

**THE
MACARONI
JOURNAL**

**Volume 46
No. 2**

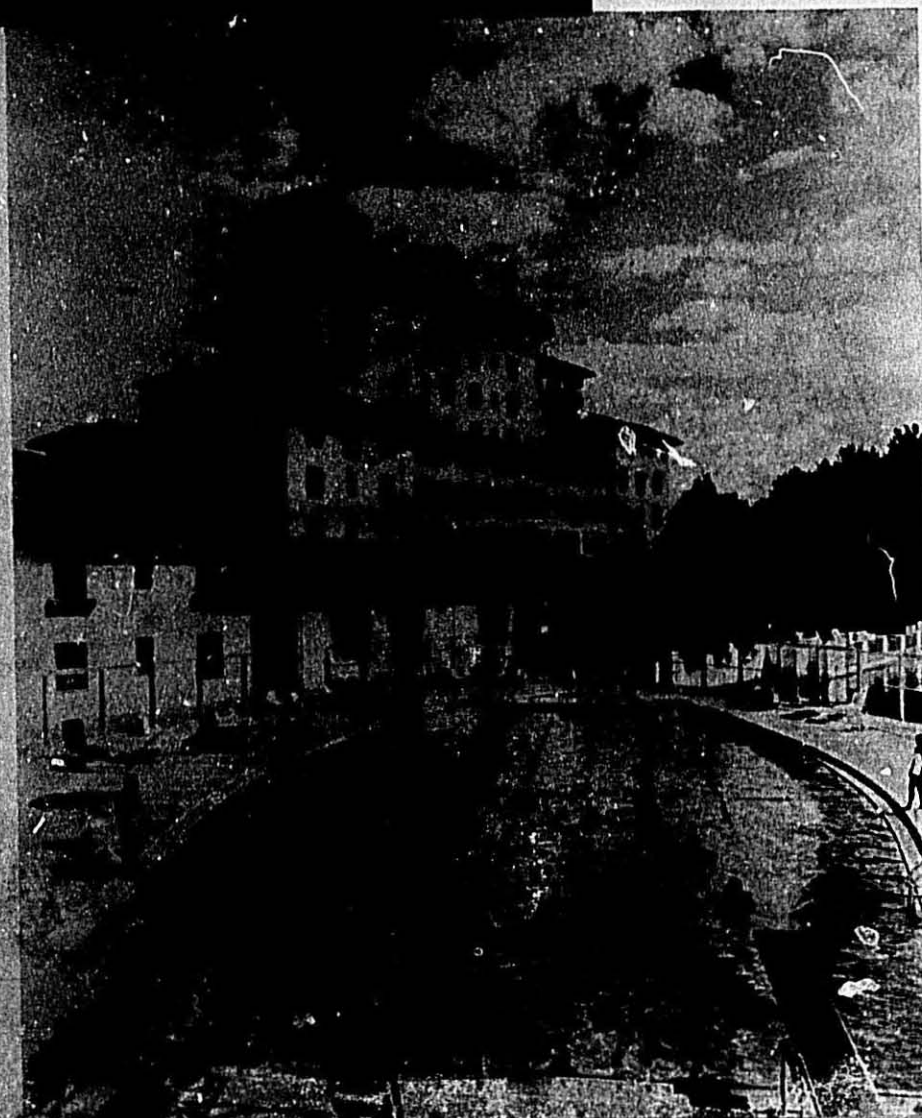
June, 1964

Macaroni Journal



JUNE, 1964

**60th Annual Meeting
Hotel Broadmoor
Colorado Springs**



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The Macaroni Journal

June
1964
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No. 2

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Cover Photo

Get in the swim at the Broadmoor, Colorado Springs. Pan for gold at this bonanza site. Take home ideas for profit from the Macaroni Convention, June 21-24.

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CONVENTION PROGRAM PLANS

THE National Macaroni Manufacturers Association returns to the Broadmoor Hotel in Colorado Springs to hold its 60th Annual Meeting June 21-24, 1964. The Association last met at the Broadmoor in 1953.

In order to give the round-up true western flavor the opening social event late Sunday afternoon, June 21, will be a steak fry in Rotten Log Hollow. Music will be provided by a genuine cowboy quartet. Refreshments will be provided by suppliers. Guests are urged to wear informal costumes for the cook-out in the pines.

The first general session will begin at 9 a.m. Monday morning with remarks from President Al Ravarino.

Executive Secretary Bob Green will bring a report on Consumer Studies done by Market Facts. The National Macaroni Institute Committee will review this report at a special meeting Sunday afternoon to plan product promotional projects as determined by targets indicated from the findings.

"Research you can do yourself" will be discussed by Ray Pritchard of Dolan and Associates, multiple management consultants for several associations.



The Mario Singers of Denver and Aspen will entertain at the Rossotti Spaghetti Buffet. Mario Lalli (far right) is a panel participant in the discussion on institutional selling.

"How a Manufacturer of Food Products Grows Through Merchandising Without Giving Away His Profits" is the intriguing title of remarks to be made by Lloyd Thrapp, past president

of the Denver Association of Manufacturers Representatives.

Trip to Academy

At luncheon Major Robert W. Koenig, special assistant on protocol for the United States Air Force Academy will give general information on the Academy prior to trip to visit their facilities and comment on the curriculum of a modern military educational establishment. On the letterhead of the Academy stationary the statement is made: "Man's fight through life is sustained by the power of his knowledge."

In the afternoon a trip to the Academy is planned. It is an approximately 40 minute trip each way by bus from the Hotel to the campus and the tour of the facilities takes approximately two hours.

Spaghetti Social

In the evening, following the Suppliers' Social, the traditional Rossotti Spaghetti Buffet will be held. This famous feature of macaroni conventions is being covered by special reporters at the Denver Post who plan to feature recipes from the dinner in the Sunday supplement June 21. Entertainment for the evening will be provided by the Mario Singers. Mario has Italian restaurants in Aspen and Denver where the singing group has become a western institution. The music you will hear ranges from the great standards, through show numbers to opera selections. Good music, all of it.



Jack B. Kennedy
Associated Grocers of Colorado

Promotion & Selling

A beauty queen will be the lead-off speaker at the second general session. Julie Kay Dunkirk, home economic student at the North Dakota State University at Fargo, was crowned Queen of the Durum Pageant at the U. S. Durum Show last fall. She will comment on macaroni on the menu in the college curriculum.

Howard Lampman will report on the activities of the Durum Wheat Institute.

Theodore R. Sills, public relations consultant for the National Macaroni Institute, will review efforts for product promotion for macaroni, spaghetti and noodles for the past few years and project possibilities based upon findings of the Consumer Panel Study.

Ideas for marketing more macaroni through institutional channels will be discussed by a panel of macaroni manufacturers and three men in the institutional business. Mr. E. D. Watson of Knoebel Mercantile Company in Den-



Restauranteur Don Bennett



Farlo Simms
Simms Supermarkets

ver, Don Bennett, general manager of Denver's Tiffin Inn and vice president of the Colorado-Wyoming Restaurant Association, and Mario Lalli who serves spaghetti as well as sings at his establishments in Denver and Aspen.

A second panel will feature grocers discussing with their macaroni counterparts "What Retailers Want From Manufacturers' Promotions." Participants will include Rossen McCotter, grocery merchandising manager for King Soopers, Inc., a sixteen-store chain; Jack B. Kennedy, assistant general manager of Associated Grocers of Colorado; and Earle Simms, owner and operator of three supermarkets in Colorado Springs.

In the afternoon a golf tournament will be held on the Broadmoor's championship courses while the non-golfers can play tennis, swim, ride, bowl or go sight-seeing. The Cheyenne Mountain Zoo, located on the eastern slope of Cheyenne Mountain 600 feet above the Broadmoor resort area, contains one of the most complete collections of animals in the country.

Tours can be arranged to visit Pikes Peak, Garden of the Gods, Cripple Creek and other points of interest.

In the evening the new officers of the Association will be introduced at the banquet. The dinner party will be followed by dancing to the music of Dick Jurgens.

On Wednesday, June 24, the Board of Directors will review industry matters arising from recommendations of standardizing the processing of macaroni. Information



Rossen McCotter
King Soopers, Inc.

as good as gold at this Bonanza start! It is a perfect spot for a family vacation. Mark your calendar now and plan to attend.

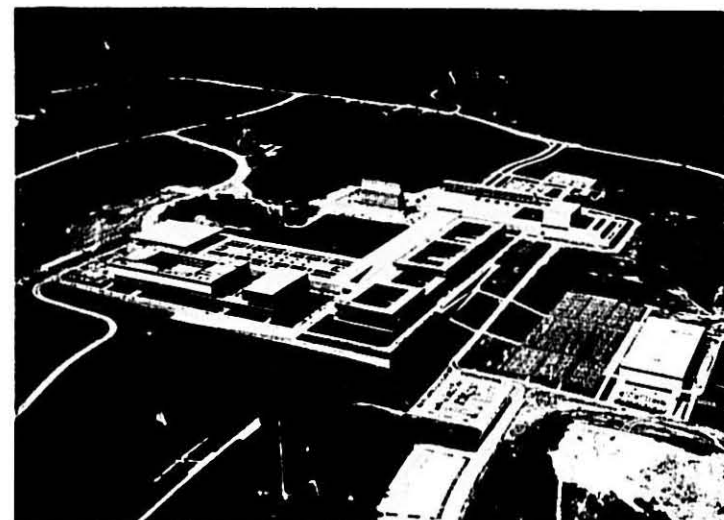
By Air: TWA, United Airlines, and Continental all fly to Denver. There are some eighteen connections to Colorado Springs daily.

By Train: Rock Island and CBQ out of Chicago; Missouri Pacific out of St. Louis; Burlington from Dallas; Santa Fe from Los Angeles; Western Pacific Denver & Rio Grande from San Francisco; Union Pacific from Seattle.

By Auto: Write Colorado Visitor Bureau at 225 West Colfax, Denver 2 for maps, area guides, directories of where to eat and lodge. Colorado Springs is about 90 miles south of Denver. The Broadmoor has an Avis Rent-a-Car office.



Durum Macaroni Queen Julie Dunkirk



This aerial picture shows the entire academic complex of the United States Air Force Academy. The long low building at the extreme left is the Aeronautics Laboratory. Slightly to the right and farther away may be seen the square roof of Mitchell Hall, the cadet dining hall. Immediately in front of Mitchell Hall is Fairchild Hall, the academic building. Farther to the right is the quarter-mile long cadet dormitory, Vandenberg Hall. The 17 spires of the Academy Chapel dominates the center of the picture. To the right of the Chapel is the Administration Hall, the administration building and still farther to the right, the taller, more modern building is Arnold Hall, the cadet social center. Beyond Arnold Hall is the cadet dining hall, the Planetarium. The large building at the extreme right is the cadet gymnasium with the tennis courts showing to its left. The drill field is at the bottom of the main academic buildings.



At Cleveland: On the left—Al Bono, Irwin Roth, Luke Marano, Jim Winston, and Horace P. Gioia. In the center—Al Ravarino, Harvey Noss of the Potato Chip Institute, and Albert S. Weiss. On the right—Manny Ronzani, Ted Sills, Vincent F. and Joe La Rosa, Stuart Seller.

MANY MEETINGS

APRIL was a month of many meetings.

In Cleveland

On April 1, an open meeting of the Board of Directors of the National Macaroni Manufacturers Association was held at the Hotel Sheraton-Cleveland in Cleveland, Ohio. Howard Lampman, of the Millers' National Federation, reported on the proposed certificate plan on wheat. The problems of transition into the new crop and what to do about inventories of the old crop with a tax of 70 cents a bushel levied on millers as of July 1 created considerable concern. At that time the House of Representatives had not yet convened from the Easter recess to vote through the controversial farm bill.

Mr. Lampman also sought ideas for a macaroni presentation at the National Restaurant Association convention.

Petitions have been presented for changing the specifications for flour under present Standards of Identity, and these proposals were discussed.

The question was raised as to whether or not Standards should be changed for gum gluten modification, and after deliberation it was decided that it was not necessary at this time.

Problems of moisture loss after packing have been under discussion with Weights and Measures Officials in several states. The loss of moisture in flour when processed into macaroni continues even after the product is packed and shipped from the manufacturer's premises. In stores and warehouses where the humidity is low, moisture losses may amount to almost half an ounce in an eight-ounce package. Tolerances must be developed that recognize that a pound is 16 ounces at a moisture level of 13 per cent as permitted by the Federal Standards of Identity for macaroni products. The educational job to get this fact across is not simple.

Preliminary replies from the Market Facts consumer panel were presented

by Executive Secretary Robert Green. Public Relations Consultant Theodore R. Sills discussed releases being sent out in keeping with the themes of the Macaroni Merchandising Calendar; Myra Waldo's new cookbook "The Art of Spaghetti Cookery"; and a kit for serving quantity recipes as "Macaroni Money Makers."

At luncheon, Harvey Noss, executive vice president of the International Potato Chip Institute, described the current situation in that industry and reminisced about the changes in marketing and merchandising from the old wagon jobber days to the present.

At Fargo

The Industry Advisory Committee journeying to Fargo, North Dakota on April 13 ran into weather problems. Strong winds and heavy snowfall hit the Great Plains from Minneapolis north, and the hardy souls arrived by train.

At the Cereal Technology meeting at North Dakota State University, activities of the past year of the North Dakota Agricultural Experiment Station in cooperation with the U. S. Department of Agriculture Crops Research Division were reviewed. Papers on a small laboratory purifier, a study of pigments in durum wheat, and separation and identification of sitosterol esters of durum were presented. These papers were also given at the Annual Meeting of the Association of Cereal Chemists in Toronto.

University President Hal Albrecht and Dean of Agriculture Arlon Hazen joined the group at luncheon.

Washington Sessions

On April 15, the Department of Agriculture held meetings with the millers in the morning, with bakers and the macaroni manufacturers association in the afternoon, and with exporters the following day.

Wholesale bakers pointed out that 80 per cent of the industry is utilizing

bulk handling in storage for flour, and that with this set-up it would be difficult to stockpile more than a couple of weeks supply. Millers likewise apparently do not have storage space for extensive warehousing. It was also pointed out that in maintaining standardization of product from one crop to another, blending was necessary up until about the first of the year—that utilization of one crop doesn't end abruptly and the new crop used immediately—it needs aging and maturing. Further, harvest dates ranging from May in the Southwest to August in the spring wheat area, create further difficulties.

These suggestions were taken under advisement by the Department and recognized in the regulations that were later released.

(See *Wheat Regulations*, Page 45)

Institute Committee

On April 22, the National Macaroni Institute Committee met in the New York offices of Theodore R. Sills and Company. They reviewed plans for a Merchandising Calendar for 1965 and advertising for home economics publications. Several out-of-town members also attended the Packaging Show and the U. S. Wholesale Grocers Convention going on in the city at the same time. The World's Fair opened in New York on April 22.

Packaging Show

THE American Management Association's National Packaging Exposition attracted 15,300 visitors from 38 countries on opening day at the New York Coliseum. They thronged four floors to see the \$15,000,000 exhibit. Attendance for four days exceeded 40,000.

Every type of packaging was represented among the 15,000 products—from tiny, single-use, disposable eye-droppers to paper bags which can hold 25 tons. There are packages for live fish

(Continued on Page 8)



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

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

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

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



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PACKAGING SHOW

(Continued from Page 6)

bait and packages for a single shampoo. There are packages which contain hamburgers, charcoal and lighter fluid all ready for a match to cook the family picnic and there are packages with disposable soap dishes packed right in with the soap.

Capturing much of the attention of the visitors were the possibilities of freeze-dried foods. New packaging advances will make it possible to serve shrimp cocktails, steak and strawberries—but with the necessity for refrigeration eliminated. The food can rest on the pantry shelves just like breakfast cereals.

Steel Foil

There was also a new steel foil, a breakthrough of this important metal which may revolutionize a large segment of the packaging industry. Shrink films, which form a skin-tight wrapping around irregularly shaped objects, like water faucets or oranges, drew heavy visitor attention.

Electrostatic printing was a hit of the show. This new process makes it possible to imprint directly onto glass bottles without touching the glass, or to print on any type of surface, even irregularly shaped rocks.

Tiny aerosol dispensers, for things like perfumes or shaving lotions, and aerosols made of plastics which are easier to dispose of than the conventional models are also on display.

Much of the machinery shown was for faster and more economical production. But there also were machines for smaller runs. One machine, for example,

makes it possible for a hospital to package its own drugs and disperse them to patients in individually wrapped packages. Eventually, it is expected that the dispensing of the tiny packages can be done by computers.

Wax paper, which has been on a decline for years, may make a comeback as the result of a new development shown by E. I. du Pont de Nemours & Co., Inc. New addition to the composition and new machinery may make wax paper more popular than it ever was, according to company officials.

Adhesives

Even the adhesives are changing. One company is showing a new glue which is stronger than concrete and may be used on bridges and for building blocks, in place of mortar. A company official says this may give birth to "packaged construction."

The Hoskins Company reports that of particular interest was the improved hot melt glue applicators for both carton and case sealing. Practically all case sealing equipment is or can be equipped with hot melt applicators which needs less than half the length of conventional compression units. There were several new automatic and semi-automatic stapling machines that will staple top and bottom simultaneously after the product is in the case. The anvils are adjustable so that the bags in the case are not damaged.

There were a number of interesting types of tapes such as reinforced stripable tape that can be resealed by the user of bulk pack and the film handle tapes for consumer carrying of larger packages. Avisun nylon strapping can

be used for banding or by using a buckle instead of a clip. It can be used on pallet loads.

There was a non-smear immediate set printer for cellophane or poly bags. Several case imprinters and a number of labelling machines were in operation and present possibilities for those who pack a variety of items needing frequent change of bags or labels.

Packaging Conference

The package is really an advertisement and the package should be more closely linked to the advertising theme, visitors to the 33rd American Management Association's National Packaging Conference were told.

The speaker, Suren Ermoyan, vice-president and executive art director of Batten, Barton, Durstine & Osborn, Inc., said packages and advertising could be linked without adding "a penny to the budget" of either.

"Walk through the stores sometimes," he urged. "Sure, some packages are pretty. Some are easy to handle, and colorful. Some are marvels of technical gimmickry. And almost everyone of them says, 'New'—'Saves You Money'."

But not many of them do an advertising job! Not many convey ideas of importance to the potential buyer. Not many are regarded, as they should be, as the final ad in the company's campaign. Not many go beyond a big, bold display of a product, plus 27 little sunbursts, mortises and assorted junk," Mr. Ermoyan said.

"One simple selling message taken from advertising and integrated into the package design would not interfere

(Continued on Page 10)



At the Russotti booth: John Tobia, Al Ravarino, Les Thurston, Mark Eichen, and Miriam Morris.

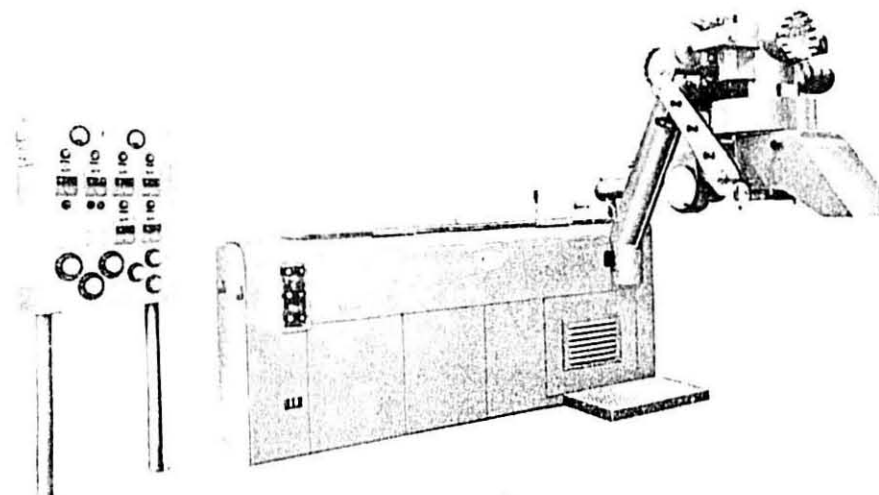


At the Amago booth: Charles Grant and Gerard Ziffer of Chicago.

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CAPACITIES Up to 1600 Pounds per hour on a Single Head • Up to 2700 Pounds per hour on a Dual Head.

UNDER FULL VACUUM at no extra cost (a) flour is drawn from Sifter or Bin 50' away. (b) Water is metered into Mixing Chamber thru a needle Valve. (c) Liquid Egg is drawn into Mixing Chamber. (d) Flour is Mixed, Kneaded and Extruded.

RESULTS No air is whipped into flour • Carotene is preserved (No color loss) • Uniform mixing • Strength—Elasticity—Firmness.

FINISHED PRODUCT A "Pasta" to be proud of (write for sample and compare) • High natural Golden Color • Eye appeal in the consumer package.

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Packaging Conference—

(Continued from Page 8)

with the universally recognized symbol of the product. Rather, it would reinforce the product symbol on the package. This gives the package an important role in the overall advertising strategy and harnesses a powerful and relatively untapped source of persuasion," he said.

Creativity in packaging design requires attention to the shape of the package and its texture, as well as to such details as color and general design, said Robert S. Hatfield, executive vice-president, metal operations group, Continental Can Co., Inc., New York. "The expert merchandiser is vitally interested in what the proposed package feels like to the touch. He's found that many a package has been helped to success just because it was a pleasant material to touch or appealing shape to hold."

"We've seen enough in the past few years to venture the opinion that a new package for an existing product is sometimes just as effective in producing new market penetration and new profits as a new product itself. Never before have the professional merchandisers been quite so keenly interested in packaging developments.

"For as long as we've been in this business, never has the cost of a new package seemed less important to the decision of whether it should be adopted. The first consideration now, instead of the cost, is the value of the package to the consumer. This value is sometimes real and sometimes psychological, and either one is just as meaningful to the merchandiser, so long as it becomes engendered solidly in the minds of the consumer," Mr. Hatfield said.

Italian Packaging Machines For Flexible Bags

Dr. Giovanni Coppa-Zuccari of Rome reports that there are several types of packaging machines on the market today in Italy for putting macaroni into plastic bags.

These machines are fed with a flattened plastic hose unwinding from a reel. The hose is cut into required lengths and heat-sealed; first at one end of the piece, and then the other after filling. Combined with automatic weighing or volumetric filling machines, they automate the packaging of macaroni products.

Obviously economy features of such equipment depends on their facility of operation and the number of sizes of



At IPACK-INA exhibition on the Milan Fair grounds: Pavilions in the foreground contain displays of materials for packing and packaging. In the background are buildings housing exhibits of materials handling equipment, packaging machines and machines for the processing of food-stuffs, including the largest display of macaroni equipment in the world.

bags which they can produce. While these factors are important to large producers, they are vital to the smaller firm whose output includes many sizes of products and requires a variety of sizes of bags to be produced daily.

Recently a heat-sealing machine of a very versatile character has appeared on the market. Its major features which will insure a lost cost per bag are as follows:

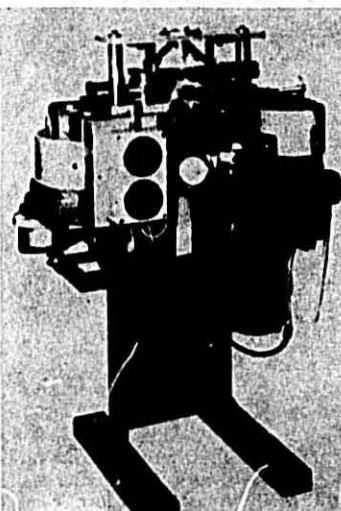
(1) Greatly reduced overall dimensions and a low height of the filling

unit at about 3½ feet from the ground. This greatly facilitates coupling the equipment with existing machines.

(2) Changing parts which determine the size of the bags produced is simple. In fact, the shaping tube, shaping collar, and plastic hose feeder are set up on a single metal plate which is attached to the machine by means of two wing nuts and thus can be rapidly replaced with another set.

(3) Feeding of the film is independent from the ceiling jaws. The parts that grab the film have a large surface which eliminates the danger of stretching or snapping and permits the use of very light and thin film.

The machine is made in several versions, each of which is suitable for a particular use. The CO/12 model shown in the illustration has the following features: The width of the reel ranges from 140 to 380 mm. It makes a bag from 50 to 500 mm. long. It produces at a rate of 40 bags sealed per minute. Time for changeover from one size to another is approximately six minutes.



We make it a rule never to lend any of our tools. We remember only to well how we acquired them.

Mark Nelson, *Wall Street Journal*
THE MACARONI JOURNAL

COMMENT AND REBUTTAL

Drying Macaroni With Dielectric Heating of High Frequency

The article on "Drying Macaroni With Dielectric Heating at High Frequency" by Dr. of Engineering Aldo Martinetti, Industrial Consultant, of Milan, on page 42 of the MACARONI JOURNAL for January, 1964, was also printed in the "Tecnica Mollitoria" in Italy. Dr. Giuseppe Portesi, a well-known Italian macaroni expert, wrote to the "Tecnica Mollitoria" commenting on Dr. Martinetti's article. We have received permission to reprint those comments, as follows:

THE use of high frequency in the drying of macaroni products is nothing new. Some years ago many people thought that they would patent these applications and in this respect there exists a very ample documentation. Undoubtedly the high costs of both the equipment and its operation discouraged them from their purpose since in those particular tests it was the intention to carry out the complete drying cycle with the use of high frequency.

Reading this article I had the impression that one wanted to do something new which is not new, avoiding the high costs which in the past, after the first enthusiasm was over, lead to the discard of this system. As a matter of fact, the writer of this article makes the premise that "heating at high frequency does not preclude but embodies the utilization of the traditional dryers."

In my opinion it would be more accurate to say that the use of the traditional dryers embodies the initial usage of high frequency if it is true that "the duration of the usage is in the order of a few tens of seconds." Now it is indisputable (and this has always been known) that the macaroni products, especially when humid, passing through a high frequency field, become heated, and this heat permeates quickly into the whole mass of the products submitted to this treatment. However, I have the impression that this so-called very modest one of a few tens of seconds, which of course would justify the limited consumption of energy mentioned by the writer of the article, produces effects on the entire drying cycle which have no technical nor economic importance.

On the other hand, a protracted treatment for a longer time (theoretically and in practice one should bring macaroni products to a normal drying by means of high frequency), would

raise the cost to a figure which the industry could not afford. I must, therefore, entertain some reservations with respect to the shortening of the production cycle of the macaroni product by the use of high frequency "for a few tens of seconds," admitting but not conceding that whatever modest fraction of time can be gained over the traditional system of drying, I do not believe that it will help the quality of the products.

Drying in macaroni factories does not consist only in the elimination of all of the water absorbed by the flour in the course of kneading the dough, but signifies the stabilization of the products' quality and to extol the organoleptic and nutritional values. I feel then (admitting that a reduction in time can be accomplished, which I doubt) that for every further reduction in the actual drying time there takes place on the other hand a deterioration especially in the organoleptic values of the macaroni products.

It is known as a fact that with the restricted biochemical transformations which are effected in the drying cycle, resulting from the action of saccharoides and bacteria in the air, one obtains an incipient fermentation of starch derivatives (malts) with the formation of minute quantities of alcohol which, combining with the acidity of the macaroni product, gives rise in turn to small amounts of aromatic esters which characterize the flavor of the macaroni products itself. Now, this very small biochemical process only takes place when the macaroni product stays in the drying cycle for a reasonable length of time.

With the modern normal method, the drying time has already been reduced to such a considerable extent that it is now necessary to warn macaroni makers and technicians against being tempted by further prospects of reducing the time of drying cycles if they do not want their products to become just another flavorless, nondescript food, which, of course, will be less appreciated by the consumers.

I do not agree with the writer of the article on his conclusion that treatment with high frequency permits the fixation of the gluten reticule in a porous structure which has a marked tendency to dehydrate itself. It is certainly not "a few tens of seconds of exposure to high frequency" which will prevent the gluten (in itself strongly colloidal and most greedy for water) from reconstituting itself in the product when

one takes into consideration that after the treatment there is still an internal percentage of water amounting to about 25 per cent. Neither, in my opinion, can one consider as a result of a modest application of high frequency the abolition of the dangers of checking, better retention of the products' color, absence of acidity and mold, etc., inasmuch as these defects, which used to be a pain in the neck to macaroni manufacturers, are now restricted to very narrow limits, thanks to modern technocracy.

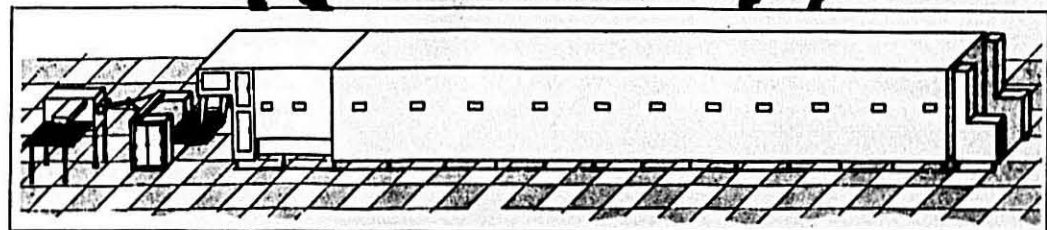
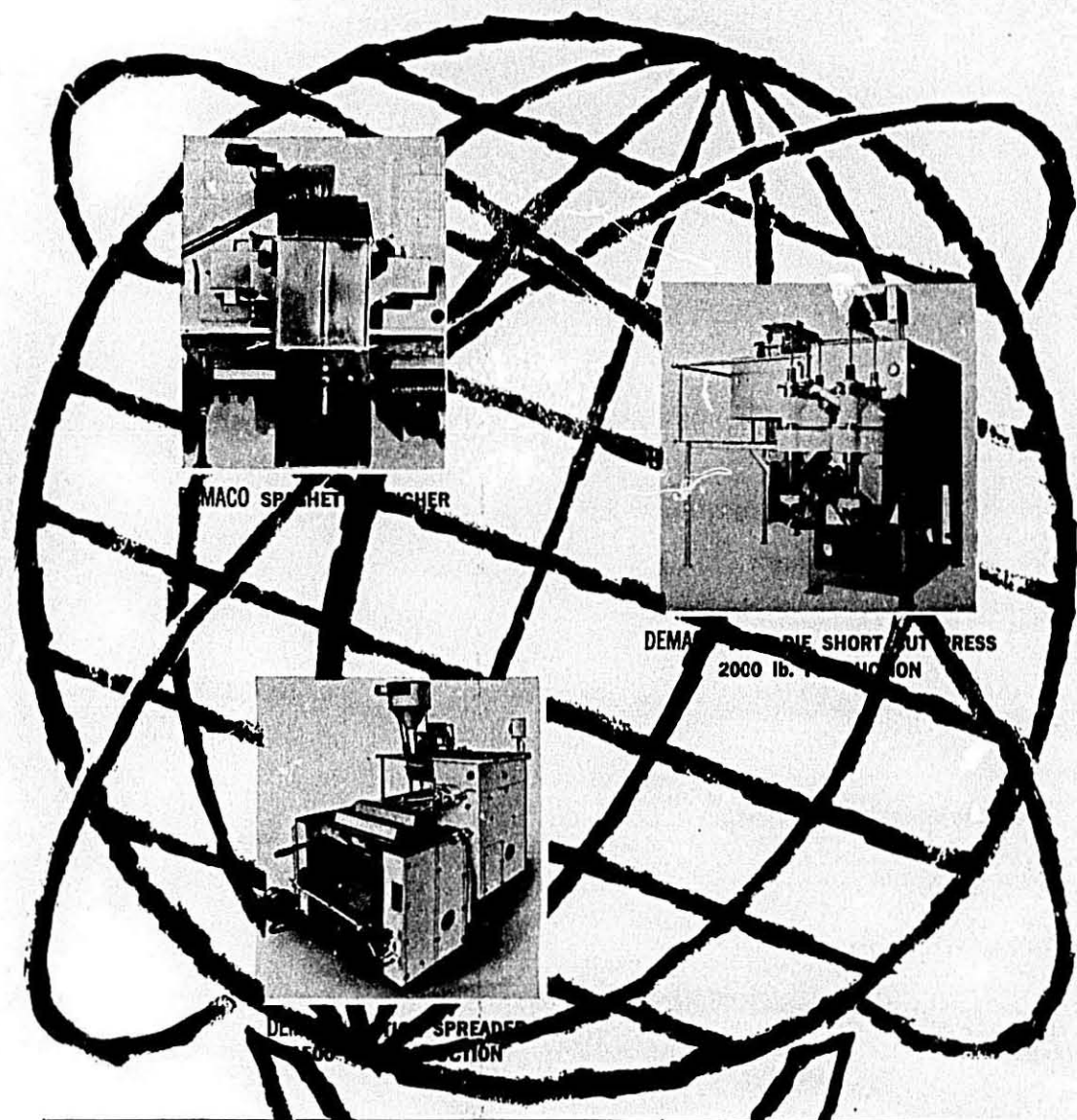
In reviewing an "innovation" which represents a no mean sum for its adaptation and a cost of operation, even though declared as a minimum, which certainly would not be a small item, it would have been better to have postulated with greater precision the economic and technical advantages because the enunciation made in such general terms does not convince the writer and with him all those who have dedicated a lifetime of study and work in the complex and delicate technology of macaroni production.

Dr. Martinetti writes us: "To tell the truth, Dr. Portesi has never seen a drying line working with high frequency, and therefore his censure is only theoretical. In reality, every macaroni manufacturer who has applied the generators HF to his dryers says that it is possible by this method to reduce drying time substantially. The improvements in color and cooking quality have also been confirmed in the laboratory."

New Product Introduced

Campbell Soup Company is going national with its sixth Franco-American product, Elbow Macaroni with Ground Beef. The macaroni and ground beef with a tomato sauce are packaged in 15-ounce cans, 24 cans to a case. The product was introduced via daytime and nighttime spot TV and newspaper ads offering a seven cent coupon toward purchase price of the new product. Point-of-purchase material is available through Campbell salesmen.

Four other dinner items are being test-marketed in the Detroit area. Noodles & Chicken, Rice & Beef sell for 63¢. Tuna & Noodles, Spanish Rice & Beef sell for 59¢. The Tuna-Noodle Dinner contains 4½ ounces of noodles and a 12½ ounce can of sauce.



NEW DEMACO LONG GOODS CONTINUOUS PRESS WITH CONTINUOUS DRYER, ACCUMULATOR, STRIPPER AND AUTOMATIC SPAGHETTI WEIGHER — 1500 lbs. per hour PRODUCTION

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While you are here you may want to see our new equipment . . . The Demaco long goods continuous line . . . The fully automatic line that takes semolina and water, extrudes the mix under full mixer vacuum, preliminary dries the product, then goes through the new Demaco revolutionary one tier finish dryer, to an accumulator, to a stripper and finally to Demaco's amazing spaghetti weigher. All at 1500 lbs. per hour (based on dried product).

The new Demaco 4 stick spreader with a production of 1500 lbs. per hour (based on dried product).

The new Demaco twin die short cut press with a production of 2000 lbs. per hour (based on dried product).

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BACKYARD BARBECUES

THE season for outdoor dining has arrived, and June has been designated as National Barbecue Month.

The purpose of National Barbecue Month, according to Colonel Ed Garbish, national chairman, is "to celebrate the cooking artistry of the American male, to give his wife relaxation, and to enjoy with friends and family that greatest of outdoor kitchen bouquets—the spicy flavors of food prepared and eaten under the sky." Outdoor cooking seems to answer some buried need, in the same way that a man needs to sail a small boat or walk alone in the woods from time to time. Everything seems to taste better when it's cooked outdoors, the usual mealtime restrictions are relaxed, and the glowing fire inspires a warmth of feeling that nothing else can match.

Regardless of our weekday preoccupations, our political dispositions, our spells of temper or tension or moodiness, we have some strong redeeming points—not the least of which is our ability to find relaxation, peace, and a sense of achievement in such a simple occupation as outdoor cooking.

National Barbecue Month

As a salute to National Barbecue Month, a favorite American food, spaghetti, joins a favorite American custom, eating out of doors, in a recipe developed by the National Macaroni Institute.

Barbecued Chicken with Spaghetti

(Makes 4 servings)

- 2 tablespoons olive or salad oil
- 3 cloves garlic, minced
- 1 medium onion, chopped
- 1 can (8 ounces) tomato sauce
- 1 can (6 ounces) tomato paste
- 1 cup water
- 1 teaspoon seasoned salt
- 1/4 teaspoon basil
- 1/4 teaspoon oregano
- Crushed red pepper, to taste
- 8 medium chicken drumsticks
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti

Heat oil in saucepan, add garlic and onion and brown lightly. Add tomato sauce, tomato paste, water, seasoned salt, basil, oregano and crushed red pepper to taste; blend well. Cover and cook over low heat 30 minutes, stirring occasionally.

Meanwhile, broil chicken five to six inches from source of heat, or cook on outdoor grill 25 minutes on each side, or until tender. Baste chicken with some of tomato sauce during last 15 minutes of cooking time.



Colonel Ed Garbish, Chairman of National Barbecue Month, June 1-30, and famed all-American center at West Point for three years in a row, 1922-1924, fires up his charcoal grill to start off the national 1964 barbecue season.

Add one tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve spaghetti with sauce and chicken.

Once you've acquired a bit of skill in outdoor cookery, you will want to prepare all meals on the grill as long as the weather permits! Devotees of the art will welcome another cookout recipe, where elbow macaroni is cooked in a skillet made with packaged soup mix; canned green beans, mushrooms and pimientos add color and flavor. This is also a good recipe for use on a camping trip—all major ingredients in the skillet dish are packaged or canned so they are easy to transport and store without refrigeration. Here is the recipe:



Barbecued Chicken with Spaghetti.

Macaroni Vegetable Skillet

(Makes 4 to 6 servings)

- 1 can (1 pound) cut green beans
- 1 can (3 ounces) sliced broiled mushrooms
- 1 quart water
- 1 envelope (1 3/4 ounces) onion soup mix
- 1 teaspoon salt
- 1/2 teaspoon crushed marjoram
- 2 cups elbow macaroni (8 ounces)
- 1 1/2 cups (2 small cans) undiluted evaporated milk
- 2 tablespoons dry white wine (optional)
- 1/4 cup diced pimientos

Drain green bean and mushroom liquids into skillet; add water, soup mix and seasonings. Mix well and bring to a boil. Gradually add macaroni so that water continues to boil. Cover and cook over low heat 20 minutes or until tender, stirring occasionally. Stir in evaporated milk, wine and vegetables; heat and serve.

June Dairy Month

June is also National Dairy Month, and dairy products in combination with macaroni products are natural go-togethers.

One of the most versatile dairy products is cottage cheese, often called Dutch or pot cheese as it was known in the good old days when every good American housewife made her own cottage cheese in a pot. Until 1850, most of it was homemade on the farms. Now we can buy commercially processed cottage cheese of all kinds, ready to be turned into dozens of exciting dishes.

A wonderful accompaniment for cold meals on a buffet table or for patio dining is Cottage Green Noodle Casserole, using cottage cheese, sour cream and Cheddar cheese.

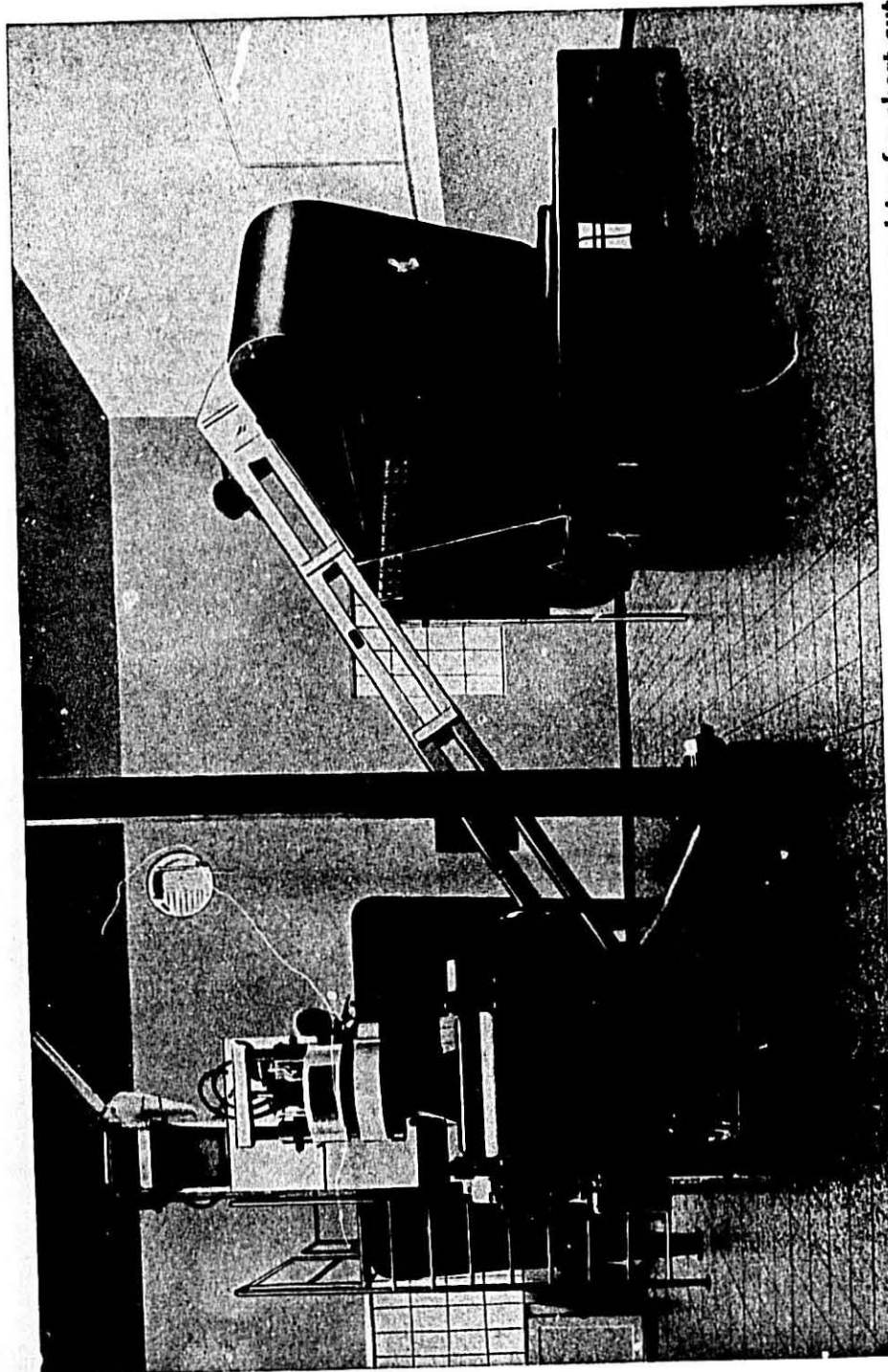
Cottage Green Noodle Casserole

(Makes 4 servings)

- 1/4 pound green noodles
- 1 tablespoon salt
- 3 quarts boiling water
- 1 cup cottage cheese
- 1/2 cup sour cream
- 1 onion, minced
- 1 small clove garlic, minced
- 1 teaspoon steak sauce
- 1 teaspoon seasoned salt
- Dash pepper
- 1/2 cup soft bread crumbs
- 1/4 cup shredded Cheddar cheese

Add one tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

(Continued on Page 16)



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For information write to EMIL LIHOTZKY MASCHINENFABRIK, 835 Plattling, Germany, Postfach 25.

Backyard Barbecues—

(Continued from Page 14)

Mix noodles with remaining ingredients, except the last two. Put in shallow one-quart baking dish. Sprinkle with combined crumbs and cheese. Bake in moderate oven (350°) 30 minutes.

Advertising Award

A colorful and imaginative ad, inspired by their "Progresso Italian Food Festival," has won Grand Union-Grand Way Markets the top award in the Best Grocery Advertisement category of McCall's 15th Annual Advertising Awards for members of the SMI.

The winning ad was only part of a store-wide "Italian Food Festival," created by Uddo and Taormina, Inc., packers of Progresso Quality Italian Foods. Tests in grocery chains show that these "Progresso Italian Food Festivals" increase overall store sales up to 20 per cent.

The Grand Union-Grand Way "Festival" itself, generated by Progresso's heavily advertised line of authentic Italian foods, was carried into all departments, from grocery to non-edibles. Thinking "Italian" became easy for the customer, when bi-lingual Italian-English signs clearly marked the products.

The gala "Italian Festival" atmosphere was further enhanced by colorful decorations, inside and out, in the red, white and green tri-colors of sunny Italy—supplied by Progresso.

McCall's presented the award on April 28th at the opening brunch of the SMI in Chicago. H. Kronewitz, Director of Advertising and Sales Promotion for Grand Union — Grand Way Markets accepted. Advertising for Progresso products is handled by Weightman, Inc., of Philadelphia.

TV Ad Campaign

Golden Grain Macaroni has scheduled a new advertising campaign on the ABC-TV network. Commercials appear on "The Price is Right," "Trailmaster," "Tennessee Ernie Ford Show," "The Object Is," "Seven Keys," "Father Knows Best," "Day in Court," "General Hospital," and "Queen For a Day."

International Sales Up

International Milling Company, Minneapolis based flour milling firm, reported sales of \$164,052,382 for the six months ended February 29, an increase of seven per cent over the same period last year.

Net earnings were \$1.18 per share based on the increased number of shares resulting from the initial offering of the company's common stock last



La Rosa Certons Win Award. Joseph S. La Rosa, senior vice president, and Vincent P. La Rosa, executive vice president of V. La Rosa & Sons, Inc., hold the Certificate of Special Merit awarded to the company for its Pizzo Mix certons by the Printing Industries of Metropolitan New York. The award was announced at the 22nd Exhibition of Printing held recently at the Commodore Hotel in New York. The Exhibition also chose the new La Rosa Mac 'n' Rice certons as outstanding from thousands of entries in this category. United State Printing and Lithograph shared in the awards.

January. Earnings for the same period last year were \$1.42.

The decline in earnings for the first six months was attributed to low flour margins in the U.S. Comp. ny officials pointed to the fact that total production in the U. S. flour milling industry during 1963 was the highest in 15 years, and said they expected that flour margins would improve for the second half of the current fiscal year.

Export shipments were up, and the outlook continues good for the export of flour.

Doughboy Industries, Inc.

Sales of Doughboy Industries, Inc., of New Richmond, Wisconsin, during the fiscal year ended January 24, 1964, reached a new company high of \$39,698,705, an increase of 11 per cent over the previous year, Edwin J. Cashman, president of the company, reported today in his annual report to stockholders.

Profits, Mr. Cashman disclosed, totaled \$853,896, a gain of 18 per cent over last year.

In a detailed account of the firm's continued progress and growth, Mr. Cashman declared that the financial condition of Doughboy Industries "was strengthened and we are in an excellent position to meet future growth requirements."

"We have moved ahead in what we feel was a sound, steady, step-by-step advance," Mr. Cashman said. "For example, our sales have increased 70 per cent since 1960; profits are up 78.4 per cent over that same year; working capital increased 154.8 per cent and plant facilities increased 144.6 per cent."

The company, which manufactures a diversified line of agricultural, indus-

trial, recreational and electronics products, now has 12 plants in the United States and West Germany.

"We feel that the year's results are evidence of the vitality of Doughboy Industries and proof of the soundness of our long-range program of diversification," Mr. Cashman said.

"The diversified, world-wide nature of Doughboy's business enables the company to participate in opportunities wherever they exist. Every branch of our business has been active in developing new products and new marketing plans for the future."

As in the past, Mr. Cashman explained, "there was strong emphasis on research and development and the value of such programs was demonstrated when several long-range projects produced important results in the form of new products."

"These developments," he said, "have helped us enjoy good growth momentum."

Mill Modernized

"The company has just completed the final step of a long range modernization program in the Milling Division which gives us one of America's finest semolina mills," Mr. Cashman said in his report. "The installation of new machines and equipment has given us a completely pneumatic mill, increased capacity 25 per cent and further improved the quality of our product."

"The consumption of noodles, macaroni and spaghetti is increasing and we are assured of a good supply of durum wheat for our semolina mill during the year ahead. Even though durum is being shipped to Russia, there will be an adequate carry-over next year."

Reviewing the gains and advancements made by other divisions during the last year, Mr. Cashman sounded an optimistic note for the future.

"As we face the next 12 months," he said, "we find the stature of Doughboy Industries enhanced by significant gains in sales and profits and by major advancements in research and product development. We expect this year to bring continued progress."

Doughboy's annual report is illustrated this year with several pages of pictures showing company products in use. There is also special emphasis on the world-wide coverage of the company's divisions.

Hot From the Pot

Spaghetti made from Doughboy semolina was advertised in the May 1 issue of Time magazine. Copy said: "Doughboy does it better for a wide range of industries."

Announcement

Clermont Machine Co. Inc., announces great space saving advantages for manufacturers of Long Goods products.

We now have a 2000 lbs. Long Goods Dryer in operation that saves 1/3rd the space previously required for a 1000 lbs. dryer.

THINK OF IT!
NOW YOU CAN PRODUCE 2000 lbs. per hour in 1/3rd LESS SPACE!

In addition to this Long Goods equipment we also manufacture a Short Cut Press and dryer capable of producing 2400 lbs. per hr. in the same space that has been required for 1000 lbs.

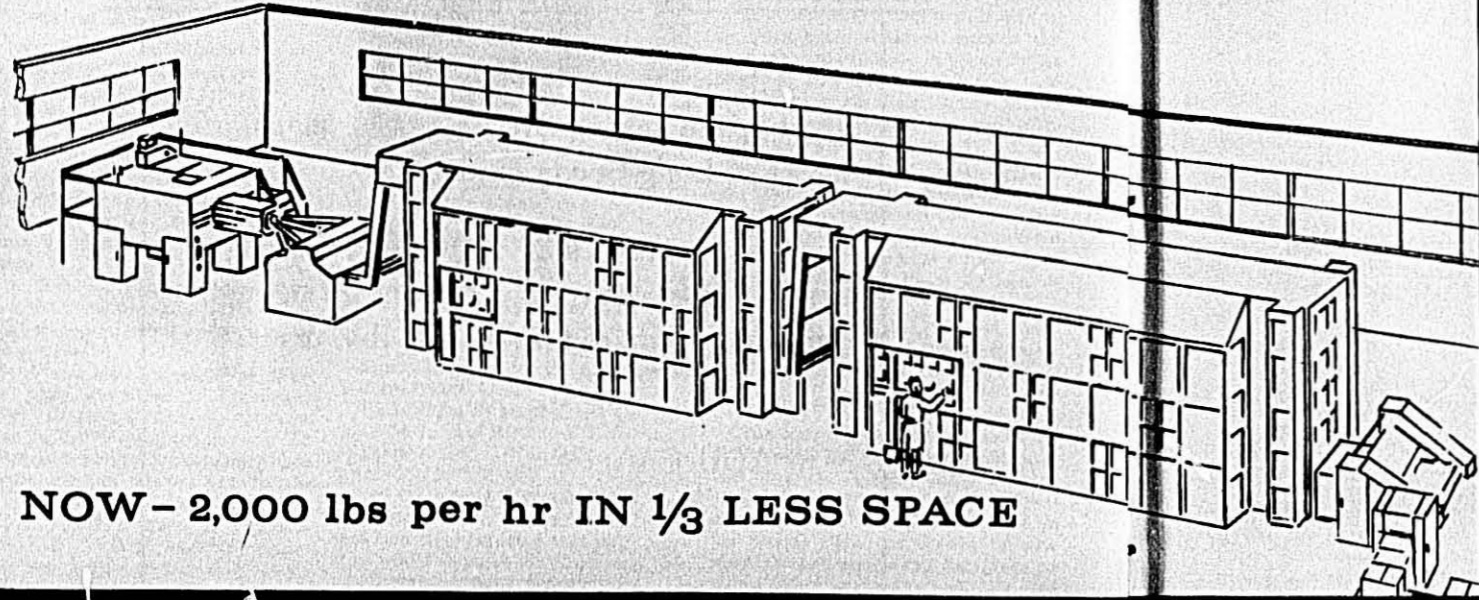
This outstanding equipment is now in operation at Delmonico Foods, Inc., Louisville, Kentucky.

On your trip to the Worlds Fair - visit us and see the latest designs on display at our plant.

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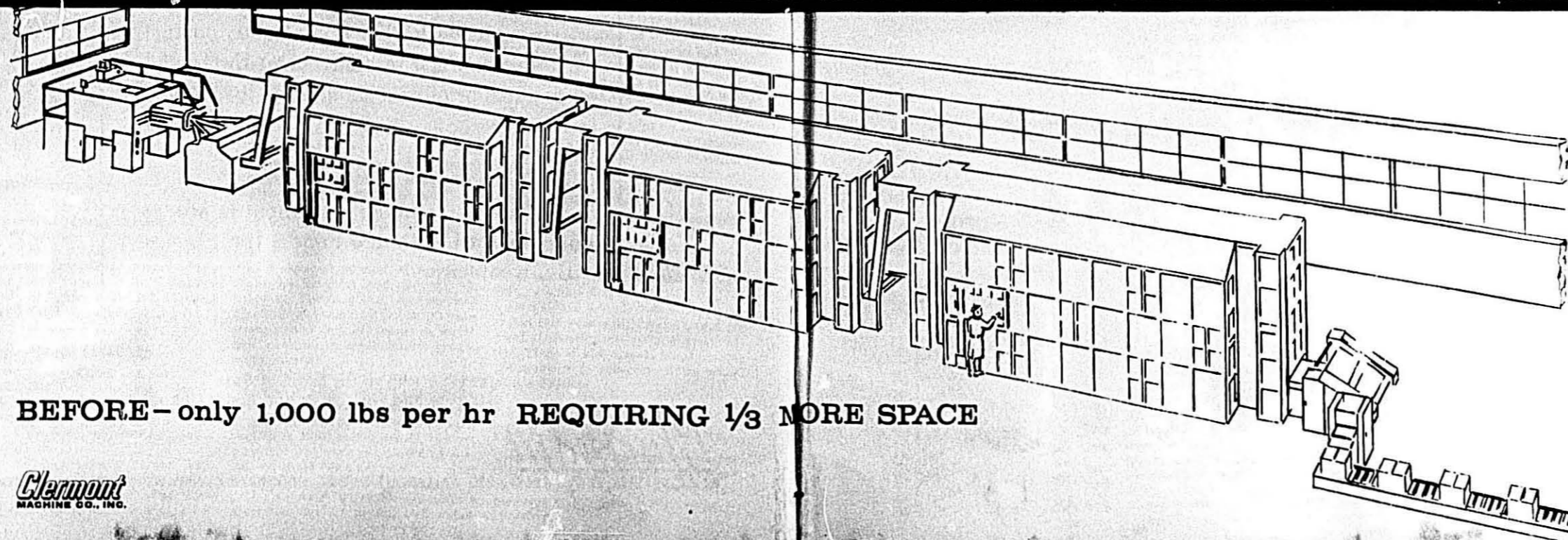
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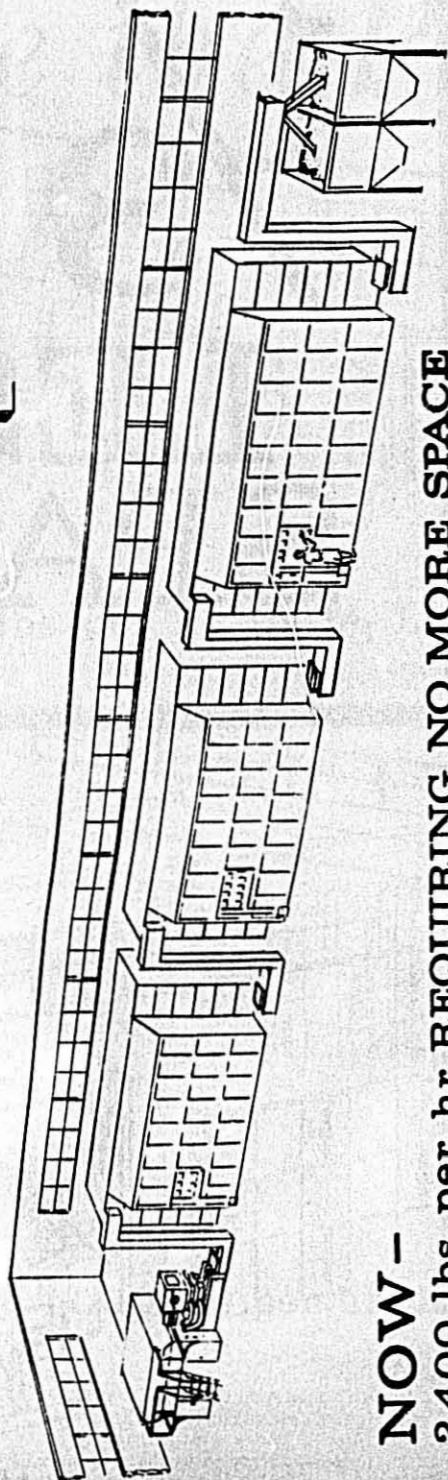


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Charges Against Mills

A Department of Justice press release, issued to coincide with the opening of the 62nd Annual convention of the Millers' National Federation in New Orleans, charged twelve flour milling companies and six company officials with violation of the Sherman Anti-Trust Act in "conspiring to fix prices on bakery flour."

The report was handed up to Federal Judge John O. Henderson by a special grand jury which was empaneled in Buffalo in October, 1962. Simultaneously, Attorney General Robert F. Kennedy announced the indictment in Washington and asserted that the alleged conspiracy had resulted in "artificially high and non-competitive prices for commercial buyers of flour used principally in white bread."

The indictment charged that the conspiracy began as early as 1958 and was carried out at a series of meetings at which company executives agreed on flour prices for sales to commercial buyers east of the Rockies. It further charged the fixing of prices by the use of two industry statistical services, the Colton Economic Service in Minneapolis and the Hartley Service in Kansas City. Furthermore, the government claims that agreed on prices were disseminated by having them published in a daily report on flour markets issued by the Southwestern Miller.

Glenn G. Paxton, general counsel to the Millers' National Federation, stated at the opening session of the convention: "Until we have a chance to examine the indictment, we must necessarily withhold comment on the grand jury's charges."

"However, the necessity of defending themselves against these charges on the industry members named a particularly heavy burden at this time, when the entire industry and the baking industry it serves are facing a precarious period of transition from the existing government wheat support program to a new program under the recent wheat legislation enacted by Congress which imposes a governmental charge or tax on the processing of every bushel of wheat that is processed into flour or other food products."

It was recalled that at the Federation's 1963 convention in Chicago, Mr. Paxton, in commenting on aspects of the Federal grand jury investigation of milling, said that such an investigation "is a one way street where persons called are not allowed to introduce evidence," with the jury only hearing the side of the Justice Department. At that time Mr. Paxton emphasized that "indictments are not a finding of guilt."

Durum Team Reports

Continued emphasis on research to make durum wheat more acceptable to the foreign buyer and more aggressive interest in selling on the part of the United States government is required if a larger share of European imports is to be realized.

These conclusions were contained in the report of a durum market study team made public upon their return from the world's four leading durum importing countries.

Members of the team which visited France, West Germany, Italy, Switzerland, and the Netherlands were Dan Amstutz of Cargill, Inc.; Dr. K. A. Gilles, Cereal Technology Department Chairman, North Dakota State University; Harold Hofstrand, representing the United States Durum Growers Association; and J. O. Sampson, Chairman, North Dakota Wheat Commission.

Great Plains Wheat and the Foreign Agricultural Service were sponsors of the team which was made possible under Title I of P. L. 480 which authorizes expenditure of local currencies for market development activities of commodity groups.

Meetings were held with durum millers, pasta product manufacturers, and other durum industry people in each of the countries visited. This was the first time an entire industry was represented on a foreign market study team. All aspects of the durum industry in the countries were thoroughly observed.

Italy

Italy has the highest per capita consumption of durum in the world consuming more than 75 pounds per person. In comparison, the United States has an average consumption of about 7.5 pounds per person. Imports of durum are primarily from Argentina because of a peculiar characteristic of the Italian taste which desires a variety grown largely in that South American country. Some durum is imported from other countries to blend with the Argentine durum.

France

France imports a large amount of durum from the United States and Canada. French law requires that only 100 per cent durum wheat be used in the manufacture of durum flour. Criticism was heard that United States durum varieties have too many small and shrunken kernels which results in a lower semolina extraction. However, the color and the relative freedom from ergot were cited as advantages of United States durum. The team considered France to be the most promis-

ing country for durum sales with a 5,000,000 to 6,000,000 bushel potential.

West Germany

West Germany imports all its durum with the United States' share presently less than 10 per cent of the total. While the German millers also like the color and low ergot of United States durum, they are critical of the amount of shrunken and broken. All shrunken and broken kernels are hand picked including any kernels with chips or cracks. Germany exports considerable semolina to the Scandinavian countries.

Switzerland

Switzerland also imports all its durum, and comments similar to those heard in France were repeated. An estimated potential market for 1,000,000 bushels exists in Switzerland.

The team visited with the staff of the Great Plains Wheat market development office in Rotterdam. The Rotterdam office is involved primarily in the area of service to potential buyers and telling the story of United States wheat quality and market procedures.

Scotch That Rumor!

One of the best kept secrets for all the publicity it is getting is a spaghetti machine developed in Angus, Scotland, that turns out 2,100 pounds of 32-inch spaghetti an hour on a machine perfected by a firm that specializes in licorice extruders.

A family engineering works in Montfleth built a machine reported to turn out 35 miles of spaghetti every hour, every inch exactly 1/16 inch thick and without a scrap of wasted mixture.

Nobody will see the machine until Mr. William Beath, managing director, records the patent.

"There is too much at stake," he says. "Word got out and other people began asking questions. We were requested to make the spaghetti machine by the Americans, and they'll have the first look at it. Until then nobody is getting the chance to buy one—or copy ours."

A news bureau in Jersey City reports that the machine stands five feet high, is 25 inches long, 30 inches wide, and 18 inches deep. The extruding unit resembles a sieve. It has 618 holes in its die. Each strand drops onto a conveyor belt without contacting another. Complete, with rollers, conveyor belt, and electrical motors, the machine is easily transportable. Dies are interchangeable.

The machine will sell for around 2,000 pounds (a pound is approximately \$2.80). Mr. Beath thinks the market in America will take 50 or 60 machines.

Liquid Egg Production Up

Production of liquid egg and liquid egg products (ingredients added) during March, 1964 was 61,731,000 pounds—17 per cent larger than the production in March, 1963 and two per cent above average for the month, according to the Crop Reporting Board.

Liquid egg used for immediate consumption totaled 6,521,000 pounds—up 21 per cent from March last year. Liquid egg frozen was 39,083,000 pounds, 14 per cent more than in March 1963 but one per cent less than average for the month. Storage holdings of frozen eggs at the end of March were 43,961,000 pounds, as compared with 38,224,000 pounds in storage a year earlier. Holdings increased four million pounds during March 1964. Quantities of liquid eggs used for drying in March 1964 were 16,127,000 pounds, 25 per cent above the 12,901,000 pounds dried in March 1963.

Egg solids production during March totaled 4,008,000 pounds compared with 3,302,000 pounds in March a year earlier. This was an increase of 21 per cent. The March, 1964 production consisted of 542,000 pounds whole egg solids, six per cent below the 575,000 pounds in 1963; albumen solids, 1,127,000 pounds, 33 per cent above the 847,000 pounds last March; yolk solids, 1,412,000 pounds, 21 per cent higher than the 1,166,000 pounds of last March; and other solids, 927,000 pounds, 30 per cent above March 1963 output.

Market Steady

Current receipts of shell eggs in Chicago were steady through the month of April with averages around 28¢ the whole month. Frozen whole eggs dropped a quarter of a cent at both ends of the range, finishing the month at 24¢-25¢. Frozen whites dropped 1¢ during the month from 14.25¢ at the end of March to 13.25¢ by the end of April. Frozen yolks of both No. 3 and No. 4 color were being offered by egg brokers all month with the supply becoming greater at the end of the month. Prices softened during the month as supplies increased, with No. 3's being offered at 44.5¢-48¢ and No. 4's at 48.5¢-53¢ at month's end.

Government Resumes Banking

The government renewed its annual purchasing program of egg solids throughout April but actual purchases were much less than offerings.

Dried whole eggs dropped 4¢ at the low end of the range to \$1.02 while remaining steady at \$1.17 at the top of the range. The bottom range of dried yolks dropped 1¢ to \$1.03 with the top figure steady at \$1.14 during the month.

U.S. Cold Storage Report in Pounds

| | Apr. 1, 1964 | Apr. 1, 1963 |
|----------------------------------|--------------|--------------|
| Shell Eggs—Cases | 34,000 | 51,000 |
| Frozen Egg White | 9,885,000 | 7,000,000 |
| Frozen Egg Yolks | 13,448,000 | 11,625,000 |
| Frozen Whole Eggs | 20,000,000 | 18,055,000 |
| Frozen Unclassified | 828,000 | 1,544,000 |
| Total Frozen Eggs | 43,961,000 | 39,224,000 |
| Total Eggs—Case Equivalent | 1,147,000 | 1,019,000 |

Soft Lights and Music

Bright lights and soft music may not be the only reasons why California leads the nation in egg production—over seven billion last year.

But, according to the Council of California Growers, the use of lights and music by California egg producers serves to dramatize their constant search for every modern tool with which to beat the cost-price squeeze.

Music is used to calm nervous chicks, so that they will not panic at sudden loud noises. Startled chicks often smother each other to death when they crowd together in their brooders.

Bright lights are used to stretch the working day of a hen, prompting her to eat more often and lay more eggs.

Today, the average hen lays 240 eggs per year. This compares with only 150 eggs just prior to World War II.

Major reasons for this increase are the development of better laying strains through scientific breeding, increased knowledge of nutrition, and better all-around management.

Because feed and other costs have gone up, and prices to the producers have gone down, farmers today figure their profits in decimal points. Volume production has become necessary and, as a result, there are few farmers with flocks of less than 50,000 laying hens. Some are up to a million in southern California especially.

San Bernardino County leads all California in egg production. Its 6.6 million hens in 1963 laid close to 131 million dozen eggs with a value of over \$39 million. Riverside County was second with \$24 million.

Statewide, California farmers produced \$175 million worth of eggs in 1963. They spent \$102 million for feed alone. More importantly, they generated a lot of dollars in related industries—feed manufacturing, shipping, container manufacturing, storing, selling. Even truck manufacturing: a modern refrigerated egg truck costs in the neighborhood of \$30,000.

There is good music for consumers, too. Miss Martha Randall, home economist for a leading Los Angeles grocery chain, says eggs not only are low in calories but also high in nutritive value and contain vitamins important to childhood and adolescent growth.

Planting Progress

The moisture situation in the durum growing area was sharply improved by rains the third week in April, and good seeding progress was reported in Eastern Montana, and Central South Dakota, where some stations have reported over 80 per cent of spring wheat sown.

Topsoil moisture in North Dakota at the end of April was reported short in eight per cent of the counties, adequate in 68 per cent, and plentiful in 24 per cent. With several days of clear weather, seeding spurred ahead. In the southwestern, west central and northwest districts, planting is ahead of last year, but excess topsoil moisture has delayed planting in the east central and northeast sections of the state.

Durum was 20 per cent seeded in North Dakota by April 28, as compared with 39 per cent at the same time last year. The lateness of the season in east central and northeast sections accounted for seeding being a bit behind the seven-year average for the same week in April of 29 per cent.

Moisture Revisions Postponed

The moisture provision of revised standards for durum wheat has been postponed until June 1, 1965, it was announced recently by the Grain Division of the U. S. Department of Agriculture.

The postponement affects the revision which provides that wheat of the class Durum be graded as "tough wheat" if it contains more than 13.5 per cent moisture, instead of the present 14.5 per cent, and the present requirement that durum wheat with more than 16 per cent moisture be graded "sample."

Durum Wheat Stocks

The USDA Statistical Reporting Service announced that durum stocks on April 1 totaled 44,613,000 bushels. Farm stocks, estimated by the Crop Reporting Board, totaled 10,498,000 bushels, while Commodity Credit Corporation holdings totaled 1,879,000 bushels. Off-farm storages, including flour mills, terminal elevators, and processing plants, totaled 32,236,000 bushels.

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A World Survey of Production and Trade of Durum Wheat

(Concluded from the May issue.)

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.

Consumption of Pasta Products

In countries of Western Europe and North America there are very wide variations in per capita consumption of pasta. In general, while per capita consumption of bread has invariably declined with increasing personal incomes there has been a tendency for per capita consumption of pasta to rise in most countries. This has been reflected in an increasing demand for durum wheat, but it must be noted that the proportion of different types of wheat for pasta manufacture varies considerably from country to country. In Germany and France pasta products are made entirely from durum wheat, in Italy the proportion is about 50 to 55 per cent, while in the Netherlands much less durum is used in their manufacture. In general it is probable that with higher living standards there is a greater demand for better quality pasta products and as a result the proportion of durum wheat used is tending to increase.

Per capita consumption of pasta is by far the largest in Italy, amounting in grain equivalent to about one-third of the total per capita offtake of wheat. Up to the 1950's there was a steadily rising trend, since when per capita consumption has stabilized at about 66 pounds. A recent study of dietary patterns indicated that consumption was about 44 pounds in the north and 83.6 pounds in the south of Italy. Total consumption of alimentary pastes in Italy is estimated at present at about 55,110,000 bushels, equivalent to about 77,154,000 bushels in terms of grain (about 94.6 pounds per capita). Of this total, however, it is estimated that only about 40,414,000 bushels to 44,088,000 bushels of durum is utilized for the manufacture of alimentary pastes, the balance consisting of soft wheat. In the 1950's there was a steady expansion in pasta production, but virtually no upward trend in the utilization of durum wheat. Technological developments in the pasta industry made the greater use of

| Country | Consumption of Pasta Products in Selected Countries in 1960 | | |
|--------------------|---|--------------------------------|--|
| | Total Consumption metric tons | Per Capita Consumption kgs. | Estimated Proportion of Durum Wheat in Pasta Per cent |
| Italy | 1,495,000 | 30.3 | 50-55 |
| Greece | 100,000 | 12.0 | ... |
| Switzerland | 59,700 | 9.3 | ... |
| Portugal | 60,000 | 6.8 | ... |
| France | 261,000 | 5.7 | 100 |
| F.R. Germany | 169,300 | 3.1 | 100 |
| Austria | 20,700 | 2.9 | 70 |
| Yugoslavia | 40,800 | 2.2 | ... |
| Spain | 60,000 | 2.0 | ... |
| Belgium | 18,000 | 2.0 | 70 |
| Norway | 1,400 | 0.4 | ... |
| United Kingdom ... | 22,000 | 0.4 | 90-95 |
| Canada | 51,200 | 2.9 | ... |
| U.S.A. | 426,000 | 2.4 | ... |

Source: Compiled by International Wheat Council from various sources.

soft wheats possible and this trend was encouraged by the large and increasing differences in the prices between durum and soft wheat.

In most other countries of Western Europe consumption of pasta is increasing steadily. In the case of Switzerland particularly, and also of Germany, this increase was due in part to the very large influx of labor from southern Italy. Consumption of pasta products is very small in Scandinavia and the United Kingdom but, with the effects of increased foreign travel upon food habits and the attractions of easily prepared foods, it has risen in recent years. In Canada and the United States, total consumption of pasta, which is made largely from durum wheat, is increasing with the growth of population, but there has been little change in per capita consumption. In South America very little durum wheat is used in the manufacture of pasta products.

Producer Prices

Producer prices for durum in most durum-producing countries, with the notable exceptions of Canada, Argentina and Iraq, are normally well above world market levels. In general, domestic support prices for durum are also at a higher level than those for other wheats. In many Mediterranean countries where natural conditions favor durum, national policies have been designed to encourage or maintain production by setting a substantially high-

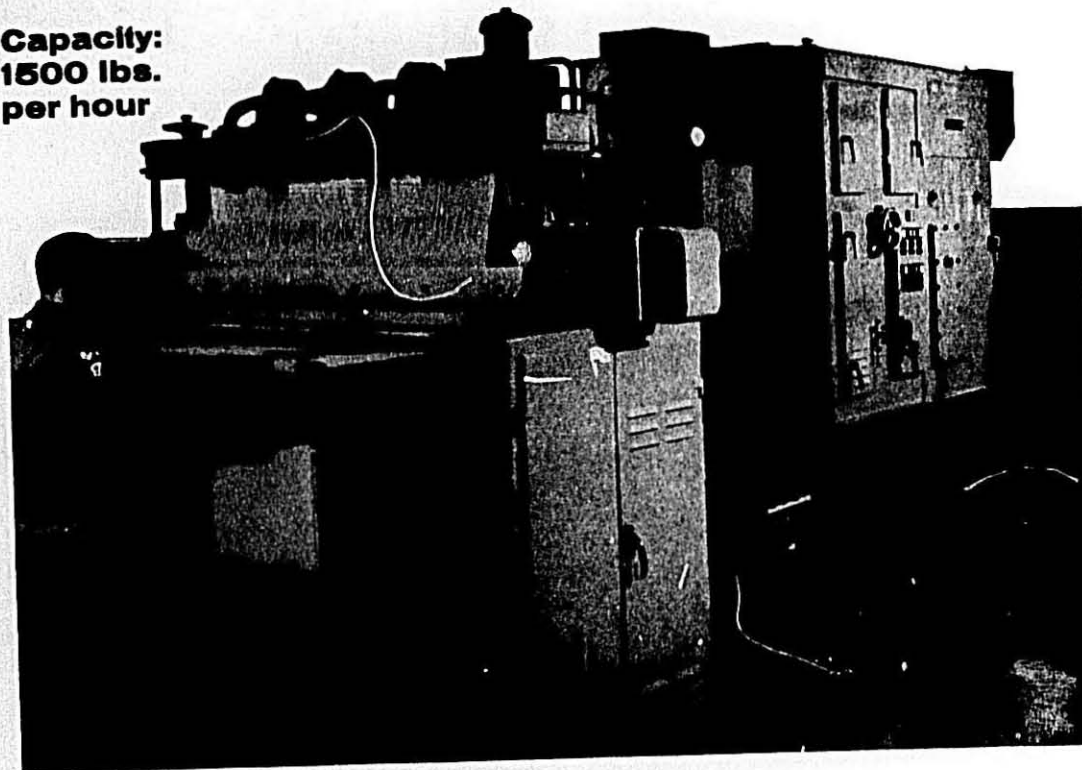
er level of price support for durum than other wheats. Thus, durum prices exceed soft wheat prices by about a third in Italy and a quarter in Tunisia.

Since 1962-63 producer prices for durum wheat in both Italy and France have been maintained through target and intervention prices supported by national intervention agencies. No European Economic Community policy for durum wheat has yet been agreed. In this respect a reduction of durum wheat prices in Italy to a level closer to soft wheat prices might lead to a significant reduction in acreage and production of durum wheat and in consequence a rise in durum imports or greater use of soft wheats in pasta manufacture. But high European Economic Community threshold prices based on the present level of Italian prices would mean high import levies for all members, including those countries such as F.R. Germany where the levies at present are offset by subsidies.

Until 1961-62 Spain and Portugal gave no special encouragement for the production of durum, and as the national policies aimed mainly to increase total wheat production there has been a steady replacement of lower yielding durum acreage by higher yielding soft wheats. Since 1958-59 the initial price paid to Canadian farmers for No. 1 amber durum wheat has been the same as for No. 1 Manitoba Northern, except in 1961-62 when there was a premium

(Continued on Page 26)

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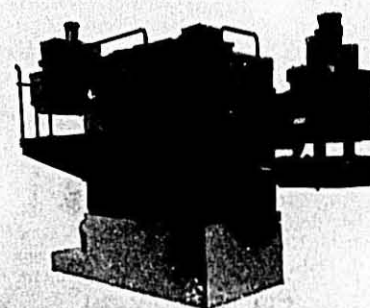
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Guaranteed Producer Prices for Durum and Selected Other Wheats 1961-62 with 1962-63 in brackets

| Country and Unit | Type of Wheat | Price (national currencies) | Type of Wheat | Price (national currencies) |
|---|--------------------|-----------------------------|-------------------------|-----------------------------|
| Canada ^a (Can. \$ per bu.) | Durum | 2.50 (1.50) | Manitoba No. 1 Northern | 1.50 (1.50) |
| United States ^b (\$ per bu.) | Durum | 2.26 (2.75) 40.00 | Hard Red Spring | 2.17 (2.36) 34.50 |
| Morocco (Dirhams/100 kgs.) | Durum | 40,500 | Soft | (36.00) |
| Tunisia (Dinars/100 kgs.) | Durum | (4,250) | Soft | 3,450 |
| Syria (Syrian pounds per 100 kgs.) | Durum ^c | 35.00 (29.00) | Soft | — |
| Austria (Schillings/100 kgs.) | Durum | 281.35 | Soft | 237 |
| France ^d (N.F./100 kgs.) | Durum | 50.00 | Soft | 40.65 |
| Italy ^e (Lire/100 kgs.) | Durum | 8,550 | Soft | 6,700 |
| Spain (Pesetas/100 kgs.) | Durum | 576 | Soft ^f | 556 |
| Portugal (Escudos/100 kgs.) | Durum | 321 | Soft | 301 |
| Argentina (Pesos/100 kgs.) | Durum ^g | 430 (840) ^h | Semi-hard | 420 (740) ^h |

Source: International Wheat Council.

a—Advance payment.

b—Support prices with storage paid for at listed terminals.

Prices shown are for No. 1 hard amber durum and No. 1 hard red spring ordinary protein Minneapolis.

c—Italian type Grade No. 1.

d—Basic minimum price.

e—Prices for islands (Sardinia, Sicily) Calabria and Lucania.

f—Ordinary bread-making, not class I.

g—Candéal/Taganrog, minimum producer price.

h—1963-64.

A World Survey—

(Continued from page 24)

of \$1 per bushel. Total payments per bushel, however, have been higher for No. 1 amber durum than No. 1 Manitoba Northern. Between 1958-59 and 1960-61 this difference was 8-12 cents but increased in 1961-62 to \$1.22. In the United States special premiums above the basic support rates have been paid for durum wheat since 1954. From 1958-59 until 1961-62 the premium for hard amber durum was 10 cents but in 1962-63 this premium was raised to 40 cents. The premiums for the 1963 crop were 25 cents for hard amber durum, 10 cents for amber durum and no premium for ordinary durum.

Export Prices for Durum Wheat

Since the early 1950's durum wheat prices in international markets have moved, at times to a considerable extent, independently of those of other wheats and they have remained throughout at a premium over other wheats. Since there is a preference for durum for the manufacture of alimentary pastes, millers are prepared to pay a small premium over other high quality wheat irrespective of the supply situation. At the same time the narrowness of the market, the stable consumer demand and the alternating surpluses and severe shortages of supply have led to wide fluctuations in durum prices, in contrast to the price movement of other wheats in recent years. International durum prices have depended to a great extent on the supply position in one country—Canada. Thus in years when

Canadian supplies were limited, for instance between 1952-53-1955-56 and again in 1961-62, international durum prices were at very high levels commanding a substantial premium over other wheats. In contrast, between 1957-58 and 1960-61 Canadian supplies were abundant and durum wheat prices commanded only a small premium over other wheats.

Canadian Durum

At the beginning of the 1950's prices for Canadian durum in store Fort William/Port Arthur, and other Canadian eastern shipping points, which are the only regular series of export prices available, were at about the same level as the price of Canadian No. 2 Manitoba Northern. The acute shortage of durum in North America in the four years following 1952-53 led to prices rising to unprecedented levels. In 1952-53 the average price of No. 1 C.W. amber durum was 20 per cent higher than No. 2 Manitoba Northern; in the following three years the premium was over 50 per cent and in 1956-57 about 40 per cent. In mid-1957 durum prices declined sharply. Since that time, with the general decline in export prices, durum prices fell more sharply and by 1959-60 enjoyed a premium of only 10 per cent over No. 2 Manitoba Northern. In 1960-61 prices were relatively steady until the closing months. In the first quarter of 1962-63, due to an acute shortage in the world market, prices at Fort William/Port Arthur rose from less than U.S. \$2.00 to \$3.35 a bushel in October, 1961 (90 per cent above Mani-

toba No. 2) but by the time that prices reached this high level there were only very small quantities left to be traded. From that time onward, Canadian prices changed very little until August, 1962, since when—due to the large harvest in 1962—prices have been steadily reduced and exports in large quantities resumed. The margin between No. 1 C.W. amber durum and No. 2 Manitoba Northern which was about 80 per cent in July, 1962, was about 35 per cent at the end of 1962. There were further reductions in durum prices in 1963 to \$2.22 in store Fort William/Port Arthur in April, 1963 which lowered the margin to about 20 per cent.

Declining Prices

The annual variations in the size of the harvests has not only had a considerable effect on the level of prices but also on the size of the spreads between the different grades of durum wheat. With the acute scarcity of all grades the spreads were very small in 1961-62 but widened extensively in 1962-63 when supplies became abundant. At the beginning of the 1962-63 season the price of No. 4 C.W. amber durum was only six cents per bushel below the price of No. 1 at \$3.30 per bushel. During the course of 1962-63, at the same time as the prices of all grades were sharply reduced, the spread between No. 1 and No. 4 also widened to as much as 34 cents in May, 1963. At the end of July, 1963, the spread had declined slightly to 25 cents. Then the price of No. 4 C.W. amber durum at \$1.92 per

(Continued on page 30)

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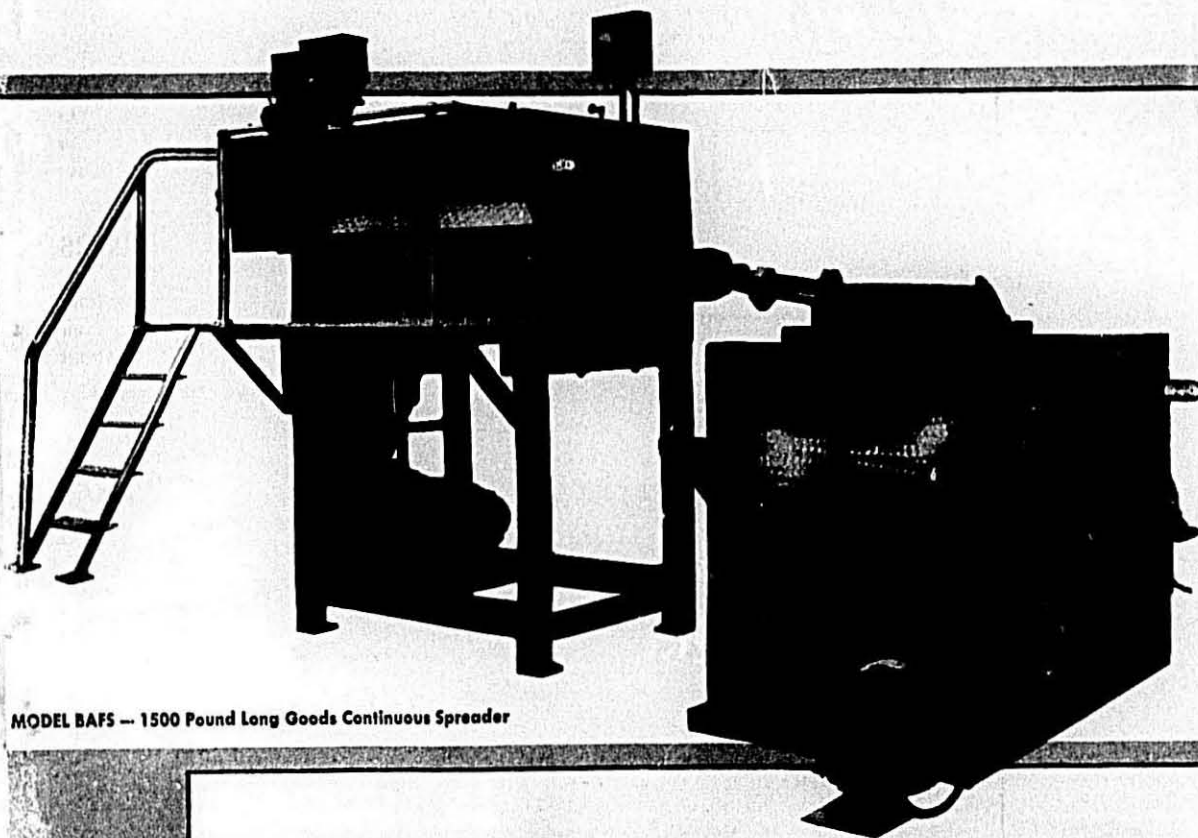


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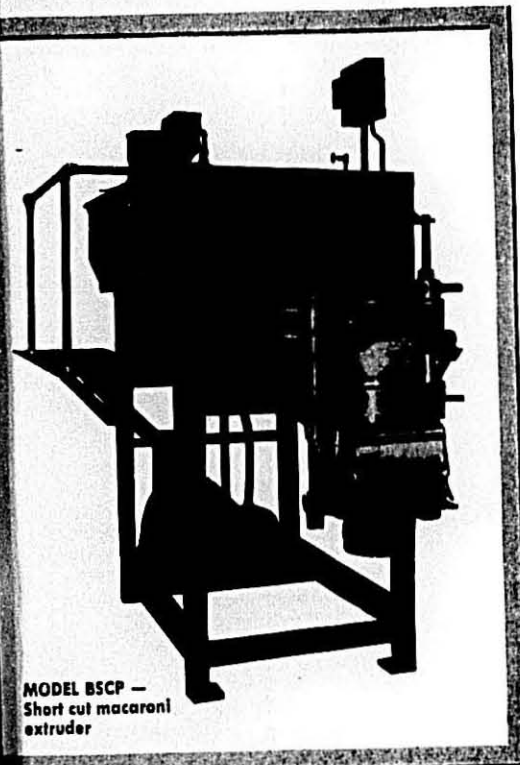
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A World Survey—

(Continued from Page 26)

bushel was only slightly (six per cent) above the price of No. 1 Manitoba Northern and had declined some 39 per cent in the 12 months since the beginning of the 1962-63 season.

It is not possible to make a similar study of United States prices mainly because durum wheat is not regularly exported in large quantities. But a comparison of United States cash prices in Minneapolis of U.S. No. 1 hard amber durum and No. 1 dark northern spring show similar trends as for Canadian. However, the U.S. cash prices are also influenced by the large U.S. internal wheat market and do not therefore reflect the world market situation to the same extent as the Canadian hard spring and durum prices. Moreover, U.S. durum wheat exports receive an export subsidy except in years when durum prices are very high, such as 1961-62.

Prices in Import Markets

Export prices for durum wheats from other exporting countries are not available in regular series, but it is possible to study the prices in import markets where these different wheats are competing.

In general, the prices of Argentine, North African and Near East durum, when traded in international markets, tend to be lower than the top grades of North American durum. This is in part due to quality factors but also in part to the fact that generally these countries determine their prices for durum wheat so as to clear their total exportable surpluses, and they rarely accumulate stocks. North African durum enjoyed a preferential market in France, and generally durum exports of North African countries were in exchange for soft wheat. This picture is to some extent confirmed by the co-efficients of equivalence (quality differentials) which were set up when the uniform import system of the European Economic Community was established under Regulation 19. The following table shows the premiums and discounts (in relation to European Economic Community durums) to be applied in calculating the daily lowest c.i.f. price in the European Economic Community countries.

With the gradual adjustment of price levels to the more ample situation in the past 12 months Canadian amber durum No. 1, 2 and 3 would now again seem to be enjoying their premium, but during 1961 and 1962 the whole picture of spread relationships was completely distorted. As tends to happen when wheat prices rise owing to shortage, the

Co-Efficients of Equivalence for EEC Grain Regulations Premium in Discount in U.S. \$ per metric ton

| Type and Grade | Premium in Discount in U.S. \$ per metric ton |
|---|---|
| Canadian amber durum No. 1 & No. 2 | + 3.75 |
| Iraqi Syrian: (Italiano) Turkish | + 2.00 |
| Canadian amber durum No. 3 | + 0.75 |
| None Canadian amber durum extra 4 Argentine: Candeal/Taganrog Moroccan Tunisian | Nil ^a |
| Canadian amber durum No. 4 United States: Hard amber durum No. 2 | - 1.25 |

Source: Journal Officiel des Communautés Européennes, July 28, 1962.

^a—For grades equal to EEC standard, i.e., Italian and French durum.

need to obtain supplies becomes the dominating factor and the usual quality relationships are partially or wholly ignored. During 1961 and 1962 the highest prices seem to have been paid for United States hard amber durum with Argentine Candeal/Taganrog close behind. The maximum prices paid for Canadian were around U.S. \$135 per ton c.i.f. compared with U.S. \$140 for Argentine and as much as \$160 (double the current price level) for U.S.

Current Situation

In 1962 there was a sharp recovery of world durum production to a record level. In contrast to the preceding year when crops were much lower, production in the two major exporting areas, North America and North Africa, rose to a very high level. In addition durum production in the Near East was substantially larger. The big increase in world durum production was due to a combination of three factors—the special encouragement given in many countries to expand durum acreage, the response to prevailing high prices in world markets and the more favorable weather in the 1962 growing season. The result was that the previous period of acute shortage was changed into a situation of surplus supplies well in excess of world requirements.

In Canada, the area sown was 3,120,000 acres—the largest ever sown, an increase of 1,200,000 acres over 1961 and more than three times that of two years earlier. The yield of 62.40 bushels per 2.5 acres was nearly two and a half

times the low 1961 yield and output was at a record level of about 62,458,000 bushels. In the United States, as in Canada, growers were encouraged to increase acreage to provide adequate supplies for domestic requirements and export. Acreage allotments were increased and at the same time the level of durum premiums under the price support system was sharply increased. Acreage seeded was nearly 2,500,000 acres, 49 per cent above 1961. The yield of 62.45 bushels per 2.5 acres was more than double the 1961 yield of 29.39 bushels and the 1951-60 average of 33.06 bushels per 2.5 acres, and the estimated crop of 69,806,000 bushels was the largest since 1930. In North Africa, output recovered sharply and provided small export surpluses.

Near East

Harvests in the Near East were substantially larger than in 1961; in Syria production increased by over half a million tons. Durum output in southern Europe was larger than in 1961 due to more favorable weather. However, in Italy, by far the largest producer in southern Europe, the somewhat larger acreage did not result in a larger harvest as growing conditions in the durum-growing areas were below average.

The abundant harvests in 1962 eased the tight supply position which had existed throughout 1961-62 and total supplies in North America were at near record levels. Trade in 1962-63 recovered and world exports reached a high level, reflecting a shift back from the use of durum substitutes with the availability of ample supplies and the considerable fall in prices, and the continued strong demand by the alimentary paste industries in many consuming countries in Western Europe where little durum is grown. In Western Europe where production of alimentary pastes is steadily increasing the import demand for durum is likely to continue to rise (unless there should be a major breakthrough in durum yields in Italy).

Major Exporter

As in previous years Canada has been the major supplier in 1962-63, followed by Argentina. Of total world exports of about 44,088,000 bushels, Canadian exports exceeded 18,370,000 bushels and were mainly to F.R. Germany and France. Argentine exports of over 11,022,000 bushels were at their highest level in recent years. Of the total 4,151,620 bushels were exported to Italy. The United States exports were relatively small (3,674,000 bushels) although export subsidies were re-introduced in mid-1962. The U.S.S.R., not a regular

(Continued on Page 32)



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A World Survey—

(Continued from Page 30)

exporter of durum, sold 1,249,160 bushels mainly to F.R. Germany. Syria and Morocco also exported moderate quantities.

In spite of the high level of trade, the record world production has resulted in the accumulation of substantial carryover stocks of about 73,480,000 bushels in North America at the end of the 1962-63 season.

The prospects for durum production in 1963-64 are generally favorable, although due to the lower acreage seeded, particularly in North America, world production is likely to show some decline. In Canada acreage seeded to durum was 2,195,000 acres, a decline of 37 per cent, but still more than double the 10 year average. With the possibility of a substantial increase in yields, a harvest only slightly less than the record 1962 crop of 60,988,400 bushels is in prospect. Acreage seeded in the United States was about 20 per cent less and production is estimated at 52,436,000 bushels, a decline of 18,370,000 bushels (over 20 per cent). Production in Italy is estimated at about last year's level of 58,784,000 bushels, despite a lower acreage, but the quality is reported to be lower than average.

Monopoly Ended

It should be noted that from July 1, 1963, the state monopoly of imports of wheats was terminated. This required the immediate application of "safeguard measures" on imports due to the interlocking nature of the durum and soft wheat market within Italy. Without such measures imported wheats other than durum, which compete with durum for use in pasta production, would have entered the Italian market at a price below the price of domestic durum wheat because of the difference between threshold prices of durum and bread wheat. Imported wheats would therefore have tended to supplant domestic durum wheat in the manufacture of pasta products. To prevent such a development the Commission of the European Economic Community authorized the introduction of safeguard measures which add a surcharge to the levy for certain imported wheat, on a temporary basis for the duration of the current season (July, 1963 to June 30, 1964).

In North Africa there was a further expansion of durum acreage. Production in Morocco following a 10 per cent expansion in area is expected to exceed 36,740,000 bushels for the first time, while in Tunisia the harvest is estimated at a record level of 21,127,900 bushels, 6,429,500 bushels more than the

above-average crop of 1962. The earlier forecasts of record durum harvests in the Near East were not fulfilled due to adverse weather at the time of harvesting but the out-turn is likely to be above average.

In Argentina, a substantial expansion of durum acreage is forecast. For the first time the minimum price for durum (Candeal/Taganrog) is significantly above (12 per cent) the minimum price for bread wheat.

With abundant surpluses amongst the major exporters, prices in international markets are likely to remain at about the mid-1963 level, or even decline further depending on the final outcome of harvests in North Africa and the Near East. Carryover stocks in North America are almost certain to increase again in 1963-64 and by the end of the season may exceed 110,220,000 bushels.

Summary and Comments

This brief survey of world production, trade utilization and prices of durum wheat, although still incomplete in many aspects, has shown that the durum wheat situation has several special features worthy of note. In the first place, there is a tendency for the trade and prices, and in some respects consumption, to move quite independently of other wheats. This independence tends to lead to some isolation of the durum situation as shown, for example, by the exclusion of durum wheat from the maximum price provisions of the 1962 International Wheat Agreement, and its separate treatment under the grain regulation of the European Economic Community.

While the 1949, 1953, 1956 and 1959 Agreements did not specifically exclude durum wheat from the maximum price provisions as in the 1962 Agreement, it has always been understood that, due to the special nature of the durum wheat market with its wider range of price fluctuations and premiums over other wheats, no action would be taken if the price rose beyond the maximum for No. 1 Manitoba Northern.

Large World Production

In the second place, total world production of durum wheat is large, but being confined to certain areas is subject to greater percentage fluctuations than total world production of all other wheats. There tends to be a compensating stability in total world production of other wheats because production occurs in many different regions, rarely if ever climatically affected in the same way in the same season. Thirdly, the greater instability in production makes

for considerable annual fluctuations in world trade in durum wheat. Fourthly, the demand for durum wheat, particularly for pasta production (as opposed to its use for bread) is increasing in the advanced trend in per capita consumption in the advanced countries is completely opposite to the trend for bread wheats. Fifthly, the effect of all these features is to lead to wide movements in prices of durum wheat in international trade. These movements have been so large over a period of years as to cause producers to increase and decrease production areas, thus aggravating the situation. Furthermore, while in general the large end-year carryover stocks of other wheats in the world combined with orderly marketing policies have stabilized world wheat prices, the rapid liquidation of durum wheat stocks in some years seems to have accentuated the fluctuations in durum wheat prices. On the consumption side, frequent changes in consumer prices or unstable profits for manufacturers does not help to encourage consumption.

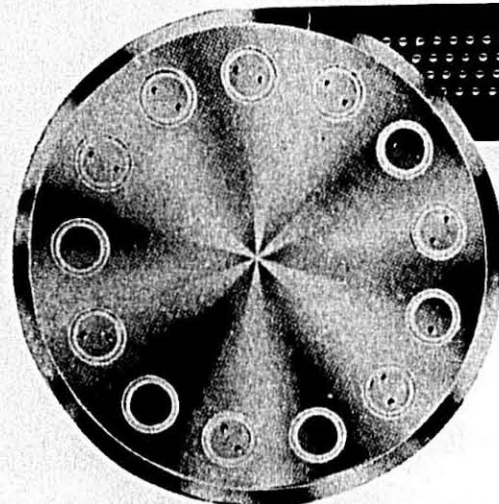
Stable Markets Beneficial

There are, therefore, sound reasons for believing that producers, traders and consumers alike would benefit from more stable market conditions. A detailed examination of the measures needed to produce such conditions is outside the scope of this paper but it is clear that the elimination of the more extreme fluctuations in supplies, which have marked the history of durum wheat in the past 15 years, would make a substantial contribution. In this connection the preservation of an appropriate price relationship between durum and other wheats would seem to be essential to sustain producer interest in durum and avoid the progressive discouragement of production which might otherwise result from the divergent rates of yield growth by comparison with other wheats. The maintenance of adequate stocks from year to year would also be a powerful stabilizing factor, but it must be recognized that proposals for the inclusion of stock-carrying provisions in International Wheat Agreements in the past have encountered considerable difficulties, and it would be unrealistic to look primarily to measures of this kind to deal with the situation. As a result of the record harvests in the last two years carryover stocks have now appeared in Canada and the United States and these stocks although not deliberately created, may in the short term contribute to the elimination of the more severe fluctuations in trade and prices. Whether these benefits are to be more than ephemeral, however, will depend upon a willingness to maintain such carryovers.



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AN EXPORTER VIEWS THE PRESENT DURUM SITUATION

by Bernard H. Nordemann, Continental Grain Company, at the annual convention of the U.S. Durum Growers Association.

CONTINENTAL Grain Company believes in a close contact between the various segments of our vital industry. We welcome opportunities to get together with producer and processor groups. We share a common goal, which is to market quality products at a profit. The 1963-64 crop year will probably be remembered in the durum industry for quite a few years to come.

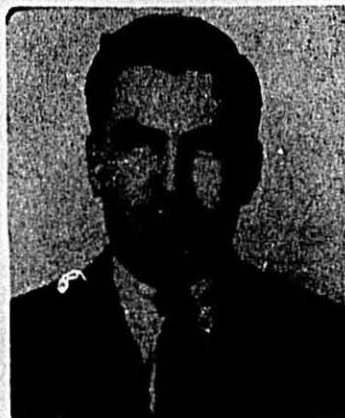
- (1) We started off with a record supply.
- (2) The Department of Agriculture initiated a bid subsidy.
- (3) We shall have new grain standards.
- (4) We shall have record exports of durum.

Record Supply

We started off this crop year with a carryover of approximately 46 million bushels. The 1963 crop was about 50 million bushels, giving us an unequalled total supply of 96 million bushels. In addition to the record supply in the United States, other important producing countries like Canada, Argentina and North Africa also harvested excellent crops and the total world supply is far in excess of the demand. I believe that a lot of this increased production is still to be considered an after-effect of the 1961-62 world durum crop disaster. At that time of shortage, prices skyrocketed, which highly stimulated production not only in the United States and Canada, but also in Argentina and North Africa.

Although at this time it is difficult to predict whether or not we shall get new wheat legislation for the coming crop, it can be said with certainty that we are going to get quite a change in the interior price level of wheat. We realize that the transition period will create some hardship, especially to our milling industry. We nevertheless believe that our unique marketing system will take care of the price adjustments in an orderly fashion.

Last year's decision made by producers with respect to the wheat referendum clearly shows that the producers are confident that they can perform their economic function without too much government intervention. From the experience I have had with my friends from this area, I have long known that you view farming as a business rather than a way-of-life. I believe that your standpoint is a wise one, and



Ben Nordemann

I am also sure that you realize the full consequences of your decision.

You are aware that it is unsound to produce your quality products just to let them disappear into government storage. Being realistic, you know that at present your production potential far exceeds today's demand. We shall have a carryover of durum this year of somewhat around 43 million bushels. This is quite a substantial carryover. From the government published crop acreage intentions, I understand that an increase of approximately 16 per cent in acreage for durum is contemplated for this year's crop. I do not think that we can be optimistic about possible large sales to the Soviet Union, and I therefore believe it appropriate to caution you not to create an unmanageable surplus of durum wheat. Of course, the word surplus these days is used rather loosely, and a carryover of, say, around 30 million bushels should not be called a surplus, but rather a prudent reserve stock which will serve the industry and safeguard us from a repetition of the 1961-62 situation which was very detrimental to this industry.

Fortunately in this part of the country you are blessed with a combination of climate and soil conditions that allow for production of other classes of wheat and feedgrains which are in shortage, and shifts from one crop to the other can easily be achieved.

Since domestic consumption under normal circumstances does not vary much from year to year, we have to

find export outlets for your durum wheat. In order to achieve this, we need the understanding and the assistance of the Department of Agriculture, which brings us to the next point; namely,

The Bid Subsidy

We wish to applaud Secretary Freeman and his able staff for understanding the problems of marketing and for creating an aggressive sales policy. We strongly believe that the bid subsidy program enables exporters to maximize sales to foreign countries and, at the same time, it gives the Department of Agriculture an excellent tool for supply management. We can only hope that a similar program will be initiated for other classes of wheat in the not too distant future. Without the bid subsidy, our sales to the Soviet Union would not have materialized.

New Grain Standards

I have gone on record some one and one-half years ago, during the Durum Show in Langdon, saying that we had to be more quality conscious if we want to become a regular exporter of durum. Since that time, many discussions have been held and much work was done, especially by your Association. A drastic revision of the standards was necessary for durum, even more so than for other classes of wheat.

Over the years, U.S. durum has not had very good reception abroad. This statement sounds rather blunt, and I believe it requires some elaboration. We all know that quality of durum varies widely from year to year. One year you can be blessed with a crop of high test weight Hard Amber; the next year the forces of nature may produce a crop of light test weight Amber durum. Rains during harvest sometime result into sprout damage.

Our standards have been too broad to accurately describe the product. For example, under the old standards, No. 2 Hard Amber durum could contain up to 15 per cent and No. 3 Hard Amber durum as much as 27 per cent unmillable wheat. Technological progress in developing rust resisting varieties and in the manufacturing of more efficient and modern farm machinery enable you today to turn out a better and cleaner product than before.

(Continued on Page 30)



This is where we learned about durum. Have you talked to him lately?

The world's best durum is grown by the North Dakota farmer. Even other durum growers will tell you that.

We have lived by and with the growers of the world's best durum for half a century. North Dakota farmers know the North Dakota Mill and Elevator looks for the best of his crop.

It's not hard to mill the best durum products when you have the best durum to start with.

It might be easier for you to make the best macaroni products if you had the best durum products to start with, too.

Our products made from Dakota durum are: Durakota No. 1 Semolina, Perfecto Durum Granular and Excello Fancy Durum Patent Flour.

Try our service. Shipments go forth as scheduled.

SEE YOU AT THE CONVENTION



North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"

GRAND FORK, NORTH DAKOTA



DAKOTA MILL

Exporter on Durum—

(Continued from Page 34)

It is true that we may not be able to export a No. 1 grade, or in some years, not even a No. 2 grade. The important point is that we can now more accurately describe the product that is available, and we then need competitive prices in order to move our export surplus.

Our main competition is Canada, who has production problems that are the same as yours. They, too, very heavily depend on nature. You can readily determine the quality available for export from Canada, by the grades that are being offered. Canadian standards are tighter, and there is less tolerance within the grades.

We experience daily that our Canadian neighbors beat us to the punch. Various countries, such as Germany and Switzerland, purchase over 75 per cent of their requirements from Canada and are willing to pay good premiums for Canadian durum.

I believe that the change in the Grain Standards for durum is the best thing that has happened to our industry for many years. Maybe the change was somewhat too drastic. I understand that your Association has requested the Secretary of Agriculture to consider somewhat of a relaxation of the maximum percentage of moisture and on the percentage of other classes of wheat which, as in the case of durum, are all contrasting classes. I would tend to believe that your modest and, in my opinion, justified request will meet with understanding.

Now let us hope that we shall be able to market quality durum in the near future. Frankly speaking, at the present time, to my knowledge no exporter dares to offer No. 2 or even No. 3 Hard Amber durum under the new Grain Standards. Too little is known about the existing supplies, which are predominantly in CCC ownership. From experience we know that the structure of support prices has not been exactly conducive of delivering the best quality to the Government.

We have to realize, however, that the drastic change in grades requires some transition time in order to give an opportunity to growers and to elevator interests to get accustomed to the new set of facts. We are optimistic, and I personally feel convinced that everybody concerned will be able to adjust to the new grain grades in due course. I also believe that the grain trade as a whole will benefit from the change.

Logically, the producer who produces and the grain elevators and merchants

who preserve the quality, will be rewarded for their efforts.

However, the changing of grades does not necessarily and automatically mean more exports. The most important factor in selling is, and will remain, the price. We can produce the best quality in the world, but if it is not competitively priced, it will not be sold.

Exports

Exports are of vital interest to this country. We all know the strong stand our Administration is taking in its negotiations with foreign countries in order to secure outlets for our products. We are particularly interested in sales for cash in order to improve our balance of payments. As you know, during the last few years P.L. 480 and other aid program shipments have accounted for some 75 per cent of total wheat exports. Durum exports during the last few years have been entirely for cash. We are, therefore, confident that the exportation of durum will receive a good deal of attention in our Department of Agriculture.

A way to increase exports would be a stepped-up promotional drive abroad. I commend your association, the millers, and macaroni manufacturers on the excellent promotional job they are doing in the United States. With pleasure I noticed that the 1963 production of semolina and durum flour was a near record. I wonder whether this promotion can be carried outside our borders, and I am especially thinking of countries in the Far East and developing nations in Africa and middle Asia. A lot of this work can probably be done through Great Plains Wheat, Inc., and Western Wheat Associates, who have offices in these areas.

Another very important ingredient for stepped-up exports is undoubtedly the price relationship between regular hard wheats and your durum wheat. Of course, we have to recognize the cost of production. However, any substantial premium of durum over hard wheat stimulates substitution and puts a road block for market development.

The Russian Deal

Our durum exports this crop year will be between 27 and 29 million bushels. This, as you know, is an all-time record. Although we are extremely pleased with this achievement, we should not lose sight of the fact that the Russian purchase accounted for approximately 20 million bushels. This demand will probably not repeat itself. The Russians had no interest in durum. Thanks only to the understanding and aggressive sales policy of the Depart-

ment of Agriculture, we were able to make a "package deal" wheat sale to the Soviet Union, including 30 to 35 per cent durum.

As you know, our sale to the Soviet Union drew considerable attention from all parts of our country. For us it was quite a unique experience, since it is not very often that a company like ours becomes involved in what appeared to be a major change in United States foreign policy. We should not lose sight of the fact that the Administration, which we helped elect, had given a lot of thought before President Kennedy made the announcement that the Administration favored a sale of wheat to the Soviet Union.

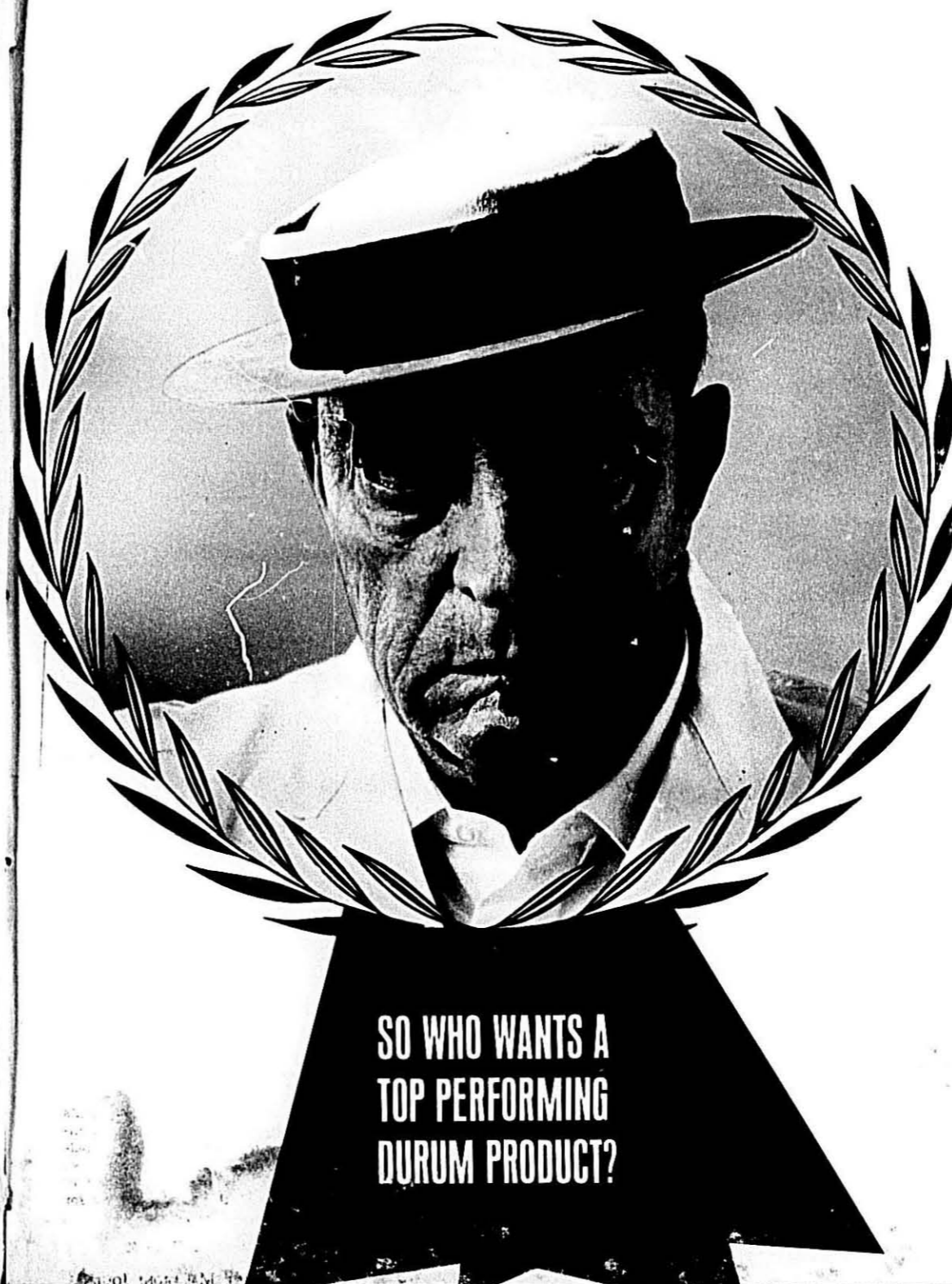
One of the privileges in living in a free democratic society is that one can have and express his personal opinion. However, it also brings with it many obligations such as abiding by decisions made by the majority of that society, which is represented by our Government. The President of the United States has a wealth of information available to him, and when he makes the determination that the wheat will be used for bread, I am willing to rely on his judgment. As an American export company, we fully subject ourselves to the rules and regulations set forth by the Administration.

Mutual Benefits

Normally, trade between two parties takes place only when both parties benefit from it. We in the United States had the wheat to sell, and we found a buyer who was willing to pay cash. Although many newspapers articles implied, directly or indirectly, that the Soviet Union received credit from the United States, I can assure you that our transaction of one million tons of wheat was a one hundred per cent cash transaction. So far, we have shipped about 750,000 tons of wheat, and we have been paid for all of it. I know that many people question whether the benefits to the United States are equal to or exceed the benefits that Russia received. Russia had serious agricultural problems and was in the position to pay cash. In exchange for their gold, the Russian people will get bread. This obviously is an advantage to them.

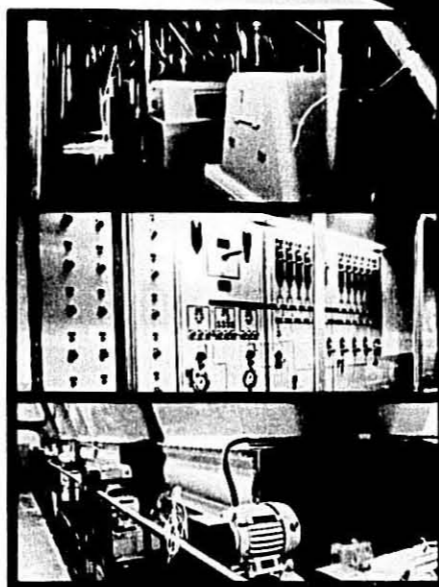
I believe that the benefits to the United States were manifold. First of all, we have a balance-of-payments problem. We do not only want to increase our exports to redress our balance-of-payments problem, but we have to step up our exports in order to keep pace with the needs of our vast growing economy.

(Continued on Page 43)



SO WHO WANTS A
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DURUM PRODUCT?

**YOU
DO**



**ADM takes every precaution
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(Example: no H₂O for your dough!)

ADM's Nokomis Mill . . . now produces semolina exclusively . . . features the most modern milling equipment available. It features triple protection against moisture: walls comprised of an outer wall, solidly insulated core and radiant-heated inner wall. Over 7,000 feet of new aluminum spouting carries the grain from the stoners, seeders, washers and dryers . . . through grinding and sifting . . . over the purifiers (new from West Germany, Switzerland and Mexico) . . . to electronically controlled bins where it is "prescription blended" to your exact specifications. Complete bulk loading facilities assure safe, sealed delivery to your bins.





ADM starts with the pick of the crop...

Springtime to harvest time . . . Texas to Canada . . . experienced ADM fieldmen keep their finger on the pulse of the growing wheat crop. They check and chart soil, seed and weather . . . learn where the mature stalks will stand strongest and straightest . . . heaviest with golden grain. Once laboratory analysis verifies the fieldmen's findings, the cream of the durum pours into the elevators ADM has at key notches in the wheat belt.

... Buys and stores the bulk of the crop!

(Thanks to 70 million bushels storage capacity) When it comes to durum quality, ADM has it . . . thanks to 70 million bushels of storage capacity in our agricultural heartland. ADM is a leading buyer and miller of durum and other grains . . . a sure bet for semolina that extrudes and shapes smoothly, cooks firm . . . and stays firm and tasty.





**We've already
worked 60 years
to fill your
next durum order!**

ADM has been supplying superior agricultural products and services for 60 years . . . brought all its know-how to play in modernizing and converting its Nokomis (Minneapolis) Mill to durum exclusively. Located just a "night's run" from the Northwest's durum-rich Golden Triangle, Nokomis is one of America's most modern and completely equipped durum mills. It's another reason we say: Where top performance counts, you can count on ADM durum.



ARCHER DANIELS MIDLAND COMPANY
DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

Exporter on Durum—

(Continued from Page 36)

We also have a problem of unemployment in this country, and it is obvious that our trade with the Soviet Union enabled us to provide many thousands of manhours of work for people in many walks of life.

Our grain industry is a basic one, and as we all know a country without a sound agriculture cannot enjoy a sound economy. Our grain industry requires men that engineer and help build capital goods, such as machines to plant and harvest the grain. Our industry is also one of the most intensive users of our transportation system. All these activities require fuel, which again requires man-hours to drill for oil and make it available. In the ports we require vast numbers of men for unloading the wheat and getting it safely stowed for shipment. You gentlemen have no problem in replacing the wheat. Our sale to Russia has created jobs for a vast number of people. This all strengthens our economy.

I visited Russia a few times in recent months and observed that gold does not grow on trees in the Soviet Union. Therefore, I can assure you that it is with the most reluctance that Chairman Khrushchev made the decision to import wheat to feed his people.

Exports of agricultural products create many jobs in the United States, and we hope that our industrial leaders will fully realize the importance of exporting agricultural products for cash, since in effect we export a cross-section of our entire industrial empire.

Government Viewpoint

Our late President Kennedy made the decision to sell wheat to the Soviet Union on October 9 of last year. On October 10, he wrote a letter to the Hon. John W. McCormack, Speaker of the House of Representatives, explaining to Congress the reasons for the Administration's decision not to prohibit the sale of surplus American wheat, wheat flour, feed grains and other agricultural commodities to the Soviet Union and other Eastern European countries. I would like to quote two paragraphs from President Kennedy's letter:

"There is no reason why the Soviet Union should not be treated like any other customer in the world market who is willing and able to pay a fair price for private American merchandise. While the wheat, like all wheat sold abroad, is sold at the world price—which it can be sold—there are no restrictions no subsidy to the foreign purchaser. Rather, there

is a recovery for the American taxpayer on wheat which the Government has already purchased at the currently higher domestic price which is maintained to assist our farmers and is still paying storage on. Although the losses incurred in maintaining the domestic price support program are not deemed realized as a bookkeeping matter until a sale occurs, thereby giving the impression to some that it is the export which is subsidized rather than the production, the net result of export transactions is to reduce the loss to the taxpayer by the amount of the world market price.

"I am not, therefore, aware of any reason why our grain trade exporters should not be allowed to sell surplus commodities to the Soviet Union and Eastern European nations at the same world price and by the same methods as they sell to all other nations."

Also, "In short, these sales will permit American farmers and the American economy to share in the gains which other nations have been reaping for many years in sales of wheat, flour and other farm commodities to the Communist bloc. In recent weeks, Australia and NATO allies have agreed to sell 10 to 15 million tons of wheat and wheat flour to the bloc, including an arrangement to sell several hundred thousand tons of wheat flour which might well be made in large part out of wheat exported by this country to West Germany. We would certainly be foolish to halt the sale of our wheat when other countries can buy that wheat from us today and then sell it as flour to the Communists."

From various statements made recently by Secretary of Commerce Luther Hodges, we are led to believe that there has been no change in the Administration's views from the time President Kennedy wrote this letter.

Future Prospects

Where do we stand now, and why did I make the statement that I am not optimistic about further sales to the Soviet Union.

Let me first say that I strongly believe that last year's purchases by the Soviet Union of some 15 million tons of wheat have not entirely alleviated the agricultural problems in the Soviet Union. We exporters believe that Russia will again purchase sizeable quantities of wheat this year. A rough estimate would be somewhere between five and eight million tons. I have to be pessimistic about American participation, however, because the present regulations all but prohibit further sales of wheat to the Soviet Union and other Eastern European countries.

Exporters are required to utilize American flag ocean carriers for a minimum of fifty per cent of the wheat shipped to the Soviet Union and other Eastern European countries. Although there are no such restrictions to any other destination where wheat is sold for cash, we feel that the State Department may have certain reasons to require a utilization of U. S. flag vessels, and as I mentioned we work within the framework of governmental policies. Maybe it is even a step in the right direction to have the Stars and Stripes represent our country in Russian ports. The Russians do not object to receiving grain shipped in American vessels. They do, however, object violently to having to pay more money for the wheat than any other cash customer.

The privilege of living in a country with the highest standard of living in the world creates some problems in instances where we have to compete in foreign markets. American flag vessel owners could not operate without substantial governmental subsidies. We no doubt need a merchant marine, not only for world prestige purposes but also for our national security. In the grain trade, we utilize American flag vessels only for shipments under P. L. 480 and other aid programs. The Government in these cases subsidizes the difference between the high American flag rates and the lower foreign flag rates. This is logical and just. In the case of the Soviet Union, the Commerce Department regulations stipulate the usage of minimum fifty per cent American flag freight. However, they do not provide for a government subsidy to the American flag owners.

Presently the freight rate from the U. S. Gulf to Black Sea ports is approximately \$8.00 per ton on foreign flag carriers, while the rate for U.S. flag vessels is \$18.00 per ton. As a consequence, we are requesting the Russians to pay 50 per cent of the difference of \$10 (that is, \$5 per ton) more for wheat than from any other cash customer. It is quite understandable that the Russians do not even want to discuss wheat purchases from the United States on this basis. We have to realize that a subsidy on the American flag freight does not mean a subsidy to the Soviet Union, but merely a subsidy to the American merchant marine. You may compare it with an export subsidy on wheat to equate our domestic price to the much lower world market level.

The European Economic Community, better known as the Common Market, has been and still is the topic of a lot of conversation in our trade. Undoubtedly, the Common Market is a very

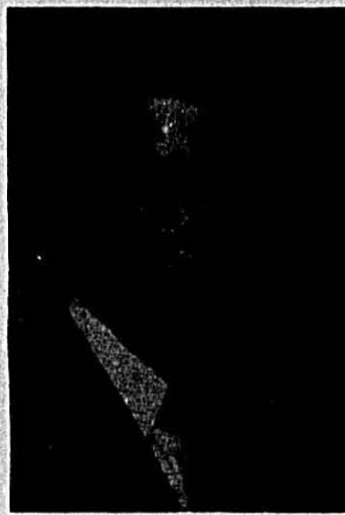
(Continued on Page 48)

DURUM WHEAT IN CANADA

FOR the past 10 years Catelli Durum Institute, a division of Catelli Food Products, Ltd., has endeavored to present marketing news concerning durum crops and the durum movement in general. Under the capable leadership of C. L. Sibbald, Director of the Institute, it has been active in presenting the Canadian macaroni industry's viewpoint on durum wheat to all who would listen. Their 10-year plan has now come to an end, and a digest of Mr. Sibbald's final report, issued in March, follows.

During the years 1954 to 1964 Canadian farmers saw wild fluctuations in yield per acre, and total production. They were into durum; they were out of durum. They were short of durum, then long. Those who steadily refused to panic either way have made money on the crop. It has consistently paid a premium over Northern wheat.

Ten years ago the Dominion Bureau of Statistics began to give more importance to durum as a separate crop, by publishing separate figures. At that time as well, the Board of Grain Commissioners established the Extra 4 C.W. Amber Durum grade to keep low quality Pellissier and Golden Ball separate from the rest. Later, the Canada Department of Agriculture wisely appointed a full-time durum plant breeder. And so the pattern has been. We hope it will continue, because the crop has obviously established itself.



C. L. Sibbald

Markets

Exports plus domestic sales have used up more than 17,000,000 bushels of durum in the first seven months of the crop year, which began August 1. This is well ahead of a year ago. Considerable durum remains in Canada however, and the usual cry is being made for Canadian farmers to cut their acreage. Most of the durum marketed this year has moved into Europe as

usual, with Germany, Switzerland and the U.S.S.R. being our best customers to date. As with other types of Canadian wheat, durum is enjoying a "boom" abroad. The final export figures will move ahead of the 10 year average.

Farmers in Canada's southern prairies are watching the weather this spring, seeding extra durum if it stays dry and spring opens up early. They will watch for any further indication of large Russian purchases of durum, because this may be one of the keys to unloading large quantities of durum. And how long will shortages of wheat in the U.S.S.R. continue?

Durum in 1964 will continue to be a relatively minor crop on the Canadian prairies. The line elevators reported that it occupied eight per cent of the total wheat acreage in 1963. In Western Europe, a study has shown that over the past two decades there has been a strong and increasing demand for durum. In the U.S.S.R. a consumption of 200,000,000 bushels of durum annually is reported. Strangely enough, this is for bread rather than macaroni products. Durum is regarded as a premium wheat throughout Europe, and is priced accordingly. Accurate figures on world exports are hard to establish, but most observers conclude that Canada generally has 45 per cent of the total export market.

Durum Breeding

Why, when Eastern Europe and Asia recently became short of wheat, were

they able to find what they wanted in Canada? Was it an accident? Not likely. It was because of Canadian dedication to wheat culture and marketing. Teams of Canadians have for decades persistently chased the often elusive "quality factor" in wheat. The cost of this to taxpayers has been repaid long ago, many times over. It remains for subsequent generations to keep forging ahead in this important work.

Particular effort in the total wheat picture has been made by teams of plant breeders. All quality durum varieties being grown commercially in Canada originated in the United States. The similarity of current Canadian and U. S. durum plant breeding programs is striking. Langdon and Ramsey durums are about on their last legs due to rust infection. In the U.S. the varieties Wells and Lakota will take over. In Canada we look to Stewart 83, rust resistant and larger in kernel, therefore being more suitable for our export market.

In the U. S. program, much progress has been made, notably with shorter straw, stronger straw, earlier maturity, better color, disease resistance. Still the hunt goes on for higher yields, greater diversity of varieties particularly as to the inheritance of disease resistance, and still earlier maturity. To achieve these objectives, durums from all over the world are gathered, and crossed, and recrossed.

At the same time it is recognized that kernel size must be increased. The export market demands it for one thing, as Canada has found with its better-than-expected sale to Europe of Pellissier durum. Dr. K. L. Lebsack, who heads the durum plant breeding team located at Fargo, North Dakota, was raised on the Great Plains, understands its problems, and is a dedicated scientist. We wish him good luck, because as history has proven time and time again, the 49th parallel is a man-made barrier which Nature does not in the least respect. Canadian or United States scientific advances in agriculture will benefit both nations.

Canada's Planting Intentions

Prospective plantings of durum wheat announced by the Dominion Bureau of Statistics in March were estimated at 2,058,000 acres, down five per cent from the 1963 seeded area of 2,170,000, and sharply below the 1962 area of 3,429,000.

The Bureau emphasized when the report was issued that the actual seeded area could vary considerably from the initial estimate depending upon conditions during and during seeding.

WHEAT REGULATIONS

POWER politics pushed the controversial cotton-wheat bill (H.R. 6196) through the House of Representatives April 8 in a stormy midnight session by a margin of only eight votes, four of which voted only "Present."

Shortly after passage of the bill, the Department of Agriculture held a press briefing to explain the basic regulatory details under which wheat growers, millers, and exporters would operate in 1964. The Department issued the following statement April 11:

"Wheat marketing certificates under provisions of new wheat legislation will go into effect on domestic wheat processing and wheat exports with the beginning of the 1964 wheat marketing year on July 1.

"Wheat marketing certificates will be earned by farmers who voluntarily participate in the 1964 wheat program under the provisions of cotton-wheat legislation signed into law April 11, by President Johnson.

"Under the USDA decision, domestic wheat marketing certificates which will be valued at 70 cents per bushel will cover all wheat processed into food products, including flour for export, on or after July 1. Export wheat marketing certificates which will be valued at 25 cents per bushel will cover all wheat exported July 1 and later.

"Since it has been apparent for almost a year that market prices for the 1964 wheat crop would be below 1963-crop levels whether legislation was adopted or not, and such prices have been reflected for some time in commodity market quotations for 1964 crop delivery, officials stated that most have had ample time in which to plan their inventory adjustments. Those with inventories still have more than two and a half months in which to make their inventory adjustment.

"By July 1, when processors and exporters will need to buy certificates to cover their use or sales of wheat, substantial supplies of the new crop will be available at about new price levels in many sections of the country. To supplement the flow of new crop wheat in areas where harvest is later than July 1, Commodity Credit Corporation-owned wheat will be offered for sale after July 1 at approximately the price levels anticipated for the new crop, in order to enable users and exporters to continue their normal operations without interruption. Beginning July 1, the U. S. Department of Agriculture will sell CCC-owned wheat at the higher of market prices or the statutory mini-

mum of 105 per cent of 1964-crop price-support loan rates (based on a national average price of \$1.30 per bushel) plus reasonable carrying charges.

"Details of the certificate operation as it will apply to processors and exporters will be discussed with representatives of these groups. In any event, purchases of certificates will not be required until after July 1."

The new program will be in effect for both the 1964 and 1965 wheat crops, and will eliminate the referendum vote on mandatory controls which would have been required under existing law this spring.

Price Supports

The new law employs a three price system of price supports that takes into account production for both domestic and export use. In addition to a basic support price of \$1.30 a bushel, co-operators (those staying within strict acreage allotments) will receive: (1) certificates worth about 70 cents a bushel for that part of the crop pegged for domestic consumption (an estimated 50 per cent); (2) certificates worth about 25 cents a bushel for production designated for export (an estimated 40 per cent); and (3) the \$1.30 basic support, or whatever more the open market provides for the remainder.

Farmers who do not want to enter the new voluntary program are free to plant as much wheat as they desire. Non-participating farmers will have no penalties, no marketing quotas or restrictions, no price supports, no certificates and no diversion payments. All wheat, whether produced by co-operators or non-cooperators, will move freely from farmer to user at market prices (plus quality premiums) based on the \$1.30 per bushel loan rate. Wheat users—domestic millers or wheat exporters—will be required to purchase certificates when they process or market wheat. These purchases will finance the certificates issued to farmers; the farmer can redeem his certificates for cash.

No certificates will be needed to cover any flour or semolina stocks that you may have on hand in your plant, at your siding or enroute on June 30, 1964. However, the mills will have to purchase a 70 cent certificate for all wheat ground into semolina or flour on or after July 1, 1964. This means that if you have any contract balances not delivered by July 1, 1964, the mills will have to purchase a 70 cent per bushel certificate to cover the wheat when it is ground. This will increase your con-

(Continued on Page 43)

Canadian Durum —
A Ten Year Summary

| Crop Season | Seeded Acreage | Yield Per Seeded Acre | Production | Crop Year | Exports |
|----------------|------------------------|-----------------------|-------------------------|-----------|-------------------------|
| | Acres | Bushels | Bushels | | Bushels |
| 1954 | 745,000 | 8.9 | 6,600,000 | 1953/54 | 5,950,031 |
| 1955 | 694,000 | 24.9 | 17,295,000 | 1954/55 | 3,964,338 |
| 1956 | 1,521,000 | 26.0 | 39,600,000 | 1955/56 | 13,466,263 |
| 1957 | 2,358,000 | 18.7 | 44,100,000 | 1956/57 | 12,064,003 |
| 1958 | 1,125,000 | 14.1 | 15,900,000 | 1957/58 | 12,458,028 |
| 1959 | 1,008,000 | 14.4 | 14,500,000 | 1958/59 | 16,080,581 |
| 1960 | 878,000 | 18.5 | 16,200,000 | 1959/60 | 23,839,764 |
| 1961 | 1,852,000 | 7.8 | 14,500,000 | 1960/61 | 41,190,549 |
| 1962 | 3,429,000 | 19.2 | 65,900,000 | 1961/62 | 7,130,244 |
| 1963 | 2,170,000 ¹ | 24.6 ¹ | 53,400,000 ¹ | 1962/63 | 19,686,010 ¹ |
| 10 Yr. Average | 1,576,000 | 17.7 | 28,798,500 | | 15,222,491 |

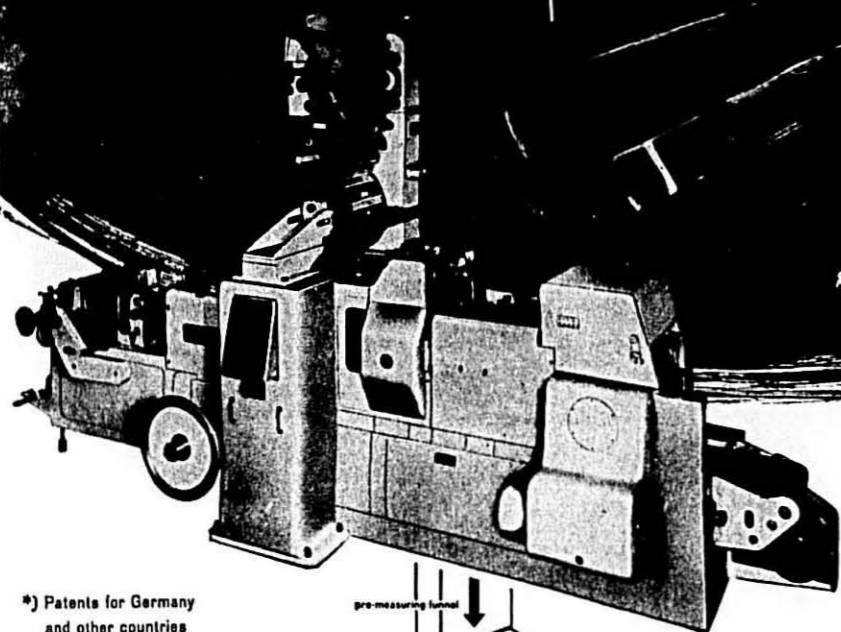
¹ Preliminary

² Source: D.B.S.

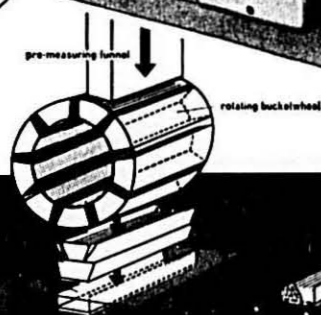
³ Source: Board of Grain Commissioners

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*) Patents for Germany and other countries already granted resp. applied for.



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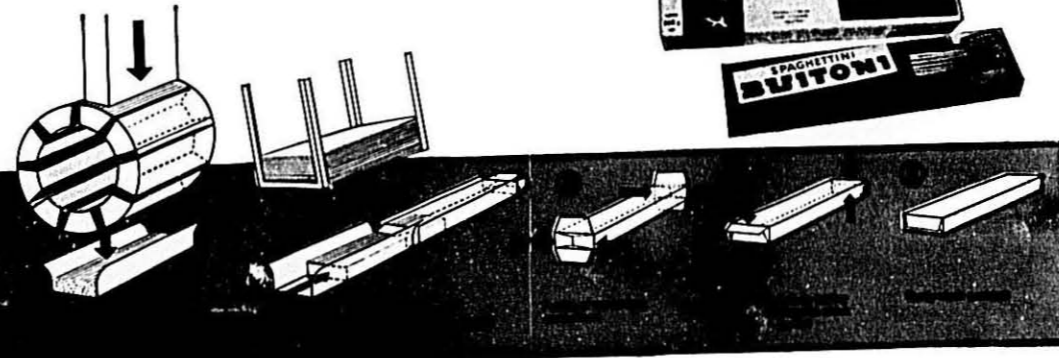
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Lee Merry



Richard L. Vessels



Leroy T. Heikkila

Wheat Regulations—

(Continued from Page 45)

tracted price of semolina or flour by about \$1.65 per hundredweight.

Compared to the terminal loan on the 1963 durum crop of \$2.41, the 1964 terminal loan on durum would be \$2.00 as basic 1964 support price, 34 cents for transportation and handling to terminal, and 25 cents premium for durum, for a total of \$2.59 Minneapolis. The difference between the 1964 support and price and that of 1963 is 18 cents. Traditionally, the price supports set the market. Assuming that transportation costs and premiums on durum remain the same, it might be expected that we will be looking at durum flour and semolina prices at about 45 cents per hundredweight higher than in 1963.

Trade Meetings

At mid-month, the Department of Agriculture officials held meetings in Washington with the trade. Representatives of all segments of the industry participated in conferences to discuss problems involved in the wheat certificate program for the 1964 crop. Three principal problems in the transition were thoroughly discussed in three separate meetings with the millers, the biscuit and cracker and macaroni manufacturing industries, and the grain exporters. They were:

1. The impact of applying the 70 cents a bushel certificate obligation, to flour contracts made before the certificate bill was passed for delivery after July 1, which in effect would result in an automatic increase in the flour contract price equal to the certificate cost.
2. Difficulties faced by millers in areas where wheat is harvested after July 1 and where the CCC does not

own the types and qualities of wheat ground by such mills.

3. Difficulties of mills located in late harvest areas which already own sufficient wheat to carry them to the new harvest, but would be faced with an impossible economic penalty if the 70 cent certificate obligation was placed on top of the present wheat inventory cost.

Although no specific conclusions were announced by the Department of Agriculture on any of the points discussed at the various meetings, it was agreed that a better insight into industry problems was gained by USDA officials.

Old Crop Certificates

On April 27, announcement was made by the Department of Agriculture that millers would be permitted to buy certificates for old crop wheat at 18 cents a bushel, thus offering millers relief from a threatened price pinch.

The Government will use as a basis for calculation inventory totals certified by millers on May 23, a date far ahead of this year's harvest, to prevent low-priced 1964 wheat from being mixed in. Presumably, the companies' records would show how much of the May 23 inventory of old wheat each has left on July 1.

This special transition procedure, designed particularly to ease the transition problem for millers located in areas where the new crop harvest starts sometime after July 1 and where the CCC does not have in position the types and qualities of wheat ground by the mill, represents a considerable modification of the original regulation announced earlier in the month and reflects a desire on the part of USDA officials "for the smoothest and most painless transition" possible. But many problems still remain.

General Mills Durum Sales

Richard L. Vessels has been named Manager of Durum Sales for General Mills' Flour Division, effective June 1. He will replace E. L. Merry, who has held this post since 1955 and who is retiring because of ill health. LeRoy T. Heikkila is being advanced to Durum Sales Assistant.

Vessels joined the company in 1956 as a sales trainee, and after two years became durum sales representative. In November, 1962, he was appointed assistant manager of durum sales. A graduate of Cornell College, Mt. Vernon, Iowa, he majored in both business administration and Spanish.

Merry came from a predecessor firm to General Mills upon its formation in June, 1928. After representing the company in varying capacities and at a number of locations, he was made assistant sales manager for durum sales at Minneapolis General Office in 1951. He took over complete sales responsibility for this activity four years later. Merry attended the School of Commerce, Oklahoma State University. He has been active in the Durum Wheat Institute of the Millers National Federation since 1956.

Heikkila has been in the durum sales department for the past five years as sales trainee and administrative assistant.

Exporter on Durum—

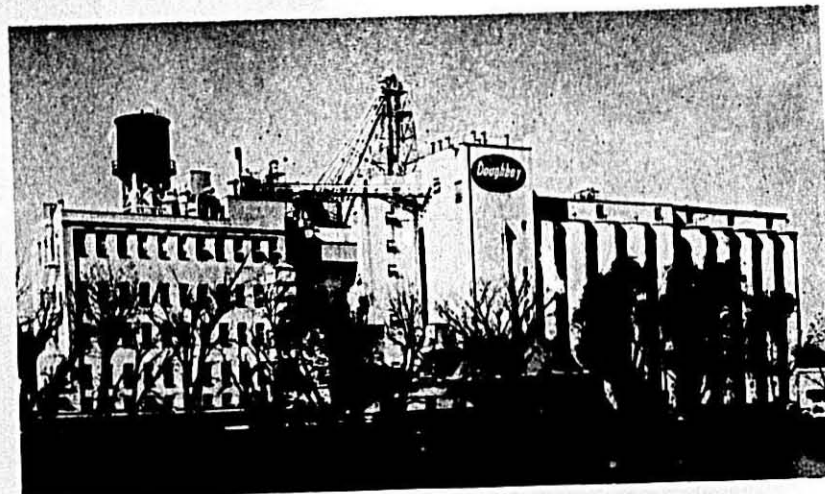
(Continued from Page 43)

important outlet for our agricultural products; but we should not lose sight of the fact that Eastern Europe could be in the years to come a much bigger outlet for our agricultural products. We cannot expect, however, to penetrate those markets if we place uncommercial impediments on our export trade.

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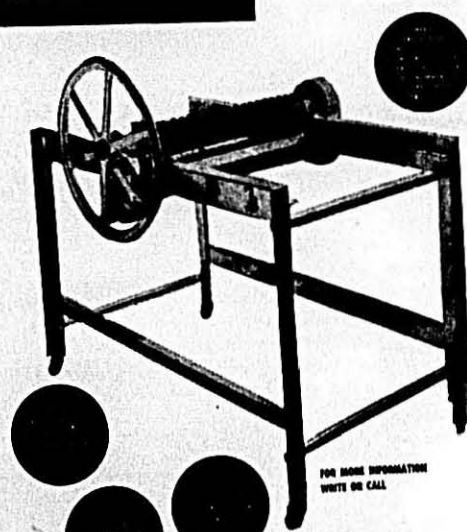
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For Profit Tomorrow-Research Today

THE image of wheat was of major concern to millers meeting in annual convention in New Orleans in April.

A panel discussion on the needs for human nutritional research was moderated by Richard G. Myers, chairman of the Wheat Flour Institute Committee and general manager of Rodney Milling Company. Panel participants included the president of the American Institute of Baking, a professor of nutrition from Harvard, a research man from the Department of Agriculture, a wheat grower, and a market research expert. Their statements, which are given below, were followed by a lively discussion.

Population Explosion

Mr. Myers made the following introductory remarks:

It is interesting to note that it took mankind the whole period of recorded time until the early 19th century to achieve a world population of one billion people. It took only a century to add the second billion. It took somewhat over thirty years to raise the world population to three billion. And, at the present rate of increase, only fifteen years will be required to bring the figure to four billion.

India's population of 450 million will double to 900 million in just the next thirty years; Egypt's twenty-seven million people will be fifty-four million in just twenty-five years; closer to home, the population of our neighbor, Mexico, will double from thirty-six million to seventy-two million in only twenty years. And our own population of 188 million will be 376 million in forty-six years.

Seven to eight pounds of grain are required to produce one pound of meat. On this basis people feel that grain as a food will be emphasized more in coming years since the production of meat is more wasteful of badly needed land. These same prophets contend that the logical consequences of such a progression are increasing per capita consumption of wheat products.

This planet is not going to starve. Man's ingenuity will develop foods unknown today, will harvest the oceans, will provide appetizing nourishment from sources hardly suspected at this hour.

As an example, on some Texas ranches today there are small sheds only 21' x 12', one story high. In these sheds, through the system of hydroponics, a half ton of fresh growing

green grass is produced daily from 100 pounds of seed, on a year round basis. This feed will provide the entire daily ration of approximately 85 steers, each weighing 600 pounds. These same animals would require several thousand acres of land to support them on a year-round basis with feed the equivalent to what this small shed is producing. Therefore, I, for one, am skeptical that the growing population and increasing demand for arable land will reduce annual meat consumption in this country.

Population pressure will not nullify freedom of choice. We can anticipate, I think, that a variety of foods in plentiful supply will continue to be available. If we relax in the development and promotion of our product just slightly—then we may find the United States of the future with an annual per capita consumption of wheat products of 50 pounds, rather than the 150 pounds we should hope for. Therefore, we must still sell our product—and sell it hard.

What Are Wheat's Virtues?

But, actually what are the virtues of our product? The average layman can think of many things wrong with cereal foods, many or all unsubstantiated by medical fact. What do we ourselves know of the virtues of bread?

It is essential that wheat foods be subjected to rigorous research to accurately define their nutritional contribution, their potential, and the reasons for their acceptance and rejection in the national diet. This should not be a haphazard program but rather a well coordinated effort involving government, science and industry.

Such studies would be concerned with evaluations of carbohydrates, protein, lipids, minerals, and vitamins. Each of these areas are of major significance, and could conceivably lead to other investigations unsuspected as of the moment. Then there are required studies about the role of cereal foods in special health conditions, such as malnutrition, atherosclerosis, obesity, dental caries, anemias, degenerative diseases, gastroenterological conditions (that's short for ulcers), pregnancy and lactation, exposure to infection, and convalescence. Not to be neglected would be a study in the possibility of altering wheat production and processing practices in order to improve palatability, nutritional value and product acceptance.

With authoritative information from such a program of research, we might

well improve the climate surrounding our product, just as surely as recent studies have negatively affected the image of tobacco.

The philosophy of human nutrition research was commented upon by Dr. D. Mark Hegsted, professor in the Department of Nutrition, School of Public Health, Harvard University:

Exploitation of any product should be based upon full knowledge of its potential and limitations. With regard to wheat and wheat products there are, for example, indications that increased consumptions of wheat in the U.S. might be desirable in terms of heart disease control, but this can obviously not be sold without clear demonstrations of desirability. In many parts of the world, wheat and possibly U.S. wheat, may be an answer to many problems of food shortage. Yet, in most such areas, calorie supply is less acute than the supply of protein, minerals and vitamins. Whether white flour will cause improvement or deterioration is at least debatable until evidence is available. Wheat flour does not have an excellent reputation among nutritionists. It has lost position by default largely because the role it may play is undefined.

Wheat and the Protein Problem

It is generally thought that the major problem confronting us in feeding the world's population is to supply sufficient protein. This seems to be a problem now and will certainly become more acute with the population explosion in the next few years. It is certainly clear that the world cannot now be fed in the manner considered desirable in the U. S.

The extent of the problem is not known. It is known that infants and very young children in many areas suffer from lack of protein. From this, it is inferred that there is a general lack of protein. It is certain that the problem is much less acute in school children and adults but the magnitude of the problem will remain unknown until specific work is done. The order of priority is to first feed people what they really need, and after the first is done, to supply what they want.

The information needed to assess the "protein problem" has two components: 1) The first is to determine how much protein is needed by various population groups and, 2) to determine how these

(Continued on Page 52)

THE MACARONI JOURNAL



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For Profit Tomorrow—Research Today

(Continued from Page 50)

needs are to be met. At this time there is probably general agreement that most of the food needed must be supplied by cereals but there is considerable scepticism that the protein needs can be met under such conditions. The limited scientific evidence suggests that the potential of cereals to meet these needs is underestimated. If so, only properly conducted studies will demonstrate it.

In determining the ability of cereals to meet protein needs, it is clear that we are not concerned with diets consisting solely of cereal. Other foods contribute protein and these proteins may improve the biologic value of the cereal protein. Studies must be done under a variety of situations where the food patterns vary.



Dr. George O. Kohler

Dr. George O. Kohler, Chief, Field Crops Laboratory, Western Utilization and Development Division, Agricultural Research Service, U.S. Department of Agriculture, at Albany, California, had this to say about research in product development.

A tremendous need exists for both protein and energy foods in many countries of the world. Apart from our humanitarian desires to relieve at least acute phases of this need, we recognize the opportunity for potential new dollar markets for wheat foods in developing countries, as well as in well-developed countries. Along with aggressive marketing efforts, a strong research program is essential to provide the types of products and the knowledge of how best to fit U. S. wheats into the

needs and use patterns of the varied specific areas of the world.

In domestic markets, wheat products have slipped lower and lower on a per capita consumption basis, being replaced by foods which, though more expensive, have gained preference through flavor, convenience of use, or prestige factors. We believe that a strong program of utilization research can reverse this per capita decline and lead to broadening domestic markets for wheat foods.

Another important area for research is on the non-flour portions of wheat which we feel should not be considered second rate products and which we feel can give the miller improved returns for his services. Since much of the applied research needed is being and should be carried by private industries, we believe emphasis in the USDA should be placed on a very basic approach to practical problems. For example, what are the physical and chemical reasons for flour strength, maturing, staling of baked goods, and stickiness of doughs? The basic approaches are extremely difficult, long term and expensive. In order to keep such researches "on the beam," close liaison is needed between publically supported research and the wheat industry.

What U.S.D.A. Is Doing in Wheat Product Development

In accord with these general objectives, the Department of Agriculture at its Western Regional Research Laboratory has research in progress or projected with the following specific objectives:

1. Increasing the use of baked products by developing methods to control and stabilize their oven-fresh flavor and aroma.
2. Expanding the dollar markets for U. S. wheats by learning to control and improve their functional properties for all products and using processes acceptable in all countries (e.g., without the use of "unnatural" chemicals).
3. Development of new flour and mill-feed based products of high nutritional value and directed primarily to the export market. Specific problems involved include learning to control flavors, textures, and nutrients to meet needs in various world areas. The products include:
 - a. Bulgur-type products
 - b. Milk-like products for infants and children
 - c. Meat-like products
 - d. High-protein composite and compressed products for supplementary uses

4. Development of nutrient data on mill streams and specific bran layers essential for computerized least-cost feed formulation on an "intrinsic worth" basis and for development of high-value products for food and feed uses.

5. Development of new methods of determination of "available lysine" and other critical factors which are affected by processing and which affect the value of the products.

Dr. William B. Bradley, president of the American Institute of Baking, had this comment on the potential of human nutrition research:

Because of pressures being brought to bear on the American public to consume more foods from animal sources for the economic benefit of the farmer, it is necessary that the true nutritional value of cereal foods for humans be determined. The public's attention is directed to foods from animal sources on the basis of nutrition claims, and these can be combated only with nutrition claims for the most economical foodstuffs. Every bit of information that exists indicates that the nutritional value of wheaten foods for humans is very good even though they have earned a poor reputation through animal feeding studies.

The Role of Cereal Carbohydrate in Human Nutrition

Food disappearance figures for the past fifty years establish a decreased consumption of the complex carbohydrate sources, such as, foods made from wheat flour, and potatoes. These same figures indicate an increasing consumption of fats and simple sugars. Because of the interest in diet as a factor in atherosclerosis and coronary heart disease, human studies should be undertaken to clarify the potential role of cereal foods in minimizing or eliminating atherosclerosis and coronary heart disease. Epidemiological evidence supports the hypothesis that increased consumption of cereal foods protects against atherosclerosis and coronary heart disease. Some evidence exists that an increased consumption of complex carbohydrates causes a decline in the levels of blood lipids associated with these degenerative diseases.

Howard Morton, a Colorado wheat grower and Director of Utilization Research for Great Plains Wheat, Inc. said this about research on wheat products in human nutrition:

Bread has been known since Biblical times as the "staff of life." But a brief review of American eating habits, and a check of the most special diets offered



Dr. William B. Bradley

the public today, challenges such an assertion. In the diets of many people, the "staff of life" has been reduced to one slice of bread or toast per day. The situation is unfortunate, especially when limited nutrition research has shown that wheat and wheaten products supply generous amounts of proteins necessary to maintain growth and health in average diet. Further studies suggest that diets high in percentages of wheat and wheaten products help lower levels of blood serum cholesterol—the common yardstick of blood lipids of concern to heart specialists. What has been suggested by research thus far urgently needs amplification to develop a body of knowledge about wheat and wheat products and their contribution in human diet.

The Wheat Growers' Stake in Nutrition Research

Wheat producers for some time have been interested in research to explore the use and values of their product in human nutrition. They have long tried to make their interest known to many of those responsible for such research, but without too much success. In the past year, however, wheat producers have noted a definite change in attitude and greater evidence of interest in research. Wheat producers have not had in the past, nor are they likely to have in the future, funds adequate to undertake a vast research program alone. But they are vitally concerned with the future of human nutrition research—especially as it concerns the health and welfare of the nation and the world. We feel it is imperative that concerted effort be made by all concerned—agen-

cies of government, millers, bakers, macaroni manufacturers and others involved in the marketing of wheat and wheat products—together to undertake the beginning of what we hope will finally become an organized program of research. Only in this way can we together maintain the prestige of breadstuffs and their status as the "staff of life." Only through such research will all those associated with the total wheat industry continue to prosper.

The application of research to marketing and advertising was commented upon by Dr. Leslie A. Beldo, Vice President, Market Facts, Inc.

The very detailed and comprehensive proposal of the Human Nutritional Research Committee is prima facie an expression of the need for a basic program of the nutritional benefits of wheat products. It is apparent that nutritional research on wheat products to date in the context of taste, physical output, and dietary requirements is limited in scope and concept, as contrasted to the vast amount of production-oriented research that has been undertaken. In a society that is always evolving economically, socially, and educationally, failure to study the nutritional effects of such a basic product as wheat can spell a failure to provide for the changing food requirements of the population. However, there are more positive reasons to justify a basic and an applied nutritional program:

1. To augment basic knowledge of contemporary nutritional requirements and the adaptability of wheat products to these requirements.
2. To maintain "competitive" parity with the intensive programs of nutritional research being conducted for such other major food groups as meat products and dairy products.
3. To determine new or unknown nutritional benefits of wheat products that adapt to the evolving food requirements of the population as a whole and of emerging population segments.
4. To anticipate further evolution in food and dietary requirements based on social, economic, and educational changes, and to develop new utilizations of wheat to be prepared for such changes beforehand (perhaps such a policy of nutritional research 25 years ago would have had fruition today in a higher level of wheat consumption).
5. To develop new wheat products that would not only establish

greater prestige and contemporaneity for wheat products generally but would also contribute to an immediate improvement in the sales of wheat products.

Market Application of Nutritional Research Findings

Nutritional research findings on the benefits and effects of wheat products for the total population and for segments of the population by age, economic status, and health concerns would have these basic marketing translations.

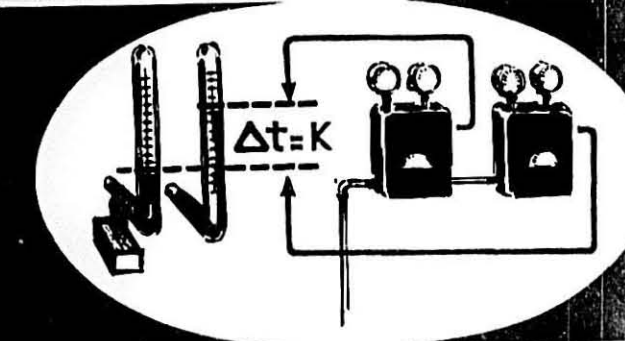
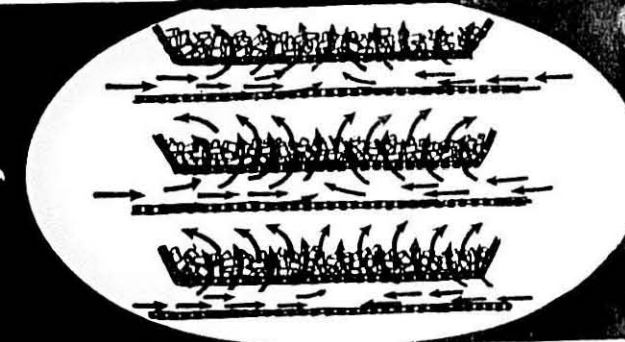
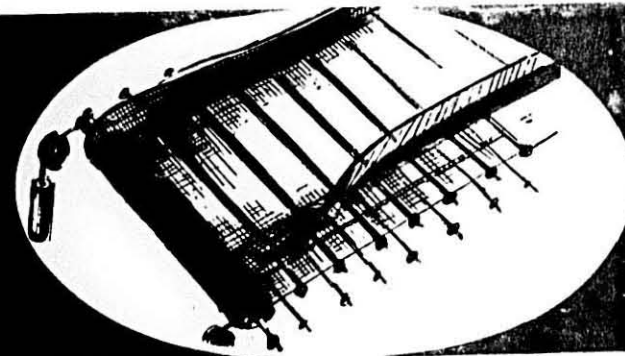
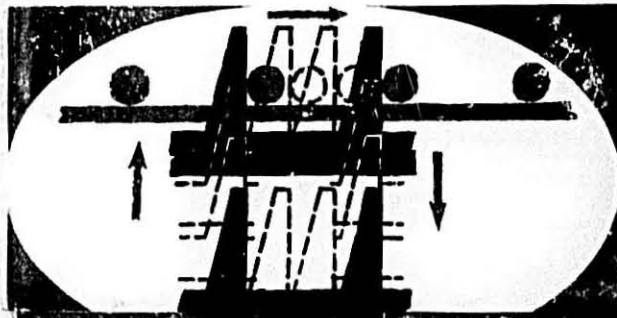
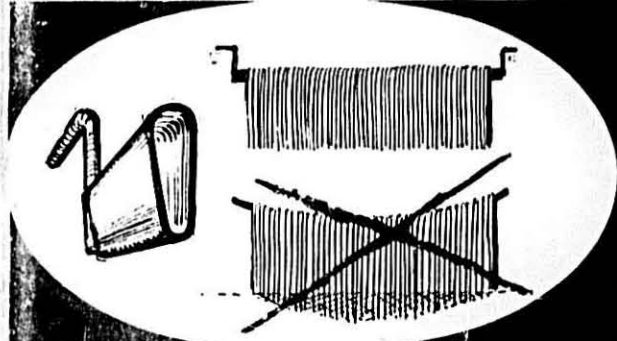
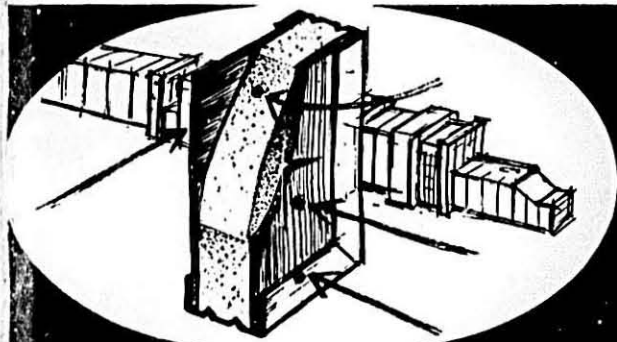
1. **Market Recovery:** New marketing ideas for established wheat products. Advertising appeals based on nutritional benefits, new packaging, new styles of promotion . . . for increased consumption among current product users and new usage among non-users. In effect, a new concept for an old product.
2. **Market Discovery:** Basically new wheat products for the total population or major population segments, deriving from new product concepts produced or stimulated by nutritional research.
3. **Market Communication:** New benefits of established products and new product discoveries, which would establish new communication with consumers. Established wheat products may tend to stereotypes in the public mind, interest in these products may be declining to the point that advertising attention is difficult to command, and consumption may be declining as the public turns to more exciting, more contemporaneous products.
4. **Enhancement of Product Status:** As a result of No. 1, 2, 3 above, a redefinition in the public mind of wheat products to correct misimpressions (caloric, digestive, etc.) and to establish a more exciting and contemporary, or a la mode characterization, of wheat products.

At Hoffmann-La Roche

The appointment of Mr. Barclay E. Mackinnon, effective May 1, as Vice President in Charge of the Fine Chemicals, Agricultural and Aromatics Divisions has just been announced by Hoffmann-La Roche Inc. Mr. Mackinnon will report to V. D. Mattia, M.D., Vice President in Charge of Marketing. Before joining Hoffmann-La Roche Inc., Mr. Mackinnon was associated with S. B. Penick & Company for 31 years, most recently as Vice President in Charge of Sales.

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WAY BACK WHEN

40 Years Ago

- "I am interested in macaroni" was to be the password admitting manufacturers to the conference at the Hotel Clifton, Niagara Falls, Ontario.
- Appeal was made to the Tariff Commission to increase the duty on macaroni products from Italy and France. Italian products, trying to recapture the market lost during World War I, were aided by an advantageous cost and government subsidy. Price per pound had dropped from 12 cents in 1920 to less than seven cents in 1924.
- Freight rate adjustments were being demanded by macaroni manufacturers who contended that the industry was grossly wrong in the matter of freight classification of its products.
- A survey of established trademarks for macaroni products was being made by B. R. Jacobs, Association Washington representative.

30 Years Ago

- Representatives from the National Recovery Administration from the city, state, and federal level were on the convention program at the Edgewater Beach Hotel in Chicago.
- Conventions were planning to attend Chicago's Century of Progress Fair.
- Wheat prices were rising sharply and premiums as high as 34 cents for quality durum had boosted the price of semolina more than one hundred per cent over the previous year level.
- A survey of package sizes in the macaroni industry was made by the Standards Committee.

20 Years Ago

- Representatives from the War Food Administration and the Quartermaster Corps were headliners at the macaroni convention held in the Hotel New Yorker.



Debbie Maccanello

- A delegation of macaroni manufacturers met with representatives of the Food & Drug Administration for the purpose of discussing slack filled packages.
- It was announced that 14 alien patents on various types of equipment for manufacturing macaroni products were available from the Division of Patent Administration, Alien Property Custodian.

10 Years Ago

- Past presidents were honored at the 50th Annual Meeting held at Fred Waring's Shawnee-on-the-Delaware.
- On the convention program: J. Sidney Johnson, director of trade relations for the National Biscuit Company, discussed merchandising. Fred Birkel, German macaroni manufacturer, gave his observations of the American scene. Talented thespians from the industry put on a play "Tillie, the Mennonite Maid."
- "Some Like It Hot! Some Like it Cold!" was the theme of a joint promotion by the National Macaroni Institute and the Tuna Research Foundation for June and July.
- James J. Winston, director of research for the NMMA, was running granulation tests on semolina-farina blends, and warned of penalties for the presence of more than three per cent flour.

The Macaroni Kid

Recently a grandfather from a large family of macaroni eaters in New York City wrote the National Macaroni Institute. His name was John Maccanello, commonly called "Johnny Macaroni." He has a little granddaughter, Deborah Maccanello, who was celebrating her first birthday. In order to do something special for the little girl, whom he calls "The Macaroni Kid," his letter asked if we could send him some kind of citation acknowledging their macaroni name and noting that the babe had been eating pasta since she was only a few months old.

The following citation was sent by the Executive Secretary:
"THIS IS TO CERTIFY THAT Deborah Maccanello is a macaroni consumer extraordinary, endowed with a strong family tradition of home ties, home cooking and love of good food. As such it is hereby deemed desirable that all good wishes go to this little girl for good health, long life and happiness. May she contribute much to her

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| Doughboy Industries, Inc. | 49 |
| General Mills, Inc. | 58 |
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| Fr. Hesser Maschinenfabrik AG | 46-47 |
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| Jacobs-Winston Laboratories, Inc. | 49 |
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| Pavan, N. & M. | 9 |
| Peavey Company Flour Mills | 51 |
| Rosetti Lithograph Corporation | 2 |
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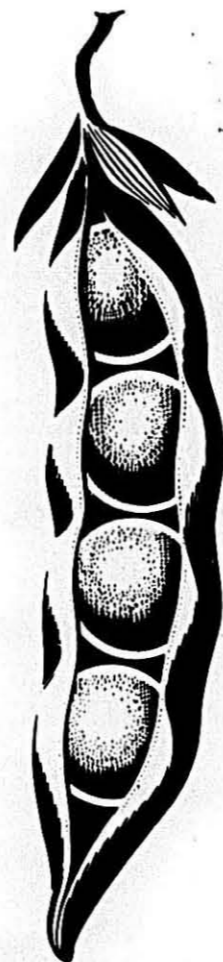
home and family, community and country."

Another contestant for the title of "The Macaroni Kid" is Heather Nicole Stanway. She is pictured at age two months getting her first lesson in cooking spaghetti from her mother, Mercedes Stanway, wife of H. Geddes Stanway, executive vice president of the Skinner Macaroni Company in Omaha.



Mercedes and Heather Stanway

THE MACARONI JOURNAL



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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.

TOMATO SAUCE FOR MACARONI OR SPAGHETTI

| | |
|----------------------------------|--|
| 2 med. onions, diced | 1 tsp. ground dry basil, if desired |
| 1 clove garlic, minced | 1/2 tsp. sugar |
| 2 tbsp. vegetable oil | 1/2 tsp. salt |
| 1 can (1 lb. 4 oz.) tomato juice | 1/4 tsp. pepper |
| 1 can (6 oz.) tomato paste | dash of cayenne pepper |
| 1 tbsp. chili sauce | hot drained boiled spaghetti or macaroni (7 or 8 oz. pkg.) |

Brown onion and garlic in oil in skillet. Add rest of ingredients except spaghetti. Simmer uncovered 30 min., stirring frequently. Serve over spaghetti. Sprinkle with grated cheese, if desired. 4 servings.

Note: If a meat sauce is desired, brown 1/2 lb. ground beef with the onion.

SEAFOOD SAUCE FOR NOODLES

| | |
|-----------------------------|---|
| 1/4 cup butter or margarine | 2 egg yolks, beaten |
| 1/4 cup flour | 1 tbsp. sherry flavoring or lemon juice |
| 1/2 tsp. salt | 2 cups cooked seafood in large pieces |
| 1/4 tsp. pepper | 1 pkg. (7 or 8 oz.) cooked noodles |
| 2 cups milk | |

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring constantly until mixture is smooth and bubbly. Remove from heat, stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Gradually blend half of white sauce into egg yolks; pour mixture back into remaining white sauce. Just before serving stir in flavoring and seafood. Pour over hot cooked noodles. Garnish with parsley and pimiento strips.

MACARONI WITH TUNA CHEESE SAUCE

| | |
|------------------------------|--|
| 1/4 cup butter | 1/2 tsp. each thyme, basil, savory |
| 1/4 cup flour | minced parsley, and chives or onion |
| 1/2 tsp. salt | 1 can (7 oz.) tuna or salmon |
| 1/4 tsp. pepper | 1 pkg. (7 or 8 oz.) macaroni, spaghetti or noodles |
| 2 cups milk | |
| 2 cups grated Cheddar cheese | |

Melt butter over low heat. Blend in flour, seasonings. Cook over low heat, stirring until mixture is smooth and bubbly. Remove from heat. Gradually stir in milk. Bring to a boil, stirring constantly. Boil 1 min. Remove from heat. Mix in cheese and tuna and stir until cheese is melted. Serve immediately over hot boiled macaroni. 6 to 8 servings.

MEXICAN LUNCHEON

| | |
|---|-----------------------------|
| 1 lb. bulk pork sausage, broken in pieces | 1 can (1 lb.) tomatoes |
| 1 cup finely chopped green pepper | 1 cup commercial sour cream |
| 1 cup finely chopped onion | 1/2 cup water |
| 1 pkg. (7 or 8 oz.) uncooked egg noodles | 1 tsp. sugar |
| | 2 to 3 tsp. salt |
| | 1 to 2 tsp. chili powder |

Sauté meat, onion and green pepper in heavy skillet, until meat is browned and onion translucent. Drain off excess fat. Stir in remaining ingredients. Cover and simmer 30 min., or until noodles are tender, adding more water if necessary to prevent sticking. Garnish with parsley. 4 to 6 servings.

Note: For speed in preparation use blender for chopping vegetables.

Now you can use these delicious new recipes under your own brand name. These four, plus four additional sauces (published earlier), are 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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