means of the next generation.

The reason is that the number of Social Security beneficiaries will grow enormously in the next three or four decades, while the number of workers is expected to settle at a point not much above today's level.

In 1955 there were seven workers paying Social Security taxes for each person collecting benefits.

Today, there are three workers for each Social Security recipient.

By early in the next century, there will be only two workers for each recipient.

This trend has had a devastating impact on the Social Security system's cash reserves. In 1947, ten years after it began collecting taxes, the Social Security system had enough cash on hand to pay benefits for more than 15 years. In 1947, its cash reserves, about \$40 billion in U.S. bonds, would pay benefits for only about nine months. That means the system is almost on a pay-as-you-go basis. The taxes you pay in Social Security this month will be paid out again in just a few months to one of the recipients of the Social Security checks.

Some economists and actuarial experts, in and out of government, predict that the combined effects of inflation, a very low birth rate and the possibility of wages stagnating for a period of years means disaster for Social Security.

By 1990, they say, the system will be mired in a \$20 billion deficit.

Possible Solutions

Following are possible solutions these experts offer, however, they are painful ones and tend to be politically unpopular.

First, benefits could be cut. But they are hardly generous today, i.e. average single person gets \$187 a month and the average couple gets \$322. These amounts represent an increase since 1970 and came only after Congress was moved by the plight of the elderly who did not have enough food and did not have a decent place to live.

A second solution is to supplement Social Security with revenues from income tax, similar to methods adopted in many foreign countries.

A third alternative seems even less acceptable than the above two. Increasing Social Security taxes to cover any future deficit. Taxes on employees and employers are twice as high today as they were in 1970. Present schedules call for them to go up fast in coming years, yet these scheduled increases are not considered high enough to pay the Social Security bill of the 1990's.

Outlook

These financial problems, difficult as they are, will not become urgent for a number of years. In the meantime, Social Security will undoubtedly meet its monthly bills—just as it has every month since January, 1940, when the first checks were paid out.

(Continued on page 40)

SOCIAL SECURITY TAXES (how they've grown)

1937-1949	\$ 30.00	\$ —
1950	45.00	—
1951-1953	54.00	81.00
1954	72.00	108.00
1955-56	84.00	126.00
1957-58	94.50	141.75
1959	120.00	180.00
1960-61	144.00	216.00
1962	156.00	225.60
1963-65	174.00	259.20
1966	277.50	405.90
1967	290.40	422.40
1968	343.20	499.20
1969-1970	374.40	538.20
1971	405.60	585.00
1972	468.00	675.00
1973	631.80	864.00
1974	772.20	1,042.80

(how they may grow, based on current law hiking the tax base and tax rate, and on moderate wage increases)

1975	\$ 824.85	\$1,113.90
1980	1,179.75	1,579.50
1990	2,070.45	2,728.50
2000	3,388.25	4,462.50
2011	6,705.00	7,650.00

Social Security taxes now are levied on a maximum wage base of \$13,200. But according to current law, this will rise automatically, with inflation, and, increases in average wages. Workers now pay a tax rate of 5.85 per cent with a matching amount paid by employers. The rate is scheduled to rise to 6.05 per cent in 1978, 6.45 per cent in 1988 and 7.45 per cent in 2011. Self-employed, who were not covered until 1951 now pay 7.90 per cent. This will rise to 8.10 per cent in 1978 and 8.50 per cent in 1988.

BENEFITS

(how they've grown)
maximum monthly benefit for
worker retiring at 65

1940	\$ 41.20
1951	68.50
1953	85.00
1955	98.50
1959	116.00
1962	121.00
1966	132.70
1968	156.00
1970	189.80
1972	216.10
1973	266.10
1974	304.90

(how they will grow, assuming an annual inflation rate of 3 per cent)

1975	303.30
1980	337.70
1985	363.30
1990	390.50
1995	417.40
2000	446.50
2010	496.90
2025	544.10

Note: If inflation rate is higher than 3 per cent a year, benefits will increase correspondingly.

Beginning in 1975, benefits will rise automatically every June with the cost of living, as measured by the Consumer Price Index—providing the cost of living increases at least 3 per cent. Estimates for the future in this table are based on an assumption that inflation will taper off to 3 per cent a year by 1978 and then keep at that level—a conservative estimate. These future benefits may seem huge, but remember that inflation will erode much of the buying power.

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Social Security Taxes

(Continued from page 38)

"The financial outlook in the short run is satisfactory," says Wilbur J. Cohen, author of much of today's Social Security Law and Secretary of Health, Education and Welfare under President Johnson.

"Certainly, if wages continue to increase—and I think they will—the system is financially and actuarially sound in the short run. But if fertility rates continue to decline in the long run, with fewer children and more aged—we are talking about 25, 50, 75 years from now—there has to be a reappraisal of Social Security."

Important Factors

According to Cohen, who is now Dean of Education at the University of Michigan, the following two factors will determine when Social Security runs into big trouble.

- 1) Population—the number of young workers entering the Social Security system in relation to the number of workers retiring.
- 2) Real Income—the increases in earnings in relation to the increases in prices.

Whatever happens in the economy, Cohen and other authorities in the Social Security office say you can bank on this—No one receiving benefits today, and no one looking forward to retirement, has to worry about the safety of his or her pension. "As long as the United States government is in business, Social Security will continue," Cohen says. "And if you think the government is likely to go out of business, you better move to another country."

That does not mean Social Security will not change. A prestigious Advisory Council on Social Security, composed of employers, employees and the self-employed, was appointed early this year to study the system and recommend changes by January 1, 1975. When this group finishes its work, Congress will begin its job of formulating laws to shore up the system. By the 1976 presidential campaign, Social Security could be a hot issue.

Inflation

Inflation strains on the household budget have changed the way of living for 67 out of every 100 families, according to a new monthly consumer poll sponsored by Citicorp. Some 25% of 1,400 households surveyed are giving up "many" luxuries, while 42% are giving up "a few." Fifty-two percent have gone to a household budget, and 80% of those are having problems living

within the budget. Among families that plan to borrow, 41% expect to borrow more than they did last year, 30% plan to borrow the same amount, 22% will use their loan for a car, and 20% expect to use it for cleaning up bills.

Concern for Food Prices

"The American food industry shares the consumers' dilemma," according to George W. Koch, "both of our costs are increasing and neither of us likes it."

Mr. Koch, participating in the economic summit conference on agriculture and food, traced the rise in food prices to two developments.

"The key to bringing food prices under control," Koch said, "is to bring input costs under control. The costs the food industry pays must be brought in line if the price the consumer pays is to be brought in line."

"Likewise," he observed, "when the federal government supports overheated domestic demand through increases in federal spending, that too acts to drive all prices up—certainly directly affecting food—and must be brought under control."

Inflationary Import Test

The President of the Grocery Manufacturers of America went on to urge that the suppliers of food industry inputs (raw product, energy, transportation and labor) likewise, commit themselves to bringing food prices under control. In addition, Mr. Koch called for "the federal government to adopt an 'inflationary impact test' for all ongoing and proposed government programs to assess the effect of the programs on our precarious economic dilemma."

Rapid Change

"The Age of Alternative Action" is reported by Nielsen Marketing Service with Year-Ago Consumer Purchase Trends (tonnage basis).

Nielsen concludes to maintain market position it may require reevaluation or reconsideration of (1) present or planned product offerings; (2) logistics or product movement; (3) major buyer communications; (4) major consumer communications.

2 Months ended:	May 31	July 31	Sept. 30	Nov. 30
All Purpose Flour	+ 2.7%	+ 0.8%	+ 24.5%	- 6.3%
Canning Jars	—	+35.1	+126.4	+ 7.9
Non-Fat Dry Milk	+13.0	+14.6	+ 31.4	+23.8
Peanut Butter	+14.9	+ 7.8	+ 20.4	+18.9
Meat Spreads	+17.4	+14.1	+ 25.8	+11.7
Spaghetti Sauce	+28.1	+25.0	+ 31.0	+24.9
Canned Spaghetti	+ 8.3	+ 5.0	+ 15.1	+ 3.4
Packaged Dinners	+30.1	+22.5	+ 27.0	+11.4
Instant Potatoes	+30.0	+44.5	+ 47.9	+ 8.8

Mr. Koch pledged to the President and the American people that the food industry "will do everything within our power to increase productivity as a hedge against future cost increases and to cooperate in every way we can with the national effort to hold the line on price increases."

Nutrition Counts

Nearly 95% of all women believe that labels of grocery products should carry nutritional information. This was one of the results obtained from a survey of 85,000 young women conducted by Redbook. The study also showed that 98% favored legislation that would require a complete listing of ingredients on all packaged foods. Only 7% stated that they do not look for ingredient and nutritional information before making their purchase. The women, 63% of whom were between 18 and 34 years old, said that they are extremely interested and aware of nutrition and have made changes in the foods they buy and serve because of this interest.

Powdered Myvaplex

Eastman Chemical Products, Inc. has developed a new powdered form of concentrated glyceryl monostearate for use in macaroni products. Tradenamed, Myvaplex 600, this high-purity distilled monostearate helps make a better cooked pasta product when used with all semolina or with blended flours.

Powdered Myvaplex 600 is reported to impart better firmness and nontick properties—texture and appearance features that greatly enhance the consumer appeal of canned and frozen food products cooked noodles, macaroni and spaghetti.

When properly used, Myvaplex 600 helps the processed products in the food to withstand lengthy cooking periods, reheating and quick freezing without becoming sticky or losing their desired firmness.

Powdered Myvaplex 600 monostearate can be metered directly into the mixer with a dry feeder—to produce a smooth blend in the macaroni dough.

Additional information on availability, on request by writing to the DPI Division, Eastman Chemical Products, Inc., Kingsport, Tennessee 37682.



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INDEX TO ADVERTISERS

A D M Milling Co.	31
Amber Milling Co.	39
Aseco Corporation	18-19
Braibanti-Werner Lebara	10-11
Buhler-Miag	34-35
DeFrancisci Machine Corporation	14-15
Diamond Packaged Products Div.	43
Eastman Chemical Products	29
Fibreboard Corporation	2
International Multifoods Corp.	44
Jacobs-Winston Laboratories	37
Maldari & Sons, D., Inc.	7
Macaroni Journal	37
Microdry Corporation	21
National Macaroni Manufacturers	35
North Dakota Mill	3
Peavey Co. Flour Mills	22-23
Triangle Package Machinery Co.	25

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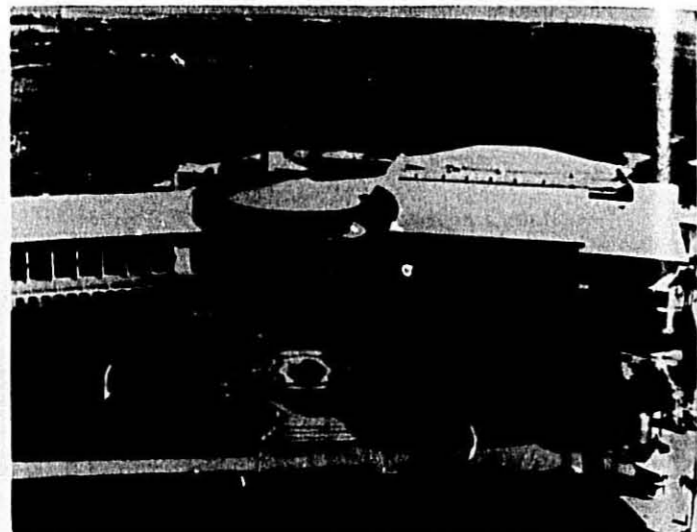
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Thomas Grocery Register

Sweeping changes designed to ease the plight of sellers and buyers faced with product shortages and who seek new and alternate sources of supply in the food and related industries mark the new 1975 Thomas Grocery Register, now available.

In celebrating its diamond jubilee, the annual directory has been expanded into two volumes, Volume One Guide to Markets and Volume Two Buyers Guide, increased in size to 9 x 11 inches, and computerized. A total of 108,000 major changes in updating listings have been made, and the number of com-



The National Macaroni Manufacturers Association holds its Winter Meeting at the Doral Country Club, Miami, Florida, Jan. 29-Feb. 2, 1975. The state of the industry, management matters and product promotion will be discussed. On the social scene there will be an Italian dinner, golf and tennis tournaments. Details from NMMMA, P.O. Box 336, Palatine, Ill. 60067.

panies listed has been increased by 25 per cent to a record high of 44,000 firms.

The Thomas Grocery Register may be purchased for \$45.50 for the two-volume set, or each volume may be purchased separately for \$29.50 postage prepaid from the Thomas Publishing Co., One Penn Plaza, New York, N.Y. 10001. Foreign rates slightly higher.

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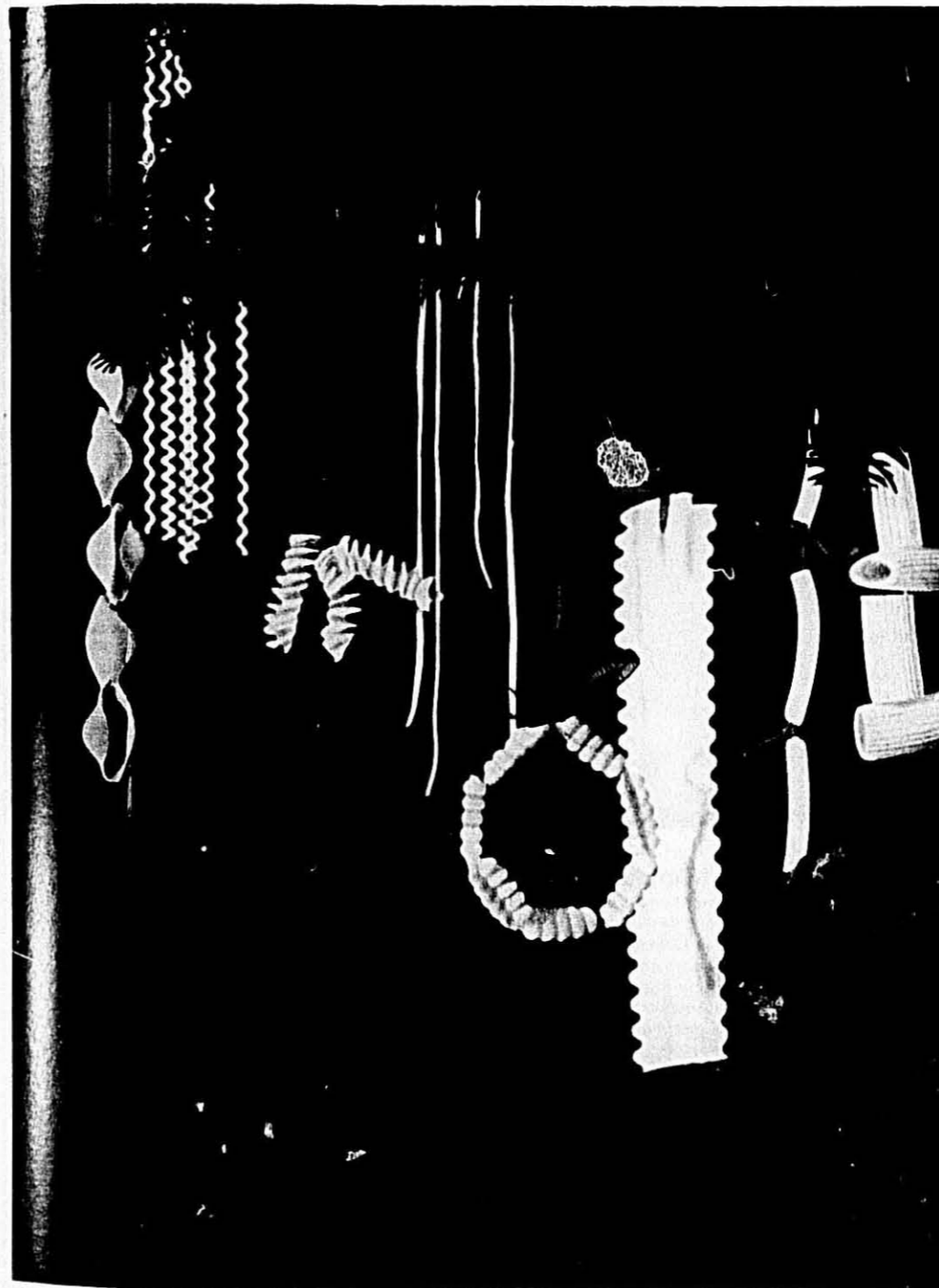
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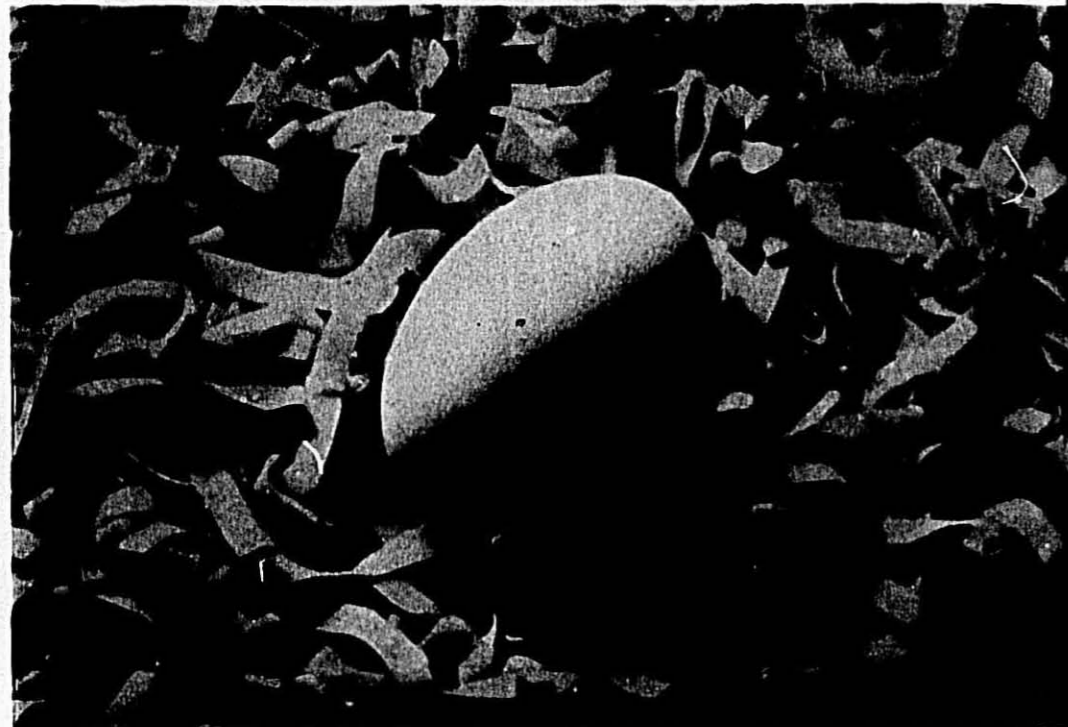
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