

**THE
MACARONI
JOURNAL**

**Volume 48
No. 7**

November, 1966

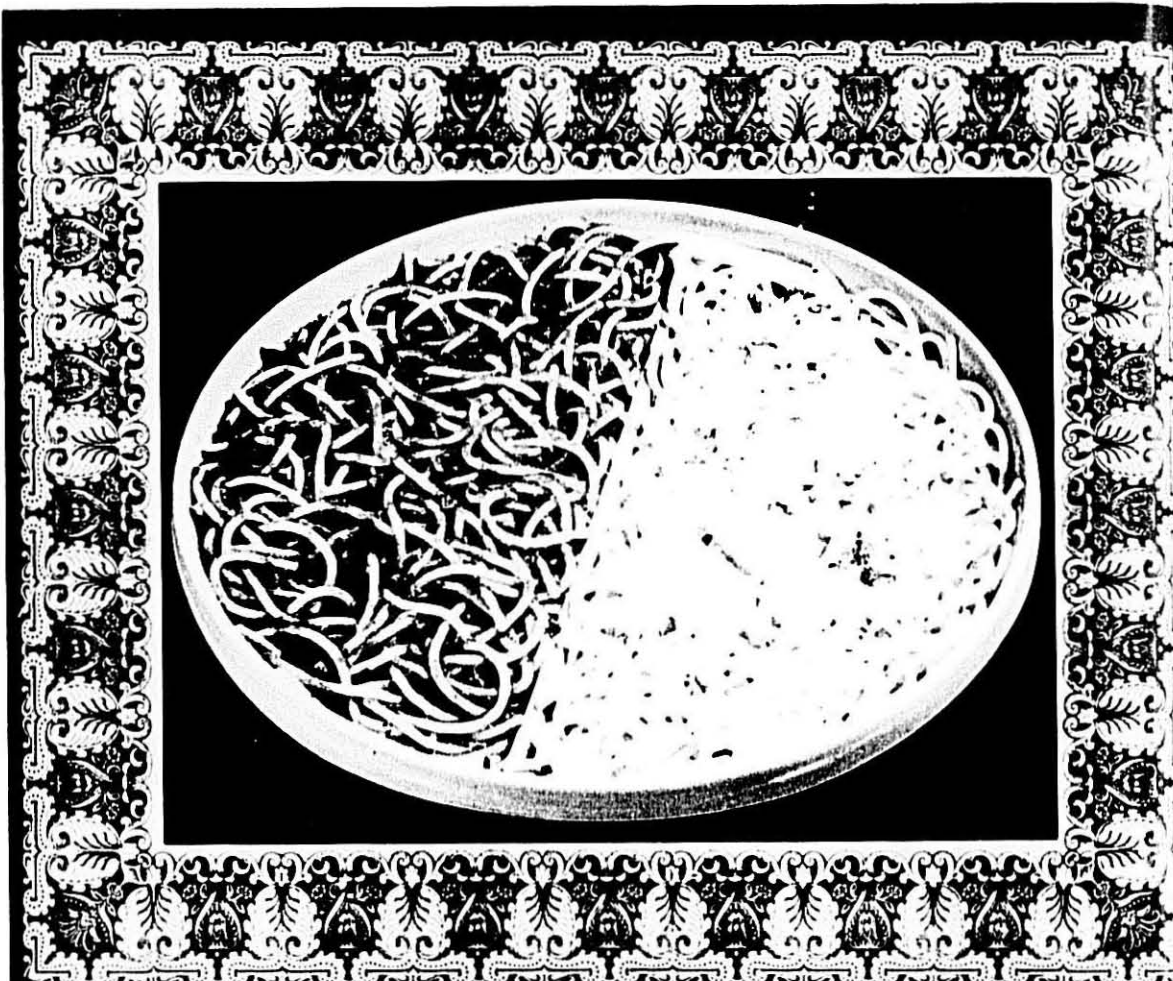
Macaroni Journal



NOVEMBER, 1966

**PARTY PLANS WITH POW!
GOOD CROP — HEAVY SALES**





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The Macaroni Journal

November
1966
Vol. 48
No. 7

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Cover Photo

Fall is the time for hearty eating. Turkey stock with fine egg noodles and vegetables makes a satisfying chowder, and the casserole combines macaroni with turkey and canned tomatoes. Fruit salad served in apple cups appeals to the younger generation.

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PARTY PLANS WITH POW!

"POW" has been defined as "that certain something that puts a party into orbit—the match that sets off the sparkler of conversation—the magic blend of elements that makes time fly."

"Pow" is the ingredient that makes a party a success. So the National Macaroni Institute has come up with some ideas for party foods guaranteed to put "pow" in your party.

First of all, there's spaghetti . . . a great company dish, because everybody likes it. And then, because it's easy on the budget. But for a party, the sauce should be a little different, one that makes for conversation. While meals that can be easily assembled and put on the table in a matter of minutes are popular with most all of us, once in a while we like to fuss over the recipe or try something a little different. Salmon Tetrastini is just such a recipe. It's fun to prepare and is guest-proof, too, so try it next time company's expected.

Salmon Tetrastini (Makes 4 to 6 servings)

- ½ cup butter
- ½ cup flour
- 2 cups hot chicken broth
- ½ teaspoon salt
- ½ teaspoon pepper
- ½ teaspoon nutmeg
- ¼ cup sherry
- 1 1-pound can salmon
- ½ cup cream
- 1 pound spaghetti
- ½ pound mushrooms, sliced
- 2 tablespoons butter
- ½ cup grated Parmesan cheese
- ½ cup bread crumbs

In a saucepan melt butter and stir in flour. Gradually stir in hot chicken broth and cook, stirring constantly, until sauce is smooth and thickened. Stir in salt, pepper, nutmeg and sherry.

Stir in liquid from the can of salmon and cook for eight minutes, stirring occasionally. Stir in cream and keep hot while preparing spaghetti. Stir sauce from time to time.

Add 2 tablespoons salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Saute mushrooms in two tablespoons butter until lightly browned, stirring several times. This should take from five to seven minutes.

Mix half the sauce with spaghetti and mushrooms and pour into a baking dish or deep platter. Make a hole in center of spaghetti. Mix remaining sauce with the flaked salmon and pour into hole in spaghetti.

Sprinkle with Parmesan cheese mixed with bread crumbs and brown lightly in a moderate oven (350°) for 15 to 20 minutes.

After-the-Game Buffet

Or how about an After-the-Game Football Buffet? Whether your team wins or loses on the football field this fall, you can guarantee a winning score with your family and friends by serving this tempting meal, buffet-style. A Touch-Down Pickle Meat Loaf served with Hot Macaroni and Vegetable Salad and topped off with cake and assorted fresh chocolates will be sure to hit the spot. To make entertaining easier

with no dishwashing afterwards to dampen the festivities, use paper plates and cups.

Touchdown Pickle Meat Loaf (Makes 8 servings)

- 2 eggs
- 2 pounds ground beef
- ¼ cup sweet pickle relish
- ¼ cup dry bread crumbs
- 2 tablespoons chili sauce
- 2 teaspoons salt
- ¼ teaspoon pepper
- ¼ cup grated Parmesan cheese
- 1 cup chopped onions
- 1 package (8 ounces) cream cheese, softened
- 2 tablespoons mayonnaise
- ¼ teaspoon garlic salt
- 6 strips pimiento, ¼ x ½ inches

Parade:

Combine eggs, beef, pickle relish, bread crumbs, chili sauce, salt, pepper, Parmesan cheese and onions; mix well. Shape meat mixture to resemble a football. Bake in aluminum foil-lined baking pan in 350° (moderate) oven 1½ to 2 hours. Chill.

Meanwhile, combine cream cheese, mayonnaise and garlic salt; mix well. Spread cream cheese mixture over cold meat loaf. Top with crosses of pimiento strips for lacing. Serve garnished with parsley.

Hot Macaroni Vegetable Salad (Makes 6 to 8 servings)

- 2 tablespoons salt
 - 4 to 6 quarts boiling water
 - 4 cups elbow macaroni (1 pound)
 - 1 cup chopped green pepper
 - ¼ cup sliced canned pimientos
- (Continued on page 6)



At enormous expenditures of time and money, we bring you...

The World's Finest Durum Products

A few folks think North Dakota is somewhere south of Alaska with plenty of Indians (fairly peaceable) and very little indoor plumbing.

Truth is, North Dakota's in the heart of the world's finest durum-growing country. And wheat is our number one product. This is what we grow best — and mill best.

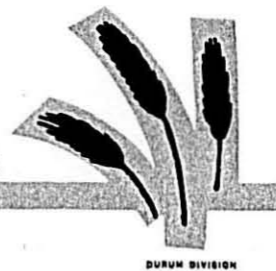
Everyone has to be proud of something. We're proud that so many outstanding macaroni manufacturers select North Dakota durum products (from our Mill) for the best possible uniform color, quality, flavor and service.

The best way to avoid an ambush is call us with your order. We'll see that your shipment gets to you — exactly when you asked for it.

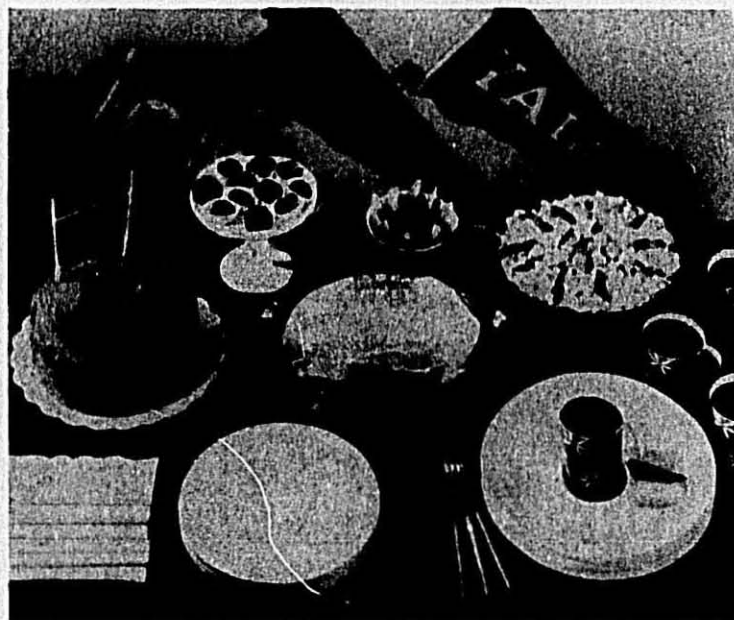
DURAKOTA NO. 1 SEMOLINA PERFECTO DURUM GRANULAR
EXCELLO FANCY DURUM PATENT FLOUR

North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"
GRAND FORK, NORTH DAKOTA PH. 772-6441



DURUM DIVISION



After-the-Game Buffet features Touchdown Pickle Meat Loaf, Hot Macaroni Vegetable Salad

1 cup sliced cooked carrots
1 cup dairy sour cream
1/2 cup mayonnaise
2 tablespoons horse-radish
2 1/2 teaspoons salt
1/4 teaspoon pepper
2 tablespoons chopped chives

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, mix together remaining ingredients. Bring just to a boil, stirring constantly. Toss with hot cooked macaroni. Sprinkle with additional chives, if desired.

Easy Entertaining

Social activity for many of us means relaxed, informal get-togethers with a couple of good friends. For this mode of casual entertaining, the National Macaroni Institute suggests an easily prepared buffet supper with Beef Stroganoff with Noodles as the featured dish.

So call up your friends and plan for a pleasant evening. Your menu might begin with hot little appetizers, say cocktail frankfurters and chicken livers wrapped in bacon, served with cranberry or tomato cocktail. Serve these in the living room. Then call the guests to the dining room to help themselves from a buffet arrangement. The hot, creamy Beef Stroganoff may be flanked

by a huge bowl of tossed green salad, a lavish array of spiced fruits and pickles. Serve a green vegetable, or not, as you wish. Conclude the meal with vanilla ice cream and provide a choice of toppings: chocolate, butter-scotch, marshmallow, lemon, or whatever strikes your fancy. Coffee, of course . . . demi tasse, if your friends go for it and you have a collection of cups to show off.

Beef Stroganoff with Noodles

(Makes 4 to 6 servings)

1 1/2 pounds beef chuck, 1/2-inch thick
2 tablespoons butter or margarine
1 small onion, thinly sliced
1 can (3 ounces) sliced mushrooms
1 teaspoon salt
Pepper to taste
Dash nutmeg
1 cup sour cream
1 tablespoon salt
3 quarts boiling water
8 ounces wide egg noodles
(about 4 cups)

Flatten beef with mallet or saucer; cut into strips 1-inch wide, 2-inches long. In a large skillet, melt butter over medium heat. Add beef strips and onion and saute until browned. Add undrained mushrooms, 1 teaspoon salt, pepper and nutmeg. Cover tightly and cook 30 minutes, or until beef is tender. Gradually stir in sour cream and heat, but do not boil. Serve immediately over cooked noodles.

To cook noodles, add 1 tablespoon salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Fall Promotion

The Skinner Macaroni Company of Omaha is featuring four low-cost recipes aimed at Mrs. Young Married. They are Ten-minute Macaroni and Cheese; Noodles Bavarian; Mac-a-Magic Lunch; and Easy Italian Spaghetti.

In trade advertising to grocers it is pointed out that Progressive Grocer's Consumer Dynamics Study shows Mrs. Young Married as the best food customer . . . her purchases amount to over 55 per cent of the total national annual food bill. The study also points out she wants to stretch her dollars. "Thrifty Skinner macaroni products are a natural for young marrieds," says the ad.

Skinner features the four "Busy Day" recipes in such consumer magazines as Good Housekeeping, Family Circle, Woman's Day and Progressive Farmer—plus advertising in some 125 newspapers. Point-of-sale aids are available to grocers.

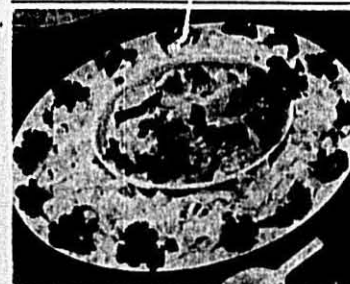
What Consumers Spend For Macaroni

Food Topics for September reported that the value of total domestic consumption of macaroni products in 1965 amounted to \$411,870,000, with spaghetti accounting for \$163,540,000; macaroni, \$134,360,000; and egg noodles, \$113,970,000.

Sixty-eight per cent of this total moved through grocery stores.

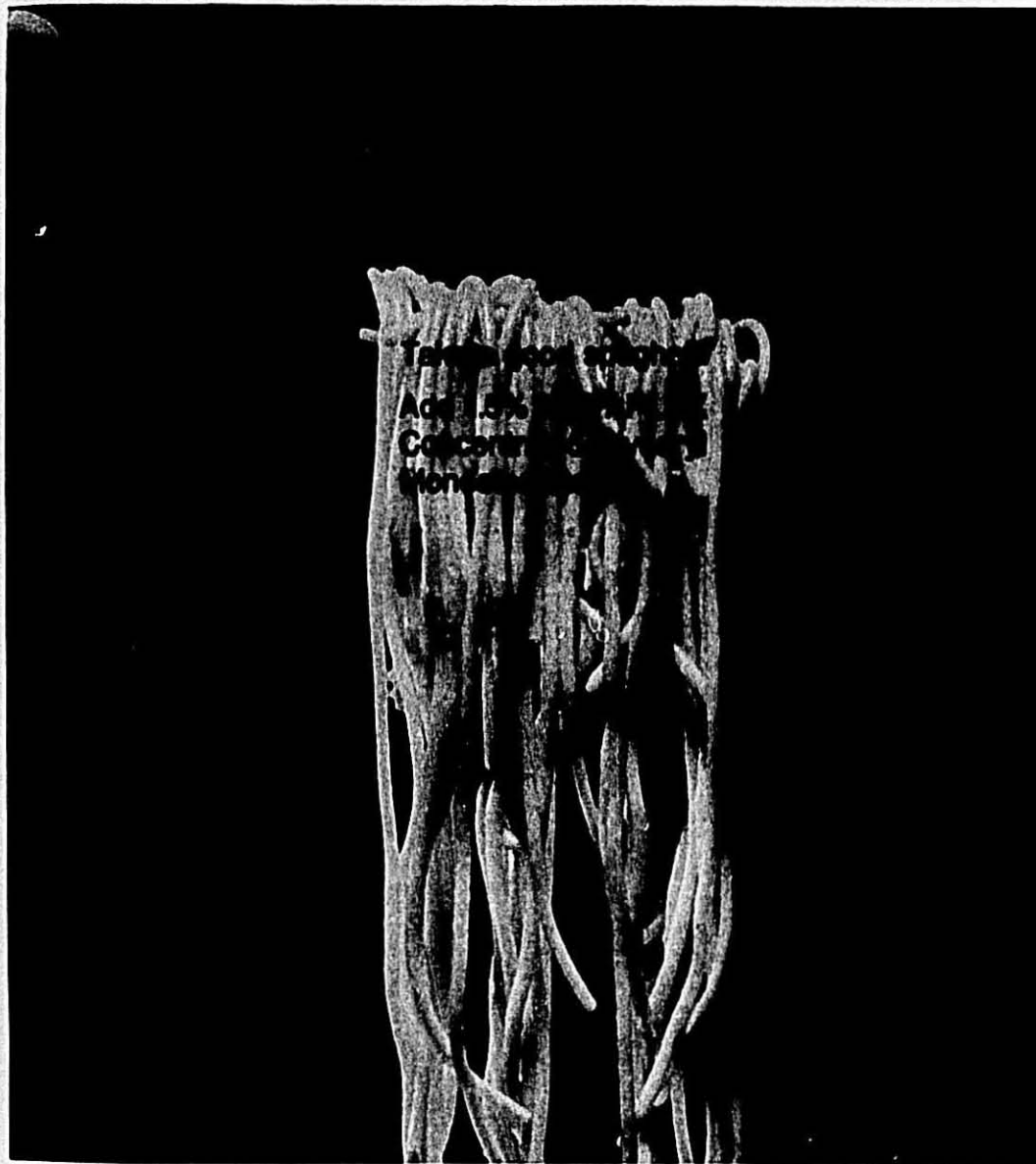
The classification showed a percentage increase over 1964 of 4.2 per cent. Macaroni per se was 4.4 per cent. Spaghetti was 4.2 per cent. Egg noodles increased by 3.8 per cent.

Macaroni rates a dime of the Average Shopper's \$20 expenditure.



Beef Stroganoff with Noodles

THE MACARONI JOURNAL



Now you have a premium spaghetti

It's a spaghetti that's just as appetizing after it's been in the steam table as when it comes fresh out of boiling water. Appetizing even when reheated after refrigeration. Gone are the old problems of mushiness and stickiness.

Improved with MYVAPLEX® Concentrate, your spaghetti becomes more practical to serve more often in more restaurants and institutional mass-feeding establishments. For home use as canned spaghetti, your product wins new favor. Your market grows and grows.

MYVAPLEX Concentrate has no effect on flavor. It meets the requirements of U.S. Food and Drug Definitions and Standards of Identity for Macaroni and Noodle Products, as amended.

Get more facts from *Distillation Products Industries*, Rochester, N. Y. 14603. Sales offices: New York and Chicago. West Coast distributor: W. M. Gillies, Inc.

Distillation Products Industries
is a division of Eastman Kodak Company



Good Crop

Harvest of the durum crop was completed with almost ideal weather. The Department of Agriculture reported indicated production as of September 1 at 61,180,00 bushels, down from the August prediction of 64,944,000 and the 1965 final figure of 68,886,000 bushels.

Milling quality of the crop was reported very good to fair, with color fair to good and protein above normal. Test weight is slightly higher than the 1965 crop.

Canadian Durum Crop

Based on mid-August prospects estimated production of durum in Canada was 28,900,000 bushels compared with 16,900,000 last year. This is well below the 1964 harvest of 33,600,000 and the 1963 total of 53,400,000.

Province	1966	1965
Saskatchewan	24,600,000	14,000,000
Alberta	3,000,000	2,000,000
Manitoba	1,300,000	900,000

Heavy Semolina Sales

Semolina business of record proportions was done on September 7. Wheat receipts were heavy following the Labor Day weekend and uniformly depleted backlogs at durum mills combined to make the tremendous volume of initial bookings.

Mills pressed vigorously for 120-day bookings at \$7.40 per hundredweight, bulk, Minneapolis. Approximately 6,000,000 hundredweights of semolina, granular, and durum flour were sold. Macaroni and noodle manufacturers ignored carrying charge limits and took on average needs of six months. Significant numbers held to 120 days, rarely less, according to Southwestern Miller, and some purchased for seven months or more. Not in the memory of veteran sales executives has so much semolina been contracted in so short a period. Protection against a twenty cent advance at the next morning's opening of the market contributed to the completeness of the rapid booking.

Ready Reception

Mills' sales efforts at a dime under previously quoted lists found ready reception among all segments of the trade. Many buyers who followed a more conservative pattern on Wednesday morning were back in the market by afternoon booking coverage well into 1967. Booking prices were \$1.10 above those prevailing for July-August needs when contracted in June, and \$1.65 higher than last year's initial contracts.



Combining Durum Crop

Directions Expand

Shipping directions also expanded briskly on the heels of new bookings. Running time was six to seven days at the mills and specifications indicated that expansion will continue. Pickup came with sizable buildup of macaroni inventories ahead of recent price increases of one-and-a-half cents to two cents.

The market for durum continued strong throughout the month with millers and exporters vying for supplies.

Calls for CCC Durum

In a letter sent to President Johnson, Horace A. Gioia, president of the Gioia Macaroni Company in Buffalo, urged that the White House direct the Commodity Credit Corporation to release 20,000 bushels of durum into the domestic market.

"Unless something is done immediately, we will not have enough durum for our needs except by increasing our prices substantially," Mr. Gioia said. "This, as you know, will cause a further increase in the inflationary spiral of food prices and put our industry at an even further competitive disadvantage against foreign competition."

The Buffalo area and Western New York have been particularly hard hit by Canadian imports of macaroni products. January through May figures showed 2,626,101 pounds coming through in 1966 compared with 1,446,519 pounds a year ago, an increase of 81.5 per cent.

Hearings have been called by the House Subcommittee on Labor, chaired by John H. Dent, to study the impact of imports on American employment. Macaroni representatives were to be called in mid-October.

Record Exports

Durum exports totaled 31,411,000 bushels in the past year compared to 7,519 bushels last year.

Durum Mill Grind

The U. S. Department of Commerce reports the following millgrind figures (preliminary for July):

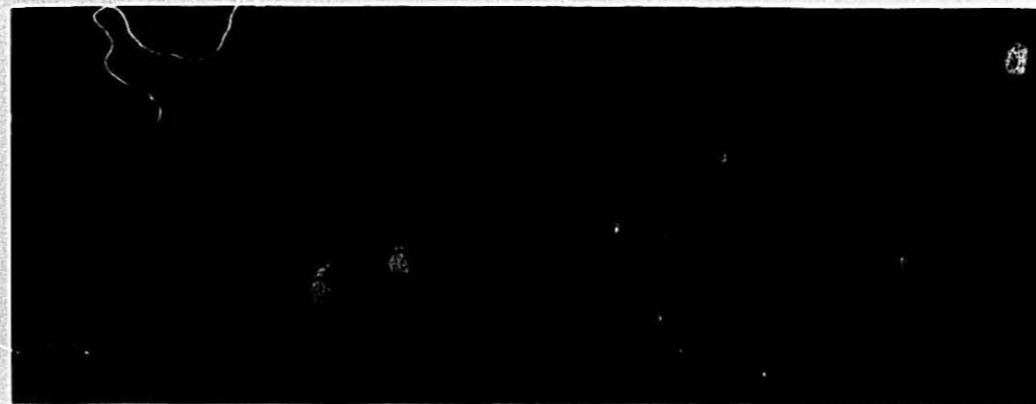
Month	Semolina & Flour (cwt. sacks)	Durum Ground (bushels)
1966		
July	855,000	1,766,000
June	969,000	2,282,000
May	841,000	1,943,000
April	835,000	1,994,000
March	1,163,000	2,762,000
February	1,086,000	2,571,000
January	1,090,000	2,476,000



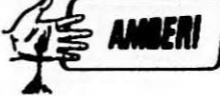
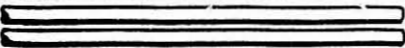



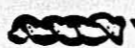
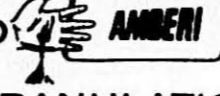

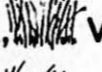




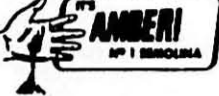
Views on Acreage Increase

The need for increased production of wheat, feed grains and soybeans in North America, but with caution on the role the government should play in achieving crop expansion, was highlighted in discussions at a seminar held recently in Minneapolis under sponsorship of the Minneapolis Grain Exchange. Varying views on the extent to which wheat farmers will take advantage of the 32 per cent increase in acreage allotments for 1967 were expressed.

According to Dr. John A. Schnitker, Undersecretary of Agriculture, "It will be easy for farmers to take advantage of the first 15 per cent increase." He said that the extent of participation in the second 15 per cent increase in allotment depends on producers' judgments of marketing conditions and moisture supplies. "I would guess that farmers would use two-thirds of the second 15 per cent to plant wheat."

W. B. Saunders, vice president of the Grain Division, Cargill, Inc. said: "We expect farmer utilization of the allotment increase to be the maximum in the northern plains and in the Pacific Northwest. We expect only a 15 to 20 per cent increase in the central plains and southern plains states and no increase in the central and eastern soft wheat area."



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT   EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY 



AMBER MILLING DIVISION

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

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Japanese Milling Team Visits Doughboy

A STATION wagon carrying seven Japanese men pulled into town the other day, swung north on Main Street and rolled to a stop in front of the Doughboy Industries office building in New Richmond, Wisconsin.

One by one they got out, stretched their legs, turned to give the company's General Office building the once over, and then fastened their eyes on the flour mill.

They had come a great distance to enjoy this moment—to have the pleasure of taking in this sight, to enjoy a reunion with a man who had once visited their homeland.

They had, in fact, come to New Richmond to keep a promise made a year ago in Japan to Raymond R. Wentzel—a promise to visit the city, a promise to tour Doughboy's semolina mill.

Their "hosts" on this visit, Wentzel, Vice President of Milling for Doughboy, greeted them warmly. And their smiles, and words translated by an interpreter, reflected their pleasure and excitement.

These men were members of an official Japanese flour millers team, and they had come to see for themselves the Doughboy operation described by Wentzel when he visited the Orient last year.

Wentzel went to the Far East in 1965 on a mission for the wheat industry of this country and while there he assisted the Japanese millers and technicians in using current milling techniques.

As he visited their mills in Japan last year, they were impressed by his friendly, patient, authoritative style of

presenting facts and at Wentzel's "home base" they were even more enthusiastic.

Milling Leaders

The team itself, made up of six men who are active leaders in Japan's milling, was the first industry group from the Land of the Rising Sun to visit the United States.

Chief of the team was Tasuku Sawabe, director of the Central Laboratory, Nitto Flour Milling Company, Tokyo, who became friendly with Wentzel last year.

And the team manager was Toshio Hannya, information specialist, Wheat Associates, U.S.A., with headquarters in Tokyo, who acted as the official interpreter for the group. He, too, is a good friend of Wentzel's.

These men were interested in the milling of durum wheat and the production by Doughboy Industries of semolina for the macaroni, noodles and spaghetti industry.

Through their interpreter they asked about the grain, which comes from the wheat fields of North Dakota, and were shown how it is bought, how it is tested and how it is milled.

Top to Bottom

They toured the mill from top to bottom, making note of the modern, automatic equipment with which the company maintains a high standard of quality and uniformity in the Doughboy semolina.

They were shown one of the special railroad cars which carry the semolina

from New Richmond to the nation's leading manufacturers of spaghetti, noodles and macaroni.

And, finally, they spent time in the quality control laboratory and were given demonstrations of how the raw materials and finished products are tested in order to meet the company's high standards.

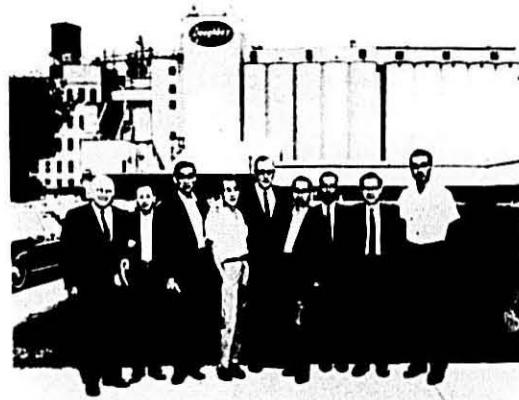
As an added treat, they were given a tour of the feed plant and shown how the company's formula feeds are produced for Upper Midwest farmers.

In the Party

In the party with Mr. Sawabe and Mr. Hannya were: Yoshiro Masuda, managing director of Masuda Flour Milling Company, Kobe, Japan; Renzo Noda, director of Operation Department, Fuji Flour Milling Company, Muramatsu Shimizu City, Shizuoka Prefecture, Japan; Harumoto Nohagi, deputy director of Operation Department, Nisshin Flour Milling Company, Tokyo; Sadaichi Sekino, chief of First Section, Flour Milling Department, Showa Sangyo Company, Tokyo; Katsutoshi Tobe, deputy director of Operation Department, Nippon Flour Milling Company, Tokyo.

Traveling with the group was Paul E. R. Abrahamson, Administrator of the North Dakota State Wheat Commission. The tour of the nation was sponsored by the Western Wheat Associates, U.S.A., Inc., and the Great Plains Wheat, Inc., in cooperation with the Foreign Agricultural Service of the United States Department of Agriculture.

(Continued on page 16)



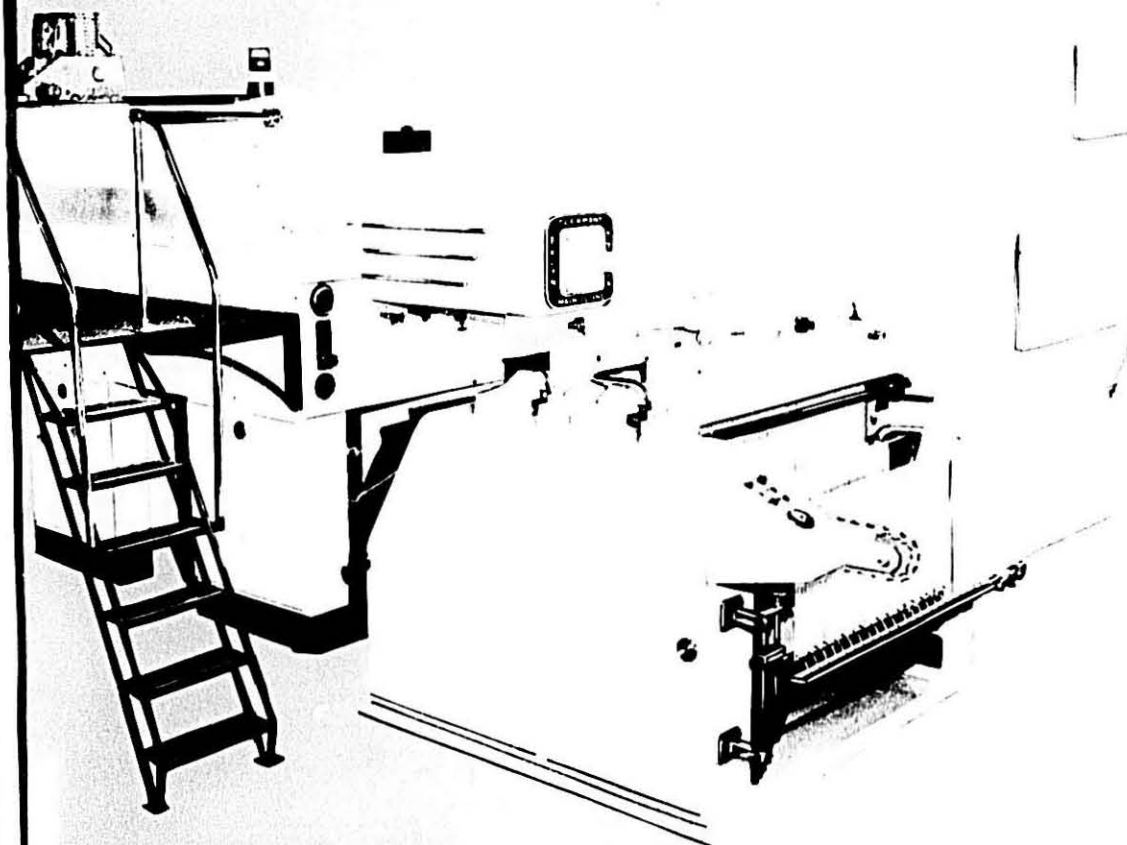
This is a reunion which was planned a year ago in Japan when Raymond R. Wentzel, Vice President of the Doughboy Industries Milling Division (in center of picture), spent several weeks in the Far East on a mission for America's wheat industry.



Details of the quality control program carried on by the Milling Division of Doughboy Industries fascinated the members of the Japanese flour millers team, first industry group from Japan to visit the United States.

THE MACARONI JOURNAL

QUALITY
IS ALWAYS
IN STAY



Clemont VMP-5A, 2000 lbs./hr. Long Goods Press

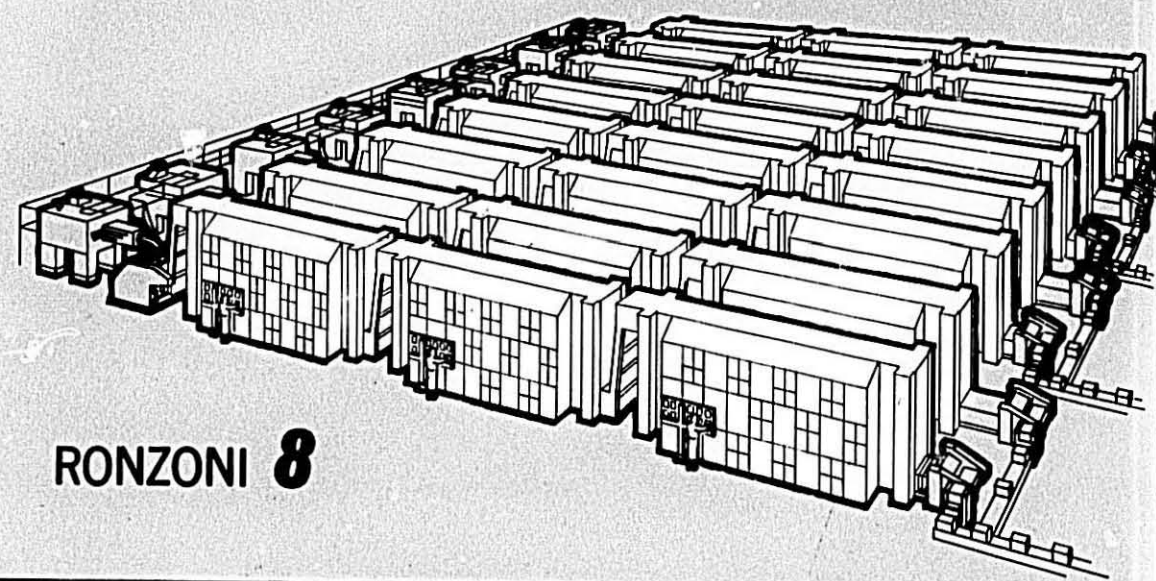
The greatest of all long goods presses—distinguished by its advanced design and high performance which shows up, where it counts, in the product. Increased capacity, more product, less maintenance expense—for added net profit—are the economic end results.

Clemont 4 Stick, 2000 lbs./hr. Spreader

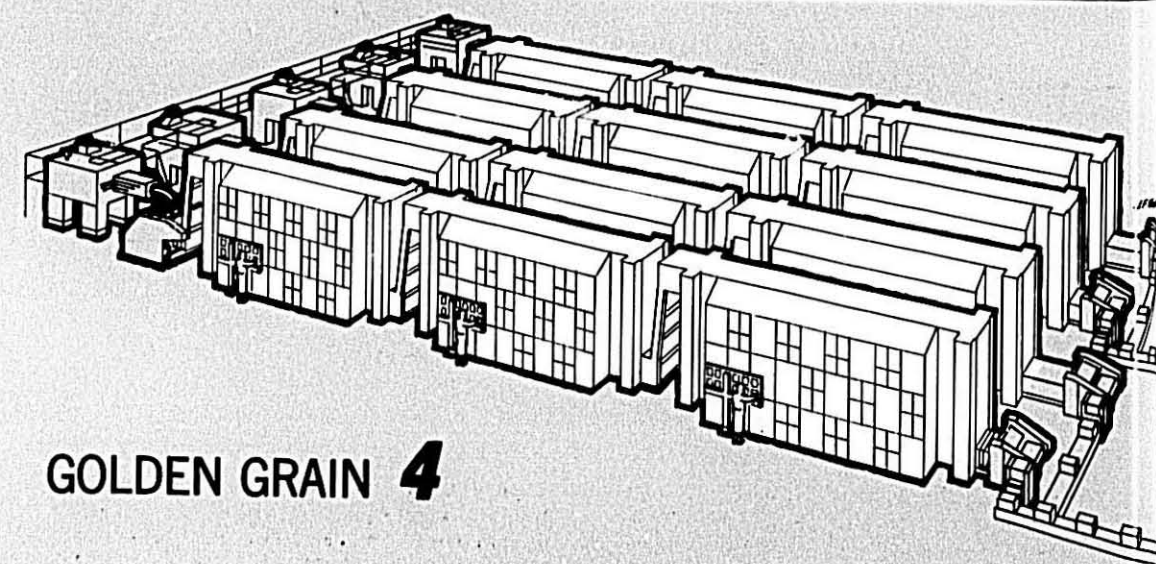
Meets the exacting requirements of particular manufacturers—combines slow extrusion over 4 sticks for a superior quality product, top production and increased volume. Extrudes uniform stick patterns requiring minimum trim and an eye appealing product of invariable smoothness, color and consistency.

QUALITY IS IN STYLE

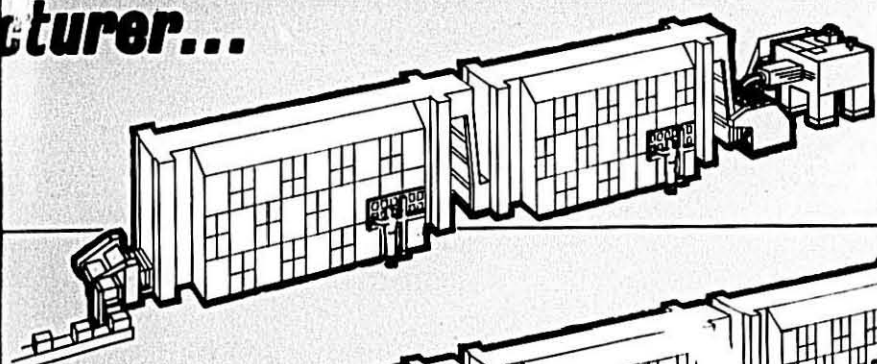
Clermont HAS MORE LONG GROUND DRYER INSTALLATIONS IN THE U.S.A. than any other manufacturer...



RONZONI 8



GOLDEN GRAIN 4



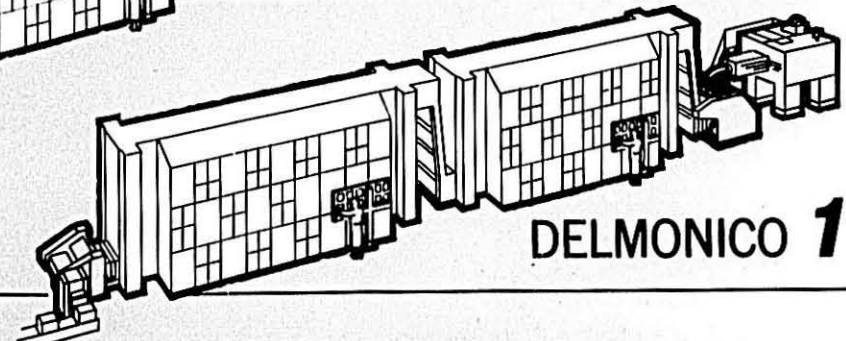
EAGLE 1



ZEREGA 1



BUITONI 1



DELMONICO 1

and each producing from 1,000 to 2,000 lbs/hr

Clermont MACHINE CO., INC. 280 WALLABOUT ST., BROOKLYN, N.Y. 11206 • EV7-7540

Clermont dryers permit 2000 lbs./hr. production in 1/3 less space

New advancements in the drying process now gives big production in minimum space as shown in the Delmonico installation inside. Only two units are required—the preliminary and finish dryers. The primer finish dryer has been eliminated.

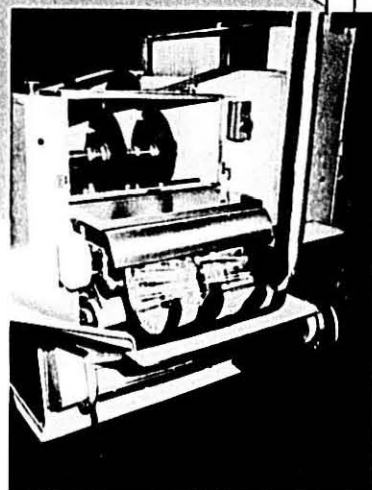
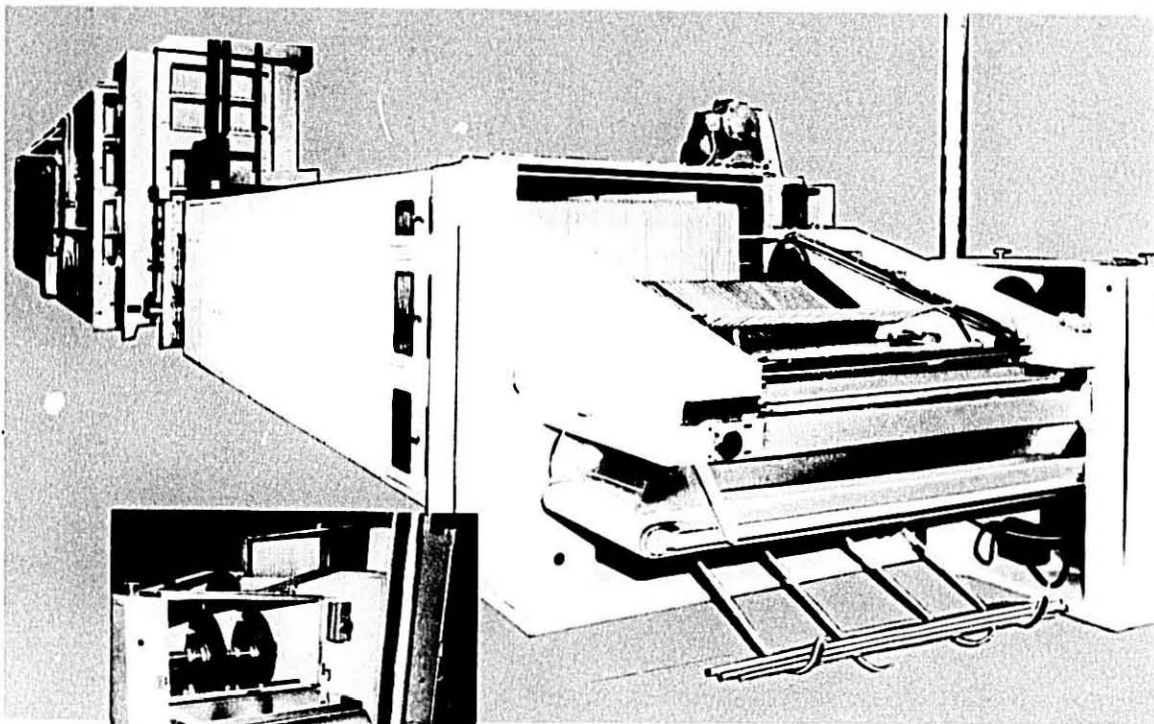
Preliminary and Finish Dryers

Redesigned with many new features, to accept 2000 lbs. per hour. Have five tiers. Give large volume of air on product, at low velocity, to penetrate through the product during entire preliminary drying process. Air intake passes through preheating chambers on both sides, making atmospheric conditions no longer a factor. Stick transporting apparatus, moving from one tier to another, is constructed to prevent sticks from falling. With per-

fect timing, sticks are delivered precisely on successive, or alternate chain links, depending upon which tier is being processed. Each dryer unit has self-control instruments for humidity, temperature and air. Drying cycle through both dryer units is completed in 24 hours, to include three rest periods, delivers a product which is evenly dried, smooth and strong in texture, with eye-appealing bright color.

Cumulator

One shown below is 24 ft. long with two lanes which holds approximately 3000 lbs. One operator can discharge the 3000 lbs. in half an hour and then take care of other duties while it is filling up again. Other Cumulators can be built to accumulate for 8 or 16 hours.



Stick Remover/Cutter with Blower

Works in conjunction with the Finish Dryer or Cumulator in continuous operation and functions so smoothly that product breakage and waste are completely eliminated. Equipped with three split blades which simultaneously cut off heads and ends of product and also cuts product in half. The blades are adjustable and constructed so that either one, two or all three can be removed.

Cut off ends and crooks are broken into pastina sized pieces in a cross-screw conveyor which feeds directly to a blower, and then blown to a storage tank before being pulverized.

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THE STORY OF MACARONI



Who Really Invented Macaroni?

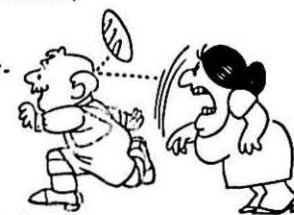
Accounts vary. According to Greek legend there was a deafening crash of thunder and lightning one day, the heavens opened up, and the gods of Olympus gave man macaroni, which in their language meant "The Divine Food."

And according to Chinese legend a young Chinese maiden, enraptured by a handsome Italian sailor, happened to let her batch of bread dough overflow. The dough dripped from her pan in strings and dried in the sun, and these the sailor took back to his ship. When the ship's cook boiled these strings and covered them with broth,



the result was an appetizing success—word of which quickly spread throughout Italy on the ship's return.

But according to German legend, the food and the name were both inspired by German merchants, who once sold large, symbolically-shaped breads to the people of Genoa, Italy. The Italians balked at their large form and high price. "Ma Caroni", they protested—"But it is very dear." And when the merchants reduced the size of their dough forms and their prices, the phrase "Macaroni" persisted for their new products.



While macaroni legends often conflict, manufacturers agree on the consistent high quality of King Midas Durum Products



PEAVEY COMPANY
Flour Mills

Japanese Visit Doughboy—

(Continued from page 10)

The visitors had to revise their tour schedule to visit New Richmond, but Sawabe, chief of the team, and Hannya, team manager and interpreter, worked out the details without a hitch.

Both men disclosed that they had talked about seeing Wentzel and visiting his company's plant from the moment they left Tokyo by jet and when they landed in Seattle they picked up maps in a hurry.

Coast to Coast

Their stops included Portland, Oregon, Spokane, Washington, Bismarck and Fargo, North Dakota and then the Twin Cities. They soon had a circle around New Richmond and the facts on routes and mileage.

Before coming here they visited mills in Minneapolis and St. Paul, and also a mill at Hastings. When they left here they went to Chicago, New York, Washington, D.C., Kansas City, Denver, San Francisco and then back home.

There have been other Japanese teams in this country but the previous groups which came to the United States in 1964 and 1965 represented the Government Food Agency which purchases all imports and domestic production for resale to flour millers.

Up until recently, the Japanese have blended flour with a limited amount of imported semolina to make their macaroni, noodles and spaghetti, but now the new, all-durum product is expected to bring an increase on consumption of the products.

Big Dollar Market

Japan is the largest single dollar market in the world for United States wheat. During Japanese Fiscal Year 1965, total United States wheat purchases by the Japanese Food Agency amounted to 1,860,014 tons (68,336,914 bushels). This was the largest wheat sale ever recorded in the history of United States-Japan wheat trade.

Shipments of durum wheat to Japan from North Dakota got under way in 1965 and was carried over into this year. Several trial lots were sent to Japan through the cooperative efforts of the United States Department of Agriculture, North Dakota Wheat Commission and Wheat Associates, U.S.A. in Japan.

Japan is expected to continue to import around 60,000 bushels per month for the rest of 1966 from the United States as well as a similar amount from Canada.

Durum Potential

Experts in this country point out that there is a good potential for durum products in Japan since at present noodle products make up 43 per cent of its total wheat consumption. Japan has been using its own soft wheat plus imported wheat, but is finding durum valuable in production of noodles, spaghetti and other products.

There is a strong feeling of friendship between the Japanese durum millers and this country as a result of the trip made last year by Wentzel and Dr. Kenneth A. Gilles, chairman of the Department of Cereal Technology at North Dakota State University.

The two men went to Japan in 1965 to assist the Japanese Food Agency in testing the milling quality of North Dakota durum wheat. Dr. Gilles worked with testing and quality control projects, working with the food agency, millers and cereal chemists, and Wentzel specialized on the milling techniques.

Good Relations

"Most wonderful men," said the Japanese through their interpreter the other day. "Great honor to have them as our friends."

Commenting on their overall observations, the entire group made it clear with their personal comments that it had been a great experience for them.

"It was informative and educational and should lend them some real benefits in their business," a spokesman said.

As for their visit to New Richmond, they went away impressed with the Doughboy mill, and the rest of the company's operation and expressing the hope that they would some day return for another visit.

Japanese Food Agency Mission

A 7-man Japanese Government Wheat Mission, representing the world's largest cash buyers of U. S. wheat was to arrive in Fargo on September 19, for a five-day study of spring wheat quality and supply.

Paul E. R. Abrahamson, North Dakota Wheat Commission administrator, reports that this group is made up of members of the Japanese Food Agency, a governmental body which imports all wheat and purchases all the domestic production for resale to Japanese flour millers. In August a group of Japanese Flour Millers toured the spring wheat area, Abrahamson notes.

"We expect that this group will be primarily interested in wheat prices,"

Abrahamson said, "but experience with past Japanese government teams has demonstrated their keen knowledge of quality factors. They will be studying our springs and comparing quality and price with Manitoba's," he added.

The Japanese seem to be more insistent on uniform quality from one cargo to the next, than they are in extreme high quality. Not all cargoes of the 6½ million purchased by Japan during the past year, met this criteria, Abrahamson said.

U.S. Wheat Popular

During a visit with the Secretary of Agriculture and other USDA officials in Washington, D.C., Tsutomu Tanaka, chief of the Wheat Mission and director of administration for the Food Agency, gave three leading reasons for the growing popularity of U. S. wheat in Japan: (1) market promotion work carried out in Japan by U. S. wheat producers through Wheat Associates, U.S.A., and the Department of Agriculture, in which Japanese millers, bakers, and consumers have participated; (2) the competitive pricing of U. S. wheat; and (3) work by U. S. wheat producers, the Department and railroads to place U. S. hard winter, hard spring and durum on the West Coast where they could compete effectively with Canadian wheats.

The Team

This is the fifth year in which a group of top Japanese Food Agency officials have visited the United States as a joint market development project sponsored by Great Plains Wheat, Inc., Western Wheat Associates, and the USDA Foreign Agricultural Service.

Members of the team, in addition to Mr. Tanaka, are: Seiji Mori, chief of planing section, Food Agency; Takeshi Kumanaka, chief of standards branch, Inspection Section, Food Agency; Kuroya Natsume, chief of port branch, import section, Food Agency; Bumpel Yamamoto, chief of demand and supply branch, marketing feed section, Livestock Bureau, Ministry of Agriculture and Forestry; Yonejiro Nakagaki, executive secretary, National Food Life Improvement Association; and Paul Y. Sone, assistant director of Wheat Associates in Tokyo, who is serving as secretary and interpreter. The team is accompanied by James L. Hutchinson, director of Wheat Associates in Tokyo.

N.M.M.A. Winter Meeting

Hotel Diplomat, Hollywood, Fla.

January 29-February 1

THE MACARONI JOURNAL

Perspectives For Cereals and Bread 1970-1980

by H. H. Lampman

H. Howard Lampman is executive director of the Wheat Flour Institute, Chicago, educational arm of the Millers' National Federation. This paper was presented, on invitation, before the Fourth International Congress on Cereals and Bread held recently in Vienna, Austria.



H. Howard Lampman

WHEAT is now the world's most important single food. More a credit to exploding population than planned management, bread in any one of many forms thus returns to its position of pre-eminence as the "staff of life" for millions of people today and billions of people within the next 35 years.

The cry of the French Revolution, "We want bread," takes on new significance in our modern world. We are living in a century of cultural, economic, nutritional and technological revolution. Today there are almost three billion people to feed. By the year 2000, there will be six billion people to feed.

It is estimated that more than half the people in the world today suffer from chronic malnutrition and hunger. In India alone, perhaps as many as 6,000,000 people will die within the next twelve months because of famine.

As population gains, arable land available to grow food shrinks in proportion. In America, the 360,000,000 inhabitants of the U. S. in the year 2000 must be fed on what is produced on a little more than an acre per person. In many parts of the world within 35 years, each person must be fed on the food grown on less than a half acre.

What Can We Do?

What can we do about it? First, we of privileged countries can enjoy our high protein and caloric intake while we can. It won't last long. We're living only temporarily on the bounty of nature, as though drawing from a bank account which will soon be exhausted.

But while privileged man enjoys his last summer, so to speak, the world gains 180,000 in population every day. What of our moral obligation to help our fellow man? What of the practical power held by a nation or group of nations able to feed the hungry of the world? The Roman philosopher, Seneca, spoke wisely when he said, "A hungry people listens not to reason, nor cares for justice, nor is bent by any prayers."

So we know there will be an increased market for food, not only present foods but new and yet undiscovered sources of nutrients and energy. But will there be a comparable market for wheat and wheat-based foods? The answer is up to us. Certainly those associated in the industries centered around wheat can share in the market of the future—if they take constructive action.

Face the Problems

Let's face the problem. There are certain inhibitions against the consumption of wheat products. Per capita consumption tends to decline as nations become industrialized and grow more affluent. The proof lies in the U.S. and in Europe—where competition of one food against another grows day by day. Even while people enjoy their beefsteak and more exotic forms of food, however, they begin to question the value of modern bread—perhaps with a guilt complex to justify their shift to more expensive diet. Bread is fattening, they say; or, bread isn't as good as it formerly was. What they probably really mean is, simply—"I like other things better."

Among developing nations, unanswered questions concerning wheat limit purchase and consumption. Is it a form of food acceptable to the people of the country? There have been cases in which hungry people starved because they refused a food in an unacceptable form, or as a tabu product. Other governments ask, "Does wheat possess adequate nutritional values, or would some other food be better—a food more generally recognized as a source of protein, for example?" Today, we cannot answer without qualifications.

Thus, the nutritional values of any food and the form in which it is offered grow increasingly more important as determinants in its consumer acceptance and sale. The battle of wheat and wheat-based food for a place in the world market is still further intensified by authoritative declarations of nutritionists that the great need of the world today is protein. By protein, they mean milk, meat, fish, eggs, or synthesized amino acids.

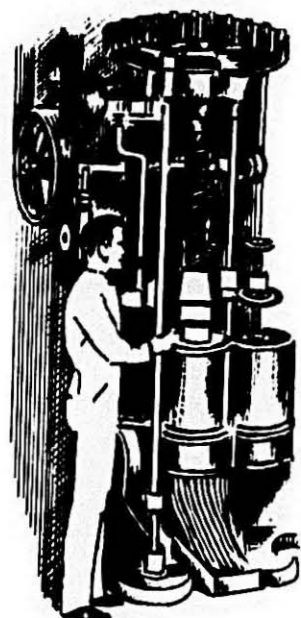
In extension of this thought, often with expression of humanitarian con-

(Continued on page 20)

P R O G R E S S

IS

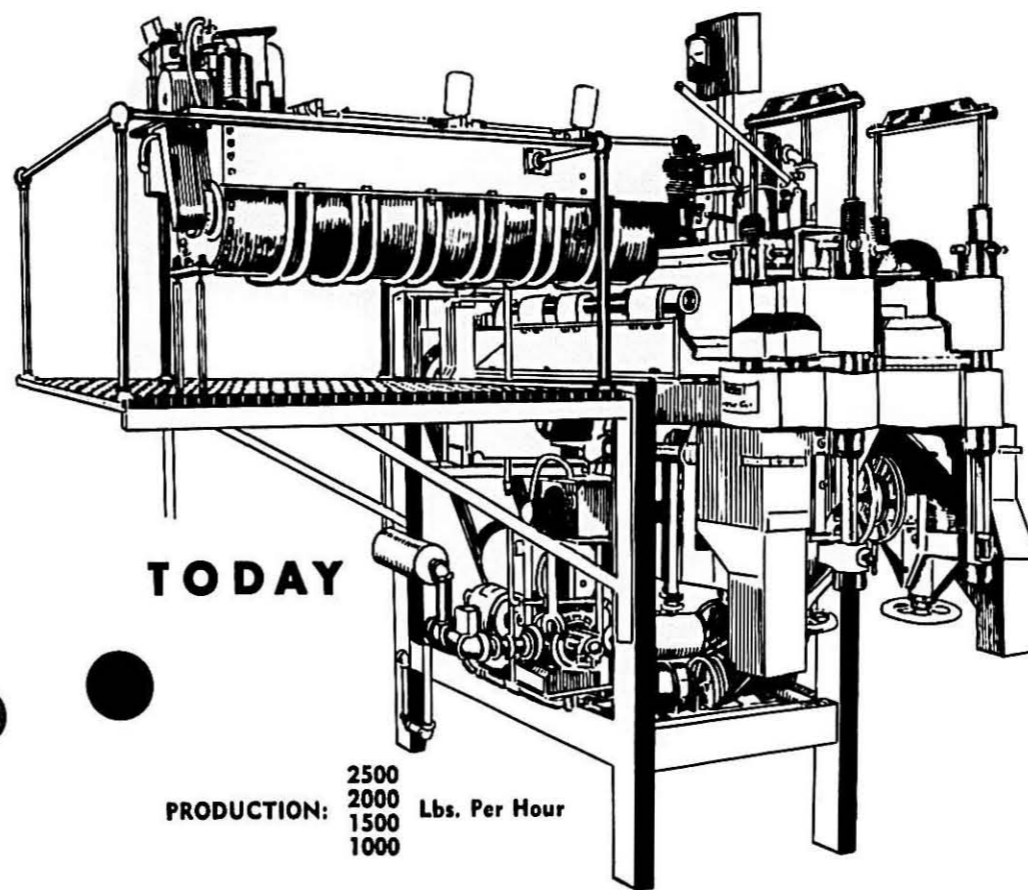
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Perspective 1970-1980—

(Continued from page 17)

cern that masks the commercial implications, these authorities hail the development of fish protein concentrate. But rather than establishing plants on the seashore of undeveloped nations, where both fish and consumers are close at hand, we see plants for the production of fish flour rising in highly industrialized nations.

Or, the petroleum industry applies research to explore a process by which a high-protein substance may be provided from crude oil by micro-organisms. A loaf of bread has already been publicized as a product derived by this method. Wheat, like cotton, stands in danger of losing its market to man-made products of the test tube and laboratory.

Thus, we have on the one hand a challenge of wheat products among sophisticated peoples who have (briefly, in the span of history) money to spend and a wide selection of foods to buy; contrasted on the other hand with hungry or starving peoples, who tend to reject wheat as an unknown food or a form of food not acceptable to their particular culture. Both problems are susceptible of solution through research.

Research Potentials

A distinguished group of American scientists outlined the potentials in wheat research in a "Program of Proposed Research—Wheat Foods in Human Nutrition." Copies are available if you wish to write me. Here are some of the potentials:

1. Since starch or carbohydrate comprises more than 70 per cent of the wheat kernel, it is often dismissed as a "carbohydrate food," or mere calories, without particular advantage. But there is evidence that high-starch diets may promote the intestinal synthesis of certain vitamins, such as riboflavin and vitamin B₆. Riboflavin deficiency is a critical factor in underdeveloped areas.

2. Present knowledge of amino acid and protein requirements in humans at different stages of growth is inadequate. An American researcher, Olaf Mickelsen of Michigan State University, tells how in 1964 a group of young men was maintained in nitrogen balance, good health and good physical condition for a period of 50 days on a diet in which 95 per cent of the protein was provided from white flour or wheat products. Earlier, following World War II, scientists E. M. Widowson and R. A. McCance gained similar conclusions about cereal protein in a study of the growth rates and health of undernour-

ished German children. Yet the protein contribution of wheat and bread continues to be ignored or unaccepted. Certainly more research is required.

3. In the nations with fat pocket-books, the universal worry concerns obesity, the need to reduce weight, and the intake and type of dietary fat. In the U.S. 40 per cent of the caloric intake is fat derived. The American Heart Assn. has warned against the intake of saturated fats and asks that the amount of fat in diet be reduced by half. If this recommendation is followed, where better to gain calories than from the products of wheat—where the small amount and kind of fat can be rigidly controlled?

Nutritionists at another school in the U.S., at the State University of Iowa Medical School, have been feeding human subjects what is called an "1890 diet"—high in bread, meat and potatoes. The result: a reduction in the level of blood lipids, including that frightening word, cholesterol, plus a loss in body weight. Other studies indicate that when the carbohydrate source is sugar or fat rather than starch, blood lipids increase in concentration, an index to greater susceptibility to heart attack.

4. The world of the cereal scientist has long been plagued by critics who praise black bread and whole wheat products as the solution to all man's ills. Since the phytic acid components of long extraction or whole wheat products involve calcium and magnesium binding, the milling of wheat to reduce phytates may be a hitherto unheralded contribution to the health of man through the ages.

5. Iron-deficiency anemia is a major health problem throughout the world, yet little is known to the effect of iron-enriched or whole grain products on anemias of various types. The subject, involving the assimilability of various forms of iron, currently is being debated in the U.S., a fertile area of research.

6. Our American national policy calls for the enrichment and fortification of foods both domestically and for export. The contribution of wheat products in vitamins, particularly those of the B-group, suggests promising areas of investigation to the ultimate benefit of all consumers in both developed and developing nations.

7. The world's most prevalent disease is dental caries, and studies indicate that the replacement of sugar with starch reduces the incidence of tooth decay. Some investigators suggest that wheat germ and bran, and consequent-

ly whole wheat products, carry a "protective factor" against caries, and it has also been reported that calcium and phosphorus salts added to flour may reduce decalcification.

8. Studies indicate a possible relationship of a specific substance in wheat to a subject's natural resistance to infection. This work suggests possibilities in analytical search for other substances in wheat which might well contribute to our knowledge of the value of wheat products.

There are many other aspects and facets of the questions implicit in the points thus far enumerated—an almost endless chain of facts which might be established to qualify wheat and wheat foods as prestige products worthy of greater consumption. Certainly, if a comprehensive program of international study were begun, new areas of investigation would emerge beyond the hazy boundaries of our present knowledge. But such research is only half the battle.

Market Research

Either in themselves or through enrichment or fortification, wheat and wheat products can go far in the next 15 years toward meeting world food needs. Research on the nutritional attributes of wheaten foods is in itself not enough. No matter how nutritionally beneficial a food may be, its value is without use or purpose until it is eaten. Not only must a product be attractive, nutritious, satisfying, stable, and transportable, it must also match the economic requirements, meet the needs of social status, fit the cultural pattern of food handling and preparation, as well as prevailing tastes in flavor and texture, before whatever nutritional contribution it may possess is realized. This harsh judgment is as stringent in an affluent society as in the most primitive. If a product is not eaten, it is without value.

Because the people of sophisticated, richer nations can afford a variety of foods in varied combinations of diet, their need for complete or balanced rations is not so demanding as in countries where supplies are limited. The problems vary progressively with each stage of a nation's social and economic development. But at either end of the scale and in between, the problems are peculiar to the specific situation and always different.

As an index to the need for research, let us consider for a moment the fact that bread, the chief concern of the cereal industry, is at least 3,000 years old, and that other forms of wheat foods commonly accepted have been on

the market for years, if not scores or hundreds of years. Yet in the U.S., most of the food items offered the public were unknown a decade ago. What has happened to the research and development of the cereal industries; or, are millers and bakers indifferent to the demands of the marketplace as well as world food needs?

Has the cereal scientist in every phase of the production, processing and end product manufacture of wheaten foods become preoccupied with greater yields, more efficient grinding and the economies of mechanical bread production—to a point where human need, values and use of the product are forgotten?

If such be the preoccupation of the wheat related industries, research (outlined by the group which drafted the statement of needs I mention) would provide information to make possible better controls, better products, greater operating efficiencies. The more we know about the composition and functions of the components of wheat, the better able we are to modify, change and improve, and all the while provide optimum nutritional values. On this basis, research such as suggested would have its practical as well as humanitarian ideal.

Strides have already been made in this direction. Increasing quantities of wheat will be consumed in the form of bulgur, lye-peeled bulgur, oriental-type noodles, pastas, gruels, infant and post-weaning foods, milk-like drinks and other products, some in protein-enriched form. Each of these and others to come will be fabricated to meet the dietary needs and food preferences of different populations in developing and progressively advanced countries.

Much of the nutritional values of wheat now going into millfeeds might well be retained for use in human foods, with most of the fibrous materials removed. A virtue as well as handicap of cereal diet is its blandness, which permits continued consumption in volume week after week but leads also to monotony.

New Products

As food supplies become tighter in all nations of the world, the conversion of cereal materials to new products having the attraction, taste, texture and nutritional values of meat, milk and cheese is almost a certainty. Research in soybeans has already produced such simulants. Similar products from wheat or other cereals are feasible, although a great deal of progress must be made before they become commercial realities. They may not be here by 1970, but surely by 1980.

The world we know today is as new as the child born this very second—a world that has progressed more in the past 66 years than perhaps in all the prior 3,000 years. We stand in the middle of an accelerating revolution that will grow in intensity. We are, you might say, being squeezed in a vise, a compression of time and technology. Such is our challenge.

Research for Progress

The most successful of modern industries by and large depend on new products, foods, fibers and machines unknown just a few years ago. The wheat associated industries depend chiefly on a product discovered by accident, according to romance, by the servants of the Pharaohs. And, because wheat, milling, and baking industries have concentrated over the years on economy and more efficient production, the products of wheat are inexpensive, and the profits small. An economical profit, you might say. But such concentration has left little for research which is urgently needed, research in all phases of all steps of cereals from farm to table, if we as individuals and the industries to which we belong are to survive.

You might say that we stand at the dawn of a new day, a new year or a new era, except the sun came up the same way in the same place as it did in 1900, or last year, or as it will next year. The opportunities have always been there, awaiting our exploitation. Other industries have responded. Whether we like the prospect or not, the market potential is almost beyond belief, enough to tax to the limit our resources in production, processing, manufacture, and transportation. We must respond. We must plunge into the mainstream of modern food processing and exploit to the fullest the many virtues wheat and other cereals possess as food material. Let's take the plunge and accept the new and exciting role in the changing world.

ADM Increases Earnings

Spurred by the comeback of the agricultural group, net earnings of Archer Daniels Midland Company in the fiscal year ended June 30, 1966 increased 78 per cent over the previous year, according to their annual report.

ADM's net income for the 1965-66 fiscal year amounted to \$4,945,464, equal to \$3.14 a share on common stock, against \$2,765,138, or \$1.76 a share in 1964-65. The net was the highest since 1958-59.

In noting the increased earnings, Erwin A. Olson, chairman of the board,

and John H. Daniels, president, made the following comment:

"The outstanding factor was the comeback of the Agricultural Group. In spite of higher labor costs, greater volume resulted in lower unit costs. This, coupled with the improving performance of the Chemical Group and a rigorous cost control program, achieved the gain in earnings."

They emphasize the new pattern of world grain trade with North America becoming the world's breadbasket. "To participate to an even greater degree in the grain merchandising opportunities created by these changes, we are extending our merchandising operations at home and abroad and doubling the capacity of the Destrehan export elevator," Mr. Olson and Mr. Daniels say. "Another significant change is ADM's increasing participation in the food industry. Food and its associated industries—livestock and poultry feeds, farm implements, food processing and food packaging—are our largest markets. With the world's mounting anxiety about food, these markets will continue to grow in importance."

During the past year, they note, the company moved to strengthen its food related operations. "We acquired an additional soybean processing plant and plan to build another," they say. "We developed new food products and we installed equipment that enables us to upgrade more of our soy products for the food industry."

In summarizing the results of the Agricultural Group, the ADM report observes that "the rising demand for food, especially protein was reflected in the improved volume and profits of our soybean, grain merchandising and flour milling operations."

Operations of the Flour Division are summarized as follows:

"Flour milling earnings increased somewhat during the year. The decline in per capita flour consumption in the United States apparently has been arrested in the past two or three years, and total milling capacity is more in line with demand.

"Our two Minneapolis flour mills and one in North Kansas City are very efficient producers of high quality bakery flours and durum products."

Brazilian Boom for Pasta

Consumption of pasta products is believed to have increased 30 per cent in Brazil since the beginning of the year, reports Great Plains Wheat, Inc. The principal reason for this development is the price increase in such staple food items as rice, beans and meat.

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

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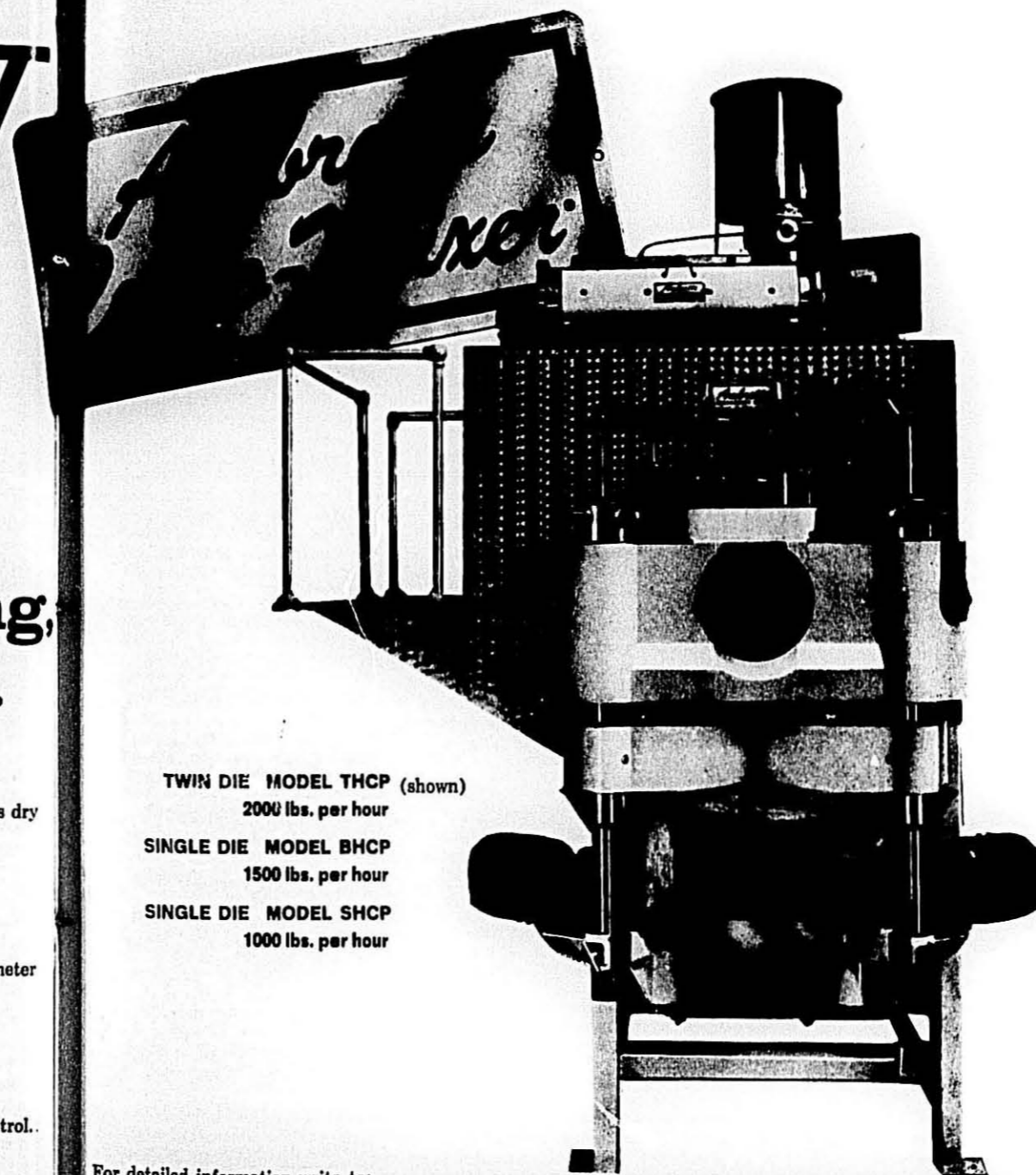
Independent direct motor drive to cutting shaft. Wide range of cutting speeds through electronic control. Elimination of pulleys, belts and varidrive motors.

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

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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

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AMBRETTE MACHINERY CORPORATION

Macaroni in the Common Market

A RECENT report of the macaroni industry in the Common Market was made available to us by a European colleague.

Reviewing the industry as of 1964, these observations were made: Produced in large volume, macaroni products constitute without a doubt insofar as nutrition contribution is concerned the most economical food for the greatest number of population. Sixty grams of uncooked pasta gives the body eight grams of protein, an amount equal to that of two eggs, 50 grams of meat, 60 grams of fish or cheese, 250 grams of milk, and 120 grams of bread. Indicated below is the calorie count for 100 grams of pasta:

Semolina Product 254 calories
Egg Product 375 calories
Egg & Vegetable Products
(such as spinach) 376 calories

Hard Grain Essential

The chief ingredient of macaroni products is hard grain, to which they owe their characteristic flavor, resistance to over-cooking, natural amber color, and superior food value.

The use of mixtures of flours of hard and soft wheats seriously compromises the quality of the product and reduces consumption.

The composition of hard wheat differs from soft wheat in that it contains a higher percentage of extractible proteins and consequently nonsolubles in water, resulting in superior food value.

France, Germany and Luxemburg use almost exclusively hard wheat for production of their macaroni products. Italy, growing her own durum, uses part hard wheat and mixtures of hard and soft wheat, because durum and hard wheat cost 35 to 40 per cent more than soft wheat.

In Germany, the price of hard wheat is the same as soft wheat, but in Belgium and Luxemburg hard wheat commands a premium of about five per cent, which reaches 12 per cent in Holland and 21 per cent in France.

It is noticed that Great Britain uses 95 per cent hard wheat (almost 40,000 tons annually) for macaroni production, and that Switzerland imports each year about 100,000 tons of hard wheat, as neither country produces their own.

A quick examination leads to the conclusion that in countries where hard grain is not produced, it is imported to make the best quality macaroni products. It is unquestionably the best for macaroni products of good quality.



Macaroni is a favorite European food.

1,092 Plants

The number of enterprises manufacturing macaroni in the Common Market total 1,092. Italy has 825 plants; France, 121; Germany, 130; Belgium, 5; Holland, 8; Luxemburg, 3.

There are serious problems in macaroni manufacturing in the Common Market. Industry is in the uncomfortable position of being situated between two very powerful economic forces, with diametrically opposed interests: the producers of grain and the consumers.

As the growers of hard wheat demand higher prices, consumers on the other side will wish to buy macaroni products made with mixtures of soft wheat at lower prices.

Need For Durum

If European macaroni manufacturers had the opportunity to utilize the quantities of durum or hard wheat for which there is need—about 2,600,000 tons annually—at prices competitive to those of soft wheat, they could not only take care of consumer demand while delivering merchandise of good quality, but also could develop defenses against competitive pressures from other foods likely to supplant macaroni products if the price of macaroni, spaghetti and egg noodles gets out of the competitive range.

It appears that this trend has not prevailed because the Common Market and the governments therein have assumed the tendency of insuring grower prices first, in order to facilitate the organization of agriculture; then, the financing of enterprising organizations by cooperatives utilizing these agricultural products. It is almost forgotten that at the same time there are consequences in these trends that affect con-

sumption of various food products.

Indeed, the macaroni manufacturing industry does not ignore the fact that it is indispensable to guarantee a reasonable income to the grower, particularly those who raise hard wheat. They contend, nevertheless, that it is intolerable that the manufacturers of macaroni products in the Common Market have to support the very great charges that constitute the political safeguard of agriculture, and lament the fact that these charges must of necessity be borne by the consumer.

Manufacturers Demands

Under these conditions, macaroni manufacturers in Europe demand:

- (1) that the difference of price take into consideration differences in yields between hard wheat and soft wheat, such policy to begin with the first of July, 1967, and to be assigned to growers under the form of subsidies either by their respective governments or by the Common Market;
- (2) that with this subsidy to growers undertaken, the price of hard wheat to the macaroni manufacturing industry be fixed at a level no higher than five per cent more than soft wheat prices;
- (3) that the Common Market take all necessary measures to prevent prices of hard wheat from exceeding the range of the indicated base;
- (4) that the stability of prices of hard wheat be assured for the Common Market;
- (5) that importation of necessary quantities required to satisfy entirely the demands in the macaroni manufacturing industry in the Common Market be facilitated to the maximum. Importations will have to be made from such countries as Canada, the United States, North Africa, and Argentina, to permit the filling of quotas needed to obtain constant supplies of hard wheat of quality;
- (6) in order to promote the importation of better grain, the quotas established for the production of hard grain should be modified;
- (7) the production of egg macaroni products should be encouraged and industry permitted to utilize supplies of shell eggs and egg products under more favorable conditions than those currently existing.

The national governments and the Economic Community have for a certain period of time initiated important projects under the premise of improving agriculture. These accord farmers considerable advantages, some considered discriminatory to the point where they are exorbitant of common rights.

These advantages amount to concessions of subsidies at the time enterprises are created by financial facilities, partial excusing of taxes and duties of all kinds, when it should be simply a question of assuring a good market to an enterprise newly established.

Another aspect of concern is the utilization of fixed prices in the Community plan and the increase of these prices without concern as to the quality of the products involved, either at the time of the price increase or for future consideration of improvement of the quality of the commodity.

"Rentability" Conceded

Manufacturers readily concede their interest in permitting the agricultural section to attain a level of reasonable "rentability" but they urge it is essential to avoid, particularly when there are suitable structures already existing, the useless dispersal of public funds in encouraging new activities without valuable economic reasons which do not contribute to the general interest or plan.

The manufacturers express the opinion that newly created cooperative enterprises must fulfill technical and economic conditions of meeting market demands if they are to be successful.

Equitable Conditions Requested

The manufacturers petition the Economic Community to maintain equitable conditions, so that the farmer is not rewarded out of proportion to the needs of industry to serve their consumers competitively. Industry requires that the facilities and privileges extended growers and their organizations must be applied in principle to manufacturing if they are to sustain and develop themselves as progressive commercial organizations.

European Consumers

The European consumer is becoming a mass consumer, reports Business Week.

Prosperity, and the shared effect of the Marshall Plan and the Common Market, have broken many of the rigid molds of Old World culture. "Need has become caprice," says Robert Le Duc of the A. F. T. Bates & Company, ad-

vertising agency, in Paris. "Fashion, which used to reach only a narrow segment of the population, now is reaching more people with more strength." Fun, a German adds, is no longer immoral. Debt is all right. Even thrifty Hollanders are getting used to the idea of living with the "wastemaker" philosophy.

"The young are running away with the world," notes Lois Pavlis of J. Walter Thompson Company in Frankfurt—and manufacturers are running after them. Above all, youth has generated an optimism unknown in prewar days. It is being called "The Revolution of Rising Expectations."

Three Europes

Mark Abrams of the London Press Exchange declared before the American Marketing Association that there is not one but three Europes. He defined them in this manner: New Europe is such big cities as Stockholm, Paris, London, and Hamburg—and their environs, and such highly industrialized, high population areas as Switzerland and Northwest Italy. Per capita income in New Europe is about \$2,000 a year.

Emerging Europe lies in the semi-urbanized hinterlands—in Southern France, Northern Italy, Southwest Germany. Its per capita income is just over \$1,000 a year.

Old Europe is the difficult farming land in Portugal, Spain, Southern Italy, and Northwest Scotland. The top per capita figure in these areas is around \$600.

Transportation and Television

With growing prosperity, all European nations tend to look more and more alike. Two of the major contributors to the trend are transportation and television.

Europe is admittedly travel-happy. Estimates indicate that some 40 per cent of Germans travel each year, a third of them abroad. Perhaps 60 per cent of Brits leave home on vacations. A travel agency in Stockholm expects to take 300,000 Swedes (out of a population of 7,600,000) on flights to the Mediterranean.

Then there are employment opportunities—in 1962, 145,000 Italians went to Switzerland, 105,000 to Germany, and 45,000 to France to seek better jobs. Such emigre's typically stay a year or so. When they return, often it is with a car or television set that makes them the envy of their village.

Television has been a second major homogenizer of European culture. The British estimate that 80 to 90 per cent of their households have television.

Other approximate figures are: Sweden, 70 per cent; Netherlands and Germany, over 60 per cent; Italy, 45 per cent; France, 30 per cent.

Food and drink have also become increasingly cosmopolitan. Pizzerias thrive in Germany, a Stockholm supermarket sells lasagna, and even the British institution of fish and chips has passed on to the Continent.

The old order is changing, certainly. Mass communication is helping to diminish national difference and to promote the "need" for the same goods everywhere: better housing, cars, appliances, luxuries such as fashions, holidays, and fun. But the old ways die hard, for they are rooted in language and history.

An Italian ad man warns there is no such thing as a European consumer—yet. The concept of a united Europe is superimposed on a patchwork map of highly individualized groups—and the differences are alive and kicking.

Items:

- Women make up nearly half of the work force in England, ancient slums are giving way to modern apartments, and laundrettes have become the social equivalent of the sewing bee.

- According to a Swedish study, self-service stores do less of the food business in Britain than they do in Sweden, West Germany, or the Netherlands.

- Impulse buying is almost a dirty phrase to the German. The well-constructed household budget calls for planned expenditures and quality still makes the sale to a German consumer.

- While the supermarket is thriving in West Germany, the housewife still prefers her little service store.

- France is "not yet a genuine consumer country. The need to economize, to save, is still very strong." In France, even the tiny country bistro considers it a point of honor to serve a fine meal—and that means traditional dishes. This makes for a rather cool reception for convenience foods.

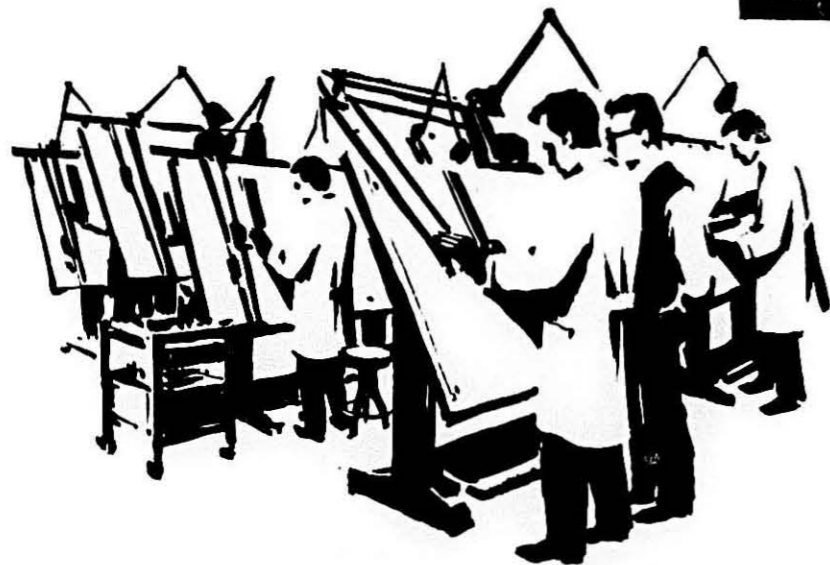
- The Italians are individuals with one particularly strong group loyalty—to the family. The Italian is apt to feel that it reflects on his honor if his wife works, so perhaps no more than 25 per cent of the women take jobs.

- Joseph Maranelli, assistant to the president of Motta, a big food packager and distributor, finds Italians eager for new experiences. Frozen foods are gaining with some 60 per cent of Motta's frozen sales fish.

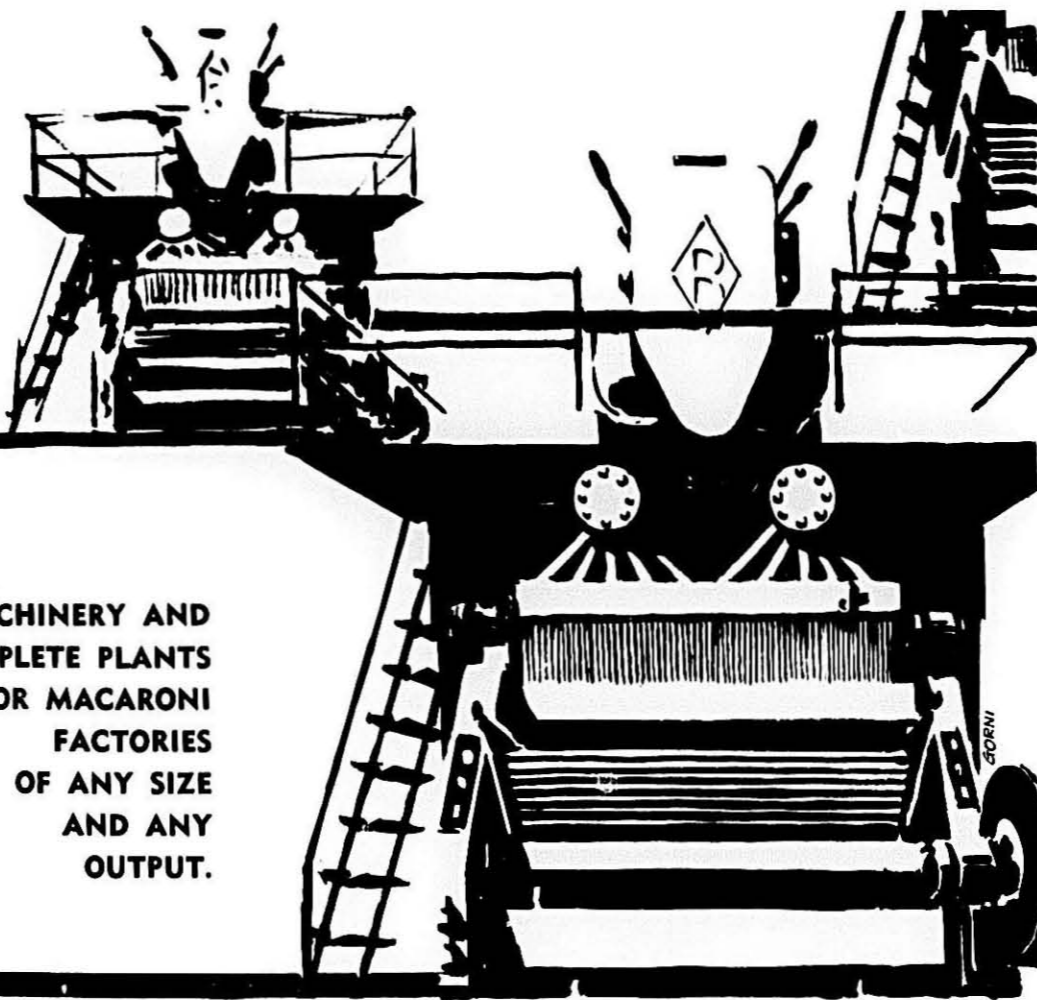
- The supermarket, now ten years old in Italy, has a good image, and it has been quality, not price, that has converted consumers.

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THE COMPUTER GOES TO MARKET

HOUSEWIVES of the not-too-distant future are going to find their local supermarkets alive with automated efficiency, but as friendly and warm as the dimly-remembered general store. The supermarket, center of the Suburban Shopping Center, is going modern in a magnificent way.

Probably the first thing to greet the Space Age Shopper's eyes when she enters the store will be the spacious clean-cut aisles... carpeted, no less! Not only does the carpeting mean less foot fatigue, but also it will mute the annoying noises now so much part and parcel of grocery shopping. This carpeting will enable the Mrs. to shop more leisurely and in greater comfort.

Other exciting innovations are in the shopping cart. Wall-to-wall carpeting has resulted in easier-to-maneuver carts that have swivel wheels equipped with "locks." And faster check-outs are assured with special unloading devices that raise the basket and unload the packages on the counter.

Store Control Center

But not all the Space Age benefits awaiting the Mrs. are visible. What will really make her shopping task a breezy delight is behind the scenes—a Store Control Center, chock full of "friendly machines." Developed by the Supermarket Institute and Pepsi-Cola Company, the Store Control will free store personnel from routine details and enable them to give more personal and efficient service to the customer.

Electronic equipment will make it possible for the store manager to keep his shelves well-stocked without devot-



Closed Circuit TV Monitors Keep Watch over the entire store and environs so the manager knows where extra help is needed, and when stock is running low. The unerring eye will also help the Mrs. locate stray children, lost dollies, and mislaid gloves.

ing hours to inventory. All he has to do is feed some marketing data to the computers, and within minutes he'll know how much business to expect in the following days, whether he'll need any extra part time help, and how much of what kind of food to order. This way the customer is assured of always finding what she wants in stock, finding it fresh, and getting fast courteous service while she is shopping.

Also a part of the Store Control Center is a closed circuit television system, which enables the manager's assistant to observe the whole store and parking lot. Via the TV, he can see where

shelves need replenishing, where clerks are needed, where a deserted shopping cart is. Scanning the parking lot he may see a car with the headlights left on. Over the Public Address system, he can alert shoppers and the right lady, thus notified, can run out and save her batteries. Moreover the closed circuit TV will quickly locate stray children, lost dollies, and mislaid gloves.

The Public Address system, itself, is a big plus for shoppers, contributing to the pleasant atmosphere of the store with recorded music, and also announcing at regular intervals various department "specials."

Alarm System

A big feature of the Store Control Center is an elaborate alarms reporting system. It can spot trouble anywhere, of almost any type, from a faulty condenser in a remote freezing compartment to a cartnapper in the parking lot. Catching a cartnapper won't offend a legitimate customer, but it does mean that shoppers won't have to wait anywhere for a shopping basket to be available. The board is rigged to ring the manager at home if trouble should occur during the night, otherwise it lights up to be spotted by the manager's assistant. If, for example, the trouble were rising temperature in a freezer, the control center operator can alert the proper personnel via radio pager, privately. This means that neither shoppers nor uninvolved personnel will be inconvenienced. And such fast trouble-spotting almost eliminates the risk of buying melted ice cream, spoiled meat, sour milk and rancid butter.

Personal Attention

Of all these improvements, perhaps the most impressive, and the one Pepsi-Cola and the SMI had in mind when they developed the Store Center, is the extra attention store managers will be able to give their customers. Getting to know them and their desires is the store manager's prime concern, after all, and with electronic equipment freeing him from routine details, he now has the time. What this means is that the supermarket will be big enough to provide the friendly concern of a small store. Customers thus have someone to take their requests to and be assured of interested attention, whether they want a specific brand to be carried, or a change of location for a product.

Of course, the manager stands to gain a lot from the Store Control Center, but the customer's benefits are most striking. From the pleasure of shopping in an attractive store, to the pleasure of shopping there **quickly**, the housewife's grocery buying becomes more of a delight than a chore. The convenience "in store" for tomorrow's shopper assure a new era of old general store warmth, now that the friendly computer is going to market.

Buhler Brothers Utilizes Electronic Data

The Swiss Engineering Firm Buhler Brothers, Uzwil, has recently replaced their conventional punch-card accounting system by one of the most up to date electronic data processing units, the type IBM-360/40. The payroll for all employees was first introduced, followed by the accounting system, production planning and control, as well as material processing.

This data processing equipment also permits more intensive use of the Program Evaluation and Review Technique (PERT) for customer contracts. This technique, also possible through the "Critical Path Method," is an analysis of the structure and timing of all jobs to be done in connection with a customer contract with the aim to complete them at the right moment within the most optimal amount of time. All dependencies are stated and bottle necks thus recognized in advance.

The starting-up of this firm-owned electronic computer signifies a further milestone in the continuous development of the Buhler Brothers engineering works.

Buhler Movies

A number of movies are offered by the Buhler Corporation of Minneapolis, ranging from materials handling to

milling and macaroni manufacture. Two films are available on macaroni production. No. 53 shows the model macaroni plant JOWA in Switzerland. No. 64 shows the continuous line of long goods.

Census Report

The final report on the 1963 Census of Manufactures, MC63(2)-201, for the macaroni and spaghetti industry has been recently released.

Regarded by statisticians and market researchers as the Bible, these Census reports seem to be getting later and later, and their once unassailable accuracy is now being questioned.

For example, the 1963 report shows 221 establishments compared with 214 in 1958. For the report, the macaroni and spaghetti industry is defined as including establishments engaged primarily in the manufacture of dry macaroni, spaghetti, vermicelli and noodles. Establishments primarily engaged in manufacturing canned macaroni are classified in another report.

Thus, according to the 1963 Census, there are seven new plants in New England compared with five years ago when a total of fifteen were reported. The Middle-Atlantic states still have 60 plants. There has been a loss of six in New York state, a gain of one in New Jersey, and a gain of five reported in Pennsylvania.

There has been a loss of two in the state of Illinois and one in the other states classified "West North-Central." In the South, there are 19 plants for a loss of two, while those in Louisiana remain the same at five.

For the Western states, there are five additional plants, although there has been a loss of five in California, and Washington which was listed for five plants in 1958 is not shown as a unit at this time. Macaroni Journal records indicate there are now three plants in the state of Washington.

Hawaii, which was not listed as a unit in 1958, is now credited with 12 plants, two of which have more than twenty employees. The others are probably Japanese noodle operations which probably would not qualify as macaroni establishments on the Mainland in general commercial acceptance. Chinese noodle operations very frequently sell their product fresh or deep-fat fried in local markets and generally use wheat other than durum in the manufacture of such products.

Census data for Alaska and Hawaii were included in 1958 and 1963 reports, they say, but not for earlier years.

The Macaroni Journal concludes that the trend still continues for amalgamation and mortality of the smaller plants as industry volume grows. The big are getting bigger as the small ones disappear.

Minneapolis Market

Women are doing more of the family grocery shopping in Minneapolis, according to the 1960 Homemakers Survey of the Minneapolis Star and Tribune Company. Friday is the preferred day, although more women are shopping earlier in the week.

More homemakers in Minneapolis-St. Paul buy macaroni than spaghetti and egg noodles. To the question, "Do you buy packaged dry macaroni?" 84.7 per cent of all homemakers responded "Yes." This was in contrast to 73.9 per cent three years ago.

Spaghetti purchases were up to 31.6 per cent from 28.2 per cent, and egg noodles rose spectacularly in the three-year period from 61.4 to 71.9 per cent.

Jenny Lee is the leading noodle brand, while Creamettes dominate macaroni and spaghetti sales.

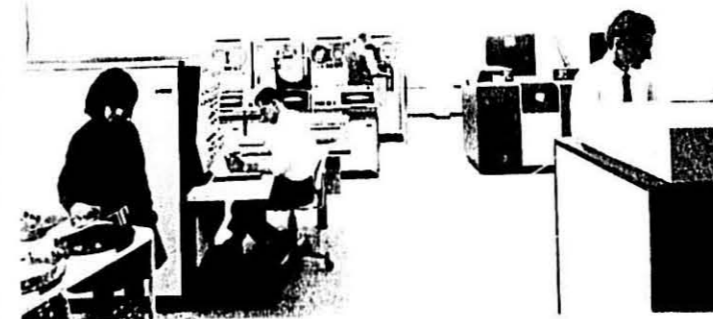
**N.M.M.A. Winter Meeting
Hotel Diplomat, Hollywood, Fla.
January 29-February 1**



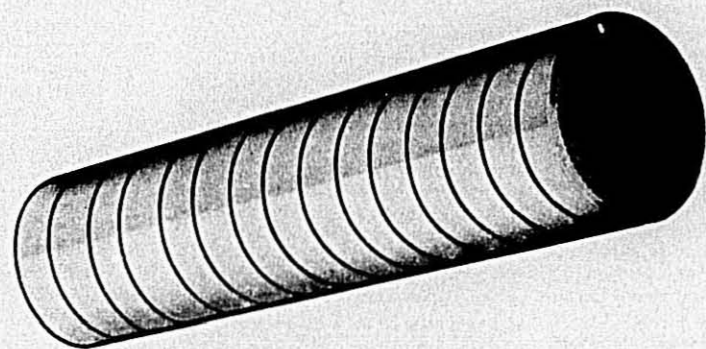
Home of the Friendly Machines—The Store Control Center, developed by the Supermarket Institute and Pepsi-Cola Company, is chock full of "mechanized managers." As they are easily operated by an assistant, the real manager is freed from routine details so he can serve customers better.



Going Modern Magnificently—Wider aisles, carpeted floors, conveyor belt shelves and a wider selection of merchandise are among the conveniences "in store" for the Space Age Super Marketer. Behind the scenes there's even more.



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Winston Reports on Patents

James J. Winston, director of research for the National Macaroni Manufacturers Association, has reported on two recent patents.

The first has been granted to General Foods for a pasta-type product that can be rehydrated in less than five minutes. It can be prepared by the consumer with water at 180 to 212 degrees Fahrenheit without the need for further cooking. It is claimed the product does not have a slimy surface when rehydrated.

The patented process is accomplished by extruding a farinaceous dough into grain form, gelatinizing the starch in said grain, tempering the grain and drying.

The extruded grain is cooked for a period of time sufficiently long to gelatinize the starch contained therein; preferably a cooking time of four to 12 minutes is employed where the extruded grain is cooked in water at a temperature of about 205 to 212 degrees Fahrenheit. Cooking also increases the protein content of the final product, since in cooking more soluble starch than protein is lost, thereby altering the ratio of farinaceous material to proteinaceous material.

Soy Added

Further on, the product is described as having nine parts by weight of semolina flour to one part of soy bean flour and sufficient water to form a dough having a moisture content of 30 to 32 per cent. Water cooking the extruded dough employs at least three parts by weight of water per part by weight of extruded dough to substantially completely gelatinize the dough. Next comes washing the extruded dough in an excess of cold water, and tempering for 30 to 60 minutes at room temperature. The dough is then re-washed and dried at temperatures at a rate sufficient to remove moisture from the surface sufficiently faster than it can diffuse from its interior so as to prevent shrinkage and produce a porous structure therein.

Buhler Brothers

A second patent has been granted to Buhler Brothers of Uzwil, Switzerland, to pre-cook pasta products at the discharge end of a press in boiling water and reduce subsequent drying time from approximately 20 hours to about two hours only. In such cooking, the food product becomes sterilized.

Hitherto this result could be achieved by separate treatment of the individual pieces, and the method was quite unsuitable for industrial application on



James J. Winston

account of the tendency of the individual strands to stick together.

After cooking, the shaped products are exposed to a cooling process at a temperature below zero degrees centigrade. The individual pieces are clean and ready for further processing and handling.

In further development of the basic idea, various flavoring or seasoning additives may be applied on the fried food product in the manufacturing of snacks. A rinsing treatment before cooling further enables the reduction of the cooling energy required.

Irradiation for Infestation

Use of radiation to kill insects infesting grain stored or in transit gets under way in coming months.

World's first pilot-scale irradiating plant was just completed at Savannah, Ga., as joint effort of Atomic Energy Commission and Agriculture Department.

Idea is to move bulk or package grain past rods of cobalt 60, exposing it to gamma radiation which kills insects without harming grain.

"The idea looks really promising—on paper," says Dean F. Davis, assistant chief of the Agricultural Research Service's stored products insect research branch.

Main questions are costs and radiation effects. Researchers must calculate minimum dose required to kill insects, make sure there's no change in milling and baking qualities of grain destined for human consumption.

If successful, giant irradiation plant at, for example, Indian port could insure infestation-free period for U.S. grain shipments during distribution.

Architect of Acquisitions

Whether he wants a canvas or a corporation, Time magazine says Nathan Cummings is happiest "doing a deal." At the moment, the 69-year-old chairman of Chicago's Consolidated Foods Corp. ought to be exuberant.

His art collection embraces mostly impressionist and post-impressionist paintings. His display of pre-Columbian artifacts at Manhattan's Metropolitan Museum is one of the world's finest.

In the Pantry

In his pantry now are pastries (Sara Lee) and Popsicles (Joe Lowe Co.), poultry (Ocoma Foods), pickles and pears (Michigan Fruit Cannery and USP Corp.) Cummings calls his company an "autonoplex," for autonomous complex. Each of the 20 divisions is independent, sends a weekly financial statement to Cummings, who aims for them to earn a pre-tax 20 per cent on employed capital. Two-thirds of the divisions exceed that target. The most profitable are Sara Lee, Ohio's Lawson Milk Co., Booth Fisheries, Shasta Beverages and Eagle Food Centers.

Recent acquisitions are Idaho Frozen Foods, Inc., a potato processor, and E. Kahn's Sons of Cincinnati, a meat processor.

What Will He Pay?

How much will he pay for a company? He scrutinizes book value, sales and earnings reports, and examines advertising budgets because "advertising is closely related to consumer demand." "There is no man living who knows what the exact right price is for a business," Cummings believes. "You have to make a judgment, and too many people are afraid to make decisions."

Ethnic Foods

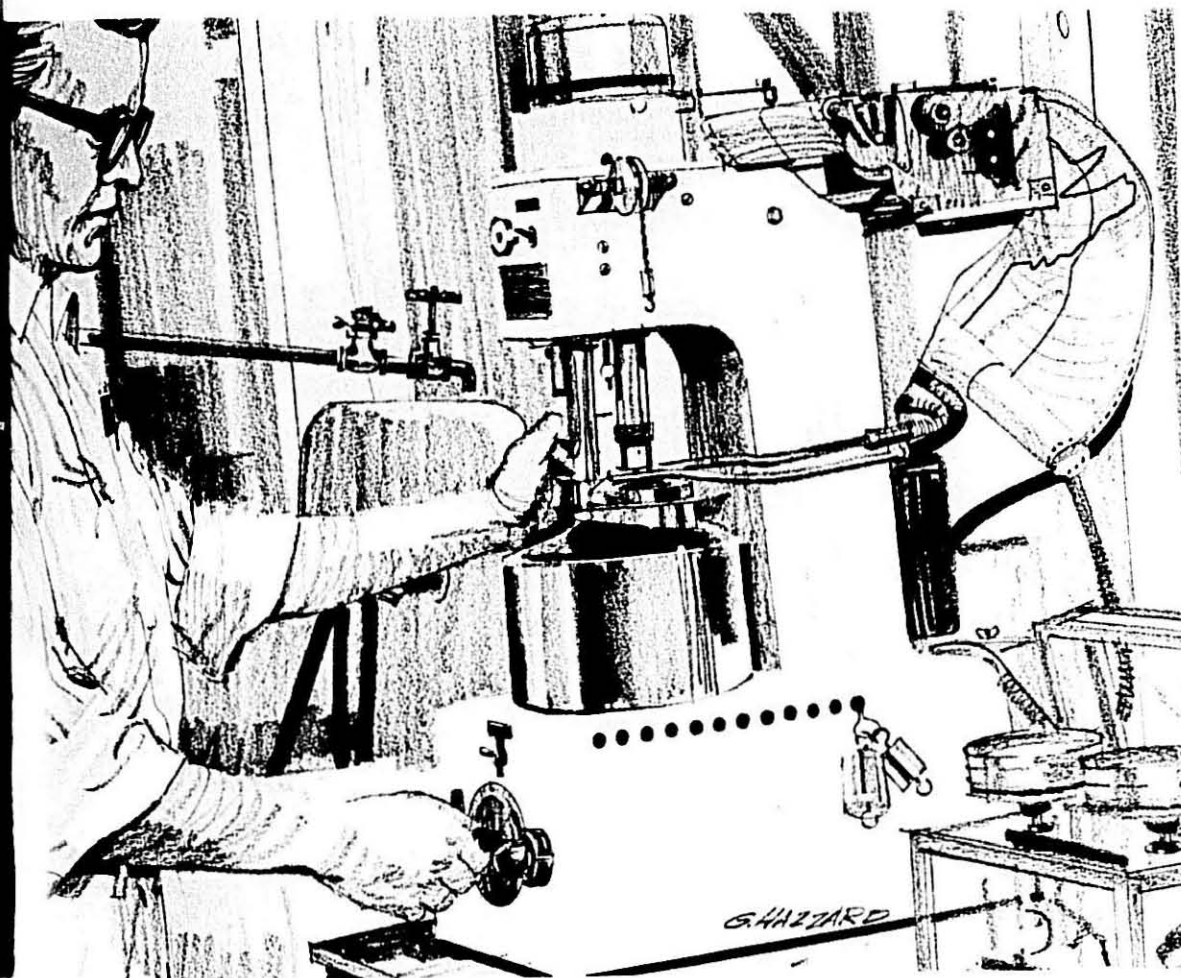
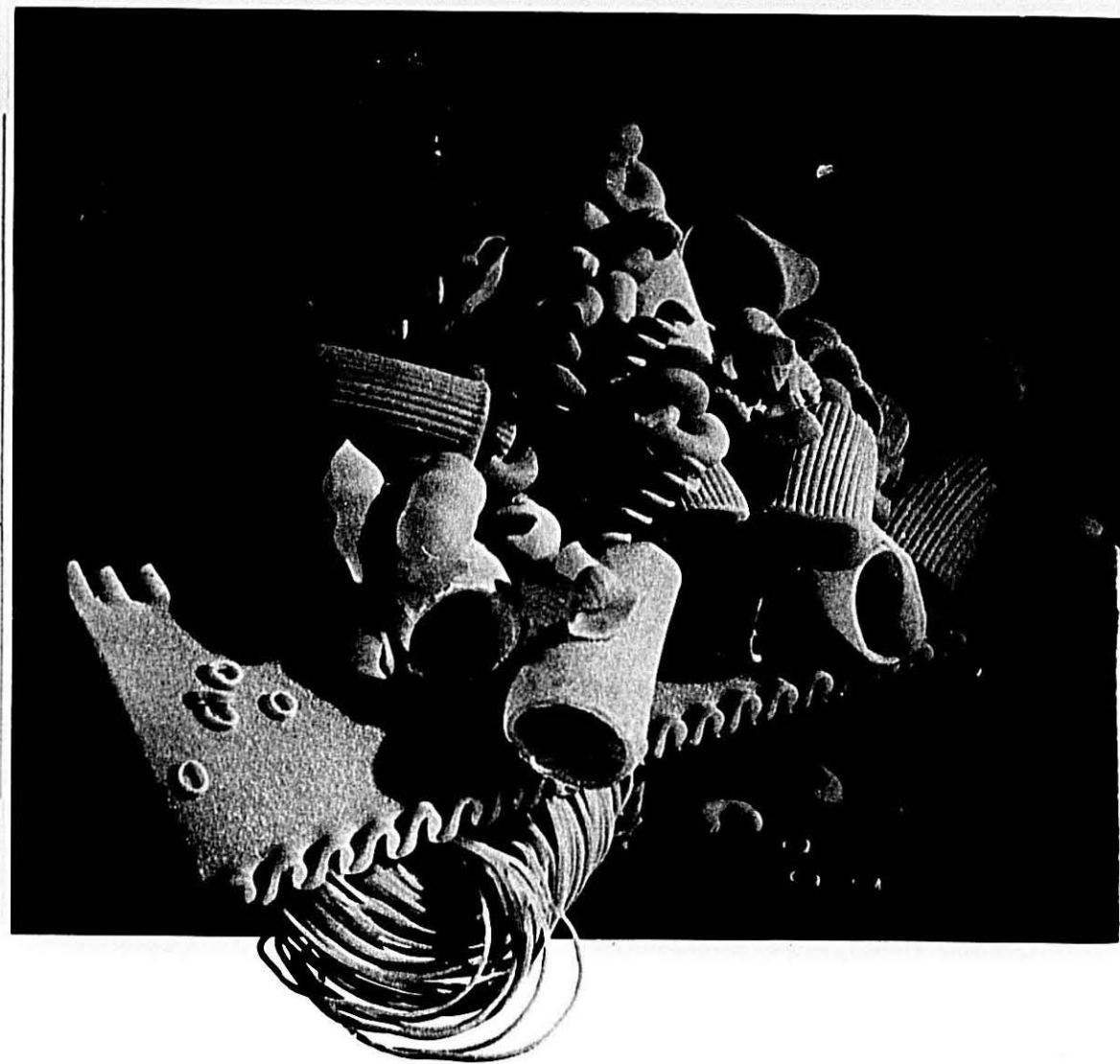
Although they don't necessarily think about it in these terms, many younger housewives are quite fond of what might be termed "ethnic" foods: pizza, spaghetti, chili-con-carne, chop suey, etc.

The source, however, has barely been scratched in this area of food consumption, believes some observers. In assessing future market-development opportunities, they point out, a processor does not have to be Chinese to produce chop suey, nor is there any reason why such southern delicacies as turnip greens and black eyed peas could not be produced and processed in Oregon.

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George N. Kahn

SMOOTH SELLING®

by George N. Kahn

Running Into The Rude Buyer

This is No. 24 of 24 sales training articles

all, selling is tough enough without extra problems thrown in. Then, too, it is difficult to maintain one's self esteem in the face of such abuse.

For these reasons, the salesman should not let himself be used as a floor mat for a buyer just because he happens to be in a bad humor on a particular day. He should stand up to the man and demand an apology if the occasion warrants one. The customer will have more respect for the salesman who reacts in this way.

But these situations are seldom that simple. When a buyer blows off steam at salesmen, there is usually a logical reason for it. It's up to the salesman to find this reason.

He will never discover it if he walks out in a huff.

Are You at Fault?

If a buyer behaves badly toward you, there is one question you must ask yourself:

"Have I done anything to make this man dislike or resent me?"

Think back over your previous visits. Did you deport yourself in the right manner? Were you courteous and attentive to his needs? Was there anything about your personal appearance, grooming or habits that might have annoyed him? Have you performed all of your obligations to the buyer? Is he stewing about some unfilled order, damaged merchandise or lack of proper servicing?

These are only some of the reasons that may have provoked your customer or buyer into turning on you. You should be especially sensitive to the buyer who one day goes completely out of character and puts on the nasty act. Obviously, something is eating him. If he's cordial and pleasant for 10 calls and then becomes mean on the 11th, there is usually a good reason for it.

Bill Jameson, a greeting card salesman, was stunned one day when a dealer barked at him: "You're the last person I want to see." And he wasn't smiling.

When the man finally calmed down, Bill learned the reason for the crack. On his last call the salesman had forgotten to leave some promotion materials after promising them to the dealer. It had been a bad oversight and Bill apologized profusely. The customer accepted the apology and they were friends again. In fact, Bill received a nice order on that visit.

This incident could have had a different ending. Bill could have taken umbrage at the dealer's remark and stalked out. The only result would have been a lost account. Is pride that important?

So examine your past performance when confronted by an insulting or bad-tempered buyer. Perhaps you did something to deserve his ill will. If so, you can correct the error on the spot and save yourself from future trouble with the customer. Or the buyer may be shooting off steam on the basis of a misunderstanding. He may find you guilty of something you did not commit. In this case you can explain the matter. No matter how angry a buyer is, he will usually give you an opportunity to tell your side of it.

However, you can't defend yourself if you walk out in a huff.

Salesman Not to Blame

What about the salesman who encounters an insulting buyer on his first call? Let's assume he meets a buyer for the first time and the latter is curt or surly. This is still no excuse for the salesman to return the insult in kind. Nor should he walk out.

The buyer obviously has no legitimate grievance against the new salesman. But he may have a very deep hostility toward others who have called in the past.

Let's assume you are calling on a prospect for the first time. Not only do you not get an order but the man is nasty tempered in the bargain. He treats you like someone carrying the plague.

(Continued on page 37)

THE MACARONI JOURNAL

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PAVAN ADVERTISEMENT



The Rude Buyer—

(Continued from page ??)

It could very well be that you are the innocent victim of another salesman's poor showing before the customer. The man just ahead of you may have irritated the buyer so much that he is still seething when you come in. Or it may have been the first salesman of the day. In any event, the buyer is not really sore at you. He is simply venting his spleen on the nearest available person.

The buyer may be so upset he won't buy from you or anyone else that day. In this instance, bid him a cordial good-bye and try again another day.

However, it may be possible to calm him down and present your story. You might first say something like this: "Mr. Jones, if there's anything I've done to displease you, please tell me. I'll do anything I can to correct it."

If he's at all fair (and most buyers are), he will assure that you are not the source of his displeasure. He might even apologize for his rudeness or bad temper. This gives you an advantage and you can go into your presentation with the reasonable assurance that he will hear you out.

Always remember that human behavior is motivated. When you encounter a moody or caustic buyer there is a reason behind his attitude. Probe for the reason and you have won half the battle.

Dismissal Device

Some buyers insult a salesman as a dismissal device. They want to get rid of him and are not sufficiently adroit to do it in a gentlemanly way. Their irritation is faked.

In this case your wisest reaction is to bring his deception out into the open. Ask him bluntly why he is dismissing you. This has worked more than once.

Rod Crandell, a copying machine salesman, used this method successfully with a cranky prospect. "I know you're trying to get rid of me, but I would like to know why," Rod told him.

Finally, the man admitted that his budget restricted him from buying. He had not wanted to give Rod the impression that he could not make a decision on his own. They became good friends, and the buyer became a good customer.

There are also buyers who want to create an image of themselves as crusty and hard to get along with. They feel that their position will be more exalted if they erect a barrier between themselves and the salesmen. With such individuals it's best to let them play the lion to their hearts content.

They mean no ill by their remarks, and they'll probably warm up to the salesman who is tolerant of their foibles.

When I first started in selling I called on an old gentlemen who berated me as an example of everything that he believed wrong with selling. "Salesmen aren't the hard workers they were in my day," he thundered. "You young fellows have got it too easy."

I let him finish a 15-minute oration and then asked politely: "May I make my presentation now, sir? And by the way, if all my prospects are like you I won't be having it too easy."

This broke him up, and I walked out of his office with a substantial order. The man also became one of my top accounts.

The Time Waster

A common reason a salesman encounters hostility from a buyer is because he is a time waster. He wastes the buyer's time and his own time in endless chatter, fumbling demonstrations, pointless arguments and badly prepared presentations. It's small wonder that customers have little patience with such salesmen.

The time waster is particularly odious to the buyer if he is having a hard day. In such circumstances he will very likely snap at a salesman who adds to his troubles.

Red Moreau, buyer for a big tool company, told me: "One inept salesman can ruin my day. I don't mind admitting that I lose my temper with a guy who doesn't give me the facts about his line, and I expect him to know those facts cold. "When he fails in this obligation, I feel I have a right to be displeased."

Challenge for Salesman

It would be pleasant if all buyers were cordial, considerate and topped off a salesman's visit with a huge order. But you are aware that this is a utopian situation which is never achieved. Don't be dismayed. It might be better his way.

I'm convinced no salesman should have everything his way. It's only when he meets a challenge that he can produce his best. A belligerent or insulting buyer makes a salesman try harder, at least it should. A man who walks away from such an encounter is not being true to himself or his company.

Some of the toughest buyers initially later become the best customers. If you don't get them first, your competitor will.

Are you able to handle the insulting buyer? Try these questions and see. If you can answer "yes" to at least seven of them, you are more than holding your own.

YES NO

1. When you meet a rude or insulting buyer, do you stay with him instead of walking out? — —
2. When a buyer is insulting, do you think about what you might have done on past calls to upset him? — —
3. Do you get right down to business with a buyer and not waste his time? — —
4. Do you take into consideration the fact that the buyer may be taking his resentment of other salesmen out on you? — —
5. Are most of your customers pleasant to you? — —
6. Do you think you can recognize a bad reception as a dismissal device? — —
7. Can you counter such a tactic? — —
8. Do you consider a crusty buyer as a challenge? — —
9. Do you perform all your obligations to the customer? — —
10. Is your department such that you are welcome in a buyer's office? — —

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Lloyd E. Skinner

Skinner Testifies on Packaging Bill

Enactment of Truth-in-Packaging legislation could lead to even greater domination of the grocery industry by a few manufacturing firms, Lloyd E. Skinner, Chairman of the Board of National Small Business Association, said in testimony before the House Interstate and Foreign Commerce Committee.

Skinner, who is president of the Skinner Macaroni Company, Omaha, Nebraska, pointed out that the legislation would require re-tooling of packaging machinery to comply with new package "standards." "The smaller firm, especially in light of today's tight money market, will be seriously handicapped, and unable to re-tool in time to maintain even its very small position in the industry," he said. The already high concentration of business among a few companies could further increase, Skinner said.

Macaroni Cited

Citing the macaroni industry by way of example, Skinner said that of the 207 companies the four largest firms account for 31 per cent of all sales, and 50 firms command 91 per cent, leaving nine per cent of the entire market for 157 firms. "We are concerned with those 157 firms and their ability to finance re-tooling when there are backlogs of orders for machine tools in some industries from 18 months to two years," he said.

Skinner emphasized that the pressures of present federal regulation are gradually forcing the production of food into the hands of the giant corporations. "The regulatory burden on research and development in terms of

endless bureaucratic entanglement and expense is making it more and more prohibitive for the small manufacturer to stay in the food business and his only recourse is to sell out to the large competitor."

The NSBA Board Chairman said any significant change in package size is almost prohibitive in terms of cost. By example, he showed how some changes in weights for his macaroni packages could result in additional costs of \$86,000 for equipment and space alone, plus a probable additional investment of \$100,000 for warehousing. "This expansion would not be warranted on the basis of productivity but rather would be dictated because of the dimensional changes in the packaging and weight changes," he said.

Competitive Answers

Skinner said that "lack of knowledge of the market, ignorance of cost factors, and unawareness of the competitive pressures can put a company out of business as quickly as anything I know, and yet it is seriously proposed here to give bureaucracy control over these vital decisions."

"I wonder if anyone has stopped to think that the idea of seeking government authority in advance before making a vital business decision is absolutely inconsistent with some of our most fundamental and cherished American traditions," he asked.

Enactment of the legislation could impose an unnecessary price burden on consumers amounting to between 15 per cent and 20 per cent, Skinner said.

The National Small Business Association is headquartered in Washington, D.C.

Viewpoint—on packaging and labeling

From the Detroit Free Press

Essentially the bill (S. 985, H.R. 15440) is in two parts. One demands that the net contents of a package be clearly labeled in ounces, except for products marketed in even pounds, pints or quarts. The labeling must be conspicuous, without any added confusion such as "jumbo quart."

To this section we have no objection. It is reasonable and simple, and imposes no undue demands upon the manufacturer, the retailer or the buyer. But we do doubt that it's going to be as effective as Sen. Hart imagines. Net weight labeling has been standard practice for years, but it isn't how housewives buy, necessarily. What instincts motivate the housewife even her hair-dresser couldn't tell for sure.

The second part of the bill, though, does disturb us. It would impose the heavy hand of Washington on manufacturers not only to be truthful, but to conform to Washington dictates. It is a clear example of governmental meddling where it has no right to be.

This section gives the Secretary of Commerce the right to dictate the weights or quantities in which a product could be marketed if he decided there were so many different sized packages that comparative shopping was impaired, and the producers won't standardize voluntarily to his satisfaction.

True, there are a cumbersome variety of sizes and weights—in potato chips, Hart tells us, fifty variations—but this is hardly the business of the government. So long as the housewife can find out exactly how much she's getting for how much money, and that the contents are what they say they are, the sizes and weights should be a matter of supply and demand.

If housewives wouldn't buy fifty different varieties of potato chips sizes, there wouldn't be fifty on the market. If some housewives didn't want them in cans, others in sacks and still others in boxes, they wouldn't come that way.

Big Daddy has a duty to protect the health and safety and general welfare of the housewife, but not to dictate her diet or her buying habits. We hope that when the bill goes to the House that section will be stricken.

A knight in shining armor who goes forth to slay a dragon shouldn't skewer fair maiden in the process.

Compromise Package Measure Makes Standards Voluntary

The Packaging Bill was first shelved in a parliamentary maneuver when Republican committeemen took advantage of Democratic absentees, then revived and revised when they returned.

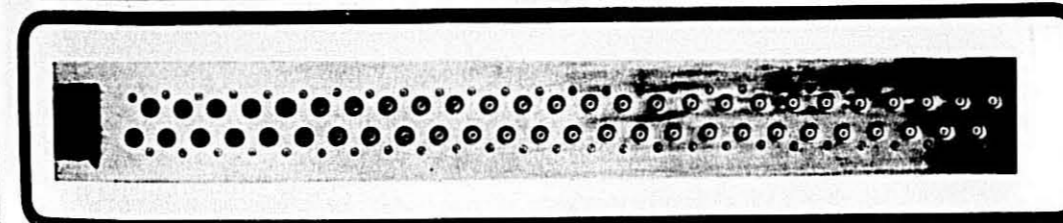
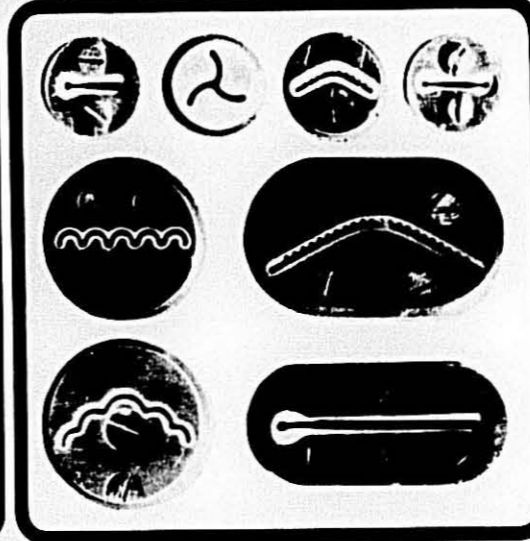
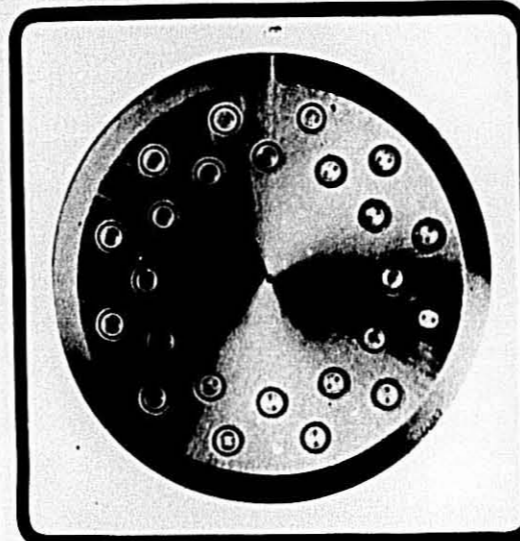
The House Interstate & Foreign Commerce Committee scrapped the objectionable provisions allowing the Food & Drug Administration and the Federal Trade Commission to standardize weights or quantities in which commodities could be sold. The Committee Bill would authorize the Secretary of Commerce to seek voluntary industry agreement on uniform weights and quantities for those products where he found a proliferation of sizes made price comparisons difficult.

If industry failed to reach agreement, the Secretary could not establish the standards without first coming to Con-

(Continued on page 40)



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Voluntary Packaging Standards—

(Continued from page 38)

gress and obtaining legislation empowering him to do so.

The Committee also amended the bill to permit labeling practices more in keeping with legislation now on the books in many states. This change would allow weights to be given in pounds plus ounces for fractions of pounds. Liquid quantities would be labeled in pints or quarts plus leftover ounces or fractions.

Contrast With Senate

The voluntary standards amendment agreed to by the Commerce Committee is in sharp contrast to the provision passed by the Senate.

The House Committee version and the Senate-passed bill both aim at standardization. If industry fails to comply, the House bill would require the Secretary of Commerce to obtain specific legislation before proceeding further. Under the Senate-passed bill, however, the FTC and FDA could impose their own compulsory standards without coming to Congress.

Since the voluntary standards amendment was put forward as a compromise by the Administration, Committee members are confident the principal stumbling block to House approval this session has been removed.

Even with House approval, the fate of the compromise amendment is problematical until House-Senate conferees act. The Senate conferees could prevail in which case the final bill could contain compulsory standards for weights and quantities.

Minimum Wage Law Passed

Harold T. Halfpenny, Association counsel, reports that the Senate-House compromise minimum wage legislation passed by a House vote of 183 to 163 and was enacted by a Senate vote of 55 to 38 on September 14 and sent to the President for his signature. It was a great victory for organized labor.

Inflationary Wage Increase

The present \$1.25 hourly minimum will be raised to \$1.40 next February 1, 1968. The bill, which amends the Fair Labor Standards Act, also extended coverage to an estimated 8 million new workers. The minimum for the newly covered, other than agricultural workers, will be \$1.00 per hour February 1, 1967 and will increase 15 cents an hour each year for four years. These new workers include those engaged in retailing, restaurants, motels, hotels, hos-



Harold T. Halfpenny

pitals, laundering, dry cleaning, and certain educational institutions.

Enterprise

Historically, the nature of the work performed by each employee, not the business of the employer, determined whether the Act applied to his employment. In 1961 this was changed when the law was amended. If a business was an "enterprise" all employees were covered.

The recent amendment enlarged the definition of "enterprise" so that the present definition is:

"(s) 'Enterprise engaged in commerce or the production of goods for commerce' means an enterprise which has employees engaged in commerce or in the production of goods for commerce, including employees handling, selling, or otherwise working on goods that have been moved in or produced for commerce by any person, and which—

"(1) during the period February 1, 1967, through January 31, 1969, is an enterprise whose annual gross volume of sales made or business done is not less than \$500,000 (***) or is a gasoline service establishment whose annual gross volume of sales is not less than \$250,000 (***), and beginning February 1, 1969, is an enterprise whose annual gross volume of sales made or business done is not less than \$250,000 (exclusive of excise taxes at the retail level which are separately stated)."

Previously retail enterprises whose gross sales under \$1 million were exempt. Under the above amendment starting February 1967 the exemption goes down to enterprises with gross sales of only \$500,000, and in 1969 to enterprises with gross sales of only \$250,000.

The provisions of the Act will undoubtedly give rise to increased enforcement efforts and every businessman should make sure that he is in compliance.

Conclusion

In these serious times this additional inflationary measure can only be characterized as excessive. It ignores the Administration's wage guideposts and will contribute significantly to the flood of inflation that threatens to engulf the Nation. The increase, which is four times the guideposts, is only a small part of the inflationary impact. Wage differentials between all levels of employees will have to be increased if they are to be maintained. The result will be pay increases for all, with resulting dangerous consequences to our economy, which is now threatened by un-sound government fiscal policies which could create uncontrolled inflation, especially in a time of tight money with many foreign currencies in a weakened position.

Pay-Price Curbs Possible

Wage and price controls appear as a "very real possibility near the first of the year . . . the impact of such action would be an immeasurable burden on operators of food stores of every size whether they are chains or independents," declared Wallace N. Flint, executive vice-president, National Association of Food Chains before the Pennsylvania Food Merchants Association convention.

"Although there is no doubt that the impact would be felt on profits, there is little indication that wage and price controls really do what they are supposed to do," he continued. They do not really enforce stability and continuity of prices, wages and profits.

"You have seen little speculation about it in the press because nobody in official Washington wants to talk about it, even anonymously. I can assure you, however, that the possibility exists and that a move in this direction by the White House may be keyed directly to our increasing commitments in Vietnam."

Explain Increases

Mrs. Marie Kiefer, executive director, National Association of Retail Grocers, who spoke on the same panel as Mr. Flint, warned: "It is time to start talking about increased food prices. Explain why. If some prices are higher, it is because they have to be higher."

"We should be less timid about raising prices and we should devote some

(Continued on page 42)

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Pay Price Curbs Possible—

(Continued from page 40)

advertising space to telling why prices are higher. We should even post notices in stores to explain about the farmer, labor and transportation," she declared.

"One of our biggest jobs is getting the customer to understand that we have to pay for what we get," said Mrs. Kiefer.

Consumer Complaints

"Consumer complaints are causing great concern in Washington," concluded Mr. Flint. "The Administration is careful to agree that higher prices are not the fault of the farmers, but that any price increases are caused by middlemen. And in a way it is true.

"The thing is that the middlemen who are really to blame are not businessmen, they are bureaucrats—bureaucrats who find it easier to tamper with fundamental supply and demand relationships than to accept responsibility for the results.

"In short, we live in an era in which our government plays a major role in virtually everything we do. It is an era, too, in which, for better or for worse, our government is manned to a large extent by dedicated, honest, ambitious people whose minds are frequently already made up as to where the real equity of any situation lies."

High Prices

"Higher priced food stands before us as a new political fact of life. The days of surplus—except for cotton and tobacco—are probably gone from American agriculture for some time, and cheap food in the U. S. is gone for now and will not soon return," said Herrell DeGraft, president of the American Meat Institute, before hearings held in Minneapolis by the National Advisory Commission on Foods and Fiber. Among major recommendations made were—glamorize pork—subsidize butter—discontinue the processing tax on wheat—beef up import restrictions to protect domestic dairy products.

Prince Promotion

Prince Macaroni Mfg. Co. has launched a two-pronged fall campaign in the Metropolitan New York area.

A Prince "Holiday in Rome" sweepstakes forms the base of an extensive radio schedule. All-expense-paid trips to Rome for Prince purchasers are being promoted through a heavy schedule on five New York and New Jersey radio stations. More than 700 Prince announcements were aired during a



Explaining the fine points of pasta products to Basil Rathbone, star of motion pictures, radio, TV and stage, is Theodore J. Settany (left), vice president—sales, for the Prince Macaroni Mfg. Co., Inc., headquartered in Lowell, Mass. Occasion was a meeting to tape an interview of Settany by Rathbone for his nationally syndicated radio "Achievement" series and to plan the use of Prince products as prizes for contests to be run in conjunction with the series.

six weeks period on WNEW, WABC, WHN, WVNJ and WJRZ. The "Holiday in Rome" was promoted through colorful in-store materials.

Prince's fall newspaper and outdoor campaign in the New York area is aimed at increasing product awareness and brand identity. Theme of these ads for the Massachusetts based company will be "Prince, that nice New England family."

More than 600 ads in Newsday, the Newark News, the UNYT Group and 14 other metropolitan newspapers promote the Prince line of spaghetti, macaroni, noodles and sauces. The outdoor campaign consists of 40 30-sheet posters, mounted in Northern New Jersey.

Prince's agency is Venet Advertising Company, Inc.



New Simon & Schuster Cookbook

Pasta

Simon & Schuster will release a little book in November by Evelyn Gendel entitled "Pasta." It will retail for \$3.00.

An advance release states: "This little book will have everything about spaghetti, macaroni, ravioli, cannelloni, linguini, lasagne, and all kinds of noodles. How to buy them, cook them, serve them, eat them, sauce them, bake them—with fifty recipes for everything from the simplest butter sauce and fragrant pestos to fish and meat sauces, layered lasagne and big spicy dishes to bake for a crowd.

"We feel it's a great cookbook—packed with authentic classics collected during the author's seven years' stay in Italy."

Wallace & Tiernan Appointment

Raymond J. McEntee has been appointed Assistant Sales Manager, Process Metering Equipment, of Wallace & Tiernan, Inc., Belleville, N.J. His responsibilities in this branch of W&T's Industrial Products Division will be the marketing of chemical feeding equipment, solids and liquids flow meters, and precision pressure instruments.

Way Back When

40 Years Ago

• The Department of Agriculture had just come up with a change in maximum amount of moisture permitted in flour to be determined by the new modern vacuum method, and set the figure at 15 per cent. Macaroni manufacturers were up in arms in increasing the moisture by one per cent.

• Macaroni Journal Editor M. J. Donna urged that semolina be bought on specification. It was further suggested that uniform semolina contracts might be developed just as the baker's, cracker makers and other flour users have long used a uniform flour contract.

• A poster showing Uncle Sam holding orphans of the Near-East was captioned "Stand by us a little longer." It promoted Golden Rule Sunday, December 5, for a relief drive to benefit the war orphans in the Bibleland. Macaroni was one of the foods used for relief feeding.

• After a slump in 1925 volume, exports improved during August and September of 1928. The United Kingdom was the principal buyer of American can macaroni with the Dominican

(Continued on page 44)

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WAY BACK WHEN

(Continued from page 42)

Republic, Canada and Mexico following in sequence.

- Wet weather at harvest time created a dearth of dry durum. Moisture content ran high and sprouting was a problem. Predicted production of durum was 48,000,000 bushels.

30 Years Ago

- The Agricultural Adjustment Act of 1933 was declared unconstitutional by a decision of the Supreme Court in January, 1936. Ten months later there were complaints that the Government had failed to make even the first move in refunding manufacturers money due them on taxes paid on floor stocks, despite very definite provisions in the Act for such refunds.

- Ben Jacobs' report on samples tested in his laboratory showed a new product called Soy-A-Tene was a mixture of soya flour, carotene in oil and probably some lecithin. It was pointed out that this additive was an adulteration not permitted by the Standards of Identity. Other products tested showed clear and flour being used for products labeled "semolina."

- W. F. Geddes wrote about the Grain Research Laboratory for the Board of Grain Commissioners for Canada in Winnipeg.

- French Writer Pierre Hamp was accompanied by Dr. B. R. Jacobs when visiting macaroni-noodle factories in Greater New York. He was particularly pleased with the warm welcome extended by management and the thoroughness with which the various department heads explained the manufacturing processes.

- A regional meeting was held in Cleveland. On the agenda: consideration of refunds of processing taxes; activities of the Jacobs laboratory in Washington; labor trends as they affected macaroni plant operations.

20 Years Ago

- Macaroni prices were decontrolled in an order that became effective October 23 1946. Earlier in the month, President Harry Truman decontrolled meat as a result of an almost revolutionary demand by a public that could find no meat in the nation's shops and refused to "play the Black Market." Other foods were then decontrolled with the exceptions of sugar and rice.

- Semolina returned to the scene with the good news announced on August 23

when the Department of Agriculture cancelled the order requiring millers to make 80 per cent extraction from durum wheat.

- Rationing still went on in Britain, and spaghetti was worth two points per pound. Other rations which were not on points but limited by quantities were butter and tea, two ounces per week; milk, two pints per week; about 27 cents worth of butcher's meat; five ounces of margarine and cooking fat; two ounces of cheese per week.

- Enriched macaroni and noodle products were permissible but not compulsory. Suppliers of enriching ingredients had been experimenting and were ready to offer the fortifying vitamins in forms suitable for use in batch production or continuous operations.

10 Years Ago

- Business was brisk. Cool weather in August, bright prospects for durum in September, and National Macaroni Week in October combined to push year to date production figures for macaroni products about five per cent over the year prior.

- Low calorie menus were developed for distribution to various media in National Macaroni Week publicity.

- McCall's Magazine, regarded by some 12,000,000 readers as an authority on food and items of interest to women, had an October feature on "Pasta—Italian Born, American Made."

- "Somebody's always counting," said Institutions Magazine of mass feeding—mass housing, "so plan for the low calorie crowd." The October issue carried information on new ways with spaghetti and vegetable plates to cater to the calorie counters.

- Jones & Laughlin Steel advertised "Tomacaroni Stew" in major women's magazines in cooperation with the Can Manufacturers Institute, Evaporated Milk Division of the Borden Company, Mushroom Canners League, and Angostura Bitters Company.

- The Nebraska Wheat Commission, in cooperation with the Foreign Agricultural Service of the U. S. Department of Agriculture, brought a seven-man delegation representing the Italian Government wheat importing interests and macaroni manufacturers to see the use of Nebred wheat in milling and macaroni manufacture in Nebraska.

- Durum was back and substitutes were out in the United States.

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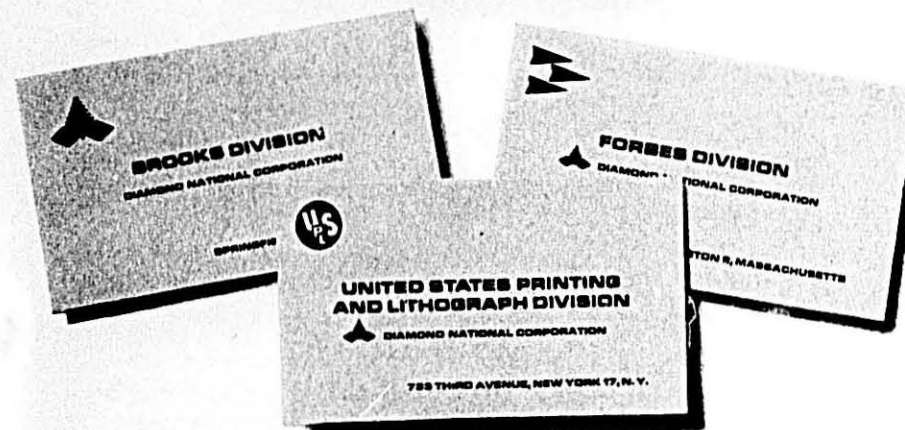
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