

**THE
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JOURNAL**

**Volume XVIII
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**January 15,
1937**

The
Macaroni Journal



Minneapolis, Minn.

JANUARY 15, 1937

Vol. XVIII No. 9

A Thought for the New Year

In life generally and in business particularly one must always "GIVE to GET."

This thought is beautifully expressed in "Life's Mirror" by Madeleine Bridges, in verse:

"There are loyal hearts, there are spirits brave,
There are souls that are pure and true;
Then give the world the best you have
And the best will come back to you."

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



The Frank Pepe Macaroni Co., Inc.
 MANUFACTURERS OF
 HIGH GRADE ALIMENTARY PASTE
 40-42 Canal Street
 Waterbury, Conn.
 Telephone 4-1116

NOVEMBER 9th, 1936

Rossotti Lithographing Co., Inc.
 121 Varick Street
 New York, N. Y.

Attn: Mr. Charles Rossotti

Dear Mr. Rossotti: We are glad to advise you that the new package which you recently manufactured for us, the 1 lb. Pepe Duhi-Vu Egg Noodle carton is selling rapidly. This series completes our line of package goods and ties in so nicely with our other packages that in all, they form a striking family group.

We enjoy giving you this information because we appreciate the friendly cooperation you have extended us in displaying our attractive assortment of package goods.

Cordially yours,
 Frank Pepe Macaroni Co., Inc.
 Mr. Philip Moreschi

"The new package which you recently manufactured for us, the 1 lb. Pepe Duhi-Vu Egg Noodle Carton, is moving rapidly," says Mr. Philip Moreschi of the Frank Pepe Macaroni Co., Inc., Waterbury, Conn. "Faster sales, increased volume, bigger profits . . . all of these important advantages and more, frequently result from the new cartons and labels we create and manufacture for the macaroni and egg noodle industry. From coast to coast, more and more manufacturers are coming to 'packaging headquarters' for a complete line of new or redesigned packages. You also can get the valuable benefits of our 38 years of specializing in macaroni and egg noodle packaging. See for yourself how Rossotti cartons can increase sales and profits . . . how they cut down breakage and returned goods, cut sealing and packing costs, besides raise the quality standards and prestige of your line. Just call in our nearest representative or write to the main office, TODAY."

"Moving Rapidly"

WANTED: Local Macaroni Club

There comes a time sooner or later, in the career of every successful business man when he finds it not only profitable but almost essential, to confer with others in his line of business on "strictly business" matters. New entrants into the macaroni manufacturing field, particularly those who have had invaluable experience in other lines of business where coöperation is always practiced in a greater or lesser degree, are often astonished by the lack of friendly coöperation in the macaroni-noodle manufacturing trade.

Perhaps no other line of manufacturing of the importance of the macaroni industry is found so wanting in this respect,—in the group especially, and that is where a more friendly understanding would prove most helpful. Periodically our attention is called to such lack of more frequent, more understandable get-togethers of manufacturers, not in national conventions, though these conferences are indispensable in all progressive industries, but in the centers of manufactures, either large cities or natural districts.

An example of this situation is contained in a letter recently received at the headquarters of the National Macaroni Manufacturers. It was from an experienced business man who had thrust on his hands a macaroni manufacturing plant in one of the country's large and important macaroni manufacturing centers. The letter says in part:

"We are interested to know if there is a branch of the National Macaroni Manufacturers association in our city. There are a number of macaroni factories here, and we believe that for the common good of the industry locally, the association should be represented here. This writer, who has been operating one of the local plants now for about 18 months in receivership, has on one occasion endeavored to get the manufacturers together in a private agreement, but nothing much developed from his efforts in that direction.

"We believe that it would not only be possible to organize a branch of the National association here but a most practical, necessary step towards better understanding, and we will appreciate your suggestion as to what the requirements of the National association are in that direction."

The necessary information was supplied. The value of a local organization for the study of purely local problems and the discussion of national matters of direct concern of every member of the trade in every community, was stressed from headquarters. Oftentimes one earnest, active manufacturer can spur scores of the indifferent ones into action, and events in that particular center are awaited.

The city referred to is ideal for cooperative action, being somewhat isolated from other macaroni centers. The local club will concern only a few manufacturers, mostly of the same size and standing, with one exception,—the largest firm which has always been more than ready to work with the smaller plants for the promotion of the best interests of the trade in that city, state and region.

There are many localities in which coöperation can be similarly spurred by local desire, the burial of the vicious hatchets that have served only to "chop" business to pieces, and a give-and-take attitude that should be assumed by all and not only "the other fellows." In this work of organizing city clubs, regional groups and sectional meetings, the national association is more than ready to do its part. It has pointed the way and it will carry on when and where local leaders are ready to enter seriously and honestly into a coöperative group to encourage fairer methods of competition, within and without.

The National association was dedicated anew to a policy of closer relationship with the rank and file of the industry through unanimous action at the 1936 convention in Chicago. There a special committee on "Future Activities of N.M.M.A." headed by Director P. R. Winebrenner of A. C. Krumm & Son Macaroni Co., Philadelphia, Pa. and now the president of the National Association, made the following recommendation, in part, which was unanimously approved by the convention assembled:

"Our National Association must be maintained, but it is apparent that there is a need of a fuller appreciation of the trust and obligation imposed on those who accept positions as officers and directors of the organization.

"Before an association can be as effective as it should be, it must represent a larger percentage of both production and number of manufacturers. To bring this about it is most necessary that those interested in the preservation and advancement of our National Association, assume the task of personally helping to increase its membership.

"Resolved—That the membership of the Industry be organized into regional groups as was formerly done under the code:

"That these regional groups meet as frequently as the group deem advisable and that each group elect its own chairman and secretary."

Therefore, cities interested in the formation of local clubs are free and most welcome to do so. A leader is all that is needed. Consult with your Regional Director or write to the Association Secretary and the way will be made easy for the attainment of the local requirements and the National Association's hope.

ROSSOTTI LITHOGRAPHING COMPANY, INC.
 Main Office and Plant • 121 Varick Street, New York, N. Y.
 CHICAGO BOSTON PHILADELPHIA BUFFALO KANSAS CITY LOS ANGELES
PACKAGING HEADQUARTERS FOR THE FOOD TRADE



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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XVIII

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A More Friendly New Year

A "Pig-In-A-Poke" is never a bargain! That sounds as a homely saying, but it's sensible wisdom. It is just as sound advice today, and equally true, as it was when it was first coined by some shrewd Yankee many years ago.

The Year 1937 will surely not be a "pig-in-the-poke" year if Congress and the legislatures of the different States have their way. And who is there to stop them? They are revising old laws, planning new ones,—all aimed at making all business dealings in keeping with some prescribed regulations. For instance we have the Robinson-Patman Act whose objective is to eliminate as far as possible all price discrimination. There is every likelihood that it will be amended by the present Congress to provide the law with more teeth.

It is also generally predicted that the Federal legislators will pass very early this year the new Food Act that has been under consideration for several sessions. In the light of recent court decisions it should contain provisions in keeping with the modern views of the rights of consumers in the matter of guaranteed qualities, proper labeling and fairer distribution.

The Macaroni-Noodle manufacturers have certain inherent rights as free business men that must be conserved under the new Food Law, but if these rights are not to be transgressed upon unduly, the whole industry must battle unitedly to retain them. Other competitive food trades are strongly organized and are in a position to prevent encroachment on basic rights by the law as finally passed by Congress.

Does the Macaroni Industry enjoy such a position? Probably not, because of the apparent lack of interest on the part of many producers otherwise on the alert. Through its National Macaroni Manufacturers Association it will employ all of its force in trying to mold public and legislative opinions, will use all its influence; but its action would be much more forceful, its influence much greater, had it the assurance of the support of a great number of individuals and firms not now enjoying membership in the trade's national association.

The National Association has no "pig-in-the-poke" to sell any one in the trade. Its policies are well known to all who care to know them. It acts openly, above board and always on the up-and-up. All that it has to sell, all that it ever could hope to sell to the macaroni-noodle manufacturers large and small, is unselfish service. It will promulgate only policies adopted by the members who compose and support the national organization. That has been the basic principle of the organization for more than a third of a century and it is resolved that the same policies will be continued in the New Year.

There are some members in any trade who expect entirely too much of their trade association. In the macaroni business those who are generally the most satisfied are they who year in and year out pay their dues regularly, assume their portion of the cooperative work, attend various conferences and conventions and contribute freely in the support of helpful activities, not selfishly but for the general benefit of the whole industry.

As to the dissatisfied members of the industry, it can be said only that it takes all kinds of people to make a world, but many, many willing workers and supporters are a prime prerequisite of a successful trade association. On the subject of what the Macaroni-Noodle Industry should expect from its trade association, and the organization from the trade it represents, Sydney Anderson, vice president of General Mills, Inc., experienced business leader and former Congressman, brought out some interesting facts in a speech at the recent convention of the American Trade Association Executives. He said, in part:

"In considering the question of 'What Industry Expects From Its Trade Association' it is only fair to consider it also from the reverse angle of 'What The Trade Association Expects From Industry.'

"Each of these questions can probably be answered in a single sentence—What a trade association expects from the Industry it serves is mostly money, and what the Industry expects from its trade association is mostly the impossible. My observation is that both Industry and the trade association fall a little short of these expectations.

"Industry expects from its trade association a lot that cannot be done without tremendous appropriations and then often fails to furnish the appropriations because the impossible has not been accomplished. The association finds its task so difficult and its real needs so numerous, that it is difficult to secure adequate financial support for essential routine service, to say nothing of keeping these services abreast of changes within the industry and its relationship to the Government and the public.

"Industry says to its trade association—'When you have demonstrated the soundness of your proposals, we will give you the money you need to carry them out.' Whereas the trade association says to Industry—'Until we have the money we have nothing with which to establish the soundness of our programs.'

What this authority means in plainer words is that a trade association must be properly financed by those whom it seeks to serve. That is the situation insofar as the National Macaroni Manufacturers Association is concerned. It is ready to carry out any agreed activity that the manufacturers are willing to finance and to do the best possible job with the funds available.

What the macaroni association has to offer in 1937 is no "pig-in-the-poke." It stands ready to serve those who wish to be served—those who will support that wish with a little self help. Every operator has faith in his own business and should have equal faith in the Industry generally. Therefore all should, irrespective of size or position, do their part in any cooperative work through the macaroni association to help shape a course of better business relationship between members, the gaining of the confidence of consumers by making available to them a better grade macaroni at prices that are eminently fair to producer, distributor and consumer. That will be the main objective of the National Macaroni Manufacturers Association for the New Year of 1937.



Report of Washington Office Activities for December

By B. R. Jacobs
Washington Representative

Samples of macaroni products were received from Region No. 1, the basis of complaint being that these products were being sold in the Boston markets at very low prices. Examination of these samples showed that they were properly labeled and therefore no legitimate complaint could be made against them.

Samples of macaroni products received from Region No. 2 which were suspected of being artificially colored, were examined with negative results. The products also complied with the food laws in all other respects.

Law on Weight Declaration

A label for macaroni products put out by a chain store was sent to the Laboratory because the declaration of net weight was illegible. This label was submitted to the New York City Bureau of Weights and Measures with the request that the distributor be required to correct this declaration. The following letter was forwarded by the Commissioner of Weights and Measures to the firm reported:

Gentlemen:

The attention of this Department has been called to the statement of net weight printed on the labels of packages of spaghetti distributed by your organization.

Section 194 of the Agriculture and Markets Law of this State provides that "the net quantity of the contents of each container shall be plainly and conspicuously marked, branded or otherwise indicated on the outside or top thereof, or on a label or a tag attached thereto in terms of weight, measure or numerical count."

The declaration of the net weight on the package before me is printed in such a way as to be almost illegible. The color of the ink is the same color or practically the same color as the background and it is printed so lightly as to be seen only with great difficulty.

You are warned therefore, to take immediate steps to remedy this situation. Every package sold marked in your present manner renders you liable to a penalty of \$100 for each package. We shall anticipate immediate cooperation in this matter.

Very truly yours,
(Signed) Matthew J. Diserio,
Deputy Commissioner.

It will be noted that declarations of net weight are required to be made in a "plain and conspicuous manner," which, as interpreted by the Food Authorities, means that they should be on each of the principal panels of the containers. In many instances declarations of net weight are made in obscure parts of the label, such as the ends of container or the bottoms of bags and many times the figures for weights are stamped or blurred in such a way that it is impossible for the consumer to read them. All such cases should be reported to this Laboratory so that proper action may be taken to correct

this evil, which appears to be on the increase.

Region No. 3 submitted no samples. Region No. 4 submitted no samples. Region No. 5 submitted no samples. Region No. 6 submitted samples of macaroni products manufactured in Florida all of which were found to be artificially colored and deficient in egg solids. In fact some of these samples which were labeled as "noodles" contained no eggs whatever. All of these cases are being investigated by the Federal and State Authorities who have jurisdiction in this matter.

Region No. 7 submitted no samples. Region No. 8 submitted no samples. Region No. 9 submitted no samples. Region No. 10 submitted no samples. Region No. 11 submitted no samples. Region No. 12 submitted samples of macaroni products and noodles which were suspected of being artificially colored and deficient in eggs. These products were found to comply with the Federal and State Standards in every respect.

New Method for Egg Determination

During the first week of December the Association of Official Agricultural Chemists met in Washington. At this meeting there were data presented on a new method for determining egg solids in macaroni products. It is not based on the determination of the lipoids as this method has been found to be defective in some respects. It is based on the determination of the product in eggs which does not deteriorate with age. When this method is perfected we will have a more definite means of determining egg solids with a considerable degree of accuracy. The method is not as yet ready for official use and therefore is not available for discussion but as soon as it is released by the investigators who are carrying on this work it will be given full publicity in this Journal.

Industry Coordination Conference

Another meeting of importance to macaroni manufacturers took place in Washington the second week in December. This was a meeting called by Major George L. Berry, Coordinator for Industrial Cooperation. At this meeting a number of manufacturers, industrialists and labor leaders gathered to work out some permanent solution to the problems which affect industry. The seven committees appointed last

March made progress reports in the following matters:

(1) National Industrial Policy; (2) Maximum Work Week, General Wage and Child Labor; (3) Fair Trade Practices; (4) Internal and External Competition affecting American Standards; (5) Antitrust laws and the Federal Trade Commission Act; (6) Financial Aid to Small Enterprise; (7) Government Competition With Private Enterprise. The committee on employment and unemployment submitted its initial report on this subject and a new committee on taxation was also appointed but nothing was done except discuss the subject.

The groups represented at these meetings were largely from labor organizations and represented only a very small part of industry. Therefore, it is doubtful if anything of any permanence or any value to the macaroni industry will ever develop from these meetings except as they may be forerunners for additional legislation concerning these matters.

Macaroni Conference January 25

By the 15th of January when this issue of the Journal appears on your desks macaroni manufacturers will be making preparations to attend the Chicago meeting which will be held there at the Palmer House on January 25. There are several important subjects that will come up, most of them affecting each individual manufacturer regardless of whether or not he is a member of the Association. There are two of these subjects which I would like to refer to now. The first of these is the new Federal Food and Drug Act. It is probable that this proposed legislation will become law very early in the session as practically all of the differences that existed between the various industries and the Government have been ironed out. Under this law the Secretary of Agriculture is authorized to establish standards of quality for food products. This will be an opportunity to get standards which can be and will be enforced. Under the present law the Standards are merely guides for enforcing officials. This is one of the many difficulties that we have at present in nonenforcement of our macaroni standards.

The new Food Law provides much heavier penalties for violations and this will assist materially in reducing these since at the present time manufacturers do not mind losing a few cases of macaroni products which may be condemned or even pay a small fine. The matter will be thoroughly discussed in

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The Macaroni Industry in America

Its World Origin, Its Introduction and Development in the United States

Address by M. J. Donna, Secretary-Treasurer of the National Macaroni Manufacturers Association at the Spring Valley Rotary Club.

★

Despite varying opinions as to the origin of the Human Race, the creation, development or evolution of MAN, we know that ever since MAN has had to depend on

1—The Grains and the Vegetables of the Fields,
2—The Nuts and Fruits of the Trees,
3—The Flesh of Beasts and
4—The Fish of the Seas

for his food. Primitive Man lived on raw food. Not until he learned to make fire by striking sparks from stone and iron, did he conceive the idea of changing to a strict diet of raw foods to the better, more easily digested cooked foods.

This discussion will be confined to MAN'S GRAIN FOOD — especially WHEAT — and particularly MACARONI PRODUCTS.

WHEAT, the Staff of Life, was described by the Ancients as the Gift of the gods. Even unto this day, wheat is one of the few universal foods that is consumed in one of its many forms and combinations by practically every civilized nation. It easily surpasses meat in point of consumption, and is a close competitor of fruit.

WHEAT is eaten in the form of bread in much larger quantities than in any other, but in the opinion of many food authorities, it is in yet another form that Wheat, as a food, reaches its idealism.

In Europe, the form referred to is called "Alimentary Paste."

In Italy, where it is the most important article of diet, and where it has reached a high state of development through centuries of experimentation, it is termed "Pasta."

In the United States where it is daily growing in popularity, it is known as "Macaroni Products."

"Macaroni Products" is the Americanized generic name of this wheat food in its many shapes, sizes and forms, including Macaroni, "Spaghetti," "Vermicelli," "Elbows," "Alphas," "Egg Noodles," etc.

"MACARONI PRODUCTS"—literally "dried Pastes"—are made from a special kind of hard spring wheat called *Durum Macaroni Wheat*. In Italy it is termed *Grano Duro*.

Durum or *Macaroni Wheat* is very hard and flinty. Special milling machines are needed to grind it into a granular, meal-like substance known to the trade as "SEMOLINA."

It is exceedingly rich in gluten and contains only a minimum amount of starch. Good semolina is of a rich golden color, and is preferred as the basic ingredient for the best grades of Macaroni Products.

A very good grade of Macaroni is made from a meal-like granulation of hard spring bread wheats, the meal-like substance being known by the trade name of "Farina," closely resembling Cream of Wheat in texture and color.

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Preparato per la Edizione Speciale del Il Commercianta Italiano, New York City per Signor M. J. Donna, Editore del MACARONI JOURNAL.

★

Grano, il sostegno della vita, fu descritto dagli antichi come un *Dono degli Dei*. Fino ai nostri giorni, il grano è uno dei pochi alimenti universali che è consumato in una delle sue molte forme e combinazioni da praticamente ogni nazione civile. Esso facilmente sorpassa altri viveri per quantità di consumo ed è stretto concorrente delle frutta.

Il grano è mangiato sotto forma di pane in maggior quantità che in altra forma, ma, secondo l'opinione di molte autorità in materie di viveri, è sotto altra forma che il grano, come cibo, raggiunge il suo ideale.

En Europa, la forma a cui ci si riferisce va sotto il nome di "Pasta Alimentare".

In Italia, dove è il più importante articolo della dieta e vi ha raggiunto un alto stato di sviluppo attraverso secoli di esperimenti, si chiama semplicemente "Pasta".

Negli Stati Uniti, dove cresce quotidianamente in popolarità, è noto come "Macaroni Products".

"Macaroni Products" è il nome generico americanizzato di questo alimento del grano nelle sue molte forme, dimensioni e modelli, compresi maccheroni, spaghetti, vermicelli, lettere alfabetiche, gomiti, paste all'uovo, ecc.

I prodotti di maccheroni, letteralmente "Paste asciutte" sono fatti con una qualità speciale di grano duro primaverile chiamato *Durum*, o grano per maccheroni. In Italia si chiama grano duro. Il *Durum* o grano per maccheroni è durissimo e granuloso. Sono necessarie delle macchine speciali per macinarlo in una sostanza granulosa, come farina nota in commercio col nome di "semolina".

Essa è eccessivamente ricca di glutine e contiene solamente una piccola quantità di amido. La buona semolina è di un ricco color d'oro ed è preferita come l'ingrediente base di prodotti di maccheroni delle migliori qualità.

Una buonissima qualità di maccheroni è fatta con la farina granulosa del grano duro primaverile per il pane, la quale sostanza è nota in commercio col nome di farina, rassomigliante prettamente alla crema del grano per tessitura e colore.

L'ordinario fiore per il pane è usato per la manifattura dei cosiddetti "Noodles", o pasta all'uovo. Le uova sono aggiunte per far risaltare la qualità di questa popolarissima forma di maccheroni.

La manifattura dei maccheroni è un processo semplicissimo. Si meschia semplicemente la semolina, la farina o il fiore con una conveniente quantità di acqua, si riduce la pasta in una massa dura mediante l'impastatrice meccanica, indi si riduce in ogni dimensione desiderata facendola passare attraverso delle forme, che sono alla base di una pressa, e poi si mette ad asciugare.

Origine

Da tempo immemorabile esiste una calorosa controversia fra genti di diverse nazioni intorno al modo come fu inventato questo prodotto molto nutritivo e circa l'identità dell'inventore. Tutte queste pretese sono interessantissime.

Per esempio, vi è una storia, mitica, si capisce, di una donna cinese che un giorno era affaccendata a impastare una in-

(Continua a pagina 8)



M. J. DONNA
The Author

The Macaroni Industry in America L'Industria dei maccheroni in America

(Continued from Page 7, Col. 1)

Ordinary bread flour is used in the manufacture of Noodles, eggs being added to enhance the quality of this very popular form of Macaroni.

Macaroni manufacture is a very simple process. You merely mix "Semolina," "Farina" or flour with the proper quantity of water, knead the paste into a stiff dough by mechanical kneading, form it into any desired shape by forcing the stiff dough through forming plates or dies at the bottom of a press—and then dry out the water.

Origin

Since time immemorial there has raged quite a heated controversy between nationals as to how and by whom this very nutritious product was first invented. All the claims are most interesting.

For instance, there is the story, mythical of course, of the Chinese maid who was busy one day mixing a batch of bread dough in the shade of a large tree. Her secret lover, an Italian sailor who was a member of the famous Marco Polo expedition to the Orient, made so ardent love to her that she completely forgot her task. A gust of wind blew some leaves from the tree into the bowl of dough. On seeing this, the pretty Chinese maid, fearful of the scolding that was coming to her for her carelessness and the wasting of the priceless flour, knew not what to do. Her lover came to her rescue. He conceived the idea of straining the leaves out of the mixture by forcing the dough through a rough sieve—the maid's wicker basket.

The dough protruded in thin strands, dried quickly in the sun while the lovers resumed their lovemaking. Not knowing what to do with the dried strings of dough, the maid presented them to her lover, who took them to his ship, boiled them in broth and found them most edible.

On his return to Italy, Marco Polo had his chef prepare some of this "Pasta," this new wheat food, for the nobility of that nation, who tasted, approved and adopted it as the food of the nation. Thus was introduced into that country the art of macaroni making long before Columbus discovered America.

The ancient Greeks also claim the honor of inventing macaroni making. They love the legend that "Macaroni," which in their language means "The Divine Food," was taught the early Grecians by the Grecian gods, so that the Greeks might better enjoy the grains of the field.

Its Mysterious Beginning

At might be expected, the Italians have an origin story of their own. They trace the art of macaroni making to the inventive genius of a chemist named Chico who lived in an attic near Rome during the 13th century. He was once a rich man, but had unfortunately lost his wealth. There must have been depressions even in those days. Chico had vowed to devote all his time and his ability towards inventing things that would be of lasting benefit to his fellowmen.

He worked early and late, until his neighbors began to think him somewhat odd and to say that he was working with magic. A woman, Javanella, lived opposite him and being curious, spied on him.

She found that he was experimenting with ground wheat or flour in an effort to make a new food that Man might better enjoy. He invented the process of making "Pasta" or "Macaroni." Javanella learned his secret, told it to her husband who was a cook in the King's palace, suggesting that she be permitted to cook a new dish that was "fit for a king."

The king consented. He tasted the new preparation, was so pleased that he expressed his delight by exclaiming "Cari," or "Darlings," the usual Italian ejaculation signifying pleasure or delight. After eating a second helping, the enthralled king exclaimed—"Ma Cari"—meaning—"Ah, but what darlings." When he had eaten full, he joyfully shouted—"Ma Caroni!"—"Ah, but what dearest darlings."

Questioned by the king, Javanella said that the recipe had been made known to her by an angel, so the king named the new food "Macaroni," which means "O Divine Dish."

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fornata di pasta da pane all'ombra di un grosso albero. Il suo segreto mante, un marinaio italiano, ch'era membro della famosa spedizione di Marco Polo in Oriente, presse ad amarla con tanto ardore che la donna dimenticò completamente il suo compito. Una folata di vento portò alcune foglie dell'albero nel vaso della pasta. Vedendo ciò, la bella cinese, e temendo il rimprovero che l'aspettava per la sue trascuratezza e per aver sciupato una quantità inestimabile di fiore, non sapeva cosa fare. L'innamorato venne in soccorso di lei. Concepì l'idea di eliminare le foglie dalla pasta facendo passar questa attraverso un rudimentale frullone — il cesto di vimini della donna.

La pasta uscì allungandosi in piccole strisce dall'altra parte del panier e si asciugò subito al sole, mentre i due ripresero a far l'amore. Non sapendo che cosa di questi cordami di pasta asciugata, la donna ne fece un regalo al suo amante, che li portò sulla nave, li bollì nel brodo e trovò che erano mangiabilissimi.

Al suo ritorno in Italia, Marco Polo fece preparare al suo cuoco una quantità di questa specie di pasta, questo nuovo alimento del grano, per la nobiltà della nazione, la quale la gustò, l'approvò e l'adottò come vivanda nazionale. Così secondo questa leggenda, fu introdotta in Italia l'arte di manifatturare i maccheroni molto tempo prima che Colombo scoprisse l'America.

Anche gli antichi Greci pretendono l'onore di avere inventato la fabbricazione dei maccheroni. Essi amano la leggenda che l'arte di fare i maccheroni, parola che nel loro linguaggio significa "Cibo divino", fu insegnata ai primi abitatori dell'Ellade dagli Dei della Grecia onde gli abitanti del paese potessero meglio godere i grani dei campi.

Com'era da aspettarsi, gli italiani hanno, una storia dell'origine dei maccheroni tutta propria. Essi fanno risalire l'arte del fabbricar maccheroni al genio inventivo di un alchimista di nome Chico che visse in una soffitta presso Roma durante il XIII secolo. Egli era stato una volta ricco, ma aveva sfortunatamente perduto la sua ricchezza. (Vi devono essere state delle depressioni anche in quei giorni.) Chico aveva fatto voto di dedicare tutto il suo tempo e la sua abilità ad inventare delle cose che sarebbero state di beneficio perenne per i suoi simili. Lavorava di buon mattino ed a tarda sera, tutti i giorni, finchè i suoi vicini cominciarono a pensare di lui cose strane ed a dire ch'egli lavorava di magia. Una donna, Giovannella, che abitava dirimpetto a Chico, essendo curiosa, andava a spiare che cosa facesse e trovò che l'alchimista sperimentava con grano macinato, o fiore, sforzandosi a fare un nuovo cibo che l'uomo potesse meglio godere. Egli inventò il processo di far la "pasta", o "maccheroni". Giovannella, appreso il segreto lo rivelò al marito, il quale era cuoco al palazzo del re chiedendo che le si permettesse di cucinare un nuovo piatto che era "regno di un re."

Il re acconsentì. Gustò la nuova preparazione culinaria, e fu tanto compiaciuto che esprese la sua gioia esclamando "cari", l'usuale motto italiano per significare piacere o gioia. Dopo d'aver mangiato un secondo piatto, il re soggiunse al piacere esclamò, "Ma Cari", volendo significare, "Ma, ma come sono piacevoli". E quando ne fu pieno gridò gioiosamente, "Ma Caroni" — "Oh, ma come sono deliziosamente piacevoli."

Interrogata dal re, Giovannella disse che la ricetta le era stata comunicata da un angelo, così il re chiamò il nuovo cibo "Maccheroni", che significa "Un piatto divino".

Chico si avvide subito che la sua formula segreta era stata rubata. Preso dalla disperazione, distrusse i suoi appunti e i suoi libri, scomparve e di lui non si seppe più nulla. Giovannella, presso a morire, si fensò. Si dice che nella stanza dove Chico lavorò e sperimentò, il vecchio uomo ancora fabbrica la sua gustosa pasta mentre Giovannella è frustata dai demoni.

Per quanto oscura e misteriosa possa essere stata l'origine della fabbricazione dei maccheroni, all'Italia ed agli italiani va il credito di aver conservato la formula, di aver empedito che passasse nell'oblio, durante l'epoche buie, e di averla svilup-

(Continua a pagina 10)

Jan. 28

Betty Crocker
BROADCASTS AGAIN
this time to help your sales of
NOODLES!

Here comes this year's second Betty Crocker radio sales talk to help you move your products! On January 28, Betty Crocker tells the nation's housewives how to prepare tasty noodle. Via 32 powerful stations, she urges her millions of listeners to use noodles made from Quality Semolina—the Gold Medal Semolina. Remember Betty Crocker's famous home-recipe noodle recipe that she served to her audience in the territory. Women everywhere are enjoying this delicious food without question. With a famous home-recipe noodle recipe that she served to her audience in the territory. Women everywhere are enjoying this delicious food without question.

GOLD MEDAL SEMOLINA



"Press-tested"
WASHBURN CROSBY
GENERAL MILLS INC. MINNEAPOLIS, MINN.

The Macaroni Industry in America L'Industria dei maccheroni in America

(Continued from Page 8, Col. 1)

Chico soon learned that his secret formula had been stolen. In despair he destroyed his notes and his books, disappeared, never to be heard of again. Javanella, on her dying bed, confessed. It is said that in the room where Chico worked and experimented, the old man still makes his tasty "Pasta," while Javanella is lashed by demons.

However dark and mysterious might have been the origin of Macaroni making, to Italy and to the Italians goes the credit of conserving the formula, of preventing it from passing into oblivion during the Dark Ages, and of developing it into its present-day greatness as one of the world's best and most economical grain foods.

Its Spread

For centuries, the art of Macaroni making was known only to a few Italians, who preserved the secret through the Dark Ages, handing it down from father to son, generation after generation. It was during the Crusades, when Italian troops joined other European soldiers in an attempt to capture The Holy Land for the Christians, that this food became very popular among the Europeans.

During the Crusades, it was necessary to provide the adventurers to the Holy Land with a food that was easily carried for long distances and that would keep for long periods. Only the Italian troops had such a preparation. Unselfishly they taught the Crusaders from England, France, Spain, Germany and other Christian countries the art of Macaroni making—thus divulging the secret to all peoples.

Before the manufacture of Macaroni Products became an industry, this food was made in the kitchen by hand, much as some of the old grandmothers still occasionally make "home-made noodles." The first mechanized process, very crude indeed, was perfected in Italy about 1800.

"Macaroni Products," "Alimentary Pastes" or "Pasta" was at first sold only in apothecary shops and highly recommended as the ideal food for infants and invalids. Now it is a staple food to be found on the shelves of retail stores in almost every civilized country on the globe.

Its American Introduction

History does not credit the American Indian with any knowledge of Macaroni making. It is claimed that Columbus brought with him a small quantity of this, his favorite food, when he made his famous voyage of discovery in 1492.

It is quite possible that credit for its introduction into this country might belong to the Spanish conquerors of Florida or New Mexico in the 16th century. Then again it might rightfully belong to the French Missionaries who discovered, explored and settled the St. Lawrence River, the Great Lakes region and the Mississippi Valley in the latter part of the same century.

Like many other good things which Americans now enjoy, the art of macaroni making and cooking was unquestionably introduced into this country by some obscure immigrant. Cooks that accompanied the Hessian soldiers from Germany who were hired to fight on the side of the British forces during the Revolutionary War probably taught us the art of noodle making, but it was not until the coming of the Italian immigrants after the Civil War that Americans really learned to enjoy Spaghetti.

Though the manufacture of Macaroni Products started in this country as a home industry only a few generations ago, it has now grown into a trade of great commercial importance, despite the early handicap of poor, unadapted wheat produced in this country prior to 1900.

By that time, the United States Government had begun to realize the importance and the value of Macaroni Products and the need of encouraging its domestic manufacture. The first essential was the production of a suitable wheat for macaroni. Prof. M. A. Carleton of the U. S. Department of Agriculture, who was delegated to make a study of wheats, discovered, as had the Italians many years before, that the arid plains of Russia produced the best Macaroni Wheat or

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pata nella grandezza dei giorni nostri come uno dei migliori e più economici alimenti del grano che si abbiano al mondo.

La Loro Diffusione

Per secoli, l'arte di fabbricare maccheroni fu nota solamente a pochi italiani, i quali presero il segreto attraverso epoche scure passando di padre in figlio, di generazione in generazione. Fu durante le crociate, quando le truppe italiane si unirono agli altri soldati europei nel tentativo di conquistare la Terra Santa per i cristiani, che questo cibo divenne popolarissimo fra gli europei.

Durante le crociate era necessario provvedere gli avventurieri che partivano per la Terra Santa di un vivere facilmente trasportabile per lunghe distanze e che si mantenesse sano per un lungo periodo di tempo. Solamente le truppe italiane avevano una tale vettovaglia. I crociati italiani non furono egoisti ed insegnarono ai crociati di Inghilterra, Francia, Spagna, Germania ed altre nazioni cristiane l'arte di fare maccheroni, divulgando così il segreto a tutti i popoli.

Prima che la fabbricazione dei prodotti di maccheroni divenisse una industria, questo cibo veniva fatto a mano, in cucina. Molte delle vecchie nonne ancora fanno occasionalmente della "pasta all'uovo fatta in casa". Il primo processo meccanico rudimentalissimo in verità, fu adottato in Italia verso il 1800.

I prodotti di maccheroni, o paste alimentari, o pasta semplicemente, furono nei primi tempi venduti solamente nelle farmacie ed erano altamente raccomandate come un nutrimento ideale per infanti ed invalidi. Ora essi si trovano sulle scaffali dei negozi al minuto di generi e prodotti alimentari in quasi tutti i negozi del mondo.

Introduzione in America

La storia non fa credito agli indiani d'America di alcuna conoscenza dell'arte di far maccheroni. Si pretende che Colombo portò con lui una piccola quantità di maccheroni, suo cibo preferito, quando fece il famoso viaggio di scoperta nel 1492. E' possibile che il credito per aver introdotto in questo paese fuso dei maccheroni appartenga ai conquistatori spagnoli della Florida o del Messico nel XVI secolo. Ma può anche spettare di diritto ai missionari francesi, i quali scoprirono, esplorarono e popolarono la vallata del fiume San Lorenzo, la regione dei Grandi Laghi e la vallata del Mississippi nell'ultima parte dello stesso secolo.

Come molte altre buone cose che ora gli americani si godono, l'arte di fare e di cucinare i maccheroni fu indubbiamente introdotta in questo paese da alcuni oscuri immigranti. I cuochi che accompagnarono i soldati Hessiani venuti dalla Germania per combattere al soldo dell'Inghilterra a fianco delle truppe inglesi, durante la Guerra Rivoluzionaria, insegnarono probabilmente l'arte di fare la pasta all'uovo, ma non fu che con la venuta degli immigranti italiani, dopo la guerra civile, che gli americani realmente appresero a godersi gli spaghetti. Benchè la manifattura dei prodotti di maccheroni cominciasse in questo paese come una industria domestica, solamente poche generazioni fa, è ora cresciuta in una industria di grande importanza commerciale, la quale fu impacciata nei primi tempi dalla povera, inadatta produzione di grano per questa industria che si aveva in questo paese prima del 1900.

Da quel tempo, il governo degli Stati Uniti ha cominciato a realizzare l'importanza ed il valore dei prodotti di maccheroni ed il bisogno d'incoraggiarne la produzione nazionale. La prima cosa essenziale, fu la produzione di un grano adatto per i maccheroni. Il Prof. M. A. Carleton, del dipartimento federale di agricoltura, fu delegato a fare uno studio speciale sui grani. Egli scoprì, come avevano scoperto gli italiani molti anni prima, che gli aridi piani della Russia producevano il miglior grano per maccheroni, ossia il "grano duro." Così prodò una quantità di semenza di questo grano e li distribuì fra i contadini russi immigranti che avevano preso stanza nel Minnesota e nel North e South Dakotas. Il seme fu sperimentato e fu trovato adatto per l'arido suolo di quella regione e si fecero

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WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Baur Flour Mills Co.
Flour
Capital Flour Mills, Inc.
Flour and Semolina
Cartoning Machinery Co.
Cartoning Machinery
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 Equipment recommended by the Publishers.



Cleymont 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
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
F. Maldari & Bros. Inc.
Dies
Midland Chemical Laboratories, Inc.
Insecticides
Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons
F. A. Palmer
Insurance

Paramount Paper Products Co.
Paper Bags
Peters Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
Flour and Semolina
Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
J. V. Sharzer & Co.
Macaroni Sticks and Dowels
The Star Macaroni Dies Mfg. Co.
Dies
Aurelio Tanzi Eng. Co.
Ravioli and Noodle Machines
Triangle Package Machinery Co.
Package Machinery
Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



The Macaroni Industry in America L'Industria dei maccheroni in America

(Continued from Page 10, Col. 1)

"Grano Duro." He brought a shipment of durum seed wheat and distributed it among the Russian farmers that had settled in Minnesota and the Dakotas. They experimented, found it very adaptable to the arid soil of that region, producing more than 100,000 bushels the first crop.

It was a profitable venture both for the American macaroni maker and the farmers of the Northwest States, more so for the latter who found that Macaroni or Durum Wheat would grow best in that semi-arid land because of its drouth and rust resisting qualities.

With a sufficient quantity of good durum wheat assured, the American macaroni manufacturing industry developed rapidly. For many years Americans had to depend upon Italy, and to a lesser degree, on other European countries for its Macaroni, Spaghetti, Vermicelli and Noodles. For years the United States was the Italian macaroni makers' most lucrative foreign market.

Macaroni Imports

Here's a little story in figures that is interesting:

In 1900 the U. S. imported less than 20 million pounds of all kinds of Macaroni Products at a cost of about \$825,000. Italy supplied over 90% of this imported food.

By 1905, the imports had increased well over 50 million pounds, worth \$4,000,000.

As the Italian migration to this country increased, so did the demand for Macaroni. By 1910 we were importing annually 114 million pounds and paying for it over \$5,000,000.

Macaroni importation reached its zenith in 1914 when we purchased over 125,000,000 pounds for approximately \$5,500,000.

The World War shut off all importations from Italy and other European countries. To supply the big and growing demand for this wonderful food, the small American Macaroni Industry expanded rapidly between 1915 and 1920. So great was the production capacity of the American plants increased, that by 1920 we were not only able to meet all American demands for Macaroni, but to export some to neighboring countries, even to Italy.

U. S. Macaroni Exports

By 1922 the exportation of American made Macaroni had become of sufficient importance to warrant the keeping of export records by our government. Our exports that year totaled 7,500,000 pounds with a total value of \$600,000. By 1929 this business had increased to more than 10 million pounds worth more than \$1,000,000.

The business crash in 1929 practically put to an end the export of American made macaroni though some of this lost business has been recently retrieved. It is estimated that this year, 1935, the industry will export well over 2,500,000 pounds with a value of about \$200,000.

The islands of the West Indies and the countries of Mexico and Central America are the biggest buyers, though American made macaroni and spaghetti regularly goes to more than 40 foreign countries.

So, within a very short time, as history is measured, the Macaroni Manufacturing Industry in this country has developed from an insignificant kitchen made product into a great and growing commercial industry. This industry now converts annually more than 20,000,000 bushels of American grown Durum wheat and an equal quantity of other wheats into more than 600,000,000 pounds of macaroni, spaghetti and kindred products, valued at approximately \$60,000,000. This U. S. industry now encompasses over 275 plants, located in 37 states, giving steady employment to more than 6000 skilled workmen and supplying Americans with one of the world's best grain foods, daily growing in popularity, not only with the masses, but with the classes.

The Macaroni Hole

As the word "paste" as used in the English language has a sort of unappetizing aspect, Americans prefer to call this

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100,000 bushels nel primo raccolto. Fu una profittevole ventura tanta per i produttori americani di maccheroni quanto per gli agricoltori degli Stati del North West; più per questi ultimi i quali trovarono che il grano duro cresceva meglio in quella semi-arida landa per le sue qualità resistenti alla siccità ed alla ruggine.

Assicuratasi una sufficiente quantità di buon grano duro, l'industria manifatturiera americana dei maccheroni si sviluppò rapidamente. Per molti anni gli americani avevano dovuto dipendere dall'Italia, ed in grado minore da altri paesi europei per i suoi maccheroni, spaghetti, vermicelli e paste all'uovo. Per anni gli Stati Uniti furono il mercato estero più lucroso per i fabbricanti italiani di maccheroni.

Ecco qui una piccola storia di cifre che è molto interessante. Nel 1900 gli Stati Uniti importarono meno di venti milioni di libbre di prodotto di maccheroni di ogni specie per un valore di circa \$825,000. L'Italia fornì oltre il 90 per cento di questa importazione. Nel 1905 le importazioni erano aumentate ad oltre cinquanta milioni di libbre, per un valore di \$4,000,000.

Come l'emigrazione italiana in questo paese aumentava, così aumentava la richiesta dei maccheroni. Al 1910 ne importavano annualmente cento quattordici milioni di libbre per un valore di oltre \$5,000,000. L'importazione di maccheroni raggiunse il suo zenit nel 1914, quando ne comprammo oltre 125 milioni di libbre per un valore approssimativo di \$5,500,000.

La guerra mondiale mise fine a tutte le importazioni dall'Italia ed altri paesi d'Europa. Per far fronte alla grande e crescente domanda di questo meraviglioso alimento, la piccola industria americana di maccheroni si estese rapidamente fra il 1915 e 1920. La capacità produttiva dei pastifici americani era così enormemente aumentata che nel 1920 fummo in condizioni non solo di far fronte a tutte le richieste per maccheroni del mercato americano, ma di esportarne anche nei paesi vicini e perfino in Italia.

Dal 1922 l'esportazione di maccheroni fabbricati in America è divenuta sufficientemente importante da autorizzare il governo a mantenere le statistiche di questa esportazione. Nel 1922 esportammo lb. 7,500,000 di prodotti di maccheroni per un valore totale di \$600,000. Nel 1929 questo commercio era aumentato a più di dieci milioni di libbre per un valore di oltre \$1,000,000.

La crisi, iniziata col crash nel 1929, praticamente mise fine alle esportazioni dei maccheroni americani, benché qualche parte di questo commercio perduto sia stato recentemente ripreso. Si calcola che quest'anno, 1936, l'industria esporterà altre due milioni e cinquecento mila libbre di maccheroni per un valore di circa \$200,000.

Le isole delle Indie Occidentali ed i paesi del Messico dell'America Centrale sono i maggiori compratori, benché maccheroni americani vadano regolarmente in più di quaranta paesi esteri.

Così, in brevissimo tempo, come la storia si misura, l'industria manifatturiera dei maccheroni si è sviluppata da un insignificante prodotto di cucina casalinga in una grande e crescente industria commerciale. Questa industria ora trasforma annualmente più di 20 milioni di bushel di grano duro americano ed una eguale quantità di altri grani, in oltre 600 milioni di libbre di maccheroni, spaghetti e prodotti affini, per un valore approssimativo di \$60 milioni. Questa industria negli Stati Uniti tiene oltre duecento settantacinque fabbriche, locate in 37 Stati, offre lavoro stabile ad oltre sei mila operai qualificati e fornisce agli americani uno dei migliori alimenti del grano nel mondo, che cresce di popolarità ogni giorno non solamente fra le masse, ma anche fra le classi.

IL BUCO DEI MACCHERONI

Siccome la parola "pasta" come è usata nel linguaggio inglese ha un aspetto poco appetitoso, gli americani preferiscono chiamare questo cibo con il nome generico americano "prodotti di maccheroni." I nostri connazionali europei che si servono di questo cibo per lo meno una o due volte al giorno, richiedono un maggior numero di forme e dimensioni.

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To Study Industry's Problems

Business in this country is confronted with more perplexing problems this year and by far more momentous ones than it faced in the dark days of the world's worst depression. That is the general opinion of students of business in every line of manufacture, distribution and sale because business is going through a period of reconstruction of vital interest to its future welfare.

Leaders in the macaroni-noodle manufacturing business are not unaware of the acute situation confronting the industry, but they are not all of the same view as to the proper plan or plans to be adopted to safeguard best the interests of the trade as a whole and of its individual components.

Like in other lines of business, conferences are the order of the day. There is a hope that through the friendly exchange of views some promising procedure might be suggested as the easiest way out of any and all of the difficulties into which manufacturers have been plunged, partially through individual faults but mostly despite every precaution.

The Macaroni Industry will sponsor such a conference in Chicago this month. It will be held at the Palmer House on Monday, Jan. 25, 1937 in connection with the Canners convention and the general conference of the grocery trade held that same week—conferences that naturally attract most of the leading macaroni makers. This conference is being sponsored by the National Macaroni Manufacturers association but is open to every operator in the business, all of whom have been extended an official invitation to attend.

An inkling of the enormity of the task confronting the macaroni makers is given in the invitation broadcast to the industry from the headquarters of the National association, asking macaroni-noodle makers to examine current conditions and past experiences to discover reasons for united action at this time. The invitation asks:

"Our experiences under the defunct NRA, AAA and other alphabetical laws emphasize the need of caution.

"For instance—
"What have you done to be released from all liability for deductions you will make from employees' pay under the Social Security Act in the event that it is declared unconstitutional? (A possibility.)

"Do you feel that your interests are all safeguarded under the new Robinson-Patman Act?

"What should be your attitude, and that of the industry on proposed, more radical business legislation?

"Are your rights in the matter of Processing Tax refunds fully protected?

"How are you planning to get your just refund of Floor Stock Taxes—a double tax which you paid?

"What stand should we take towards the proposed radical changes in the Federal Food and Drugs Law?

"What are you doing or contemplate doing, individually or collectively, to stop the heavy inroads being made on Macaroni's share in the American menu by other foods whose merits are boosted while we 'hide our light'?

"Are you satisfied with the growing tendency towards poorer and cheaper grades of macaroni—away from good semolina, farina products? If not, what can be done?

"Are you planning closer cooperation with your fellow manufacturers during the New Year in all matters directly affecting yours and the industry's interests?

"If you are worried about any or all these matters that affect your business—

"If you are concerned about policies to be adopted, continued, or modified—

"If you are interested in the future business of your own firm and that of the Macaroni Industry—

"THEN—
"You will be interested in the MID-

YEAR MEETING OF THE MACARONI INDUSTRY to be held at THE PALMER HOUSE, CHICAGO, MONDAY, JAN. 25, 1937, and to it we cordially invite you.

"The meeting—an open forum of the entire industry—will start promptly at 10 a. m. to provide time for the consideration of all the urgent matters previously referred to and all other matters that you and other manufacturers may present.

"In all other business lines the members are girding themselves for a bitter fight for salvation. They are uniting with competitors in planned, cooperative action.

"What more is there to say that you do not already know?

"However, the warning bears repetition. We must stop warring among ourselves and start fighting unitedly against all our common enemies.

"Help make the Mid-Year Meeting in Chicago on Jan. 25, 1937 the rallying point by sending one or more representatives there—your ablest executives—primed to take an active part in this timely, policy making conference."

Wheat Foods Big Muscle Builders

In a special release to the press of the country last month, Dr. Daniel R. Hodgdon, Ph.D., J.D. tells the whole world what the macaroni manufacturers have long known, that of the wheat foods

four times as much food value as potatoes for the same weight.

"It appears that macaroni is a valuable food in case of hardening of the arteries and should be eaten freely by people who have a tendency to suffer in this respect. And for those who suffer from Bright's disease macaroni has been found a beneficial and useful part of the diet. Macaroni seems also to be of assistance in cases of gastric and intestinal dyspepsia.

"Because of its digestibility and nourishing qualities, even babies are kept healthy on macaroni.

"Again because of its easy digestibility, macaroni makes an excellent main dish for the evening meal. People who find heavy food impossible in the evening will have no difficulty with macaroni on that score.

"Combining cheese with macaroni offers an especially attractive way of introducing protein into the system. If tomato is also added, with its high vitamin value, an almost ideal food dish is the result—ideal in the sense of being pretty complete in itself for a balanced meal.

"The macaroni itself contributes the minerals of which our bodies are in constant need and in fact must have in order to remain healthy. The heart, lungs, liver and all other organs suffer if they are deprived of the proper amount of mineral matter. Calcium, magnesium, potassium, sodium, phosphorus, chlorine, sulphur and iron are the minerals particularly needed."



DR. DANIEL R. HODGDON

that help to build big and strong muscles, macaroni products take a leading place. While in his statement he refers particularly to the Mueller brand of macaroni products, it can be considered in general praise of all brands that are made from choice, quality wheat granulations. He says, in part:

"Macaroni contains about twice as much muscle building food, or protein, as potatoes, nine times as much fat, between five and six times as much carbohydrate or heat producing food. In other words, macaroni has more than

MACARONI MAKERS' FORUM

To this department, all Macaroni-Noodle Manufacturers and friends are invited to send brief articles on any subject of special or general interest. Views expressed are those of the contributors and not necessarily those of the Editor or the Publication Committee.

*"I do not agree with all that you say,—
But I shall defend to the death your right to say it."*

—Voltaire

If He Can, I Will

In reading the Dec. 15, 1936 issue of THE MACARONI JOURNAL, I noticed an article deploring the narrow spread between raw material cost and the price of the finished product—MACARONI PRODUCTS, particularly.

Many must think that you are all wrong. Why, haven't you overlooked the fact that out of 100 lbs. of semolina, 150 lbs. of macaroni (?) can be produced by the simple expedient of adding water, and that by so doing a macaroni manufacturer can make a tremendous profit? At least, that is how a great many manufacturers must be figuring today. The "by-phrase" of most of these fellows is,—*"IF HE CAN SELL IT, I CAN."*

We are inclosing a little correspondence with a competitor that emphasizes our point. You will note that he tells us that his jobber "must be selling at cost." Is he doing business then without any overhead? If he buys egg noodles at \$1.25 and sells them at \$1.25, I can't for the life of me see where he is selling them at cost.

In my letter I stated that we are getting \$1.30 per case on the second grade noodles, and \$1.40 per case on the first grade; so this competitor immediately figures that if we can sell our second grade at \$1.30 a case, he can sell his at \$1.30.

Now that is the predominant attitude among too many manufacturers today. Our competitor fails to realize that we have the edge on him in St. Louis, because we don't have to pay freight on products shipped about 300 miles and that we sell without the cost of a broker. If he would use a sharp pencil,

an implement that we unfortunately are all forced to use to too great an extent in this business, he could figure out for himself that his egg noodles do not net him over \$1.10 per case here in St. Louis, and where on God's earth can a man sell 12/16 oz. egg noodles at \$1.10 and make a profit. Perhaps, he too figures,—*"If they can sell them, I can also."*

We will not sell a case of macaroni or egg noodles from our plant that does not show us a profit. There are, however, only a few macaroni-noodle manufacturers who really "know their costs" or "wants to know them." At least, price quotations encountered would indicate that they are not based on cost. Most of them just figure,—*"Well, if he can sell at a certain price, I can sell it for the same price or less."*

Yours truly,

JOSEPH MERCURIO,
Mercurio Bros. Spaghetti Mfg. Co.
St. Louis, Mo.

(Let there be more light on this subject during 1937. If there is a defense for the practice complained of, let's have it discussed openly in these columns. If there are more flagrant violations, why not tell them to the macaroni world? The "Macaroni Makers' Forum" will gladly carry your message of accusation, admonition, blame, censure, criticism, condemnation, denunciation, imputation, insinuation, obfuscation or vituperation, if you are incensed to this degree, or your advice, commendation, opinion, proposal, recommendation or suggestion for the cure of this profit robbing practice, if so inclined. Editor.)

General Mills Appoints Taylor

The appointment of Dr. Alonzo E. Taylor as chairman of the research committee of General Mills, Inc. was announced by James F. Bell, chairman of the board. Dr. Taylor will have general direction of the work in research and development carried on by General Mills for the improvement of nutritional values and better diet for the public.

Dr. Taylor has for many years been internationally known as an authority on foodstuffs. Before the World War he was Rush Professor of Physiological Chemistry in the University of Pennsylvania. His distinguished work in this field led the Federal government to draft his services during the war, and from 1916 to 1920 he spent most of his time in Europe, surveying and reporting on food conditions. He also served as a member of the War Trade Board, representing the Department of Agriculture, in charge of foods and feeds in nonmilitary trade and blockade. In 1919 and 1920 he made a special survey of the food needs of the countries of central and eastern Europe for the United States Relief Administration.

In 1921 Dr. Taylor became director of the Food Research Institute established at Stanford university by the Carnegie corporation, but continued his close contacts with conditions in other countries. In 1927 he was one of the American delegates at the International Economic Conference in Geneva, and in 1931 he served as the consulting expert attached to the American delegation to the International Wheat Conference in London.

Dr. Taylor's appointment as head of the General Mills research committee is particularly appropriate because throughout his career he has devoted special attention to the place and uses of wheat, the leading cereal in the human diet, in relation to mass nutrition. Dr. Taylor will be stationed at the headquarters of General Mills, Inc. in Minneapolis.

Paragraphed Progress

Litterateur Upton Sinclair and the late Huey Long set the ball in motion to find a way to furnish needed money for the aged; then Dr. Townsend, Father Coughlin and other enthusiasts kept their id. revolving so fast that Congress

dodged, and cooked the half baked Security Act. But something good will result from the many detours on the roads toward genuine human progress.

The interest in the new models of cars is significant evidence that ours is a country where better goods and cheaper prices year after year represent an industrial and economic system that warms the cockles of the heart of every person who contemplates buying a new car—and that certainly is practical progress.

Whenever the southern planter is discouraged about who will buy their cotton the chemical industrialists come along with new discoveries of jewelry and clothing, and such things; and it won't be long before a large part of the composition used in highway materials will furnish fresh markets for thousands of acres of cotton.

It might be observed that progress now manifests increased interest and respect for the printed word of newspapers and other publications, and a diminished appreciation of overdoes of radio broadcasting.

A used mind is one used item that has more value than a new one.

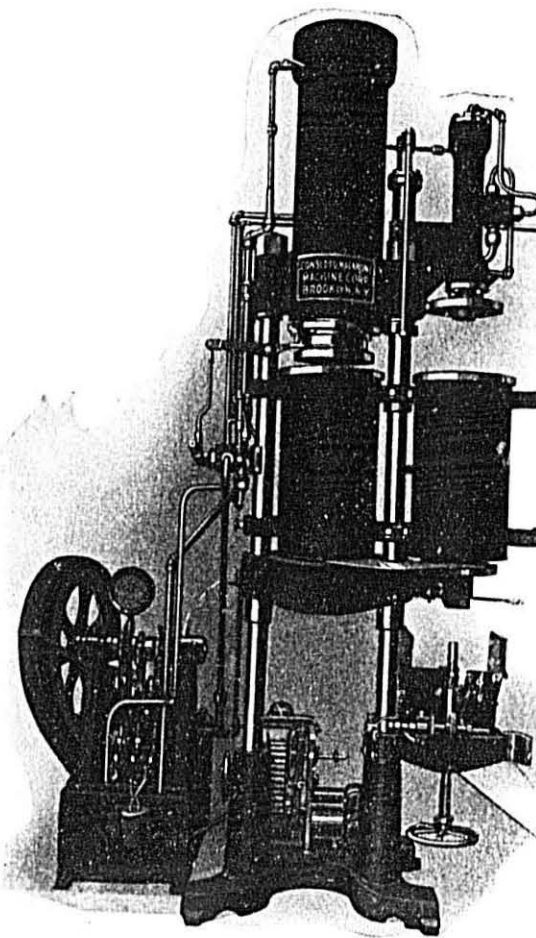
January 15, 1937

THE MACARONI JOURNAL

15

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Vegetable and Fruit Imports Tabulated

The impression is general that the United States is self sufficient in the production of foodstuffs. Yet annually this country imports an enormous amount of some of its own most common vegetables and fruits. Practically all of these come in under stiff import duties that sometimes range as high as 100% ad valorem.

The foregoing facts are disclosed in a report by the United States Tariff Commission under the title "Comparative Statistics of Imports into the United States for Consumption, by Countries, for the Calendar Years 1931-1935, Inclusive." The work of assembling the material for the volumes is being done as a project of the Works Progress Administration at Richmond, Va.

As indigenous as lima beans are to the soil of this country, nevertheless the United States last year imported more than 5,000,000 lbs. of that vegetable, on all of which, excepting that which came in under the Cuban trade agreement, a duty of 3½c a pound was paid. About 35,000,000 lbs. of ordinary beans were imported at a tariff rate of 3c a pound, imports from Mexico and Chili each having been more than 10,000,000 lbs. The report shows that this was far from a record year's bean imports, as in 1931, more than 42,000,000 lbs. were imported.

Mushrooms are grown in most sections of the country. Yet last year the U. S. imported, chiefly from Poland and Danzig, more than 550,000 lbs. of mushrooms at the almost prohibitive tariff rate of 10c a pound plus 45% ad valorem. And one might think that last year's imports of potatoes, amounting to more than 15,000,000 lbs., coming chiefly from Canada, were high, yet the volume discloses that in 1931 nearly 234,000,000 lbs. were imported. The same duty was paid in each of the years—¾c a pound.

If there is a state in the Union that does not grow turnips it has yet to be heard from, yet this country last year imported more than 99,000,000 lbs. of that root vegetable, on which a tariff ¼c a pound was paid, the equivalent ad valorem being 46%. Practically all the turnip imports were from Canada.

Tomatoes to the extent of more than 78,000,000 lbs., on which a duty of 3c a pound was paid (except those coming in under the Cuban trade agreement, on which the duty was 1-8/10c per pound), were imported chiefly from Mexico and Canada, the report shows.

Other vegetables imported last year included nearly 15,000,000 lbs. of onions, on which a tariff of 2½c a pound was paid; more than 3,500,000 lbs. of peppers, entering at a tariff rate of 2½c a pound and coming chiefly from Cuba and Mexico; and more than 2,500,000 lbs of pickled vegetables, on which 35% ad valorem was paid.

In the line of canned vegetables this

country imported, nearly all from Italy, nearly 77,000,000 lbs. of canned tomatoes, on which a duty of 50% ad valorem was paid; and nearly 1,000,000 lbs. of canned pimientos, chiefly from Spain, on which the duty was 6c a pound.

It took more than 55,000,000 bunches of imported bananas to satisfy the appetites of Americans last year. This amounted to almost a half bunch for every man, woman and child in the country. While for many years this country's chief banana imports came from Honduras, figures for last year gave the lead to Mexico. Other countries from which the United States imports large quantities of bananas are Cuba, Guatemala and Panama.

Imports of lemons are shown to be small, though last year there were imports of limes exceeding 7,000,000 lbs., on which a duty of 2c a pound was paid. They came chiefly from Mexico.

Practically all of the imports of olives in brine are shown to have come from Spain, but included in the total imports of more than 3,500,000 gallons in brine, were some from 8 other countries.

Blueberries—more than 2,000,000 lbs. of them—were imported last year from Canada paying a duty of 1¼c a pound. More than 1,000,000 lbs. of cherries were imported at a tariff rate of 2c a pound and by far the larger part of them came from Yugoslavia. From Greece came practically all of the more than 6,000,000

lbs. of currants imported last year on which 2c a pound duty was paid; and Iraq was the principal source of the late imports of nearly 39,000,000 lbs. on which the duty was 1c a pound.

It will surprise many to know that this country last year imported more than 2,500,000 lbs. of oranges, practically all from Japan, on which a duty of 1c a pound was paid. Avocados were imported duty free, to the extent of more than 7,000,000 lbs., practically all from Mexico.

While at first glance it may appear that these statistics indicate enormous imports of fruits and vegetables, the fact is that with the exception of some fruits and vegetables not indigenous to the soil of this country, they represent only a drop in the bucket as compared with national production and consumption of the same items. Furthermore, they do not take into account the quantity of exports of some of the items which are greater in some cases than the imports of the same items.

Candy Makers Favor Standards

Believing it wise to agree on a set of definitions and standards before the new food act is passed by Congress, as many feel it will be passed at this session, the candy manufacturers will anticipate that action by adopting plans for definite ingredient standards. That was the action taken at a recent convention of the National Confectioners association in Chicago.

It is the hope of the sponsors, who are apparently better acquainted with the needs of the industry and the fairness of certain standards than can be the legislators who will formulate the new food law, that this voluntary adoption of standards by the confectioners themselves may influence congressmen to consider these standards when setting up rules and regulations under the proposed regulatory act.

When the NRA was in force a standardization committee of candy makers headed by William F. Heide of New York city, did a great deal of work in formulating standards. It is now proposed to review these with the expectation that the proposed food and drug act will make such standards mandatory. Inasmuch as it is recognized in the industry that there may be several different formulas for making a confection answering to one general trade name, it is planned to establish grades, so that several different standards may apply to one confection.

Macaroni-noodle manufacturers watch with considerable interest the move of fellow food manufacturers, because they too are very much concerned over the proposed new food law and its probable effect on their products.

January 15, 1937

Report of Washington Office Activities for December

(Continued from Page 6)

detail at the Chicago meeting above referred to and it behooves every manufacturer to make every effort possible to be present.

Price Law Being Tested

The second matter of importance is the Robinson-Patman Act. The most important provisions so far as the macaroni manufacturer is concerned are the price provisions. Hearings are being held and among the most important are the Kraft and Montgomery Ward cases.

Kraft, as is well known, sells in interstate and intrastate commerce through its own subsidiaries to retailers and others who compete with each other and the main argument in this case is the matter of differentials which shall be charged due largely to difference in cost. On the other hand the Montgomery Ward appears to have as its basis the allegation that they buy from the same firm the same articles at two different prices.

It is too early to determine the outcome of this legislation. Many decisions concerning the authority and limitations of the Federal Trade Commission as well as court decisions concerning the law will be necessary before we know "where we are at." However we all are aware that a large number of manufacturers sell their

macaroni products at the same price to different classes of buyers and at a different price to the same class of buyers without any relation to cost and also without any relation to quantity or other conditions of purchase, the main object being to meet whatever competition is encountered.

This legislation and its effect on the macaroni industry should be a matter for thorough discussion at our meeting above referred to and is an added and very vital reason why all manufacturers should attend and be prepared to enter intelligently into a discussion of this most important legislation.

There's always a place for leaders because leaders always make a place for themselves.

Jacobs' Brooklyn Office

Because he is required to spend so much of his time in conferences with food enforcing officials in the country's largest food consuming center, B. R. Jacobs, Washington Representative of the National Macaroni Manufacturers association has found it most practical to set up an auxiliary office in Greater New York.

Macaroni-noodle manufacturers interested in Dr. Jacobs' law enforcement work are asked to note his new office address. It is at No. 2 Grace st., Brooklyn, N. Y. The main office of the Washington Representative will continue to be at 2026 "I" st., N.W., Washington, D. C. though he will be found or reached at his Brooklyn office a greater part of the time.

Flour and Milling Activities December 1936

General Mills, Inc. summarizes the following comparative flour milling activities as totaled for all mills reporting in the milling centers as indicated:

	Past Month	Same Period Year Ago	Cumulative Since June 30, 1936	Cumulative Since Same Period 1935
	Barrels	Barrels	Barrels	Barrels
Northwest	1,062,208	1,159,193	7,403,495	8,483,943
Southwest	2,130,700	1,559,856	13,163,185	11,142,733
Lake, Central and Southern ..	1,691,771	1,277,877	10,904,706	10,681,089
Pacific Coast	198,199	399,092	2,385,757	2,416,478
Grand Total for All Mills Reporting	5,082,878	4,745,928	33,857,143	32,724,243

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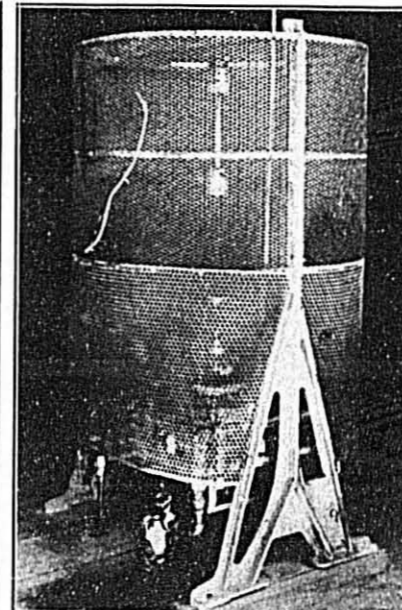
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Outlook for Food Business in 1937

Secretary Wallace predicted two weeks ago that food prices would advance about 10% during the first quarter of 1937, principally because of meats going to the highest level in two years and higher prices for grains, dairy products, potatoes, fruits, sugar and several other foods.

Working sheets of the American Institute of Food Distribution, Inc. indicate an upward trend for food prices between now and April, but with the peak of the average in this advance likely to fall quite a bit short of 10%.

This is for two reasons: First, stocks accumulated in anticipation of such advances (grains excepted). Second, increased production of early southern vegetables and the depressing influence of the outlook for larger food production in 1937.

Food prices from April through the remainder of the year will largely depend on the tonnage of food from the 1937 production, according to Gordon C. Corbaley, president of the Food Institute.

This means that the trend in food prices from April will depend on the producing ideas of the farmers, the influence of the weather on crops and how the farmers bargain in selling their products.

Meats will undoubtedly continue higher than last year. Dairy products and poultry will probably hold.

Sugar may advance further but is not likely to go far because the national administration will permit additional imports rather than have too great a jump in the price.

Fish is likely to hold its price level because production cannot be materially increased and fish will have the advantage of selling in competition with higher priced meats.

Fruits may be cheaper than now but are hardly likely to fall materially later in the year because small supplies will be carried into the new season and the area for producing summer fruits is down to where extraordinarily favorable weather will be needed to bring important general surpluses.

Vegetables, both fresh and canned, are a seasonal crop where prices depend on the acreages planted and the weather.

"Reviewing the above details in the food price structure supplies the reasons for the judgment that food prices may average lower during the latter part of the year but are more likely to hold at an average price range a little higher than that prevailing in 1936.

"Further inflation of business and consumption will help bring that, especially since the government is so thoroughly organized to protect the farmers from accepting ruinously low prices for any food. There are no important food surpluses. Farmers are well financed to

hold for profitable prices," said Mr. Corbaley. The outlook in 1937, according to the Food Institute, is about as follows:

Food Volume in 1937—Tonnage of foods handled through commercial channels will continue to increase more than the expansion in population because of greater employment, more diversified eating and larger purchasing of commercial foods by the farmers.

Dollar volume in the food business should continue to make a slightly greater increase than the expansion in tonnage consumption because of a more prosperous people purchasing better quality foods in wider variety, and food prices through the years averaging a little higher than in 1936.

Profits in the Food Business—are likely to average less than in 1936 because Social Security taxes will be a heavy burden. Labor and incidental supplies will cost more. Food prices are not likely to yield the profits secured from the upward trend in prices during the last half of 1936. These depressing influences on profit margins will be at least partially equalized by the more tolerant attitude in competition which naturally accompanies more prosperous conditions.

The Farmers Who Produce the Food—Aggregate farm income in 1936 is expected to run well above \$10,000,000,000 in comparison with \$9,530,000,000 in 1936. Farmers will receive more money for their live stock and probably will receive as much or more money for most of their other crops, even if harvested supplies should be substantially more than in 1936.

Canners and Packers should have a reasonably good year in 1937 unless vegetable canners speculatively contract for a greater increase in acreage than is justified by probable consumption and crops are unusually favorable.

Fruit and fish canners are better protected from this possibility of excessive packs because there is a rather distinct limit to the amount of raw material available for most packs.

Food Distributors should average a good year in 1937 because they will be selling an increasing dollar volume with price competition reduced by legal controls and the natural relaxing of competition under more prosperous conditions.

Food Brokers—This intermediate function in food distribution is organizing with new confidence for a better year in 1937.

The Robinson-Patman law has helped clarify the brokerage function as a separate service. Brokers expect this influence to work even more decisively to their advantage when the Federal Trade Commission starts interpreting controls over the diversion of brokerage.

Brokers feel that the trend in food distribution and in trade practices is to-

ward reestablishing the food business on a more local basis and the brokerage function as an essential service in handling the marketing of staple foods for local territories.

Influences from Washington on the Food Business—Agricultural Administration will continue as a positive influence restraining farmers from excessive acreage and assisting farmers to maintain the prices that they get for foods.

NRA will probably be revived in modified form to directly affect hours and wages in the food business.

New Food and Drugs act will probably be passed but in a form generally acceptable to the food business.

Additional bargaining tariffs will be enacted, opening somewhat larger movements for the export selling of foods.

Legal Controls over the Food Business—Robinson-Patman law probably will be made increasingly effective in controlling trade practices, discounts, allowances, advertising payments, etc. Tydings bill, enabling manufacturers to maintain retail prices, and similar laws for numerous states probably will be passed during 1937.

Net effect of these laws will be somewhat to stabilize margins in the handling of established brands, but effectiveness for these laws through so slowly that there probably will be no startling changes in such prices or in the competition between established brands and distributors' brands.

GENERAL SUMMARY OF OUTLOOK

Food business can look forward with confidence to 1937. Generally favorable business conditions supply a base for that.

Food price index is likely to average the comparatively small changes of the last two years.

Competitive conditions in the food business will probably average during the year somewhat more favorable than in 1936 and much more favorable than the vicious competing of depression days.

Will Handle Mueller Advertising

The C. F. Mueller company, Jersey City, N. J., one of the largest advertisers of its products in the macaroni industry has announced the appointment of Keyon & Eckhardt, Inc. of New York City as its advertising agency. The agency will handle advertising of macaroni, spaghetti, egg noodles, elbow macaroni, cooked spaghetti and alphabets which are the most common forms of macaroni products in which this firm specializes.

January 15, 1937

NOTES OF THE INDUSTRY

Noodle Plant Destroyed

Fire of unknown origin destroyed the four story brick plant of Trafficanti Bros. at 451-453 North Racine av., Chicago on the last day of 1936. The loss is estimated at more than \$50,000, only partially covered by insurance. Fire Marshal Michael J. Corrigan is of the belief that the fire started in a rubbish heap behind the building.

The fire was discovered by a truck driver who was reporting for work early in the day for a cartage concern with quarters next door to the plant. Though the fire department responded quickly to the alarm he turned in, the flames had gained such headway its efforts were concentrated on saving adjoining buildings.

The owners, Frank Trafficanti of 460 No. Carpenter st. and Nicholas Trafficanti of 1810 Race st. have not yet determined whether the plant will be reconstructed on the old site or at a new location.

laws and granted a charter with a capital stock of \$100,000. It will manufacture and distribute noodle products of all kinds. The principals of the new firm are Alexander Goodman, Leon S. Ullman and Isaac S. Long.

Macaroni for the Needy

More than 2000 lbs. of high grade nutritious macaroni was contributed by the Porter-Scarpelli Macaroni company, Portland, Ore. for distribution among the needy during the Christmas season. This generosity was appreciated by the charitable organizations of the state and more so by the poor people among the 2000 who found a package in their Christmas stockings. Newspapers of that state carried illustrated stories of the charitable act, showing John Scarpelli of the macaroni firm and Captain C. H. Tichenor, Sunshine division of the Portland police department standing beside the ton of this good food.

Spaghetti Eating Champion

Jimmy d'Auria, 21 years old, a newsboy was declared the champion spaghetti eater in western New York in a recent contest staged in Buffalo. He gained that honor after conserving the greatest

quantity of this edible food in the fast time of 1 minute and 15 seconds. His closest rival was 15 seconds longer in accomplishing the same results. Those who followed the accepted spoon-and-fork winding system were soon outdistanced by those who followed the shovel method.

Other than deciding the winner in this eating contest, there were several good results. The curious were satisfied, some hungry boys ate their fill and a large quantity of spaghetti was removed from the competitive market.

"Spaghetti Degree" Sought

A Mexican macaroni manufacturer has made a formal application to the University of California asking for an honorary degree, something like Doctor of Spaghetti, to recognize his ability as a macaroni maker, pretzel twister and writer of books on such subjects. At least that is the story from Los Angeles. The applicant insists that he has made enough macaroni and spaghetti to encircle the globe several times.

While the application is under consideration, it is suggested that the faculty consider the worthiness of the applicant by asking if in addition to perfecting the art of macaroni making he has also learned the knack of selling it profitably. If so he should be hired to teach his fellow macaroni makers in this country, the best producers but often the poorest sellers.

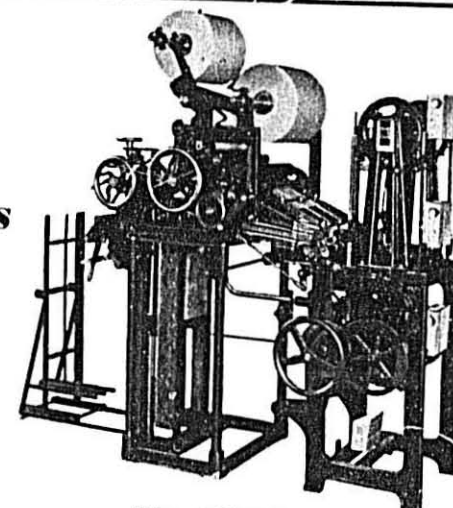
Blue Ribbon Noodle Firm Incorporated
The Blue Ribbon Noodle Company, Inc., Wilkes-Barre, Pa. was incorporated December 1936 under Pennsylvania

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Secrets of Successful Trade Marking

Discounting a New Federal Food Act

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

It would be easier perhaps, to persuade macaroni marketers to try to forestall or discount a new Federal food act if members of the trade were fully convinced that a new pure food law was actually on the horizon. As was the case in the well known proverb, the cry of "wolf" has been raised so often that many hearers have ceased to fear the big black bogey. Nevertheless and notwithstanding, the result of the national election in November renders it all the more certain that the long-promised shakeup of the Food and Drugs Act is literally on the way. Hence the wisdom of cutting one's suit to fit a new cloth when it comes to naming or renaming macaroni-noodle items, or fashioning new labels.

To further emphasize the wisdom of keeping one's ear to the ground, we have the well-founded gossip at Washington that the food and drug bill before the 75th Congress is going to be different. That means not merely different from existing law. But different from the several tentative versions of a new food and drug bill which have been before Congress off and on for several years past, beginning with the so-called Tugwell bill. That the enforcement officials of the U. S. Food and Drug Administration are so well satisfied with the prospect for a remodeled new deal in this quarter should be evidence enough for any member of the trade that the situation is worthy of close observation.

Direct expressions to the writer these past few weeks by influential members indicate that the new Congress comes on the job pretty well convinced that a fresh pattern must be constructed from the ground up if a model food and drug act is to make its way through both houses of the legislature and obtain the President's signature. So much for the lesson taught by the deadlock of last summer when the Conference Committee found it impossible to reconcile the differences between the Senate and the House. Where the news is hottest though, is in the recent intimations from the heads at the Department of Agriculture that they are quite reconciled to the flop of the lost bill and believe that there are compensations in the delay.

The real secret of this complacent attitude is the conviction at the Department that the patchwork on the scuttled bill has really shot the old fabric so full of holes that the only chance of meeting the Administration ideals is to redraft the whole. Food police captains at Washington declare that both the Senate and House bills, which refused to melt, contained weaknesses that would have seriously impaired the effectiveness of enforcement. They go farther and in-

sist that the tinkering which in their estimation hopelessly mutilated the bill, was all due to the failure of many of the parties at interest to grasp the technical phases of the bill as originally presented.

Just here the reader may get a peep at what is in store, viz, a determined effort on the part of the administration at Washington to win through with a bill that will in a fuller measure reckon with the complex scientific considerations that are now involved in food censorship. That is the slant to be taken by the succeeding edition of the bill—with insistence that the contemplated appraisal in scientific terms is best calculated to protect consumers.

Boiled down, this current attitude at Food and Drug enforcement headquarters means the setting of a trend to the more extensive use of analytical methods—particularly modernized and improved analytical methods in enforcement of the law. The purpose of this policy is to obtain minute measurements, expressive of delicacy and specificity. That in turn tends to the adoption whenever possible of colorimetric methods. What this leaning on the part of the high command of fooddom signifies may be sensed by the situation which is developing in the macaroni industry in the proposed addition of carotene to macaroni products to simulate a higher grade or higher egg content than actually exists.

Accepting the challenge of this strategy in the trade, the Food and Drug Administration chemists have developed several new methods of scientific inventoring. For example, there is the method which has been devised for measuring the natural carotenelike pigments of flour which avoids some of the deficiencies of the older and less specific color value. This method is also applicable to authentic samples of eggs, thus reckoning with eggs as an ingredient of certain macaroni products. The new measuring stick will likewise be applicable to the effect of storage and of bleaching on the carotenelike pigments of wheat flour.

The noodle end of the trade is also getting a taste of the new technic at the department via an addition to the method for lipid phosphoric acid as a measure of egg-yolk content. The new gesture in detection takes account of the sterol content of eggs, because sterol, while a normal constituent of egg yolk is not normally in flour. Finally, the

Federal computers of quality in noodles are trying to work out a method of determining the egg-white content of noodles and similar products.

Let no watcher on the macaroni sidelines assume that all there is to the discounting job is the making of allowances for the Food Administration's run on the science of optics as a means of backing up subjective methods of measurement with objective methods. All the same, a new setup in food censorship is as good as assured if chemists, armed with photometers and like paraphernalia are going to check up on branded and labeled products along with the experts whose conclusions are based on long experience with the appearance, color, odor and flavor of the goods. Assume then that the next food act is to be fashioned at least in part, as a tool for consumers trained in chemistry, physics, microscopy and the biological sciences. But be assured that the draft ultimately to be adopted will bring about reshuffling of lines obviously practical.

The advertising censorship program in this category, though no guesser can predict thus early just what prescription will be handed out for fixing responsibility for truth in food advertising, is a foregone conclusion that insertion of the food act of strictures upon advertising will automatically bring in a wake sharper vigilance in respect to food names that are either misdescriptive or deceptive. For years past the officials of the U. S. Patent Office have worked sympathetic cooperation with the Food and Drug Administration staff in separating, for trade mark registration, suggestive trade mark names from descriptive trade names. This team play will be stiffened under a stricter food act.

Equally important in immediate practical reaction upon the food trades, will be the destined omission from the act of the so-called Distinctive Name Clause, whereby products sold under particular, fanciful names have been solved from the label-confessional. It is quite true that the Distinctive Name loophole is not the wide open means of escape that it was before the department found means of partly plugging the hole by requiring the warning "imitation" on preparations that do not conform to the Government standards proportions of ingredients. Even the Distinctive Name exemption stood in the way of absolutely even impartial application of Uncle Sam's regulations for food branding and labeling.

One fact to tie to in previewing Federal food code of the future is inevitable inclusion of an effective

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New Macaroni Canning Factory

The Chamber of Commerce of Jamestown, O. announces a new macaroni and noodle manufacturing plant to start operations this month. It will combine manufacturing and canning. It is quartered in a large brick building on South Limestone st. The factory is owned and operated by J. F. Snyder. Under the proprietor's supervision the factory will make and can a variety of soups as well as macaroni products. It expects to employ about 30 women and 10 men when at its production peak.

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upon deceptive and slack filled packages. In this quarter, as in that above mentioned, the Government has been able, thanks to the McNary-Mapes amendment, to take partial corrective measures through rules and regulations without waiting for a law with a full set of teeth. But the last word is yet to be said. Whichever way the revision cat jumps on some issues it is due to land with four feet on packages that are designed or intended, through size, shape, dress or "window" display, to mislead customers as to the quantity or quality of the contents. The tactics of the erstwhile liquor bootleggers, now turning their doubtful talents to food adulteration and misbranding, are what has brought the deepened determination in Congress to crack down on name-jugglers, and package-chisellers.

Those "Good Old Days"

Bennet Chapple, vice president of the American Rolling Mill company of Middletown, O. popularly known as "The Ironmaster of the Air" because of his frequent appearance on the radio advertising the stainless steel manufactured by his firm, has painted a word picture of the "good old days" which is interesting. As part of his broadcast, telling of the part played by stainless steel in many fields of industry, including many parts of machines used in modern macaroni plants, he said, in part:

"I wonder how many of my audience remember those days before there were any motion pictures. A good many, I am sure, because it wasn't so long ago. We only have to go back to 'The Gay Nineties,' but as a matter of fact they weren't so gay. A working day began at sun-up and ended along about dark. There weren't any mechanical appliances worth the name. Fresh water in the kitchen meant laborious pumping and if you lived on a farm as I did, a visit to town meant a long, tiresome trip with a horse and buggy. Men worked harder and longer in those days. Despite the glamour which memory gives to the past, I am sure most of us had rather be living these good *new days* when year after year our work becomes a little easier and wages a little higher.

"Yes, I mean that. Living wages are higher. I'm not talking about money—because we don't eat nickels and dimes or wear dollar bills on our backs. Our pay envelopes contain more food to eat, better shoes to wear, a roof to sleep under, and many other things—perhaps a movie now and then. Today an electric pumping system carries the water once pumped so laboriously to farm kitchens. Washing machines save hours of backbreaking toil. A gasoline tractor does the hard hauling jobs of a dozen men. Your radio transports our fifty piece band for your enjoyment.

"And this better living has come about through the contribution of the men who did things that couldn't be done. This has meant new industries and new methods of production, resulting in con-

stantly lowering costs of things we all need, creating more jobs and bringing a standard of living in this country higher than any other country in the world.

"With every new achievement, be it in developing stainless steel or in the invention of machinery for lowering the cost of steel production, the steel industry has contributed toward a fuller life for every man, woman and child. These contributions will continue to be made in increasing numbers with the growth of laboratory technic and engineering practice—and within the next decade we shall probably enjoy the highest level of comfort and convenience which any country has ever seen."

Too Much Killing

The average of killings by accidents is semi-officially placed at one every six minutes. In New Jersey you will get your safety warnings from signs to the effect that "three killed every day." Among the ways people are killed include 31,500 "home accidents" such as falling out of bed, or cracking at the enamel in the bath tub. Or if you prefer work to relief and the dole you may be one of the unfortunate 16,500 who pass out by way of "occupational accidents."

The number of deaths from motor vehicle accidents last year was 36,000. The comparative figures with home accidents raises the question of where a person may actually be safe. Really, getting killed by accident in peace time makes war look as safe as the game of golf.

The new models for 1937 are coming out, and most new cars contain every foolproof improvement that could be thought of. You wonder where there is anything dangerous about such masterpieces from laboratories and factories.

It all brings us back to where we started. If the driver ever reaches the point of general intelligence to keep his, or her, thinking tank intelligently active without going into the evil ways of "wool gathering" he will be—according to statistics—safer on the road than in the vicinity of his own fireside, where lurk the dangers of waxed floors, turning on electric switches with wet hands, stepping up on chairs and falling down "go boom," carelessly opening cans and bottles, burning cigaret stubs and fetching killing lightning via the radio antenna.

The many educational movements in behalf of safety in driving will have to go on and on. Meanwhile, why not cherish the national hope that the scientists who are capturing the Nobel prize will find ways for our descendants to attain ripe old age and pass out peacefully from heart failure or shortness of breath.

Better at the bottom, determined to get to the top, than half way up doubting the worthwhileness of climbing the rest of the way.

International Trade In Macaroni Products

The foreign trade of macaroni products continued to be about as usual with a slight increase in imports and a decrease in exports, according to the Monthly Summary of Foreign Commerce, issued by the U. S. Bureau of Foreign and Domestic Commerce.

Imports

The month of October 1936 showed a small increase in the importation of this foodstuff totaling 98,479 lbs. worth \$7,888 as compared with the September 1936 figures—97,148 lbs. worth \$7,577. During the first 10 months of 1936 ending Oct. 31, 1936 the imports totaled 1,069,762 lbs. valued at \$86,190.

Exports

Macaroni products exported during October 1936 totaled 135,334 lbs. with a total value of \$10,263 as compared with the September 1936 exports amounting to 187,042 lbs. worth \$61,400. The first 10 months of 1936 showed a total exportation of this foodstuff amounting to 1,621,499 lbs. valued at \$132,077.

The list below shows the foreign countries to which this product was exported during October 1936 and the total exported to each:

Countries	Pounds
Netherlands	72
Canada	63
British Honduras	12
Costa Rica	12
Guatemala	12
Honduras	12
Nicaragua	12
Panama	9
Salvador	12
Mexico	12
Bermuda	12
Barbados	12
Jamaica	12
Other British West Indies	12
Cuba	12
Dominican Republic	12
Netherlands West Indies	12
Haiti, Republic of	12
Columbia	12
Venezuela	12
Saudi Arabia	12
China	12
Netherlands India	12
Hong Kong	12
Japan	12
Philippine Islands	12
Siam	12
Other Asia	12
Australia	12
French Oceania	12
New Zealand	12
British East Africa	12
Mozambique	12
Total	135,334

Insular Possessions

Hawaii	12
Puerto Rico	12
Virgin Islands	12
Total	36

With so many unemployed trying to find something to do, it behooves the employed to see to it that they find something to do.

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MACARONI-GRAMS

By Spag MacNoodle

Luck

Luck is a good thing—if it is good luck—but Lady Luck is a two-faced dame and when you think she is looking your way she may be exchanging winks with a handsomer man in another direction.

There are plenty of business men trusting to luck to get them through to grass again without a sheriff's sale. Instead of doing their best to help themselves, they are sitting back with their fingers crossed and hoping God will be good to them. They may even be asking God to help them, forgetting that those whom God helps are the ones who do their best to help themselves.

It is not luck that one business man is always ready, from bargain basement to executive penthouse for anything that may turn up, while another has done nothing but powder his commercial nose a little to make himself look ready.

It is not luck that one fellow is a business dumb-bell, while his neighbor is a business Phi Beta Kappa man. There is such a thing as luck, but E. W. Scripps

once declared "I never knew a fool to have any but bad luck."

People who allow themselves to drift along with nothing but picayune puttering in preparation for business changes are always last in war, last in peace, but first in the hands of plain clothes police.

This is not a time when anybody with a few hundred dollars and a rabbit's foot can start some business on a shoestring in January and run it up to a trunkful of faddy footwear by Armistice Day.

The days of rapidly built successes are not coming back; not this year. We are going to have to work for what we get, and if we get what we work for—that will be as good luck as any man need wish.

The country is full of men who think they could accomplish wonders if they got the breaks. They think all they lack of going great guns is for some one to give them the guns. They think more about Santa Claus and Christmas trees than about hard work. That is why so many of them look so hopeful before the presents are distributed and so sick afterward.

Think Of It This Way

Don't think of the prospect with whom you are in contact as either a wavering or a prejudiced prospect. Don't think of him as one who is destined to say no simply because there seems to be no sign of his saying yes.

Think of such a prospect as one who wants to be sure that he doesn't say yes too soon. After all, even the prospect who is favorably impressed has to be careful not to say yes too soon. It just isn't good buying business to say it prematurely. A buyer should have all the facts pertaining to a proposition before he says yes.

We who sell expect the prospect to say yes too quickly, and forget that he, as a buyer, should be on his guard against answering affirmatively before he is fully warranted in doing so.

When the buyer doesn't say yes, it doesn't necessarily mean that he is not going to do so. It quite probably does mean that he is refraining from doing so for fear that he will commit himself with to-be-regretted haste. Think of each prospect as one who is going to say yes in spite of the fact that he refrains from saying it. Continue to shoot information at him and consistently you'll arrive at the place where he feels that he is fully warranted in saying yes.

There's not much virtue in being patient if we are so only because it is the easiest thing to be.

Macaroni - Noodles Trade Mark Bureau

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

In this connection the National Macaroni Manufacturers Association offers all manufacturers *Free Advisory Service*, including a free advanced search by the National Trade Mark Company, Washington, D. C. on any Trade Mark that one contemplates adopting or registering.

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In December 1936 the following were reported by the U. S. Patent Office:

PATENTS

Macaroni Die

A patent for a macaroni die was granted Mario Tanti, Boston, Mass. Application was filed Jan. 13, 1934 and given serial number 2,062,338. The official description given in the Dec. 1, 1936 issue of the Patent Office Gazette reads:

"A macaroni die comprising a die plate having a plurality of perforations adapted to receive individual die elements, said die elements comprising a cylindrical shell adapted to fit in the perforations in said plate, said shell having a higher wall at one side than

the other, a pin positioned symmetrically in said shell and means extending from the back of the shell for supporting said pin, the passage on one side of the pin through the shell being longer than on the other, the pin being symmetrically positioned however in the shell."

TRADE MARKS REGISTERED

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

Semola

The trade mark of National Food Products Co., Inc., doing business as Semola Macaroni Co., New Orleans, La., for use on alimentary pastes was registered. Application was filed July 13, 1936, published Oct. 13, 1936 in the Patent Office Gazette and in the Nov. 15, 1936 issue of THE MACARONI JOURNAL. One claim use since Feb. 1928. The trade mark is the trade name written in white letters on a ribbon to the right of which is a small bow and beneath which is a scene.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in December 1936 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Justice

The trade mark of National Food Products Company, New Orleans, La. for use on alimentary paste. Application was filed Oct. 19, 1936 and published Dec. 8, 1936. Owner claims use since January 1915. The trade mark is an oval in which appears the picture of a factory and written above and beneath the following: "The Home of Justice Macaroni." The word macaroni is disclaimed apart from the mark.

Italian Cook

The trade mark of Kurtz Brothers Corporation, Philadelphia, Pa., for use on spaghetti dinner (a Package Consisting of Spaghetti, Grated Cheese, and Spaghetti Sauce) Application was filed Oct. 19, 1936 and published Dec. 22, 1936. Owner claims use since Oct. 15, 1936. The trade name is written in large black type.

LABELS

Goodman's

The title "Goodman's" was registered Dec. 8, 1936 by A. Goodman & Sons, New York, N. Y. for use on pure egg macaroni. Application was published Jan. 10, 1937 given serial number 48464.

Spaghetti Dinner

The title "Spaghetti Dinner" was registered on Dec. 15, 1936 by Kurtz Brothers Corporation, Philadelphia, Pa. for use on spaghetti sauce and Italian grated cheese making or preparing a spaghetti dinner. Application was published Oct. 12, 1936 given serial number 48549.

Skinner's Macaroni Rings

The title "Skinner's Macaroni Rings" was registered on Dec. 15, 1936 by Skinner Manufacturing Company, Omaha, Neb. for macaroni rings. Application was published Sept. 11, 1936 and given serial number 48550.

General Mills Common Dividend

The directors of General Mills have announced a regular quarterly dividend of 75c per share upon the common stock of the company, payable February 1, 1937 to all common stockholders of record at the close of business Jan. 9, 1937. This is the 34th consecutive quarterly dividend on the common stock.

The Macaroni Industry in America

(Continued from Page 12, Col. 1)

food by the Americanized generic name—"Macaroni Products."

Our European brethren who serve this food at least once or twice daily, demand a greater number of shapes and forms to give them a variety to spur and please their appetite. As a result the macaroni consumption in Italy is in excess of 50 pounds per person per year, about 38 pounds in Europe, including Italy.

Americans consume about 5 pounds per capita and prefer to confine their needs to a half dozen of the more popular shapes, such as—

"Macaroni" which is the name of a special tubular form about the size of an ordinary pencil, the hole therein being about one-sixteenth of an inch in diameter.

"Spaghetti"—a solid strand of dough about the thickness of the lead in a pencil.

"Vermicelli"—a fine, string-like strand, either straight or twisted into fancy shapes.

"Elbows" or "Short Cut Macaroni" being ordinary "macaroni" cut into inch or inch and a half lengths.

"Egg Noodles"—ribbon-like bands of dough to which a specified quantity of eggs has been added.

This country leads all nations in the use of "Elbows" or "Short Cut Macaroni." Their use in salads and in puddings is becoming more and more popular. In addition to serving them as the prime favorites, macaroni and spaghetti are usually served with cheese and tomato sauce.

I have often been asked to explain another mystery in connection with macaroni.

How is the hole made in a tube of macaroni?

There is no truth whatever in the humorous story that a gimlet is used in boring the hole through a solid strand of dried dough, though a special gimlet-like device does this mysterious job.

The different shapes and sizes of Macaroni Products are determined by the kind of die, or mould or forming plate that is used in the press and through which the paste is forced.

For "Macaroni," the tubular form, there is a die or mould that contains numerous holes about an eighth of an inch in diameter. In each of the holes is suspended a pin, anchored to the sides of the hole. When the hard dough is forced through these holes, past the pin in the center, the dough is formed into a split tube. The hole in the die or mould diminishes in size towards the bottom. The divided parts of the tube are forced together and are annealed into a perfect tube.

Macaroni Products keep almost indefinitely without deterioration. The high food value of this product, possessing, it does, about twice the number of calories as does meat, ease of transportation, its adaptability to combinations with other foods, its comparative cheapness and its palatability are factors which are rightfully earning for this nutritious grain food an ever increasing number of devotees in the United States.

Grain Stocks—January 1, 1937

According to the Crop Reporting Board of the United States Department of Agriculture, stocks of corn and wheat farms on January 1, 1937, are the lowest for that date of the 11 years for which records are available. Stocks of wheat are well below average but are greater than in either 1934 or 1935.

Farm stocks of wheat on January 1, 1937, were only 128,604,000 bushels compared with 163,360,000 bushels on January 1, 1935, and the 5-year average (1928-32) of 249,318,000 bushels. Com-

L'Industria dei maccheroni in America

(Continuata dalla pagina 12)

sioni per averne una varietà che ecciti e compiacia il loro appetito. In conseguenza di ciò il consumo dei maccheroni in Italia è di oltre cinquanta libbre per persona all'anno, e di circa 38 libbre in Europa, compresa l'Italia.

Gli americani consumano circa 5 libbre per capita e preferiscono limitare i loro bisogni ad una mezza dozzina dei tipi e forma più popolari, come per esempio:

I "maccheroni" che è il nome di una speciale pasta di forma tubolare della dimensione di una ordinaria matita, il buco di questi maccheroni è del diametro di circa un sedicesimo di inch.

Gli "spaghetti" sono costituiti da un solido filamento di pasta quasi dello spessore del materiale da scrivere che è in un lapis ordinario.

I "vermicelli," un fine filamento come uno spago, lunghi o attorcigliati in attraenti forme.

"Elbows" ossia maccheroni di grosso taglio, essendo degli ordinari maccheroni tagliati nelle lunghezze di un inch o di un inch e mezzo.

"Egg Noodles," striscie di pasta come un nastro stretto. Nella pasta è aggiunta una quantità specificata di uova.

L'America è alla testa di tutte le nazioni nell'uso di "Elbows" o "Short Cut Macaroni." Il loro uso in "salads" e "puddings" sta divenendo sempre più diffuso, ma più popolare ancora cresce l'uso di servire queste paste come primo piatto, condito con salsa di pomidori e formaggio.

Mi è stato spesso richiesto di spiegare un altro mistero connesso con i maccheroni.

Come si fa il buco in un tubo di maccheroni?

Non vi è alcuna ombra di verità nella storia umoristica che si usa un trapano per fare il buco attraverso la pasta asciugata, nonostante che uno speciale congegno che rassomiglia al trapano compia questo misterioso lavoro.

Le differenti forme e dimensioni dei "Prodotti di maccheroni" sono determinati dalla specie di forma o trafila che viene usata nella pressa e attraverso la quale la pasta è costretta a passare.

Per i maccheroni, la forma tubolare — vi è una forma che contiene numerosi buchi del diametro di circa un ottavo di inch. In ciascuno dei buchi è sospeso uno spillo fermato ad un lato del buco. Quando la pasta dura è forzata a passare attraverso questi buchi la spilla è spinta al centro e fora la pasta la quale esce dalla pressa sotto forma di un tubo tagliato longitudinalmente, il buco nella forma della pressa diminuisce di dimensione verso il fondo. Le parti divise del tubo sono forzate l'una contro l'altra e si chiudono in un tubo perfetto.

I prodotti di maccheroni si conservano quasi indefinitamente senza deteriorarsi. L'alto valore nutritivo di questo prodotto, il quale ha circa il doppio di calorie che possiede la carne, la sua facilità di trasporto, la sua adattabilità a combinarsi con altri cibi, il suo comparativo tenue prezzo e la sua gustosità sono fattori che stanno giustamente conquistando a questo nutritivo alimento del grano un numero sempre crescente di fedeli consumatori negli Stati Uniti.

ments from crop correspondents indicate that attractive prices have been responsible for rather close marketings. In some of the spring wheat States, present stocks represent rather large percentages of the 1936 crop. In these States, production in 1936 was small and a large proportion of the stocks now on hand will be used for seeding the 1937 crop. Stocks of corn on January 1, 1937, amounted to 810,087,000 bushels, compared with 1,404,621,000 bushels a year ago and the 5-year (1928-33) average of 1,384,047,000 bushels. The previous low was 836,482,000 bushels on January 1, 1935. Compared with that year, lower

stocks in the West North Central States more than offset increases in other areas. In the former area, the carryover of old corn was large on October 1, 1934, but small on October 1, 1936.

Farm stocks of oats on January 1, 1937, were 484,356,000 bushels compared with 770,398,000 bushels in 1936 and the 5-year (1928-32) average of 686,164,000 bushels. On January 1, 1935, stocks of oats amounted to only 350,204,000 bushels and on January 1, 1934, were 457,637,000 bushels.

The man who is easily put out, mustn't be surprised if he is.

Canadian Durums High in Protein

The severe drouth of 1936 has had an interesting effect on the protein qualities of durum wheats grown in the macaroni wheat belt of Canada according to the fifth annual protein survey of western Canada amber durum wheat conducted by the Grain Research Laboratory of the Board of Grain Commissioners of Canada, and reported on by Commissioners W. F. Geddes and W. J. Eva. The higher grades of this wheat grown in 1936 have very high protein content while the 1935 crop which was affected by rust, shows a much lower protein quality.

In conducting the fifth annual survey of the protein content of western Canadian amber durum wheat, 1146 samples grading from 1 C.W. to 4 C.W. inclusive, were analyzed. Those represented carlot shipments from 350 shipping points in Manitoba and Saskatchewan and were collected over a period of 10 weeks in order that the samples should be fairly representative of the deliveries throughout the harvest season.

Nitrogen determinations were conducted according to the Kjeldahl-Gunning-Arnold procedure using a one gram sample, the result being converted to protein by means of the factor 5.7 and corrected to a 13.5% moisture basis (Brown-Duvel).

Canners Arrive at Convention

With the promise of a record breaking attendance, the National Canners association has planned for its annual convention in Chicago the week of Jan. 24 a program combining presentation of timely subjects of immediate importance to all canners and discussion of technical production problems. Adapting its program to the need for more sessions at which questions affecting the entire industry may be presented, the association has scheduled four general meetings at which will be presented such subjects as the Robinson-Patman act, the Social Security program, revision of the food and drugs act, canner-grower relations, prospective legislation affecting the industry, and basic factors in the 1937 market situation. A general session will be held each day, beginning Monday and extending through to Friday, when the closing session occurs.

The headquarters of the convention will be at the Stevens hotel where all of the meetings arranged by the National Canners association will be held.

The leading trade associations in the grocery field will hold special conventions, meetings and conferences during the week of the canners conclave. Some will establish headquarters in the Congress hotel, others at the Palmer House, Morrison hotel and Sherman hotel.

This year the majority of the cars of durum wheat inspected have graded either Nos. 1 or 2 C.W. but a small proportion of the crop was classified into the lower grades because of the presence of heat shrunk kernels resulting from unusually hot and dry weather during the growing and ripening periods. Last year on account of the severe rust epidemic, associated with excessive heat and drouth in the durum growing regions, the prevailing grades were Nos. 3 and 4 C.W.

The protein contents of the various grades of the 1936 crop are higher than those for any of the previous surveys, the mean for all grades being 15.5%. The 1935 crop was characterized by a lower than normal protein content which was apparently associated with the severity of the rust epidemic. For the present crop the protein content increases from grades Nos. 1 C.W. to 3 C.W.; this situation has not occurred in the previous surveys and is attributed to the fact that heat damage was the chief degrading factor. Experience has indicated that kernels which are shrunk as a result of drouth are higher in protein content than normal, whereas those which are shrunk as a result of stem rust infection are lower than normal in protein content.

The National Macaroni Manufacturers association is sponsoring a meeting of the members of the whole industry and its allied at the Palmer House, starting at 10:00 a. m. Jan. 25, 1937. Prior to the general midyear meeting, the members of the Board of Directors of the Association will meet in the same hotel—preferably in the later afternoon of the Sunday preceding, to act on association matters requiring attention of the Board. President Phillip R. Winebrenner of A. C. Krumm & Son Macaroni Co., Philadelphia, Pa. will preside at both the directors' and the general meeting.

Macaroni Definitions Unchanged

The United States Department of Agriculture in November 1936 issued a revised edition (its fifth) of the "Definitions and Standards for Food Products for Use in Enforcing the Food and Drugs Act." While it contains many changes from the previous edition, none of them applies to macaroni products.

In announcing the Department's Service and Regulatory Announcements Number 2, Fifth Revision, Secretary of Agriculture H. A. Wallace states: "The following definitions and standards for food products have been adopted as a guide for the officials of this Depart-

ment in enforcing the Food and Drugs Act. These are standards of identity and are not to be confused with standards of quality or grade; they are so framed as to exclude substances not mentioned in the definition and in each instance imply that the product is clean and sound."

That section which pertains to Macaroni Products—Grain Products—C—Macaroni and Noodles, is:

1—MACARONI. The shaped and dried doughs prepared by adding water to one or more of the following ingredients: Semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13 per cent. Various shapes of macaroni are known under distinguishing names, such as spaghetti, vermicelli.

a—Semolina macaroni is macaroni in the preparation of which semolina is the sole farinaceous ingredient.

b—Farina macaroni is macaroni in the preparation of which farina is the sole farinaceous ingredient.

2—NOODLES, EGG NOODLES. The shaped and dried doughs prepared from wheat flour and eggs, with or without water and with or without salt. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 12 per cent and the egg-solids content upon the moisture free basis is not less than 5.5 per cent. Noodles are commonly ribbon shaped.

3—PLAIN NOODLES. The shaped and dried doughs prepared from wheat flour and water, with or without salt. In the finished product the moisture content does not exceed 13 per cent. Plain noodles are commonly ribbon shaped.

Death of Mrs. P. J. Serio

Mrs. P. J. Serio (Rosa) passed away last month at her home at 3950 Fifth Ninth Place, Los Angeles, Cal. after short illness. Funeral services were held at the McCormick funeral chapel of the city.

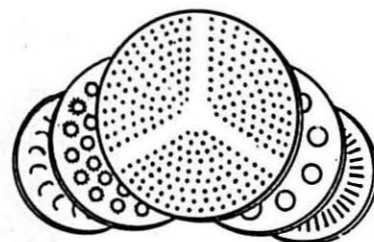
The deceased is survived by her husband P. J. Serio, who has long been connected with the macaroni manufacturing business, first as the owner of the Birmingham Macaroni company, Birmingham, Ala. and later with plants in Los Angeles. During the NRA era he served as secretary of Region No. 1, Los Angeles, under the Macaroni Company Authority.

Also surviving is a daughter, Mrs. Minnie Gardina and one grand daughter, Gloria Gardina.

New Sperry Flour Company Vice President

Donald D. Davis, president of Gen Mills, Inc. announced on Dec. 31, 1936 the election of C. E. Anderson of San Francisco as vice president of Sperry Flour company.

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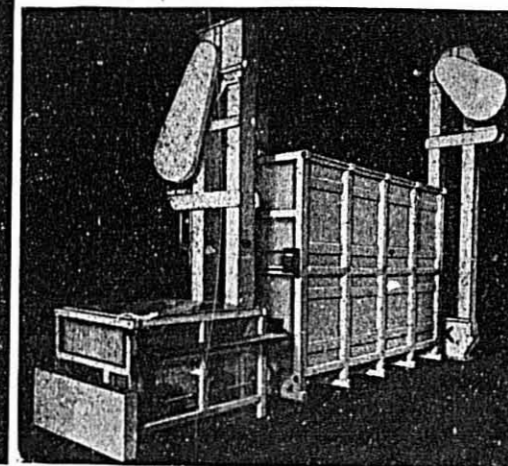
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Champion Flour Weighing Hoppers, Water Weighing Scales, Mixers, and Brakes—all entirely automatic—likewise help to keep costs down and profits up. Low Prices and Easy Terms make time-saving Champion equipment within reach of all macaroni and noodle manufacturers.

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PROFIT IDEAS

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Please send me complete information regarding your Flour Handling Outfits, price, cash discount and time payment plan. I am also interested in a

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Company
Address
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Spaghetti and Escalopin of Veal

For the people who must just have their meat when they eat wheat products, there is a happy and satisfying combination of wheat and meat that can always be recommended to meet every need of body requirements and personal inclinations. It is spaghetti with veal.

To the Italian, veal is almost what chicken is to the American, so it is not surprising to find veal served in so many different ways by Italian chefs. Chef George Rector, one of the famous Rector restaurant, New York city family, and himself one of the most renowned food authorities in the country, gives his recipe for preparing veal the recognized Italian way—"Scaloppini."

Gorgeously Simple and Simply Gorgeously!

"In Italy it would never do to forget veal. In that country veal is not considered either dull or lowly—a mistake made over here. The Italians often use a fine white veal as a substitute for chicken a la king and I defy any amateur to spot the difference. (On the other hand a 3 months old child can spot the cold pork which American restaurants often try to palm off in a chicken salad.) All of which is the buildup for another specialty of mine, which is escalopin of veal. Parmesan cheese plays a big part here, but if you can't lay hands on any, grating Swiss cheese close to the rind will do almost as well.

"It is an Italian dish and it takes an Italian wine—Marsala—to bring out its slickest points, although sherry will do. And this is probably the place to say that these recipes of mine are bridle-wise and practically guaranteed not to kick, bite, or shy. They're songs I've sung over and over, accompanying myself on the kitchen range, till it'll be pretty hard to go wrong on them if you follow directions.

"Keep your eye on the butcher while he's cutting up the veal for this dish. The pieces should be flat and thin—say two inches on the square and no thicker than a quarter inch. Dust the pieces of veal all over with grated cheese, put two good tablespoons of butter in a pan and when hot pave the pan with pieces of veal, about a pound. Turn them when they're starting to brown on one side and pour in about a third of a cup of Marsala. Have a good hot platter waiting to receive the veal when cooked on both sides. The butter, wine, and remains of cheese in the pan keep on cooking a while longer to reduce a little—then melt in another tablespoon of butter and pour it all over the pieces of veal and serve.

"Gorgeously simple and simply gorgeously."

With this "gorgeously simple, simply gorgeously" meat dish, spaghetti as the meat of wheat, will combine tastefully and is recommended by some of the world's foremost food cooking experts. Simply cook the spaghetti in salted,

rapidly boiling water. When tender, drain and place on large platter. Pour over it the gravy and the veal and serve hot.

Macaroni Costume Wins Prize

Macaroni products as an article of food is world renowned, and most justly so. As an adornment it is perhaps more ornamental than useful, but the judges at a charity ball recently held by a group



"Miss Puritan Macaroni Girl." An adorable beauty in an adorable costume of varied shapes and sizes of good semolina macaroni was an unbeatable combination that earned first prize at a Charity Ball in St. Louis, Mo. last month. The Puritan Brand is manufactured by Ravarino & Freschi, Inc., St. Louis, Mo. who sponsored the showing of this lovely costume.

of Washington university (St. Louis, Mo.) students, recognized the stunning beauty of the unique costume worn by "Miss Puritan Macaroni Girl" and awarded her first prize.

"Miss Puritan Macaroni Girl" was a

presentation of Ravarino & Freschi, Inc., St. Louis. The idea was the sensation of the show featuring "Ads of Nationally Known Products" and it was the suggestion of Philip Schlesinger, a representative of the macaroni firm.

"Miss Puritan Macaroni Girl" was awarded first prize in one of the keenest competitive contests of this kind ever staged in St. Louis," states John Ravarino, chief executive of the successful entrant. "It was the first time to our knowledge, that a complete costume was constructed entirely of several sizes and shapes of macaroni and carried out perfectly in our colors of yellow and blue. A remarkable feature was the fact that during the entire evening, the costume remained intact, which (pardon me) proves the strength of semolina which goes into our products."

From the stunning rosettes in her hair to the "tubetti" or small tubes round her dainty ankles, all her costume, except the waistband bearing the brand name, was of good, edible macaroni. Around her neck was strung numerous strands of "tali" (short cut macaroni). Her braisiere was very appropriately decorated with "Amorini" (heart shapes). The wristlets were bands of "Cavatelli" (twisted rope shapes) and on her fingers some glistening macaroni rings. Her skirt was made of tinkling "Stivaletti" or elbows. This prize winning beauty was truly "good enough to eat."

Acceptability

With all that we struggle to be, it is strange that we do not more generally think in terms of striving to be acceptable. It would take care of so many things we now struggle to be, making a separate and a hard job of each. We try to be pleasing; we try to be neat; we try to be efficient. Having so many things to be on our minds, we fail to do a good job of any one of them individually.

The man who thinks in terms of being acceptable to his fellow men, is very apt to be that, and in centering his thoughts on being acceptable, he automatically arranges to be pleasing, tactful, considerate, efficient, etc.

We, likewise, are confused in doing our work when we do it with thoughts of doing it, firstly well, and then being able to satisfy the party or party whose approval must be won for there. Again, we would greatly simplify our problem by thinking only in terms of doing our work so that it will be acceptable. It would help us more readily strike that desirable medium between doing work well and completing it within a reasonable time.

Just as when we try to get at many tasks within a given time, usually get nothing done, so when we think in too many directions, there is no direction of our thought at all.

Nothing equals the desperation of the man who fancies himself.

Enjoy Pre-Lenten Rush

Anticipating one of the heaviest demands for their products during the Lenten season, macaroni and noodle manufacturers have been busy for many weeks storing up surplus stocks to fill orders on file and those expected from jobbers and retailers who find their stocks low for this season of high macaroni consumption.

The Lenten season sets in much earlier than usual, and the cold weather will prevail throughout most of the season. Larger stocks than ordinary will be carried by all classes of distributors. The season starts Feb. 10, 1937 and ends Easter Sunday, March 28, 1937.

Presses are humming in every section of the country. A manufacturer in Greater New York writes, "Practically every plant in this section of the country is busy, some of them running double shifts. They are making macaroni but there is very much doubt whether they are making any money. There has been a slight advance in macaroni prices in the New York market, about 10c a box, but that is not in line at all with the increased cost of raw materials. There is little that can be done about it. We have here a large group that have assumed the attitude that they are sufficient unto themselves, and will brook no interference, heed no advice, cooperate with nobody."

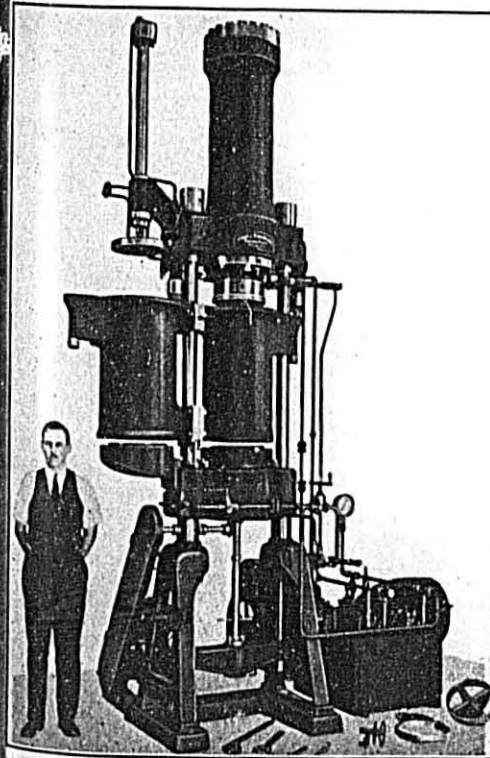
It is unfortunate that this condition or state of mind should exist in any line of business. The Lenten season is the macaroni men's harvest season when steady demands should mean profits at reasonable prices. Macaroni products even at the best price obtainable are cheap. If their caloric value, their lack of waste, and their ready combination with other foods as considered are considered they are without doubt one of the most economical and nourishing foods available.

No one will object to the payment of, say one (1c) a pound for good macaroni and where can more or better food be bought for a penny?



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

... we recommend Duramber No. 1 Semolina ITALIAN STYLE ... uniform granulation AMBER MILLING CO. J. F. DIEFENBACH President Minneapolis J. THOMAS Vice Pres. & Gen'l Mgr. ... exclusive Durum Millers of QUALITY SEMOLINA



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Self Government in Macaroni Industry

The state of California is widely known for its progressiveness, particularly in matters of legislation. It is in a law governing the macaroni-noodle business in that state that this liberalism takes its most advanced form.

To continue the good effects of the late NRA the California legislature in 1935 passed a Marketing Agreement that had the approval of practically all the macaroni-noodle manufacturers in the central part of the state and which has since been operating effectively. Prior to this new law the manufacturers in that section of California comprising the San Francisco area had attempted self regulation through a deputy serving in the food law enforcing division of the Department of Agriculture.

Three of the outstanding macaroni men of the state, officials of the Macaroni Industry Board of Northern California, operating under the Marketing Agreement and License issued by the Department of Agriculture of the state of California, commented as follows on the workings of the agreement:

A. Bertucci of the Pompei Macaroni Factory, Inc., San Francisco says: "Relative to the enforcement of the California state food laws, the procedure has changed under a new law. We no longer use an inspector of deputy, but get even better results through the enforcement of the laws by the Department of Agriculture in the operations of the Marketing Agreement. To aid the state department in the enforcement of the food laws in so far as they affect macaroni products, the manufacturers in the San Francisco area have retained an attorney, paying him a monthly fee for which he takes care of enforcements and defends the macaroni industry in the state court, the Superior Court and the Supreme Court of California.

"The cost is prorated in accordance with the provisions of the Marketing Agreement, the monthly expense depending on the amount of work the Department of Agriculture is called upon to do for the industry. To macaroni manufacturers in other states interested in an agreement of this kind, which to date has proved very satisfactory, our Board will be glad to give all possible information."

M. DeMattei of the San Jose-Ravena Paste company, San Jose says: "The macaroni industry in this section of the state is now cooperating with the Department of Agriculture. We no longer have a supervising deputy but a board composed of experienced macaroni manufacturers who know the industry's problems. The board acts along these lines:

"Complaints are first investigated by the Industry Board and if there is reason to believe that complaint is justified, it is then referred to the en-

forcement division of the California Department of Agriculture for action. If it is a serious matter and warrants drastic action, it is then referred to the legal division for court action.

"Every member of the industry is assessed 10c a barrel on his production to meet all necessary expenses. Firms have been generally prompt in paying these assessments. Members that fail to pay their assessments are referred to the enforcement division of the Department of Agriculture who see that the delinquents pay up. All payments are made to the Industry Board.

"A deposit is made monthly with the State Department of Agriculture according to a budget approved by the director. These monthly payments are made to cover the expenses of the enforcement division in making investigations, checking quality of products, etc. but the enforcement officer is paid only for the time spent on our industry.

"The Macaroni Industry board controls the activities of the enforcement division only to the extent of referring cases for action. But in addition, the industry maintains a legal department of its own because, though the attorney general's office and the various District Attorneys charged with the legal enforcement of the act can be depended upon when needed and while we have had splendid cooperation from them, we find that without the services of our own legal attorneys it would be impossible to get the quick action which is sometimes needed.

"It might be interesting to know that we intend to go before the next session of the California legislature to ask for more teeth in the act."

S. E. Mountain of Fontana Food Products company, South San Francisco refers to a statement made by Attorney Joseph Wahrhaftig, counsel for the Macaroni Industry Board, outlining action possible under this law in California. He says, in part:

"(1) The State Department of Agriculture is charged with the enforcement of the provisions of the Marketing Agreement and License under which the Macaroni Industry of California is operating.

"(2) Money is deposited monthly with the State Department of Agriculture for defraying the expenses of enforcing the provisions of the Marketing Agreement and License. The Board independently employs attorneys and defrays all the other incidental expenses.

"(3) The expenses are prorated among the firms on the basis of the total production of the previous year. Most of the firms have thus far voluntarily paid their prorata share of expenses. If they fail to pay we have a right to proceed through court action or the license to engage in the macaroni business may

be revoked by the State Department of Agriculture.

"(4) The Macaroni Industry Board is the governing body of the industry and works in close cooperation with the designated member of the Department of Agriculture in enforcing the provisions of the agreement.

"(5) The prosecution of cases is carried on by the attorneys for the Macaroni Industry Board who are paid on a monthly retainer basis. Those prosecutions brought by the Department of Agriculture are charged against the money that is monthly deposited. Those prosecutions handled by the attorney general's office and the county district attorneys are paid out of the general funds of the state or county as the case may be."

As there is a nationwide interest among macaroni-noodle manufacturers in the experiences of the members affected by this law that specifically applies to macaroni manufacture and distribution, the comments thereon by such outstanding figures in the industry on the Pacific coast are most enlightening. It will enable them to determine whether they should oppose or support, individually and collectively, similar legislation in their own states.

The current members of the Macaroni Industry Board of Northern California are:

M. DeMattie, chairman,
S. E. Mountain, vice chairman,
A. Bertucci, secretary-treasurer,
P. DeDomenico, A. Martini and Scarpino, members.

Discontinues Macaroni Manufacturing

The West Virginia Macaroni company, Clarksburg, W. Va. has discontinued manufacture of macaroni products according to announcement of R. V. Golden, who has long represented that firm in the councils of the Macaroni Industry. In a letter to Secretary of the National Association Jan. 6, 1937 he said:

"The West Virginia Macaroni company has discontinued the manufacture of macaroni, therefore will not be a member of the Association this year.

The West Virginia Macaroni company joined the National Macaroni Manufacturers association on June 1921, soon after formation of firm. It retained that membership until 1929 when it elected to resign, reentering the organization on May 11, 1929.

Mr. Golden, chief executive of the firm, served on the board of directors of the National Association withdrawing in 1936 when changes in the structure of the firm prompted action.

January 15, 1937

THE MACARONI JOURNAL

31

Miniature Advertisements

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JOLIET, ILLINOIS.

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AN OLD FRIEND
of the U. S. Macaroni Industry Wishes
TO ALL MANUFACTURERS
A HAPPY AND PROSPEROUS NEW YEAR
FREDERICK PENZA
81 NAVY STREET BROOKLYN, N. Y.
Maker of Staple and Fancy-Shape Macaroni Dies for more than 30 Years

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.
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Association Bulletin on Pending Legislation

1. Senator Royal S. Copeland has introduced his bill proposing to revise the Federal Food & Drug Act.
2. Senator Jos. C. O'Mahoney has proposed a law to compel all corporations engaged in Interstate Commerce to be licensed.
3. Senator Millard Tydings has re-introduced his national Fair Trade Act.
4. Representative Virgil Chapman has introduced his bill which was reported favorably out of committee last session and which deals with truthful advertising.

In the Legislature of the State of Kentucky there has been introduced Senate Bill No. 17 and House Bill No. 15, which provides for the registration of marks, labels, seals, patterns, designs, advertisements, words, phrases and things pertaining thereto. The Bill has passed two readings in Senate, one in the House. It provides for an application fee of \$10.00 and a publication fee of \$40.00 if registration is allowed. It provides that if a trade mark is not entered in that State within 6 months after the effective date of the act, such marks, etc., may be appropriated by others for use within the State of Kentucky. These proposals should warn all businessmen of the thinking of our law

makers and the need of closer, united action to best safeguard their interests.
M. J. DONNA, Secy., N.M.M.A.

Macaroni of Italian Origin

Feeling the urge of giving proper credit to the nation that really invented such a good wheat food as macaroni, spaghetti and vermicelli, a reporter for one of the large Eastern dailies sought proof direct from the consumer. It brought to light an old story—old to the macaroni trade but new and interesting, always, to consumers. But let the reporter tell the interesting story which he found to be the background for the invention of macaroni.

Someone wanted to know who made the first macaroni and how it happened. So a tour of Italian families was made and everywhere we asked: "Who invented macaroni—and where and when?" You'd think that something as important to Italians as macaroni would have the benefit of a very definite pedigree and family history. However, it took a great deal of questioning about to finally get the story. It is an interesting little incident:

In the city of Palermo lived a rich Italian who had a famous cook. This cook was constantly planning new dishes. One day he made what were the first tubes of cereal paste and hollow centers. As he cooked them, he made a well flavored sauce to serve over the dish. Then he sprinkled grated cheese liberally over it all and served it.

"And what may this be?" the master asked.

"As yet it has no name" was the reply. A mouthful and the master said "Cari," meaning excellent. Another mouthful and he fairly beamed as he made the statement stronger—"Ma cari," he cried. And then, as he took another mouthful, he rose, kissed the cook on both cheeks and exclaimed: "Ma caroni" (most superlatively excellent). In a few days he ordered the cook to prepare the same dish—this same superlatively excellent dish—this "ma caroni"—and this it has been called from that day to the present.

A and P to Cease Price Comparisons

Paul S. Willis, President of the Associated Grocery Manufacturers of America, Inc., reports that his Association has been approached for a statement upon the recent advertisement of the A & P, which carried comparative prices of manufacturers' brands and A & P brands.

He reports that he has discussed this matter with officials of the A & P and was advised by them that this advertising was done by one of their district units, unbeknown to division headquarters and to New York headquarters, and that this was contrary to the A & P policy. He was further advised that instructions had been issued by headquarters to their organization that this must not recur.

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
P. R. Winebrener.....President
L. S. Vagnino.....Adviser
M. J. Donna.....Editor

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in advance
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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. XVIII January 15, 1937 No. 9

Macaroni Recipe Campaign "Catching On"

Seemingly small things often develop into important matters even in these days of business complexities.

Who is there that does not recall with considerable pleasure the lesson of schooldays taught by that terse sentence in old copybooks, "Great Oaks From Little Acorns Grow" that the teacher asked us to write, either to improve our penmanship or as a punishment for some wrongdoing?

Nearly a year ago and spasmodically since then, the National Macaroni Manufacturers association has taken advantage of every important holiday, of every good excuse, to publicize methods for the preparation of tasty dishes of macaroni, spaghetti or egg noodles. Simple recipes have usually been used, all calling for a proportionally good share of macaroni products.

The Macaroni-Spaghetti-Egg Noodle Recipes were parts of mats wherein other food products were likewise publicized. These mats were distributed throughout the entire country, mostly through the smaller newspapers that reach the really interested cover-to-cover readers. Manufacturers have been asked to use their personal persuasive powers to see that editors of papers in which they advertise make good use of this free, interesting and educational material. With that help, this miniature macaroni recipe campaign has been increasingly beneficial in popularizing these products in American homes.

An example of the help that will put over a campaign of this kind is that given by Association Director J. Harry Diamond, Lincoln, Neb. in connection with the last two releases. He personally saw to it that the mats containing "The Merry Christmas" and the "Happy New Year" recipes were published in two successive issues of "Shopping Guide," Lincoln, Neb. Dec. 15 and 22, 1936 with a certified circulation of "26,784 copies in all Lincoln and Lancaster County."

Other manufacturers, representatives and salesmen have done similar good work, with the result that the preliminary report on the coverage of the Merry Christmas release shows the following good results:

Clippings of the entire mat were received from 73 separate newspapers having a combined total circulation of 402,034.

Eleven editors of other papers used the complete setup, arranged in their own style. Combined circulation of 48,802.

Twelve papers used a partial copy of the mat, also set up in their editor's own style. Their circulation totals 49,155.

Thus this Christmas release had appeared in more than one-half million newspapers as checked by the first batch of clippings and will have more than trebled that number before the Christmas mat became "stale stuff."

Orders have been placed for two more releases, a pre-Lenten mat recommending macaroni products for the meatless days of Lent, and one to appear in the St. Patrick's Day release which will be ready for distribution about Feb. 15. To give macaroni manufacturers an idea of what these recipes are in advance of their public release, the recommended recipes are reproduced below. It would be interesting to know the different ways in which the manufacturers will help to increase the use of these mats in the newspapers in their territories. The recipes are:

CREAM OF SPAGHETTI SOUP (Special Lenten Release—1937)

For the soup-course in any meal and particularly for the meatless days of Lent, macaroni, spaghetti or egg noodles—foods that have a high proportion of carbohydrates, together with protein, are ideal. When served with vegetables, they form well-balanced dishes for young or old.

Ingredients

1/4 lb. Spaghetti
1 medium sized carrot (sliced thin)
3 tablespoons butter
1/4 teaspoon celery salt
1/4 cup strained tomatoes
1/2 small onion (minced)
1 tablespoon flour
Pinch of pepper
1 1/2 cups top milk
1 tablespoon fine minced parsley
1 teaspoon salt

Method

Cook spaghetti and carrot in two quarts of boiling salted water, until tender. Crush to pulp with a masher.
Melt butter in a saucepan, add onion and saute for 5 minutes. Add flour and stir

until smooth. Add salt, pepper, celery salt, tomatoes, milk and parsley.

Pour this sauce into pot containing cooked spaghetti-carrot pulp and bring to boiling point.
Serve piping hot with a little whipped cream. (Serves four.)

MACARONI "SHELLALAH'S" or "CHEESERINOS"

(Saint Patrick's Day Release—1937)
Macaroni with Cheese is a general favorite. Here is this popular combination in a new, appealing form.

Ingredients

1/2 lb. Macaroni
3 eggs
1 tablespoon salt
1/4 teaspoon paprika
1/4 lb. grated cheese
1 cup bread or cracker crumbs

Method

Cook macaroni in boiling salted water until tender. Drain and cool.
Beat eggs. Mix cheese, paprika and crumbs.

Cut boiled macaroni into six-inch lengths and twist together several pieces.
Dip the twists first into the beaten eggs then into the cheese mixture.

Fry in hot deep fat until a golden brown. Drain on paper, sprinkle with more cheese and serve hot. These sticks go nicely with bouillon, tea or with any kind of salad.

Rossotti Suite 1950-51

D. W. Killip, western representative of Rossotti Lithographing Company, Inc. in behalf of his firm, extends to all macaroni-noodle manufacturers and allied who attend the Mid-Year Meeting of the Macaroni Industry Jan. 1937 in Chicago a cordial invitation visit the firm's headquarters in Roseville, Minn. in 1950 and 1951 in the Palmer Hotel. The popular Charles Rossotti plans to fly from New York city in order to be on hand to greet his friends in "Rossotti's Open House" during Canton Week.

The association Directors will meet for their first post-convention session on the afternoon of Jan. 24 to discuss association matters and to plan action for the general conference at the Mid-Year Meeting to which the entire industry has been invited.

Gair Company Buy 2 Plants

E. Victor Donaldson, president, announced today that the Robert Gair Company, Inc. has acquired the business, equipment, and inventory of the Pa Pro Company, of Utica, N. Y., the Holyoke Fibre Box Company, of Holyoke, Mass. The two corrugated shipping container units will be operated as the Pa Pro Containers Division and the Holyoke Fibre Box Division of Robert Gair Company, Inc.

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Then--
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2026 "Eye" St. NW, Washington, D. C.

M. J. Donna, Secretary-Treasurer
P. O. Drawer No. 1, Braidwood, Ill.

The Association's Message

Thank You for a Happy New Year

To {
The Loyal Members of N. M. M. A.
The Friendly Non-members,
The Supporting Allied Tradesmen,
The MACARONI JOURNAL Advertisers
The MACARONI JOURNAL Subscribers,
The Officers, Committeemen and Other Contributors:

Your thoughtful consideration, your ready coöperation your general and willing helpfulness, together with all the friends can and should do to manifest their friendliness and good will,—all have helped to make the past YEAR HAPPY ONE.

Doing one thing well is sound business policy. Then by dint of continued practice, doing it increasingly better but an extension of a good policy.

That is what we hope that each of us can do for the other in the NEW YEAR we have just entered so hopefully.

By good example we aim to encourage noncomplying manufacturers, allied tradesmen and all other good fellows to join with the friendly Association Members in a more general, more universal coöperative action during 1937 helping to make the NEW YEAR even happier than was the hopeful year of 1936, despite the many drawbacks.

Again we say,—THANK YOU for a HAPPY YEAR and THANK YOU for ANYTHING YOU MAY DO TO HELP MAKE 1937 A HAPPIER ONE.

From {
The Association's President,
The Board of Directors,
The Association's Secretary-Treasurer,
The Association's Washington Representative,
The MACARONI JOURNAL Publication Committee,
The Editor.



Complete Drying Process in Two Hours
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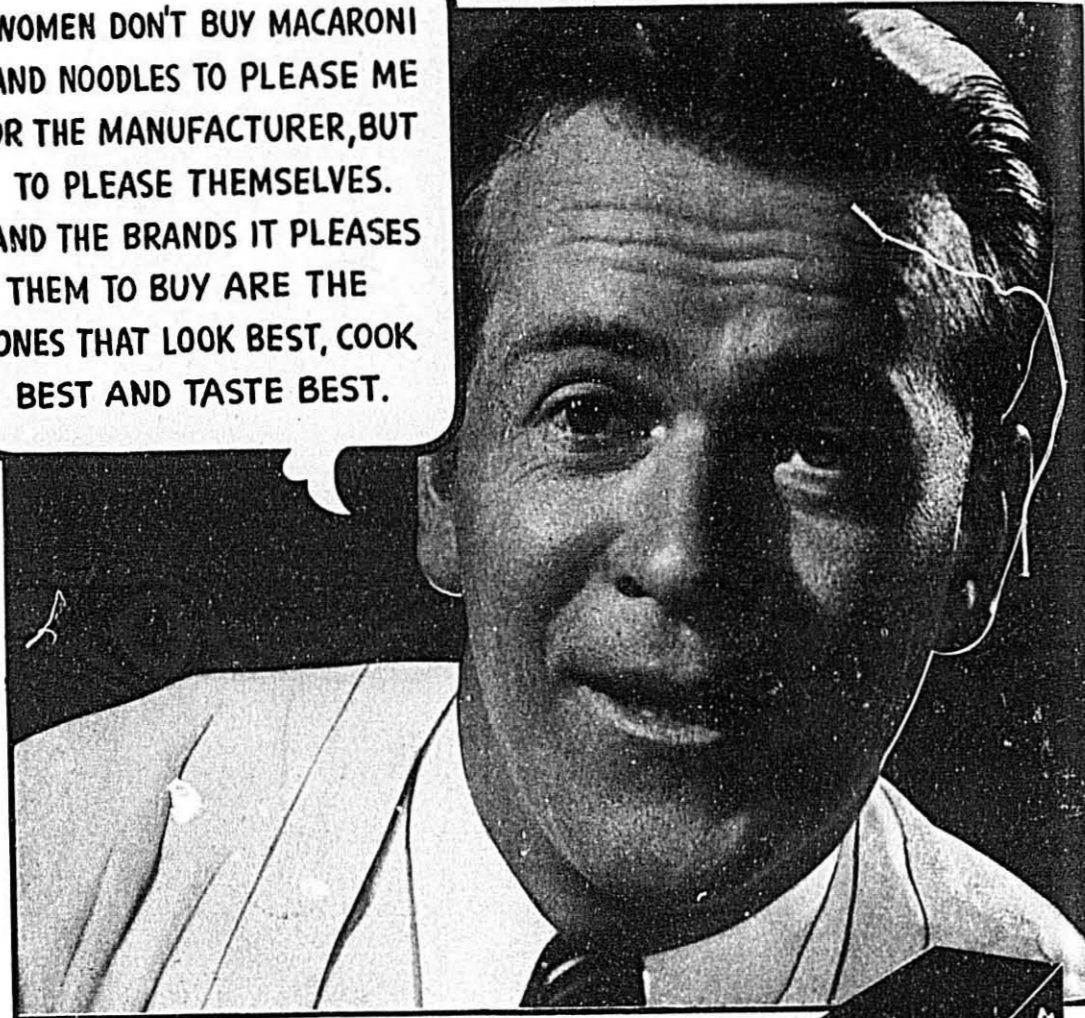
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WOMEN DON'T BUY MACARONI
AND NOODLES TO PLEASE ME
OR THE MANUFACTURER, BUT
TO PLEASE THEMSELVES.
AND THE BRANDS IT PLEASES
THEM TO BUY ARE THE
ONES THAT LOOK BEST, COOK
BEST AND TASTE BEST.



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