

**THE  
MACARONI  
JOURNAL**

**Volume 57  
No. 5**

**September, 1975**



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# The Macaroni Journal

September  
1975  
Vol. 57  
No. 5

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regarding advertising or editorial materials to Robert M. Green, Editor,  
P.O. Box 336, Palatine, Illinois 60067.

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## Editor's Notebook:

There was an air of optimism at  
the 71st Annual Meeting of NMMA.

Prospects were bright for a good  
durum crop. Meat prices are up and  
potatoes are becoming more expen-  
sive.

An important step was taken to  
gather statistics for projecting the  
trend of macaroni products produc-  
tion.

Progress was reported on sampling  
procedures for microbiological plate  
counts.

Product promotion is running in  
high gear with the North Dakota  
Wheat Commission offering posters  
and materials; the Durum Wheat  
Institute about to launch a recipe con-  
test in the restaurant-institutional  
field; and the National Macaroni Insti-

tute to hold its Ninth Annual Reun-  
ion for the New York Press Corps  
September 10 and a similar function  
for the newly formed Supermarket  
Consumer Specialists group in Chi-  
cago on September 19.

Rules and regulations continue to  
pour out of Washington, so the  
seventh annual Washington Meet-  
ing is set for September 11, with luncheon  
on the hill with Congressmen and  
business meeting with agency rep-  
resentatives in the afternoon. A recep-  
tion on the roof terrace of the  
Washington winds up an important  
day.

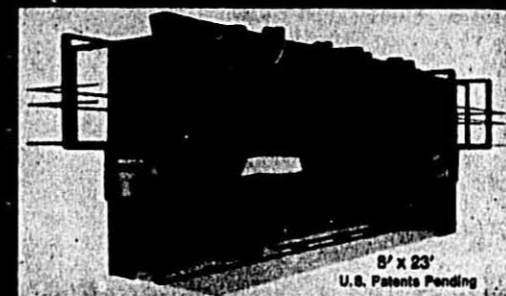
Next issue we will report on  
Cereals Industry Trends as seen  
by Edgar B. Walzer of Progress  
Grocer magazine and the commu-  
nication from the free-wheeling panel dis-  
cussion of grocers at Pebble Beach.

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## CONVENTION REPORT

Some 230 delegates enjoyed the scenic beauty and facilities of Del Monte Lodge in Pebble Beach, California at the 71st Annual Meeting of NMMA.

In three action-packed business sessions a variety of industry problems from statistics to promotions were discussed. All officers were reelected for a second term. Nicholas A. Rossi, Procino-Rossi Corporation, Auburn, New York, is President; 1st Vice President is Lawrence D. Williams, The Creamette Company, Minneapolis; 2nd Vice President is Paul A. Vermylen, A. Zerega's Sons, Inc., Fair Lawn, New Jersey; and 3rd Vice President is Angelo Guido, Anthony Macaroni Company, Los Angeles. Robert M. Green is Executive Secretary. Three new Directors were elected to fill vacancies. They are Lester R. Thurston, Jr. of the C. F. Mueller Company, Al Ravarino of Ravarino & Freschi, and Robert William of Western Globe Products.

### First Session

President Nick Rossi emphasized that the industry must work together to solve its mutual problems. He predicted a good fall business with a return to durum as the Standard of Quality. His comments follow on page 10.

Melvin S. Sjerven of Milling & Baking News commented on the importance of industry statistics. A digest of his comments appears on page 11.

Counselor Louis Marchese said the key word in Washington is "consumerism". This is vote protection for the politicians led by the activist groups against business. Business and the consumer wind up paying staggering costs because of mounting regulations. It is vital that you know your representatives in Washington and that they know your views. A meeting with luncheon on the Hill and an afternoon session at Hotel Washington, Washington D.C., September 11, has been set for that purpose.

Director of Research James J. Winston, reviewed governmental activities from nutritional labeling to the proposed legislation for a Food Regulation Act. His comments are on page 15.



Left to right: Executive Secretary Bob Green and wife Fran, Lily and 3rd V.P. Angelo Guido, Nancy and newly elected Director Les Thurston

Dr. John H. Nelson of the Peavey Company Technical Center reported that the American Association of Cereal Chemists is working on standardizing methodology and sampling procedures for microbiological plate counts. He pointed out there must be dialogue within the industry to answer the questions of how safe is safe and how much testing must we do to be efficient.

Dr. Virgil O. Wodicka, Consultant on Food Technology and former Director of the Bureau of Food for FDA, declared that consumer activists have more clout than do the consumer goods industries. Old-line agencies are trying to maintain balance, but they feel the pressure. He observed that you cannot inspect quality into a product. The Bon Vivant Case started present regulations cracking down on small processors with no technical controls, wide product distribution and massive recalls. Good Manufacturing Practice Regulations state the rules of the game.

### Second Session

At the session on the grocery business, Editor Edgar B. Walzer of Progressive Grocer presented slides on trends in the food distributing field noting that retail sales were up 15.1% in 1974 with independents doing slightly better than the chains. Energy costs are up 25% to 30% and run as high as \$1,000 a day in some large markets. Labor is up to 8.5% of sales.

Product mix, margins and merchandising are constantly interacting. There are more coupons, more store hopping, more private label. SAMI data shows that macaroni sales from

March, 1974 to 1975 rose 2.8% in tonnage on a dollar increase of 31.6%. He concluded that serving the new consumer presents great merchandising opportunities.

A panel discussion led by Arthur Grundberg of Super Market Institute, Victor Allen of Arden-Mayfair, Bob Semrau of Albertson's and Rick Richardson of Lucky Stores, was a free-wheeling discussion ranging from rising costs to changing consumer energy is a real pressing problem. Rising labor costs have reached the point where a journeyman food clerk earns 16¢ a minute in some western chains. The electronic check-out system is the first breakthrough of technology in this area.

Conditions change more than people, but the consumer is not only price conscious but quality conscious today. They are more sophisticated there are more working women and teenage shoppers. "Be in tune with this change" the audience was admonished.

Convenience foods were a growth thing a few years ago, but now there is more scratch cooking. It was charged that pasta has a faded image—the ethnic background has been overstressed. It is considered fattening and not particularly romantic. "Talk to young people", the retailer advised.

### Third Session

At the final session Mel Maier, Administrator of North Dakota State Wheat Commission reported that the difficulties of the 1974 crop came earlier than expected. 1975 season earlier and prospects are good with

(Continued on page 6)

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## Convention Report

(Continued from page 6)

expectations for probably 130-million bushel crop—up a whopping 68% over a year ago.

Great Plains Wheat handles export promotion for wheat commissions throughout the country and the North Dakota Wheat Commission works with the National Macaroni Institute and Durum Wheat Institute in domestic promotion.

The new film, "Macaroni, Nutrition and Numbers", will be made available shortly for purchase by macaroni manufacturers and other interested parties at approximately \$55 per print for a 15-minute sound and color presentation. The balance will be distributed through Modern Talking Picture Service to schools and service groups so that final distribution plans can be decided in January.

Norman Weckerly, new chairman of the North Dakota State Wheat Commission, reported that durum stocks are down to 30-million bushels, a half of last year's production. He noted there is enough storage on farms to hold the crop for orderly marketing.

Howard Lampman of the Durum Wheat Institute stated that prints of the "Macaroni Menu Magic" film for restaurant training were available for placement in schools. He noted that Durum Wheat Notes was mailed quarterly to 55,000 home economists and nutritionists. Plans are under way for a pasta recipe contest for Hotels-Restaurants-Institutions and entry blanks will be ready by August for distribution.

Elinor Ehrman had a display of publicity placements for pasta products from National magazines and newspapers from all over the country. She reported that color results are 20% ahead of a year ago with many multi-page features in magazines. Pasta publicity is stressing the economy theme and using a youth approach. National Macaroni Week, October 9-18, will utilize the idea that "Macaroni Spells It Out".

The New York Press Party will be held Wednesday, September 10, and a luncheon for the newly organized Supermarket Consumer Specialists will be held in Chicago on September 19. A new Pasta Primer will be ready for distribution at this time.

With food habits changing the theme in 1976 will be "Back to Basics" along with Bi-Centennial features.

Barbara Sullivan, National Director for Consumer Affairs, A & P Company, declared that consumerism is here. It is the marketer's job to give the consumer what they want in quality, value, service, product information, health and safety, and ecology. Customer needs must be satisfied and profits will then come in. She observed that the UPC detailed receipt tape will be beneficial. On packaging, she noted that the copy on your package is the consumer's guidebook. Consumers like visibility. Consumers may not use unit pricing, but it gives them basic information on price per measure. Foreign matter and infestation destroys consumer credibility. Building consumer confidence and giving them necessary information is the order of the day.

Karen and Ron Mergeler, authors of "Noodle Doodle! The Art of Creating With Pasta", displayed samples of their creations including a plaque sent to President Ford. They are offering a tie-in deal with their book utilizing macaroni products as craft material for distribution to schools and consumers interested in bi-centennial art.

Alvin Kenner in conducting the Durum Industry Advisory Committee meeting, emphasized the continued need for improved statistics from government noting that "we need the knowledge obtainable from true and honest reports." He referred to the need for expanded durum research and some \$30,000 per annum for a five-year period to meet the inroads of hybrid wheats and a cut-back in federal government expenditures. Traffic data is needed by ICC Commissioner Hardin to determine how inequities in freight rates to the coast for domestic users vs. export business can be reconciled.

### Social Scene

On the social scene the Suppliers' Socials each evening brought the group together for fellowship before the dinner functions. There were some 68 male golfers and 18 ladies in the golf tournament. Mickey Skinner won the men's competition and Lois Wendt, the ladies'. Some forty tennis enthusiasts made two flights in a

mixer with Mr. and Mrs. Joe Viviano winning the Progressive Grocer silver plates in the Noodle Group and Jim Reid and Boots Freschi winning them in the Macaroni Section.

Thanks was extended to the hosts of the Suppliers' Socials:

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Shawnee Mission, Kansas  
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Seaboard Allied Milling Corporation  
Kansas City, Missouri  
Vitamins, Inc.  
Chicago, Illinois

### IN NEXT MONTH'S ISSUE:

National Macaroni Week National publicity.  
Grocery Industry Trends.  
Macaroni Performance in Supermarkets.  
Ethnic Foods Lose Foreign Access.

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## The State of the Industry by President Nicholas A. Rossi



Nicholas A. Rossi

Since 1904, the National Macaroni Manufacturers Association has been in existence for one reason only: to serve you. With the world changing more rapidly than ever, the Association has more value.

What other way is there for us to get together and make a concerted effort at facing our problems? How else can we be assured that our interests and issues are being understood and represented? Where else can we go to get the information we need to run our businesses?

This includes information on commodities, legal opinions, pending legislation, industry news, and business forecasts. This includes bulletins, news bulletins, a monthly journal, and seminars.

The importance of having this information and being able to apply it to our businesses has never been more apparent. The information is readily available: all YOU have to do is use it.

I'd like to point out, too, there are only a few of us in this business who can do all their own product promotion, consumer education, market and product research, public relations, and educational services. It's just not practical to do all these things on an individual basis. But as you know, these are the services that are provided for us by the National Macaroni Institute.

So, a strong, active Association coupled with our vital National Macaroni Institute, is the best insurance we can have!

Sharing information so that proper decisions can be made is an essential Association activity. The Association will make a sincere effort to develop uniform methods of data collection on production trends and we need your individual commitment to get the data in so the system will work. The index of durum mill grind is no longer meaningful, and census data is two years old by the time it's published.

The information will be confidential, gathered by an independent public accounting firm, with totals being presented in a meaningful manner.

But now for the State of the Industry:

It has been obvious that one of the major factors affecting our industry is the price of those foods which compete with pasta for the consumer's dollar—namely, beef, rice, potatoes, and beans. 1973 was a terrific year for pasta because these four items were at record highs. Not only were they priced higher, they had gone up faster than they ever had. Consumers were in a state of shock!

It one year alone, meat had gone up 25%, potatoes had gone up 44%, and rice and beans had gone up over 110%! On the average, these prices are double what they were only five years ago.

At the time, durum prices had only started to climb, so we were in a great position. Unfortunately, things have turned around since then, and during the past six months, it was pasta that became more highly priced, while competing commodity prices declined.

The price of durum is the major factor in how we do our product fares in the marketplace. Durum prices have begun to decline while the four competing foods have just resumed their climb.

The cost of durum, however, depends to a large extent on the world market. Recently, much of our domestic crop has been exported. While we were exporting 30% of our domestic supply five years ago, today we're exporting 56%, more than half!

In fact, durum exports were 65 million bushels in 1973, 42 million

bushels last year, and even more expected this year. Meanwhile, our stocks are at a seven year low of only 30 million bushels.

Higher durum prices, by the way, start a chain of secondary effects. The consumer purchases a cheaper and inferior product, is less satisfied with it, and as a result, buys less of it. We are all adversely affected by this.

There is another factor which complicates things. It's the growing impact of imported foreign pasta. Canadian products can be found in Cleveland and Buffalo, for example, and recently saw Mexican products being sold in Syracuse.

These foreign manufacturers compete with us even after paying shipping costs both ways because of government subsidies, and because they don't face the same regulations we do. We are concerned about the situation. Perhaps one long-term solution would be to expand domestic durum production to satisfy the competitive world market.

And what about us? What can we do to help ourselves?

We can increase our support of the Association, and the National Macaroni Institute Without their efforts we're lost.

Cooperation with the Association so it can do the best job for you, and this means statistics, too!

And, I still encourage involvement in local affairs and government in general, whether it's through political efforts or volunteer activities.

It's more and more apparent that we can't continue to look at government either as the solver of all our problems.

For the answers we need, we have to look to ourselves. We have to get together and work together to meet the challenges facing us.

That's what this Association is all about. It exists because there's a need for it. And when there's a need, people get together.

In short, I'm optimistic. We're coming out of a slump, and the future's beginning to look good. Whatever happens, whether it's good or bad, I know that if we work together, we can lick all of our problems.

## The Importance of Industry Statistics

by Melvin S. Sjerven  
Senior Editor,  
Milling and Baking News

Experience with data provided by the Bureau of the Census has indicated that "the best possible source of statistics on raw materials used by the pasta industry would without doubt be a regular reporting of that information by the pasta manufacturers themselves," Melvin S. Sjerven, senior editor of *Milling & Baking News*, said in the opening session. "From the grower of durum to the ultimate consumer of the pasta product, the need to know is compelling," Mr. Sjerven said. "Certainly, recent industry volume trends—more like a roller coaster than a pendulum if available data can be believed—accentuate the need to understand what influences changes in pasta consumption."

"Put more durum in the pasta" "At best, there is an uneasiness among consumers over what has happened to the quality of pasta products in the past couple of years," Mr. Sjerven said, "or at worst, we may be seeing another setback in per capita consumption such as occurred during the blending years of the 1950's, when several durum crops were decimated by rust epidemics."

He told of a leading Kansas City restaurateur who said, "Tell them to put more durum in the pasta" when he learned Mr. Sjerven was going to address the convention.

Mr. Sjerven suggested that macaroni manufacturers, after reviewing the 1972 Census of Manufacturer with comparisons for 1967, should be seeking the key to regaining the inter-censal momentum. But, he said, "The truth is we really don't know what is happening and efforts to accumulate good data often lead us into dead ends for one reason or another."

The 1972 Census confirms a spectacular rise in pasta consumption from 1967, he pointed out, and heavy semolina shipments in 1973 indicate an extension, even an acceleration, in that surge for another year beyond the Census. Semolina production fig-



Melvin S. Sjerven

ures and flour consumption for 1974 lead to the obvious conclusion that the strong upward trend in pasta sales at retail was reversed in 1974, Mr. Sjerven indicated.

Mr. Sjerven presented a brief interpolation of 1973-75 volume trends based on semolina production and durum grind figures made available by the Bureau of the Census. He explained the brevity of that analysis by pointing out the poor relationship between the two sets of statistics in the

(Continued on page 14)

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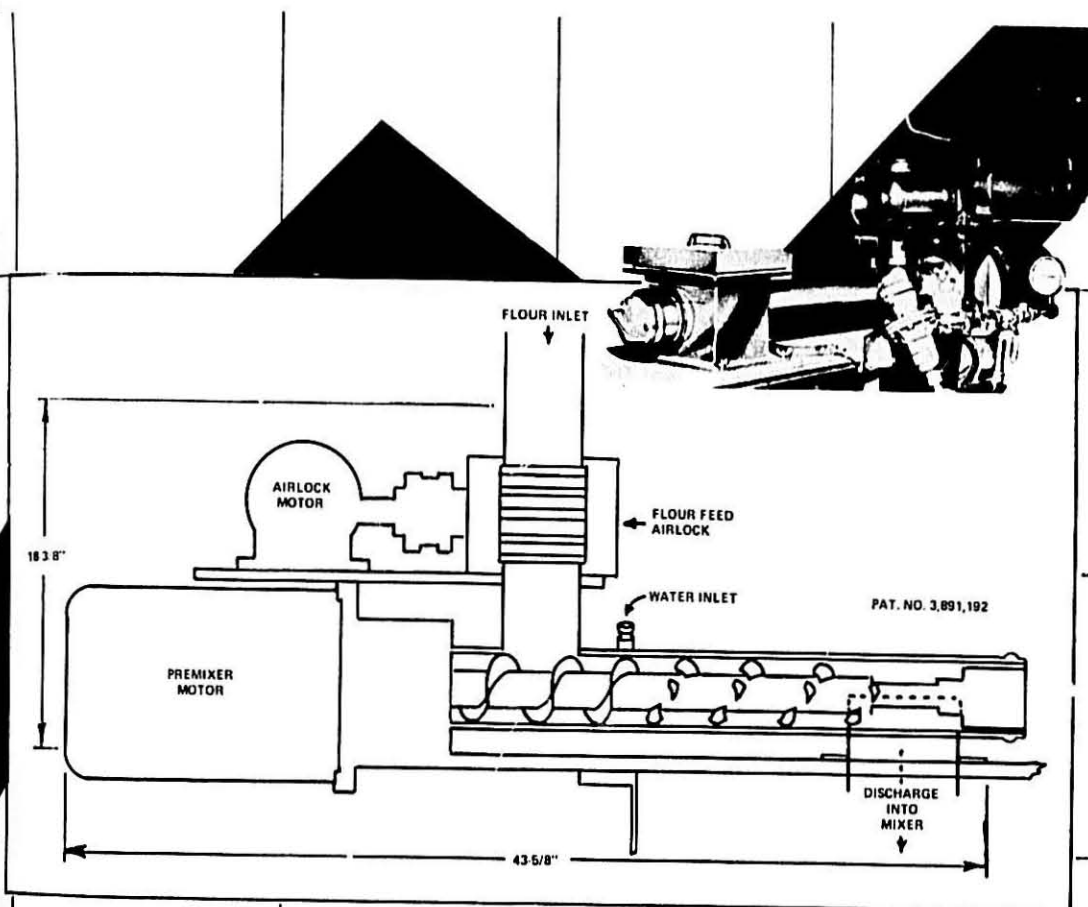
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## Importance of Statistics

(Continued from page 11)

years covered by the Census of Manufactures, saying that "one eventually decides that it is an exercise in futility, based on the phenomenon described at "GIGO," or "garbage in-garbage out." We simply don't have reliable inter-censal data, he said.

### Industry has good cooperation record

After questioning whether and in what ways prompt availability of good industry volume data would benefit the durum-related industries, Mr. Sjerven made the following comments:

"Much evidence is available that the durum-related industries are able to cope with problems and able to work for increasing pasta consumption. Cooperative efforts have been undertaken in the past with vigor and dedication. The annual Durum Show in Langdon, N.D., still stands as a prime and early example of an industry-wide effort to promote consumption of a product by working as an entire industry for the improvement of its raw material. The 'phony-roni' battle to protect the standards of pasta covered a span of years. Mills have utilized research and marketing capabilities to provide the pasta industry with the best possible milled product in years of short durum supplies.

"So, it seems to me that from durum to pasta, this is an industry that, faced with a reversal in business trends due to blending or costs, attacks on product specifications, or loss of volume to competing foods, would rise to the challenges and use the best data available as a basis for maintaining sales momentum or recovering it, when lost."

### Confusion on blends output

Spelling out some of the problems with monthly data issued by the Bureau of the Census, Mr. Sjerven noted that for years information on grind of blends was withheld to avoid disclosure of figures for individual macaroni companies. Statisticians at the Bureau more recently have indicated that the problem is not necessarily with macaroni manufacturers any more because of the widespread blending, but that such figures would reveal individual volume of the few mills that do not grind blends. Besides, Mr. Sjerven

said, confusion prevails in reporting by mills, some listing total production for shipment to macaroni manufacturers, whether it be 100% durum or any other kind of a blend, others listing only the durum.

For a brief time in 1974, monthly reports carried a combined straight semolina and durum blended figure, a practice that was discontinued in December. For several months in the past year, straight semolina production had to be estimated by Milling & Baking News since no actual Census data were available. "It became apparent to us that the Bureau simply added 10% to the durum grind to arrive at a straight semolina and durum blended figure," Mr. Sjerven said.

### Need good durum grind data

"In the years between Census reports, no one can provide accurate data on supplies consumed and products shipped by the pasta industry except the pasta industry itself. Certainly, the other data can and should be improved to provide a better picture of how much durum is being used, how much semolina ground.

"From the durum grower to the miller to the pasta manufacturer, too much is at stake to allow consumption to depend entirely on colorful advertising problems, spectacular as they may be, or on energetic sales forces, effective as they may be. Those important aspects of marketing must be



### Distinguished Diners

In the opulent setting of a private dining room on the San Francisco peninsula, fifty members and guests of the Confrerie de la Chaine des Rôtisseurs gathered recently for a nine-course, four wine dinner. Facing the camera is Vincent DeDomenico of the Golden Grains Macaroni Company who performed the duties of Bailiff.

The Confrerie de la Chaine des Rôtisseurs is the world's oldest food and wine society. It was founded in Paris in 1248. Disbanded by the French Revolution, it remained dormant until 1950 when it was revived by a group of gastronomes and professional chefs. The Chaine members are dedicated to maintaining and improving the fine art of cookery and in the gracious appreciation of good food fare in general.

built on the solid knowledge that the product is the best available, considering supplies and cost of raw materials. For that, statistics are indeed important to the macaroni industry," Mr. Sjerven concluded.

### Statistical Survey

The board of directors of National Macaroni Manufacturers Association decided at its meeting Sunday, July 13, to engage the national accounting firm of Ernst and Ernst, Chicago, to develop a statistical reporting system for the industry.

In announcing the decision at the July 14 convention session, Robert M. Green, executive secretary, explained that names and addresses of 100 pasta manufacturers, both members and non-members of the association, will be provided Ernst and Ernst. The firm will then circulate questionnaires each month asking for poundage of raw material converted into finished goods. Base will be output in 1967.

Returned information will be assembled into indices showing current month's production, which will be published in the newsletter of the association. Reporting codes will be assigned and Ernst and Ernst will serve as a confidential depository. Questionnaires will be destroyed after 90 days.

Initially, at least, the questionnaire will not break out products made from semolina and blended raw materials

## Report of the Director of Research

by James J. Winston



James J. Winston

Recent events in the past year have emphasized the existence of the precarious food situation particularly in developing nations. According to Raymond Ewell, Editor of "Population Bulletin", I quote: "If present trends continue, it seems likely that famine will reach serious proportions in India, Pakistan and China in the early 1970's, followed by Indonesia, Iran, Turkey, Egypt and several other countries of Asia, Africa and Latin America by 1980. Such a famine will be of massive proportions affecting hundreds of millions, possibly even billions, of persons. If this happens, it appears possible, it will be the most colossal catastrophe in history."

The World Food Conference in Rome which was initiated to avert the shadow of hunger has united many nations into a body with a World Food Council. The Malthusian precast has never seemed so threatening. Food reserves are negligible; the resources of the World Food Program have been slashed almost in half by rising prices; global food production, which for decades has barely kept a jump ahead of population growth, must be doubled by the end of the century just to maintain the present inadequate levels of nutrition. According to Dr. Jean Mayer, the most immediate way to improve the world food situation is to concentrate on higher harvests. Development of agricultural research stations on a world wide basis could translate research advances into usable technology. Similarly, an international agricultural extension system could assist the transfer of knowledge. In addition, farmers in developing nations must learn about credit's role in a modern farm economy.

With the above thoughts to sober me, I would like to discuss briefly some of the problems and challenges that are affecting our industry:

### Nutritional Labeling

Nutritional labeling of our products in effect as of July 1, after a postponement of six months in order to permit manufacturers to exhaust their present supply of packaging materials. The FDA has also been cooperative in

lease of the scientific data which companies must submit when seeking approval of food additives. This information, desired by many consumer groups, will be released when a company files its application, rather than when it is formally approved which may be six months later. However, the drug manufacturers are alarmed that the FDA's approach will cut into its "trade-secret" protection which they insist is essential to spur innovation and progress.

### Consumers Food Act of 1975

On June 4, 1975, Commissioner Alexander M. Schmidt testified before a Senate Subcommittee stating "that for his inspectors to detect contamination or adulteration of food during visits to processing plants was virtually impossible". He said that this situation was caused by "severely limited" authority granted government inspectors under current law and he supported legislation to give the FDA broad powers to obtain information from the nation's processors. According to Dr. Schmidt, "an FDA inspector under our current law is limited to a visual examination of the processing in a particular establishment. He is not entitled to inspect records showing the source of materials, quality controls or formulation of the products. This makes it virtually impossible for an FDA inspector to detect potential microbiological contamination; or the addition of unapproved additives or the truthfulness of many label claims before products are entered into commerce". There are two bills before Congress sponsored by Senators Moss, Magnuson, Hart, Kennedy and Javits as S.641, and the other bill is by Senator Ted Stevens of Alaska. The more stringent of the two proposals is the Moss-Kennedy legislation, and consumer advocates voiced support for many parts of the bill. The analysis of major provisions of this bill is of great interest and should be reviewed by all members. This bill is applicable to food processors, including all who manufacture, process, pack, label, store, import or otherwise handle food

permitting extension of time on slow moving products to the extent of six months. According to Dr. Howard R. Roberts, Acting Director of the Bureau of Foods, Products containing Nutritional Information will be subjected to periodic examinations to determine that the nutrients as stated are correct. It is recommended that twice a year, our type of product which is rather uniform, should be completely analyzed to make certain that the dietary nutrients are in accord with the declared information on the label.

### New Freedom of Public Information

In the latter part of December, 1974, the Food and Drug Administration released a 56 page brochure entitled "Public Information". Under the new regulations, the FDA plans to release massive amounts of previously unavailable data which will assure consumers access to much data on which the agency makes decisions with far-reaching impact on public health. These include actions to allow new drugs and vaccines on the market; to ban hazardous foods, drugs and cosmetics; and to approve food additives and coloring ingredients. In this expansive revision, there is a provision for public access to the memoranda of FDA medical officers who review companies' drug marketing applications and to other internal documents about drug applications. It also advances the date for public re-

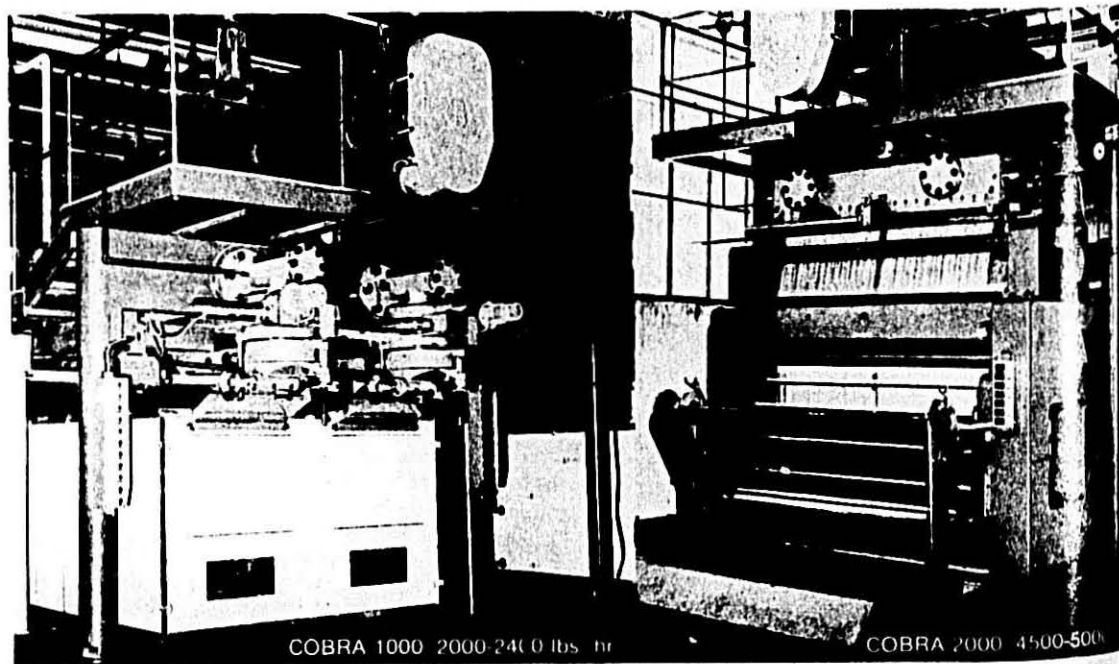
(Continued on page 18)

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New York, New York 10017  
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## Director of Research

(Continued from page 15)

for human use but expressly exempts retail stores, restaurants and processing subject to the exclusive jurisdiction of the USDA.

### Safety Assurance Procedures of Bill S.641

Food processors must develop, implement and maintain safety assurance programs for each establishment. Written procedures are to be accessible to FDA on demand within 6 months of enactment of bill. Procedures relate to "processing factors which bear upon whether a food may be adulterated" under section 402 of the Act.

### Safety Assurance Plan Bill

FDA must prepare an annual safety assurance assessment report re: existing and potential risks of adulteration under section 402(a). The report must specify and rank risks and state the means for their control. The first report must include a proposed safety assurance plan to control the risks. Annual food establishment inspection must be included except for retailers and restaurants.

### Adulterated Food

Sec. 402. A food shall be deemed to be adulterated—(a) (1) If it bears or contains any poisonous or deleterious substance which may render it injurious to health; but in case the substance is not an added substance such food shall not be considered adulterated under this clause if the quantity of such substance in such food does not ordinarily render it injurious to health; or (2) if it bears or contains any added poisonous or added deleterious substance which is unsafe within the meaning of section 406; or (3) if it consists in whole or in part of any filthy, putrid, or decomposed substance, or if it is otherwise unfit for food; or (4) if it has been prepared, packed, or held under insanitary conditions whereby it may have become contaminated with filth, or whereby it may have been rendered injurious to health; or (5) if it is, in whole or in part, the product of a diseased animal or of an animal which has died otherwise than by slaughter; or (6) if its contents is composed, in whole or in part, of any poisonous or deleterious substance which may render the contents injurious to health.

## Safety Assurance Standards

If FDA finds unreasonable risk of section 402(a); adulteration and existing procedures and FDA's activities are not adequate, FDA may promulgate a safety assurance standard to reduce or eliminate such risk. Safety assurance standards regulations must designate; subject food or food class; persons required to conduct surveillance; specific risks; sampling and analytical methods; reporting requirements; and compliance activities of the FDA. Food processor must maintain records re: section 402(a) adulteration and re: accuracy of labeling statements. Safety assurance records are specified. The FDA may require court-enforced specific reports or written answers to questions relating to safety assurance or to detection of adulteration or misbranded food. Food processors must notify FDA of any food that has left their control for which there is an unreasonable risk of adulteration under section 402(a) or which was recalled because of such adulteration. Information exclusively derived from notice cannot be used in criminal prosecution of an individual.

### Food Coding

FDA would be required to establish by regulation a uniform system of coding which would permit identification on packaged foods as follows:

- 1 The identify and plant location of each manufacturer and packer.
- 2 The identity of each individual food.
- 3 Lot or batch number.
- 4 Date packed.

The FDA must make available to the public sufficient information to enable consumers to understand the basic elements of the uniform coding system.

### Availability of Records

FDA could require processors to establish and make available any records it sees fit for the purposes of establishing a coding system and for monitoring recalls. In addition, FDA could issue court-enforceable orders to require processors to supply it information necessary to establish the coding system. The FDA may, by regulation, exempt any food or processor from its coding or record-keeping requirements.

## Detention

FDA inspector may detain food for up to 20 days if there is a reasonable basis to show that the food is adulterated, misbranded, or otherwise in violation of the FDA Act. Expedited appeals to superior officials and a 10 day FDA extension plan are provided for.

### Biennial Registration

There is a provision for biennial (or annual) registration of name, principal place of business, location of each establishment, list of food or classes of foods and types of processing at each establishment. New processors and new establishments must be registered. Registration numbers may be assigned. All establishments are subject to inspection.

### Ingredient Labeling

All ingredients must be listed on labels of standardized foods. Also, all colors should be specifically named. In addition, there is a requirement for percentage ingredient labeling for human food where it is significant with respect to value, quality, nutrition or acceptability of food or believed useful for consumers.

### Compliance with the Regulations

At the recent Food Technology Convention held in Chicago, Dr. Robert Angelotti, Associate Director for Compliance of FDA's Bureau of Foods, stated that the primary responsibility for compliance rests with the food processor. He further explained that FDA's role is to monitor industry and make sure that industry is living up to its responsibilities. The FDA encourages compliance and this agency will not act as a firm's quality assurance system. The "Consumer's best hope" is in plant quality assurance programs and this is one of the primary goals of the FDA. Good Manufacturing Practice regulations will cover all the major segments of the food industry. He added that when these rules are followed, they will minimize the chances of a company distributing a violative product. The FDA is proceeding with microbiological quality standard with the immediate emphasis on fish and fishery products. Dr. Angelotti explained that the purpose of the microbiological standards is to establish an additional criterion of "quality". The Good Manufacturing Practice regulations for

manufacturing Practice regulations for cacao products and confectionery were finalized on June 4th. This will be followed by the promulgation of GMP's for other industries after sufficient study by representatives of the FDA.

Recently, as of June, several members of the Food Technology of the Bureau of Foods visited several macaroni plants in order to become acquainted with the technology and problems relating to the processing. We, in our industry, held a seminar on Good Manufacturing Practice on April 16, 1975, at Fargo, North Dakota. This was a three hour session and was attended by representatives of macaroni-noodle companies, grain and milling groups, and professors of the North Dakota State University—Cereal Technology Department. This presentation on GMP was divided into six parts and members at this seminar were invited to participate and I must confess that they did a very thorough job.

This seminar reviewed the following:

- 1 Raw Materials
- 2 Manufacturing and Processing Conditions
- 3 Finished Products
- 4 Coding and Inventory
- 5 Additional Practices to Supplement the Sanitation Program.
- 6 The Necessity for Gathering and Collating Data on Microbiological Examinations.

## Progress Report

Dr. John H. Nelson of the Peavey Technical Center gave a report on the establishment of plate counts for pasta products. Highlights of his report are as follows: I think any of you were quite concerned when you heard Dr. Robert Angelotti discuss good manufacturing practice and microbiological plate counts in January. We, as suppliers of the industry, are very concerned and say we are not without knowledge but we must gather more. What was proposed at the Fargo seminar was that the American Association of Cereal Chemists, through their Microbiological Methods Committee, would endeavor to develop standardized methods so that the numbers we



Dr. John H. Nelson

gather are comparable numbers and so we have a common language with which to talk to each other.

The committee has been active. They have developed tests for coliforms, E-Coli, regular positive staphylococcus, yeast and molds, and salmonella. These are generally the tests that we are dealing with on durum and semolina. The committee has issued three methods so far—they were just sent out to individual committee members for review. These deal with the staphylococcus determination, salmonella, and a second method called a fluorescent antibody method for determining salmonella.

These tests are mainly patterned after Food & Drug methods published in the Bureau of Applied Microbiology Booklet, slightly modified for cereal products. As we indicated in Fargo methods development would require a couple of years so other tests will be forthcoming through the next year and a half.

In addition, there is a sub-committee established to develop standardized sampling procedures. Without a good sample, the analytical work is useless as there is a tremendous amount of variability in results that arise from improper or different ways of sampling. This is not going to be an easy task as we still have difficulties in sampling a car of grain, for example.

I would like to share a couple of additional thoughts that I think as an industry we should think about. Just because we have more specifications does not necessarily mean we have to develop or run more tests, but we do have to develop a good data bank

so we can make logical decisions and so we can then begin to cut down on the sampling frequency. This is going to require cooperation between suppliers and users. The government may not like to see industry getting together, but with regard to scientific matters cooperation is essential, we must talk together and we must share our numbers. As a supplier of a raw material we ask that you keep your specifications as high as possible while giving us as much freedom as possible. We have to hit a middle line that is acceptable to both of us. Hence dialogue is essential.

We have to determine how safe is safe. And we have to decide as an industry how much testing we want to do.

The University of Minnesota has bulletins out on botulism, clostridium perfringens food poisoning, staphylococcus food poisoning, and salmonellosis. The consumer advocates are reading them so I suggest you do too.

## A Consultant's Comments

Dr. Virgil O. Wodicka, consultant in food technology and former Director of the Bureau of Foods, Food & Drug Administration, made some off-the-cuff comments:

I took this assignment with the understanding that I didn't have to prepare a script. It is just as well because I would have rewritten my remarks three times this morning.

There is a lot of poor-mouthing on the part of activists about the fact that the consumer has no representation. The fact of the matter is that the consumer activists have far more lobbying clout than the whole consumer goods industry put together. This makes itself felt in Congress, in the Executive Branch, and in the old-line agencies who try to maintain some kind of equitable balance. If a Consumer Agency is set up I think you can count on the fact that it will be staffed by a number of bright, zealous, ignorant lawyers who will meddle in everything concerning the consumer and see that nothing happens for two or three years.

Then there is the Freedom of Information Act that has the Food & Drug Administration bogged down in paperwork. All of the information

(Continued on page 22)



# Pasta Partners.



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

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

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

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



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

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

 **PEAVEY COMPANY**

### A Consultant's Comment

(Continued from page 19)

that is released by the agency has to be screened by somebody who knows what he is doing to make sure that there are no trade secrets being disclosed or some other confidential information given away.

Now concerning regulatory letters—I participated in setting up this procedure and you need to understand just what this involves. In the first place, a regulatory letter is written only if the other alternatives would be regulatory action—seizure, prosecution or injunction. The general principal involved is that most violations of the Food, Drug & Cosmetic Act are not willful. They are either because the processor doesn't know any better or because somebody didn't follow instructions. Therefore, the policy was established: the first time around when a violation was found, unless it was flagrant, it would be called to the processor's attention by regulatory letter saying in effect—fix it or else. The or else would be referral to the U.S. Attorney. As to the matter of the new legislation and the embargo powers given to the Food & Drug Administration: if a violative material is found nothing can be done by FDA. They must go through legal channels to get the U.S. Marshall to make seizure. The product can be long gone and the public subjected to whatever hazard is involved. So there is a gap here—a serious deficiency in public protection.

#### FDA Concerns

There are really three things in the zone of authority of FDA: (1) Hazards associated with food. (2) Sanitation. (3) Economics. This has to do with food standards and administration matters that deal with economics rather than being health oriented. Health considerations obviously take precedence and for five years FDA has been a part of the Public Health Service.

If a processor markets an adulterated food, whether or not he knows it is adulterated, or whether or not he meant to do so, he can be found guilty and punished. This has been reaffirmed in Supreme Court action in the Park case (Mr. Park, president of Acme Markets, was held responsible for unsanitary warehouses).



Dr. Virgil O. Wedicks

There is an old adage in quality control that you can't inspect quality into a product. There are about 1,000 man-years available for food inspection in the FDA and there is something like 20,000 processors to inspect so on the average they get around to look about every two to three years. Obviously that doesn't supply much protection. The only protection the public really has is that offered by the processor.

Current legislation to an extent comes from the Bon Vivant situation. Here was a little canning company with poor technical operations and its quality control grossly defective. Its products were widely distributed. Through failures of what quality control it had one consumer was dead and his wife permanently injured and the rest of the product that was on the market was suspect on the basis of what records there were. The FDA asked for a total recall. The company said we can't afford it and went bankrupt. So FDA and all the state agencies had the job of performing multiple seizures and collecting all this product.

We talked to the Grocery Manufacturers of America and asked what industry was going to do about such situations. They asked what was the best way to cope. It was agreed that preventing the situations that cause massive recalls could be accomplished if the processor has the quality control he needs to keep these things from happening. Now, obviously, nothing is 100% perfect. You will never prevent all problems, but you can certainly prevent most of them and that is the thinking behind the current legislation. You can look forward to

facing a responsibility of having on file available to the FDA inspector a quality control system that identifies the hazards associated with your product and what your provisions are to see to it that these hazards are controlled. The earlier you can get started on this, the better off you are.

Good Manufacturing Practices indices for various commodity groups are being put into federal regulations as the agency gets around to it. The advantage of a GMP regulation is that it states the rules of the game. It states the minimum requirements that FDA will look for. You heard Mr. Winston quote from a bill to the effect that if you don't set up your own good manufacturing practice system, FDA will do it for you.

#### Microbiological Standards

Finally a word about microbiological quality standards. As stated in the preamble of the regulations that have been proposed they are not specifically directed at matters of health because the organisms covered in the standards are not pathogenic organisms—they do not impair health. If pathogenic organisms were concerned there wouldn't be any standards—their presence would be violative. However, many of the organisms that are covered by microbiological quality standards are health related.

Setting standards based on realistic numbers of various classes of microorganisms gives assurance of a ceiling above which the commodity should not go to be an article of commerce. As Dr. Nelson has pointed out the best way to develop these numbers is in cooperation with the industry. Now I really haven't any idea whether the FDA has any intention of setting microbiological quality standards for pasta product or not.

The fact that they may have surveys is not necessarily an indication of the desires along this line. I would expect that if they do consider standards of pasta products that they would not be high on the priority list, so that I wouldn't expect anything in the immediate future. The whole microbiological quality standard endeavor is currently hung up over objections filed by the first ones issued and these must be disposed of by hearings before the end of the year and the whole matter will be resolved.

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## Product Promotion by the North Dakota State Wheat Commission

by Mel Maier, Administrator

Those of us with the North Dakota State Wheat Commission, involved in both the promotion of spring wheat and durum, and those growers here who represent the U.S. Durum Grocers Association look forward to this semi-annual gathering. Ours is a unique industry and producers always come away from these meetings with a clearer understanding of what we can do and what you as processing industries would like to have us do to promote the overall welfare of the entire industry. I hasten to add that sometimes there are differences on just what does need to be done.

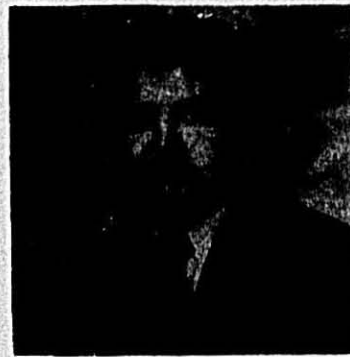
Last year, at this time, you were a very attentive group to a report on the status of the 1974 durum crop—a crop which was planted later in the season than anyone could remember. We came out of that year in much better condition than many had expected. I am happy to say that this year due to a much earlier season; probabilities that we will have adverse harvest weather and resultant lower quality are much lower, at least there is much less reason for concern at this time.

### New at Promotion

Durum producers are rather new at this business of promotion. With the establishment of the North Dakota State Wheat Commission just 16 years ago, producers for the first time began to put their backs into an effort which industry has supported since the first commercial production of pasta began.

To be honest, commissions such as ours, five in the Pacific Northwest and seven in the Great Plains wheat states were established primarily to promote the export market for the wheats we grow. In the process, the domestic markets became a beneficiary of this emphasis, but without doubt most commissions were looking to expansion of markets overseas as the primary reason for their establishment.

The North Dakota Wheat Commission Act states that it shall be the objective of the Commission "to foster and promote programs aimed at increasing the sale, utilization and development of Hard Red Spring and



Melvin G. Maier

Durum wheat, both at home and abroad." We think that our contribution to the domestic promotion of durum has been significant and that the joint efforts of producers, millers, and processors has borne results.

In fact, it is difficult for a commission such as ours not to get involved in domestic marketing activity for durum. The public and in particular the ladies of our state, look upon the commission as a local source of recipes and nutritional information and we are expected to correct misinformation about wheat and durum products, and in general, to be the voice in our state for the promotion of spring wheat and durum. In its early years, our commission relied on the information made available by the Durum Wheat Institute and the National Macaroni Institute and which we disseminated in response to requests. Now of course, we still use that information, but we have a full-time Nutritionist who coordinates the efforts and originates much of the information that is disseminated.

North Dakota is unique in that we grow 85-90% of all the durum grown in the United States, and our total domestic marketing program perhaps received its major emphasis because of this fact. Our first and perhaps most successful domestic marketing effort was the production of the film, "Durum-Standard of Quality"—still a classic film on promotion of a particular commodity and its end product. It helped establish durum wheat as a class unique from all others and set the pattern for all of our future efforts for durum promotion. The goal of the

North Dakota Wheat Commission in pasta promotion is to improve the image of durum wheat products and to emphasize that this can best be accomplished through the use of products made from 100% durum. As we are all well aware, the image of pasta still needs improvement. In the minds of many, pasta has a reputation for being "starchy", "nothing but carbohydrates", "fattening", and just not very nutritious.

### Tempt the Taste buds

We know that these statements are untrue and we are striving to tell the public about it. There are two methods to sell a food product. Tempt the public taste buds after they try it then tell them its good for them, or convince them it's good for them so they will try it. Consider a child's preference between liver and candy or an adult's between beer and milk, and its obvious which method works best.

We have been tempting the public's taste buds through our recipe books such as "Pasta, Please", "Quality for Quantity" and "Pasta Potpourri".

We distribute these books at the national conventions at which we exhibit: American School Food Service, American Home Economics, National Extension Home Economists and starting this year, Society for Nutrition Education.

We reach home economics teachers, extension home economists, public health educators, university instructors, nutrition journalists, food service personnel, home economists in business and many others who in turn influence thousands of people.

As an example, 6,000 home economists attended the American Home Economics convention in San Antonio last month. Considering they each reach a minimum of 30, that's 240,000 people that have been exposed to a new recipe or promotional item. We have a tremendous demand for our handouts in quantity from people all over the nation, but because of budget limitations we cannot fill all these requests.

### Movies

We have provided the North Dakota State Film Library with nice prints of "Macaroni Menu Magic" and

(Continued on page 25)

## FOOD PROCESSING & HANDLING EQUIPMENT



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Is your factory running seven days a week and are you looking for a 25th hour in every day? Relax, let modern, high capacity, smooth running production lines cut the plant back to five days so you can become re-acquainted with your family.

Hoskins Company represents three manufacturers of production lines which can increase your efficiency and production:

**DEMACO** builds noodle, short cut and long goods lines from 25 pounds per hour to 4000 pounds per hour. Premixers can be put on new or old presses to improve mixing and sanitation. The new die washer can clean 4 long goods or 3 short goods dies in approximately one hour.

**ASEECO** has installed accumaveyor systems for gentle storage and handling of noodles in most of the major noodle factories. ConveyORIZED stationary short cut bin storage has reduced labor and space substantially.

**SEMCO** engineers and builds flour handling systems from small sack dump systems to completely integrated million pounds systems including welded tanks, blending, regrind handling, and air filtration systems to eliminate flour dust throughout the factory.

If you want to expand production, build a new factory, or improve efficiency, call Hoskins.

Very truly yours,

HOSKINS COMPANY

*C M Hoskins*

Charles M. Hoskins

### Wheat Commission Promotion

(Continued from page 24)

27 prints of "Durum-Standard of Quality", long and short versions. We pay the postage for mailing the films and also the repair on them. "Macaroni Menu Magic" is already booked for the entire 1975-76 school year. The library informs us that they have been turning down requests for it because of a lack of prints. "Durum-Standard of Quality" is also being heavily utilized, but the quantity of prints is filling largely in-state demand.

We continue to cooperate with Durum Wheat Institute and the National Macaroni Institute in distribution of "Durum-Standard of Quality" for general distribution and TV distribution nationwide. As you know, that film is in heavy demand. As many as 451 requests have been turned down in one 12-month period because of lack of prints.

We are aware of the latest film produced in cooperation with the National Macaroni Institute and the Durum Wheat Institute entitled: "Nutrition and the Numbers." This is geared to 4th-9th grades and highlights nutritional labeling. A film guide is being printed and nutritional labeling handouts from "Day of Bread," prepared by the Wheat Flour Institute will accompany the film.

#### Posters & Brochures

We recently produced a pasta poster for distribution at our national shows. Arrangements are being made for a reprinting of it, because of the large demand we've had from manufacturers.

We are also preparing a handout for children—grades 1-3 to be finished this fall. It will stress good eating habits, emphasizing the bread and cereal group. Recipes and activities will be included.

Also, we plan to have a nutritional brochure completed by this fall for distribution to the general public. With this we hope to help dispell the old wives' tales about bread and macaroni products and make the homemaker feel good about serving these foods to her family. Because of budget restrictions we can only print enough handouts for our national conventions and in-state promotions.

We are also considering some 30-

second and 1-minute television spots about nutrition that could be used as public service announcements.

Funds have been earmarked for a 4-color poster on good nutrition which we have to have ready for distribution by next spring. These too, would only be available for our national conventions and in-state promotion.

We are now receiving entries for the best pasta served as an entree in a North Dakota restaurant. We hope the restaurant contest will inspire our eating establishments to prepare better pasta. Judging will be done next March and the winners announced at the State Hospitality Convention.

#### More Nutritional Efforts

Nationally (and internationally) we would like to make more contacts with the nutrition educators—dietitians, nutritionists, home economists, doctors and journalists. There are still many educated people who are misinformed about the merits of wheat products.

Our nutritionist spent three weeks last fall in Latin America promoting wheat utilization and nutrition education. The trip was sponsored by FAS and Great Plains Wheat in an effort to educate the professionals in nutrition as to the benefits of wheat products in the diet. The countries involved included the Dominican Republic, Venezuela, Columbia, Ecuador, Peru, and El Salvador. The pasta in every country except Venezuela and El Salvador was poor; in these two it was fair to good. Most of the pasta was made with soft wheat or hard winter wheat. Peru is working on a method of making pasta from soft wheat, soy and legumes. This combination will probably do little for the popularity of pasta.

Very little of the wheat in Latin America is enriched, therefore, the nutritionists will not promote wheat products. A push for enrichment and education of the nutrition professionals must be the first step for increasing consumer demand. Fortified pasta is ideal for Latin American countries where most of the populace is protein malnourished. (Fortified pasta in the states is not nearly as essential since most Americans eat more protein than they need.)

The quality of the pasta must also

be improved before the consumer is going to switch from their regular staples to macaroni. Nutritious recipes, localized for the country, would be a method to entice the homemaker. Great Plains Wheat has a nutritionist who promotes wheat products throughout the Latin American countries.

#### Pasta Poster

The North Dakota State Wheat Commission has offered a poster in full color, 35 x 23 inches, picturing 19 cuts of pasta:

(1) large bows, (2) twisted vermicelli (fideos finos), (3) alphabets, (4) rings, (5) rotini (spirals), (6) elbow, (7) linguini, (8) spaghetti, (9) small bows, (10) mostaccioli, (11) thin lasagne (Malfalda), (12) wide curly lasagne (lasagne riccia), (13) spinach noodles, (14) fusilli (non-skid spaghetti), (15) ditalini, (16) broad egg noodles, (17) fine egg noodles, (18) large stuffing shells, (19) manicotti.

Copy reads: "For better nutrition, variety and sensational flavor, choose pasta made from 100% durum wheat semolina." The insignia of the Wheat Commission is in the lower right-hand corner.

Space will be left blank for brand imprinting and the posters are being offered at 50¢ each, 22¢ each in quantities of 1,000 or more shipped f.o.b. Bismarck, North Dakota.

#### Low Durum Stocks

Durum wheat stocks included in the total wheat carryover on July 1, 1975 was 20,786,000 bushels, compared with 27,996,000 a year ago, a reduction of 26%. The durum carryover in 1973 was 36,870,000 bushels while the total for 1972 was 69,251,000. In fact, the 1975 carryover was the smallest since 1962.

Included in the 1975 durum carryover were 14,041,000 bushels on farms and 6,745,000 in off-farm positions compared with 18,058,000 and 9,938,000 a year ago. In 1973, the durum carryover included 19,979,000 on farms and 16,891,000 in commercial off-farm positions.

For the April-June quarter, the appearance of durum from all positions amounted to 22,792,000 bushels, nearly identical with 22,910,000 bushels a year ago.

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### Durum Prospects Excellent

by Vance V. Goodfellow, President,  
Crop Quality Council

July 1 yield and production estimates by the U.S.D.A. indicate a U.S. durum crop of 133,068,000 bushels. This is 53,000,000 bushels over 1974 and a 68 percent increase. The report indicating North Dakota yields at 80 bushels per acre with production at 115,200,000 would be a record durum crop; 23 percent above the previous record set in 1969. Indicated July yields for other durum producing states also seem possible. It should be remembered, however, that the July figures may not fully reflect the water damage sustained by the crop in several Red River Valley counties which might reduce yields here somewhat.

Observations of durum stands elsewhere are generally reported to be excellent. Maturity still lags in North Dakota. As of July 8, 13 percent of the crop was heading to flower, compared to 16 percent in 1974 and 35 percent for the 10-year average. Much of the remaining acreage, about 87 percent, ranged from joint to boot. This compares with 82 percent on the same date last year.

High temperatures generally in the 90's in late June and early July stimulated growth over the Upper Midwest, but no crop damage has been reported. A return to moderate temperatures will be beneficial to the crop and hopefully such moderation will be possible during the heading, flowering and filling stages. Moisture is adequate throughout most of the durum territory.

#### Durum Stem Rust Resistance Maintained Through Research

Results from the annual stem rust survey coordinated by the national Cereal Rust Laboratory, St. Paul, Minnesota, indicate that all commercial durums are resistant to the rust races identified thus far. This would tend to show that durum stem rust resistance in durums is holding and no loss is likely in 1975.

The current late season with abnormal excessive moisture, humidity and high temperatures make an ideal incubator for the development of plant diseases. Although rust is not



Vance V. Goodfellow

believed to be a factor, Septoria and other leaf spotting diseases are beginning to appear. Reports of defoliation in some fields is being reported and is likely to increase taking some toll.

The successful prevention of stem rust losses from more than 20 years is not a coincidence, as a threat of this devastating disease always exists in nature. Management of the stem rust problem requires dedicated effort by plant breeders and plant pathologists in the development of better disease resistant durums. Backup by additional research on the rust pathogen, and monitoring of rust occurrence during the growing season, are equally important to expanding knowledge as to what makes one rust race more likely to become epidemic, causing widespread crop destruction, than another. Strains of rust are becoming increasingly complex, but evidence is accumulating that may make it possible to determine what durums

possess the genetic composition governing resistance. With this information, plant breeders will be able to predetermine the rust resistant lines best suited to diversify rust resistance in their crosses in development of new varieties.

Construction of the second greenhouse range at the national Cereal Rust Laboratory is nearing completion and should be available for occupancy this fall. This greenhouse section was made possible by \$200,000 authorized by the U.S.D.A. at the urging of the Crop Quality Council. This additional space will permit the testing of many experimental lines for rust resistance.

#### Mexican Winter Seed Increase

#### Nursery Vital to Durum Improvement

Harvest of the 21st durum nursery was completed in April with selection of heads and threshing of rows from approximately 2,900 individual experimental durums from the North Dakota breeding program. Since the early years of the 1950s, this program has contributed to speeding durum varietal development. All commercial durums now in production in the Upper Midwest were increased in the program. The 4.5 million acres of durum indicated for harvest this year represents a major economic benefit.

Ward durum, released in 1972, is expected to be the dominant variety seeded in North Dakota this year possibly exceeding 50 percent. Rolex is expected to decline in acres although it should maintain second place and possibly be dominant in the west because of its early maturity.

#### 1975 CANADIAN DURUM PRODUCTION

(Based on Statistics Canada June 20, 1975 estimates of production)

Province	Seeded Acreage		1975 % of 1974
	1974	1975	
Manitoba	100,000	150,000	150
Saskatchewan	2,500,000	3,300,000	132
Alberta	400,000	400,000	100
Prairie Provinces	3,000,000	3,850,000	128

#### 1975 UNITED STATES DURUM PRODUCTION

(Based on U.S. Government July 10, 1975 acreage production figures)

State	1974 Yield per acre (bu.)	1975 Production (bu.)		1975 Acreage Planting (acres)	
		1974	1975	1974	1975
Minnesota	88,000	105,000	28.0	35.0	2,352,000
North Dakota	3,500,000	3,910,000	20.0	30.0	68,800,000
South Dakota	215,000	240,000	14.0	26.0	3,870,000
Montana	270,000	340,000	19.0	24.0	5,073,000
California	3,000	4,000	50.0	50.0	150,000
U.S.	4,074,000	4,509,000	19.8	29.5	79,245,000

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### ANNOUNCING in next month's issue:

- National Macaroni Week national publicity
- October 9-18
- Grocery Industry Trends
- Product Promotion
- Good reading every month

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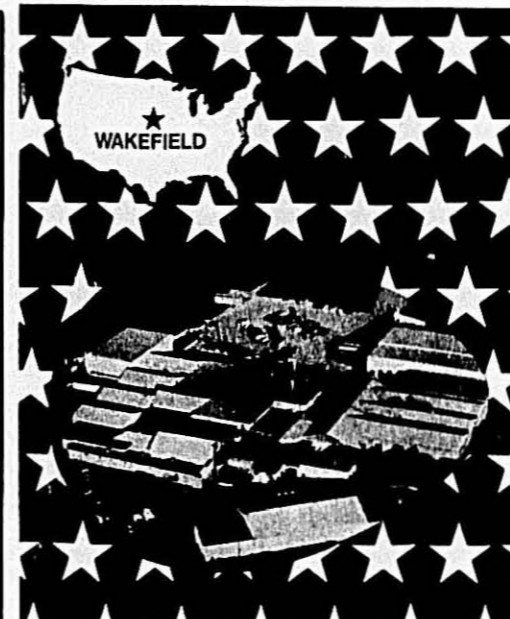
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- Grand Island, Nebraska
- Detroit, Michigan



### Crop Prospects for Durum

Crop Prospects for durum as of July 1 are reported at 133,068,000 bushels, based on a 30-bushel per acre yield compared to last year's 20.

The Peavy Letter at the end of July reported harvesting active in South Dakota and started in areas of Southern Montana. Yields in quality are lower in South Dakota due to effects of hot weather and deteriorating soil moisture. Harvesting has started in Southeastern North Dakota. It will be a long harvest season this year as some wheat planted acreage is just at the heading stage.

### Russian Grain Purchases

Immediately following the optimistic July 1 crop prospects by the U.S. Department of Agriculture the Soviets placed their orders for grain purchases.

Senator Henry M. Jackson was reported worried that it may cause a catastrophic repeat of 1972.

A Chicago commodities broker said he had been flooded with calls from people wanting to know how they could make a killing on it.

Wheat farmers all over the country are rethinking their marketing plans because of it.

And, consumers are wondering if it will mean another surge in food prices.

Consensus in the trade is that this is not likely to be a repeat of 1972, as the purchases are much smaller this time and reserves are ample.

### ConAgra Letter

However, at the end of July the ConAgra letter reported: "Russia continues to dominate the commodity markets as fact and rumor become indistinguishable. Leaks from private conversations with the Secretary of Agriculture at a cocktail party seem to be good for a dime movement in the market. Cook Industries announced another 1,000,000 ton sale to the Soviet Union on July 22, bringing total U.S. wheat commitments to the Soviet Union to 4,300,000 tons (158,000,000 bushels). Total Soviet Union grain import commitments now total almost 14,000,000 tons - 4,300,000 tons of U.S. wheat, 5,600,000 tons of U.S. (or optional origin) corn and barley, 3,000,000 tons of Canadian wheat and 800,000 tons of Australian wheat. The USDA lowered Russian grain production estimates another

10,000,000 tons to 185,000,000 so their grain purchases for import are likely not completed yet. The USDA now estimates a total of at least 2,000,000 tons of grain imports to the USSR is likely and there is probably a little over 2-3,000,000 tons of surplus exportable grain available outside the U.S. Now the USDA has hinted that it may try to persuade the grain companies to put off additional commitments to the Soviet Union until after the August 11 crop report, but persuasion may not be enough when exporters are competing against each other for business."

### Egg Production Down

The nation's laying flock produced 5,211 million eggs during June, 4% less than a year ago. Layers on hand averaged 270,000,000, down 4%. The average rate of lay was virtually the same as a year earlier. Layers on farms July 1, totaled 289,000,000, down 4% from the 280,000,000 a year ago and slightly below a month earlier. Egg-type chicks hatched during June, 1975, totaled 40,900,000, down 6% from the 43,400,000 produced a year ago. Eggs in incubators on July 1, 1975, at 33,400,000, were 2% above a year ago.

Food Marketing Alert predicted in mid-July that the egg supply in August would be adequate with output likely to be 5% less than a year ago, about 7% under August 1972-74 average.

### Egg Processing Dips

A total of 67.8 million dozen shell eggs were broken May 25 through June 30, 1975 under the USDA's Egg Products Inspection Act—down 11 percent from the May 26 through June 30 period last year. Percentage decreases by regions from last year were: South Atlantic, 22; North Atlantic, 19; South Central, 9; North Central, 8; and Western, 1.

During the five weeks, 99 million pounds of liquid egg products were used in processing—down 13 percent from the same period last year. Ingredients added in processing totaled 3.0 million pounds, 22 percent less than a year ago.

Liquid egg production (including added ingredients) for immediate consumption and processing totaled 38.4 million pounds during the five-week

period, about the same as a year earlier. Products for immediate consumption totaled 19.1 million pounds compared with 14.1 million a year earlier. Those for processing totaled 17.3 million pounds, compared with 22.1 million last year.

Frozen egg products amounted to 39.6 million pounds, 11 percent less than last year. Dried egg production was 6.3 million pounds, 30 percent below the five-week period a year ago.

Cumulative totals July 1, 1975, through June 30, 1975 and percentage decreases from the corresponding 1973-74 period are as follows: Shell eggs broken—569 million dozen, 1 percent; liquid eggs in processing—845 million pounds, 7 percent; frozen products—317 million pounds, 14 percent; and dried products at 59 million pounds, 19 percent. The cumulative total for immediate consumption and processing at 310 million pounds was up 3 percent from the same period last year.

### ADM Earnings Rise

Net earnings of Archer Daniels Midland Co. in the fiscal year ended June 30 increased 19% over the previous year, according to a preliminary report.

For the year ended June 30, 1975, ADM estimated net earnings of \$34,951,000, equal to \$2.10 a share on the common stock, against \$29,410,000, or \$1.79 a share, in the previous year. Net for 1973 fiscal year was \$16,985,000 and for 1972 total \$11,905,000.

An average of 16,608,699 shares of ADM common stock was outstanding in the 1975 fiscal year, against 16,400,674 in the previous year, adjusted for a 10% stock dividend paid in December, 1974.

ADM does not report sales with preliminary financial figures. Volume for the year ended June 30, 1975, totaled \$1,551,289,000.

### General Foods Up

General Foods Corp. said fiscal quarter net income rose 16% to \$32 million, or 66 cents a share, from \$27 million, or 57 cents a share, in the year-earlier period.

The company said sales for the quarter, ended June 28, climbed 6% to \$892.7 million, from \$825 million the year-earlier period.

### San Giorgio Promotions

Three promotions at San Giorgio Macaroni, Inc., a subsidiary of Hershey Foods Corporation, have been announced by San Giorgio Vice President Jerome V. Guerrisi.

#### Sales & Marketing

Promoted, effective immediately, are James B. Leonard, Hershey, from Assistant to the Vice President of Sales and Marketing to Sales Manager, San Giorgio; Richard O. Parrish, Pewee Valley, Kentucky, from Manager of Marketing to Director of Sales and Marketing, Delmonico; and Newell F. Moncrief, New Albany, Indiana, from Sales Manager to Director of Sales, Food Service Division, Louisville.

Leonard, a native of Pittsburgh, joined San Giorgio as Pittsburgh District Sales Representative in 1964. He was promoted to Pittsburgh District Manager in 1966, Administrative Sales Coordinator in 1969, and Assistant to the Vice President of Sales and Marketing in 1974. He attended Trinity College in San Antonio, Texas.

Parrish, a native of Dayton, Ohio, joined Delmonico Foods, Inc. as Manager of Marketing in 1972, prior to the time Delmonico was merged with San Giorgio. He holds a bachelor's degree in marketing from Oklahoma State University.

Moncrief joined Delmonico more than 22 years ago as a salesman and was promoted to Area Manager in 1955, Regional Sales Manager in 1960, and Sales Manager in 1965. He is a native of Waco, Texas, and studied at Baylor University.

### Stanway Appointed

H. Geddes Stanway, of Omaha has been appointed by U.S. Secretary of Commerce Rogers Morton, to be a member of the National Advisory Committee on Regional Economic Development.

This twenty-five member committee has the responsibility to provide advice and counsel on issues relating to programs of the Economic Development Administration.

Mr. Stanway retired from Skinner Macaroni Company January 1, 1975 to return part time to his profession of Management Engineering and Labor Relations counseling.



Virgil L. Jons

### Jons Joins CQC

Mr. Virgil L. Jons has been named secretary of the Crop Quality Council, it was announced by Vance V. Goodfellow, president.

Jons received his master's degree in plant pathology with a minor in agricultural economics from the University of Minnesota. He conducted research on soybean diseases and has had extensive experience in surveys to determine the prevalence of field crop diseases. While at Minnesota, he also conducted tests for detection of bacterial diseases in the certification of dry edible beans, a project conducted jointly with the Minnesota Crop Improvement Association.

Mr. Jons received his bachelor's degree in agronomy with emphasis on crop production from the University of Wyoming, Laramie, Wyoming.

He is the son of Mr. and Mrs. Lee Jons, Lee Jons Ranch, Baggs, Wyoming. Prior to entering the university, he was involved in ranch-farm operations with his father.

The Crop Quality Council is engaged in activities in support of agricultural research, extension, pest control, and crop improvement programs affecting crop production throughout North America.

### Hershey Gains

Hershey Foods Corporation announced consolidated net sales of \$264,984,000 for the first six months of 1975 compared with \$232,647,000 for the same period in 1974. Net income increased to \$11,750,000 or 90¢ a share in 1975 versus \$9,170,000 or 70¢ a share in 1974.

Harold S. Mohler, chairman of the board and president, said the results

for the first six months of 1975 reflect the continuing efforts by the Company to achieve adequate income while experiencing relatively high commodity costs.

### Multifoods Predicts Flat Sales

International Multifoods expects to record its eighth consecutive year of earnings improvement, company officials reported.

In an appearance before the New York Society of Security Analysts, Multifoods Chairman William G. Phillips said "for the year we expect sales dollars to be relatively flat (largely due to lower selling prices on many of our food products) but we are confident we will be able to continue our profit improvement in line with our trend line earnings improvement objective."

Last year, Phillips said, the company's first-half profits were unusually high, and, as publicly predicted, the second half was relatively flat.

"This year we stated, as the year started," the chief executive continued, "we would have a more normal first quarter, but down from last 5 year's unusually high level—and our expected profit would be made in the last half."

In fiscal 1975 Multifoods earned \$14.1 million or \$3.88 per share on sales of \$828 million. Recently announced first quarter earnings for fiscal 1976 were 63 cents versus 84 cents the year before.

Phillips went on to describe a picture of an emerging consumer orientation over the next five years.

He said he looks for sales in the firm's away-from-home eating segment to grow by more than 150 percent while sales of consumer products worldwide are doubling.

He emphasized, however, that a substantial portion of earnings in that period will continue to come from Multifoods' well-established industrial foods and agricultural products areas, where the company has shown consistent and major profit improvement during the past six years.

### PUSH PASTA

### National Macaroni Week

October 9-18, 1975



**Needle Art**—Folk artist Karen Mergeler of El Toro, California, touches up a "pastage", a piece of pasta creative art. Mrs. Mergeler, accompanied by her husband, Ronald, researched the origin and uses of pasta in Europe before writing her book, "Noodle Doodles: The Art of Creating with Pasta".

### Versatile Noodles

Cover Photo

Novice and experienced cooks appreciate the value of a fine basic recipe which lends itself to different presentations. And in this day of careful menu planning, an increasing number of people seem to be getting down to such basics. Buttered Parmesan Noodles fit into the scheme. Egg noodles are mixed with butter, cheese and croutons. Great accompaniment for poultry, beef, pork, lamb and a beautiful plus for a vegetable plate. Now, imagination takes over! Add grated carrots and dill weed or freshly torn spinach with nutmeg or shredded cabbage. Meat? Toss in browned ground beef and oregano. Finely diced leftover meats or flaked tuna may be tossed into the noodles. Don't forget chopped leftover vegetables. Season to your taste with herbs and spices.

#### Buttered Parmesan Noodles (makes 6 servings)

8 ounces medium egg noodles (about 4 cups)  
1 tablespoon salt  
3 quarts boiling water  
¾ cup butter or margarine, cut into pieces

1 cup freshly grated or shredded Parmesan cheese, about ¼ pound  
3 cups plain croutons  
Chopped parsley  
Gradually add noodles and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Quickly toss together hot noodles, butter and Parmesan cheese until butter is melted. Toss in croutons just until ingredients are combined. Garnish with chopped parsley. Serve immediately.

#### Variations

**Noodles with Carrots:** Prepare as above. Toss in 4 cups loosely packed grated carrots (about 6 to 8 carrots), 1 teaspoon dill weed and 1 teaspoon salt before adding croutons.

**Noodles with Spinach:** Prepare as above. Toss in 1 package (10 ounces) uncooked spinach, torn into pieces and ¼ teaspoon ground nutmeg before adding croutons.

**Noodles with Cabbage:** Prepare as above. Toss in 4 cups shredded blanched cabbage (about ½ pound), and 1 teaspoon salt before adding croutons.

**Noodles with Ground Beef:** Prepare as above. Toss in 1 pound ground beef, crumbled, cooked and drained,

1 teaspoon salt and ½ teaspoon oregano, crushed, before adding croutons.

### More Salad Recipes

#### Piquant Macaroni Salad (makes 8 servings)

4 cups elbow macaroni (1 pound)  
2 tablespoons salt  
4-6 quarts boiling water  
¼ cup vinegar  
½ cup salad oil  
½ teaspoon paprika  
Salt to taste  
Pepper to taste  
1 can (12 ounces) luncheon meat  
¼ pound American cheese  
¾ cup chopped green pepper  
¾ cup chopped celery  
¼ cup sliced scallions

Gradually add macaroni and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain.

Combine vinegar, oil, paprika, salt to taste and pepper; mix well. Add macaroni and mix lightly; cover and chill about an hour. Cut meat and cheese into cubes. Add meat, cheese, green pepper, celery, and scallions to macaroni mixture. Toss lightly. Chill thoroughly. Garnish with pimiento strips and watercress, if desired.

#### Macaroni Picnic Salad (makes 8 servings)

4 cups elbow macaroni (1 pound)  
2 tablespoons salt  
4-6 quarts boiling water  
1 cup each sliced radishes, sliced celery, sliced sweet gherkins  
2 tablespoons chopped onion  
1 cup mayonnaise  
½ cup sweet pickle liquid  
¼ cup spicy brown mustard  
1 teaspoon prepared horseradish  
1 teaspoon salt  
½ teaspoon pepper

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

In large bowl, combine macaroni, radishes, celery, gherkins and onion. Blend together remaining ingredients. Toss dressing with macaroni mixture. Chill. Garnish with gherkins, radish roses and salad greens.



## PUSH PASTA

Invest 1¾¢ per cwt. monthly in pasta product promotion, consumer education, and trade advertising to keep sales up.

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### Kraft Dinner Packaging

Packages for Kraft's seven Dinners are changing. Based on a "total line" concept, the new packages are now flowing into the market, beginning with Kraft Macaroni and Cheese Dinner—the company's original entry.

It was 1936, the year when steak was 26¢ a pound and you could buy a car in any color as long as it was black, that marked the first appearance of the Kraft Dinner—known today as Kraft Macaroni and Cheese Dinner. The boxes carried instructions on "how to make a meal for four in nine minutes," and the product sold at 19¢ for a 7-ounce box, or 5¢ per serving.

Through the years, the product built a demand for low-cost dinners that encouraged the development of a complete dinner line. The "family" of Kraft Dinners now includes American Style Spaghetti Dinner, Tangy Italian Style Spaghetti Dinner, Spaghetti with Meat Sauce, Egg Noodle and Cheese Dinner, Macaroni and Cheese Deluxe Dinner, Egg Noodles with Chicken Dinner, and the original family product—Macaroni and Cheese Dinner.

#### Make Ends Meet

Today Kraft Dinners packaging has been redesigned to give the total line a unified appearance on the grocery shelf. Though each label will reflect the unique identity of the product, all products will be marketed under the "Kraft Dinners" umbrella.

1975 ads for Kraft Dinners have been created to appeal to the No. 1 inflation concern of Americans—the high cost of food. Economizing on food purchases is the primary method consumers are using to fight inflation. Advertising which advises how "Kraft Dinners Make Ends Meet" is thus bound to attract consumer attention.

The company is backing the products with spot television commercials and a broad schedule of print ads in major women's and general interest magazines. During the remainder of 1975, ads will be running in Family Circle, Reader's Digest, McCall's, Ladies' Home Journal, American Home, Better Homes & Gardens, TV Guide, Good Housekeeping, Redbook, Woman's Day, Girl Talk, Modern Screen, Modern Romances, Photoplay and True Story.



Kraft total line packaging

### Kraft Production Vice President

Fred L. Jordan has been appointed Senior Vice President of Production for Kraft Foods according to an announcement by O. E. Swain, President.

Jordan, formerly Vice President and Director of Production, joined Kraft as a production trainee in 1949 at Nashville, Tennessee. After four years experience in production supervision and quality control he became Plant Manager in Atlanta in 1953. In 1955 he joined Kraft's Southeastern Division staff as Assistant Production Manager and in 1957 he became Bulk Plant Production Manager for the Southern Division. Jordan then served



Fred L. Jordan

as Division Production Manager for the Central Division from 1962 to 1969 and the Southern Division from 1969 to 1971. When the Divisions were consolidated in 1971 Jordan was promoted to the General Office staff as Director of Production. In 1973 he was appointed Vice President and Director of Production and has served in that capacity until his present promotion.

### Packaging Directory

Just off the press is this 176-page book—an indispensable publication for all users of packaging and suppliers of packaging materials and equipment.

Published by The Packaging Institute, U.S.A., it is the most comprehensive, up-to-date directory of the packaging industry in existence. It should be on the desk of everyone involved in packaging.

The book contains the names, company affiliations, addresses, and telephone numbers of over 30,000 professional packaging people, their areas of packaging expertise and particular end-product experience. Corporate Members of PI/USA are included along with the names of the persons selected by these corporations to be their representatives.

(Continued on page 34)  
THE MACARONI JOURNAL

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Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

## Packaging Directory

(Continued from page 34)

Three major sections make up the book: Alphabetical Directory, Corporate Member Directory, and Professional Packaging Expertise Directory. Each member's expertise and end-product experience appears in the Alphabetical section. Capsule descriptions of the products and services offered by companies are included in the Corporate section. The Professional Expertise section lists the names of members in 58 specific areas of expertise under four broad categories: Packaging Administration and Services, Packaging Materials, Packages and Components, Methods and Equipment.

Price for selected distribution to nonmembers is \$40.00. For PI/USA membership and member publication rates, write to The Packaging Institute, 342 Madison Ave., New York, N.Y. 10017.

## Transportation Testimony

Grocery Manufacturers of America testified before a House Subcommittee on Transportation and Commerce, calling for financial aid and regulatory reform for rails. Sam H. Flint, a Quaker Oats Company Vice President, testified. He told the Subcommittee that it would be in the interest of consumers to restore to health the real core of the nation's transportation capability. He said that railroad service for food and grocery distribution is not adequate today.

"Transit times are erratic," said Mr. Flint, adding that "there are not sufficient cars suitable for transporting grocery products." He cited statistics illustrating delays and inconsistencies of railroad service and consequent effect on freight car supply. While urging financial assistance to the rail industry, he pointed out that to attain the objective of a healthy rail system, financial assistance must be connected with and conditioned upon change in the environment which brought the railroads to their present debilitated state. "Otherwise, the taxpayers' money will have been spent in vain and quite possibly nationalization of the railroads will have been hastened."

## Consumer Protection Costs Money

The president of the nation's largest retail food chain says the proliferation of government agencies designed to protect the consumer is contributing to high food prices.

"It is my personal feeling that the Occupational Safety and Health Administration are implementing all kinds of rules that make our operation less flexible and tend to run our costs up," said William S. Mitchell, president of Safeway Stores.

"There is no end to it. The agencies get more appropriations, hire more people and make more visits to us.

"It adversely affects inflation in two ways: it takes tax dollars to support these guys and it costs business to deal with them—costs that have to be passed along to the consumer.

Safeway, which traces its roots to a 1915 American Falls, Ida., store, has been the nation's top grocery retailer since 1972, when it surpassed the Great Atlantic & Pacific Tea Co. It expects to sell \$10 billion worth of food this year to more than one billion customers.

Mitchell said the industry has been "too uncommunicative, too docile and too defensive for too long."

At the company's annual meeting in Baltimore this spring, Mitchell warned stockholders of "distorted allegations" being made by politicians and government agencies who, he said, "seem to want us to be a highly-regulated industry or be broken up, or both."

## Concern for UPC

Sitting in a modest office at Safeway headquarters, a former coffee warehouse in an industrial section of Oakland, Mitchell said he is worried there will be premature government regulation of computerized check-out systems.

Under the universal product code system, every grocery item will have a patch of stripes on its label. Many of these computer-readable codes have begun to show up on grocery items from frozen spinach to potato chips.

As the product passes through a scanning device at the checkout counter, a computer will read the stripes and print out a bill with the product's name and price.

Supermarket chains hope the process will eliminate costly price-marking of every item and the system is expected to allow them to raise and lower their prices easily.

Customers would be able to determine the cost of a product in a comparison shop only through price listings on shelves, a fact which has aroused consumer groups and has resulted in drives for local, state and federal laws requiring price labeling of every item.

"I don't think the consumer is concerned about the lack of individual price markings as the consumer activists think he is," Mitchell said. "We are much closer to the consumer than the consumer activist," he asserted, noting his chain constantly takes surveys of consumer opinion.

"We are trying to find out what people like about the new system. We don't think any accurate surveys have been made," he said.

Mitchell predicts the new computer check-outs will be in wide-scale operation over the next "five to six years."

## Tuna Helper Salad

Salad ideas to help "keep the living easy" are featured in Tuna Helper, summer ad campaign, now in high gear. A full-color ad for the product appears in July and August Family Circle, and in five other women's magazines—with a combined circulation of about 50 million.

Continuing the spring time economy story, the ad presents a delicious Tuna Cheese Salad that is both easy and economical to prepare. It explains that the salad costs less than 40¢ per serving, including the price of a 6½-ounce can of tuna fish.

The ad promotes all four flavors of Tuna Helper. Recipe ideas are on the backs of specially marked packages.

The ad is timed for impact during the peak summer months. In addition to Family Circle, it will appear in Good Housekeeping, McCall's, Better Homes & Gardens and Women's Day.

The Woman's Easy Budget Cooking, September. NMI color photo cover. "Flavor It Italian" titles throughout page story with four pasta black-and-white photos and recipes.

## Will It Fly?

People from the world of advertising often ask the question of an advertising idea, "Will it fly?"—meaning, is it impressive, convincing, will the client buy it?

Bruce Sielaff of the Minneapolis advertising agency of Sielaff & Johnson, found out last month that he had a real "high flier" in an original copy of a new durum products ad for Multifoods' Industrial Foods Division.

On a hot, humid and gusty day in Minneapolis (as opposed to alternate cool-cooled, gusty days), Sielaff had just walked from his near-by office to the Multifoods Building. He and IFD manager Wayne Schweitzer were at an advertising meeting in the 13th floor office of Sal Maritato, division president-durum products.

Maritato had just approved the copy and was handing it back to Sielaff when a strong gust of wind snatched the copy out of their hands through a slightly open window. The two watched open-mouthed as the sized paper (purportedly the only copy) danced and swirled 13 floors above Marquette Avenue—one of the busiest streets in downtown Minneapolis—heading in a generally northerly direction.

Sielaff, after making a desperate charge for the copy and missing, quickly headed for the elevators.

"If Peavey finds it first," Maritato shouted (jokingly), "don't bother to come back!"

(Multifoods and Peavey are the nation's two leading suppliers of durum products to macaroni manufacturers; their headquarter offices are located less than one-half block from each other.)

Emerging from the Multifoods Building, Sielaff, like his "high flier," headed in a generally northerly direction. He quickly asked a near-by police officer if he had seen a piece of paper floating past the building.

"No, but the hailstones around here at night were really something," he replied.

Sielaff kept moving north. Since he hadn't seen any paper fluttering in the air, he kept looking at the street suddenly, near the intersection, he spotted a likely piece of paper in the gutter.

His "high flier" had come back to earth only slightly soiled, and with the "OK" still clearly visible.

The advertisement, with the unlikely headline, "Old folks at home," is appearing in The Macaroni Journal.

## NATIONAL MACARONI WEEK OCTOBER 9-18

## It Moves the Pasta

A man in a fancy dress shirt and tuxedo points to a chef ladling spaghetti sauce onto a platter of spaghetti. He is Anthony D'Agostino, manager, D'Agostino's Villa Nova, Winter Park, Florida and he says: "What I know about buying media is if it moves the pasta it's a good buy."

"With all due respect to the agency, nothing puts me to sleep faster than a media presentation.

"No matter what color the charts are, it's always the same old story. A little of this, a little of that. More of the usual local newspapers, theater programs, napkins, table tents.

"Then, last year, the agency—Select Communications—suggested something called MNI.

"Which, in case you don't know, is a new way of buying upscale national magazines at local, affordable prices.

"Finally, I said to myself, an upscale audience worthy of my upscale cuisine."

"So, as of last year, ads for D'Agostino's Villa Nova started appearing in such publications as Time, Newsweek, U.S. News and Sports Illustrated.

"And how's business?" "All I can say is, they're beating a path to my pasta."

The ad appears in magazines all over the country. It is placed by Magazine Networks, a medium of Media Networks, Inc.

## General Mills Canada Ltd.

General Mills Canada, Ltd. reported that sales increased 18.9 per cent for the fiscal year ended April 27, 1975, but net earnings declined sharply, 66.6 per cent.

Chairman John D. Herrick said preliminary estimates show sales reaching \$88.2 million, compared with \$74.2 million the previous year. Earnings

sagged from \$4.2 million in fiscal 1974 to \$1.4 million.

The most profound impact on the reversal of earnings trend came in the company's seafood fleet operations. The catch for the Gorton-Pew Division was exceedingly poor, and as a result, total export sales were down to \$5.7 million as compared with the previous figure of \$10.4 million, and the division operated at a loss compared with a good earnings contribution in the previous year. Food sales for the Blue Water Sea Food Division, however, remained satisfactory.

In other food areas, Herrick noted that 12 per cent inflation, which pushed costs up faster than prices and reduced demand in some product areas, had an adverse effect on the company's earnings. Increases in raw materials, packaging and distribution costs, as well as the higher cost of freight and energy, all contributed to a narrowing of profit margins, as did consumer resistance to higher prices.

## A Shift to Pasta

A shift in consumer preference toward more pasta foods was responsible for an all-time high sales volume for the company's Lancia-Bravo Foods Division. New volume from a highly successful new product, Lancia Lunch, helped to offset a small decline in volume experienced by the Grocery Products Division. Herrick, who also serves as general manager of the Grocery Products Division, reported that the slow process of getting government legislation passed had delayed introduction into the marketplace of the textured vegetable protein line of meat extenders.

## General Mills Slates 2 for 1 Split

Shareholders of General Mills Inc. will vote at the annual meeting Sept. 22 on a recommendation by directors for a two-for-one split of the common stock and an increase in authorized capitalization.

The board said that if the proposal is approved it will declare a 17-cent-a-share quarterly dividend on the split shares, payable Nov. 1 to holders of record Oct. 10. As the current rate is 30 cents, the action would constitute a 4-cent increase on the old shares.

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## Udon Noodle Research

Discovering why some wheats make better noodles than others are the objects of current research at the U.S.D.A.-Agricultural Research Service Western Wheat Quality Laboratory on the campus of Washington State University.

Dr. Gordon L. Rubenthaler, the lab's project leader, said the scientific inquiries will be conducted by Dr. Patrick L. Finney, the lab's new research cereal technologist.

Dr. Finney was formerly on the faculty of the Department of Grain Science and Industry at Kansas State University and earlier had assignments with the Peace Corps in Iran, and with Agency for International Development studying the quality of wheats in India.

Dr. Rubenthaler noted that research thus far has identified which wheat varieties are suitable for making Japanese udon noodles, a white noodle made from Washington grown soft white wheats.

But, he said, the Western Wheat Quality laboratory has not been able to uncover any research that identifies the constituents in these wheat varieties that make them desirable for making udon noodles. None of the traditional soft wheat quality tests relate to the Japanese product.

Unlike noodles popular in America, udon noodles contain no eggs—only wheat flour, salt and water.

Dr. Finney will be studying proteins, starches and water-soluble constituents of wheat flour to determine what effects they have on the quality of udon noodles.

## Soup Inventories Low

Campbell Soup Co. expects earnings for the year, ending July 31, "to follow the trend of a 15-cent-a-share increase in the first nine months" from a year before and sees sales increasing "modestly," Harold A. Shaub, president, said.

## New Exotic Soup

An authentic Oriental-style treat, rich in taste and thick with noodles, is Golden Grain's new exotic Soup-Mein. Popular with both Caucasians and Orientals this newest addition to Golden Grain's family of fine foods is equally at home in the Soup and Pasta sections of grocery stores. Soup-Mein is especially flavorful because it contains more soup stock than do the Oriental brands. It comes in both chicken and beef flavor and with lots of noodles.

In fiscal 1974, Campbell earned \$85.4 million, or \$2.56 a share, on sales of \$1.46 billion. In fiscal 1973, the first nine months, Campbell earned \$69.5 million, or \$2.08 a share, on sales of \$1.13 billion, or \$1.93 a share, a year before. Sales rose to \$1.18 billion from \$1.13 billion.

Concerning Campbell's soup operations, Mr. Shaub said that industry inventory reductions have been significant over the past 15 months. He said soup inventories at the retail level "are almost at their lowest" for the year. He expects soup sales to climb in fiscal 1976. Soup continues as a major product line for the company.

## Is Barilla For Sale?

From Barron's Magazine

State spaghetti for the Italian. That seems to depend on W. R. Grace & Co. Four years ago Grace bought Barilla, a Parma concern which runs Europe's biggest pasta plant and supplies Italy with 18% of its spaghetti. Now it reportedly wants to sell out and the only buyer is a state-owned food conglomerate known as SME, which runs Motta and Alemagna. At least, that's what bankers and trade union leaders say in Milan, both before and after a denial by Grace that it was pulling out of the Italian food business. (Grace already has sold other Italian food subsidiaries, Tana to SME.) Indeed, those sources claim to know that Grace is asking \$100 million for Barilla, having paid \$100 million for it in 1971.

It would not be surprising if the U.S. concern wanted to give up supplying Italians with their staff of pasta because the government put a price ceiling on it in 1973. The price of hard wheat (from which pasta is made) has doubled since. That is due to last year's national crisis, a spaghetti shortage, but it also plays havoc with the Grace subsidiary's profit projections. Investing in a highly visible product that weighs heavily in the Cost of Living Index—in a country prone to price controls and running a torrid inflation—was probably not a good idea in the first place. As for SME, which so far has avoided the pasta business, it is like other state-owned companies in that it seems not to worry about profits.



# Packaging is more than a Box

When it comes to pasta, the choices are many... macaroni, spaghetti, vermicelli, lasagna, ziti, tortiglioni, farfalle - and numerous more. But when it comes to packaging, Diamond International is your logical choice. Diamond packaging

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