

**THE
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JOURNAL**

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The Macaroni Journal



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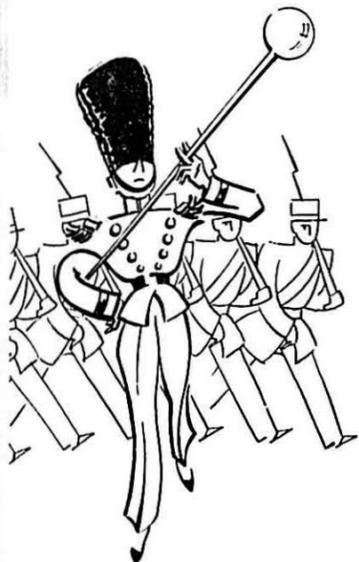
1939 National Conference

The 1939 National Conference of the Macaroni-Noodle Industry will be held in New York City, June 26 and 27, according to the decision of the Board of Directors of the National Macaroni Manufacturers Association.

Top-flight executives of all leading manufacturing and supply firms are invited to attend this open conclave to discuss problems of manufacture and profitable distribution, consumer education and improved trade relations.

Headquarters at The Park Central Hotel. Make your plans early to attend this year's convention.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



PARADES and PACKAGES

Brilliant, Full-Color ROSSOTTI CARTONS Catch the Eye
 Lead the Way Toward Bigger Sales and Profits!

Proudly strutting out in front, "baton" twirling and twisting to catch the eye, all the splendor of gold braid, medallions, epaulets . . . the Drum Major is there to catch the eye. Everybody loves a parade. The pomp and gayety of the uniforms, flashing, brilliant with color . . . you can't take your eyes off, as they march by.

The brilliance of full color seldom fails to catch the eye of the public, whether it be a parade, the Sunday picture section of the newspaper, or PACKAGES. That's why macaroni and noodles marketed in colorful, eye-catching Rossotti DUBL-VU cartons so often sell faster and repeat more steadily.

Learn all about the many advantages of Rossotti DUBL-VU full color window cartons . . . how your complete line can be packaged in the fewest different sizes. Write today for suggestions, samples and estimates. No obligation.



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BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Why Does Anyone Belong to a Trade Association?

A Segment of Commercial Activity

Analyzed by Charles R. Cosby

DOES IT PAY? From time to time a business man asks himself why he belongs to the trade association of his industry. It is a proper and natural question—a business man always wants to know why he spends money for this or that purpose—he gives every item of expense a periodic scrutiny—is it producing value received for his business?

What would happen if he did not belong, and what would happen if the trade association did not exist? Does the industry make any more money because there is a trade association or would conditions and profits be worse than they are? What is it worth to have a trade association working in the interest of his industry?

WHO LEARNS? First of all, the trade association is the general repository of information pertinent to the industry—it is the place where progress or inertia is reflected—it is the place where problems peculiar to the industry are brought together for a common purpose.

Does the self-sufficient business man assert that he does not care what the rest of the industry is doing—that he cannot make more profits by knowing his competitor's methods better?—that he cannot learn by studying the composite results of his industry?

WHO IS DRIFTING? Does the salesman know whether your volume is increasing or decreasing faster than the industry as a whole? Are you holding your place in the industry? Would your salesmen work more effectively if they knew that your company is losing ground or gaining? These questions can be answered authoritatively if your company and others are willing to pool their experiences in the statistical work of your trade association.

DO FALSE RUMORS TERRIFY? Do you believe that some of your competitors are making a raid on your customers? Do you disbelieve the stories that your salesmen bring in from the customers? Are you able to discuss conditions frankly and honestly with your competitor?

Every business man has his own theory of success—all theories are subject to trial and error—your trade association offers you an opportunity to adjust the conditions that retard the success of the industry. None can prosper unless the industry itself is successful.

WHAT IS A COMMUNITY OF INTEREST? No establishment is so small or so large (1) that it cannot benefit from the experience of its competitors, (2) that it cannot manage more wisely by knowing what others are accomplishing, (3) that it cannot sell more goods profitably by playing the game squarely, with honest respect for competitors.

Does anyone doubt that a strong community of interest should exist between business men struggling with the same problems—selling the same commodities to the same customers? Is anything more appropriate than the trade association as the common meeting ground for such a community of interest? Are you individually doing your part to make such a meeting place helpful and attractive to all concerns in the industry, not merely by your financial support and your critical advice but by promoting the activities that will make your trade association useful and indispensable to every establishment of your industry?

WHAT IS THE ANSWER? These pointed questions are not intended to be answered individually—they are merely suggestive of certain lines of thought. If such thoughts lead to constructive criticism—either introspectively or toward the trade association as a useful instrumentality of commerce, they will help to promote a healthy competitive spirit and a sound growth throughout the industry.

Why I Belong To NMMA

Many reasons would probably be advanced by Macaroni-Noodle Manufacturers if they could be induced to state just why they have and enjoy a membership in the National Macaroni Manufacturers Association. A Middle West manufacturer who has belonged to the organization of his trade for nearly 30 years, perhaps included most of the good reasons in his presentation given herewith:

"This is why I belong to my association:

1. I am first of all a manufacturer, personally concerned in the general welfare of my profession and feel obligated to cooperate in every worthy effort to improve conditions therein.
2. I realize that alone I'm some "small pumpkin," but that by working with

others interested in the same trade anything can be accomplished with-in reason, particularly under the right kind of leadership.

3. Because I do not know all that should be known about manufacture and distribution and that I do learn much through the exchange of ideas and experiences at meetings of the organization.
4. Because the leadership—all the association executives—are studying trade problems and frequently advise me how to operate my business more scientifically and profitably.
5. I get invaluable information from literature from the association's headquarters and from the columns of THE MACARONI JOURNAL, whose appearance I anxiously await each month.
6. Because the cost of membership is negligible in comparison with the advantages I receive from membership; and, inconsequential when

compared with my annual output.

7. Because of the many things done in the past when individual manufacturers were beset by governmental regulations that threatened the very existence of our business—during the World War years—in the gay Twenties, when everybody went crazy, during the Depression No. One and the notorious NRA aimed at regimentation of all business and even at this late date when we are slowly emerging from Recession No. One or Depression No. Two.
8. Because I wish always to do my part; to never be accused of being a "free rider," especially when I stand to profit as do other boosters and promoters.

Note: With that off my chest, I will welcome a statement also for publication, from any nonmember telling in an equally frank manner, WHY HE DOES NOT BELONG."

ONE OF THE OLD LOYAL GUARD.



QUALITY
IS
SUPREME
IN

★ ★ TWO STAR ★ ★
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

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The Consumer Is King

Just as there is constant improvement in the process of manufacturing better Macaroni Products, there must be progress in the methods of passing the finished products through the various distributive channels to the consumer. No product will sell itself and no product will sell readily until it has gained some degree of consumer acceptance. Judicious advertising and well planned publicity are invaluable aids in capturing and retaining consumer good will.

Not many years ago practically every pound of Macaroni-Spaghetti-Egg Noodles in America was sold in bulk. Excepting for a few stores in certain sections of the larger cities, the sale of bulk macaroni is now a rarity, unless two pound wrapped or three or five pound carton sales may be classified as bulk sales. Reference is made however, to "loose" products. Why this change? It is basically due to an improvement in living conditions and to a change in the buying habits of consumers. They buy more frequently and in smaller quantities to insure "fresher" goods, and for the additional good reason that in most city homes storage space is limited.

Packaging of foods insures cleanliness and greater ease of handling by distributors. The food stores much easier on the pantry shelf when it is contained in protective packages. To what can this change be attributed? Probably to a natural trend, but materially aided by informative advertising and favorable publicity. It also tends to prove the contention contained in a special article prepared by the Advertising Federation of America that "Consumers are Kings".

Answering the question "What Is A Consumer?" the article says, in part: If you like slogans you ... accept this one: "The consumer is king". Not clever perhaps, but very true—and important. As a motto it figuratively hangs over the door of every business office and every factory in the land. Yes, and over the doorways of farmers who raise our foodstuffs, too.

It is literally true that consumers have the power of life or death over every business enterprise. They decide exactly what products shall be made and who shall be permitted to make them. They decide what form of distribution they want and which storekeepers shall remain in business. Consumers decide what kind of advertising there is to be, for in making their choice of brands they reward certain advertisers and punish others.

Who are these all powerful consumers who daily write the destinies of business? They are the man and woman with the buying dollar—the voting dollar. They go to the business polls every day of the year, casting their vote-dollars with the butcher, the baker, the automobile maker. They vote for the products they like and for the companies they approve.

Some advertisers succeed and others fail. They lay their claims before consumers, and the consumer dollars decide. There is no recourse and no appeal. No amount of fancy theory can change the simple fact that the consumer is the

boss, and always will be so long as we safeguard our system of free private enterprise.

Consumers are not a special class of people. You cannot classify our population under the divisions of capital, labor and consumer. Each of us is a bit of all three. Everyone who has any savings, property, or insurance belongs to the capital class. Every one who works for pay belongs to the labor class. And everyone who buys things belongs to the consumer class.

This makes it clear why there is no such thing as all business being on one side of the fence and all consumers on the other. But for each individual business the consumers are well defined. They are the customers and the potential customers. This fact is the very essence of economic freedom in America. In several other countries the governments determine what products shall be made available to consumers and which business concerns shall survive. Under such conditions the people lose essential liberties and normal progress must stop.

The American way is the better way. Here it is up to every business to please consumers by its own efforts; to produce the best goods it can, and to advertise them to the public. This is the way of progress, the way to higher standards of life. So long as the consumer is king, America will always be free. . . .

During the current season of Lent, a group of aggressive macaroni-noodle manufacturers and allied are voluntarily financing a movement to gain greater consumer confidence in quality macaroni products and a more ready acceptance of this economical and nutritious food as a staple that will hereafter appear much more frequently on American tables. They are pioneers who can read the signs of the times and who appreciate the truth that consumer education will never harm any producer, manufacturer or packer of quality products, especially when the packaging is done in sanitary factories, products are properly labeled and sold by firms in whom the people have learned to place their confidence.

The Consumer Is King! Satisfy the consumer, teach him new ways in which to tastily serve your product and you'll find Mr. Consumer a friendly and considerate monarch. Those who are disloyal either on purpose or by mistake, will find King Consumer a tyrant who will wreak vengeance on all despoilers of consumer confidence.

Make as good a product as it is possible to make with the God given grain available; label your product truthfully; sell it reasonably, but profitably; be foremost among the members of the trade in supporting well directed consumer education and refrain from doing anything that will insult the intelligence of Mr. and Mrs. American Consumer. Doing this you will help gain for all manufacturers of Quality Macaroni Products that consumer preference that is so absolutely essential in increasing the consumption of this food on which the future success of the trade so much depends.



Report Director of Research for the Month of February

By Benjamin R. Jacobs

It has been my hope to be able to present to the members of the Macaroni Association through their JOURNAL, the results of the work that we have so far accomplished on standards for macaroni products.

I find however, that it is too voluminous to be published in the JOURNAL, and members of the Association in good standing, who desire to obtain details of this work may do so by addressing me at No. 2 Grace Court, Brooklyn, N. Y.

However we have compiled some of the data obtained on some of the raw materials used in the manufacture of macaroni products. This will be published periodically as space in the JOURNAL permits.

The last issue contained a summary of our work on semolinas and granulars. In this issue I am submitting a few of the results obtained on durum flours, and various samples of flours other than durum, all unbleached.

We have accumulated a large amount of data on bleached flour and also on macaroni products and the farinaceous ingredients used in their manufacture and this will be presented later.

The attached table shows that there is a very definite relation between the grade of the flour (its ash content) and percentages of red and black (brown) obtained through color analysis. It is also apparent that the durum flours show considerably more yellow color than do the flours of the same grade when made from wheats other than durum. It is quite apparent therefore, that this method of analysis offers an excellent means of differentiating between durum flours and flours other than durum.

Obviously the Macaroni Industry is more interested in obtaining flours with bright, deep yellow color than it is in obtaining flours that are merely low in ash content. Therefore in our selection of raw material for the manufacture of our macaroni products more attention should be given to low percentages of red and black colors (brown) than should be given to the ash content of the raw material. We can be as generous as we like, in fact we can almost ignore high ash content if we can obtain raw materials which will give us high percentages of yellow and low percentages of red and black (brown).

In all of our future determinations we will consolidate red and black percentages under one figure which we will call "brown." We are not able to determine their relative detrimental influence on the quality of our macaroni but for the time being we are going to assume that they are of equal detriment and therefore, we believe that we are justified in stating them both as one figure. This will materially facilitate interpretations of results by manufacturers. The percentage of white may be obtained by subtracting from 100 the sum of the percentages of yellow and brown. And therefore, it seems superfluous to include this in any future compilation of the reports.

Ash %	Yellow %	Red %	Black %	White %
0.648	66	6	5	23

Glamorize Your Products

There is nothing glamorous about Macaroni, Spaghetti or Egg Noodles in the sense that a beautiful lady may be called glamorous.

There are dependable staples that provide all the taste and nutrition qualities required of food and they sell themselves quite easily to people who have learned to appreciate their many virtues.

However the missing glamor may be given Macaroni Products through the use of an attractive as well as a protective package. The package should have plenty of color and be of a design that "draws the eye." If the package could be made to show the contents in their contrasting beauty either through the use of a window or of a transparent wrapper, the glamor so essential to an other-

wise common product would thus be provided and thus add "sales ability" and "glamor," an invaluable selling combination that will take your products out of the humdrum into the recognized class.

On this point of making your package a sales force which grocers will highly appreciate, published by the Cellophane Division of E. I. DuPont de Nemours Co., an article says:

If you could put a salesman beside your package on the counter, what would you expect him to do? First, he should attraction, catch a prospect's eyes, invite her to stop a moment to look and listen. Naturally, he would show her your product and tell her all about it, make it as easy as possible for her to buy! ... That's what salesmen are made for.

A good-looking well-planned transpar-

ent package of "Cellophane" cellulose film can do this same job for you. It's a silent salesman to be sure; but it attracts attention with its sparkling, eye-catching wrap; it shows the merchandise through its transparency; and it answers questions by a printed sales message. It helps shoppers to see your product, to know what it's like, and to buy it.

The fact that men roll up fortunes is quite generally noted. That they rolled up their sleeves and worked to make those fortunes is a less generally observed fact.

The big business executive who is accused of getting more than he earns got to that place through years of doing more than he was paid to do.

0.562	63	8	7	22
0.620	56	6	6	32
0.589	62	6	6	26
0.832	49	17	15	19
0.908	48	16	15	21
0.986	47	15	16	22
1.030	49	15	16	20
1.072	47	15	16	22

Flours Other Than Durum. Patents (Unbleached)

0.396	46	6	6	42
0.390	47	5	5	43
0.405	50	7	7	36
0.421	48	6	8	38
0.408	35	4	4	57
0.398	39	8	8	45
0.404	47	3	4	46

Flours Other Than Durum. First Clears (Unbleached)

0.670	36	14	14	36
0.743	33	19	19	29
0.674	35	15	15	35
0.733	33	21	21	25
0.798	26	13	20	41
0.745	28	17	18	47

Flours Other Than Durum. Second Clears (Unbleached)

1.127	30	22	24	24
2.079	16	8	60	16
1.136	29	20	30	21
1.346	26	20	29	25
1.414	12	19	46	23
1.513	24	18	36	22
1.324	24	19	32	25
1.769	25	14	40	21

Durum Crop Large: Quality High

Supply Sufficient for Macaroni Industry's

Needs—Prices Reasonable

Durum wheat stocks in the United States at the first of January 1939 were nearly 70% larger than a year earlier despite moderate exports and increased millings, states the Bureau of Agricultural Economics in the semi-annual summary of the durum wheat market. Domestic utilization other than by mills was no larger than average and reflected the unusually small quantity of low grade durum and the abundant supplies of feed grains this season.

The 1939 durum wheat crop was estimated Dec. 1 at 40,445,000 bus, an increase of 45% over the 1937 production of 27,971,000 bus and about 1% above the 10-year average, 1927-36, of 40,085,000 bus. This season's large harvest was mainly the result of the high yield of 11.4 bus per acre since the acreage harvested was only 98% of the 10-year average, although about 27% above the area harvested in 1937. The 1938 yield was the highest since 1930 and has been exceeded only six times in the last 20 years.

Durum Mills Busy

Mills ground 7,590,000 bus during the first six months of the current season compared with 6,748,000 bus for the same months last year. For the first time in several years, appreciable quantities of durum were exported with the total placed at 878,000 bus, based upon inspections for export. The use of durum wheat for feed amounted to only slightly over 3,000,000 bus and apparently reflected the high quality of the 1938 crop and the abundant supply of feed grains.

Stocks of durum remaining Jan. 1, 1939 were nearly 70% larger than a year earlier and amounted to 34,137,000 bus, the largest stocks on Jan. 1 in recent years. Stocks on farms were

nearly double those of a year ago and totaled 19,271,000 bus.

Quality Unusually High

The quality of the 1938 durum crop is exceptionally high. Inspections at representative markets, August through December, showed 97% of the class durum grading hard amber, and only 3% amber durum. Sixty-three per cent of the durum inspected graded No. 1, 27% No. 2, only 9% No. 3, and 1% No. 4. Of the total inspections 90% graded No. 2 or better against 88% in 1937.

Although the protein content is slightly under that of the last two seasons, the grain from the 1938 crop is generally very satisfactory from a milling standpoint. The color is good, test weight unusually high, and run of the offerings comparatively free from objectionable foreign material.

Canadian Supplies

Supplies of durum wheat in Canada at the first of January 1939 apparently were slightly smaller than a year ago with stocks in country and terminal elevators totaling 13,618,000 bus. The 1938 production of durum in Canada has been officially estimated at 22,000,000 bus, or about 3,000,000 bus short of the 1937 harvest.

Prices Lowest Since 1932

Prices of durum wheat in United States markets this season have reached the lowest level since 1932. Prices fluctuated over a rather narrow range during September, but tended steadily downward in October, reaching the season's low to date during the first week in November when the weighted average price was 62.7c bu. After hold-

ing about unchanged in November, prices advanced steadily during December and reached the highest point of the season during the first week in January with a weighted average price of 74.3c bu.

Noodles at San Francisco Fair

The Golden Gate International Exposition which officially opened on Feb. 18, 1939 and which will attract millions of visitors from every state in the Union, will have as one of its attractions, the most complete food exhibit ever seen in an exposition of its kind. The DuPont Company will sponsor an elaborate exhibit of food packages. Commenting on this exhibit, Mr. Putney says:

"Some Macaroni packages will be shown in the 'Cellophane' Division Exhibit at the San Francisco Fair. Our display space there is very limited, but we will be sure to give our Industry's packages representation. The whole exhibit is intended to give some indication of the progress made in packaging.

"It is a pleasure to cooperate with the National Macaroni Manufacturers Association in this way, and we sincerely hope our efforts will prove helpful to the trade and to the organization."

Lean Cuts of Beef Favored

Given a chance to choose between fat, medium, and lean cuts of beef, International Livestock Exposition visitors viewing the United States Department of Agriculture exhibit showed a decided preference for the lean.

Of the more than 1600 persons voting, 54 per cent favored the lean cut, 31 per cent chose the medium cut, and the remaining 15 per cent liked the fat cut, according to O. G. Hankins, in charge of the meat investigations for the Bureau of Animal Industry.

Approximately 70 per cent of the persons voting for the lean cut gave as their reason the economy in higher proportions of lean meat. Nearly 50 per cent of those voting for the medium cut did so because they considered it to have about the right proportions of fat and lean. Palatability factors influenced 35 per cent of those voting for the fat cut, while another 18 per cent preferred this cut because they thought it had the most "quality."

The Chicago exhibit was the first of department exhibits in which fair visitors will be given the opportunity to express their preference on meats.

DURUM WHEAT PRODUCTS—U. S. PRODUCTION AND DISTRIBUTION

Year—	Durum wheat ground, bus	Production* (bbls)		Exports, lbs
		Semolina	Flour	
Average, 1931-32 to 1935-36—	6,916,568	1,159,716	284,785	1,223,713
July-December	6,566,430	1,089,188	307,461	1,187,546
January-June	13,422,998	2,248,904	592,246	2,411,259
1934-35—July-December	6,468,443	1,069,131	290,899	938,548
January-June	5,779,986	986,318	267,008	1,043,522
Totals	12,248,429	2,055,449	557,907	1,982,070
1935-36—July-December	8,079,609	1,277,468	354,860	943,219
January-June	7,642,642	1,181,320	343,401	1,042,154
Totals	15,722,252	2,458,788	698,261	1,985,393
1936-37—July-December	7,178,821	1,126,855	354,027	903,688
January-June	4,872,839	843,685	186,344	1,515,939
Totals	12,051,660	1,970,540	540,371	2,419,627
1937-38—July-December	6,747,909	1,070,141	354,309	1,532,537
January-June	6,881,882	1,141,035	296,777	1,345,699
Totals	13,629,791	2,211,196	651,086	2,878,236
1938-39—July-December	7,590,460	1,245,377	414,520	1,783,847

Source—Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Bureau of Agricultural Economics. *Total production included under semolina when production of semolina and flour is not reported separately.

Supreme Court Holds Sitdown Illegal

In its first pronouncement on the sit-down strike, the Supreme Court on February 27, 1939 in a 5-2 decision, upheld the right of the Fansteel Metallurgical Corporation of North Chicago, Ill. to discharge employes on the ground of their seizure and possession of two of its buildings during a labor dispute involving union recognition. In its far-reaching implications, the ruling recognizes an employer's right to bar reemployment to participants in future sitdowns and denies them protection of the National Labor Relations Act.

While the Court sustained the NLRB charges of unfair labor practices by the corporation, the majority opinion held that the seizure and retention of the company's property by means of a sit-down, was unlawful, and "this conduct on the part of the employes manifestly gave good cause for their discharge, unless the National Labor Relations Act abrogates the right of the employer to refuse to retain in his employ those who illegally take and hold possession of his property."

Commenting on the authority of the Board to require the reinstatement of the employes thus discharged, the Court found that "For the unfair labor practices of respondent the act provided a

remedy. Interference in the summer and fall of 1936 with the right of self-organization could at once have been the subject of complaint to the Board. The same remedy was available to the employes when collective bargaining was refused on February 17, 1937. But reprehensible as was that conduct of the respondent, there is no ground for saying that it made respondent an outlaw or deprived it of its legal rights to the possession and protection of its property."

"The employes had the right to strike," the Court said, "but they had no license to commit acts of violence or to seize their employer's plant. . . . To justify such conduct because of the existence of a labor dispute or of an unfair labor practice would be to put a premium on resort to force instead of legal remedies and to subvert the principles of law and order which lie at the foundations of society."

Status of Employes Disputed

The finding of the Court with reference to the Board's contention that the status of the employes was continued, despite discharge for unlawful conduct, by virtue of the definition of the term "employee" in Section 2 (3) of the

NLRA, concluded that "We think the argument misconstrues the statute. We are unable to conclude that Congress intended to compel employers to retain persons in their employ regardless of their unlawful conduct. . . . We think that the true purpose of Congress is reasonably clear. Congress was intent upon the protection of the right of employes to self organization and to the selection of representatives of their own choosing for collective bargaining without restraint or coercion. . . . To assure that protection, the employer is not permitted to discharge his employes because of union activity or agitation for collective bargaining."

"Congress also recognized the right to strike—that the employes could lawfully cease work at their own volition because of the failure of the employer to meet their demands. . . . There is abundant opportunity for the operation of Section 2 (3) without construing it as countenancing lawlessness or as intended to support employes in acts of violence against the employer's property by making it impossible for the employer to terminate the relation upon that independent ground. . . . When the employes resorted to that sort of compulsion they took a position outside the protection of the statute and accepted the risk of the termination of their employment upon grounds aside from the exercise of the legal rights which the statute was designed to conserve."

Old Dad Mac Noodle Says:

Where to Find Ideas

One of my business acquaintances whose business was slipping recently remodeled his plant on lines entirely new for him and for his trade. The change has brought back his patronage and he is succeeding again.

I asked him what led him to make the change, how he dared take the risk of the added investment.

"There wasn't much risk," he replied. "I had read in THE MACARONI JOURNAL all about what that kind of a setup would do for a manufacturer situated the way I am. I studied the accounts of the way it worked and I read and answered the advertisements of the companies making such equipment. I knew what to expect."

I know many business men who have made radical changes in their equipment, methods and products and have succeeded just because of information they have obtained from business papers.

I know many other business men too, more is the pity, who have clung to old equipment, methods and products and have failed; just because they did not read the business papers and become in-

formed on new things, or because they have thought they knew more than any business paper editor or contributor could know about their business.

I have been a trade paper reader for 40 years and a trade paper contributor for more than 25 years, in addition to being a trade paper editor several years.

But I have made and still make more money as a business man, as a business paper reader, writing to the advertisers and taking up their propositions, than I ever made editing or contributing to such a paper. I know mighty well that business men who do not subscribe to and really study those papers will find themselves outdistanced by competitors



do read and study them. It is on the desk of the unsuccessful business man that you find business papers piled up, accumulating dust, still in their mail wrappers.

Will Represent Triangle

The Triangle Package Machinery Company, 906 N. Spaulding av., Chicago, Ill., recently announced the appointment of S. A. Melbostad as its new eastern representative effective Feb. 16, 1939. Especial attention is called to the change of room and telephone number of the Triangle office at 50 Church st., New York, N. Y. Telephone number is Courtland 7-5835 and the room number is 2260.

This office is prepared to render sales, repair and installation service for the New England and Atlantic seaboard states. Mr. Melbostad is well equipped to handle the Triangle office in this territory having been a member of the Triangle sales organization on the Pacific coast for the past 19 years.

There's too much unused thought mileage in all of us.



The Biggest Job in Milling is a VITAL job to You

DO YOU know that there are, roughly, over two hundred different varieties of WHEAT* grown yearly in the United States?

. . . 200 different kinds of wheat—spring and winter, red and white, hard and soft?

. . . that, of these, Golden Durum is endowed by nature with just the right characteristics for the manufacture of Macaroni, Spaghetti and Noodles?

. . . and that the selection and blending of the proper Durum wheat for a specific type of product is the biggest job in milling Semolina . . . and a VITAL job to you?

Because this job is so all-important, General Mills is eminently well equipped and geared to examine all of this nation's yearly wheat crop . . . from samples taken in every important harvesting section!

Because this job is VITAL to you, General Mills makes a systematic, intensive study of the total U.S. wheat crop right during the harvesting period.

Thus General Mills knows the facts about the new Durum wheat crop, before that wheat moves to market. For the

for you stake your reputation on the miller's skill in DURUM WHEAT Selection. Semolina performance — and the quality of your products . . . begins with the WHEAT!

General Mills Wheat Survey is the most extensive and thorough wheat research of its kind!

Therefore it follows that General Mills is able to do this vital job of Durum wheat selection for the discriminating macaroni and noodle manufacturer with complete assurance to the customer that the wheat selected for GOLD MEDAL SEMOLINA and other Durum products, has been thoroughly tested and checked for his commercial use.

And after all, wouldn't you expect the General Mills organization to do the biggest job in milling surpassingly well? Protect the quality and competitive strength of your products by relying upon the resources that set the standard for wheat selection! Remember . . . Semolina performance, and the quality of your products, begins with the WHEAT.



*The U.S. Dept. of Agriculture's last Varietal Survey (1934) listed 213 different wheat varieties grown in the U.S.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC. OFFICES: CHICAGO, ILLINOIS

Macaroni-Noodle Makers Support AGMA's 'Parade of Progress'

Preliminary examination of reports received at the New York headquarters of the Associated Grocery Manufacturers of America assured today that at least 140,000 retail grocers throughout the United States will participate in the "Parade of Progress, Nationally Known Grocery Products," according to Paul S. Willis, president of the sponsoring organization.

The theme of the program is simply one of contrast. The manufacturers feel that once they have accomplished the task of establishing that contrast in the mind of the consumer, the rest will be comparatively easy. "Mrs. America," then, will hear a lot about old time grocery stores and distribution methods. She will read in elaborate detail the story of grandmother's grocery store. She will be given the answer to her question "Progress from what?" before she has a chance to ask it.

For instance, numerous magazine articles, newspaper feature stories and radio dramatizations will deal with the subject of the "The Cracker Barrel." This simple receptacle has become the symbol of an era. The cracker barrel—from which the grocer chased a sleepy cat before filling grandmother's order. The cracker barrel—with its soggy, broken pieces of unappetizing soda crackers. The cracker barrel—with its cousins, the flour bin, the mackerel vat, the kerosene can and the unhappy mixture of flavors and odors that might occur in any food purchase.

Nobody except a few "health cranks" objected very strenuously to the cracker-barrel grocer. It was taken for granted that if you wanted fresh bread, you had to bake it at home; that if you wanted clean food, you had to wash it a dozen times at home; that if you wanted fresh vegetables or fruits, you had to wait until they were in season. In all probability no one even suspected the truth of superstitions about the physiological advisability of eating heavy foods in winter, fruits and light vegetables in the summer. It was human nature to believe that what you had to take must be good for you.

The sponsors of the "Parade of Progress" are convinced that Mrs. America needs to be told that story. That she needs to be given a complete picture of the change that has occurred. She will be shown crackers in sanitary packages, flour, rice, macaroni, spaghetti, egg noodles, cheese, meat, fruits and vegetables—all tasting like just what they claim to be, and without odor of mackerel or parfum de kerosene.

Mrs. America will be told that in the days when Abraham Lincoln was working in a grocery store, he had a hundred different items to sell. She will



learn that it's a pretty small store today which doesn't carry at least twenty times that number of items. She will be made to realize that manufacturers of nationally known grocery products do everything but cook her meals for her—and most of them even do that! Canned spaghetti, cereals, vegetables, meats; all the old familiar foods come done up in bright, clean packages and cans, ready to serve after being heated for a minute or so.

The campaign will stress all kinds of progress in the grocery manufacturing field. Its ultimate aim is to leave the consumer more accurately informed about her purchases. The development of packaging will be traced from the days when it all was done in the store—after the product had been fished out of a barrel or sliced from the bulk product. A major point is that although obviously it costs something to put food in labeled, sanitary packages, the net result has been a saving to the consumer.

"In fact," the AGMA executive emphasized, "careful, sanitary methods of packing and preservation have so widened the market that the cost of packaging is tremendously outweighed by increased sales. These methods assure that grocery products can be given the benefits of mass production technique and can



still be delivered fresh to every corner of this nation."

Macaroni-Noodle manufacturers should see to it that their story of improved products and more sanitary distribution is told in the most convincing manner. They should make the most of the opportunity presented by this well-conceived and successfully handled promotion—the "Parade of Progress."

AGMA and its members stand ready to prove the integrity and honesty of American business, Willis said. "All we ask," he declared, "is that the consumer take an honest, critical look at what we have done. We will stand or fall by that."

On the AGMA roster are the manufacturers of the nation's best known brands of grocery products including many of the leading manufacturers of macaroni, spaghetti and egg noodles. The Association began as a clearing-house for the dissemination of mutual advice and counsel rather than as a promotional device. The "Parade of Progress" is AGMA's first truly nationwide undertaking on behalf of all its members and all their outlets.

Shamrocks by Mail

St. Patrick's Day creates a lively demand for shamrocks, both plants and foliage, with a preference for shamrock "from the old country." For several years the Bureau of Entomology and Plant Quarantine has modified its procedure slightly to make easier the entry of shamrocks—which cannot be propagated—in parcel post packages. Shamrock plants, however, must be free from soil.

The current annual report of the Bureau tabulates parcel post inspections of plant material at 30 leading post offices where inspection is maintained, and covers the year including St. Patrick's Day, 1938. Although only a few offices report shamrocks as accounting for more than a small fraction of the number of packages inspected, in Boston and Chicago shamrocks constituted more than one-quarter of the import packages inspected under plant quarantine provisions. At New York more than half the inspected packages contained shamrocks—92,900 out of a total of 166,644.

The rush season is the first half of March, and entries include both commercial shipments for resale, and thousands of small packages mailed as gifts to friends and relatives in America.

What if the machine can do the work of a thousand men? It still is a world in which an idea can accomplish more than all the machines in the world.

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Responsible Advertisers of Macaroni-Noodle Plant Service, Material, Machinery and other Equipment recommended by the Publishers.



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Flour and Semolina
Armour & Co.
Frozen Eggs

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Stella Cheese Co.
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Service—Patents and Trade Marks—The Macaroni Journal

HUNDREDS of macaroni manufacturers
call Commander Superior Semolina
their "quality insurance."

These manufacturers know, after years
of experience, that Commander Superior
Semolina can be depended upon for color
and protein strength day after day, month
after month, year after year.

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are
repeat orders from regular customers.

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Tax on Super Markets Ruled Illegal by New Jersey Supreme Court

Action Interpreted as Blow to Proposals for Discriminatory Legislation

The New Jersey Supreme Court, recognizing the protests of business, consumer, farm and labor groups against discriminatory municipal taxes on retail outlets, invalidated two self-service market taxes on the basis that communities cannot use the power of taxation to "arbitrarily discriminate between those engaged in the same business."

The decision in the first court test of such measures was interpreted by informed observers as opening to question the legality of municipal antichain store taxes, such as those introduced in several southern cities recently.

The court's opinion, written by Justice Joseph L. Bodine, was handed down on February 4. It branded discriminatory measures, aimed at a single type of business enterprise, lacking in sound legal basis. The court ruled that a municipality "may not require its residents to forego the exercise of any economy in

order that a group of merchants, unwilling to take advantage of economy and management, may prosper."

The decision nullified Camden and Atlantic City ordinances, which placed annual levies of \$10,000 and \$5,000 respectively on super markets. The tax measures were carried to court by the Great Atlantic & Pacific Tea Company, Acme Markets, Giant Tiger Corporation and Food Fair, Inc., which charged that such taxes were "discriminatory and confiscatory and against the best interests of the consumer public." Their stand was supported by farm, labor and consumer groups who charged that the taxes would increase living costs.

In setting aside the ordinances, the New Jersey Supreme Court charged they would place "a most unreasonable burden upon a business man because he has selected an old and fair method of selling his goods." The interests of the

consuming public likewise were cited in the opinion, which pointed out that "the ever increasing cost of living has enforced every economy which the individual can wisely exercise."

In its decision the State Supreme Court declared:

"The municipality must reasonably exercise the power to license business. It cannot arbitrarily discriminate between those engaged in the same business merely because one merchant chooses one method for making sales and another fails to do so.

"The payment of the tax in every instance could be effected only by substantially raising the prices to consumers or by an exhaustion of capital. A municipality cannot, by the imposition of a license tax for revenue, confiscate the property of one merchant merely because he offers his merchandise for sale in one manner rather than in another."



Do you know about the danger in overheated radiators? Do you wait until the boiling has stopped before removing the cap?

Care should always be exercised in taking off the cap from an overheated radiator. Use a large rag to cover it and keep your face turned away when the cap is removed.

Be especially careful when pouring water into a radiator which has been overheated due to water running low. It should be allowed to cool. If water is poured in while the engine is still hot, the cylinder block may crack or a bad boiler may occur, blowing the hot water into your face.

Check your antifreeze liquid frequently to see that you have the proper amount.

"It's Smart to Drive Carefully."

Lest We Regret

Is experience the best teacher?

Where automobile accidents are concerned, experience is the best teacher only when it is somebody else's experience, according to a new booklet entitled "Lest We Regret" just issued by The Travelers Insurance Company. The

booklet presents a comprehensive analysis, based on official reports from the 48 states, of the facts about accidents in which 32,000 persons were killed and more than a million were injured last year.

"The experience of losing his life is wasted on the driver or pedestrian killed in an automobile accident," the foreword states. "The experience of months in a hospital cot or of weeks in a law court is costly tuition for one's education in safety. If we wish to avoid these dire costs, we must apply the experience of others to ourselves."

Automobile Accidents Analyzed

The experience of the thousands who had to learn their lesson "the hard way" in 1938 brings to light many interesting facts such as the following:

Exceeding the speed limit was responsible for 39.6 per cent of the deaths and 25 per cent of the injuries. Despite a decrease in fatalities in 1938 compared with 1937, the percentage caused by speed went up.

Almost 94 per cent of the drivers involved in fatal accidents were male and only 6 per cent female.

More than 84 per cent of the fatal accidents occurred in clear weather, and 77 per cent happened when the road surface was dry.

More persons were killed on Sunday than on any other day of the week, while the heaviest injury toll came on Saturday. More persons were killed be-

tween seven and eight p. m. than at any other hour.

Almost 43 per cent of all victims of fatal traffic accidents were pedestrians. Almost half of all pedestrians killed were either crossing between intersections or walking on rural highways.

Semolina Market Inactive

The semolina millers of Minneapolis report a very inactive and somewhat unfavorable market for semolina and durum flour for macaroni-making, as of March 1 when supplies of good durum wheat from the 1938 crop were nearing its end.

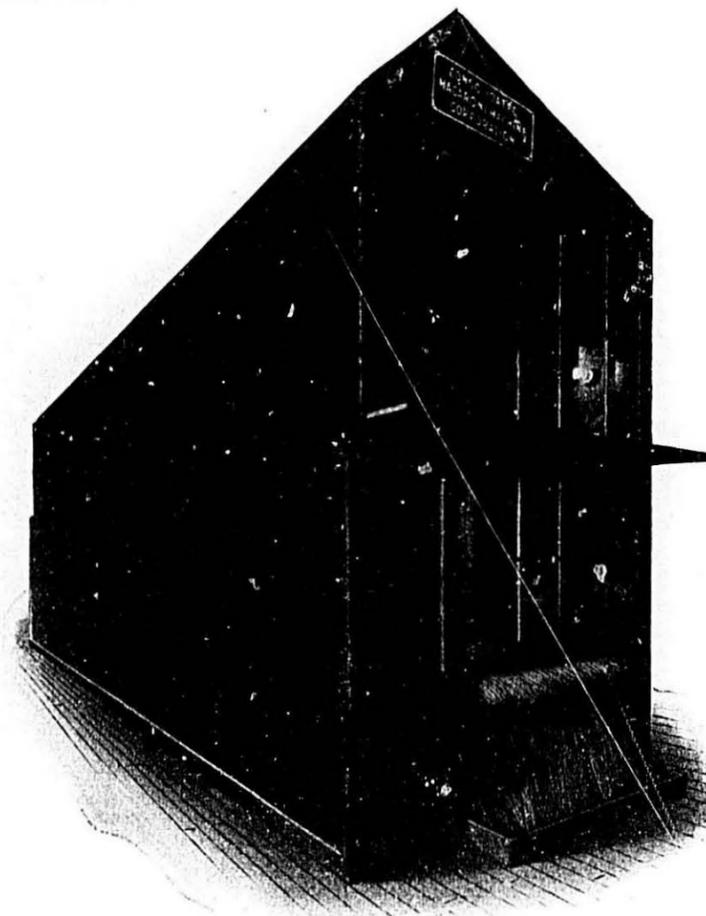
With the needs of most factories covered by contracts that will reach well into the Spring months, the millers expect only spot sales of the pickup variety.

While arrivals of durum are light, the millers with orders for future deliveries are ready buyers of all of the quality durum that reaches the market. They are paying premiums of approximately 17c a bushel for cars of select durum.

No. 1 Semolina and Durum fancy patent as of March 1 sold at from \$4.50 to \$4.75 a barrel, bulk, f.o.b. Minneapolis. Granulars were about 25c lower. (\$4.30 to \$4.45), and Standard Patent, about 70c under (\$3.85 to \$4.00 a barrel).

Many ideas that have stood the test of time seem to be on the way to being detested.

Consolidated Macaroni Machine Corp.



ANNOUNCING! A Continuous Drying Unit for Noodles and Short Cut Pastes. It is Automatic, Positive and Sanitary. From Machine to Package without Handling. This Dryer is the result of years of experience and many experiments in this field; and is offered to the industry as the only continuous dryer on the market which will automatically dry paste better than any other dryer and with a great saving in labor and time. Fully protected by United States Patents.

SPECIAL ANNOUNCEMENT. Referring to our recent announcement, which has appeared in the Journal recently, regarding a new type of macaroni press, would say that in keeping with the policy of this firm, the press will not be placed on the market until positive results can be guaranteed. Experiments are progressing favorably, and in a very short time we expect to offer this machine to the industry.

Specialists For Thirty Years

**MIXERS — KNEADERS — PRESSES — DIE CLEANERS
DRYING MACHINES — MACARONI CUTTERS**

We do not build all the Macaroni Machinery,
but we build the best.

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

How Income Affects Diet

By Hazel K. Stiebeling, Senior Food Economist,

U. S. Bureau of Home Economics, Washington, D. C.

(Continued from February Issue)

After the diets were studied for their nutritive value, they were classified into 4 grades* according to the extent to which they met the combined needs of the family.

The diets classified as "very good" and "good" furnished each adult essentially the same daily quantities of the various nutrients as is recommended by the Technical Commission on Nutrition of the League of Nations. The "very good" diets, contained definitely larger amounts of the several vitamins than those recommendations specify. Diets in either of these classifications probably cover average requirements with a goodly margin of safety.

The "poor" diets fail in one or more respects to meet average minimum requirements. If depended upon for long periods they would undermine health and lower resistance to disease. The

*Very good and good diets. A diet was classified as very good if, per nutrition requirement unit per day, it furnished at least the following quantities of nutrients:

- (1) Protein—68 or more grams
- (2) Calcium—0.68 or more gram
- (3) Phosphorus—1.32 or more grams
- (4) Iron—0.012 or more gram
- (5) Vitamin A—3000 or more International units (6000 or more Sherman units)
- (6) Vitamin B—500 or more International units, (250 Sherman Units)
- (7) Vitamin C—1000 or more International units (100 or more Sherman units)
- (8) Vitamin G—600 or more Sherman units

A diet was classified as good if, per nutrition requirement unit per day, it furnished the quantities specified above for protein and minerals but somewhat less of one or more of the vitamins. In no case, however, did the vitamin values fall below the following quantities:

- (5) Vitamin A—2000 International units (4000 Sherman units)
- (6) Vitamin B—300 International units (150 Sherman units)
- (7) Vitamin C—500 International units (50 Sherman units)
- (8) Vitamin G—400 Sherman units

Poor diets. If of one or more of the nutrients, the diet furnished less than the following quantities per nutrition requirement unit, it was called poor:

- (1) Protein—under 45 grams
- (2) Calcium—under 0.45
- (3) Phosphorus—under 0.88 gram
- (4) Iron—under 0.008 gram
- (5) Vitamin A—under 1000 International units (under 2000 Sherman units)
- (6) Vitamin B—under 130 International units (65 Sherman units)
- (7) Vitamin C—under 250 International units (under 25 Sherman units)
- (8) Vitamin G—under 200 Sherman units

Fair diets. A diet classified as fair if, per nutrition requirement unit per day, it furnished too little of one or more nutrients to be classified as good, but if at the same time it exceeded the specifications of the "poor" diets in every respect.

"fair" diets represent middle ground—diets too poor to be classified as good, but too good to be classified as poor. They provide an uncertain margin for safety, and may be insufficient to meet unusual demands, or to support a better-than-average state of nutrition.

When the data on grade of diets are studied in relation to food expenditure some important observations can be made. In the first place there appears to be a minimum expenditure for food below which families are very unlikely to obtain good diets. On the other hand, there are levels of expenditure high enough to enable almost every family to obtain an adequate diet. Between these two points is a wide zone, wherein some families manage to secure "very good" diets; others receive "good" or perhaps only "fair" diets, while still others have definitely "poor" diets. In other words, the kind of diet which families get in return for a moderate food expenditure, say between \$100 and \$250 per capita per year, depends on their food choices and food habits. This observation is of great importance inasmuch as this range of expenditure includes the majority of families in this country.

From the study it appears that somewhat more than one-third of the non-relief white families in this country were enjoying good or very good diets in 1936, about two-fifths, fair diets, and about one-fifth diets that were distinctly poor from the standpoint of nutrition. With food prices and food choices as they were, some families were spending too little for food to buy good diets. None of the diets recorded by families which, in 1936, were spending less than \$75 per person per year for food could be classified as excellent.

But while three-quarters of the families were spending \$100 or more per person per year for food, an amount on which a fair number of families obtained excellent diets, fewer than 30 per cent were in practice selecting excellent diets, and it was only when \$240 or more per person yearly was available for foods that dietary adequacy was secured by almost every family. The level of expenditure for food is plainly not the only factor determining the nutritional quality of the diet.

What is the difference between good diets and poor at any given level of expenditure for food? In America as in Europe, when there is little to spend, first choice is given to those foods which satisfy the demands of hunger cheaply. This usually means that a high proportion of flours and cereal, potatoes and the cheaper fats is found in the lower

cost diets. When diets are largely made up, as is often the case, of grain products, meats, fats and sweets, they may satisfy the appetite and the traditional demand for variety, and yet fall far short of present-day specifications for satisfactory diets. They may furnish plenty of protein, and plenty of fat and carbohydrates in good proportions, but without liberal quantities of vegetables, fruits and of milk in its various forms, they cannot furnish optimal quantities of some of the minerals and vitamins. A number of years ago McCollum called attention to the necessity of supplementing our traditional diets with green, leafy vegetables and milk, by applying to them the label, "protective foods."

In some degree, the trend of present-day food fashion is in line with these suggestions, since as a rule, families who have more to spend for food buy larger quantities of milk, eggs, butter, meats, and fresh fruits and vegetables. Figures on the food consumption of white families in Southeastern villages illustrate this point. In households where the weekly per capita food costs are between \$1.27 and \$1.90 the average diet of each person contained from 5 to 6 pints of fresh milk weekly; from 2 to 3 eggs; about a fourth of a pound of butter; about 1 1/4 pounds of meat and nearly 4 pounds of fresh fruits and vegetables other than potatoes. In the same villages, families spending about twice as much for food (or from \$3.17 to \$3.80 per person per week) included in their diets over a pint of milk and about 1 egg daily per person; about a third of a pound of butter weekly; over 3 pounds of meat, and about 8 pounds of fresh fruits and vegetables every week.

But the same sum of money or the same amount of land and work can secure diets very different in nutritive value, depending on the combinations of foods selected. Taking advantage of the fact that food prices are based primarily on costs of production and distribution and on the interplay of supply and demand rather than on the nutritive values of food, many agencies have worked out food budgets that give excellent returns for money spent. The Bureau of Home Economics has evolved several broad patterns for adequate food budgets suited to different economic levels or different types of home food production programs. In general, these diet plans place much more emphasis upon the protective foods than do customary diets. The same thing is found when one compares the "good" with the "average" diets found in general use. If all



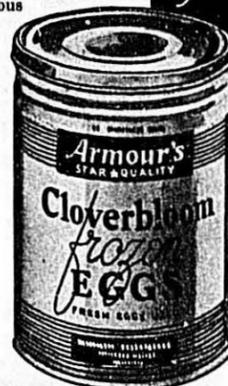
"That Same Rich Golden Yolk Color EVERY TIME!"

... That's the story when you use Armour's SPECIAL COLOR Cloverbloom Frozen Eggs

● It's no secret — every noodle maker knows that it takes specially selected yolks to give noodles that extra appetizing rich golden color that means repeat orders. Yes, and that's exactly why more and more noodle manufacturers are using Armour's Special Color Cloverbloom Frozen Eggs. They've learned that these finer yolks, packed especially for noodle makers, are carefully selected for full natural color, and are prepared only in the Spring when egg quality is highest. Then, too, they are learning about the economy of Clarification*, Armour's exclusive process for removing every bit of grit, shell and other fibrous substances. This means that every drop in every can is usable. But that isn't all — Armour guarantees

Absolutely uniform solids content
When you buy Cloverbloom Frozen Eggs you KNOW their solids content. For Armour has developed a special process for determining the exact percent of egg solids in every can of Cloverbloom Frozen Eggs BEFORE freezing — making certain that every can you buy has the exact solids content specified.

*Armour's exclusive Clarification process is protected by U. S. Patent No. 1946772.



Special technique for the use of the Zeiss refractometer accurately determines the solids content of all Cloverbloom Frozen Eggs. Developed and used exclusively by Armour and Company.

You can get twenty-four hour delivery on Cloverbloom Frozen Eggs. Armour refrigerator cars and trucks protect freshness right to your door.

ASK FOR "SPECIAL COLOR" CLOVERBLOOM FROZEN EGGS — THEY ARE PREPARED ESPECIALLY FOR NOODLE MAKERS

ARMOUR'S CLOVERBLOOM CLARIFIED FRESH-FROZEN EGGS

For information, write to

The Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago

city families could have diets similar to those of the families whose diets cost less than \$165 per person per year (1936 price levels), but which at the same time rated as very good in the bureau's analysis, there would be need for 15 per cent more eggs, 33 per cent more milk (fluid, evaporated, dried, or in the form of cheese) and 20 per cent more vegetables and fruits.

But while \$165 per person per year is enough—and to spare—for the purchase of a fully adequate diet by an expert nutritionist, only about half of the housewives with their present purchasing habits are likely to get good diets for this sum, and one in twenty or less will come out with distinctly poor diets. The nutrition problem of the great mass of non-relief white families is that of making the best possible use of the amounts of money now available for food, and in the case of rural families, of more careful planning of food production to meet the family's needs.

The income needed to support a level \$165 per food expenditure unit yearly depends upon food prices and also on the size and composition of the family. In 1935-36 in northern small cities it took an average income of \$1000 for families of husband and wife; of about \$2000 when there were one or two children under 16 years in addition; and well over \$3000 yearly when families included parents and 3 to 6 children under 16 years or families with one or more persons over 16 as well as some children under 16 years.

In these cities families of two with incomes between \$1000 and \$2000 were spending for food an average of about \$200 per food-cost unit yearly; parents with one or two children under 16 about \$155, and larger families from about \$110 to \$135 per food-cost unit yearly.

Within each income class there were, of course, wide differences in the amount of money which individual families spent for food, which were not associated with family size. An example of this variation may be seen in data from a group of nearly 300 self-supporting white families composed only of husband and wife, who were living in small cities on the Pacific coast. When the yearly income was between \$500 and \$1000 (a group including 17 per cent of the families) the food expenditure ranged from as little as \$33 per person per year to as much as \$296. Or again, at an income level of \$2000-\$3000 (including 22 per cent of the families) 2 families reported food expenditures equivalent to between \$100 and \$130 per person per year, while for 6 other families this budgetary item amounted to more than \$300 a year per person. With these two extremes were the expenditures of the remaining 52 families, over half of which were between \$100 and \$165 a year.

It is rather surprising to find a family of two adults with an income between \$3000 and \$5000, spending no more for food than a second family of two adults with earnings under \$500. Yet this sort of thing was not infrequently encountered, not only among these Pa-

cific city families but among village and farm families in each region of the country. Illustrations of this kind serve to emphasize an important point, namely, that quality of diet will be more closely related to level of food expenditure than to income as such. And that no matter how intelligent the food planning and buying, there is a minimum money-value of food below which families cannot procure nutritionally adequate diets.

We are sometimes asked whether families would spend more money for food if incomes were increased, or whether the money would go for automobiles or clothes. With American spending ways as they are, the share of a \$100 increase in total family income that probably would be devoted to food depends on the income bracket in which the family falls.

This is shown by an analysis of expenditure patterns made in a current study of consumption according to income, among families in certain of our small cities:

a. Families with incomes under \$1500 yearly—and 60 per cent were in this class—would probably spend \$20 for food out of an income increase of \$100.

b. Families with incomes between \$1500 and \$3000 yearly—and 32 per cent were in this class—would probably spend \$10 for food out of an income increase of \$100.

c. Families with incomes between \$3000 and \$7500—and 8 per cent were in this class—would probably spend only \$3 for food out of an income increase of \$100.

The potential increase in the market for food then is among the lower-income groups. They are the ones who most need more and better food. They are the ones who would be most likely to spend more money for food if they had it. The above figures on expenditures apply only to white nonrelief families. Undoubtedly an even larger proportion of an income increase of \$100 would go for food in the case of relief families and in the case of the nonrelief families with very low incomes.

The salient points brought out by this evaluation of American diets, may be reviewed in a few words. Some families have poor diets because their incomes are so low that they cannot afford anything better; others, although relatively few, because they are not spending as much of their income for food as they could afford, and in the light of the importance of food to welfare, as perhaps they should spend. However the vast majority of city people whose diets are now unsatisfactory, could be better fed at no increased cost if they realized the importance of good nutrition and if they were better informed in the matter of wise food selection and economical food purchasing practices. Among farm families there is often need for the production of more food for family use. And most farm families would benefit if they would develop their home-production programs so as more directly to take account of the family's nutritional needs.

December Macaroni Exports and Imports

According to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce for December 1938, macaroni imports and exports decreased over the previous month.

Imports

The imports for the month of December 1938 amounted to only 149,914 pounds worth \$13,714 as compared with the November 1938 imports amounting to 150,884 pounds worth \$14,104.

The total imports for the year 1938 are 1,163,999 pounds worth \$108,695.

Exports

The exportation of this foodstuff by American exporters amounted to 254,465 pounds worth \$17,500 during December 1938 as compared with the exports for November 1938 amounting to 440,964 pounds valued at \$31,449.

Macaroni products exported during the year 1938 totaled 3,129,546 pounds valued at \$239,517.

During December 1938 macaroni products were exported to the following foreign countries with the quantities shipped to each:

Countries	Pounds
Netherlands	5,200
United Kingdom	2,650
Canada	11,948
British Honduras	998
Costa Rica	1,150
Guatemala	108
Honduras	309
Nicaragua	1,907
Panama	6,106
Panama Canal Zone	42,169
Salvador	1,049
Mexico	60,185
Newf. & Labrador	8,190
Bermuda	824
Barbados	840
Jamaica	160
Trinidad & Tobago	785
Other Br. W. Indies	1,484
Cuba	20,190
Dominican Republic	10,783
Netherlands W. Indies	32,503
French West Indies	440
Haiti	6,884
Argentina	540
Bolivia	72
Chile	152
Colombia	812
British Guiana	100
Surinam	100
Peru	229
Venezuela	965
Saudi Arabia	228
British India	60
Burma	6
British Malaya	24
China	6,868
Netherlands India	199
Hong Kong	549
Philippine Islands	400
Australia	24,134
British Oceania	1,042
French Oceania	204
New Zealand	709
Union of S. Africa	74
Mozambique	84
	52
	254,465
Insular Possessions	
Alaska	49,492
Hawaii	129,777
Puerto Rico	87,861
Virgin Islands	2,931
	270,061

MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

Consumer Confidence Is Invaluable

Business of every kind appreciates more and more the immeasurable value of consumer confidence in the profitable distribution of goods or services. Nowadays nothing within reason is being left undone to win the public's good will, since the very existence of any business vitally depends on consumer confidence.

"Nero Fiddles While Rome Burns!" This historical fact is frequently recalled in efforts to awaken modern "Neros" who seem to be satisfied to sit idly by while their business or profession is being destroyed and finally assimilated by the more aggressive competitors who are willing to do a little necessary fire fighting.

Every business has many rivals, some that are outstanding, and every operator has a direct competitor or more who stands ready to take advantage of every mistake of omission or commission that may occur. No business is so thoroughly established as to go along year after year without the stimulus of favorable publicity aimed at increased consumer acceptance of goods or services dealt in.

Governments are going more and more to the rescue of the consuming public. Evidence of this is seen in actions of Federal and State lawmaking bodies, bureaus and all regulatory bodies. Everywhere there are being organized groups of consumers in self protection. Consumer advertising is increasing in scope and in effect. Pity those who fiddle too long.

There is much to be told the public about the good qualities of Macaroni, Spaghetti, egg noodles and similar wheat foods. The consumer is anxious to hear the story and the manufacturers are overlooking a vital duty when they fail to take the fullest possible advantage of the consumer's apparent responsiveness. Here's what others are doing:

Individual Grocers Campaign to Reduce Bean Surplus

In response to a request for sales promotional assistance received from the National Bean Committee, member bodies in the Independent Food Distributors Council are preparing to inaugurate a series of sales drives on dry beans. No definite date has been scheduled as each member group will determine the best period to stage the drive at some time during the next several weeks.

The dry edible bean industry is confronted with a tremendous marketing problem, since in 1938 the United States produced approximately 400,000 bags in excess of the November 1 estimate—and this November 1 estimate by the Department of Agriculture indicated a production in excess of consumption a year ago. Production and use of dry edible beans have been increasing almost steadily in the United States since the early 1930's.

As far as food value is concerned there is little distinction if any, between the different varieties of beans. It is purely a matter of individual preference. It is somewhat peculiar but it is a fact that those people residing in the northern and eastern part of the United States prefer the white bean varieties whereas the colored beans are sold most extensively in that section of the country south of the Mason and Dixon Line. In recent years a few colored beans have been going north and a few white beans south. The standard limas enjoy quite widely distributed sales both north and south and east and west—more generally so than any other variety.

Beans are a food very rich in protein

—vegetable—and serve their greatest purpose when eaten during the cold weather. The months of December, January, February and March are the best time for the sale of beans. Usually half of the bean crop is marketed from the farmers' standpoint by the end of January, although it is a couple of months later before the January marketings actually get into the hands of the consumers.

Member groups in the Independent Food Distributors Council who will conduct sales campaigns on dry beans include the following: Clover Farm Stores, Independent Grocers Alliance, National American Wholesale Grocers Association, National Association of Retail Grocers, National Brands Stores, National Retailer-Owned Grocers, National Voluntary Groups Institute, Red & White Corporation, United Buyers Corporation, Volunteer Stores & Associates and the National Industrial Stores Association.

Opportunity for Trained Food Worker

One of the foremost industrial leaders of this country recently stated that the nation is about to enter upon an unprecedented era of prosperity. He also made the following statement:

"America knows but one direction and that is onward! Time will bring changes, but not in the main course."

When the nation is prosperous and pay rolls are heavy, the food industry is

one of the first to enjoy opportunities to increase and expand sales to a wide range of products. When times are hard, consumers usually buy only the necessities of life; in prosperous times they are glad to have new and different foods, thus offering wonderful opportunities to food workers who really know their groceries and know how to sell them.

Food Experts in Demand

The openings and opportunities for men and women who really know food, and who know how to sell it, are becoming more numerous. Grocers all over the country are beginning to demand more of their clerks and assistants than just that they put in a given number of hours a day in the store. The successful grocery retailer is looking for men and women who know how to render the highest type of service to the customers of the store, who know what is inside of the cans and packages on the shelves, and who know how to make appropriate suggestions for the use of these products in the home.

To meet the demand for trained food workers, National Grocers Institute, which is sponsored by the National Association of Retail Grocers of the United States, and its affiliated state and local associations, has set up vocational standards for grocery workers and will award identifying degrees to those who can qualify. Through this identification, retail grocers will be able to know immediately whether an applicant for a clerkship has received the basic training and has had suitable experience. This identification will also enable the consuming public to know which grocers and grocery employes are qualified to advise and help them.

Motion Picture Consumer Education Program

Here's an opportunity to do some practical Consumer Educational work for Macaroni Products. Why not a good "talkie" showing the process of making macaroni, spaghetti and egg noodles and recommended recipes for serving this 100% wheat food in varied tasty combinations with other foods or with simple sauces?

The Department of Commerce has undertaken to sponsor and provide national distribution for a series of talking pictures dramatizing the aims, processes, achievements, and ideals of American industry under democracy, and the contribution of industry to our national development.

Consumer Education Committees

The government plans, with the assistance of the U. S. Chamber of Commerce and its affiliated Chambers and other business organizations, to set up in each city a permanent Committee on Consumer Education to sponsor the showing of these pictures to consumer groups in all cities.

Other Distribution

The National Grange, with 8000 local units, each having educational committees, is ready to circularize these units as

An Industry With a Sound Appeal

Peas to you may be just a pleasant dish that Mother removes from a can and serves with the roast lamb. But bringing this food from the field to your table is an important industry with millions invested in plants and equipment; giving employment to thousands of men and women in the growing and packing operations.

This year the packers face a crisis. A bountiful and unpredictable Mother Nature brought forth a bumper crop far in excess of their estimates. So they have 25,000,000 cases on hand and a lot of bills payable. Something must be done—and here we take our hats off to the Cannerymen.

At a time in our economic history when others may whine over conditions, destroy excess stocks and deplore that Mother Nature will not submit to bureaucratic mandate, the cooperating Pea Cannerymen are furnishing the country with a shining example of the American Way of doing things.

They appointed a marketing committee to take charge of an active merchandising and advertising campaign now started. They contributed \$150,000 to underwrite the campaign.

soon as the program is ready. The department will cooperate with the Grange and other organizations to arrange projection facilities.

These film subjects will be supplied also to schools, clubs, churches, and other groups using films. Government frank cards will be supplied to schools for requesting the films for use in connection with their regular curriculum. Thus a teacher can request, receive, and return, free of postage, a film on these industrial subjects.

Subjects

The films must not contain direct advertising. Any film story accepted for this program, even if sponsored by an individual firm, must place emphasis on the entire industry and not upon individual brands. Of course, it will be impossible in the photographing of manufacturing processes to avoid the showing of certain trade names and brands such as may appear on packages or specimens of the product during manufacture. The name of the sponsor may appear on the presentation following the Department of Commerce official title, and on the end trailer. Prints must be presented to the government and accepted as government property in order to be sent through the mails as official business.

The nation's food distributing agents were asked to cooperate and the cooperation was pledged. The nation's consumers are being reminded of the excellence of PEAS, the many ways in which they can be served, and what is vitally more important to the housewife, that canned peas are cheaper and finer than ever before. As a matter of fact, bounty in Nature usually means quality as well, and the peas this year are probably the best they have been in a generation as to flavor, tenderness and vitamin content.

With the Cannerymen's support, dealers are asked to sell more peas and make more money. You and I are asked to buy more peas because this year's pack is of exceptionally high quality and is priced extremely low. No sentimental appeal—it's all strictly business! We like that attitude!

Nat'l Indus. News Service.

When the worst comes to the worst, it usually is because nothing short of the worst could stir us to action.

When a man gets so that he hates everybody the emotion naturally becomes so all-inclusive that he gets to the place of hating himself.

Macaroni Valuable Food, Easily Digested

By Dr. D. R. Hodgdon, Ph.D., J.D.

Macaroni is an excellent substitute for meat and has other merits as a food that are not sufficiently realized by the public. It is desirable for frequent use—in fact—several times a week. For persons who are more or less inactive, macaroni is especially good; for them it forms an ideal food that can hardly be eaten too often during the week in place of meat. Macaroni is rich in gluten and is easily digested. Less than 11 per cent of it is lost in the process of digestion and assimilation. Because it is easily digested and assimilated into the system, it is desirable for general use.

Another special merit that it has is that unlike many foods it contains no injurious substances which will injure the blood vessels or liver. Since it does not produce any uric acid, it is an excellent food in case of kidney and liver troubles and for those who may be suffering from gout, arteriosclerosis, rheumatism, lumbago or diabetes. Macaroni appears to have beneficial effect upon intestinal putrefaction.

It appears that macaroni is a valuable food in case of hardening of the arteries. It may be eaten freely by persons who suffer from Bright's disease. Because of its digestibility and nourishing qualities even babies are kept healthy on macaroni.

Again because of its easy digestibility macaroni can excellently be used as a main dish for the evening meal. People who find heavy food impossible for the evening meal find macaroni a good substitute.

Macaroni gives vigor and energy to the human system and builds muscles and strength. The best type of macaroni and the type one should buy is made of a wheat rich in proteins such as nourish muscles, brain, nerves, and tendons. The consumer should however, be positive of buying a good grade of macaroni.

Buy Mill Property

The Eastern Semolina Mills, Inc. have recently purchased the milling property of the Baldwinsville Flour Mills Company, Baldwinsville, N. Y. which they have been running under a lease. The announcement was made by President C. S. Foulds of the semolina concern. Adjoining property to be used for expansion purposes is also involved in the deal.

Charles T. Olson, former general manager of the Eastern Semolina Mills recently resigned because of ill health and Mr. Foulds is in full charge of operations that are over 80 per cent of capacity.

A man who hasn't himself in hand sooner or later finds himself under somebody else's thumb.

LENTEN FAVORITES

American Consumers Who Observe Lenten Regulations Told Interesting Facts About "THE ENERGY TRIO" and Their Adaptability For Either Meat or Meatless Meals Throughout the Year.



The HOUSEWIVES of the Nation on whose likes and dislikes the very future of a food or a fashion vitally depends, but who are susceptible to timely suggestions supported by facts, are being told an old but still "newsy" story about Macaroni Products during the current Season of Lent when they are often at their wit's end to plan meals that will observe restrictions by Lenten regulations on millions of consumers.

The story is being told the American way by a voluntary group of progressive Macaroni-Noodle manufacturers and supply firms who appreciate the opportunity for doing some continuous promotional and educational publicity in behalf of their 100% wheat food that is becoming increasingly popular among classes of Americans that formerly rarely enjoyed a treat of this natural food that is so nutritious—one that can be served in so many delicious and satisfying combinations. It is unfortunate that many otherwise progressive manufacturers should unwittingly keep the merits of their products such a profound secret.

It is true that the Macaroni-Spaghetti-Egg Noodle-Sea Shell story is not a new one; neither is the story told by producers of automobiles, bakers, butchers and candlestick makers. But do you find any cessation in favorable publicity for cars, bread or meats? Progressive business men in every line realize that it is the telling and retelling of their stories in new and interesting forms that keeps their products prominently in the minds of buyers and users. So 'tis with Macaroni.

Macaroni Products made from nutritious wheats specifically suited for making this 100% wheat food, are un-

usually high in gluten and protein—low in starch. They possess all the nutritive elements necessary in any food of their kind. They can be prepared very tastily and nutritively, simply by boiling them properly and serving them with a butter sauce or with other more highly flavored sauces. Yet they combine naturally with meats of all kinds when such meat combinations are desired.

Products Have Interesting Origin

The story sponsored by the progressive members of the Industry and which will be read by millions of Americans during the Lenten Season combines historical facts and helpful suggestions in a readable, illustrated article that will be a welcomed aid in meal planning. It reads in part:

Price, flavor, and nutritive value are often considered when modern homemakers discuss foods, but one topic of food information, the early history, is neglected. Yet there is much of interest here. Let's look for example at the Macaroni family, including spaghetti and egg noodles—frequent table visitors during Lent.

While the Italians during the Middle Ages popularized macaroni and spaghetti and preserved the secret of modern macaroni making, this food in one of its many familiar forms was also used in the Orient for centuries. Marco Polo is given credit for introducing the idea of macaroni making to the Italians.

China claims that in an early age a woman was making bread, which according to the custom of that period was baked on hot stones. While she

was mixing the dough under a tree, some leaves fell into the mixture. To remove them she forced the dough through a sieve, and as the dough came through in strands she thought of drying the strands in the sun instead of baking them. This, according to the Chinese, was the beginning of macaroni making.

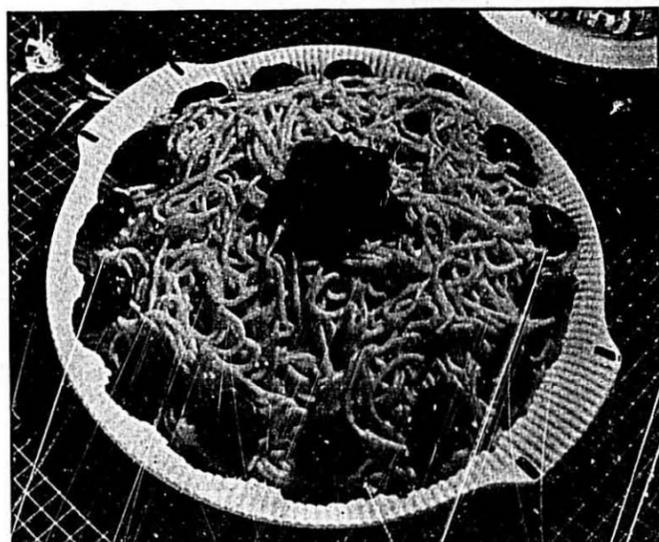
At first it was made by hand. Not considered a staple, it was sold in apothecary shops, being recommended chiefly for infants and invalids. The first mechanical process for making macaroni was perfected in 1800.

It was 1870 before large-scale production became established. It did not assume any appreciable commercial importance until 1900, and not until after the World War did it gain a sufficiently strong position to meet foreign competition. The growth of this industry during the past 20 years has been phenomenal. Today the exports of Macaroni from America far exceed the imports.

Macaroni products are generally served with some highly flavored sauce, easily prepared in your home or readily available in prepared form at your neighborhood store. These commercial or prepared sauces store easily and are a wise addition to your reserve shelf along with a good supply of the macaroni family.

For those who observe Lent and have the problem of finding meat substitutes during this period, the following suggestions will provide exciting adventures in cookery. Homemakers will also find them welcome throughout the year as appropriate dishes to add variety and pleasure to the daily meals.

Illustrations of Tempting Macaroni Dishes



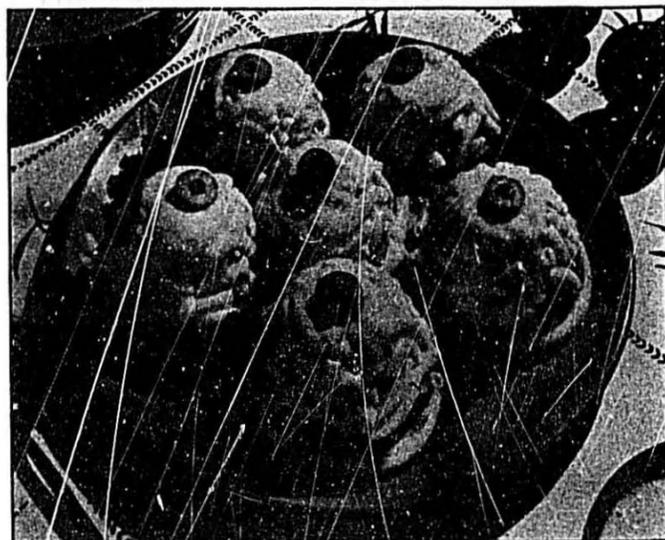
Spaghetti with Mushrooms

MUSHROOM SPAGHETTI

No need to sing the praises of this attractive platter of mushroom Spaghetti—its inviting appearance, its sparkling, unequalled flavor and the way it cheers the appetite are ample reasons for its popularity as a leading Lenten favorite.

MACARONI KA-BOBS

Here's a dish that's guaranteed to thrill Lenten appetites in a large way. The attractive mounds of Elbow Macaroni topped with a hot cheese sauce and sliced stuffed olive are served on broiled slices of sweet Spanish onions and tomatoes. Appeals to the eye and sates hunger.



Macaroni Mounds

Used In Industry's Lenten Educational Campaign



Sea Shell Macaroni

SHELL MACARONI— With Drawn Butter Sauce

As tasty a dish as ever graced your table — Sea Shell Macaroni with brown butter sauce and paprika. This flavory Macaroni dish has the "just right" seasoning that makes it worthy of an important place in your Lenten Menu.

SPANISH NOODLES

Here's how Egg Noodles and canned peas unite to form an appetizing flavor combination—Spanish Noodle Casserole. You'll find it's a grand Lenten dish and one that you will want to remember the year 'round as an economical favorite.



Noodles and Peas

Support By Grocers



Chains, Wholesalers and Independents welcomed the opportunity of cooperating with the Macaroni Industry's "MACARONI PRODUCTS FOR LENT" campaign. They did so in various, effective ways.

Example: The National Retailer-Owned Grocers supplied member stores with cuts of the sales theme entitled—"Serve a Macaroni Meal"; also suggested layouts featuring that theme in five, four, three and two column sizes for use in newspaper ads, on store posters, etc.

"Macaroni Meals are a natural for this week's merchandising (March 4)," says the bulletin. "They are economical to prepare, they fit in well with Lenten menus, they are accepted nourishing foods, and they really offer you an excellent opportunity to sell related items. They are your 'Budget Solvers.'"

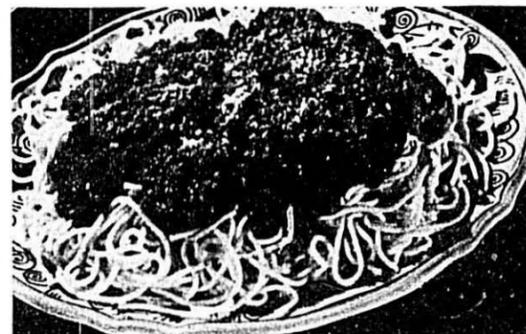
Increased sales of Macaroni, Spaghetti and Egg Noodles were reported by every store that took advantage of the Lenten promotion.

Support By Radio

Manufacturers with programs on the air during Lent gave impetus to the National Macaroni Institute's educational publicity campaign. Most of them made good use of the publicity prepared for the occasion, supplementing stories and facts from their own files.

Supervisors of "Household" features in the stations' daily programs welcomed the material supplied them.

Millions heard Washburn



A Spaghetti Platter with "Spaghetti-Glorifier" Sauce

Crosby Company's Betty Crocker in her coast to coast broadcast over 57 stations on Feb. 24, 1939. A cut used to illustrate her recommended recipe appears here. The "Spaghetti-Glorifier" sauce may be made without meat for the meatless days of the year.

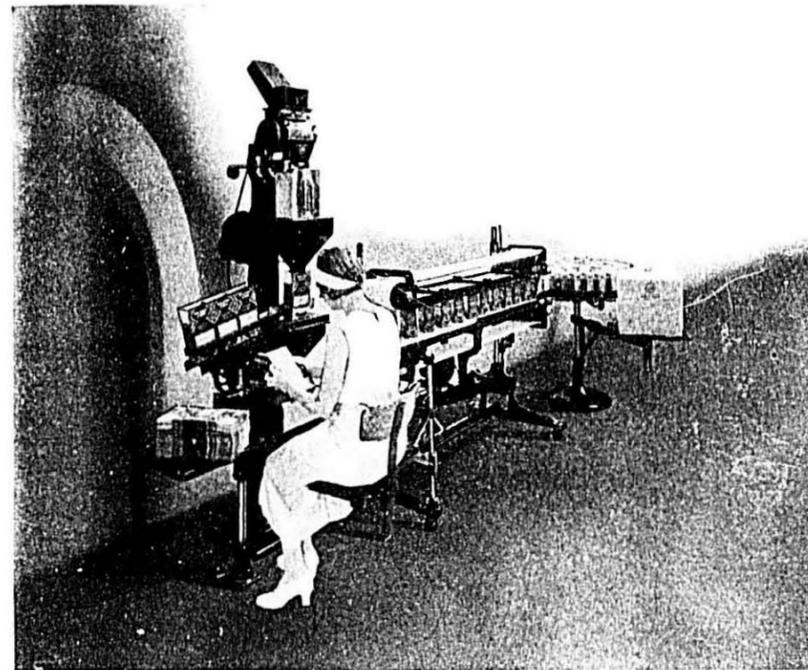
The help of all allies was invaluable and is fully appreciated by the sponsors. The educational work is deserving of greater support by macaroni-noodle firms whose products are thus favorably promoted.

March 15, 1939

THE MACARONI JOURNAL

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PACKAGE FOR 1c PER DOZEN!



•
TRIANGLE
ECONOMY
PACKAGER
•

A FILLED CARTON EVERY EIGHT SECONDS! **FILL, SEAL and PACK with ONE OPERATOR**

1. Operator picks up flat carton with left hand and quickly and easily seals bottom.
2. Bottom-sealed carton is placed under filling spout with right hand as operator picks up filled carton with left hand from end of inclined conveyor.
3. Top of filled carton is quickly sealed.
4. Operator places top sealed carton in drier with right hand and picks up flat carton with left hand, repeating cycle of operation.

A FILLED carton every eight seconds—3,000 cartons per day—at an average cost of only one cent per dozen!

That's the production you get with one operator filling, sealing and packing your products on a Triangle Economy Packager!

It's an inexpensive, compact piece of equipment, yet it's built to match the performance of far more elaborate machines—built for long years of economical, dependable service.

The Triangle Economy Packager affords you an opportunity to reduce costs so that you can meet competition and still make a fair profit. Take advantage of it. Write for complete information today!

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

San Francisco: 111 Main St.
Denver: 1525 Wynkoop St.
Cleveland: 5927 Euclid Ave.
New York: 50 Church St.

Los Angeles: 1501 W. Jefferson Blvd.
Birmingham: 702 South 28th St.
Seattle: 3138 Elliott Ave.
Foreign Office: 44 Whitehall St., New York City

"The Highest Priced Semolina in America
and Worth All It Costs"

The
Golden
Touch

King Midas Semolina

Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS
MINNEAPOLIS, MINNESOTA



Macaroni - Noodles Trade Mark Bureau

A review of Macaroni-Noodle Trade Marks registered or passed for early registration

This Bureau of the National Macaroni Manufacturers Association offers to all manufacturers a FREE ADVISORY SERVICE on Trade Mark Registrations through the National Trade Mark Company, Washington, D. C.

A small fee will be charged nonmembers for an advanced search of the registration records to determine the registrability of any Trade Mark that one contemplates adopting and registering. In addition to a free advanced search, Association Members will receive preferred rates for all registration services.

All Trade Marks should be registered, if possible. None should be adopted until proper search is made. Address all communications on this subject to

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In February 1939 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED WITHOUT OPPOSITION

The trade marks affecting macaroni products or raw materials registered were as follows:

Soy

The private brand trade mark of Harry W. Hempstead, doing business as Mrs. Hauser's Food Products Co., Los Angeles, Calif., was registered without opposition for use on alimentary paste products, macaroni, spaghetti, noodles and other groceries. Application was filed June 14, 1937. Owner claims use since Mar. 10, 1933. The trade name is in heavy black type.

TRADE MARKS APPLIED FOR

Seven applications for registration of macaroni trade marks were made in February 1939 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Maggi

The private brand trade mark of Maggi Co., Inc., New York, N. Y. for use on alimentary pastes and other groceries. Application was filed August 7, 1937 and published February 7, 1939. Owner claims use since June 8, 1898. The trade mark consists of a fourpointed star in the center of which appears a cross.

Elco

The private brand trade mark of L. Cohen Grocer Company, St. Louis, Mo. for use on canned spaghetti and other canned goods. Application was filed Oct. 12, 1937 and published Feb. 7, 1939. Owner claims use since 1913. Trade name is in heavy type.

China Beauty

The private brand trade mark of the Great China Food Products Co., Chicago, Ill. for use on fried noodles, and other groceries, said goods being canned. Application was filed Aug. 1, 1938 and published Feb. 7, 1939. Owner claims use since Aug. 15, 1937. The trade name is in black lettering above a picture of two China Beauties.

Maggi

The private brand trade mark of Maggi Co., Inc., New York City, N. Y. for use on alimentary pastes and other groceries. Application was filed Aug. 7, 1937 and published

February 14, 1939. Owner claims use since July 10, 1908. The trade mark consists of four black squares with the trade name in shaded lettering on two squares and a four pointed star on the third square.

National

The trade mark of National Macaroni Co., Libertyville, Ill. for use on macaroni products, spaghetti, noodles and alimentary pastes. Application was filed Oct. 16, 1937 and published Feb. 14, 1939. Owner claims use since September 1935. The trade mark consists of a shield at the top of which appears the trade name in black type and near the bottom appears the firm name in smaller type.

Sun God

The trade mark of Dunkirk Macaroni & Supply Co., Dunkirk, N. Y. for use on egg noodles, macaroni and spaghetti. Application

was filed Oct. 29, 1938 and published Feb. 14, 1939. Owner claims use since February 1938. The trade name appears in heavy lettering.

Maggi

The private brand trade mark of Maggi Co., Inc., New York, N. Y. for use on alimentary pastes and other groceries. Application was filed June 25, 1938 and published Feb. 28, 1938. Owner claims use since Oct. 21, 1937. The trade name is in shaded lettering.

PRINTS

A Real Spaghetti Dinner

The title "For A Real Spaghetti Dinner" was registered Feb. 7, 1939 by C. F. Mueller Company, Jersey City, N. J. for use on spaghetti dinners. Application was published Aug. 1, 1938 and given serial number 17230.

Mix—Knead—Extrude IN ONE CONTINUOUS OPERATION

with a
**BRAIBANTI
AUTOMATIC**

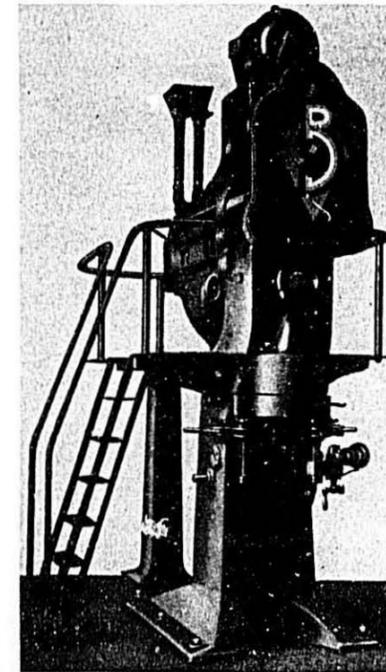
This well-known Italian Macaroni Machine gives you:

1. Faster production
2. Superior quality
3. Lower costs

The Braibanti mixes, kneads and extrudes in one continuous automatic operation. It produces either long or short goods of a superior quality and maintains excellent color. Capable of 24 hour operation without stopping . . . definite labor saving.

Charles F. Elmes Engineering Works has obtained the exclusive United States and Canadian rights for the Braibanti Automatic Macaroni Machine, Automatic Drying equipment and Automatic Fancy Goods Machines.

Write today for complete information.



CHARLES F. ELMES ENGINEERING WORKS
213 N. MORGAN ST. Chicago SINCE 1851

Sensible Cooperation vs. Senseless Competition

Competition may be the life of trade as has been said by idealists, but the kind that commonly prevails in many parts of the country in the Macaroni-Noodle business will be the death of many unless it is curbed materially.

But bewailing the conditions that exist in this or in any other business will do little good unless the wails are sufficiently bloodcurdling to arouse in the guilty manufacturers some shame and above all a willingness to do something to bring about the entire elimination of the causes of the hue and cry. That this industry is not the only one that is suffering from the effects of unscrupulous competition is but slight consolation to those who are most directly and very vitally affected.

The baking trade is cited as another trade that might be more prosperous if the practice of "out-competing competitors" would or could be brought under some sort of interior or exterior control. A recent editorial on the subject by *The Northwestern Miller* gives wise and timely advice to bakers, advice that applies equally to the macaroni-noodle makers troubled with the same ailment.

It is said that nobody profits from price wars except the consumer. The latter has learned to her sorrow that even she gets very little benefit out of ruthless price cutting, because price slashing induces quality lowering and other forms of deception for which Mrs. Consumer pays dearly. Price wars need not be general to produce disastrous results. A "slash-bang" price cutting battle between two outstanding firms may affect the entire industry, and usually does. It serves to show to what extent thoughtless business men can go to lose control of their better senses, how mad they really can get, and how far some will go to gain what is at best a most temporary advantage.

On this ever interesting subject, the editorial referred to says:

OUT-COMPETING COMPETITORS

The government and my competitors are running my business and the government and my customers are dividing the profits I do not make from it.—JEFSON'S ALMANAC.

All over the place, in personal observations, in the newspapers and in the wisdom of the column writers, we see ruinous competition founded on nothing more substantial than determination to meet prices made by others or on the modern interpretation of the tribal warfare expressed as "get that bird." We know, and every reader of this knows, of innumerable businesses conducted wholly on the policy of meeting every offer made anywhere by any competitor, no matter though it be perfectly well known that the competitor is riding for a fall. Known costs, business good sense, the longtime future of the enterprise, all are ruthlessly disregarded under what is believed to be the hard necessity of "meeting competition."

Of course, competition has to be met. But when meeting competition involves not only the possibility but the certainty of grievous losses of money and even of the standing of the products sold at cut prices, it becomes no longer a business of meeting competition but of going beyond it and actually making still more competition which has, in turn, to be met. Nowhere is this any more in evidence than it is just now in the wheat flour milling industry and, by a sort of contagion, in other industries more or less allied or associated with it. It is true in the wheat trade, in milling itself, in flour distribution—even, because of ruthless buying and dangerous speculations, in the baking industry.

Most of these businesses are, indeed, run less by their owners and managers than they are by their competitors. This,

too, is happening in a time when the constant presence of a scowling and greedy government should, in all conscience, make men engaged in industry better friends as fellow sufferers rather than enemies in face of the enemy of all. It almost seems at times that otherwise perfectly sound and sensible men are determined to do their best to make competition reckless to the point of general disaster merely to prove their predictions of what is going to happen to the country unless politics gives industry a better chance to carry on its part of the job.

GIVING THE SQUARE DEAL

The world would become a most wonderful place to live, with miraculous suddenness, if a square deal became something everybody wanted to give instead of being something we so generally only try to get.

And surely the Biblical admonition "Give that ye may receive", applies with particular emphasis to this matter of giving a square deal. We've tried grabbing this elusive thing for ourselves, with the dismal result of the great majority of us feeling that we live in a world in which it is impossible to get a square deal. Why don't we try putting the same emphasis on giving a square deal that we have put on getting it for ourselves? It would create such a generous distribution of this essential to well-being, that we all shortly would find ourselves in possession of it. Let's create a short-cut to this universally wanted thing by centering effort on giving it in contrast to being so generally absorbed in the mere getting of it.

Just because circumstances make it difficult to make progress for a time is no reason for losing the good habit of trying to progress.

March 15, 1939

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Ghiglione Macaroni Corporation

Announcement was made last month of the formation and incorporation of the Ghiglione & Sons Macaroni Corporation, located at 4715 Sixth Avenue S., Seattle, Wash.

Named as incorporators of the new firm to take over the plant and business of the defunct A. F. Ghiglione & Sons firm are Melvin T. Swanson, Wendell W. Duncan and Ivan Merrick, Jr. Padden and Moriarity of Seattle acted for the new owners in acquiring the property and assets of the bankrupt firm.

It is planned to remodel the plant and install modern equipment to make it one of the best plants in the northwest.

The plant at 4715 Sixth Avenue S. and its predecessor have been operated by the Ghiglione family for nearly a half of a century.

representative of the Chicago Chamber. His wide acquaintance and his thorough knowledge of food distribution will aid him materially in the management of the macaroni firm of which he is now the chief executive.

THINGS ARE BETTER

We asked him how things were with him. He replied: "Much better." "That's fine," we responded, "it's good to hear of somebody finding business good."

But it seems he wasn't reporting on business so much as he was on himself. He explained that what he meant by

"much better" was that life was going along more smoothly and happily than in the old days of rushing business.

"I don't get upset about things any more," he continued. "I'm light-hearted and carefree since I've let go of a crazy ambition to get into the millionaire class. I'm living from day to day and getting the most out of each day. I haven't anything to worry about because I'm no longer digging into tomorrow to find something to get stewed about."

Things are better with a lot of us in those important senses. Not being able to do all the business we'd like to do has given us a chance to do more of the living we ought to do.

Important Wholesale Merger

Officials of two of the leading wholesale firms in the middle west recently announced the approval of a merger which has been submitted to the stockholders for sanctioning. The firms involved are the 76-year-old wholesale grocery firm of Sprague, Warner & Co. and Samuel Hunin & Sons, Inc. both of Chicago, Ill.

Under the consolidation plans the name of the merger company will be Sprague, Warner Company and Thomas C. Dennehy, Jr., present executive vice president of the Sprague, Warner & Company will be president of the new firm.

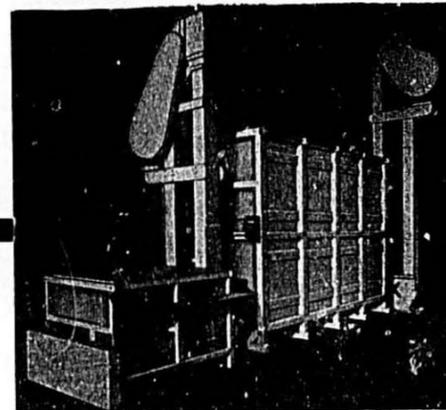
Macaroni manufacturers are concerned in the merger as both the interested parties did a large macaroni business annually.

Garofolo Brothers Buy Milwaukee Plant

Four brothers trained in food manufacturing and wholesaling are now in possession of the plant of the Milwaukee Macaroni Company at 3210 North Pierce st. Under the leadership of the eldest brother, Santo Garofolo, the new president of the firm, over \$25,000 is being spent in modernizing the equipment of the plant to make it one of the most complete in the middle west.

Associated with him are his three brothers, Joseph, Angelo and Mauro who jointly own and operate the Garofolo Company, Chicago, wholesale grocery and importing concern that formerly represented the Milwaukee Macaroni Company in the Chicago and Illinois area.

Santo, the president, served five years as president of the Italian Chamber of Commerce of Chicago and is also a member of the Italian Chamber of Commerce of New York city. At present he holds the position of Wisconsin rep-



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You can PROFIT FROM SAVINGS with Modern Champion machinery like the Automatic Semolina Blender and Sifter, illustrated above. Saves time . . . saves heavy, back-breaking labor . . . saves flour . . . saves scorching and frequent replacements of expensive dies . . . speeds up production . . . improves the quality of your products.

Champion Weighing Hoppers, Water Scales, Mixers, Noodle Brakes, and other accurate, automatic equipment, likewise help to KEEP COSTS DOWN and PROFITS UP.

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Please tell me all about the Champion Semolina Blender and how it will save us money; also price, terms and full information regarding your easy installment payment plan. I am also interested in securing a . . .
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Manufacturers wise, economize using INSUPERABLE MACARONI DIES. Are they the best?—Just make the test and down your Die troubles lay to rest. So, if you're wise, you'll realize NOW'S the time to buy GOOD DIES

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"

Can't Live on Minimum Wages

Super market operators and chain store men have changed in the last year until they now want laws to prevent extremes in loss leader selling.

Farsighted leaders in these groups took that position under the NRA codes five years ago when men like Massmann of National Tea, Morrill of Kroger, Goodwin of First National and proprietors of quality super markets in Southern California saw that deceptive offering of bargain prices was going to dangerous extremes.

However, class sentiment among both market operators and chain store men was against such laws until the recession released the flood of price cutting so seriously disrupting food distribution in the last 18 months.

Markets and chains saw this legislation being urged by men who wanted a return of the old days when wholesale markup was 15% and the retailer felt he was entitled to a minimum of 25%. They felt those margins were impractical under present competition in cities and were afraid of any legislation seriously disturbing their own price structures.

However, price legislation in practice has reached a middle ground—either a ban against selling below cost or fixing minimum markups of 6%. Most responsible distributors now agree this is a sound start in the right direction.

Some of this change is due to compromises from practical experience but most of the shift has come because food

By Gordon C. Corbaley, President

American Institute Food

Distribution, Inc.

distributors of all types are in a bad spot about profits.

With unions increasing their cost for doing business and markups figured on lower prices, the average wholesale or retail distributor is rather hopeless of increasing his present volume though taking business away from competitors—has everybody around the shop thinking about how to increase margins.

About 40% of the grocery volume from a really competitive retail store is being handled for less than the average cost of doing business. That low wage volume is now appreciably spreading into meats and fresh produce.

Legislation to put a bottom on this selline runs parallel with the minimum wage law of the Federal government—is logical and economically sound but difficult to make effective.

Intelligent distributors are realizing that their businesses cannot possibly live on the wages they can collect for their work from any minimum law that can be put on the statute books.

Retail and wholesale distributors are systematically reducing costs for handling this minimum wage work and pay-

ing real attention to collecting higher wages from the remainder of their selling.

That impulse to collect higher wages is sound business when it is exercised in the direction of more effectively offering better grades of foods at reasonable margins—to trading food consumption upward into finer quality which nine families out of ten really want.

Some distributors are really working that way but too many distributors are still employing the lazy man's method of seeking to gain living profits through hocking additional concessions from sellers and increasing their markups on the more profitable lines.

That sort of thing will work temporarily but will react on itself over the longer period of time.

You can fool most housewives once or twice and you can fool some housewives all the time but the average American woman is too intelligent to continue purchasing an inferior product or one where the distributor is trying to collect a markup of 50% or more on a competitive food.

The food business of the country can't live and deliver the sort of service American people want by working at starvation wages.

However no individual or business can expect to collect good wages except as return for doing good work at a reasonable compensation in proportion to the value of the work itself.

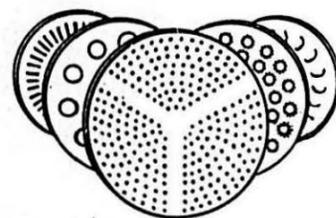
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STAR DIES WHY?

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SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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This PETERS "CELLOPHANE" SHEETING AND STACKING MACHINE will save you 10-25% of your material cost . . . by purchasing it in rolls and cutting it into the desired size sheets, ranging from 2" to 24" wide by 3" to 28" long.

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It requires no operator since the machine automatically stops when the stacker table is filled. Either one or two rolls are handled at the same time.

Other Features

It is quickly adjusted from one size sheet to another . . . portable . . . requires floor space of only 3' x 4' . . . operates from electric light socket . . . Electric Eye furnished for handling printed material . . . Slitter and Predetermining Counter available.

Ask us to send you full information on this economical machine for your plant and see for yourself how rapidly your material cost can be reduced.

PETERS MACHINERY CO.
4700 Ravenswood Ave. Chicago, Ill.

Macaroni Conference in New York City

The annual convention of the National Macaroni Manufacturers Association and the national conference of the Macaroni-Noodle Industry will be held in New York city this year on June 26 and 27.

Headquarters will be established at the Park Central Hotel in the metropolis that will be host of millions this summer on account of the World's Fair which will open this Spring and continue till next fall.

The convention will be open to all who are in any way connected with or interested in the business of manufacturing Macaroni Products and distributing them profitably to consumers.

Those planning to attend should make their hotel reservations early. There will be a heavy demand for rooms in New York city this summer on account of the fair. The management of the Park Central Hotel advises that there will be no increase in room rates to those attending the Macaroni Conference next June, but urges all to make their arrangements as soon as possible.

The railroads and bus lines are offering special reduced rates to both the New York and San Francisco Fairs. Many are planning to take advantage of the economical round trip tickets offered.

Most Macaroni-Noodle manufacturers will want to see the New York Fair. They are advised to do so during the week of the Macaroni Conference, thus "killing two fine birds with one stone."

The dates are—June 26th and 27th, 1939.

The Headquarters,—Park Central Hotel, New York, N. Y.

Unbridled Competition

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FACTORY SERVICE

Facts About the Oil Burner That Should Interest Macaroni-Noodle Manufacturers

We have noticed in our frequent surveys of macaroni-noodle manufacturing plants that an increasing number have been equipped with oil burners. Even in territories where oil costs more than coal, the macaroni-noodle manufacturers reported a fuel saving after installing burners and other advantages. Heating engineers advise that, in general, the smaller plants can effect greater savings with oil over hand-fired coal than larger plants because the small plants are more wasteful with coal due to less efficient coal burning devices and less capable engineers.

There are also labor costs to consider because oil burners are automatic and require no fuel handling. Even with coal stokers, the hoppers must be filled unless there is a bunker-to-hopper chute, and in all cases, ashes must be cleared away. Macaroni-noodle manufacturers contacted on this survey reported a saving in actual boiler room operation and maintenance expense, including fuel and labor, from 10 to as much as 50 per cent after installing automatic coal heat. These plant owners had been operating with hand-fired coal.

Many are the talking points, pro and con, about the relative advantages and efficiency of the different forms of automatic heat for industrial use. In general it may be said that oil gives excellent pickup. The minute the burner turns on in the morning, there is steam-building heat. On the other hand, after the burner shuts off there is a tendency in many cases for the heat to drop perceptibly, more so than with coal. The fire bed of coal, continually burning, provides a more even heat in the boiler, even with a stoker when it shuts off, because the coal is not all consumed and keeps burning. On the other hand coal may not respond as quickly to a peak demand, although a blower on a coal boiler may help here. If you want quick heat pickup and have trouble meeting peak demands at short notice, consider oil.

The comparative cost of coal and oil should not, by itself, influence the selection of a coal stoker or oil burner, because other factors must be considered. Coal is being consumed in a boiler all the time, even though steam demand may decline to little or nothing, as at the noon hour, which is wasteful and often more than offsets a higher first cost in the price of fuel oil. Sometimes it is necessary to "pull" coal fires, not needed with oil. Then too, the cost and losses due to banking fires are eliminated with

oil and there is no loss through coal falling between grate openings.

Industrial oil burners fall into two general classifications: steam atomizing type, which atomizes the oil in the boiler by means of steam or compressed air, and mechanical atomizing type, which subjects the oil to pressure and forces it while under that pressure through a burner or nozzle, converts it into a fine mist and ignites it. The mechanical atomizing burner is usually of the horizontal rotary type, fastened to the firing chamber, whereas the steam atomizing burner may be placed at a distance from the boiler, the oil and steam reaching the nozzle by means of piping. The steam atomizing burner is often used when boiler room space is limited and the apparatus can be more conveniently installed at a distance.

Industrial burners have four basic mechanical divisions: storage tank, pumping unit, preheater and combustion unit. Blowers are not required on some steam atomizing installations but on mechanical burners, blowers may aid combustion. Some burners of both types are designed primarily for operation with forced or induced draft effected with some sort of combustion control device but may be used with natural draft at somewhat lower capacities.

Mechanical burners are obtainable with controls of three kinds: manual, turned on and off by hand, semi-manual, which requires firing up in the morning, shutting down at night and occasional checkovers during the day, fully automatic, necessitating only the occasional checkover.

We give these technical details to show that there are many different kinds of oil burner installations. Selecting the right type burner and installation to suit the peculiar requirements of a plant is a job for a competent heating engineer. It isn't merely buying anybody's oil burner and having it installed. The work is an engineering job and all factors must be carefully considered, otherwise economical and efficient operation will not result. We inspected a number of plants where the burners were bought with too little prethought and sometimes price made the sale. As a result, the installations gave poor service. In another boiler under different conditions any one of those ailing burners may have worked satisfactorily.

It is practicable to install oil burners in ordinary coal-burning boilers without removing grates and with very slight

changes. This is sometimes done where the plant owner desires to make provision to return to coal on short notice, if desired or required. However, it is better to increase boiler volume by lowering the grates because this will enable the boiler to run at a high capacity with less danger of injury and greater economy.

Incidentally, remember that an oil burner is merely a mechanical device attached to a boiler. If a boiler is inefficient and should be replaced, adding an oil burner will not make it more efficient. The burner can fire efficiently but if the heat it delivers to the boiler is not transferred with equal efficiency throughout the system, the installation, as a whole, will be unsatisfactory. No matter what type of burner is used, satisfactory results cannot be obtained unless the furnace of the boiler is properly designed for oil fuel. The gases must be kept heated and afforded time and space in which to burn completely before coming into contact with the boiler heating surfaces, and the flames must be prevented from playing locally on these surfaces and on walls and floor of the furnace. Make sure then, before purchasing burner equipment that your boiler and furnace are in first class shape and capable of meeting all demands. Under such conditions only will an oil burner provide maximum savings, efficiency and cleanliness.

Fuel oils differ widely in different sections of the country and this should influence the purchase of a burner. The burner installed should be capable of handling the fuel oil obtainable. That requires an impartial, unbiased analysis of the specific irregularities of your heating or power problems. There are many different commercial fuel oils on the market. Do not buy on price. Buy the best and stick to the grades recommended by the manufacturer whose burner you install. Cheap fuel oil can be "doctored" so that it looks like quality oil so do not buy on looks. If in doubt about samples submitted, have them tested. However, this expense can be eliminated by buying from reliable fuel oil dealers who will furnish on request a detailed analysis of any oil offered.

Industrial oil burners use the heavy Nos. 5 and 6 fuel oils because they are cheaper than lighter oils. Heavy fuel oils are of two different types: requiring preheating to thin down to proper consistency and grades that require no preheating. The systems for handling these two types differ. The automatic

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operation of the burners is the same but in the case of oil requiring preheating, it is necessary to install auxiliary apparatus for this purpose, which requires a system of different design. Oils requiring preheating must be heated to about 100 degrees to assure prompt startup and smooth firing, due to variations in the body of the oil and fluctuations in temperature in the storage tank and piping. Preheating is done with electric heaters, discharge line heaters, either steam or water, suction line heaters, steam or water, which heat the oil before it reaches the pump.

Heavy No. 6 fuel oil or Bunker "C" is highly viscous and contains a heavy residue, which even at comparatively high temperatures, will "gum the works." Select a burner designed to prevent valve sticking, even when the heaviest fuel oils are used. Also be sure that the preheating device contains a high ratio of heating surface to rated capacity, which creates a zone of high temperature, hence, light-bodied oil. We inspected a number of burner installations, which had inadequate preheating devices, otherwise the installations were o.k. However they did not give maximum efficiency. Insufficient preheating of heavy fuel oils is very essential to the proper functioning of the entire system, so it should be selected with care.

Don't overlook the fire hazard. It is advisable to get a copy of the rules of the National Board of Fire Underwriters, which cover the construction, location and arrangement of fuel-oil storage tanks and other details of oil-burning installations. The usual material for making tanks is riveted steel, stored above ground for storage of large quantities of oil, below ground for smaller quantities and where above-ground type installations are undesirable. Sometimes a combination of the two is more practical, where main storage is above ground at some distance from the plant and the working tank is underground near the boiler room, supplied from the main tank. By buying oil in larger quantities, it is less expensive and for this reason large storage tanks may be economical where much fuel is used. Concrete tanks are also available but they are expensive and must be built by experts, hence, advisable only where large storage capacity is needed, or local conditions demand it. Be sure your tank is big enough for present and possible future requirements. Replacing tanks to take care of additional storage not properly anticipated is costly.

Oil is a cleaner heat than coal. Ashes and coal dust are eliminated and that means much in a macaroni-noodle plant where cleanliness is an essential. Coal bin space may be transformed into storage quarters or a repair room. Where space is at a premium, this is a consideration. Grates, firing tools and ash cans are not needed. That expense is saved. One plant owner reported that his cost for these gadgets averaged \$200 yearly, now saved because he fires with oil.

No two plants are alike, neither are conditions parallel. Whether to invest

in an oil burner, coal stoker or blower in hand-fired boiler must be determined after analysis of all factors and consideration of all boiler room problems. In this article we have touched upon the

main highlights of oil burner installation so that you may consider the subject intelligently and discuss it understandingly with heating engineers and manufacturers' representatives.

Shall It Be Replacement or Repairs?

Every piece of machinery and equipment used by the macaroni manufacturer passes through a period of time when it is new and practically trouble proof. Even such tiny adjustments as may be necessary during this time are usually considered the responsibility of the factory which supplied the equipment, and are taken care of as a matter of reasonable service.

But sooner or later, depending on the type of equipment and on how it has been used, this first period comes to an end. Little repairs come up for attention—things clearly no longer the responsibility of the seller. As time passes, the repairs become more extensive and generally more costly, adding more and more to the overhead expense.

Each time a repair job comes before the macaroni manufacturer, he is faced with the question of whether it would be less expensive to go ahead with the repairs or whether it would pay in the end to replace the equipment in question with something new. Several points will influence his decision as to what course to follow: The amount of capital available for the change; what new models or types have been put on the market that would bring a decided advantage to his plant if he installs them now; whether replacement at the moment would upset the schedule of production during the busy season; how permanent the repairs would be, and how soon he will likely have to plan to arrange for more repairs on the same machines.

On all these points the macaroni manufacturer will have information and opinions to help him decide on just what would be best—to have the repairs made, or set about making plans for immediate replacement. Yet on one other vital point he may have almost no accurate records, in spite of their importance. For only the most farsighted plant manager or owner is likely to have a complete "Record of Repairs" covering each individual piece of equipment from the time it was installed.

Lacking such a record, the past history of the machine can be considered from the standpoint of guesswork and memory alone—both liable to be quite faulty. For the manager can recall only that a certain piece of equipment "seems to be giving a lot of trouble lately," or some general opinion without much meaning. As a matter of fact, a permanent record card might show the machine had called for repairs several times, but that they were of a minor kind and did not add up to a very large total. And another card, covering a machine no

one thought particularly troublesome, may indicate that the total repairs on it were large enough to pay for a replacement long ago.

Thus we see the danger of trusting to memory on so vital a matter, for no man can remember all the details of how often his machinery has been repaired, and what it cost each time. But the "Record of Repairs" will give not only this information; it will also prove whether the machine is requiring more and costlier repairs with the passing of time, and this is a most certain sign of the need for prompt replacement.

The duty of keeping the "Record of Repairs" should rest with the person who arranges for the maintenance of equipment. No matter how small the item, it should be entered promptly, for we have seen how the minor repairs may play an important part in the decision of when to stop repairing and start replacing.

When the repairs have caused a delay in production or a loss that can be estimated in dollars and cents, then that information deserves a place (under a separate heading) on the record cards. In many instances this loss may be far greater than the actual outlay for the repairs themselves, and no consideration of replacements would be complete without some information along this line. Of course it is difficult, if not absolutely impossible, to arrive at an exact figure to set in this column. However, it should be estimated as closely as practical, for delays and the attending annoyances do represent a very real loss.

Machinery and equipment that runs along smoothly day after day without trouble is one of the macaroni manufacturer's greatest assets. It is profitable not alone because of its convenience and peace of mind, but because it shows up on the net income of the plant at the end of the month. Complete records on the final costs of repairs may astonish the man who had accepted them as a necessary evil in his business.

Such records are almost certain to point toward the economy of more replacements and fewer repairs, especially in the case of machinery and equipment where the records indicate a constantly rising expense for repairs and delays. Over a relatively short time these two items of expense combined may add up to a total that would have gone far toward the purchase price of a replacement. Yet without the records, much more money may slip through this same leak until replacement can no longer be delayed, thus burdening the plant with the expense of costly repairs and re-

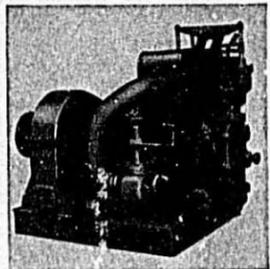
placement too, when the first part would have been avoidable.

Keeping records of this kind need not be any great task. A small file box with a card giving the record of purchase and cost on each piece of machinery and equipment will take care of the entire system. Then if repair information is entered on the proper cards immediately when such work is done on the equipment, everything will be in readiness for a background of facts to guide in deciding when to repair anything in the plant, and when to make future expenditures for replacements instead.

Field-Proven General Purpose Steam Turbines

Following extensive field experience in service, improved multi-stage steam turbines for general purpose drives are announced by Westinghouse Electric & Manufacturing Company. These improved turbines range from 100 to 2,000 hp., 100 to 5500 rpm. and are particularly suitable for driving pumps, fans, compressors, pulverizers and other machinery in process, brewing, central station, paper mill, petroleum, waterworks, marine, and similar industries.

Modifications of one basic design provide for condensing, condensing extraction, non-condensing, non-condensing ex-



No. P-28453 — Typical Westinghouse Type "M" steam turbine for general purpose drives. Sizes range from 100 to 2000 hp. with steam conditions up to 650 pounds, 750° F.

traction or mixed pressure service. The steam turbines known as Type "M" can be supplied for steam pressures up to 650 pounds, steam temperatures to 750° F., exhaust pressures to 200 pounds, vacuum to 29 inches of mercury, and extraction pressures to 200 pounds.

Destiny of the Nation

The destiny of the nation seems likely to be determined in large measure by children from the rural- or high-birth-rate areas, according to Dr. O. E. Baker, of the Bureau of Agricultural Economics. One-fourth of all families in the 1930 census had four children or more, or 63 per cent of all children in the nation. It is these large families, living mostly in rural areas, which, according to present birth rates, will exercise the greatest population influence in the nation of the future.

New Improvement in Floor Patching Material

Ruggedwear resurfacer manufactured by Flexrock Company, of 2301 Manning st., Philadelphia, has just undergone its second major improvement since it became America's most popular concrete repair material five years ago.

The first improvement was the cellulose process (exclusively Flexrock's) which made ruggedwear the toughest



Moist Ruggedwear easily applied as a concrete patch to a feather edge.

floor repair material as well as simplifying the process which resulted in a low cost to the consumer.

Flexrock leads another decreased cost movement to its customers by another improvement. The addition of Montmorillonite increases the coverage capacity per pound, thereby lowering the cost per square foot of patching and resurfacing concrete floors.

The addition of Montmorillonite which is chemically composed of manganese, silica, alumina, and iron is a tremendous step forward in the industry generally. It is estimated that it will lead a lower price movement among inferior products because this improvement gives more high quality floor per dollar to the consumer.

The addition of Montmorillonite in the process of Ruggedwear resurfacer, also makes it mix easier with cement, sand and stone thereby decreasing labor costs. It further increases the toughness of Ruggedwear and makes it unequalled for "featheredge" concrete repairs. When used as a 1/2" topping over concrete, it performs indefinite service under severe industrial conditions.

New Dryer and Packer Announced

Machine Makes, Dries and Packs Short Goods Automatically

The Consolidated Macaroni Machine Corporation, Brooklyn, N. Y. producer of high class macaroni-noodle plant equipment, recently announced the development of a new and automatic producer, dryer and packaging unit that will revolutionize the process of manufacturing short cut macaroni and egg noodles. Several of the new machines have been installed in plants throughout the country to test their practicability under different conditions and users have expressed themselves as really astonished at the results obtained.

Commenting on the new equipment developed by his firm, N. J. Cavagnaro, treasurer, says: "This type of producer and dryer is entirely automatic and requires practically no personal attention of any kind. The finished product is superior in both appearance and quality to that produced in the old style dryers, where the control is subject to the whims of the operator and the results obtained varied according to his ideas. By the use of this new machine, possibilities of variations in results are eliminated. The further result is a great saving in labor, time and space."

The new equipment follows the current trend of producing food products with the least possible handling as claimed by other machinery firms whose equipment is on the market. The Con-

solidated Macaroni Machine Corporation has chosen as the slogan for its new equipment, the phrase—"From Machine to Package Without Handling". "This is an actual fact," says Mr. Cavagnaro, "from the time the product leaves the press or noodle cutter, passes through the dryer and is conveyed to the loading bin, it is absolutely unnecessary to touch it for any reason whatsoever. That makes the food 100% sanitary."

The manufacturer claims that all the new features on the producer-dryer-packer are covered by U. S. Patents. Further that the new equipment will prove a boon to the macaroni-noodle industry in this country where manufacturers want the best machines available.

\$2500 Fire Damage

The plant of the Mission Macaroni Manufacturing Company, at 1723-1727 First Avenue S., Seattle, Wash. was badly damaged by fire early in the morning of Feb. 22, 1939. Fire supposedly started in an electric motor in one of the drying rooms. The fire had spread to an adjoining plant before the firemen got it under control.

The loss was estimated at \$2500. Immediate repairs were ordered and the disruption of the firm's production schedule was thus minimized with but slight loss from that angle. The macaroni plant is owned by Guido P. Merlino and Michele Pesce.

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GRANULAR

AMBER MILLING CO.

Exclusive Durum Millers

J. F. DIESENBACK President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr.

WHY PETERS

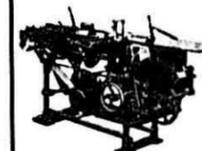
CARTON PACKAGING MACHINES

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- Reduce packaging costs
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- Save floor space
- Increase production
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These machines are built in both SENIOR and JUNIOR Models to set up and close macaroni and spaghetti cartons at speeds ranging from 28 to 60 per minute. JUNIOR Model machines adjustable for a wide range of carton sizes.



Send us samples of your cartons or advise us of their sizes. We will be pleased to recommend the most economical and efficient machines to handle your requirements.

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John J. Cavagnaro

Engineers
and Machinists

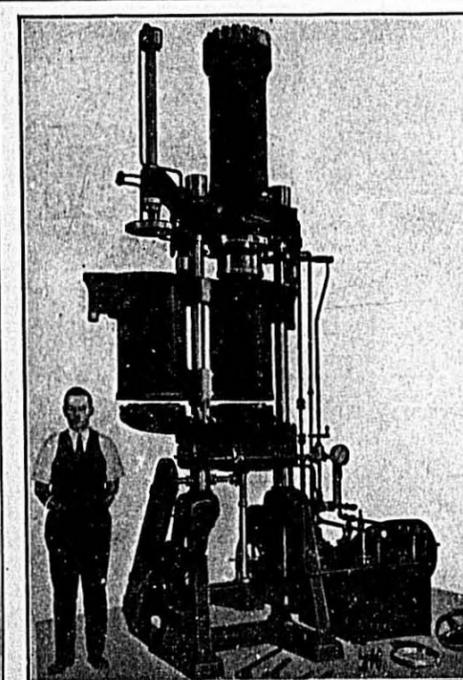
Harrison, N. J. - - U. S. A.

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PRESS No. 222 (Special)

Are American Families Well Fed?

Despite the country's abundant food supplies many thousands of Americans are still not what nutritionists call well fed. Some of them are too poor to pay the cost of suitable food. Others fail to realize that the combinations of the foods they eat may make all the difference between abounding vitality and mere passable good health.

The Bureau of Home Economics has just completed an extensive study of the diets of families of city workers, in which Dr. Hazel K. Stiebeling and her co-workers analyzed 4000 weekly food records, gathered in 43 cities in 8 regions of the country during 1934-37.

This diet study is a vital part of the great national movement to conserve the country's resources—this time its human resources. It is a movement to prevent "human erosion," to use Doctor Stiebeling's words.

Measured against present day standards of good nutrition, the diets of fully half of these families—40 to 60 per cent—were found to be in need of improvement.

Many of these not-so-good diets were satisfactory except in one or two respects. But of course most of the really poor diets failed to meet the needs of the body in several ways. Sometimes there was not enough food of any kind.

Among the diet faults there was a striking need for more calcium and more vitamin A. Often a family's food selections did not give them a liberal allowance of the other vitamins and minerals.

Fewer than half of all these families chose foods that would give them what nutritionists call a "safe allowance" of calcium, necessary for the building of bones and teeth and some of the body processes.

A surprisingly large number of all the families, nearly 4 out of 5, did not receive the generous allowances of vitamin A now recommended. Only about one third of the families got enough vitamin A to fully protect them against what is known as nutritional "night blindness"—the failure of the eyes to adjust quickly from bright to dim light, or vice versa.

Although there are many inexpensive

sources of vitamin B, (thiamin), only about half of these families selected foods that would give them a liberal allowance of this vitamin.

And as for vitamin C (ascorbic acid), probably half of the families went without the daily allowance that nutritionists recommend. Ascorbic acid is the vitamin that is so often destroyed in cooking, and must be supplied daily because it cannot be stored in the body.

Only about half the families could be sure of plenty of iron from the foods they selected. The diets of 1 out of every 4 families were plainly short in this mineral which is essential to the work of the red blood cells.

Families with only very small sums to spend bought largely of foods that satisfy hunger at low cost. Their diets were one-sided and rated as "poor" in the studies. Those that spent more money for food had a better chance for well-balanced fare, for most of them bought more milk, eggs, vegetables and fruits, than the very poor families.

But plenty of money for food did not always mean good diets, and small expenditures did not always mean poor diets. Some homemakers managed to serve their families excellent meals, from the standpoint of nutrition, at very low cost. Others spent more, but made poor selections. Out of every 10 families spending enough to get completely satisfactory diets, only 2 to 4 made really wise selections.

Two easy-to-follow rules for securing a diet adequate in all respects are advocated by nutrition specialists.

The first, proposed by Dr. H. C. Sherman of Columbia University, tells how to apportion the food dollar: "Spend as much for milk and cheese, and as much for fruit and vegetables, as you do for eggs, lean meat, poultry and fish."

The second, proposed by the Bureau of Home Economics in "Diets to Fit the Family Income," gives details for the use of the different types of foods in moderate cost diets.

Macaroni Products Fill Need

Macaroni-Noodle manufacturers are rightfully of the opinion that Macaroni,

Spaghetti and Egg Noodles—"The Energy Trio" would aid Americans of all income classifications and provide them with the necessary "safe allowance" in many of the necessary elements referred to by the Bureau of Home Economics.

They firmly believe that the inclusion of one of the many forms of Macaroni Products in several meals a week, and preferably once a day, will help keep the under-fed as well as the well-fed in better health. They base their recommendation on a bulletin which has been widely distributed by the National Macaroni Manufacturers Association, which says, in part:

MACARONI—RICH IN BODY ESSENTIALS

By B. R. Jacobs, Director of Research, N.M.M.A.

It is most interesting, even educational, to compare MACARONI-SPAGHETTI-EGG NOODLES with two common foods like milk and bread. Macaroni Products are by far the most economical food—the cheapest per unit of energy supplied.

Information is gleaned from a bulletin issued by the U. S. Department of Agriculture showing the relative amount of the five essential food elements supplied by a pound of Macaroni, Milk and Bread as compared with the total bodily requirements of each substance.

Comparative Table

	1 lb. Whole Milk	1 lb. White Bread	1 lb. MACARONI
Energy	9%	34%	48%
Protein	15%	42%	61%
Calcium	80%	18%	15%

Phosphorus . . . 32% 32% 49%
Iron 7% 27% 36%

Macaroni Products are richer than Milk or Bread in four of the five essential elements. It falls behind only in calcium. However, cheese is very rich in calcium—621%—so Macaroni and Cheese more than makes up the slight deficit in the only deficient element to make Macaroni Products almost a superior food.

March 15, 1939

THE MACARONI JOURNAL

35

STREAMLINED MACARONI DIES

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Marching group of the Minnesota Macaroni Company Saint Paul.

THE OTHER FELLOW.

A lot of our personal difficulties are due to the prejudice of our thoughts of the other fellow. We're so ready to think of him as one who can't be appealed to, as one who deliberately works at cross-purposes with us, as one who does not know what it's all about.

It would help a lot if we confidently held to the truth about the other fellow, which is that he is us, on the other side of the fence, or in a different position. He is as ready to listen to reason, to be fair and to meet us half way, as we are to listen to reason, to be fair, and to meet him half way. It would smooth life's road for all of us if we confidently regarded the other fellow as being all we think we are ourselves.

Who Made First Macaroni

BY CLEMENTINE PADDLEFORD

Italians put macaroni and spaghetti on the food map, but honor of macaroni's invention goes to the Orient, probably to China; although the Japanese claim their rice paste, made before the Christian era, is the oldest product of the kind.

But by the 14th century, Italy was the only nation holding the secret of macaroni's manufacture. Then Louis XIII copied the idea for France. England took it up next and thought so well of macaroni that, whenever they pronounced something as exceptionally fine, they would say "It's macaroni."

This explains why, when "Yankee Doodle" went to London riding on a pony, he stuck a feather in his hat and called it macaroni.

\$50,000,000 Industry

Today the macaroni family—macaroni, spaghetti, vermicelli and noodles—combine to make an American industry which nearly reaches the \$50,000,000 class. The average American family consumes around 5 pounds a year!

Chief macaroni products are made from semolina, farina—or, in the case of noodles, with a patent flour. Egg noodles have whole egg or egg yolk solids added, at least 5½ percent by weight, according to the Food and Drug Administration's definition. Noodles

without eggs must be labeled plain noodles or water noodles—so read the labels, ladies!

Semolina is the coarsely ground and carefully purified middlings of durum wheat—if these were ground finer the result would be flour.

Qualities of Good Macaroni

Macaroni products are also made in some foreign countries of rice, corn and certain varieties of beans. The Chinese make a vermicelli from wheat flour, also from mung beans and rice. Spaghetti and vermicelli are made from corn by the Mexican Indians.

Macaroni should be pliable and the long pieces should be capable of bending a bit. It should break with a clear glassy fracture. Inferior macaroni will break with ragged ends. Good macaroni made from semolina or farina blend will have a more or less rough surface, showing a few bran specks. Macaroni made from flour, even durum is generally considered inferior to that made from semolina or farina. It is brittle but dull in appearance. Macaroni's true test is in the cooking pot. After 10 minutes in boiling salted water a good product will swell to at least twice its original size. It will retain its shape and its firmness. It will be free from stickiness and should have an agreeable odor. (Philadelphia Record, Feb. 10, 1939)

National Cereal Products Laboratories

Benjamin R. Jacobs, Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
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Vol. XX MARCH 15, 1939 No. 11

Macaroni Products On Boardwalk

Many thousands of visitors to Atlantic City, America's most popular seashore resort, will have the opportunity of viewing an elaborate exhibit of The Macaroni Family—Macaroni, Spaghetti, Egg Noodles, Sea Shells, Alphabets, etc. during the popular Easter Parade annually staged by this famous resort.

The display is being arranged by the "Cellophane" Division of E. I. DuPont de Nemours & Co. Inc. It will feature macaroni products wrapped in "Cellophane" in the firm's renowned Exhibition Hall on the Boardwalk. Commenting on his company's plans, H. B. Putney of the merchandising department says:

"In cooperation with the National Macaroni Manufacturers Association's promotion on Macaroni Products during Lent, the "Cellophane" Division of DuPont's will feature an individual interior display at the DuPont Exhibit on the Boardwalk, Atlantic City, featuring macaroni products wrapped in "Cellophane." We feel that this should be of particular value to the industry and to the Association's educational program, since the Easter season is a particularly active one for visitors to Atlantic City and the DuPont exhibit.

"A placard will be shown with the Macaroni Products plugging them as a popular item on menus during Lent."

When we're properly busy being what we should be, we have little time to notice that the other fellow is what he shouldn't be.

Garden Spaghetti

What long passed as a joke is now a self evident truth, according to a recent announcement by experts that are experimenting with new vegetables.

The "Uninitiated" have long believed that spaghetti as manufactured by macaroni makers and served so deliciously by many of the leading restaurants of the world, actually "grows on trees." While this is fallacious insofar as this delectable wheat food is concerned, and as almost every one who reads now knows, there has recently been introduced into the United States a vegetable spaghetti that does grow on a plant. It is a vegetable called "Spaghetti on the Vine."

"Spaghetti on a vine in Nature's own package" is the description the 1935 catalog of the Burgess Seed & Plant Co., Galesburg, Mich., growers, gives to a new vegetable from Persia.

This delicious new vegetable thrives in all climates and in any ordinary garden soil," the catalog says.

"Each plant produces from six to 10 beautiful bright yellow, oblong fruits about eight to 10 inches long. Each fruit is filled with a delicious spaghetti-like pulp.

"When fully ripe, the whole fruit (without cutting or peeling) should be cooked 20 minutes in boiling water; then cut in half. A dishful of this vegetable spaghetti comes of each fruit.

"Season with salt, pepper and butter and serve hot. Can also be served hot with catsup or tomato sauce, or served cold, as a salad, with mayonnaise or French dressing.

"This remarkable vegetable is one of the most valuable and useful of recent introduction and easily grown in every garden."

Wonder if we'd do some of the things we do, if our every act had a spotlight thrown on it?

Flour Output Declines 240,000 Barrels in February

LOUR production during February 1939 totaled 5,140,395 bbls, compared with 5,383,484 bbls during the previous month, according to reports received by *The Northwestern Miller* from mills representing 60% of the nation's flour milling industry. It is the highest production for the month since 1936, when 5,538,656 bbls were produced. In 1938 the month's production was 4,863,569 bbls, and in 1937, 4,874,615.

The only sections registering increases the past month were the southeast, with 152,461 bbls, compared with the previous month's output of 152,401, and the Pacific coast with a tangible increase of 98,591 bbls. February production on the coast was 643,389 bbls.

Northwest production went down almost 50,000 bbls and the southwest, almost 190,000 bbls. Output at Buffalo and also in the eastern division of the central west declined about 30,000 bbls. The western division declined about 45,000 bbls.

The following is a detailed table:

TOTAL MONTHLY FLOUR PRODUCTION					
Output reported to <i>The Northwestern Miller</i> , in barrels, by mills representing 60% of the total flour production of the United States:					
	February, 1939	Previous month	1938	1937	1936
Northwest	1,060,209	1,110,144	1,040,041	1,019,400	1,456,271
Southwest	1,780,066	1,967,695	1,787,043	1,896,831	1,898,276
Buffalo	786,794	816,150	748,608	757,879	862,208
Central West—Eastern Division	451,429	481,287	289,741	319,045	363,142
Western Division	266,047	311,009	268,548	254,278	303,805
Southeast	152,461	152,401	299,704	217,257	283,094
Pacific Coast	643,389	544,798	429,884	409,925	371,860
Totals	5,140,395	5,383,484	4,863,569	4,874,615	5,538,656

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New York Macaroni Prices

Prices of macaroni products in the New York market were fairly steady during the past few weeks, with only a fair interest shown by macaroni-noodle buyers. The Lenten season spurred sales somewhat.

According to the *New York Journal of Commerce* the prices as of March 1, 1939 ranged from \$1.05 to \$1.10 for a 20-pound box Italian style. Flour goods ranged from 80c to 90c and fancy egg noodles from 8c to 9c a pound.

Where there's a will there are a hundred ways.

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Why Read Your Trade Paper? Why Use a Yard Stick?

Readers of THE MACARONI JOURNAL and all other Macaroni-Noodle Manufacturers will be interested in quotations from an article especially written for the Food Mart News of Chicago by Paul S. Willis, President of Associated Grocery Manufacturers:

Nothing is more gratifying to a man than to know that he has done his job well. That knowledge involves comparison with the work of others who have tackled similar jobs. It is hard for a man to do a good job unless he knows what others have done. By the same token, the excellence of his performance is of little benefit to him if no one else knows about it.

Here I believe, is the key to the value of trade publications in any field. In proceeding from the general to the particular we find that in every line of business the trade papers fill specific needs which may or may not be common to other lines. But in every case the trade paper acts as a yardstick, a scorecard by which a man or a firm may learn how to do the job at least as well as anybody else. The man who uses the trade papers not only knows how well he is making out, but he tells others—his own employees, his customers, his

prospective customers and—why not?—his competitors.

Advertising in trade papers helps to crystallize the aims of a business firm. By the simple process of stating in black and white what has been done and what has been planned a firm achieves greater stability and concentration on one direction for its efforts.

This is the age of printed information. The old oral query "How's business?" and the oral answer do not meet the needs of modern commerce. Every one still wants to know, "How's business?" The best way for him to find out is to read the well-considered opinions of his colleagues, in the trade journals. These printed opinions tell not only *how*, but what and who and where.

It has been proved time and time again that men in any line of business do read their trade papers. If they did not they would be in just as unfortunate a position as the ostrich who is supposed to hide his head in the sand.

The best test of the value of anything is to ask: "What would happen if it did not exist?" The answer in this case is that if trade papers did not exist, they would have to be created. The trade papers do not concern themselves with

the little weaknesses of the human race; they do not have anything to do with foibles and vanities. They have a job to do; a hardheaded, efficient and necessary job.

The readers of a trade paper are confident that they are getting correct information from it. They know that the editors are honest, thoughtful men. They know also that the advertisers are smart to choose an efficient medium for presenting their case to the trade. They respect the advertisers' judgment.

The readers of grocery trade publications represent the entire food industry and all its branches. They make it a point to be well informed about new developments in the food field, and serve as an inspiration for continued improvement.

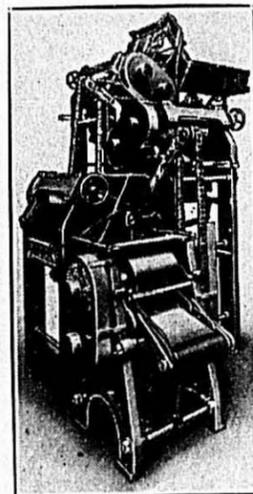
To the question "Why read a trade paper?" the answer is another question—"Why use a yardstick?" Obviously, if you want to measure something you use the appropriate instrument.

THE MACARONI JOURNAL is universally recognized as the official trade paper for the Macaroni-Noodle Industry of the United States. Subscribe for and read it regularly.—*The Editor.*

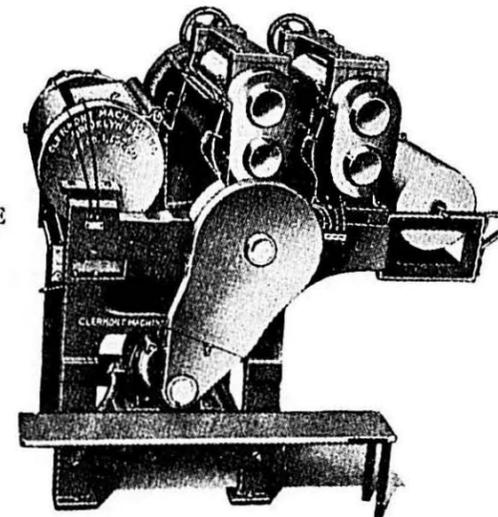
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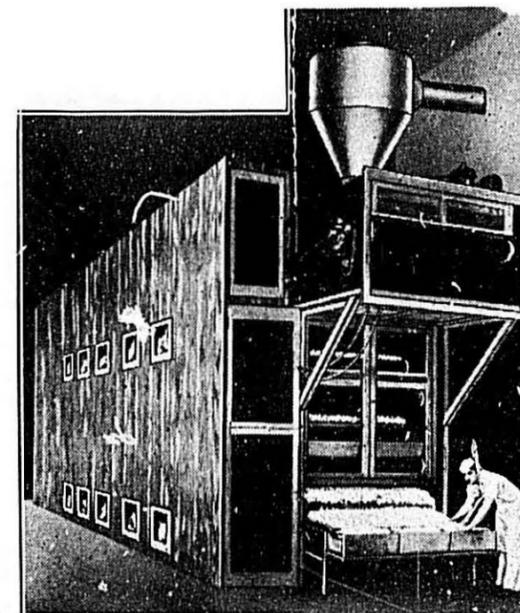
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