

**THE  
MACARONI  
JOURNAL**

**Volume 45  
No. 10**

**February, 1964**

# Macaroni Journal

OFFICIAL PUBLICATION  
OF THE  
NATIONAL  
MACARONI MANUFACTURERS  
ASSOCIATION



**FEBRUARY, 1964**

**Durum Sales to Russia  
Thrifty Meal Mates**





## THERE'S MORE TO A PACKAGE THAN A PRETTY PICTURE

Carefully calculated components plus a pretty picture actuate a Rossotti package to promote, to convince and to sell. Tested legibility, for instance. It makes for surer package recognition and recall. Harmony...when typography pleases the eye and attracts attention to the thought, not the type. Controlled contrast in the use of color...with the appropriate juxtaposition of brand and product identification for planned emphasis.

How does this win sales for you? The Rossotti packaging team blends these and other components of merchandising-ministry design with the most modern facilities for pretty-picture production. It's a professional packaging team backed up by a marketing approach. And it is guided by a management that cares about you and your selling problems. That's why modern marketers of consumer goods know that Rossotti delivers.

**BETTER MERCHANDISING THROUGH PACKAGING!**

(Call today for samples of pretty pictures plus!)

# ROSSOTTI

LITHOGRAPH CORPORATION

EXECUTIVE OFFICES: NORTH BERGEN, N. J.

ROSSOTTI CALIFORNIA LITHOGRAPH CORP., SAN FRANCISCO 24, CALIFORNIA • ROSSOTTI MIDWEST LITHOGRAPH CORP., CHICAGO 10, ILLINOIS

# The Macaroni Journal

February  
1964  
Vol. 45  
No. 10

Official publication of the National Macaroni Manufacturers Association  
1090 North Broadway, Lincoln, Illinois 62601  
Telephone: 314-635-1100  
Treating advertisements and editorial material to Robert M. Green, Editor  
P.O. Box 556, Lincoln, Illinois 62601

## Officers

President	Albert Ravarino
1st Vice Pres.	Fred Spadatoro
2nd Vice Pres.	Robert F. Cowen
3rd Vice Pres.	Peter J. Viviano
Executive Secretary	Robert M. Green
Director of Research	James J. Winston

## Directors

Eastern Area	Robert F. Cowen	Lester R. Thurston, Jr.
	Vincent J. LaRosa	H. Edward Jomer
	Joseph Pellegrino	Paul Vermeylen
Central Area	Albert Ravarino	Peter J. Viviano
	Ralph Sath	Albert S. Weiss
Western Area	Paskey DeDomenico	Edward DeRocco
	Vincent DeDomenico	Fred Spadatoro
At Large	Saverio Arena	Henry D. Rossi
	Arvill E. Davis	Nicholas A. Rossi
	Kenneth J. Forbes	Jerome A. Lujanec
	Raymond Guertel	Robert William
		T. F. Williams, Jr.
Past Presidents	Emanuele Ronzoni, Jr.	C. Fred Mueller
	Horace P. Gioia	C. W. Jack Wolfe
	Lloyd I. Skinner	Louis S. Vagnino
	Peter LaRosa	

## In This Issue:

You See It, Know It, Buy It	10
The Food Institute, Inc. (F.I.A.G.) Report	14
Retail Grocery Store, Trade Show	18
A.C. Nielsen Report	22
Macaroni Marketing and Profit	26
Family Meal Mates	30-32
Duram Sales to Russia	36
Quality Factors of the 1963 Duram Crop	39
By K. A. Colles and J. D. Sabitt	
International Milling Restaurants Dinner	47
Give the Egg a Break	54
Was Back When	58
Index for Advertisers	65

## Cover Photo

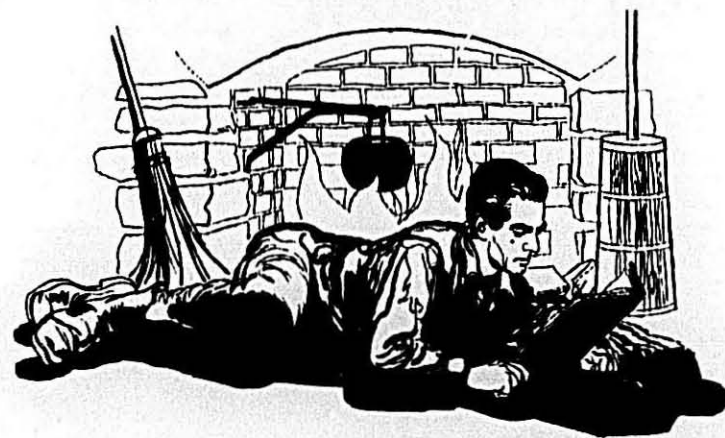
Macaroni Vegetable Skillet serves as a side dish for Lenten entrée of fish steaks. Recipes are featured on pages 22 and 23 in story on Family Meal Mates.

Subscription rate	
Domestic	\$5.00 per year
Foreign	\$6.00 per year
Single Copies	75c
Back Copies	\$1.00

FEBRUARY, 1964

The Macaroni Journal is published quarterly by the National Macaroni Manufacturers Association, 1090 North Broadway, Lincoln, Illinois 62601. Telephone: 314-635-1100. Second-class postage paid at Alexandria, Virginia.

## YOU NEVER KNOW UNTIL YOU TRY



**A** BRAHAM Lincoln is one of the best examples in history of a man who refused to stop fighting for what he wanted from life after many blows to his career, as well as to his personal life.

- He failed in business in 1831;
- was defeated for the Illinois legislature in 1832;
- failed again in business in 1833;
- his sweetheart died in 1835;
- he had a nervous breakdown in 1836;
- he was defeated for Speaker of the House in 1838;
- was defeated for elector in 1840;
- defeated for Congress in 1843;
- again defeated for Congress in 1848;

- was defeated for the Senate in 1855;
- defeated for Vice President in 1856; and was defeated for the Senate again in 1858.

But in the face of failure, Abraham Lincoln became the sixteenth president of the United States in 1860.

No man knows what is in him until he tries. Some people are gifted with more ability than others, but often the person who is less gifted but willing to work hard may go even further because concentration and effort are, in themselves, qualities in great demand on any job.

You may never know your real abilities and potential until you try.

Abraham Lincoln, born in 1809, killed

in 1865, was one of the world's truly great men. Under his leadership, the American Union was preserved. War only made Lincoln believe more strongly that democracy is the best of all forms of government. Lincoln created some of the finest examples of American literature. In his Gettysburg Address, and in other speeches and writings, Lincoln expressed the deepest beliefs of the American people.

On November 19, 1863, he gave what he described as a "short, short, short" address amid the newly made graves of soldiers killed at Gettysburg. In the ensuing one hundred years his 268 well chosen words have become the best known speech in our history.

*FOURSCORE and seven years ago our fathers brought forth on this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this. But, in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hallow this ground. The brave men, living and dead, who struggled here have consecrated it far above our*

*poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us the living rather to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain, that this nation under God, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth.*

Lincoln had great power as president, but he never lost touch with the common people. He never hated any-

one, and never wanted revenge. In spite of Lincoln's high position, millions of people, even in his own time, knew him

as "Honest Abe" and "Father Abraham."



## You couldn't be in better hands

Behind the Peavey diamond is the most complete line of durum products in the industry—the total range of grades and granulations. Behind the Peavey diamond are the most complete laboratory facilities in the industry. A pilot mill and macaroni press aid in the selection of the finest durum wheats. King Midas quality durum products are backed by a continuing testing and quality control program and a long-range, forward-looking research program.

You can't buy better durum products . . . or get a better value . . . or receive better service . . . or be in better hands.

*King Midas* DURUM PRODUCTS



FLOUR MILLS

PEAVEY COMPANY • FLOUR MILLS • MINNEAPOLIS, MINNESOTA 55415

## The Food Industry Turns In a Good Performance

by Paul S. Willis, president,  
Grocery Manufacturers of America, Inc.

**F**OOD industry sales climbed to a new high in 1963. Manufacturers offered many new products which were enthusiastically welcomed by consumers. Food prices at the grocery store, as measured by the government's standard market basket, remained relatively unchanged from a year ago.

The value of total food consumed in 1963 amounted to \$82 billion, an increase of more than \$2 billion over last year. The outlook for 1964 is that this amount will reach \$84 billion, as food supplies remain abundant in the year ahead. Ten years ago food consumption totaled \$58 billion, and in 1939, \$16 billion.

The food industry is convincing proof of the benefits of our free enterprise system. It is the largest private business in the world. More than one-fourth of all working people in this country are employed in some part of the food industry, from the time food is grown on the farm until it reaches the consumer's table.

With growing pressures for more government controls of industry, the need for preserving our freedoms is one of our most challenging jobs. We must retain our freedoms to innovate, to create, to market, and to provide employment if we are to keep our economy constantly moving and expanding, and do a continually better job of serving the consumer better.

Prices at the grocery store of the government's standard market basket of food are about the same as they were a year ago. There was a temporary increase earlier in the year as a result of shortages in some fresh fruit and vegetable crops because of adverse weather conditions. This raised the food price index at that time. Since then, prices have gradually declined.

For the first time in history, the American factory worker's average weekly earnings in 1963 rose above \$100. This plus the stability of food prices enabled him to buy the government's monthly market basket of foods with the earnings from 37 hours of work compared with 48 hours required in 1953 and 62 hours in 1947.

**Lower Share of Income Spent For Food**  
Today, food is a bargain for the consumer. She gets more value for her dollar spent for food than for virtually any other item in the consumer price index. On the average consumers are able to buy their food requirements for only 19 cents of their after-tax income dollar compared with 22 cents 10 years



Paul S. Willis

ago. This is the lowest percentage in all history, and lower than anywhere else in the world.

If the American family wanted to buy the grocery basket of the 1930's, which provided a healthy, nutritious diet, it could do so for only 14 cents of its after-tax income dollar. But today's homemaker is no longer satisfied with the same foods purchased in the 1930's. She has been increasing her food purchases and upgrading the quality. The foods she buys today are of better quality, in greater variety, easier to prepare, more nutritious and above all safe to eat.

### More New Products, Greater Convenience

People in the United States have the choice of the greatest variety of safe, tasty, conveniently packaged, highly nutritious foods of any nation in the world. This year, as before, many new products continued to move into the market in response to the ready acceptance of new items by consumers.

Because of consumers' interest in new products and the need for expanding business, manufacturers invested more than \$120 million in 1963 in research for new products, new uses, and improving the old ones. They employ more than 8,000 specially trained people for this purpose.

Some of the new products which were introduced and marketed during 1963 include: frozen breads and cakes, cornflakes with strawberries, window cleaner in a dry tablet form in a squeeze bottle, frozen dinners for three, ethnic

food items, "instantized" all purpose flour, new dehydrated soups, cheese packaged in flexible aluminum tubes, safer aerosol oven cleaner, chicken stick and tuna baby foods, plastic reclosure lids for coffee and shortening, new boil-in-bag foods with sauces, freeze-dried shrimp and mushrooms and pull-tab lids for a number of products.

Today, consumers have the opportunity to choose from some 8,000 items on grocers' shelves. Two-thirds of these are new or have been basically improved within the past decade. This compares with about 1500 items some 20 years ago. In not too many years ahead, the consumer can reasonably expect to find as many as 12,000 items available in the supermarket.

### Rising Costs

There has been virtually no increase in over a decade in the average of prices charged by food manufacturers. The food industry, along with other industries, has faced the problem of continuously higher operating costs because of higher wage rates, higher taxes, higher transportation rates and so on.

To meet these conditions, our food manufacturers have continuously invested heavily in new equipment and in new and modern plants. Since 1946, they have invested more than \$10 billion. Additional capital investment in such facilities this year alone will total some \$700 million. Food manufacturers have a total capital investment of more than \$20,500 per production worker, as compared with a 1946 investment of \$8,500.

In 1939, just before World War II, grocery manufacturers, who produce the various products that make up the standard market basket, retained an average net profit of 4 1/2 cents on dollar sales. This rate has steadily declined over the years and currently is about 3 cents, a reduction of 1 1/2 cents. This means that the price which consumers pay for today's grocery basket is approximately 1 1/2 cents less per each dollar spent than it would have been otherwise.

In addition to this good news for consumers, there is good news for stockholders. While the profit rate declined, food manufacturers were able to steadily increase their total dollar earnings and to increase their dividends. This was accomplished through moderniza-

(Continued on Page 35)

THE MACARONI JOURNAL



## Extrusion Dies for the Food Industry



TIME TESTED  
TIME PROVEN  
TIME HONORED

**D. MALDARI & SONS, INC.**  
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

## Retail Grocery Store Trends

A review by A. C. Nielsen Company

**I**N a twelve-year span of time, during which the population of this country has increased nearly one-fourth, both the available spending capacity of U.S. population as well as the total volume of all purchases in retail stores have increased sharply. Retail sales since 1950 have increased 82 per cent on an annual basis, and disposable personal income has expanded 84 per cent.

Topping both of these major economic indicators is the growth in annual sales of retail grocery stores. Paced by such developments as increased handling of non-food items and by sharp gains in sales of new, improved and more convenient products for the kitchen, grocery store volumes in 1962 were 92 per cent greater than in the base year of 1950. These volume gains were achieved with little or no help from increased or inflated prices for staple food commodities.

Using the new base composed of the 1957-59 averages, all goods and services included in the Cost of Living Index reached a combined index level of 105 during 1962. Many types of consumer expenditures reached higher levels than this under pressure from increased costs of doing business. Apparel for the family remained in the "bargain" category with only a three per cent increase in general clothing price levels over the base averages.

### Stable Food Prices

But the best showing, and the basic living cost easiest on family budgets, was the Food-At-Home price level of only 102 for 1962. Food-At-Home prices are primarily grocery store prices for foods prepared in family kitchens and consumed at home. The retail food industry has held the line, and continues to make a major contribution to holding down living costs for the average family.

The sum total of all business activity in the United States as measured by Gross National Product, made a substantial gain of 7.1 per cent in 1962, over the previous year. This represented an increase of nearly \$37 billion in the value of all goods and services produced during the year.

On top of this new record high level of activity, further gains in the GNP were foreseen for 1963. The quarterly estimates of total production on an annual basis were \$571.8 billion for the first quarter and \$579.0 for the second quarter. At present writing, it would appear that the astonishing GNP total of \$600 billion will be achieved in the not too distant future.

Paralleling the expansion of GNP is a similar growth in Personal Disposable Income totals each year. This is buying power, money available for spending or saving after taxes. The great rise in discretionary spending in recent years has had great influence on many lines of business activity, including grocery stores.

1962 Disposable Income reached the new record level of \$384.4 billion, and from the quarterly estimates released so far is headed to still greater heights by the end of 1963. There was \$20 billion more available disposable income in 1962 than the previous year, and a further gain of that much or more is indicated this current year. At the midpoint of 1963, the total had expanded to just under the \$400 billion level.

### Steady Food Store Growth

Each year has witnessed a slow, steady growth in the share of total retail trade of the country accounted for by food stores. This is in keeping with the better-than-average gains for annual food store all-commodity sales volumes. In 1950, food stores held 22.8 per cent of the retail trade volume for that year. By 1960, their share had grown to 24.6 per cent and on the basis of the first six months of 1963, the food store share this year will be 24.8 per cent or better. These share gains are measured in fractions of a point, but, considering the huge dollar volumes involved, are very significant.

In 1957 and again in 1959 the all-time record for the numbers of live births in the United States was established. The number of newcomers has varied little for the past 10 years, after the steep rise which took place in the late '40's and early '50's.

In 1962, the annual total declined slightly, and 1963 (based on the first six months) indicates another small drop in the number of birth for the year. But this does not invalidate the repeated warnings of a population explosion during the latter half of the decade of the '60's. Every year it draws closer; time is growing short; the huge mass of almost-adult teenagers is rapidly approaching marriageable ages. Before too long, the effects of rapid gains in the marriage rate, and the formation of new families will be felt in no uncertain fashion.

### Populations on the Move

Where are the expected added members of our United States population going to live?

With only two exceptions, increased populations will be found in all of the

states, including Alaska and Hawaii. Some states will gain rather small numbers and grow at smaller rates. Other states will almost double their 1961 populations by 1975.

In the decade from 1950 to 1960, the seven-state Pacific area increased over 40 per cent in population, more than double the growth rate of the next area, which was the eight state South-eastern section of the country. There the gain was 19%. In the Southwest, 17.6; East Central, 16.7; Middle Atlantic, 14.6; West Central, 13.4; and New England, 12.9%.

Projecting these growth patterns ahead to 1975, shows that the Pacific area will continue to lead, with a 55 per cent increase; 29 per cent in the Southwest, 28 per cent in the Southeast; East Central, 28; Middle Atlantic, 25.5; West Central, 24.5; and New England 24.4. What all this means is over 50,000,000 greater population by 1975.

### Young Adults Spark Boom

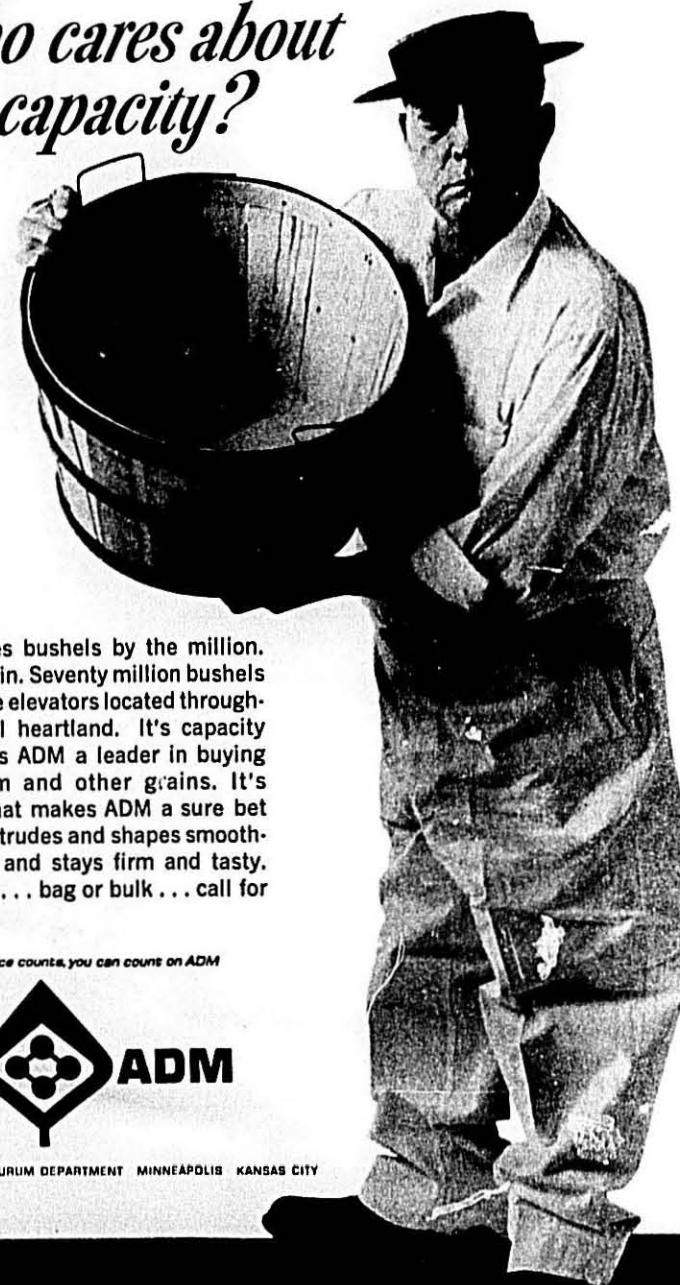
In line with the table below is the oft-repeated disclosure that the present age groups most likely to influence the coming population expansion are the 20-24 year group, closely followed by the 15-19 year group. From these groups will come the persons who will reach marriageable ages and who will form new families and thereafter produce millions of babies in a comparatively short term of years. This is of intense interest to all engaged in the retail food industry, since these newly established families will be very important customers before many more years pass.

### Population Push—1960 to 1975

Rate of Increase	%
Total U. S. Population	31
20-24 years—Families Forming	71
15-19 years—Teenagers	56
Over 64 years—Senior Citizens	39
0-14 years—Youngsters	34
25-64 years—Adults	17

Sales of all retail grocery stores in 1962 were 4.1 per cent ahead of 1961 volumes. This was a fractionally better gain than the 3.6 per cent increase in 1961 over 1960 sales. For the first six months of 1963, sales were \$27¼ billions, which was 3.3 per cent ahead of the same six month period in 1962. Projecting this volume ahead for the remainder of 1963, we can foresee a total for the year of around \$55¼ billions, or about 3.5 per cent more than the \$53.7 total for 1962. For the past several years food stores have averages (Continued on Page 10)

*So who cares about storage capacity?*



We do! ADM stores bushels by the million. Not baskets, but grain. Seventy million bushels in steel and concrete elevators located throughout our agricultural heartland. It's capacity like this that makes ADM a leader in buying and milling durum and other grains. It's capacity like this that makes ADM a sure bet for semolina that extrudes and shapes smoothly, cooks firm . . . and stays firm and tasty. For your next order . . . bag or bulk . . . call for a quote from ADM.

Where top performance counts, you can count on ADM



ARCHER DANIELS MIDLAND COMPANY DURUM DEPARTMENT MINNEAPOLIS KANSAS CITY

**Grocery Store Trends—**  
(Continued from Page 8)

around \$2 billion sales increases each year

The Southwestern states disclosed the best sales growth for grocery stores in 1962, with a volume seven per cent greater than the previous year. This trend has extended into the first half of 1963. The Pacific area stores made consistent volume gains of five per cent both in 1962 and so far in 1963. The East Central area, Metro Chicago and the West Central area have likewise chalked up good increases both last year and this year.

Other territories have not displayed this consistency. The Middle Atlantic states and the Southeast showed substantial gains for 1962, but have made only small gains in 1963. New York lagged in sales gains in 1962, but did better the first half of 1963. New England grocery stores increased volume only one per cent in 1962, and indicated no gain so far in 1963.

**Volume Gains by Store Type**

A comparison of 1962 sales trends for chains and independents revealed some rather unusual patterns. For the entire United States chain sales were five per cent ahead of 1961, while independents were up four per cent. Generally, in the Eastern areas of the country, increases for chains were below average, while in the West Central, the Southern and the Pacific areas, chain volumes were from six per cent to nine per cent ahead of 1961. In Metro New York, 1962 chain sales were two per cent below the previous year.

Independent grocers in New England did not fare so well in 1962, as their volume declined one per cent. However, among the other territories, independent stores made surprisingly good volume gains in the Middle Atlantic, Metro Chicago and Southwest areas. In the remaining five territories, independent sales increases ranged from two per cent to four per cent.

**Household Buying Power**

The latest estimates for disposable personal income in the nine Nielsen territories, divided by the latest family or household counts for each area, show increased average annual buying incomes after taxes. As before, these averages vary widely. While the average 1962 income for the United States was \$6865, the range was from \$6672 in Metro Chicago to \$5473 in the Southeast.

Household purchases in grocery stores during 1962 showed smaller variations. The United States average was \$975, with a low of \$903 in Metro

**Average Household Purchases in Grocery Stores and Shares of Buying Incomes by Area—1962**

	Average Annual Buying Incomes (After Taxes)	Average Annual Purchases in Grocery Stores	Shares Of Annual Income
Total U.S.	\$6865	\$ 975	14.2%
New England	7651	1087	14.2
Metro New York	8398	903	10.8
Middle Atlantic	7438	1015	13.6
East Central	6868	966	14.2
Metro Chicago	6672	1016	11.7
West Central	6445	938	14.6
Southeast	5473	922	16.8
Southwest	5777	985	17.1
Pacific	7341	1028	14.0

New York and a high of \$1087 in New England. The eating habits of New Yorkers, who eat out more frequently, plus their high income, resulted in a low of only 10.8 per cent of their incomes being spent for groceries last year, compared with the high of 17.1 per cent for households in the Southwest. The United States average share of income fell midway between these two extremes, with 14.2 per cent.

The average number of members in households in each section of the country naturally influences the average annual expenditures per household member in grocery stores. The figure

for the entire United States is \$287 per person. Compared with this figure, the low is \$256 per member in the Southwest, and the highs are \$320 in New England and \$321 in the Pacific region.

The United States average household size is 3.4 members. This is matched by the average household sizes in New England, Middle Atlantic and East Central. Four other territories average smaller households, 3.3 in Metro Chicago and West Central, 3.2 in New York and the Pacific. Larger families are evident in the Southern areas. The Southwest average is 3.5, and the Southeast leads with 3.6.

**Package Redesign**

A package redesign program featuring new color conception with appetite appeal has just been completed for the entire line of Ippolito's Ideal Macaroni. The cartons were designed and produced by Rossotti Lithograph Corp. of North Bergen, N.J.

Because of intrinsic marketing problems in the introduction of the redesign, Rossotti developed the design program in a manner which enabled Ideal to introduce the line in orderly stages. The trading area thus stabilized around each item as it appeared.

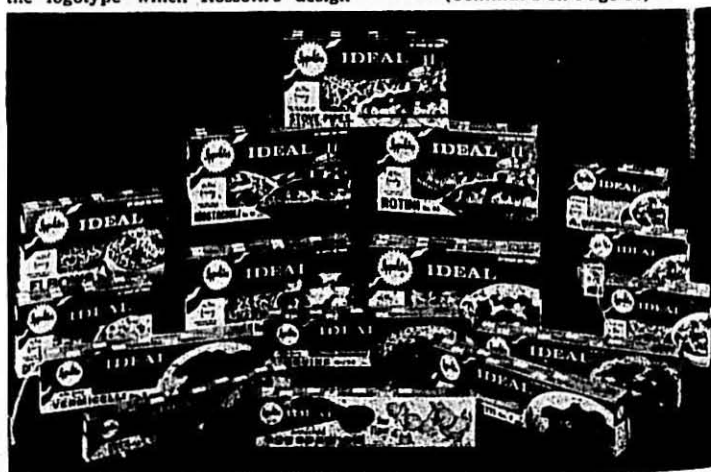
The first feature of the redesign was the logotype which Rossotti's design

and marketing team recommended strengthening for increased brand identity. They developed the more dominant logo by placing it on a white medallion in a blue field, ornamented by a banner of red, yellow and green.

For the specialty items, Rossotti's creative group designed visuals with eye-level perspectives of the prepared product. The heaping, mouth-watering mounds of delicately sauced product are shown with decorative table settings in the background for heightened prestige appeal.

The entire line shows a new conception of flavor invitation. In addition a

(Continued on Page 38)



THE MACARONI JOURNAL

*At your service...*

100%

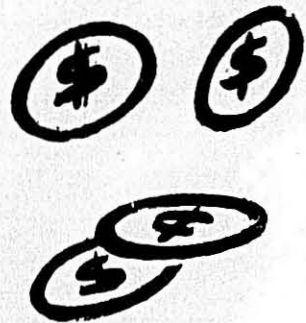
Our only interest is to serve you  
and to provide you with  
the finest quality ingredients

DURUM DIVISION



MILLING COMPANY INC.

General Offices: Minneapolis, Minnesota



## Macaroni, Marketing, and Profits

1. **The existence of a profit.** Key question: Are such items as depreciation and inventory handled realistically in the accounting system?

2. **The sufficiency of the profit.** Key question: Although you may be making a profit, can it be considered sufficient for your size and type of operation?

3. **The profit mix.** Key question: Although you may be showing a good profit from your total operation, are there lines or departments in the company which are actually losing money?

4. **The profit trend.** Key question: Does the trend of profit show healthy progress, or is the tendency towards less and less profit?

Basic to accurate profit determination is a system of accurate and meaningful accounting. The words accurate and meaningful are very significant because not all accounting systems convey a realistic picture of the results of operations. Although the proper mechanics of accounting may assure a balancing of debits and credits, this procedure will not of itself tell the whole profit story. Such information must be interpreted to provide the manager with a sound basis on which to direct future operations.

### How Much Is Enough?

How much profit is enough? Time Magazine's Business Section had a story in August, 1963 on favorable second-quarter reports from U. S. corporations observing that the showing makes a corporate tax cut difficult. But the President's Council of Economic Advisers argues that no matter how high profits are, they are not adequate if they do not induce businessmen to invest in expansion programs.

The Federal Power Commission and state agencies that regulate blue-chip utilities figure that a net profit of about 6 per cent on investment is adequate, and the Federal Communications Commission begins to chisel down A.T.&T.'s inter-state phone rates if its profits creep above 8 per cent. In the more volatile airline business, however, the fare-setting Civil Aeronautics Board says that the four big airlines are entitled to a 10.25 per cent return on investment; the big four actually earned only 6 per cent last year. In the high-profit soap and cosmetics industry, the return on investment hit 16.2 per cent, pharmaceuticals earned 14.4 per cent, motor vehicles and parts 10.7 per cent, chemicals 9.5 per cent, publishing 9 per cent. At the bottom of the heap of manufacturers were the foundering shipbuilders and railroad-equipment suppliers, who came off with a

message 4 per cent profit.

Some companies follow a rule of thumb, developed by experience, that aims for a return on investment equivalent to twice the cost of borrowing money. Since interest rates on corporate borrowings average about 5 per cent, this would make an adequate return 10 per cent. Fortune's 500 biggest industrial corporations averaged only an 8.9 per cent return last year, which, by this definition, buttresses arguments that profits are too low. Those who argue for this thumb rule to determine "adequate" profit contend that it also amounts to a ceiling, for if earnings in any field get to be more than twice the cost of borrowing, competitors rush in and soon send corporate profits tumbling.

Some regulatory agencies, like the Federal Power Commission, are moving away from proclaiming a flat figure for profits, now say that their goal is to set a rate of return that is high enough for companies "to stay in a healthy financial position and be able to raise new capital." Fred R. Kappel, chairman of A.T.&T., thinks some of the mud is being scraped off the word profits. "It seems to me that around the country there is coming to be a better understanding of the function of business profit. I haven't any attitude surveys to prove it, but I think there are indicators. It also seems to me that some of the strongest come through from Washington."

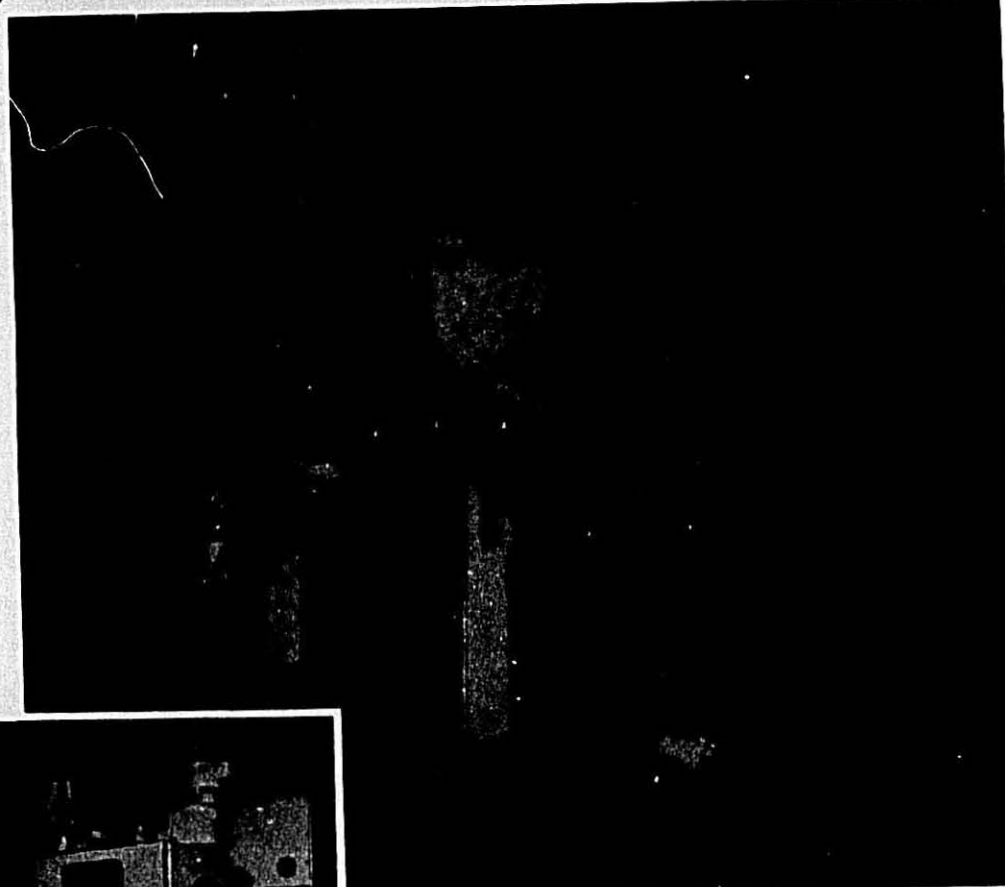
### Fortune's 500

Fortune Magazine for July had a directory of the 500 largest U.S. industrial corporations, with a record of their sales, assets, net profit, invested capital, and number of employees. We have tabulated from this list selections from the food industry with their rank within the 500 as to sales and their profits as a percentage of sales and invested capital:

Rank	Company	Sales	Profit as % of Invested Capital
10	Swift	0.7	4.2
20	Armour	0.8	7.2
22	National Dairy Prod.	2.8	10.6
28	Procter & Gamble	6.8	15.0
34	General Foods	6.1	17.3
47	Borden	3.1	10.6
59	Corn Products	5.8	15.1
70	Ralston Purina	3.3	12.2
71	Colgate-Palmolive	3.4	9.5
81	Campbell Soup	7.6	12.8
92	Coca Cola	8.2	16.4
95	General Mills	1.9	6.2
98	Beatrice Foods	2.2	9.7

(Continued on Page 14)

## CLERMONT'S TWIN HEAD PRESS PRODUCES 2,400 lbs. of **SHORTCUT** per hr.



CLERMONT VMP-4-A-TM SHORTCUT MACARONI PRESS

Twin Head for **TOP PRODUCTION**  
with slow extrusion for **HIGH QUALITY**  
Large mixer and screw for **UNIFORM PRODUCT**

PHONE or  
WRITE  
FOR ADDITIONAL  
INFORMATION

**Clermont**  
MACHINE CO., INC.

Tel: 212 EV-7-7540 280 Wallabout St., Brooklyn 6, N. Y.

MACARONI sales posted a 6.5 per cent gain in 1962 according to the annual survey of Food Field Reporter on what consumers spend for grocery products.

Spaghetti dollar sales were \$144,560,000—up 7.8 per cent.

Macaroni dollar sales were \$117,190,000—up 5.1 per cent.

Egg Noodle dollar sales were \$100,480,000—up 6.3 per cent.

Total value of domestic consumption—\$362,230,000.

Sixty-eight per cent of this volume moves through grocery stores. Thirty-two per cent goes into institutional channels and for industrial uses, such as soup mix which posted a 32.2 per cent gain in 1962, probably because of heavy advertising and promotion of new lines.

For macaroni, 1963 was the year of promise and disappointment. The promise lay in the bumper crop of durum on the heels of last year's record-breaker, for macaroni pricing policies hinge on flour rather than the other costs such as packaging, labor, marketing and overhead which are going constantly upward. But lower flour cost did not mean better profits, although sales were up. It provided more room for wheeling and dealing which was done with a vengeance.

The durum millgrind reported by the Northwestern Miller topped a year ago for the first six months by 10.6 per cent. For the second half, it was ahead 8.5 per cent. Total gain for the year: 9.5 per cent.

### Are You Kidding Yourself?

"Are you kidding yourself about your profits?" asked the New England Grocers magazine. "Net profit is probably the most important indicator of the success of a business operation. Hence you should be concerned about the reliability of that figure. You can be surer of its accuracy by understanding the principal ways in which profits can be erroneously stated. Basically, there are four areas in which you can kid yourself about your profits."



## Macaroni Marketing, and Profits—

(Continued from Page 12)

Rank	Company	Profit as % of Invested Sales Capital
100	National Biscuit	5.8 16.3
101	Standard Brands	3.9 11.9
106	Amer. Home Prod.	10.6 27.2
115	Hygrade Foods	0.1 1.9
117	Continental Baking	1.8 8.8
120	Carnation	2.9 10.4
123	Foremost Dairies	1.2 6.9
128	Lever Brothers	2.5 9.1
131	Pillsbury	1.9 8.1
135	American Sugar	2.8 7.2
138	California Packing	4.5 10.5
139	H. J. Heinz	3.8 8.9
140	Hunt Foods	3.7 7.1
142	Quaker Oats	4.2 12.0
156	Anheuser-Busch	5.2 10.4
160	Central Soya	2.0 9.7
181	Kellogg	8.5 20.5
187	Libby McNeill & Libby	1.1 3.3
196	Oscar Mayer	1.6 7.5
211	Archer Daniels Midland	1.8 4.7
222	Pet Milk	1.9 6.7
227	Land O'Lake Creameries	2.6 15.7
244	Campbell Taggart Bak.	2.6 12.8
252	Sunshine Biscuits	3.9 10.1
256	Stokely-Van Camp	1.4 4.2
259	Pepsi Cola	8.0 19.5
265	Schlitz Brewing	5.3 8.8
269	Hershey Chocolate	12.0 19.4
278	Staley	2.7 6.4
286	Fairmont Foods	2.5 9.3
302	American Bakeries	1.1 4.1
308	Gerber Products	6.1 16.3
325	Frito-Lay	3.7 18.0
334	Lipton	5.4 15.9
352	United Biscuits	1.8 5.5
355	Pabst Brewing	5.0 8.1
364	Falstaff Brewing	4.8 12.9
434	Canada Dry	4.9 10.8
496	Duncan Coffee	1.2 12.4

Combined sales for the companies in this directory were a record \$229.1 billion, 9.5 per cent higher than the 1961 total. Only 55 of the companies reported lower sales than in 1961, and eight more joined the "billion-dollar club," bringing the total with sales over \$1 billion to 49. Profits were up even more sharply than sales.

Despite a rise in aggregate profits, the median profit margin remained at the 1961 level of 4.2 per cent. There were varying moves in industry margins. In the food and beverage industry, for example, the increase was 7.3 per cent on sales that were up 5.1 per cent. The industry median for food and beverages has a return on invested capital of 8.4 per cent; 2.7 per cent as return

on sales. Food followed the aircraft industry as the second highest for sales per dollar of invested capital at \$3.17. You might check your own company figures to see what your percentage of return was on invested capital and on sales.

### Individual Cases

Campbell Soup is not only the largest producer of canned soups but the biggest canned spaghetti packer and is big in production of blended vegetable juices and frozen prepared dinners. With their fiscal year ending July 31, 1963 earnings were \$43.85 on \$638.19 net sales (in millions of dollars). In 1962, net income was \$38.67 on \$610.12. Earnings per share were \$3.94 in 1963 compared with \$3.47 the previous year.

American Home Products is a diversified producer of ethical drugs, cosmetics, food and household products. They have shown steady growth through means of new product development, acquisitions, and a strong marketing organization. Their food products divisions recorded better than average gains last year with the volume of the Chef Boy-ar-dee line enhanced by the addition of frozen foods. Final net for their last fiscal year was up 7.1 per cent. Earnings were equal to \$1.23 a share compared with \$1.15 in the year earlier period.

Stouffer Foods has a good record of growth in the restaurant field, but earnings in recent years lagged because of rising costs and development expenses. Diversification moves, particularly into frozen prepared foods distribution, and expansion of restaurant operations including more ornate locations, are now making increasing contributions to earnings. Last spring Stouffer announced a guaranteed profit plan for retailers selling its frozen food line. This line of 13 key items had several macaroni, spaghetti and noodle combinations. Sales for the year ended July 31, 1963 were up 13.4 per cent from those of 1961-62. The frozen foods divisions sales gained some 24 per cent on expansion of lines and marketing areas and sharp growth of institutional business.

### Good Management

What makes good management? Dun's Review has been running a series on the 10 best managed companies in the United States, and recently listed six tested rules of the blue chips:

1. **Abundant working capital**—a form of corporate insurance policy for both the fast expansion and the overnight entrenchment that must be provided for in a cyclical business climate.
2. **A truly decentralized corporate structure**, as opposed to the lip service

that passes for decentralization in so many companies.

3. **A proficient communications system**, a particularly tricky device that vast segments of industry have yet to master.

4. **An active training program** that keeps young managers continually pressing to the fore and established managers on their toes.

5. **High executive salaries and employee benefits**, to retain the output of the training program and to assure continuity of management.
6. **The willingness to risk impressive sums of money on research and new-product development** and to risk still more capital by following through on the output of the laboratories.

The 10 companies selected by Dun's Review, with the ability that led to their selection, is as follows:

1. Organization—General Motors.
2. Growth Power — International Business Machines.
3. Financial Efficiency—E. I. DuPont.
4. Corporate Vitality — American Telephone & Telegraph.
5. Long-term Record—Standard Oil of New Jersey.
6. New Products — Minnesota Mining & Manufacturing.
7. The Quality Image — Eastman Kodak.
8. Marketing and Merchandising—Procter & Gamble.
9. Performance and Planning — Sears, Roebuck.
10. Management—General Electric.

Lest the idea be given that only large companies can do the job, the ultimate objective of any business enterprise is profit. And, as it is said in a slide presentation from the United States Chamber of Commerce on "Who Profits From Profits?" available on loan from us: "Earnings are not automatic—they are not easily gained. Since they represent the difference between income from sales and all costs of doing business, just a slight decrease in sales, with costs remaining fixed, can throw a company into the red; or a slight rise in cost, unmatched by higher selling prices, or in productivity, can do the same. Even in prosperous years, 30 per cent to 40 per cent of all corporations make no profit at all. That's why it is called a profit and loss system."

### Profitable Merchandising

Profitable merchandising has been paraphrased from a talk by Bill Skidmore, a soft wheat miller, before his national association meeting:

1. **The first step in any program of profitable merchandising is to evaluate potential markets.** It is necessary to de-

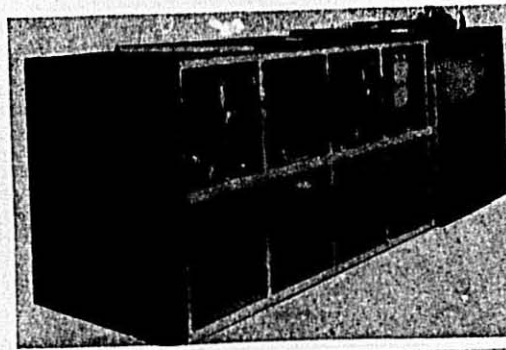
(Continued on Page 16)

# FAVAN

DOT. ING. NICO E MARIO

MANUFACTURERS — ENGINEERS — DESIGNERS  
MACARONI PROCESSING MACHINERY  
Galliera Veneta — Padova — Italy

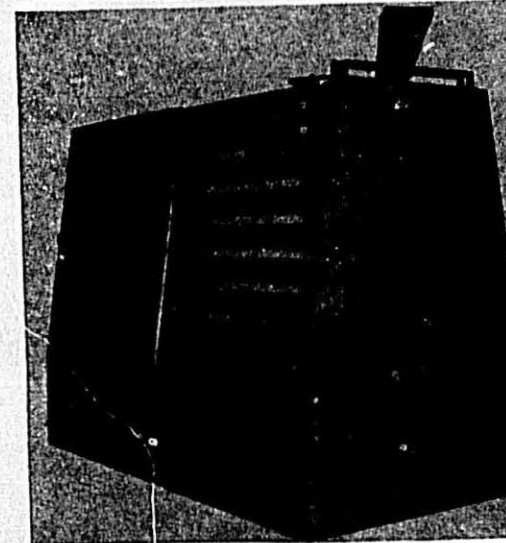
For Complete Information Phone or Write ASEECO



**SHAKER DRYER — TP 60**  
Cut Goods and Noodles

Prevents Sticking In Preliminary Dryer

Prevents Flattening Of Product On Special Shape Products



**PRE DRYER — TR 51**  
Cut Goods and Noodles

Extracts 10% of the MOISTURE (45/50% of total amount to be extracted)

The Smallest and Most Efficient Dryer on the Market

Only 6 Ft. Wide For 1,000 Lbs. Capacity  
11 Ft. Long  
10 Ft. High

Nylon Belt Contour On Sides To Prevent Leakage

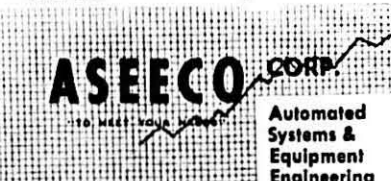
Speed Adjustable For Any Type Product

ALL METAL CONSTRUCTION

Aluminum Covered Exterior Easily Removable For Cleaning

May Be Charged Or Discharged From The Same Ends Or Opposite Ends

U.S. and Canadian Representatives



1830 W. OLYMPIC BOULEVARD DU 5-9091  
LOS ANGELES 6, CALIFORNIA

## Macaroni Marketing, and Profits—

(Continued from Page 14)

termine areas in which distribution is most practical for your company and to measure these areas in a manner which establishes their value to you.

We would very likely be in agreement that ALL markets do not offer comparable potential . . . and it follows that there are areas which are impractical to serve.

We need to do a better job of preliminary market research before blundering expensively into a new area, and all too often failing to achieve desired results. Here's what we look for:

- a. Is the new area so situated that it can be served WELL by your company, on a reasonable basis of costs?
- b. Is it reasonable to assume that when the pie is cut by the introduction of another brand — your brand—there is enough to permit the slices to be sizeable enough to make the effort worthwhile?
- c. Do you make the type of product preferred by consumers in the area being considered for expansion? If not, is there some outstanding quality about your product giving reason to believe consumers will change their preferences?
- d. What is the true competitive situation in this market? Is it a "hot-bed" of slashing and cut-throating? Is it a strong-hold of one particular, long established brand? Are the brands in the market being fully exploited? Is there a well established old brand that is slowly dying a natural death, leaving the area "ripe" for "plucking?"

2. Consider as the second basic step constant quality control of the product. Make it good, keep it clean, package it attractively. Improve whenever possible, and keep a watchful eye peeled for ways to do so first . . . before your competitor, not after he has already exploited such improvements.

3. Be sure your system of cost accounting leaves nothing to chance. It is unbelievable that any company would knowingly establish a selling price which does not reflect even cost recovery, let alone profits. Yet we see this in industry every day.

4. Whatever your plan of distribution, it is essential to remember its purpose: to make your product available to consumers to the greatest possible degree commensurate with costs. Sometimes a little more cost to go a desired route enables one to reach his maximum objectives . . . if so, it could be wise to employ even the most expensive of methods. If such a course results

in unreasonable, or prohibitive costs, it would most certainly be unwise to pursue.

Plan your distribution . . . develop a program to get the most in results with costs in reasonable bounds. Don't be bound by convention—don't be a creature of habit—but do chart your course rather than proceeding in a haphazard manner.

5. Employ effective advertising. Consumers MUST be drawn to our products. Yet, because of the intense competition within our industry, we do not enjoy the gross margins which enable others in the food field to budget greater amounts for advertising their products. So let's live with the truth, be more efficient, more selective, and get a dollar and a half in mileage for every 50 cents we spend.

- a. We must measure every initial advertising expense in the light of anticipated effect on consumers of our products—will it sell?
- b. Draw a sharp line between expenditures which are donations and those which are actually advertising. Budget what you can for donations but don't take money from your necessary advertising program that doesn't sell your product.
- c. Remember this—in advertising, the biggest waste of money is to spend too little. Either spend enough to produce some results, or you are throwing it all away.

6. Sound promotion of a product is aimed at creating "plus" sales at consumer level, and "plus" distribution at the point where the promotion takes place. An offer continued over a lengthy period of time is no longer a promotion, but becomes a part of the regular sales effort.

Originality isn't easy, but there are new ideas being developed constantly. Try putting on a contest in your own organization asking for promotional ideas with sell. Make it worthwhile for your personnel to try out their brains. You'll get some doozies in the realm of impracticability, but you could come up with some winners.

Overpromotion isn't the answer. Know what each promotion can cost and be sure you can afford it—there are many traps of delayed redemptions, etc. which can throw a budget out of kilter. Decide exactly what a particular promotion should achieve for you, then measure results against the goal set. Remember, if we all stopped promoting it wouldn't help our cause. We would simply permit other foods to encroach on our potential markets. But if we would all give more thought to our promotions, strive for more originality, be careful, carefully analyze costs, follow through at all levels, then measure

results before repeating, or going on to something else, we would certainly improve the quality of our promotional activity, and benefits for all would accrue.

7. Superior selling starts with people. Many of us need better sales personnel men with sound educations who don't mind getting their hands dirty. We need to train these men better; to help them establish work habits which will lend themselves to a salesman's success. Keep their reports and detail work at a minimum, but be sure you have a system which gives you facts and permits effective control. Establish incentives. Don't take just the company into consideration, for this is short-sighted. These men are our future and we must be sure compensation provides more than the bare necessities if we are to compete with others in the food field for the best in salesmen. Be sure there is incentive within reach which offers real opportunity to progress financially.

If we select men properly, train them thoroughly, and compensate them adequately, then the law of averages alone will work in our favor to improve our sales force. Good men are needed to establish the proper image in the minds of merchants and distributors. Good men are needed not only for your brands but for your company and your industry.

If each of these things is considered in the light of your particular problems, your specific needs, and reviewed periodically, then you will be well on your way to profitable merchandising.

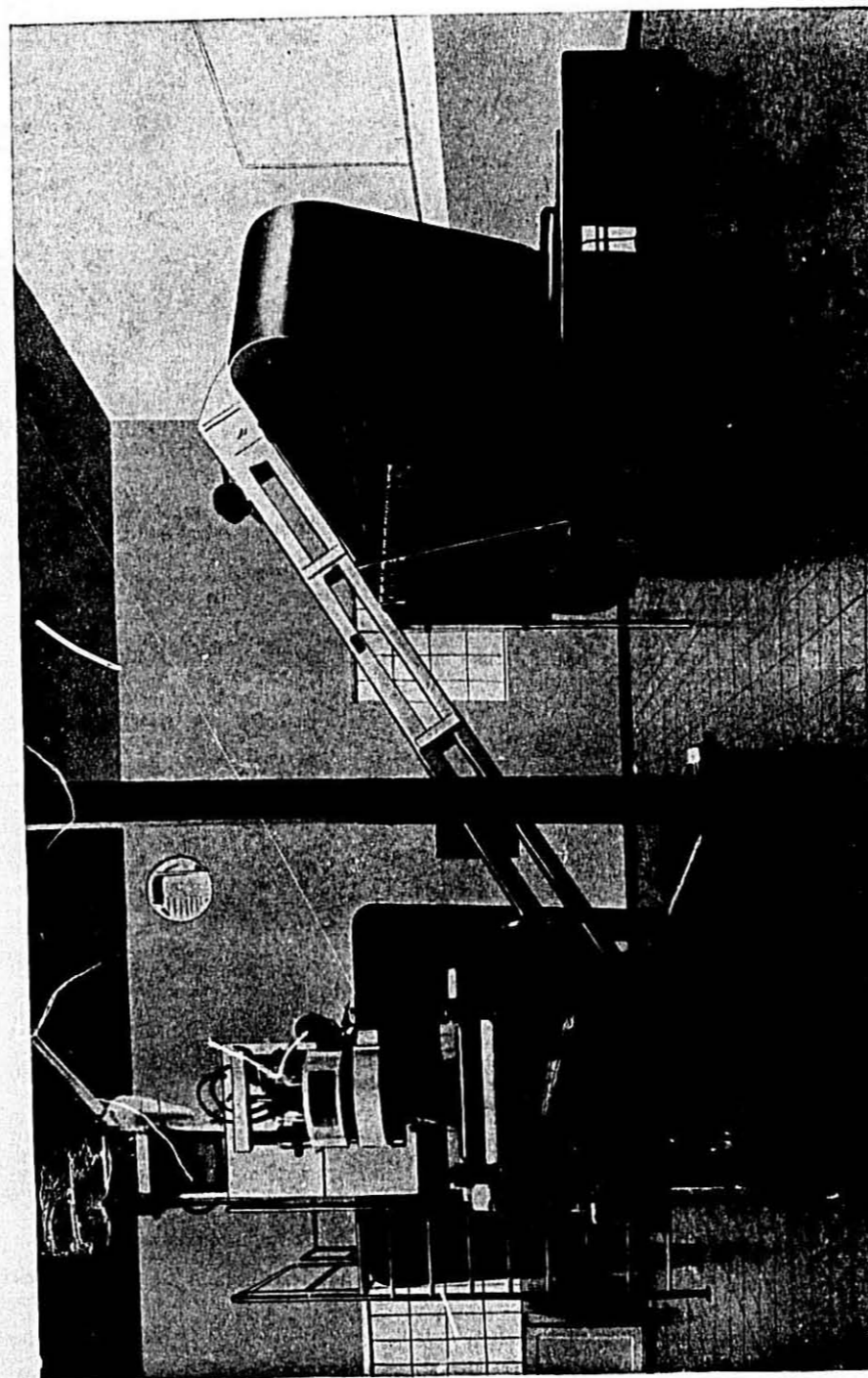
### The Teen-Age Market

Teen-agers are sold short on food. Mrs. Sigana Earle, director of food and home making education for Seventeen Magazine, told the National Youth-power Congress which met in Chicago last Spring. A Seventeen survey of adults, she said, "substantiates complaints of teen-agers that people in the food field have them pegged all wrong." They are more concerned about nutrition than either the food industry or educators think they are.

In advertising products with sound nutritional value, stress skin care and weight control. Quoting a teen-ager, Mrs. Earle said, "If adults would put the emphasis on beauty rather than on growth, teens would pick foods as they do cosmetics."

The executive noted that 44 per cent of adults and educators agreed that pictures of gay party situations were the type of food advertising most appealing to teen-age readers, but less than one-fifth of Seventeen's panel (girls 13 to 19) and boys and girls of the Congress, favored this type of ad.

(Continued on Page 18)



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

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

## Macaroni Marketing, and Profits—

(Continued from Page 16)

The survey also disclosed that teens are more concerned about price of foods than adults assume.

By 1970, the teen girl population will reach 13,000,000 compared with the present 10,685,000.

The teen girl is the housewife of tomorrow. She is impressionable for advertising, promotions and brands, Mrs. Earle said.

To help the food industry court the teen-age market, Mrs. Earle suggested that advertisers appeal to teens instead of the housewife, develop products especially for that market, and establish certain foods as status symbols (for example, astronauts get in shape with high protein diets).

### The Children's Market

Time Magazine recently told of "The Children's Market." They reported the small army of researchers who analyze, appeal to, and reckon with children say that the 40,000,000 Americans aged two-to-twelve strongly influence the spending of one consumer dollar in seven, and affect family purchases of everything from cars to soap. "Once children become impressed," sighs a Chicago advertising executive, "they are very successful naggers."

Marketeers have to surmount one curious problem: Many children old enough to choose among brands are too young to read or have limited vocabularies. But 95 per cent of all seven year olds are avid televiewers, and TV has made the market what it is.

Children dislike being talked down to. In advertising its Keds shoes, United States Rubber employs "Kedso the Clown" for the 2-to-6 year audience and space-minded "Captain Keds" for the 7-to-12 group. Children's tastes change so rapidly that companies catering to the market survey it constantly to detect each flicker of interest. Pop-eye is currently out; so are Doctors Kildare and Ben Casey, model trains (they are considered old-fashioned), and tuna fish. Among the current ins: Mr. Magoo, kosher foods, pizza pies, and Frankenstein monsters.

### And Negroes

The negro market for selected food products (not including macaroni) has been made by the American Research Service among the Ebony Magazine audience. Interesting findings: 57 per cent of wives are employed full time, 10 per cent part time, 50 per cent of the homes have from 3 to 5 occupants; 35 per cent are single or couples; and 15 per cent have 6 or more. Average household income was \$6,220.

### Foreign Favorites

Foreign dishes have become dinner-table favorites. In a National Family Opinion survey of 7,885 homes, two-thirds of the families were serving Italian foods such as spaghetti and pizza with some frequency. Chinese dishes were second in popularity, with Mexican food third. Spaghetti was the favorite foreign dish served by 42 per cent of the families. Chop Suey and Chow Mein rated 7 per cent; Pizza 5 per cent; Chili 4 per cent; Enchiladas, Goulash, Tacos, and Lasagna, 2 per cent; Rice, Stuffed Cabbage, Tamales, and Ravioli, 1 per cent; All Others, 8 per cent.

Large city dwellers serve foreign dishes more often than farm families. Generally, younger homemakers serve them more often than older women, and high-income families have them more often than low-income families.

Foreign Dish Popularity	Italian	Chinese	Mexican
National Average	66%	36%	22%
New England	72	45	5
Middle Atlantic	76	38	9
South Atlantic	69	31	13
E. N. Central	68	43	13
E. S. Central	54	14	20
W. N. Central	58	33	21
W. S. Central	49	20	54
Mountain	60	36	45
Pacific	72	48	49

### Marketing Revolution

A recent ad by Time, the weekly newsmagazine, caught our eye—it said in part: "Never a time when so many companies were so keenly appraising their advertising investments—so carefully studying the nature of their markets and the effectiveness of the media which reach them."

"Increasingly, advertisers are defining their most logical prospects. Increasingly, they are seeking the most productive, profitable ways to talk to them, influence them, sell them."

"Never has the American population been so large and so largely prosperous—nor so highly mobile, both physically and culturally. Never has marketing been so complex—nor the demand for marketing efficiency so great."

"For America today is no longer one mass market. It is a myriad of markets, stratified not only by age, sex, income, education and occupation, but by various combinations of these factors and the family environment, taste and attitudes that result. Each of these many markets is sizable, the most select of them consuming an outside share of the output of many entire industries, accounting for a wholly disproportionate share of many services."

"Consider only a few of the things

that have happened to the American people in the past 10 years alone:

The number of families with incomes of \$10,000 or more has almost quadrupled—and income provides the means with which we buy.

The number of managers and professionals in U.S. business and industry has increased by a full third—and position determines our standard of living.

The number of college-educated adults has swelled from 11.5 to 16.5 million—and education conditions the values we place on the goods and services offered in the marketplace.

"Add means to standards to values—in quantity—and you have a Quality Revolution in Marketing."

### Fighting Private Labels

THE recipe for fighting private labels, according to Greg Sherry, a Chicago advertising executive speaking before the Salad Dressing Association, is a mixture of heavy advertising and industry innovation.

Private brand labels will continue to thrive "because there aren't enough big brands really battling for business." Generally, there's a definite pattern to private label success. It occurs when an industry produces so little in the way of advertising or product, packaging and merchandising innovation that the public starts to believe consequently that it can influence brands just through price and display.

He continued: "You don't find many private labels in the soap and detergent field because Procter & Gamble, Lever Brothers and Colgate have made the game too rough. Through the weight of their advertising and their innovations, they've established convictions about most of their products that price and display can't overcome."




Sherry also supported his argument by mentioning other marketing areas where private labels face strong competition from nationally advertised brands. He noted how Kellogg, General Foods, Nabisco and Quaker Oats dominate cereals, and the reign of Duncan Hines, Pillsbury and Betty Crocker in the cake mix field. "And you don't find private labels in baby food," he added, "because of Gerber, Heinz, Swift and Beechnut."













Where you do find private labels is where there aren't enough big brands—fields where there have been virtually no innovations in the last 10 years—and they've been sitting ducks for private labels."

Criticism is something you can avoid by saying nothing, doing nothing, and being nothing.

THE MACARONI JOURNAL



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  **AMBERI**

WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT , EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  **AMBERI** 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  **AMBERI** NO. 1 SEMOLINA



**AMBER MILLING DIVISION**

FARMERS UNION GRAIN TERMINAL ASSOCIATION  
Mills at Rush City, Minn.—General Offices: St. Paul 1, Minn.

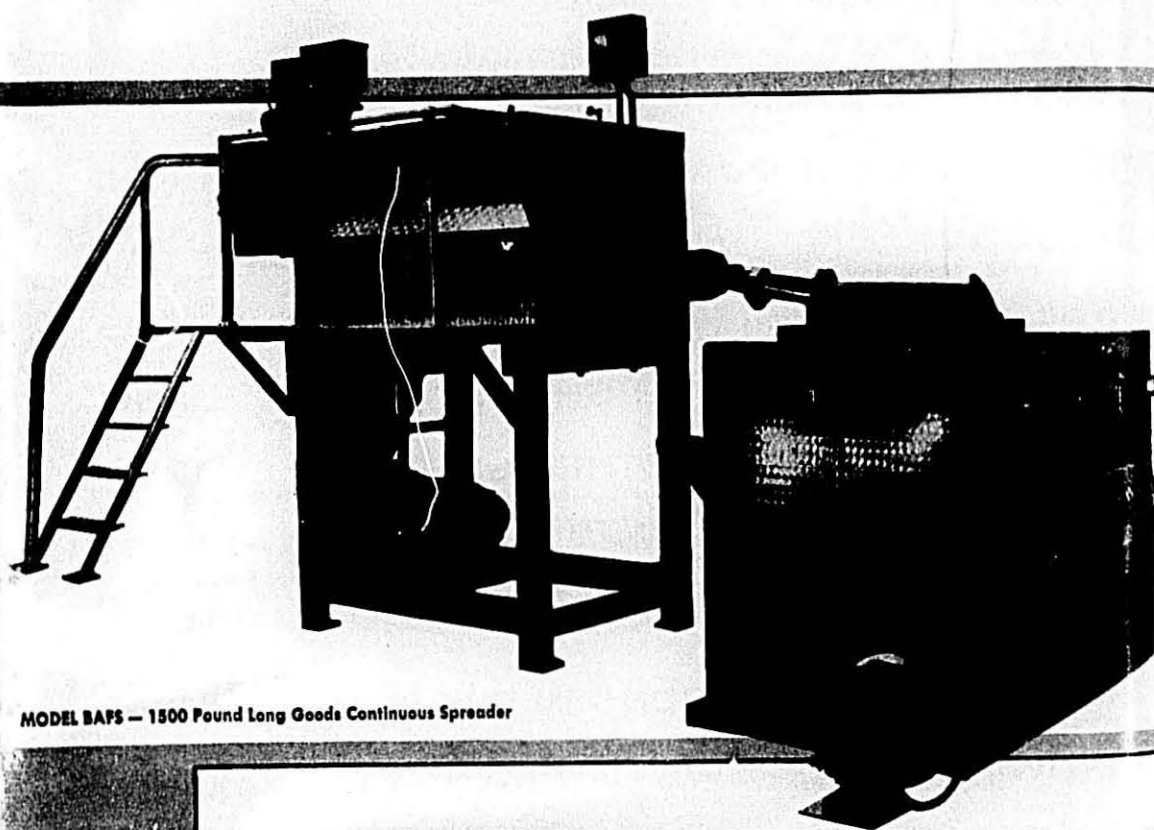
TELEPHONE: Midway 6-9433

FEBRUARY, 1964

**ANOTHER FIRST!**

# NEW SANITARY CONTINUOUS EXTRUDERS

A new concept of extruder construction utilizing tubular steel frames, eliminates those hard-to-clean areas. For the first time a completely sanitary extruder . . . for easier maintenance . . . increased production . . . highest quality. Be sure to check on these efficient space-saving machines.



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

**\*NEW  
\*\*NEW  
NEW**

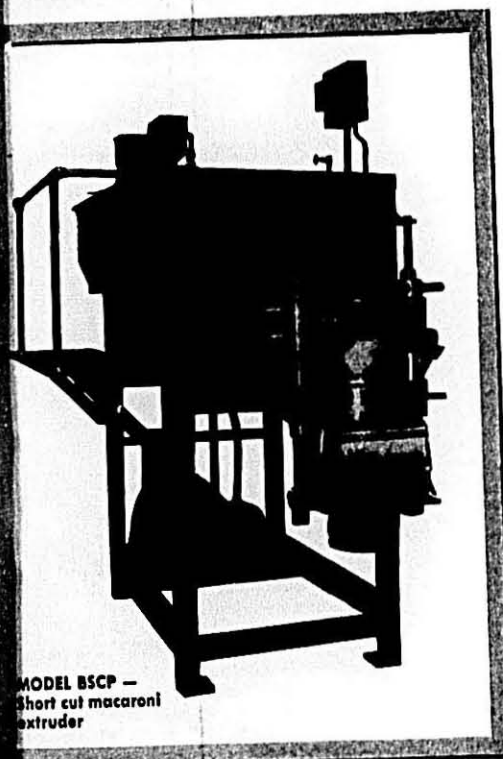
**POSITIVE SCREW FORCE FEEDER** improves quality and increases production of long goods, short goods and sheet forming continuous extruders.

**3 STICK 1500 POUND LONG GOODS SPREADER** increases production while occupying the same space as a 2 stick 1000 pound spreader.

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

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

\*patent pending  
\*\*patented



MODEL BSCP — Short cut macaroni extruder

by *Ambrette*

## SHORT CUT MACARONI EXTRUDERS

- Model BSCP ..... 1500 pounds capacity per hour
- Model DSCP ..... 1000 pounds capacity per hour
- Model SACP ..... 600 pounds capacity per hour
- Model LACP ..... 300 pounds capacity per hour

## LONG MACARONI SPREADER EXTRUDERS

- Model BAFS ..... 1500 pounds capacity per hour
- Model DAFS ..... 1000 pounds capacity per hour
- Model SAFS ..... 600 pounds capacity per hour

## COMBINATION EXTRUDERS

- Short Cut ..... Sheet Former
- Short Cut ..... Spreader
- Three Way Combination

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

**PRODUCTION...** Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.

**CONTROLS.....** So fine—so positive that presses run indefinitely without adjustments.

**SANITARY.....** Easy to clean tubular steel frames give you the first truly sanitary extruder.

For information regarding these and other models, prices, material testing and other services, write or phone:

**AMBRETTE MACHINERY CORPORATION**  
156-166 SIXTH STREET, BROOKLYN 15, N.Y. • PHONE: TRIangle 5-5226  
SINCE 1909



Here is a Lenten suggestion for delicious eating in a casserole combining wide egg noodles and crab meat with dairy products—butter, milk, Swiss cheese and sour cream.

THE Merchandising Calendar sent by the National Macaroni Institute to grocery distributors urges Lenten tie-ins with macaroni, spaghetti and egg noodles with dairy products in February and sea food in March.

The American Dairy Association started the new year off with a drive on "Thrifty Meal Mates," budget-saving combinations of easy-to-fix compatibles. Here are some of the recipes suggested by them.

#### Oyster and Macaroni au Gratin

Saute' 1/2 cup chopped onion in 2 tablespoons butter. Add 2 cans (10 1/2 ounce each) oyster stew. Stir in 1 package (8 ounce) elbow macaroni and 2 tablespoons chopped green pepper. Cover and cook over low heat, stirring occasionally, until macaroni is tender. Stir in 1 1/2 cups (6-ounces) shredded Cheddar cheese. Cover until cheese melts. Makes 4-6 servings.

#### Fettucini Americano

1 tablespoon salt  
2 quarts water  
1/2 pound fettucini noodles (or spaghetti)  
1/2 cup (1 stick) butter, melted  
1/2 cup grated Parmesan cheese  
2 tablespoons chopped parsley  
1/2 pound luncheon meat, sausage or ham

Add salt to rapidly boiling water. Gradually add noodles. Cook uncovered, stirring occasionally, until noodles are tender. Drain in colander (rinsing is not necessary). Place in serving dish and add melted butter, Parmesan cheese and parsley. Using two forks,

quickly toss noodles, thoroughly coating each with butter, Parmesan cheese and parsley. Serve with grilled luncheon meat, sausage or ham.

#### Buttermilk Stroganoff

1/4 cup flour  
1 teaspoon salt  
1/4 teaspoon pepper  
3/4 pound beef stew meat, cut in small cubes  
2 tablespoons butter  
1/4 cup (2-ounce can) mushroom stems and pieces  
1 cup sliced onions  
Dash garlic powder  
1 cup water  
1 teaspoon Worcestershire sauce  
3/4 cup buttermilk  
4 ounces noodles  
3 tablespoons tomato catsup

Combine flour, salt and pepper; coat cubes of meat with mixture. In one-quart saucepan melt butter; add meat and cook slowly until browned on all sides. Drain mushrooms; save liquor. Add onions, garlic powder, water, Worcestershire sauce, catsup and mushroom liquor. Cover; simmer until meat is tender, about two hours. Stir in mushrooms and buttermilk; cook only until heated through. Cook noodles according to package directions; place in ring around edge of serving bowl. Fill center with meat mixture; serve immediately.

#### Take a Magazine

TAKE almost any nationally distributed consumer's magazine, and you will find editorial suggestions for

## THRIFTY

the preparation and serving of macaroni products. Usually this is accompanied by a liberal supply of related item advertising. McCall's, which calls itself the "First Magazine For Woman," in January, for example, had a beautiful work of art color photograph on a double-page spread captioned "Meal in 1." The picture is dominated by a steaming pot full of noodle soup with golden brown chicken and luscious-looking meat on a carving board completing the composition.

Copy said: "Every nation seems to have at least one great, hearty meal-in-a-dish (supposed to be for families only, but relished by guests)—a slow-cooking, well-seasoned, tender combination of meats and many vegetables, served in its own broth or gravy, and all piping hot. In our photograph, you see such a one: France's beloved Petite Marmite, eaten with fork and soup spoon. The recipe is given elsewhere along with Osso Buco, Italian veal scented with wine and herbs; rich meat pies; Orange-Glazed Shortribs; and other meal-in-itself dishes." McCall's Food Department has Mercedes Bates as editor, Mary Eckley and Barbara Sealand as associates.

#### Hunt Advertises Minestrone

Hunt's Tomato Paste advertises Minestrone with this copy: "Today, in your own kitchen, you can make the best-loved soup in all of Italy! So hearty and satisfying, Minestrone is a meal in itself. Just serve with bread sticks and salad. To make it the Italian way, be sure to use rich, thick Hunt's Tomato Paste. It's the one made with real Italian-type tomatoes."

#### Minestrone

1/4 cup Wesson, pure vegetable oil  
1 clove garlic, minced  
1 cup chopped onion  
1 cup chopped celery  
2 (8-ounce) cans Hunt's Tomato Paste  
1 10 1/4-ounce can beef broth  
2 1/2 quarts water  
1 cup chopped cabbage  
1 10-ounce package frozen peas and carrots  
2 1/2 teaspoons salt  
1/2 teaspoon pepper  
1/2 teaspoon rosemary leaves  
1 1-pound can kidney beans, not drained  
1 cup small elbow macaroni  
Grated Parmesan cheese

Cook garlic, onion and celery in Wesson in large kettle. Stir in Hunt's Tomato Paste and next seven ingredients. Bring to boil, cover and simmer slowly one hour. Add remaining ingredients

## MEAL MATES FOR LENT

except cheese. Cook 15 minutes longer. Garnish with Parmesan cheese. Serves six.

#### Canned or Combination

Chef Boy-Ar-Dee pictures an attractive Italian scene with a setting of hearth bread and grapes backing up a serving of Ravioli Casserole. They say: "When an Italian cook treats her family to ravioli it's an occasion. But you can serve it any time at all, in no time. Chef Boy-Ar-Dee makes these bite-size macaroni pies with browned beef, true Italian seasonings and sunny tomato sauce. Heat them for your main dish, side dish or appetizer. Or try this easy-bake dinner—Beef Ravioli Stuffed Peppers requires two large green peppers and one 15 1/2-ounce can of Chef Boy-Ar-Dee Beef Ravioli, plus 1/4 cup grated Parmesan cheese.

Start oven 375° F. Cut peppers in half lengthwise. Remove membrane and seeds. Cook in boiling salted water five minutes. Drain. Fill with Beef Ravioli, top with cheese. Put in shallow dish. Cover. Bake 30 minutes.

General Mills pictures the ingredients in attractive photography and says: "Simmer celery, onion and a plump young chicken to make broth. Stir in flour, butter, milk, green pepper. Pour over cooked noodles. Blanket with almonds and bake. Making time: 3 hours." Then they show the finished dish, and say: "Or make Betty Crocker Noodles Almondine in 15 minutes—a great new dinner ideal!"

#### For Parties

Campbell Soup advertising is addressed "To: The party hostess—Subject: Feasts for a group made easy with soup."

The recipe for Chicken Paprika served over noodles is as follows:

#### Chicken Paprika

4 pounds chicken parts  
1/2 cup seasoned flour  
1/2 cup shortening  
2 cans Campbell's Tomato Soup  
1/2 cup water  
2 cans (4-ounces each) sliced mushrooms, drained  
1/2 cup chopped onion  
1 tablespoon paprika  
1 large bay leaf  
1 cup sour cream

Dust chicken with flour; brown in shortening in large skillet. Pour off fat. Stir in remaining ingredients except sour cream. Cover; simmer 45 minutes or until tender. Stir now and then. Re-

move bay leaf. Blend in sour cream. Heat. Serve with noodles. 8 to 10 servings.

#### Or Sitters

Stouffer's Frozen Prepared Foods advertises an "easy supper for the sitter to serve." Copy says: "Mom and Dad's night out? Here's a wonderful way to keep the kids happy, and wholesomely fed: Stouffer's delicious Macaroni & Beef with Tomatoes. So simple to fix, your sitter can heat and serve this tangy treat in minutes. And no wonder the small-fry eat it up! Stouffer's hearty homespun flavor hits the spot. Anytime. Guess why all the teen-agers in town will want to baby-sit at your house? Get Stouffer's Frozen Macaroni & Beef from the quality section of your grocer's freezer. It's one of Stouffer's Restaurants' most popular recipes."

We don't know their recipe, but one from the National Macaroni Institute for this dish is as follows:

#### Macaroni and Beef with Tomatoes

(Makes 4 to 6 servings)

1 tablespoon salt  
3 quarts boiling water  
2 cups elbow macaroni (8 ounces)  
1 1/2 pounds ground beef  
1/2 cup chopped green pepper  
1/2 cup chopped green onions  
1 can (8 ounces) tomato sauce  
1 can (1 pound, 4 ounces) tomatoes

1/2 teaspoon crushed oregano  
1 teaspoon sugar  
1/4 teaspoon crushed basil  
Salt and pepper to taste

Add 1 tablespoon salt to rapidly boiling water. Gradually add macaroni so water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, cook beef in skillet until browned. Add green pepper, onions, tomato sauce, tomatoes, oregano, sugar, basil and salt and pepper; mix well. Cover and cook slowly 20 minutes, stirring occasionally. Add macaroni and cover and cook 10 minutes longer.

#### Tuna Tie-In

A beautiful full-page ad in color for Chicken of the Sea, "the tuna that's all prime fillet," shows a luscious looking casserole for Tuna Mediterranean. Copy is as follows:

Mix one cup commercial sour cream, 1/4 teaspoon ground oregano, two 6 1/2-ounce cans or one Giant 12 1/2-ounce can Chicken of the Sea tuna, 2 cups cooked elbow macaroni, 1/2 cup sliced ripe olives, 3/4 cup sliced mushrooms, 1/4 cup chopped green pepper, 1/4 cup chopped cashew nuts and 2 tablespoons chopped pimiento. Spoon into 1 1/2-quart casserole. Sprinkle one cup grated process-type American cheese on top. Bake in moderate oven (350° F.) 25 to 30 minutes. Serves 4 to 5.



Tuna Mediterranean

# THE DEMACO LINE is the complete line

*With Full Responsibility —*

**Demaco assumes full responsibility when you order Demaco equipment.** We are responsible for the engineering, construction and initial operation.

Demaco engineers stay on the job until the equipment performs exactly as desired. Our experts understand the important details of macaroni extrusion and drying which assures you of top performance, low maintenance and low down-time operation.

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

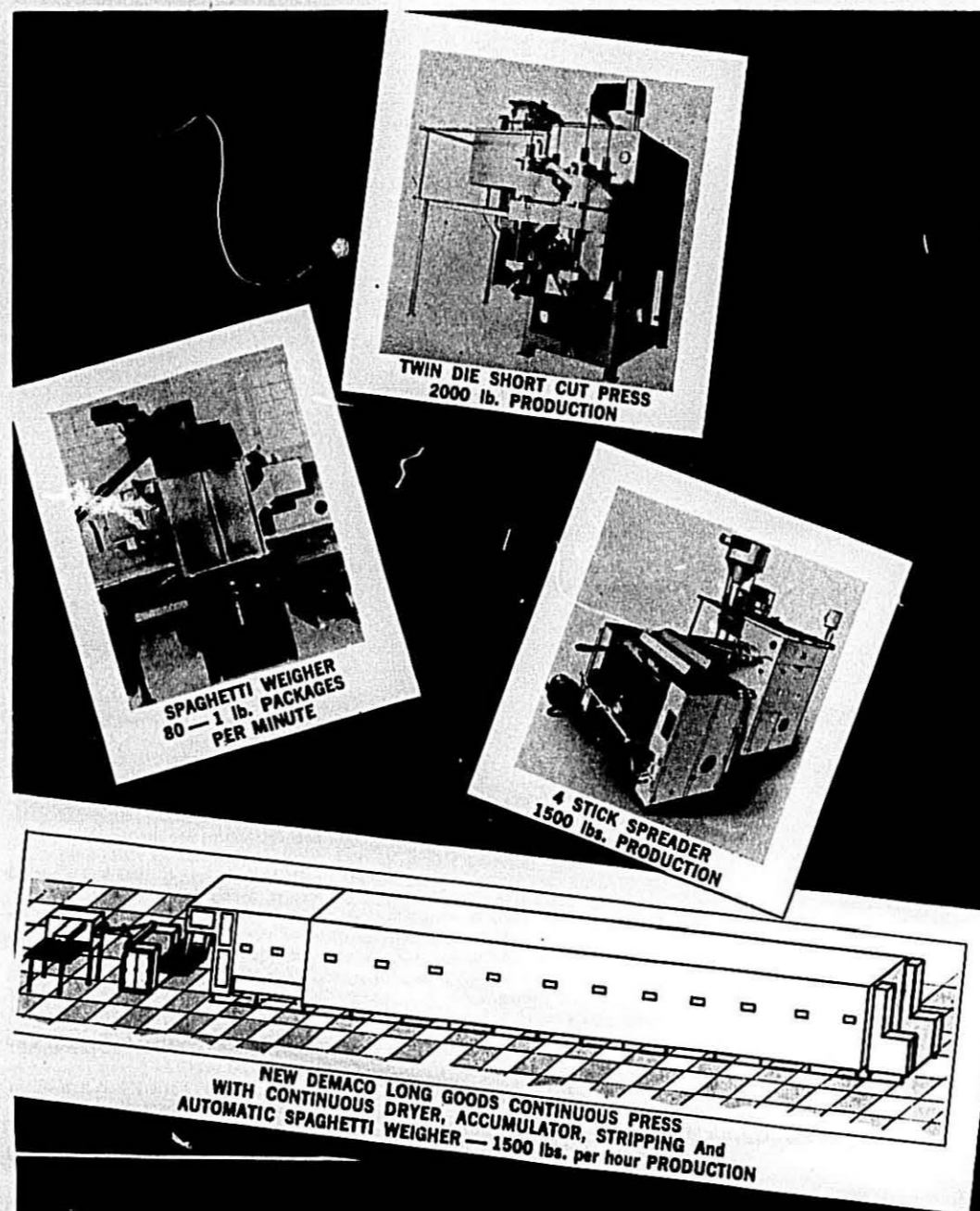
**DEMACO**

**De FRANCISCI MACHINE CORPORATION**

45-46 Metropolitan Avenue • Brooklyn 37, New York

Phone EVergreen 6-9880

THE MACARONI JOURNAL



SPAGHETTI WEIGHER  
80 — 1 lb. PACKAGES  
PER MINUTE

TWIN DIE SHORT CUT PRESS  
2000 lb. PRODUCTION

4 STICK SPREADER  
1500 lbs. PRODUCTION

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

NEW DEMACO SHORT CUT DRYERS UP TO 2000 lb. PRODUCTION

NEW DEMACO NOODLE DRYERS UP TO 2000 lb. PRODUCTION

NOODLE CUTTERS, CONVEYORS, EGG DOSERS

## DURUM SALES TO RUSSIA



AS we go to press, the announcement has just been made that nearly 13,000,000 bushels of United States durum wheat has been sold to Russia.

This huge amount of durum represents a sizable portion of the 1,000,000 metric tons of wheat (about 37,000,000 bushels) Russia has purchased from Continental Grain Company, New York. Total purchase price has not been announced, but informed sources say the wheat is worth about \$90,000,000 at government price-supported domestic prices. Federal officials said it is the largest commercial sale of wheat ever by a single United States company.

### Huge Subsidy Aids Sale

Closing of the deal in Moscow was undoubtedly aided by a U.S. decision to grant the company an abnormally large subsidy so it could offer higher-priced American wheat at lower world quotations and also soak up some shipping costs the Russians had balked at paying.

For years, the government has paid subsidies on export of wheat because the domestic price, due to price support programs, is higher than the world price. However, authorization for subsidy sales of wheat to Soviet bloc countries was only approved a few months ago by the late President, John F. Kennedy. Shipping cost has been the main roadblock to conclusion to large scale sales of American wheat to the Soviet Union which has been reported interested in up to \$275,000,000 worth of more American wheat. Mr. Kennedy had ruled that half of any wheat sold to Communist bloc countries must be carried in American ships.

Wall Street Journal reported that Continental's president, Michel Fribourg, "attested to the Administration's deep interest in helping the company overcome the tangle of bureaucratic and political obstacles." He was quoted as saying, "We have maintained close liaison and cooperation with officials of the U. S. government in each step of the negotiations."

Trade circles speculate that the gov-

ernment was subsidizing — through a back-door approach—part of the cost of shipping the wheat to the Soviet Union. Wall Street Journal points out that the extra-large durum subsidies "amount to \$5 or \$6 a ton more than the 58¢ subsidy granted on an export sale of 30,000 bushels of durum on December 19. This \$5 or \$6 a ton figure happens to be just about equal to the current difference between American and foreign shipping rates."

### Wheat Kinds Involved

Continental, one of the nation's largest grain exporters, has agreed to sell Russia the following:

500,000 metric tons (18,372,000 bushels) of No. 2 Hard Red Winter Wheat, to be shipped from U. S. Gulf ports to Russian Black Sea ports. The United States will pay Continental a subsidy of 65 cents a bushel.

100,000 metric tons (3,674,333 bushels) of No. 2 Hard Red Winter Wheat, subsidized at 51 cents a bushel, from the West Coast to Siberian ports.

50,000 tons (12,860,050 bushels) of No. 2 White Wheat, subsidized at 51 cents a bushel, from the West Coast to Siberian ports.

350,000 tons (12,860,050 bushels) of No. 2 Hard Amber Durum Wheat, subsidized at 72 cents a bushel for half delivered through February, and 73 cents a bushel on the rest delivered through April 15, from the East Coast to the Black Sea.

Subsidies are paid in the form of surplus U.S.-owned wheat; actually the government issues negotiable certificates representing the surplus grain to the company, which has the right to redeem them in either wheat or in cash by selling the certificates to other traders.

Neither the company nor the government have disclosed the exact net price of most of the wheat. Presumably, this depends on the day that Continental actually purchases the wheat probably in commodity markets, since prices fluctuate daily.

### Durum Price Known

However, in the case of the durum wheat purchase, it is a different story. As the Agriculture Department sold the durum wheat to Continental from its surplus stock, the statutory minimum price, according to the Government, of \$2.505 a bushel, was paid.

Commenting upon the expected record export year for the United States wheat industry, James Ole Sampson, chairman of the North Dakota Wheat Commission, stated: "Record export

sales will focus recognition on the nation's wheat production capacity as a means of strengthening the economy and bringing its balance-of-payment deficit into balance."

Rising world food needs, coupled with severe crop losses, particularly in Russia and eastern Europe, has brought on an unprecedented wave of international wheat trading, Sampson declared. Russia, traditionally, a major exporter, is today the world's leading importer. Australia and Argentina have placed "all sold out" signs on their wheat bins. Canada's marketing and transportation facilities are badly strained in filling orders. As a result, the United States, although a residual supplier, has emerged as the most dependable source of supply for the world wheat market.

### Canadians Urge Durum Curb

Prairie grain growers have been advised to ease up on seeding Durum wheat next spring—despite prospects of excellent wheat export demand for another two years at least.

Canada has an estimated 100,000,000 bushels of Durum for the year ending next July 31 and average use annually has been about 25,000,000 bushels.

"Despite the prospects for expanded markets, carryover supplies will remain large and a further reduction in seeded acreage in 1964 would appear warranted," says a background paper prepared for the recent federal-provincial agriculture conference.

Prairie farmers in 1962 had a record crop of nearly 68,000,000 bushels of the so-called macaroni wheat, a type in growing demand for such food products in Europe and North Africa.

Farmers cut plantings in 1963 but still had a bountiful yield. Prices have fallen from \$3.45 a bushel to about \$2.17.

Most Durum—growing areas also had fair to good crops in recent seasons so that this wheat variety hasn't been in the same demand as hard spring wheat whose record exports spring from Russian and European crop reverses.

The grain review says that the good wheat export rate generally will last at least until July 31, 1965. For the year ending next July 31, it has been predicted that exports will exceed 550,000,000 bushels for a substantial gain from the previous peak in the late 1920s.

Agreements with Communist countries will guarantee about 75,000,000 bushels in each of the next two years and normal demand should remain firm.



We thought we'd take you to our leader.

Bring your problems.

The North Dakota farmer, who lives by (and with) us, grows the best durum wheat in the world. Nobody disputes that. Not even other durum growers.

He is helped out by the scientists who study durum and what makes it tick, and who develop, along with him, better durum varieties. They all live by us, too.

He is also helped by the millers who mill his durum into the world's best semolina and other durum products. The millers he looks to first, with the best of his crop.

That's us. We know him. He knows us. We've been neighbors for half a century.

We'd be most happy to make it a threesome. How good do you want your macaroni products to be?

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

Try our service. Shipments go forth as scheduled.



North Dakota Mill and Elevator

"IN THE HEART OF THE DURUM BELT"

GRAND FORGE, NORTH DAKOTA INC. 1914-1964



DURUM DIVISION

### For Deferred Export Sales

The Southwestern Miller, respected trade magazine, recently made this editorial statement:

One highly significant result of the current turnabout in the world wheat market—from burdensome surpluses to intensive demand from practically all areas with export facilities taxed to capacity—is the active study now under way in the Department of Agriculture of a method of encouraging long-term forward sales of wheat and flour. This study is the result of a recent conference between leading exporters and top officials of the Department of Agriculture, including Secretary of Agriculture Freeman. At this conference, United States exporters presented compelling reasons for a forward pricing mechanism to permit them to compete with the forward selling already being conducted by other countries and to initiate such business. They pointed out that the present export subsidy system can be utilized to open the doors to the forward business, which would meet competition that is becoming increasingly important in world trade. Need for action in this field is urgent, and now hope is high that a favorable decision will be forthcoming in the near future.

Adoption by the Department of Agriculture of a forward pricing subsidy system would mark a complete reversal from its previous stand. Behind this expected change is the extraordinary shift of recent months in world wheat trade dealings. In May, 1962, when the Department last spelled out its refusal to pave the way for a deferred subsidy system, it was able to point to the fact that little export business was being done beyond immediate shipment.

#### Competition Confronts Exporters

Now, with an expanding volume of export sales by competing exporters that call for shipment for periods that in instances extend far beyond immediate bookings of the past, new competition confronts United States wheat and flour exporters. To a degree, this competition has been met by sales for clearance into May, six months ahead. The buyers engaging in these transactions reflect concern over the possible exhaustion of surplus wheat stocks. Only six months ago concern of this nature was non-existent. An indication of the extent of the current international deferred wheat business is provided by a statement of Mitchell Sharp, Canadian minister of trade, to the effect that long-term sales entered into by this country "assure a good level of exports until July, 1966."

In the opinion of the exporters who

met with Department of Agriculture officials on this pressing matter, only a simple device—an incremental subsidy that would take account of carrying charges on long-term sales—is needed.

#### Two Proposals Suggested

The Department, the exporters suggested, should make the daily announced subsidy applicable for 60 to 90 days ahead and include a provision that workings beyond that period be entitled to an additional subsidy of around one and a half to two cents a bushel per month. With such a subsidy system, exporters would have no hesitancy in entering into long-term supply contracts with foreign buyers. Another proposal would supplement the 60-to-90-day period with a provision for the determination of forward export payment rate on a bid basis. Proponents of the bid approach maintain that it would give exporters considerably more flexibility in negotiating with foreign buyers and would provide the Department of Agriculture with the benefit of trade ideas of world wheat values and trends. Obviously, either approach would be a definite and welcome improvement over the present rather limited subsidy period of the United States, with current rates applicable only to shipments cleared by May 15, 1964, in face of the bookings being reported abroad in increasing volume for two and three years ahead.

Along with discussion of a deferred shipment subsidy program, study is under way in the Department of the establishment of export subsidies to apply on new crop wheat and flour, involving shipments after the present expiration date of May 15. New crop subsidies are normally announced at this time of year, and the current excellent demand from abroad necessitates an early decision. Some look upon the establishment of new crop subsidies for 1964 as a highly precarious undertaking in light of the great uncertainty over actual price support levels arising from new legislative planning, but such concern ignores the price guides of the new crop wheat futures now being actively traded on markets.

#### Strengthen American Trade

Action for the adoption of an incremental subsidy system probably will usher in a new era in the American wheat and flour trade. It will bring an end to the concern of the private trade here not only over the loss of deferred business to other export countries, but will allay fears that the competition can be met only through added government intrusion. Elimination of the latter fear will truly mark a milestone in the strengthening of the private trade in international business. Among other

things, it reflects warranted appreciation on the part of the Department of Agriculture of the possibilities of the commercial trade systems in expanding markets for wheat and flour abroad.

Furthermore, the incremental subsidy system portends a major modification of the highly successful payment-in-kind export program on wheat and the cash subsidy system on flour inaugurated almost exactly seven years ago. Under this system, commercial exporters of the United States have merchandised an expanding volume of wheat and flour into foreign markets throughout the world, a growth that is being climaxed in the current season by the greatest aggregate in all history. The incremental subsidy plan will add to the capabilities of the American trade in holding and gaining foreign markets.

#### Wheat Sales to Japan

The United States was the only major grain supplier to increase its sales of wheat and flour to Japan during 1963, reported a recent International Federation of Agricultural Producers bulletin. Total 1963 Japanese wheat imports were 2,800,000 tons. About 925,000 of this amount came from the U.S.

#### Jess Cook Retires

Jess Cook, durum buyer for Farmers Union Grain Terminal Association, long-time expert on the Minneapolis Grain Exchange floor, retired at the end of 1963. His successor is Royce Ramsland formerly with General Mills.

#### Kenner Recuperating

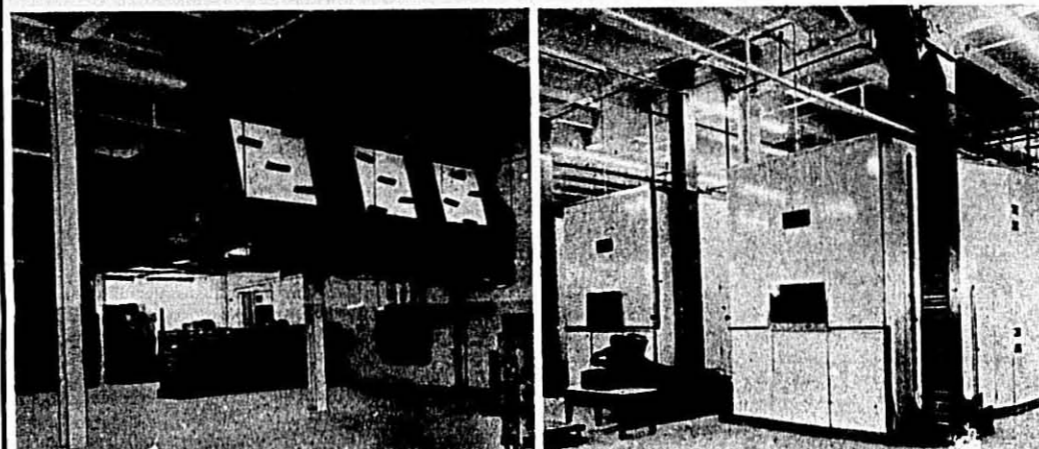
Alvin Kenner, president of the Durum Growers Association, was a patient at Rochester, Minnesota for a spinal fusion operation to relieve a pinched nerve in October. He has been spending a quiet winter while things knit. Active in civic and agricultural circles his neighbors and colleagues all wish him speedy recovery.

#### Crockett Assumes New Post

Richard Crockett of Langdon, North Dakota, active director on the board of the Durum Growers Association has moved his family to Fargo as he takes over the post of executive director of the Greater North Dakota Association as of January 1. He will maintain his durum producing operation and keep his post as a director in the Durum Growers Association.

## STOR-A-VEYOR FOR NOODLES

Recently Installed  
at  
SAN GIORGIO MACARONI PLANT

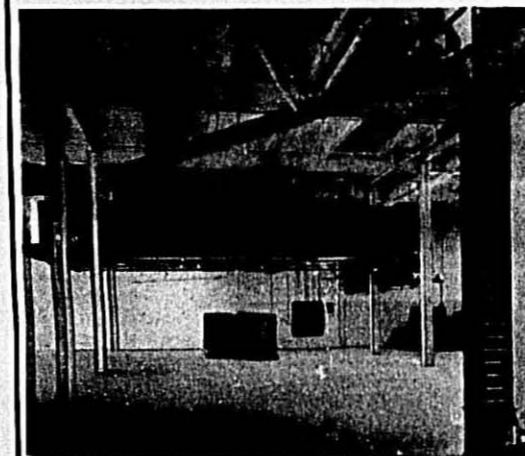


Battery of 3 Stor-A-Veyors with 24 Hr. dryer capacity — 3 Control Conveyors with dual discharge feeding 2 Packaging Lines.

Note — Ceiling Mount allows free storage area under the Stor-A-Veyors.



From Dryers to Storage



Verti-Lift Bucket Elevator picks up from the Noodle Dryer and delivers to the pre-selected Stor-A-Veyor.

OF the many macaroni firms that have solved Storage and Handling with Stor-A-Veyor are: American Beauty Macaroni Plants at Dallas, Denver, Kansas City and Los Angeles. Anthony Macaroni Los Angeles; Majorette Seattle; Skinner Omaha and U. S. Macaroni Spokane. Latest Installation: Mueller Jersey City.

**ASECO CORP.**

TO MEET YOUR NEEDS

Automated  
Systems &  
Equipment  
Engineering

1830 W. OLYMPIC BOULEVARD DU 5-9091  
LOS ANGELES 6, CALIFORNIA



## Quality Factors of The 1963 Durum Crop

K. A. Gilles and L. D. Sibbitt, Cereal Technology Department, North Dakota State University



Dr. Kenneth A. Gilles

During the 1963 harvest county agents collected durum wheat samples and dispatched them for quality evaluation to the Cereal Technology Department of the North Dakota Experiment Station. According to a statistical plan, 420 samples were obtained directly from the combines from the durum producing counties in the state.

For the state as a whole the average values follow: dockage 3.5 per cent, shrunken and broken kernels 1.2 per cent, test weight 58.3 pounds per bushel, protein 3.9 per cent, and moisture 12.2 per cent.

More than 10 per cent of the samples from each county were taken at random following an approved statistical procedure and graded by licensed grain inspectors. The crop graded as follows: No. 1 Hard Amber Durum 17 per cent; 33 per cent No. 2; 40 per cent No. 3;

4 per cent No. 4; and 4 per cent No. 5. Two per cent graded No. 4 Amber Durum.

A comparison of each of the marketing quality factors which were tested within the durum grade is shown on the table. It is apparent that the average test weight tends to decrease progressively with the grade. Protein content increases and reaches a maximum with the grade No. 3 Hard Amber Durum. Dockage appears to increase with decreasing grade classifications.

On the average, the 1963 durum crop appears to be of good marketing quality; it appears to be of better quality than the corresponding hard red spring wheat crop. All samples were below 14 per cent moisture. Four per cent of the samples submitted for laboratory inspection were degraded due to foreign material, 2 per cent were reduced by subclass due to starchy kernels, and no samples were degraded because of shrunken or broken or damaged kernels or wheats of other classes.

Sixty-five per cent of the total samples had less than 1 per cent damaged kernels; 88 per cent had less than 2 per cent. Six per cent of the samples were free of foreign material, and 90 per cent of the submitted samples had less than 1 per cent. In the category, shrunken and broken, 59 per cent of the samples had less than 1 per cent, 88 per cent had less than 2 per cent, and 96 per cent had less than 3 per cent. Eighty-four per cent of the samples had less than 1 per cent of wheats of other classes.

### Annual Crop Summary

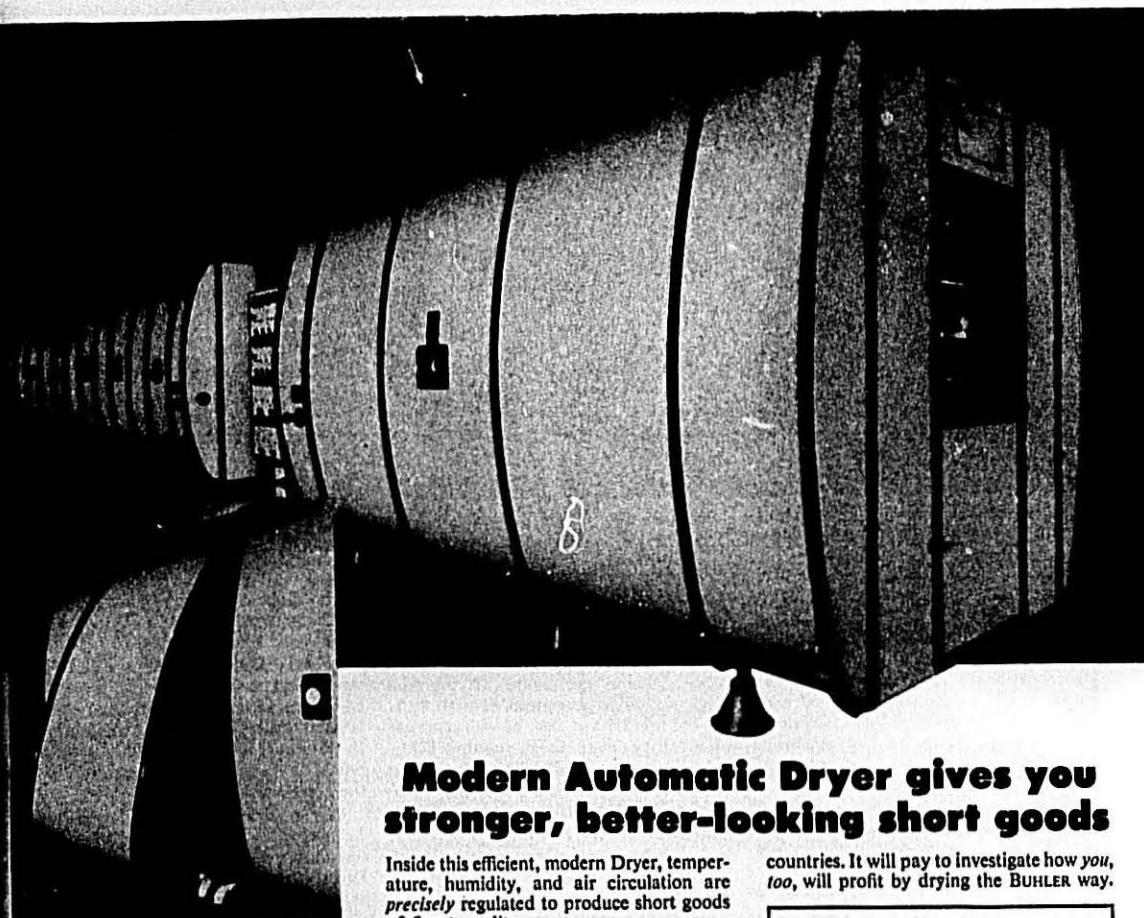
Durum wheat production for 1963 was 49,763,000 bushels, 29 per cent less than the 1962 crop but 81 per cent above average.

There were 1,936,000 acres harvested in 1963 compared with 2,351,000 in 1962 which produced 69,732,000 bushels.

In North Dakota, the major producing state, the average yield was placed at 26.5 bushels, exceeded only by last year's 31 bushels in a 45 years of record. The average durum yield during the five years 1957-61 was 18.7 bushels. Durum yields benefited not only from two new varieties, Wells and Lakota, but from heavy precipitation throughout the main durum section about August 1. Test weights averaged 58 pounds per bushel.

1963 Crop: A Comparison of Marketing Quality Factors Within Durum Wheat Grades.

Quality Factors	No. 1 HAD	No. 2 HAD	No. 3 HAD	No. 4 HAD	No. 5 HAD	No. 4 AD
<b>Protein, %</b>						
Low	11.2	12.4	12.7	13.8	12.3	
High	14.8	15.6	16.9	15.7	13.5	
Average	13.4	14.0	15.0	14.8	12.9	12.5
<b>Test weight, lbs/bu</b>						
Low	60.0	57.8	56.3	55.5	52.0	
High	62.4	61.0	57.9	55.6	59.8	
Average	61.0	59.0	57.1	55.5	55.9	55.7
<b>Moisture, %</b>						
Low	10.6	11.1	11.3	12.1	12.0	
High	12.3	12.5	12.8	12.7	13.0	
Average	11.7	11.8	11.9	12.4	12.5	11.8
<b>Shrunken &amp; broken, %</b>						
Low	0.2	0.2	0.2	0.5	0.4	
High	1.7	5.9	3.3	0.9	1.6	
Average	0.7	1.3	1.0	0.7	1.0	0.3
<b>Damage, %</b>						
Low	0.1	0.1	0.1	0.2	2.0	
High	1.7	2.2	2.5	3.0	2.6	
Average	0.7	0.8	0.7	1.6	2.3	1.6
<b>Foreign material, %</b>						
Low	0.0	0.0	0.1	0.1	0.9	
High	0.5	1.0	1.5	0.6	4.0	
Average	0.2	0.4	0.4	0.4	2.4	0.3
<b>Wheats of other classes, %</b>						
Low	0.0	0.0	0.0	0.2	2.5	
High	3.4	1.5	1.1	2.5	4.4	
Average	0.4	0.3	0.2	1.4	3.4	0.4
<b>Dockage, %</b>						
Low	0.2	0.3	0.6	2.8	4.9	
High	10.0	7.6	8.4	4.0	7.4	
Average	2.6	3.0	3.0	3.4	6.2	2.1



## Modern Automatic Dryer gives you stronger, better-looking short goods

Inside this efficient, modern Dryer, temperature, humidity, and air circulation are precisely regulated to produce short goods of finest quality.

By matching temperature to the product's capacity to release moisture, BUHLER Dryers are able to use higher temperatures, thus cutting drying time to as little as 4 hours for certain products.

**Sanitary.** From entry to discharge, the product touches non-corrosive materials only. BUHLER swing-out panels make cleaning an easy task, and off-the-floor construction likewise simplifies sanitation.

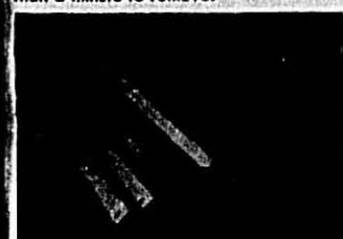
**Pre-dryer.** You can also improve your present drying operation by installing a BUHLER Preliminary Dryer in your present production line.

More than 200 BUHLER Dryers are now operating in the United States and other

countries. It will pay to investigate how you, too, will profit by drying the BUHLER way.

- Specially-designed swing-out panels
- Super-efficient insulation stops both heat and vapor
- Sanitary off-the-floor design prevents condensation on floor underneath
- Patented aluminum alloy conveyor
- No mixing of different type products because conveyor elements empty completely
- Positive air circulation dries uniformly over entire width of belt
- Needs practically no attendance
- Economical. Requires relatively little power, heat, or maintenance

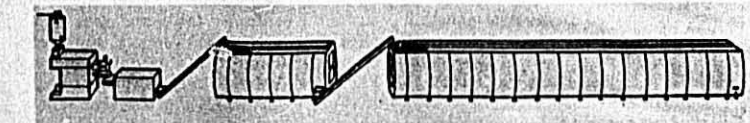
Swing-Out Panels provide easy access for inspection and cleaning. Requires less than a minute to remove.



**S-Element Aluminum Drying Belt.** Stronger, more rigid than any screen conveyor. Stays clean for there's no wire mesh in which dirt can lodge. No belts to loosen, no screens to mend.



**Shaking Distributor** prevents product from adhering when it first enters the Dryer. Spreads goods evenly over the belts for more uniform drying.



## Complete Macaroni Plants by BUHLER

THE BUHLER CORPORATION, 8925 Wayzata Blvd., Minneapolis 26, Minnesota. Phone Liberty 5-1401  
 BUHLER BROTHERS (Canada) LTD., 111 Queen Street East, Toronto 1, Ontario. Phone EMpire 2-2575  
 Sales Office: NEW YORK CITY, 230 Park Avenue. Phone MUrray Hill 9-5446

## International Milling Reorganizes Durum Sales



Durum Sales Team. Left to right, Sal Maritato, New York City; George E. Hackbush, Chicago; A. L. DePasquale, United States Durum Products Sales Manager and Terry M. Butorac, Minneapolis.

International Milling Co. has announced the reorganization of its durum products sales activities according to A. L. DePasquale, U. S. durum products sales manager.

International's durum products, which were previously sold through the company's bakery sales department, are now sold direct to the macaroni industry by a separate sales organization.

The new organization, headquartered in Minneapolis, will enable International to better serve its durum customers by utilizing a special field sales force to exclusively service the requirements of all customers using durum products, said DePasquale.

Heading the firm's eastern durum products sales region is Sal Maritato, who headquarters in New York City. Maritato is responsible for all of International's durum sales in the eastern U.S. He is assisted by Andy M. Rondello.

The central states will be directed by George E. Hackbush, recently promoted from bakery products manager in Chicago. Hackbush, who joined International in 1930, will make his headquarters in Chicago and will be responsible for all durum sales in the central states area.

Terry M. Butorac has been promoted to a newly-created position of assistant to the U.S. durum products sales manager in Minneapolis. He will work with DePasquale in servicing customers in the midwestern and southern states. Butorac, who joined International in 1959, has been manager of recruiting and training for the past two years.

### General Mills Net Up

General Mills, Inc., in its semiannual statement to stockholders, reported net

earnings of \$8,407,000 for the six months from June 1 through November 30, 1963. This compares with \$7,986,000 for the same period of the previous year.

Net income per share of common stock was \$1.10, as compared with \$1.03 for the first half of 1962-63—an increase of seven per cent. Sales, totaling \$254,968,000, were \$14,764,000 below the \$269,732,000 reported a year ago.

C. H. Bell, Chairman of the Board, and Gen. E. W. Rawlings, President, said this decrease in sales resulted from several factors, calling particular attention to three:

"First, the selling price of flour, influenced by lower wheat prices, was below that of the same period a year ago. Second, the Magnaflex Corporation, a wholly owned subsidiary, was sold to the Champion Spark Plug Company at the end of last fiscal year. Third, General Mills, during the six-month period, sold its aerospace research and development business to Litton Industries and began liquidation of its other electronic operations."

Chairman Bell and President Rawlings expressed confidence that 1963-64 will be another good year for the company. "General Mills," they said, "looks forward to continued improvement in operations as we expand in our areas of strength: consumer foods and specialty chemicals. Our new products, such as the revolutionary Gold Medal Wondra Flour, the Betty Crocker noodle and rice casserole dishes and the versatile new line of Versalon resins for high-strength adhesives, are further improving our competitive position."

### IPACK-IMA 1964

The third IPACK-IMA Exhibition for packing and packaging, mechanical

handling, and machinery for the food industry, will be held in Milan, Italy from June 4 to 11.

Various technical meetings and congresses at the international level will be held during the exhibition. The IPACK-IMA Exhibition, as well as the Packaging Show of Paris, will be one of the major international events of the food industry in 1964.

The show will cover an area of about 72,000 square meters and will have the technical collaboration of the Milan Fair authorities. The Exhibition will be arranged in three major sections and 20 sub-sections.

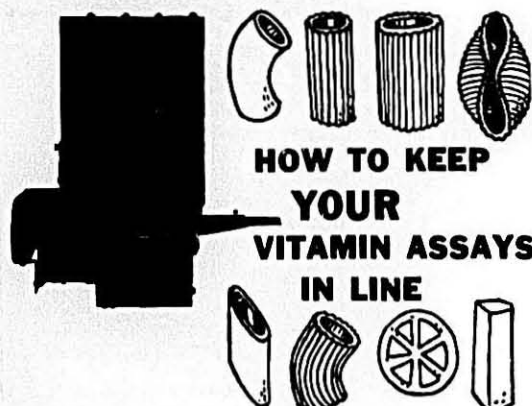
### Braibanti Displays Equipment

Braibanti & Company, of Milan, advise that they will have a large display of their equipment at the Exhibition, and expect to show all of their production lines in a most effective manner. Dr. Giuseppe Braibanti is a vice-president of this international exhibition.

The European Committee of Food Machinery Manufacturers is one of the sponsors of the exhibition, which will insure the participation of foreign industries in an increasing number. Besides a complete range of packaging machines and plants for all types of food production, there will also be displays of conveying systems.

There will probably be more macaroni manufacturing equipment on display here than any other place in the world during the year.

A large attendance is predicted, so it is not too early to make plans and reservations. The Secretariat General of IPACK-IMA is located in Milan, 13 Via G. Giacomo Mora. IPACK will be glad to make reservations at comfortable hotels for delegates who plan to attend.



## HOW TO KEEP YOUR VITAMIN ASSAYS IN LINE

Start right with Wallace & Tiernan's quality controlled "N-Richment-A"®. Whether you feed it in powder or wafer form, NRA gives you uniform enrichment.

With a uniform product, the next step is uniform addition. The WAT NA Feeder has been proved by over 30 years of mill operation. Set it for a few ounces to 10 lb. per hour and it never varies. It feeds "N-Richment-A" consistently, accurately, dependably.

The right enrichment . . . the right feeder. Combine them, and you can't miss on vitamin assays.

Offices and warehouse stocks in principal cities.

Or write Dept. N-122.53.



**WALLACE & TIERNAN INC.**

NOVADEL FLOUR SERVICE DIVISION  
25 MAIN STREET, BELLEVILLE 9, NEW JERSEY

## "USEFUL" "PRACTICAL" "PROFITABLE"

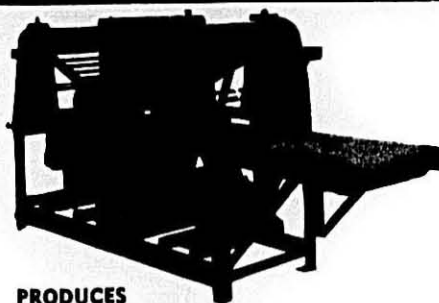
Three words that MACARONI JOURNAL subscribers use to tell us why they read our magazine from cover to cover . . . and find both its advertising and editorial pages informative.

### DON'T MISS A SINGLE ISSUE

Twelve monthly numbers \$5; add \$1.50 for foreign postage.

MACARONI JOURNAL  
P.O. Box 336, Palatine, Ill. 60067

## AUTOMATIC RAVIOLI MACHINE



PRODUCES

1,000 TO 3,000 RAVIOLIS PER MINUTE.

Ravioli Machinery Manufacturers

### ALSO:

Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

*Bianchi's Machine Shop*

221 Bay Street, San Francisco 11, Calif.

Telephone Douglas 2-2794

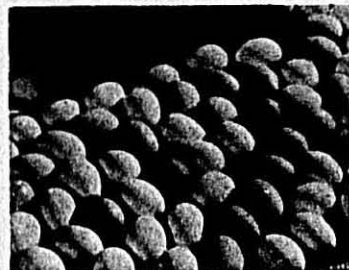
## JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director  
156 Chambers Street  
New York 7, N.Y.



## Give the Egg A Break

terol is equivalent to the amount in 80 eggs.

If eating eggs and other cholesterol-rich foods does not affect the level of cholesterol in the blood, why do many persons have a higher-than-average amount?

In the first place, Dr. Herschensohn states that a single test for cholesterol proves nothing. Tests should be done repeatedly over weeks or months to be considered significant. If the amount of cholesterol is really high and stays high, it could be due to many conditions. There may be something wrong with the regulating system. It could be caused by liver trouble or gall bladder disease. Or it could be due to stress.

**D**R. Herbert L. Herschensohn recently wrote a medical report for Parade, the magazine supplement. He started out by asking what would happen to a healthy man that ate 80 eggs a day! And he answered: "The chances are—nothing!"

Eggs have always been held in high esteem as nature's perfect food. Sealed within its shell an egg has everything necessary to take a single microscopic cell and transform it into a fully developed chick. It has all the proteins, carbohydrates, fats, vitamins, minerals, water and whatever else is necessary so that the chick can peck its way out of the shell and walk away well proportioned, in perfect health and very much alive.

Anyone who ate an egg felt that he, too, was absorbing into his body all these wonderful, health-packed, nutritious substances which were so quickly and smoothly digested, commented Dr. Herschensohn.

Cholesterol was a word once known only to scientists. "Today," he said, "it rolls off the lips of grade school children, many of them, together with their parents, thinking that cholesterol is something bad, something we must try to avoid. Since we know that egg yolk contains cholesterol, it seems logical that we should stop eating eggs or eat fewer than we would like to."

Dr. Herschensohn's terse comment to this idea is, "Nonsense!" The only time a person should eat fewer eggs, or none, is when a doctor orders him to do so because of an allergy to eggs or a condition such as a heart-kidney-blood vessel combination of disease.

Life cannot exist without cholesterol. If not enough is eaten, the body manufactures whatever additional it needs. The supply can never become deficient. Not a single bit of cholesterol ever has to be eaten. However, if a large amount is eaten, the body automatically cuts down its own production.

The doctor reports that to test the efficiency of this regulating system, enormous amounts of cholesterol—up to 20 grams per day—were fed to healthy humans. There was no significant effect on the blood. The yolk of a medium-sized egg contains ¼ gram of cholesterol. Twenty grams of chole-

sterol is equivalent to the amount in 80 eggs. only 77 calories. But calorie for calorie, compared to most other foods, the egg is a powerhouse of nutrition.

Most authorities at present agree that we eat too much fat. The saturated fats seem to upset the regulating system which controls the amount of cholesterol in the blood, thus permitting the level to rise. This rise, together with the fat which appears in the blood, is potentially bad for the lining of the arteries. Fatty deposits occur, so that the arteries become narrowed. If this happens to a coronary artery so that blood cannot get through, a heart attack occurs.

"Where does the egg fit into the picture?" asks the doctor. In a diet of 2500 calories, 30 per cent of which are furnished by fats, he says that the fat of one egg yolk represents only 1/14 of the allowed intake. Besides, all of the fat in an egg is not saturated. A portion is of the polyunsaturated variety, which reduces the amount of cholesterol in the blood. So the two types of fat neutralize each other to a great extent.

Furthermore, the egg is particularly valuable in reducing diets because it gives a satisfied feeling, so that less hunger is felt.

The egg is a part of every other diet as well. In the diet manual of the Mayo Clinic, for example, eggs are recommended from infancy to old age. Whatever the purpose of the diet, the egg is in every one of them.

Even old people without teeth have maintained good nourishment, because they could easily eat boiled or poached eggs—and had no trouble digesting them. Children occasionally are allergic to eggs, but most quickly outgrow the allergy.

Dr. Herschensohn concludes his report by saying that only your doctor can give you advice about the number of eggs you can eat. If there is nothing wrong with you, he will probably tell you to eat all the eggs you like—to your heart's content!

### Eggs in Cold Storage

	Dec. 1, 1963	Dec. 1, 1962	5 yr. Avg.
Shell Eggs—Cases	108,000	162,000	184,000
Frozen Egg Whites Lbs.	13,421,000	16,924,000	25,450,000
Frozen Egg Yolk Lbs.	19,367,000	22,001,000	21,475,000
Frozen Whole Eggs Lbs.	33,219,000	36,091,000	34,690,000
Frozen Unclassified Lbs.	1,628,000	1,709,000	3,584,000
Total Frozen	67,635,000	76,725,000	85,211,000
Case Equivalent	1,820,000	2,104,000	2,354,000

Egg whites continue in short supply. Albumen will probably continue at firm levels for sometime. Yolks are in good

position, but are not likely to improve. The market is thin and is influenced by weather at this time of year.

### The Food Industry—

(Continued from Page 6)

tion of plants, increased efficiencies, marketing skills, and the expansion of business.

#### Competition

Grocery product manufacturers continue to operate in a climate of intensified competition. The continual introduction of new and improved products each year serves as a constant challenge to existing products on the market. This serves as a never ending motivation for manufacturers to improve their products and to offer them at the lowest possible price.

Additionally, the food industry faces increasingly stronger competition for the consumer's dollar from products outside of this industry, many of which are supported by tremendous advertising and promotion programs. There is keen competition for the consumer's dollar from automobiles, TV, clothing, etc. and from such "leisure-time" products and services as playing cards and movie admissions, to swimming pools, recreation and travel all over the world.

Advertising is, of course, a necessary ingredient in connection with the marketing of new products. Through advertising, manufacturers convey infor-

mation to the consumer about new products, and increase the consumer's knowledge and demand for existing products. Food manufacturers invested an estimated \$1.3 billion in advertising in 1963. The total advertising investment by food and manufacturers of other grocery products such as paper, soap and other household products, totaled \$1.9 billion.

#### Overseas Markets

Improved economic conditions in foreign countries and a fast-growing interest in American food products overseas have encouraged food manufacturers to expand their facilities and operations during 1963.

European interest in U.S. food products was further evidenced at the U.S. Food & Agriculture Exhibit at Amsterdam, Holland, November 7-21. At the request of the U.S. Department of Agriculture, Grocery Manufacturers of America, Inc. again cooperated in the display, demonstration and sale of processed foods at the exhibit. This is the 11th international exhibit in which GMA has cooperated.

More than 225,000 people attended the fair and purchased about \$63,000 of American food products offered for sale. This is about three times as much as was sold at previous international fairs. They expressed particular inter-

est in such commonplace American items as cake mixes, pizzas, instant potatoes, crackers, rice dishes, gelatin moulds, canned meats, Chinese foods, canned corn, corn on the cob, canned fruits and fruit cocktails, maple syrup and so on.

Foreign nations provide excellent opportunity for growth because consumers there like American food products.

American food exports were valued at more than \$3½ billion in 1963, almost 7 per cent greater than last year and more than double a decade ago. Shipment of food made under the "Food for Peace" program continue to account for about one-third of these food exports. Some 72 per cent of Food for Peace shipments are paid for by the country receiving them either in the currency of the country, American dollars or on long-term credit agreements.

#### The Future

The outlook for the food industry's continuing growth is very promising. In the years to come, the food industry looks forward to serving the consumer more efficiently than ever. New processing methods hold out hope for rapid development of many new products in the years ahead. Emphasis on convenience for the homemaker will continue to be an important objective of the industry.



# TIME-AFTER-TIME...

## MONARK BRAND ASSURES YOU OF HIGH QUALITY DEEP YELLOW EGG SOLIDS!!!

Also . . . Prompt Shipment on Frozen Dark Yolks • Whole Eggs • Dried Albumen

### SAVE TIME

Shipped in 50 to 200 pound drums . . . easy to handle . . . order the size for your exact needs.

### SAVE MONEY

No waste—no storage problem!

ORDER WITH CONFIDENCE—Lowest Prices Always!

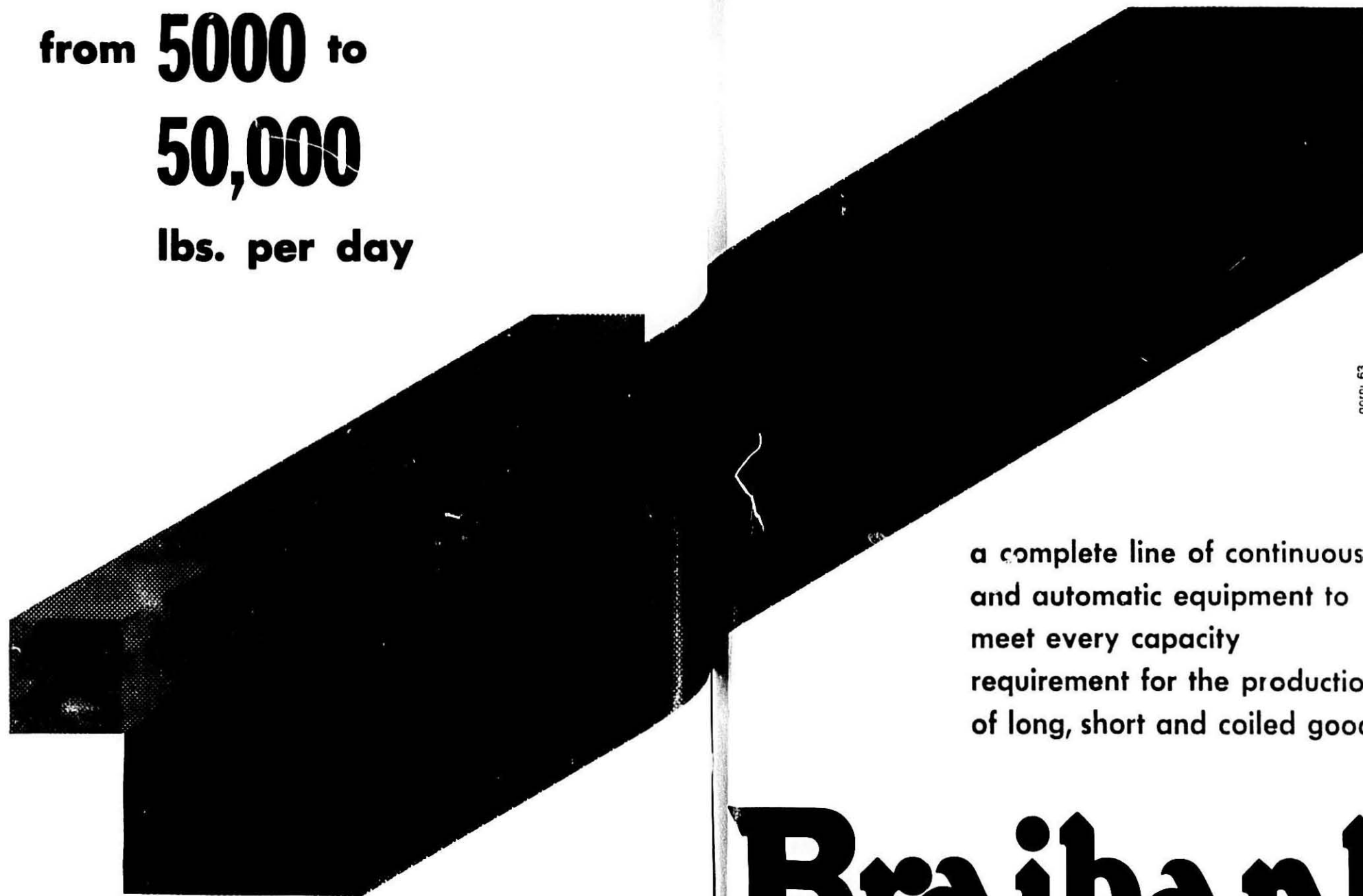


Write—Call—Wire:

# Monark Egg CORP.

601 East Third Street • Kansas City, Missouri  
Phone: Area Code 816—HARRISON 1-1970

from **5000** to  
**50,000**  
lbs. per day



gorn: 63

a complete line of continuous  
and automatic equipment to  
meet every capacity  
requirement for the production  
of long, short and coiled goods.

# Braibanti

DOTT. ING. M. G. BRAIBANTI & C.S.p.A., MILAN—LARGO TOSCANINI NO. 1—Tel. 792.393 (Three Lines) 780.931 (Three Lines)

SOLE AGENTS IN THE U.S.A. AND CANADA  
LEHARA CORPN., 60 EAST 42 ST., NEW YORK 17, N.Y. (TEL. NO. MU 2 6407).

FEBRUARY, 1964

## WAY BACK WHEN

### 40 Years Ago

• "Waste is everywhere." The lead editorial urged businessmen to cut down waste of time, money, effort, or material. Saving at one end while a greater loss is sustained through wastes at the other end is sure to bring about failure.

• An enthusiastic meeting of macaroni manufacturers was held at the Hotel McAlpin in New York to consider various questions of interest to the trade. Strong opinions were expressed on the coloring of macaroni and the vexing question of dumping. A strong resolution was adopted opposing the change of semolina quotations from barrels to hundredweights. The strongest attack was on the big spread permissible on the one-eighth of a cent variation on the per pound basis of price quotations, which automatically brings about a 25 cent per bushel differential. The jump was considered too big.

• Macaroni Notes — The Italo-French Produce Company of Pittsburgh claimed to be the original owner of the trademark label "Italo-French."

• New Orleans was one of the busiest ports in the country for macaroni products going into export trade to Central and South America.

• Windsor Locks macaroni plant in Massachusetts was gutted by fire.

### 30 Years Ago

• The Macaroni Code was proclaimed law of the industry. "It will be administered carefully and intelligently by a Macaroni Code Authority elected by the whole industry."

• Members of the Macaroni Code Authority included Glenn G. Hoskins, Code executive; Louis S. Vagnino; Henry Mueller; John V. Canepa; William Culman; M. DeMotte; Leon G. Tujague; V. E. Jiatti; and Frank A. Ghiglione.

• A Chicago get-together was well attended. While macaroni manufacturers reviewed business conditions and took a look at the Macaroni Code, Vice President Louis S. Vagnino chaired the meeting.

• Public hearings were called on the proposed revisions of the Federal Standards for durum wheat. It was suggested that durum be divided into two subclasses—namely, "Durum" consisting of 50% or more but less than 75% of hard amber kernels; and "Soft Durum" consisting of less than 50% hard amber kernels.

### 20 Years Ago

• Food fights for freedom, and the industry was rallying behind the "No Point-Low Point" food campaign. Consumers were to be encouraged to "eat more macaroni, spaghetti and egg noodles," leading "no point-low point" foods.

• J. Sidney Johnson, advertising director of the War Food Administration, was the principal speaker at a mid-year conference of the National Macaroni Manufacturers Association held in Chicago. The \$8,000 requested by WFA as the industry's share of the cost of printing posters and printed material, was promptly subscribed.

• Jim Driscoll and Lt. Robert Mikus reported on purchases by the Chicago Quartermaster Depot.

• There was concern on the relatively low protein content of semolina in 1944, and Earl Heatherington of General Mills explained to the conference how protein content was affected by climatic conditions prevailing during the growing season.

• Sgt. Ralph A. Maldari, with the Headquarters of the 1st Bombardment Division, U. S. Army, stationed somewhere in Great Britain, was pictured dressed in Scottish kilts—a handsome soldier to see.

### 10 Years Ago

• "You can score in '54" was the theme of the Winter Meeting. On the agenda was an address by John M. Mock on "Selling to Make a Profit;" a panel discussion on durum; a panel discussion on profits; and a report of four foods teaming up for Lent by Hal Jaeger of the Can Manufacturers Institute.

• Palmer Dahlgren of Adams, North Dakota, was named International Durum King at the International Hay & Grain Show held in Chicago.

• Egg production is big business, wrote the Wall Street Journal, while the Council on Egg Solids told their inside story.

• In San Francisco, three restaurants had developed a flourishing business in delivering piping-hot Italian dinners to the consumer's door — they called it Spaghetti Express.

• On the Rialto of Boston, the Prince Spaghetti House was catering to the heavy traffic of Washington Street, preparing spaghetti platters in the front window.

## CLASSIFIED ADVERTISING RATES

Display Advertising..... Rates on Application  
Want Ads ..... 75 Cents per line

## INDEX TO ADVERTISERS

	Page
Amber Milling Division, G.T.A. ....	19
Ambrette Machinery Corporation .....	20-21
A-D-M Durum Department .....	9
Asecco Corporation .....	29
Bianchi's Machine Shop .....	33
Braibenti Company, M. & G. ....	36-37
Buhler Corporation, The .....	31
Clermont Machine Company, Inc. ....	13
DeFrancisci Machinery Corporation ..	24-25
General Mills, Inc. ....	40
International Milling Company .....	11
Jacobs-Winston Laboratories, Inc. ....	33
Likotsky Maschinenfabrik, Emil .....	17
Macaroni Journal .....	33
Maldari & Sons, Inc., D. ....	7
Monark Egg Corporation .....	35
North Dakota Mill and Elevator .....	27
Pavan, N. & M. ....	15
Penney Company Flour Mills .....	5
Rossotti Lithograph Corporation .....	2
United States Printing & Lithograph ..	39
Walrus & Tieman, Inc. ....	33

### Mrs. Gaspar Weiss

Mrs. Gaspar Weiss, 75, board chairman and co-founder of the Weiss Noodle Company of Cleveland with her late husband, passed away on December 20.

Mrs. Weiss helped found the noodle manufacturing firm in 1923. Survivors include a son, Albert, president of the firm, and a grandson, Richard, sales manager. Sympathies are extended to the family.

### Package Redesign—

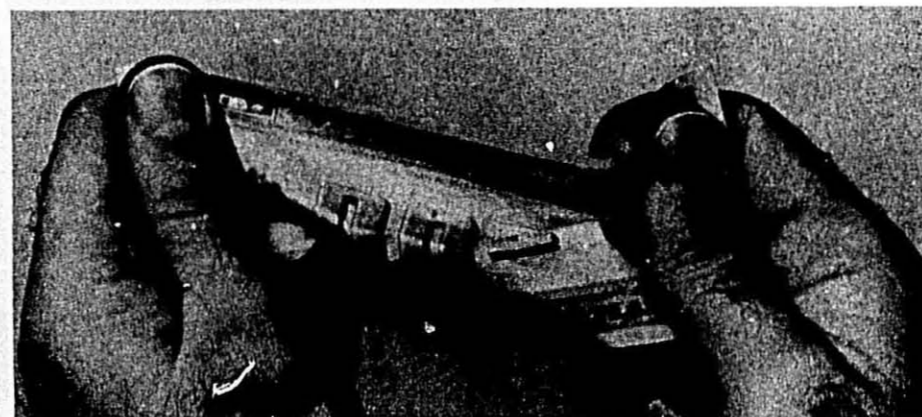
(Continued from Page 10)

completely different treatment of the egg spaghetti carton was developed, featuring yellow baby chicks as the illustration instead of the prepared product, to tie the product to its egg content.

The overall design is clean and simple. The attention-getting color theme of the line is a vibrant blue and white. The back panels tie in the Ideal macaroni sauces to the package product. This is another merchandising technique for packaging developed by the supplier and called Rossotti Ad-Pack.

Mr. Leo Ippolito, president of Ideal, remarked, "The redesign is the final completion of a stepped-up packaging program in keeping with our sales aims. We have every reason to believe the package will now be one of our most important selling tools. So far, we've had a fine reaction to the new line from our retail outlets."

## Does it REALLY Pay to Stretch it?



Of course. No businessman worth his monthly stipend denies that it's smart economics to get the most out of every dollar spent. But like all things, it's not only what you do, but how you do it. Get the most out of every dollar, sure, but be careful not to stretch so far that you forget what you're buying in the first place.

At USPL we stretch dollars—your dollars—to deliver as much as possible for every dollar

spent on packaging and advertising materials. But we never lose sight of the fact that our customers need high quality packaging to stay ahead in the battle of the grocery shelves. This is why we have a satisfied selection of customers who get more and sell more with packaging by USPL.

May we help with your next packaging problem? We have offices in 21 cities coast to coast and one is near you.



UNITED STATES PRINTING AND LITHOGRAPH  
DIVISION OF DIAMOND NATIONAL CORPORATION  
EXECUTIVE OFFICE: NEW YORK 17, NEW YORK

Offices: Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Cincinnati • Cleveland • Dallas • Detroit • Louisville • Milwaukee • Minneapolis • New York • Omaha • Philadelphia • Pittsburgh • Portland • San Francisco • Seattle • St. Louis • Tulsa

PRODUCERS OF FOLDING CARTONS • LABELS • WRAPS  
POP DISPLAYS • POSTERS • ADVERTISING MATERIALS

# MACARONI USA

## Betty Crocker Presents Western Spaghetti Barbecue

A hearty inspiration of the  
Southwest - tasty and robust!



### WESTERN SPAGHETTI BARBECUE

Western Barbecue Sauce recipe below  
1 1/2 lb. ground beef  
1/2 tsp. salt  
1/4 tsp. pepper  
1/2 cup water  
1/2 cup chopped onion  
1 pkg., 12 to 16 spaghetti  
6 green peppers

Prepare Western Barbecue Sauce (this may be ahead and refrigerated). Make hamburgers: ground beef, salt, pepper, water and onion to lightly with a fork. Divide and form into 6 patties. Handle as little as possible. Arrange on cold broiler pan or on outdoor grill. Brush with Western Barbecue Sauce. Broil 3" from turning once. Brush again with sauce. Do not allow 5 to 8 min. cooking per side. While hamburgers are broiling, cook spaghetti and green peppers.

Cook spaghetti following manufacturers' directions. Drain and dot with butter. Place immediately cooked green pepper shells.

To prepare green peppers, wash and slit lengthwise. Remove seeds, stems and ribs. Cook boiling water 4 to 5 min., until just fork tender. Spaghetti stuffed peppers and broiled hamburgers. Western Barbecue Sauce, 6 servings.

### WESTERN BARBECUE SAUCE

2 tbsp. fat  
1/2 cup chopped onion  
1 clove garlic, minced  
1 can 7-oz. mushrooms, sliced, reserve liquid  
3 8-oz. cans tomato sauce  
mushroom liquor and water to make 1 cup  
1 cup diced green pepper  
1 med. pepper  
1 tsp. dry mustard  
2 tbsp. brown sugar  
1 tsp. chili powder  
1 tsp. barbecue sauce  
1 tsp. salt  
1 tsp. pepper  
dash of Tabasco  
1 cup grated Cheddar cheese

Sauté onion, garlic and mushrooms in hot fat until translucent. Add rest of ingredients, except cheese and simmer 20 min. Stir in cheese until melted.

*Success tips:*  
1. Spaghetti is best when slightly overcooked. Cool just before serving.  
2. If necessary, a little sauce may be spooned over spaghetti in green pepper shells after pouring to be kept warm, but avoid to overdo.

A spicy main dish with spaghetti served in green pepper shells flanked by broiled hamburgers and hot barbecue sauce.

General Mills and Betty Crocker proudly offer and your customers a robust dish from the heart of America. This time it's Western Spaghetti Barbecue from the heart of the Southwest. We give you this delicious recipe only after exciting tests in our Betty Crocker Kitchens and in the homes in the Southwest. We're certain this will help your customers can increase their enjoyment of your products easily, imaginatively, and creatively.

As a leading producer of the finest Semolina Durum flour, we are happy to serve the food industry. For a list of Betty Crocker recipes in MACARONI USA program to help you increase sales through the broader use of your products.

For more information on this new Betty Crocker recipe program, ask your Durum Sales representative or write:

**DURUM SALES**  
MINNEAPOLIS 26, MINNESOTA

