

**THE  
MACARONI  
JOURNAL**

**Volume XVII  
Number 7**

**November 15,  
1935**

# *The* Macaroni Journal



Minneapolis, Minn.

NOVEMBER 15, 1935

Vol. XVII No. 7

## To-morrow's Business

To-morrow's Macaroni Manufacturing Business will be exactly what the manufacturers of to-day wish it to be.

Conditions in the trade have improved somewhat in the past few months and greater improvements may be expected as a natural trend.

The Macaroni Manufacturing Business will never be perfect. Neither will any other, for that matter, but general improvement can be hastened through united, voluntary action on the part of the better element.

The National Macaroni Manufacturers Association offers the setup for such coördinated efforts as will gradually but definitely place to-morrow's business on a better, sounder basis.

# SELL *More* NOODLES AND MACARONI PRODUCTS



Leading makers of Macaroni, Spaghetti and Egg Noodles... from the Atlantic to the Pacific... are switching to Rossotti DUBL-VU folding cartons! Faster stock turnover and bigger sales volume result from the better selling and merchandising job they do. Housekeepers prefer these sturdy, colorful, easily identified packages that give recipes and keep the contents in perfect condition until entirely consumed. Get full particulars and low prices. Write today!

## ROSSOTTI LITHOGRAPHING CO., INC.

MAIN OFFICE AND PLANT • 121 VARICK STREET, NEW YORK, N. Y.

BRANCH OFFICES.....CHICAGO, 612 North Michigan Avenue (Superior 1083) • BOSTON, 131 State Street (Hubbard 6785) • LOS ANGELES, 443 South San Pedro Street (Mutual 5630) • PHILADELPHIA, 1814 Orthodox Street (Jefferson 6243) • PITTSBURGH, 423 Kingboro St. (Everglade 1102) •

PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

## Social Security Takes in Our Industry

On Jan. 1, 1936 we will begin paying a new set of taxes under the social security act enacted by the last Congress. It is timely therefore for macaroni manufacturers to look into the applications of this legislation.

The social security act is the most comprehensive legislation relating to social and economic security within the memory of the present generation. Providing for both unemployment and old-age pensions, it will tax both employer and employe to the extent of \$2,700,000,000 a year at the maximum, which will be effective in 1949.

No employer is exempt from the old-age provisions under the law, but those employing fewer than 8 persons are exempt from the unemployment provisions. The old-age pension tax applies only to remuneration under \$3,000 a year. The unemployment tax is confined to those employers who "on each 20 days in 20 different weeks employ 8 persons or more." This provision will exempt many small "hole-in-the-wall" noodle and macaroni makers who do practically all of the work, occasionally aided by some members of the family.

The tax itself should be examined in its cumulative application. Beginning with 1% in 1936 it increases each year until in 1949 it amounts to 6%.

The tax is graduated as follows:

Unemployment	
Year	Tax (on wages)
1936	1%
1937	2%
1938	3%
Old Age	
1937-38-39	1%
1940-41-42	1 1/2%
1943-44-45	2%
1946-47-48	2 1/2%
1949 and after	3%

Against the unemployment tax a credit is allowed for contributions made by employers for unemployment compensation purposes under state laws setting up unemployment compensation systems. The maximum credit to be allowed is 90% of the Federal tax, the other 10% to be payable to the Federal government. This 10% is expected to be used for payment of the expenses of administration by the Federal and state governments.

After 1937 additional credit is also allowable to any employer who because of favorable employment experience or adequate reserve funds is permitted by the state to reduce his payments.

The act provides that all funds collected by the states for unemployment compensation purposes must be deposited in the United States treasury, to be invested and liquidated by the Secretary of the Treasury. It prescribes certain minimum standards which must be met by the state laws in order to entitle employers in those states to an offset against the Federal tax. Included among these is a provision requiring that money withdrawn from the unemployment trust

fund of the United States treasury must be used exclusively for unemployment compensation, which in turn is to be paid through public employment offices of the state or through such other agencies as the Social Security Board may approve.

The entire plan of unemployment compensation is a cooperative Federal-state system. It insures uniformity with respect to the cost to employers, which is essential to make it possible for the states to legislate in this field. It assures the safety of all reserve funds and seeks to obtain efficient administration of unemployment compensation throughout the country.

In the field of old-age security there are two separate provisions: (1) Grants-in-aid designed to assist in meeting the cost of pensions allowed under state laws to old people in need. (2) A Federal old-age benefit system for employed persons.

The grants-in-aid, which help to meet the costs of pensions paid to old people under the state laws, are to be on a 50-50 basis, but the Federal part of this cost is not to exceed \$15 per month for any individual, plus an additional 5% for administrative purposes.

To entitle a state to aid, its old-age pension law must conform to standards prescribed in the act. These standards require payment of old-age pensions to old people in need who are citizens of the United States and who are 65 years of age or over, with the proviso that until 1940 any state may maintain a 70-year age limit.

Under Titles II and VIII of the act a compulsory contributory system of old-age benefits is set up directly under the administration of the Social Security Board. Old-age benefits in the form of monthly payments are to be paid to qualified individuals in direct proportion to the total wages earned by such individuals in the course of their employment subsequent to 1936. The minimum monthly payment is to be \$10; the maximum \$85. These payments will begin in 1942.

This system of old-age benefits requires equal contributions both by employer and employe, each of whom contributes during 1937 1/2 of 1% of the annual wage. The following figures illustrate the benefits to be paid under this plan:

Average Monthly Salary	Years of Employment			
	10	20	30	40
\$ 50	\$17.50	\$22.50	\$27.50	\$32.50
100	22.50	32.50	42.50	51.25
150	27.50	42.50	53.75	61.25
200	32.50	51.25	61.25	71.25
250	37.50	56.25	68.75	81.25

Nonqualified individuals upon reaching age 65 are to be paid a lump sum equal to 3 1/2% of the total wages paid after Dec. 31, 1936, and before the attainment of age 65.

Upon death of an individual before age 65 his estate will receive payment

equal to 3 1/2% of his total wages received after Dec. 31, 1936. If he dies after age 65 his estate will receive the same amount, less any benefits paid to him during his lifetime. Payment of benefits will be withheld for each month in which a qualified individual who attained age 65 received wages for regular employment.

### That Macaroni Tax Burden

A new tax worry will soon have to be assumed by the macaroni manufacturers—that of social security. In thinking about that new tax members of the industry will soon make the discovery that their business is now carrying an enormous tax burden and that they must sooner or later take steps that will increase returns from the manufactured products if they wish to remain longer in business.

A superficial study of the taxes annually paid by those who are and would continue to remain in business shows that one pays several kinds of property tax, personal taxes, automobile licenses, processing tax and endless other kinds conservatively estimated to be not less than two score.

Those who have made a thorough study of the various kinds of federal, state, district, county, township, municipal and special taxes that one must pay to continue in business, have announced that the public, for instance, must absorb at least 50 different kinds of taxes on its daily bread. Here is how some of the newspapers are passing on that tax truth to its readers:

Does the housewife know that when she buys a loaf of bread she is PAYING MORE THAN 50 DIFFERENT TAXES?

Statisticians, according to the *Review of Reviews*, have computed that in New York state 53 separate TAXES are levied on bread.

The number may vary in other states but the difference is slight.

The farmer who raises the grain pays 6 SEPARATE TAXES.

The grain elevator pays 6 MORE.

The flour miller pays 5.

The railroad pays 11, all of which are considered in setting freight rates.

The flour truckman pays 7 TAXES.

The paper manufacturer who makes the wrapper pays 7.

The baker pays 11 MORE.

Nor does that include the taxes paid by the retailer.

Federal, state, county and city tax grabbers have all put their hands on the loaf—and the fingerprints are recorded in the COST to the housewife.

Is it possible that when we belittle others it always is to bring them down to our stature?



**QUALITY**  
IS  
**SUPREME**  
IN

★ ★ **TWOSTAR** ★ ★  
**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume XVI

NOVEMBER 15, 1935

Number 7

## Macaroni Trade in Upswing

Reports from nearly every section of the country are to the effect that the macaroni-noodle manufacturers are experiencing a slight though welcome improvement in their current sales and future bookings. Macaroni buyers are not only placing their orders with greater regularity but are buying in larger quantities than has been customary in recent years. The only damper on the prevailing cheerful tone in the trade is the question of whether or not the upswing in this business is temporary or permanent.

According to one of the country's leading economists, business in general today is estimated to be about 40% above the low level of the bank holiday in March 1933 which probably marked the lowest point reached by all business during the depression years. Improvement in general business has been gradual, so much so that even a year ago many failed to realize that the climb out of the depths had actually begun. Today, claims this same authority, practically every banker, manufacturer, merchant, investor and buyer agrees that some real progress towards definite recovery has been made.

Whether or not the macaroni manufacturing industry has enjoyed the 40% improvement claimed for business in general is hard to determine because of the woeful lack of authoritative production facts and sales statistics. One thing is true and that is that there seems to be a growing tendency in the trade to be less and less reticent about revealing figures concerning both of these important factors. One of the good results of the code experiment is the growing feeling among macaroni men that no great individual harm can come from free and frank submittal of production facts and figures to a confidential agency for compilation and distribution to the trade in a form that will not reveal individual or confidential information. Such compilations would serve as a splendid barometer, an invaluable business guide.

A recent inquiry as to the value of the macaroni products manufactured and sold in the United States, the variance of their cost to wholesalers and consumers, is but another reminder of the industry's great need for more dependable and current production and sales facts and figures. For these facts the industry as well as the whole business world must depend upon government compilations from biennial census reports made by macaroni-noodle manufacturers to the Bureau of the Census. An industry of the size and standing of the macaroni trade, should have all possible timely production and sales statistics of its own in order to fully acquaint the members of the trade with the current trend in their trade. A study of all the available macaroni production and sales statistics, meager at best, and of all government census reports pertaining thereto—always two or more years old—are very interesting. For instance they will prove to all students

that price changes, increases or decreases, put into effect by manufacturers, affect very little the price usually charged to consumers at retail. On this point there is no one better qualified to speak about macaroni production and sales than is G. G. Hoskins, adviser of the National Macaroni Manufacturers Association, to whom the query was first submitted. As the confidential agency of the Macaroni Code Authority, of which he was chairman, he was given more confidential information than heretofore given to any individual in the trade—a confidence which he has never betrayed.

On the subject of the inquiry, he makes the following interesting revelation—"It may interest you to know that, if the reports made by the United States Department of Agriculture on the price of macaroni products to the consumer are correct, the retailer does not follow the manufacturer's price because the fluctuation in the price of macaroni to the consumer does not compare with the fluctuation of the manufacturer's price to the wholesaler."

He brings out the further fact, so well known to the trade, that there exist no accurate records of the dollars and cents volume of wholesale or retail sales of macaroni products, excepting for those compiled by the government agency. "According to the said Census of Macaroni Manufacture for the year 1933, the last released by that agency, the macaroni makers of the United States received about \$36,000,000 for their output that year. Due to the processing tax, higher labor and other costs, a careful estimate, supported by such other reports as are available, would place the 1935 macaroni sales at about \$50,000,000, being the manufacturer's price to wholesalers. As near as can be determined the total volume of the U. S. macaroni production approximates 550,000,000 pounds per year. The Consumers' Guide of September 16, published by the U. S. Department of Agriculture, in averaging prices at which macaroni sold at retail in 63 cities, shows that the average price of this food to consumer was 15.6c a pound, as of Aug. 27, 1935. Figured on that basis, the total cost of this year's production to the consumer would be about \$85,800,000."

If the facts divulged by these figures show that price changes in macaroni quotations are not reflected in their retail prices to consumers, manufacturers who contemplate price changes in the future, particularly price cuts, might well ask themselves this pertinent question—Who will profit from such change? If there were more dependable production and sales facts available and if all price changes were based on such facts rather than on blind guesses, it is reasonable to believe that any change would penetrate more evenly through the entire line of distribution from producer to consumer and the rights of all better conserved.



# The Macaroni Kneader (La Gromola)

By **ING. VINCENZO AGNESI**,  
Oneglia, Italy

Excerpts from an article published  
"La Industrie Dei Cereali," n. 3,  
luno VII, 1935



Ing. Vincenzo Agnesi, renowned Italian author and a voluminous writer of historical articles about macaroni manufacture. He is the leading member of Paolo Agnesi & Figli of Oneglia, Italy.

Rare indeed is dependable news of the origin and the development of the basic machines now used in a macaroni manufacturing plant.

While there are numerous publications dealing with the development of mill machinery, even from the primitive grinder to the modern milling equipment, making it possible to trace step by step, the evolution of all these milling machines or of any single mechanical device used therein, very little has been written, or at least can be found, describing the different machines used in a macaroni manufacturing plant or of the different systems of manufacture formerly in vogue in this country, or elsewhere.

The Manual on Macaroni making by Renato Rovetta, "Industria del Pastificio," published in Milano, Italy, merits the credit as the outstanding work of this nature. It is verily "A voice crying out in the desert."

Therefore, the time has come when the Italian macaroni makers should study old documents and delve into their ancient records long stored away in vaults (or in their memories), and bring forth some dependable, fundamental information on which to base a true story of the slow but gradual transformation of the primitive methods of macaroni making to the highly mechanized present-day process, whereby impetus and expansion was given to the production of this substantial and economical food.

How, then, and when was the first Macaroni Kneader, La Gromola, this fundamental and characteristic macaroni machine that transforms a mix-

ture of semolina and water into a homogeneous dough of the proper consistency for macaroni making, first conceived and put into use?

From old records and from older stories, we learn that in Napoli, Italy, after the semolina and water was mixed by hand as well as it could possibly be done, the kneading process was continued through the use of a long wooden bar which had on its working end a block of wood that served to "punch the dough." The

long wooden bar was loosely to one end of the wooden kneading trough in a way to be moved to knead all of it. The long wooden bar was man- by several men, the heavy- strongest obtainable, who won- the bar and its kneading block- late stages of the kneading- it was often necessary for the- ers" to sit on the end of the- get every possible ounce of le- complete the kneading.

When properly kneaded in- ogeous, hard dough, it was- ferred to a crude press, also- wood, except that it was lin- a metal lining, usually bronze- at the bottom of the press- of bronze.

It is narrated by historians- Francesco (King Francis) - once visited a macaroni facto- early days and was so disgust- the primitive methods used- manufacturing procedure, that- determined to interest him- best minds of his people in de- improved methods of macar- ing. He called to his assistan- brated engineer named Spado- commanded him to study the- procedure and to suggest to- changes and improvements- crude methods then in vogue.

After a whole year of exten- and research, Ing. Spado- ed a full report to King Francis- in he recommended the con- an entirely new macaroni m- ing plant to embody all the- cented or improved metho- vices.

Among his recommendati- (1) that hard wheat be p- ground into a medium gr- (2) that it be properly mixe- right proportion of boiling w-

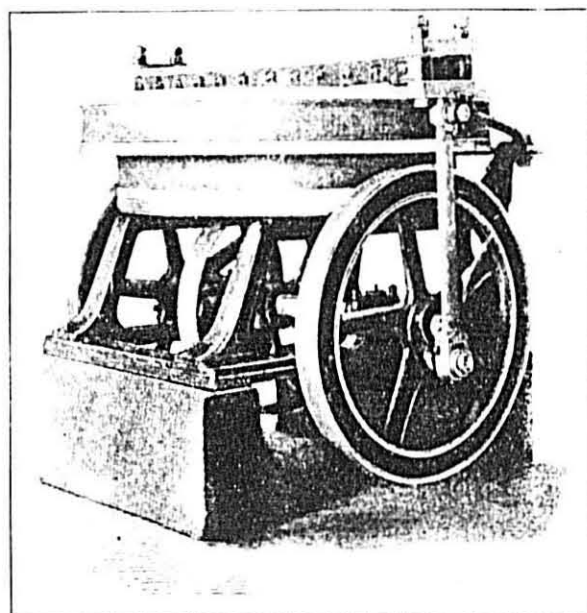


Figure 1. An early type with kneading blades

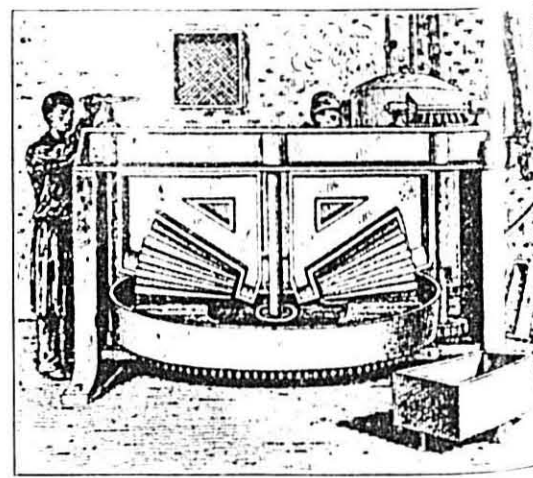


Figure 2. An early American kneader used in illustrating in the Scientific American, May 27, 1893

# It's So Easy to MAKE SURE of Quality Macaroni



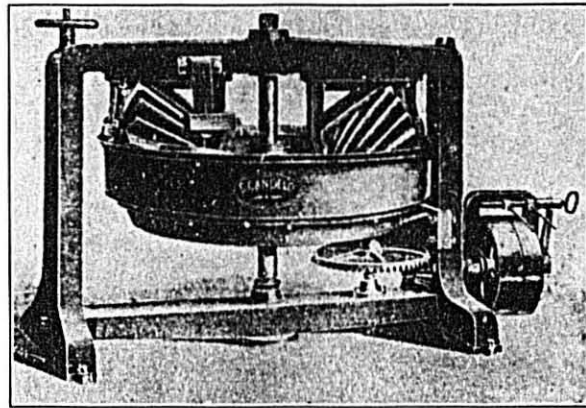


Figure 3. Built by Simone Candelo of Ponte Decimo, Italy

(3) that the kneading be done, not by hand or with the long wooden paddle-kneader then in common use, but by an "Iron Man," as the planned mechanical kneader was termed.

The suggestions of the famous engineer were warmly welcomed by his king who authorized the construction and equipment of the mechanized factory.

Up went a large building with a spacious granary in which to store large quantities of good macaroni wheat. In it were ample storage room for the ground wheat and well-aired apartments for the more proper indoor drying of the manufactured product.

However, after a lapse of about ten years, the plant was still unequipped. Almost everybody lost interest in the venture and the King refused to supply needed funds to complete the enterprise. Spadaccini was forced to abandon his venture. Such is often the fate of inventors.

The primitive wooden bar continued to be used by most of the early manufacturers, though some progress had been made in the plants that combined mill and factory, the mill-stones being to some extent used in kneading the macaroni dough. About 1890, Pantanella & Co., a progressive Italian macaroni manufacturing firm, called a conference of all the leading machine builders in Italy and announced that it was in the market for a mechanical kneader to replace the wooden bar kneader. Interest in the bid was keen. Among the bidders was The Pattison House of Napolis (Casa Pattison di Napoli) who created a mechanical kneader with blades, doing in a mechanical and most adequate way the work formerly done by the wooden bar kneader. To that firm was awarded the order for what is known as the first macaroni kneading machine (Figure 1).

In that kneader the paste was spread on a circular plate, pan or basin and it was kneaded by a double spar or peg that was caused to revolve methodically and rhythmically up and down by two lateral eccentrics, while the pan or basin would turn at a small

angle with every stroke of the spar or blades, thus bringing a new portion of the dough mass under the kneader units.

This machine gained immediate popularity in Southern Italy where it was extensively used for many years, being displaced in the more modern plants by a kneader with two grooved rollers, later invented, having been introduced into Napoli about 1905.

That is the account of the invention and introduction of the mechanized kneader as given in a catalogue prepared and distributed by Alfredo Zoppi & Company of Monza, Italy, published in 1898. That firm was the predecessor of Meccanica Lombarda of that city. It said in part: "The kind of kneader used by the macaroni manufacturers of Italy varied greatly in different sections of the country. The one here shown (Figure 1) was very popular in the South, especially in Naples and vicinity, doing mechanically and easily the laborious kneading that was formerly done with the wooden-bar kneader."

Further on in the same catalogue, it told of a kneader with two grooved rollers which had recently been invented and which was in wide use in Central and Northern Italy. In it the basin or pan movement was continuous and not intermittent as in the case of the kneader with the blades, the paste causing the rollers to move in completing the kneading process.

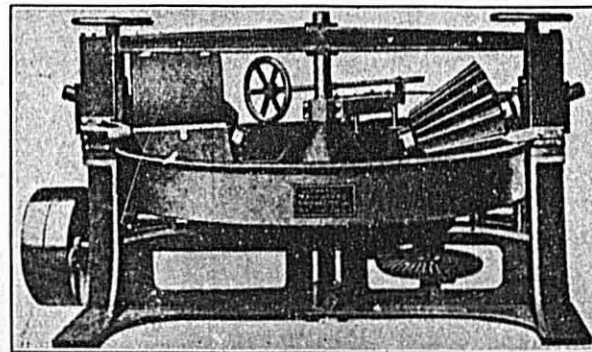


Figure 4. Built by Cevasco, Cavagnaro and Ambrette, Brooklyn, N. Y.

The rollers were easily adjusted as to their distance from the basin or pan, thus enabling the operator to regulate the pressure needed as the kneading process progressed.

Opinions as to the merits of the two kneaders varied. Experts contended that with the new kneader, it was much easier to bring the dough to the desired consistency or grade of perfection without causing it to whiten or to lose its tenacity. There was no questioning the fact that the action of the roller-kneader was more silent.

Macaroni manufacturers will recognize that the roller model was the immediate antecedent of the modern kneaders used even unto this day of highly mechanized production of macaroni products.

Still unanswered remains the question of "Where and When was this modern type of kneader first invented or used?"

From the May 27, 1893 issue of "Scientific American" we learn that such a kneader was in use in a New York factory with a capacity of about 10,000 pounds daily—a plant built in the style of the Genova factories (Figure 2).

Figure 3 shows the Ligurian type of macaroni kneader. This was the type used since March 1900 by the company of which I am a member (Paolo Agnesi e Figli, Oneglia, Italy). It was exhibited, so I am told by relatives, at the Colombian Exposition in Genova, Italy in 1892. It was built by Simone Candelo of Ponte Decimo, Italy, whose machine plant began the building of machinery as early as 1869.

From the testimony of old workmen in macaroni factories, we learn that a crude type of this kind of kneader was used as early as 1870 and became widely used between 1870 and 1880. In the early years of its use in Italy, because of its treacherousness and the many injuries to operators, it became known by the degrading name of "S. ianca brasse," meaning "The Arm Tearer." It is quite interesting to compare the Ligurian type of kneader (Figure 3) with the American kneaders of the same period (Figure 4).

Figure 5 shows a type of kneader built by the same Simone Candelo modeled after the American machine but considerably older. Such a kneader

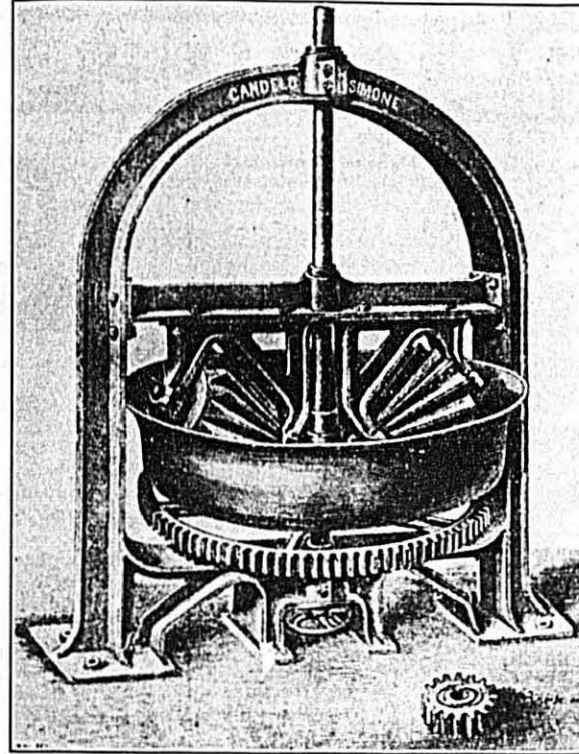


Figure 5. Built by Simone Candelo of Ponte Decimo, Italy

is still in use in the plant of Andrea Pittaluga of Camprone, near Genova, having been built by Ballaidyer Brothers as the imprint on the machine shows.

Are there any macaroni manufacturers anywhere who can furnish dependable information of older machines of this type that are still in use? It would be interesting to learn of them, if they exist.

At any rate, the kneader with grooved rollers was introduced into Naples by the firm Cescina & Busi of Brescia, Italy in 1904 and adopted immediately afterward by DiBlasio of Bari and by Fonderia Fratelli di Salerno. Within a very short period of time, by 1906, it was being used in all the modern plants in Southern Italy. In more recent years, its use spread to France, Germany and to all other countries wherein has been practiced the art of macaroni-making.

Thus is answered in a crude, disconnected story, the origin and development of the modern kneader. But what about its predecessors?

In the earliest days, mill wheels with a smooth circumference were used in completing the kneading process that was started by hand. After a time the smooth face of the mill wheel used in kneading gave way to a grooved surface; then followed a second wheel with a different grooving to improve the kneading. Later came the movable pan or basin, the early predecessor of the modern kneader.

There is reproduced herewith (Fig-

6) an early type of the old stone kneader to show by comparison with the modern kneader the great transformation that has taken place in the development of this the most important or one of the most important machines in a modern macaroni manufacturing plant.

For an unknown number of years, the kneading of the macaroni dough, after the mixing of the semolina and water had been accomplished, was done in the basin or pan of the kneading device, by starting the hand manipulated kneading process. In all probability the invention and development of the mechanical kneader followed closely the invention of a similar machine used in pressing the oil out of olives, the principle of oil pressing and dough-kneading being quite similar.

Finally, it can be said that the origin of the modern kneader with its grooved or fluted rollers occurred, by a happy coincidence, right in that section of Italy where abided and worked the most skilled mechanics interested in the improvement of all macaroni making machinery. They may have remembered the disgust of their old king, Re Francesco, and the failure of Ing. Spadaccini, or it may be attributed to an inherent desire to aid in every possible way the manufacture of the food for which Italy has been and still is most famous.

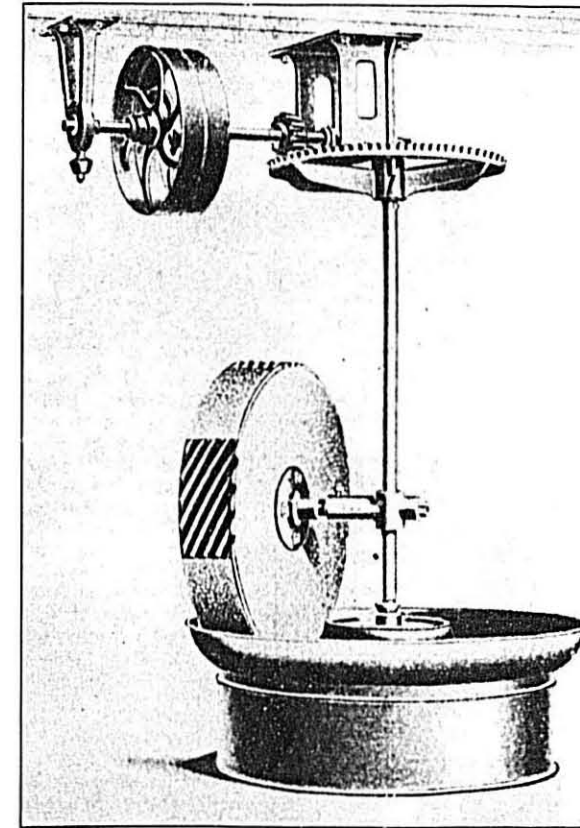


Figure 6. A kneader of the mill-stone type

WHO SELLS IT

## BUYER'S GUIDE

WHERE TO BUY IT



Amber Milling Co.  
Flour and Semolina  
Barozzi Drying Machine Co.  
Macaroni Noodle Dryers  
Bear Flour Mills Co.  
Flour

Capital Flour Mills, Inc.  
Flour and Semolina

John J. Cavagnaro  
Brakes, Cutters, Dies, Die Cleaners,  
Folders, Kneaders, Mixers, Presses and  
Pumps

Champion Machinery Co.  
Brakes, Flour Blenders, Sifters and  
Weighers, Mixers



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

Clermont Machine Co.  
Brakes, Cutters, Driers, Folders, Stamp-  
ing Machines

Commander Milling Co.  
Flour and Semolina

Consolidated Macaroni Machinery Corp.  
Brakes, Cutters, Die Cleaners, Driers,  
Folders, Kneaders, Mixers, Presses and  
Pumps

Creditors Service Trust Co.  
Mercantile Collections

Crookston Milling Co.  
Flour and Semolina

Duluth-Superior Milling Co.  
Flour and Semolina

Charles F. Elmes Engineering Works  
Brakes, Cutters, Die Cleaners, Driers,  
Folders, Kneaders, Mixers, Presses and  
Pumps

King Midas Mill Co.  
Flour and Semolina

Frank Lombardi  
Dies

F. Maldari & Bros. Inc.  
Dies

Midland Chemical Laboratories, Inc.  
Insecticides

Minneapolis Milling Co.  
Flour and Semolina  
National Carton Co.  
Cartons

Frederick Penza  
Bronze and Copper Dies

Peters Machinery Co.  
Packaging Machines

Pillsbury Flour Mills Co.  
Flour and Semolina

Rossotti Lithographing Co. Inc.  
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.  
Dies

Washburn Crosby Co. Inc.  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

### Poetic Macaroni

Betty Barclay, nationally known food expert resorts to poetry in her most recent recommendation of a tasty economical macaroni recipe. This is one of a series of new releases under the heading "poemeals" which are used by newspapers everywhere. The poem with the recommended recipe follows:

#### POEMEALS

By Betty Barclay

Meat and onions, salt and gravy,  
Macaroni, crumbs and cheese,  
Butter and a touch of pepper;  
Every housewife carries these.

Blend them—plain directions follow.  
Serve them—it will be a treat.  
Quickly made and inexpensive;  
Watch your guests and family eat.

Here is just the kind of a recipe you need for an emergency dish when guests arrive and catch you napping. A little left-over meat, a package of macaroni and a few other staples from the shelf and refrigerator—and there you are.

#### Macaroni With Left-over Meat

1½ cups left-over meat  
2 cups gravy  
½ onion, chopped  
1 tablespoon melted butter  
1 package Mueller's macaroni  
½ teaspoon salt  
¼ teaspoon pepper  
1 cup grated cheese  
Buttered bread or cracker crumbs  
Parboil the macaroni for 7 minutes in 4

quarts rapidly boiling water to which 1 tablespoon salt has been added. Drain. Mix together the meat, chopped, the gravy, onion, butter, salt, pepper and cheese. Combine well with the macaroni and pour into a well-greased baking dish. Cover with the crumbs, and bake for 20 minutes. Spaghetti may be substituted for the macaroni.

### That Hot Potato!

A number of things are in the air—the beginning of a political campaign, the unmistakable signs of recovery and—that hot potato which the first session of the present Congress handed to the AAA. It's a vicious kind of a potato, to be sure, for it's too hot to hold on to and there seems to be no way of getting rid of it.

Lack of funds, announces the AAA, will prevent it from enforcing the potato control act; and on the following week, after a conference with angry potato growers, Secretary Wallace says it was all in fun and certainly the potato act will be enforced.

A potato program development committee was organized after the hearing. Although endorsing the original act, it recommended five amendments to be adopted by Congress. Consumers are to be exempted from penalties involved in improper packaging and affixing of stamps to the package. The remaining four amendments will remove many of the objections.

With no funds on hand and these

amendments to be acted on, there is every likelihood that the hot potato will be allowed to cool before anything else is done.

### Novel Spaghetti Exhibit

One of the novel exhibits to be seen at the 1935 Food and Household Show, the 11th annual event of the Southern California Retail Grocers association in Los Angeles, Nov. 3 to 9, was that one planned by macaroni manufacturers in the central manufacturing district of that section of the state. The principal feature was races of dried and drying macaroni spaghetti parted to frame a lovely, living portrait—that of a prize-winning beauty named Queen of the macaroni section.

The 1935 exposition had as its theme education of the housewife to the latest advances in the food industry. To follow that educational theme there were displays of finished, high grade macaroni and noodles in bulk, ordinary and fancy packages, together with appropriate literature that aims to teach quality in macaroni and its proper preparation, either for consumers of dainty or enormous appetites. Almost every other known variety of food products was exhibited but the macaroni display was among the most unusual seen at the show.

### Novelty Contest

Macaroni manufacturers are ever on the lookout for new and different ways of gaining the attention of consumers and converting them into regular users of their products. The H. J. Heinz company of Pittsburgh, Pa. recently sponsored a novel juvenile prize contest to get its share of the grocery dollar for its canned cooked macaroni—a plan of publicity that might well be copied by manufacturers of bulk or packaged macaroni.

The contest was in connection with the recent national air derby in Cleveland, O. It was based on the naming of Colonel Roscoe Turner's mystery plane—the contest being tied-in with the broadcast of Col. Turner's flying adventures over a Cleveland radio station. Commenting on the novel publicity stunt, Bunting's Novelty Mart, Chicago says:

"Capital was made of the fact that every entrant received a prize. A set of five brightly colored aviation pictures as a start toward a complete collection of the 25 record pictures of modern aviation was given to each entrant sending in a name and labels from two cans of Heinz Cooked Macaroni.

The prize list was one designed to appeal to any air-minded boy or girl

and what present day adolescent isn't an aviation enthusiast? Copy presented the prizes attractively and could well serve as a model for juvenile prize contests. What youngster would not become enthusiastic over the first prize of a trip to Washington, D. C., via Pennsylvania Air Lines and a seat in Col. Turner's private box at the National Air Races in Cleveland, where they could see their pilot-heroes in person and witness the spectacular Thompson Trophy Race?

"Second prize was a genuine tailor-made, lion skin coat exactly like the world famous coat worn by the celebrated Turner. Third prize was a choice between a quality bicycle and a pedigreed wire-haired fox terrier and was the only prize without aviation appeal. Additional prizes of 100 Col. Turner special model airplanes—an all metal, crash-proof model airplane built to look like Turner's golden racer—and 50 aviation globes with all essential markings such as meridians, parallels, zone circles, ecliptic and international date lines, steamship routes, iceberg drifts, etc.

"The contest is a tribute to the sales pressure that juveniles can exert upon parents for not a word in the copy was directed to adults. The product received little attention beyond the statement of its being a thrilling food for young aviators."

### Capital Structure

The following from the October issue of an exchange deals with the capital structure of one of the country's leading macaroni plants, the producer of Golden Age Spaghetti, Egg Noodles and Macaroni.

"The reorganization committee for Grocery Store Products, Inc. of which James M. Hills is chairman, announces that the modified plan of reorganization for the company has been made operative, following its confirmation by the United States District Court of Delaware on August 8. The committee is notifying holders of debentures, certificates of deposit and voting trust certificates that the time and place for deposit of securities for exchange under the plan will be designated within the next few weeks. There will be presently outstanding only \$1,224,350 of collateral lien convertible bonds and 126,218 shares of capital stock. September issues of leading women's magazines carry the opening advertisements of a vigorous and sustained campaign on behalf of Kitchen Bouquet. Announcement is expected shortly concerning the plans of Grocery Store Products, Inc. for promotion of its other products, Jacob's and Kennett Square Mushrooms, Fould's and Golden Age Spaghetti, Egg Noodles and Macaroni."

**H**UNDREDS 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**



# THE ENERGY FOOD

## Macaroni When Genuine

Healthful  
Delicious  
Economical



Some Manufacturers Use Inferior Materials and Cheat Buyer

By DANIEL R. HODGDON, Ph.D., J.D.

One of the most wholesome and nutritious food products in our present dietary is macaroni, made from semolina. And this food product can be and is used quite extensively as a substitute for meat in a well-balanced menu.

But as in all food industries, there are some manufacturers who used fraudulent practices in the making of macaroni. Some sell macaroni made from the cheapest flour that can be purchased.

Instead of buying genuine semolina, they purchase a cheap flour at half the cost and add soybean flour to it, color the product with turmeric in order to disguise the fact that it is an inferior cheap macaroni, and sell it as the genuine food.

Not so long ago three carloads of soybean flour and artificially colored macaroni was seized in warehouses. This was destined to be used as a cheap ingredient of macaroni without any designation of the fact that adulteration was used in the product.

On the packages under question, I actually saw the words "Made from Hard Wheat," or "Made from Semolina." Such a description was a misrepresentation, because it misled the users of macaroni into believing that the macaroni was made of hard wheat or semolina.

### Finds Soybeans in Noodles

On other packages I found soybean had been used in egg noodles, and in-

stead of the egg noodles containing 5% egg solid, they contained about 3%. Soybean flour was used with an artificial color to make the egg noodles look as if they were rich in egg content. This



Dr. Hodgdon

racket had been going on for some time, according to the testimony of merchants who purchased this macaroni.

On the packages sold to the Jewish trade, rabbinical supervision was indicated. Upon investigation it was found no rabbinical supervision had been had. Not being content with selling an inferior product the company had short-weighted every grocer who purchased this product. In other words, their packages were short of the actual weight indicated.

### Celebrated Columbus Day

The La Premiata Macaroni corporation, Connellsville, Pa. celebrated Columbus Day last month by giving its employees and their friends a banquet that has been established an annual affair for the purpose of more closely coordinating the activities of the various departments of the company. The macaroni firm had as its guests the entire staff of officers and salesmen of the Jesse C. Stewart company of Pittsburgh, Pa. through whom the greater portion of the macaroni output is sold.

Joseph J. Cuneo, secretary-treasurer of the macaroni corporation was toastmaster and presented a program of instruction and entertainment from which all profited. Part of the program was a novel sales meeting for the salesmen of both organizations. Fifteen prizes were distributed during the evening to em-

ployes and salesmen who had earned them by their splendid service to the company during the preceding year and to lucky guests.

For the benefit of the ladies who attended and the salesmen interested in the process of manufacturing macaroni products, a supervised tour of the La Premiata plant was arranged. That it proved a revelation to many was the opinion generally expressed.

More than 250 attended the affair and in addition to the demonstrations and entertainment enjoyed a well prepared spaghetti dinner with all its necessary trimmings. The whole meal was prepared and served by girls employed in the factory, all of whom have been taught how to properly prepare the products they help to manufacture. The event was one of the largest and most enjoyable ever sponsored by the firm in the series of annual banquets so far held.

Macaroni made of genuine hard wheat rich in protein is an excellent substitute for meat. In these "lean days" when meat is so expensive the family can have macaroni served a few times a week. Served with a sauce or fixed in one of the many novel ways now known to the housewife, macaroni makes a very delicious as well as nutritious main dish. Of course meat should not be entirely eliminated from the diet as there are specific elements in meat which help prevent certain diseases caused by an unbalanced diet.

### Digestion Is Rapid

The digestion of macaroni is rather rapid and less than 11% of a good grade of macaroni is lost in the processes of digestion and assimilation. It has practically no byproducts which are injurious to the system. It does not cause putrefaction in the intestinal tracts.

Due to the widespread tendencies to cheapen macaroni products, it is necessary that one use care when purchasing this valuable food product. One must be assured the macaroni is worth the price paid for it, and that it is really macaroni.

A product is no better than the integrity and honesty of the manufacturer. It is the duty of every manufacturer to set a definite standard to his product and to insist that this standard be maintained consistently, even though his competitors cheapen their product and appear to be making a larger profit with the adulterated product. The public deserves to be given the best quality it will pay for the best.

### Stocks of Wheat October 1, 1935

Stocks of wheat in interior mills, elevators and warehouses are estimated to have been 103,382,000 bus. on Oct. 1, 1935 and 115,819,000 bus. on Oct. 1, 1934. As compared with a year ago stocks in this position are generally greater in the eastern states and in the northern corn belt, but are smaller in the Pacific northwest and in the southern great plains.

These estimates are based on reports from about 5000 interior mills, elevators and warehouses. Since this is the first year in which such an inquiry has been made as of Oct. 1, 1934 holdings as a basis for the 1934 estimate.

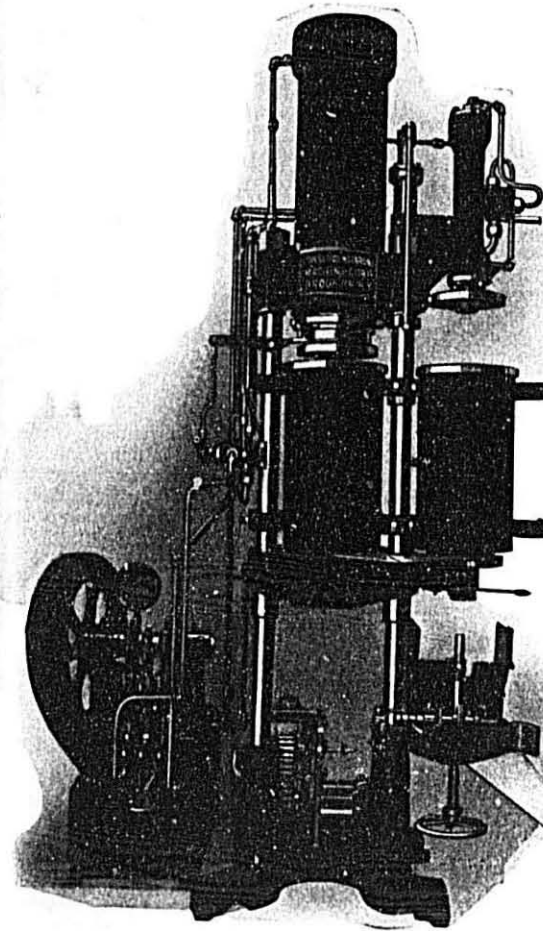
A good habit—retire with thoughts that inspire getting up with new hope.

November 15, 1935

THE MACARONI JOURNAL

13

## Consolidated Macaroni Machine Corporation Designers and Builders of High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE 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



# Noodles

By Mack SpagNoodle

## Two Sides of Street

Not many years ago I saw two young men start in business in the same line in the same city. Both had plenty of friends. Both were public spirited and always ready to help on community activities. They had had similar experience in the line and had about the same amount of capital.

One was on the wrong side of the street, the other right in the middle of the best retail business block of the city. The one on the wrong side of the street has succeeded, the other has failed. The failure is laying his troubles to the business depression. The success is too busy to wonder about why he is succeeding.

The man who failed got off to a good start. He had a good stock and his friends flocked to him. But he wasted too much time between customers. You never saw him in his spare time working diligently at stock arrangement or display, at advertising plans, at writing letters to stimulate trade. He was always waiting. He might sit on the front steps or look out the front window or visit with friends back somewhere

out of sight, but when there were no customers in the store nothing worthwhile was being done.

The other was busy every minute at something connected with display, advertising, stock arrangement or business getting plans. His store was on the wrong side of the street, away from most of the travel. He knew he had to do things to bring business to him. He got the habit right at the beginning of going after business and he kept it up when business in general grew slack. It was harder for him to succeed, but difficulties did not stop him.

"If there is anything about retailing that makes me feel sad," said a traveling salesman the other day, "it is to see a store empty of customers and the boss idly looking out of the window, watching people going into his competitor's store across the street." It is true, too. It makes one feel sorry to think of a man whose business is a failure when it need not be so.

Every day we see some merchant making a failure of a store that would be made successful by someone else. Lo-



cation, business conditions, competition; all those and other things influence business. Some influence it greatly. But some men succeed anyway. Failure may be in the interfering conditions, but success is in the man himself.

## That Troublesome Wage Problem

Because of unfilled political promises or for other reasons real or fancied, macaroni plant employes in some section of the country have become quite restless even unreasonable in the matter of wages demanded. There are cases where the attitude of the employer has served more to agitate than to placate the workers.

News from Cleveland, O. reports the granting of a voluntary increase of 5c per hour to about 60 workers in 10 plants of that city. Under the new wages arrangement the minimum wages will be 50c an hour.

From a nearby city comes word of striking and picketing. Girls joined some of the men in a walkout because the plant owner would not recognize their claim for better wages. They complain that the highest wages paid in the plant referred to were \$8 a week and that it required 47 working hours to earn that small weekly stipend. The girls had other minor complaints against the owner.

If the minimum wage of 50c an hour applies to wages of the girls employed in

the Cleveland factories, a point on which the message is not clear, the gap between that scale and the maximum of 17c an hour in the plant in the nearby city where there is striking and picketing, is extreme to say the least.

More uniform wage scales will be better for manufacturers all around from a competitive viewpoint. Too low a wage will reflect to the discredit of the employer and too high a wage scale will be an indirect cause of general labor troubles. A reasonable wage for an honest day's work is a situation found in every plant of profitable operation.

## A 600 Pounder's Meal

What does a Mammoth eat? What does a mammoth man need to satisfy his bodily needs?

Let Joseph Raggio, the 600 lb. Philadelphian, answer the perplexing question. Here's his daily ration:

- 12 lbs. of spaghetti
- 3 loaves of bread
- 3 lbs. of frankfurters
- 3 quarts of ice cream
- 5 dozen eggs
- 2 gallons of coffee

Since spaghetti is his prime favorite never refusing a most liberal helping of

this nutritious wheat food with plenty of piquant sauce, friends have estimated that he consumes annually nearly two tons of spaghetti.

## SALUTES TO THE FLAG

During the ceremony of hoisting or lowering the flag or when the flag is passing in a parade or in a review, all persons present should face the flag, stand at attention and salute. Those present in uniform should give the right hand salute. When not in uniform men should remove the headdress with the right hand and hold it at the left shoulder. Women should salute by placing the right hand over the heart. The salute to the flag in the moving column is made at the moment the flag passes.

When the national anthem is played those present in uniform should salute at the first note of the anthem, retaining this position until the last note of the anthem. When not in uniform men should remove the headdress and hold it as in the salute to the flag. Women should give the salute to the flag. When there is no flag displayed all should face toward the music.

A friend in need is the one you dodge.

November 15, 1935

THE MACARONI JOURNAL

15

## "Vegeeroni" Macaroni

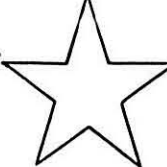
From California whence appear many new ideas and some of the world's most delicious fruits, there has recently come trickling an announcement of a "new food" called "Vegeeroni." From its description in the press, it is recognized as very similar to the "vegetized" macaroni that was so greatly and unsuccessfully publicized a decade or less ago.

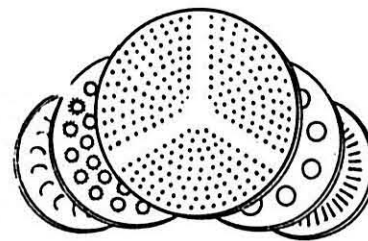
If you are ill or hearty, fat or thin, anemic or robust, rich or poor, this "new food" will be just what you need for what ails you.

Listen to this announcement:

"Mr. Macaroni Manufacturer! Mrs. Housewife! Meet 'Vegeeroni.' Just in case you do not know what 'Vegeeroni' is or you would like to know more about this new friend of the hungry, you will be interested in the simple fact that 'Vegeeroni' is pure, nourishing macaroni combined with ten (10) wholesome vegetables, balanced and blended for flavor and nutrition. You will probably like to know, further, that the macaroni in 'Vegeeroni' is made of unbleached wheat flour, rich in gluten, high in protein. It is easily assimilated and energy producing. And Sisters of the Unwielding Girth—or Hubbies with the midrif corporation—listen to this—'Vegeeroni' is non-fattening."

"Vegetized" macaroni is nothing new. The Italians have produced it in some form or other for many years. There is no denying the fact that the combination of good vegetables with good grain foods has many advantages and that thousands will learn to use and to like the combination. Macaroni manufacturers who experimented with the "new food" in the early stages found that it had some disadvantages which the new processors may have found a way to avoid.

FOR  
QUALITY  SERVICE



GIVE US A TRIAL  
FOR

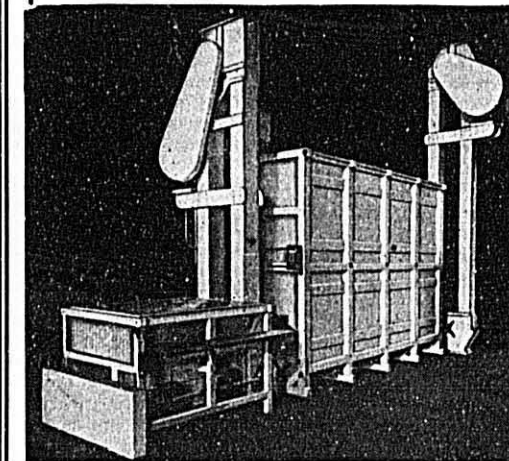
Steady, Dependable Production of Uniform High Quality Products is the Most Important Quality to be looked for in a Die.

AND  
Though Our Salestalk May Fail to Convince You Our Dies Will Not.



THE STAR  
MACARONI DIES MFG. CO.  
57 Grand St. - - New York, N. Y.

## Choose Champion Flour Handling Outfits



Bring your plant up-to-date, and your costs down to rock-bottom by modernizing your plant with Champion equipment. With Champion Flour Handling Outfits, you can automatically sift and blend the flour, insuring clean, uniform products that command the best prices. Clean flour also eliminates scorching the dies with less maintenance expense.

Champion Mixers, Weighing Hoppers, Water Weighing Scales—all automatic and accurate—save time and produce finer quality products without waste of ingredients. Scores of macaroni and noodle manufacturers are profiting by the efficiency of Champion machinery. Investigate the big values and low prices of Champion equipment . . . mail the coupon.

### 100% Satisfactory

"Concerning the machinery purchased from you, up to the present time we have never had any trouble with the machinery, and it has proven entirely satisfactory."

G. D'AMICO MACARONI CO., INC.  
Steger, Illinois.

NOTE: This customer has installed several Champion Flour Handling Outfits and Champion Mixers, and his experience shows the fine satisfaction you can expect.

## Champion Machinery Co.

JOLIET ILLINOIS

Eastern Distributors:  
JABURG BROS., INC.  
Hudson & Leonard Streets, New York City

### Champion Machinery Co., Joliet, Ill.

Please send me full particulars, prices and terms on your Flour Handling Equipment.

NAME .....  
ADDRESS .....  
CITY..... STATE.....

# Macaroni Code Authority's Final Financial Report

Though the activities of the Macaroni Code Authority ceased with the Supreme Court's decision last May declaring the National Recovery Act unconstitutional, its members and active officers have been very busy ever since winding up the financial affairs of that body.

With the approval of the Code Authority, Chairman C. G. Hoskins recently instructed Wolf & Company, official accountants in charge of the finances of the Code Authority to prepare a final official report of every financial transaction during the period for which the Macaroni Code Authority operated under the NRA.

Excepting a long, detailed report of the income and expense of the twelve regions, the report of Wolf & Company is submitted herewith, as the final report of the Macaroni Code Authority to the Members of the Industry.

## Auditor's Final Report

Pursuant to engagement, we have audited the books of account of the Macaroni Code Authority, Chicago, Illinois, at the close of each month since the inception of the organization on February 1, 1934, and present herewith the final report of the activities of the Macaroni Code Authority covering the period of operations from February 1, 1934 to October 31, 1935.

**Organization.** The Code of Fair Competition for the Macaroni Industry was approved on January 29, 1934. The Macaroni Code Authority came into official existence on February 8, 1934 in accordance with the Code. To assist in the functioning of code activities, the Macaroni Code Authority came into official existence on February 8, 1934 in accordance with the code. To assist in the functioning of code activities, divided the country into twelve regions, each of which was organized for carrying out the interests of the industry under the code.

Under date of May 27, 1935, the Supreme Court ruled NRA unconstitutional, which automatically abolished all code authorities. In submission to this ruling, the Macaroni Code Authority terminated all expenses, wherever possible, immediately. All salaries, except some small clerical salaries, were stopped on June 30, 1935. Since that date, the Macaroni Code Authority has operated only in order to complete the closing of accounts, such as disposition of petty cash balances in regional offices, paying accounts payable and other routine matters.

**Cash.** The bank account was as follows:

The First National Bank of Chicago, Illinois.....	\$230.72
Outstanding checks .....	68.30
Balance per Books of Account.....	\$162.42

The bank account was reconciled and verified by receiving direct the statement of the bank as of October 31, 1935.

The record of cash receipts was verified in detail. The basis of assessment is 5c per barrel of semolina, farina and/or flour used in production, and payable monthly. Because of the confidential nature of the production of members of the industry, the Macaroni Code Authority engaged us to receive the production reports as submitted by the members, which were to be accompanied by remittances at the rate per barrel specified. All funds so received were to be segregated to regions and deposited by us in The First National Bank of Chicago to the credit of the Macaroni Code Authority without disclosing the amount paid by the individual members. We certify that all assessments received by us, together with miscellaneous receipts for bulletin binders and return of unused traveling and regional petty cash funds, etc. have been deposited in The First National Bank of Chicago to the credit of the Macaroni Code Authority. The funds deposited were reported in total by regions to the Secretary-Treasurer of the Macaroni Code Authority, accompanied by receipted duplicate deposit tickets. The entry of the funds deposited in the

books of account of the Macaroni Code Authority were verified by us at the close of each month.

The bank statements, together with all cancelled checks returned by the bank each month for the period from February 1, 1934 to October 31, 1935, were received directly by us. We inspected all cancelled checks returned with the bank statements, scrutinized the signatures and endorsements, and reconciled the bank statements with the books of account each month during the period indicated above.

All recorded disbursements were made by check through the office of the Secretary-Treasurer of the Macaroni Code Authority, bearing the signatures of the Chairman and the Secretary-Treasurer.

We made tests of the disbursements as authorized by the regional and national offices, as well as the distribution of the expenses, and no exceptions were noted.

**Notes Receivable for Unpaid Assessments.** During April and May, 1935, notes were received from members of the industry in payment of assessments to the extent of \$2,671.89. To date there has been collected and taken into income, \$773.00 of these notes. The balance of \$1,898.89 is very doubtful of collection and is offset by a like amount, which has not been taken into income.

**Preliminary Code Expense.** The Code of Fair Competition for the Macaroni Industry was sponsored by the National Macaroni Manufacturers' Association. Late in 1933 the funds of the association were exhausted, and, in order to continue the pre-code activities, it was necessary to secure additional funds. At a meeting in Washington, D. C. in October, 1933 at the time of the final hearing for the proposed code for the industry, the situation was presented to the members of the National Macaroni Manufacturers' Association. The officers of the association proposed that the members of the industry loan funds to the association to carry on the pre-code activities with the understanding that the amounts loaned would be assumed by the code authority and that the members would be allowed to apply against their assessments, after approval of their code, the amount they had loaned to the Association. Various members loaned funds to the association, amounting to \$8,750.00. Before the code was approved, funds again were practically exhausted. The members of the industry were asked to pay their dues to the association for 1934 with the understanding that the dues would be applied against assessments after approval of the code. Dues to the extent of \$3,412.50 were paid by members of the industry and \$950.00 by associate members.

The budget as approved by the National Recovery Administration provided for a voluntary assessment of 1c per barrel from February 1, 1934 to May 31, 1934, to be used to defray pre-code and non-recurring expenses.

The liabilities assumed by the Macaroni Code Authority from the National Macaroni Manufacturers' Association in connection with pre-code activities, and the accounting therefor, is set forth below:

### Liabilities Assumed:

Loans Payable to Various Members.....	\$8,750.00
Regular Members—Dues Refundable.....	3,412.50
Associate Members—Dues Refundable to N.M.M.A. ....	950.00
Miscellaneous Accounts Payable.....	269.90
Less:	
Petty Cash at Washington Office.....	400.00
Furniture Purchased prior to Feb. 1, 1934 .....	1,138.18
	1,538.18
Preliminary Code Expense.....	\$11,844.22
Less: Cancellation of Dues Refundable Oct. 31, 1935 .....	950.00
	\$10,894.22

November 15, 1935

Amount disbursed by the National Macaroni Manufacturers' Association for expenses subsequent to February 1, 1934 and prior to the date of physically opening the books of account of the Macaroni Code Authority and not detailed on the records of the Macaroni Code Authority.....

\$ 3,879.10	
Preliminary Code Expenses as defined by the National Recovery Administration.....	7,015.12
Add: Furniture purchased prior to February 1, 1934 and taken over as an asset by the Macaroni Code Authority .....	1,138.18

Total Preliminary Code Expenses as Defined by the National Recovery Administration .....

\$ 8,153.30
-------------

Voluntary assessments, as defined in the approved budget, amounting to \$8,426.48 had been collected to October 31, 1935 to apply against this expense.

Liabilities of \$13,382.40 were entered on the books of account of the Macaroni Code Authority. At October 31, 1935, these liabilities had been paid with the exception of \$950.00 of Regular Members-Dues Refundable commented on elsewhere in this report. As the members, who loaned the funds, paid their assessments, a portion was refunded to them to apply against their loans. Through this method, the \$10,894.22 shown in the income and expense statement for preliminary code expense, which was originally set up by normal entry, has indirectly become a disbursement. FURNITURE: Purchases of furniture have been made as follows:

National Office (Chicago) .....	\$1,727.71
National Office (Washington, D. C.).....	44.00
Regional Offices .....	408.90
	\$2,180.61

The purchases made by the regional offices have been charged to regional expenses. The purchases made for Washington, D. C. office have been charged to Washington office miscellaneous expenses. The purchases made by the national office at Chicago have been disposed of as follows: The Macaroni Code Authority transferred title in this furniture to G. G. Hoskins in payment of his salary of \$625.00 for the last half of June, 1935. The balance, or \$1,102.71, has been charged as depreciation on these assets and shown in the income and expense statement. Since the furniture would be considered as "used" by a prospective buyer, it is doubtful if a recovery greater than that shown could have been made in any other manner.

**Final Disposition:** A proposal was made and approved by the Macaroni Code Authority that all assets at October 31, 1935 be transferred to the National Macaroni Manufacturers' Association in consideration of the National Macaroni Manufacturers' Association's assuming the unpaid liability of dues refundable of \$950.00, which existed at October 31, 1935. An entry was made as of October 31, 1935 eliminating this liability and reducing preliminary code expenses, which was the source of this liability. The transfer of the bank account and notes receivable had not taken place at the date of this report.

### BALANCE SHEET

October 31, 1935

<b>Assets</b>	
The First National Bank of Chicago.....	\$ 162.42
Notes Receivable for Unpaid Assessments.....	1,898.89
	\$2,061.31
<b>Liabilities</b>	
Deferred Income (Notes Receivable Uncollected).....	\$1,898.89
Excess of Income over Expenses for Period from Inception February 1, 1934 to October 31, 1935.....	162.42
	\$2,061.31

### RECONCILIATION OF CASH RECEIPTS AND DISBURSEMENTS WITH INCOME AND EXPENSE STATEMENT FOR PERIOD FROM INCEPTION FEBRUARY 1, 1934 TO OCTOBER 31, 1935.

Receipts for Period from Inception February 1, 1934 to October 31, 1935 .....

\$131,447.96	
Disbursements for the Regions	
For Expenses .....	\$44,731.97
For Furniture .....	408.90
Prorated Charged to Regions for National Expense .....	79,063.10
	124,203.97

Balance of Regional Income.....

*\$ 7,234.99
--------------

Total National Income

For Expenses .....	\$84,372.96
Furniture, National Office .....	1,102.71
Furniture, Washington Office .....	44.00
For Salary to G. G. Hoskins for last half of June, 1935 paid by transfer of Title to Furniture at National Office .....	625.00
	\$86,144.67

Less: Amount charged as Preliminary Code Expenses (Not a Cash Transaction) .....

10,894.22	\$ 75,250.45
-----------	--------------

Add: Cash Transactions:

Disbursements for Payment of Liabilities assumed in connection with Preliminary Code Expenses—  
Loans Payable Assumed .....

\$ 8,750.00
-------------

Balance Oct. 31, 1935 .....

\$ 8,750.00
-------------

Amount Refunded Dues Refundable Assumed .....

\$2,462.50
------------

Balance Oct. 31, 1935 .....

2,462.50
----------

Accounts payable to N. M. M. A. for Preliminary Code Expenses .....

269.90
--------

Associate Members' Dues Refundable to N. M. M. A.....

950.00
--------

Less:

Furniture received from N. M. M. A. in connection with these Liabilities .....

\$1,138.18
------------

Cash on Hand at Washington Office .....

400.00
--------

1,538.18

\$ 10,894.22
--------------

Total Disbursement for National Expenses.....

86,144.67
-----------

Amount Prorated from Regions for National Expense .....

79,063.10
-----------

Excess National Expenses over funds prorated.\*\*\$

7,081.57
----------

Cash Balances:

The First National Bank of Chi-

Chicago .....\$ 162.42  
 Add: Excess of prorated Disburse-  
 ments over Funds prorated.....\*7,081.57  
 Balance per Regional Proration.....\*\$ 7,243.99

**Code Chairman's Recommendations**

Desirous of giving all code activities the widest possible publicity, particularly as they refer to income and expenditures, Chairman G. G. Hoskins of the now defunct Macaroni Code Authority, suggests,—practically demands that as part of the final resumé of that body's financial affairs, his letter to the Secretary of the National Macaroni Manufacturers Association be published in full in connection with said final report. The letter:

Chicago, Ill., Nov. 12, 1935.

Mr. M. J. Donna, Secretary-treasurer  
 National Macaroni Manufacturers Association,  
 Braidwood, Illinois

Dear Mr. Donna:

A majority of the Code Authority for the Macaroni Industry has, by resolution, authorized a transfer of all assets of the Macaroni Code Authority to the National Macaroni Manufacturers Association, and by virtue of the authority given me in that resolution, I hereby transfer to you, as Treasurer of the National Macaroni Manufacturers Association, all the assets of the Macaroni Code Authority as represented by the attached financial report. A check for the bank balance has already been mailed to you.

The delay in the final liquidation of the finances of the Code Authority was due to inability to get a report on a few small outstanding accounts. The total expenses incurred by the Code Authority since June 30, 1935, are less than One Hundred Dollars to October 31, 1935. All bills are paid.

We wish to call your attention to the following comparison between the budget authorized by the

National Recovery Administration and the actual expense:

	Budget	Expenses
Executive Office Expenses..\$	56,610.00	\$ 46,736.53
Laboratory & Office—		
Washington .....	17,255.00	12,488.81
Code Authority Members' Expense .....	11,900.00	4,609.68
Miscellaneous .....	16,575.00	10,312.72
Regional Expenses .....	68,000.00	45,140.87
Office Furniture & Fixtures .....	1,700.00	1,102.71
Preliminary Code Expense .....		11,844.22
<b>TOTAL .....</b>	<b>\$172,040.00</b>	<b>\$132,235.54</b>

The details of the Budget were mailed to every member of the Industry on July 19, 1934 and the details of the expenditures will be available to them through the pages of the Macaroni Journal to the extent to which you decide to print those details, and if all matters are not perfectly clear, I will be glad to answer any questions.

With this final accounting and the final transfer of funds, we will have fulfilled the obligations of the Macaroni Code Authority to the members of the Industry, and I wish to take this opportunity to express my most sincere thanks to you for the way in which you cooperated with the Code Authority at all times. Your knowledge of the Industry and the fine spirit you showed during a most trying period will always be one of my pleasant memories.

It is my hope that the National Macaroni Manufacturers Association can be strengthened and that under your wise supervision, it will remain as it has been in the past, the one permanently steady influence in the Macaroni Industry.

Very truly yours,  
 (Signed) G. G. HOSKINS.

GGH:FS.

**Meatless Meals**

Macaroni products in one of their many forms are highly recommended by Bamford Stanley, eminent food and health authority in an article in a recent issue of *New Health*, London, England. This food is recommended because it supplies needed body building materials, provides energy and is the chief source of heat. The article, in part, reads:

"Many parents would no doubt give meatless meals to their children if they knew what to provide. These meals are easy to prepare, and certainly secure an immunity from the usual childhood complaints. From infancy to adolescence a child's body undergoes rapid changes. It is only right that we should aid Mother Nature in her work as much as possible with natural foods. The growth of a child is largely governed by the action of the endocrine glands. The efficiency of these glands depends to a great extent upon the presence of iodine in the blood. Natural foods maintain the supply of this iodine, while flesh foods on the other hand absorb it.

"The foods that help Nature most while a child is growing are milk, fruit and fruit juices, cereals and cereal products, nuts, oils and fats, vegetables,

cheese and eggs in their order of merit. In a child the organs of digestion and assimilation have not developed their full powers. Meals should therefore be simple in variety and carefully combined. The needs of a child's body are, mainly, body-building material, energy producers, heat producers, and regulators.

"Foods that supply building material are milk, cream, cottage cheese, nuts, beans, peas, lentils, whole-grain cereals, whole meal bread, macaroni, etc.

"All cereals, breads, breakfast foods, honey, sugar, ripe fruits, prunes, raisins, figs, dates and vegetables provide energy.

Nuts, olives, milk, cream, butter, cheese, milk and vegetable oils and fats are the chief sources of heat.

"Fruits and vegetables supply the liquids; bran, whole grain cereals and their products, and salads supply the roughage that regulates the body.

"Each meal should be carefully balanced to include some of each of these four groups of foods. Within reason a child can be allowed to choose its own food, as it has instinctive powers of its own and is often better able to determine its body's needs than the indulgent parent. A meatless diet tends to amplify this instinct, and although it sometimes appears uncanny,

a normal child's instinct can be relied on."

A popular recipe that fits in nicely with Mr. Stanley's recommended meatless meals for children is a "Macaroni Loaf" that is most appetizing and craved for by the youngsters. It follows:

**Macaroni Loaf**  
 (Meat Substitute Recipe)

- 1 cup macaroni
- 1 1/2 cups milk
- 1 cup bread crumbs
- 1/2 cup butter
- 2 pimentos
- 1 tbsp. chopped parsley
- 2 tbsp. chopped onion
- 1 tsp. salt
- 1 cup grated cheese
- 3 eggs
- 2 green peppers
- Add 4 tps. salt to 2 qts. water when boiling rapidly add macaroni (in bowl); boil until tender. Drain. Prepare sauce as follows:—Pour milk over bread crumbs, add melted butter (or substitute), pimento or red paprika (chopped fine), green peppers (chopped fine), grated cheese and seasoning. Lastly add well-beaten eggs. Pour over macaroni. Place in well-greased baking dish and set dish in pan of boiling water. Bake 40 mins. in moderate oven.

**IS ALL BUSINESS MISERABLE?**

If it is still true that "Misery Loves Company" as the old saying puts it, here seems to be enough misery in the business world to make it universally companionable.

Macaroni-noodle manufacturers are all confronted by conditions, some of their own making, that make individual producers most miserable, but if there is any consolation in knowing that other food producers are in the same or worse plight, they should read with interest the editorial comments in the recent issue of *The Modern Miller* on conditions in the bakery trade that make "Bakers Squirm." It should be read with the thought in mind that there is no similar unfavorable reaction to increases in macaroni prices as there is reported to be in bread price increases.

**Bakers Squirm**

The baking industry in several important respects is the most peculiarly situated and conducted of any industry existence.

First, it is the one important industry which is handicapped in a thoroughly substantial manner in making advances in bread prices, when prices of bread ingredients skyrocket. There is a point in bakery production where the cost of flour, lard, sugar, sacks and other ingredients increases to the point where the current bread price means a loss to the baker—but the baker finds the most difficult obstacles to overcome before he can add a half cent to the price of the loaf. In the meantime he squirms for remedies, reduced the weight of the loaf, cut down on quality, bought on credit, quarreled about prices paid for the several ingredients, and finally put up the price of this loaf and caught hell from the public.

**Macaroni Interview**

Consumer education in the qualities that constitute the best grades of macaroni products and how housewives can determine when they are getting quality products when buying those products, is an industry that can be carried on individually as well as collectively with good results to one's particular brand or to the industry generally. Many manufacturers recognize the value of such publicity and do not overlook any opportunity to teach and preach macaroni quality.

An example of good work well done, as reported in an interview with Joseph Bennard, director of sales for the Portland, Oregon, Macaroni company, Portland, Oregon, by a reporter from the *Oregon Trade News* of that city. It is an excellent lead for others, which if conscientiously followed would go far in educating purchasers of better grades of macaroni.

Second, when bakers advance the price of bread, they are immediately the target for "Congressional investigation." A thousand manufactured products may be advanced in price without protest from the consumer, or a remote thought of "official investigation," but a bread price increase makes the front page of the papers throughout the length and breadth of the land; the baker is a robber, but the man who gets more for his milk, poultry, fruit, honey, beans, watches, clothes, iron, lumber and a thousand others finds sympathetic thoughts from the public, or is just a good business man who adjusts costs and selling prices.

Why is this? That it is true, has had literally a million demonstrations since the time of Solomon. In this respect the baking industry has no commercial similarity with any other industry.

Third, the baking industry is the only one where the masses will not recognize quality. In some sections the quality loaf, with quality ingredients, can be sold at higher prices, but this is group appreciation, rather than mass appreciation. The masses will give preference to the cheaper loaf; the masses will protest against an increase in the price of the loaf; the masses will squawk because the "bakers will not make good bread."

We are discussing this subject because bakers in many sections are writhing now because of no-profit operations. They are squirming for a remedy. The prices of ingredients, plus a multiplicity of processing taxes, plus higher labor costs, does not, in the mind of the masses, or the official mind, justify higher bread prices. No such circumstances ever meet the approval of the masses.

Reporter: "Having recently heard that were the products of your plant placed end to end your yearly production would encircle the globe many times, we are interested in knowing the 'Whys' and the 'Wherefores' of the various kinds and grades of your macaroni products. How do you account for the demand of your type of product?"

Mr. Bennard: "Because the modern housewife, we have found, has become quite scientific in the study of economical foods to serve in every day meals. She has found that grade 'A' Durum Semolina products represent one of the highest food values that she can obtain."

Reporter: "Just what do you mean by durum semolina?"

Mr. Bennard: "It is a rather technical term, but it's really worth knowing. You see, durum is a particular type of wheat which is grown in the Dakotas and nearby states where the climatic and geographic conditions are the same as

those of Russia where durum wheat was originally grown. Semolina is the very heart of this wheat, which contains an extremely high percentage of protein and gluten and a small percentage of ash and starch."

Reporter: "Does that mean more nutrition and muscle building value?"

Mr. Bennard: "Exactly, and in addition it means these products are more easily and quickly digested and turned into nourishment by children as well as grownups."

Reporter: "How can you tell whether or not a macaroni or spaghetti product has this ingredient?"

Mr. Bennard: "The label, of course, is your guide. That is, if one knows how to read it. Many packages carry the term 'pure semolina' or '100% pure semolina.' To be sure that you receive the finest macaroni and similar products, insist that they be made of '100% A-1 Durum Semolina' and carry that description on the label."

Reporter: "One last question—What does 'A-1' mean in macaroni?"

Mr. Bennard: "'A-1 Durum Semolina,' just as grade A butter or milk means the highest quality or conforming to the highest qualities. It means that a product containing 100% A-1 Durum Semolina is the highest in protein, in gluten, and contains no flour."

**Macaroni's Opportunity**

Here is what a business observer in Philadelphia, Pa. thinks of the opportunity for trade improvement that presents itself in the markets under his observation:

"I note that bread in our city has jumped its price.

"Housewives apparently do not like this as evidenced by several demonstrations staged in opposition to a raise in the price of this staple product.

"In my opinion there was never a time when macaroni, rice or potatoes had a better chance to get in some real punches, not at the expense of bread or any other competitive food, but for the good reason that consumers crave variety. I hope that the macaroni manufacturers are beginning to realize the wonderful opportunity that is presenting itself for gaining their rightful place at the American food table. Macaroni products are one of the best grain foods available and are cheap even at the highest price that could be asked for it. However the matter foremost in my mind in studying the present situation is not the price of macaroni but the creation of a greater and wider demand for it through proper education of the consumer to its real food value. That step must be taken some day. Why delay when conditions are so nearly perfect?"

Most thinking that it can't be done is a subterfuge by which we get out of trying to do it.

Quite consistently the man who is the most industrious has the most luck.

# Secrets of Successful Trade Marking

## Full Protection Sought for Double Meaning Trade Marks

By WALDON FAWCETT  
Written Expressly for  
the Macaroni Journal

★

Up to date our present Congress hasn't done much to make trademarking easier and safer for the macaroni group or any other line. But maybe the national legislature will redeem itself at its next sitting. Because it is to have one grand opportunity. An effort, under influential auspices is to be made to persuade Congress to enact at the session starting in January, a law that will vindicate the who-saw-it-first principle in trademarking.

What, in technical language, is to be attempted is securance of even impartial official recognition for the nicknames or trade terms which have acquired what is known as "secondary meaning." The project is well backed. No less authoritative a "steering committee" than the trade mark experts of the American Bar association have planned the drive for this liberalizing project; and executives of leading trade associations are being asked to do the lobbying,—to give that word its most polite meaning.

A new deal for trade marks derived from "secondary meaning" is not merely a long-felt want among macaroni-noodle branders. More to the point the present status of double meaning trade names is the one worst example of inequality and injustice to our present trade mark system. Under the nation's basic trademark law (the act of 1905) full fledged registration may be obtained for a word, name or phrase that won secondary meaning by exclusive use by one party from the year 1895 or earlier. But registration on this count is denied the branders who appeared on the scene too late to get under the shelter of the Ten Year Clause,—as the instrument of special privilege is dubbed.

Just what is "secondary meaning" anyway? Since favorites are being played it is just as well to find a definition for the odds which are being given. "Secondary meaning," in respect to a word or combination of words is a characterization to distinguish special, artificial meaning from "primary" meaning. Primary is the obvious, everyday meaning of a word or name that is found in the dictionary and that comes to the mind of the average layman instinctively when he sees a given bit of standard language. Based on that familiar, conventional meaning a time-tried word or name is common property for the free use of all comers.

But it is possible to create and compound "secondary meaning" in almost any unit of the English tongue. Provided the early bird grabs off his worm early enough and can keep it strictly to himself. Secondary meaning is acquired

by taking a fancied figure of speech and putting it to the uses of a commodity brand. That is to say making a trade mark of a word or name found in the open range. With this important requirement that secondary meaning is created only if and when a single user began his private use early enough and has continued it long enough and exclusively enough to give him a special claim on the erstwhile trade term as designating his particular product and only his.

Within limits the principle of secondary meaning, or first-come-first-served, has long been recognized in the domain of trademarking. The highest courts charged with administration of the common law of unfair competition have time and again recognized and protected the after-meaning or acquired meaning grafted through narrow use of a trade term. But no transformer of a descriptive or geographical word wants to face the prospect of continually going to law to have his hands upheld. And as has been explained, the trade mark registration system has not embraced the arrangements it should have for issuing passports upon a showing of use sufficient to overshadow the traditional meaning of a term by its acquired meaning.

What the American Bar association committee will next winter suggest to Congress, is the passage of an act or amendment which will replace the Ten-Year Proviso, which has been giving its blessing to a few oldtimers but denying it to the great mass of younger trade marks, built on secondary meaning. The program in effect, is to bring the secondary meaning concession down to date by taking in on even terms the firms that have started in business since 1895.

The language of the proposed addition to the Federal statutes would read as follows: "And provided further, that nothing herein shall prevent the registration of any mark used by the applicant or his predecessors, or by those from whom title to the mark is derived, in commerce with foreign nations or among the several States or with the Indian tribes which has acquired a secondary meaning distinguishing the applicant's goods."

Letting down the bars for official recognition of all trade marks dependent

upon secondary meaning would bring a loud hurrah from many branders who have been out in the cold with their supermeaning marks. But there is one point in the project that needs close attention on the part of all would be beneficiaries. As the American Bar association draft has it, the contemplated annex to the trade mark law would provide no what-when rule for "secondary meaning" but would put it up to each claimant to prove his case.

This question of how and when secondary meaning crowds out the primary meaning of a word or name has been a poser ever since secondary meaning came into the trade mark picture. The idea of a good many interested parties has been that a set term should be fixed as the basis of homesteading a trade name claim. The present law, in its limited recognition of secondary meaning call for 10 years exclusive use,—the said 10 years being the period from 1895 to 1905. Many brand-coveters have always insisted that 10 years monopoly was too much to demand. Some of these dissenters have even proposed that Congress fix two years as the period of probation. Another school of thought holds that five years sole use should be the test of a shift in meaning. Meanwhile some reformers would have the law read "substantially exclusive use." At which suggestion other folks have risen in the audience to protest that an loose qualification such as "substantially" will merely open the door to a plague of controversy as to what constitutes the necessary exclusive or near-exclusive use.

Now come the tactful strategists of the American Bar association and undertake to dodge all these pitfalls by the simple straightforward requirement of secondary meaning "acquired." That means that in the event of a dispute—and doubtless there would be some—the test of whether secondary meaning has been earned, or won, must rest with the courts. By the same sign, the law by broad declaration would place every claimant of secondary meaning on notice that he must be prepared to muster any time convincing evidence that he actually and in fact cultivated and created and maintained in his brand name the secondary meaning which makes it special and not an ordinary dictionary word.

To Edward S. Rogers, the able chairman of American Bar association committee on federal and state trademark legislation, belongs much of the credit for getting this secondary-meaning proposal out of the bog of cumbersome

November 15, 1935

THE MACARONI JOURNAL

21

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 MILL COMPANY

MINNEAPOLIS, MINNESOTA



language doubtful in its meaning. Mr. Rogers has sensed especially, the havoc wrought by the different conceptions of "secondary meaning" which have prevailed in various courts. He wants to call a spade a spade and make things easy for the brander by making it the rule that an applicant is entitled to register any mark "which in fact identifies his goods."

### Poultry-Egg Production Increasing

An increase in poultry and egg production next season is in prospect, says the Bureau of Agricultural Economics. The prediction is based on more plentiful feed and "more satisfactory" poultry prices now as compared with a year ago.

Last January there was 9% fewer layers on farms than a year earlier, but by Sept. 1 the discrepancy had been reduced to about 3%. The bureau believes producers will retain a larger than average proportion of the present hens and pullets for layers next season, although "the expected increase in layers this winter will be moderate."

With the more favorable situation this fall the increase from Sept. 1 to the end of the year is expected to be larger than average and the number of layers is expected by midwinter to show an increase over last winter.

Total egg production on Sept. 1 was about 4.4% more than on that date last year, but about 12% less than the September 5-year average. The decrease in layers this September compared with last was more than offset by increased egg production per hen.

### Schaefer Heads Distributors

The 8th annual convention of the National Food Distributors association, in Detroit, was the most successful yet held. The greatest number of exhibitors and the largest attendance were evidenced and all exhibitors did a very fine business, which shows that conditions are on the upward trend in the food industry.

George Schaefer of Cincinnati was re-elected president and Herbert Blauvelt of Brooklyn, Lew Eger of Sandusky, Ohio, Harry Carpel of Washington were re-elected vice presidents. Al Kirchhoff of Chicago was re-elected treasurer and E. J. Martin of Chicago secretary. John E. Cain of Cambridge was elected director to replace E. W. Rothenheim of Chicago and Henry Sable of Detroit replaces Henry Zwicky of Milwaukee. L. J. Schumaker of Philadelphia and Adam Muller of Lindenhurst, L. I., N. Y. were re-elected directors. Other directors whose terms have not yet expired are Harry Lee of Orange, N. J., A. V. Sadacca of Battle Creek, J. A. Kennelly of Chicago, Dave Berdy of New York and E. W. Stoker of Pittsburgh. Lynn Minter of New Orleans was elected special representative for the south. The next convention will be in Boston, Mass.

## Food and Grocery Industry Creates National Food and Grocery Conference Committee

In an effort to solve the many important problems arising out of the distribution of grocery products, and following considerable preliminary discussions between leaders of the great national trade associations, an informal conference was recently held at the Hotel New Yorker, New York city, to discuss this whole situation. Those attending on behalf of their respective associations were:

Chas. E. Smith and H. C. Peterson, National Association of Retail Grocers; Clarence Francis and Paul S. Willis, Associated Grocery Manufacturers of America, Inc.; F. H. Massmann and John A. Logan, Food and Grocery Chain Stores of America; J. Frank Grimes and Asa Strause, Voluntary Grocers Institute; Hector Lazo, National Retailer-Owned Wholesale Grocers; Arjay Davies and M. L. Toulme, National-American Wholesale Grocers Association.

After a thorough discussion of the various problems confronting the food and grocery industry involving the many current and proposed investigations, and pending and proposed legislation concerning quantity discounts, brokerage, cooperative advertising, below cost selling, price spreads, compulsory government grading, etc., the following resolutions were adopted by a unanimous vote of the delegates present:

In response to the widespread expression of desire in the food and grocery industry to establish principles of fair trade practices and in accordance with the authority vested in us by our respective trade associations, we hereby create a National Food and Grocery Conference Committee under the auspices of the duly recognized national trade associations for the discussion of matters of common interest and united action where consistent.

### Lightweight Durum Semolina

Every durum wheat crop presents problems of milling that require the studied attention of the millers of that grade of wheat. The 1935 crop is no exception. There is a good quantity of good No. 1 Amber Durum but a larger portion of just good or fair quality. However the 1935 crop, bolstered with some Canadian durum that will have to be imported during the crop year will be sufficient and of a relative high grade to take care of the needs of the macaroni manufacturers until the 1936 crop is harvested.

While the choice grades will continue to constitute the No. 1 semolina being offered the trade, good use will be made of the undersized, shriveled grades if the "special granular" referred to in the following article from the *Northwestern Miller* receives any favorable consumer reception among producers of medium grades of macaroni products:

In an effort to put on the market a grade of semolina that will run through

This Conference shall be composed of representatives appointed by the following national food and grocery trade associations: National Association of Retail Grocers, Associated Grocery Manufacturers of America, Food and Grocery Chain Stores of America, Voluntary Grocers Institute, National Retailer-Owned Wholesale Grocers, National-American Wholesale Grocers Association, and representatives of such additional national food and grocery trade associations as may from time to time be deemed advisable.

The following officers were elected: Chairman, Paul S. Willis (president, Associated Grocery Manufacturers of America); vice chairman, Charles E. Smith (vice president, National Association of Retail Grocers); secretary, M. L. Toulme (secretary, National-American Wholesale Grocers Association).

A special committee composed of Messrs. Lazo, Toulme, Logan was appointed to draft regulations for the Conference Committee procedure.

This committee met in Chicago on October 28, 1935 with Paul S. Willis presiding. Rules and regulations to guide its activities were unanimously adopted. As its prime objectives the committee voted the following:

- 1.—To act as a clearing house for the industry as a whole on general industry problems.
- 2.—To segregate recognized trade evils, define them and establish recommendations to control those evils.

The next meeting of the Conference Committee will be held Nov. 18, 1935 in New York.

the year, the local (Buffalo, N. Y.) mill have been offering recently "special granular" at a price that places it between durum fancy patent and macaroni flour. This grade makes possible utilization in the best manner of the small and shriveled durum which is so prevalent this year. The product is somewhat coarse and specky. It is made from lightweight wheat running 54@56 lbs. and it takes on an average of 6 lbs. of wheat to make one barrel of flour.

The consuming trade has not yet expressed itself one way or the other on the new grade. Some of the mills, apparently, found that it either was not profitable or practical to grind it. Two of them stopped after a short grain and returned exclusively to the other grades.

Capital enables a man to employ his help, or by lending, it enables another person to employ more help.

With some people you spend an amount, with others you invest it.

## A Minimum Standard of Color for Semolina

To properly and fully protect the manufacturer of quality macaroni products from the unfair competition offered by the users of low grade raw materials, and for the better reason that a general improvement in the quality of American made macaroni will have a beneficial effect on the trade, a suggestion has been made that some sort of gentlemen's agreement be made between semolina millers and macaroni men to establish a minimum standard of color for semolina.

In a circular to the industry earlier this month, the Washington laboratory under the signature of Benjamin R. Jacobs, the Washington representative of the National Macaroni Manufacturers association asked the manufacturers to express their views on the suggestion with the thought of making the industry's desires on the subject known to the next meeting of the trade. With a good crop of durum assured to fill all manufacturing requirements and with a welcome improvement in general conditions throughout the country, the time appears opportune for banishment of the "low quality" competition.

Mr. Jacobs makes a valuable and timely suggestion, meriting the attention of every friend of the American industry and of every individual interested in offering to consumers the best quality possible under this year's durum wheat crop. If for any reason, they have overlooked their duty, it is suggested that they immediately write their views to help the organization determine the industry's attitude toward the proposed minimum color standard for semolina. The suggestion in part, is as follows:

The Washington Laboratory has examined a large number of samples of durum wheat farinaceous ingredients (semolinas and flours) made from the 1935 crop and has found all of these to be of very high quality and

particularly good color. The ash is comparatively higher than similar products from last year's crop, ranging about 0.15% more. This relatively higher ash is not in any way objectionable as the color is very bright and the gluten is relatively higher.

"It may be inferred from analyses already made of the 1935 durum wheat crop as a whole that it is very much better than last year's crop. It occurs to me that something might be done by the macaroni industry in cooperation with the durum millers to keep the color of macaroni products uniform. This may be accomplished by establishing a minimum standard of color for each grade of semolina and making this standard with the object in view of having the last of the crop yield approximately the same color macaroni products as does the first of the crop.

"The contrast in color between the last few cars of the 1934 crop and the first few cars of the 1935 crop of durum products is so great that in all probability many manufacturers found it necessary to explain to their customers the difference in color of macaroni sold under the same brand. By conserving some of the highly colored wheat and blending it with other durums which lack color a uniform product may be made which will meet all the legitimate demands of the trade.

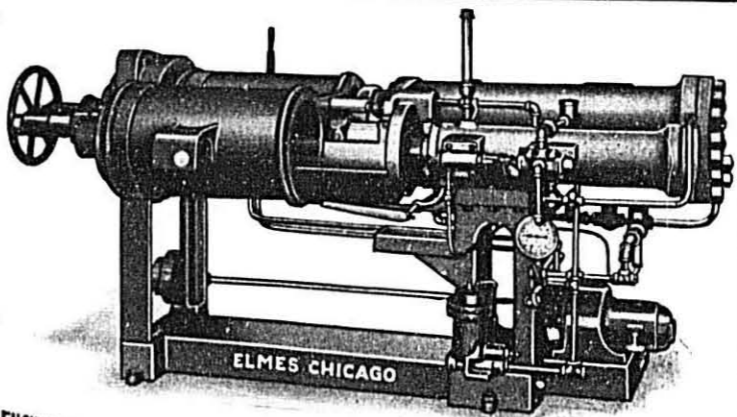
"If you feel that something can be done along these lines, please send me your suggestions so that they may be presented to the board of directors of the association for consideration at the next meeting.

"Contrasted with the above, a number of macaroni manufacturers are using flours of very inferior grade, some of them considerably below the minimum standard permitted under the Federal Food Law. As you know under the Federal Standards, flour is defined as a product containing not

more than 1.0% ash. This definition was established before durum wheat was raised in this country to any great extent and therefore, in establishing this maximum ash limit the ash content of durum products was not considered. However for some years past the U. S. Department of Agriculture has permitted the sale of durum flours containing up to 1.2% ash but now since this new crop shows higher ash the department feels that it cannot restrict the definition of flour to products containing only the above amount of ash and it is reluctant to take action on shipments of flours which show more than the above ash content. This leaves the matter entirely in the hands of the macaroni industry. Members of the industry should refuse to buy farinaceous ingredients which make such inferior macaroni products that they must be sold entirely on price and which because of their poor quality must necessarily reduce their consumption and it goes without saying that they are no credit to the industry.

"A recent swing around the east, visiting macaroni plants shows that they are all working full time and some are running overtime. The demand for macaroni products has materially increased in the past 30 days. Prices are still too low but there is no doubt that with increased demand better prices will prevail. There is no doubt that inferior quality of macaroni products is a great drawback in the price structure. If low grade macaroni could be eliminated from the market better prices and greater consumption would be stimulated. So I wish to repeat that macaroni manufacturers who buy low grade farinaceous ingredients and make inferior macaroni which is hardly fit for human consumption are doing neither themselves nor the industry any good. Although it may be helping them individually to increase their volume, it cannot help their profits."

**THE LATEST**  
SHORT CUT  
HIGH PRODUCTION UNIT  
**NEW**  
VARIABLE SPEED  
TRANSMISSIONS.  
STATIONERY DIES  
**EASILY ADJUSTED**  
TO PRODUCE ANY LENGTH OR  
FANCY CUT OF GOODS



THE CHARLES F. ELMES ENGINEERING WORKS  
1212 N. Morgan St., Chicago, Ill.  
SPECIAL MACHINERY  
HYDRAULIC MACHINERY  
SPECIAL MACHINERY

SHORT CUT PRESS MODEL No. 4102-A

## NOODLES, the Prize Winner

Various foods may have their popular seasons, but egg noodles are all-year-round favorites. This is proved with extreme regularity in practically every recipe contest whenever and wherever staged.

Egg noodles again came into their own when Prudence Penny, famed home economist expert of the *Chicago Herald and Examiner*, awarded first prize to a reader who contributed a most acceptable egg noodle recipe during a weekly contest. In commenting on the award and the merits of the recipe selected, this renowned food specialist said:

"The recipe selected for the first prize this week is one which should find a permanent place in the weekly menu of every homemaker since it offers an attractive way to serve not only the tender, digestible noodle which is always a favorite, but the thrifty will find it a splendid dish in which to utilize the leftover meats of any description, as well as small amounts of leftover vegetables.

"Since it is a splendid meat flavor

extender it will please the palate, at the same time being hearty, nourishing, yet not too heavy."

Here's the prize winning noodle recipe:

(Just why the contributor elected to give her noodle recipe such a queer name, is not explained. She calls it her "Johnny Macetta.")

### Ingredients:

1 pkg. medium cut noodles  
1 1/2 lbs. ground pork or chicken  
1 onion  
1 can tomato soup  
1 cup water  
Buttered bread crumbs  
Grated cheese

### Method:

Cook noodles in salted water. Brown meat and onion in butter, add the tomato soup and water to the meat; add noodles which have been drained. (Mushrooms may also be added if desired.)

Put in baking dish and cover with a generous amount of buttered bread crumbs and grated cheese. Bake in moderate oven for 25 minutes. Serves eight.

## A Strike That Failed

By ELTON J. BUCKLEY, Counselor-at-Law

I have written very little about troubles between labor unions and business men. Most phases of the subject are not of sufficiently general interest for these articles.

However, in the growth of the tendency among labor unions to fight merely for the recognition of the union, when there is no grievance whatever between employer and employee, the matter has assumed a status which may affect any man with employees at any time.

An instance of what I mean is supplied by a case that recently arose in New Jersey. It shows that a main cause of strikes today may be nothing but the recognition of the union, and that one may find his business subjected to a strike when the relations between himself and his employees are perfectly amicable and the employees are completely satisfied and have asked for nothing.

John Wasilewski was a retail merchant doing business in Elizabeth, N. J. He had several employees who were apparently contented with everything. All was serene with no hint of trouble or complaint.

Suddenly on May 25 last, without warning men began to walk up and down in front of the store bearing signs "This Shop Is on Strike." The sign bearers had never worked for Wasilewski and he did not know them, but later learned that they were representatives of the local union.

Customers who approached to buy goods were warned away by these picketers, and in a very little while the store lost a lot of business. Finally he asked the court to give him an injunction against the picketers and the court did it without hesitation. In this case at

least there was no judicial pussy-footing. This is the court's reasoning:

The answering affidavits on behalf of the defendant frankly state that the purpose of the so-called strike is to compel the complainant to adopt the "closed shop" and employ only union labor. The affidavit of William Lance, president of the defendant union, sets forth that complainant had in his employ for some three or four months various employees, some of which were members of the defendant union, and others non-members of the union; that a committee of the union "was appointed for the purpose of trying to induce the complainant to make his shop a union shop and employ only union help." The demand, according to the affidavit, was refused by complainant, and "thereupon the defendant union, at a regular meeting passed a resolution that lawful and peaceable picketing be established at the complainant's place of business to advise the public that the complainant's shop was not a union shop." The president of the union further says that "The strike was called on the afternoon of May 27, 1935, and \* \* \* until the papers in this cause were served a lawful and peaceable picketing was established in front of the complainant's place of business."

No useful purpose would here be served in commenting further upon the proof before me, since it is charged and admitted that the so-called strike has for its purpose to force the complainant to adopt the so-called "closed shop." That purpose has been repeatedly denounced as unlawful, not only by the courts of this State, but also by the Supreme Court of the United States and the courts of every other State where the question has been considered. Trade unions are lawful and laudable in themselves. But any endeavor on their part to establish a monopoly of employment, utterly to deprive other men of an equal right to the opportunity for similar employment in the locality, is as indefensible, as unlawful, as would be a combination of employers in an agreement that no member of a union would be employed by them. It is absolutely contrary to the principles of liberty and freedom of opportunity, to the preservation of which this country is dedicated.

This is not a strike of employees, but a striking at complainant's business by the union. It is an effort to force upon the complainant, against his will, the will of the union; to compel him to employ union labor only, and of the union's selection.

The matter is now before me on the return of an order to show cause containing immediate restraint. Preliminary injunction was issued to restrain defendants from picketing, intimidating, and interfering with complainant's employees and his business.

If this decision had been the other way it would have been one of the greatest catastrophes possible to conceive. Naturally the decision has no force on the side of New Jersey and doubtless the same scheme will be tried in other states.

Note carefully the outrageous length to which the union attitude goes here. The go to a business employing union men and nonunion men alike. Is there any grievance? None. Any kick about wages or hours, or general conditions? None. Were any of the employees in favor of the strike? None, they have nothing to strike about. In this situation the union adopts a resolution in order to compel the owner of the business to discharge his nonunion people—with whom he was perfectly satisfied—and hire only members of the union whom he did not want, they would send men to walk up and down in front of his store with a lying sign, "This Shop Is On Strike," and warn customers not to go in! Happily there was one customer anyway, not too cowardly to tell a lie, union where it got off.

Better remember this case; it might prove handy sometime.

## Recovering from Car Injury

John Ravarino, one of the chief executives of the Mound City Macaroni company, St. Louis, Mo., and well known in the macaroni manufacturing trade, suffered severe back and neck injury in an automobile accident on Sunday afternoon, Oct. 27, 1935.

As a result of the accident he is undergoing treatment for a fractured vertebra and for a dislocated second vertebra at St. Mary's hospital, St. Louis.

Mrs. Ravarino, who was an occupant of the car at the time of the accident, escaped serious injuries.

Reports from the hospital state that Mr. Ravarino is progressing nicely, though it will be many weeks before he fully recovers.

## Code Secretary Weds

Miss Frances Irene Grote, secretary to Code Chairman G. G. Hoskins, known to the macaroni-noodle manufacturers who visited the headquarters of the Macaroni Code Authority in Chicago, and Clayton S. Steele of Chicago, were married in the home of the bride's parents in that city on Oct. 5, 1935. Following a reception at the Oak Park Arms hotel, Oak Park, Ill., a wedding dinner was served to a host of relatives and friends. The bride is a graduate of Northwestern university, Evanston, Ill., and for two years has served Mr. Hoskins' private secretary.

The bridegroom is an engineer, a graduate of the University of Illinois and employed in the schedule department of the Chicago Surface Lines.

Mr. and Mrs. Clayton S. Steele reside at 661 West Sheridan Rd., Chicago.

## Govern Egg Yolk Color With Feed

Do you prefer an egg with a light yellow yolk or one that has a deep orange red color? Deeply colored yolks are used by housewives when they wish to impart a golden color to their cakes. Such yolks are also used in making richly tinted ice cream.

A hen can transfer different shades of yellow to the yolk—depending upon the kind of feed she receives. Substituting white corn for yellow corn and limiting the amount of green feed tends to produce light yellow yolks, according to the United States Department of Agriculture. If the poultryman keeps his laying stock confined and uses little or no green feed, he must be careful to supply some other source of vitamin A when he uses white corn which contains almost none of this vitamin. He can do this by mixing a suitable quantity of cod-liver oil with the evening's feeding of scratch grain.

Yolks with richer shades of yellow may be obtained by increasing the quantity of yellow corn and green feed. Too much green feed tends to give the yolk a brown or green "off tint."

Small quantities of pimento or chili pepper, included in regular rations, give yolks a deep orange red color.

## Australian Wheat Crop Below Average

The 1935-36 wheat crop in Australia will again be below average although possibly slightly higher than last year's production, according to a cable received by the Bureau of Agricultural Economics from the International Institute of Agriculture at Rome.

The first official estimate places the crop at 135,000,000 bu. from 11,970,000 acres compared with 133,489,000 bu. from 12,567,000 acres in 1934-35. The estimate is about 27 per cent below the average production of 184,471,000 bu. for the 5 years 1929-30 to 1933-34.

Harvesting of the new crop is under way in several sections but will not be at its peak until some time in November.

Domestic utilization of wheat in Australia averages around 55,000,000 bu. annually.

Since the carryover from the old crop at the end of the current season on Nov. 30 is expected to be negligible, the surplus available for export and for carryover during 1936 will be about 80,000,000 bu. compared with 118,000,000 bu. in 1935 and 134,000,000 bu. in 1934.

Australian wheat exports go mainly to the United Kingdom, China, and Japan. Very little of it is adapted for the manufacture of the better grades of macaroni products.

## Wholesale Food Prices Decline

While wholesale commodity prices declined 0.5% during the week ending Oct. 26, 1935, a decline of nearly 1% was registered by the food groups. This fact was announced by Commissioner Lubin of the bureau of labor statistics, U. S. Department of Labor on October 31.

In the food group higher prices prevailed for the subgroup "cheese, butter and milk," and the subgroup of "other foods." These higher prices were more than offset by a decrease of 2.9% in meats and smaller decreases in cereal products, fruits and vegetables. The price on macaroni products remained practically unchanged during the week under survey.

"The decrease during the week brings the all commodity index to 80.3% of the 1926 average," Mr. Lubin said. "This is 5.4% above the corresponding week of a year ago, and 34.7% above the depression low. Compared with the average for 1929 however, the current level of wholesale prices show a decrease of 15.7%. The decline in the general index during the week was the result of sharp decreases in average prices of farm products and foods."

The prosperity of the nation is the prosperity of its individuals.

## HOLIDAY RUSH!

Everything that looks the best is naturally displayed during the Holiday Season.

WILL YOUR MACARONI BE ON DISPLAY?

This, of course, depends wholly on the appearance of your product. The appearance of your product, in turn, depends wholly on the perfection of the dies from which it is extruded.

Leading Manufacturers, realizing this fact, are rushing their orders for INSUPERABLE MACARONI DIES AND REPAIR WORK

TO:

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"

## War Affects Macaroni Prices

**Italian Government Seeks to Prevent Excessive Grain Speculations as Result of War Demands for Macaroni and Other Grain Foods . . .**

Macaroni prices have increased in practically every market in the world as a result of a lessening of Italian competition due to the Italian government's military activities in Ethiopia. Premier Benito Mussolini is determined to hold the price of grain down to a reasonable figure, and to avoid if possible the need of issuing bread cards to his people. He has already decreed drastic control over the consumption of meat and some other necessities to overcome economic sanctions, but has not yet acted to restrict the use of bread and other grain products, including macaroni.

The grain situation and the effect of the war on Italian food prices were discussed in a recent issue of the world trade conditions summary prepared by the United States Department of Commerce, which says in part:

### Would Hold Wheat Prices Down

"In Italy wheat prices recently soared to 135 lire per quintal for hard wheat and 115 lire for soft, as compared with the guaranteed price of 90 lire, and the authorities (who previously were concerned with incurring remunerative prices) are now taking steps to keep the price of wheat down and will use the accumulated stocks in their possession from the collective stores to this end. Punishment has already been meted out to several grain wholesalers who had

### Machine Tool Trade Improving

The return of prosperity to the machine tool industry is the most convincing demonstration of the fact that U. S. industry is no longer on its back, according to a feature article on "Machine Tools" in the November issue of *Fortune*.

The article which follows in part says: "The machine tool builder speaks of the depression in the past tense. During the first eight months of 1935 his industry sold \$120 worth of machine tools for every \$100 worth sold during the whole of 1934. It is currently doing so well that total sales for 1935 may reach the mark of \$100,000,000—which would be 57% of sales for 1929 and about equal to sales for 1926.

"Few industries have seen their sales approach closer to the vanishing point. From sales of \$175,000,000 in 1929 the industry slipped to about \$20,000,000 in 1932. In March 1933 the industry was running at less than 5% of its 1929 top. Its payroll had dropped from 50,000 wage earners to 12,000. Now its only problem is locating enough skilled workmen to meet its orders. During five years of depression the capital and surplus of the industry shrank by 36%. This year the machine tool industry may well close

endeavored to raise prices by speculative maneuvers.

### Foodstuffs and Household Staples Up

"Prices continue to rise, and the advance which began in the wholesale trade some months ago has now reached the consumer and is reflected particularly in higher prices for all foodstuffs and household staples. On certain grades of meat, fish, butter, etc., increases of from 30 to 40% have occurred, while such necessities as coal, soap, gasoline and textiles have advanced sharply in cost. The Fascist organizations are making strenuous efforts to quash any tendency toward profiteering, and the public has been called upon to report excessive prices asked by retail merchants.

### Military Activities Cut Unemployment

"Military preparations continue to constitute the driving force for Italian industry, and no recession was seen in the branches chiefly concerned. Unemployment was down to 626,000 persons, but this index loses some of its point in view of the cumulative shifting of workers and soldiers to east Africa. In view of measures against profiteering, the sustained tempo of production does not promise corresponding gains to companies or individuals, and there is acceptance of the feeling that sacrifices for the state rather than large profits are to be expected."

its books with a \$10,000,000 profit.

"The revival of the machine tool industry is significant because it indicates the revival of U. S. industry. Strictly speaking, the machine tool does not make the machines of industry. But it does take rough metal forms and reduce them to their ultimate dimensions: precisely finished gears and bushings and pinions and bearings and crankshafts; and it takes metal rods and cuts them into the nuts and bolts to put these things together. It makes the wheels and makes the wheels go round. According to estimates, machine tool sales are nearly equally divided among automotive, electrical and general users—and about a quarter to a third of the orders are usually foreign. But every machine from an electric orange squeezer to a locomotive is a machine tooled job if it is composed of precision parts. When the machine tool builder's business is good, it follows that the automobile, the electric refrigerator, the adding machine, the radio, the rolling mill, the sewing machine and countless other businesses either are good or are going to be good in the near future. Nobody would buy a new lathe unless he expected to turn out more parts with it; nobody would buy a new machine to bore holes unless he expected to have more holes to bore. Making the machines behind the ma-

chines, the machine tool industry is accessory to all industry. And that is again on its feet is a most convincing demonstration of the fact that U. S. industry is no longer on its back."

### International Trade in Macaroni Products

According to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce, the exportation of macaroni products during August 1935 showed an increase in quantity but a decrease in value where the importation figures show considerable decrease in both quantity and value.

#### Imports

During August there was imported total of 108,366 lbs. of this foodstuff with a value of \$9,830 as compared with 130,301 lbs. for the month of July 1935 worth \$11,044.

The total of 908,804 lbs. of macaroni products was imported during the first eight months of 1935 ending August 1935 with a value of \$78,787.

#### Exports

For August the exports amounted to 127,491 lbs. bringing to American exporters only \$8,745 as compared with 117,823 lbs. during July 1935 with a value of \$9,633.

During the first eight months of 1935 there was 1,288,836 lbs. of this foodstuff exported to foreign countries with a value of \$108,927.

Below is a list of the foreign countries to which macaroni products were exported during August 1935:

Countries	Pounds
Greece	.....
Rumania	.....
Canada	.....
Br. Honduras	.....
Costa Rica	.....
Guatemala	.....
Honduras	.....
Nicaragua	.....
Panama	.....
Salvador	.....
Mexico	.....
Miquelon and St. Pierre Islands	.....
Newfoundland and Labrador	.....
Bermuda	.....
Barbados	.....
Jamaica	.....
Oth. Br. W. Indies	.....
Cuba	.....
Dominion Republic	.....
Neth. W. Indies	.....
Fr. W. Indies	.....
Haiti, Rep. of	.....
Colombia	.....
Ecuador	.....
Br. Guiana	.....
Venezuela	.....
Br. India	.....
Br. Malaya	.....
China	.....
Neth. India	.....
Hong Kong	.....
Japan	.....
Philippine Islands	.....
Australia	.....
Br. Oceania	.....
Fr. Oceania	.....
Br. E. Africa	.....
U. of S. Africa	.....
Liberia	.....
Mozambique	.....
Hawaii	.....
Puerto Rico	.....
Virgin Islands	.....
Total	.....

## CAPITAL QUALITY PRODUCTS

Mean--

1. High quality Semolina
2. Choice Selected Amber Durum Wheat
3. Repeat orders for Macaroni Makers

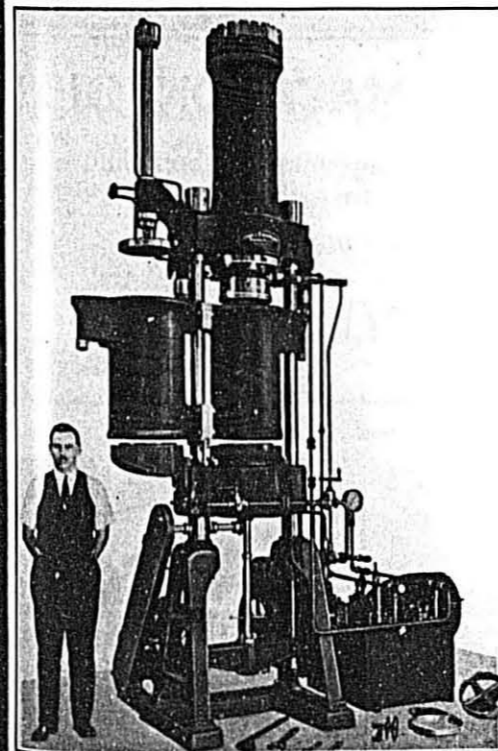


Specify CAPITAL Products . . . It's Your Insurance. They represent exceptional quality and the finest milling skill.

## CAPITAL FLOUR MILLS

INCORPORATED  
OFFICES  
Corn Exchange Building  
MINNEAPOLIS, MINN.

MILLS  
ST. PAUL, MINN.



PRESS No. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of

## Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop

255-57 Center St.  
New York City

**The MACARONI JOURNAL**

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

**PUBLICATION COMMITTEE**  
LOUIS S. VAGNINO.....President  
G. G. HOSKINS.....Adviser  
M. J. DONNA.....Editor

**SUBSCRIPTION RATES**  
United States and Canada.....\$1.50 per year in advance  
Foreign Countries.....\$3.00 per year, in advance  
Single Copies.....15 Cents  
Back Copies.....25 Cents

**SPECIAL NOTICE**  
**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  
Want Ads.....50 Cents Per Line

Vol. XVI November 15, 1935 No. 7

**The Association Spirit**

The heart might be right, but the pocket-book—

At heart practically every macaroni-noodle manufacturer in the country favors continuation of the National Macaroni Manufacturers Association. He freely admits its need and the benefits that grow out of communion of men of like interests and cooperation toward general trade improvement. Unfortunately some are not in a position financially to do what their hearts prompt them to do. That is the predicament of the friendly manufacturer from whose letter is taken the quotation given below. He speaks for a firm in New Jersey that has for years supported the National Association and desires to continue that support as soon as conditions enable him to do so. He says, in part:

"We wish to advise that for the years 1934 and 1935 business conditions have slumped to a great degree and we have been forced to eliminate quite a number of different organizations, very much to our regret.

"My view in this matter is that without an association like the National Macaroni Manufacturers Association, the Macaroni Industry would be "taboo" and it is urgent that we Macaroni Manufacturers should get together at all times in order to support such a wonderful and necessary organization like yours. We wish to say at this time, that beginning with the New Year of 1936 we will do our utmost to bring our membership in good standing and hope that other friendly progressive manufacturers will do likewise."

That's the right Association Spirit.

Would that it were more general. The Macaroni Industry needs a national organization for so many good reasons that among them any firm may easily find one or more to spur him toward doing his duty to himself and his fellow members in the trade. No macaroni manufacturer expects that any organization, national, sectional or international will turn the industry upside down overnight but he has every reason to feel that in an organized way the industry may be best able to choose the route along which the business might progress by easy stages toward better general trade conditions.

**Visitors at Headquarters**

Visitors at the headquarters of the National Macaroni Manufacturers Association, Braidwood, Ill. the first week of November included four of Milwaukee's well known manufacturers.

George W. Bernhard, president and Ernesto Conte, vice president of the Milwaukee Macaroni company spent a pleasant half hour with Secretary M. J. Donna on Thursday, Nov. 7, 1935.

On the following day Charles H. Tharinger, president and J. G. Luehring, vice president and general salesman of the Tharinger Macaroni Co.

called at the headquarters of the association of which that firm, or rather its predecessor was a charter member. These manufacturers were in that city to inspect the new continuous dryer installed in the modern plant of Peter Rossi & Sons.

**Warning—  
Beware of Imposter**

Capitalizing on the wide acquaintance of G. G. Hoskins, past president of the National association and former chairman of the Macaroni Code, an unknown individual has been plying his nefarious racket among Hoskins' many friends in Greater New York. As a means of warning his friends not to be too liberal in donating to strangers, the following facts in the case are presented:

A man giving his name as Leonard Hoskins has called upon at least one manufacturer in New York and claimed that he was a brother of Glenn G. Hoskins and temporarily in need of funds. One manufacturer out of kindness of heart advanced some money, and when it was not returned as promised wrote Mr. Hoskins, only to find out that the "gentleman" was an imposter.

Mr. Hoskins states that he has two brothers, but that neither is in the habit of soliciting donations from his friends.

**BUSINESS CARDS****LOMBARDI MACARONI DIES**

REMEMBER: It's not as much the Semolina as it is the DIES that make the Best Macaroni.

Macaroni Die Service  
All Work Guaranteed

**FRANK LOMBARDI**

2043 Sacramento Street

Los Angeles, Calif.

**MERCANTILE COLLECTIONS**

OFFICIAL  
REPRESENTATIVES  
FOR  
N. M. M. A.

**WRITE—**

For Bulletins of Claims Placed by the Industry.

For Pad of Service Forms and Information about our Procedures.

**CREDITORS SERVICE TRUST CO.**

McDowell Bldg.  
LOUISVILLE KENTUCKY

**CARTONS**  
QUALITY AND SERVICE  
GIVE US A TRIAL  
**NATIONAL CARTON CO.**  
JOLIET, ILLINOIS

**FREDERICK PENZA**

Maker of

**BRONZE and COPPER DIES**

81 NAVY STREET BROOKLYN, N. Y.

Specialist in Macaroni Dies of every description; all with latest improvements.

Also Maker of NEW SHAPES of Short and Long Cut Macaroni Dies, Patented or Patents pending, namely—

Trio-Fusilli Gnocchi (with hole)

Parigine Teste di Pagliacci

Fancy Cavatelli and Elbow Tagliatelle Reale

Medium, Broad and Large Lasagne  
(with hole and waved)

Tell us your needs and we will fill them. Samples on request; also price quotations which are reasonable for dependable Macaroni Dies that are economical and serviceable.

**FREDERICK PENZA**

81 Navy Street Brooklyn, N. Y.



..... In  
the manufacture  
of your highest  
grade macaroni  
products .....

... we recommend

**Duramber No. 1 Semolina**  
Italian Style

... uniform granulation

**AMBER MILLING CO.**

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

... exclusive Durum Millers of  
• QUALITY SEMOLINA •

**BAROZZI DRYING MACHINE CO., INC.**

NORTH BERGEN, N. J.

Renowned Manufacturers

OF

**MACARONI—NOODLE DRYERS**

**ONLY!**

*The Only Firm Specializing In Alimentary Paste Dryers*

THE ONLY SYSTEM KNOWN TO BE SPACE—TIME—LABOR SAVING  
AND GUARANTEED UNDER EVERY CLIMATIC CONDITION



**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**  
*National Macaroni Manufacturers  
Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

**OFFICERS AND DIRECTORS 1935-1936**

LOUIS S. VAGNINO, President.....122 St. Louis Av., St. Louis, Mo.  
JOSEPH FRESCHI, Vice President...1730 S. Kingshighway, St. Louis, Mo.  
G. O. HOSKINS, Adviser.....Libertyville, Ill.

F. S. Bonno, Dallas, Tex.  
R. B. Brown, Chicago, Ill.  
M. De Mattel, San Jose, Cal.  
E. De Rocco, San Diego, Cal.

F. A. Ohlgione, Seattle, Wash.  
V. Giusti, Brooklyn, N. Y.  
A. Gioia, Rochester, N. Y.  
R. V. Golden, Clarksburg, W. Va.

G. LaMarca, Boston, Mass.  
J. I. Maier, New York, N. Y.  
L. G. Tujague, New Orleans, La.  
W. F. Williams, St. Paul, Minn.  
P. R. Wuebrener, Philadelphia, Pa.

B. R. Jacobs, Washington Representative,  
2026 "Eye" St. N. W., Washington, D. C.

M. J. Donna, Secretary-Treasurer,  
P. O. Drawer No. 1, Fraidwood, Illinois.

**Interesting Macaroni Publicity Test**

Interest in FOOD is universal. All human beings must eat to live while a good portion of them are so fond of food that they seem to "live to eat."

Individual interest in what we eat varies in keeping with one's food needs or desires. Conditions, even our appetites, may require that our food be either dainty or substantial, plain or elaborate, raw or cooked. Some crave meats; others, fish, grains, vegetables or fruits. All however, crave an occasional change or for a variety that will whet appetites and supply our bodily needs.

Every living being gives preference to some kind or form of food. Either by choice or necessity that preferred form of food is consumed daily or oftener. It is but natural, though, that even this group will welcome an occasional change, so that be it either meat, fish, grain, vegetable or fish, one relishes a variation or a little alteration, at least, in the method of preparing and serving that preferred product.

Nations have formed eating habits and food preferences for which they are famous. The Asiatic relishes his rice; the Englishman prefers his beef; the Italian wants his spaghetti, the American enjoys his pie and so on, but even the people of these nations crave and must have a change. As a result there is a natural interest in every form and combination of food—a universal craving for variety.

To test this truth a little experiment was attempted a few weeks ago in which macaroni products were the basis. The object was to test the public's interest in this nutritious grain food as well as the value of macaroni publicity in the form of acceptable news releases.

The results were surprising. They serve to convince even the most skeptical that there is a nationwide interest in macaroni, spaghetti and egg noodles among the millions of Americans, who perhaps lead the world in their craving for variety in foods.

The test consisted of a news release containing a short introductory story about macaroni products and a "Macaroni Recipe Couplet." It was made at a cost that was less than the weekly salary ordinarily paid a salesman. It was made through an agency that specializes in the preparation and distribution of food facts and tested recipes.

A check on the test was made through the National Macaroni Manufacturers Association's clipping service. It showed that practically every newspaper of the country made use of the macaroni story either in its exact or in a modified form. The cost of the preparation and the distribution of the release was less than thirty-five dollars, yet if the space occupied by this publicity story were figured at the regular line rate for advertising, it would run into almost unbelievable figures.

One example of the value of the space used in publishing the news release will suffice. A monthly fraternal magazine with a circulation of nearly 650,000 featured the Macaroni Recipe Couplet in its women's page. The space devoted to it would cost nearly \$175 in advertising space.

So astonishing were the results of this little test, a followup test was agreed upon to prove that the first was not all a dream. This macaroni news release will also feature a macaroni recipe prepared by the National Association and should find its way into the press of the country before the holidays. A closer check of the results will be made and macaroni men everywhere are urged to note the effect and the use of the news story in their particular localities.

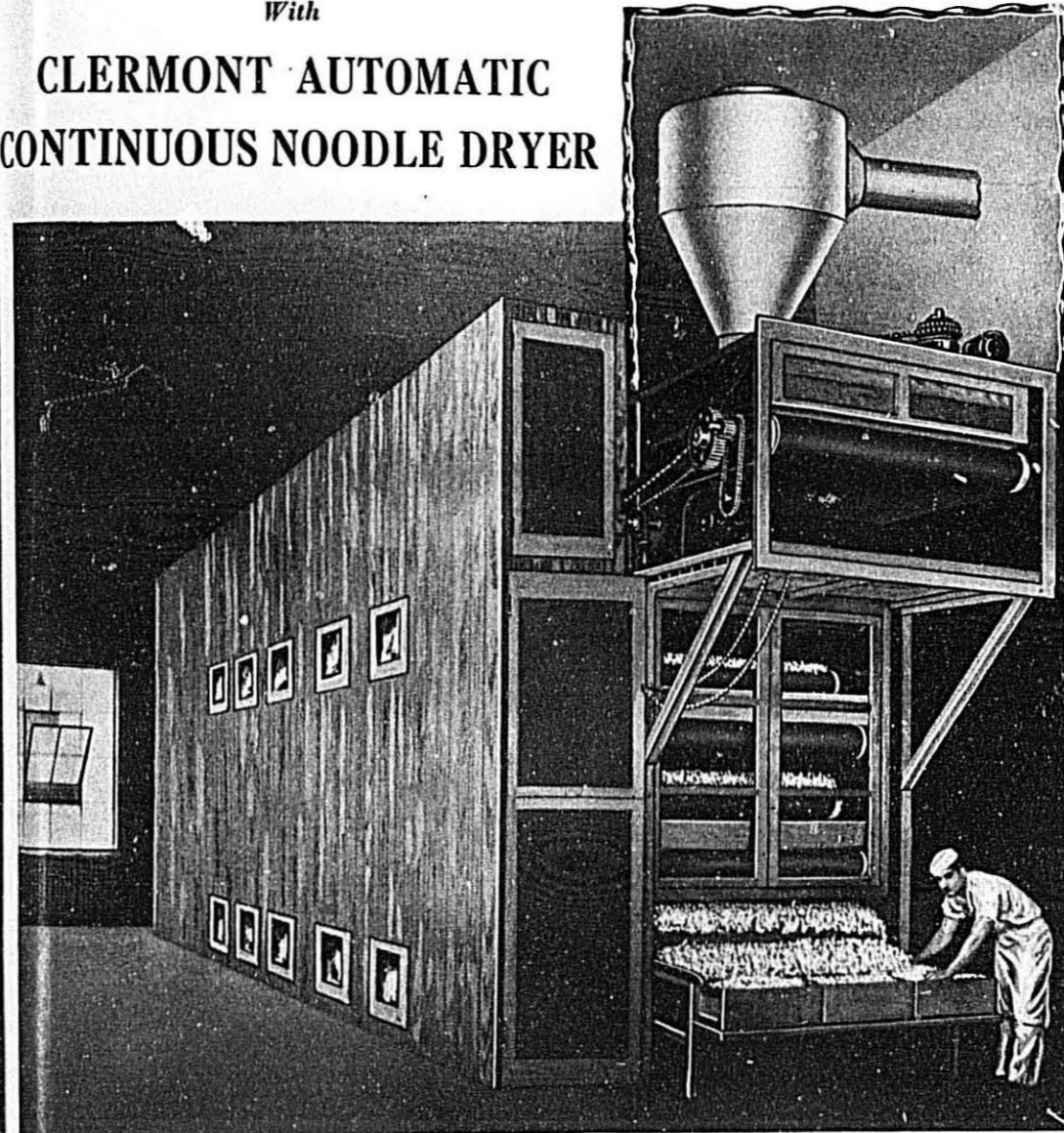


**ANNOUNCING**

**Revolutionary Process of Noodle Drying**

With

**CLERMONT AUTOMATIC  
CONTINUOUS NOODLE DRYER**



**NO TRAYS**

**NO TRUCKS**

**NO HANDLING**

From Noodle Cutter, to the Packing, in continuous operation,  
at rate of 1200 pounds per hour. Drying process 3 hours.

For Further Particulars, Write to

**CLERMONT MACHINE COMPANY, Inc.**

268 Wallabout Street

Brooklyn, N. Y.

# Business and Profits . . .

of a macaroni manufacturer begin to grow when women begin to come back again and again to ask for his particular brand of macaroni. Women will do that if they are impressed by superior color, flavor and cooking qualities. Superior color, flavor and cooking qualities in macaroni come from only two things--superior color and greater strength in semolina.

Desirable color and strength . . in whatever grade you choose!

**PILLSBURY'S BEST SEMOLINA NUMBER ONE**

**PILLSBURY'S ROMA SEMOLINA**

**PILLSBURY'S SEMOLINA NUMBER THREE**

**PILLSBURY'S BEST DURUM FANCY PATENT**

**PILLSBURY FLOUR MILLS COMPANY**

MINNEAPOLIS, MINNESOTA