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OFFICIAL PUBLICATION
OF THE
NATIONAL
MACARONI MANUFACTURERS
ASSOCIATION



MAY, 1964



WHO PROFITS FROM PROFITS?



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WHO PROFITS FROM PROFITS?

Printed with permission of the Minnesota Mining & Manufacturing Company
from their publication Tartan.

ONCE we knew that profit meant something good: improvement; but now too often it is used to mean an evil: greed.

And not without cause, for there have been some who were profiteers—gougers—and undoubtedly there are some today whose greed gives profit a bad name.

But these are the exceptions, not the rule; and just as honest men should not be jailed because of a dishonest few, so neither should a good idea be lost because of those who abuse it.

Abuses should be corrected as much as human abuses can be; but we should be careful to eliminate the abuse, not the idea.

The idea of personal freedom, for example, although abused by some, is worth preserving for the rest of us. So is the idea of the profit system.

In fact, one cannot exist without the other.

Who is to decide who makes what and who gets what?
How much bread should be made?
By whom? You?
How many pairs of shoes?
How many houses? What kind?
At what price? And who should get them?

Either we decide by buying what we want and rejecting the rest, thus causing more production of some things and less of others, or someone (the government) decides for us.

This sounds as if we could get the same results either way—either by our economic votes (purchases) or by political votes (at the polls).

But that isn't so.

Once we give up the right to produce and distribute such goods as food, clothing and shelter to a government authority, we must also give up our freedoms, to decide which jobs we will take, how hard we will work, what pay we will accept, what products and services we will buy and what we will pay for them: because the government would have the authority to mobilize the work force in order to produce and deliver the goods.

These things must be decided either by a government authority backed up with police power, or by the interplay of personal profit-seeking.

We all seek some kind of profit. Even buyers seek a profit, for no one buys unless he values more highly what he gets than what he gives.

It is this hope of improvement, this personal profit-seeking, that motivates us.

And it is efficient, because it involves people responding personally to other people's needs—responding efficiently because it profits them to do so and because the personal profit system is a profit-or-loss system and only the most efficient—only those who serve customers best—can survive.

But if the profit system is efficient in producing and distributing goods, is it also efficient in serving other needs of society?—in building schools and highways, city halls, churches and libraries, police and fire departments, and in providing other social services?

(Continued on Page 6)



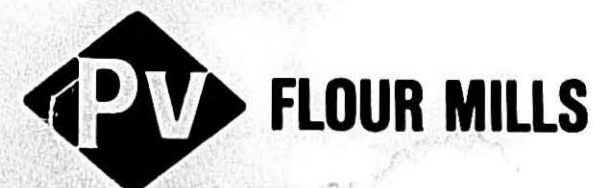
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WHO PROFITS FROM PROFITS?

(Continued from Page 4)



Few think of the personal profit system as a service to society, yet it is, for all social services depend on wealth widely distributed, and the profit system produces more wealth and distributes it more widely than any other system ever tried by man . . .

more wealth for the government and the government's services, in the form of taxes which come only from private and corporate incomes;

more wealth for charities—billions annually for colleges, churches, foundations, community funds and other charities;



more wealth for economic growth, for starting new businesses and expanding established businesses, creating new jobs and making old jobs more secure;

more wealth for personal spending than in any other country, by far. For example, we make and buy more electrical appliances, more telephones and TV sets and more automobiles than all the rest of the world put together.

Yet some may argue that profits are not necessary. However, even Russia, which condemns "capitalistic" profit—profit for the individual—still seeks profit:

From Lenin to Khrushchev, the Soviet Communist Party has called for "lower production costs and higher profitability."

They want profit—but for the government, not individuals; control by the rulers, not the citizens, and freedom for the ruling few, not the people.

Profit is necessary, whether in a government-dictated economy or in a free enterprise economy, because profit is the only source of growth.

Some may think of it as the income "left over" after operating expenses have been paid—but in reality it is another business expense, as firmly committed to the future as a payment on a mortgage . . . For if there were nothing "left over," there would be no money for taxes, no money for dividends, no money for new plants and equipment, no money to replace worn out equipment, and no money for research or for developing new products . . .

And so, there would be neither growth nor survival, neither new jobs nor old jobs, for neither a business nor a nation can survive without such funds—without seed "left over" for planting.

How much seed or profit is enough? There is no easy answer.

Obviously, too little profit is like too little food: Although you are still eating, eventually you starve to death.

On the other hand, too much profit attracts too much competition and drives the profit down below survival levels. In addition, the fact that people will buy only what is worthwhile to them restricts both price and profit.

Even the rare manufacturer who might temporarily command an exceptional price would find himself creating ill will with dealers, customers and the public, which could affect his future business.

Management's dilemma is to walk a narrow path: avoiding over-pricing, yet needing a profit healthy enough to pay for taxes, dividends, new plants, new equipment and research—and still a healthier profit in order to pay the costs of new products.

Even so, a million dollars sounds like too much for anything, including profit, so naturally we ask: Is a multi-million-dollar profit too much? But that's like asking is multi-million horsepower too much? It's too much for a car, but not for a space capsule.



Similarly, a multi-million-dollar profit is too much for baby sitting, but not too much for a multi-million-dollar manufacturing program, because profit is the motor that moves the economic machinery, and big machinery takes a big motor.

3M's \$90 million profit after taxes last year amounted to 12 cents out of each dollar of company sales—12 cents for the benefits that can come only from profit.

Who profits from the personal profit system? We all do in the exceptional personal freedom and the high standard of living that it makes possible for us.

(Continued on Page 8)



PROFITS FROM PROFITS?

(Continued from Page 7)

In addition . . .

Employees benefit directly

—in the job security made possible only by a profitable company.

—in the job opportunities made possible only by a growing company.

—and in personal income and benefits amounting to 29 cents out of each dollar of 3M sales last year.

Stockholders

benefit in dividends and in any increase in the value of the stock. 3M's 104,000 stockholders, including 12,000 employee-stockholders, received 6 cents of each dollar of Company sales last year.

Federal, state and other governments

benefit in taxes, amounting to 12 cents out of each 3M sales dollar last year in addition to the taxes paid by employees and stockholders on their income.

Customers benefit from a competitive profit system in which suppliers like 3M are eager to give them products they need at prices they are willing to pay, and to continue developing new products.

The public benefits, in having many choices of products, with many new and improved ones coming along and in having a strong government, and many necessary government services, made possible only by healthy profits.

New job seekers, some 12 million who will need jobs in the next eight years, will benefit directly from the new jobs that only healthy profits can create.

At 3M profits have been good enough over the past eight years to provide 13,400 totally new jobs—a 64 per cent increase in jobs.

If all industry had been able to keep profits up (but profits for industry in general fell one-third behind the growth of the economy during the 'Fifties), we would be much nearer to full employment today.

Who benefits from a healthy personal profit system? Everyone—more than through any other system.

La Rosa Aids Charities

In conjunction with the promotion of group tours and tree lunches at its Hatboro, Pennsylvania and Danielson, Connecticut plants, La Rosa & Sons, Inc. is conducting a Savings Bond Contest.

The charitable organization that collects the largest number of La Rosa trademarks from packages and labels each month receives a \$100 Savings Bond. To become eligible for the award, groups must first make application in writing and then save the oval La Rosa trade mark plaque from any packaged or canned product.

Recent winners of the Savings Bond contest included a PTA group, an Order of Eastern Star local chapter, an agricultural extension group, and a Home Troop.

Charitable groups may enjoy a free luncheon and tour at either the La Rosa or Danielson plant by making a writing direct to the company.



Representatives of the Lower Bucks County Hospital Ladies Auxiliary receive a \$100 Savings Bond from D. J. Mingolla, vice president of V. La Rosa & Sons, Inc., at a recent ceremony at the La Rosa plant in Hatboro, Pennsylvania.

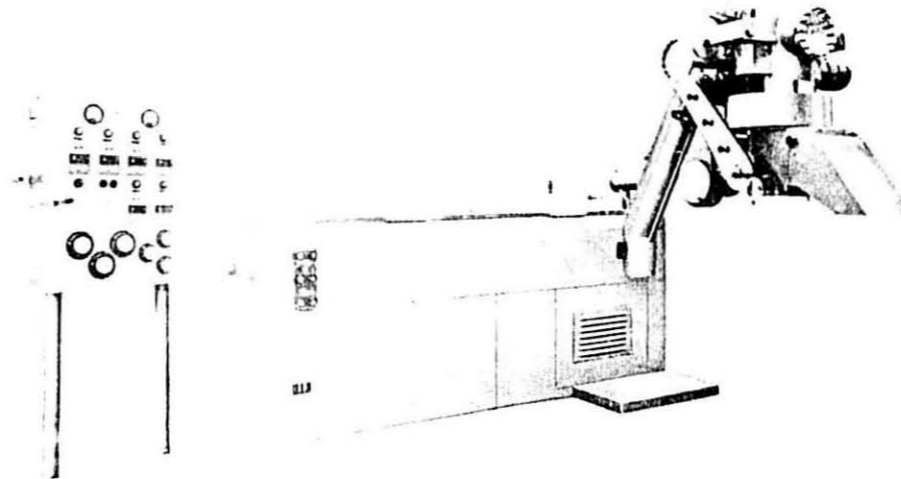
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Certificate Confusion

FARM legislation backed by the Johnson Administration, carrying disputed new cotton and wheat programs, was approved by the Senate Agriculture Committee 14 to 3 in late February. The cotton section would reduce the cost of U. S. cotton to domestic mills and provide extra high price support for growers who cut plantings by one-third. The wheat provisions would offer increased income to farmers who voluntarily limited production. Chances for passage of the bill were not rated high.

Millers' Stand

At that time it was reported that Carl Farrington of the Millers' National Federation Committee on Agriculture had testified recently before the House Agriculture Committee, declaring for "reasonable prices and adequate income from wheat." He stated, "We are in favor of reducing total government costs," and added that "we are in favor of adequate and balanced but not excessive reserve stocks of wheat." Then he reiterated the milling industry's opposition to the marketing certificate plan, which was termed a processing tax, and pointed the way to a solution of the wheat problem without resort to certificates. He candidly pointed to serious complications in any attempt to institute a certificate plan.

The suggested solution would include repeal of the wheat marketing quota and referendum provisions of the existing law, authorization of a support level above 50% of parity to the extent necessary to establish a level for wheat to assure the growers world prices within the limits of the International Wheat Agreement, and sales policies by the Commodity Credit Corporation to assist the wheat growers to obtain maximum returns in the marketplace. "There may be need for some supplemental income payments to cushion the income effect of a drop in support prices from the highly artificial level that has prevailed to a world price level," Mr. Farrington added. "There may be need to combine or co-ordinate wheat acreage programs with feed grain acreage adjustment and land use adjustment programs."

Paralyzing Transition

Mills are faced with a paralyzing transition regardless of whether or not new price support legislation is enacted to apply on the 1964 wheat crop. The Southwestern Miller reported that the flour milling industry in the next few months is faced with the most paralyzing crop year-end transition in history.

The Millers' National Federation held meetings in February in Kansas City and San Francisco to review the situation.

Based on the almost certain knowledge that wheat costs going into the 1964 crop will go down anywhere from 30¢ to 75¢ a bushel, or 70¢ to \$1.70 per hundredweight on flour, from the present market, it was observed that millers cannot stand such losses on wheat inventories carried into the new season.

To avoid such losses, it was indicated, mills located in the areas of the first new crop wheat harvest may have to close down for several days to several weeks, and at milling centers more distant from early harvest areas the plant shutdown periods may be as long as ninety days if severe losses are to be prevented.

In recognition of the fact that the country cannot be without such a basic food as flour for the periods thus threatened, the two meetings turned to possible solutions—through actions of Agriculture and, most importantly, through cooperation with flour customers.

While no specific suggestions were made on flour selling policies during the transition period, several points of importance emerged. One was that millers should avoid so-called p.d.s., or price date of shipment sales during the transition period, relying instead on bookings that offer the best opportunity of hedging wheat inventories. Another point made was that it would be wise to refuse to enter into commitments on flour for new crop delivery as long as the present great uncertainties prevail on the 1964 crop support program.

Watch Washington

Throughout March, flour users were urged to watch Washington.

The Wall Street Journal reported that farmers were cutting their spending as they faced some \$700,000,000 decline in their 1964 income. In a delayed reaction to last year's rejection of acreage controls and high price supports, wheat prices were declining. Prices on new-crop wheat for delivery after July now average about \$1.65 a bushel, down more than 30 cents from last year. Secretary of Agriculture Freeman has predicted wheat may fall as low as the support price of \$1.25 (add premiums for durum) before the year is out. Altogether, net income of the nation's wheat growers is expected to slide about 25 per cent, while their production costs are on the increase. This can be an election year headache.

Farmers are trimming livestock feeding, causing declines in feed prices.

Animal population has declined for the first time in four years. Prices weaken as feed demand slackens.

Trouble in the House

On March 8 the farm bill cleared the Senate by a 53 to 35 vote. But it faced tougher sledding in the House, and throughout the month was postponed. Various reasons were given. In mid-March, city Democrats were reported to be reacting bitterly to conservative Southern Democrats' contribution to the defeat of a \$10,000 annual pay increase for legislators. The pay increase was avidly desired by the urban lawmakers whose support the Southern bloc needs in the farm fight; Dixie badly wanted the promised cotton help.

Most Capitol Hill observers claim it would take a miraculous demonstration of White House persuasiveness to keep urban Democrats from siding with practically solid Republican sentiment against the farm measures. With bargaining room dwindling, it appeared that the House would not approve a wheat bill in a separate vote. Republicans were opposed to the Administration's proposal, and city Democrats did not share Mr. Johnson's enthusiasm for staving off a depression in the predominantly Republican wheat growing area.

At month's end it was apparent that no vote at all would be had on the farm bill until after the Easter recess.

July 1 Target

It was reported the Department of Agriculture was considering setting July 1 as the date on which millers would be required to purchase certificates costing 70 cents a bushel on all wheat ground for domestic use, instead of previous planning to start this obligation in May or early June. Further, that beginning on July 1, the Commodity Credit Corporation would be a "free" seller of wheat at 105% of the 1964 crop loan for non-certificated wheat, which will be at a national average of \$1.30 a bushel.

This had many ramifications, and all of the mechanics could not be worked out until it was definitely known whether or not legislation would be passed.

Grain markets slipped because of the lack of a definite program for 1964 crop wheat and because Russia apparently was not interested in purchasing additional supplies this season. Hard winter wheat fell first, but recovered most of their losses. Spring wheat dropped sharply a week later as much as 15 cents, but then recovered about half that amount. Durum bids were 12 cents lower between mid-March and the end

of the month, to range at \$2.10 to \$2.20 for No. 1 Hard Amber Durum. Semolina was quoted in Minneapolis at \$5.60 to \$5.75 a hundredweight, down 20 to 25 cents a bag.

Caution on Durum Planting

Even after large sales to Soviet Russia, the United States still will have a larger durum carryover this June 30 than a normal year's disappearance and farmers should be aware of this in planning their 1964 durum acreage. This statement was made by L. A. Jensen, agronomist of the North Dakota State University extension service.

"Farmers may want to consider their planting intentions for 1964 in light of this," Mr. Jensen said. "Any shift to more durum acreage in 1964 would only aggravate the durum supply and price situation."

While the durum carryover is expected to be more than a year's disappearance, the carryover of hard red spring wheat will be less than a year's normal needs, Mr. Jensen observed. He noted that the durum acreage in the past two years has been about the same as 10 years ago, while the hard red spring area has been less than half of that of a decade ago.

"If the acreage of these two classes of wheat stays the same in 1964 as last year, and the yield averages 20 bus. per acre, the harvested crop will be above normal domestic and export needs for durum and be below the needs for hard red spring wheat," he said. "More pres-

sure to reduce durum prices is likely."

Mr. Jensen noted that Weils and Lakota are the recommended durum varieties for North Dakota producers to plant in 1964. He pointed out that quality production is very important to the state's growers since climate and soil in the state favor such a crop, while in other states top quality is less certain.

Planting Intentions

Farmers plan to plant more acreage of 59 major crops, according to the U.S. Department of Agriculture's first report on planting intentions. Indicated durum acreage of 2,316,000 acres, compared to last year's actual planting of 1,990,000 acres and 1,605,000 acres in an average year between 1958 and 1962. Intentions are not always carried out.

The North Dakota Wheat Commission has called attention to the fact that the durum carryover is only 5,000,000 bushels less than a year ago despite exports of 29,000,000; while stocks of hard red spring wheat are at the lowest level in 10 years due to a 50,000,000 bushel export year. None of this went to Russia, the Commission pointed out.

Hybrid Wheat Study

A research project aimed at developing a hybrid wheat is under way at the North Dakota Agricultural Experiment Station under grants from the North Dakota State Wheat Commission and other groups.

According to Dr. Glenn S. Smith, professor of agronomy at the station,

the development of satisfactory hybrid wheat is still very much an uncertainty. He noted that hybrid wheat seeds are produced in all wheat breeding programs, but that large-scale production of true first generation hybrids is not yet possible.

Recently, he said, plant geneticists have been successful in finding "tools" needed to accomplish the development of a commercial hybrid wheat. He emphasized the importance of the time element, "since countless attempts must be made before a wheat with characteristics equal to or better than present varieties can be released."

Dr. Smith also noted that the North Dakota State Wheat Commission has stressed the importance of maintaining quality of the North Dakota wheat crop in the development of a hybrid wheat.

Gioia Advertises Foreign Favorites

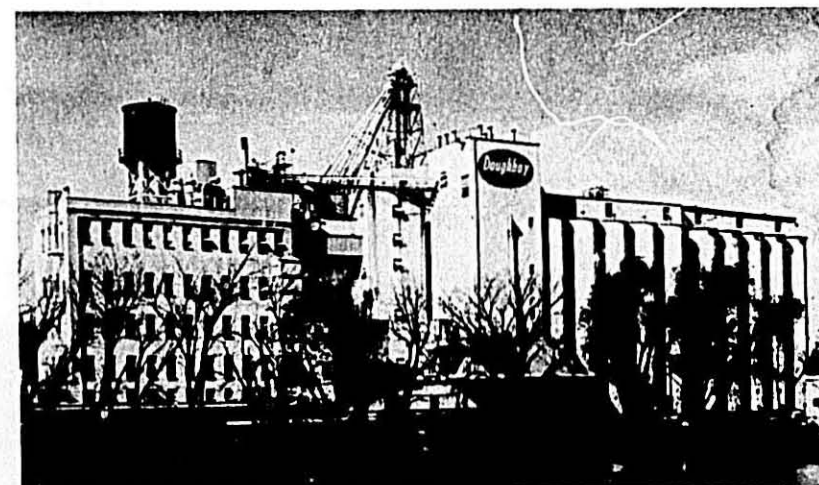
Gioia Macaroni Company of Buffalo, New York is running advertising to introduce its top selling line of Italian, Chinese and French foods in New York City. Full page, four color ads will appear in New York editions of Life, Look and McCall's plus large space ads each week during the Spring in New York newspapers.

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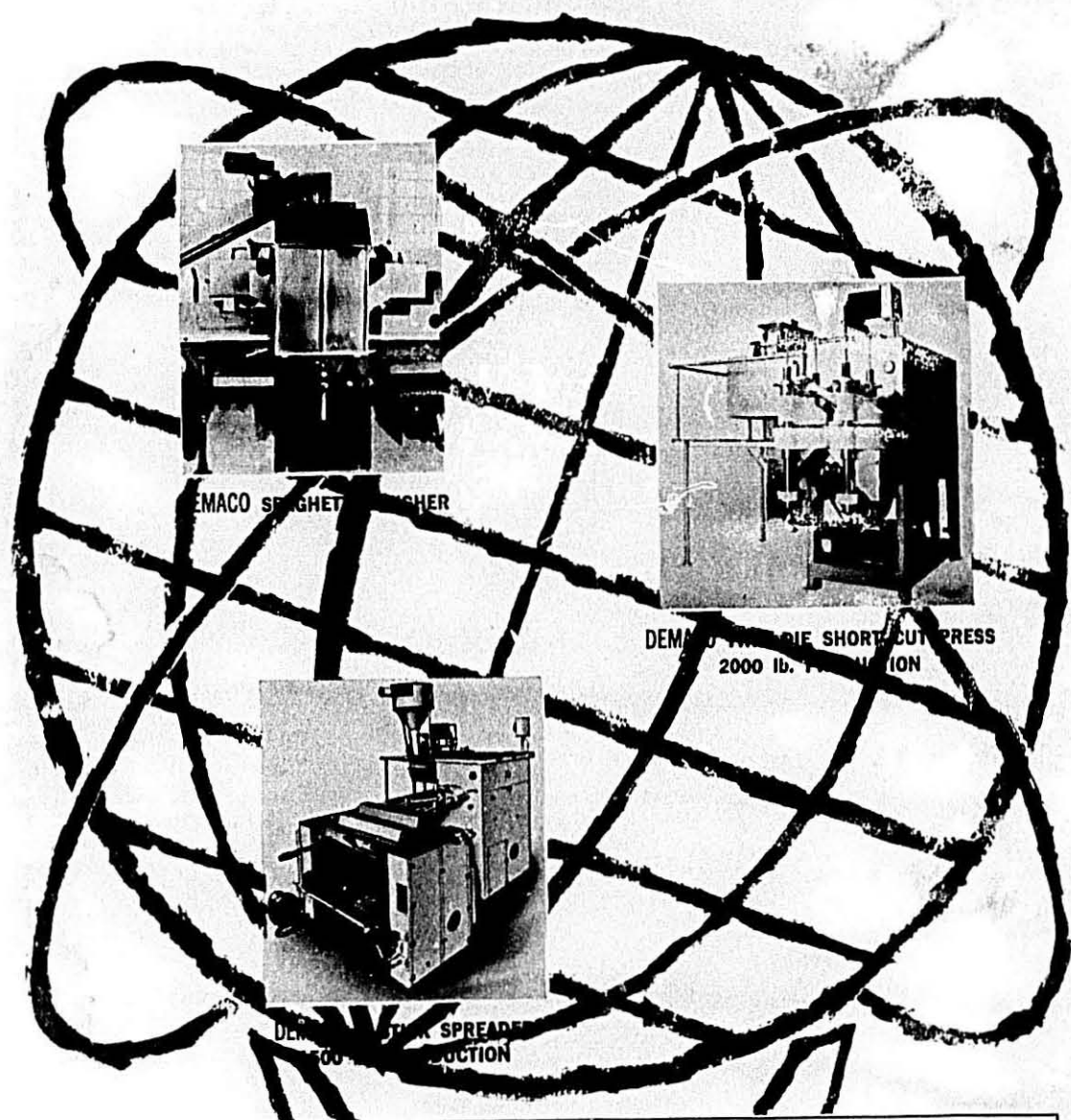


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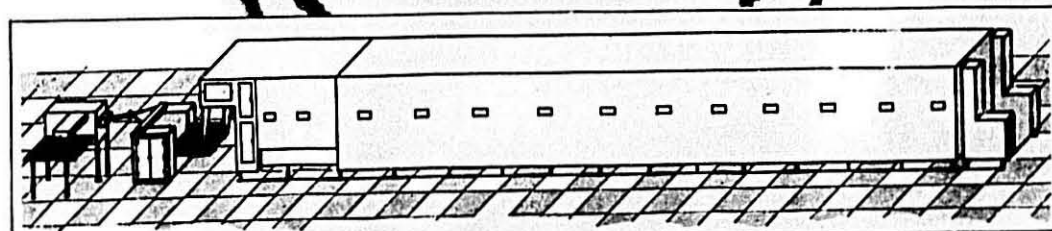
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Broadmoor, Based on a Bonanza

Site of the 60th Annual Meeting of the National Macaroni Manufacturers Association,
June 21-24

LUCIA Lewis, travel editor for the Chicago Daily News, recently wrote: "While Horace Tabor and his Baby Doe were tossing silver dollars to the crowd below their Windsor balcony in Denver, other prospectors were staking out new claims in the mountains to the South, near Cripple Creek.

In the unpredictable way of bonanzas, Tabor's millions left only memories. His glamorous Baby Doe ended shabbily in a mountain shack, holding off intruders with a rifle on her knees.

The bonanza Spencer Penrose struck in Cripple Creek sent a flood of gold down to Colorado Springs that continues to shine brightly over the whole region and the whole state — from Pike's Peak to Manitou Springs, to El Pomar Foundation, to the Broadmoor.

Penrose Gold

It's still Penrose gold — and the millions of his partner, Charles L. Tutt — that make the Broadmoor so much more than just another resort hotel.

The two grandsons of Charles Tutt who now administer Broadmoor Enterprises apparently aim to keep it that way, and don't seem to mind spending money to do so.

In an age when shiny steel and glass hotels are mushrooming all over the world, all looking pretty much alike, the Broadmoor has the distinction of a Marlene Dietrich among a bevy of gauche starlets.

Built in 1918, the Broadmoor stays forever young; not only in its elegant annex (completed in 1962) but in the original hotel and in every phase of the sprawling community.

The spacious rooms in the new Broadmoor South, overlooking the lake — where swans glide royally, in the reflected majesty of encircling peaks — strike a refreshing note at once.

They have avoided monotonous functional modernism, and moved to the grace and richness of the Italian Renaissance.

But there is nothing ornate or depressingly heavy. Gentle pastels and dashes of vivid color achieve a perfect blend of cheer and dignity.

While the rooms in the older section may not all be quite as impressive, they are also handsomely maintained and many are luxurious, again in the Italian Renaissance style of the original plan.

And there's space, space, space — no pennypinching in the buildings or on



A panoramic view of the Broadmoor Hotel at Colorado Springs.

the acres of the estate that make the Broadmoor a community with many faces.

There is the challenging 18-hole golf course, plus a nine-hole course, with their own golf club (open to guests) and swimming pool.

There's a fine stable of 135 horses; five all-weather tennis courts, bowling lanes, indoor golf driving range, handball and squash courts, water skiing, and a theater — presenting nightly movies and summer plays.

All this and "Ski Broadmoor" too, with a restaurant, lift and all facilities.

And there's the World Arena building, offering indoor ice skating, and many ice events that draw international stars and sportsmen.

The hockey team of Colorado College (the liberal arts college in Colorado Springs that has received many other benefits from the Penrose and Tutt millions) also trains here.

Smart shops, the new international center for meetings, conventions and exhibitions, all are judiciously placed around the grounds so that one activity does not intrude upon others.

Special charmers are The Golden Bee and the Penrose Room. The Golden Bee is a pleasant anachronism in the dashing modern international building — a pub more English than many you'll find in London.

Its fine old furnishings were shipped entire from England in the early nineteenth century and tracked down in a New York warehouse by W. & J. Sloane.

They even keep current issues of Punch, and London papers around, but the drinks and hours are veddy American.

Added to all the other interesting dining rooms, the opulent Penrose Room, topping the Broadmoor South, is a strange but pleasing combination in rose and crystal that makes men feel like a combination mining nabob and Italian count. And every woman loves the kind things all this pink and rose does for her.

And Tutt Tradition

Put all these together and you still could say that many other great hotels have similar splendors. What really makes the Broadmoor different is that the Penrose and Tutt tradition is very much alive.

The service is superb and every employee seems to take personal pride in keeping guests happy.

It's like the greatest of the famous European hotels, both in cuisine and in service — and these are hard to find nowadays, when chain efficiency often makes things more pleasant for the owners but not necessarily for the guests.



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WHICH DECISIONS SHOULD MANAGEMENT MAKE?



At the Fact Finding Conference of the Institute of American Poultry Industries: From left to right, Lee Campbell, Washington representative, Institute of American Poultry Industries, Washington, D.C.; Harold Snyder, chairman of the board, Arkansas Valley Industries, Dardanelle, Arkansas; Dr. Robert P. Bentz, extension economist, University of Illinois, Urbana, Illinois; Harold J. Wendt, vice president—production, Ocoma Foods Company, Omaha, Nebraska; J. H. Quisenberry, head of the Department of Poultry Science, Texas A & M, College Station, Texas; E. E. Reynolds, vice president, Central Soya, McMillen Feed Division, Decatur, Indiana; V. W. Henningsen, Jr., president, Henningsen Foods, Inc., 60 East 42 Street, New York City; and C. W. Paris, assistant general manager, Cotton Producers Association, Atlanta, Georgia.

IN a panel discussion at the recent Fact Finding Conference of the Institute of American Poultry Industries, held in Kansas City, these statements were made:

V. W. Henningsen, Jr.: While our panel members are getting seated, let me reiterate that the discussion we are going to have here is "Which Decisions Should Top Management Make?" Each of our panelists will make a statement in turn, but the success of this particular panel will depend a great deal upon you. This will be an open panel. We expect, we ask for discussion from the floor, and we ask that you be sure I recognize you. If I don't understand the question, I will ask you to repeat it, and we can be off to the races.

Our first panelist, Wes Paris, is the newly-elected president of the National Broiler Council. He is also the assistant general manager of the Cotton Producers Association at Atlanta, Georgia. Wes was educated in accounting and business administration. His experience includes credit and accounting, fertilizer sales, farm supplies purchasing, and his specific responsibility currently is for poultry marketing. He supervises three processing plants, eight hatcheries, three feed mills, five fertilizer plants, one insecticide plant, two wholesale farm supply houses, and 79 retail stores. It would appear to be plenty of opportunity here to sharpen his decision-making. Wes, would you give us your statement.

C. W. Paris: Top management must assume the responsibility for establishing profit objectives and must provide the tools and the leadership necessary to achieving these objectives.

What is a reasonable level of profit? In the broiler industry, there have been so many changes and so much expansion

on literally flying-by-seat-of-the-pants basis that I doubt there is any one widespread agreement on what is a reasonable profit. In my opinion, however, we have not achieved a reasonable profit until our net return on capital is sufficient to pay interest and a reasonable dividend with enough over and above to provide funds for a margin of safety for growth, for research, and for market development. And I emphasize that this level must be reappraised periodically because the capital need per unit is changing and continues to increase from year to year. Our industry has been production-oriented, and although there is still room for improvement, we have done a pretty good production job.

Select Executives Carefully

We now need to become marketing-oriented. We need to become more management-oriented. In our industry today, management's most challenging decision really involves the selecting of the management team.

In the future, I think we can say that the real competition will not be between companies or products, but the real competition is going to be between capital—between men who will direct, manage, and operate the business. There must be a continuing improvement of men in management, or our industry will die of management obsolescence; and, believe you me, just as improved machinery and production methods make less efficient ones obsolete, new management skills can also make old management skills obsolete. An obsolete executive is one who cannot adapt to change or who does not like change and therefore ignores it.

So, in conclusion, I would say that in considering the decisions that only top

management can make, I would put first on the list the decisions involving the selection of people to manage the various segments of this integrated production, processing, and marketing operation toward the achievement of a reasonable degree of profit in relation to the capital used.

Moderator Victor Henningsen then introduced Harold Snyder, chairman of the board of the Arkansas Valley Industries and immediate past president of the National Broiler Council.

Harold Snyder: Top management must familiarize themselves with marketing, decide on how much they are going to spend for marketing, and how long they are willing to spend this money. It is my contention that in many cases we will have to go outside our industry to get competent experience in the marketing field. Again this decision must be made by top management, because any money invested in marketing, in personnel, in advertising, and in merchandising is of no value unless our decision is made for the long pull.

I contend we are in a basic food industry. We must think of ourselves as producers of food. We have something the consumer wants. So this industry will continue, it will prosper, there will be money made in this segment of the food industry. But the point is, it will be made by those ahead of us.

Next, Ed Reynolds, vice president—director of marketing for the McMillen Feed Division of Central Soya Company of Fort Wayne, Indiana, was introduced by Victor Henningsen.

Edward E. Reynolds: What is middle management? Middle management is that broad group of people who spe-

(Continued on Page 18)

THE MACARONI JOURNAL

SAUCES / QUICK AND EASY



VERSATILE SAUCES FOR MACARONI, SPAGHETTI AND NOODLES

Here are four great new Betty Crocker sauce creations, now available as promotional point of purchase material for your merchandising program.

SWEET-SOUR HAMBURGER SKILLET

1 lb. ground beef	1/4 tsp. pepper
1 cup finely chopped onion	1/2 cup water
vegetable oil	1 cup chili sauce
1 tsp. garlic salt	1 1/2 cups uncooked noodles
1/4 tsp. salt	1 tbsp. sugar

Sauté beef and onion in small amount of hot oil until browned. Sprinkle with seasonings; stir in water and 1/2 cup of chili sauce. Cover; simmer over low heat 20 min. Meanwhile, cook noodles as directed on pkg. Drain; rinse with hot water. Stir noodles into meat mixture; blend in remaining 1/2 cup chili sauce and sugar. Heat through. 4 servings.

BLEU CHEESE SAUCE WITH SPAGHETTI

1 can (10 1/2 oz.) cream of mushroom soup	1/4 tsp. salt
1/2 cup cream or evaporated milk	hot drained boiled spaghetti or macaroni (7-oz. pkg.)
1 cup crumbled Bleu or American cheese	grated cheese or paprika
	sliced stuffed olives

Mix soup, cream, cheese and salt in saucepan. Stir over heat only until thoroughly heated and cheese is melted. Serve immediately over spaghetti. Sprinkle with grated cheese. Garnish with olives. 4 servings.

EASY ITALIAN SPAGHETTI

1 small onion, minced	1 can (8 oz.) tomato sauce (1 cup)
1 tbsp. hot fat	1 can (8 oz.) mushroom spaghetti sauce (1 cup)
1/2 lb. ground beef	

Sauté onion in fat. Add ground beef and brown. Stir in tomato sauce, mushroom spaghetti sauce. Bring to boil; then reduce heat, simmer 5 minutes. Remove from heat.

Pour the hot sauce over drained hot boiled spaghetti (7 or 8 oz. uncooked) on hot platter. Sprinkle with grated sharp American or Parmesan cheese. Serve immediately. 4 generous servings.

TOMATO-MUSHROOM SAUCE

2 strips bacon, diced	*1 can (4 oz.) mushroom pieces and stems (about 1 cup), drained
2 tbsp. flour	2 tbsp. butter
1 tbsp. sugar	1/4 cup chopped ripe olives
1/4 tsp. salt	hot drained boiled spaghetti or macaroni (7- or 8-oz. pkg.)
2 cups tomato juice or strained juice from canned tomatoes	

Sauté bacon. Blend flour, sugar and salt into bacon fat. Cook until smooth and bubbly. Remove from heat. Gradually stir in tomato juice. Bring to boil, stirring constantly. Boil 1 min. Brown mushrooms in butter. Add mushrooms and olives to sauce. Makes 2 1/2 cups.

*1/2 lb. fresh mushrooms may be used.

Now you can use these delicious new recipes under your own brand name. These four, plus four additional sauces (to be published here later), are now available in handy tear-off pads to use at the point-of-purchase. These "Kitchen-Tested" recipes will have housewives serving imaginative and delicious macaroni foods frequently.

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Management Decisions—

(Continued from Page 16)

cialize in some phase of decision-making in business. Although they do not participate directly in the establishment of company policy, they must maintain and project company policy and philosophy in an acceptable manner. Middle management is a homogeneous group. It consists of men with many different skills and different abilities.

Define Responsibilities Clearly

These men should have definite responsibilities, with these responsibilities clearly defined and with the expectation that they will operate within their definite responsibilities. They are men with authority and should be held accountable for their actions in proportion to the amount of authority given them.

It should be the purpose of each company to develop a strong echelon of managers capable of fulfilling their responsibilities as defined for them and who will assist top management in performing all of the necessary functions to a successful and profitable business. From this group of managers it is reasonable to expect that there will be sufficient skill and abilities in certain individuals which will enable top management to replace itself by drawing from the ranks of this middle management.

Potential Abilities Differ

However, middle management is comprised of men with varying potentials for advancement. The development of a sound group of middle management men does not dictate that each man within that middle management group has the capabilities of becoming the general manager or president of the company. This fact should be recognized. It should be recognized that the first requirement should be to develop a staff of men capable of fulfilling the need of their jobs in a skillful and profitable manner.

There are certain basic conditions which should be recognized before sound middle management can be developed:

First, seniority can play only a small part in this development program. I have never known two men of equal abilities, and I believe the opportunity of advancement must go to the man with the greatest ability. Note, please, that the man with the greatest ability is not necessarily the same man as the man with the greatest potential ability. This is where the length of service—or perhaps a better word, "experience"—

comes into play. Proven ability in an experienced man can often be more worthwhile at this time than potentially greater abilities in an inexperienced man, and both factors must be given careful consideration in a development program.

Second, with the increasing complexities of business, with the ever growing amount of knowledge on virtually every subject, specialization is becoming more and more a requirement of today's business management. Therefore, a complete description of the duties and functions of each job should be determined, and the qualifications of the individual should be carefully checked against this job description.

Third, the man should be capable of doing the job, and the job should be of sufficient scope to challenge him.

Fourth, the man must have ability to coordinate his efforts with others, with those with whom he works and those to whom he reports, both ways.

Fifth, his philosophy of business must be compatible with that of top management.

Therefore, the very beginning of developing a sound group of middle management is to get the right man on the right job, not the square plug in the round hole.

Atmosphere and Motivation

After we have this group, these men with abilities, what do we do in order to stimulate them, encourage them to do their very best and help them to get the greatest satisfaction out of their work? This is most important, because no man will continue to do a good job very long if he is not challenged and happy with his work.

For those men in middle management who report to me, I feel my very first responsibility is to help them succeed. Therefore a most important part of developing middle management is to create an atmosphere where a man can and will develop to the fullest of his abilities and with the assurance that his immediate superior wants him to succeed.

In brief summary, let me again state the essentials of sound middle management development: First, determine the job requirements of each position; second, select the best man you can on the basis of these job requirements; third, clearly outline his duties, authorities, and responsibilities; fourth, let him know how he is doing, either good or bad, review his progress; fifth, encourage him; sixth, help him succeed; and, finally, once you have confidence in this man that he can do the job, get out of his way and let him do it!

Positive Position

Dr. Norman Vincent Peale, author of the best-selling book "The Power of Positive Thinking," has a sales training film out, distributed by Dartnell Corporation. He stresses five points to give salesmen a formula they can use every day to maintain their enthusiasm and belief in themselves, their company and their products.

1. **Believe in yourself.** You don't become different — your thinking does. Have faith in your abilities, develop a firm belief in yourself.

2. **Think success.** Marcus Aurelius, one of the greatest thinkers of all time, said "A man is what he thinks about all day long." So think success to succeed.

3. **Welcome your problems.** Your chief duty is to master life. Since problems are a sign of life, welcome them. Meet them. Master and overcome them.

4. **Be a whole person.** Don't be a "half-a-minder." Whatever you do, do it with everything you've got!

5. **Be proud you are a salesman.** This is a profession, vital to the economy. Salesmanship has brought us to our present standard of living. Be proud.

Durum Market Survey

A four-man team representing a cross-section of the U.S. durum industry visited Europe as part of an effort to determine the essential requirements of a successful export development program. The team spent three weeks in the traditional durum importing countries of Italy, France, West Germany, Switzerland and the Netherlands, visiting with durum millers and pasta products manufacturers.

The team comprises Dan Amstutz, in charge of domestic and export sales and merchandising for spring wheat and durum, Cargill, Inc., Minneapolis; Dr. Kenneth Gilles, chairman of the department of cereal technology, North Dakota State University, Fargo; Harold Hofstrand, durum producer of Leeds, N.D., and representative of the U.S. Durum Growers Association, and J. O. Sampson, durum producer and chairman of the North Dakota Wheat Commission.

Sponsoring the market study is the North Dakota Wheat Commission, in co-operation with Great Plains Wheat, Inc. and Foreign Agricultural Service.




Traveler's Lament

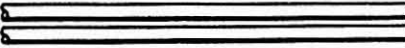





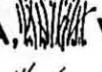
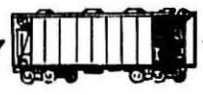





We learn as we travel on through life,
Whenever the going's rough,
That taking a day off's easy,
It's putting it back that's tough.

—Stephen Schlitzer, Quote

THE MACARONI JOURNAL



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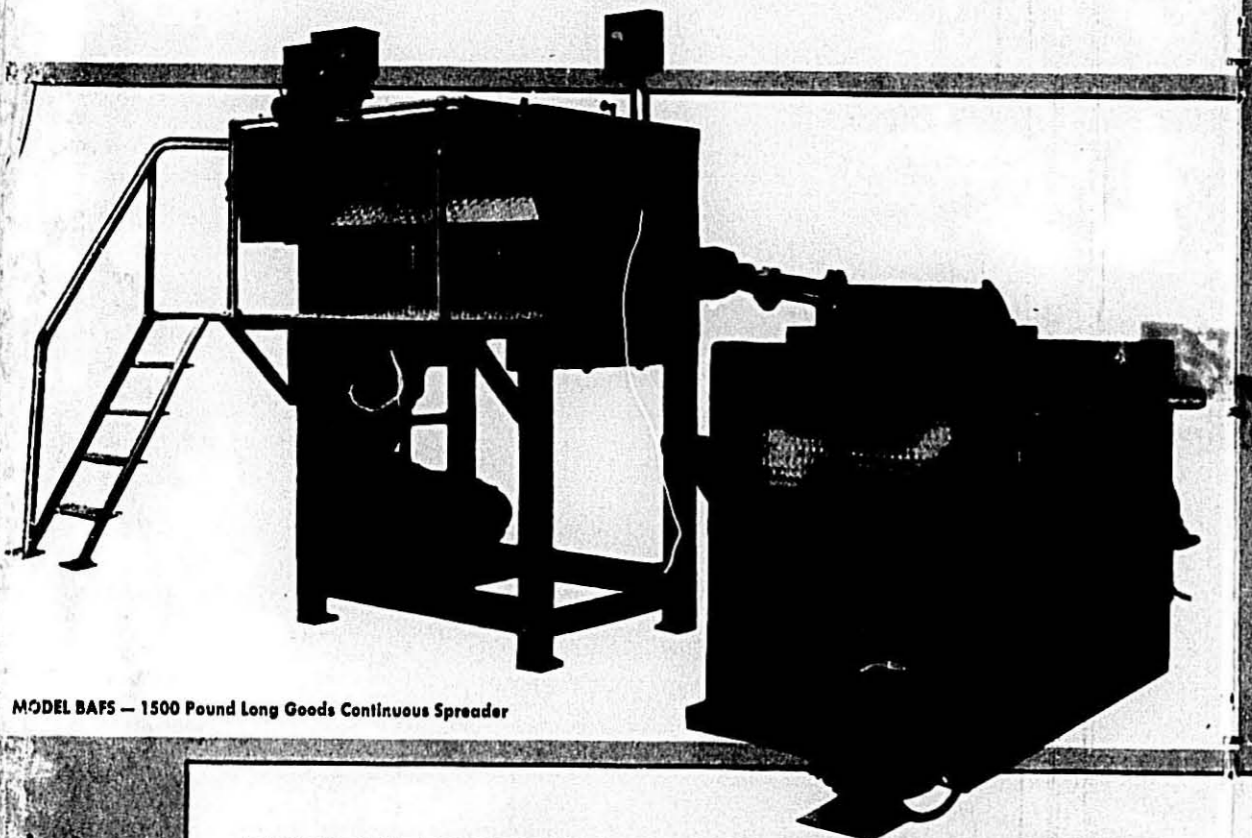
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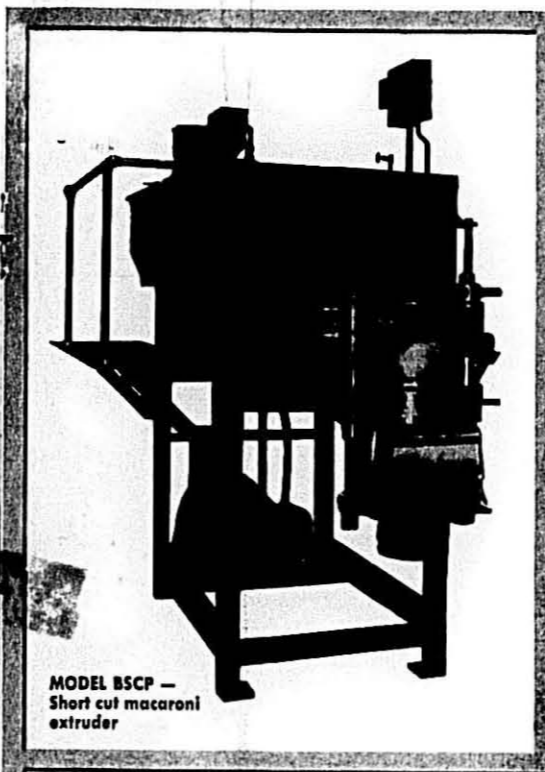
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MODEL BAF5 — 1500 Pound Long Goods Continuous Spreader



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QUALITY..... A controlled dough as soft as desired to enhance texture and appearance.

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POSITIVE SCREW FORCE FEEDER improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

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1500 POUND EXTRUDERS AND DRYERS LINES now in operation in a number of macaroni-noodle plants, occupying slightly more space than 1000 pound lines.

THESE EXTRUDERS AND DRYERS ARE
NOW GIVING EXCELLENT RESULTS
THROUGHOUT THE UNITED STATES
IN A NUMBER OF PLANTS.

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NEW**

Egg Prices Soften

The Government was offered whole egg solids in March but did not buy any, as prices were above their ideas. What the price is going to be is a big questionmark, but this will largely determine values after Easter.

Current receipts in the Chicago market dropped a couple of cents during March as did processed products. Frozen yolks of No. 3 color were quoted for the first time in many months in a range of 48 to 52 cents a pound. Dried egg solids were down about a nickel at the lower end of the range.

Cold storage reports for March 1 were good, without burdensome quantities of eggs of any kind. Four million, seven hundred eighty-five thousand pounds of frozen eggs were used from warehouse stocks in February, of which 1,004,000 were whites, and 1,592,000 pounds were yolks.

Processing Rises

Production of liquid egg and liquid egg products (ingredients added) during February 1964 was 45,589,000 pounds—up 57 per cent from February last year but four per cent less than the average for the month according to the Crop Reporting Board.

Liquid egg used for immediate consumption was 5,375,000 pounds—up 31 per cent from February 1963. Liquid egg frozen was 28,302,000 pounds—up 51 per cent from February last year but average for the month. Storage holdings of frozen eggs at the end of February 1964 were 39,180,000 pounds, compared with 38,207,000 pounds in storage a year earlier. Holdings decreased five million pounds during February, compared with nine million pounds in February 1963. Quantities of liquid egg used for drying were 11,912,000 pounds in February 1964 and 8,235,000 pounds in February 1963.

Egg solids production during February was 2,907,000 pounds, of which 202,000 pounds were whole egg solids, 891,000 pounds albumen solids, 918,000 pounds yolk solids and 896,000 pounds other solids. In February 1963 production totaled 1,778,000 pounds, consisting of 352,000 pounds of whole egg solids, 423,000 pounds of albumen solids, 450,000 pounds of yolk solids and 553,000 pounds of other solids.



Monsignor John Romaniello

Tempest in a Tureen

"How much chicken in soup is Federal case," reported the Wall Street Journal at the end of March. The U. S. Department of Agriculture was preparing to hold hearings on the per cent of chicken meat in dried soup mix. The government was being pressed to decide whether or not the amount of chicken meat in chicken noodle soup mix should be at least two per cent of the reconstituted soup.

The principal antagonists in the controversy are Campbell and Lipton. Campbell believes that dried soups should be held to the minimum chicken meat requirements of canned soup, and is trying to promote Standards which will be applicable to the dried soup mixes. The Poultry Products Division of the Department of Agriculture is trying to pass the buck to the Food and Drug Administration, and they are not too anxious to take responsibility for the controversy.

A Knorr spokesman states: "Dehydrated foods, good as they are, are still in their infancy. We would hate to see the government impose Standards of the well-established canned soups upon dehydrated products which still need room for experimenting and improvement."

From the Hong Kong Noodle Priest

Monsignor John Romaniello returned to his work with the Catholic Relief Services in Hong Kong in late February after a successful stay in the United States.

Following the fete for him at the Winter Meeting of the National Macaroni Manufacturers Association, he visited Puerto Rico where he had a chance to meet some Spanish families and discuss the need for work in South American countries. From there he visited the Mueller Macaroni Company in Jersey City, was received by the milling community in Minneapolis, and enjoyed a brief stay in Southern California sunshine before flying back to Hong Kong.

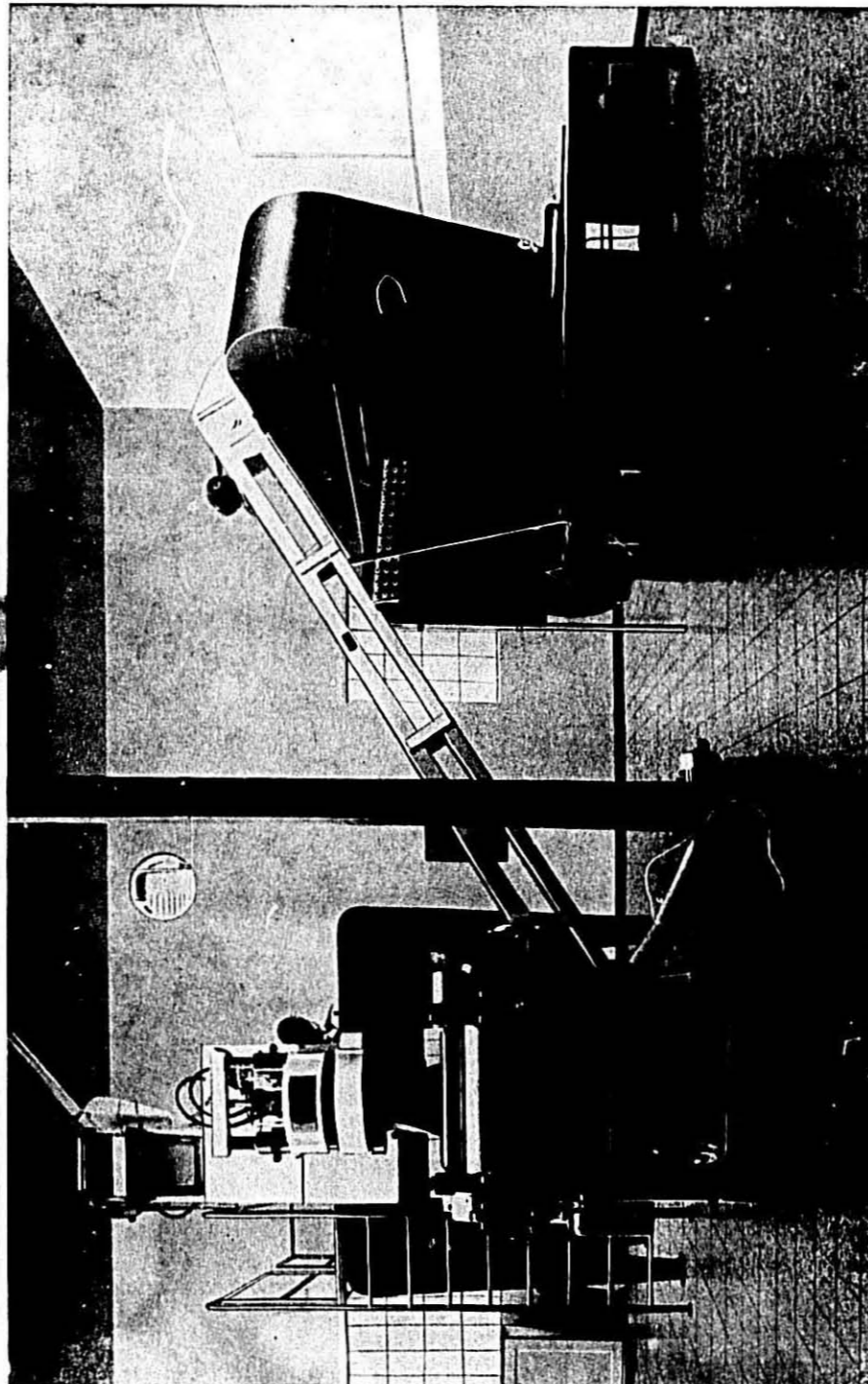
Letter of Thanks

He writes: "I am very appreciative of the award that was granted me at the Florida convention and for the gift that was presented to me. I wish to thank one and all of the members of the National Macaroni Manufacturers Association from the bottom of my heart for their generosity. It is a great encouragement to me to know that a group of businessmen are deeply interested in the greatest problem of the twentieth century—hunger. Certainly the macaroni association is a pioneer and guide in this noble task which should encourage other members of the business community to follow, because we do have the means by which hunger can be reduced in the world and distressed people helped to economic growth in their own country."

He reports that a priest in Korea is anxious to start a noodle operation in his district and that this is one of the poorest countries in Asia where hunger is a common lot. Another possibility is in Formosa, where another priest has asked for a noodle machine. There are many spots available, as people know now that the manufacture of noodles from surplus American supplies is one of the most effective means of reaching hungry people.

"You may be interested to know that in the little while that I have been back, I have noticed that responsible people in the noodle plants here in Hong Kong have developed the production capacity to 8,000 pounds daily by adding extra gadgets which were purchased with their own funds from Japan.

"I must go again to the Ecumenical Council in the fall, and upon my return will visit in the U.S. again. I trust at that time to have more opportunities to visit with members of the Association and to promote the use of noodles."



LIHOTZKY AKTIVA 350 Extruder with a Bolognese machine, inclined conveyor, pre-drier for short-cut goods, and automatic rack-sprinkling unit. LIHOTZKY PRESSES since 1908 are unbeaten for strong construction, efficiency and quality.

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U.S. Cold Storage Report in Pounds

	March 1, 1964	Mar. 1, 1963
Shell Eggs—Cases	78,000	29,000
Frozen Egg White	7,716,000	7,854,000
Frozen Egg Yolks	11,755,000	12,213,000
Frozen Whole Eggs	18,888,000	16,897,000
Frozen Unclassified	821,000	1,443,000
Total Frozen Eggs	39,180,000	38,207,000
Total Eggs—Case Equivalent	1,000,000	996,000

A World Survey of Production and Trade of Durum Wheat

The report which follows was prepared by the International Wheat Council, London, England. Figures in the tables are reported in metric tons as the metric system is the one used most commonly for measurement throughout the world. To convert metric tons to bushels, one metric ton is equal to 36.74 bushels.

ALTHOUGH this report sets out to consider *Triticum durum*, much of the discussion of production and utilization also covers near-durums including hard vitreous types of *Triticum vulgare*. Durum wheat has a special position in the world wheat economy due to the nature of its end-use in many countries—the manufacture of alimentary pastes rather than bread. In northern Europe and North America little durum wheat is used for bread owing to its defective baking qualities and it is used almost entirely in the manufacture of semolina for use in alimentary pastes such as macaroni, spaghetti and vermicelli. Although other wheats, especially high grade hard wheat can be used, the particular characteristics of durum wheat such as amber color, high gluten and low moisture content, the hardness and vitreousness of the grain make it preferred to other types of wheat for the manufacture of alimentary pastes. In some regions of southern Europe, North Africa, the Near East, U.S.S.R. and India, durum wheat is used mainly for bread or porridge-like foods.

Uncertain Supply

Owing to the distinct character of the demand for durum wheat, the problems that have arisen with this type of wheat since World War II have been to a certain extent independent of those affecting other wheats. Whereas a serious surplus situation has been a feature of the world wheat market since the mid-1950's, durum has been a wheat of uncertain supply. In contrast to hard and soft wheats, the market history for durum wheat has been marked by a succession of sharp fluctuations with periods of scarce supplies and relatively high prices followed by increased production, surplus supplies and relatively low prices. In addition, there are other features which distinguish durum from other wheats. Although it accounts for only 1.4 per cent of the world total, durum is conducted al-

most entirely on commercial terms and is concentrated in Western Europe. There has, moreover, been a strong and increasing demand in countries of Western Europe, particularly amongst members of the European Economic Community where little or no durum is grown with the notable exception of Italy.

Rising Demand

The steady expansion of demand for durum wheat in Western Europe and North America is due to the rise in population, although in some countries with increasing personal incomes there is probably also a tendency for per capita consumption of pasta products—for the manufacture of which durum is preferred—to rise. The rise in pasta consumption may also be due to the effects upon food habits of the attractions of prepared foods and to the substantial increase in travel to southern Europe from northern Europe and North America. Between 1938 and 1955 per capita consumption of alimentary pastes is estimated to have risen from 5.5 to 6.2 pounds in the United States, 4.4 to 7.5 pounds in West Germany and 15.4 to 22 pounds in Switzerland; in Italy per capita consumption rose from 30.8 pounds in 1937 to 68.2 pounds in 1959. In addition, as a result of higher standards of living and the consequent demand for products of better quality the proportion of durum used in the manufacture of pasta products is probably tending to increase. This tendency has, however, been checked at times by supply and price factors.

World Production Fluctuates

Although the total demand for durum wheat in the world market has remained strong, there has been no clear trend in world production which has, in fact, been subject to wide fluctuations. This probably arises in part because wheat is often grown in semi-arid regions as a result of which production is more subject to climatic conditions than bread wheats, and also from the fact that there has been little or no increase in durum wheat yields per acre in most producing areas. The lower profitability of durum as compared with other wheats (except in periods of scarcity and high prices) due to the wide differences in yields, has in turn probably had the effect of discouraging an expansion of world durum acreage, and led to substantially higher support

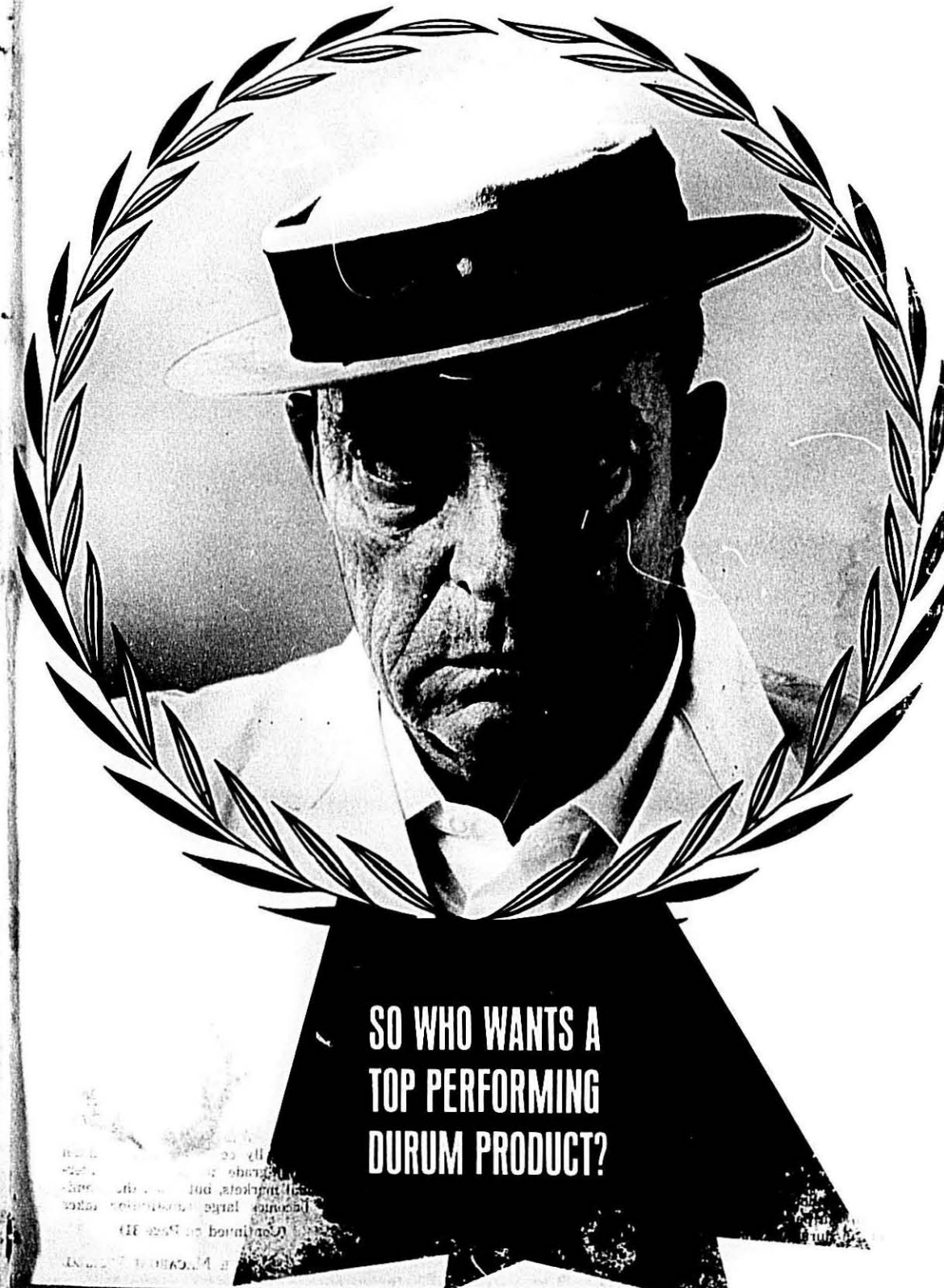
prices being paid for durum than other wheats in order to maintain acreage.

Climate Influences Yield

Durum yields are generally low when grown under semi-arid conditions but the wheat is normally highly vitreous and this is an important factor as the yield of semolina is closely related to the percentage of vitreous kernels. If durum wheat is grown in areas where high yields for soft wheats are normally secured a relatively high yield per acre can be obtained, but in such circumstances durum is no longer vitreous and is consequently of little use to the semolina industry. As yet the technical advance in the breeding of higher-yielding varieties has been less impressive than that of other wheats, and as a result durum yields are on average appreciably less than for most hard or soft wheats. This may be due to the greater biological difficulties arising with durum but it is also due to a considerably larger concentration of resources on research with *Triticum* done by plant breeders. It is recognized that besides the lack of technical progress in the breeding of higher-yielding varieties, the general low level of durum yields is probably due to cultivation in semi-arid climates subject to wide variations in rainfall, and in soils which tend to be poor or have an appreciable alkali or salt content. There are, however, areas where durum wheat is or can be grown on a significant scale together with soft or hard wheats (e.g. southern Italy, North Africa, Canada) and in these areas it is found that the yields of durum are not widely different from those of the other wheats.

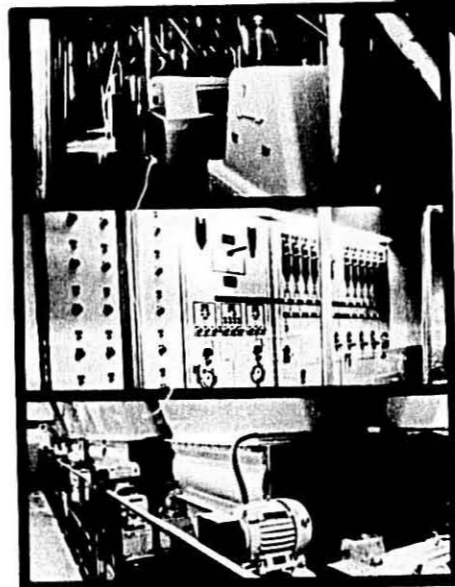
Durum Commands Premium

The uncertainty of durum supplies in relation to the steady demand has led to wide fluctuations in world trade and to considerable instability of prices in international markets. Durum prices have also pursued to some extent an independent course because of the virtually exclusive use of durum for the manufacture of alimentary pastes in Western Europe and North America, whereas other wheats have a variety of uses. Since World War II durum wheat has generally commanded a premium over high-grade hard wheats in international markets, but when the premium becomes large substitution takes



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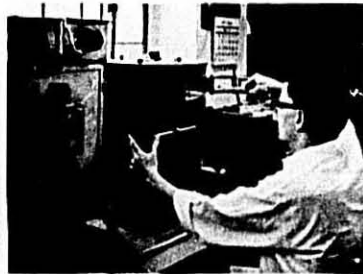
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to deliver quality durum**

(Example: no H₂O for your dough!)

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ADM starts with the pick of the crop...

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ARCHER DANIELS MIDLAND COMPANY
DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY



A World Survey—

(Continued from Page 24)

place. Although it is widely acknowledged that the quality of alimentary pastes is debased by the use of other wheat, in times of a general shortage of durum, not only hard wheats but also certain soft wheats are used.

Production

Some durum wheat is grown in many countries throughout the world but the main producing areas are the countries of the Mediterranean basin, North America and particular areas in the U.S.S.R. and Argentina. Few countries, however, distinguish durum from other wheats in their crop statistics. No accurate figures can therefore be given for world durum production but one estimate suggests that, excluding the U.S.S.R., production was about 440,880,000 bushels in 1957-58, falling to 147,160,000 bushels by 1961-62 and increasing to 514,360,000 bushels in 1962-63. For international trade and prices, however, it is output in no more than 10 countries in southern Europe, North Africa, the Near East, North and South America which is significant.

Average yields of 39.73 bushels per 2.5 acres are about half those of soft wheat and have shown no clear trend, while acreage, despite the high premium paid for durum over soft wheat, has remained virtually unchanged for many years. Without the high premium paid for durum it seems probable that there would be a drastic decline in durum production in southern Italy (except the islands) and their replacement in some regions by higher yielding soft wheats and in others by alternative crops. Recently, however, Italian geneticists claim to have developed high-yielding strains which, when the work is complete, would substantially increase the current low durum yields and extend the area where it is possible to grow durum. The new strains developed by Professor Maliani in Rome were by crossing durum with vulgare species derived from *Triticum turgidum* through what is called interspecific crossing. The new strains have the same chromosome number (28) as natural durum wheats, are highly vitreous and are expected to yield about 40 per cent more than existing Italian varieties. The work is as yet in an experimental

of 51.44 to 58.78 bushels per 2.5 acres are the highest in Europe but still substantially below soft wheat yields which average about 88.18 bushels per 2.5 acres. In Greece production is 16,533,000 bushels and durum acreage has been declining steadily during the last three decades. At present it constitutes about a quarter of total acreage against two-thirds of total acreage 30 years ago. Small quantities of durum are grown in Yugoslavia.

Near East Asia

The greater part of wheat production in North Africa and the Near East consists of durum (and hard white wheats such as Florence Aurore) and is of considerable importance to the economies of these countries. There are many different varieties of durum grown, some of which are of high quality, but the quality on average is lower than that of North American durums. These regions are also liable to wide fluctuations in area and yield which is, on average, appreciably less than in southern Europe and North America. Durum wheat accounts for about one-third of the wheat crop in Turkey, one-half in Iraq, and almost the entire crop in Syria. In these countries durum wheat often tends to have a high admixture of vulgare varieties as strict differentiation of types and varieties has not been generally achieved. Furthermore, some of the varieties seeded as durum, particularly in Syria, are not *Triticum durum* but vulgare varieties with many of the characteristics of durum wheat.

North Africa

Durum production in Algeria, Morocco and Tunisia together amounts to about three-fourths (73,480,000 bushels) of the total wheat crop in that area; acreage is about the same in all three countries but durum yields in Tunisia are only about half those of Algeria and Morocco. There appears to be little difference between durum and soft wheat yields in Morocco and Tunisia, but in Algeria soft wheat yields are slightly higher. In recent years national policies in North African countries have been directed towards increasing durum production and substantially higher premiums above soft wheat prices are paid to producers for durum.

U.S. and Canadian Yields

In North America, in contrast to the general picture for wheat, there has been no consistent trend for change in acreage and production. Yields in the United States, probably due to the longer growing season, have generally been above those of Canada. In the United States, where over four-fifths of

Estimated Production of Durum Wheat by Regions

Region	1957-58 to 1962-63					
	Million Metric Tons					
	1957-58	1958-59	1959-60	1960-61	1961-62	1962-63
Southern Europe	2.7	2.6	2.3	1.8	2.4	2.5
Near East Asia	4.7	3.8	3.6	3.8	3.6	4.7
North Africa	1.8	2.2	2.0	2.3	1.2	2.4
North America	2.3	1.0	1.0	1.4	1.0	3.6
South America	0.5	0.5	0.5	0.5	0.5	0.5
Others	0.5	0.5	0.5	0.5	0.5	0.5
World	12.5	10.6	9.9	10.3	9.2	14.2

The table above excludes the U.S.S.R. for which no regular series of production statistics for durum is available. However, Dr. Pelshenke, in his paper "Statistischer Überblick über die Durumerzeugung in der Welt" of March, 1963, estimated U.S.S.R. durum production as follows:

1950—146,960,000 bushels.
1954—220,440,000 bushels.
Recently — 110,220,000 - 220,440,000 bushels.

An official estimate put 1962 production at about 146,960,000 bushels.

Italy's Production High

No durum wheat is grown in northern Europe but most countries of southern Europe produce it. In Italy, the largest producer in Western Europe, durum comprises about 15 per cent (around 58,784,000 bushels) of total production. Slightly over one-half of the crop is grown in the islands (Sicily and Sardinia) and the balance in southern Italy.

stage and their suitability for macaroni production has not yet been fully established.

Spain and Portugal

In Portugal durum constitutes about one-fourth (3,674,000 to 5,491,000 bushels) of total wheat production but in Spain only about three to five per cent (3,674,000 to 7,348,000 bushels) of total wheat production consists of durum. Durum yields of 21.66 to 36 bushels per 2.5 acres in Portugal and 24.98 to 47.76 bushels per 2.5 acres in Spain are about the same as the average yields of soft wheat.

In Spain and Portugal durum production has been declining steadily in recent years, mainly because the acreage sown to durum has been replaced by soft wheat in areas where higher yields can be obtained. Durum output in France has now reached about 2,571,800 bushels and the government continues to encourage higher production. Yields

the total durum crop is harvested in North Dakota, production has fluctuated widely since the end of World War II. In the five-year period ended 1951-52, production average 40,414,000 bushels. Between 1952-53 and 1955-56, due to a most virulent type of stem rust, there was a very sharp decline in production to as low as 4,959,000 bushels in 1954-55. Since that time wide fluctuations in output and to a lesser extent in yields have continued; thus the crops of 1957, 1960 and 1962 were two or more times larger than those of 1958, 1959 and 1961. There was a similar trend of production in Canada. Since 1957, Canadian acreage has ranged from about 864,500 acres to 3,211,000 acres, and production from 44,088,000 bushels in 1957 to less than 18,370,000 bushels in the following years until 1962 when it was 62,458,000 bushels.

region of 18,370,000 bushels. Argentine durum is of lower quality than North American hard amber durum. Durum wheat is grown in the spring wheat area of the U.S.S.R. It is estimated that production is at present about 146,960,000 bushels. No accurate figures however are available as types of wheat are not classified separately for purposes of crop statistics. In 1962 the state authorities purchased 11,022,000 bushels of durum wheat as such from collective and state farms to be used for pasta production and export. Durum wheat is used mainly for bread or for foods akin to porridge and the quantities used in the manufacture of pasta products are small.

Trade in Durum Wheat

World trade in durum wheat is relatively small, amounting only to about

has been shared by Argentina, Morocco and Tunisia. Other countries who share in this trade are the United States, Syria, Iraq, Israel, Turkey, Spain and the U.S.S.R. Some of these countries export in years of abundant harvests, or when world market prices are high, by reducing supplies normally consumed internally and importing cheaper bread wheat in their place.

The United States is an irregular exporter—from 1956-57 to 1960-61 the quantities were negligible but then high prices in the world market resulted in the export of substantial quantities. Unlike the other exporters the countries of North Africa and the Near East export only durum, and as less developed countries durum wheat is of particular importance to their economies. In the case of Morocco and Tunisia durum exports amount to between

**Exports of Durum Wheat by Selected Countries
1957-58 to 1962-63: July-June year
(Thousand Metric Tons: Wheat Equivalent)**

Country	1957-58	1958-59	1959-60	1960-61	1961-62	1962-63
Canada	339	438	649	1,124	196	536
United States	8	—	—	143	432	97
Argentina	—	—	186	194	281	319
Spain	—	83	65	13	5	—
Morocco	48	157	166	40	22	51
Tunisia	129	154	150	87	17	47
Algeria	199	92	85	82	—	—
Syria	382	70	3	—	86	80
Total	1,105	994	1,304	1,683	1,039	1,130

Source: FAO Questionnaire on Durum Wheat and International Wheat Council Records.

— No exports.

... Not available.

In the semi-arid regions where durum is seeded in North America, the great variation in yield per acre has in the past been due, in large part, to weather factors. On the other hand, the marked variations in acreage seeded may be primarily the farmers' response to the sharp changes in price. When durum supplies are adequate the usual margin between durum prices and those for the higher grades of hard spring wheats is about 10 to 15 per cent. When prices for durum fall below these margins durum acreage tends to be replaced by other spring wheats. As other spring wheats have a slightly higher yield per acre, the farmers choose the wheat giving the best return at current prices. During periods of high durum prices and much larger margins there is again an expansion in the areas seeded to durum. Farmers have also been quick to expand durum acreage (and replace other spring wheats) whenever marketing or delivery quotas have been increased as, for example, in 1962. Production of durum (Candela/Taganrog) in Argentina is estimated to be in the

three to four per cent of total world wheat trade, but in absolute terms its annual average of over 44,088,000 bushels is far from insignificant. It is also more concentrated geographically. Western Europe takes about 90 to 95 per cent of total world exports; amongst exporters Canada and Argentina together account for about 60 to 75 per cent of the total. The requirements of importing countries in Western Europe which grow little or no durum are about 33,368,000 bushels a year. In addition there is a considerable demand, which has varied between 11,022,000 bushels to 36,740,000 bushels a year mainly to crop fluctuations, from countries which are large durum producers and consumers.

Durum for Export

Canada and Argentina are the only countries growing durum primarily for export and where production normally exceeds domestic utilization by a wide margin. Canadian exports have amounted to about 45 per cent of world exports and the major portion of the remainder

five and ten per cent in value terms of all exports.

EEC Import Policy

Although most countries in Western Europe import some durum wheat, the imports of the six countries of the European Economic Community together amount to about 80 to 85 per cent (36,740,000 bushels) of the total. The import policies for durum wheat of member countries of the European Economic Community prior to the introduction of the first stages of the common agricultural policy differed widely. The common cereals policy, which came into operation at the end of July, 1962, recognized the special position of durum by establishing procedures for a uniform system throughout the Community for durum wheat. The new system involved the setting of threshold prices for all countries at least five per cent higher than for soft wheat, levies on trade with third countries and during the transitional period levies on trade

(Continued on Page 34)

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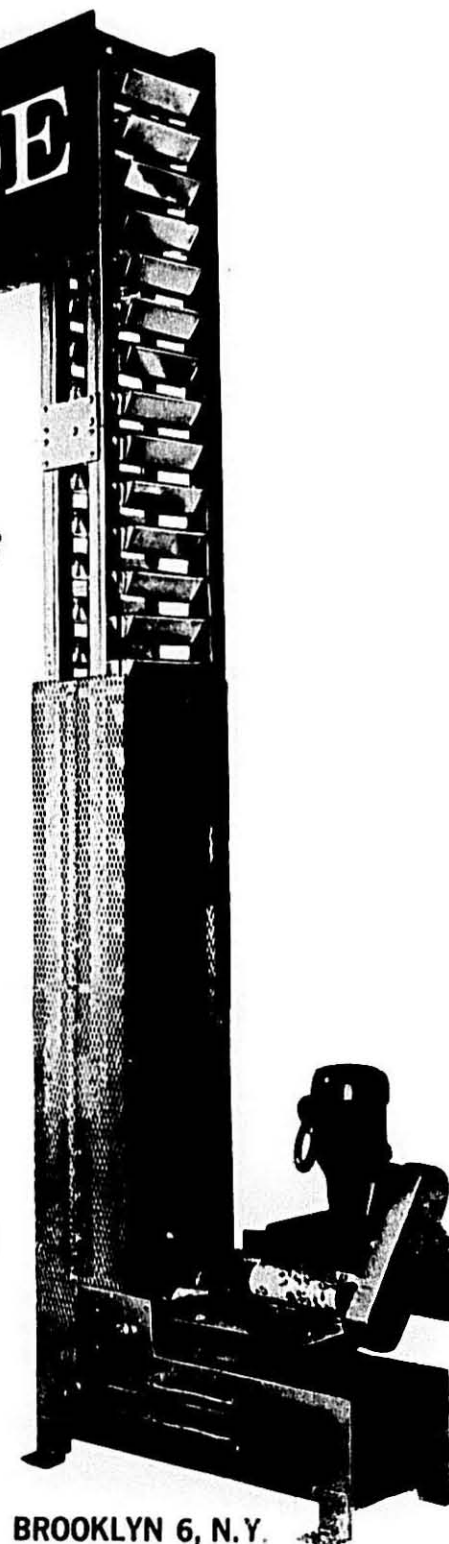
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A World Survey—

(Continued from Page 32)

between members. This new system (Regulation 19 and subsequent regulations) is analyzed in the Review of the World Wheat Situation 1961-62, pp. 49-54.

quantities. Germany's requirements have been largely met by imports from Canada. Italian imports have varied from year to year depending on the level of domestic production. Imports into Belgium have been mainly from Canada.

Imports of Durum Wheat Into Countries of the European Economic Community 1957-58 to 1962-63: July-June Year (Thousand Metric Tons: Wheat Equivalent)

Country	1957-58	1958-59	1959-60	1960-61	1961-62	1962-63
Belgium/Luxembourg	21	28	47	53	16	37
France	399	430	419	407	435	423
F.R. Germany	310	338	313	362	360	340
Italy	273	55	61	434	55	141
Netherlands	—	1	5	3	—	5
Total	1,003	851	845	1,259	866	946

Source: FAO Questionnaire on Durum Wheat and International Wheat Council Records.

Outside the European Economic Community, Switzerland is the largest importer, requiring about 3,674,000 bushels a year while the United Kingdom imports about 551,100 to 734,800 bushels annually. Traditionally France has regularly taken almost the entire durum exports of Morocco, Algeria and Tunisia, generally under a barter-type arrangement whereby France supplies soft wheat in return. Algeria normally had a surplus of durum for export to metropolitan France but in 1958-59 and again in 1959-60 imported substantial

Utilization of Durum Wheat Statistics on the utilization of durum wheat are readily available only for a few countries. It is probable, however, that there are divergent trends in utilization depending largely on the form of end-use; a distinction has to be drawn between countries where durum is used almost entirely for the manufacture of alimentary pastes or in the preparation of national foods (cous-cous in North Africa, "pancake" bread and porridge-like foods in the Near East) and those where it is used also as a bread wheat.

Utilization of Durum Wheat for Food in Selected Countries 1957-58 to 1961-62: July-June year (Thousand Metric Tons: Wheat Equivalent)

Country	1957-58	1958-59	1959-60	1960-61	1961-62
Western Europe					
Italy	1,554	1,570	1,578	1,308	1,537
France	453	420	446	452	477
Greece	(405)	(405)	(405)	(405)	(405)
F.R. Germany	286	307	326	334	337
Spain	210	200	120	115	100
Portugal	187	160	123	93	107
Switzerland	(80)	(85)	(90)	94	97
Belgium	21	28	47	40	45
United Kingdom	(15)	(15)	17	29	11
Austria	15	15	15	21	5
Netherlands	—	1	5	5	—
North and Central America					
United States	568	599	574	621	377
Canada	64	70	74	93	46
North Africa					
Algeria	641	756	776	973	...
Morocco	388	613	449	547	310
Tunisia	161	159	165	233	141
Australia	—	T	1	2	1

Source: FAO Questionnaire on Durum Wheat.
Greece: Estimated production less 10 per cent for seed.
Portugal: Production less 10 per cent for seed.
Spain: Production less 10 per cent for seed.
Belgium: Estimates.
Austria and United Kingdom: Imports of grain and excluding imports of products.
() Estimates. T signifies less than 500 tons.

It must be noted, however, that in many countries the overall utilization depends to a very large extent on the size of durum supplies available at reasonable prices since, in the case of both alimentary pastes and national foods, varying proportions of soft wheat can be used instead of durum.

Estimated per Capita Utilization of Durum Wheat for Food in Selected Countries in 1960-61

Country	Per Capita Consumption (in kilograms)	Population mid-1960 (in millions)
Algeria	88.3	11.0
Tunisia	55.9	4.2
Greece	48.6	8.3
Morocco	47.0	11.6
Italy	26.5	49.4
Switzerland	17.5	5.4
Portugal	10.5	8.8
France	9.9	45.7
Germany	6.0	55.4
Canada	5.2	17.9
Belgium	4.3	9.2
Spain	3.8	30.4
United States	3.4	180.7
Austria	3.0	7.1
United Kingdom	0.5	52.3
Netherlands	0.3	11.5

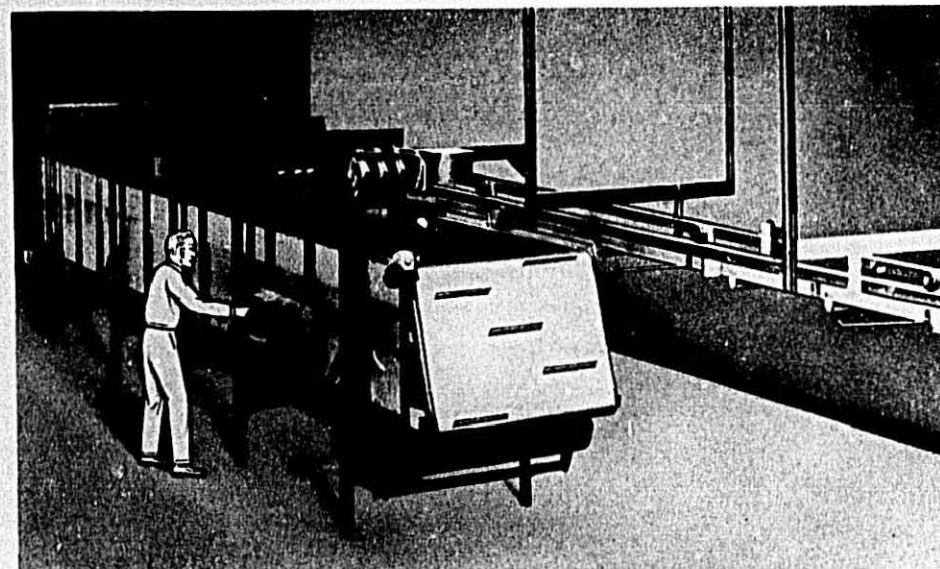
(1 kilogram = 2.2 pounds)

With the growth of population in North America and Western Europe, total consumption of alimentary pastes has been increasing and although other wheats are used to some extent, this has led to an increase in the use of durums. Utilization of durum wheat is largest in Italy, but since the 1950's there has been virtually no increase. A larger proportion of soft wheats, however, has been used for pasta production which has increased steadily. At the same time the use of durum for bread in southern Italy has declined.

Upward Trend

In France, where in the manufacture of alimentary pastes the use of durum is compulsory, total utilization of durum is increasing but on a per capita basis it has remained steady. F.R. Germany and Switzerland both appear to show a steady rise. In northern European countries, as for example in Scandinavia, the United Kingdom and the Benelux countries, although the per capita consumption of durum wheat is very small compared with the total use of wheat, there is almost certainly an upward trend reflecting increased consumption of pasta products and greater use of durum wheat in their manufacture.

(Continued on Page 41)



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L. M. Anderson

Ronco Representative Elected

L. M. Anderson of Ronco Foods, Memphis, Tennessee, was recently elected president of the Grocery Manufacturer's Representatives of Memphis, Incorporated. He was installed at the Annual President's Ball. Prior to his election as president, he served as first vice president, treasurer, and also as a member of the Board of Directors.

"Andy," as he is known to his associates, is assistant general manager of Ronco Foods. He has been with Ronco for the past 15 years, and has served in his present position for the past five years.

He is married and has one daughter.

Self-Disciplined Man

Horace P. Gioia, president of Bravo Macaroni Company and former chairman of the city of Rochester Zoning Board of Appeals, will receive this year's Citizen of the Year award from the Citizens Club of Rochester, Inc.

Romolo Celli, president of the club, said his committee selected Gioia because of his "outstanding and important contribution to the betterment of our community." He said Gioia exemplified the meaning of courage and loyalty to the community by his decisions on the Zoning Board which had helped to make Rochester a better place in which to live. The award is to thank him publicly for his unselfish devotion to the improvement and progress in the community.

Horace P. Gioia, a past president of the National Macaroni Manufacturers Association and presently a member of

the Board of Directors, served 10 years on the non-salaried Zoning Board, the last two as chairman. A Republican, he was continued on the Board by the Democrats, who took control of the city administration in 1962. Mr. Gioia resigned from the Zoning Board last November.

Editorial Plaudit

The following editorial appeared in the Rochester Democrat and Chronicle, with the caption "Self-Disciplined Man":

"Horace P. Gioia, a businessman who has deep concern for Rochester's future, has been tapped to receive this year's Citizen of the Year Award from the Citizens Club of Rochester, Inc. In making the announcement, the club said many pleasant and conventional things — Gioia's great conscience, his loyalty, etc.

"We are in possession of an unusual personal tidbit about this gentleman, which should be aired to fill out the picture. Successful businessman as he is, Mr. Gioia nevertheless in earlier years was a shy man, terrified at meeting other people, uncomfortable in the casual social circles in which businessmen are expected to travel.

"Did he get neurotic about this? Did he brood? No—he did what really required more courage than the better-publicized activities of our civic leaders—he deliberately thrust himself into a position where he would have to meet people and deal with them under prickly circumstances every day, as in his position as former chairman of the city's Zoning Board of Appeals. This is the kind of discipline few of us would subject ourselves to. It is the mark of a man who merits the award that is coming to him."

Honor F. P. Heffelfinger

In appreciation of outstanding services to the grain industry and his many civic activities, F. Peavey Heffelfinger, chairman of the board of the Peavey Company, received a rate tribute from the Grain and Feed Dealers National Association at their annual dinner in Washington, D.C. recently. The affair was attended by over 1,000 people, including some 300 guests from the Congress and governmental departments.

Parchment Scroll

H. V. Nootvaar, president of the Association, made the presentation in the form of a parchment scroll bearing the following words:

"The Grain and Feed Dealers National Association proudly honors you as an outstanding past president, industry leader and dedicated American



Horace P. Gioia

citizen. You have carried forward a great tradition of integrity in your service to your company, your industry, your Association, and your country."

For him, the surprise appearance of his Yale classmate, Henry Luce, publisher of Time and Life Magazines, to share in the occasion, was a personal highlight. Luce was seated at the head table along with Mrs. Peavey Heffelfinger.

Lauds Free Enterprise

In his brief response to the award and to the warmth of the standing ovation of the crowd, Heffelfinger commented on the vital importance of persevering in support of the free grain marketing system.

He said the industry would always have to face change, and that under the force of competition this is a good thing. He said the country will always be well served by its efficient grain marketing system, barring only the enactment of adverse legislation. He urged those present never to falter in their defense of the industry and its tremendous service to the public.

Heffelfinger received many words of greeting and appreciation in connection with the honor, including a message from his Peavey Company associates. An especially warm tribute was carried in the form of an ad in the convention program booklet by a keen competitor, Cargill, Inc.

Heffelfinger's tradition of industry leadership was followed in still another way at the same national convention, which elected Frank Heffelfinger as the first vice president of the Association.

**60th Annual Meeting NMMA
Hotel Broadmoor, Colorado Springs
June 21-24, 1964**

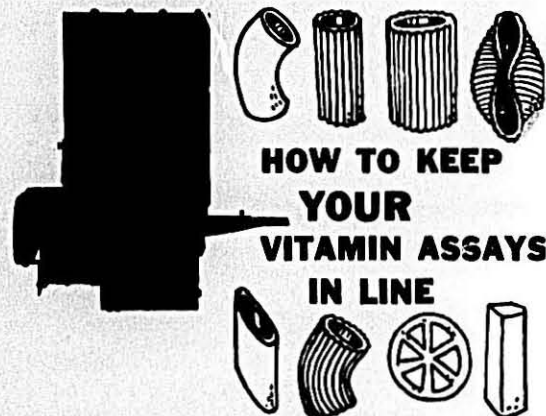
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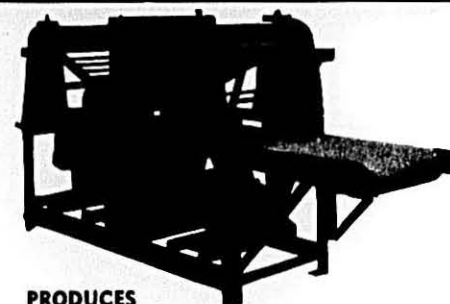
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The Label Tells the Story

Grocery Manufacturers of America, Inc., has taken two significant actions to further serve the public interest. One is to establish the GMA Consumer Committee on Packaging and Labeling. The other is publishing the booklet, "The Label Tells the Story," Paul S. Willis, president, Grocery Manufacturers of America, Inc., has announced. Both actions reflect further evidence of the industry's desire to provide labels and packages which meet the needs and wants of the homemaker and to facilitate her shopping in the grocery store.

The GMA Committee on Packaging and Labeling will provide additional assistance to manufacturers in connection with consumer aspects of their packaging and labeling operations. It will review developments in these areas, and be in a position to answer questions and provide other information. It also will help correct misunderstanding and refute erroneous statements on packaging and labeling which confuse the consumer.

Booklet Answers Questions

The new GMA booklet, "The Label Tells the Story," points out the importance of labels to consumers and describes how grocery manufacturers have developed them over the years to meet consumer desires and legislative requirements. It lists the information which the law requires labels to contain and describes the additional facts which grocery manufacturers include on good descriptive labels. It also gives helpful information on how labels help consumers shop at the grocery store and answers timely questions about food packaging such as: Why manufacturers offer a variety of package sizes; why some products are packaged in fractional weights; and why some packages may not seem full when opened.

On his latter point, for example, the copy says: "There are practical reasons why some packages may not seem full when opened. The reasons vary with types of products.

"In the case of cold cereals, the very nature of the product requires it to be crisp. To avoid crushing, it must be very carefully packaged. Special machinery is used to shake down the contents as the packages move along the conveyor. When the package leaves the factory, it is fully packed; and the contents match the weight specified on the label. Since the product is handled many times from the factory to your food store, it naturally settles down;



Paul S. Willis

and when opened, there may be some air space at the top.

"If you are ever in doubt, for example, about the quantity of a cereal package or other crispy products, we suggest that you empty the contents and then try to put it all back in the package.

"Many of the products in bottles or cans are processed at extremely high temperatures. During the cooling period, the contents contract, and this naturally leaves 'head space' at the top of the container.

"There are other practical reasons why products may have air space at the top when the container is opened. For example, some foods are usually spooned from wide mouth jars, and if filled to the top would cause spillage when used.

"However, the package must always contain the full amount of the net contents specified on the label."

Wide Distribution

The booklet is being widely distributed. It is being sent to GMA member-companies, opinion leaders, government officials, and many others. It is being made available in limited quantities for classroom use.

Single copies are available free on request to Grocery Manufacturers of America, Inc., 205 East 42nd Street, New York, New York 10017.

Tour at Delmonico

John Amato, president of Clermont Machine Company of Brooklyn, is sponsoring a tour on May 14 at the plant of Delmonico Foods, Inc., Louisville, Kentucky. A long goods drying set-up with a 20-hour drying cycle will be shown.

IPACK-IMA 1964

The 1964 IPACK-IMA Exhibition will be held in Milan, one of the most important industrial, commercial, and fair centers, from June 4 to 11.

The number of exhibitors from previous years taking part again, and of new applications already received, means that the exhibition will enjoy an even greater success than those of previous occasions.

Exhibit Area Enlarged

The exhibition area has been considerably enlarged to make it possible to welcome fittingly all the most important firms of international standing.

The 1964 IPACK-IMA Exhibition will take place in the well-known Milan Fair Grounds, and will have the benefit of the collaboration of experts and of services provided by the Fair authorities.

In order to promote profitable contacts between businessmen of the different branches, there will be meetings and congresses organized by the various associations during the course of the IPACK-IMA Exhibition.

All types of packaging materials and machines will be displayed, as well as an exhibition of mechanical handling equipment.

Machinery for the foodstuffs industry brings together one of the largest collections of macaroni manufacturing equipment displayed in the world.

The IPACK Exhibition began in 1961 as a biennial show of packing and packaging. Blessed with the full assistance of specialized technical personnel and promoted by trade associations, it was an immediate success.

Production and Packaging

The second successful show was held in 1962 and took the name "IPACK-IMA" to signify the international exhibition of machinery for the foodstuffs industry taking place side by side with that for packing and packaging.

This was done with the blessing of the European Association of Manufacturers of Machinery for the Foodstuffs Industry, of which Italian engineer Giuseppe Braibanti was president.

The announcement of the IMA Exhibition was enthusiastically received, and thanks to the participation of many leading manufacturers and to an exhibition area of more than 10,000 metres, the space devoted to farinaceous foods, pastas, and confectionery was fully booked.

Truly this great display of productive equipment is a "must" for the European traveler who seeks ideas and information in the production of macaroni foods.

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Biennial International
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Packing
and packaging
Mechanical handling
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MAY, 1964

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Prince Plugs Pasta Products

Prince Macaroni Manufacturing Co., which for 52 years has devoted itself to the business of encouraging American housewives to use their noodles (along with a full line of Prince spaghetti, macaroni, multi-purpose spaghetti sauces, heat and serve Italian foods, bread crumb mix, soup and imported grated cheese), is one of the nation's leaders in the field of pasta products.

Innovator

Over the years, this dynamic company has pioneered many innovations. It was the first macaroni manufacturer to package its variety of sauces and prepared foods in glass jars; it introduced 100% imported Italian cheese to the ever growing American market for quality products; it is the only pasta manufacturer to provide a premium gift coupon on all its packages, and more recently added the words "non-skid" and "square spaghetti" to the vocabulary of pasta lovers everywhere. Incidentally, it is the only macaroni company to ever have a new pasta product—Square Spaghetti—formally introduced to the House of Representatives (Congressional Record, April 23, 1963) and then served to all its members.

The Prince Company was founded in Boston in 1912. It was a time when macaroni was still a food sold through "momma and poppa" stores and used almost exclusively by Italian families. But the word really started getting around within the next seven years when World War I doughboys came back home with a taste for the spaghetti they had "discovered" in Europe.

Move to Lowell

In 1939, the growing Prince company moved its base of operations to Lowell, Mass. The following year, Joseph Pellegrino, a veteran macaroni manufacturer, became its president . . . and Prince's meteoric climb to leadership in the national macaroni market began in earnest.

Besides its New England branch, Prince today has divisions in Brooklyn, N.Y., Merchantville, N.J. (where it produces its sauces and prepared foods, and grates and packages its imported cheeses), Rochester, N.Y., Chicago, Detroit, Miami, and Montreal, Canada. It also operates a plant in Italy where its cheeses are manufactured.

Prince is currently in the home-stretch of a four-year program that is converting its Lowell factory into one of the most modern macaroni manufacturing plants in the world.



Spaghetti can be fun! Stan Freberg (right), president of Freberg, Ltd., whose frolicing imagination has delighted millions on radio and television, has taken on the assignment of creating a special brand of "fun" radio commercials for the Prince Macaroni Manufacturing Company, Lowell, Mass. He's shown after signing up with Joseph Pellegrino (left), president of the macaroni company which gained nationwide attention last year with its novel square spaghetti. Looking on are Alan Tripp (second from left), president of Bauer-Tripp-Foley, Inc., of Philadelphia, Prince's advertising agency, and Joseph Pellegrino, Jr., assistant to the Prince Company president.

The Prince Macaroni Manufacturing Co. is headed by Joseph Pellegrino; Joseph Pellegrino, Jr. is assistant to the president; T. J. Settany, vice president—sales; Sal Greco, advertising manager.

Two New Sauces

Two new sauces are being introduced in 28 states by the Prince Macaroni Manufacturing Co., Lowell, Mass. These latest additions to the Prince line of multi-purpose sauces are Cacciatore Sauce and Cheese Spaghetti Sauce.

Cacciatore, a deluxe blend, contains fresh vegetables, sliced mushrooms and mild seasoning, sauteed in imported olive oil and sherry wine. It's a tasteful addition to pasta, chicken, sausage,



The two new sauces, Cacciatore and Cheese Spaghetti, that are being introduced in 28 eastern, midwestern and southern states by Prince Macaroni Manufacturing Company, Lowell, Mass. Packaged in 16-ounce glass jars with convenient "twist-off" caps, the sauces are produced in the Merchantville, N.J., plant of the Prince Company.

veal, meatballs, frankfurters or seafood. Prince's Cheese Spaghetti Sauce is made with cheddar cheese and butter, with 100% imported Italian cheese added. It is especially recommended for use with vegetables, seafood and macaroni casseroles. Each of the new sauces is packaged in 16-ounce glass jars, and carries a Red Scissors premium coupon.

Other multi-purpose sauces in the Prince line include Meat Spaghetti, Meatless Spaghetti, Marinara Spaghetti, Mushroom Spaghetti, Pizza, and Meat and Mushroom Spaghetti (with extra beef).

Diet Food

The Edward Dalton Company Division of Mead Johnson & Company is introducing a line of diet dinners called "Good Measure" to the market. The dinners consist of 10.5 ounce cans of beef stew, noodles and chicken, and chili con carne. Each can contains 300 calories.

Choo Choo Wheels

The package for Choo Choo Wheels, a macaroni specialty by Ippolito's Ideal Macaroni, Bedford Heights, Ohio, is now using a child's cutout toy train on the back panel. The cutout is assembled with toothpicks, gum drops and Choo Choo Wheels for the wheels. The front of the package has window for product visibility and pictures the toy engine.

Luxury Dinners

Carton designs for Luxury brand Spaghetti Dinner and Fettuccine Dinner with a new and different approach have made their recent appearance in the southern market. The cartons were produced by Rossotti Lithograph Corporation of North Bergen, New Jersey.

The dinners are marketed by National Food Products of New Orleans, Louisiana. The Spaghetti Dinner consists of spaghetti, cheese and a herb mix. The Fettuccine Dinner consists of egg noodles and a cheese blend.

The vignettes in each case constitute a total treatment of appetite appeal. The overall background of the front and two side panels of the cartons show the dinners as they would look already prepared. Mr. Jerome L. Tujague, president, stated, "This gives our new dinners maximum appetite appeal for merchandising a type of product which has been popular in our trading area but which needed fresh carton design treatment. We are well satisfied that these redesigns will do a great merchandising job for us."

For maximum package recognition and recall the new packages utilize the Luxury logotype with its characteristic Venetian gondola around which the brand has built its franchise.

The cartons have been lithographed in four-colors by Rossotti. They were designed by Newton Howard, Knox Reeves-Fitzgerald Advertising Agency, New Orleans, Louisiana.

New Gold Spun Packages

Schoneberger & Sons, Chicago macaroni manufacturers, have just introduced their 7 oz. Gold Spun brand Egg Elbow Macaroni and Elbow Spaghetti in cartons lithographed in four colors by Rossotti Lithograph Corp.

The cartons were produced on Rossotti's "Hi-Glow" clay coated newsback board in its exclusive Color-Magic system. A series of four cartons were involved, two of short, elbow spaghetti and two of elbow macaroni. Each shows an illustration of a different end use of the product.

Schoneberger developed the elbow spaghetti for that portion of their trade which preferred the short form of spaghetti, and its egg elbow for a nutrition-conscious market. The recipes on the back panel cater to consumer desire for traditional Italian recipes as well as modern, easy-to-prepare dishes.

According to Walter H. Schoneberger, partner in this well-known macaroni firm, the flexibility of Rossotti's packaging program has enabled the company to control its inventory problem much more closely. "For one



Luxury dinners in new cartons.

thing," he advised, "we don't have to tie up large amounts of capital in stored cartons. And, by adapting our ordering pattern more closely to our production schedule we can get carton deliveries as we need them, thus not only saving on storage costs but also getting fresh cartons which run more smoothly on our packaging equipment. This system required management planning but it pays dividends. All in all, I'd say we're well pleased with the current program."

Assumes New Post

International Milling Company, Inc. has announced the promotion of Robert E. Belden to assistant to Fred A. McBride, bakery mix products sales manager.

A 1952 journalism-advertising graduate of the University of Minnesota, Belden has been a member of International's advertising department since 1956.



Gold-Spun in Hi-Glow packages.

Douglas L. Hale, with whom Belden previously shared bakery products advertising duties, has assumed complete responsibility for this work.

A World Survey—

(Continued from Page 34)

In southern Europe (except Italy) it is probable that the total utilization of durum has declined. This has been due to the decline in its use for bread, but requirements for the pasta industries have increased due to the steady rise in the consumption of pasta. In certain regions of Spain, Portugal and Greece it was the custom to make bread largely from durum wheat but in recent years there has been a rapid decline of durum for bread-making. Per capita production and utilization of durum has nevertheless remained relatively high, averaging about 20.2 to 44 pounds per capita in Portugal, 8.8 to 15.4 pounds in Spain and 100 to 110 pounds in Greece.

Increase in Africa

In North Africa and Near East Asia utilization of durum is large and is increasing. Total durum utilization has depended on the size of the crops. For example, in Morocco per capita food use of durum varied from 127.6 pounds in 1958-59 to as little as 57.2 pounds in 1961-62 and in Tunisia per capita food use of durum declined from 121 pounds in 1960-61 to 72.6 pounds in 1961-62. In both cases these decreases were due to the small domestic harvests of durum wheat. In Algeria per capita utilization was higher, rising from 138.6 pounds in 1957-58 to 193.6 pounds in 1960-61. Conditions in the Near East are similar to those in North Africa and the quantity of durum used depends primarily on the size of the crops. Wheat is consumed mainly in the form of cous-cous in North Africa and as "pancake" bread and porridge-like foods in the Near East. In these regions, with the constant growth of population, there is a steadily increasing demand for national foods which can best be made with durum wheat (although varying proportions of soft wheat can be used when supplies of durum are inadequate). It is reported that in Algeria for the past several years consumption of cous-cous has been expanding by as much as 10 per cent a year.

In both the United States and Canada total utilization of durum for food has been increasing but there has been little variation in per capita utilization. Per capita food use of durum amounts to about 6.6 pounds in the United States and 11 pounds in Canada.

Editor's Note: The conclusion of the survey dealing with consumption will be presented in the next issue.

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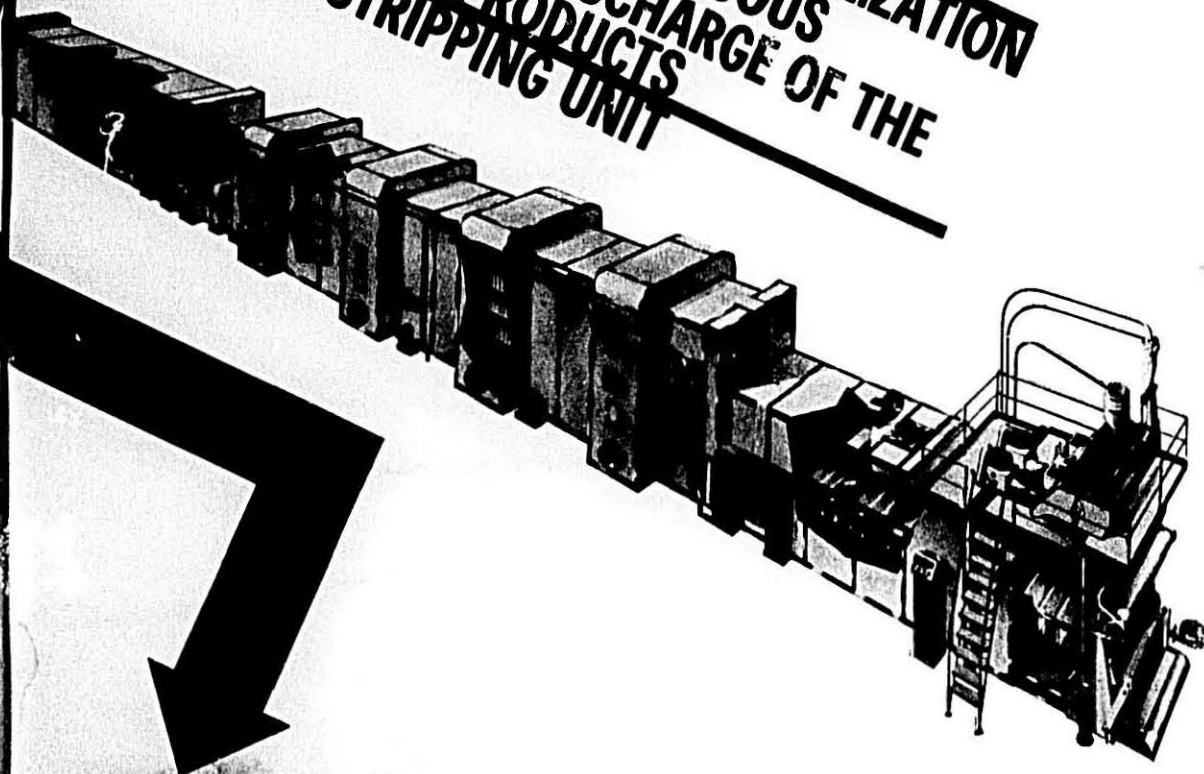
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WAY BACK WHEN

40 Years Ago

From all sections come heartrending wails about price cutting, free deals, and other equally harmful business practices. Each feels his particular market alone is being demoralized by these practices, when in fact, he is in turn as frequently accused of doing elsewhere exactly that which he so loudly complains of in his own territory. It does make a difference whose toes are trod upon.

"It's here again," lamented Frank Bonno, of the National Macaroni Company in Dallas, Texas. He referred to the annual spring epidemic of price cutting and dumping by macaroni manufacturers invading distant markets. He asked: "Why in place of cutting prices, do you not put this money into advertising to teach people the good qualities and food values of macaroni, so they will use more of it, especially at this time when we are all needing some business?"

Funds were being raised to support a drive to increase tariffs on macaroni from two to three cents a pound. Three steamships unloaded 6500 cases of Italian macaroni in the New York port in 10 days. French macaroni was coming in at 8½ cents a pound package.

Fighting artificial coloring in noodles was on the agenda for consideration at the Annual Meeting of the National Macaroni Manufacturers Association.

Little stories of big trademarks were told by Hugh E. Agnew, professor of advertising, New York University.

30 Years Ago

Ninety per cent of the productive capacity of the macaroni/noodle industry was operating under the Macaroni Code adopted early in 1934. The appeal was to make it unanimous.

Items on the agenda for the national convention of the National Macaroni Manufacturers Association at the Edgewater Beach Hotel in Chicago included a keynote address by Code Chairman G. G. Hoskins, "We're On Our Way to What?" The Code's deputy administrator had remarks to make on the National Recovery Program, while the state organization for Recovery was discussed by John Cassidy of the Illinois State NRA. Provisions for labeling and standards, labor, and trade practices were to be discussed.

Macaroni prices were nearing replacement costs, and some optimism was developing since the Code had been signed and disastrous trade practices which were putting a severe strain on the industry were terminating. Heavy

selling had taken place at levels that did not take into account replacement costs.

Max Baer, American challenger, was changing his diet from night clubs to spaghetti to get in shape to challenge the world's heavyweight champion, Primo Carnera.

20 Years Ago

The tentative program for the second wartime conference of the macaroni noodle industry at Hotel New Yorker had on the agenda consideration of causes of current adverse conditions. Up for consideration were the availability of eggs, limitation order on containers, slack filled packages, priorities and deferments, export regulations, and post-war products promotion.

In response to some questions by President C. W. Wolfe, comments were coming in like this: "We all probably think that business is not going to be any worse than it has been since the beginning of the year, and that when rationing is stopped on the foods that people can eat with spaghetti and macaroni, they will start naturally eating them again. But will they? The Government may be plugging potatoes. Macaroni has no fairy godfather in a beneficent government promotion, and while we are plentiful now we had better promote ourselves."

"As an industry, we do not do enough advertising of our products through the National Macaroni Institute or any other agency. Some of us take a free ride on the price angle of selling for less than advertised brands. There is not enough macaroni advertising at present."

"There are too many close sellers in this business, leaving us no profits to play with in the American game of unceasingly selling the merits of our products."

A. E. Staley Manufacturing Company of Decatur, Illinois, was pushing dry flour as a way to broaden the macaroni market.

10 Years Ago

The Lenten promotion of salmon macaroni casserole was being pushed by consumer advertising by United States Steel, Can Manufacturers Institute, Canned Salmon, Inc., Campbell Soup, Reynolds Aluminum, Pet Milk Company, and participants in the National Macaroni Institute. Stack displays were built in supermarkets all over the country, and point-of-sale material plugged this tempting combination.

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Now is the time to grow durum, read advertising placed by the National Macaroni Manufacturers Association in newspapers and farm publications in North and South Dakota. It was pointed out that durum was the only crop that sells above government price supports; that the USDA allows to increase its acreage; and that there was the most acute shortage of durum in the U.S. in 18 years. "Continued increasing demand for durum is confidently expected," the copy concluded.

Mr. and Mrs. Duncan Hines were in Cincinnati to launch the marketing of Duncan Hines spaghetti, macaroni and egg noodle products. Antonio Palazzolo Company was the licensee.

Retiring

Dr. John S. Andrews, pioneer in the development of flour enrichment, has retired from General Mills closing out a career that began with that firm back in 1928. He was named head of the Food and Nutrition Department, Central Research Laboratories, Minneapolis, in 1942. He became director of food science activity in 1952, then took on added duties in mid-1963 as acting head, fundamental food research. A member of the American Association of Cereal Chemists, Dr. Andrews also has served with the National Research Council, Civil Defense, and the National Academy of Sciences.

Recuperating

Henry D. Rossi, macaroni manufacturer of Braidwood, Illinois, is recuperating from surgery.



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