

**THE
MACARONI
JOURNAL**

**Volume 47
No. 8**

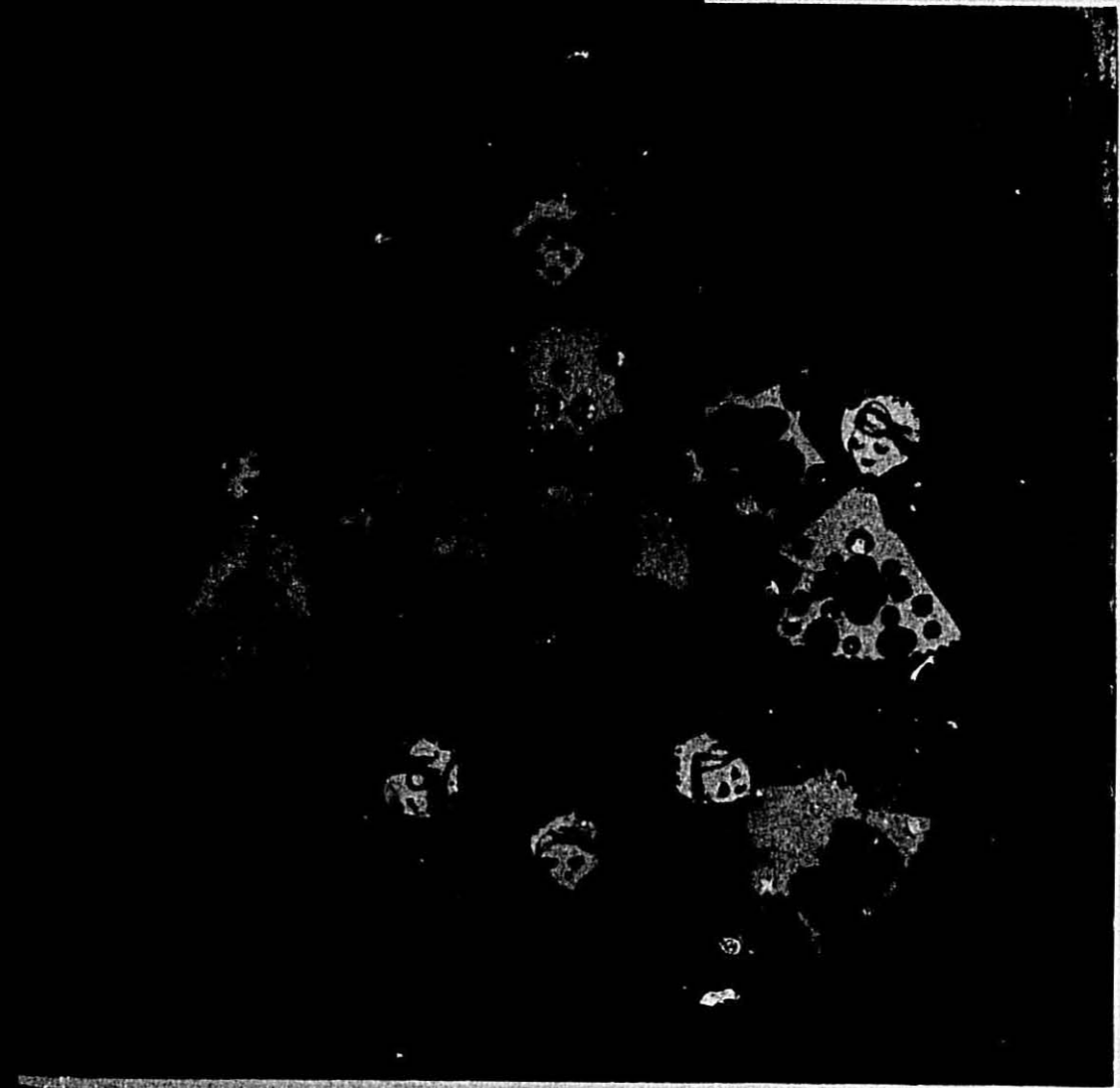
December, 1965

Macaroni
Journal



DECEMBER, 1965

**Mac-A-Ritty Promotion
Durum Show Report**



MAC-A-RITTY PROMOTION



Bird in a Box

Do-it-yourself holiday decorations with Rit and Macaroni are being promoted by Rit Tint & Dyes, Best Foods Division of Corn Products. Kits have gone to food editors, radio commentators and television demonstrators as back-up publicity for in-store promotion. In-store materials include window banners, shelf talkers, and "take-ones" (25 to a pad).

A booklet on Mac-A-Ritty gives instructions on dyeing in a wide range of colors (yellow, kelly green, scarlet, olive green, tangerine, gold, aqua, coral, turquoise blue, rose pink, golden yellow, pink, orange, chestnut brown, light green, fuchsia, jade green and light blue) and ideas for tree ornaments, table settings, mobiles, wreaths and decorations.

Angel-Go-Round

Angel-go-round is the name given the wreath pictured on the front cover. The booklet states: "Heavens! They're in orbit. They're angels on the go-round, clad in macaroni and mounted on a wreath." Instructions are to cut a wreath shape from a heavy cardboard grocery box. Cover with felt of the same size that has been picked all around the edges. Cut felt angels with gold-sprayed paper halos, felt stars and a cardboard-backed felt bow with streamers. Glue to ring and trim with all types of macaroni and spaghetti dyed with Rit's Christmas assortment of colors. For extra fun, add sprinkles of glitter and sequins. Use white glue for all pasting and staple a short piece of string or wire to back if you wish to hang wreath on a wall or door; masking tape will do for attaching to a mirror.

Bird in a Box

Bird in a box is described as "the coolest coo coo in town." It's a maca-

roni bird perched on a nest to match. Instructions: cut bird from two thicknesses of cardboard pasted together. Glue one end of 1/4 inch dowling between layers and insert other end in a styrofoam platform. Spray bird and dowel with gold spray. Using white glue, add pasta plumage dyed with Rit, glitter and sequins.

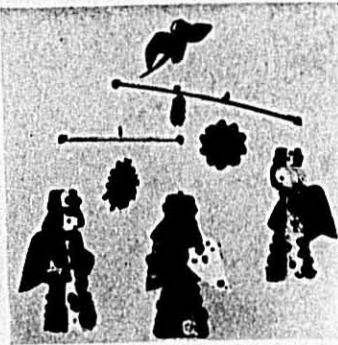
Nest bird in a white gift box (or cut down a shoe box and spray it white). Glue on an assortment of macaroni jewels and glitter. After setting bird firmly in center of box, fill with an arrangement of fabric and ornaments or with greens or gifts. Circle box with boughs of evergreen.

Swinging Mobile

And then, the swinging mobile. Sing they don't, but swing? they're the swayingest angels ever, decked with macaritty and suspended from heaven . . . or the ceiling will do. For angels use cones and balls of styrofoam. Hold together with florists' pins. Wrap bodies with semicircles of felt. Pin in place. Paste pinked circles of felt to bottom. Pin on felt capes and add gold-sprayed wings and crowns cut from cardboard. Insert and glue cut-off hairpin hangers at top of heads. Decorate with colorful pasta, gold-sprayed paper dolly cut-outs, sequins and glitter.

Ornaments are cut cardboard circles and sprayed with gold. Glue macaroni shapes all around on both sides. Under one macaroni piece on each ornament glue cut-off hairpin hangers.

For the mobile, tie lengths of heavy thread or nylon fishline onto gold-



Swinging Angels

sprayed 1/4 inch dowling and tie other end to hangers on ornaments or angel heads. Secure with drops of white glue. Move angels and ornaments along dowling until perfect balance is reached. Glue in place.

Merry macaroni and happy noodle!

Throw a Spaghetti Party

Columnist Inez Robb says the current sensation of the social season in Paris is the spaghetti party.

She writes: "If you think they are wasting time in Paris eating that spaghetti, you have just written yourself off as among those unimaginative social sheep who thought a swimming pool was for swimming until the Robert F. Kennedys demonstrated it was for dunking."

"It is new and original uses of old and familiar objects that distinguishes the true leaders of the 'in' group. So the Paris jet set this season is not eating but throwing spaghetti."

"Newspapers say that the choicest finale to any Paris party comes in the small hours when guests sit on the floor and hurl spaghetti at each other. It is a fun thing, so to speak, and much more sophisticated than a beery rendition of 'Good Night, Ladies.'"

Miss Robb writes: "I believe the spaghetti should be cooked al dente. And, at the conclusion of parties I plan to serve it with at least a choice of three sauces, Caruso, al pomodoro, red or white clam, butter and garlic, meat and mushroom, or, if the party is top-drawer, lobster."

"Of course, bowls of freshly grated Parmesan cheese will be put within easy reach of gourmets, just before the farewell throwing sessions begin. To the discriminating palate, spaghetti without Parmesan is like a moustache without a kiss."



MACARONI QUEEN Sherry Lane uses her noodle to make the crown she wore as reigning royalty during National Macaroni Week. Her photo was syndicated to wire services in announcing the event.

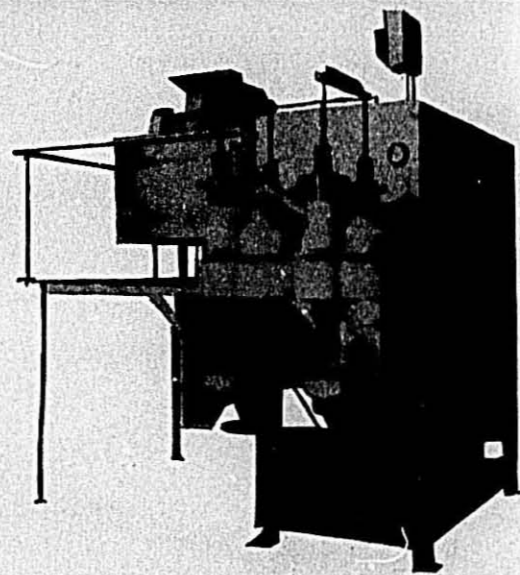
Merry Christmas

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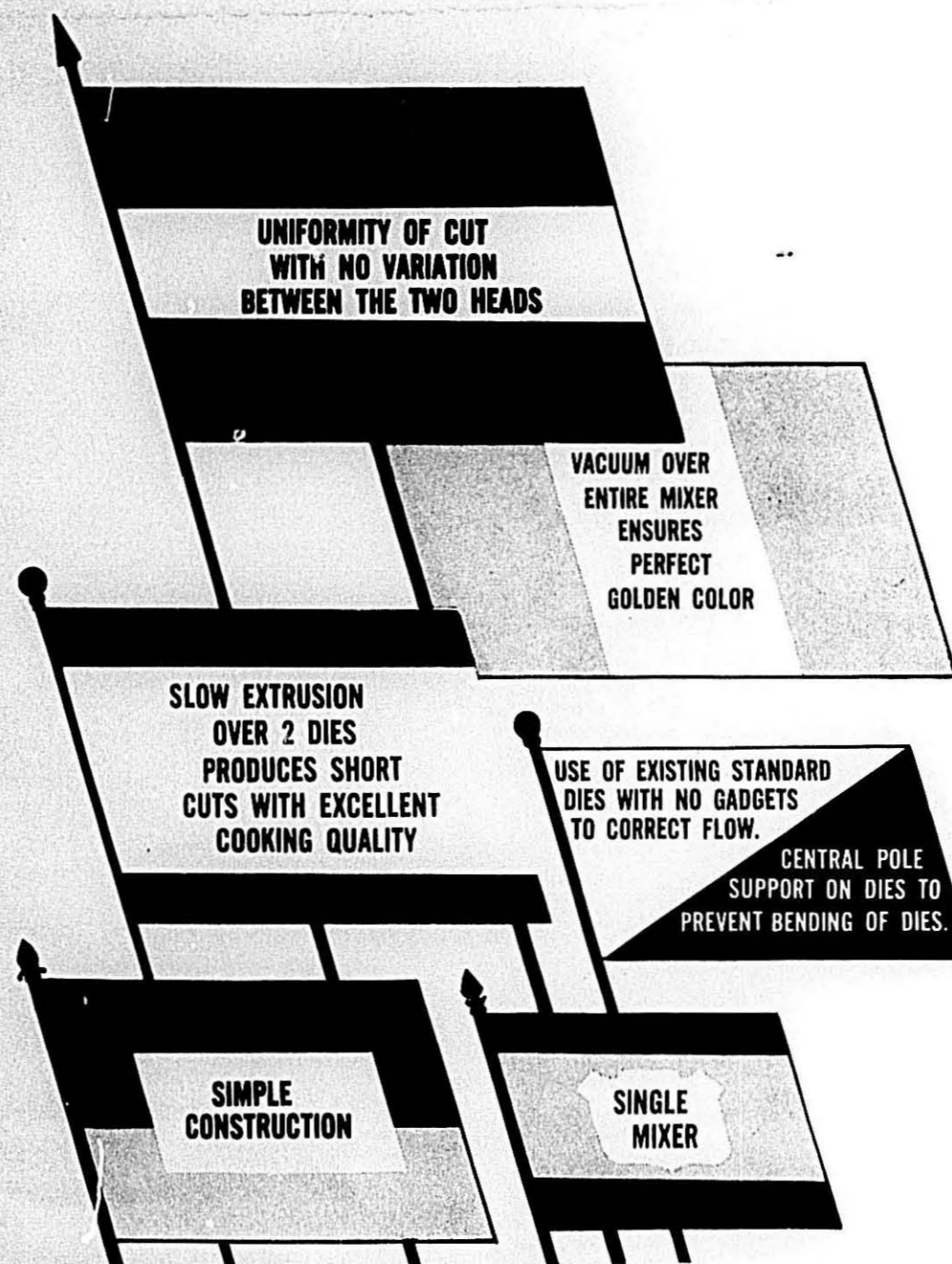
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DECEMBER, 1965

7



Jefferson Favorites, spaghetti and beer, evoke the grand tradition of Early American nobility. Yet, almost 200 years later, modern Americans still rate them both as tops on the food and drink parade.
—Photo Courtesy U.S. Brewers Association

Spaghetti and Beer

If anyone invites you for a "Spaghetti and Beer" party, you might surmise that the menu was inspired by the current popularity of foreign cookery or international cuisine. You would be absolutely wrong. This menu comes straight from one of the founders of America—Thomas Jefferson—who was as noted for his worldly interest in food as for his brilliant concept of politics.

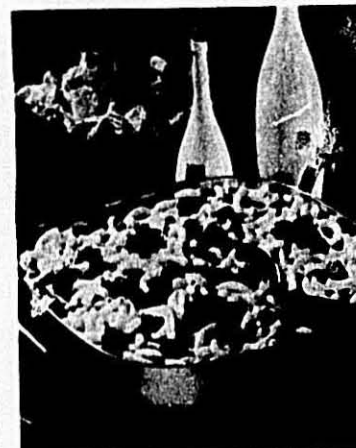
Because he was intrigued by the Italian pasta, he brought back a spaghetti-making machine and is credited with introducing spaghetti to this country. That he was fond of beer and served it often at his elegant dinner table was no secret since, eventually, he started his own brewery at Monticello and was complimented for the high quality of the beer he served.

Although there are no accurate "receipts" for the sauce he served at his first American spaghetti and beer dinner party, it most surely was not a tomato-based sauce. It is much more likely that he tried to duplicate a classic Italian fish sauce using ingredients which were easily available at home. In the Colonies, lavish use was made of butter sauces with onion and parsley as favored seasonings. Superb shellfish was always at hand. So an ingenious gourmet cook of the 18th Century would quickly see the possibilities of spaghetti with a butter and crab sauce. Just as surely, the ideal beverage to serve with this dish would be refreshing glasses of tangy beer.

Spaghetti With Buttered Crab Sauce

1 pound spaghetti
1 cup (2 sticks) butter
1 small onion, minced
¼ teaspoon nutmeg
½ teaspoon freshly ground black pepper
Dash cayenne pepper
1 pound lump crab meat, cartilage removed
½ cup coarsely chopped parsley
Salt to taste

Cook spaghetti according to package directions in rapidly boiling salted water. Melt butter and add onion. Cook over low heat until onion is soft and



A main dish prepared in a single skillet, that's Macaroni Fanfare.

golden. Add nutmeg, pepper, cayenne and crabmeat. Stir to blend and heat gently until crab is piping hot. Stir in parsley and salt to taste, and cook 1 minute more. Pour spaghetti into colander and shake until all the water is drained off. Place in a serving dish, pour sauce over hot spaghetti and serve immediately with glasses of chilled beer. Yield: 8 servings.

Macaroni Fanfare

An excellent example of cooperative publicity was the Evaporated Milk Association's October release to food editors, Macaroni Fanfare, a main dish prepared in a single skillet.

Quick, easy and tasty! These are descriptive words that should come before every main dish recipe in these busy days of fall, said Mary Kay Oswald, editorial home economist at the Evaporated Milk Association. Cooking would then become 'to good to be true'!

Their exclusive photo-recipe, Macaroni Fanfare, can rightfully claim those three adjectives, plus a few more of its own. It's colorful—chipped beef, green pepper and mushrooms are blended in a golden cheese sauce along with elbow macaroni. It's nutritious—a tall can of evaporated milk, doubly rich in whole milk nutrients, blends with shredded cheese to make a smooth creamy sauce. It's familiar—that is, it's a combination of family favorites.

Sure to be a hit with the whole family, from busy mother to ever-hungry big brother. Macaroni Fanfare is a meal in a single skillet that need be accompanied only by a crisp tossed salad.

Macaroni Fanfare

½ cup butter
1 pkg. (3½ ounces) smoked sliced beef, pulled in pieces
1 pkg. (8 ounces) elbow macaroni
½ cup chopped onion
½ cup chopped green pepper
1 can (4 ounces) sliced mushrooms, drained
½ teaspoon oregano
¼ teaspoon dry mustard
2 cups water
1 tablespoon flour
1 tall can evaporated milk (1½ cups)
1 cup shredded sharp Cheddar cheese
Melt butter at simmer temperature in electric fry pan. Add beef, macaroni, onion, green pepper, mushroom, oregano and mustard. Cook, stirring occasionally, at 260° F. for 5 minutes, or until onion becomes transparent. Add water, bring to a boil. Cover and simmer at 212° F. for 20 minutes or until macaroni is tender. Sprinkle flour over mixture and blend well. Stir in evaporated milk and shredded cheese. Cook 5 minutes longer at simmer temperature, stirring occasionally, to melt cheese. Serves 6 to 8.

THE MACARONI JOURNAL

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From Finish Dryer to the Storage Bins continuously around the clock.



The System delivers to three packaging lines from three different Bins, simultaneously (automatically on demand).

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Eliminate all these outmoded methods. Eliminate these bottle-necks with:

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Governor Honors National Macaroni Week. Governor John A. Volpe, of Massachusetts, was served a plate of spaghetti at the State House in honor of National Macaroni Week. Joining the Governor in the treat are, left to right, Commissioner of Administration and Finance John McCarthy; Governor Volpe; Chef Fortunato "Lucky" Nervo, head of the Prince kitchens; Mr. Joseph Pellegrino, Jr., executive vice president of Prince Macaroni Manufacturing Company, Lowell, Mass.; and Anthony P. DeFalco, chief secretary to the Governor.

Mueller Company Campaign

One of the most ambitious promotional campaigns in the almost-100-year history of the company has been announced by Frederic C. Mueller, executive vice-president of C. F. Mueller Co., for the upcoming fall-winter season.

All through the cold weather, when the top nutritional value of such tasty products as Mueller's macaroni, spaghetti and egg noodles is of prime importance, an audience of more than 95 million people in the company's marketing area will be hearing and seeing a new series of bright, bouncy Mueller's commercials. The Mueller target area runs from Maine to Florida, westward to Fort Wayne, Ind., and southward to Mobile.

Color TV and Radio

The new campaign is centered in two important media, television and radio. Color will be used in the former, since Mueller's products are a mouth-watering natural for this adaptation. Typical of the scope of the operation are the features outlets being used in the metropolitan New York phase of the sales drive.

Included in this TV schedule are WCBS-TV's "Morning and Evening News Reports" and WOR-TV's "Million Dollar Movie." On the radio side, Mueller commercials will be featured on such popular program favorites as the Herb Oscar Anderson Show and the Charles Greer Show on WABC, and the "Rambling with Gambling" Show on WOR.

The Mueller fall commercials feature a catchy new jingle. They'll be crammed with appetite appeal and tempting menu suggestions, all calcu-

lated to move Mueller's macaroni, spaghetti and egg noodles off grocery shelves and into consumer kitchens at a record rate.

Needham, Harper and Steers, Inc., is the agency for Mueller's products.

Kraft Introduces Noodles Romanoff

Kraft Foods, Chicago division of National Dairy Products Corporation, has added noodles romanoff to its line of Kraft home cooked dinners. The product contains a cheese and sour cream flavor and is packaged in a 7-ounce carton retailing for 45 to 49 cents. One package is said to serve four.



At the Ohio Retail Food Dealers Convention Miss Deanne Syntax of Maple Heights was named Miss Ideal by the Ideal Macaroni Company. Miss Syntax was awarded the title because she loves macaroni recipes and even creates her own. She eats Ideal Macaroni frequently. One can see by her pretty figure that you can control your weight and still enjoy meals made with pasta often. Miss Ideal was on hand to greet convention visitors and delegates at the Ideal booth and at their hospitality suite. She is pictured here with Leo Ippolito, president of the Ideal Macaroni Company.

During its introduction this fall, Kraft offered ten cents off regular retail price, with full-page color ads appearing in newspaper supplements in selected markets. Full-page color ads also appeared in the October Family Circle magazine, the November issue of Woman's Day and the Ladies' Home Journal for December. Two NBC network television shows have plugged it in commercials. Display materials for the new product included a poster that could be pole-mounted, a dinner department canopy with a special insert strip, and a price rail strip.

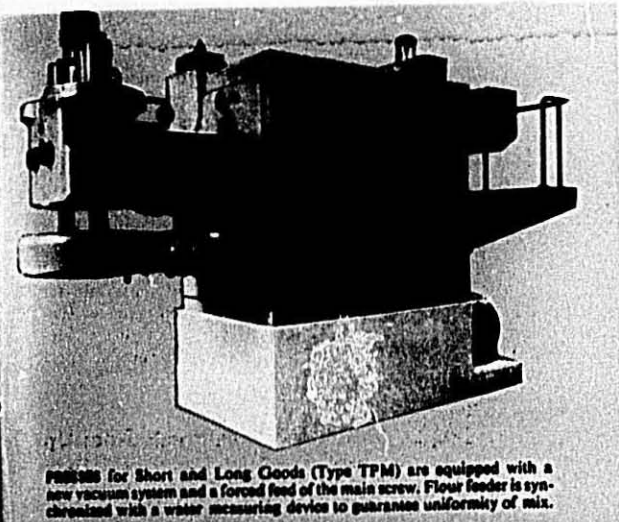
Stouffer Frozen Foods Sales Up

Sales of the Frozen Prepared Foods Division of Stouffer Foods, Cleveland, Ohio, were 25 per cent higher in the first two months of their new fiscal year than in the same period last year, and this trend is expected to continue for the remainder of the year.

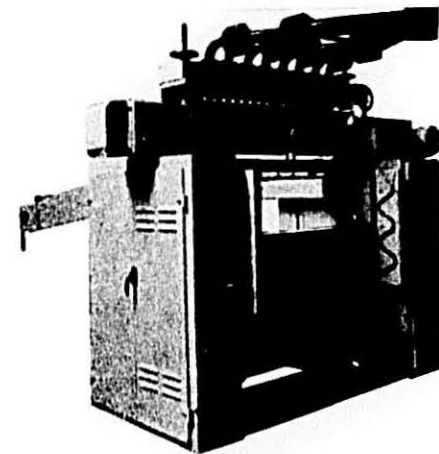
Vernon Stouffer, president of the company, told holders that fiscal 1966 should be one of the best years "by far for our Frozen Foods Division."

"The Division is working toward getting five per cent of the frozen foods market and has attained this and even exceeded this in some cities, and will attain the goal in still more cities yet this year," he said.

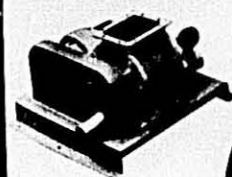
The Division accounts for approximately 20 per cent of the company's total annual sales, which would mean about \$14,000,000 in volume in frozen food last year. A 25 per cent increase would make the total close to \$18,000,000 for fiscal 1966, if the present rate of increase is continued.



FEEDERS for Short and Long Goods (Type TPM) are equipped with a new vacuum system and a forced feed of the main screw. Flour feeder is synchronized with a water measuring device to guarantee uniformity of mix.



AUTOMATIC SPREADER (Type TSI) has water jacket with 8 inlets to produce a perfect extrusion pattern. Die is unlocked by manually turning two hand wheels.

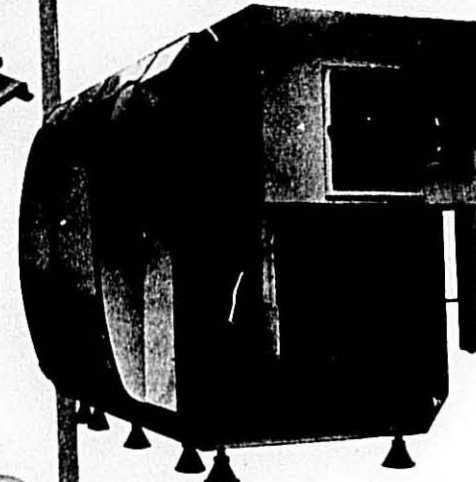


Fluidlift actuator

Machinery and equipment and complete engineering service for bulk storage and handling systems.

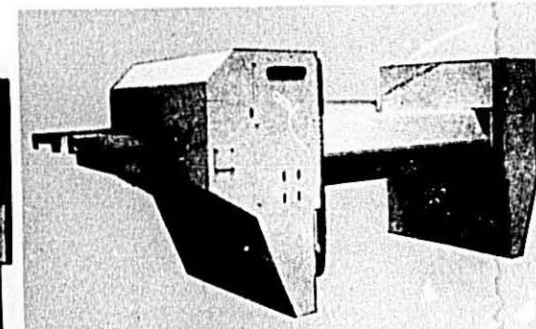


Fluidlift blower unit

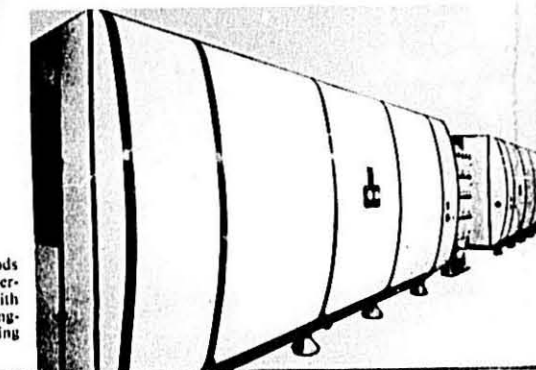


PRE-DRYER and FINISHING DRYER for Long Goods designed to produce automatically, with almost no supervision, a first class product and to yield an optimum color effect. Sanitary construction with swing-out panels, better insulation and new positively controlled stick transfer are the features of this new and unique machine.

PRE-DRYER and FINISHING DRYER for Short Goods and Noodles. Automatically, with almost no supervision, these dryers produce a first class product with optimum color effect. Sanitary construction, swing-out panels, better insulation and new S-Element drying conveyors are features no other make can offer.



AUTOMATIC CUTTER (Type TSK) strips and cuts a full day's production in one shift. Cuts cleaner than any other cutter. Automatic feed from automatic storage unit or manual feed from truck unloading.



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U. S. DURUM SHOW

IT rained Monday and Tuesday, as the 27th Annual Durum Show opened in Langdon, North Dakota. Farmers who had not been in their fields for ten weeks because of bad weather stood around and wondered how much of their lush crop could be salvaged. Hopes were that sprout damaged and water faded wheat would bring feed prices of about two cents a pound, or \$1.20 a bushel. Elevator operators pointed out that little feeding is done in North Dakota, and to be competitive with corn the price would be closer to a dollar. It has been estimated that as much as 35 per cent of the durum crop in North Dakota has been damaged by rain.

Beauty Contest

The show is sponsored by the U. S. Durum Growers Association in cooperation with the business men of Langdon, North Dakota. They have two techniques for drawing attendance. First, they open the proceedings with a beauty contest sponsored by the Jaycees, the winner of which becomes candidate for the Miss North Dakota contest, and on to the competition for Miss America. Secondly, durum samples are gathered by 4-H Club members and the Future Farmers of America along with the students in agricultural studies at the high school, from growers who are given passes to a Card Party and Dutch Lunch.

A bevy of beauties has been produced in North Dakota again this year, and the winner of the Miss Durum-Macaroni Pageant was Denise Fledderman of Inkster, a talented singer attending the University at Fargo.

Pre-rain durum was also beautiful, and Merle Daley of Adams, North Dakota won the National Macaroni Manufacturers Association Sweepstakes Award with an entry of 68-pound test weight Wells durum.

Damaged Durum

Much of the durum coming to market is in the 50-pound range and poses a problem to millers who booked heavily in August and have to fill contracts, in many instances through February, at prices considerably under today's market. Farmers have plenty of on-farm storage and are holding the good grain while they find out what is going to happen to the damaged crop. This puts a wide price range in the cash market. Hopes are that Commodity Credit Corporation may trade some 1964 crop holdings to help the millers out during this difficult period.

During the first week of October, market prices for No. 1 Hard Amber Durum spurted to \$1.87 a bushel at Minneapolis with a low for sample grades running as low as \$1.10. The Commodity Credit Corporation in Minneapolis sold 715,000 bushels of durum during the first week of October. Then it was announced that authorization had been granted to India to finance the buying of 25,000 metric tons (918,000 bushels) of No. 3 or better Hard Amber Durum wheat. This is the first financing of durum exports under Public Law 480 in the eleven-year history of the program, and it is the first authorization that allows buying below No. 2 grade. Purchase may be made between October 14 and November 30, with delivery to importer, f.o.b. vessel, U. S. Great Lakes, Atlantic and Gulf ports, or Canadian transshipment points. Shipments must be completed by December 31.

At the end of the month, exporters were still interested in durum, and the Department of Agriculture reported a sale of 29,000 bushels of No. 3 Hard Amber Durum at \$1.63, f.o.b. buyer's vessel, Superior, Wisconsin.

Show Program

On the Durum Show program, NMMA Executive Secretary Robert Green told of the changing market for macaroni and what was happening in Europe (see Macaroni Journal for November, 1965). He cautioned members of the industry to be careful of mixing sprout damaged grain in semolina and flour mixtures. "Consumer dissatisfaction with poor quality macaroni made from sprout damaged durum can set us back farther than we've come in the past three years," he said.

Pete Stallcop, executive vice president of Northwest Country Elevator Association, told the growers that their elevator operators were key outlets to the orderly marketing of the crop and in quality control. This year particularly there is very good durum available as well as badly damaged wheat. Dr. Duane Erickson, animal nutritionist from North Dakota State University, said that wheat has long been a feed grain for poultry and some livestock, but its market value will be dependent upon protein content and moisture.

Research Report

Dr. Kenneth Lebsack, USDA durum breeder at Fargo, reported that research is a continuing operation, generally without spectacular progress to

be reported, but that efforts continue. Now that rust resistance is satisfactory in Wells and Lakota varieties, efforts are being made to produce larger kernels for both the export and domestic market.

The need for larger kernels was emphasized by Congressman Mark Andrews, who pointed out that exports must be increased, and one of our principal problems is that the Canadians have a larger wheat berry which gives European buyers longer extraction.

Howard Hardy, president of Great Plains Wheat, Inc., reported on how that organization is attempting to build dollar markets for wheat abroad.

Ray Wentzel of Doughboy Industries and Dr. Kenneth Gilles of the Cereal Technology Department, North Dakota State University, reported on the durum potential in Japan.

Daniel G. Amstutz of Cargill, Inc. gave an exporter's view of expanding durum markets which appears on page 16.

It was announced that Beverly Anderson, a home economist from North Dakota, had been hired by the Durum Wheat Institute to head up a Hotel, Restaurant, and Institution Program, in cooperation with the North Dakota State Wheat Commission and the National Macaroni Institute. This should stimulate domestic demand by increasing educational efforts.

Quality Tests for Pre-Rain Durum

Quality tests for durum wheat conducted by North Dakota State University and based on 48 per cent of the planned sampling, showed an average test weight per bushel eight-tenths of a pound above the 1964 crop survey average, and nine-tenths of one per cent lower than 1964 in average protein per cent. The test weight averages were 60.3 pounds per bushel in 1965 compared with 59.4 pounds in 1964.

The main 1965 durum defect is an increased amount of light colored kernels. About 11 per cent of 1965 durum will grade Amber Durum against six per cent of this grade in 1964, because of light colored, nonvitreous kernels.

This assessment of durum quality is the first issued in the North Dakota market quality survey and covers all the samples from 26 counties obtained prior to the rains.

The survey information indicates the excellent market quality of both hard

(Continued on page 14)



The cafeteria and school market will grow and grow and grow for you
[if you feed it its own special kind of spaghetti]

MYVAPLEX Type 600 Concentrated Glyceryl Monostearate is all it takes. The addition of 1.5% to your regular product keeps it just as appetizing in the steam table as it is moments out of the boiling water in the home. Food service managers can make sure they won't run out, yet be protected against waste.

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Durum Show Shots. Upper left: John Wright (right) serves Al Kenner and Jim Housauer spaghetti at the Durum Show banquet. Upper center: Gordon Bools, North Dakota Mill buyer, stands above Roy Wentzel, Doughboy Industries, and Jake Geritz, durum grower. Upper right: Bill Brezden, North Dakota Mill, stands with Dr. Kenneth Gilles of the North Dakota State University, Cal Swisher of A D M, and Mickey Skinner of Skinner Macaroni Company. Lower left: Dick Saunders, secretary of the U. S. Durum Growers Association, enjoys his third helping of spaghetti with meat sauce. Mickey Skinner of Omaha and Stuart Seiler, C. F. Mueller Company, Jersey City, New Jersey, discuss the durum situation. Center: Joe La Rosa, V. La Rosa & Sons, Westbury, New York, holds his plate for spaghetti from Durum Queen Denise Fladderman. On her right is the Durum King Merle Doley. On the right: Walter Villoume is served by the queen and Mickey Skinner.

Quality Tests—

(Continued from page 12)

red spring and durum wheats this season where it was possible for growers to get their 1965 crops in before the rains. The effect of weathering on the grain remaining in the fields is not indicated by this report.

The wheat market quality survey has been conducted in North Dakota in recent years to inform producers and market representatives on the general marketability of the current production.

The survey is conducted by the North Dakota State Wheat Commission and the Agricultural Experiment Station and the Cooperative Extension Service of North Dakota State University. Sampling procedures were set up by the NDSU Agricultural Economics Department, sampling was done by county extension agents, and the testing is being done by the Cereal Technology Department.

Crop Estimate Drops

The October 1 crop report issued by the Department of Agriculture put the durum estimate down 1,987,000 bushels from a month earlier, to 65,345,000, slightly below the 1964 harvest of 65,

718,000 but 66 per cent above the 1959-63 average of 39,299,000.

In mid-October the general crop report from North Dakota stated that durum was expected to average 30 bushels per acre, down a bushel from the September estimate and comparing with 29 bushels per acre last year. Combining started again October 1, and by mid-month was two-thirds completed with momentum gaining as generally clear skies prevailed. The report stated: "Laboring under the spectre of a possible early freeze-up, farmers have utilized every available moment to complete harvest, but morning dews and wet fields have been limiting factors. Grains are tough from dews until mid-morning, but with humidity permitting, combining has proceeded until dark. Low spots and wet fields also were hindering factors, and in some cases low spots will be left until the ground freezes hard enough to support heavy equipment."

By the end of October it was reported the harvest was winding up with 94 per cent of the durum acreage combined. Walsh and Pembina counties were the latest in completion of harvest with some 15 per cent of the crop still standing in the northeastern area.

Damage to durum by incessant rains was mostly in the form of discoloration, sprouting and test weight losses. Sprouting damage was dependent upon length of time in the swath and how well the grains laid up on the stubble.

Breeding Lines Seeded in Mexico

More than 12,000 bread wheat, durum, oat and barley breeding lines from Upper Midwest and Canadian experiment stations were planted at Ciudad Obregon, Mexico in October for winter seed increase, Donald G. Fletcher, president of the Crop Quality Council, reported. This program, sponsored by the Crop Quality Council, is aimed at reducing the 12-15 year period previously required by scientists to develop new cereal grain varieties.

Justin wheat, grown on 60% of the North Dakota hard red spring wheat acreage in 1965, was first increased in Mexico several years ago, Fletcher said. Breeding materials from Minnesota, North Dakota, South Dakota, Wisconsin, Michigan and Canada were included in the current plantings.

The development and release of Justin, Crim and Chris wheats; Wells
(Continued on page 25)

THE STORY OF MACARONI



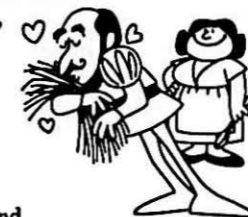
How Was Macaroni Named?

According to legend, Cicho, a subject of King Frederic of Saubin, dreamed of discovering a wonderful new food that would bear his name. For years he studied and experimented. But before he could present his discovery to the people of Saubin a neighboring woman stole his recipe, prepared the new food herself, and served it to King Frederic. Needless to say, the king loved it. And when Cicho protested that the dish was his invention, the king replied, "Impossible—only an angel could have given mankind such a divine food." And he promptly named the new dish Macaroni, from the word Macarus, the divine fish.



And another legend says that a wealthy nobleman of Palermo, who loved fine food, had a marvelously inventive cook. She devised a dish of boiled strings of dough, covered it with rich sauce, topped it with grated Parmesan cheese, and proudly served it to the noble.

"Cari" or "The darlings" he shouted after the first mouthful—which freely translated means, "Man, this is great!" After the second taste he emphasized his statement exclaiming "Ma Cari", "Ah, but what darlings." And after the third mouthful his enthusiasm was boundless. "Ma Caroni!", "Ah, but dearest darlings!" he cried—paying a supreme tribute to his cook's wonderful discovery and naming the new food, both in the same joyful expression.



—So say the legends.

The naming of macaroni may have many legends, but there's only one name for the highest-quality macaroni flour: King Midas Durum Products



PEAVEY COMPANY
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THE DURUM EXPORT POTENTIAL

By Daniel G. Amstutz, Cargill, Inc. of the U. S. Durum Show

IT has often been said that agriculture can best be described by one word—change. Certainly this is true for durum.

The first durum show I attended was four years ago—1961. At that time we were concerned with acute shortages. All durum consuming nations were faced with the necessity of using substitutes.

Today, even allowing for the vagaries of weather and the damaging effect the almost continuous rain did to this year's crop, we find ourselves with an abundance of durum and—of perhaps greater significance—a clear and certain ability to produce even greater abundance in the years to come.

As a result of the aggressive efforts of the united durum/macaroni industry—and here I am specifically thinking of the growers, the millers and the macaroni manufacturers—we have a bright and optimistic future on the home front. We can anticipate expanded consumption of macaroni products, and consequently of durum, in this country. Even so, we have a proven capacity to produce far more durum than we either will or can consume domestically.

Therefore, if we are to economically justify a continued high level of production, we must look to a broader market. It is as true for durum as it is for all other agricultural commodities produced in this land, the greatest potential lies outside the confines of the United States.

International Situation

Let us then turn our attention to the international durum situation.

In analyzing world trade, we must focus our attention, not to total world production, but to areas of surplus and deficit production. First, the exporters. In addition to the United States, this list includes Canada, Argentina, and North Africa. Presently, there is only one notable import area, Western Europe. With the sole exception of Switzerland, the other major importers—France, Germany, Italy, and Belgium, are all members of the European Economic Community. Only negligible quantities move to the United Kingdom. And the vast areas of Africa, South America, and Asia are equally unimportant durum consumers at this time. Likewise, it is proper to exclude the Soviet Union from our list of importers—last year's shipment of this particular class of wheat to Russia is not likely to be repeated.



Daniel G. Amstutz

I make this statement with the knowledge that both the Soviet Union and Communist China are currently receiving durum from Canada. It is most unlikely, however, that our nation will sanction trade with China in the foreseeable future. Trade with Russia is not probable so long as our government insists that 50% of any wheat shipments be effected by U. S. flag vessels which are not competitive in international trade.

But back to our analysis of world trade.

Fifty Million Bushels

The average annual total of all durum exports, or the sum total of all commercial purchases by importing nations excluding China and the U.S.S.R., is about 50 million bushels. In 1961-62 this figure was indeed imposing. Today it appears pitifully small. At the beginning of the present crop year the United States and Canada had stocks on hand of well over 100 million bushels. After deducting normal domestic requirement, and allowing for decreased output in both Canada and the United States, North America still has balances large enough to cover normal world commercial demand for three years. And let us not forget Argentina and their ability to furnish one-third of this year's export potential, and North Africa—able to supply another one-quarter.

Reserves in U.S.

It should be noted that the preponderance of the North American durum reserves are in the United States. Also, most observers would agree that the export potential for American durum is

far brighter this year than last year when less than 8 million bushels were shipped. This year's clearances should be nearly double that, or equal to about 20% of current annual production.

We can therefore conclude that we have captured a larger share of world commercial demand. That without benefit of unusual and extraordinary demand from the Soviet Union and without benefit of drastic world shortages as existed in 1961-62, our sales and shipments are increasing. Good news indeed, but let us guard against complacency. Let us remind ourselves that we still must accomplish much if we are to have regular, dependable, foreign buyers of U. S. durum.

The cooperative and aggressive policies underwritten by our Department of Agriculture have permitted the greater exports we are currently enjoying. The bid export subsidy, the rail transportation subsidy differential, and the revised grade standards were all designed to enhance our export position. The current subsidy policies are particularly laudable. With them we at least have the mechanism to increase our international market penetration.

Unfortunately, this is not enough to create the dependable and regular outlets we seek. What else is required?

Analyze Approach

Some would say, let us simply utilize this workable subsidy mechanism and induce the government to continually grant high enough subsidies to insure our ability to compete. Appealing as this may sound to producers and merchants alike, I consider such an attitude short-sighted. It might ease the temporary situation of oversupply, but it does not provide a workable long range solution. For this, I think we must adopt a more analytical approach.

First, we should ask ourselves the question: What must we do to develop regular and dependable foreign outlets? Second, we must ask: Where can we find these foreign outlets?

By answering these questions, we can determine the necessary corrective steps to be taken.

Develop Foreign Outlets

What must we do to develop the desired foreign outlets? I think there are three factors to consider. First, we must be recognized as consistent and regular suppliers. Until the last several years we have been producing principally for our domestic consumers. We have not

(Continued on page 18)

THE MACARONI JOURNAL

Leading packagers prove Du Pont "K" 207 is the most durable cellophane.

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Durum Export Potential—

(Continued from page 16)

had burdensome supplies — often we have been faced with deficits. In those years when we have had stocks available for export, the quantities involved were relatively small and we were content, as a nation, to be nothing more than residual suppliers to the world. On the other hand, Canada and Argentina have been producing durum, almost exclusively for export, for many years. They have a long history of aggressively marketing their products to the European importers. It is a regrettable fact that until recently American durum has been relatively unknown among many foreign buyers. We now have a three year history of keen interest in international markets and much of the uncertainty in the minds of the buyers regarding the reliability of the United States as a regular supplier has been erased. Only time and continual availability of supplies for export can overcome the head start still enjoyed by our competitors.

Competitive on Quality

Second, we must be competitive on quality. Our durum has not in the past, and does not now, meet the standard of quality deemed desirable by commercial foreign buyers. The word "quality" has a nebulous meaning in our industry. Because of this, my statement requires further amplification.

Foreign buyers have long maintained firm ideas on the quality characteristics they prefer. Those factors of paramount importance to them are:

Large and uniform kernel size—
heavy test weight

High percentages of hard and vitreous kernels

Relatively low moisture
Good color

American durum is fully as desirable as that from other origins insofar as moisture content is concerned. Also, although there are some differences in color preference among various overseas users, it can be stated that the color quality of our product can be considered equal to, or superior to, that of our competitors.

Kernel Size

In the areas of large and uniform kernel size, good test weight, and hard and vitreousness, we regrettably, fall behind our competitors. It is not easy for we who naturally feel traditional Yankee pride in the quality of our products to admit they are not superior — and much worse, not even comparable — to products of our competitors. In the case of durum, however, this is an undeniable fact.

We all know the story of the plant-breeders tireless efforts to develop rust resistant durum. They have given us Wells and Lakota, which have evolved as our primary commercial varieties. These varieties are characterized by relatively small kernels, however, which does place American durum at a distinct disadvantage relative to durum produced in Canada and Argentina, for example.

The rust threat has been a more severe problem for the United States than for our neighbors to the North. Our durum producing areas could not be more vulnerable from the standpoint of geographical location. Producing areas in Canada, on the other hand, tend to be located west of the areas of primary rust threat. Because of this quirk of nature, Canada has long been able to continue production of Ramsey, originally an American variety, which possesses good kernel size characteristics. The newer approved variety in Canada, Stewart 63, has equally good kernel size characteristics.

I have always admired the Canadian practice of rigid variety control as a means of insuring desired quality characteristics. Undoubtedly, their intense awareness of the foreign buyers' insistence on large kernel size prompted them to refuse to license or approve the seeding of either Lakota or Wells in Canada. Our breeders have been aware of this kernel size problem and are at work seeking the best solution.

Grade Revisions

As you know, the recent revisions to our wheat grade standards were prompted by a desire to improve the quality of U. S. wheat in world markets. I hope I have made it clear that I have no quarrel with the concept of quality improvement. That, to the contrary, I wholeheartedly endorse it. And I have no desire to launch into a full discussion of our revised standards; however, I think it important to note two major weaknesses of the revisions which pertain directly to durum.

Hard and Vitreous

First, the question of hard and vitreousness. This factor is of prime importance to foreign buyers. U. S. durum tends to contain lower percentages of kernels of this category than does Canadian durum. Hence, we have one more instance where we have failed to achieve quality competitiveness. It is unfortunate that suggested higher minimum percentages for the content of hard and vitreous kernels in the subclasses hard amber durum were not adopted, especially since they were endorsed by all segments of the industry, including the producers.

Total Defects

Second, the question of the new factor of total defects. Desire to decrease the amount of clean out in U. S. wheat prompted the addition of this factor. On durum it was believed the practical limitations this factor would place on shrunken content would satisfy foreign complaints about the relatively high percentage of unmillable material in American durum shipments. Unfortunately, there is a difference in inspection methods and a difference in terminology between this country and countries with whom we trade. Where sieves are utilized by foreign buyers in their inspection process, such as in France, the size of the sieve openings are considerably larger than ours. That which the French have designed as clean out and, consequently, unmillable material, is not only the relatively small percentage that would be classified as shrunken and broken in our terminology and by our methods of inspection, but the small kernels which are characteristic of American durum. More simply stated, the French have been complaining, not so much about that which we classify as shrunken and broken, but rather the small kernels which they consider unusable. Needless to say, the revised grain standards have done little to alleviate this problem.

Competitive in Price

And finally, the third necessary factor to develop foreign outlets—we must be competitive in price. Of course, it is impossible to separate price from quality. These two factors will always be inter-related. As we improve the quality of our products we can expect to receive higher prices relative to the value of competing products. It would, however, be foolish to assume that quality improvement alone would insure future price competitiveness.

The corollary that durum is worth a premium over bread wheat, which had existed for many years, was decisively refuted last year. In this country and in international markets as well, durum has traded at a discount under prevailing bread wheat prices. It is clear to all that durum value is subject to the age-old law of supply and demand. And something else has become clear as well — that, while other classes of wheat can be substituted for durum in the manufacture of macaroni products, durum does not enjoy the same flexibility of reverse substitution — seemingly, no matter how reasonably priced the product becomes.

Other Factors

But base price at the point of production is only one of the factors which

THE MACARONI JOURNAL

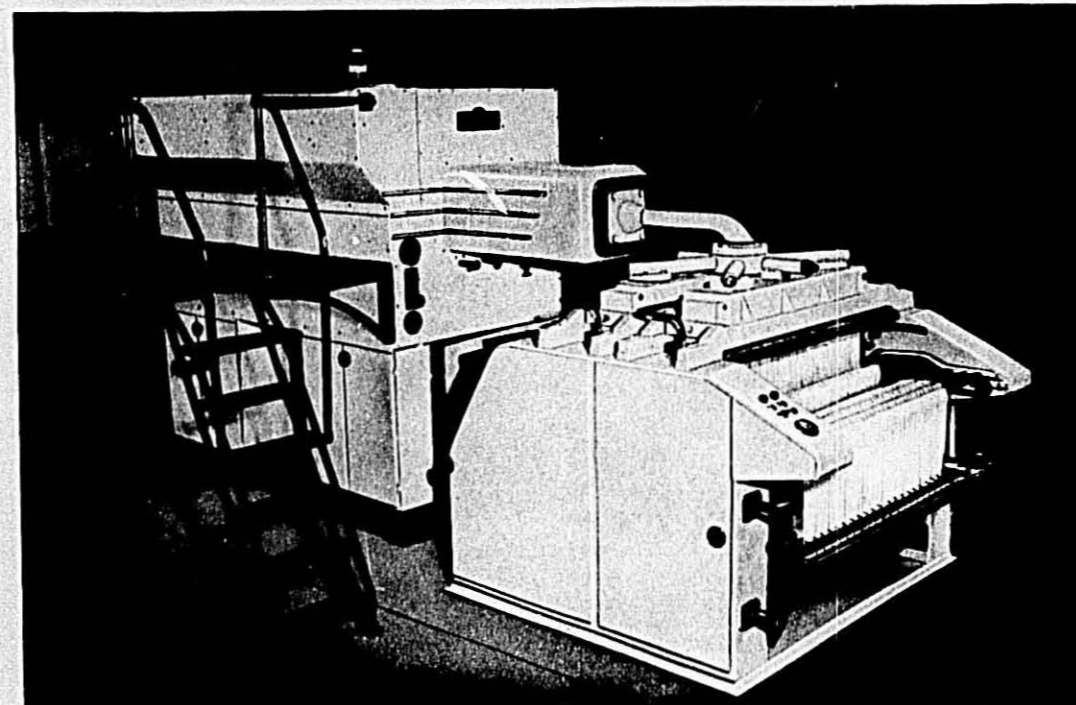
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Durum Export Potential—

(Continued from page 18)

make up total price and total value. Costs of handling and transportation to the point of consumption are also important.

Although our nation is blessed with the world's finest financial and communication facilities, inland and port elevators second to none, an abundance of all-season, deep water ports, and an aggressive and efficient domestic processing and distributing industry (all of which serve durum as well as the other agricultural products) there is one area where durum, and hard spring wheat as well, does not enjoy the economics available to other wheat classes.

Durum and hard spring are produced farther from major areas of domestic consumption than other wheat classes. They are produced farther from all season ocean ports than other classes of wheat. They can only partially take advantage of our low cost inland waterways. They are, consequently, largely dependent on high-cost rail transportation.

Demand Is Elastic

Contrary to what some would have us believe, the demand for durum, and other wheat classes as well, is indeed elastic. Certainly the macaroni manufacturers, rice millers, and potato marketers—competitors all—will confirm this. Certainly the high level of substitution for durum in the manufacture of macaroni products, when durum gets too expensive relative to other wheat classes, will confirm this. There are examples of the realities of the elasticity of demand the world over. In Italy, for example, macaroni products currently contain only 50% durum semolina; the other 50% is made up of soft wheat farina. Italy is one of the major durum producers of the world, yet one-third of their annual production never finds its way into macaroni products. That one-third is produced too far away from the major areas of consumption, and transportation costs are too high to make its use economical and feasible. Price relationships are important and the cost of transportation, when it reflects a substantial percentage of the total delivered cost, cannot be ignored.

We know that macaroni can be made from a blend using only 50% durum. Those versed in raw material research may even say that macaroni can be made without any durum. We know that neither the American people nor people in other lands need macaroni—there are other food substitutes. But we also know, we who are producers, handlers, processors, and merchants of

durum, that we must take all possible steps to insure expanded utilization of this product. The growth of our respective fields dictates this to be a necessity. And this is no less true for those of the transportation industry. Economies of transportation are something in which we all have much at stake. I heartily endorse the recent westbound export rail rate reductions. Certainly this is a good beginning toward the elimination of rate inequities, but it is only a beginning.

Export Subsidies

And now we come to the final element of price, the export subsidies. At this particular time, with total supplies equal to four year's domestic requirements, it may be practical to expect our government to continue to offset relatively high base prices as reflected in the producer loan; to make up the value of the difference in quality between our durum and that of competing nations; and to underwrite the present cost of inland transportation. It may be practical to anticipate this sort of governmental action which would be manifested in a continuation of our government's policy of granting relatively high subsidies. If this does continue, it must be viewed simply as our government's attempt to rid this country of durum, which they may consider to be in burdensome surplus.

However, if we are interested in developing and maintaining regular durum exports of a relatively high volume, which would justify a continued high level of production, then it is incumbent on us all to get our own houses in order. To improve the quality of our product and to agree to reasonable returns for goods and services which will permit costs to be maintained at reasonable levels. For, while the government may feel compelled to grant extraordinary subsidies to solve what they may consider an immediate problem, we cannot expect them to continue such a policy indefinitely.

Industry Challenge

I have no wish to minimize the government's responsibilities in maintaining realistic, consistent, and aggressive export policies—of which the subsidies are an important element. The function they must fulfill is obvious. However, when we look to the future, we must recognize that all of us, producers, handlers, merchants, carriers, are in partnership with the government in the area of international market development. And durum must not only compete with similar products from other countries but with other classes of wheat produced in our own country. I think it would be a mistake to expect

the taxpayers to assume higher costs to permit the continued export of durum than would be necessary for other classes of wheat which can also be produced in abundance.

Let us assume then, that the impediments to foreign trade are those that our product does bear—known; that the quality will be comparable to that available in other countries; and that our prices are competitive. Where can we find the outlets?

It has been determined that to the traditional importing nations in Western Europe, the United States has a realistic potential of 12 to 15 million bushels annually. But this is hardly enough to satisfy us. What of the other areas of the world?

The possibility of the Japanese importing durum has been mentioned. It has been said that a buyer of some two million bushels annually. I believe this potential figure to be low. I think the possibilities of other commercial outlets in the Far East, such as the Philippines, and that total Far Eastern commercial durum demand of between five and seven million bushels annually is a distinct possibility.

Nor is it overly optimistic to anticipate increased potential in Central and South America and Africa. A similar total of between five and seven million bushels annually to these destinations can also be considered.

Twenty-five Million Bushels

We can, therefore, easily arrive at an annual export volume of 25 million bushels in the far distant future; it is potential we can realize relatively soon if—and I repeat—if we can solve our quality problems and if we can maintain prices which are competitive with other classes of wheat as well as with durum from other origins.

All this potential of which I speak would be commercial business. The cash business which enhances our nation's balance of trade and balance of payments positions.

When we consider the fact that three quarters of our nation's wheat exports are under the concessional Food for Peace programs, we can take justifiable pride in the fact that all our wheat exports are under the Food for Peace program.

It has long been my opinion that durum should be made available to concessional buyers under our Food for Peace programs, PL-480. I applaud

recent action by our government in concluding a PL-480 agreement with India whereby that country will receive 25,000 tons, nearly one million bushels, of durum.

Food For Peace

Inclusion of durum in the Food for Peace programs can have important significance. As you know, the PL-480 programs were instituted as a means of surplus disposal. They have also proved to be good foreign policy tools and the beneficial humanitarian aspects cannot be ignored. It is becoming increasingly obvious that the large over-populated, under-nourished, and dollar-poor areas of the world will undoubtedly continue to require our assistance in the years to come. If the U. S. does assume this moral obligation and continues the Food for Peace programs, only those food products which can be supplied at the lowest relative cost to our government can expect to enjoy maximum participation in these programs. Therefore, while we certainly include durum in our PL-480 authorizations because of our abundant supply position, if we hope to enjoy continued participation, we can see that the economies of which I spoke earlier can be considered of equal importance in the concessional areas as in the commercial.

Population Explosion

You have heard much about the population explosion; the forecasts by the experts that world population will double in less than 40 years; that the real problem is not one of abundance but rather of possible drastic shortages. Justification for continuation, if not expansion, of our Food for Peace programs is in keeping with these projections.

You have also heard these forecasts for the future discussed in terms of

wheat. Two years ago, in Minot, I stated that we can project world wheat demand of 16.5 billion bushels by the turn of the 21st century. That if the United States' share of this increased demand, i.e. our part of the difference between current usage and the estimated 16.5 billion bushels, is just 25%, that we will have to increase our wheat production by 300% in the next 40 years. Today, I still have confidence in the accuracy of those statements.

Why Be Concerned?

You might then ask: Why, in the face of such overwhelming demand in the future, should we be overly concerned about improving the quality of our durum? Why should we have to even consider the necessity of lower costs and more competitive prices?

I think the answers to these questions are clear. True, we will undoubtedly see appreciably greater demand for wheat in the years to come. But it is also true that the "ability to produce" in all wheat growing areas in the world will also undoubtedly increase. Who, for example, would deny the realities of potentially larger production in the Southwestern wheat area of our own country, or of the Prairie Provinces of Canada, or Australia, or Argentina? These areas either produce wheat classes which can be substituted for durum or actually produce durum with which we will be in direct competition.

And when we consider competition, let us also remember that, in the U. S. we will be competing with a myriad of substitute food products for the consumer's dollar. And the foreign commercial markets will always be smaller in potential than the concessional areas. Everyone realizes the economic worth of hard currency business, so we must expect to see continuing keen competition from competing classes and com-

peting countries for this trade. Clearly, the highest quality for the lowest price will always be important in commercial markets, be they in this country or abroad.

And finally, the concessional areas. Again, those products which can be supplied at the lowest cost will enjoy the widest distribution.

How Much Demand

It is not a question of whether there will be demand for durum. Rather, it is a question of how much demand there will be for American durum. I am sure that none of us associated with this industry will be satisfied with anything less than growth of durum consumption proportionate with that for other wheat classes and for other food substitutes.

I don't pretend that it is easy to develop new, high quality durum varieties which still possess the necessary rust resistant properties. I know it is not easy to achieve lower costs. But I do believe our success in these areas will have a direct effect on our success in realizing our desired potential.

For those who despair about the tasks we must perform; who think they seem thankless and futile, may I leave you with a poem written by Edgar Guest. He called it, "It Couldn't Be Done."

There are thousands to tell you it cannot be done,
There are thousands to prophesy failure,
There are thousands to point out to you, one by one,
The dangers that wait to assail you.
But just buckle in with a bit of a grin,
Just take off your coat and go to it,
Just start to sing as you tackle the thing,
That "cannot be done," and you'll do it.

Highlights of comments by Kenneth L. Lebsock, research agronomist, Crops Research Division, Agriculture Research Service, U.S. Department of Agriculture, at the U.S. Durum Show

If we are to have an expanded durum market, we will need a reliable source of the marketable raw product—durum wheat. This places great responsibilities on the durum research team whose job it is to develop improved varieties for all segments of the durum industry. I can speak for all of us on this team—the cereal chemists, plant pathologists, the geneticists and breeders—when I say we accept the challenge to develop new varieties as rapidly

as we can. The most interesting aspect of durum breeding is there are always new problems to solve.

An expanded durum industry calls for more research on this specialty crop that is so important in the spring wheat region. Now federal funds will enable us to more than double research and breeding efforts. A wheat geneticist will concentrate on the improvement of market quality of durum. Two new

(Continued on page 39)



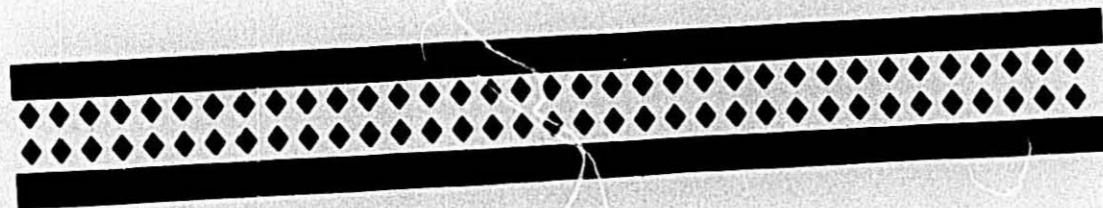
Dr. Lebsock crosses two varieties.



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ADM President Calls for Uniform Regulations of All Transportation

UNIFORM regulation of public transportation rather than abandonment of all rate and service rules is vital to the agricultural prosperity of the Midwest, says the president of Archer Daniels Midland Company.

John H. Daniels, head of the Minneapolis-based firm which has agricultural and chemical operations throughout the nation, acknowledges that railroads are unfairly handicapped by governmental regulations in their competition with unregulated truck and water carriers.

"We are convinced, however, that deregulation will only serve to multiply inequities at the expense of today's established agricultural industries," he said. "The only feasible solution is to recognize the public utility aspects of all modes of transportation and provide adequate, reasonable regulation of all transportation."

Mr. Daniels spoke at the annual dinner meeting of the Decatur Transportation Club in the Orlando Hotel. Among his audience were executives of many of the nation's transportation companies and of central Illinois' principal industrial firms as well as political officials.

Far-reaching Changes

Presently, the ADM president continued, some far-reaching changes are being considered in the transportation industry. These, he said, deserve careful consideration not only by that industry but also by the industries using transportation and by the communities served by transportation. Mr. Daniels cited the following "major policy areas" as deserving such close scrutiny:

- ... Equality of regulation of all modes of transportation.
- ... Discrimination against areas and commodities in the pricing of transportation services.
- ... Merger trends as they affect the carriers' responsibilities to the public.

Public Utility Character

In referring to the "public utility character" of transportation companies, Mr. Daniels pointed out that such companies "are given a preferential right to do business with limited competition from others."

"As common carriers engaged in performing a service for the public, they must make their services available, on a non-discriminatory basis, to all members of the public," he said. "Varying

measures of government regulation and competition among carriers have tended to protect the public against undue discrimination."

Mr. Daniels declared that his company, which spends \$60 million a year on transportation of its products from nearly 80 plants, elevators and mines in 20 states, is opposed to deregulation of the railroad industry.

The inequities existing between railroads and other forms of transportation can best be resolved by "some reasonable degree of regulation of the carriers presently engaged in unregulated or exempt transportation of agricultural and bulk commodities," he said.

"Deregulation will promote undue discrimination and will permit abuse of the privileges conferred on these public utilities," he continued. "Equal regulation will resolve the inequities without permitting a continuance and expansion of the present trend toward discriminatory rate-making."

Landlocked Communities

Citing Decatur as an example of a Midwestern community highly dependent on rail transportation, Mr. Daniels said his company operates soybean processing plants here because it is the center of a large soybean producing area and because excellent, competitive rail transportation enables meals and oils extracted from those soybeans to compete for distant markets.

"Non-discriminatory rail rates assuring Decatur processors an equal opportunity to procure soybeans and market meal and oil are vital to the survival of our industry in Decatur," Mr. Daniels declared. "Deregulation of the railroad industry, with the resulting freedom the railroads would have to establish rates on soybeans unrelated to the rates on meals and oils, would open the door to discrimination against processing industries such as ours that are located in the heart of the producing areas. Landlocked processors would be at the mercy of a railroad rate structure which could easily force the relocation of the industry to heavily populated coastal areas. Thus the railroads would benefit at the expense of the shipper and the consumer.

"Under deregulation, a landlocked community such as Decatur becomes very vulnerable. There would be no controls to prevent a deliberate program on the part of the railroads to draw agricultural commodities from

points of production to processing plants so located as to provide the maximum possible volume movement of raw materials for the railroad."

Mr. Daniels said the present transportation policies which regulate railroad rates for agricultural commodities but not those of motor carriers and barges obviously force the railroad to compete on unequal terms.

Grain Problem

In the railroads' efforts to attract this business, he said, they have established lower rates for the movement of whole grains but not on products processed from those grains.

"The result has been serious discrimination against the grain processing industries located in the grain producing states," he said. "We cannot tolerate a change in freight rate structures that will discriminate against established industries and communities and favor new industries that might be established in areas of heavy consumption.

"Failure to provide parity of freight charges under such circumstances is undue discrimination."

Mr. Daniels also declared that while mergers of some transportation companies are necessary for their survival, the merger trend will lessen competition and inevitably remove some of the public's safeguards against discrimination. The only apparent counter-balance to excessive consolidation of carriers, he said, is adequate regulation to preserve equality of opportunity for industries and communities.

Millers' Policy on Transportation

The Transportation Policy Committee of the Millers' National Federation has recently released the following policy statement:

1. We favor rates between wheat and wheat products that reflect equality when consideration is given to type of lading, weight and visible capacity of equipment available.
2. We favor milling in transit for wheat and wheat products.
3. Members of the milling industry in different areas have different transportation problems and therefore are not in complete accord on all transportation questions affecting the industry. However, in the question of regulation, the Federation does recognize the necessity for some regulations of the different modes of transportation.

4. We favor rates on wheat and wheat products made on single car basis with recognition given to type of lading, weight and visible capacity of available equipment.

5. We favor rates on wheat and wheat products that do not differentiate between export and domestic, because a differential in rates makes a two-price system on wheat.

6. We are opposed to Section 22 rates on wheat and wheat products.

7. We favor close cooperation between carriers and millers in handling matters concerning wheat and wheat products transportation.

8. We believe any major governmental study or investigation of wheat and wheat products rates should include all areas of the United States and all modes of transportation.

International's Earnings Drop

International Milling Co. Inc., Minneapolis-based food processor, announced consolidated earnings of \$4,417,000 for the fiscal year ended Aug. 31, a decrease of six per cent from the previous year when earnings were \$4,708,000.

Earnings per common share were \$1.70 after preferred stock dividends, down 12 cents per share from the previous year. Consolidated sales totaled \$320,000,000. The figures were released in a preliminary report based on final audited figures and in advance of the company's published annual report.

At fiscal year end, consolidated working capital totaled \$47,800,000, with a stockholders' equity of \$66,400,000.

Board Chairman Atherton Bean attributed the decline in earnings to lower profits in the company's Venezuelan operations and in Canada where there was a reduction in exports from the high levels of the prior fiscal year.

Chairman Bean said that several encouraging factors developed over the second half of the fiscal year as the company realized consolidated earnings of \$1.00 per common share compared with 64 cents per common share for the final six months a year ago.

During the last half of the fiscal year, flour margins in the U. S. were improved and International's Canadian mills received substantial commitments for flour to be exported during the current fiscal year.

Pennant Winners

When the Minnesota Twins won the American League Pennant, International Milling Co. was ready with a promotional kit to help its bakery customers support the Minnesota team in the World Series.



Helping a Minneapolis bakery customer go to bat for the American League Champion Minnesota Twins is Woody Cater, bakery flour salesman for International Milling Company.

The display kits, which included two-color posters reading "Go Twins Go—Win the Series," were prepared as soon as International was reasonably certain that the Twins would win the American League pennant. They were distributed to Twin City area bakers the day after the Twins cinched the title.

The kits also included price tents, price and atmosphere "baseballs," die-cut figures, baseball team pennants and a self-erased "blackboard" display for daily specials.

Doughboy Dividend

The board of directors of Doughboy Industries, Inc., New Richmond, Wisconsin, have declared a regular quarterly dividend of 12½ cents a share on 508,713 shares of common stock. The dividend is payable October 29 to shareholders of record October 1.

The company will also pay a 3 per cent stock dividend on October 29 to shareholders of record October 1. The stock dividend was declared last April.

Dr. Sullivan Named to Committee

Dr. Betty Sullivan, vice president and director of research for Peavey Company Flour Mills, has accepted an invitation from Secretary of Agriculture Orville Freeman to become a member of the National Agricultural Research Advisory Committee.

In a letter to Dr. Sullivan, Freeman said: "We deeply appreciate your previous service with us on the Grain Research and Marketing Advisory Committee. You have been selected . . . because you are nationally recognized by your associates as a leader widely conversant with the problems faced by the producers, processors, distributors, and consumers of agricultural products

and the contributions research can make to their solution."

Eleven members compose the nationally selected committee. Appointments are for two-year terms. Members usually meet for three days four times a year.

Breeding Lines Seeded—

(Continued from page 14)

and Lakota durums; Dickson, Trophy and Larker barleys; and Garland oats has been speeded up through winter seed increase programs, Fletcher said.

The stem rust protection provided by newer bread wheat and durum varieties again meant millions of dollars to crop producers and the Upper Midwest economy in 1965. Stem rust attacks caused heavy losses to the small acreage still seeded to the older varieties, Lee, Rushmore, Langdon and Mindum, and to rust susceptible winter wheats. Seed increase programs meant that more than 95% of the spring wheat and durum acreage in the rust area was already seeded to newer stem rust resistant wheats in 1965, Fletcher said.

The first increase in Mexico was made in 1954, following several years of heavy stem rust losses to the Upper Midwest wheat crop. Each breeding line grown has the potential of becoming a useful variety, but a high percentage lacks needed agronomic characteristics or necessary rust resistance and must be discarded at harvest by United States and Canadian scientists.

Venezuelan Visitor

Mr. D. Sbariscia, manager of the Pastificio La Universal, S.A., one of the leading macaroni plants in Venezuela, visited the United States recently.

While in Brooklyn, New York he spent some time looking over the manufacturing facilities of De Francis Machine Corporation. He also had an opportunity to see the operations of V. La Rosa & Sons at Hatboro, Pennsylvania.

Mr. Sbariscia states that macaroni consumption in Venezuela is increasing by leaps and bounds and that his plant plans to expand its manufacturing facilities by at least fifty per cent to cope with this increase.

De Francis Expands

The De Francis Machine Corporation, designers and fabricators of Demaco macaroni extrusion presses and dryers in Brooklyn, New York, have announced that they are leasing an additional 10,000 square feet to house their manufacturing operations.

new

Ambrette Cyclo-Mixer Extruder with Twin Die Head for... continuous mixing, kneading, developing and extruding.

NEW TYPE HIGH SPEED CYCLO-MIXER

Flour and water are completely mixed with each particle receiving proper amount of water. Eliminates dry lumps found in conventional mixer.

NEW TYPE FLOUR FEED SYSTEM

Flour fed to cyclo-mixer by precision control resulting in a uniform and constant feed.

NEW TYPE WATER FEED SYSTEM

Water is filtered and fed under constant, precision control to the cyclo-mixer. Control is by micrometer adjustment with sight flow feed.

NEW TWIN HEAD DIE

Solid one piece head with two dies for slow extrusion with high production.

NEW CUTTING DEVICE SYSTEM

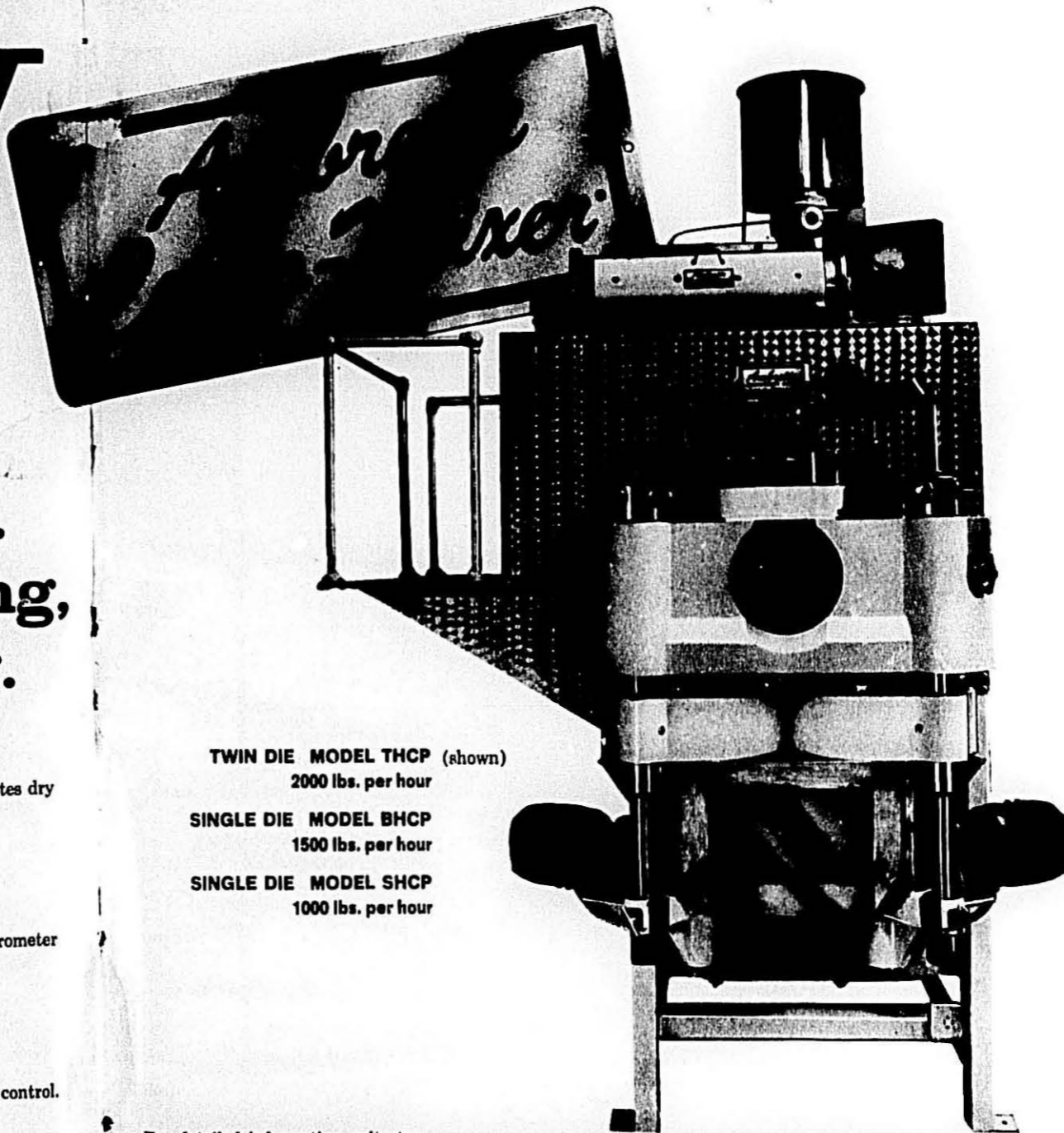
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

NEW TYPE SCREW FORCE FEEDER SYSTEM

Force feeder maintains constant feed of dough to screw under pressure.

NEW TYPE EXTRUSION SCREW AND ANTI-FRICTIONAL METAL LINER

High production screw with low speed. Anti-frictional metal liner in screw housing for long wear and low friction.



TWIN DIE MODEL THCP (shown)
2000 lbs. per hour

SINGLE DIE MODEL BHCP
1500 lbs. per hour

SINGLE DIE MODEL SHCP
1000 lbs. per hour

For detailed information write to:

AMBRETTE MACHINERY CORPORATION

And Call It Macaroni!

THE Italians, who are the greatest eaters of macaroni, spaghetti and egg noodle products, call them "pasta alimentare" (alimentary paste). The Germans call them "teigwaren" (paste goods), and the Americans use the term "macaroni products" as a general name. Although this is not entirely satisfactory, it is reasonably clear and precise.

Macaroni is also the name of the specific form—the hollow tube—while spaghetti is cord-like in appearance.

The Hole in Macaroni

To the question, "Who Puts the Hole in Macaroni?" we are indebted to Dan Maldari, the Brooklyn die maker, for this explanation:

The various shapes of macaroni products are obtained by strict control of the flow of dough. For example, elbows curve by increasing the rate of the flow of dough on one side of the die outlet. Sea shells curve, rotini twists, mafalda edges ripple, fusilli spirals, and margherita wriggles, all by the flow control of the dough through the die.

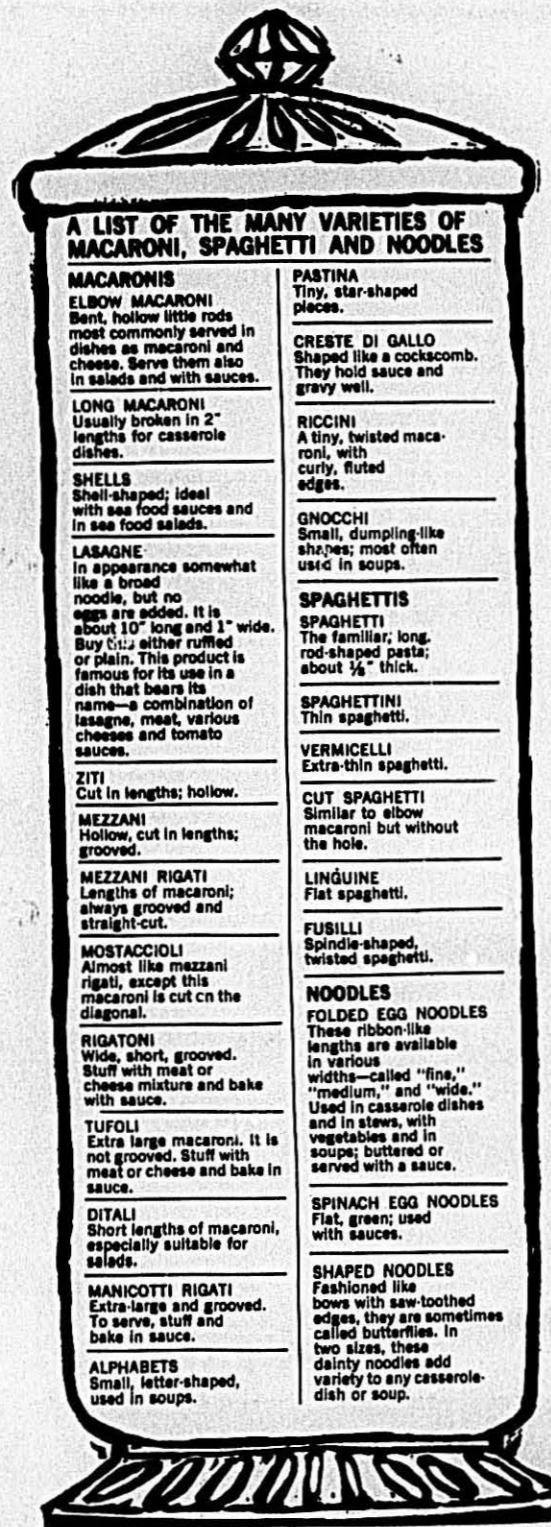
Basically, the most simple macaroni products extrusion die is that for spaghetti. Its construction consists of an intake chamber, a forming thickness which also acts as a gauging thickness, and an outlet. The intake chamber permits the entrance of dough into the die, and also has a supplementary function of proper amalgamation of dough. The forming thickness makes the shape of the spaghetti, or whatever the macaroni product to be made. The gauging thickness controls the diameter or size of the product. The outlet is the actual exit for the shaped and sized dough.

When a hole is put in the product, the simple chamber is modified to include a ridge or ledge which permits the insertion of a suspended pin. This pin may be manufactured in a variety of shapes and designs. The most commonly used is a three wing type pin, although the one pictured above is a two wing type.

Triangular openings in the head or top of the pin permit the flow of dough into the chamber of the die, where it amalgamates and forms just as it did in the making of spaghetti. In the macaroni situation, however, the pin shank or stem acts as a core and prevents the dough from forming a solid strand, thus extruding macaroni with a hole in the tubular form.

Egg Noodles

Noodles originated in Germany where they have been in popular use for centuries. They are a member of the macaroni family distinguished in the Federal Standards of Identity by having 5.5% egg solids and being ribbon shaped. "Noodles" is an American spelling of "nudel," the German word for macaroni.



A LIST OF THE MANY VARIETIES OF MACARONI, SPAGHETTI AND NOODLES

MACARONIS

ELBOW MACARONI
Bent, hollow little rods most commonly served in dishes as macaroni and cheese. Serve them also in salads and with sauces.

LONG MACARONI
Usually broken in 2" lengths for casserole dishes.

SHELLS
Shell-shaped; ideal with sea food sauces and in sea food salads.

LABAGNE
In appearance somewhat like a broad noodle, but no eggs are added. It is about 10" long and 1" wide. Buy either ruffled or plain. This product is famous for its use in a dish that bears its name—a combination of lasagne, meat, various cheeses and tomato sauces.

ZITI
Cut in lengths; hollow.

MEZZANI
Hollow, cut in lengths; grooved.

MEZZANI RIGATI
Lengths of macaroni; always grooved and straight-cut.

MOSTACCIOLI
Almost like mezzani rigati, except this macaroni is cut on the diagonal.

RIGATONI
Wide, short, grooved. Stuff with meat or cheese mixture and bake with sauce.

TUFOLI
Extra large macaroni. It is not grooved. Stuff with meat or cheese and bake in sauce.

DITALI
Short lengths of macaroni, especially suitable for salads.

MANICOTTI RIGATI
Extra-large and grooved. To serve, stuff and bake in sauce.

ALPHABETS
Small, letter-shaped, used in soups.

PASTINA

Tiny, star-shaped pieces.

CRESTE DI GALLO
Shaped like a cockscomb. They hold sauce and gravy well.

RICCINI
A tiny, twisted macaroni, with curly, fluted edges.

GNOCCHI
Small, dumpling-like shapes; most often used in soups.

SPAGHETTIS
SPAGHETTI
The familiar, long, rod-shaped pasta; about 1/4" thick.

SPAGHETTINI
Thin spaghetti.

VERMICELLI
Extra-thin spaghetti.

CUT SPAGHETTI
Similar to elbow macaroni but without the hole.

LINGUINE
Flat spaghetti.

FUSILLI
Spindle-shaped, twisted spaghetti.

NOODLES

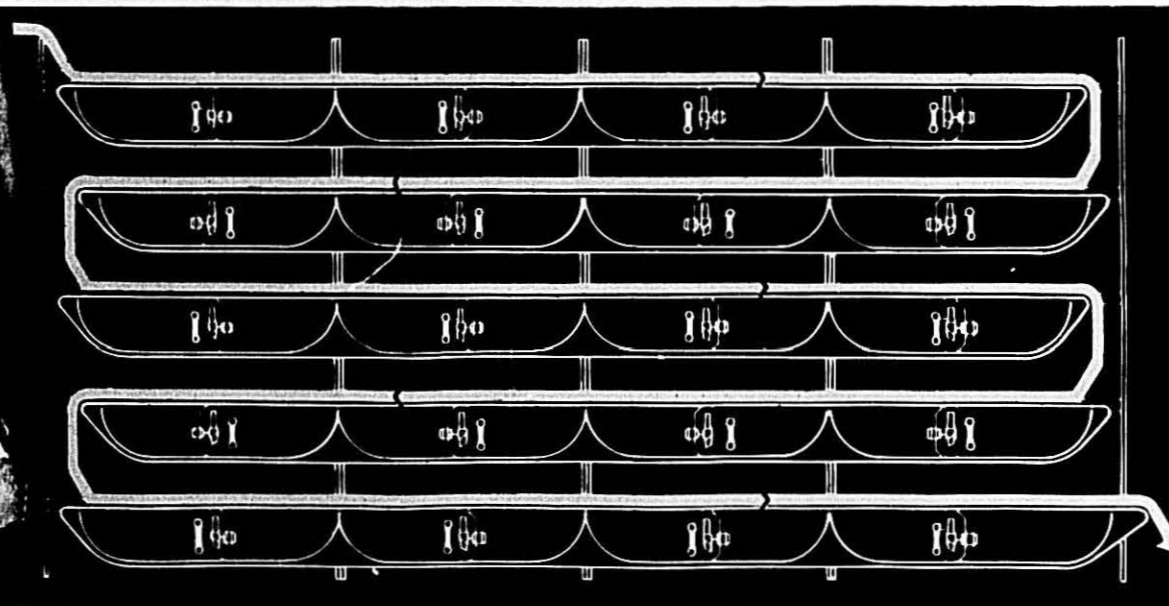
FOLDED EGG NOODLES
These ribbon-like lengths are available in various widths—called "fine," "medium," and "wide." Used in casserole dishes and in stews, with vegetables and in soups; buttered or served with a sauce.

SPINACH EGG NOODLES
Flat, green; used with sauces.

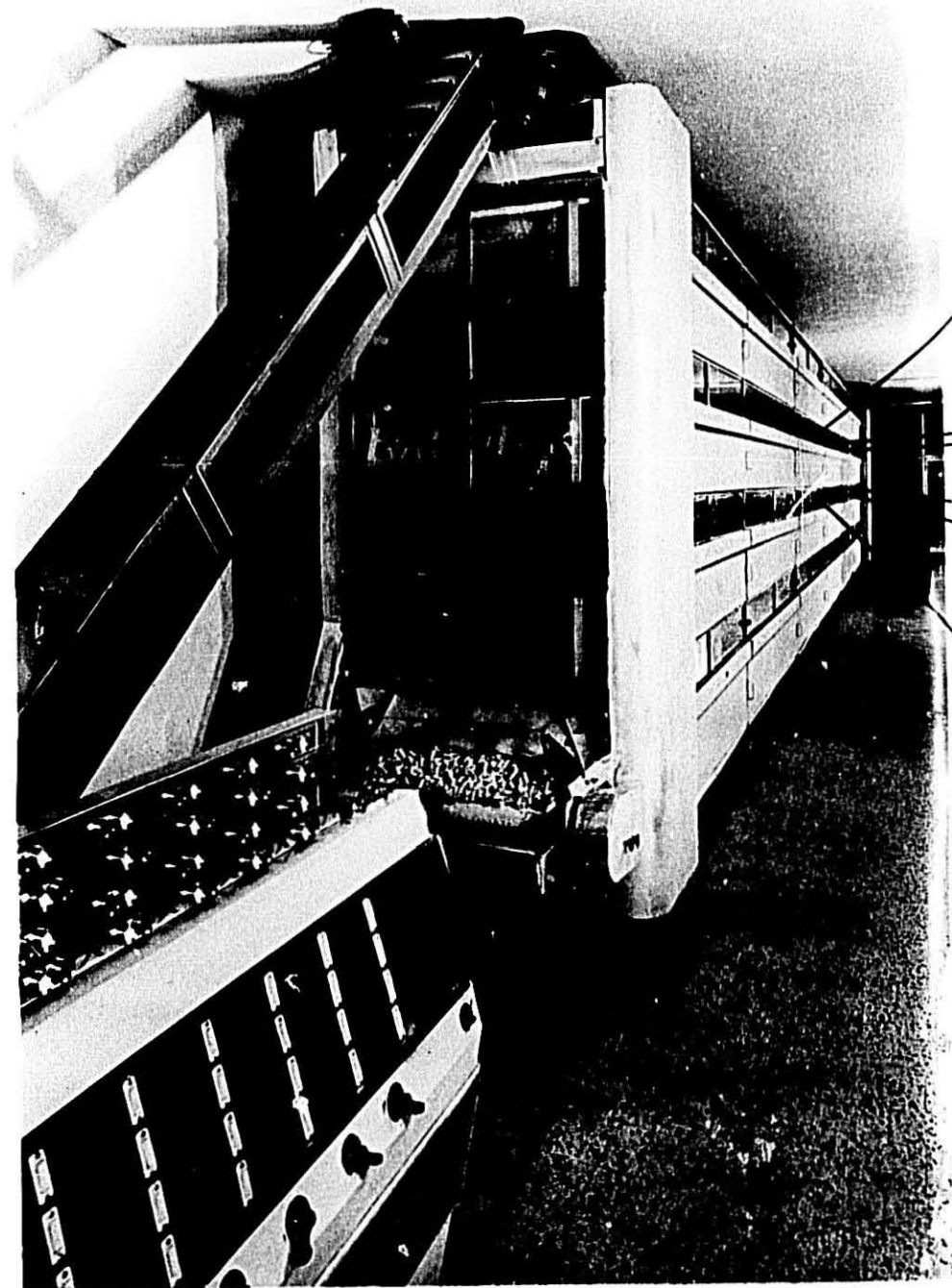
SHAPED NOODLES
Fashioned like bows with saw-toothed edges, they are sometimes called butterflies. In two sizes, these dainty noodles add variety to any casserole-dish or soup.

IT IS NOT TRUE

THAT ALL DRYERS ARE IDENTICAL TO ONE ANOTHER, AS IT IS NOT TRUE THAT A HORSE AND A CAR ARE IDENTICAL SINCE BOTH OF THEM CAN BE USED FOR A TRIP. SURE THE OTHER ONES ARE DRYERS TOO, BUT THE **AVAN TR. 56** IS A PERFECT DRYER. ANY EXPERT CAN UNDERSTAND THE DIFFERENCE.



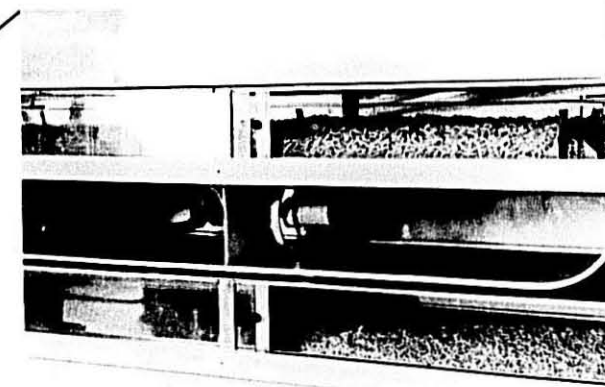
A WELL MADE DRYER - THE **AVAN** TR. 56



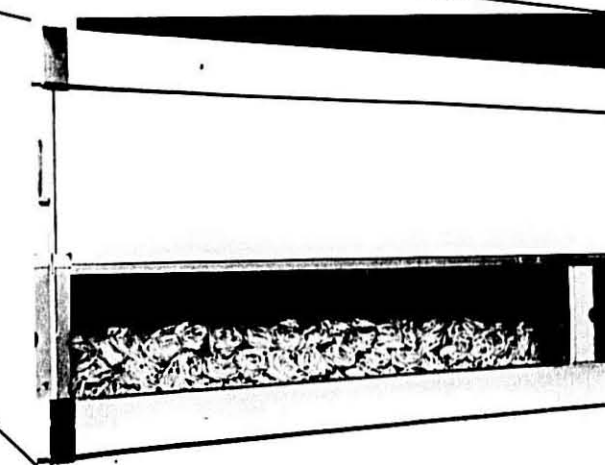
Control switchboards too (approved throughout the world) have become as a child's play.

In the Tr. 56 pasta dries up slowly and before being discharged cools down thus achieving its stabilization. Drying is performed in 10 hours, while cooling takes 5 hours.

Moisture and temperature are any moment and anywhere in the Tr. 56 the right ones for pasta drying in those very moment and point.



It looks like a shop-window and it is a dryer, a perfect dryer at that.



Start and end of operations (Monday & Saturday) are not a problem for the Tr. 56. It is not a problem to change pasta shape and size.

Pasta final moisture content can be programmed and checked with a precision and accuracy which are impossible with other dryers.

Cleaning, control and maintenance are utterly easy, for pasta can be seen and touched anywhere and the whole dryer can be disassembled in the twinkling of an eye.

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IS
UNIQUE**



AND PAVAN, ITS NEIGHBOUR, IS EQUALLY UNIQUE

The Omnibus Farm Bill



A MASSIVE omnibus farm bill passed by Congress at the end of its session brings something new on its scene: a reasonable hope of stability for farmers and, the Administration hopes, a chance to start solving the basic problem of farm surpluses that keep on growing.

However it grows out, the new law will bring change to all sorts of farm operations—and will have an impact on many kinds of business. It isn't likely to affect consumer prices much, but it will probably boost government outlays by as much as \$500,000,000 a year.

The most promising feature of the legislation is its four-year life, the longest running program on major crops that the Agriculture Department has had since World War II. This assurance of stability offers hope for long-run economies and perhaps inroads into the crop surpluses that develop as production outstrips demand.

Problem Crops

The omnibus bill touches base with virtually every problem crop. It includes provisions for cotton, wheat, feed grains, rice, wool, and milk. It launches the U. S. on a new big subsidy program to encourage farmers to leave cropland unplanted; this provision alone is scheduled to cost an extra \$225,000,000 a year.

In compensation, it allows Agriculture to sign firm five-year contracts with farmers for keeping their land idle. As it is now, payments for acreage cutbacks are tied to specific commodity programs, and the program is plagued by the uncertainty of year-to-year rate changes. In the future, a farmer will be able to decide to retire cropland and will know that the arithmetic he uses in reaching that decision will be valid three years hence—the time that farmers figure it takes to turn tilled land into good grassland.

The new approach should have its greatest success on feed grain farms, where 35,000,000 acres are already set aside and the Agriculture Department is pushing to increase that total.

In trying to solve the problem of surpluses, the government is continually in a race between acreage cutbacks and increases in farm productivity. In feed grains, for example, farmers are now able to grow as much on two acres as they did on three acres as recently as 1960.

Improved, custom-tailored fertilizers boost farm yield, so do better varieties of grain and more effective equipment. Only five years ago, farmers couldn't have planted fields in the kind of wet spring the Mid-west had this year, with up-to-date machinery, farmers were able to sow all their land in the few days between storms.

The abandonment of farming by its least successful practitioners, too, tends to leave the smarter operators on the land with bigger and more efficient spreads.

Four Year Span

The four-year span of the new program will eliminate one criticized practice. Often in years gone by, Congress came through with farm bills late in the session. Agriculture Department field men had to try to sell farmers on a land retirement program after winter crops had been planted. They often wound up with only the land where plantings had already been damaged by weather, so the government paid for not growing grain on land that wouldn't have yielded a salable crop anyway.

The new law also allows the government to pay farmers for special conservation practices to convert farmland into hunting preserves. It turns money, too, over to cities and states to buy farmland for recreation purposes, though not much of this land is expected to be found to have the natural appeal that is needed for parks.

Under the new law, not all acreage cutback is voluntary. The most important changes contained in the package are in the cotton program. These include a requirement that a farmer who wants to participate in the program at all must "voluntarily" leave idle at least 125 per cent of the land he is entitled to plant under the present rules. Inducements are offered for further cutbacks to a total of 35 per cent.

Cotton Comeback

In addition, the bill puts the U. S. vigorously back in the world cotton market. It sounds a clear warning that the U. S. will lead world prices down until foreign growers decide it is no longer profitable to plant new cotton land and supply and demand come into balance.

It makes permanent the one-price system that allows U. S. mills to buy cotton fiber at the same price that overseas mills can. This has been in effect for a year and has led to more home buying of raw cotton.

Cotton in government warehouses has been increasing since the 1960 crop year. Then the government had 7,100,000,000 bales on hand, last August, 14,000,000,000 bales. By next August, the figure should be around 15,700,000,000 bales, shattering the previous high in 1955. If the surplus merely stops climbing, Agriculture officials say the law must be considered a success. They expect wheat and feed grain surpluses, already down some 40 per cent from their 1960 highs, to be cut in half.

Wheat Program

Besides the land retirement program, added costs in the new bill are found largely in the new direct payment to wheat farmers. Here's how the 1966-69 wheat program will operate:

1. Price support (loan) in 1966 to co-operators will be \$1.25 per bushel.
2. Full parity price support will be provided on about 45 per cent of allotted production (domestic food use). Payment will be in the form of marketing certificates valued at 75 cents and other cash payments of 50 cents or so, depending on what parity is at the time. This would yield a total return of about \$2.50 on the domestic portion, or a blend of about \$1.80-\$1.88. Although the bill itself does not say so, the House-Senate Conference indicate that the minimum support level will be \$1.85 during each of the next four years. Just what the ultimate 1966 blend to growers will be is uncertain at this time. During 1967-69, unless acreage allotments are increased about 50,000,000 acres, the bill requires that the 1966 average return be maintained.
3. In addition to returns from the loan, domestic marketing certificates, and acreage diversion payments, growers may receive payments, at year-end, from an export certificate pool. Certificates will be generated by exporters on a daily basis at a value necessary to

(Continued on page 34)

The Omnibus Farm Bill— (Continued from page 33)

make U. S. wheat and flour competitive in world markets. Under current U. S. world market price relationships, subsidy payments would exceed certificate receipts, so that no funds would be available in the pool at the end of the year.

4. Although the feed grain loan could be reduced in 1966, the Department will be required to keep the wheat loan at \$1.25. In subsequent years, however, the wheat loan could be reduced somewhat. Since the miller's certificate cost is set at the difference between the loan and \$2, per bushel certificate costs would be increased accordingly. Mitigating against any drastic reduction in the wheat loan is the fact that Federal costs would be increased in order to maintain the 1966 average blend return to growers . . . unless allotments are increased as mentioned in Item 2 above.

5. Although the full parity processor tax was defeated twice by Congress, the second time in the form of the "escalator clause," two unpleasant facts remain. First, of course, millers and other processors are still faced with a tax equal to 60 per cent of the loan value of wheat. This is a tax of \$1.71 on every hundredweight of flour produced. Although the miller's liability remains at 75 cents per bushel, the wheat support program continues to be the only one financed largely by consumers.

Disturbing Idea

The report of the Conference contained some disturbing language:

"The escalated domestic certificate provision in the Senate bill—relating the price of the certificate to the price of bread—was deleted. In this connection, however, it is the request of the Committee of Conference that the Secretary of Agriculture conduct a continuing study of bread prices and that he report to the Committee on Agriculture and Forestry of the Senate and the Committee on Agriculture of the House any increases in bread prices which do not appear to be justified by increased costs of labor, materials, and other factors."

Cost

It is always tricky to project the cost of a farm program—the feed grain program this year looks as if it will end up costing about 30 per cent more than the original one billion dollar estimate—but the 57 per cent wheat payment will probably add up to around \$300,000,000 a year.



This will all come from the Treasury's general revenues. The Administration's proposal for passing the cost of the payment along to bakers—the so-called "bread tax"—was sliced out of the bill in an important defeat for the White House.

Acreage retirement and wheat payments together suggest that the farm program will cost more than \$4,000,000,000 next year. Actually, the cost probably won't be that much, because there will be savings, too.

Government subsidies to wheat exporters should go down, with the grain available for about 35 cents a bushel less—much closer to the world price. And covering land under the new retirement program will save on other support payments.

Yet direct payment programs have a way of skyrocketing, and few outsiders will go along with Administration estimates that the farm bill will actually save \$100,000,000. Even with offsetting savings, total costs may near the \$4,000,000,000 mark.

The bill edges the minimum support level for wool upwards, but adds less than \$3,000,000 to total costs. Provisions on other crops are virtually unchanged.

Major effect on consumer prices should be in cotton, where reduction in the price of fiber should theoretically cut fabric prices. However, the one-price cotton system introduced last year was supposed to lower fabric prices, and it hasn't.

Next year, the big farm fight will be over proposals of Senator George McGovern of South Dakota to open the food-for-peace program into a much vaster "feed the world" program of exporting farm products.

Dried Egg Rules Tightened

Two additional precautionary measures concerning the processing of dried egg products under USDA supervision will go into effect next year as a result of investigation into cases of salmonellosis.

Effective January 1, the USDA will require that all egg products, except dried whites, must be pasteurized. On June 1, whites will be included in the ruling.

Since June 1, 1965, USDA has required pasteurization prior to the drying process or testing for absence of salmonella in products of processing plants under its supervision.

In March, 1965, an outbreak of salmonellosis was investigated among Indians in Yakima County, Washington. Investigations suggested that the source might be dry whole egg solids.

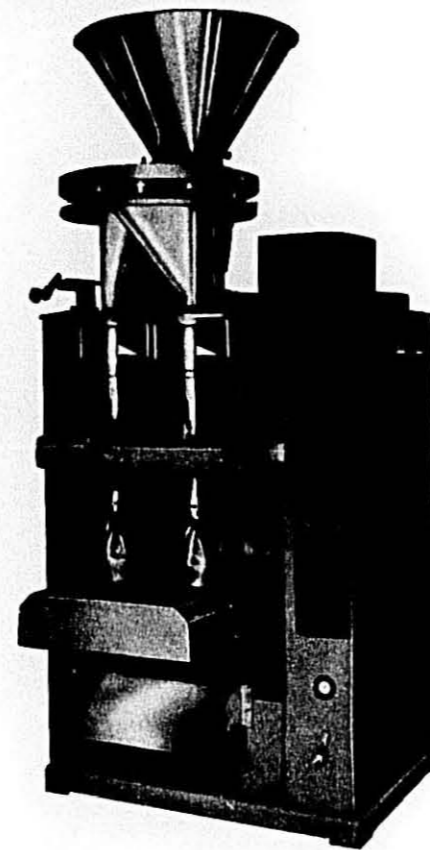
Egg Product Prices Advance

Shell eggs were in relatively short supply before the Defense Department announced it was purchasing whole egg solids for use in Vietnam. With the initial purchase averaging over \$1.39 per pound the whole egg market has been led to higher levels.

Most of the eggs which would normally go to separation at this time of year instead are going to whole egg. This will lead to shortages of both whites and yokes over the next couple of months and will result in firmer prices.

The first Army purchase on October 6 took 1,434,849 pounds of whole egg solids packed in 13 ounce tins. Prices ranged \$1.2981 to \$1.3395. Purchases for the month totaled 4,900,000 pounds
(Continued on page 48)

Want to package faster— like maybe twice as fast?



■ Triangle's new dual tube can do it! It's no larger than a single bag machine but it produces like a twin bag machine—and when it is the size of a twin itself, it produces like two twins. ■ This new machine utilizes the most acceptable method of film control, operating with separate film rolls and electric eyes for registration. In addition, it is equipped with all of our proven features, including quick return drive and proportioning heat controls. It accommodates a wide variety of filling heads, and is easily convertible to both supported and unsupported films. Maximum package size is 5" x 14" or a single package of 8" x 14". ■ Triangle's dual-tube bag machine adds new flexibility to your packaging operations, and is another example of a superior performance through design simplicity. To see a demonstration of this new unit, simply write or call Triangle.



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A Challenge to Food Processors

JOHN Helgeson, foods marketing manager of Better Homes & Gardens magazine, told the annual convention of the American Meat Institute that the next big era of food development would be coming from the meat industry.

Helgeson said that rather than remaining basic suppliers of ingredients, packers can and must become purveyors of prepared products that meet consumer demands. He said the success of the industry depends on how quickly it identifies and meets consumer wants generated by changing social and economic forces.

"Whatever changes consumers make in the pattern of meal planning and preparation, or whatever changes you must make in meat production," Helgeson said, "will be caused by the startling changes that can be observed in people's incomes; the pressures and rewards of their jobs; and the changes in education and family life.

"These are the forces that create new wants and open new markets. Identifying these new markets and responding to the new wants become vital necessities if you are to shape the destiny of this industry into a pattern of satisfactory profits."

Changes in Eating Habits

Helgeson cited some of the changes that are taking place in consumer eating habits:

"Probably the most drastic social and economic changes are yet to come from automation, which is bringing shorter and shorter working hours, creating a new leisure class, making possible longer vacations, and allowing more family home life. The increase in leisure time will create more casual living, cause irregular home hours, and lead to more frequent eating or nibbling. Good food will become an integral part of leisure, and the snack market, now grossing \$2 billion dollars, will really come into its own.

"At work right now are other social and economic changes making it possible, and downright necessary, for large food processors to beef up their institutional divisions to serve the growing needs for prepared foods.

"Institutional frozen food packs will become so accepted and important at restaurants, clubs, airlines, cafeterias and caterers that cliff dwellers and suburban hostesses will demand them for their home tables, thus paving the way for the movement of large volumes out of the market place. Science, too, is working to bridge the time gap in the

preparation of frozen foods at home. The latest electronic ovens, and newly designed electric toasters, which will pop-up piping hot individual servings frozen in special wrap, will quickly eliminate the last vestige of inconvenience connected with frozen foods.

Women Working

"A work force of 22 million women, the majority of whom are married, is bound to have a heavy impact on traditional meal planning. The ingenuity a working wife employs is an inspiration to behold. To accomplish her dual role, she shops less but buys much more. Her emphasis is on minimum entrees with maximum goodness and gourmet flavor. This is the trend that accounts for the tremendous popularity of the casserole. No longer is it the lonely left-over but often the main feature for her family or guests. No wonder commercial packaged casserole sales are increasing at a rate of 20 to 30 per cent annually.

A Nation on Wheels

"Millions of people, fighting the mounting traffic congestion, leave home earlier, eat heartier at noon, and return home later than ever before, thus creating a trend which cannot help but affect their eating habits."

The National Safety Council says that there are 37 million vehicles on the streets and expressways of our metropolitan areas during the three conventional eating periods of the day. And more than 31 million vehicles are on these same arteries during the morning, afternoon, and especially the evening snack times.

"Millions of drivers are forced to piece out their meals along the way. Surely this heavy traffic rolling right through the prime eating times offers a prime market for prepared foods—those that are portable, wrapped in zip cans, foil, or plastic.

"Add to the potential market for these portable prepared foods the \$25 billion tourist market, and it's not hard to envision a food vending machine paired up with the gas pump, and other unexpected places," according to Helgeson.

Processing and Packaging

Rapidly advancing progress in packaging and in various food processing methods, including aseptic canning, freezing, freeze-dry and irradiation, will provide to prepared foods flexibility in forms that will meet virtually every need for convenience.

Here are selected quotes from Mr. Helgeson's presentation:

Individuality with Convenience

"Women want to do something uncommon with common convenience foods. Having reached an estimate of some 10 billion dollars in annual sales, the quick-to-prepare foods continue to increase at an accelerating rate, making it all the more important that we do not lose sight of the need for the uncommon touch. Certainly you can think of some uncommon things to do in further processing many of your commonly processed food items. Processed meat items are your most profitable items, and they also are the most profitable to the retailer. The more simple but unusual service ideas you give, the more servings you will get of these products into the home."

"Knowing of this great desire to come up quickly with tasty main course entrees, we ran a contest for convenience food recipe ideas with the winners published in our current September issue. Out of the top ten main-dish recipe ideas published in September, eight of the winners utilize a processed meat as the basic ingredient."

"It is self-evident that homemakers are seeking ways to quickly make something uncommonly good from a common food product. They want their main dish to be especially good because they are serving fewer dishes at a meal, and they wish to compensate for not having more time to spend in food preparation."

Freezer Front

"Frozen foods, especially the meat course or the main dish, have been held back by the lack of freezer space, much of it antiquated in the light of modern merchandising; held back by the lack of quality, resulting largely from price resistance; and held back by the lack of main dish variety. Every one of these barriers has been broken, and I believe the opportunities are greater for the packers than any other food processor. Here, certainly, is one way to climb out of the commodity market!"

"One of the most important social trends associated with the exodus from urban to suburbia is the tremendous growth in home entertainment. Just to give you an idea of the amount of entertainment going on, our continuity studies show that in one week, in six and one half million homes of our readers, more than 32 million guest and

snack meals are served. What a tremendous bonus market this is, especially for the packers and dairy men."

More Casual Eating

"The trends toward more casual eating, more leisure time, more hours in traffic, more hours away from home all presage a burgeoning snack market. By snack market, I am referring not only to parlor and patio delicacies, but to portable snacks. Modern jerky, if you please. Something a man can sink his teeth into while in the yard, or on a yard-arm, on a dog-leg, or on the leg of a long journey.

"Possibly you have products now in your laboratories labeled space research, which, with adaptations will have the potential of filling miles of shelf space right here on earth. Believe me, if you haven't got these types of products in the works for earthlings, there are many companies that do."

Ethnic Tastes

"First realizing that cost efficiency has eliminated a great deal of the feminine appeal from in front of their meat counters, many suppers are thawing out their butchers and putting them out where they can be of service. If you are reading your trade books, you know that this is paying off in greater volume, and in the sales of better cuts of meat.

"To please the customer even further, studies are being made of the neighborhoods to determine ethnic and demographic characteristics of store localities in order to cater even more to the tastes of the community. Customizing the meat counter to capitalize on ethnic tastes cannot help but pay off. Are you as packers fully exploiting the profit opportunities in differentiating your products to serve existing differences in consumers' tastes and desires in food? There is no such thing as a typical consumer.

"Probably the most important impending change in grocery retailing is the logical trend toward selling service ideas, instead of staples. With it will come the breakdown in the time-worn custom of strict departmentalization through the mixed shelving of highly related foods. Many of the service ideas will consist in cross-referencing throughout the store. This is a natural outcome of the trend to combine convenience foods into new end products or to consider each product as a flavor ingredient in formulating a meal."

Call for Imagination

"While the packing industry is not going to become free of the commodity business overnight, socio-economic changes will continue to create consumer wants which then make this freedom inevitable. But it won't come about without your effort.

"More and more meat will have to be processed to please better educated palates. Meat is the heart of frozen main-course entrees—a fabulous business still in its infancy.

"Less frequent shoppers will demand larger and better cuts of assured quality, perhaps enabling you to brand both freshly wrapped and frozen meats. The economics involved in these procedures ought to gradually remove the cutting and wrapping from supermarket central cutting plants to your own central facilities, thus giving you greater opportunities for profit by being able to gain greater control over your own destinies.

"Snacks of many different kinds and cartoned dips offer a protable array limited only by lack of product imagination.

"Miniature mobile meals for a mobile society will become a separate food industry, possibly stemming from the astronomical laboratories. The packers, with a positive image for protein and nutrition, have the opportunity of being in the driver's seat."

How Consumer Spends Dollar

Food Topics reports that consumer spending in grocery stores increased in 1964 by 5.1 per cent, the best gain in six years. Sales of all food and grocery products were up 4.5 per cent (macaroni products, 3.6 per cent) and sales of non-foods in supermarkets and other grocery stores up 12.6 per cent.

It is apparent, they state, now that the dollar figures are in, that Americans not only ate more, they ate better. They had more money to spend. They spent a smaller percentage of their money for food (as they do every year)—but they spent it for the best. They began to overcome in 1964 their unwillingness to pay higher prices.

1963 Bad Year

Nineteen sixty-three was a bad year. While Americans ate more meat, they ate less fruit and fresh vegetables. Prices fell in meat, rose in fruits and vegetables—and within the price ranges of each of the major groups, the shopper in 1963 tended to refuse to buy the higher priced items. She avoided citrus fruits and frozen juices. She cut

down on buying eggs. She bought as much vegetables, in terms of pounds, as she had the year before—but no more. She shied away from top beef—she bought more beef but less expensive cuts at lower prices. Fresh meat took a beating, and when this happens the whole store suffers.

1964 Recovery

In 1964, however, there was a major recovery. Beef consumption rose as production soared. Families went back to eating fruit and ate less vegetables. They cut down on the consumption of fresh potatoes as they got expensive. They continued to refuse canned and frozen juices. They ate more cheese and poultry. Average prices soared for fruits and vegetables, rose substantially for dairy products (except eggs), dropped sharply for meats. So dollar volume of meat in the nation's supermarkets rose markedly.

Soft Drinks

Prepared beverages—soft drinks with dramatic growth in both old and new lines, and coffee making a strong showing over 1963 when there was consumer resistance to high prices—were strong contributors to the 1964 improvement.

More Promotion

Improvements in product, increased promotional effort and the willingness of shoppers to pay for convenience all combined to make paper items top earners and gainers over the last five years.

Soup Mix Turnaround

Among the turnaround products were soup mixes, up 8.4 per cent in 1964, after declining 3.5 per cent in 1963. Canned soup posted a 1.0 per cent total gain.

(Continued on page 39)





Happy Holidays

North Dakota Mill and Elevator

GRAND FORK, NORTH DAKOTA PH. 775-4441

DURUM DIVISION

THE MACARONI JOURNAL

**How Shoppers Spend \$20
in Grocery Stores**

	1964	1963
Baked Goods	\$ 1.02	\$ 1.02
Dairy products	1.72	1.79
Frozen foods81	.83
Meat, fish & poultry	4.41	4.39
Produce	2.10	2.03
Total for perishables ..	\$10.06	\$10.06
Alcoholic beverages99	.98
Baby foods10	.10
Baking needs21	.22
Breakfast cereals24	.24
Candy & chewing gum ..	.22	.22
Canned goods	1.29	1.33
Canned & dry milk11	.12
Coffee and tea70	.64
Condiments38	.39
Cookies & crackers32	.32
Dried fruits & vegetables	.11	.11
Jams & jellies12	.12
Macaroni-noodle products	.10	.10
Paper goods29	.29
Chips, pretzels, popcorn .	.15	.14
Puddings & desserts05	.05
Rice04	.04
Household cleaning items	.61	.61
Soft drinks39	.39
Sugar21	.24
Tobacco products80	.84
All other grocery items .	.79	.84
Total for dry groceries \$	8.22	\$ 8.33
Health & beauty aids61	.60
Housewares17	.16
All other non-foods94	.85
Total for non-foods ..\$	1.72	\$ 1.61

1964 Total Value

	Percent of Increase
Macaroni	3.9
Spaghetti	3.6
Noodles	2.8
Macaroni Products	3.5

Processed Potatoes

The potato pinch helps processed types score sharp sales gains. Processed potatoes moved up in price last winter but not nearly as much as fresh ones. The convenience of processed potatoes is so great that many consumers probably will continue using more of them even when fresh potato prices are much lower, says the Wall Street Journal.

**Forecast for 1966
and the decade ahead . . .
N.M.M.A. Winter Meeting
Hotel Diplomat
January 17-19, 1966
Hollywood, Florida**

Comments on Research—

(Continued from page 21)

technicians plus additional operating funds also have been assigned to the durum breeding project.

A financial grant to the Cereal Technology Department, North Dakota State University, will be used to determine what durum quality really is, and hopefully, to develop techniques that will help the breeder select high-quality lines early in the breeding program. The U.S.D.A. Spring Wheat Quality Laboratory at Fargo also will expand its work on durum quality.

The Plant Pathology Department, North Dakota State University, is using new funds for research on diseases that affect market quality of durum. Blackpoint is getting major attention at this time.

The Long Range Look

Results from expanded research will not be immediate. Work begun this year may not be noticed in terms of new varieties or methods for several years. What does the durum industry need in new durum varieties for the next 10-25 years? If new varieties have to be much different from those now grown, we need to know what the requirements are so that we can search for the materials and methods to produce them. For example, should we have different varieties for export and domestic use? Do modern processing techniques require new quality properties? Are we concerned about quality factors which no longer are important?

You undoubtedly are wondering why we worry about tomorrow's problems when today's problems still are unanswered. With our expanded research we will try to work on both short-and long-range solutions. In the meantime we have to make the best use of varieties now available.

I believe there is too strong a tendency to expect a new variety itself to be the answer to all problems of production and processing. Actually, we can only hope to produce varieties which, on the average, will exceed or at least meet minimum standards in characteristics such as yield, test weight, kernel weight, and rust resistance.

Important characteristics such as yield and test weight are affected strongly by growing conditions—the weather and farming methods. Regardless of a variety's potential, it will only be as good as production and farming methods allow. This means that the durum research team and the producers have to work together to get the most from a variety.

We can use kernel size of durum as an example. Let us assume that a kernel-weight of durum ought to be 40

grams per 1000 kernels. Wells and Lakota will produce 75 bushels per acre of 60-pound test weight durum with kernel weight of 40-42 grams per 1000 kernels when grown under irrigation in the State of Washington. However, under North Dakota growing conditions neither Wells nor Lakota have produced that kind of grain.

My question is, can we raise the test weight and kernel weight of our present varieties to a more favorable level through use of better farm practices? Are growers using the best quality seed available? Plump seed, especially when sown later than average, produces higher yields, test weights, and kernel weight than does lighter seed. Are growers using the most favorable seed rate? When Wells and Lakota were released, we suggested the seedling rate be reduced by 15-20%. Have growers tried this? Over-seeding usually results in competition for water and nutrients and a crop with lower test weight and kernel weight. Lodging often is more serious at heavier-than-optimum seedling rates.

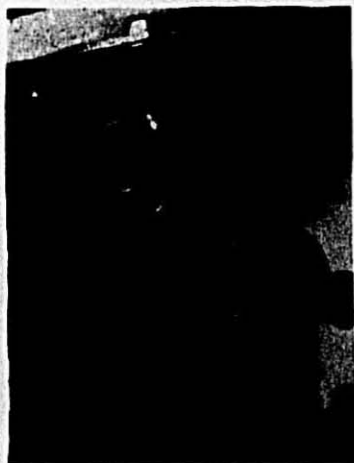
Growers Help Needed

We need the grower's help to produce the best raw product possible until better varieties can be developed. But even with improved methods, Wells and Lakota will still produce many small kernels.

If the demand for larger and more uniform kernels is justified, what can be done to up-grade the raw products? Should we expect to sell all durum from the farm on the "as is" basis when there is a demand for special qualities? Could a group such as the Durum Grower's Association be more effective in developing programs to encourage better farming methods, better storage, and other improved practices for up-grading the raw product?

I believe we have a product that needs more attention than the average wheat crop. All of us like to feel we are doing our best, but we all need to stand back and question our methods occasionally. Is our research team concentrating on really important characteristics in durum? Are growers using the best farming methods available? Is the grain buyer assessing the value of the crop fairly in order to give the producer all possible advantages? Is the processor flexible in production methods? Could he adapt to new quality types that might be more productive to the grower?

If all of us are willing to maintain an objective over-view of the whole durum industry, I believe the hopes for a continued expansion will be realized.



Perforated Nylon Film For Boil-in-the Bag

Perforated nylon film bags in widths from 2 to 60 inches are announced by M & Q Plastic Products, Freehold, N. J. These bags are designed for boil-in-the bag food products - rice, macaroni and dehydrated foods - that are to be cooked in contact with boiling water, and for other applications where permeability of air or liquids into or transmission of gases out of the package are desirable. At present 1/32-inch perforations are made per square inch, but size and number of perforations can be increased or decreased according to end-use requirements.

Transparent M & Q nylon film is supplied in thicknesses from 34 mills in tubular or lay-flat form. It possesses unique combination of properties that make it highly suitable for packaging many products. The film will withstand temperatures from -100°F. to +350°F. without deterioration or loss of gloss or transparency. It has extremely good resistance to molds and micro-organisms, and is not attacked by aromatics. No other transparent film combines the resistance to greases, fats, oils, hydrocarbons or ordinary solvents.

Nylon film is readily heat sealed by electronic and thermal methods on commercial heat sealers where temperatures of 490°F. and higher may be reached.

Package Weight Audit

Although not encountering as many short weight violations as in previous years, FDA continues to keep a close watch on this situation. Total seizures to protect consumers from economic violations, which include short weight, totalled 62 in 1964.

On the other hand, food processors have become increasingly concerned with overweight packages as this represents an almost imperceptible loss of great sums of money.

Back in 1963, the American Sanitation Institute recognized the need in the food processing industry to protect the consumer from short weight and the processors themselves from overweight packages. During an Institute conference, a motion was unanimously passed by staff members to accelerate the Short Weight Check Program which was initiated, on a limited scale, in 1961.

Since that time, the American Sanitation Institute has greatly increased its facilities to perform Food & Drug type short weight checks either as part of their regular sanitation audits, or on separate assignment.

FDA Procedures

The Institute follows FDA procedures and uses the same Gurley balance utilized by Food & Drug. Fifty packages are weighed on the Gurley balance, and the average weight is taken and compared with the label statement.

In the event a package is short weight, the American Sanitation Institute's "unofficial" weight check allows the packer to correct the infraction before it is encountered and acted upon by Food & Drug. If oversight appears in

the packages, the Institute reports this fact to the packer so that this avenue of waste, sometimes quite costly, can be immediately eliminated.

This Short Weight Check Program of the American Sanitation Institute has three prime objectives: to help the client comply with the government's current emphasis on full weight packages; to help save clients the considerable amount of money that might be slipping out in overweight packages; and to alert the client to any practices of "hidden" labeling of which they may be unwittingly guilty.

Redesigned Soup Cartons

I. J. Grass Noodle Company, Chicago, subsidiary of Hygrade Food Products Corporation, Detroit, is selling chicken-rich flavored noodle, beef noodle and tomato vegetable noodle soups in redesigned, new double cartons which may be separated into two sections. Each contains mix for four to six servings. The upper portion has the product identification and brand name in a new "soup ladle" logo type. The lower portion pictures a bowl of the soup.

Television and radio advertising is being utilized, and newspaper ads offer two free packages to consumers who send in the new logo type.

HELP KEEP THIS SIGN CLEAN

so everyone can see Foulds new packages



Transit Ads Focus on New Packaging. New Foulds package design is spotlighted in light-vein Transit advertising campaign currently appearing on 4,411 vehicles in 13 Midwest metropolitan areas.

Via Young and Rubicam, Foulds Division of Grocery Store Products Company, Libertyville, Illinois, is alternating waves of 11-by-28 inch inside displays with 21-by-44 inch outside posters (as above) during a 12-month period. This campaign marks Foulds' first use of Transit advertising in more than ten years.

In Chicago the Foulds ads are appearing on 1,660 vehicles. The displays run on at least half of Transit vehicles in each of 12 other areas: Fort Wayne, Indianapolis, and South Bend, Indiana; Flint, Grand Rapids, Kalamazoo, Lansing, and Saginaw, Michigan; Cincinnati, Columbus, Dayton, and Toledo, Ohio.

Coverage in all markets was purchased through Mutual Transit Advertising, Inc., national advertising sales organization which provides one-stop service to advertisers throughout 50 states.

Highlight of the Foulds campaign was a Consumer Bus promotion in Chicago. Fifty buses were carded, virtually solid, with Foulds' displays for three weeks. O'Ryan & Batchelder, Inc., Transit advertising management firm in Chicago, arranges Consumer Bus promotions for qualified advertisers. Coverage via nearly 25,000 vehicles in 70 metropolitan areas (including Chicago, Flint, Grand Rapids, Indianapolis) makes O & B the nation's largest Transit advertising firm.



Christmas Seals protect all homes. Help protect your home against tuberculosis and other respiratory diseases. Answer your Christmas Seal letter today!



Campbell Adding Luxury Soup Line

Campbell Soup Company, Camden, New Jersey, is planning to attack the prepared soup market from all sides, says Reporter Ed Rosenthal in Supermarket News.

Producing canned concentrated soups under its own label and dried soups under the Red Kettle brand, Campbell is test marketing a ready-to-serve luxury line, Pepperidge Farm, in New York, as this book goes to press.

The new line includes eight varieties, in 13-ounce cans, in the 21 to 55 cent retail bracket. National marketing plans have not been set.

Pepperidge Farm, which became a Campbell subsidiary in January of 1981 through acquisition, has been manufacturing only fresh and frozen baked goods up until now.

Treasurer's Comments

Campbell has 39 canned soups, eight frozen soups and eight dried soups. But the dried soups, under the Red Kettle label, are having the toughest sledding, A. B. Hellig, company treasurer, told a Supermarket News reporter, recently.

Mr. Hellig said that concentrates comprise only ten per cent of the soup market, and this area has not shown much growth. When Campbell and Best Foods Division, Corn Products Company, Knorr Soups, joined Thomas J. Lipton in the field, the market rose because of intensified competition. It has tapered off since then.

Asked about the effect of recent price increases to manufacturers for tomato concentrates, the executive said Campbell's recently was forced to raise its tomato soup prices four per cent. He noted, though, that the largest increases in such materials are in California, so the firm may do less of its tomato product canning in this state.

Reduce Case Packs

Smaller case packs have been recommended for ten products by the merchandising committee of the National Association of Retail Grocers to suppliers, case manufacturers and distributors. The recommendation came as the result of a two-year study based on an in-store review of space management.

If adopted, their recommendations would lead to a reduction of retailers' out-of-stock problems, lower cost of stocking, less need for storage space of partial cases of merchandise, less need for storage space of partial cases of merchandise, and more speed in ordering and handling, according to NARGUS.



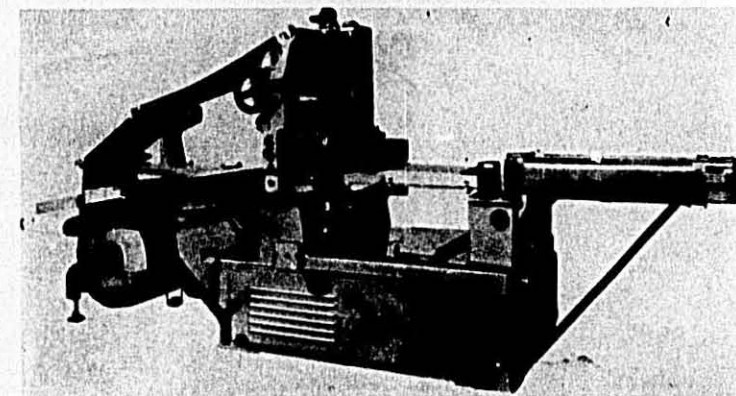
In its final report, it was stated:

"The merchandising committee and NARGUS recognize that there may be some small additional cost in 'tooling up' for the smaller case packs at the beginning of the program, but these would be amortized in a very short period of time.

"They also realize there may be instances where smaller case packs are now available, but the wholesaler is not aware of their availability, or, for some reason, may have declined to stock them.

"There might be some reason, too, why it is not feasible to comply with the suggestion, but the committee would like to discuss any such problem."

The ten categories included canned fish, canned meats, canned poultry, certain household products, some pet foods, baking mixes, dairy products including biscuit and bakery products for the dairy case, cheese products and lard; baby foods, and a long variety of miscellaneous products including packaged soup mixes to be packed by the dozen. Suggested for twelve packs for sauces: pizza with meat; spaghetti with mushrooms, 8-ounce size; meat balls in gravy; spaghetti with meat; pizza sauce, 8-ounce size; tomato puree, 10½-ounce size.



Spaghetti Express. This compact machine, displayed at the Fava plant in Ferrara, Italy, has automated spaghetti cooking to perfection. The machine handles 4-pound quantities in each of the plastic cylinders on top of the machine for a twelve to fifteen minute cooking period, discharging the product cooked to order every four minutes. Plenty of constantly boiling water is the secret to the process. A visiting group of delegates were served a hot luncheon from this equipment on a tour sponsored by Braibanti & Company for the Seminar of Macaroni Manufacturers held in conjunction with the IPACK-IMA Show. Ettore Berini of Braibanti & Company is on the left, explaining the equipment to Editor Robert Green on the right.

Versatile Bundler

Supermatic Packaging Corporation of Union, New Jersey, distributors of G.D. packaging and wrapping machines, announces the availability of a new versatile Bundler, the G.D. 1600/Pack.

The GD 1600/Pack is an extremely versatile medium-range bundling machine. It is capable of handling a wide range of sizes. The change of size groups can be accomplished in a matter of minutes, permitting single products—of different sizes—to be wrapped on the same machine.

Wrapping material is fed from large size rolls reducing set-up time. The machine is equipped to handle kraft paper or similar materials; foil, cellophane, etc., and it can be equipped to heat-seal or glue-seal, as required.

The GD 1600/Pack comes equipped with accessories that permit automatic glueing of two labels (one from each side), automatic photoelectric centering of print, automatic application of tear-strip for opening a package, automatic code-dating, and automatic collating and accumulating of packages.

The GD 1600/Pack's versatility makes it ideal for inclusion in an automatic production line, with products feeding in one side and out the other automatically.

Merry
Christmas

and

A Healthy, Prosperous and Happy New Year



D. MALDARI & SONS, Inc.
537 THIRD AVE. BROOKLYN, N.Y., U.S.A. 11215





George N. Kahn

SMOOTH SELLING®

by George N. Kahn

THE AUTOMATED SALESMAN

This is No. 15 of 24 sales training articles.

Automate Yourself

For this reason, the salesman must, in a manner of speaking, automate himself. He must streamline his whole operation to get the maximum benefit for his efforts.

He should plan the best and quickest route to his customers. He must make sure he sees the right people, the influential, so he won't waste time with persons who are not empowered to make decisions. He must organize his paper work so it does not cut seriously into his selling time. In short, he must leave as little as possible to chance. There is far too much at stake for sloppy, inefficient methods.

He must have more hits than strike-out. If you are selling only two out of fifteen prospects, for example, you are not fully automated.

Spur Yourself

Frequently the salesman must apply the spurs to himself if it isn't done for him. One way to do this is by setting your goals higher and working toward them.

Supposing you are seeing four people a day. Why not then make a list of fifteen prospects, with the determination to see at least five of them? Immediately you will start revising and tightening your schedule to take care of the extra call. You will find ways of squeezing out ten minutes here and a half hour there to give yourself more time for visits. The old adage that necessity is the mother of invention applies here.

Eventually you may find that you have time to call on six of the fifteen and perhaps even more. You have established a challenge for yourself. This is healthy for a salesman. It keeps him from being resigned to routine. It will open up new dimensions.

What Probers Found

When a salesman functions inefficiently, he is taking dollars out of his pocket and making it difficult for his company to show a profit. Wasted time is costly.

One who discovered this was Oscar Lang, who sold floor maintenance chemicals. For some time Oscar had had a nagging suspicion that he wasn't performing at peak capacity. But he also knew that he was not objective enough about himself to check into his habits.

Oscar went to his supervisor with a proposition: He would act as a kind of "guinea-pig" for a study of how a salesman spends his time. The supervisor took it up with the company, which agreed.

Experts were assigned to bird-dog Oscar on every one of his calls. They noted his route, office waiting time, time spent with prospect, and even how long he took for lunch. After six weeks the experts reporting their findings. Oscar, they said, could be making a third to a half more calls than he was making. He had wasted from 10 to 20 per cent of his time.

The point here is that Oscar was not a loafer. He was a loyal, conscientious salesman who always tried to do the best he could for his customers and his firm. "If anybody had called me a gold-brick, I would have punched him in the eye," said Oscar. "But they showed me that effort and loyalty is not enough.

"For example, they pointed out that I was too passive with receptionists and secretaries. For this reason I was cooling my heels in waiting rooms longer than I should have. When the sales manager heard this, he demonstrated to me how I could be more aggressive and yet not be rude. It worked great. I was amazed at what doors this method opened for me."

FORECAST FOR 1966

AND THE DECADE AHEAD.

At the Winter Meeting
of the National Macaroni
Manufacturers Association

Hotel Diplomat, Hollywood, Florida
January 17-18-19, 1966

Plan now to attend.

Reserve rooms directly or write N. M. M. A.
P.O. Box 336, Palatine, Illinois 60067

OUR BEST WISHES
FOR A
HAPPY HOLIDAY SEASON
AND A
PROSPEROUS NEW YEAR

V. JAS. BENINCASA

WE hear a great deal these days about automated production; how work has been put on a more efficient and economical basis through the use of machines. This, of course, has brought an attendant problem of unemployment.

Today's salesman may wonder gloomily if he will not some day be replaced by a machine. He knows that white as well as blue collar workers have lost their jobs through mechanization.

I don't believe the salesman has to worry. There are elements of salesmanship which a machine could never duplicate. Factors like good will, servicing, etc. depend upon the personal relationship between buyer and seller. The techniques of overcoming objections, presentation and closing are structured on face-to-face contact.

The salesman can also take heart from the fact that business and industry are still recruiting salesmen at a good clip and that marketing budgets are expanding.

Beware of Complacency

But don't become too complacent about all this. Selling is in one of its most competitive stages in history, and the demands on you will be greater than ever.

Don't assume that the salesman-buyer arrangement is beyond criticism just because it has existed so long. In business, anything that involves profit is subject to review by management. There is no sentiment involved here. It's a dollars-and-cents proposition, and the men upstairs will dump any system if it is not producing. The salesman should realize he is no more immune to change than the production line or raw material purchase.

The probers also found that Oscar had a rather poor sense of direction and spent a lot of time looking for certain buildings. A set of street maps helped this situation considerably.

Study Extended

As it developed, Oscar's case was only a pilot study. The company was so impressed with the findings in his circumstances that it directed the project extended to the entire sales force. The results were a revelation to management.

It was found that the time loss was as high as 40 per cent in some cases. In some instances the salesman was of poor caliber, but generally it was the Oscar business all over again: High quality salesman with bright potential were bogged down in wasteful habits that reduced the number of calls they made.

"Our sales shot up 30 per cent after we corrected the condition with a new set of orders," Fred Fielding, the sales manager, told me.

Influentials Only

Whom do you see on your calls? Are you talking to the man who can buy, or to some fourth-string assistant who talks a good game but couldn't give you an order if his life depended on it? So many salesmen waste time with the wrong man. They deliver brilliant presentations to a person who may appreciate the performance but cannot reward it.

A little investigative work before your call will eliminate this risk. You can find out the name of the influential and make your appointment with him and with him alone. It's far better to go on to the next call than to spend an hour with someone powerless to make a decision. You'll find yourself having to make a date with the influential anyway.

Allie Goodman, a plastic salesman, had an almost foolproof way of determining the influential in a firm. He would simply phone and ask straight out who could make a buying decision. Some thought the question impertinent but it got results. And even those who might have been embarrassed had to admit that the question was a sensible and honest one.

"I wasn't trying to offend anyone," said Allie. "But I figure that my time is as valuable as theirs."

Sales Sabotage

Often a salesman is slowed down by things he never gives much thought to. For example, a badly running automobile can cost you all kinds of good

time. It may stall in traffic when you are rushing for an important appointment. Then consider too the time you spend in taking it to a garage for repairs.

How about the location of your home? It should be convenient to your territory. Why drive sixty miles a day just to get to your job? If you are inconveniently located, perhaps your sales manager or the company can help find you a different place. Besides, if you live closer to your work, you'll feel better and have more time to spend with your family.

Artie Cassel, a frozen foods salesman, told me that his earnings went up 40 per cent after he eliminated a particularly long commute. "I bought a home right in my territory and had about three hours more calling time," he explained. "And I was able to get home before dark most of the time."

All these factors—bad cars, inconveniently located homes, etc.—cause sales sabotage. They eat into your potential and should be corrected. Even the matter of getting enough sleep can be a vital element in your productivity. Good living habits are essential to your well being which in turn influences your working life.

The Indispensable Salesman

If a salesman is indispensable to his firm, he'll never have to worry about being automated out of a job. There is a saying that no one is indispensable, and that's true up to a point. If a man dies or is incapacitated in some way, the company will somehow get along. But some salesmen become so important to the firm, so identified with it, that they enjoy a unique position.

Take the matter of resignation. When some salesmen offer their resignation, management expresses polite regrets and says goodbye. When others quit, however, the boss will practically get down on his knees to induce them to change their mind. He'll offer more money, promotion, a better territory—anything to get them to remain. Why? Because these salesmen are so valuable to the company that their loss will be keenly felt.

I know of a salesman who was offered a vice presidency to stay with the firm. Another was promised a pension arrangement that would make him independent for life.

The salesman who is that highly regarded by his outfit does not achieve this position by self-promotion. Some men are expert in promoting themselves, but they are rarely the top producers in the organization. The salesman who is a big money-maker does it by hard work and creative selling. He

leaves the boasting and the buttering up of superiors to others less competent. He's content to get by on merit alone.

The Learning Process

It's been my experience that the salesmen who are identified with high volume are those who still consider themselves as students of selling. In terms of years and training they are professionals in every sense of the word. But they are aware that there is always some thing new to learn; that the way to keep growing is to maintain one's zest for knowledge.

Invariably when I encounter a dull plodder, he turns out to be an individual who feels he knows everything there is to know about selling. He doesn't even try to broaden his horizon, to seek a new dimension.

One of the most outstanding salesmen I have known, Harry Shields, is at this moment taking a course in retailing so he can be of more service to his customers. Another, Bill Edwards, is learning to fly a plane so he can get around more often to his buyers. Bill is 58 years old.

Still another friend of mine, Max Arnold, discovered that an important prospect was devoted to classical music. Max, who knew nothing about this kind of music, spent two months listening to and learning about it. He acquired dozens of records, went to concerts, etc. He may not have been an expert when he made the call, but he was able to talk intelligently about classical music.

These men were not satisfied to stagnate, to rest on their cars. They treat every new day as a challenge to be overcome.

You can have this same kind of success if you follow this basic rule: **Never let well enough alone.** The salesman is a long way from automation, but, as I said before, don't let that lull you into a sense of false security. Move ahead always. Work at top efficiency. Don't bring about your own downfall through default.

Are you automating yourself? One way to find out is by taking this little test. If you can come up with "yes" answers to seven or more questions, you have little to fear from a machine.

- | | Yes | No |
|---|-----|----|
| 1. Are you using the best and quickest route for your calls? | — | — |
| 2. Is your car in top operating condition? | — | — |
| 3. If your paper work organized to leave you sufficient time for calls? | — | — |

(Continued on page 48)

Braibanti

ZAMBONI

SOLE AGENTS ALL OVER THE WORLD IN THE INDUSTRIAL MACARONI BRANCH

The Automated Salesman—
(Continued from page 46)

4. Are you seeing the influentials when you make calls?
5. Do you set goals for yourself, even if they are not completely attainable?
6. Are you getting enough sleep?
7. Is your home convenient to your territory?
8. Do you feel you have something new to learn about selling?
9. Do you think that management would make a great to get you to stay if you offered your resignation?
10. Is every day a new challenge to you?

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WAY BACK WHEN

40 Years Ago

• A trade review of 1925 indicated macaroni business was good. Postwar expansion had subsided; there were some mergers and several small plants closed. It was noted that domestic competition had been keen but fair. On the import side, some foreign made macaroni products were being offered at ridiculously low prices, but the quantity of American made products going abroad was increasing.

• There was a potato shortage in 1925 which spurred macaroni consumption. Publicity to promote macaroni, spaghetti and egg noodles was bringing good results.

• Badex was offered by Stein Hall & Company as a pure cereal product, a blend of dextrine and sugars, giving macaroni a uniform color and glossy finish. In addition, it reduced breakage and checking. Where is it now?

• Henry A. Wallace, publisher of Wallace's Farmer, stated that a world shortage of food would develop within a few years and would become so important that by 1960 another great war would develop among "nations in their scramble for food and markets."

30 Years Ago

• Italians were forced to forego Russian wheat in their spaghetti mix as the country was at war with Ethiopia.

• "Be your own Santa Claus," urged the editor of the Macaroni Journal, advocating plant improvement to increase efficiency by five or ten per cent each year.

• The Kiplinger Washington Letter made the statement: "To whatever extent business does not try to wrestle with its own problems through its own association, to that extent business invites government regulation."

• Benjamin R. Jacobs was managing the NMMA Washington Office and checking samples of macaroni and noodle products that did not appear to be pure and wholesome.

20 Years Ago

• The Association President C. W. Wolfe urged industry cooperation among the farmers, millers and government to assure an adequate supply of semolina for 1946. It was felt that a crop of absolutely no less than 40,000,000 bushels of durum would be sufficient to take care of industry needs.

• Relief for "below cost" producers was made effective December 8, 1945 by the Office of Price Administration. The adjustment was made to permit

"low-end" processors to remain in business.

• Stronger postwar advertising was proposed by Clarence Francis, chairman of the board of General Foods Corporation. He observed that markets would have to be rebuilt, new products introduced and established, that there was a need to lift public demand for goods to new levels and develop an understanding of the American economy and how it works.

10 Years Ago

• Executive Secretary Robert Green noted it was a matter of concern that the rising rate of per capita consumption of macaroni and noodle products experienced in World War II and immediately thereafter had leveled off in the early 1950's and was in a decline. The durum shortage was looked upon as the primary cause.

• Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association, distributed their statement at the Durum Show estimating the 1955 durum crop at about 19,000,000 bushels. With a carryover of 3,000,000 bushels, supplies for the coming year were approximately 22,000,000 bushels. He noted that substitutions would have to continue unless more durum was available. After the high durum prices of 1952-3- and -4, some durum growers felt that levels of \$2.00 to \$3.00 was a serious decline.

Egg Product Prices Advance—
(Continued from page 34)

of dried eggs for delivery between October and February, the largest purchases since Korea, and ten times total 1964 buying.

The egg market in Chicago saw current receipts rise from a range of 28 to 31 cents a dozen, to 31 to 34.5 cents, receding 1.5 to 2 cent at month's end. Frozen whole eggs advanced 3 cents, from a range of 25 to 28.5 cents to 28 to 29 cents. Frozen whites moved up from 15 and 16 cents to 16.25 to 17 cents. Frozen yolks of 45 per cent solids Under No. 4 color were quoted only in the East at 49 to 52 cents at the start of the month, and moving up 3 cents at the end of the period. Dried whole eggs ranged \$1.05 to \$1.17, moving up a dime on the lower end of the range to \$1.15 and \$1.25 at the end of the month. Dried whole eggs started out in October quoted at \$1.05 to \$1.21, and moved up to \$1.15 to \$1.25.

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The Macaroni Journal

Mark Renewed

In accordance with the Trademark Act of 1946, the National Macaroni Manufacturers Association of Palatine, Illinois, a Corporation of Illinois, has registered the mark of the Macaroni Journal with the United States Patent Office for the next twenty years.

To All Whom It May Concern:

Be it known that National Macaroni Manufacturers Association, a Corporation duly organized and existing under the laws of the State of Illinois and doing business in the State of Illinois, has adopted for its use the trademark "Macaroni Journal" for a magazine or a periodical published monthly.

This trademark has been continuously used in business by said Corporation since about May, 1919.

It has been the practice of said Corporation to apply or affix said trademark by printing the same upon the cover page, the title page, and on each page of the Macaroni Journal, and divers other lawful ways.

Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962; Section 4369, Title 39, United States Code) of the Macaroni Journal, published monthly at Appleton, Wisconsin, as of October 5, 1965.

Location of known office of publication: 115 N. Mason St. (P.O. Box 386), Appleton, Outagamie County, Wisconsin 54912. Location of the headquarters or general business offices of the publishers: 139 N. Ashland Ave. (P.O. Box 336), Palatine, Illinois 60067. Name and address of Publisher, Editor, and Managing Editor: Robert M. Green, 139 N. Ashland Ave. (P.O. Box 336), Palatine, Illinois 60067.

Owner (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If now owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If National Macaroni Manufacturers Association, 139 N. Ashland Ave. (P.O. Box 336), Palatine, Illinois 60067.

Known Bondholders, Mortgagees, and other Security Holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (if there are none, so state): None.

The two preceding paragraphs include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the

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books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in the two paragraphs when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

Average number of copies each issue during the preceding 12 months (November 1964 through October 1965): Total number copies printed (Net Press Run), 1029; Paid Circulation—(1) Sales through dealers and carriers, street vendors and counter sales, 0; (2) Mail Subscriptions, 925; Total Paid Circulation, 925; Free Distribution (including samples by mail, carrier or other means, 76; Total Distribution, 1001; Office Use, Left-over, Unaccounted, Spoiled After Printing, 28; Total, 1029.

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I certify that the statements made by me above are correct and complete.

ROBERT M. GREEN
(Signature of editor, publisher,
business manager, or owner)

THE MACARONI JOURNAL



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bring joy to you and your
loved ones and may the new
year bring you health,
happiness and success.



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Macaroni Journal at the Fair. The 4th edition of IPACK-IMA (International Exhibition of Packaging, Materials Handling and Food Processing Equipment) held at Milan in mid-September had a display by a Milan advertising agency, Publicitas.

This was the first time an advertising organization in Italy showed on its own stand a wide selection of technical reviews of all the world. The purpose was to offer to exhibitors and visitors a selection of the specialized press dealing with packaging, materials handling, and food industries.

Publicitas, a company with more than thirty years experience in the advertising field, places advertising in technical publications to help the expanding export market for Italian goods.

The Macaroni Journal was prominent in the display of publications from the United States. Some five hundred exhibitors and 50,000 visitors attended the fair.



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