

**THE
MACARONI
JOURNAL**

**Volume XXX
Number 10**

February, 1949

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the **MACARONI JOURNAL**

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VIEW OF THE FLAMINGO HOTEL, MIAMI BEACH, FLORIDA

Chicago
Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXX
NUMBER 10

WHEN LABELS ARE ALIVE EXTRA SALES THRIVE

Behind sales-stimulating Rossotti Cartons and Labels is much more than meets the eye. Every package entering the House of Rossotti for production receives the benefits of these *six plus values* that only Rossotti can offer.

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February, 1949

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N-A services

for the Macaroni and Noodle Product Industry

FOR GREATER PRODUCT SALES APPEAL

N-Richment-A Type 6 is available in wafers for batch mixing and a powdered pre-mix for continuous presses. Backed by over a quarter-century of experience in the cereal and cereal product industries, N-Richment-A ensures economical and uniform enriching.

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Richmond Gyro-Whip Sifters are the most modern and efficient means of scalping away infestation, strings, pieces of paper and other impurities from semolina or flour before entering into process, and are available in 3 sizes with capacities ranging up to 10,000 lbs. per hour.

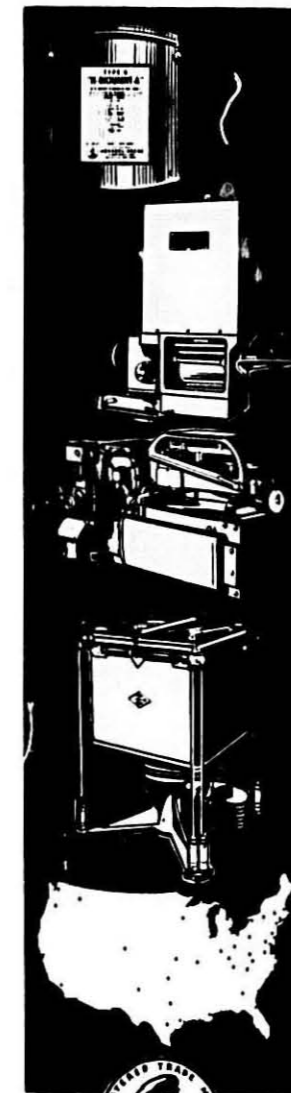
Besides these Sifters, Richmond also provides Niagara Permaflux Magnets, which can be used either for spout or chute installation. They are recommended as being particularly efficient in the removal of such impurities as fine metallic particles and tramp iron.

FOR TROUBLESOME TECHNICAL PROBLEMS

N-A's Nationwide Service Division—composed of field experts familiar with the practical problems of cereal product processing; extensive laboratory facilities and a staff of laboratory technicians—is always available to your staff and consultants in the solving of enriching and feeding problems.


Write today for detailed information on any phase of N-A Service.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
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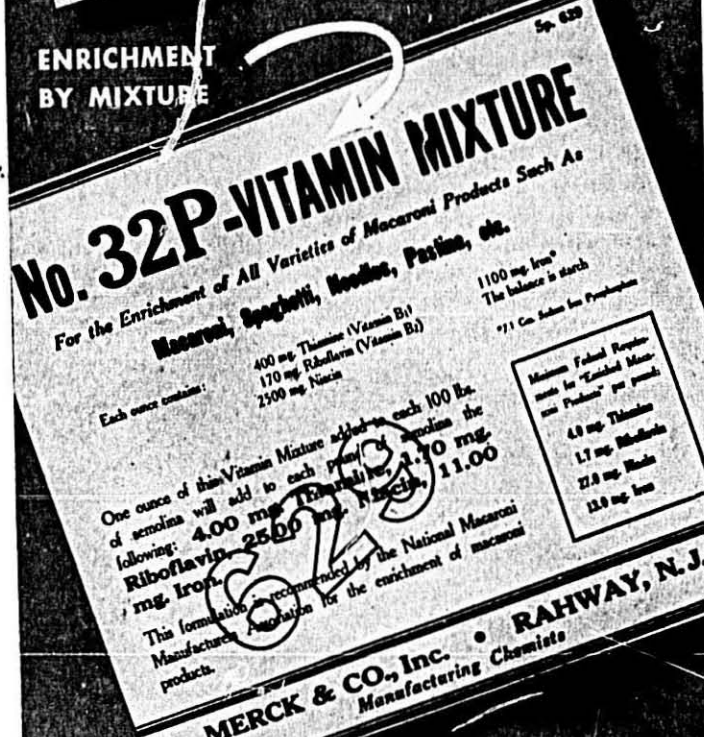
NA-28

ENRICHMENT BY WAFER



MERCK
Enrichment Wafers
for all varieties of
Macaroni Products
Macaroni, Spaghetti, Noodles,
Pastina, etc.
Manufactured by **MERCK & CO., Inc.** • RAHWAY, N. J.

ENRICHMENT BY MIXTURE



No. 32P-VITAMIN MIXTURE
For the Enrichment of All Varieties of Macaroni Products Such As
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Each ounce contains:
400 mg. Thiamine (Vitamin B1)
170 mg. Riboflavin (Vitamin B2)
2500 mg. Nicotinamide
1100 mg. Iron*
The balance is starch
*71 Gr. Solids for Production

One ounce of this Vitamin Mixture added to each 100 lb. of semolina will add to each pound of semolina the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Nicotinamide, 11.00 mg. Iron.

This formula is recommended by the National Macaroni Manufacturers Association for the enrichment of macaroni products.

MERCK & CO., Inc. • RAHWAY, N. J.
Manufacturing Chemists

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

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- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

MERCK ENRICHMENT PRODUCTS

MERCK & CO., Inc. RAHWAY, N. J.

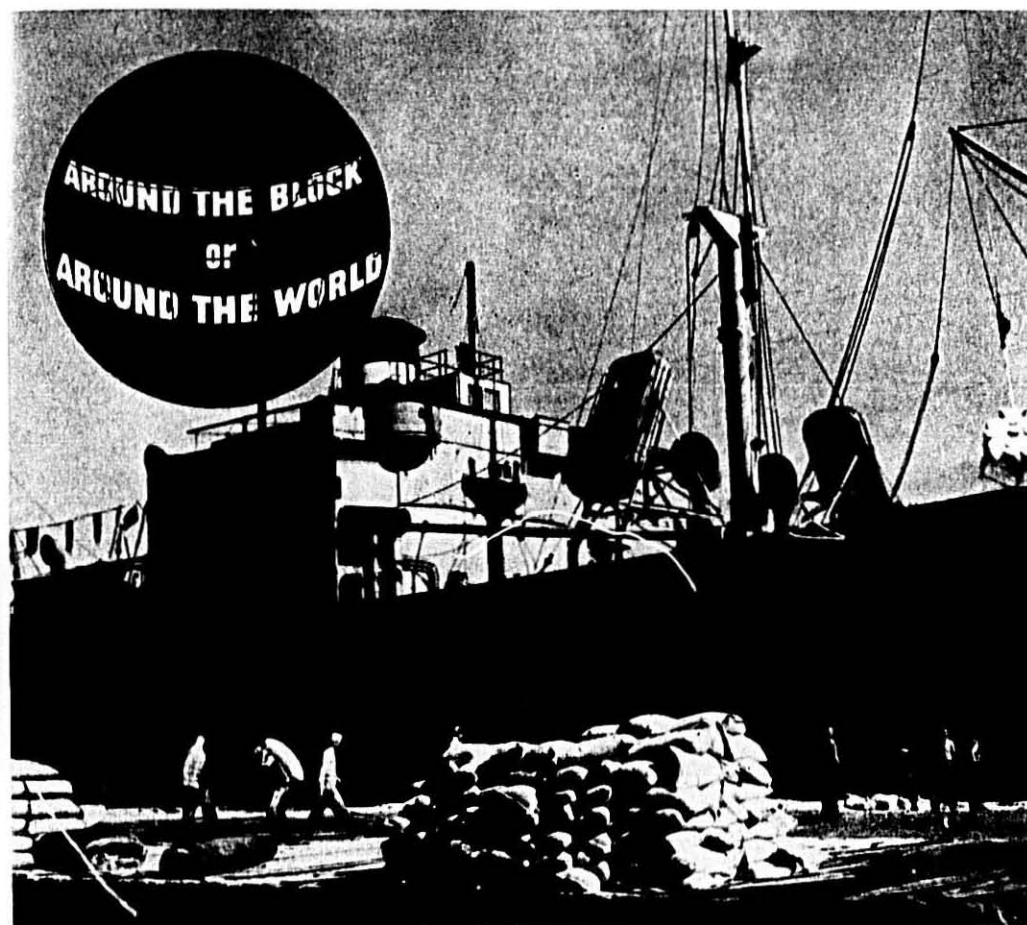
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When precious flour is consigned to the needy overseas (or for practically all other export use), it's shipped in sturdy, dependable cotton bags . . . the best container OVERALL!

Best because it assures a minimum of loss through breakage! Best because sturdy, good-looking cotton bags are much easier to handle, stack, and warehouse! Best because it has a high re-use and salvage value!

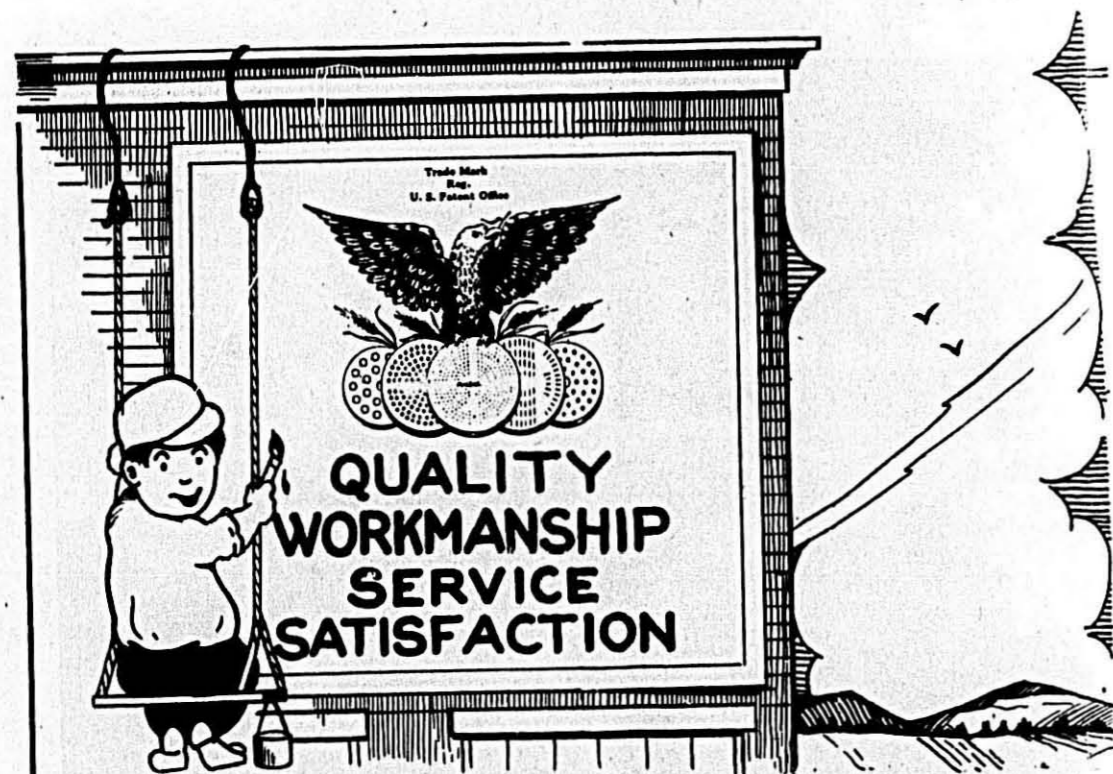
No wonder sturdy cotton bags are the preferred container for both export and domestic use . . . whether it's AROUND THE BLOCK or AROUND THE WORLD!

There's a Textile Bag Manufacturer Near You



TEXTILE BAG MANUFACTURERS ASSOCIATION
611 Davis Street • Evanston, Illinois

Textile Bags—
Best OVERALL



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"America's Largest Macaroni Die Makers Since 1803—With Management Continuously Retained in Same Family"

One way to lick high labor costs

Get a **CECO**

Adjustable

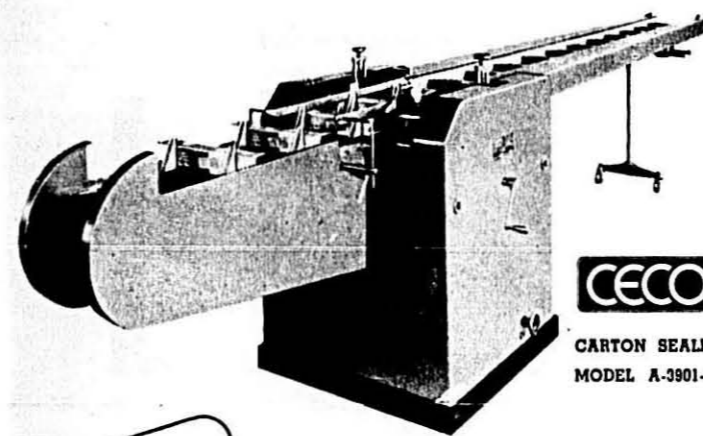
CARTON SEALER

Users of CECO Adjustable Carton Sealers have reduced labor costs and increased production despite higher wages and less working hours. Most CECO Sealers save enough on labor alone to wipe out their low initial cost within the first year.

CECO Sealers glue-seal both ends of any size carton from 2 to 36" deep, automatically, simultaneously, up to

120 per minute, and deliver cartons to the packing case. The machines are simple, portable, and can be operated, adjusted, and maintained by unskilled help without tools.

Send for data showing how these low-cost CECO Sealers produce more, better-looking packages at less cost for products similar to yours.



CARTON SEALER
MODEL A-3901-12

**CONTAINER
EQUIPMENT
CORPORATION**

NEW Automatic packaging is now available at unbelievably low cost with the new CECO Model 40. This adjustable machine automatically feeds cartons from a stack, sets them up, and closes ends by sealing or tucking, or both. Ideal for packing unit items like baked goods, machine parts, bottles, bagged products, etc. Send for new bulletin.

Types of products now packaged economically on CECO Carton Sealers

Absorbent Cotton
Baby Foods
Baked Goods
Baking Soda
Balloons (Target)
Bandages
Batteries
Beans
Beer
Bearings
Bicycle Pedals
Biscuit Mix
Bluing
Bolts and Nuts
Books
Brake Lining
Cake Mixes
Candy
Carbon
Cereals
Cheese
Cocoa Nut
Coffee
Cosmetics
Desserts
Diapers and Liners
Dried Milk
Drugs
Ether
Drinking Cups
Facial Tissues
Film
Floor Tile
Food Containers
Fuel Pumps
Griddles
Ice Cream Mix
Insecticides
Macaroni
Noodles
Napkins
Olefin Paraffine
Oil Filters
Pharmaceuticals
Paper Seat Covers
Pastina
Patching Cement
Pillow Cases
Piston Rings
Potato Chips
Puddings
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Commander Durum Products."*

**SUPERIOR
FANCY No. 1
SEMOLINA**

**COMET
STANDARD No. 1
SEMOLINA**

**ROMAGNA
GRANULAR
FLOUR**

**CAMPANIA
DURUM
PATENT FLOUR**

COMMANDER MILLING COMPANY
MINNEAPOLIS 1, MINN.

The MACARONI JOURNAL

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New Industry Activity Launched

A DECISION of vital importance to the future of the Macaroni-Noodle Industry of America was made at the Winter Meeting of the Industry at Miami Beach, Florida, January 25, 1949. It will have a far-reaching effect and as its program develops, the activity underwritten should deservedly win the support of every operator in the business, large or small.

The action was taken in the name of 91 manufacturers, as represented at the institution of the new venture, pledging support of the new incorporated National Macaroni Institute, suggested by the National Macaroni Manufacturers Association but established as a separate and distinct business. It means the official existence of an organization that has long been considered a must by manufacturers who recognize the need of some united and continuing action towards industry and products promotion.

It also means proper recognition of the pioneering spirits who for years have thought that something should be done to keep in step with change, with the progress that the industry itself has made in improving the quality of its products and with the enormous increase in production possibilities through the installation of scores of new automatic continuous presses that have so greatly increased the production capacity of the American macaroni industry.

Much credit for the final action taken last month must go to the work done in a small but consistent way by the unincorporated National Macaroni Institute that was launched in 1937 for the purpose of keeping alive in the trade the small flame that was almost snuffed out by the discouraging experience in advertising at the start of the depression years. Personal credit goes to the small handful of manufacturers and allies who were sufficiently industry-minded to contribute to a promotion conceived by M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers Association, and in The National Macaroni Institute (not incorporated) as managed by him for nearly a dozen years.

With the action taken last month, the Institute passes

from its one-man stage to a group activity of such great promise. The old Institute was launched in September, 1937, on the "pass-the-hat" basis. Encouraged by a group of thinking manufacturers and allies, Mr. Donna made semi-annual appeals for voluntary contributions with which to finance the promotions he conceived and executed. Contributions ranged from a low of \$5.00 to a high of \$400. These contributions ranged from a total of \$378 in 1940 to an extreme high of \$5,505 in 1946.

No salaries were paid and oftentimes the National Association's treasury was tapped for stamp money, for letterheads and envelopes for soliciting contributions. At the outset the prime activity of the old one-man Institute was the promotion of National Macaroni Weeks for which there was no hat-passing. A printing firm in Chicago that had confidence in the Institute and its executive agreed to print several hundred thousand posters which were sold at a profit to the manufacturers who were willing to get behind the Institute and its activity. When the national week idea petered out a swing was made to seasonal promotions, including Lent, macaroni as summer food and macaroni and egg noodles for cold weather meals.

Many hundred thousand inserts containing recommended recipes were printed, sold and distributed through the years. Outstanding accomplishment was the preparation, printing and sale of the very popular "Americanized Macaroni Products" booklet for which there is a current demand for the printing of its fifth edition. Another popular piece of literature is the smaller pamphlet entitled "Macaroni Facts" which domestic science and home economists find so helpful.

Its dream having been realized, the old Institute has been liquidated and the hopes of its faithful supporters as well as those of the new ones go to the latest addition to the ranks of industry activities. With initial financial support approximating nearly one hundred thousand dollars, the incorporated entity should do for the industry immeasurable good. Everybody wishes The National Macaroni Institute, Incorporated, the best of luck.

Winter Meeting Well Attended

THE question of the advisability of a Winter Meeting in the Southland in January was answered in the affirmative by the 77 Macaroni-Noodle Manufacturers and Allied in attendance at the first "Deep-South" conference at the Flamingo Hotel, Miami Beach, Florida, January 24 and 25, 1949.

The first day's meeting, January 24, was devoted to association matters and was opened by an interesting and hopeful message by President C. L. Norris of the National Association. His message in full appears elsewhere in this issue.

Secretary-Treasurer M. J. Donna made a brief oral report on the membership of the National Association and its finances, showing a substantial increase in both.

This was followed by the report of the Washington Representative, B. R. Jacobs, who reviewed his friendly contacts with government officials resulting in helpful relations from which both the association members and the industry benefited in both expected and unexpected ways.

At the conclusion of his report, the convention voted unanimously in favor of the restoration of the regulations governing labeling of macaroni products to the end that only those that are made of semolina be permitted to be labeled "Made from Semolina" or "Semolina Spaghetti."

As there are no standards for "granulars," products made from farinaceous ingredients other than semolina will fall in the durum flour or flour class.

Co-chairman Peter J. Viviano, representing the manufacturers, and P. M. Petersen, representing the durum millers, through the former reported on their conversations with the Quartermaster Corps regarding specifications for products bought by the U. S. Army. His report appears elsewhere in this issue in full.

As a member of the National Macaroni Export Institute, C. W. Wolfe, association adviser, told of the efforts to continue the export business to Italy and other foreign countries. Economic conditions, particularly in Italy, the heaviest importer during the first half of 1948, were such that preference was given to the purchase of raw materials over finished goods—this to help solve the unemployment situation there. His report, too, appears elsewhere in this issue.

Vice President A. Irving Grass pictured the 1949 food outlook based on a statement by Paul Willis, president of Grocery Manufacturers of America.

Secretary Donna then presented a beautiful scroll to former Association Director Frank Traficanti, who disposed of his modern egg noodle plant last September. Expressive of their appreciation of long, faithful service to the Association, the scroll was signed by the board of directors.

Mr. Traficanti made a touching acceptance speech saying that the scroll would be a constant reminder of "the best bunch of good fellows it would ever be my privilege to work with."

The first day's session was brought to a close at 1:30 p.m. by a general discussion of the wage situation and labor conditions as they particularly concerned the Maca-

Association Affairs and Industry Problems Discussed and Acted Upon, Plans for the Future Approved and the National Macaroni Institute Launched.

roni-noodle factory workers. Secretary Donna called attention to the wage-policies survey that is being made as of February 1, and urged all manufacturers, association members and non-members alike, to fill in and return the questionnaire promptly, promising to send a copy of the compilation of the survey to all firms that co-operate.

Rossotti Spaghetti Buffet Supper. In keeping with a nice practice of some years' standing, Rossotti Lithographing Co., of North Bergen, N. J., treated the members and visitors to a delicious dinner of their own products—"Spaghetti-a-la-Rossotti"—on Monday evening. It was served on the beautiful air terrace of the Flamingo hotel with music by a name band to which the guests danced after dining.

Charles C. Rossotti, executive vice president, was in charge of the delightful affair, aided by George S. Hubbard of Chicago, newly appointed director of the Rossotti organization.

Industry and Institute Day. The second day of the Winter Meeting, January 25, was also presided over by Association President, C. L. Norris, who called upon Secretary Donna to report on steps taken to form the National Macaroni Institute and to report on the number of firms that had contracted to pay monthly into the institute fund the sum of one cent on every 100 pounds of raw materials converted into finished products whether sold in bulk, in packages, in combination with other foods or goods for export.

Nearly 100 firms representing more than 80 per cent of the entire production of firms comprising the National Association

have signed contracts. It is estimated that the signers represent a combined production equal to over 70 per cent of the industry's entire output.

It was reported that most of the "co-operators" had made payments on the November, 1948, output, many had already made payments on their December output, and that a few paid on January output, anticipating the regular monthly notices.

Robert M. Green, newly appointed public relations director of the association and institute reported on his ten weeks' tour during which he called personally on all manufacturers from coast to coast and from border to border. He was pleased with the reception accorded him and with the number of co-operators who signed and promised co-operation.

Secretary Donna reported that the National Macaroni Institute, Inc., was duly chartered as an Illinois corporation last November and was in a position to operate as a legal entity, separate and distinct from the National Association but with an interlocking directorate.

He then presented the draft of a constitution and by-laws which he had prepared and which President Norris read article by article. They were unanimously adopted as read on motion by C. Frederick Mueller, seconded by C. W. Wolfe.

Thomas Smith of city department of the City of Miami Beach appeared to extend the Macaroni-Noodle manufacturers and Allied a cordial welcome, presenting real bronze keys to the officers of the association and pledged that the city officials and all the people would do everything within reason to make the visitors' stay pleasant, "the longer, the better."

J. O. Peckham of A. C. Nielsen Co., Chicago, discussed the question "What Does a Market Research Offer the Macaroni Industry?" Using large charts he showed how other industries have successfully used market research to give a clearer picture of the relation of the industry to business generally and the position of the individual with respect to his trade.

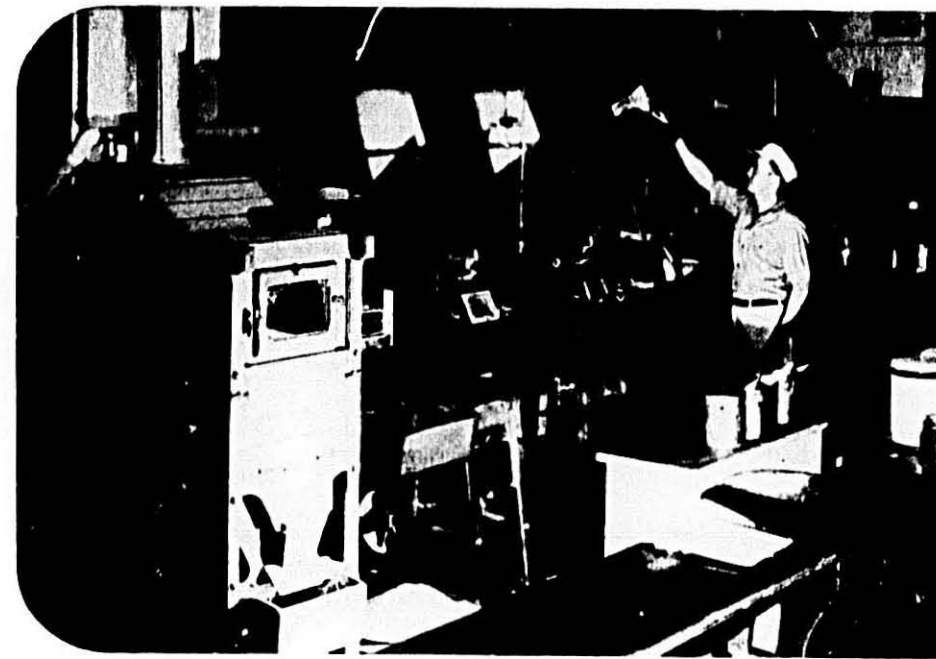
R. M. Green made an impressive presentation on the subject, "Production Is But Half of the Story." He used small charts full of facts and figures on the need of increasing the per capita consumption of Macaroni Products in this country, and how

(Continued on Page 39)



Flamingo Hotel, Miami Beach—scene of 1949 Winter Meeting

How General Mills' Durum Detectives Guard The Uniformity of Your Products . .



PUTTING DURUM WHEAT "THROUGH THE MILL"

You need a "just right" blend of durum wheats to produce uniform, high quality macaroni products. And the miniature mill pictured above is only one of the many exacting test devices used by General Mills' Products Control Department to guarantee the selection of better durum wheat mixes. Mixes that will help you make better macaroni.

From stalk to sack, General Mills checks and rechecks the quality of its Durum Wheat Products all along the way. Careful selection, skillful blending and tireless testing, under controlled conditions, are the rule. Every sack the same and every sack right, year after year. That's what macaroni manufacturers have learned to expect from General Mills' Durum Wheat Products.

Yes . . . durum wheat selection is a science. And General Mills' "Durum Detectives" have mastered it. You can depend on General Mills—today, tomorrow or next year—to supply you with the most in quality and uniformity from the Durum wheat available.

General Mills, Inc.

DURUM DEPARTMENT

CENTRAL DIVISION

CHICAGO 4, ILLINOIS



Address By President C. L. Norris

National Macaroni Manufacturers' Mid-Year Convention, Miami Beach, January 24, 1949

AFTER listening to the professional surveyors, pollsters, and New Year's prognosticators, I presume that all of us have formed some opinions as to what the New Year will hold forth for us, as individuals and for the businesses which we represent. I would like to be in a position to say that I think that 1949 is going to be a rosy one for macaroni manufacturers, but on the contrary, I am of the opinion that it will be somewhat rough in spots.

From the governmental angle it appears that we are in for an era of what some observers term "mild socialism." Some "viewers with alarm" predict a rapid trend toward the conditions which brought about the downfall of Germany and the mess in which Great Britain finds itself at this time. Regardless of how rapid you believe our movement in this direction will be, it is apparent from utterances on the part of spokesmen in the administrative and legislative branches that we can reasonably expect: higher taxes, a liberalized attitude toward labor, broadening of social security benefits, governmental entry into additional fields of business, such as, power production, housing, et cetera, and a desire for unprecedented peacetime controls. I know that it is somewhat difficult for one to determine how some of these things are going to affect us immediately but supposing that you were in the home building business or the private light and power business, how would you feel about government enterprises supported by tax money, engaging in direct competition with you. Now I am not hinting that government is going into the macaroni manufacturing business, but these are all trends which should have our earnest consideration. Those of you who, after the November elections, were inclined to feel that the bottom had dropped out and that the fight for freedom was lost, are getting some comfort from the statistics which show that a two million majority out of ninety-five million eligible voters decided the outcome. Sixty-seven million voters were registered but twenty million of these decided to stay home on election day.

Aside from the obstacles which governmental influences may have upon our business this coming year, there are several other factors which I feel may roughen up our road at times. One of these is the world-wide excess of food which eventually may seriously affect our industry. Although meat is still short, the world output of six main food products is equal to or greater than pre-war. The estimates for the 1948 crop year are these: with the years 1935 to '39 average taken as 100, wheat was 105, corn 125, potatoes 105, oats and barley 100, sugar 105, fats and oils 100, rice is still behind pre-war crop average and supplies of fats and oils, despite recovery to the pre-war levels, are still short. In the 20's when agriculture recovered in Europe and Russia, American farmers were hard hit by falling prices and declining land values. Because of the support program, the effects of food surpluses will be less acute now but more widespread in the days ahead. The general body of taxpayers will absorb most of the resulting loss through subsidies paid by the Treasury to prevent farm prices from falling. Yet these same subsidies, by

keeping more people on the farm than would be there if prices were allowed to drop, will have the effect of prolonging agricultural over-production. We all know that an over-supply of agricultural products, particularly potatoes, is never good for the macaroni business.

You have all, no doubt, been noting in your local papers and other advertising media, the greatly increased activity on the part of the rice industry. The new pre-cooked rice lends itself to many of the same type recipes as macaroni products and the rice people are spending money liberally to bring the utmost attention to their product. The rice processors are only one of many industries who are becoming aware of the necessity of publicizing their wares. Don't overlook the fact that every one of these are hard-hitting competitors of ours, vying for position on American dining tables.

For the present it appears that exports of macaroni in 1949 will be at a low point. Last year approximately 225,000,000 pounds of our products were exported. Italy alone took 176,000,000 pounds but as we know, exportation to the Mars,all Plan countries is now completely barred. We can reasonably expect, however, that exports to other countries will continue at about the same pace, so a figure of about 50,000,000 pounds in 1949 will be the most we can hope for.

You are all aware of the plant improvement which has been going on at a fast pace the last three or four years. This has resulted in some potential over-production. Last year the industry produced 1,139,747,000 pounds. One source of information, for whom I have high regard, estimates that in 1949 the consumption of macaroni products will be about 950,000,000 pounds or about two-thirds of the industry's capacity. These figures allow 50,000,000 pounds for export, 50,000,000 pounds for the armed forces and 850,000,000 pounds for domestic consumption.

On the hopeful side of the ledger here are some encouraging factors. Many of our manufacturers have become increasingly merchandising minded and some very fine campaigns have been and are now going on in behalf of some high quality brands.

The Durum Wheat Institute has been carrying on a very effective work. Under Mrs. Snyder's guidance, they have been doing an excellent job with the home economists and, in particular, in connection with the School Feeding Program. You have all seen numerous splendid publicity pictures and stories in daily newspapers and national magazines, many of which are the result of the Wheat Flour Institute's efforts.

Allied food lines have been using macaroni and noodle products as a base for dishes in which they are featuring their own products; the meat industry, cheese manufacturers, tomato paste packers, milk producers and oleomargarine makers have featured our goods many times throughout the year.

The most forward step which our industry has taken for some time is the getting under way of the National Macaroni Institute Publicity Campaign. Last September we reached our goal of 70 per cent of the Association's production signed up on contributing contracts and the organization began accumulating funds as of November 1. Bob Green, our director of public relations, has been touring the country and the response on the part of progressive manufacturers has been very encouraging as you



President C. L. Norris

will hear from Bob's report later on in our meetings.

Right here let me put in a word about plant sanitation. I know that most of us are giving this subject more study and working harder on it than ever before. But I cannot emphasize too strongly the vital necessity of going all out on getting your plants in the same condition in which you want your kitchens at home. I need not point out that the good effects of a splendid publicity story can be ruined by a news item on the opposite page regarding a macaroni plant being haled into court by the Food & Drug Administration for having unsanitary plant conditions.

Your raw materials and supplies should not give you a great deal of trouble this year provided, of course, we have a normal crop. At present, supplies of durum are considered sufficient and there are plenty of eggs. Containers should be cheaper, on the average, in 1949, as there are indications of an over-supply a little later on in the year. While cartons have not eased off in price, the high production of paper in this country should also begin to be felt and reflected in lower prices of cartons, later in the year. Machinery and heavy equipment should be easier to obtain and I feel that it will not be too long until we will be buying small items out of stock for immediate delivery and that the larger pieces of equipment will be getting to us in a comparatively short order.

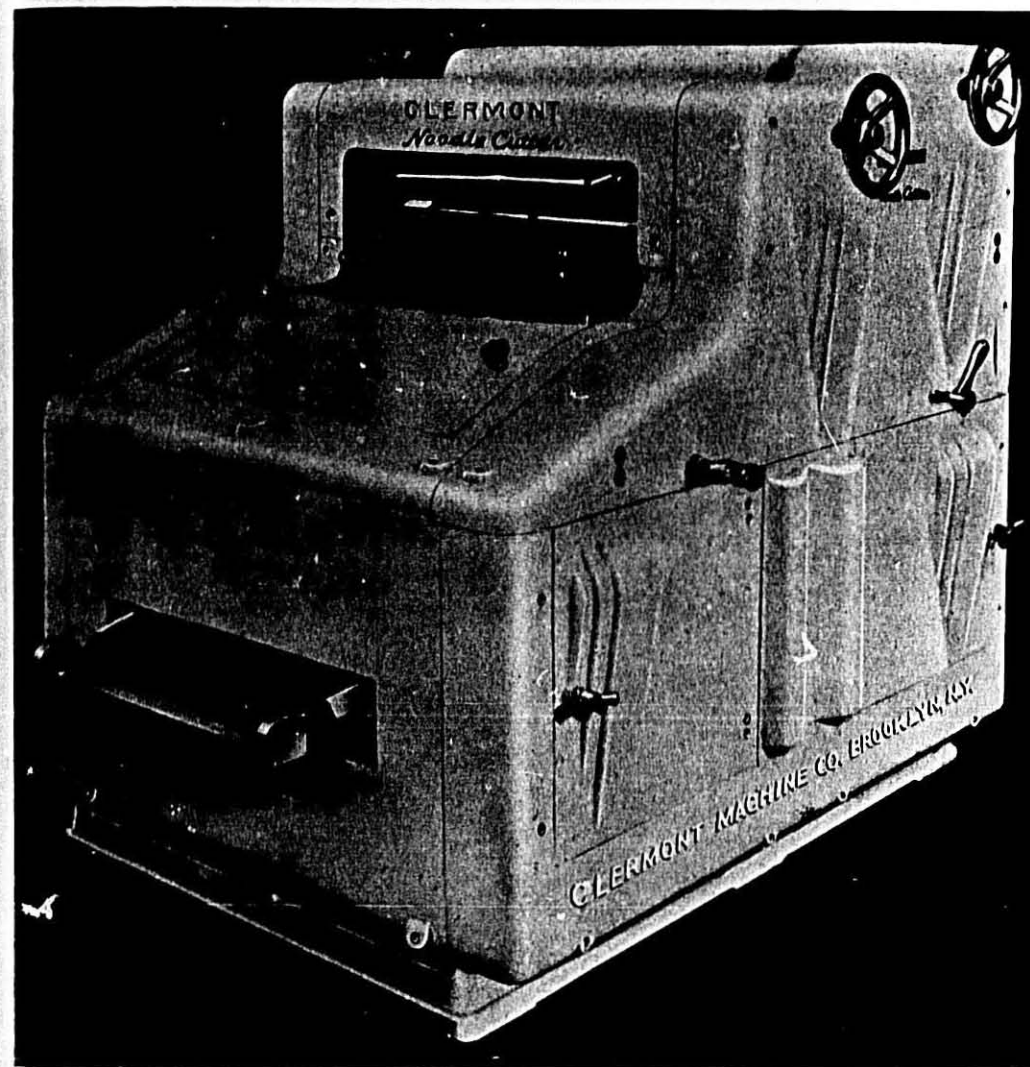
In most parts of the country, labor is plentiful supply. I do not contribute to the opinion that a fourth round of wage increases is inevitable. Some sections may have to make some adjustments but certainly we can confidently expect to get more production per man hour as the less desirable help is weeded out and workers are made aware of their responsibility to produce in like measure to their earnings.

Certainly the days ahead present a challenge to every manufacturer in our industry who has the courage to look all these factors in the face and buckle into the job with the relish that good, clean competition always brings to this thing we call business. I believe our possibilities are limitless if we get our fellow manufacturers to join together with us in making the American consumers conscious of the excellence of our products and increase their quick-easy preparation. I know that your officers and directors are going to be untiring in their efforts to bring this about and we shall appreciate every ounce of cooperation every one of you is willing to give to this end.

Respectfully yours,
C. L. NORRIS, President

CLERMONT STREAMLINES ITS LATEST NOODLE CUTTER

Sanitation Personified



Clermont's years of "KNOW HOW" have gone into the designing and engineering of this superlative machine, the CLERMONT SUPER HIGH SPEED NOODLE CUTTER, TYPE NA-4.

COMPACT: Takes less space; lower in height than all other types. Easy to manipulate.

CLEAN: All moving parts enclosed; all bearings dust sealed; no grease drip; cover keeps out dirt and dust.

SIMPLE: Less gearing mechanism. Revolving cutting roller

drum affords quick change of cutters. Vari-speed rotary knife with cutting range from 1/4" to 6". Central greasing control.

ECONOMICAL: Low maintenance cost; cutting rollers and scrapers of stainless steel, long lasting. Both calibrator rollers. Hardened and ground. Ball bearings throughout for long life.

AND

The largest output of any noodle cutter in the world—1600 POUNDS PER HOUR! Can be slowed down to as low as 600 pounds per hour if desired.

TO SEE IT IS TO WANT IT.

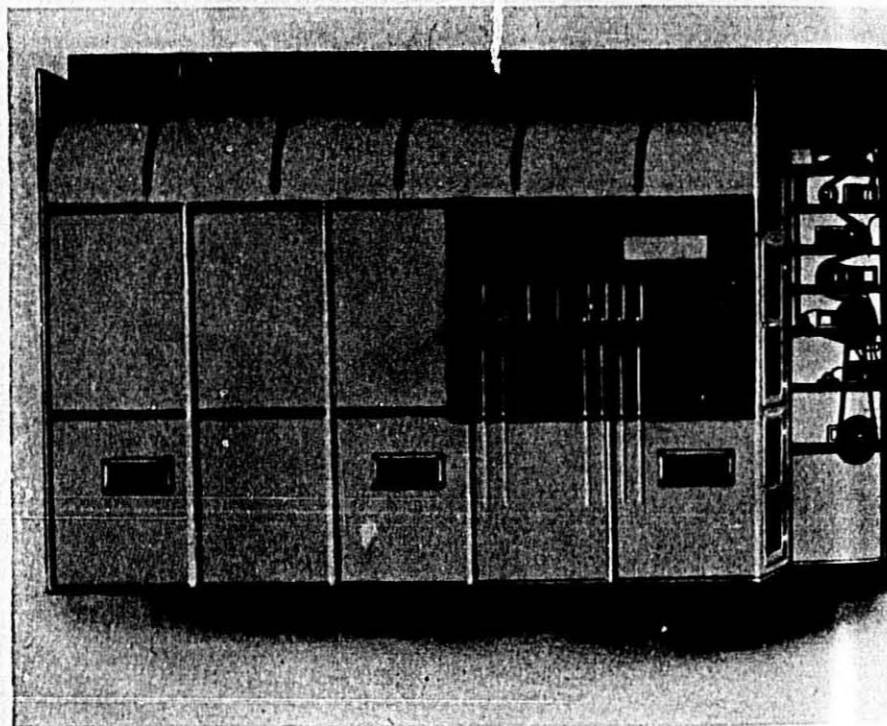
We'll Gladly furnish further details

CLERMONT MACHINE COMPANY, INC.

266-276 Wallabout St., Brooklyn 6, New York, New York, U.S.A.

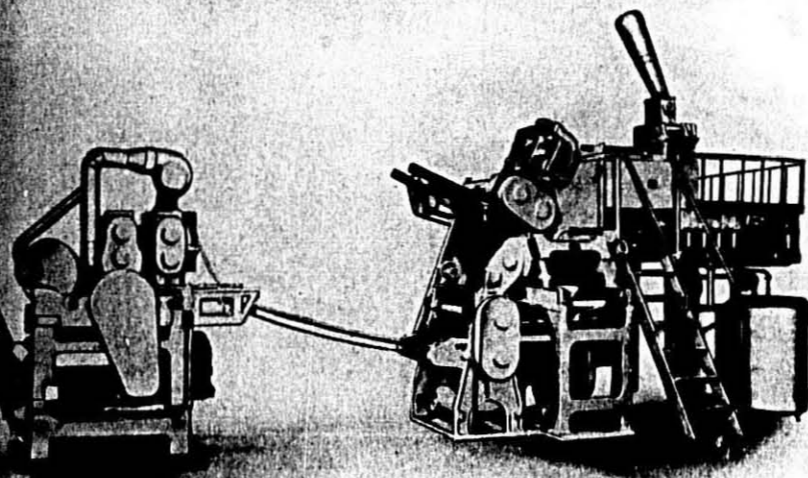
Tel.: Evergreen 7-7540

THE *New Look* IN NOODLE SETUPS *Modern and Efficiency* WITH "CLERMONT"



The machines shown above are the CLERMONT SHEET FORMER WITH EGGS APPARATUS, CLERMONT HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS NOODLE DRYER. Space limitations prevents showing the finish drying unit. Then, too, the Finish Dryer may be placed wherever most convenient and suitable to a manufacturer's plant—on the floor above or below, alongside of the setup pictured or in a further continuous line.

This setup is fully automatic: Eggs are mixed and the egg liquid flows simulta-



neously with flour to the mixer of the Sheet Forming Machine which in turn forms the dough sheet. The dough sheet is fed automatically to the Noodle Cutter and the product conveyed from the Noodle Cutter to the preliminary drying unit, then to the Finish Dryer and finally is conveyed to the packing table, all in one continuous automatic process.

This setup can be had for production of 600, 1,000 or 1,600 pounds per hour. Labor is cut to the bone. Irrespective of the output selected, **ONE MAN DOES THE JOB!**

GET IN TOUCH WITH US AND WE'LL SHOW YOU MANY MORE ADVANTAGES

CLERMONT MACHINE COMPANY, Inc.

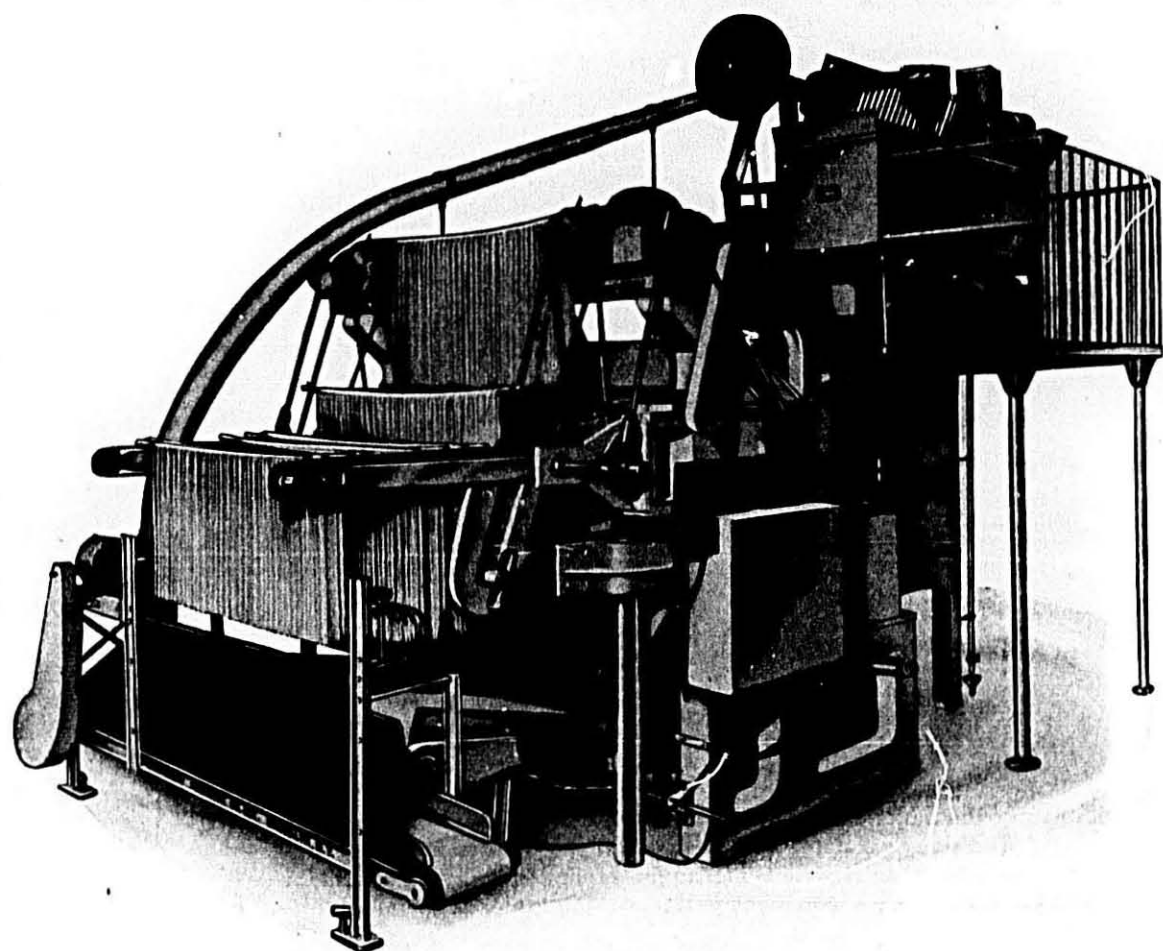
266-276 Wallabout Street
 Brooklyn 6, New York
 New York, U. S. A.

Telephone: Evergreen 7-7540

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS, Model No. 1-A

For Short and Long Goods

with Automatic Long Goods Spreader Attachment



The long goods Spreader Attachment was designed to give superior quality and large output. The quality is achieved by the rolling process of the press and by the slow extrusion through the dies. The quantity of approximately 1000 lbs. per hour is secured by the large extrusion area which produces and spreads three sticks on each cut. Expert macaroni manufacturers know that the slower the extrusion, the smoother the product, the higher the color and the firmer the texture.

write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN 6, NEW YORK

PRODUCTION is only half of the story

A Talk by Robert M. Green, Director of Public Relations, N.M.M.A., Before the Members in Convention, January 25.

Technological Improvements

Today an automatic noodle manufacturing set-up is capable of producing 1,000 pounds of product per hour using the labor of only one man.

A continuous automatic press for short and long cut goods with an automatic spreader is capable of producing 900 to 1,000 pounds of dried goods an hour.

A continuous short cut dryer is capable of drying goods in 12 to 14 hours. Controls for long goods drying are available which will handle products in 36 to 48 hours.

Packaging equipment, which automatically fills and weighs full pound packages of short cut products, operates at a speed of 80 packages per minute.

THE Macaroni Industry in the United States had an auspicious start. Our third President, Thomas Jefferson, was our first spaghetti maker. In 1786 President Jefferson toured France and northern Italy. From Naples he brought a mould to form spaghetti and introduced to this country what today is one of our most important and popular foods.

The commercial manufacture of macaroni products really got its start in this country a little over one hundred years ago, when the firm A. Zerega's Sons, Inc., was established in Brooklyn in 1848.

A highlight in macaroni history in the United States was in 1898 when Dr. Carleton of the United States Department of Agriculture introduced Russian durum wheat to the Dakota farmers. The Dakotas offered an ideal climate and growing conditions for the grain that makes quality macaroni products.

In 1915 Italy entered the first World War. Up until that time we had been importing about one hundred million pounds of finished macaroni products from Italy annually. But with her entry in the War, imports dropped off abruptly and American manufacturers stepped in to fill the gap. The industry in this country grew up, so to speak, at this time and since that date has never been seriously threatened by foreign competition.

As a matter of fact the revolution became complete with the entry of the United States in World War II in 1941, for we became major exporters.

In 1948 we reached a peak in production: an estimated 1,140,000,000 pounds of macaroni and noodle products were produced in the United States. Of this total some 220,000,000 pounds were exported, Italy taking better than 176,000,000 pounds. Domestic consumption was about 920,000,000 pounds, averaging six and one-quarter pounds per person.

This is a history of growing production made possible by an industry of hard workers and by great technological improvements within recent years.



Robert M. Green

Industry Capacity Today

The industry's plant capacity today is estimated by Glem G. Hoskins, industrial consultant to the macaroni industry, to be 1,440,000,000 pounds per year. This exceeds domestic consumption by 470,000,000 pounds. This can be a threat or a glorious opportunity.

A threat exists if the production in excess of demand is dumped onto the market and prices undermined, for the law of supply and demand still operates in setting prices. Opportunity exists if demand is created for macaroni and noodle products, for the ability to satisfy that demand is already here.

Selling on a price basis, without creating demand, merely increases supply, drives prices down, and ultimately leads to the ruin of not only the individual producer but his industry as well because industries are competing one against the other for a share of the consumer dollar.

To repeat: the law of supply and demand is simply this—price is set at that point where willingness to buy on the part of the customer and willingness to sell on the part of the seller meet.

Price Must Return Costs

This is important, for price must return costs: costs of materials, labor, overhead, freight, taxes, depreciation, selling expenses, and dividends.

Instead of selling expense let's call it creating demand and include in those costs advertising, selling, publicity, promotion, merchandising, and perhaps showmanship.

How to Sell a Movie

Taking a page from the showmen, I thought you would be interested in this story from the December 26 supplement of *Parade*. It is called "How to Sell a Movie" and explains how high-power publicity prepares the public for Hollywood's epics.

Before the movie "A Song Is Born," starring Danny Kaye and Virginia Mayo, was ever filmed it had been heralded by over 500 pages of free editorial material and by every radio with a movie commentator or gossip in the country. After the film was made advertising went into full color ads in national magazines, pages in Sunday supplements of leading big city papers, half-color comic strips, billboards, local radio time—reaching a total mass of potential movie goers equivalent to the entire population of the United States.

"Tie-in" ads with other products ranging from dresses to jewelry plugged the name of the picture. An estimated 75,000,000 to 100,000,000 Americans witnessed Danny Kaye and/or Virginia Mayo using familiar brands of cereal, soap, tea, shampoo, soft drinks, candy, grapefruit juice, fountain pens, ink, toothpaste, cigarettes, coffee, hand lotion, raincoats, face powder, motor oil, razor blades, and electric light bulbs.

The stars were guests on national network programs; spot commercials featuring the Golden Gate Quartette woke the public up at dawn, put them to bed at night; transcribed programs featuring the Jazz Greats flooded the airways with tunes from the show.

Some \$800,000 was spent in promoting this movie that cost \$2,500,000 to produce. And if you, for some strange reason, did not go to see "A Song Is Born" it was not the fault of the publicity, which was an epic in itself.

A Two-Pronged Attack

A two-pronged attack seems the most effective for getting a fair share of the consumer's dollar: product promotion as done by the American Meat Institute, the Margarine Manufacturers Association, the National Confectioners Association, and many others, publicizes and advertises its industry's products. This is followed up by the individual producer's own brand promotion which ties into the national effort emphasizing and repeating themes which improve consumer acceptance of his product and his brand.

This brings us to the Macaroni Industry Promotional Program.

What Has Been Done

In 1937, Mr. Donna started the National Macaroni Institute. This activity was his brain-child. By sending out pictures and stories as well as recipe material he publicized macaroni and noodle products. He developed the very useful booklet called "Americanized Macaroni Products;" a pamphlet "Macaroni Facts;" released material through the weekly Betty Barclay columns. He squeezed the most out of a dollar that could possibly be done, but he was limited in what was available to him for the financing came from passing the hat and the contributions of a handful of industry leaders.

In 1945 the durum millers were ap-

proached by the Association with the idea of collecting a cent a bag on every hundred-weight of raw material used by the macaroni manufacturer. This idea presented legal problems as well as those of book-keeping and the millers' response was to establish the Durum Products Division of the Wheat Flour Institute. This work, under the able direction of Mrs. Clara Gebhard Snyder, has produced excellent results as witness the feature story in the October issue of *Better Homes and Gardens*, "Macaroni and Spaghetti Dinners." The basic recipes came from Mrs. Snyder's test kitchen. Besides the scheduled mailing of recipe ideas and photographs to food editors all over the country, the Wheat Flour Institute puts out some 25,000 copies of a bulletin called "Durum Wheat Notes" each month. There is a follow-through with a half-dozen field representatives, who at the moment are doing an excellent job with the school lunch room managers all over the country.

In October, 1947, the National Macaroni Institute, under Mr. Donna, employed Bert Nevins to produce the national Spaghetti Eating School. Another publicity event for the anniversary of the egg noodle was held in January of 1948. And last fall Mrs. America qualified as an ideal American housewife by having a recipe for macaroni.

A Department of Public Relations Established

In September, 1948, I made an application to the Board of Directors of the Association suggesting the establishment of a separate department to handle the details of the work in administering the cent-a-bag fund and setting forth my qualifications. My assignment was to begin work on October 1 and sell the idea to the producers of 70 per cent of the Association's total production. Before I ever started on my swing around the country to personally contact every macaroni manufacturer, Mr. Donna brought in the required 70 per cent, which insured the reality of a Macaroni Industry Promotional Program.

Incorporation papers were taken out for the National Macaroni Institute to put an "Inc." on the end of its name and to enable the Institute to administer the cent-a-bag fund solely for the promotional program.

Since October 1, I have covered some 15,000 miles across the country and been in personal contact with every macaroni and noodle manufacturer I could find: some 184 in all. It is my opinion that there are less than 200 manufacturers of macaroni and noodle products in business today rather than the 300 reported by the Department of Commerce in the census of 1939. There has been some mortality in the field and I found in the directories available names of firms that are solely distributors, brokers, and the like, and not manufacturers at all. Of the total firms operating today, about 125 of them produce better than 90 per cent of the total industry's production.

Operations "Cross-Country"

In addition to making personal contacts we had several group meetings. Good gatherings were held in Cleveland, Boston, St. Louis, and, of course, the Pacific Coast Convention in San Francisco, December 13. All credit for this highly successful meeting goes to Mr. Donna, Mr. Bud Norris, his boss, Mr. J. T. Williams, our gracious suppliers who were hosts at the entertaining, and a most enthusiastic and attentive group of West Coast macaroni and noodle manufacturers.

Today, the National Macaroni Institute has contracts for the cent-a-bag publicity fund from 95 firms representing better than 82 per cent of the Association's total production and better than 70 per cent of the total industry's production. Sixteen firms could swell the total over 90 per cent of the total industry's production.

Industry Composition

In my travels I was struck by the grouping of three classes of macaroni and noodle manufacturers. First, there is the small producer with a neighborhood retail outlet who is usually a one-man-gang or a small family unit. In the retail grocery trade store, their equipment is usually old. They have productive know-how but their knowledge of modern business methods and distribution principles is limited. This group is having a hard time because retail distributing methods have changed so much within the past few years that their means of selling is becoming obsolete and because of the amalgamation of nationalistic groups into a homogeneous American society. The leveling influence of newspapers, magazines, movies, and our educational systems has created "Americans," not "Italians," "Poles," "Czechs," et cetera.

There may be about 50 to 75 firms of this type in the industry and we can expect little help from them in the support of the Macaroni Industry Promotional Program. The second group accounts for the bulk of the industry's production. They are the packaged-goods manufacturers with a brand franchise to promote and protect. They are the mainstays of the program.

The third group includes the Macaroni Divisions of large food-producing corporations such as Quaker Oats, Stokely Foods, A. & P. There are about a dozen firms in this classification. None of them have succeeded in getting complete national distribution of their macaroni products and I have the feeling that in too many cases the Macaroni Division is regarded as a stepchild. All of this group place considerable amounts of advertising. While we have not had many contract signers from this group to date I am hopeful that we can gain their support.

Industry Attitudes

In trying to analyze the temper of the industry these points stand out:

Concern number one is about price. Price cutting has started in some markets. While good clean competition is welcomed, price cutting that results merely in a swapping of customers for a while helps no one. Work must be done in driving home the point that price must return costs.

Concern number two is about quality. The fear is that when competition turns to price cutting the next step in reducing costs is to use inferior materials. Obviously in the long run this loses business rather than creates it, for it alienates the consumer from ever trying the product again. Cheapened quality undermines every effort we are undertaking to create an ever-growing consumer demand for macaroni and noodle products.

Everyone in the industry sees a need for a Macaroni Industry Promotional Program. Of the 184 manufacturers that I talked to, only two gave me a flat "no." While there has been considerable procrastination in "seeing the brother" or "talking it over with the partners" the door is still open for many more manufacturers to swing their support in behind the program.

Part of the delay in making a decision is because they are all skeptical of the other fellow. "What's Joe going to do?" No one wants to be a chump, nor do they want to pay for the free ride of someone else, so where the response has been concerted it has been most effective. We will never get 100 per cent of the industry's support but the strength of effort will depend on getting as large a percentage as possible.

Now as to the nature of the material the manufacturer wants: first, a few simple recipes and some clear, concise cooking instructions. Data on the "fattening" problem is wanted as this is one of our major sales hurdles, particularly with women.

Every manufacturer in every section of the country wants to be sure that he gets a proportionate share of the promotion. On the West Coast they are 100 per cent behind the promotion idea in principle; they are 100 per cent against an "Eastern" program. The manufacturer in Hartford doesn't want to see all of the work go to Boston. In every case the feeling is the same and you may be sure that we are going to see that every market gets its proportionate share of the promotion.

I have the distinct feeling that the manufacturers across the country want aggressive association activities and greater industry operation.

Program Proposals

On November 12 your Working Committee met in New York to hear the proposals of public relations counselors of what we could do on various budget levels. The representatives that gave presentations were from Bert Nevins Associates, who had done work for us and had just finished a job for the Cranberry Packers; Hal Leshon Associates, Inc., flush with victory after handling the publicity for the National Democratic Committee; Theodore Sills & Co., who have such accounts as Sunshine Biscuit and the National Pickle Packers Association; Ruthrauff & Ryan, Inc., who, while they are a large advertising agency, have a complete staff of publicists and handle the work of the Enamelware Association, Fictisweet Foods, Lever Brothers; and Campbell-Mithun, who handle the work of the American Dairy Association and the Preserve Industry Council.

Written proposals were submitted by several other publicists and agencies including Edward Bernays, Martin & Williams, Gaver and Winebrenner, and others.

Program Particulars

To list the specific points which we might expect in a program on a \$30,000 annual budget, one firm gave us this bill of particulars:

(1) Newspaper, farm paper and small syndicate releases: 24 to 200 dailies. (2) Six clipsheets to all daily newspapers. (3) Radio releases: 24 to 500 stations. (4) National magazine publicity. (5) Special material for syndicates and Sunday supplements. (6) Travel to contact editors and for publicity. (7) Food trade paper publicity. (8) Extra prints of photos for editors. (9) Clipping services. (10) Fact sheets for home economists. (11) Cut and mat service. (12) Market research. (13) Reports to members. (14) Local advertising service to members. (15) Local publicity service to members. (16) Display and merchandising plans.

To summarize, the things to come in the Macaroni Industry Promotional Program are these:

First, the flow of materials—the news-recipes and photographs.

Second, promotional events—tie-in with related food industries, such as the Lenten promotion of the American Dairy Association featuring a macaroni loaf in which evaporated milk is an ingredient.

Third, regional meetings—to afford macaroni and noodle manufacturers an opportunity of getting together more frequently to talk over common problems, get better acquainted, and work things out together.

Fourth, reports to members will keep you completely informed about what is going on in time for you to do something about it, tying in your own brand promotion with national efforts.

Macaroni, spaghetti and noodle consumption will increase when more people are more accurately informed about their worth and desirability as important foods.

This will bring greater peace, progress and prosperity to the Macaroni Industry.

The Story of Macaroni

No. 16

UNIVERSAL FAVORITE

When the industry was an infant, macaroni was sold only in apothecaries' shops, being recommended chiefly for infants and invalids.

But soon others learned of its savor, and before long macaroni was a staple in the food diet of the world.

Enjoyed for its tantalizing flavor, its economy, and the countless tempting ways it can be served, macaroni has enjoyed increasing popularity each year until now over one billion pounds are consumed annually in the United States.

Yes, today you'll find macaroni served and enjoyed in nearly every home.

Once you've been introduced to high quality King Midas Semolina, you'll specify it always.

KING MIDAS FLOUR MILLS

Minneapolis Minnesota



OF INTEREST TO MAC-SPAG-NOODLERS

The Lenten Season—Starts March 2, 1949 (Ash Wednesday), and runs through April 17, 1949.

Annual Industry Conference—At Edgewater Beach Hotel, Chicago, June 27-28, 1949.

Decrease and Increase—Facts uncovered in a recent study of the Macaroni-Noodle Industry—While the number of active plants decreased in 1948, the production of the remaining ones has greatly increased.

32 Billion Dollars—That is the sum spent by shoppers in the nation's food stores in 1948. How much of that for macaroni, spaghetti and egg noodles?

Rochester to Buffalo—Association Director Horace A. Gioia now has his headquarters in Buffalo, N. Y. The change was made when he acquired the large plant of Dante Food Products Co. in that city.

Taste a factor, too—Because of the high cost of butter, many Americans switched to margarine in 1948. Here's a peculiarity: Before butter prices skyrocketed, the combined butter-margarine per capita consumption per year was 20 pounds—17 of butter to 3 of margarine. In 1948 the consumption was 16 pounds—10 of butter to 6 of margarine.

"Shop-in-Auto"—A Chicagoan dream of a retailer's heaven. A "Shop-in-Auto" center where all the little housewife needs do is to drive into a spacious parking lot, place her order for macaroni, spaghetti, egg noodles and other foods, and without leaving her auto have them delivered to her in less time than it would take to find a parking space nearby.

Chef Spag MacNoodle has returned home, fully recovered from a bad banging around sustained while railroading throughout the Northwest. He is at the service of all Association members and durum promoting groups.

Infected products—Macaroni products that have been declared infected by State or Federal officials cannot be repacked for export to other countries, even though no regulations may exist there barring such imports.

1,200,000 Hundredweights—In January and February, 1949, the Italian Technical Delegation purchased 1,200,000 cwt of 80 per cent extraction hard wheat flour. Macaroni products?—Infinitesimal!

Freight Increases—The Interstate Commerce Commission recently authorized a temporary four to six per cent increase in freight rates, while considering a requested 13 per cent increase. How will this affect prices of macaroni products and other foods? In the opinion of President Paul Willis of Grocery Manufacturers of America—"Every time transportation costs go up, food costs increase proportionally because freight expense is an essential part of the cost of food manufacturing. In the long run the American public will have to bear the extra cost."

Watch dairy products! They, in the opinion of L. C. Thomsen, professor of Dairy Industry, University of Wisconsin, would be the first to be affected by a price decline and may be the indicators of a drop in living costs.

Shakers—As premiums for the return of a box front containing its macaroni products, plus a quarter, the Northern Illinois Cereal Co., Lockport, Ill., is offering a pair of machined-aluminum salt and pepper shakers.

Home Sweet Home—After a two months' tour of the Southwest, including California, Mr. and Mrs. Frank Traficanti are happy to be back in their Chicago home.

They'll Buy Saturday—Though housewives may overlook buying spaghetti on Monday through Fridays, there is a good probability that they will remember to include it in their Saturday shopping, because that day accounts for nearly 40 per cent of the week's purchases.

Pantry stocks—Are the number of packages of macaroni, spaghetti and noodles on pantry shelves as numerous now as they were in the war years? Surveys show that housewives are buying more carefully in the current high price market, but there is reason to feel that pantry stocks will enlarge when price levels taper off as expected in 1949.

Labels and Cartons—The Rossetti Lithographing Company of North Bergen, N. J., held open house at the Canning Machinists and Supply Association's exhibit at Atlantic City, N. J., last month where it was announced that the firm's San Francisco plant would be in full production of cartons and labels early in 1949. *M. Jayde*

Retiring Director Honored

Having sold his interests in Traficanti Brothers, egg noodle manufacturers, in September, 1948, Frank Traficanti was presented a scroll signed by his fellow directors of the National Association who conferred upon him a Life Membership.

Below is a facsimile of the scroll which was personally signed by the directors and officers.

National Macaroni Manufacturers Association 1904—1948

The BOARD OF DIRECTORS in regular meeting assembled in Chicago, September 9, 1948 have approved of the presentation of this

Testimonial

to Frank Traficanti

to mark with congratulations and well-wishing his voluntary retirement from active duty as a Director of our Organization (June 21, 1938 through September 9, 1948), and to confer upon him an

Honorary Life Membership in the National Macaroni Manufacturers Association for his unselfish, conscientious efforts in promoting the welfare of our Organization and our Industry.

Given our hand and seal, this 8th day of September, A. D. 1948.

Directors

Thomas A. Cunco
E. D. DeRocco
J. H. Diamond
Horace A. Gioia
A. Irving Grass
Peter LaRosa
G. P. Merlino
C. Frederick Mueller
Joseph Pellegrino
Charles Presto
Albert Ravarino
Emanuele Ronzoni
Maurice L. Ryan
Lloyd E. Skinner
Louis S. Vagnino
Peter J. Viviano
Albert S. Weiss
C. W. Wolfe

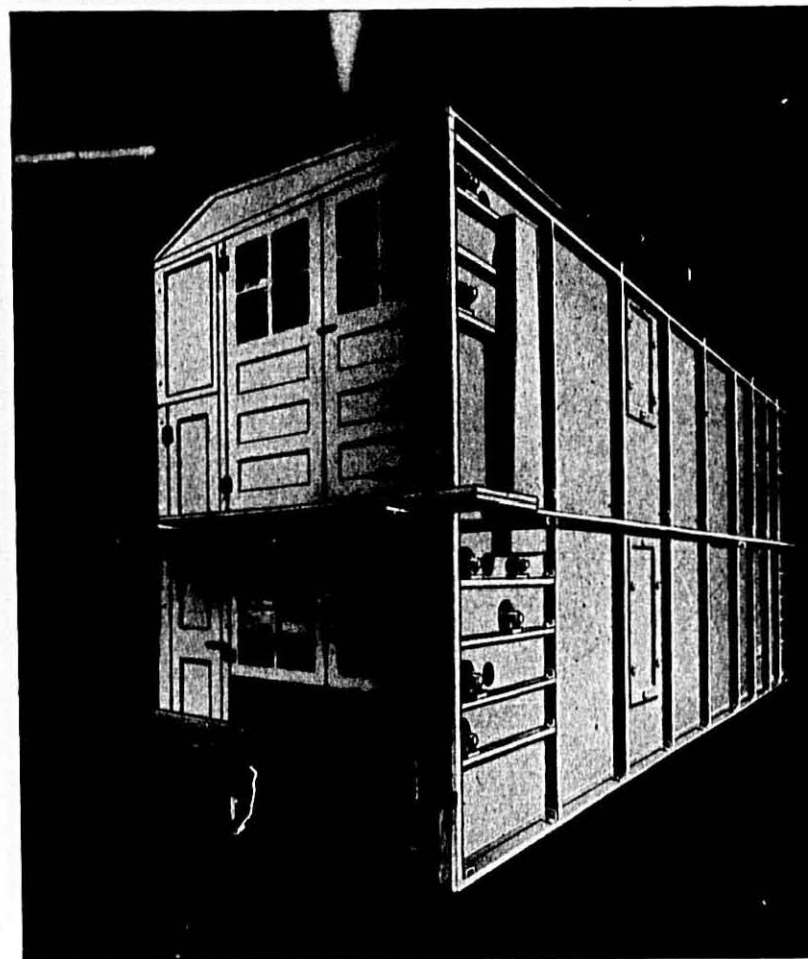
Attest M. J. Donna

Secretary

C. L. Norris

President

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

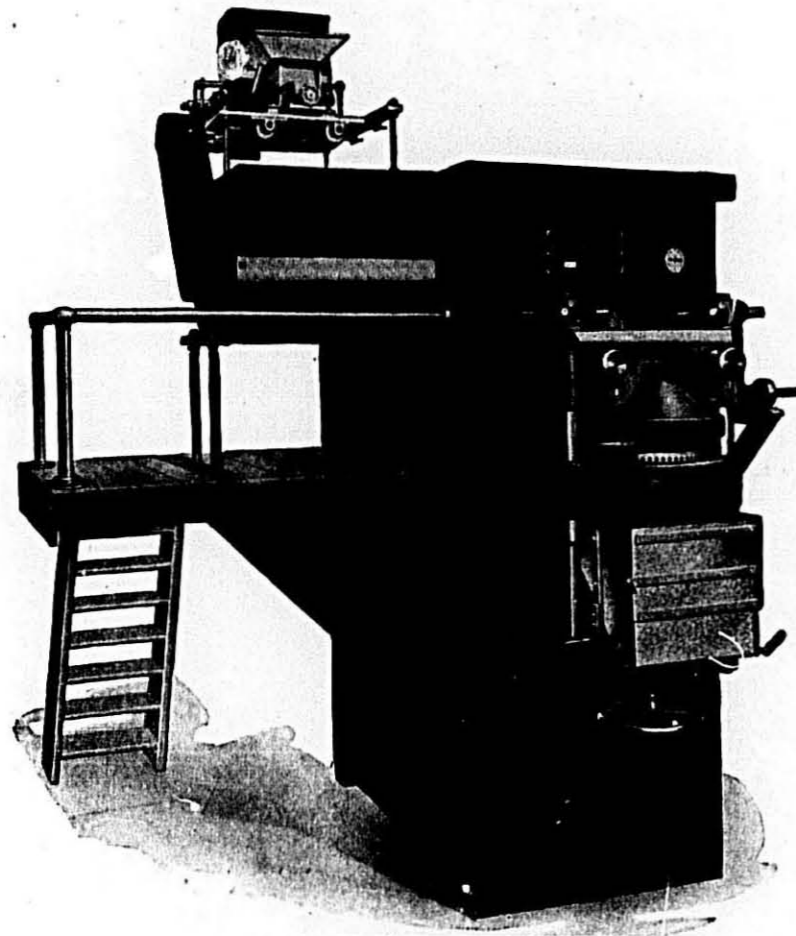
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of secondhand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model SCP

The machine shown above is our Continuous Automatic Press for the production of all types of cut macaroni, such as elbows, shells, stars, rigatoni, etc.

From the time the raw material and water are fed into the water and flour metering device and then into the mixer and extrusion device all operations are continuous and automatic.

Arranged with cutting apparatus to cut all lengths of short cuts.

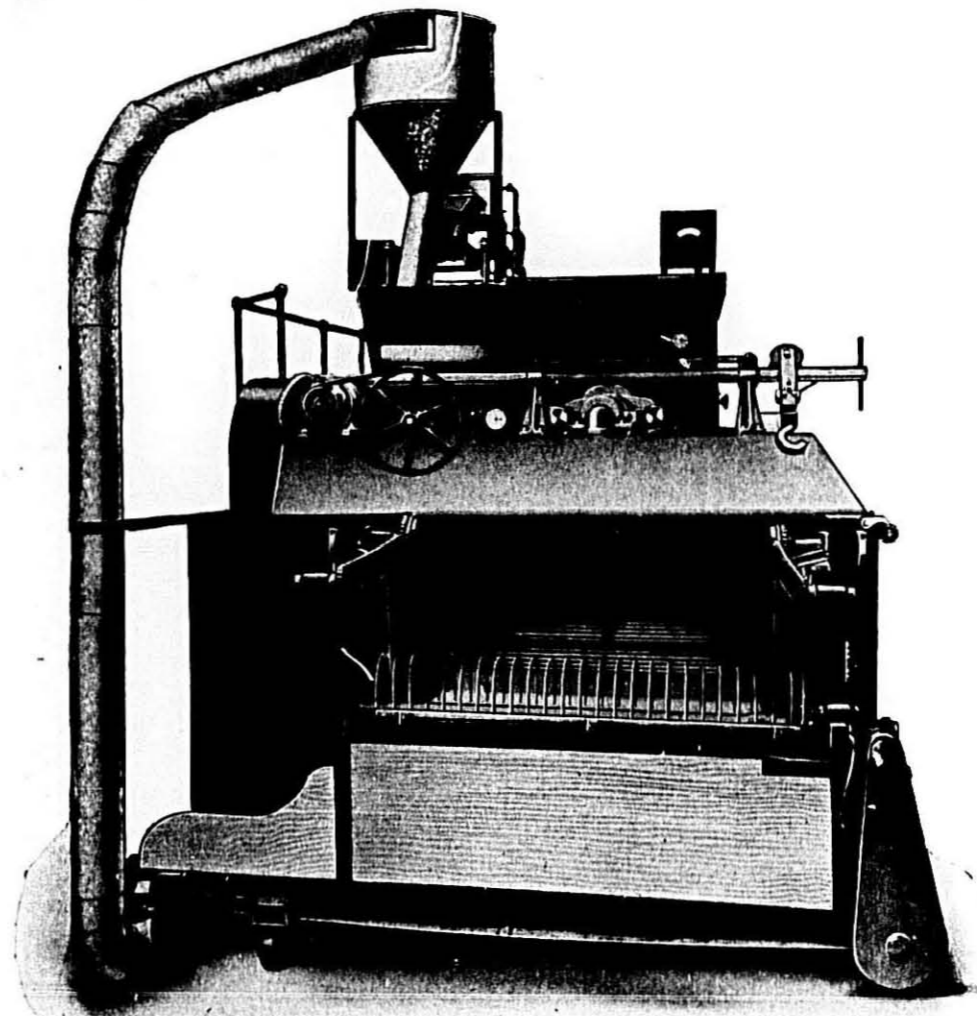
Production, not less than 1,000 pounds of dried products per hour.

The product is outstanding in quality, appearance, and texture, and has that translucent appearance, which is so desirable.

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type ADS

Combination, For Long and Short Goods—Type ADSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

The Combination Press is especially adapted for use

in plants with a limited amount of space and production.

Our Continuous Press produces a superior product of uniform quality, texture and appearance. No white streaks.

Production—Long Goods, 900 to 1,000 pounds of dried products per hour.

Short Goods—1000 to 1100 pounds of dried goods per hour.

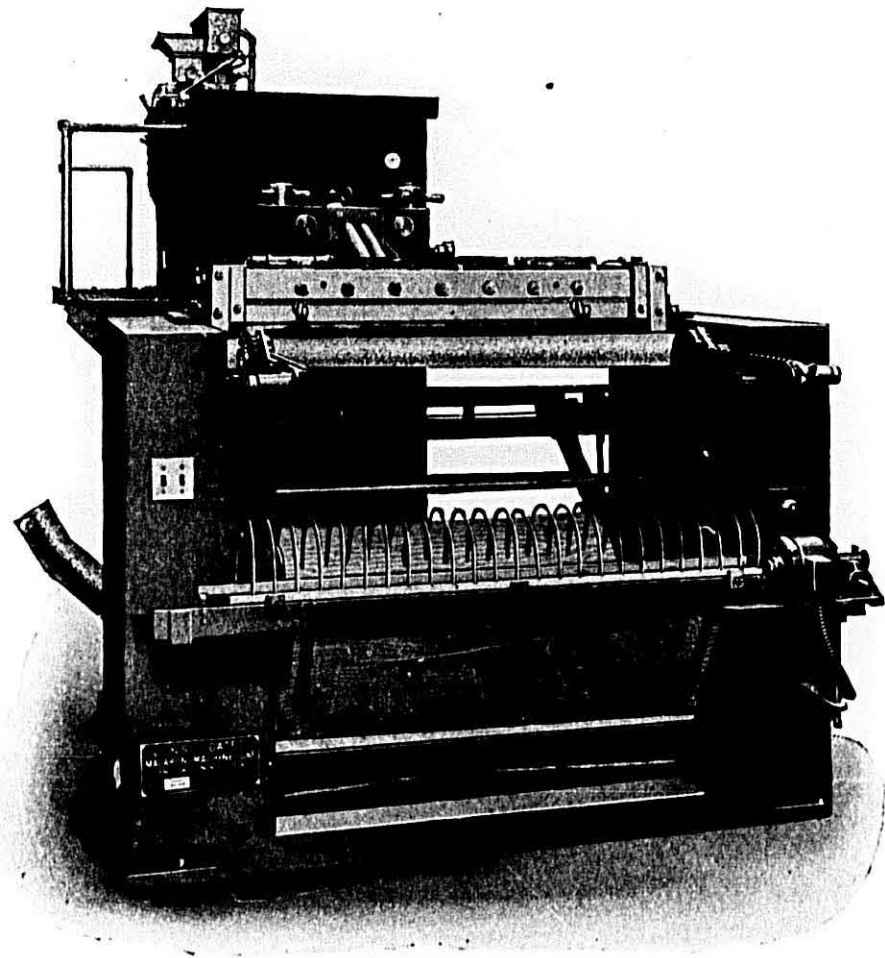
The press that is built for 24-hour continuous operation.

Fully automatic.

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS WITH AUTOMATIC SPREADER ATTACHMENT

Built in Two Models

For Long Goods Only—Type DAFS

Combination, For Long and Short Goods—Type DAFSC

The Continuous Press shown above consists of a Continuous Extruder connected with an Automatic Spreading Device. This spreading device has been in successful use for many years.

The Press that automatically spreads all types of round goods, solid or with holes, and all types of flat goods.

The Combination Press is arranged for the production of both Long and Short Goods. Changeover to produce either type can be made in less than 15 minutes.

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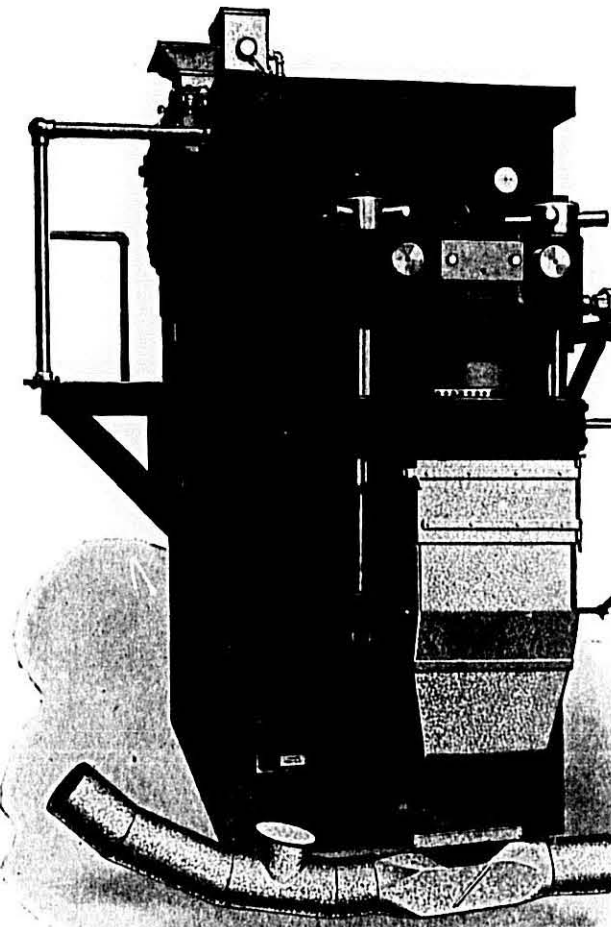
The press that is built for 24-hour continuous operation.

Fully automatic.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS

Model DSCP

The machine shown above is our latest model Continuous, Automatic Press for the production of Short Cut goods of all types and sizes.

This machine is constructed in such a manner as to permit the production of long goods for hand spreading.

From the time the raw material and water are automatically fed into the metering device and then into the mixer and extruder cylinder, all operations are continuous and automatic.

Arranged with cutting apparatus to cut all standard lengths of Short Cuts.

Production from 1000 to 1100 pounds per hour.

Produces a superior product of outstanding quality, texture and appearance. The mixture is uniform, producing that translucent appearance which is desirable in macaroni products.

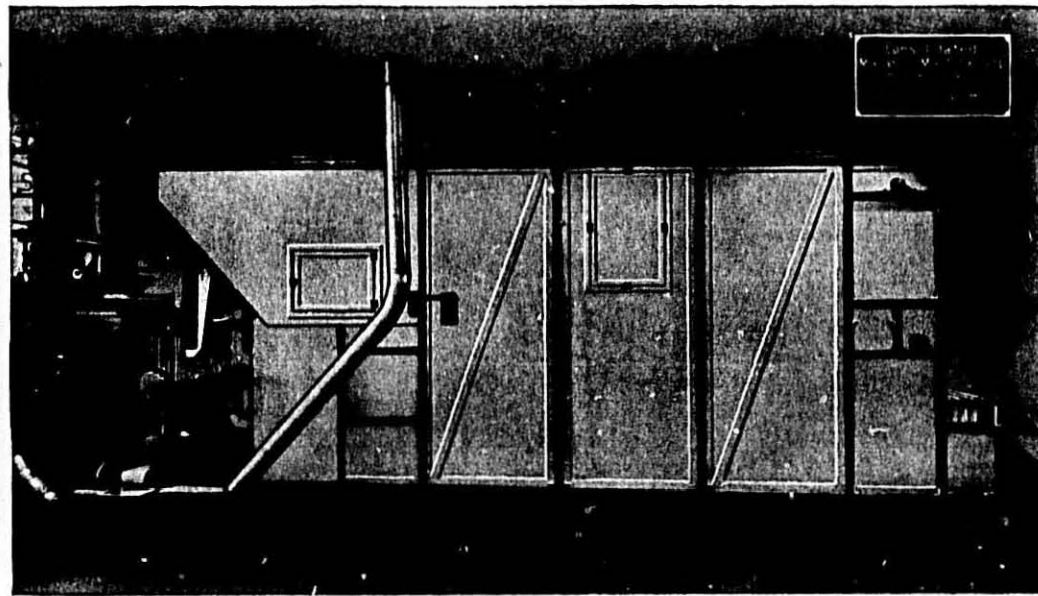
Designed for 24-hour continuous operation.

Fully automatic in every respect.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

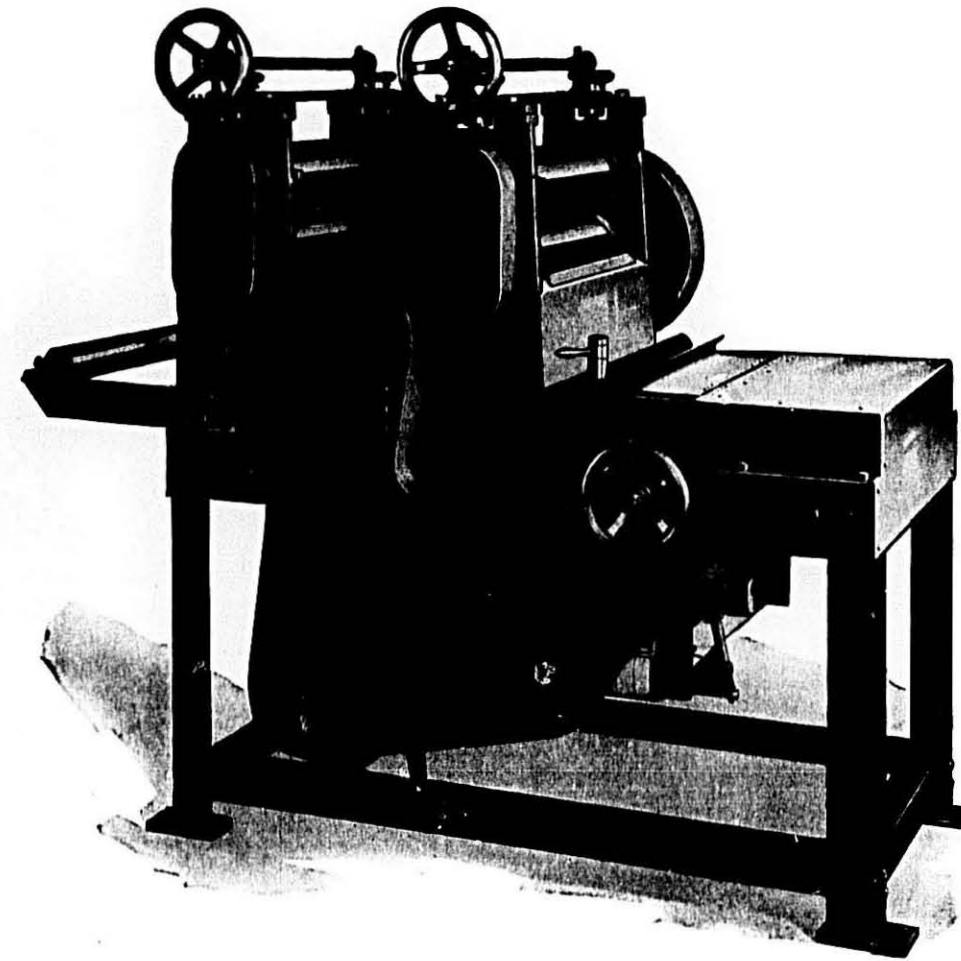
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

PATENT APPLIED FOR

Practical and expedient. Fully automatic in all respects.

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

THE machine shown above is our very latest model noodle cutter and has been specially designed for plants requiring a very large production. It has been designed to facilitate and expedite the changing of the cuts with the least loss of time. All the cutting rolls are mounted in a single frame and the change of cuts can be made instantaneously. All that is necessary to effect a change is to depress the locking attachment and rotate the hand wheel, which will bring the proper cutting roll into cutting position.

Any number of rolls, up to five, can be fur-

nished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

It has a length cutting knife and a conveyor belt to carry the cut noodles to the collector for conveyance to the noodle dryer or to the trays.

All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

Machine is direct motor driven and motor and drive are furnished with the same.

156-166 Sixth Street BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Write for Particulars and Prices



J. O. Peckham

What Does Market Research Offer The Macaroni Industry?

By J. O. PECKHAM at Winter Meeting of N.M.M.A., Miami Beach, January 25

IT is fundamental that decisions can be no more accurate than the facts on which they are based. That there is a vital need for more facts to insure sound marketing decisions is revealed by showing the difference between the average executive's *guess* as to his marketing situation and the *facts* as determined by a very thorough research into that situation.

Executives are right, or substantially right, in only 58 per cent of their decisions on important marketing questions.

This information was derived very carefully from surveys made for many important corporations. In each case we asked executives to write their answers to certain marketing questions; i.e., to state which way they would decide these questions if they had to make decisions without the benefit of research. Then we compared these guesses with the facts as revealed later by comprehensive marketing research.

There is obviously a definite need for some means of reducing this waste due to erroneous marketing decisions. Such waste is a prime factor in creating high distribution costs, which not only injure the profits of manufacturers but also reduce the level of prosperity in the entire country.

Figure 15 reveals the profitable experience of manufacturers whose executives have turned to the indisputable facts supplied by Nielsen Food-Drug Index services as a foundation for their decisions in matters of marketing policy and strategy. The chart shows the sales record for Nielsen clients who have used this form of research over a reasonable length of time. This record covers scores of manufacturers and is corrected for changes in general business conditions. It has paid manufacturers to have facts as a basis for making their marketing decisions.

In 1933, after ten hard years of experimentation, A. C. Nielsen Company inaugurated a new type of marketing research now

known as the Nielsen Food-Drug Index. Applied in 1933 to the drug industry, the venture proved such an immediate and substantial success that the same principles were extended in 1934 to the food industry. Imagine the tremendous growth that saw the staff of A. C. Nielsen Company expand from 55 full-time employees in 1934 to more than 1,700 today in the United States, the United Kingdom and Canada! It was during these years of rapid expansion that A. C. Nielsen Company definitely established itself as the "World's Largest Marketing Research Organization."

Nielsen Food-Drug Index services furnish continuous, factual marketing data on over 2,000 items sold through grocery, drug, department and country general stores.

These services were welcomed with open arms by leading advertisers and advertising agencies, and today the Nielsen clientele includes a high percentage of the leaders in the food, drug and allied industries.

Some of these companies use Nielsen Index service on only a single product, while others employ it on two or more subjects; and one manufacturer is applying it to 29 different subjects! The respect with which clients view the service is indicated by the

fact that they have used it continuously, year after year—in every phase of the business cycle—and also by the substantial size of the investments which they have made in this service, most companies paying from \$15,000 to \$600,000 every year.

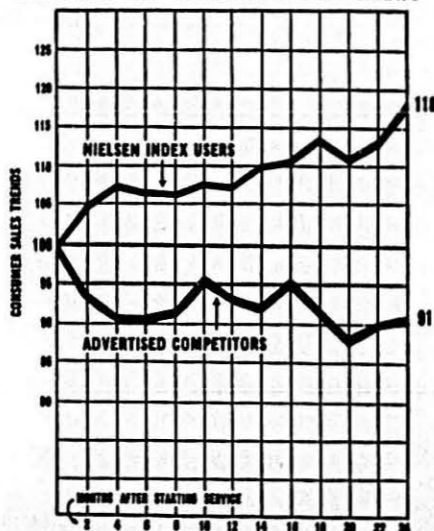
Why Research Is Needed

There is a basic need for the type of marketing information provided by the Nielsen Food-Drug Index. In these and many other industries, the manufacturer does not sell directly to the consumer, but to chain and wholesale warehouses, which in turn ship to chain and independent retail stores. These retailers then sell to the ultimate consumers.

The inventories in the chain and wholesale warehouses and in the retail stores are so great, and they fluctuate so widely from month to month (often for reasons beyond the manufacturer's control) that the amount of orders received or goods shipped at the factory, in any given month, is usually quite different from the amount of goods moved into the hands of consumers across retail counters.

While this fact is appreciated in principle by nearly everyone, the extent to

PROGRESS OF NIELSEN INDEX USERS



When You **ENRICH** Macaroni and Noodle Products



A special formula, Orange Label, B-E-T-S is offered for the enrichment of macaroni products to meet Federal Standards. One tablet for each 50 pounds of semolina—a convenient way to enrich any size batch.

We developed the first food-enrichment tablet. Proof of its acceptance rests in the fact that the tablet method is now *universally* used to enrich dough.

Winthrop-Stearns offers a special formula, Blue Label, VEXTRAM for the enrichment of macaroni and noodle products to meet Federal Standards. Add two ounces of Blue Label VEXTRAM per 100 pounds of semolina in the continuous process.

VEXTRAM, you know, is the trade-marked name of Winthrop-Stearns' brand of food-enrichment mixture used for enriching flour by millers in practically every state of the Union.

B-E-T-S* TABLETS

OFFER THESE ADVANTAGES

- 1. ACCURACY**— Each B-E-T-S tablet contains sufficient nutrients to enrich 50 pounds of semolina.
- 2. ECONOMY**— No need for measuring—no danger of wasting enrichment ingredients.
- 3. EASE**— Simply disintegrate B-E-T-S in a small amount of water and add when mixing begins.

VEXTRAM*

OFFERS THESE ADVANTAGES

- 1. ACCURACY**— The original starch base carrier—freer flowing—better feeding—better dispersion.
- 2. ECONOMY**— Minimum vitamin potency loss—mechanically added.
- 3. EASE**— Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.

Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products.

Stocked for quick delivery: Rensselaer (N.Y.), Chicago, St. Louis, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

USE **Roccal**[®]
POWERFUL SANITIZING
AGENT

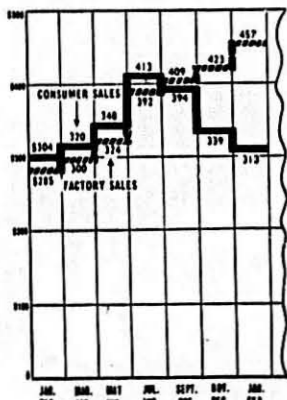
Address inquiries to:
Special Markets—Industrial Division
WINTHROP-STEARN'S Inc.
170 Varick Street, New York 13, N. Y.
*Trade Mark Reg. U. S. Pat. Off.

which consumer sales differ from factory sales is not appreciated by most executives.

Knowledge of Consumer Sales Is Vital

However, it is vitally important to know consumer sales, for the company is spending money for various advertising and mer-

FACTORY SALES VS. CONSUMER SALES
(1948)



chandising efforts to increase the flow of its goods at the point of consumption; and if there is no way of measuring the flow at this point, it is difficult and often impossible to know promptly and accurately the profits resulting from each advertising or merchandising effort.

If the manufacturer makes, on January 1, a definite change in any phase of his marketing effort, his factory sales for the next few months will not ordinarily give a true indication of the extent to which the change affected the consumer sales of his merchandise.

What we really need is a consumer sales curve. (See Figure 17.) The contrast between factory sales and consumer sales, as shown on this chart, is by no means exaggerated; in fact, far greater contrasts are very common.

If, in addition to this consumer sales curve for the entire United States, we could have a separate curve, in the same form, for each territory, each city-size range, each store size, each consumer income class, etc., we could learn accurately and promptly the results of every move we make.

Determining Competitors' Sales

And it would be ideal if we could have a similar set of consumer sales curves for each competitor, because we would then know more about each competitor's sales than he himself knows! By watching the true results of every competitive move, experience as to profitable and unprofitable methods could be accumulated much more rapidly than if the manufacturer had to rely solely on his own experience.

One of the unique and valuable features in the Nielsen Index method is its ability to determine the sales of the client's competitors just as easily as it measures the sales of his own products. And the competitors' sales are furnished in a form far more useful than if they had been obtained at their factories. By knowing his competitors' consumer sales, the manufacturer can judge the effectiveness of every move made by those competitors, as well as his own relative progress.

The Research Method Used

The Nielsen Food-Drug Index measures consumer sales continuously (every 60 days) by detailed, personally conducted audits of

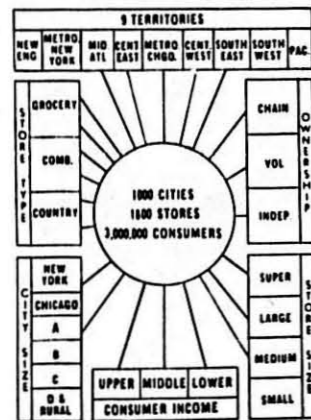
invoices and inventories in 6,000 typical chain and independent stores in the United States, Canada and the United Kingdom. These stores have been selected in such a manner that their sales furnish a true cross section of the sales of all stores in the drug and food fields. The principal guides in selecting these stores were the U. S. Census of Distribution, the Canadian Census of Distribution, and a retail census of the United Kingdom conducted privately by A. C. Nielsen Company Limited.

Figure 18 illustrates the store selection method employed in the food industry. The drug industry is handled in a similar manner. Each territory, each city size, each store size, and each class of neighborhood is represented in its proper proportion. The U. S. food stores are located in 750 carefully selected cities, ranging in size from the largest to places of only a few hundred inhabitants. Crossroad locations in rural sections are covered by a sample of country general stores.

A contract has been made with each store, and with the headquarters of each chain organization, under the terms of which we have the privilege of taking inventories and auditing the invoices for all goods coming into the store. Co-operating chains and independents are compensated in cash.

The consumer sales figures obtained in this manner are expanded to a total for the entire country. The infinite care used in selecting and auditing stores has resulted in sales figures that are 98% accurate. This has been demonstrated conclusively by a

FOOD STORE SELECTION
Based on U. S. Census of Distribution



great number and variety of checking methods.

The high degree of accuracy is readily understandable when it is realized that the Nielsen Food Index stores (United States) serve the needs of 3,000,000 consumers. Compare these coverage figures with the usual range employed in consumer surveys (seldom more than 10,000), and also recognize the fact that consumers can seldom give reliable data on quantities consumed, whereas accurate store auditing can determine, with negligible error, the quantities sold.

Principles of Store Auditing

Figure 19 illustrates the principles employed in determining consumer sales and other vital marketing data in Nielsen Index stores. Note that the dealer is not expected to "keep books" for us. He merely saves every invoice and allows us to audit invoices and inventories.

A special auditing method reveals instantly any failure on the part of the dealer to keep invoices. The cash compensation paid to dealers is sufficient to insure considerable care in their part of the work. The store auditing, while simple in prin-

ciple, is exceedingly complex in actual practice. Nielsen auditors must be familiar with all the tricks in buying, selling, and invoicing every type of drug and food product. A highly trained, permanent, full-time staff is used for this work and for every other Nielsen Index operation.

Advertisers are betting millions on the correctness of the findings; hence no stone is left unturned in an effort to insure accuracy.

In the course of a year, approximately 750,000,000 items of information are secured by the Nielsen Index field staff, tabulated, cross-analyzed, and interpreted by the other departments of the Nielsen organization.

Types of Information Secured

The basic field data shown in Figure 19 are analyzed in a manner which reveals the twelve types of information listed in Figure 20. By means of tabulating machines, the information is broken down into the useful classifications shown at the bottom of the chart. Note (from the population-range breakdown) that this research performs the unique task of covering adequately the smallest towns and the rural areas. According to the Census of Distribution, towns of less than 50,000 population account for more than 50 per cent of the total retail food store volume.

Since all Nielsen Index data are punched on tabulating cards, special breakdowns are readily obtained (e.g., sales in stores that display the goods vs. sales in other stores). These special breakdowns frequently furnish the solutions to the most perplexing marketing problems.

Note that all work is repeated every two months, so that trends are determined on all types of information. Continuity and accuracy are the primary features of this type of research.

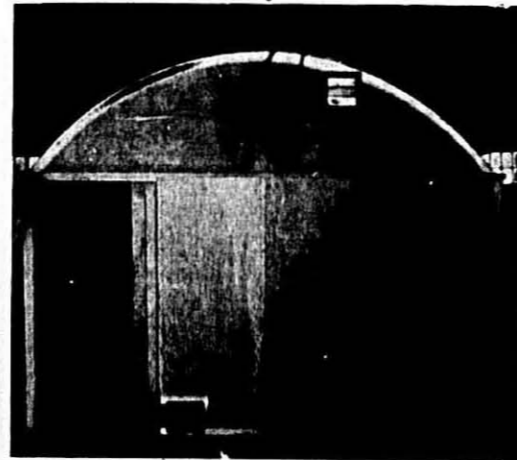
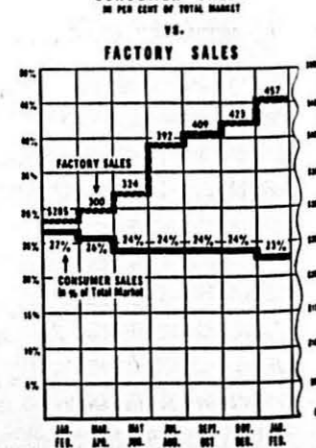
An Index of Competitive Progress

It has been mentioned previously that the Nielsen Index can determine the consumer sales of competitors. (In actual practice, the competitors are designated by their real names rather than by the symbols shown in this chart.)

Two vital things can be learned from this chart:

- A. The client's competitive progress, expressed as a percentage of the total market. (See the small percentage figures for "Your Brand.") This is the best possible index of the client's competitive trend. Note that, due to fluctuations in the total market, this percentage index can move in a manner quite different from the consumer dollar

CONSUMER SALES
IN PER CENT OF TOTAL MARKET



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO DRYING MACHINES

Executive Offices
55-57 Grand St.
New York 13, N. Y.

Plant and Service
9101-09 Third Ave.
North Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597



dependability
CAPITAL GRANULAR

Painstaking scientific research, skilled personnel, and constant laboratory control guarantee dependable uniformity in all Capital products.

SERVING YOU BETTER FROM TWO CONVENIENT LOCATIONS

CAPITAL FLOUR MILLS

AT
SAINT PAUL, MINN. • BALDWINVILLE, N.Y.

DIVISION OF
INTERNATIONAL MILLING COMPANY, GEN. OFFICES, MINNEAPOLIS 1, MINN.

The 1949 Macaroni Products Picture

By A. Irving Grass
Vice President

WHEN asked by Secretary Donna to review the business situation that confronts the macaroni-noodle manufacturers at the beginning of the new year, I was at a loss just what to say. Everything seems to be in a state of flux, waiting for something, nobody knows exactly what. However when I received a release on the subject from my good friend Paul Willis, president of the Grocery Manufacturers of America, to which organization many of our members belong, I felt his review of the 1949 food situation gave such an exact picture of our industry's present position that I am taking the privilege of giving it to you in toto with full credit to the author.

The Food Situation in Review

With food supplies and prices continuing as page one news, and with so many conflicting stories as to the cause of present prices, we consider it timely to review the food situation to help set the record straight.

Food prices rose to their peak during the postwar period because: (a) the demand was greater than the supply . . . there were more dollars than food . . . our own people were bidding for the supply while the whole world was bidding against them; and (b) prices went up because all production costs went up . . . farm products, labor, materials, transportation, everything. No one segment of this industry . . . farmer, processor or distributor . . . was responsible for the rising prices.

While we are still operating in an inflated economy, the good news is that total food supplies are gradually catching up with demand, and prices are now moving downward. Food prices reached their peak last July and since then there have been substantial declines on important items such as meats, butter, eggs, flour, soaps, shortening, and many others.

Because food is the biggest item in the family, this reduction in prices is highly welcomed by each family.

While the price trend is downward, this decline will be gradual and not by any big drops. Food prices as a rule do not move by jumps and drops. They go up slowly and come down slowly.

Even though the large grain crops are helping to bring farm prices down, it will take time to fully reflect these lowered costs in food prices at the grocery store.

While the outlook is for lower prices, these lower prices can only materialize if all costs are held down. If we have another round of wage increases, if we ship too much food abroad, if freight rates keep rising, if the military preparedness program draws too heavily on our supplies . . . these extra costs of necessity will be reflected in prices, and to that extent will slow up further declines.

Relationship of Profits to Prices

The American people have been given so much misinformation about profits that they must be utterly confused. There have been charges to the effect that food prices are

high because of exorbitant profits. Nothing could be further from the truth. Here are the facts: to start with we must recognize that the American homemaker does not



A. Irving Grass

spend her dollar at the grocery store for a single grocery item. She spends her dollar at the grocery store for a basket of groceries. We have been keeping a running record of the sales and earnings of a representative group of 89 food and grocery manufacturers who manufacture products which normally make up the family grocery basket.

In 1939 these 89 manufacturers did a total business of 5.3 billion dollars, and earned 246 million dollars, or 4.6c on dollar sales. In 1948, these same 89 manufacturers did a business of about 16 billion dollars . . . three times the 1939 volume with net earnings estimated at 500 million dollars or about 3.2c on dollar sales. The homemaker is not so much interested in the total dollar profits of the manufacturer, which fluctuate

with the amount of business done, as she is in the amount of profit the manufacturers take out of her grocery dollar. This now amounts to a little over three cents. The record is that these 89 grocery manufacturers not only tripled their sales but their own net profit per dollar sale was reduced by 30 per cent.

The net profit on dollar sales of the distributors averages about 1.5c. If both the manufacturers' and distributors' net profits were entirely removed, this would save the consumer somewhat less than one cent on a can of baked beans.

Frequently when certain people attack the food industry they evidently plan their statements in order to arouse and confuse the American public. They will, for instance, compare 1948 profits with 1939 profits without stating that 1948 business was three times larger than it was in 1939. It would be just as unfair for us to point out that in 1939 the total compensation for all employees was 47 billion dollars compared with about 148 billion dollars in 1948, unless we quickly added that 16 million more people drew compensation in 1948; or to say that the farm income in 1948 was 30 billion dollars compared with 9 billion dollars in 1939 unless we also pointed out the fact that the total farm production in 1948 was much greater than in 1939.

Monopoly Charges

Occasionally there are charges to the effect that the food industry is a monopoly. This is, of course, an utterly ridiculous statement. There are about 50,000 manufacturers producing food and grocery products, and all are in spirited competition for the grocery dollar. Some 400,000 retail grocers fight equally hard to get the people to come into their stores to buy their groceries. Products compete with products and brands with brands for the consumer dollar. No company or product stands alone in its field. There is a full freedom of choice as to where the shopper can buy, and a large family of products and brands at a wide range of prices from which to choose.

Durum Show Postponed

Because of the roads in northern North Dakota, the annual State Durum Show which was to be held at Langdon, N. Dak., February 17 and 18, 1949, has been postponed indefinitely. President Victor Sturlaugson of the sponsoring organization advises that the directors will set a later date, probably the last part of March or the first week in April.

Director Maurice L. Ryan of the National Association's Durum Growers' Contact Committee is planning to attend the show when held. He is to be accompanied by R. M. Green, the newly appointed director of public relations who will tell of the plans of the macaroni-noodle manufacturers to make Americans more macaroni products conscious thus increasing the market for quality durum and semolina. Secretary M. J. Donna is also planning to attend, having charge of the association's products exhibit for which the leading firms in the country

have been asked to furnish sample packages of their products.

A year ago those who attended the 1948 show at Langdon were marooned there when a blizzard suddenly developed making all railroads and highways impassable for four days.

New Eastern Sales Manager

Arch Carswell, executive vice president of St. Regis Sales Corporation, subsidiary of St. Regis Paper Company, announces the appointment of Logan G. Hill as eastern sales manager of the Multiwall Bag Division of the company. He was formerly assistant eastern sales manager.

Mr. Hill has been associated with sales promotion and multiwall bag sales of St. Regis since 1930, both in New York and Chicago.

Ottima Durum Flour the "Tops"

in Noodle Flour for the particular
Manufacturer

A. L. Stanchfield, Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Office:
500 Corn Exchange Bldg.
Minneapolis, Minn.

Mills
Minneapolis, Minn.

if You Are Modernizing Your Plant
with *New* Equipment in 1949 . . .

. . . . Our Engineers can be helpful to you

in the planning and placement of equipment to insure maximum production and minimum operating cost.

If you install the new type of automatic press . . . you should consider: (1) revision of your present flour sifting equipment, or (2) installation of a specially designed automatic Champion Flour Sifting Outfit.

This calls for thought and study, as well as raw steel procurement, manufacture and installation. You should take these steps well in advance of any plant change-over date to avoid costly delays in production.

Our experienced service is yours for the asking, and it involves no obligation. Our engineers are qualified to advise you regarding layouts, measurements, capacity requirements and other details.

We invite your inquiries now . . . so as to allow plenty of time for completing the important preliminary details, and thus avoid delays in delivery of coordinating equipment.

CHAMPION MACHINERY CO.
Makers of Fine Equipment for the Macaroni and Noodle Industry **JOLIET, ILLINOIS**

Report Of The NMMA Director Of Research

By B. R. Jacobs
Miami Beach, January 24

THIS is the fifth consecutive convention where I have reported the findings of the laboratory of the association concerning infestation of raw materials as received at the macaroni and noodle plants.

In all of the previous reports I have shown the results of the examination of the individual samples. These examinations now total several hundred cars and in practically all cases the results have been the same. Since last June to December, a period of six months, our laboratory has examined 105 cars of semolina and flour submitted to the laboratory. The maximum number of insect fragments found was eighteen; the minimum number was zero and the average was four. Twelve or 11.4 per cent of the cars examined showed evidence of rodent infestation either in the presence of rodent pellets or rodent hairs in the product. The maximum number of rodent hairs was two and the minimum was zero.

This indicates some improvement over the past two years and speaks very well for the mills, who I know are doing their level best in ridding the cars used in the shipping as well as their products, of all kinds of foreign matter.

Last November I reported to you the fine that was assessed against one of our New York manufacturers for permitting unsanitary conditions in his plant. This was a very severe fine, the penalty being \$2,000 for the president of the corporation and \$7,500 for the corporation itself. This case has had a very salutary effect in the metropolitan area of New York. Since this happened, our laboratory has made a large number of inspections of plants at the request of the manufacturer and also some manufacturers have decided to install the most modern flour handling equipment available.

Early in November I attended some lectures on sanitation that were given through the co-operation of Mr. Hoskins and the Hugg Company of Chicago. At some of the lectures that were given at the American Baking Institute we were shown how to take all our flour handling equipment apart and these lectures were exceedingly interesting and instructive. However, I wish to say that the equipment that was shown us for handling flour may now be considered antiquated and almost obsolete as to a large extent it is inaccessible for proper cleaning. Efforts are being made now by some of the plants around New York City to install pneumatic flour and semolina handling equipment which is easily accessible and which in fact has no parts, such as endless belts, elevator legs or concealed corners, where insects may breed or where web may accumulate. This equipment is available to any manufacturer and I shall be glad to put you in touch with the firm which is installing it.

We receive many letters concerning the use of insecticides, rodenticides and fumigating agents. Again I wish to caution all manufacturers against the use of compound 1080 (sodium fluoroacetate) which

I understand is still being used by some exterminators without the knowledge of the macaroni manufacturer. Again I wish to point out the necessity for getting written assurance from your exterminator that this product is not being used in your plant.

In the last few months our office has sent out a number of bulletins showing methods of ridding our plants of rodents as well as methods of fumigation and rodent extermination. We have also sent out a copy of the paper read by the representative of the Fish and Wildlife Bureau which gave in detail most of the necessary information to rid your plant of rodents. More recently I sent out a copy of an address by George F. Larrick, chief inspector of the Food and Drug Administration, which showed the attitude of the FDA toward sanitation in mills which applies as well to macaroni and noodle plants.

I would like to take a few minutes to discuss the Quartermaster Corps' tentative specifications for macaroni and spaghetti. The part which refers to the ingredients reads as follows:

C-1a. The granular durum product used in the manufacture of macaroni and spaghetti shall be produced from cleaned durum wheat in such a manner that the yield of farinaceous products resulting therefrom shall be not greater than 76 per cent by weight. All offers in response to the invitation for bids shall include the name or names of the mills furnishing the durum granular product to be used.

C-1b. The granular durum product shall be free from infestation.

D-2. The finished products shall be free from insect infestation.

I discussed these specifications with Dr. Benj. Jurist of the Inspection Service of the Quartermaster Corps in New York City, who, according to my information, is the officer that has charge of all of the Quartermaster Corps inspection service throughout the country. I stated to him that under these specifications the durum granular product would not be of very good quality and would tend to decrease the consumption of macaroni products in the Army since I had been advised by the War Department at Washington that the purchases of macaroni products by the Army was entirely controlled by its acceptance by those who consumed it. It goes without saying, therefore, that in order to encourage a high consumption it certainly will be necessary to furnish the Army with the highest quality product available. A product which only complies with these specifications certainly would not be one which would encourage consumption.

I also pointed out to Dr. Jurist that the requirement that the product be free from infestation would permit the Army to reject any macaroni or spaghetti which contained even one insect fragment or any other evidence whatever of infestation. I thought it was leaving too much to the personal opinion of the individual inspector for any macaroni manufacturer bidding in good faith to risk rejection on a mere technicality which under these specifications could be expected.

I realize from previous experience that it is very difficult to draw specifications that will not be either so tight that compliance is impossible or so loose that all the cats and dogs can enter it. However, I believe that a reasonable tolerance of insect fragments should be permitted and also that an ash limit should be provided.

A tolerance of insect fragments should



B. R. Jacobs

be at least as great as that now existing by common consent in the raw materials received by the manufacturer.

If the FDA were to seize all flour, semolina and other wheat products entering interstate commerce which are not absolutely free from insects they would have to seize 100 per cent of the cars. It is reasonable to assume that although the FDA is not willing to commit itself on a tolerance, it is knowingly allowing one in these products. Therefore, the QMC specifications requiring freedom of insect infestation should start at this point.

You have all received from my office the bulletins referring to the specifications for egg noodles containing nine per cent of egg solids and used in a meat and noodle ration. You have seen how impossible of compliance these specifications are and you have also noted the recommendations that were made not only by me but by Col. George L. Caldwell concerning the changes which should be made and the recommendations concerning the acceptance of the product which had previously been rejected.

This all means to me that there certainly should be closer co-operation between the Government agencies making up specifications for our products and our association. There does not seem to be any, although I have received letters from the Chicago office of the Quartermaster Corps to the effect that their specifications were being formulated in co-operation with the association. If the Standards Committee of the association has been a party to these specifications I certainly have not been advised of their wishes or of any action that has been taken by them.

The Food and Drug Administration is a little bit perturbed about the labeling of macaroni products made from granular. As you know, during the war the War Office issued an order requiring all millers to extract not less than 80 per cent of flour from wheat. At that time this was the only material available to macaroni manufacturers. Our industry had millions of cartons which bear the statement "Made from Semolina" or a similar one. It became necessary, therefore, to get permission from the FDA to use these cartons and the FDA stated that this could be done as it did not wish to interfere with any ruling of the War Office.

Since that time, however, macaroni manufacturers have continued using cartons bearing this same statement concerning the ingredients although they are now using mostly granulars, and semolina appears to be available.

The FDA considers that the time has arrived for the macaroni industry to properly label its product.

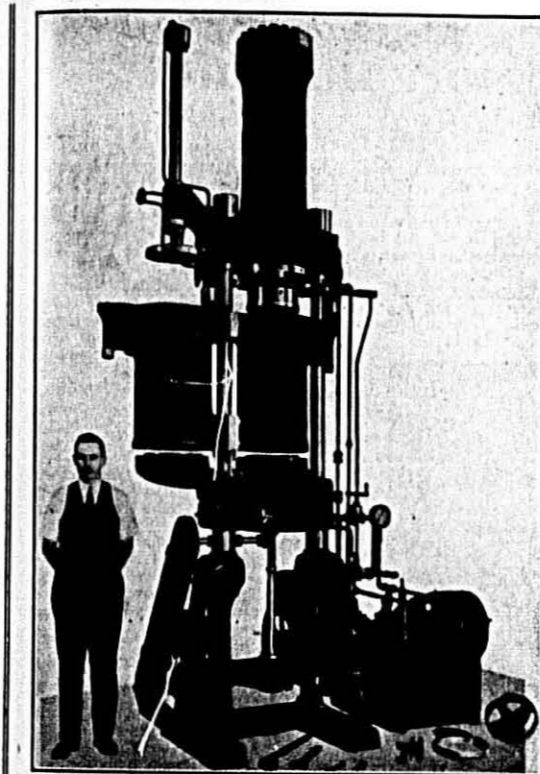
As you know, the granulars that you now use are usually labeled "Semolina and Flour" which is the proper labeling for the

(Continued on Page 40)

February, 1949

THE MACARONI JOURNAL

35



PRESS NO. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery

Since 1881

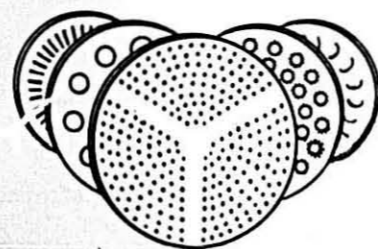
Presses
Kneaders
Mixers
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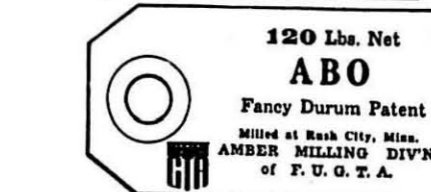
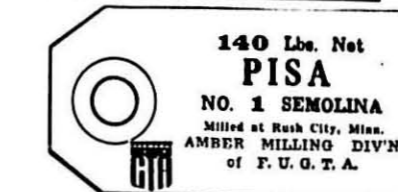
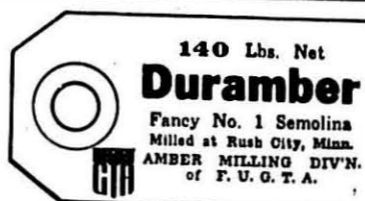
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Report of the National Macaroni Export Institute

By C. W. Wolfe, Member

I wish to bring you up to date on the work of the Export Committee. I received the following from the chairman, Mr. Peter S. Viviano of Trenton, N. J.:

The Export Committee met with officials of the Department of Commerce on December 1 in an effort to work out the details concerning a comprehensive export program for the macaroni industry. Every phase of the situation was developed with the view of expanding as much as possible our foreign trade. Inasmuch as all macaroni exports can be broken down into several classifications, we believe it best to analyze each of these classes:

- I. Government Programs
- II. Special Foreign Situations
- III. Permanent Type Export Trade

A. Government Program
At the present this is the largest source of exports. Persons responsible for development of Government procurement have been contacted and every effort is being made to increase the volume of these exports. If and when Government aid is extended to China, the macaroni industry will receive full consideration as we have already met with the interested parties. This type of export business cannot be looked upon as being of a permanent nature, but we are making every effort to stimulate it as much as possible.

B. Special Foreign Situations
This would include exports to countries who normally would not be importers of our products but because of a special emergency find it advantageous to do so. Our recent exports to Italy belong in this class. In developing this type of trade all we can do is to keep in contact with the various foreign governments so that if an emergency situation should arise, we would be in a position to receive consideration over other competing nations.

C. Permanent Type Export Trade
This is by its very nature a long range proposition but offers the greatest promises for those who are willing to make the investment of time and money in order to develop permanent foreign markets. To this end your committee in co-operation with the Department of Commerce is preparing a market analysis of each foreign country, its import potential, consumption, production, and all data related to our product. The information on each nation will be made available as soon as these surveys are under way, and it is our understanding that the work is in process at the present time.

In reviewing the work of the Export Committee to date, we can state that considerable time, effort, and money have been expended in the hope of expanding our foreign trade. This committee was brought into existence at a time when virtually all exports had been cut off so that we began work in almost a hopeless situation. We feel that there are many nations in which American manufacturers can develop a fine business, but it will require the same kind of painstaking work as the development of domestic trade. To these manufacturers who are interested in this type of a program we are sure we can be of very great assistance. All we can do is supply you with the information necessary for you to start conducting your exports on a long range

basis. We trust that the market surveys will be interesting and trust that you will make full use of them.

A day or two later I received the additional comment from Mr. H. R. Jacoby, member of the committee and an exporter:

(1) The committee was brought into existence at a time when conditions were most adverse, in every respect, as far as the macaroni export situation was concerned,



C. W. Wolfe

and abundant crops in various parts of the world had greatly increased the amount of available wheat products.

(2) E.C.A. thereupon took the position to exploit this situation by encouraging macaroni manufacturer elsewhere and, if neces-

North Dakota Amber Durum Wheat Acreage, 1948

Of the total acreage of Durum Wheat planted in North Dakota in 1948 about 90 per cent was planted with Amber Durum and 10 per cent with Red Durum, according to reports from crop correspondents to the Agricultural Statistician of the United States Department of Agriculture at Fargo. This represents a slight decrease in the proportion of Amber Durum compared with 1947. With an estimated 2,913,000 acres planted to all Durum, the indicated Amber Durum acreage is about 2,622,000 acres. The remainder, 291,000 acres, was in Red Durum. North Dakota is the chief durum growing state, producing 40,082,000 bushels in 1948, about 90 per cent of the United States total.

Durum Wheat acreage has been increasing sharply in North Dakota during the past few years and the area planted this year was the largest since 1932. The increase this year was due largely to the favorable price relationship between durum and hard spring wheat the past year. The acreage was

sary, more wheat exports, rather than encouraging macaroni exports from this country.

(3) In some areas, where macaroni imports still might be possible, severe currency restrictions are in the way. The outstanding example is Brazil.

(4) While there are still some areas in which American manufacturers can slowly develop a market, it should be noted that such markets only offer a limited volume of business, which will be on a brand basis and not in carload bulk shipments.

B. R. Jacobs, the Washington representative of the N.M.M.A. who has been doing the leg-work in the nation's capital, reported as follows:

"Mr. Jacobs has furnished me copies of letters he has sent to a number of foreign countries soliciting business. I do not believe that any of them have been conducive to increasing our export business but on the other hand it shows that the Committee is working at it. We all realize that the problem is one which will require a long time and that foreign business will have to be built up in the same way as your domestic business has been built.

"About ten days ago I called on Dr. Stewart of the Office of International Trade to discuss with him the survey that he is undertaking to determine potential exports of our products. He stated to me that this survey is being confined entirely to the Western hemisphere at this time; that it will include information concerning the export and import tonnage of each of the countries in the Western hemisphere together with an analysis of the domestic production. I requested that they include the Philippine Islands as recent monthly reports indicate that there might be a market there and he has consented to include the Islands so that probably within 30 or 60 days we will have a report which may serve as a basis on which we can get together and discuss exports of macaroni products to our own hemisphere."

expanded this year in all districts except the Northeastern area, where durum predominates, but where wet soil prevented planting at the proper time. The percentage planted to Amber Durum varies widely by crop reporting districts. In the main durum areas throughout the northern and eastern parts of the state, Amber Durum accounts for 94 to 98 per cent of the total with the most important counties ranging up close to 100 per cent. In the western areas, where not much durum of any kind is usually grown, most of the acreage is in Red Durum.

New Division Manager

Luther K. Bowman has been appointed general manager of the Chef-Boy-Ar-Dee division of American Home Foods, Inc. Announcement of the promotion was made by President V. T. Norton of the parent company. Mr. Bowman succeeds E. J. Fitzpatrick, who has resigned.

February, 1949

THE MACARONI JOURNAL

37

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Report of the Trade Practices Committee

Recommendations Concerning the Proper Labeling of Macaroni Products

Recently the Food and Drugs Administration called the attention of the association to certain alleged violations of the Food Law regarding the labeling of our macaroni products. It was stated that some manufacturers are still stating on the label that their product is made from semolina when in fact it is made from durum granulars.

Now that semolina has become available in large volume to all manufacturers it is the desire of the association that the FDA enforce strictly the labeling requirements of the Law in order to promote better competitive conditions among manufacturers as well as to insure the consumer a better



Peter J. Viviano

knowledge of what is contained in the package.

It is further recommended that the director of research inform the FDA of the position of the association in the matter and that he prepare and send to all members of the industry a circular showing the attitude of the association and advising the industry concerning the proper labeling of macaroni products in order to observe compliance.

PETER J. VIVIANO, *Chairman*

Adopted unanimously by voice vote at Winter Meeting of NMMA, Miami Beach, Florida, Jan. 25, 1949.

"We All Eat"

By Rolly Langley, Feature Writer for Los Angeles News

The secret of good publicity is to find an excuse, the man, a lovely glamor girl and the proper carrier. Robert Williams, president of Robert Williams Foods, Inc., who recently purchased the Miller's Food Product company, 3451 Whittier Place, Los Angeles, evidently found all four as evidenced by the fine publicity gained for himself, his friendly competitors in Southern California and the macaroni-noodle industry. . . . Editor.

For ten years Bob Williams was personal press agent for Bette Davis. He conducted Ingrid Bergman on bond tours, took Ann Sheridan to buy clothes when she hit Hollywood fresh from Texas, and was in continual contact with many other glamorous personalities in New York and on the West Coast.

Why he should forsake the movies for the macaroni business in L. A. two years ago is one for the book. "I wanted something with stability," Bob explained, "and as you say yourself—'We all eat.' Besides, macaroni is wonderful! I eat it myself. Let me tell you—"

One day, centuries ago, a young Chinese maiden was busy preparing her daily batch of bread dough. Becoming engrossed in conversation with an ardent Italian sailor, she forgot her task. Presently, the dough overflowed the pan and dripped in strings that quickly dried in the sun.

The young Italian gathered the strings of dried dough and took them back to his ship, and the ship's cook boiled them in a broth. All hands were pleased with the appetizing savoriness of the dish, and upon return to Italy, word of the new delicacy spread rap-

idly, and it was soon popular throughout the land.

"And that's the legend of how macaroni was discovered. Do you believe it?" Bob asked.

No, was the answer. The Chinese didn't eat bread, and it didn't explain the hole in the macaroni. But this didn't floor a versatile character like Bob Williams. He had eight other legends with locales around the globe.

"Besides," he said, "macaroni is just one kind of macaroni. It's all macaroni now—noodles, spaghetti, vermicelli, fideo, alphabet stars, shells, even my exclusive egg spaghetti. The industry doesn't like the word pasta. The Italian 'pasta' is okay, but in English, pasta sounds too much like—pasta, so it's all macaroni."

Just a sidelight, but there's one thing that is not macaroni, as we know it. Remember? "Yankee Doodle went to town, riding on a pony. Stuck a feather in his hat and called it Macaroni." Here's the background on that:

Between 1770 and 1775 in England, there was a group of young fops who wore immense knots of artificial hair on the back of their heads, upon which they perched tiny cocked hats. They wore formfitting clothes, and called themselves "Macaroni" after the dish they adopted as a fad. For a time nothing—clothes, music, manners—was fashionable that was not "macaroni." Yankee Doodle was a hayseed macaroni.

Here's a comparison of three nutritional factors, in pounds of foods, as purchased:

	Per cent Protein	Calories	Per cent Water
Macaroni	13.0	1630	11.0
Potatoes	1.7	325	65.4
Bread (white)	8.5	1185	35.9
Celery	1.3	100	93.7
Beef rump	11.8	1180	40.0

Report of Army Specifications Committee

Recommended Changes in Proposed U. S. Army, QMC, Macaroni and Spaghetti Specifications

The QMC has issued tentative specifications for the purchase of macaroni and spaghetti. It is the sense of the association that these specifications should be changed in the following respects:

(1) The specifications provide that the product shall be made from durum granular. Since Government restrictions concerning the quality of the raw material used in the production of macaroni products have been rescinded, and since it is the desire of the industry to encourage the use of a larger quantity of macaroni products by the armed forces by providing the highest quality products we believe that the raw materials used should be durum semolina and not durum granulars.

(2) The specifications provide that the raw material and the finished products shall be free from insect infesta-

tion. Raw materials entirely free from infestation are unobtainable for the manufacture of macaroni products, and, therefore, it is recommended that this provision be deleted and eliminated.

(3) It is the desire of the industry to provide the most sound and healthful products produced under the most sanitary conditions. The specifications embody provisions which will assure the QMC such products. These are as follows:

"Adequate measures shall be taken in the handling and storage of the raw material to prevent contamination by insect infestation and pests prior to use."

"Every precaution shall be taken to prevent contamination of the products by insect infestation and pests during manu-

facture, drying and storage."

"All deliveries shall conform in every respect to the provisions of the Federal Food, Drugs and Cosmetic Act and regulations promulgated thereunder."

It is proposed that the director of research discuss the above recommended changes with the proper Government agencies in Washington and New York City and that the results of such discussions be communicated to the board of directors and to the standards committee of the association.

PETER J. VIVIANO (*Manufacturers*)
P. M. PETERSEN (*Millers*)

Adopted unanimously at Winter Meeting, Miami Beach, Florida, Jan. 25, 1949.

WINTER MEETING

(Continued from Page 10)

consumer interest in our food can be attracted at a reasonable dollars and cents cost, if the industry fully co-operated.

He was authorized to proceed with his well-laid plans of products promotion and consumer education, working under the supervision of a special Institute Executive Board of which C. Frederick Mueller, of the C. F. Mueller Co., Jersey City, N. J., is chairman. It is planned to start a publicity program about March 1, 1949.

Serving on the Institute Executive Board with Chairman Mueller are: Joseph Pellegrino of Prince Macaroni Manufacturing Co., Lowell, Mass.; Albert Ravarino of Ravarino & Freschi, Inc., St. Louis, Mo.; Lloyd Skinner of Skinner Manufacturing Co., Omaha, Neb.; C. W. Wolfe of Megs Macaroni Co., Harrisburg, Pa.; Peter J. Viviano of Delmonico Foods, Louisville, Ky.; Peter LaRosa of V. LaRosa & Sons, Inc., Brooklyn, N. Y.; Salvatore Viviano of Vimco Macaroni Products, Carnegie, Pa.; Guido P. Merlino of Misvico Macaroni Co., Seattle, Wash., and President C. L. Norris as member ex-officio.

During the association meeting the first day it was voted to redistrict the country by adding two new regions to provide better presentation of the membership and to appoint a director to represent the new regions on the board of directors of the National Macaroni Manufacturers Association.

The new regions are (1) Region No. 10 to comprise all Northern California, from and including Fresno to Oregon boundary, and (2) to appoint Vincent De Domenico of Golden Grain Macaroni Co. of San Francisco as the regional director. The second new Region, No. 11, will comprise the west half of Missouri, all of Kansas, Oklahoma and Texas, with Ralph Sarli of American Beauty Macaroni Co., Kansas City, Mo., as the director of the region.

Managing Editor M. J. Donna of THE MACARONI JOURNAL, reported that plans were under way to publish the 30th Anniversary Edition in April, 1949, and solicited the help of all the leading members to recommend to their supply firm the advisability of taking space in the feature issue. The meeting went on record that besides recognizing the 30 years of service the JOURNAL and Mr. Donna as editor for that long period, due recognition be given J. Harry Diamond, Goch Food Products Co., Lincoln, Neb., who during his term as president of the National Macaroni Manufacturers Association, inaugurated the Birthday Feature Editions in 1940 to the financial and general benefit of the National Association.

Most of those in attendance promised active support of the 30th anniversary edition by calling their suppliers' attention to it while several manufacturers advised they would take space in that issue to honor J. Harry Diamond, the "birthday issue" founder.

A special committee consisting of Chairman J. H. Diamond, A. Irving Grass and Albert S. Weiss was appointed to draft appropriate resolutions in support of the Du Pont Co. in the monopoly suit started by the U. S. Justice Department.

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on the 30-mile tour of the inland waters each afternoon. His assistant, Mr. A. Wasserman, general sales manager, supervised the refreshments served to the guests with the compliments of the owner.

The convention was voted a big success both socially and from a business view to the end that tentative arrangements were made by Secretary Donna for the 1950 Winter Meeting at The Flamingo Hotel, Miami Beach 39, Florida, on January 22-24 next year, subject to later approval by the directors.

Registrants—Miami Beach Winter Meeting

- V. Arena, V. Arena & Sons, Norristown, Pa.
- J. Coniglio, Paramount Macaroni Mfg. Co., Brooklyn, N. Y.
- T. Cuneo, Ronco Foods, Memphis, Tenn.
- J. H. Diamond, Goch Food Products Co., Lincoln, Neb.
- A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
- Santo Garofalo, Milwaukee Macaroni Co., Milwaukee, Wis.
- Leo Kahn, Noody Products Co., Toledo, Ohio
- Martin Koepfel, De Martini Macaroni Co., Brooklyn, N. Y.
- Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
- C. Frederick Mueller, C. F. Mueller Co., Jersey City, N. J.
- C. Norris, The Creamette Co., Minneapolis, Minn.
- J. Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.
- Alfred Rossi, Procono-Rossi, Auburn, N. Y.
- A. Ravarino, Ravarino & Freschi, St. Louis, Mo.
- Maurice Ryan, Quality Macaroni Co., St. Paul, Minn.
- Joseph Sanacori, Sanacori & Co., Brooklyn, N. Y.
- John Sanacori, Sanacori & Co., Brooklyn, N. Y.
- Joseph Santoro, G. Santoro & Son, Brooklyn, N. Y.
- L. E. Skinner, Skinner Mfg. Co., Omaha, Neb.
- J. C. Stewart, LaPremata Macaroni Co., Connelville, Pa.
- Frank Truffanti, Chicago, Ill.
- Peter J. Viviano, Delmonico Foods, Louisville, Ky.
- Sam Viviano, Vinco Macaroni Co., Carnegie, Pa.
- Mira Ida Viviano, V. Viviano & Bros. Mac. Co., St. Louis, Mo.
- Peter R. Viviano, V. Viviano & Bros. Mac. Co., St. Louis, Mo.
- A. S. Weiss, Weiss Noodle Co., Cleveland, Ohio
- C. H. Wolfe, Mess Macaroni Co., Harrisburg, Pa.
- Paul S. Cassarino, Cassarino & Carpenteri, New Britain, Conn.
- B. R. Jacobs, New York, N. Y.
- R. M. Green, Palatine, Ill.
- M. J. Donna, Bradwood, Ill.
- John Amato, Clermont Machine Co., Brooklyn, N. Y.
- Conrad Ambretti, Consolidated Mac. Machine Corp., Brooklyn, N. Y.
- Louis C. Ambretti, Consolidated Mac. Machine Corp., Brooklyn, N. Y.
- Harry R. Ansel, William J. Stange Co., Chicago, Ill.
- J. B. McKean, William J. Stange Co., Chicago, Ill.
- C. L. Brooke, Merck & Company, Inc., Rahway, N. J.
- H. J. Bailey, General Mills, Inc., Chicago, Ill.
- Robert T. Beatty, Northwestern Miller, Minneapolis, Minn.
- Thomas L. Brown, Commander-Larabee Milling Co., Minneapolis, Minn.
- S. Campanella, Flour Merchant, Jersey City, N. J.
- Joseph De Francis, Consolidated Mac. Mach. Corp., Brooklyn, N. Y.
- W. J. Dougherty, King Midas Flour Mills, Philadelphia, Pa.
- Frank L. Fodera, Pillsbury Mills, Inc., New York, N. Y.
- Giacomo Fusi, Guests, Philadelphia, Pa.
- Geo. S. Hubbard, Rosotti Lithographing Co., Inc., Chicago, Ill.
- Clifford W. Kutz, A. L. Stanchfield, Inc., Minneapolis, Minn.
- Frank Lazzaro, Lazzaro Drying Machines, New York, N. Y.
- W. C. Livingston, Monark Egg Corp., Kansas City, Mo.
- D. Maldari, D. Maldari & Sons, New York, N. Y.
- Ralph A. Maldari, D. Maldari & Sons, New York, N. Y.
- Hugo Mandolini, Star Macaroni Dies Mfg. Co., New York, N. Y.
- H. J. Patterson, Pillsbury Mills, Inc., Minneapolis, Minn.
- Paul M. Petersen, Capital Flour Mills, Minneapolis, Minn.
- Jos. A. Pillitteri, J. A. Pillitteri Co., Brooklyn, N. Y.
- Anthony Pillitteri, J. A. Pillitteri Co., Brooklyn, N. Y.
- Arthur W. Quiggle, H. H. King Flour Mills, Minneapolis, Minn.
- Louis Rago, Guest, Chicago, Ill.
- Samuel Regalbuto, Pillsbury Flour Mills, Philadelphia, Pa.
- Charles Roszotti, Rosotti Lithographing Co., Inc., North Bergen, N. J.

- O. R. Schmalzer, Buhler Brothers, Inc., New York, N. Y.
- Ulysses De Stefano, Crookston Milling Co., New York, N. Y.
- R. M. Stangler, North Dakota Mill & Elevator, Grand Forks, N. D.
- M. F. Tiernan, Wallace & Tiernan & Co., Newark, N. J.
- E. J. Thomas, North Dakota Mill & Elevator, Chicago, Ill.
- Louis A. Viviano, Capital Flour Mill, Plainfield, N. J.
- J. M. Haber, Amber Milling Division, St. Paul, Minn.
- L. Marino, G. & G. Haulage Co., Brooklyn, N. Y.
- David Wilson, King Midas Flour Mills, New York, N. Y.
- Larry Williams, Martin & Williams, Minneapolis, Minn.
- Fred T. Whaley, A. L. Stanchfield, Inc., Chicago, Ill.
- Stanley S. Klein, Empire Box Corp., Garfield, N. J.
- Harry W. Walker, St. Regis Sales Corp., New York, N. Y.
- T. A. Patterson, St. Regis Sales Corp., New York, N. Y.
- William Farcy, St. Regis Sales Corp., New York, N. Y.
- William Steinker, King Midas Flour Mills, Minneapolis, Minn.
- Randal Patty, Milland Laboratories, Dubuque, Ia.

RESEARCH DIRECTOR'S REPORT

(Continued from Page 32)

product since that is what it is. It is now up to the macaroni industry to follow suit. Since semolina is now available to all, the following is suggested:

- (1) Under the Standards of Identity of the FDA there is no provision requiring the farinaceous ingredients to be declared on the label, therefore, the following may be corrected by eliminating the term "Made from Semolina" or any similar statement on the label regarding the farinaceous ingredients.
- (2) The law, however, does provide that if the ingredients are declared on the label they shall be declared in the order of their predominance by weight. Since a granular is a mixture of semolina and durum flour the declaration can be corrected by the addition of the words "and Durum Flour" to the word "Semolina" so that the statement would read "Made from Semolina and Durum Flour."
- (3) The alleged violation may obviously be corrected by the use of semolina and then there would be no question whatever concerning the statement.

COMPLETE LIST of DATA SECURED

- 1 SALES TO CONSUMERS
- 2 PURCHASES BY RETAILERS
- 3 RETAIL INVENTORIES
- 4 STOCK-TURN
- 5 DISTRIBUTION
- 6 PER CENT OUT-OF-STOCK
- 7 PRICES (Wholesale & Retail)
- 8 RETAIL GROSS PROFIT
- 9 DIRECT vs. WHOLESALE PURCHASES
- 10 AVERAGE ORDER SIZE
- 11 DEALER PUSH (Displays, Spec. Ad., etc.)
- 12 TOTAL SALES—ALL COMMODITIES

BROKEN DOWN BY:

BRANDS	TERRITORIES		CITIES		STORES		CONSUMER INCOME				
	STANDARD	CLIENT	POPULATION RANGE	TYPE	SIZE	PACKAGE SIZE					
COUNTRY BRANDS	YOURS	NEW ENGLAND	1	GREATER NEW YORK	CHAIN	SUPER over \$1000	SMALL	UPPER			
	A	GREATER NEW YORK	2	GREATER CHICAGO		INDEP.			LARGE \$500 to \$1000	MEDIUM	MIDDLE
	B	REMAINING EAST	3	A					COUNTRY		
	C	CENTRAL EAST	4	B	D & BURAL under \$50		SMALL under \$100	GIANT			
	D	GREATER CHICAGO	5	C		TOTAL	PACIFIC			12	
	E	CENTRAL WEST	6	D			TOTAL		PACIFIC		12
	F	SOUTHWEST	7	E	TOTAL			PACIFIC	12		
	G	SOUTHWEST	8	F		TOTAL		PACIFIC		12	
	H	SOUTHWEST	9	G			TOTAL	PACIFIC			12
	I	SOUTHWEST	10	H	TOTAL			PACIFIC	12		
	J	SOUTHWEST	11	I		TOTAL		PACIFIC		12	
	K	SOUTHWEST	12	J			TOTAL	PACIFIC			12
L	SOUTHWEST	13	K	TOTAL	PACIFIC			12			

MARKET STUDY

(Continued from Page 30)

index. And Chart 22 shows a typical contrast between the percentage index and the factory sales.

II. The seasonal curve for the total market (all brands combined). This usually differs radically from the factory sales curve of any manufacturer in the industry, because of seasonal fluctuations in trade inventories and of seasonal differences in the competitive strength of the brand in question. By knowing the total market seasonal curve, the manufacturer can usually improve the timing of his advertising and merchandising efforts.

Summary of Nielsen Index Uses by Manufacturers

Since space will not permit illustrations of the many ways manufacturers use Nielsen Index data, the following will summarize the principal uses:

1. To distribute advertising and merchandising effort correctly among various territories, city sizes, store sizes, seasons, and consumer income levels.
2. To separate the profitable from the unprofitable; e.g.:
 - (a) Copy appeals
 - (b) Quantities of advertising
 - (c) Types of media
 - (d) Deals, combinations, premiums, etc.
 - (e) Displays, etc.
 - (f) Radio programs
3. To detect marketing weaknesses and to reveal the result of every effort to correct them.
4. To provide advance warnings of sales declines, competitive inroads, need for change in product, package, etc.
5. To reveal the causes of sales declines and to point toward the remedies.
6. To detect gains or losses in dealer good-will.
7. To determine the most profitable price levels.
8. To pre-determine the results of proposed promotional expenditures. This is done by testing in certain cities or areas.
9. To reduce the risk in marketing new products.

An even simpler summary of the Nielsen Food-Drug Index, to use the words of Abraham Lincoln, would be: "If we could first know where we are and whither we are tending, we could better judge what to do and how to do it."



NOTES ON NOODLES
BY A GUY WHO LOVES 'EM!



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The MACARONI JOURNAL

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Vol. XXX February, 1948 No. 10

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Herrick to Boston

Joel R. Herrick has been appointed district representative of the Special Markets and Industrial Division of Winthrop-Stearns Inc., in Boston, Mass., P. Val Kolb, vice-president and director of the division has announced. He will make his headquarters in the Boston office of Winthrop-Stearns, at 41 Stuart Street.

Associated with Winthrop-Stearns since 1946, Mr. Herrick was first employed as assistant to the sales manager in New York. He served during the war as First Lieutenant in the United States Air Corps. Mr. Ryan has also been with Winthrop-Stearns since 1946. He was formerly in charge of the division's order department.

Liquid, Frozen and Dried Egg Production

Production of liquid egg during December totaled 2,918,000 pounds, compared with 3,849,000 pounds in De-

ember last year. The quantity of liquid used for drying during the month was about 10 times larger than the very small quantity used for drying a year ago, while the quantity frozen was only about one-fourth as large.

Dried egg production during December totaled 554,000 pounds, compared with 162,000 pounds in December, 1947. Production consisted of 339,000 pounds of whole eggs, 174,000 pounds of dried albumen, and 41,000 pounds of dried yolk. The preliminary estimate of the production of dried egg during 1948 totaled 43,492,000 pounds, compared with 85,561,000 pounds in 1947.

Frozen egg production during December totaled 892,000 pounds, compared with 3,266,000 pounds in December, 1947. Production during 1948 totaled 345,192,000 pounds. This compared with 371,096,000 pounds during 1947, a decrease of 7 per cent.

Storage stocks of frozen eggs on January 1 totaled 105,422,000 pounds, compared with 138,192,000 pounds on January 1, 1948 and with the January 1, 1944-48 average of 127,651,000 pounds. Frozen egg stocks decreased 34 million pounds during December, compared with a decrease of 26 million pounds during December, 1947 and an average December decrease of 42 million pounds.

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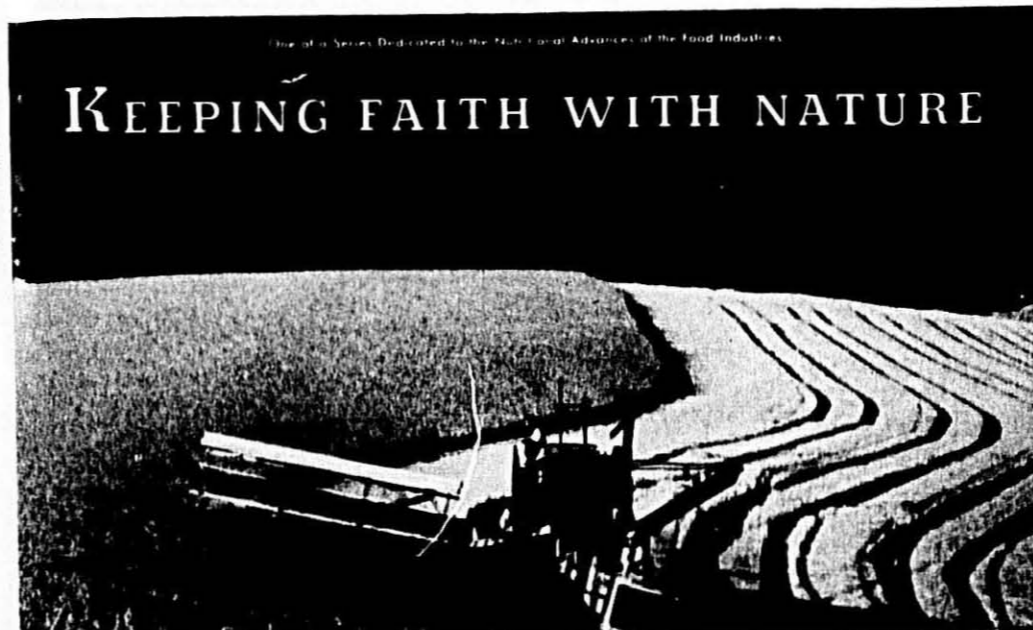
An Easy Way to Figure Interest

In figuring interest, a year is usually regarded as consisting of twelve months of thirty days each. A simple way to figure six per cent interest is to first find the interest for 600 days, 60 days or 6 days by simply moving the decimal place in the principal one, two or three places to the left respectively.

Having found the interest for these given periods it is simple to find the interest for any given number of days. The interest for four months and ten days, for example, would be twice the interest for sixty days plus one-sixth the interest for sixty days. You can divide the interest for sixty days by two to get the rate per month, and divide the interest for six days by six to get the rate per day and proceed in that way.

To find the interest at any other rate than six per cent, first find it at six per cent, then divide it by six to find one per cent, by three to find two per cent, subtract one-half to find three per cent, one-sixth for five per cent, add one-sixth for seven per cent, add one-third for eight per cent, add one-half for nine per cent.

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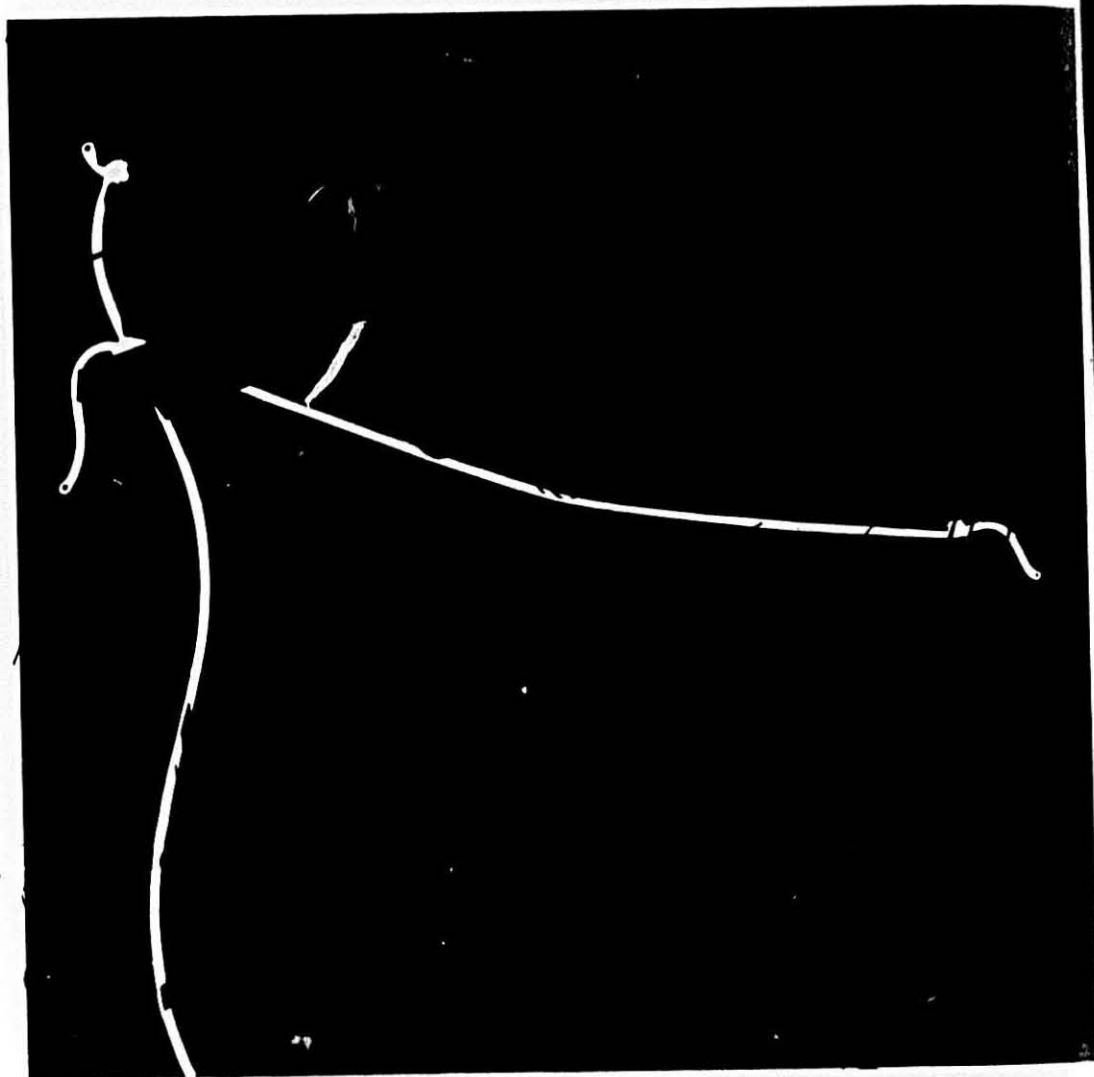


Macaroni makers who enrich should be proud of their service to America.

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