

**THE  
MACARONI  
JOURNAL**

**Volume XVIII  
Number 10**

**February 15,  
1937**

*The*  
**Macaroni Journal**



Minneapolis, Minn.  
FEBRUARY 15, 1937  
Vol. XVIII No. 10



A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI





*"Close Cooperation"*

*"Friendly Advice"*

**Yale**  
THE NEW HAVEN MACARONI CO.  
MACARONI & SEMOLINA  
NEW HAVEN, CONN.

July 20th, 1936

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

Attention: Mr. Charles Rossotti

Dear Mr. Rossotti:-

We wish to advise that our 1 lb. line of Yale Brand macaroni packages is now moving along much better.

We are now all straightened out on our package design and want to take this opportunity of thanking you very kindly for the close cooperation and friendly advice you have given us in designing our new Yale Brand packages.

We are pleased to learn of your fine progress, and wishing you continued success, we are,

Sincerely yours,  
ANTONIO JACCARINO  
TREASURER.

... "Thanking you very kindly for the close cooperation and friendly advice you have given us" ... thus, in part, writes Mr. Jaccarino, Treasurer of the New Haven Macaroni Company concerning our service on their new Yale Brand packages. Our 38 years of specializing on the packaging of Egg Noodles and Macaroni Products have given us a tremendous advantage. We know exactly how to produce the right kind of container for each and every

**ROSSOTTI LITHOGRAPHING COMPANY, INC.**  
Main Office and Plant • 121 Varick Street, New York, N. Y.  
BRANCH OFFICES IN ALL PRINCIPAL CITIES  
PACKAGING HEADQUARTERS FOR THE FOOD TRADE

## Macaroni Makers in Midyear Conference Demand Enforceable Standards

With an unusually large attendance for a one day conference, the midyear meeting of the National Macaroni Manufacturers association members, interested nonmember firms and allied tradesmen, established an even more important record of progressive action that will bring to the trade lasting benefits in the future.

At their two sessions preceding the general conference, the Board of Directors of the National association had prepared a program that kept the 90 manufacturers and allied tradesmen continually interested throughout the 6-hour session on Jan. 25, 1937 at the Palmer House, Chicago.

As might be expected, the proposed revised food and drug act by Senator Royal S. Copeland from New York was easily the principal topic of discussion because it will directly affect every member in the trade no matter how amended, when passed. The general opinion prevailed that a new food bill will be enacted into law by the present Congress and that now is the time when macaroni-noodle manufacturers should see to it that it contains the provisions most desired by the industry rather than to complain about it after its passage.

The money angle also called for considerable discussion—money due manufacturers on processing taxes on floor stocks that are justly refundable, and on funds impounded by injunction suits. There was a general certainty that the millers will be more than glad to make refunds of funds held by them when they are assured of proper legal protection and that the macaroni man's greatest need for legal advice will come when he gets the money and must know how he can legally retain a just share.

The meeting very generally deplored the continued attitude of indifference on the part of many manufacturers who should more readily and willingly cooperate for the trade's welfare by giving their moral and financial support to the national association that has always been foremost in its fight for trade rights and betterment. In order to acquaint the rank and file with the seriousness of the proposed new food bill and the present need of united determined action, regional meetings will be held under the direction of regional chairmen, assisted by Washington Representative R. R. Jacobs, who has made an intensive study of the proposed Copeland food bill and is ready to advise the manufacturer, thereon, particularly recommending amendment thereto that will more properly safeguard the macaroni industry by setting up the standards that the trade wants and feels it should have.

That the meeting was the most successful of its kind ever held by the trade was the unanimous opinion of those who took part therein. The view expressed

*Need of more united action, stronger association support and a more determined macaroni publicity and educational campaign discussed*

by Director Joseph J. Cuneo of the La Premiata Macaroni corporation, Conneltsville, Pa. is quite representative of this feeling. In a letter to Secretary M. J. Donna, Jan. 29, 1937 he said in part:

"It was a pleasure to have attended the midyear meeting in Chicago. I was very favorably impressed by the business accomplished, the results reported and the other activities started or renewed. I'm sure that no macaroni-noodle manufacturer who attended left the meeting disappointed. I am going to be bold enough to predict one of the best association years insofar as activities are concerned, as compared with the last 5 or 10 years, and I think that we will see these results before December 1937."

### Secretary's Report

Here's a brief summary of the action taken by the directors and the association at the midyear meeting in Chicago, as broadcast to the association members by the secretary.

President P. R. Winebrener called the meeting to order at 10 a. m., January 25. Nearly 90 macaroni-noodle manufacturers and allied tradesmen made up what was unquestionably the most important conference ever held—the most far-reaching in general effect on the trade.

The president stressed the growing importance of those midyear conferences, particularly when held in connection with meetings of other food groups facing similar problems.

Secretary M. J. Donna reported the activities of the association since the June convention, with special reference to the recommendations of the Committee on Future Activities. He reported a small increase in membership; more personal contacts with manufacturers; more voluminous correspondence with members; the organization of three regional groups—Philadelphia, Pittsburgh and Chicago; closer coordination with the office of the Washington representative; the successful continuation of the Macaroni Recipe Publicity Campaign which has aroused much interest in the

trade, making Americans more macaroni conscious.

### Quality Trend

Joseph Freschi, chairman of the special Committee on Quality Trend reported that crop and other conditions made action inadvisable at present. That he had conferred with leading durum millers and manufacturers personally and by letter, and that while they are all of the opinion that something must be done soon to prevent the current trend to lower and lower macaroni qualities, action should await a better durum crop and improved business conditions.

### Macaroni Protective Committee

Joseph J. Cuneo, member of the committee, speaking for P. R. Winebrener, chairman, and Henry Mueller, co-member, reviewed the work of the committee since its appointment last summer. He said that manufacturers are reasonably sure of getting some refund of impounded money but that they will need legal advice on preparing proper claims and retaining as much of the refund as they are legally entitled to. He urged all firms that had not yet retained the committee's attorneys to do so as a protective measure.

### Robinson-Patman Bill

Robert Wilson, trades relation counsel of AGMA and assistant to its President Willis spoke interestingly on the far-reaching effect of this new law on macaroni-noodle manufacturers and all businessmen. He reviewed Federal legislation for over 50 years to regulate business, culminating in the Robinson-Patman bill.

He discussed its various provisions as they specifically apply to macaroni sales and for more than a half hour was bombarded by questions from the floor. He was given a unanimous vote of thanks.

### Trade Practice Conferences

Attorney Daniel R. Forbes, counsel for the National Preservers association, facing problems identical with those confronting the Macaroni Industry, told how his association got action on adulterations, misbranding and false advertising, when they found it impossible to protect the legitimate preservers under current laws. The industry set up a set of Trade Practice Conference Rules through the Federal Trade Commission that are having the desired effect.

The meeting thanked Mr. Forbes and went on record as favoring a study of the preservers action in the event that proper protection of the macaroni-noodle manufacturers is not fully and properly provided for under the new proposed food law.

### Price Trends of Macaroni Products

Adviser L. S. Vagnino reviewed the recent report of the Census of Macaroni (Continued on Page 6)





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

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

# THE MACARONI JOURNAL

Volume XVIII

FEBRUARY 15, 1937

Number 10

## Macaroni Production Exceeds Consumption Pace

Dependable statistics on macaroni production and consumption are woefully lacking for reasons perhaps best known by the macaroni-noodle manufacturers themselves. However there is no need for long lists of production and sales figures or sworn statements by manufacturers to bear out the indisputable fact that production of this food in American plants has increased and is increasing at a more rapid rate than is consumer demand. The per capita consumption of macaroni products in the United States has probably increased a little, but it is still distractingly low when compared with consumption in other countries and with the real food value and merits of the products.

The trade is realizing more and more the need of some definite, united action to compile more dependable statistics and facts and to bring about a more ready acceptance of macaroni products by consumers. It is a subject that always presents itself at every meeting of two or more serious minded manufacturers and therefore came in for more than the ordinary share of discussion at the midyear meeting of the Industry in Chicago last month, held under the auspices of the National Macaroni Manufacturers Association.

President Philip R. Winebrener referred to this unfavorable situation in his opening remarks to the macaroni producers and allied tradesmen at the conference. He expressed the hope that some day ways and means would be found whereby the trade would be insured of self contained dependable production and sales facts that are invaluable to the successful operation of any business. He felt that this could be done only when and if the trade generally becomes more Association minded and statistics conscious. Having reached that state of mind they will be ready for the next step,—making America more macaroni minded,—something which the manufacturers will have to do for themselves and not by outside agencies.

Association Adviser Louis S. Vagnino, past president of the National Association, stressed the need of more dependable facts about macaroni, and particularly production costs, in his discussion of the trend of prices on macaroni compared with competitive foods. In support of his various arguments he referred to a report recently released by the Bureau of Census, Department of Commerce, covering the 1935 Census of Macaroni Manufacture. He made some very interesting facts and almost alarming comparisons from the data thus made available to the trade, in fact about the only dependable statistics gathered by any agency.

A study of the report that appears in this issue is recommended. While it is far from complete, it should serve to make all just a little anxious for additional data and facts. It shows for instance that only 336 macaroni-noodle firms reported to this Government agency in 1935 and that included in this number are quite a number of firms that manufacture ravioli and other similar foods not generally considered as any way related to macaroni-noodle production. The industry list compiled and maintained by the National Association shows that there were in that year actually more than 380 firms exclusively concerned in the manufacture of macaroni products. This would indicate

that perhaps 100 or more firms did not report their production in 1935.

While it is true that the delinquent firms are probably all small ones, distributing their products locally, their combined production will add materially to the figures released on the basis of returns received. The question immediately presents itself,—If the Government cannot compel every manufacturer in the business to report facts and figures for this biennial census, how can any other agency with considerably less power succeed in getting dependable data so badly needed in more frequent surveys of the business?

Considering its limitations, the 1935 Census of Macaroni Manufacture brings to light some interesting facts and comparisons. For instance, the total production of macaroni products, plain and egg, in 1935 was 594,000,000 pounds with a combined value of \$44,426,371. This is an increase of more than 40,000,000 pounds over the reported production of 1931, yet the increased production in 1935 had a lower total value in money than had the 1929 production. This is probably due to the lower cost of raw materials in 1929, but more likely to the keener competition that prevailed in 1935.

Of interest is the trend toward increased production and consumption of egg noodles in the period under observation. In 1929, 353 reporting manufacturers, some of whom do not manufacture egg noodles, reported a total production of 55,000,000 pounds of these egg products, having a value of \$8,196,195. Though the production of this grade decreased in the depression years when consumers were buying the more economical grades of macaroni products, the production jumped to 67,814,600 pounds in 1935, though this increased poundage had a total value of only \$7,808,852. Just why this trend, many manufacturers are at a loss to understand. Egg noodles have become more popular, but they have not kept pace with prices that prevailed in years of smaller production.

On the other hand the manufacture and consumption of plain or water noodles in 1935 showed a distinct downward trend. This class or grade of macaroni products reached its highest production point in 1931, one of the worst depression years, when a total of 15,576,431 pounds were reported with a value of \$940,765. By 1935 the production had dropped to 11,454,159 pounds valued at \$829,922.

The general tenor of the 1935 Census of Macaroni manufacture is that macaroni production is generally and definitely increasing,—that more employes are annually added to the list of wage earners in the trade—that the spread between the cost of manufacture and the price to consumers grows narrower as production increases—and that sooner or later three things must be done by the trade if it is to continue on a profitable basis.

These are,—(1) Some united action is absolutely necessary to favorably publicize macaroni production to make consumption keep pace with production, (2) that more dependable production and distribution figures are badly needed and should be compiled, (3) that immediate steps must be taken to widen the price spread between production costs and selling prices.



## Macaroni Makers Midyear Conference

(Continued from Page 3)

roni Manufacture, bringing to light many important facts. In other food lines, he said, the rule is to expect an increase in the price of finished goods when raw materials were scarce; but in the macaroni business the opposite seems to be the rule and the fact. He made many comparisons bringing out this fact, hoping to show how futile is such a course.

### The New Copeland Food Law (S.F. No. 5)

B. R. Jacobs, Washington representative reviewed the principal features of the Copeland food bill that is almost sure to pass Congress this session. The new law would give the government the right to "promulgate, fix and establish definitions and standards of identity and quality for foods; also standards of fill of containers, etc."

On motion by C. B. Schmidt of Crescent Macaroni & Cracker Co., Davenport, Ia., seconded by Alfonso Gioia of A. Gioia & Bros., Rochester, N. Y., the conference went on record as per the following resolution, unanimously adopted:

WHEREAS, the Committee on Commerce of the United States Senate has for consideration a bill—"S. 5, Federal Food, Drug and Cosmetic Act," and

WHEREAS, certain provisions of this proposed legislation affect materially the interests of the Macaroni Industry, therefore be it

RESOLVED, that the National Macaroni Manufacturers Association in session assembled at Chicago, Jan. 25, 1937, unanimously approve of this proposed legislation and suggest that Section 10, which authorizes the Secretary of Agriculture to promulgate, fix and establish definitions and standards of identity and quality for foods and standards of fill of containers be amended so that this authority be vested in a committee appointed by the President of the United States and consisting of five (5) members, two of whom shall be selected from the food producing, processing, manufacturing and/or distributing industry and three selected from the Administration, and it is further

RESOLVED, that a copy of this resolution be forwarded to the Honorable Royal S. Copeland, chairman of the Committee on Commerce of the U. S. Senate; a copy to the Associated Grocery Manufacturers Association and all other leading food trades; a copy to the Members of the Committee on Commerce, U. S. Senate, and also a copy to every member of the National Macaroni Manufacturers Association and to all leading nonmembers in the industry stressing the need of united action to protect the interests of the industry while this new and necessary food law is in the making—urging the latter to join the Association in this important and timely action.

### Prospects of a New NRA

Past President G. G. Hoskins dis-

cussed briefly the possibilities of new legislation along the lines of the old NRA. He opined that all of the good features of the old NRA would be made into law in some form or other, but with all the harmful and impractical features eliminated. He commended the board of directors on its decision to have appointed a Legislative Committee to be on the constant lookout for the industry's interests because he felt that there would be considerable legislation affecting business proposed at this session and subsequent sessions of Congress and Legislature.

### Membership Drive

Membership Chairman A. I. Grass reported on his drive for new members with the help of the Secretary and invited all present who are not members to give their support to the Association's program.

Vice President Joseph Freschi stressed the need of a larger Association Membership to make it unquestionably representative of the industry in all conferences on new laws and in law enforcement. He urged that every manufacturer with the future interest of his own business and of his industry at heart, join immediately the National association thus giving it the prestige so desired.

### Absolution of Liability Under S. S. Law

Association Director Jos. J. Cuneo called attention to a statement which he has requested all his employees to sign absolving his firm of any liability in the event that the Social Security Act be later declared unconstitutional. The meeting recommended that a copy of the statement be published in THE MACARONI JOURNAL for the guidance of any who may wish to thus protect themselves.

### Action by Board of Directors

In connection with the midyear meeting, the Board of Directors had held two sessions—the first on the previous afternoon and evening, and the second the morning preceding the midyear conference.

Action, other than routine matters, was reported to the midyear meeting as follows:

1. The appointment of a special Legislative Committee consisting of Louis S. Vagnino, chairman, Jerome I. Maier and Jos. Frechi.

2. Approval of the action so far taken by the Macaroni Protective Committee that will save for its supporters many thousands of dollars of any money received as refunds. Urged more general support of this committee's work.

3. Selection of some convenient city in Ohio as the 1937 convention city, setting June 28-30, as the convention dates. It would be midway between New York and Chicago, ideally situated and within easy reach of most of the macaroni-noodle manufacturers. All are urged to plan now to attend this industry conference next June.

4. The Macaroni Recipe Publicity

Campaign was approved with the recommendation that it be continued with the hope that a way may later be found to put over a badly needed macaroni publicity drive.

5. That arrangements have been made for regional meetings in the most convenient regions—to ascertain the wishes of the members and other manufacturers on the Copeland Food bill, to stress its importance to the trade, to urge greater support of the Association by those whom it seeks to aid and represent.

### Midyear Meeting Group

Among the macaroni-noodle manufacturers and allied tradesmen noticed at the various meetings in connection with the midyear conference of the Macaroni Industry at the Palmer House, Chicago, are the following, though the list is not 100% complete in that no registration was required and no roll was called: P. R. Winebrener—A. C. Krumm & Son Macaroni Co., Philadelphia; Joseph Freschi—Mound City Macaroni Co., St. Louis, Mo.

Joseph J. Cuneo—La Premiata Macaroni Corp., Connelville, Pa.

Alfonso Gioia—A. Gioia & Bro., Rochester, N. Y.

L. S. Vagnino—American Beauty Co., St. Louis, Mo.

R. B. Brown—A. Zerega's Sons, Inc., Chicago, Ill.

B. A. Klein—F. L. Klein Noodle Co., Chicago, Ill.

J. H. Diamond—Gooch Food Products Co., Lincoln, Neb.

Henry D. Rossi—Peter Rossi & Sons, Braidwood, Ill.

Edward Oberkircher—Old Dutch Foods, Inc., Buffalo, N. Y.

G. Viviano—V. Viviano & Bros. Macaroni Mfg. Co., St. Louis

Brady Renfro—Domino Macaroni Co., Springfield, Mo.

Wilfred F. Sancho—National Food Products Co., New Orleans, La.

E. Conte—Milwaukee Macaroni Co., Milwaukee, Wis.

Walter F. Villame—Minnesota Macaroni Co., St. Paul, Minn.

J. Luehring—Tharinger Macaroni Co., Milwaukee, Wis.

A. S. Vagnino—American Beauty Macaroni Co., Denver, Col.

James M. Hills—Grocery Store Products, New York, N. Y.

B. K. Hoffman—The Pfaffman Co., Cleveland, Ohio.

John Zerega, Jr.—A. Zerega's Sons, Inc., Brooklyn, N. Y.

Nick Onofrio—Kansas City Macaroni Imp. Co., Kansas City

E. Z. Vermeylen—A. Zerega's Sons, Inc., Brooklyn, N. Y.

A. W. Quiggle—The Creamette Co., Minneapolis, Minn.

Max Kurtz—Kurtz Bros. Corp., Philadelphia, Pa.

Richard Alghini—Alghini Macaroni Co., Chicago, Ill.

G. G. Hoskins—The Foulds Milling Co., Libertyville, Ill.

D. Piscatelli—Quality Macaroni Co., Rochester, N. Y.

James Williams, Jr.—The Creamette Co., Minneapolis, Minn.

A. Irving Grass—I. J. Grass Noodle Co., Chicago

Victor Cavaturo—Michigan Macaroni Co., Detroit, Mich.

Carl D'Amico—D'Amico Macaroni Co., Steger, Ill.

Charles Presto—Roma Macaroni Mfg. Co., Chicago

Vincent Militello—Michigan Macaroni Co., Detroit, Mich.

Thomas Viviano—Kentucky Macaroni Co., Louisville, Ky.

H. Boiardi—Chef Boiardi Food Products Co., Cleveland, O.

R. V. Golden—West Virginia Macaroni Co., Clarksburg, W. Va.

C. A. Colombi—Chef Boiardi Food Products Co., Cleveland, O.

R. H. McCracken—Gallota Bros., Chicago, Ill.

C. B. Schmidt—Crescent Macaroni & Cracker Co., Davenport, Ia.

F. Pepe—F. Pepe Macaroni Co., Waterbury, Conn.

Frances G. Steele—Macaroni Service Bureau, Chicago, Ill.

R. R. Jacobs—Washington Representative, NMMA, Washington, D. C.

R. M. Gordon—Foulds Milling Co., New York, N. Y.

Thomas Brown—Commander-Larabee Milling Co., Minneapolis, Minn.

A. W. Henry—Commander-Larabee Milling Co., Chicago, Ill.

Robt. Wilson—American Grocery Mfgs. Assn., New York, N. Y.

L. S. Dames—American Grocery Mfgs. Assn., New York, N. Y.

Alex G. Graif—King Midas Mill Co., Minneapolis, Minn.

Geo. L. Faber—King Midas Mill Co., Chicago, Ill.

George B. Johnson—Washburn Crosby Co., Chicago, Ill.

Charles Mitchell—Washburn Crosby Co., Chicago, Ill.

C. P. Walton—Capital Flour Mills, Minneapolis, Minn.

C. W. Kutz—Capital Flour Mills, Minneapolis, Minn.

Oreste Tardelli—Capital Flour Mills, Chicago, Ill.

Daniel Felix—Capital Flour Mills, Pittsburgh, Pa.

J. M. Quilty—H. H. King Flour Mills Co., Minneapolis, Minn.

E. J. Thomas—Amber Milling Co., Minneapolis, Minn.

W. W. Wiley—Duluth-Superior Milling Co., Minneapolis, Minn.

J. P. Crangle—Duluth-Superior Milling Co., Chicago, Ill.

A. J. Fischer—Pillsbury Flour Mills Co., Minneapolis, Minn.

G. La Marca, Prince Macaroni Mfg. Co., Boston, Massa.

L. G. Tujague, National Food Products Co., New Orleans, La.

E. Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.

C. W. Wolfe, Megs Macaroni Company, Harrisburg, Pa.

C. H. Smith, Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.

J. G. Luehring, Tharinger Macaroni Co., Milwaukee, Wis.

S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.

Jerome I. Maier, A. Goodman & Sons, Inc., New York, N. Y.

Charles Johnson—Charles F. Elmes Engr. Works, Chicago, Ill.

C. Ambrette—Consolidated Macaroni Machinery Corp., Brooklyn, N. Y.

H. Kirk Becker—Peters Machinery Co., Chicago, Ill.

B. C. Lewis—Peters Machinery Co., Chicago, Ill.

Thomas Kendall—Wolf & Co., Chicago, Ill.

Charles Rossotti—Rossotti Lithographing Co., New York, N. Y.

D. W. Killip—Rossotti Lithographing Co., Chicago, Ill.

M. J. Donna—Association Secretary, Braidwood, Illinois.

## Washington Office Report Presented at Chicago

### January 25, 1937

By B. R. JACOBS, Washington Representative

Since last July 1 the efforts of the Washington Office and Laboratory of the Association have been directed primarily to food law enforcement. In this period numerous samples of macaroni products have been examined, many of which have been found to be in violation of the National and State Food Laws. The only section of the country that has not submitted any samples of macaroni products to us is that covered by Regions 9 and 10. All other Regions have submitted products and in practically each we have found evidence of the use of artificial color, the misbranding of products as being made from semolina when they are actually made from flour or mixtures of flour and semolina and the absence of eggs in egg noodles. Other types of misbranding have also been investigated particularly that of failing to declare the net weight of the contents of the package in the required manner.

The State of Federal Officials have cooperated in this work but there are certain limits beyond which they cannot proceed. The most vital of these is the lack of funds for carrying on the work which they consider does not directly affect the health of the general public, but affects only their pocketbook. In other words most state and local Law Enforcement Officials will not prosecute cases of what they consider minor violations

where for example, one grade of farinaceous ingredient is substituted for another which has the same nutritive value or where examination of the product shows only a slight deficiency in egg solids. The other reason for lack of more vigorous law enforcing is uncertainty of some of the analyses particularly those having to do with the determination of egg solids. As you all know, egg solids are not determined directly in macaroni products. We are dependent on determining one of the constituents of egg solids and then calculating from it the percentage of egg solids present. This constituent is found contained in the yolk of the egg. It is also contained in very small quantities in the farinaceous ingredients used. Allowance is made for the amount contained in the farinaceous ingredient using averages as it is not possible to use definite figures for very obvious reasons. It happens that this particular product decomposes or deteriorates with the age of the macaroni product to which eggs and yolks have been added, therefore, a greater allowance must be made when samples of unknown origin and age are examined. This makes it impossible to determine accurately the amount of egg solids used in any macaroni product.

However, a new method is being developed which it is hoped will yield more accurate results. This method is de-

pendent on the extraction of another substance which is contained in yolks in rather definite, although small quantities, but is not contained in farinaceous ingredients and the problem is to find a method which will give accurate results of this product without the interference of any other substance.

At the last meeting of the Association of Official Agricultural Chemists held in Washington Dec. 1, such a method was presented by one of the members of the Food and Drug Administration. It shows very promising results but is not yet sufficiently perfected so that it can be used generally.

Another method on which we have been working is that of determining carotene in macaroni products. This work has now proceeded for nearly two years and it is only recently that we are absolutely sure that we can differentiate between the carotenoids present in eggs and farinaceous ingredients, and added carotene. When we started it was necessary to have expensive apparatus for this work and it was very discouraging because very few of the State laboratories have this equipment. Now, however, the method has been simplified and standards have been established so that the tests can be made without any additional equipment except ordinary equipment found in almost any laboratory. This has a great advantage on getting



action by law enforcing officials because although they are all willing to do this work they could not do it without large expenditure until these simpler methods were perfected.

Congress has just recently convened and we now have the Administration proceeding rapidly with legislation. On the very second day after Congress convened new food bills were introduced in the House and Senate simultaneously. The House bill was introduced by Representative Chapman of Kentucky and it is the same bill that died in the last session of Congress. The bill introduced in the Senate is a brand new bill introduced by Senator Copeland of New York. This bill differs materially from that introduced and passed by the Senate at the last session. Both of these bills have many provisions in common but they differ materially in other important respects and I would like to discuss some of these differences as they affect the Macaroni Industry.

The Senate bill provides for hearings before prosecution in instances of alleged violations. The House bill makes no such provision. The Senate bill, under the misbranding section, provides that a package should "bear a label containing the name and place of business of the manufacturer, packer, seller or distributor"; while the House bill requires that the label contain "the name and place of business of the manufacturer and packer, seller or distributor." In other words, if the provisions of the House bill are enacted every distributor's brand must also bear the name of the manufacturer. This appears to be absolutely useless and may result in considerable unnecessary expense to manufacturers who pack for other dealers. Other differences between the two bills exist in the provisions regarding injunctions and regarding penalties applied for violations.

Under both of these bills there are two very important provisions that should interest the macaroni manufacturer. The first is that of seizures where the Department of Agriculture is restricted in the number of seizures it can make of food products under certain conditions and the second is the authority that is granted the Secretary of Agriculture to establish standards of identity and standards of quality of foods and standards of fill of containers.

Under the present food law the Standards and Definitions of the U. S. Department of Agriculture are not authorized and serve merely as guides for law enforcing officials in the administration of the law. This they find embarrassing a great many times since they must show in court that these standards are reasonable and acceptable and known to the trade as well as the consumer. Sometimes this is very difficult to accomplish. On the other hand when the secretary is given authority to establish standards it will not be necessary for him to prove in court the reasonableness of these standards but only that the product in question does not conform to the standards as promulgated. In our particular

case standards of identity, quality and fill are proposed and we want to be ready with definite recommendations, I therefore, suggest that the President or the Board of Directors appoint a committee to prepare necessary data to submit to the Secretary of Agriculture if and when this bill is enacted. It must be remembered that the Department of Agriculture will be swamped with requests for standards and that those who have their material prepared beforehand stand the best chance for early action. We already have a large amount of data which can be submitted for this purpose.

It is my belief that the Macaroni Industry cannot obtain standards of quality without having more definite standards for the raw material which enter into the composition of macaroni products and therefore, I also suggest that this committee consider the standardization of flour, semolina farina and eggs, as only in this way can we obtain standardization of our product which will have any significance and is enforceable.

It has often been stated to me that standards for macaroni products are useless because they are not enforced. As already stated there is reason for laxity in enforcement and the main reason is due to the lack of definite standards. If this new Food bill is passed by the Congress and approved by the President funds for enforcement will be materially increased which will naturally result in proper enforcement. Standards of quality will assist materially in making enforcement easier and in any event if this bill becomes law we will get standards whether we like it or not and we might just as well have a hand in formulating our own standards and not leave it to fate or to someone else to do for us.

It is very gratifying to me that the Board of Directors passed a resolution arranging for Regional meetings for a thorough discussion of the Copeland food bill. These meetings should result in obtaining a thorough airing of any objections that there may be to provisions of this bill. The Board also authorized the President of the Association to appoint a Legislative Committee whose business it will be to keep in touch with this and other proposed legislation which affects the Macaroni Industry. The Board also passed a resolution suggesting a very important amendment to the proposed Food Bill. This amendment deals with the authority granted the Secretary of Agriculture to promulgate and fix standards. The Board of Directors believes that this authority should be vested in a Committee appointed by the President of the United States and consisting of five members, two of whom should be selected from the food producing, processing, manufacturing and/or distributing industry and three selected from the Administration. This amendment is in line with the bill as it was passed by the Senate at the last session of Congress and is also in line with recommendations made by the other food, drugs and cosmetic industries.

### Legislative Committee Enlarged

Since adjournment of the Midyear Meeting President P. R. Winebrenner has become convinced after conferences with leading manufacturers that not only a larger Legislative Committee but a committee more widely distributed throughout the country would better sense the industry's opinion and watch closer both State and Federal legislation. Therefore the number has been increased from three to ten.

Selected on this committee are representatives of bulk and package manufacturers, large and small operators, noodle and macaroni men. In announcing the enlarged committee and appointing its members, President Winebrenner of the National association says: "It seems to me we are allotting a great deal of work to a committee of the suggested three members. For this reason I am increasing the committee to consist of ten. The additional members will be helpful in securing the opinions of additional manufacturers so that the recommendations of the committee will actually be the wishes of the industry."

Mr. L. S. Vagnino, American Beauty Mac. Co., Saint Louis, Mo. is chairman of this important committee. If the present plan is followed, he will probably decide to allot certain bills to subcommittees for intensive study. His assistants on this committee will be:

L. S. Vagnino, Chairman, American Beauty Macaroni Co., St. Louis, Mo.  
 Jos. Freschi, Mound City Macaroni Co., St. Louis, Mo.  
 Jerome I. Maier, A. Goodman & Sons, Inc., New York, N. Y.  
 G. La Marca, Prince Macaroni Mfg. Co., Boston, Mass.  
 L. G. Tujague, National Food Products Co., New Orleans, La.  
 E. Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.  
 G. W. Wolfe, Megs Macaroni Company, Harrisburg, Pa.  
 C. H. Smith, Mrs. C. H. Smith Noodle Co., Ellwood City, Pa.  
 J. G. Luehring, Tharinger Macaroni Co., Milwaukee, Wis.  
 S. E. Mountain, Fontana Food Products Co., So. San Francisco, Calif.

### EXHIBITS HOME TOWN PRODUCTS

The Chamber of Commerce of Mount Vernon, N. Y. sponsored an exhibit of Mount Vernon-made products in Hotel Siwanoy on Jan. 20, 1937. The independent Macaroni company exhibited its fine line of alimentary paste products in an attractive booth which was presided over by Francesco Patrono, president of the macaroni firm. Thirty exhibits composed one of the largest shows ever held in this suburb of an American metropolis. A banquet followed the celebration.

Naturally we are defeated when we prepare for only a short and easy battle.

# Lent!

## AND MEATLESS ITALIAN SPAGHETTI

...via Betty Crocker's Broadcast  
**FEBRUARY 26**



Lent—your greatest sales-season! Now even a greater sales-opportunity for you! Because on February 26th, Betty Crocker gives her millions of listeners an appetite-arousing talk on MEATLESS ITALIAN SPAGHETTI—a dish especially planned for the Lenten season.

Think over these facts of Betty Crocker's broadcast:

1. It comes at a time when women are unusually receptive to new recipes.
2. It goes out over 65 powerful stations.
3. It carries all the sales-making influence and prestige built up over 15 years of continuous broadcasting by Betty Crocker, America's leading radio home-problem commentator.
4. It stresses the better-eating qualities of Spaghetti made from Quality Durum Semolina—and advises women to buy that kind.

To you, these facts mean this: Betty Crocker's broadcast for MEATLESS ITALIAN SPAGHETTI will boost sales of spaghetti in your territory—*your sales* if your products carry the slogan "made of quality Durum Semolina". That's why right now is a good time to learn *all* about Gold Medal Semolina—the Quality Durum kind. Give the Gold Medal man a hearing when he calls!

Note: Attention-getting posters that tie into this broadcast are available Free! Send for yours now! Washburn Crosby Company, 200 Chamber of Commerce, Minneapolis, Minn.

## GOLD MEDAL "Press-tested" SEMOLINA







"There's Always Spaghetti," Says Laurence Stuckey

Globe-Trotting Author-Gourmet

(Re-printed from Better Homes & Gardens Magazine)

There came the subdued swish of our gondolier's oar as the craft skimmed along the happy, fluid thoroughfare of the Grand Canal. No brakes, no barking taxis, no traffic tie-ups to encroach on our reveries. Passing *barcas* were piled high with coal-black, velvet grapes; others with pumpkins, pomegranates, cabbages, tomatoes, pears—pyramids of gold and green and scarlet. It was late afternoon. The tiara of proud towers and dead-rose tinted palaces with their statue-fretted facades began to mellow in the setting sun, and soon we were in a fairyland of fabulous dyes—purple, violet, and rose—spread riotously.

"The Grand Canal is shaped like the letter 'S,'" mused my wife, buried among the pillows of the gondola.

"And the letter 'S' stands for 'spaghetti,'" I murmured dreamily.

Our gondolier, until now eloquent only with his oar, tumbled out of his silence.

"Spaghetti!" he repeated.

"Yes, spaghetti!"

"Si, signor!"

The oar moved faster. We passed into the soft shadowiness of buildings. Surfeited with sight-seeing, with the ravishing paintings in the Doge's Palace, with the aching beauty of the Canal, we had had, for a while, all we could absorb of galleries and churches, of palaces and towers. But now the inner man and woman, both sadly neglected, were to be given attention. We were about to make a journey into the realm of gastronomy—a real Cook's Tour!

Our gondola slipped up to a little restaurant tucked away in a wall, its open pavilion leaning into the very canal vaulted by the famous Bridge of Sighs. A waiter, with gracious Latin politeness, escorted us to a table. There were cages of birds, Japanese spindlewood in tubs, oleander in pots. Gondolas glided by, their lanterns a glowworm tawiness in the suddenly fallen dark.

We knew little of Italian cooking, so we threw ourselves upon the mercy of the cook. He was compassionate!

"Ah, Master Cook of Venice! You may be proud of your efforts, for you, too, rank with the great artists: with Tintoretto, and Titian; with architects, for you build pyramids of pastry, towers of tarts; you design, draw, paint, carve, build, and most of all, fortify; you rear bulwark pies, and for the outer defenses raise ramparts of immortal crust!"

The first dish was decked out like a float at a Mardi Gras. It was antipasto, the Italian opening course, and what a palate-appealing array of ripe olives, salami, tongue, sliced tomatoes, and green-pepper rings filled with *Bel Paese* cheese! For a patriotic garnish, there were parsley, fried in butter to a

delicious crispness, and pimiento and celery, forming the national colors of Italy.

Like the Frenchman, the Italian is a rather light eater, often making a meal from one of his favorite dishes. But that day on the canal we decided to rush the whole gastronomic gamut in the American manner. Our courteous cook suggested and served us a complete course dinner, then generously wrote out for us his recipes.

The most ecstatic moment was the arrival of the soup, a benign minestrone, distant cousin of our own vegetable soup, which smiled gaily from the dishes before us. Each province, each city, each small town of Italy boasts its own particular soup and characteristic accompaniment. For the Venetian version, combine beans, tomatoes, cabbage, and any other vegetables on hand in meat stock. Drop in pieces of bacon and onion pan-fried together, then chopped parsley, a bruised clove of garlic, and macaroni simmering until the macaroni is tender. The garlic may merely loiter a few moments, or may be omitted entirely. After serving, sprinkle the minestrone with freshly grated Parmesan cheese. You can buy Parmesan almost everywhere! It never grows tacky or stringy. It improves with age, is considered best when three or four years old, and varies in price with its age. It's sold as *vecchio* (old), *stravecchio* (very old), and *stravecchione* (extra old). Your connoisseurs will choose the most ancient kind.

Spaghetti, which means little cords, is a theme for strings with a thousand variations. Most people know little about the manufacture and processing of spaghetti, tho really it's more popular in America than you'd think. We eat, per person, about one-eighth as much as the Italians. So let's lay aside our forks for a moment and explore its history.

MACARONI, a larger form of spaghetti, and vermicelli, a smaller, are close relatives of the noodle and came into Italy from China. Macaroni, with its many varieties, is a hard wheat-flour Semolina, differing from noodles in being innocent of eggs. A dough is made by adding water to Semolina. This is then kneaded well, and placed in a machine which subjects it to a pressure of about 5,000 pounds to the square inch. The macaroni exudes in ribbons numerous strands at a time. These are collected on a stick in three-foot lengths and hung up to dry like Monday's wash. The drying takes great skill, for apparently during the process a slight fermentation takes place, giving the macaroni much of its fine flavor. To make it harder, the inner layer must dry at the same rate as the outer or there'll be a bad case of "warping." When dry, the strands are sawed into 18-inch lengths. This same method is used with

## WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT

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



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. Cavignaro  
Brakes, Cutters, Dies, Die Cleaners,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
Champion Machinery Co.  
Brakes, Flour Blenders, Sifters and  
Weighers, Mixers



Clermont Machine Co.  
Brakes, Cutters, Driers, Folders, Stamp-  
ing Machines  
Commander Milling Co.  
Flour and Semolina  
Consolidated Macaroni Machinery Corp.  
Brakes, Cutters, Die Cleaners, Driers,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
Creditors Service Trust Co.  
Mercantile Collections  
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  
Rossetti Lithographing Co. Inc.  
Cartons, Labels, Wrappers  
J. V. Shartz & Co.  
Macaroni Sticks and Downers  
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.

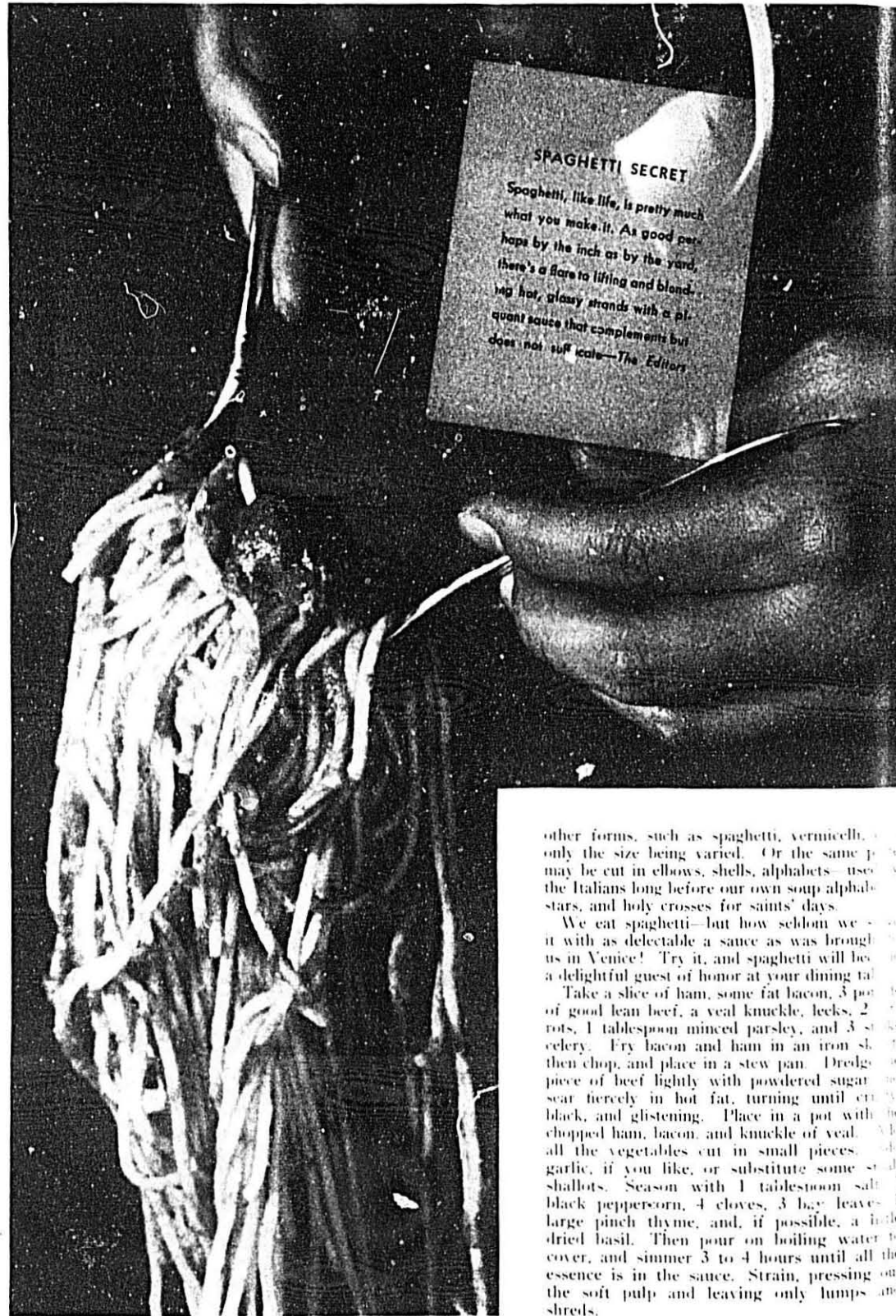
That's why over 75% of our orders are repeat orders from regular customers.

COMMANDER MILLING CO.  
Minneapolis, Minnesota

You  
COMMAND  
the Best  
When You  
DEMAND







### SPAGHETTI SECRET

Spaghetti, like life, is pretty much what you make it. As good as hope by the inch as by the yard, there's a flare to lifting and blending hair, glossy strands with a pliant sauce that complements but does not suffocate.—The Editors

other forms, such as spaghetti, vermicelli, only the size being varied. Or the same pasta may be cut in elbows, shells, alphabets—used by the Italians long before our own soup alphabets, stars, and holy crosses for saints' days.

We eat spaghetti—but how seldom we eat it with as delectable a sauce as was brought us in Venice! Try it, and spaghetti will be a delightful guest of honor at your dining table.

Take a slice of ham, some fat bacon, 3 pounds of good lean beef, a veal knuckle, leeks, 2 carrots, 1 tablespoon minced parsley, and 3 stalks of celery. Fry bacon and ham in an iron skillet, then chop, and place in a stew pan. Dredge piece of beef lightly with powdered sugar, sear fiercely in hot fat, turning until crusty black, and glistening. Place in a pot with chopped ham, bacon, and knuckle of veal, all the vegetables cut in small pieces, 1 clove of garlic, if you like, or substitute some shallots. Season with 1 tablespoon salt, 1 black peppercorn, 4 cloves, 3 bay leaves, large pinch thyme, and, if possible, a little dried basil. Then pour on boiling water to cover, and simmer 3 to 4 hours until all the essence is in the sauce. Strain, pressing out the soft pulp and leaving only lumps and shreds.

With a sauce like this," ejaculated the cook, his eyes shining, "one could make a feast out of a leather glove!"

Drop the unbroken spaghetti into a large kettle of boiling, salted water. Be sure that there's plenty of water so that the spaghetti veritably swims in it. Sudden macaroni or spaghetti usually happens when there's insufficient water and the strands come too close together.

About 20 minutes should do the job, though you may vary it to your taste. It should be firm enough to be felt between your teeth, and almost crisp. The Italian is as particular about the timing of his spaghetti as is the American about his boiled egg. Next, drain it thoroughly, for wet spaghetti, like wet rice or cabbage, is an abomination. While it boils, grate Parmesan cheese on a fine grater, making a hill of feathery, light flakes. If you don't fancy the Parmesan bouquet or tang, it's no sacrifice to use Swiss or old Cheddar.

Now pile the spaghetti in a huge platter and pour the golden brown sauce over it with luxurious abandon. Have an extra dish of cheese on the table, make a small pyramid of it in the center of the spaghetti, and mix. Then catch up the strands on a fork and twirl them into a neat bolus in the bowl of a soup spoon. The mouth is flooded with delight, and you'll exclaim as we did: "Bravo, signor!"

Next came a delicious dish, *Frittelle Miste all'Venetia*, reminiscent of our own mixed grill, but dancier, more varied, and served as the main course. It consists of very small meat balls, small pieces of kidneys, sweetbreads, tiny lamb cutlets without the bone, the bottoms of very small artichokes, and small pieces of young marrow squash, all dipped in flour, coated with egg yolk, and flavored with such herbs as basil or rosemary. These are then fried in deep, hot olive oil and all served in the same dish. Again each province has a different version. In Milan the pieces are dipped in egg and then bread crumbs, so they're coated with a light batter.

Next we cook brought us another special dish, *Green Beans all'Venetia*. This recipe calls for 1 quart fresh green beans, 3 small lemons, 2 anchovies, grated nutmeg, pepper, and salt. Boil the beans tender. In another pan fry the onions in a little fat. When done, add them to the beans, with pepper, salt, and grated nutmeg to season. Add the anchovies, finely minced and pass thru a sieve. Moisten with brown squeeze lemon juice over them, and serve hot.

With the main course we enjoyed a cream cheese and anchovy salad, blending pleasantly with the touch of anchovy in the beans. This took 1 can pears, 3 tablespoons top milk, a generous portion of cream cheese, 3 tablespoons anchovy paste, and 1/2 cup chopped celery. Add the milk to the cream cheese and anchovy paste, mixing thoroughly. Add the celery. Fill the centers of the pears with the mixture and serve on a bed of lettuce with French dressing and a garnish of paprika and parsley.

Nothing can finish an Italian meal so

authentically and pleasingly as cheese. The best known Italian cheeses are Parmesan (mainly for cooking), *Gorgonzola* (relative to Stilton and Roquefort), and *Bel Paese* (beautiful country), well named from the lovely Province of Lombardy whence it comes. *Gorgonzola* may be served with crackers, toast, or radishes. *Bel Paese*, smooth in texture and delicate in flavor, the slightly salty, harmonizes with fresh trout.

At last it was over. We paid our reckoning and our compliments to the cook and were bowed into our gondola like potatoes as indeed we felt. Again we glided thru dark, spanned waters, the happy subjects of a magnificent feast made a delicious contentment which has now become a noxious memory revived in part, and frequently, in the kitchen of our own home.

### The Human Interest News

Every living individual is interested more or less in news, facts or stories about the food he eats. The newspaper editors realize this and most food producers do. Hence the papers are always filled with articles about foods, their prices, method of preparation, preferences of nationalities and the like.

To most Americans, macaroni, spaghetti, vermicelli and egg noodles, all macaroni products to the initiated, are still insidiously well known as to be interesting. Most manufacturers realize the editors' cravings for newsy articles about these products and occasionally sate their "food news" appetites with interesting stories. One who has been particularly concerned in supplying macaroni news to the press is Joseph J. Viviano, president of the Kentucky Macaroni Company, Louisville, Ky.

A sample of the stories he sponsors is one which appeared in the *Louisville Courier-Journal* last month. It was illustrated with pictures of the manufacturing and drying process and well written by staff writer Marie Porter. The story in part reads:

Probably you have eaten four and a half pounds of macaroni this year. This is far below your quota of 50 pounds set by J. J. Viviano, Italian-born president of Kentucky's only macaroni manufacturing company. He bases his figures on the consumption per head in Italy.

The manufacture of macaroni is a process that a child could understand. It is a simple, clean, homely and sweet-smelling procedure.

### Flour Was a Problem

The manufacture of macaroni hasn't always been so simple, points out Mr. Viviano. When he came to America 35 years ago it was almost impossible to obtain American-made macaroni that could compete with the imported product. That's one of the reasons he decided to manufacture it himself.

The big problem, at first, was to se-

sure the right kind of flour which is made from durum wheat. Before 1900 he said, less than 100,000 pounds of durum wheat a year were produced in this country. It was in 1877 that a member of the U. S. Department of Agriculture made a special trip to Russia to secure the best durum seed, wheat from which the best macaroni is made. Now Mr. Viviano obtained approximately 8 per cent of the wheat produced in America is durum and is grown chiefly in North and South Dakota, Minnesota and Montana.

Referring to his early days in America, Mr. Viviano said that he came here when he was 18 years old, "mostly because I was an adventuresome lad." The first two years were not easy, he said, adding that he was unaccustomed to the hard work on the railroad, his first job.

### Started in St. Louis

"But I saved my money and my mind naturally turned to business," he continued, "as my father was in the macaroni business at home. My brother and I began to import and sell macaroni. The next step was the manufacturing. We began in St. Louis, transferred to Chicago where two more of our brothers joined us and in 1928 we all separated and established different plants. I came to Louisville then."

Describing his trials in saving up his first \$100, Mr. Viviano said that it was "necessary to make sacrifices to save money." He expressed the opinion that young people in his day tried to put something aside, while it appeared now that the young man making \$25 a week spent \$30.

He plans to visit Italy this summer if there is no war. Associated with Mr. Viviano are his two sons, J. J. and J. J. Viviano.

If the public could buy the quality Italian describe the preparation of his favorite dish, Italian spaghetti, the consumption of macaroni products would jump considerably.

### AN HONEST MACARONI MANUFACTURER

Despite the general opinion of macaroni noodle makers as to the honesty of their competitors, there is probably a larger percentage of honest businessmen in the macaroni industry than in any other line of business with the probable exception of the preaching profession. There is proof that there is in the macaroni industry at least one man who is more than scrupulously honest. He is a well known executive of a large manufacturing firm, who, when he instructs his secretary to tell someone on the telephone that he is not in, actually steps two or three feet out of his office, while she repeats his message.

Overlooked? That's funny. It's decidedly exceptional for an employer to overlook good value!



## Quality Characteristics of the 1936 Canadian Amber Durum Wheat Crop

### INTRODUCTION

The suitability of Amber durum wheat for the manufacture of macaroni products sharply differentiates it from the hard red spring wheats in regard to quality requirements. In the instance of bread wheats, protein content is an important factor related to their inherent value for bread making purposes; moreover the strong predilection of the consumer for bread possessing a white crumb necessitates that the bread wheats should yield flours of low yellow pigment content. Since macaroni manufacture does not entail the use of leavening agents involving the necessity of adequate retention of the gas produced by fermentation, protein content is not as important a quality factor as in bread wheats. On the other hand the macaroni consuming public places great stress on a rich yellow colored product and hence the intensity of yellow pigmentation is an important quality factor. The term quality applied to wheat must necessarily be interpreted in terms of its suitability for the purpose for which it is chiefly used; in the testing of durum wheats for quality this naturally implies the manufacture of semolina and macaroni.

For a number of years this laboratory has conducted milling, baking and other quality tests on the various grades of hard red spring wheat as early in the period of crop movement as fairly representative samples can be obtained. Until recently no facilities have been available for conducting corresponding quality tests on durum wheat but the National Research Council of Canada established a special durum testing laboratory which is now operated in conjunction with the Grain Research Laboratory. The experimental equipment and technique of this laboratory have been developed over a period of years to a stage where quality tests on durum wheat are now possible. The present report covering tests on the 1936 crop is the first to be issued on Canadian durum and for this reason it is deemed advisable to summarize briefly information regarding the production and grading of durum wheats and the experimental technique used in their evaluation.

### PRODUCTION

In Western Canada the production of durum wheat is confined chiefly to certain fairly well defined areas in southern and central Manitoba and Saskatchewan where drought and rust have rendered returns from the growing of Marquis and other varieties of hard red spring wheat unreliable. Its cultivation began to assume importance in 1920 when it was found that the recently introduced

variety Mindum was particularly suited to the soil and climatic conditions in southern Manitoba and in recent years durum wheat has constituted from 30% to 55% of the total acreage sown to wheat in this province. The success of durum wheat in Manitoba led to its spread into southeastern Saskatchewan and to a lesser extent into Alberta; the Dominion Bureau of Statistics estimated the 1936 acreages sown to durum wheat in Manitoba at 1,194,000 acres, Saskatchewan 429,000 acres and Alberta at 133,000 acres and Western Canadian production at 18,846,000 bushels.

While Mindum is the principal variety grown in Manitoba, Golden Ball constitutes an appreciable percentage of the durum acreage in Saskatchewan; it has proven more drought resistant than Mindum and, because of its solid stem, it is less susceptible to saw-fly damage. Pelissier is also grown to some extent in Saskatchewan; this variety is also drought resistant and since its macaroni making quality is generally recognized to be superior to Golden Ball its production is being encouraged in those districts where the latter variety has gained a foothold.

### CANADIAN AMBER DURUM WHEAT GRADES

The Canada Grain Act provides for six statutory grades of Amber durum wheat.

The Act specifies that durum wheat eligible for the two highest grades must be "Mindum or equal to Mindum." Experimental studies are being conducted in this laboratory on the relative macaroni making quality of different varieties but they are not as yet sufficiently extensive to warrant definite recommendations regarding the quality of certain of these as applied to grading. At present Mindum, Arnautka, Kubanka and also Pelissier, only if of excellent color, are the only varieties considered eligible for No. 1 C.W.; in addition to these, Golden Ball, if of excellent color, is eligible for No. 2 C.W. Any other varieties submitted for inspection cannot grade higher than 3 C.W. Variety testing is being continued with the object of securing further and more complete data regarding the macaroni making qualities of different varieties which information will be applied by the Inspection Branch. As already mentioned, the bulk of the pro-

duction originates in Manitoba where Mindum is grown to the practical exclusion of other varieties and therefore this variety constitutes by far the largest percentage of the Canadian durum wheat crop.

Out of 4,690 cars representing approximately 7 million bushels, 81.9% graded Nos. 1 and 2 C.W. Since durum wheat is produced in rather limited areas where harvesting is relatively early, the above figures may be regarded as quite representative of this year's crop. As a result of unusually hot and dry weather during the growing and ripening periods, a proportion of the crop was heat shrunk to a greater or less extent and this condition has been a factor in the grading.

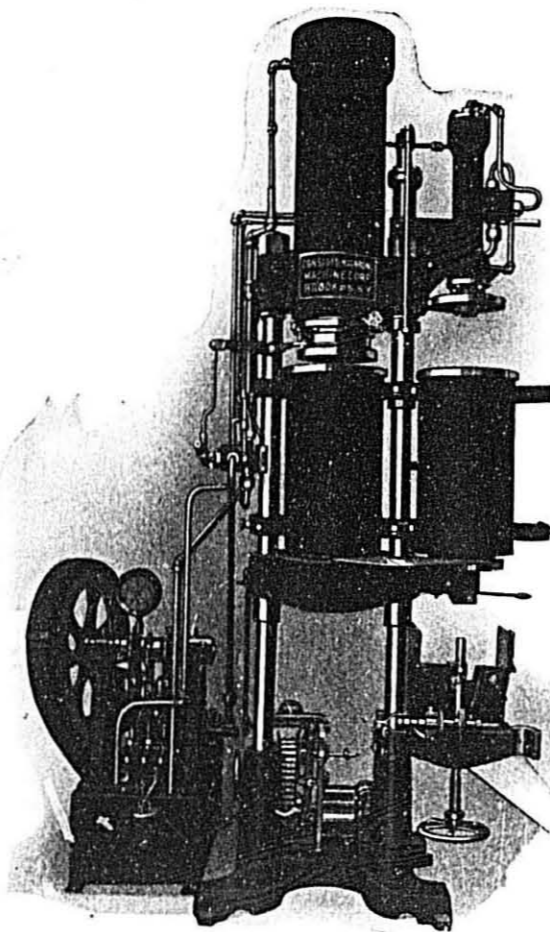
### PROTEIN CONTENT

For the purpose of mapping the durum producing areas, protein surveys have been conducted for the past several years; in addition, weekly averages of the various grades are obtained from the inspection offices and tested. Since the number of cars represented in each average is known, it is possible to compute weighted average values which represent the average protein content of the various grades during the season covered by the collections. The results of test so far conducted on the 1936 crop are a mean protein content of 15.7 for the 1936 crop to 12.5 for the 1935 durum crop.

It is of interest to note that in the instance of the present crop, the protein content, in general, increases with decreasing grade whereas in the 1935 crop the reverse condition existed, at least in the higher grades. In the present year's crop, drought and high temperatures have resulted in more or less shrunken kernels of high protein content; thus with each lowering of grade, which is associated with a decrease in test weight and an increase in shrunken kernel content, it is logical that the protein content should increase. On the other hand, the 1935 crop was characterized by the presence of thin and immature kernels resulting from the severe rust epidemic and it was noted that both hard red spring and durum wheat of this type showed relatively low protein content. There is a general impression that this shrunken wheat is higher than normal in protein content because of the higher ratio of bran and germ to endosperm.

## Consolidated Macaroni Machine Corporation

### Designers and Builders of High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

Built in various sizes and types.

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

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS  
KNEADERS  
PRESSES**

**DIE CLEANERS  
DRYING MACHINES  
MACARONI CUTTERS**

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street



this is apparently not the case where rust is the factor responsible for this condition.

#### Quality Tests on Export Standard and Inspection Average Samples

For the purpose of getting information on the quality of the 1936 crop, experimental semolina milling, macaroni and miscellaneous physical and chemical tests have been conducted on the Export Standard samples, Nos. 1 C.W., 2 C.W., and 3 C.W., as approved by the Western Committee on Grain Standards, and on Average samples representing grades Nos. 1 C.W. to 4 C.W., inclusive, obtained from the Winnipeg Inspection office. The Export Standards represent the minimum quality of the grade which the importer may expect to receive in any given crop year and are composites made up to represent samples equivalent in quality to wheat composed of 25% of the Standard (the grade reference sample used in the day-to-day inspection of wheat passing from the interior to the terminal elevators) and 75% of the general average of corresponding grade. Winnipeg Averages are composites made up of small portions of the wheat taken from cars of corresponding grade during the process of inspection.

In view of the fact that the technic employed in certain of the tests has been only recently developed, a brief description of the experimental semolina milling and macaroni processing methods used will be given. A general description of the technic may be found in THE MACARONI JOURNAL, Vol. XVIII, No. 5, pp. 6-8, Sept. 1936, and a detailed description will be published shortly in *Cereal Chemistry*.

#### Experimental Semolina Manufacture

The wheat samples are cleaned, tempered and milled on a two-stand Allis-Chalmers experimental mill equipped with 6" x 6" Gantz cut rolls, the by-products being separated by bolting and finally by aspiration in a small-scale purifier. With careful attention to details, yields of high grade semolina varying from 31% to 33% in the case of sound high grade wheat can be secured. These values are considerably lower than those obtained commercially but the unavoidable loss is greater with small scale equipment; in any event, the relative yield values obtained fall in the proper order and the semolina obtained compares favorably with the commercial product.

#### Experimental Macaroni Processing

This is carried out with equipment closely resembling that of a commercial factor but scaled down in size. The requisite absorption is predetermined by means of a Brabender Farinograph and the necessary amounts of semolina and water placed in the mixer, no other additions being made. Mixing is conducted for four minutes, after which the dough is transferred to the kneading pan and kneaded for five minutes. The dough is then placed in the press cylinder which is maintained at 90° F. (by means of an

oil jacket and thermostatic control) and allowed to stand for a period of 10 minutes before pressing, standard sized macaroni dies being employed. After pressing, the wet macaroni is transferred to racks, lightly air dried and finally dried or cured in a special drying cabinet under an automatically controlled falling humidity gradient for a period of three days at a temperature of 90° F.

#### Evaluation of Semolina and Macaroni

The color of semolina and macaroni appears to represent the most important single factor associated with quality which is capable of accurate measurement. The majority of tests made so far have, therefore, been confined to this property although other procedures designed to evaluate factors such as cooking quality and physical strength are in process of development. The color measurements are made with a Bausch and Lomb type H.S.B. color analyzer by matching the sample color against suitable Maxwell color discs, the lamp and filter combination employed in this instrument yielding a color temperature of approximately 6940 K° according to Nickerson (*Jour. Optical Soc. of America*, Vol. 25, pp. 253-257, August 1935). Two types of color disc combinations have been employed in these studies: (1) standard Munsell discs, and (2) the special discs for flour colorimetry devised by the Wallace & Tiernan Company and described by Baker et al (*Cereal Chemistry*, Vol. 10, pp. 437-446, 1933). These latter discs are four in number, namely: white, yellow, red and black, and their use offers some advantages on the score of ease of expression and interpretation of results. In the present case, color measurements were made with both sets of discs, the Munsell results being computed and presented in terms of Hue, Saturation and Brilliance. The values obtained by the use of the Wallace & Tiernan discs are first tabulated as percentages of white, yellow, red and black. These percentages are then calculated into a simplified color notation as follows: The sum of % white plus % yellow is taken as an index of "brilliance," the sum of % yellow plus % red as a measure of "total color," the ratio of % yellow to % black as a measure of "saturation" or "purity," and the ratio of % yellow to % red as an index of "hue." From these latter values, a single figure estimate of color is computed by the following arbitrary formula in which the various elements are weighted according to their relative significance in the final color score:

$$4) + (\text{"Hue"} \times 5) \times 2 = \text{"Color Score."}$$

Weight per Bushel and Weight per 1000 Kernels.

In the case of both Standards and Averages it will be noted that the weight per bushel and weight per 1000 kernels decrease with grade. In comparison with last year's crop the weights per bushel this year are grade for grade somewhat higher.

#### Milling Quality and Semolina Yield

In cleaning and scouring the samples for milling, precautions were taken to avoid loss of thin and shrunken kernels, in order that the milling yields might be representative of the samples as received. No marked difference was observed in the milling characteristics of the samples reported but a definite decrease of semolina yield occurs with grade. As previously mentioned these yields are not comparable with those obtained commercially but are directly comparable within themselves.

#### Protein and Carotene Content

It was noted that the protein content of both wheat and semolina increases with decreasing grade; the semolina showing values ranging from 1.3 per cent to 2.3 per cent lower than the wheat. Attention should be again drawn to the fact that the relation between the protein content and grade is a direct reversal of that found for last year's crop which may be accounted for by the differing causes of the thin and shrunken kernels in the two successive years. It will also be noted that the carotene content of the semolina shows some irregularity but tends to decrease with grade. This condition is also a direct reversal of that found last year. Examination of semolina milled from the various types of kernels found in last year's crop showed an extremely high pigment content for the thin and immature kernels which, it will be recalled, resulted from extensive rust damage. It would thus appear, so far as the relative effects of heat and drouth v/s rust are concerned, that the factors tending to the production of high protein, tend to lower the pigment content and vice versa.

#### Semolina and Macaroni Quality

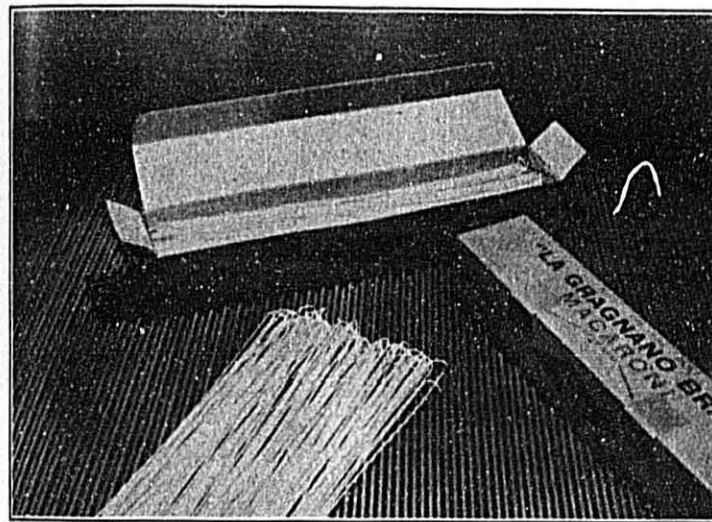
The general relation between the various Export Standard samples and corresponding Averages as judged by the results of color analysis appears to be excellent, both for semolina and macaroni. A certain amount of color testing was performed on semolina and macaroni produced from last year's crop but as the analytical methods and apparatus have been subjected to alteration and improvement, direct comparisons cannot be drawn in all cases.

It was noted that the values for last year's crop are distinctly higher than those for the present year and also, that a maximum of color was found in the lowest grade. This was found to be associated with the abnormally high pigment content of the lower grades previously referred to and does not necessarily indicate a higher quality level for No. 4 C.W. as it must be considered in conjunction with the milling yield which was relatively quite low for this particular sample. In general, however, this comparison indicates a general lower level of color for the current crop.

## How Unbroken Macaroni is Delivered

It is a foregone conclusion that macaroni, the popular tubular shape, is a fragile product. Even the manufacturers admit this fact; so if it is not packed and shipped properly, there is danger of breakage during the course of distribution.

Much thought and study has been given to the proper packaging of this fragile food to insure its arrival in the kitchen in its most appealing form. Macaroni manufacturers have found how to pack it now, with a minimum of time, labor and expense—in corrugated boxes.



Illustrated here is a corrugated package designed by the Hinde & Dauch Paper Co., Sandusky, Ohio, for Indiana Macaroni Co., Inc., Indiana, Pa. Because the customer receives the product in this package, it has been attractively designed and beautifully printed.

Illustrated here is a corrugated package designed by the Hinde & Dauch Paper Company, Sandusky, Ohio for the Indiana Macaroni Company, Inc., Indiana, Pa. This particular individual package is made of corrugated board and, because the consumer receives it in this package, it is attractively designed and beautifully printed in the firm's well known colors.

Naturally enough a group of these boxes or cartons are packed in a larger corrugated shipping box which is made to stand rough handling. With these precautions then, this macaroni manufacturer feels reasonably sure that his product will reach its destination safely,—and it usually does.

#### Dated Macaroni

While several states are considering legislation requiring manufacturers and distributors of food products to date all food containers, the progressive macaroni manufacturers of southern California are several steps ahead in their planning. Supported by recent decisions upholding the constitutionality of the Macaroni Marketing Agreement, the South California Macaroni Industry Board is working out a plan by which all macaroni-noodle boxes and cartons will be dated so that retailers who buy through the jobbing trade will know the age of the macaroni products when they are delivered.

## FOR THOSE WHO USE KANSAS FLOURS

May We Suggest

### BIG "S" GOLDEN BELT SHELLABARGER'S SPECIAL

Write or Wire

## THE SHELLABARGER MILLS

SALINA - - - - - KANSAS

"MILLERS SINCE 1776"



# Secrets of Successful Trade Marking

## U. S. Supreme Court Widens Trade Mark Principles

By WALDON FAWCETT  
Written Expressly for  
the Macaroni Journal

For that large proportion of macaroni marketers, who are even more interested in brand preservation than in retail price standardization, there are consequences more important than the obvious one in the recent vindication of Fair Trade Acts. From the standpoint of the producer planning for the long pull the least of the news is in the tidings that the U. S. Supreme Court has indirectly conferred its blessing upon the cult of Resale Price Maintenance. Deeper in significance is the gain which has been made for the cause of merchandise identification.

Not only has the nation's highest court, in effect given sanction to a broadening of the principles governing the protection of individuality in goods but it has made this reevaluation the basis of its current revolutionary decision. Just here indeed, is where has arisen much of that conflict of opinion and confusion of thought which has followed the epoch-marking decision at Washington. Some traders, reading hastily the long ruling, jumped to the conclusion that the top tribunal intended to give a free hand to all sellers to fix resale prices at the source. As a matter of fact what the Supreme Court did, and all that it did, was to affirm the constitutionality of a new type of state law that legalizes contracts for price-observance, based on an extension or sharing of trade mark privileges. In other words, the Supreme Court did not concern itself with the broad practice of price pegging. Its permit has no application to unbranded goods. Rather does the Supreme Court simply point the moral that prices follow the trade mark.

It is important enough that in the new deal dished by the Supreme Court price regulation is made the perquisite of the brander. It is meaningful also that, by way of making commodity-identification a fit foundation for price dictation, the Supreme Court has in its latest edict emphasized, as never before, the importance of business good will as property and its right to protection. But the ultra important contribution by the Supreme Court is found in what might be termed the broadening of the trade mark principle. It is a consolidating gesture which has been sorely needed in business circles where the ambition is to invest goods with "personality" or recognizable identity.

As though to clear an atmosphere that has grown foggy, the Supreme bench has made occasion to indicate its feeling that all means and methods

of signing goods are on a par, insofar as what flows from the intent to identify the goods. That declaration of brand democracy must call a halt on the caste cult in this quarter. As our readers may have noted, there has been a disposition in recent years to draw fine distinctions between the several patterns of commercial thumbprints. Thus full fledged technical trade marks have been held superior to brands. Trade names have been appraised as less sacred than coined words. Labels have had a doubtful status as exclusive clues. And firm names, corporate names, etc. have been accounted defenseless against duplication unless the intent of the double be unfair competition.

Now comes the Supreme Court and, taking a hint from the language of the model Fair Trade Act, lumps the lot. A broad blanket is spread for the protection of good will. Brushing aside the distinctions which sentiment has drawn between the several kinds of signals of origin or ownership of goods. This leveling process does not of course wipe out certain advantages or conveniences that are enjoyed by a trade mark carrying a certificate of Federal registration. But the effect is to give due credit for identifying intent to any sponsor of goods who affixes his business autograph in any form. Indeed by the languages of the Supreme Court it would appear that the "package" is an acceptable medium for the identification of goods. And the Court classes "labels" with trade marks and brands as "legitimate aids to the creation or enlargement of good will."

While the effect of the action by the Supreme Court must be to allow the manufacturer more latitude in the choice of badges and "dress" with which to identify his goods, there is a string to this liberty. Any one may read between the lines a summons to the brander to be at more pains to publicly proclaim his keynote. The very multiplicity of branding agencies will make this necessary. If marks and labels, names and patents, brands and packages are all to be employed as passports of the genuine it will be all the more essential that each identifier shall make it clear to the public which of the selective riders he mainly relies upon to "post" his preserves.

With so much diffusion allowed, presumably every marketer will be at pains to specify in every price-regulatory contract the exact identification to which the contract is hitched. But even aside from contract making an obligation seems to devolve upon signers of goods. If so many different patterns of John Hancocks are to be employed for the common purpose it may become all but necessary for a marketer to constantly direct attention in advertising, demonstration and display to the specific means of recognition for which he wants his customers and prospective customers to be on the watch.

There is another brand new angle to trade mark or branding responsibilities opened in consequence of the unanimous decision in the Supreme Court. As our readers may recall, the underlying logic developed by the Court in respect to price restrictions in the distribution of identified goods was that a distributor or middleman may become the owner of the goods but that he does not under any circumstance become the owner of the trade mark. Thus if a merchant is using, as an aid in his selling, the trade mark which he has in effect borrowed from his manufacturer or supplier, he is in duty bound to carry out whatever compact he has made with the producer covering prices or other conditions of sale.

Taking this position that the reseller of branded goods is merely the trustee of the goods-mark, pending good behavior, the Supreme Court had for the sake of consistency to endorse the doctrine of permissible divorce of the mark from the goods. In so many words, the Court said: "There is nothing in the Act to preclude the purchaser from removing the mark or brand from the commodity—thus separating the physical property which he owns from the good will which is the property of another—and then selling the commodity at his own price, provided he can do so without utilizing the good will of the latter as an aid to that end."

This solution of brand-removal-before-price-reduction has long since been put forward in debates in Congress as a possible compromise. That has always been pooh-poohed by advocates of free-for-all-pricing as impracticable. Now, with the Supreme Court dignifying the proposed process the business community must take notice. Plainly there are very pretty problems involved. For example will it be up to the price dictator to pro-

February 15, 1937

THE MACARONI JOURNAL

19

## Census of Manufactures, 1935

### Macaroni, Spaghetti, Vermicelli and Noodles

Manufacturers of macaroni, spaghetti, vermicelli, and noodles in the United States reported a moderate increase in employment and a substantial increase in production in 1935 as compared with 1933, according to preliminary figures compiled from returns of the recent Biennial Census of Manufactures, released by Director William L. Austin, Bureau of the Census, Department of Commerce.

Wage earners employed in the industry in 1935 numbered 6,005, an increase of 9.3 per cent over 5,492 reported for 1933, and their wages, \$5,306,226, exceeded the 1933 figure \$4,264,619, by 24.4 per cent. The total value (at f.o.b. factory prices) of the products made in the industry in 1935 was \$47,598,554, an increase of 32.6 per cent over \$35,891,909 reported for 1933. A marked increase is shown in the cost of materials, fuel, etc., the 1935 figure, \$31,799,986, exceeding that for 1933 by 56.0 per cent.

Statistics for 1935, with comparative figures for earlier years, are given in the following tables. All figures for 1935 are preliminary and subject to revision.

Table 1.—Summary for the Industry: 1929 to 1935

	1935	1933	1931	1929
(Because they account for a negligible portion of the national output, plants with annual production valued under \$5,000 have been excluded since 1919.)				
Number of establishments.....	336	296	309	353
Wage earners (average for the year) <sup>1</sup> ..	6,005	5,492	4,761	5,072
Wages <sup>2</sup> .....	\$ 5,306,226	\$ 4,264,619	\$ 4,474,196	\$ 5,384,353
Cost of materials, containers, fuel, and purchased energy <sup>3</sup> .....	31,799,986	20,385,288	20,311,386	27,336,126
Value of products <sup>4</sup> .....	47,598,554	35,891,909	36,224,902	47,074,230
Value added by manufacture.....	15,798,568	15,506,621	15,913,516	19,738,104
Per cent of increase or decrease (—)				
	1933-35	1931-1933	1929-1931	1929-1935
Number of establishments.....	13.5	-4.2	-12.5	-4.8
Wage earners (average for the year)...	9.3	15.3	-6.1	18.4
Wages.....	24.4	-4.7	-16.9	-1.5
Cost of materials, containers, fuel, and purchased energy.....	56.0	0.4	-25.7	16.3
Value of products.....	32.6	-0.9	-23.0	11.1
Value added by manufacture.....	1.9	-2.5	-19.4	-20.0

<sup>1</sup>Not including salaried officers and employees. Data for such officers and employees will be included in a later report. The item for wage earners is an average of the numbers reported for the several months of the year. In calculating it, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason it exceeds the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of wage earners can not, therefore, be accepted as representing the average wage received by full-time wage earners. In making comparisons between the figures for 1935 and those for earlier years, the possibility that the proportion of part-time employment varied from year to year should be taken into account.

<sup>2</sup>Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising.

<sup>3</sup>Value of products less cost of materials, containers, fuel and purchased electric energy.

Table 2.—Products, by Kind, Quantity and Value: 1935, 1931, and 1929

	1935	1931	1929
(No detailed production data were collected for 1933)			
1. Macaroni, Spaghetti, Vermicelli and Noodles Industry, all products, total value.....	\$47,598,554	\$36,224,902	\$47,074,230
2. Macaroni, spaghetti, vermicelli, noodles, and ravioli.....	46,494,706	35,451,437	46,243,164
3. Other products, not normally belonging to the industry.....	1,103,848	773,465	831,066
4. Macaroni, spaghetti, vermicelli, noodles and ravioli, made as secondary products in other industries.....		642,549	1,117,679
Macaroni, spaghetti and vermicelli, noodles and ravioli, total value (sum of 2 and 4) <sup>1</sup> .....	\$46,494,706	\$36,093,986	\$47,360,843
Macaroni, spaghetti and vermicelli:			
Pounds.....	514,520,228	462,230,654	482,862,400
Value.....	\$35,687,597	\$27,918,750	\$37,423,762
Egg noodles and other egg products:			
Pounds.....	67,469	53,203,733	55,019,212
Value.....	88,852	\$6,967,647	\$8,196,195
Noodles, plain or water:			
Pounds.....	11,454,159	15,576,431	15,313,757
Value.....	\$829,922	\$960,765	\$1,250,926
Ravioli: <sup>2</sup>			
Pounds.....	905,683	2,009,726	2,425,230
Value.....	\$134,284	\$212,402	\$488,960
Alimentary paste not reported by kind, value.....	\$2,034,051	\$34,122	

<sup>1</sup>Not yet available; will be given in final report.

<sup>2</sup>Incomplete (see Item 4). Corresponding total in final report will include value of secondary production in other industries.

<sup>3</sup>Figures include data for an indeterminate amount of canned ravioli, not separately reported.

vide a detachable or demountable trade mark which can be removed by an agent who elects to take his chances with unsigned goods? Or, again, will the manufacturer, by the same count, find himself in trouble if he indulges his natural desire to apply an indelible trade mark that will dependably carry through to the ultimate consumer and remain on the job during consumption to suggest repeat orders?

In yet one other way did the Supreme Court in its latest pronouncement add to the stature, the dignity, and the accepted function of the trade mark. At one point the Court observed that it was dealing with the trade mark which is borne by a commodity "as evidence of its origin and of the quality of the commodity for which the brand or trade mark stands." It has always irked many macaroni men that the U. S. Patent Office was so chary of giving credentials to a trade mark that by description or otherwise bespeaks quality. Hence it is comforting to find the Supreme Court, in chorus, taking the view that a recognized job of the trade mark is to bear witness to quality. All in all, there is in this decision a tremendous gain for the trade mark as an institution quite aside from the price fixing equation.

### Regional Meetings Planned

According to plans laid by the Directors at their Chicago meetings last month, arrangements are under way for holding industry hearings on the proposed new legislation affecting macaroni products. Washington Representative H. R. Jacobs, working with the Regional Directors, will have charge of the various meetings that should cover the regions east of the Mississippi river.

On January 30 he announced a skeleton of his plan. As soon as he definitely learns the dates of the hearings by the committees of Congress having charge of food bills of interest to the macaroni trade, he will arrange a meeting schedule starting with conferences of the manufacturers in Region No. 1. Meetings will follow rapidly in New York, Philadelphia, Pittsburgh, Rochester, Chicago and Saint Louis. The views of manufacturers in the more remote regions will be ascertained by mail.

The prime objective of the meetings will be to discuss the proposed food bills, to ascertain the opinions of the various manufacturers, to gain their willing support to the Association's protective program so as to more truly represent the voice of the macaroni producers at these hearings.

It is Representative Jacobs' intention to advise all manufacturers of the date and place of the meeting in their region. The directors of the regions concerned have pledged their full support in promoting the objectives of these group meetings.



## AGMA Survey Shows Three-Quarters of Food Industry Favors Intent of Robinson-Patman Act

Forty Per Cent Have Benefited from the Act; Eighty Per Cent Favor Ban on Below-Cost Selling

Three-quarters of the food manufacturers, wholesale distributors and retailers who replied to the AGMA questionnaire approve the intent of the Robinson-Patman act, according to a survey conducted by AGMA. Over 40 per cent reported as having benefited so far from the operation of the act, and another 15 per cent expect they will benefit from the law in the long run.

These figures were released by Paul S. Willis, president, Associated Grocery Manufacturers of America, Inc., from a survey through the research firm of Carroll & Pelz Inc., to determine the attitude of the food industry generally toward the Robinson-Patman act.

Replies were received totaling 511; these came from a thoroughly representative group of 146 food manufacturers, 229 wholesale and chain distributors of all types, and 136 retail grocers, from nearly every state and representing every type and size of operation. Among the distributors were 46 corporate chains, 54 wholesalers operating voluntary groups, 21 retailer-owned-wholesalers and 108 independent wholesalers having no retail affiliations of any kind.

The most important conclusions developed by the survey were:

1. There is overwhelming but not unanimous opposition by manufacturers, distributors and retailers alike to secret rebates, unearned quantity discounts, excessive advertising allowances and inequality of competing buyers.
2. A definite majority of distributors and retailers as well as manufacturers are opposed to the payment of brokerage either direct or through headquarters of buying organizations.
3. A large majority, over 70 per cent, of all three groups favor the intent of the Robinson-Patman act.
4. Not only do all three branches of the industry favor the intent of the act, but they also favor by a clear majority the restrictions imposed by the act quantity discounts, on brokerage, on advertising allowances, and likewise favor the application of the act to both buyers and sellers.
5. A decided majority of all three divisions is in favor of the principle of reasonable compensation for advertising and distribution services actually rendered.
6. Over 80 per cent of all three

groups favor the enactment of legislation to curb loss leader selling; but markup legislation is favored by only 45 per cent of manufacturers, 60 per cent of distributors and 70 per cent of retailers.

7. The payment of direct brokerage has been almost entirely eliminated since the passage of the act, and frequency of payment of brokerage to headquarters has been more than cut in half.

8. Use of cumulative and group quantity discounts has been sharply reduced since the passage of the act.

9. More than 40 per cent of all three groups of replies said that the Robinson-Patman act has been beneficial so far and even larger percentages ex-

pressed the belief that it will be in the long run.

Included in the survey were questions as to the desirability of loss-leader legislation, similar to the provisions under which the grocery trade operated during NRA codes. Over 82 per cent of these manufacturers, 84 per cent distributors and 83 per cent retailers favor legislation which would prohibit the sale of grocery products at less than invoice or replacement cost, whichever is lower. Among the various groups of distributors who replied to the questionnaire, the vote in favor of a ban on loss leaders was; corporate chains, 67 per cent; voluntary groups, 91 per cent; retailer-owned-wholesalers, 71 per cent; independent wholesalers, 91 per cent.

Mr. Willis declared that among the reasons prompting the survey were the desirability of having the information as a guide in dealing with any new proposed regulatory legislation, and the desire to determine what the benefit of the Robinson-Patman act had been so far.

## Durum Noodles on the Air

"There's Music in the Air" is an old but popular song, with that modern, cheerful swing. Everybody enjoys singing it. However it was noodles and particularly the kind made from semolina or durum flour and not music that filled the air for a brief moment the morning of Jan. 28, 1937. And also, everybody enjoys eating good noodles.

The occasion was another of those periodical talks by Betty Crocker wherein she recommended a kitchen-tested recipe for delicious "Noodles with Browned Buttered Crumbs." Over a chain of radio stations that blanket the entire country, parts of Canada and Mexico, this food authority told her interested listeners about her new recipe—the "tasty, appetizing, packed with 'hit-the-spot' satisfaction for every noodle lover in America."

She said: "Egg noodles are made from the same kind of dough or paste as macaroni and spaghetti but with the addition of a substantial amount of whole eggs or egg yolks. The same as macaroni and spaghetti they contain a good portion of protein or that body-building material which is so important for good nutrition. This is the element that makes noodles so highly nutritious—and if they are made of good semolina or flour milled from durum wheat they will hold their shape well after they are cooked. They will not become pasty or mushy nearly as soon as do the cheaper grades of macaroni products which are not made from durum wheat. "And noodles are easy to prepare—no bother at all—just pour them from the package into the kettle. Here's the

recipe for that tasty dish.—Noodles with Brown Buttered Crumbs:

### Ingredients

2 cups uncooked noodles (5 oz. package)  
2 qts. boiling water  
2 teaspoons salt  
4 tablespoons butter  
1 cup finely ground dry bread crumbs.

### Method

Cook noodles until tender in boiling water to which the salt has been added. Melt butter in frying pan. Add bread crumbs and leave over low heat until delicately browned, stirring frequently to prevent burning. Add drained noodles and gently mix crumbs through noodles with a fork.

Place hot noodles on a hot serving platter. Sprinkle a little chopped parsley over the top. Serve piping hot. NOTE—This dish is especially delicious served with pot roast and gravy; wieners and sauerkraut, baked pork chops and gravy, etc."

This tested recipe announced by Betty Crocker just before the opening of the Lenten season when so many housewives are seeking meatless dishes for the meatless days of Lent should be most helpful in the attaining of increased consumption of macaroni products for which the whole industry is striving constantly. It is just the dish that many of the women of the country will want to try—a recipe that should send thousands of housewives out shopping for noodles.

## TIMELY AND FAVORABLE MACARONI PUBLICITY

*A Publicity Move that Provides Macaroni Makers with an Inexpensive, Almost Invaluable Tie-in with a Natural Flavoring Ingredient and an Equally Natural and Delectable Beverage.*

ADVERTISING ONE'S PRODUCT is a purely business matter, but when producers of related foods advertise macaroni products in connection with their own, then it is "Manna From Heaven" to the Macaroni Makers. They are doing for the macaroni trade generally what it should be doing for itself, individually and collectively, intensively and extensively.

The "Good Angel" in the present case is the Owens-Illinois Glass Co. The good deed is the inclusion of MACARONI in the splendid publicity work it is doing for the 1937 Lenten Season. Indirectly, it is worth thousands of dollars to macaroni producers in every section of the country since its release and its suggestion will reach practically every newspaper reader during the Lenten Season. Directly, it exemplifies what the Macaroni Industry must do for itself sooner or later, in a voluntary, cooperative way.

When the plans of the Owens-Illinois Glass Co. were presented to M. J. Donna, Secretary-Treasurer of the National Macaroni Manufacturers Association and Editor of THE MACARONI JOURNAL, he immediately sensed therein beneficial possibilities. With funds woefully lacking to finance such a campaign in any known macaroni group, he welcomed the splendid publicity so generously tendered—hoping that some day in some way the Industry would be able to do the same thing for itself while helping to boost the merits of naturally accompanying foods and condiments.

Recognizing this position, Mr. H. A. Trumbull, Assistant Advertising Manager of Owens-Illinois Glass Co., on January 30, 1937, wrote:

"Regarding the proposed 'Wine Poster' for Lent, I feel it is ideal to make a Macaroni tie-up on our Lenten posters, because in past years the Macaroni-Spaghetti people have done considerable advertising of their food as a splendid meat substitute,—just what many people are looking for in Lent. Furthermore, every one knows how much the real spaghetti lover relishes his glass of wine (vino) with his spaghetti"

To acquaint the leading macaroni-noodle manufacturers with this splendid publicity and the opportunity generously

accorded them by the Owens-Illinois Glass Co. in offering them a limited quantity of its Lenten Posters suggesting "Macaroni With Cheese Wine Sauce," he addressed to them the following letter on February 15, 1937:

It has recently come to my attention that the Owens-Illinois Glass Company of Toledo, Ohio, is sponsoring a national publicity campaign in behalf of the American wine industry, the purpose of which is to increase the consumption of wine in this country.

The reason why this campaign should be of vital interest to you is, because the publicity and merchandising material, which they have prepared, features a recipe for Macaroni with Cheese Wine Sauce.

With this letter I am enclosing samples of all the material they have used in this campaign and I believe you will agree it should prove of exceptional value to the macaroni industry. In checking into this campaign further I discovered that it is being conducted for the Owens-Illinois Glass Company by the Modern Science Institute of Toledo, Ohio.

In correspondence with them I have learned that members of our industry are privileged to write in to the Institute for limited quantities of the window posters or multi-lith illustrations. They will be sent to you without cost or obligation. All requests should be addressed to Mr. R. S. Leister, Director Publicity and Research, Modern Science Institute, Inc., 240 Huron Street, Suite 406, Toledo, Ohio.

A complete report showing the extent to which the Owens-Illinois publicity campaign is being conducted is enclosed. I think you will agree that we should all feel greatly indebted to them for the marvelous publicity our industry will receive as a result of their campaign. This is especially true since we are doing so very little in a cooperative way to help increase the demand and market for our products.

Yours very truly,

NATIONAL MACARONI MANUFACTURERS ASSN.  
MJD:LMD M. J. Donna, Secretary-Treasurer.





# MACARONI

with

## Cheese Wine Sauce

is ideal any day

and

particularly suitable for

Serving during the

Meatless Days of Lent



## A Suggested Lenten dish . . . Macaroni with Cheese Wine Sauce

With the return of the Lenten season the homemaker again is searching for attractive suggestions for meatless dishes to serve during this period. Old friends are said to be the best friends, and so we often feel the same way toward old favorites such as macaroni and cheese. With a new twist to its preparation, or a new accompaniment with it, this old favorite will gain new friends with every entrance on the meatless menus of the Lenten season.

Macaroni can hardly be discussed without a mention of the other members of this famous family, namely, egg noodles and spaghetti. This trio of energy foods is high in its proportion of carbohydrates, and when combined with fruits, vegetables and high protein foods such as cheese and eggs, they offer a well balanced meal base. Successful cookery has been said to start at your grocers. Quality foods are always good insurance against disappointing results. Buy good quality macaroni products and follow carefully the prescribed directions for the cooking of them. Briefly, the precautions to watch in cooking macaroni products might well be covered in this one sentence. Follow given directions for amounts of boiling, salted water to use, cook only until tender, use low heat, and use either hot or cold water for blanching the cooked product.

A new twist in the preparation of the old favorite macaroni and cheese will be welcomed when you serve macaroni with a cheese wine sauce. The mild flavor of the macaroni takes on tingling good taste when accompanied

by this cheese wine sauce. Wine cookery has long been latent, but this simple, easily prepared sauce made with domestic sherry wine, will do wonders in stimulating your appetite for more. Wine served with the delicious macaroni dish offers atmosphere as well as appropriateness. It is especially well suited for informal buffet service.

If you wish to win the admiration and praise of your family for serving a Lenten dish that can truly be called a culinary triumph, just jot down the following recipe.

### MACARONI WITH CHEESE WINE SAUCE

4 cups cooked macaroni  
1 medium onion minced  
2 medium tomatoes, or ½ cup tomato juice  
2 tablespoons minced green pepper  
2 tablespoons butter  
2 hard cooked eggs  
½ pound creamy, mild packaged yellow cheese  
¼ cup domestic sherry wine

Cool, until tender, but not browned, the onion, green pepper, sliced tomatoes or tomato juice with the butter. Combine with the cooked macaroni and sliced hard-cooked eggs and place in baking dish. Melt in the top of a double boiler the cheese, when soft add the sherry wine and mix well. Pour the cheese wine sauce over the macaroni mixture. Bake one-half hour in moderate oven—350 degrees.

Serves 8.

If you care for a more pronounced cheese flavor—prepare additional cheese wine sauce and serve as an accompaniment to the macaroni.

## Summary of Owen-Illinois Publicity Activity

The following report indicates the extent of the publicity campaign which the Owens-Illinois Glass Company is sponsoring in behalf of all the vintners in the United States. Samples of all material used in this campaign (except the glossy prints) are enclosed with this letter.

### 1. Photographic Release

Glossy prints were mailed Tuesday, February 9th, to the food page editors of nearly 250 metropolitan newspapers, magazines, news syndicates, wine and liquor trade journals, food and grocery publications and hotel and restaurant magazines.

### 2. Mat Release

Two column mats were mailed Thursday, February 11th,

to a list of 650 small daily and weekly newspapers throughout the United States.

### 3. Multith Copies of Photograph

Multith copies of one of the six photographs were mailed Friday, February 5th, to a list of 370 radio stations and over 800 home service directors of gas and electric companies, teachers of home economics in schools and colleges, and state and county home demonstration agents.

### 4. Window Posters.

Attractive four color window posters are being made available in limited quantities, without cost of obligation, to all vintners, macaroni and cheese manufacturers

## YOUR OPPORTUNITY

This is good news for the Macaroni Industry. Every manufacturer should immediately avail himself of this generous offer. Write now to the Owens-Illinois Glass Company, Toledo, Ohio, for a limited number of the beautifully colored window posters to pass out to your salesmen, retailers, and wholesalers in this Lenten Season when Macaroni Products have a more ready acceptance among housewives seeking new food to prepare and consumers longing for change.

Grasp this opportunity. You know best how to profit by it most.

February 15, 1937

THE MACARONI JOURNAL

25

## Industry and the Pioneer Spirit

There is work for present day industry which is just as inspiring and just as important as the tasks undertaken by the pioneers of the northwest a century ago, Donald D. Davis, president of General Mills, Inc. Minneapolis, Minn. told the Faribault Forum on Jan. 28, 1937.

"Conditions have changed," Mr. Davis said, "but I believe the objective is essentially the same. Industry was started here that people might live better. Industry today as I see it, has precisely the same task to perform. It must create new wealth in order that more people may live better." Though he spoke of industry generally in the northwest, he might have referred specifically to macaroni plants and egg noodle factories everywhere.

### Economic Earthquake

Mr. Davis declared that the whole country has just been through the horrors of an economic disaster similar to the Ohio valley floods or to a severe earthquake, and that we are now in the process of rebuilding after the catastrophe. "Our unemployed population today, supported by one form or another of government subsidy, is in very much the same position as those who, rendered

homeless and jobless by a great natural disaster, have to be housed and fed and cared for by the authorities until ways can be found for providing them with permanent homes and opportunities for again earning a livelihood."

### Industry Creating Wealth

Mr. Davis pointed out that industry is the primary creator of new wealth; that in the field of creating wealth there is no substitute for industry. "Since no governmental agency to any large degree actually creates new wealth it can have no wealth of its own to distribute. All it can do is to collect and distribute the money of those whom it represents."

### The Invisible Payroll

Nearly all government revenues, Mr. Davis said, come directly or indirectly from industry and therefore American industry is supporting the millions of persons who are unemployed or on government payrolls. "Each one of you," he said, "in addition to those who receive their wages from you, has an unseen payroll. You do not know how many persons are on it, or what their names are, or how much you are paying them, but they are there just the same.

"We all want and need to cut down this invisible payroll, but we can hope to do so only by making its existence unnecessary. Every sound increase in our business, every increase, that is, that benefits all the partners from the producer of the raw material to the ultimate consumer, means that we are cutting down our invisible payrolls and putting on a sound economic basis a larger proportion of our duty to society as a whole."

### Great Responsibility

Mr. Davis concluded his address with the hope that American industry will meet its responsibilities in the spirit of the pioneers. "I believe that we are on the right road," he said, "and that, largely through the leadership and the efforts of industry, the American people as a whole are going to live better than ever before.

"I do, however, want to point out that this is no time for sitting back and relaxing our efforts, no time for trying to escape from our responsibilities by shouldering them off on someone else. It is a time for following the example set by the pioneers, and for creating new wealth for the benefit of all."

## Merchantable Potato Stocks

According to reports from potato growers, dealers and buyers in the 37 state and intermediate states, merchantable potatoes available for sale on hand Jan. 1, 1937 totaled 78,011,000 bus. This is 26% less than the 105,669,000 bus. on hand Jan. 1, 1936, and 21% below the year (1929-33) average of 98,253,000 bus. In the 18 surplus late states, the Jan. 1 stocks are estimated this year at 3,562,000 bus. compared with 96,889,000 bus. a year ago; in the 12 other late states there were 3,651,000 bus. compared with 7,387,000 bus. last year; and in the 7 intermediate states 798,000 bus. compared with 1,393,000 bus. Jan. 1, 1936.

In the important commercial potato areas from New York to the Dakotas, the late potato crop developed slowly because of the drought. More favorable growing conditions during September and October allowed a considerable portion of the crop to reach maturity. The Maine crop suffered losses in some districts from freezing and the development of late blight rot. The September freeze in Idaho resulted in severe damage to that crop. In most states the unseasonably warm weather since Dec. 1 has tended to increase shrinkage.

Poor keeping quality of the crop in several important states and relatively favorable prices have resulted in an un-

usually heavy shipment prior to Jan. 1. The apparent shortage of potatoes this year has resulted in an unusually heavy movement of culls and other low grade potatoes. Shippers and growers are trying to salvage as much of the crop as possible, and shipments in cull bags are not unusual. Utilization reports indicate that out of the 303,897,000 bus. produced in these 37 states, 21,025,000 bus. were unfit for food or seed. This also includes potatoes fed to livestock. A total of 49,194,000 bus. was used for food or saved for food on the farms where grown. It is estimated that 32,468,000 bus. were saved for seed requirement. This leaves 201,210,000 bus. available for sale for the entire season in these 37 states.

This stocks report is comparable with the present series of official estimates of potato production, as released by the crop reporting board. A report of total crop utilization for the years 1929 to 1936, inclusive, will be available about Feb. 16, 1937.

## A Precautionary Release

Macaroni manufacturers in attendance at the midyear meeting of the National Macaroni Manufacturers association were interested in the step taken by Director Joseph J. Cunco to safeguard his firm from any responsibility or liability

for taxes collected under the Social Security act in the event that it, like the processing tax, should be declared unconstitutional, and demands be made by employes for the refunds of taxes thus deducted from their wages.

Mr. Cunco explained that he had requested every employe, whether on a salary basis, commission or hourly wage to sign a card releasing the employer from all liability for the payment of the account of the employes. It was agreed that the protective measure had much of merit, and a resolution was adopted suggesting the reproduction of the consent card in THE MACARONI JOURNAL so as to make it available to any manufacturers who might wish to similarly protect themselves. The statement which all employes were asked to sign is as follows:

"Consent to deduction from wages for payment to the United States Government, under the Social Security Act (The Company's name).

"I authorize you to deduct from wages hereby accruing, the percentage specified in the Social Security Act and for amendments thereto, and to pay the payment for my account for the United States Government, and I release you from liability to me for payments so made.

Date Signature of Employe"



# SQUEEZING DYNAMITE

By **GORDON C. CORBALEY**,  
President American Institute of Food Distribution, Inc.

No man of ordinary intelligence would squeeze dynamite. He would keep at a safe distance from a high explosive. He would certainly not allow the compressing of dynamite to become a part of his daily business. He would know that sooner or later there would be a lot of damage from a series of explosions.

Human nature is highly explosive. That has been shown by events in families, businesses and in competition.

The story of the food business carried the record of many such explosions. A competitive situation is persistently hammered until human nature backfires. Then the earning power of a lot of people and of much capital is seriously burned and crippled.

Cut price advertising in retail stores seemed a wonderful formula for those successfully using it. But it hammered too much in a given place and now the explosions have come in the shape of retaliatory legislation; bargain markets; and much cutting of prices by small retailers willing to work long hours for low wages.

Organized chain merchandising is surviving because it has developed new and different tools but it has lost many millions of dollars because it hammered too hard with the original tool of its trade.

Explosions have come in the shape of the Robinson-Patman law, a deluge of price maintenance laws and competition between manufacturers' and distributors' brands much more vicious than would have prevailed if this price hammering had not been carried to extremes.

Whenever a competitive price or margin gets to a place where important groups of American citizens feel themselves unfairly treated, the employer will be using farsighted judgment if he puts his affairs in shape to avoid damage from the exploding of human nature.

Much of the dynamite threatening business in 1937 is in the section of our economic structure called "labor relations."

That high explosive always jolts and damages the business machine when daily trading is gaining momentum after a depression.

Labor dynamite is extra plentiful this time, principally because it is being artificially propagated or manufactured by tens of thousands of union agitators spurred to activity by belief that the economic philosophy of President Roosevelt is supporting them.

Our national administration has persistently held the doctrine that the main stream in the expansion of con-

sumption must come from increasing the buying power of the millions of laborers and farmers, whose incomes have permitted them to buy only a minor fraction of the things they would like to have.

No one will dispute the advisability of that socially or economically. Business can be expanded only through increasing consumption. Some of the largest zones of untapped consumption should be opened gradually, progressively expanding the buying power of the millions who have not been drawing their share from the products of manufacturing and distributing organizations.

Businessmen must induce the farmers and the industrial centers to purchase more attractive foods offered at reasonable prices. That is the best present field for working to increase the dollar volume of the food business.

Most economists feel that Mr. Roosevelt is spreading a lot of extra dynamite in the path of recovery by centering too much of his attention on this part of our potential expansion of consumption. When a newly organized union gains something, its leaders immediately look for another place where they can demonstrate their ability to get something more. They have no other formula for holding the loyalty of the supporters whom they have just recruited.

Many executives of companies engaged in preparing and distributing foods are squeezing business dynamite during 1937 because they are maintaining the minimum wages and maximum hours which provide such a fertile field for agitators.

Excessive price competition has naturally forced many wholesalers, retailers and packers of foods to extract as much as they can from the wages paid to labor.

The time has arrived for correct-

ing this. Business recovery opens the way. The business man cannot disregard this situation in his own business unless he is willing to continue squeezing the dynamite that is being actively prepared for a series of explosions.

## National Retail Grocers Week

The six days from April 5 to 10, 1937, inclusive, have been designated as National Retail Grocers Week.

During this period pressure will be exerted to make America aware of the importance of the independent grocer and its intimate relationship with every household of the nation, says the official announcement by the National Association of Retail Grocers.

The personal quality of grocers' service, the individualistic position of the grocer in the neighborhood community, his dependability, friendliness, reliability and personal friendly relation with his patrons, are to be stressed. Also his enterprise and progress in maintaining up-to-date, modern food supply establishments in a day of rapidly changing organization and practices.

Through various mediums of publicity, such as newspapers, magazines and radio, and by prepared promotional efforts concentrated nationally upon this week, it will be the aim to make the housewives of America thoroughly conscious of the personalized service of the community grocer.

Nationwide contests are among the vehicles to be used for building interest. One competition designed to interest girls of high school age is the preparation of the best list of items for stocking a pantry for a family of five. Another contest is to be the finding of the oldest grocer in point of service in the country. Still another promotional item is to be development of the "National Pantry Inventory" idea to be worked out through food pages and advertising.

Through these and other means a greatly increased volume of business during the period will be possible.

He who buys cheap usually has to buy a second time to buy right.

## FLOUR MILLING JANUARY 1937

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 Same Period 1935
	Barrels	Barrels	Barrels	Barrels
Northwest .....	1,122,600	1,406,727	8,526,095	9,890,670
Southwest .....	2,144,494	1,937,302	15,307,679	13,080,035
Lake, Central and Southern..	1,832,815	1,870,491	12,737,521	12,571,580
Pacific Coast .....	219,681	421,777	2,605,438	2,838,255
Grand Total for All Mills Reporting .....	5,319,590	5,636,297	39,176,733	38,380,540

## SET YOUR MARK HIGH

BUILD FOR PERMANENT SUCCESS  
WITH QUALITY PRODUCTS

For HIGH Quality

# MACARONI-SPAGHETTI PRODUCTS

USE THE

HIGH Quality Semolina



# AMBER-BRIGHT HOURGLASS SEMOLINA

DULUTH-SUPERIOR MILLING DIVISION  
OF STANDARD MILLING COMPANY

Executive Office

MINNEAPOLIS, MINNESOTA

SUPERIOR

CHICAGO

PITTSBURGH

NEW YORK

BOSTON



# Macaroni for Meatless Days

Public acceptance of macaroni products as the most suitable substitute for meats on Fridays throughout the year and on all the meatless days of Lent has increased among Americans whose religious associations provide for meat abstinence on those days. Vegetarians also very generally recognize the food value of macaroni as a substitute from meats from which they also religiously abstain.

Among the macaroni producing trade the Lenten season, which provides six weeks of extraordinary demand for their products, is looked upon as the Macaroni Harvest Season. They willingly support every effort to make American consumers more conscious of macaroni as just the right substitute for all meatless days. Activities toward this objective are from several noticeable factors.

First and foremost are the individual campaigns of the leading manufacturers. For weeks they have been planning campaigns aimed principally at distributors advising them to have well stocked storehouses from which to quickly supply the naturally heavy Lenten demands for macaroni products of all kinds. The effect of their combined efforts is not easily measured, but increased display of this food in store windows, on display racks, and at food exhibits, testifies to the fact that much good comes from these individual promotional campaigns.

Next comes the educational work that is being done in a small way by the National Macaroni Manufacturers association through its Macaroni Recipe releases. These are prepared and distributed to the newspapers spasmodically, but they have succeeded in arousing, not only interest in the trade itself, but considerable interest on the part of the consumers who always welcome new ways of preparing good foods. For the Lenten season there was prepared and distributed a recipe for "Cream of Spaghetti Soup." Spaghetti, egg noodles and short cut macaroni are ideal for use in many different kinds of soups, since this grain food combines tastefully with vegetables and meats of all kinds, but a "Cream of Spaghetti Soup" is something a little out of the ordinary and has a ready appeal to the housewives who are on the lookout for a change from the ordinary ways of serving that food.

The release referred to was distributed to the newspapers of the country the last part of January and has already appeared in papers having a combined circulation of many hundred thousands. The spaghetti recipe heads the mat supplied. The introduction and the recommended recipe reads:

The 40 days of Lent are more of a boon than many housewives believe. Unable to serve routine meat dinners, the ruler of the kitchen must experiment with other main course tasties . . . and in so doing, she adds scores of excellent recipes to her year 'round file. Here

## The Lenten season extending to March 28 might be termed the Macaroni Harvest Season

are a few suggestions for Lent—and later on.

### Cream of Spaghetti Soup

Macaroni, spaghetti or egg noodles—foods with a high proportion of carbohydrates—are particularly adaptable to the changing spring weather.

- 1/4 lb. spaghetti
- 1 med. carrot, sliced thin
- 3 tablespoons butter
- 1/4 teaspoon celery salt
- 1/4 cup strained tomatoes
- 1 teaspoon salt
- 1/2 small onion, minced
- 1 tablespoon flour
- 1 1/2 cups top milk
- 1 tablespoon parsley, minced
- Pepper

Cook spaghetti and carrot in 2 quarts boiling salted water until tender. Crush to pulp with masher. Melt butter in a sauce pan, add onion, and saute for 5 minutes. Add flour and stir until smooth. Add salt, pepper, celery salt, tomatoes, milk and parsley. Pour sauce into pot containing cooked spaghetti-carrot pulp and bring to boiling point. Serve piping hot with whipped cream. Serves 4.

Next and equally important is the continuous good work being done by the durum millers in trying to make the American public more macaroni conscious, giving preference naturally to semolina macaroni and spaghetti or egg noodles made from durum flour. In addition to their individual promotional work through the many news outlets, they cooperate with their customers in the macaroni industry and have always done their share in any association activity or industry movement aimed at increasing the consumption of good macaroni.

There are numerous examples of the splendid help given the macaroni manufacturers by the durum milling trade. One of current note is the timely broad-casting of a special recipe by Betty Crocker, the Washburn Crosby company popular radio food commentator. In announcing her next discussion of macaroni products which she will put on the air February 26, over a chain of nearly 60 stations, covering the country from coast to coast, the sponsoring durum miller says to the macaroni makers whose cooperation it seeks:

"LENT! The year's great opportunity—your greatest sales season! Lent, February 10 to March 28—a stretch of more than a month when housewives look around for—and BUY meat substitutes. 40 long days when women are more than usually receptive to NEW RECIPES which use no meat. Betty Crocker comes to your aid with her recipe for MEATLESS ITALIAN SPAGHETTI which she will recom-

mend to millions of radio listeners on the morning of February 26, 1937.

"February 26—almost midway in Lent! When women and their families are tired of the meatless dishes they've been eating! When they're more than ever on the lookout for new recipes! Right into the middle of this great sales setting season comes her new, extra-delicious MEATLESS ITALIAN SPAGHETTI! A dish for gourmets. A dish for Lent. A dish that uses a lot of spaghetti—your product."

Through these combined efforts, start has been made to convince Americans that Macaroni Products are excellent substitutes for meat during the meatless days of Lent or on any day when the family demands a change from meat.

### For Those Early Days of Lent

Macaroni-Noodle manufacturers are frequently asked to recommend different ways in which their products can be substituted for meats in meals for the meatless days of Lent. Here's one that can always be recommended with the assurance that it will be generally popular. It is a Macaroni Loaf that is easy to prepare and is unusually good.

Macaroni Loaf makes an economical substitute for other carbohydrate dishes appearing with some irritating frequency in the menus in many American homes. If generously seasoned with cheese and bound together with eggs, it may well be served in lieu of both potatoes and meat. The following preparation makes an excellent variation for Friday or any meatless menu in Lent:

Use four cups of cooked macaroni blanched in hot water if it is to be made immediately into a loaf. Mix with hot macaroni one cup of cream or evaporated milk, one cup of grated cheese, one-half cup of sliced ripe olives, one-half cup of pimento cut in small strips, and a tablespoon of not too finely chopped parsley. If evaporated milk is used instead of cream, add two tablespoons of melted butter. Season to taste with salt and pepper.

Bake in a well buttered casserole in moderate oven of 325 degrees, or, without oven regulation, place the casserole in a shallow pan of water and bake at a low temperature. Bake for 45 to 60 minutes.

One way to make headway with people is to show a disposition to their way as much as is possible.

February 15, 1937

THE MACARONI JOURNAL

29

## SPAGHETTI—One of the "Energy Trio"

Macaroni products being simple grain foods can be used most pleasingly in plain and simple recipes. That is the reasoning of Miss Martha Gray, renowned food expert of New York City, in recommending the use of good semolina macaroni as the basic need of any good dish of this energy food. She adds:

Now Spaghetti, Macaroni and Noodles, often termed "The Energy Trio," and very properly so, are not new to us as main dishes, but there are always new ways in which to combine these excellent cereal foods with other foods so as to continue to hold the family interest.

In addition to being economical these products are quickly cooked and can be combined temptingly with vegetables, meat, fish, eggs or cheese—two good reasons why most housewives always have an ample supply in their pantry for regular or emergency use.

And there are spaghettis and spaghetti, but the best grades are a beautiful amber, made from the hardy, northern grown durum wheats. A hardy wheat has a high gluten content which gives it a peculiarly delicious, nutty flavor. The gluten gives it that elasticity and form-retaining quality. In fact a famous test of a first quality spaghetti is to snap a long stick of (uncooked, of course), to make it

bend and spring back like a whip, without breaking.

It is difficult to give a definite time for cooking, as the size and composition of these products vary, but each is cooked in vigorously boiling water, using about one gallon of water to a pound of macaroni or spaghetti, adding two teaspoons of salt. Cook about 15 minutes, and only until tender, because overcooking causes it to lose both its shape and flavor.

### Buttered Spaghetti

As a side dish for a meat menu this simple spaghetti dish (just as good with macaroni) is a novelty. Boil your spaghetti and drain it with cold water rinsings. Melt 3 or 4 tablespoonsful of butter, adding a cut up garlic clove. Simmer without browning the butter, and then skim out the garlic after it has thoroughly flavored the butter. Reheat the cooked spaghetti in this butter, seasoning to taste with a bit of fresh ground black pepper.

### Traffic Man's New Guide Book

A new convenience for all shippers and receivers of goods makes its bow to American industry this month—the Co-Ordinated Rate Guide, published by Consolidated Guide Corporation, and printed by the Cuneo Press, both of Chicago.

A masterpiece of compilation, of ob-

vious value as a time saver for all shippers, this "Guide of Guides" (self-styled) appears to be a stupendous feat of typography and book making as well. Bound in heavy boards, this new kind of guide has 1350 pages most of which contain 3850 rates totaling millions of rate quotations.

One thumb-index reference leads the user instantly to the comparative rail, truck, express and parcel post shipping rates from 109 key points throughout the country to thousands of destinations. Air, water and foreign parcel post rates form important sections of the guide. A special section lists thousands of cities, towns and hamlets with the serving rail, truck and navigation carriers.

Co-Ordinated Rate Guide is America's first shipping guide of its kind, according to the publisher's statement. Its purpose is to supplant the many and sundry references heretofore necessary for the calculation of a shipping rate, thus saving the traffic man's time and money. It is stated that the traffic manager's necessary rate books and tariffs have up to the present time cost five times as much and have taken up 10 times as much desk space as this single comprehensive reference book.

With rate finding now reduced to such a simple process that any business man or his stenographer can use it, the publishers expect that industries may easily explore new sales territories, and effect many shipping economies in their buying as well.

# BAROZZI DRYING MACHINE CO., INC.

NORTH BERGEN, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

# ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

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



## MACARONI-GRAMS

By Spag MacNoodle

### Honest to Goodness

Not every man can be appointed or elected to a great office. Not every man can become a molder of public opinion, a leader in a profession, a captain of industry.

Not every man can become publicly great, but every man has an opportunity to become privately great, great in his own individual character and reputation.

Great men must be honest. America's two greatest men were proverbially honest.

Any barrel of flour bearing the brand, "G. W. MT. VERNON," was exempted from the customary inspection in West Indian ports, because it had been found a waste of time to look for discrepancies in George Washington's product.

Any statement made in the courts of Illinois by Abe Lincoln was accepted at its face value by judge, jury and opposing counsel, because it had been found

that Lincoln would be honest, even at the expense of his own case.

What great American has been other than honest? Such men as have become notoriously dishonest have been buried in ignominy.

Some men lack the ability to rise above the level of mediocrity in business or professional knowledge or performance, but all men have the ability to be honest. In definite honesty we average men can stand beside the greatest—if we will.

A man needs no wider field of action than his own circle of business activity, no greater opportunity than the least of business transactions, to place himself on a plane of greatness in honesty.

Of all the qualities ascribed to mankind, in popular acclaim none exceeds honesty. Nothing so certainly and quickly brings about the disrepute and downfall of a public man as to be caught in dishonest acts.

### Joseph Freschi A Banker

In the macaroni manufacturing industry, Joseph Freschi, a leading executive of the Mound City Macaroni company, St. Louis, Mo. is recognized as one of the leading manufacturers in the trade. Among his fellow citizens in St. Louis he is known as all of that, plus that of a sound banker. The story of his banking career is told in a newsy article in the current issue of "Il Pensiero" (The Thought), a combination Italian and English newspaper weekly, which reads:

"First Vice President of the Southwest Bank. That's the new title of our esteemed friend Cav. Jos. Freschi of Ravarino and Freschi, Inc. For more than 40 years Joe Freschi has been a power for good in the life of the community of the Italian people of St. Louis. An energetic leader who has in spite of his many business duties and responsibilities given his time and money in every worthwhile endeavor that redounded to the credit of the Italian people of this city.

"The living, fiery patriotic example of the true American Italian, he has ever been sought after to lead our people. A square shooter, deliberate in his actions, warm hearted and generous, he is liked by everyone. Throughout these many years among us he has been ever to the forefront carrying on to success every endeavor in the same manner as he has the Ravarino and Freschi and Mound City Macaroni Co. to a leading place in this industry.

"He well merits the honor bestowed on him by his officers and members of the board of the Southwest Bank. Elevating him to this high office is but a reward for the service and confidence he has rendered in his membership on this board for the last several years. We rejoice with him in his promotion and feel that the honor that has come to him reflects to a certain degree on the entire Italian colony which has come to love and admire him for his sterling qualities and virtues. Freschi is also vice president of the National Macaroni Industry in America and will leave next week end for Chicago for their annual meeting."

### Andrew Ross Made Executive Vice President

To cope with the increasing activities of the association, Paul S. Willis, president of the Associated Grocery Manufacturers of America, reports that the board of directors recently approved a plan to increase the AGMA staff. The position of Executive Vice president was created.

Andrew Ross has been selected to fill that position and is now on the job. He is no stranger to the food and grocery industry, having been identified with it for a long period. His broad experience and wide acquaintance excellently qualify him to aid AGMA in its work. Coincidentally, Mr. Ross served as the first president of the association.

His many friends in the macaroni industry will be glad to learn of this affiliation, because of his former connection

with production and sale of macaroni products. He was in charge of the macaroni department of Armour and Company when that organization was in the macaroni business and represented his firm at many of the meetings of the industry about a decade ago.

### Frank Motta On Western Tour

Frank A. Motta, secretary of the Champion Machinery company, Joliet, Ill., supplier of noodle and flour handling equipment was on a tour of the western and southern states in January. From Los Angeles he sent word regretting his inability to attend the midyear meeting of the macaroni industry in Chicago, since he makes a practice to attend all conferences of macaroni manufacturers.

He reports business as considerably improved over that of a year ago, with inquiries about and purchases of machinery more nearly normal than they have been in years.

### Profit Margin Too Low

A commentator in the grocery section of the *New York Journal of Commerce* agrees with the general views in the trade that the spread between the raw semolina price and the finished product price is entirely too narrow for business comfort. It is something on which there is a general agreement in the trade but utter lack of constructive remedial action. The statement bears repetition even though it does not have the effect of convincing many in the trade who still persist in doing business without regard for cost of manufacture or cost of distribution:

"Based on a replacement cost of 6c per lb. for semolina, macaroni price should be 1c per lb. higher than current quoted, according to the trade, since the margin between the cost of durum wheat and of packaged high quality macaroni is now only 1½c, whereas a minimum 2½c is considered necessary to cover manufacturing costs and allow a moderate profit. Thus, as soon as stock made of cheaper raw materials is cleaned up, higher macaroni prices appear forthcoming."

We wonder! ! !

### Heads New Display Firm

W. B. Hampton formerly of Scene-In-Action Advertising company and W. J. Rankin corporation, announces formation of his own firm, Display Corporation of America at East Ohio st., Chicago. The organization will specialize in animated and static displays. W. B. Hampton is president.

Result dividends can't be collected effort capital isn't invested.

The Highest Priced Semolina in America  
and Worth All It Costs

The  
Golden  
Touch

# King Midas Semolina

## Leads in Quality

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

## KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA





## Boyardee Spaghetti at Sponsored Theater

"Sponsored Theaters" may not have the full approval of the leaders in the show business, but the idea is "taking" to some degree in the world's greatest show center, New York city, according to an article in a recent issue of *Printers' Ink*. Of interest to the macaroni industry is the fact that the show particularly referred to is sponsored by the manufacturers of a popular brand of spaghetti and that it features the preparation of a tasty dish of this popular food as part of the show. The article, in part:

With an expensive cast of 31 professionals and the cooperation of Loew's theaters and Station WHN Ida Bailey Allen has started a plan of putting "sponsored theater" on a paying basis for food advertisers. Unlike other shows designed to sell merchandise Mrs. Allen's "Homemakers of the Air," which now plays at Loew's Ziegfeld, in the Broadway sector, is not free. With movies and what-not included, it costs 25 cents.

At present the Allen show is hardly out of the experimental stage. With all the fanfare of the bigtime it opens to the public at the Manhattan playhouse. It is a highly participating show, in which the audience, served by a long mike on a string, is encouraged to ask questions and to contribute comment.

The present sponsors are Boyardee Spaghetti and Pique, a seasoning.

The whole thing is elaborately planned. A special stage setting is designed for each show. All the actors

and participants are in costume. There are skits, music by a twelve piece band and sufficient audience comment to give liveliness. The cooking talks are featured by actual demonstrations of food on the hob, by a French chef (Charles Premmac) and by "Jane," the dumb-bell girl who makes all the mistakes and has to be "shown how" by Mrs. Allen.

Looked at as straight theater, the show admittedly suffers from the intractability of microphones. The action is slowed because speakers must always keep within mike range. This is one of the faults which are being overcome, according to Mrs. Allen, during the course of the show's present semiexperimental run.

Following the Broadway rounding-out, Louis K. Sidney, who runs WHN and is in charge of productions in all Loew's theaters, is going to put Mrs. Allen and the troupe through a tour of an eastern chain.

Eventually, broadcasting and play-acting as she goes, Mrs. Allen will make a tour of the main cities of the country, she stated.

The idea for this kind of sponsored theater came to Mrs. Allen when she made a tour of the country for Nucoa, a Best Foods product, giving free shows and demonstrating cooking methods. She thinks not only that this development is in tune with the times, but that her new show is more nearly ready than most of radio's hours for the arrival of television.

### Rossotti Appoints D. W. Killip General Salesmanager

The Rossotti Lithographing Company, Inc., of New York, has announced the appointment of D. W. Killip as general salesmanager, with headquarters, after Feb. 1, 1937 at the main office in New York. The Rossotti Lithographing company for more than 39 years has specialized in designing and manufacturing folding cartons, labels, and wrappers.

The appointment of Mr. Killip to the general salesmanship of his concern follows three years of service as salesmanager of the middle west division, with headquarters in Chicago. According to Charles C. Rossotti, vice president, the outstanding success Mr. Killip achieved in the development of the Chicago and middle west territory has won this advancement for him.

Success in practically any line of endeavor can usually be traced to the past experience of the individual. It is reported that Mr. Killip has been identified with the food industry for many years. He acquired widespread acquaintance in the food field throughout the United States in the capacity of credit

manager for the Kraft Cheese company. Later, he supervised branch distributing units for this concern. Mr. Killip left



D. W. KILLIP

Kraft to go into the brokerage business where he concentrated chiefly upon the distribution and sale of food products. Traveling from coast to coast in this capacity, his contracts with food product manufacturers and distributors won him an ever increasing circle of friends.

Mr. Killip's experience in food fields

served him admirably in the development of his business for the Rossotti Lithographing company. Possessing a keen sense of modern merchandising of food products, his sales volume of packaging materials rose rapidly. As Charles Rossotti remarked: "Killip frequently goes far out of his way to do a favor or render a special service for his customers. He never seems to overlook an opportunity to help his customers with problems not even remotely connected with the packaging or lithographing business." A long list of loyal friends and acquaintances has resulted from this policy.

The business of the Rossotti Lithographing Co. has grown rapidly during the past few years. Branch sales offices have been established and are now operating in major markets from coast to coast. Modern production facilities and plant expansion has kept pace with increased volume.

### Standard Containers for Extracted Honey

The current revision of Simplified Practice Recommendation R156-34, Containers for Extracted Honey, has been accorded the required degree of acceptance by the industry and is effective Feb. 1, 1937, according to an announcement by the division of simplified practice, National Bureau of Standards. The revised recommendation will be identified as Simplified Practice Recommendation R156-37.

The original recommendation as promulgated in 1934 established a simplified schedule of sizes of containers based on capacity, also net weights of extracted honey in containers. The current revision substitutes packages of 24 and 48 oz. avoirdupois for the pint and quart sizes, respectively. Also, the industry has approved the addition of a glass container with a capacity of 32 ounces of honey.

### Stocks of Wheat Jan. 1, 1937

Stocks of wheat in interior mills, elevators and warehouses on Jan. 1, 1937 are estimated by the crop reporting board at 80,478,000 bus. Stocks in the same position on Jan. 1, 1936 amounted to 80,508,000 bus. and on Jan. 1, 1935, 92,145,000 bus. Considering stocks in this position together with farm stocks the total this year is considerably below those of 1936 and 1935. The following table shows comparisons by classes:

Class	Combined With Stocks on Farms		
	Jan. 1, 1935 (Thous. bu.)	Jan. 1, 1936 (Thous. bu.)	Jan. 1, 1937 (Thous. bu.)
Hard red winter	78,955	63,507	61,612
Soft red winter	70,047	68,992	56,425
Hard red spring	41,010	56,669	35,119
Durum	6,289	14,780	7,796
White	41,435	39,920	48,123
<b>TOTAL</b>	<b>237,736</b>	<b>243,868</b>	<b>209,075</b>

## 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 Editors 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

### No. 1 Semolina Macaroni at 5 1/2c! How?

It was with a great interest I read Mr. Mercurio's letter in the January 15 issue of THE MACARONI JOURNAL.

We, here in the Pacific northwest, have similar conditions to contend with.

Many factories are family affairs where all are satisfied with days wages. There is no taking account of costs of doing business such as depreciation, insurance, taxes, etc. When flour was \$4.25 per bbl., standard macaroni was sold for \$2.65 in 100 lb. sacks. A very recent occurrence is typical. On a CCC bid at Vancouver, Wash. on Dec. 14, 1936 when No. 1 Durum Semolina was quoted at \$11.40 a barrel bulk, F.O.B., Portland, calling for 10 lb. boxes No. 1 semolina long macaroni and spaghetti, successful bidder .0559 per lb. and the loser .0561. For some reason or other northwestern macaroni manufacturers are so hungry for state and Federal business that they are willing to sell goods less than the cost of raw material.

Something is wrong. Government agencies specify quality, but we doubt very much whether there is even an analysis made to determine whether successful bidder has complied with specifications. Things have come to such a pass that a number of macaroni manufacturers refuse to bid. It should be a source of shame to manufacturers of macaroni products to see how successfully the manufacturers of crackers and cookies carry on their business. For an illustration bulk soda crackers have today a basic net price of 11c in Portland with their grade of flour costing \$4.50 per bbl. With costs of \$5 a barrel for flour used for macaroni manufacturers, jobbers are selling macaroni for \$3.65 per 100 lbs. bulk and some manufacturers as low as \$3.25 per 100 lbs.

Instead of concentrating on quality merchandise, they are educating the public to quantify for the money expended. Very truly yours,  
S. M. Orso, Manager,  
Oregon Macaroni Mfg. Co.  
Portland, Oregon.

(Note: If it is true that Government agencies and institutions specify quality but seldom demand that products treated

be up to specifications, what recourse has the bidder on the basis of the quality specified in bids that are opened to the public? Does this condition prevail in other sections of the country besides the northwest? What is the remedy? This publication invites an open discussion of the very important fact presented by Mr. Orso.—EDITOR.)

### Foreign Trade in Food Products in 1936

United States imports and exports of food products during the calendar year 1936 amounted to \$933,961,000, an increase of 9% over the total of \$856,907,000 recorded during 1935, according to preliminary figures released Feb. 1, 1937 by the foodstuffs division of the Department of Commerce.

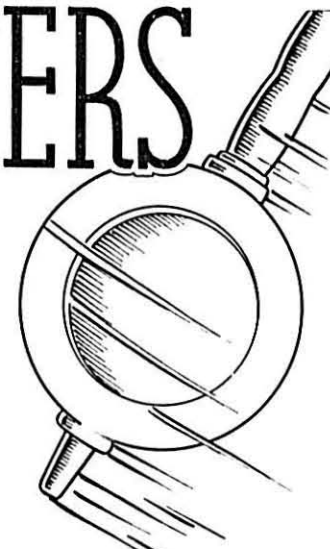
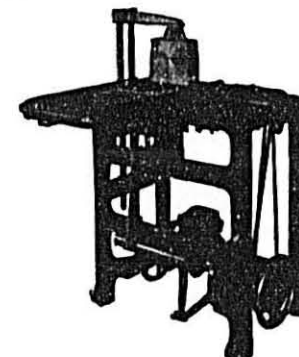
This increase was accounted for by heavier imports of food products and beverages during 1936, the total amounting to \$732,336,000, an increase of 14% over the 1935 figure of \$641,152,000. On the other hand, exports of food products fell off over 6%, amounting to \$201,625,000 in 1936, as compared with \$215,755,000 in 1935.

It was pointed out, however, by Fletcher H. Rawls, chief, foodstuffs division, that the maritime strike on the Pacific coast which became effective in the early part of November had cut deeply into our exports of food products in November and December.

# The Swing is to PETERS

Because the MACARONI, SPAGHETTI, and EGG NOODLE industry has learned through long years of experience that it can obtain greater speed, and efficiency with less labor cost by packaging its products on Peters Packaging Machines.

For plants of small production, we recommend our JUNIOR machines which are easily adjusted from one size to another. Where there is large production, it will be found most efficient to install our SENIOR machines. If you will write us your particular problems, we will gladly send our recommendations at once.



**PETERS MACHINERY CO.**  
4700 RAVENSWOOD AVE.  
CHICAGO - - - - ILLINOIS

Peters JUNIOR FORMING AND LINING MACHINE  
Production...35-40 cartons per min.  
Operators...One  
Adjustable for wide range of sizes.

Also . . . Peters JUNIOR FOLDING AND CLOSING MACHINE . . . automatically closes 35-40 cartons per min. requiring no operator . . . Adjustable for wide range of sizes. WRITE FOR DETAILS today!



### North Dakota's Durum Story

The story of a special wheat for the manufacture of an especially good grain food that is rapidly growing in favor in American homes was told in pictures as part of the exhibit of the North Dakota Agriculture College at the recent International Stock Show. It was studied by several hundred thousand visitors who attended the show.

As can be seen from the accompany-

wheat production; a milling scene taken in a mill specially equipped for the milling of the hard durum wheat; a chart visualizing the importance of the crop to that state, producing, as it claims, "About 70% of the Crop of Durum Wheat produced in the United States"; a macaroni press in operation showing how the golden meal ground from the flinty durum wheat is processed into the



North Dakota Agriculture College exhibit at the International Stock Show illustrating the progress of wheat from field to factory

ing cut the sponsors told the story of one of its chief grain crops, the cultivation, its milling and the final processing into energy foods—macaroni products.

The exhibit was on a long platform. The background consisted of several panels, showing from left to right: a bundle of durum wheat sheaves; a typical amber durum wheat field in North Dakota; a map of the state showing the areas of heaviest and best durum

popular macaroni, spaghetti, elbows and almost endless other shapes of this high grade grain food, and finally another sheaf of this valuable wheat.

On the table are shown samples of durum wheat; of the semolina and durum flour milled therefrom and lastly of finished macaroni products. Altogether it was an excellent display of a fine food.

### Court Upholds Marketing Agreement

The California macaroni-noodle manufacturing industry has been advised by Secretary-Treasurer A. Bertucci of the Macaroni Industry Board of Northern California which is operating under the state Marketing Agreement act, that the act has been declared constitutional in a recent test case, and he calls upon all manufacturers to report at once all violations of the law by macaroni-noodle manufacturers. His statement reads:

"Macaroni producers have learned from a recent decision of the Superior Court in Los Angeles that the Marketing Agreement which affects the macaroni business is not to be taken lightly.

"The court upheld the constitutionality of the California Marketing Agreement Act of 1935, and likewise held that macaroni products, having their origin from wheat, are an agricultural commodity under the definition of the act. The court decided that producers of macaroni are bound by the terms and

provisions of the Macaroni Marketing Agreement and License.

"A Los Angeles manufacturer discovered that the act has 'TEETH' when the court ruled that the company violated the provisions of the Macaroni Marketing Agreement, and as a result forbids the company under a permanent injunction from further violations. The company was further enjoined from fulfilling a bid with the city of Los Angeles which the court held contrary to the requirements of the Agreement."

### Trafficanti in Temporary Quarters

We are pleased to announce that Trafficanti Brothers after the disastrous fire at their plant quickly located at a temporary address with machines and equipment to carry on business and fill all orders. Pending erection of a building that will be the last word in the production of their famous Aunt Sarah's Egg Noodles "America's Finest" and other Macaroni Products, their new address is 422 South Desplaines, Chicago.

### Who Is the CONSUMER?

Every living individual in America is a "Consumer" to a greater or lesser degree according to J. Frank Grimes, president of the Independent Grocers Alliance in a talk in a national radio broadcast last month. On this point he said:

"It might be well for us to investigate just who the CONSUMER really is, so that we may intelligently weigh the issues under consideration. We have constantly and unthinkingly used the word so that the CONSUMER has finally grown into a mythical character unrelated to any of us. Who is the CONSUMER?"

"The farmer and his family are consumers.

"The worker and his family are consumers.

"The small business man and his family are consumers.

"Bankers, clerks, professional men, politicians and what we like to call Big Business Men and their families are consumers.

"We all are the consumers about whom there is such great concern."

This staunch advocate of cooperative methods of distribution gave the above description of the word "consumer" to introduce his discussion of the value and successful operation of the right kind of cooperative distribution of foods and other articles to consumers.

### IGA Officers Relected

The entire list of officers and board of directors of the Independent Grocers Alliance of America was relected at the annual board meeting of the organization in the headquarters office at 39 West Jackson Blvd.

The officers are: J. Frank Grimes, president; Gerard M. Ungaro, vice president, and Louis G. Groebe, secretary and treasurer. The board is composed of J. D. Godfrey, chairman; Ned N. Fleming, J. Frank Grimes, Louis G. Groebe, T. G. Thompson, and William W. Thompson.

The IGA, founded in 1926, numbers more than 5,000 wholesale and retail members, operating in 46 states.

Announcement that two new wholesale houses had been accepted for membership was made: D. G. Penfield Co. of Danbury, Conn., and the Oliver Finnie company of Memphis, Tenn.

According to President Grimes, the organization has just finished the most successful year in its decade of history.

### A Potato Chip

"Sure," says B. A. Klein, noodle manufacturer of Chicago, Associate Director, maker also of very tasty potato chips, and no mean poker player, "You can play poker with potato chips—that is a rather crummy idea."

Those who land at the top are seldom landed at the top.

FOR  
QUALITY  SERVICE



THE  
STAR MACARONI DIES MFG. CO.  
57 GRAND ST.  
NEW YORK, N. Y.

Our Prices Are as Low as  
Possible, Consistent with Good Work

## ROMEO FLOUR

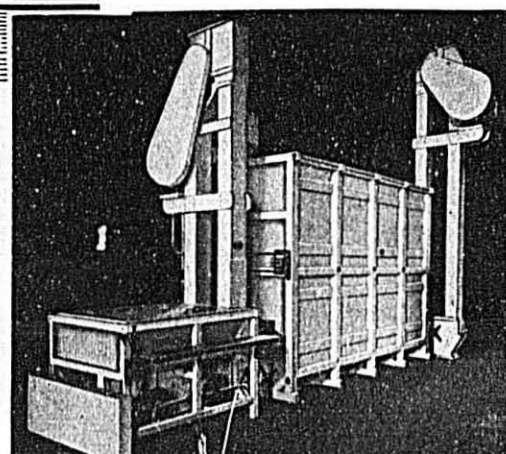
The High Protein Patent Kansas Hard Wheat that Macaroni Manufacturers desire

**Natural Color  
Not Bleached**

Save money by using ROMEO this crop year. It will pay you big dividends.

**BAUR FLOUR MILLS CO.**  
Established 1870 ST. LOUIS, MO.

—and a Champion Flour Outfit skilfully blends and sifts the flour automatically—saving time and labor



Skill wins in billiards and also in the manufacture of fine macaroni products. With Champion Flour Outfits you automatically sift and blend the flour, insuring clean uniform products that command best market prices. Clean flour also eliminates scorching of costly dies thereby reducing maintenance expense. Scores of progressive macaroni and noodle manufacturers are profiting by the efficiency of Champion equipment.

Champion Mixers, Weighing Hoppers, Water Scales and other automatic machinery all help to keep costs down and selling prices up. It will pay you to investigate.

MAIL COUPON FOR FULL DETAILS

CHAMPION MACHINERY CO., Joliet, Ill.  
Please send me full particulars, prices and terms on your Flour Handling Equipment.

NAME .....

COMPANY .....

ADDRESS .....

CITY..... STATE.....

**CHAMPION MACHINERY CO.**  
Joliet ..... Illinois

Eastern Distributor  
**JABURG BROS., INC.**  
Hudson & Leonard Sts. NEW YORK CITY



## FOR WINTER MENUS

"SPAGHETTI AND MACARONI ARE FINE FOODS FOR COLD WEATHER MEALS," says Martha Gray, food and nutrition expert in a timely article that appeared in the Jan. 2, 1937 issue of the *New York Journal*, "ALTHOUGH THEY ARE GOOD THE YEAR AROUND, APPRECIATED AT ANY TIME. HOWEVER, MACARONI AND SPAGHETTI DISHES SEEM TO HAVE AN ADDED APPEAL WHILE IT IS COLD. AND WITH THEM, TODAY'S HOUSEKEEPER OR HOMEMAKER IS PREPARED FOR ALMOST ANY EMERGENCY." The article continues:

From buying these products literally "by the yard" on open racks, we now can purchase them in convenient packages, either ready to cook, or already cooked to serve. All that remains for you is to choose the brand of either which best suits your needs.

For eight ounces of macaroni or spaghetti, use six cups of water. Have it salted, and boiling when the cereal is dropped in. You will have to watch it to prevent burning, but there will be little water to pour off, and the flavor will be better. For the time, consult directions on your package.

With such a wide choice at your disposal, building menus around these cereals becomes a matter of which one. If you are in an adventuresome mood, but without much time, choose one of the cooked variety. By stuffing green peppers, tomatoes, or onions with macaroni and cheese, or a spaghetti and tomato sauce mixture, and baking, you can have a tasty treat in a very short time.

With the uncooked cereal, there are untold possibilities. The combinations, bland or spicy, with meats, poultry, fish, cheese, vegetables, and fruits are countless. It becomes merely a matter of selecting which shape of macaroni you prefer for the purpose. One of the easiest to use is the small cut.

Cooking macaroni or spaghetti, in whatever shape you choose, is most simple, and takes from eight to fifteen minutes, depending upon which kind you are preparing. It might be wise to cook a double portion, and save half for future use. Put it in a covered container in your refrigerator. Just run water over the pieces before using and drain. You'll find this a lifesaver with leftovers.

For eight ounces of macaroni or spaghetti, use six cups of water. Have it salted, and boiling when the cereal is dropped in. You will have to watch it to prevent burning, but there will be little water to pour off, and the flavor will be better.

For a late supper dish you might add mushrooms and chopped chicken or

calves' liver to spaghetti with tomato sauce, seasoning to taste.

### Macaroni and Meat Balls

½ lb. fine cut macaroni  
8 or 10 cabbage leaves  
1½ lbs. ground veal  
½ lb. ground pork  
1 pt. catsup  
1 c. thick sour cream  
1 tsp. salt  
½ tsp. pepper

Cook macaroni in boiling, salted water until tender. Drain. Cook cabbage leaves whole until almost tender and drain. Mix meat, seasonings, and cereal, and form into balls. Roll in cabbage leaves, and place in kettle. Cover with mixture of catsup and 1 c. water. Cover and simmer 1½ hours. Add some cream and simmer for ½ hour longer.

### Chicken and Macaroni "Gems"

2 c. cooked macaroni diced  
2 c. cooked chicken, diced  
2 eggs  
1 c. milk  
¼ tsp. paprika  
¼ tsp. salt  
2 tsp. chopped parsley  
2 tsp. chopped celery  
2 tsp. chopped pimiento  
3 tsp. butter, melted

Beat eggs slightly. Mix together all ingredients. Pour into well-buttered gem pans. Set in pan of hot water, and bake in moderate oven 30 min. Unmold, arrange on platter, and surround with either tomato or thick cream sauce. Garnish with parsley.

### Asparagus Macaroni

A quick luncheon treat is prepared by putting a layer of macaroni and cheese sauce in the bottom of a buttered baking dish, covering with a layer of cooked asparagus tips, repeating until all is used, and finishing with the macaroni. Top with buttered crumbs. Bake in moderate oven—375 deg. F.—for about 30 minutes, or until the crumbs have browned, and the mixture heated thoroughly.

### Noodle Plant in New Quarters

A public reception marked the formal opening of the new plant of the Blue Ribbon Noodle Company, Inc. at 508-514 S. Main st., Wilkes-Barre, Pa. on Jan. 26, 1937.

The affair marked completion of the installation of modern noodle machinery in the new plant and the beginning of production on an increased scale.

The invited guests were shown through the plant by executives and were later entertained by artists from Atlantic City and New York city. Ben Goodman, general salesmanager of the company, which was organized last May, was master of ceremonies.

In a public announcement, he stressed the fact that before the World war a

large portion of the alimentary products consumed in the United States was imported while now production has developed so rapidly that the United States is listed among the macaroni exporting nations.

The capacity of the first plant of the firm was about 1200 lbs. of dried noodles a day. This has been stepped up in the new plant to about the same quantity per hour.

Alexander Goodman is president of the firm. Harry Jankowitz is treasurer and Ben Goodman is general salesmanager.

### Exchange of Macaroni Products

According to the Monthly Summary of Foreign Commerce issued by the U. S. Bureau of Foreign and Domestic Commerce for November 1936, the importation and exportation of macaroni products continued to fluctuate alternately.

#### Imports

In November 1936 the macaroni imports amounted to only 73,487 lbs. worth \$5,488 as compared with October 1936 imports amounting 98,479 lbs. valued at \$7,888.

For the first 11 months of 1936 imports totaled 1,143,249 lbs. with total value of \$91,678.

#### Exports

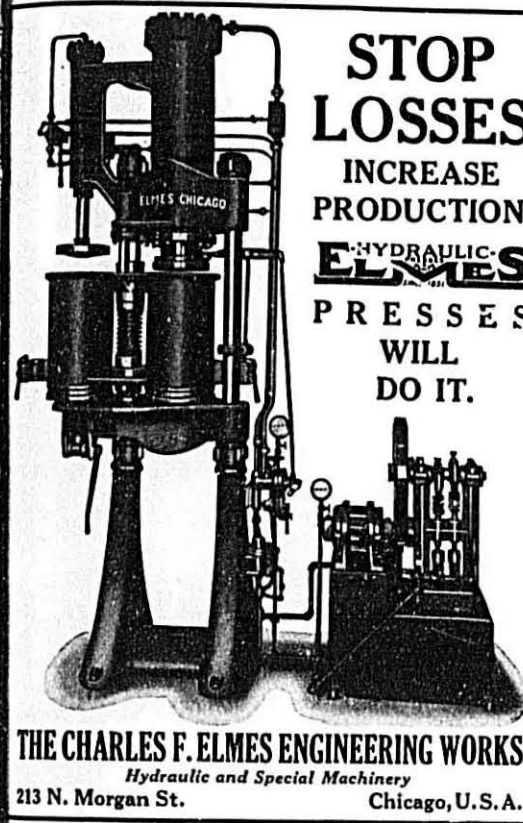
The amount of this foodstuff exported in November 1936 was 171,700 lbs. worth \$14,322 as compared with the October 1936 figures totalling 135,334 lbs. with a value of \$10,200.

During the first 11 months of 1936 the macaroni exports amounted to 793,240 lbs. worth \$146,399.

The foreign countries to which the November exports were shipped and the total exported to each is shown in the list below:

Countries	Exports
Netherlands	..... 2
Canada	..... 7
Br. Honduras	..... 7
Costa Rica	..... 7
Guatemala	..... 7
Honduras	..... 7
Nicaragua	..... 7
Panama	..... 7
Mexico	..... 11
Bermuda	..... 11
Barbados	..... 11
Jamaica	..... 11
Other British West Indies	..... 11
Cuba	..... 11
Dominican Republic	..... 11
Neth. West Indies	..... 11
Haiti, Republic of	..... 11
Bolivia	..... 11
Colombia	..... 11
Ecuador	..... 11
Br. Guiana	..... 11
Venezuela	..... 11
China	..... 11
Netherland India	..... 11
Philippine Islands	..... 11
TOTAL	..... 14

Insular Possessions	Exports
Hawaii	..... 15
Puerto Rico	..... 15
Virgin Islands	..... 15
TOTAL	..... 15



**STOP LOSSES INCREASE PRODUCTION**  
**HYDRAULIC ELMES PRESSES WILL DO IT.**

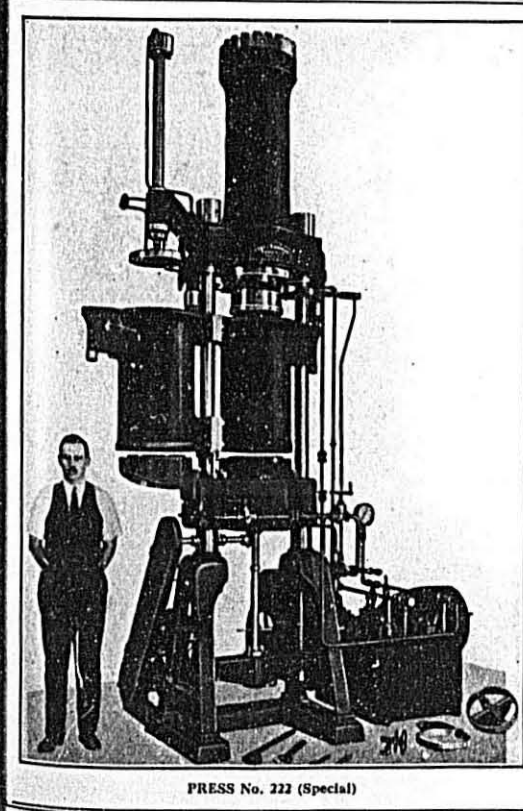
**THE CHARLES F. ELMES ENGINEERING WORKS**  
 Hydraulic and Special Machinery  
 213 N. Morgan St. Chicago, U.S.A.



**140 LBS. DURAMBER**  
**NO. 1 ITALIAN STYLE FANCY SEMOLINA**  
 AMBER MILLING CO. MINNEAPOLIS, MINN.

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

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



PRESS No. 222 (Special)

**John J. Cavagnaro**  
 Engineers and Machinists  
 Harrison, N. J. - - U. S. A.

Specialty of  
**Macaroni Machinery**  
 Since 1881

Presses  
 Knenders  
 Mixers  
 Cutters  
 Brakes  
 Mould Cleaners  
 Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City



### Proud of his Semolina Macaroni

Though current market conditions due to a very poor durum wheat crop in 1936 may have compelled some to use limited or increased quantities of other grades, the manufacturers of semolina products continue to boast of their first class goods as being made from high grade American durum semolina. Here are the views of a Westerner:

#### Hard Durum Wheat Contributes to Excellence

Some of the finest macaroni and similar products, including egg noodles, made in the United States, are now being manufactured in Spokane, V. V. (Jack) Bond of the United States Macaroni Manufacturing company, said today.

Mr. Bond called attention to the development of new lines of products by his company, many months having been devoted to perfecting manufacturing operations and developing new packaging methods.

"Our highest grade of macaroni, known as No. 1 Semolina, is of a quality not being generally manufactured," Mr. Bond said. "Semolina uses the middlings from hard durum wheat which is grown only in southern Manitoba, northern Minnesota and parts of North Dakota.

"This is a very hard wheat, is high in gluten content and low in starch content. Semolina is graded according to the gluten content, the No. 1 being the highest. Using this high grade material

results in a golden amber macaroni, lower grades of macaroni being a grayish white color.

"Advantages of a macaroni made with high gluten content include high water absorption. The macaroni swells up more. It is not starchy, is not pasty, and does not stick together, as is the case with macaroni made from flour.

"I know of no other manufacturer who makes egg noodles from fresh egg yolks and durum semolina," said Mr. Bond. "Our egg noodles contain 5 1/2 per cent dry weight of egg yolk. The use of fresh yolk and the semolina in place of flour give the noodles a better color."

Mr. Bond said that his firm is today one of the largest manufacturers in point of tonnage in the northwest. The company is packing its line of macaroni, noodles and other paste products in cellophane bags, having developed special packaging methods to prevent breakage of bags.

### Industry Licensing Proposals

With the opening of the 75th Congress last month the subject of business legislation again confronts industry. Conspicuous among the proposals, which if made into law will affect the macaroni manufacturing and other industries are:

The Copeland Food and Drug Act—which would put "teeth" in food laws

governing standards of quality, standards of fill, etc.

The O'Mahoney bill that would call for the licensing of corporations engaged in interstate business. It is a bill similar to the one introduced by the Senator in the preceding Congress with the following principal changes: (a) violations of standards established in the bill are declared unfair methods of competition under existing law; (b) by addition of a new section, the protection of interstate commerce is withdrawn from goods made by child labor, or goods made under labor conditions inferior to those permitted by the laws of the state in which the goods are sold.

The Borah bill—a business licensing act—would require all corporations to obtain a license from the Federal Trade Commission, "containing such terms and conditions as the commission shall prescribe as necessary or appropriate to carry out the purposes of the act," before engaging directly or indirectly in interest or foreign commerce. There is no labor provision, nor is Federal incorporation provided for, as in the O'Mahoney bill. Licenses would be revocable upon violation of the act or of the antitrust laws.

Business and congressional leaders are of the opinion that President Roosevelt desires some sort of progressive legislation to govern business. They base their views on a statement contained in his message to Congress on January 12, which said: "Experience with actual

**CARTONS**  
QUALITY AND SERVICE  
GIVE US A TRIAL

NATIONAL CARTON CO.  
JOLIET, ILLINOIS.

### Miniature Advertisements

**RAVIOLI and NOODLE MACHINES**  
Surprisingly LOW PRICED

BARGAINS ON HAND FOR MANY MACARONI MACHINES  
AURELIO TANZI ENGINEERING CO.  
235 FOURTH AVE., NEW YORK CITY

**BAGS**  
WINDOW FRONT CELLULOSE  
Fine Packaging by  
**PARAMOUNT**  
PARAMOUNT PAPER PRODUCTS CO.  
1601 GLENWOOD AVE., PHILA., PA.

### CHOOSE A PROFITABLE DIE

Fancy Parigine, Cavatelli, Elbow, Palmine, Dirigibile, Bombolati, Bombolini, Fancy-waved Lasagne, Royal Tagliatelli, Broad and Medium, Biondina & Carolina with holes.

Patented and Patents Pending

Originated by

**FREDERICK PENZA**

81 Navy St.

Brooklyn, N. Y.

### MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR  
N. M. M. A.

WRITE—

For Bulletins of Claims Placed by the Industry.

For Pad of Service Forms and Information about our Procedures.

**CREDITORS SERVICE TRUST CO.**  
McDowell Bldg.

LOUISVILLE KENTUCKY

## This Modern Dryer Insures Double Saving...

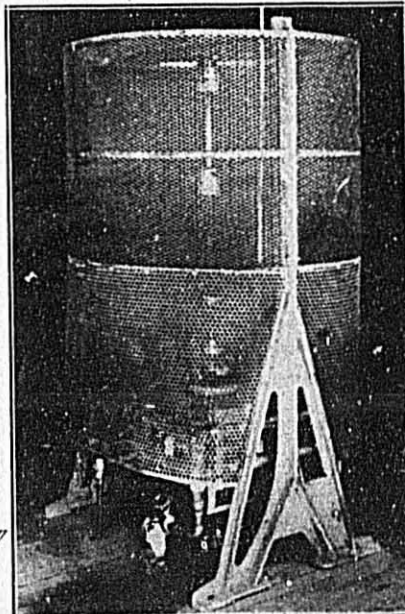
**1. Time**  
**2. Money**

Now you can conveniently modernize your drying rooms. Install dryers that insure a definite saving in time and money, and which provide an efficient solution to your drying problem. The listed features of this dryer give only a partial idea of its advantages. The detailed description sheets which we have ready to mail you will be even more interesting.

WRITE FOR FULL PARTICULARS NOW

The quickest way to get all details is to wire or write for complete information. Your request will receive immediate attention.

**Harrisburg Machine & Electric Welding Co.**  
18th & Chestnut Streets Dept. B Harrisburg, Pa.



### IMPORTANT FEATURES

Air and Heat Evenly Distributed

Saves Time in Drying

Changing Air Current Dries Evenly

All Moving Parts Fitted with Ball Bearings

Reversible Motor With Gear Reduction Built in

PROPELLERS MADE OF SPECIAL ALLOY ALUMINUM

INVESTIGATE TODAY

...makes it clear that Federal laws supplementing state laws are needed to help solve the problems which result from modern invention in an industrialized nation which conducts its business with regard to state lines."

### Flood Damage Light

The Kentucky Macaroni company escaped serious damage from the ravages of the worst flood in the history of the city of Louisville, Kentucky, according to Peter J. Viviano, executive of that firm and a Director of the National Macaroni Manufacturers association.

"Although the flood was quite serious throughout the city," he writes, "our plant was affected only by water in the basement. It drowned out boilers, engines and motors there, thus putting a complete stop to operations. Our biggest trouble (Feb. 4, 1937) is the lack of electric power and telephone. Within a few days both of these should be repaired and we will be able to get back our normal production."

Mr. Viviano says he has some interesting photographs of flood scenes and damages which he would send for later production to give macaroni men generally some idea of the extent of the flood that completely stopped all business in Louisville, except for urgent succor relief.

### Mangano Takes On Best Foods

L. Mangano & Company, well known macaroni manufacturers of New Orleans and dealers in imported food products, will enlarge their business by becoming the agents of Best Foods in the Louisiana market. This line will be distributed through many of the outlets controlled by this old company. Wm. A. Clark of the firm has been made manager-in-charge of the new department.

### Studying Chemistry at Arizona

Robert Freschi, son of Mr. and Mrs. Joseph Freschi, St. Louis, Mo. is a student at the University of Arizona, Tucson, Ariz. He is specializing in chemistry in anticipation of relieving his dad of some of his duties as the chief executive of the Mound City Macaroni company, St. Louis.

We who are in business have to outwork others for our trophies just as track runners have to outrun their opponents for theirs.

Any time we SHOW how smart we are, we aren't smart at all.

### Declared Quarterly Dividend

The directors of General Mills, Inc., Minneapolis, Minn. announce declaration of the regular quarterly dividend of \$1.50 per share upon the 6 per cent cumulative preferred stock of the company, payable April 1 to all preferred stockholders of record at the close of business March 10. Checks will be mailed. Transfer books will not be closed. This is the 35th consecutive dividend on General Mills preferred.

### CHANGES IN PILLSBURY OFFICIAL FAMILY

P. J. McKenney of Portland, Ore. in charge of the west coast sales of Pillsbury Flour Mills company, was elected vice president and director of the firm to fill the vacancy caused by the death of H. H. Whiting.

W. E. Derrick, regional manager at New York, N. Y. was elected a member of the board of directors of the Pillsbury Flour Mills company to fill the vacancy caused by the resignation of George A. Zabriskie.

People are usually well met if they are met half way.



**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 Manu-  
 facturers Association as its Official Organ  
 Edited by the Secretary-Treasurer, P. O. Drawer  
 No. 1, Braidwood, Ill.

**PUBLICATION COMMITTEE**  
 P. R. Winchrener.....President  
 S. Vagnino.....Adviser  
 M. J. Donna.....Editor

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

**SPECIAL NOTICE**  
**COMMUNICATIONS**—The Editor solicits news  
 and articles of interest to the Macaroni Industry.  
 All matters intended for publication must reach the  
 Editorial Office, Braidwood, Ill., no later than Fifth  
 Day of Month.  
 THE MACARONI JOURNAL assumes no responsi-  
 bility for views or opinions expressed by contribu-  
 tors, 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 pay-  
 able to the order of the National Macaroni Manu-  
 facturers Association.

**ADVERTISING RATES**  
 Display Advertising.....Rates on Application  
 Want Ads.....50 Cents Per Line

Vol. XVIII February 15, 1937 No. 10

**Things That Cause  
 Editor's Headaches**

Every individual in the world must have something about which he is thankful. Some are thankful for one thing, others for another, but the Editor of THE MACARONI JOURNAL and Secretary of the National Macaroni Manufacturers Association is thankful that the names and addresses of the macaroni-noodle manufacturers of the United States and other subscribers are not all as long and as difficult to write as are some of the foreign names that come this way.

We have about 375 macaroni-noodle manufacturing firms in this country to whom THE MACARONI JOURNAL and Association letters are mailed regularly. Imagine what a beautiful and continual headache the mailing department would have if our industry was made up of firms with such names as those enjoyed by some of the foreign macaroni makers!

The Russian firms are notorious for lengthy names and address. Here's the latest example. A subscription has been received through an American Subscription Agency, and please note that subscriptions are ever welcome, for THE MACARONI JOURNAL to be sent for 1937 to the following address:

GLAWMAKARONPROM  
 NARKOMPISCHEPROMA SSSR  
 DMITROWSKOJE SCHOSSE  
 D. I. A.  
 MOSKWA, USSR.

Some day we hope that some will explain why these long names. There

may be good reasons, but it will be very hard to convince the girls in charge of the addressing department and our favorite steno that these lengthy names could not be abbreviated in some beneficial way. (The Editor.)

**Enjoin Below Cost Sales**

A dispatch from Los Angeles, Cal. advises of the issuance of a permanent injunction against a leading manufacturing firm in that city by Superior Court Judge I. W. Bull. It aims to restrain the firm from selling its products below cost and below its filed price under the terms of the California Macaroni Marketing Agreement and License.

Another firm in the same city was also enjoined by the same decision from fulfilling the terms of a contract with the city of Los Angeles because it is held to be in violation of certain sections of the law. The injunction by Judge Bull is the first to be issued and will serve as a test case, since an appeal to the state superior court is planned.

**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

**A Warning on  
 "Energy"**

By right of having registered the trade name, "The Energy Trio," the National Macaroni Manufacturers association will protect to the limit of the law all of its rights to any part of the brand name. This attitude is assumed in view of a recent attempt to register the word "Energy" as a brand name for macaroni products by a manufacturer and distributor.

"The Energy Trio" trade name was duly registered in the United States Patent Office by the National association in connection with the national advertising campaign. The registration is dated, Nov. 18, 1930, the owner claiming use since Jan. 2, 1929. The registration bears the number 277599.

The trade mark is kept active by the National association through its frequent use on materials distributed to its members. It is usually used in connection with three very lively and conspicuous figures, resembling the products,—Macaroni, Spaghetti and Egg

Noodles. Under the rulings generally followed in the Patent Office they will not permit any other manufacturer to get the word "ENERGY" over one's trade mark, and particularly so if the mark is in regular use.

**Patents and Trade Marks**

**Trade Mark Renewal Notice**

To the association members and to readers of THE MACARONI JOURNAL, attention is called to the fact that trade marks that were registered in 1918 must be renewed this year, 1937.

This warning is timely. It would be unfortunate if any manufacturer would be forgetful of this legal requirement and lose his rights to any trade mark whose potency he has built up through years of progressive exploitation.

Further information may be obtained through this department of the Journal or from our legal representatives of trade mark procedure, the National Trade Mark company, Munsey Bldg. Washington, D. C.

A monthly review of patents granted macaroni machinery, of application for registration of trade marks applying macaroni products. In January, 1937 the following were reported by the U. S. Patent Office:

Patents granted—none.

**TRADE MARKS REGISTERED**

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

**St. Louis Maid**

The private brand trade mark of J. Bertotti, doing business as J. Bertotti Company, Detroit, Mich. was registered for use on macaroni, spaghetti and their various shapes and sizes. Application was filed July 24, 1936, published Nov. 10, 1936 by the Patent Office and in the Dec. 1, 1936 issue of THE MACARONI JOURNAL. Owner claims use since October 1935. Trade name is outlined type beneath which is a scene of a shocked wheat field.

**Grand Prize**

The trade mark of V. Viviano & Sons Macaroni Mfg. Co., Inc. St. Louis, Mo. was registered for use on alimentary pastes including macaroni and spaghetti. Application was filed Aug. 24, 1936, published in the Patent Office Gazette of Nov. 17, 1936 and in the Dec. 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since July 15, 1936.

The trade mark is a diamond shape at the top of which appears the various prize medals.

**LABELS**

**Skinner's Shell Macaroni**

The title "Skinner's Shell Macaroni" was registered on Jan. 26, 1937 by Skinner Manufacturing Company, Omaha, Neb. for use on shell macaroni. Application was published Oct. 31, 1936 and given serial number 48785.

**Mrs. Skinner's Pure Egg Noodles**

The title "Mrs. Skinner's Pure Egg Noodles" was registered on Jan. 26, 1937 by Skinner Manufacturing Company, Omaha, Neb. for use on pure egg noodles. Application was published Oct. 31, 1936 and given serial number 48786.

**CAPITAL QUALITY PRODUCTS**

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



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

**CAPITAL FLOUR MILLS**

INCORPORATED  
 OFFICES  
 Corn Exchange Building  
 MINNEAPOLIS, MINN.  
 MILLS  
 ST. PAUL, MINN.

**CERTAINLY:** For over Thirty Years the discriminating Macaroni Manufacturers in this Country have relied on Maldari's Dies, because of Quality, Workmanship and strength of our Guarantee.

**F. MALDARI & BROS., INC.**

178-180 Grand Street

New York, New York



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



Imagine driving your car with all windows covered with heavy canvas! You probably would never attempt it. Neither would I.

Yet, a great many drivers do this thing during a blinding snow storm. It doesn't take very long for snow to interfere with the efficiency of the ordinary windshield wiper and to cover the side windows of the car. Winter is here and snowstorms

are upon us. Be sure that your windshield wiper is in good condition and that the wiper functions properly. Sometimes the rubber becomes worn and a new wiper is necessary. A small cost, but it can save you considerable annoyance and inconvenience. It is also a good safety measure to see that this equipment is in order.

Instead of stopping a minute for emergency cleaning of the windshield, many drivers will continue on their way, trusting to luck that they won't run into anything or anybody.

Do not depend on luck.

**Die Firm  
 Enlarges Plant**

The Aurelio Tanzi Engineering Co. of 235 Fourth avenue, New York city, has added 2000 square feet to the present quarters. According to Aurelio Tanzi, this additional space will be used as a show room for ATECO noodle and ravioli equipment.

Facilities are also being provided for giving daily demonstrations to dealers and prospective users. Literature covering the entire ATECO line of noodle and ravioli machines is available to interested parties.

There is no getting to the top without uphill trudging.

All husbands are well informed.



<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b> First-- INDUSTRY — Then-- MANUFACTURER</p>
<p><b>OFFICERS AND DIRECTORS 1936-1937</b></p>		
<p>P. R. WINEBRENER, President.....1010 Dakota St., Philadelphia, Pa.          JOSEPH FRESCHI, Vice President...1730 S. Kingshighway, St. Louis, Mo.          L. S. VAGNINO, Adviser.....1227 St. Louis Av., St. Louis, Mo.</p>		
<p>R. B. Brown, Chicago, Ill.          I. J. Curoo, Conellsville, Pa.          E. De Rocco, San Diego, Cal.          J. H. Diamond, Lincoln, Neb.</p>	<p>V. Giatti, Brooklyn, N. Y.          A. Gioia, Rochester, N. Y.          B. A. Klein, Chicago, Ill.          G. La Marca, Boston, Mass.</p>	<p>J. I. Maier, New York, N. Y.          L. R. Podesta, San Francisco, Cal.          A. G. Scarpelli, Portland, Ore.          L. G. Tujague, New Orleans, La.          P. J. Viviano, Louisville, Ky.</p>
<p>D. R. Jacobs, Washington Representative          2026 "Eye" St. NW, Washington, D. C.</p>		<p>M. J. Donna, Secretary-Treasurer          P. O. Drawer No. 1, Braidwood, Ill.</p>

## The Secretary's Message

### From President to Director

In every circumstance, whether in the course of normal business affairs or in days of stress and emergency, the manifestation of the proper Association spirit is found most satisfying to business men who seek advice and most comforting to those in need of help.

President Philip R. Winebrener, the conscientious and hardworking chief executive of the National Macaroni Manufacturers Association can always be depended upon to do the right thing at the right time, as past services testify. Quotations, in part, from two messages to two different Association Directors on two diametrically opposite matters are current examples of the right kind of Association spirit that should be more generally prevalent in the macaroni industry.

The true Association spirit of mercy and helpfulness is manifested in his wire to Director Peter J. Viviano, when the latter's plant was threatened with ruin and production entirely stopped by the worst flood that ever threatened Louisville, Ky. and other cities in the Ohio valley. He said: "Both as President of the National Macaroni Manufacturers Association and as a friendly competitor, I hasten to extend the sincere concern and sympathy which is felt by every one for those in the flood-stricken area. In Chicago, I heard that your plant had been flooded, which I hope is an unfounded rumor, but should there be any way in which the National Association and our company can be of assistance be sure of our wholehearted willingness and feel perfectly free to call upon us." (Dated Jan. 27, 1937.)

The proper Association spirit of mutual help is contained in a letter to a Director on the far Pacific shores. To S. B. Mountain, of the Fontana Food Products Co., South San Francisco, newly elected Director to fill the vacancy in that region, he wrote, in part, on February 1:

"First let me say how very well pleased I am that you have been selected to serve as Director of our Association. There is a great deal that can be done for our Industry providing there is a genuine desire for accomplishment.

"The meeting in Chicago last Monday was a success in every respect. The attendance was exceptional for a year meeting and the interest shown was greater than at any meeting I have yet attended.

"S-5 Food and Drug Bill introduced by Senator Copeland is of the greatest importance to us. It is generally believed that some such law will be enacted. If our Industry's interests are not adequately provided for, the bill can be as harmful as it may be helpful if proper standards are arranged for and adequate enforcement provided.

"There is every reason for a united industry at this time. Finances will be necessary to do a good job, and, as our Association dues are our only source of income, a much larger and more interested membership is essential."

The letter continues with some personal information on the work of the Macaroni Protective Committee, sponsored by the National Association, which has done such a splendid job for all manufacturers, whether Association members or not. The Protective Committee has never in any way attempted to influence manufacturers to join in its efforts to obtain adequate processing tax refunds, but says President Winebrener:

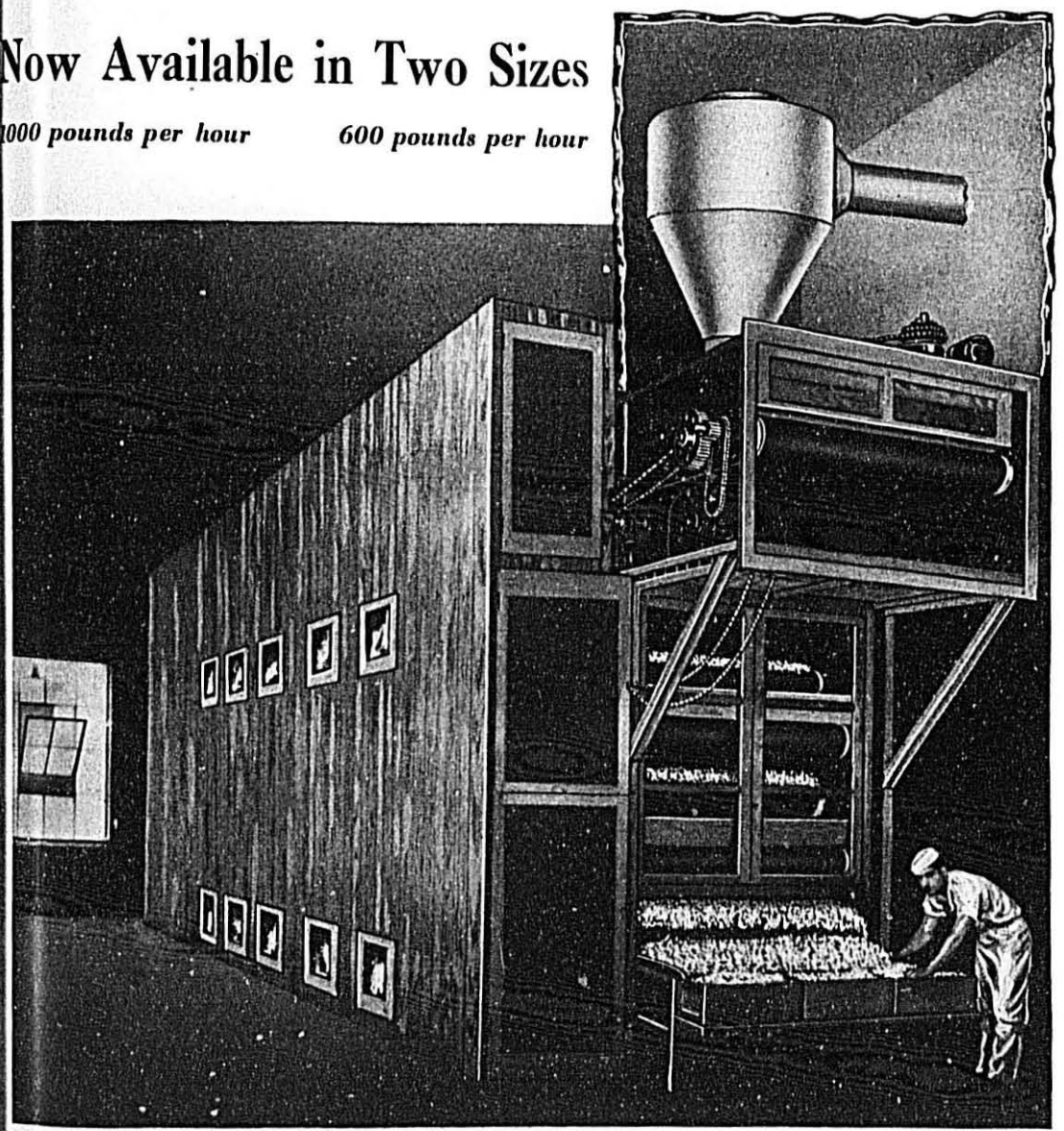
"It is unfortunate that a greater number had not joined as that would have been a distinct advantage had the committee represented an even larger percentage of our Industry. We believe that those who have and the others who will go along with the Committee will profit by so doing."

The Industry is facing another emergency. The National Association is ready to act. Every manufacturer is asked to do his part by supporting the progressive program of the National Association by joining it immediately.

## Complete Drying Process in Two Hours Clermont Automatic Continuous Noodle Dryer

Now Available in Two Sizes

1000 pounds per hour      600 pounds per hour

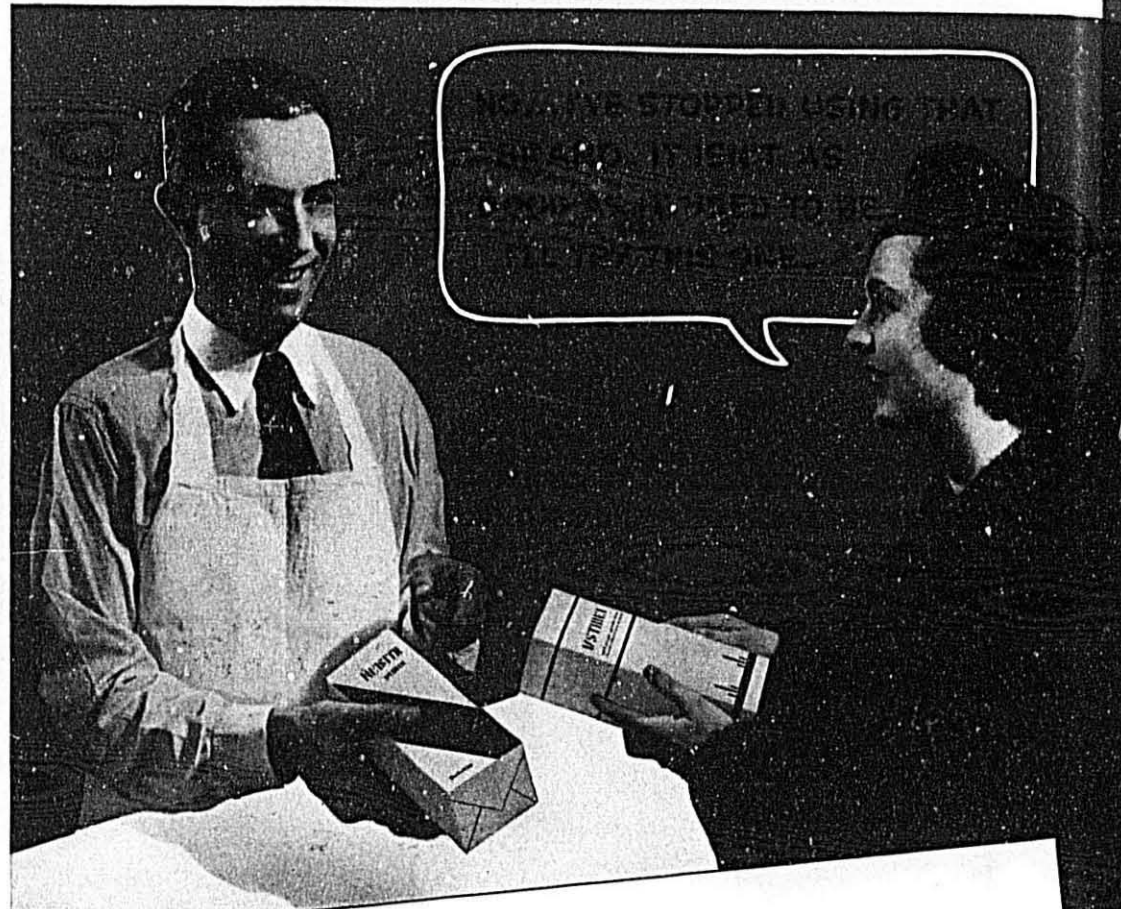


**REVOLUTIONARY PROCESS OF NOODLE DRYING**  
**NO TRAYS      NO TRUCKS      NO HANDLING**

From Noodle Cutter, to the Packing, in continuous operation.  
 Perfect operation under any climatic conditions checked by  
 automatic heat and moisture control.

For Further Particulars, Write to  
**CLERMONT MACHINE COMPANY, Inc.**  
 68 Wallabout Street      Brooklyn, N. Y.





To assure uniform color and cooking quality that will hold business for your brand, rely on these Pillsbury quality products:

- PILLSBURY'S BEST SEMOLINA NUMBER ONE**
- PILLSBURY'S ROMA SEMOLINA**
- PILLSBURY'S SEMOLINA NUMBER THREE**
- PILLSBURY'S BEST DURUM FANCY PATENT**

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

**PILLSBURY FLOUR MILLS CO.**  
General Offices: Minneapolis, Minnesota

