

**THE
MACARONI
JOURNAL**

**Volume XVIII
Number 11**

March 15, 1937

The Macaroni Journal



Minneapolis, Minn.

MARCH 15, 1937

Vol. XVIII No. 11

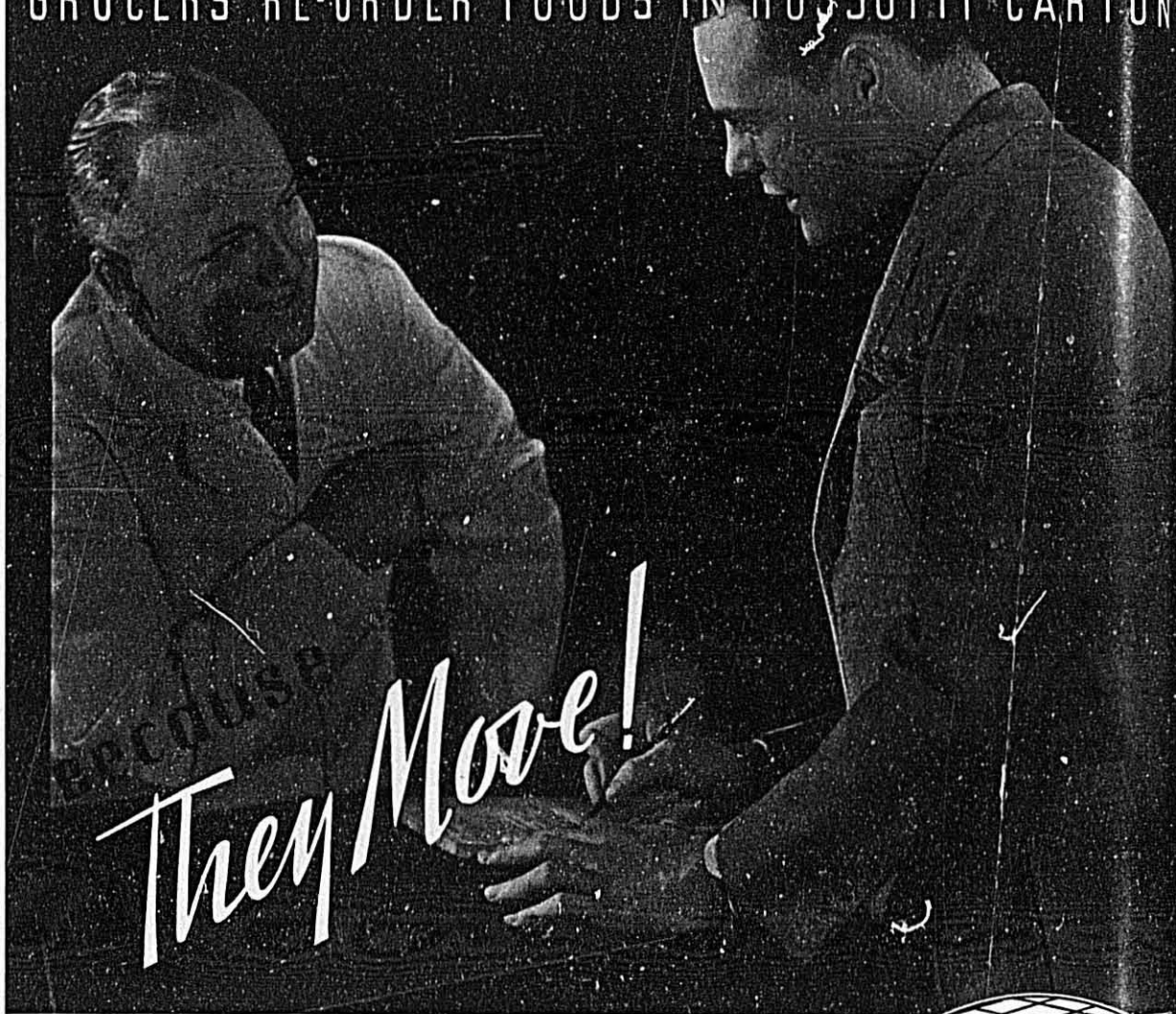
The March of Progress

To keep step with competing trades that daily supply essential foods to America's millions, the Macaroni-Noodle Manufacturers must not only be individually capable, but collectively progressive.

Individually, the manufacturers can progress through continual improvement in methods of production and sale, but there are many equally important things they can best do by wholehearted and sincere cooperation with other equally progressive members of the trade.

Let the National Macaroni Manufacturers Association be the vehicle to carry you along
THE MARCH OF PROGRESS.

GROCCERS RE-ORDER FOODS IN ROSSOTTI CARTON



MACARONI and Egg Noodle products in Rossotti cartons are on 'the move faster than ever . . . particularly those packed in our new famous "DUBL-VU" cartons. Grocers re-order again and again, because *their customers* prefer to buy these products in sturdy, practical containers that are useful until their entire contents are consumed! You'll get a bigger share of the profitable business in your territory with packages that grocers like to display . . . full color, modern sales-getting cartons. Check up now on the possibilities our service offers to increase *your* business and profits. We've specialized in successful macaroni and egg noodle packaging for 38 years! Call in our nearest field man or write us today.



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

In Greater Unity Lies Industry's Hope

Never before has the Macaroni-Noodle Industry been confronted by a situation as serious as the one we are now facing.

Congress is about to pass a new Pure Food Bill. Under it there will be set up regulations and standards with "teeth" in them. Are we ready to protect our rights—to have a voice in the drafting of fair standards, etc.?

The proposed Pure Food Bill offers a splendid illustration of the need of united action as an Industry. There is no manufacturer in the entire Industry who will not be directly affected by the Bill when it becomes a law.

The proposed Pure Food Bill will not set standards for any food product, but it delegates to the Secretary of Agriculture authority to set up Macaroni-Noodle standards that will have a standing in law.

Just now we have no standards that are actually THE LAW. We have interpretations by the Department of Agriculture only and there rests enforcement troubles.

It will be rather difficult to decide upon Macaroni-Noodle Standards that will adequately protect the manufacturer, properly guard the consumer and have the support of every one in the trade. The task would be easier if we were united.

My personal opinion is—that unless we can get fair, enforceable standards that have the support of the big majority of our Industry, we'd better have none.

Here's a point which is worthy of the consideration of every manufacturer: Unless we, as an Industry and as individuals most vitally and directly concerned, DO NOT AGREE and RECOMMEND fair standards, there is a grave fear that someone not familiar with our products and our problems will set up standards for us to observe—standards that will be more academic than practical.

The National Association provides the only organized unit ready to act in this emergency. Naturally the first step in defense of our rights would be to strengthen the National Association to make it more truly representative of our Industry. If our recommendations are to carry the needed weight, the National Association must not only represent a big majority of the Industry's production but also of the number of interested manufacturers.

In addition, we need funds to carry out this work and other beneficial features of the National Association's aggressive program. Our effectiveness should not be limited by lack of funds to present the needed united front in this crisis.

The Association's income is derived

Trade Association Executive Makes Strong Plea for Organization Support by Manufacturers Whose Interests It Aims to Protect.

from DUES paid by its members. A much larger membership is absolutely necessary if we are to adequately serve the trade.

Our DUES are so small that there is hardly a manufacturer who cannot well afford to belong. The maximum dues for firms with a daily production in excess of 100 barrels is only \$200—less than some of us pay as fees to our golf club. Then there are classes paying \$100 and \$50 annually, and a Class for the small firms that pay a minimum of \$25 dues a year. So it seems rather absurd for any manufacturer to withhold his Association membership for personal or technical reasons.

Our position is very much like the old conundrum: Which came first—the CHICKEN or the EGG? Some refrain from joining the National Association because of its lack of accomplishments—yet without funds, little accomplishment is possible.

Again, I must repeat. At no time was there a greater need for our National Association; and for the first time I am somewhat encouraged that this need is being generally recognized.

It is encouraging to note the deep interest in the Pure Food Bill manifested by the heavy turn-out of manufacturers to the series of meetings being held by Dr. Jacobs to acquaint the trade with the seriousness of the situation. Manufacturers recognize the opportunity for lasting good presented by the Bill if the Industry will but act unitedly now and many have volunteered their memberships.

Others have been enrolled through the efforts of Secretary Donna and Membership Chairman Grass and the supporting work of the Association's Directorate. An excellent start has been made. More help is needed. I feel that it would be impertinent for me, as a manufacturer, to tell other manufacturers what they should or should not do. However, I have tried

to paint a true picture of our present plight and the urgent need for greater, more enthusiastic support of the Association's program.

Those of us who are responsible for organized action for the trade's general welfare cannot be entirely satisfied without the good will and active cooperation of every progressive manufacturer in the trade.

Our Industry does something like \$55,000,000 gross business annually. Such a business is certainly large enough to support a National Association and to promote an aggressive program.

We are counting on you in this emergency and always. Remember always, that after all is said and done, the National Macaroni Manufacturers Association will be what you and the other Macaroni-Noodle manufacturers want it to be.

The trade association is you, and You, and YOU. So it's your move. Remember ONE VOLUNTEER is worth a score of pressed-men. Volunteer your Membership now if you believe in our objective and if you feel the organized group can attain those objectives more readily than can the individual.

P. R. Winebrenner, President,
 National Macaroni Mfrs. Assn.

Freight Rate Ruling

Manufacturers who export their macaroni products through the south Atlantic ports, particularly those situated in the Missouri valley will be interested in the following item taken from the February issue of *Traffic World*:

Macaroni and Spaghetti

Fourth section application No. 16332, macaroni and spaghetti to south Atlantic ports. By division 2. Parties to Jones' I. C. C. No. 2813 and Pope's I. C. C. No. 1910 authorized in fourth section order No. 12660, to establish and maintain rates, macaroni, noodles, spaghetti or vermicelli, carloads, Council Bluffs, Ia., and Omaha, Neb., to south Atlantic and Florida ports without observing the long-and-short haul part of section 4; provided that the relief shall not apply to rates over any routes which are less than 65 per cent of the highest rate contemporaneously applicable on the like commodity to an intermediate point on the same route and subject to the 50 per cent and 33 1/4 per cent circuitry limitations.

If there's no money in the business that probably means that we are not sufficiently in the business.



QUALITY
IS
SUPREME

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

THE MACARONI JOURNAL

Volume XVIII

MARCH 15, 1937

Number 11

Quality Plus Cooperation

Democracy, in its full meaning, covers the rights of the multitude to act cooperatively for the common good. This country was founded on democracy and we are always looking for more of it, in politics, in business and in our social affairs. From industry's angle, it is in the trade associations that democracy attains its greatest height.

In the macaroni manufacturing industry, the trade association does not mean as much as it should to many of the operators. Unfortunately, too many look upon a trade association as something that must exist for the other fellow and to be financed by others. They think only of a strong-armed group, forgetful of the fact that the most successful business is represented by the most progressive, democratic organization.

A friend of the macaroni industry, a wholesaler and retailer of food products, formerly a macaroni manufacturer, expresses his sorrow for the plight in which the trade finds itself at present. Thoughtful manufacturers will appreciate and heed his advice, while many others will condemn him for his frankness. He deplors the unfavorable quality trend in a market that has always boasted that the consumers therein know their macaroni and will accept nothing but the best grades.

"Have the macaroni makers in the eastern part of our country forgotten their early training and experience to the extent that with their forceful chatter, they can long impose on the consuming public their flour-grade products for the semolina goods that the buyers, particularly the Italians, have always demanded?" asks this friend of the trade in a recent letter that seems to be justified in the light it throws behind the scene of disastrous merchandising practices in the country's biggest and best market.

"As an Italian I feel sorry for a people that introduced macaroni making into this country and who will lose their hold on the business more and more if they continue their selfish, uncompromising action. They can still make macaroni products that are unsurpassed by manufacturers in any other country in the world, when they want to, but in their grasping for individual supremacy, they seem to forget their early training and are sacrificing quality on the altar of greed and production.

"No industry is so badly torn to pieces by ruthless competition as is the macaroni business. It is particularly so late between the Italian producers about whose welfare I am personally concerned. The destructive competition observed has been repeatedly condemned by the National Macaroni Manufacturers Association in its convention discussions and recommendations also between meetings, but unfortunately not enough of the Italian firms belong to that organization or heed its admonitions. Their attitude is no credit to their business ability. In their aloofness, they are like 'mussulmen'—spineless, indifferent, unwilling to do anything to help themselves as an industry.

"Thank goodness for the few men in our industry that have backbones stiff enough to resist the temptation that faces so many of the weaker ones! They are not only quality conscious but trade association minded. They realize that no individual is bigger than the group—that they are soldiers in a common business cause, and that the fighting for general trade improvement must be done shoulder to shoulder with their fellow manufacturers even at the

expense of a few dollars for organization dues and a few hours annually in jointly studying their industry problems from the general rather than the individual angle.

"Imagine if you will, the chaotic conditions that exist in the New York market, the most profitable in the world! There is raging now a death struggle, with quality macaroni as the chief sufferer. In the face of a rising market for foods of all kinds, with semolina at \$12 a barrel, with farina and flour correspondingly high, products are being offered at prices that will not return to the manufacturers the replacement price of their raw materials. Into this maze, this unnecessary and cruel battle, have been drawn all of the manufacturers who have not the courage to resist the temptation of temporary advantage.

"They admit that they know better; that they are well aware that cheap macaroni is mere rubbish on which there is absolutely no possibility of building up badly needed consumer acceptance among the American people on whom increased consumption demand depends. Turn on your radio, tune in any of the eastern stations and you will most likely hear a line of macaroni advertising that is astonishing. A half dozen to ten brands are lauded to the skies by glib tongued announcers and seasoned with polite sauce. Some of the brands so publicized are of the very best quality and are deserving of every word uttered in their praise, but he who listens if he be no fool, must conclude all the brands promoted cannot possess all the virtues proclaimed, as the final analysis will prove.

"The producers of alimentary paste, eminently Italian, are scattered over a large part of the United States, and particularly flourishing in the sections populated by the Italian immigrants. They should present the industrial leadership needed in the macaroni industry and in their respective communities. By their narrow mindedness, more prominent in recent years, and their usual failure to cooperate with the progressive element in their trade, they are losing irretrievably a business that was truly Italian.

"What resistance can the macaroni manufacturers offer, disorganized as they seem to be? Time and time again it has been preached to them that they must forget their selfishness; that there is still time to save their heritage if they will enter into serious understandings with others who are facing the same problems but who are willing to cooperate at a little expense of money and a little spending of time in communal action.

"We know that we are rather hard, but we speak these harsh words as the truth and as the situation appears to us. There is the right thing to do, and this is the time to do it! Let there be a loyal and lasting understanding between all macaroni manufacturers and the right kind of unselfish cooperation with others as members of the National Macaroni Manufacturers Association! True cooperation, fair competition and quality merchandise constitute a level that assures honest success! Any other way—the way we complain about—the way you complain about—will be conducive only of disaster. My final word then is the admonition—JOIN YOUR TRADE ASSOCIATION. IT IS BIGGER THAN YOU.—THAN ANY ONE INDIVIDUAL IN THE TRADE. ORGANIZATION WILL SUCCEED WHERE INDIVIDUALISM WILL FAIL!"

Report of Activities of Washington Office for February

By B. F. Jacobs

Washington Representative

In accordance with the plan of the Board of Directors of the National Macaroni Manufacturers association concerning group or regional meetings to familiarize members of the industry with the provisions of the new proposed food bill, S. 5, I have held meetings in Providence, Boston, New Haven, New York city, Philadelphia, Rochester, St. Louis, Chicago, Cleveland and Pittsburgh.

The following schedule gives the attendance at these meetings: February 8, Billmore hotel, Providence, R. I.

G. D. Del Rossi, G. D. Del Rossi Co., Inc. S. Giordano

S. Santangini C. Sentoro, Sentoro Bros. F. Rossi, Semolina Macaroni Co., Inc. R. Perrone, Bristol Macaroni Co., Inc. C. Carullo, La Favorita Macaroni Co. T. Di Paola, New England Macaroni Co. Gastano LaMarca, Prince Macaroni Co. M. LaMarca, Boston Spaghetti Co. J. Maravigna, Maravigna Macaroni Co.

February 9, Statler hotel, Boston, Mass.

G. LaMarca, Prince Macaroni Co. M. LaMarca, Boston Spaghetti Co. H. C. Gruber, Boston Spaghetti Co.

February 10, Taft hotel, New Haven, Conn.

Cesare Nicolari, New Haven Macaroni Co. Philip Moreschi, The F. Pepe Macaroni Co. G. Adorno, General Importing Co. P. J. Buckley, Buckley Macaroni Co.

February 18, Hotel Commodore, New York city.

Philip Winebrenner, A. C. Krumm & Son. J. R. Horowitz, Horowitz Bros. & Margarten.

Wm. Colman, Atlantic Macaroni Co. Jerome Maier, A. Goodman & Sons, Inc. J. Cuonzo, Westchester Macaroni Co. V. Giatti, De Martini Macaroni Co. E. Ronzoni, Jr., Ronzoni Macaroni Co. Joseph Genovese, Roman Macaroni Co. Francesco Patrono, Independent Macaroni Co.

S. Chasin, Chasin Noodle Co. E. Z. Vermeylen, A. Zerega's Sons, Inc.

February 15, Benjamin Franklin hotel, Philadelphia, Pa.

A. C. Wolfe, The Megs Co. V. Arena, V. Arena & Sons. M. Kurtz, Kurtz Macaroni Corporation. Sidney Kurtz, Kurtz Macaroni Corporation. P. R. Winebrenner, A. C. Krumm & Son Macaroni Co.

February 20, Powers hotel, Rochester, N. Y.

E. C. Oberkircher, Old Dutch Foods, Inc. J. L. Weigand, Old Dutch Foods, Inc. J. C. Meizenzehl, Flower City Macaroni Co. D. Piscitello, Quality Macaroni Co. A. Gioia, A. Gioia & Bro. A. Rossi, Procini-Rossi Corp.

February 22, Jefferson hotel, St. Louis, Mo.

Joseph Freschi, Mound City Macaroni Co. L. S. Vagnino, Faust Macaroni Co. G. Viviano, V. Viviano Macaroni Mfg. Co. Joseph J. Viviano, Kentucky Macaroni Mfg. Co.

Milton E. Freund, Checkers Food Products Co. Ralph E. Niedringhaus, Viviano Macaroni Mfg. Co. Thomas Viviano, Viviano Macaroni Mfg. Co.

Frank Viviano, V. Viviano Macaroni Mfg. Co.

J. H. Diamond, Gooch Food Products Co. John T. Jeffrey, Skinner Mfg. Co. John Ravarino, Ravarino & Freschi Co. Albert Ravarino, Ravarino & Freschi Co. N. F. Onofrio, Kansas City Macaroni & Imp. Co.

Joseph Mercurio, Mercurio Bros. Spaghetti Mfg. Co.

February 24, Palmer house, Chicago, Ill.

Robt. Trapp, Trapp Bros. Cesare Pucci, Cicero Macaroni Co. D. M. Schimelfard, J. D. Ziurgot & Sons. J. Luehring, Tharinger Macaroni Co. R. B. Brown, A. Zerega's Sons, Inc. E. Conte, Milwaukee Macaroni Co. C. B. Schmidt, Crescent Macaroni & Cracker Co.

Chas. Presto, Roma Macaroni Mfg. Co. H. D. Rossi, Peter Rossi & Sons. G. G. Hoskins, Foulds Milling Co. B. A. Klein, F. L. Klein Noodle Co. F. Traficanti, Traficanti Bros.

R. Schmidt, Schmidt Noodle Co. R. Alghini, Alghini Macaroni Co. A. I. Grass, Grass Noodle Co. Carl D'Amico, D'Amico Macaroni Co. E. Obermann, Wally Noodle Co. C. K. Beebe, State Food and Dairies Dept. M. J. Donna

February 25, Statler hotel, Cleveland, Ohio.

B. K. Hoffman, Pfaffman Co. A. S. Weiss, Quality Noodle Co. G. Weiss, Quality Noodle Co. Lawrence E. Cuneo, Wheeling Macaroni Co.

W. H. Trushall, Wheeling Macaroni Co. S. C. Markesse, Markesse Macaroni Co. J. T. Cantella, Markesse Macaroni Co. Joseph J. Cuneo, LaPremiata Macaroni Corp.

February 26, Fort Pitt hotel, Pittsburgh, Pa.

Mrs. C. H. Smith, Smith Noodle Co. B. Boehm, W. Boehm Co. S. Viviano, Jr., S. Viviano Mfg. Co. N. Roth, Roth Noodle Co. Jesse C. Stewart, LaPremiata Macaroni Corp. Jos. J. Cuneo, LaPremiata Macaroni Corp.

At each of these meetings the proposed food bill was discussed particularly as to the provisions which differ from the provisions of the present food law. Section 10, which authorizes the Secretary of Agriculture to promulgate regulations and to fix and establish for any food a definition and standard of identity, and a reasonable standard of quality and fill of container, was of particular interest to the macaroni industry as for some years we have tried to have the present law amended granting the Secretary this authority as it refers to macaroni products. In other words we have tried to get a Mapes amendment as it now applies to Canners enacted for the benefit of the Macaroni Industry.

There is unanimity of opinion in the

industry concerning the benefits that the proposed food bill as a whole will have on the industry but the fly in the ointment seems to be doubt in the minds of many manufacturers as to whether or not they will get effective enforcement. If the bill is not enforced, as it refers to macaroni products any better than the present food law is, then the industry will derive no more benefits from it than we now do from the present law. Many manufacturers feel that the degree of enforcement will depend largely on the definitions and standards for macaroni products that the industry is able to get through. These should have specific limits of composition and physical characteristics which are recognized as the elements which differentiate one quality from another. It is well recognized in the industry that standards of quality for macaroni products will be valueless unless a standard of quality of the farinaceous ingredients is available at the same time. The principal farinaceous ingredient used by macaroni manufacturers is semolina. The Macaroni Industry is the largest buyer of this product, therefore it has a special interest in a standard of quality for this product.

The discussions on the matter of standards of quality were mainly along two lines. A number of the manufacturers at the various meetings were of the opinion that the industry should have two quality standards for each class of raw material used. As an example of this it was stated that the industry should have two grades of semolina macaroni. The first, a macaroni made from semolina No. 1 and the second, a macaroni made from a standard grade of semolina which would yield a macaroni of good quality but which would give the industry plenty of latitude of raw material so as not to restrict purchases.

After considerable thought and discussion the opinion prevailed that only one grade of macaroni product for each class of raw material used should be standardized. That this standard should be fixed at such a level that the product made from it would be acceptable and that any macaroni products made from materials of lower grade than the established minimum standard should be required to bear a label to the effect that they were substandard. This did not mean that individual manufacturers could not make macaroni products of a quality higher than the minimum standard established, neither did it mean that the mills who supply the farinaceous ingredients would be restricted to the sale of standard products. Every macaroni manufacturer would be able to buy materials just as he does today and to manufacture products of better quality than the standard and label them as such

March 15, 1937

THE MACARONI JOURNAL

7

under his own brand. It does, however, mean that there is a "floor" below which he can not go without using a derogatory label on his product.

At the St. Louis meeting where we felt we had the first really representative group for any region, the following resolution was offered and passed unanimously concerning the standardization of macaroni products:

"The consensus of the opinion of this group is that we recommend to the Legislative Committee a *Minimum Standard* for each of the following Macaroni Products—Semolina, Farina, Durum Flour, and Hard Wheat Flour other than Durum, and

That limits of composition of the various grades be left to the Committee, and

That Macaroni Products which do not comply with the recommended standards be labeled 'Substandard.'

Carried unanimously.

This resolution was passed in turn by the groups in Chicago, Cleveland and Pittsburgh.

In Pittsburgh an additional resolution was offered and passed unanimously concerning the labeling of egg macaroni products, particularly egg noodles. The resolution follows:

RESOLVED, that in the case of egg noodles the label should show the percentage of egg solids in the product and that such percentage should be not less than 5.5% calculated on a moisture-free basis.

Nothing definite was done by any of the groups concerning the standardization of containers. The proposed legislation does not give the Secretary of Agriculture authority to promulgate standard weights for packages. It does, however, authorize the Secretary to establish relation between weight and volume of macaroni products in any given type of container. The matter of "slack" in a package has been a bone of contention in the Macaroni Industry for many years and it is not easily settled because of the nature of the product. It would be necessary to allow macaroni manufacturers much latitude in the standardization of fill of containers, in order that so much that the purposes desired would probably be frustrated. There are some very flagrant abuses which can and should be corrected and the sooner this is done the sooner the industry will get on a better basis. For example, the practice of reducing the weight of macaroni products without reducing the size of the package and without notice to the buyer is certainly one of the abuses that should be corrected. This matter will receive more attention later in this work proceeds and a report will be available either before or at the June convention.

The impressions at the 10 group meetings may be expressed in the following words: The industry as a whole is very favorable to the passage of the proposed Cope Food Bill. The industry believes

that if this legislation is enforced it will derive a great many benefits from it.

The industry believes that standards of identity, quality and fill of containers are essential to it and that it wants to have a hand in the preparation of these standards and wants to recommend standards which are practical, workable, enforceable and fair to the users of macaroni products.

F-Easter Surprises

The National Macaroni Manufacturers association continues its quiet but most effective macaroni publicity by supplying to the press suggestions for the tasty preparation of this food. Macaroni, spaghetti and egg noodles are popular Lenten foods and their more frequent use was encouraged by recommendations made by the organization and the individual manufacturers during the meatless season of Lent.

Having learned to appreciate macaroni products as a very satisfying food for any day, the most recent release by the National association offers the public another very tasty recipe—Macaroni Egg Nests. This suggestion is a part of a group of Easter suggestions and should have the effect of attracting continued interest in these products in the weeks following the close of the Lenten season. The release referred to, introduction and macaroni recipe, only, is as follows.

Eggs and ham are customary American versions of what is good and proper to be found on Easter menus, and their glorification for this purpose is traditional.

Many other foods also fit into the Easter menu. Macaroni, spaghetti and noodles—the energy trio—may be converted into many nourishing and popular dishes for the Easter season. The sliced ripe olive is a flavor-bearing food that is becoming more and more popular in casserole dishes. Mint ice for the spring lamb, and Easter basket cakes are also well worth cultivating. Here are some recipes that you will appreciate:

Macaroni-Egg Nests

- 1/2 lb. elbow or broken macaroni
- 1 dozen eggs
- 1 cup grated cheese
- 2 cups milk
- 4 tablespoons butter
- 4 tablespoons flour
- 1 teaspoon salt
- Little pepper

Cook macaroni in boiling salted water for about 10 minutes. Drain. Into melted butter stir flour, salt and pepper, and when thoroughly blended, add milk gradually, stirring until smooth. Then add grated cheese and stir until cheese is melted. Combine with macaroni. Pour all into a baking dish. Make six depressions in the batch—the bottom of a cup makes a good mold for this purpose. Place in a moderate oven and cook until macaroni browns slightly. Then break an egg into each depression and return to the oven, cooking until eggs are set. Serve for luncheon, supper or for a late Sunday breakfast.

Spaghetti Meatless Sauces

Miss Betty Crocker of General Mills recommended two timely meatless sauces in her nationwide broadcast on Friday morning, Feb. 26, 1937. Both are excellent sauces, one a little more elaborate than the other. Each can be used in any season of the year, offering the change which is so often desired!

- 1/4 cup olive oil
- 8 sprigs parsley (minced)
- 2 green peppers (chopped)
- 2 cloves garlic (minced fine)
- 1/16 tsp. red pepper
- 1 tsp. salt
- 1/2 tsp. pepper
- 2 No. 2 1/2 can tomatoes

Place the olive oil, parsley, peppers, garlic and seasonings in large frying pan and cook gently for about 10 minutes. Add the tomatoes and simmer about 30 minutes longer. Serve hot over hot spaghetti and sprinkle with Parmesan cheese.

- 6 tbsp. olive oil
- 4 medium onions
- 2 leeks (if available)
- 2 bunches parsley
- 1 tsp. salt
- 1/2 tsp. pepper
- 8 drops tabasco sauce
- 1 tsp. Worcestershire sauce
- 2 cups catsup

Run the onions, leeks, and parsley through the fine knife of the food chopper. Heat olive oil in large heavy frying pan. Add onions, leeks, parsley and seasonings and simmer for 45 minutes. Add catsup just before serving. Heat sauce thoroughly and pour over cooked spaghetti and serve.

Macaroni Recipe for Lenten Contest

Recognizing the popularity and the suitability of the macaroni products as ideal food the meatless days of Lent, the Washington Post of the Nation's capital selected macaroni recipes as the topic for its contest during the latter part of February. The contest was announced as follows by that paper on Feb. 10, 1937:

The observers of the Lenten season find macaroni practically indispensable when preparing menus that are not monotonous. As little meat is eaten during this season, meat substitutes are sought and macaroni comes to the rescue of the housewife in more ways than one.

Macaroni is a versatile food. Of course it may be combined with meat in some favorite concoction, but it is so often used to replace meat. You may choose to prepare macaroni with cheese or peppers, bake macaroni with peanut butter or cream it. Or you may select it as a stuffing for tomatoes or peppers or include it in soup. There are numerous other methods of preparing this starchy food.

If you have a favorite recipe for macaroni, type or write it neatly and send it to Rebekah Blake, the Post Food Editor.

Central States Groups Favor Minimum Standards

At two well attended meetings, in St. Louis on February 22, 1937 and in Chicago on February 24, 1937, the macaroni-noodle manufacturers of the north central states went unanimously on record as favoring minimum basic standards for raw materials to be used in the manufacture of macaroni products under the Copeland Pure Food Bill when passed.

The purpose and the intent of the new food law was recognized by the leaders who attribute the present state of chaos to the lack of macaroni standards to protect the honest manufacturer as well as the consumer. In their opinion it would be preferred to have the manufacturers themselves have a say in setting up the standards when the time comes for so doing. They favor a minimum basic standard for four grades of raw materials,—semolina, farina, durum flour and hard wheat flour.

There follows a brief account of these two meetings by Secretary M. J. Donna of the National Macaroni Manufacturers association who attended and who cooperated with Washington Representative B. R. Jacobs and the regional chairmen in planning the regional conferences. Similar meetings held in Boston, Providence, New Haven, New York, Philadelphia, Pittsburgh, Cleveland and Rochester will be reported upon by Representative Jacobs under whose supervision the regional meetings were held.

St. Louis Meeting

A meeting of the manufacturers of the St. Louis Region for the purpose of studying the proposed Copeland Food Bill and other legislation was called to order at 10:00 a. m., Feb. 22, 1937 at Hotel Jefferson, St. Louis.

Vice President Joseph Freschi presided. Secretary M. J. Donna served as Secretary.

A record of attendance shows the following:

- Joseph Freschi, Mound City Macaroni Co.
- Louis S. Vagnino, American Beauty Mac. Co.
- J. H. Diamond, Gooch Food Products Co.
- P. J. Viviano, Kentucky Macaroni Co.
- Gaetano Viviano, V. Viviano & Bros. Mac. Mfg. Co.
- Frank Viviano, V. Viviano & Bros. Mac. Mfg. Co.
- Joseph Freschi, Mound City Macaroni Co.
- John Ravarino, Mound City Macaroni Co.
- Albert Ravarino, Mound City Macaroni Co.
- Joseph Mercurio, Mound City Macaroni Co.

- Louis S. Vagnino, American Beauty Mac. Co.
- J. H. Diamond, Gooch Food Products Co.
- Thos. Viviano, Viviano Mac. Mfg. Co.
- Ralph E. Niedringhaus, Viviano Mac. Mfg. Co.
- Milton E. Freund, Jr., Checkers Food Products Co.
- John T. Jeffrey, Skinner Mfg. Co.
- N. M. Onofrio, Kansas City Mac. & Imp. Co.
- B. R. Jacobs, Washington Representative.
- M. J. Donna, Secretary-Treasurer.

After explaining the purpose of the meeting, Chairman Freschi introduced Dr. Jacobs, who discussed the Copeland Pure Food Bill (S No. 5) pointing out the sections of special interest to macaroni-noodle manufacturers. He told of regional meetings previously attended and of the intense interest manifested by the manufacturers.

On asking for an expression of the opinions of the manufacturers present, as to what standards the industry should recommend, the following resolution was unanimously adopted:

Moved by Vagnino, seconded by Gaetano Viviano—

That the consensus of opinion of the St. Louis group is that we recommend to the Standards Committee a minimum standard for each of the following macaroni products:—Semolina, Farina, Durum Flour and Hard Wheat Flour other than Durum; and That limits of composition of the various grades be left to the Standards Committee; and further

That macaroni products which do not comply with the recommended standards be labeled "SUB-STANDARDS."

While waiting the arrival of Dr. Jacobs, Secretary M. J. Donna presented a plan for macaroni publicity by the industry. It was enthusiastically received and voted unanimously as worthy of the Secretary's attempt to try and sell it to the trade.

The four Association Directors addressed the following memorial to P. R. Winebrenner, president of the National association:

"We the undersigned Directors, in Regional Meeting assembled, realizing the immediate need for a Macaroni Publicity Campaign, as outlined and suggested by M. J. Donna, Secretary of the National Association, not only give the plan our unqualified approval, but we recommend that M. J. Donna be empowered to present the plan to all the remaining Directors and to the whole industry at Regional Meetings,

or by mail,—as most convenient, and further,

"That, M. J. Donna be permitted to proceed with his outlined plan of obtaining the necessary, voluntary financial support from the Industry to underwrite the timely and very essential publicity campaign for Macaroni Products to test its merits in the trial period suggested."

Several nonmember firms filed applications for membership in the National Association.

Chicago Meeting

A meeting of the manufacturers of the Chicago Region at the Palmer House, Chicago, Feb. 24, 1937. B. A. Klein, Regional Chairman presided and M. J. Donna acted as Secretary.

Those present were:

- Robert B. Brown, A. Zerega's Sons Inc.
- B. A. Klein, F. L. Klein Noodle Co.
- E. Conte, Milwaukee Macaroni Co.
- J. G. Luehring, Tharinger Macaroni Co.
- C. B. Schmidt, Crescent Macaroni & Cracker Co.
- Henry D. Rossi, Peter Rossi & Sons
- G. G. Hoskins, Foulds Milling Company.
- Richard Alghini, Alghini Mac. Mfg. Co.
- A. Irving Grass, I. J. Grass Noodle Co.
- Carl D'Amico, G. D'Amico Macaroni Co.
- Cesare Pucci, Cicero Macaroni Mfg. Co.
- Frank Traficanti, Traficanti Brothers
- E. Oberman, J. C. Wally Noodle Co.
- Charles Presto, Roma Mac. Mfg. Co.
- Robert Trapp, Trapp Brothers.
- R. Schmidt, Schmidt Noodle Co. (Detroit).
- H. M. Schimelfard, John Dziurgot Sons.
- B. R. Jacobs, Washington Representative.
- M. J. Donna, Secretary-Treasurer.

After calling the meeting to order Chairman Klein presented Dr. B. R. Jacobs, who explained fully the proposed Copeland Pure Food Bill (S No. 5), explaining the sections of interest to the macaroni industry. Each section was discussed at length. At the conclusion of Dr. Jacobs' explanation, the following resolution was unanimously adopted:

"That the consensus of opinion of the Chicago group is that we recommend to the Standards Committee a minimum standard for each of the following macaroni products:—Semolina, Farina, Durum Flour and Hard Wheat Flour other than Durum; and That limits of composition of the various grades be left to the Standards Committee; and further

ENCORE!

Betty Crocker BROADCASTS AGAIN
APRIL 15
featuring **EGG NOODLE PIE SUPREME**

Counting this broadcast, it will be four times within the last five months that Betty Crocker has called on you to make Semolina products. Remember—1,000,000 of these programs! Which means that every time you buy Semolina products made with Quality Washburn-Crosby Semolina, there's a stronger reason for your satisfaction. Talk it over with your Gold Medal Man. Look for the Gold Medal Semolina on the April 15th broadcast!

GOLD MEDAL SEMOLINA

Essentially
GOLD MEDAL SEMOLINA
"Press-tested"
WASHBURN CROSBY
GENERAL MILLS INC. MINNEAPOLIS, MINN.

olina, Farina, Durum Flour and Hard Wheat Flour other than Durum; and

"That limits of composition of the various grades be left to the Standards Committee; and further

"That macaroni products which do not comply with the recommended standards be labeled 'SUB-STANDARDS'; and further

"That standards only be established that are found to be enforceable."

C. K. Beebe, an official of the Illinois State Food and Dairies Division, with whom Dr. Jacobs had spent the previous day and half in planning the enforcement of the Illinois Pure Food Laws, was introduced by Dr. Jacobs. He expressed the appreciation of his Department for the cooperation given by Dr. Jacobs relative to methods of analyses and Association cooperation. He told of a number of seizures made of noodles that are deficient in eggs and of the cases set for hearing on the following Friday. He made it plain that his Department stands ready to seize all illegal products in both intrastate and interstate commerce.

Just before the adjournment of the meeting, Secretary Donna was asked to present his suggestion for a badly needed macaroni publicity campaign. It aroused much interest and without a vote, he was advised to proceed with the suggestion to the point of ascertaining whether or not the industry wanted such a campaign and would finance it.

Several applications for membership in the National Association were filed with Secretary M. J. Donna.

Federal Courts Fine 30 Food and Drug Shippers

Thirty criminal actions brought under the Federal Food and Drugs Act were cleared through the Federal courts in January 1937, the Food and Drug Administration states in a release summarizing the activities of that month. The cases, involving many violations uncovered by the administration's inspectors the past year, resulted in a wide range of penalties, the size of which is within the discretion of the courts up to the maximum set by the terms of the law.

The cases involved a great variety of foods,—vegetables, fish, cheese, milk, fruits and drugs, including one case against a macaroni manufacturer charged with misbranding and coloring. "Action against shipments of food, brought under the seizure authority of the Federal Food and Drugs Act during January 1937," states the report, "included the seizure of 140 cases of various types of macaroni, made of flour instead of semolina, and artificially colored so as to resemble semolina macaroni."

Too much noting of what the market is doing has proved the undoing of many a business executive.

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

Unfair Credits

To the Editor:

Like many other conscientious but worried manufacturers, I feel that you should be complimented in providing a place in your interesting and informative MACARONI JOURNAL where opinions may be aired and views exchanged. From the nature of the subject discussed I'd prefer to write anonymously and at the risk of being charged with plagiarism by another magazine whose editorial I am paraphrasing.

In the macaroni industry there are four classes of manufacturers figured from a credit basis. They are—(1) *The Prompt Pays*; (2) *The Slow Pays*; (3) *The Poor Pays*, and (4) *The No Pays*. No one keeps as close tab on these classifications as do the supply firms that sell us our Semolina, Farina, Flour, Machinery, Boxes, Labels, Eggs and all other manufacturing equipment and needs. Yet in their greed for business they extend unfair credits to the "Slow-Poor-No Pays," making themselves, not their creditors the real No. 1 Industry Enemy—our most ruinous competitors.

For many years the matter of credit extension to the macaroni-noodle manufacturers has been discussed and condemned. Both the paying manufacturers and the supply firms have debated this question without apparent stoppage of the harmful practice—a growing evil.

From the standpoint of the reputable manufacturer who has the capital with which to operate his plant, this plaint is heard: "We, who pay our bills promptly and comply with all the terms and discounts are actually penalized for our integrity in many ways. In paying our bills promptly we furnish our supply houses with a quick turnover. Thus we supply them with extra working capital which is used to our detriment in financing our worst competitors, 'The Slow-Poor-No Pays.'"

"In supplying credit terms ranging from 90 days to six months, even a year, the supply houses are actually furnish-

ing operating capital to the chiseler and the price cutter. That 'The Slow-Poor-No Pay' macaroni-noodle manufacturers are the price cutters and the chisellers is fairly well established by the fact that it is usually this group that is taking orders below cost—and that is the very reason why they are unable to meet their obligations for semolina, farina, flour, machines, boxes, eggs, labels and other needs. In extending loose credit to this class of cut throat competition the supply houses have encouraged and aided a condition which is a serious detriment to the responsible, fair dealing manufacturer and even to the supply houses themselves. Words are superfluous; it's proper action that is needed. But what and how?"

The complaint is justified and there is absolutely no justification of the unfair practice. There is only one cure for it. The necessary action that is immediately required to eliminate this growing evil must be taken by the supply firms themselves. I have in mind a firm that enjoys a year-around credit of 50,000 bbls. of semolina and flour; another firm operates machinery that is 75% owned by the machine builders. How can the man who pays his way compete with either of the two firms referred to if they become "hungry for business"?

As is done in other industries, I recommend that each class of supply firms organize a credit clearing house or system, which if properly enforced would either reform or entirely eliminate the principal offenders in credit abuses. Another means, not so commendable, is for the "Prompt Pays" to refuse to do business with the supply firms that help keep in business our most ruinous competitors, by extending undue and unnecessary credit to "Messrs. Slow-Poor-No Pays."

On this matter of vital interest to us all, I'd like to have a full and free discussion of the growing evil by manufacturers and suppliers. Between us all, we may get something definite done.

One Who Feels the Sting.

FEBRUARY MILLING INDUSTRY

General Mills, Inc., summarizes the comparative flour production as totaled for the mills reporting in the following milling centers. These mills annually account for approximately 65% of the total estimated United States flour production.

	7 Months Ended February 28			
	February 1937 (Barrels)	February 1936 (Barrels)	1937 (Barrels)	1936 (Barrels)
Grand Total of All Mills Reporting.....	4,843,583	5,538,654	44,020,316	43,919,194
Northwest	988,368	1,456,271	9,514,463	11,346,941
Southwest	1,896,831	1,898,276	17,204,510	14,978,311
Lake, Central, and Southern.....	1,548,459	1,812,247	14,285,980	14,383,827
Pacific Coast.....	409,925	371,860	3,019,463	3,210,115

WHO SELLS IT



Amber Milling Co.
Flour and Semolina

Barozzi Drying Machine Co.
Macaroni Noodle Dryers

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

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

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



BUYER'S GUIDE

WHERE TO BUY IT

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



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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

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

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Paramount Paper Products Co.
Paper Bags

Frederick Penza
Dies

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

Shellabarger Mills
Flour

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



1936 Durum Crop and Current Semolina Prices

Semolina prices have advanced quite steadily since it became apparent last summer that the American amber durum wheat crop was doomed to almost complete failure due to drouth and other conditions.

It was early predicted that semolina would pass the Ten Dollars a barrel price in the early fall. The rise continued as the millers realized the enormity of decrease in the durum wheat harvest, so that early in 1937 it had reached an almost record price of \$12 a barrel in some markets.

The high semolina market is not restricted to this country, but prevails in practically every country where the product is used. Reasons for the current high prices for this raw material that is so popular among manufacturers of quality macaroni products are probably explained by the Semi-Annual Durum Review released on Feb. 10, 1937 by the Bureau of Agricultural Economics, United States Department of Agriculture. It is entitled "Durum Market Featured by Light Stocks and High Premiums for Milling Grain."

SEMI-ANNUAL DURUM REVIEW

The lightest supplies of durum wheat in recent years reflecting the uniformly poor harvests in all important durum wheat producing countries with holdings well below normal milling requirements for the remainder of the year were the outstanding features in the market situation at the first of February, according to the Bureau of Agricultural Economics. The quality of the North American grain was generally better than average but in North Africa and Italy crops suffered from extreme heat with a considerable proportion of light weight, shriveled grain. Utilization has apparently been about up to normal with possibly some increase in consumption of durum wheat products in European countries reflecting a decrease in consumption of other foods, including meats, fats, and oils. World trade remains at a low level with the bulk of Canadian clearances moving to the United States and with European imports held to the minimum through

scarcity of offerings and relatively high prevailing prices. Durum prices have advanced steadily to the highest level since 1925.

U. S. Production

United States supplies of durum wheat are the shortest of any year for which data are available. The severe drouth which was largely centered in the important durum wheat states resulted in an abandonment of 56.6% of the seeded durum acreage and a per acre yield only about half that of the preceding year. The acreage seeded to durum in the four principal producing states in 1936 totaled 3,592,000 acres as against 2,461,900 acres a year earlier. The acreage harvested amounted to 1,559,000 acres, or only 43.4% of the seeded acreage as compared with 2,262,000 acres, or 91.91% of the seeded acreage in 1935. The per acre yield was only 5.3 bushels per acre as against 10.5 in 1935. The crop outturn was the smallest of record, with the exception of the drouth year of 1934, and amounted to only 8,875,000 bu. and, together with carryover stocks of 6,789,000 bu., gave a total seasonal supply of 15,664,000 bushels compared with 29,886,000 bu. in 1935 and 15,719,000 bu. two years ago.

Canadian Production

Canadian supplies are also short this season although slightly above the small quantities available in 1935. The rust epidemic of 1935 was reflected in an increase in Canadian durum seedlings since durum seed wheat was more readily and widely available than spring bread wheat and the durum acreage was extended farther westward in Saskatchewan than usual. The acreage sown for the 1936 harvest amounted to 1,756,000, representing a gain of almost half a million acres over that of 1935. Production totaled 18,846,000 bu. or a little more than in 1935, when the outturn was placed at 17,800,000 bu. Carryover stocks were apparently somewhat over those of the preceding year with stocks in store in commercial channels totaling 4,118,000 bu., August 1, compared with 3,225,000

bu. for the corresponding date last year in addition to supplies remaining on farms and in country elevators.

The Mediterranean Area

Crops in the Mediterranean countries were well below those of other recent years while carryover stocks were also at relatively low levels. North African harvests were short with supplies in Tunis and French Morocco hardly sufficient for local needs. Algeria produced a small surplus for French requirements but available supplies are insufficient for both French and local Algerian milling needs. Italian supplies were also below normal requirements and, while no official data are available, trade advices indicate urgent need for foreign durum to supplement short local supplies.

The quality of durum this season shows a wide variation with North American durum grading high but with Mediterranean crops including considerable amounts of light weight, shriveled grain. United States inspections, August through October, showed 36% grading No. 2 or better as against only 16% in 1935, while only 35% graded below No. 3 this year as compared with 62% for the 1935 crop. According to kernel texture, 97% of the 1936 crop graded Hard Amber durum compared with 98% a year ago. The milling quality of domestic durum, however, is reported unsatisfactory.

Inspections of Canadian durum, August through December, 1936, showed 82.4% of the inspected receipts grading No. 2 or better as compared with only 19.0% a year earlier. Only 13.7% of the inspections this season graded No. 1 and No. 4 in contrast to 53.7% in these grades for the corresponding period a year ago. The protein survey of the 1936 crop showed an average protein content of 15.7% as against 12.5% in 1935 and 13.9% in 1934. North African and Italian durums tested lower weight than in other recent years with a larger proportion of the grain of unsatisfactory milling quality.

Utilization of durum wheat by millers has probably held about unchanged but disappearance as feed or for other uses has been smaller with scarcity of supplies and relatively high prices curtailing use for other purposes than milling. Milling requirements tend to be relatively inelastic although in short crop seasons buyers assume a more selective buying policy and purchases are confined principally to the higher grade lots which command substantial premiums. Milling in the United States have been slightly under the heavy grindings of a year ago but are above the average appearance for the July-December period of other recent years. Since domestic supplies are slightly below normal milling requirements, utilization as feed will probably be negligible and will

March 15, 1937

THE MACARONI JOURNAL

13

ITALY: Imports of Durum Wheat by Countries of Origin

Country from which imported	Annually 1929-30		Through 1931-32		Year ended June 30		1934-35		1935-36	
	1929-30	1930-31	1931-32	1932-33	1933-34	1934-35	1935-36	1935-36	1935-36	1935-36
	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels
United States ¹	3,099	3,454	848	1,056	945	994	1,102			
Canada ²	11,227	14,476	3,356	1,756	676	1,102				
Russia	818	6,666	4,808	1,534	1,571	117				
Argentina	441	592	512	23	146	252				
Other Countries	509	209	327	86	254	688				
Total Imports	16,094	25,397	9,851	4,455	3,592	3,153				

¹Bureau of Agricultural Economics, Compiled from Statistiche del Commercio Speciale Di Importazione e di Esportazione Italia, June and December.
²Includes Canadian durum clearing from United States ports; ³Includes United States durum clearing from Canadian ports; ⁴No official data available since June, 1935.

price only lower grade lots unsuitable for industrial use.

Canadian Macaroni Production

Canada's macaroni industry has continued to expand during recent years with an increase in production of macaroni, vermicelli, etc., and a moderate gain in the export trade of these products. Production of macaroni, vermicelli, etc., in 1935, the latest year for which data are available, totaled 33,707,013 lbs. against 32,214,357 lbs. in 1934, 26,746,280 lbs. in 1933 and 22,278,366 lbs. in 1932. Trade information suggests maintenance of the usual mill grindings in France and Italy this season as consumption of durum products has continued at a level slightly higher than usual due to scarcity and higher prices of other foodstuffs.

Harmful Effect of Shortage

The extreme shortage of durum supplies this season has to some extent shifted demand for durum products to those of other wheats. In the United States usage in mill grindings has been restricted to durums since substitution of other wheats generally results in a poorer color and also since medium grades of durum were available at competitive prices with mixable grades of other hard winters or red springs, there was little incentive for substitution. Trade advices, however, indicate that some blending of flours has occurred in macaroni industries, and that the use of hard red winter wheat flour in macaroni, etc., manufacturing has probably established a new high record. This is largely the result of the widest price spread for these types of flour in history. In European countries, trade advices indicate some blending flours as a result of short supplies of semolina and durum flours. The Canadian facilities operate largely on hard red spring wheat flour rather than durums and supplies of these types appear adequate for manufacturing requirements. Exports of semolina and durum flours from the United States have dropped to negligible proportions during recent years while exports of manufactured products, including macaroni, spaghetti, and noodles have also been sharply lowered. Canadian trade in macaroni and similar preparations, however, has continued steadily upward during recent years.

World trade in durum wheat has remained at a low level. The United States provided the principal outlet for

hausted. Small remaining supplies at the beginning of January suggest a continued decline in international shipments of durum wheat during the remaining months of the year and substitution of other hard wheats, such as South American "Candela," in milling mixtures.

World stocks of durum wheat at the first of January were probably at the lowest level in many years. United States stocks totaled only around 12,270,000 bu., including foreign durum wheat on which duty had been paid, as against 20,002,000 bu. a year ago. Farm stocks amounted to around 5,840,000 bu. against 11,250,000 a year earlier; interior mill and elevator holdings 1,956,000 against 3,530,000; commercial stocks 922,000 against 1,830,000; and merchant mill stocks 3,552,000 compared with 3,392,000 a year earlier. Canadian commercial stocks at terminal markets at the first of January totaled only 315,000 bu. as against 6,574,000 bu. a year earlier while the increased marketings from the 1936 crop also suggest a decrease in farm stocks. In the absence of official data for North African and Italian stocks, the extremely short seasonal supplies with domestic consumption somewhat above a year ago suggest a corresponding decrease in stocks remaining as of Jan. 1.

An important development affecting the durum wheat trade, particularly that of France and Italy, was the revaluation of the gold bloc currencies which brought the exchange values of these countries near predepression parities with the United States dollar and the British pound. Subsequent to the devaluation of the currencies, Italy lowered the tariff duty on wheat and wheat flour and has since made several further reductions in rates. Until effective Jan. 30, 1937, the rate of duty on wheat imports was lowered to 18 lire per metric quintal, or at current exchange value equal to 25c per bu., while the import duty on flour has been reduced to 27 1/2 lire per metric quintal, or \$1.28 5/8 per bbl. France still maintains control over wheat imports which can only be made under a system of import authorizations

DURUM WHEAT: WESTERN MEDITERRANEAN BASIN

Acreage and Production, average 1930-1931 Through 1935-1936

Country	1930-34		1935		1936	
	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres	1,000 acres
Spain	2,246	2,251	2,251	2,151	2,151	2,151
Portugal	462	482	482	334	334	334
Italy	3,771	3,834	3,834	3,830	3,830	3,830
French Morocco	2,179	2,765	2,765	2,888	2,888	2,888
Algeria	3,022	3,112	3,112	3,261	3,261	3,261
Tunisia	1,745	1,507	1,507	800	800	800
	13,425	13,951	13,951	12,857	12,857	12,857

Country	1930-34		1935		1936	
	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels	1,000 bushels
Spain	31,618	31,597	31,597	21,298	21,298	21,298
Portugal	6,342	7,732	7,732	2,938	2,938	2,938
Italy	58,058	56,552	56,552	45,240	45,240	45,240
French Morocco	20,734	13,885	13,885	9,137	9,137	9,137
Algeria	22,593	21,478	21,478	21,726	21,726	21,726
Tunisia	9,134	11,023	11,023	5,170	5,170	5,170
	148,479	145,267	145,267	108,509	108,509	108,509

Source: Official and private estimates compiled by the Bureau of Agricultural Economics.

FRANCE: Imports of Durum Wheat by Countries Of Origin

Country from which imported	Annually 1929-30		Through 1931-32		Year ended June 30		1934-35		1935-36	
	1929-30	1930-31	1931-32	1932-33	1933-34	1934-35	1935-36	1935-36	1935-36	1935-36
	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels	Bushels
United States ¹	536	984	351	933	93					
Canada ²	531	2,541	2,353	1,410	1,759	1,146	1,312			
Russia	30	47			29		18			
Algeria	3,649	4,603	3,163	910	5,941	6,084	5,232			
Tunisia	3,847	2,035	3,747	3,692	549	479	2,227			
Morocco	347	130	1,617	610	438	563	417			
Other Countries	20	361	825	388	715	678	263			
Total Imports	8,960	10,701	12,056	12,143	9,595	8,979	9,469			

¹Bureau of Agricultural Economics, Compiled from Tableau General du Commerce Exterieur et Statistique Mensuelle du Commerce Exterieur de la France, June and December.
²Includes Canadian durum clearing from United States ports; ³Includes United States durum clearing from Canadian ports.

administered and issued by the National Wheat Board permitting imports only upon presentation of import authorizations. Such imports are subject to the regular import duties of which the minimum rate at current exchange was \$1.01½ until Feb. 1, 1937, when additional small taxes brought the total minimum to \$1.08¾ per bushel. By an official decree of Jan. 1 semolina millers are permitted to import foreign durum wheat until a date fixed by the Administrative Council of the Wheat Board which may not be later than July 31, 1937. A separate Ministerial Order issued at the same date provides for the incorporation of 25% of North African wheat in milling mixtures. By a Ministerial Order of Jan. 18, 1937, a return equivalent to 38c per bu. will be made on the customs duties paid on foreign durum wheat imported for consumption. The purpose of the rebate is to permit French semolina millers to purchase durum at a net cost nearer the fixed official prices of North African durum.

Durum wheat markets have been exceptionally strong this season. Two successive short United States harvests laid the foundation for a strong domestic situation which was further intensified by poor milling quality of the 1936 crop. Short supplies in Canada and in the Mediterranean countries were reflected in active competition for the small offerings in world markets. Futures prices in the United States tended steadily upward and premiums on best milling lots showed further gains in addition to the advances in futures. Cash prices on fancy milling durum at Minneapolis advanced beyond \$2.00 per bu. during late December. An exceptional feature of the situation was the extreme price spreads with a range of as much as 50c per bushel in a single day in the cash price at Minneapolis on the same grades of durum. Domestic prices have been largely determined by the trend of Canadian quotations with the cash premiums dependent in order of importance on the factors of color, test weight, moisture, and protein content. The weighted weekly average price of No. 2 Hard Amber durum at Minneapolis advanced from \$1.25 per bu. at the first of July to the peak of \$1.83 per bu. for the week ended December 19, but declined slightly to \$1.78 per bushel for the last week of December. These prices compare with a range of from \$1.02 at the beginning of July 1935 to the peak of \$1.21 for the week of October 12 and a decline to \$1.12 per bushel for the last week of December 1935. No. 2 Canadian western durum advanced from 76¼c per bushel for the first week of July 1936 to \$1.50¾ for the last week of December 1936 as compared with a gain of from 68¼c at the first of July 1935 to 75¼c at the end of December 1935.

French and Italian prices have reflected not only local conditions but changes in market regulations and fluctuating currencies. American durum at Marseille rose from 98c per bushel in United States currency to \$1.44 per bu.

at the last of December with corresponding quotations for the preceding year advancing from 89¼c at the first of July to \$1.09¾ at the end of December, 1935. North African durum at Marseille advanced from \$2.20½ at the first of July to \$2.72¾ at the last of September then declined to \$1.97 at the end of December as compared with a decline of from \$1.53½ per bu. at the first of July 1935 to \$1.45¼ at the close of December 1935. At the first of January the price of best quality North African durum was bringing \$2.28¾ per bu., but offerings were extremely scarce while medium grades, including about 18% starchy kernels, were bringing \$2.16 per bu. Canadian Western Amber Durum was quoted at this time at \$1.77¾ per bu. c. i. f. which, plus the customs duty at the minimum rate of \$1.01½, making the actual cost of \$2.79½ or allowing for the 38¼c rebate a net cost of \$2.41¾ per bu. The relatively higher price of foreign durum will probably stimulate utilization of only local grain in Algerian mills which will reduce supplies available for the French millers. The serious shortage of durum for French mills is indicated in a recent announcement of the French Ministry of Agriculture suggesting that nearly 3,000,000 bu. of foreign durum will be needed to meet French milling requirements before new crop North African durum becomes available. Italian durum prices have remained unchanged in local currency at the fixed official price but declined from \$2.63¼ to \$1.97¾ per bushel in terms of United States money as a result of the devaluation. Recent trade advices have indicated the urgent need for foreign durum which is reflected in recent purchases of South American "Candeal" and Canadian durums to supplement short local supplies.

U. S. Foreign Trade in Foodstuffs

Combined foodstuffs export and import trade of the United States for January 1937 totaled \$81,423,000, an increase of 15 per cent compared with the January 1936 volume of \$71,108,000, according to preliminary figures released today by the foodstuffs division, Bureau of Foreign and Domestic Commerce.

The increase was more than accounted for by an advance of 24 per cent in January food imports which amounted to \$68,375,000 compared with \$55,275,000 in January last year. Exports of foodstuffs, on the other hand were valued at \$13,048,000, a decline of 18 per cent from \$15,834,000 in January last year.

The decrease in exports reflected the continuation of the Pacific coast maritime strike throughout January, according to F. H. Rawls, chief, foodstuffs division.

It was pointed out that total canned food exports amounted to \$337,000 in

January 1937 compared with \$1,754,000 last January; total dried fruits, \$1,192,000 compared with \$1,544,000; canned salmon, \$19,000 and \$646,000; canned sardines, \$67,000 and \$232,000; and canned asparagus, \$76,000 and \$113,000.

Exports of wheat flour increased, totaling \$1,850,000 this January compared with \$1,234,000 in January 1936.

Macaroni Popular During Crusade

Everybody is more or less interested in foods and that is why the National Macaroni Manufacturers association has been making extensive research of the facts concerning the early history of macaroni making and making that information available to its members and to the entire trade. Manufacturers are encouraged to pass out bits of interesting information to the newspapers, not as advertising particularly but as newsy publicity. Here an excellent example of the use made of information recently made known to the trade by a California manufacturer who readily recognized the news value of this food story:

Story of Macaroni Is Traced

At a recent luncheon, Fred Spadafora of the Superior Macaroni company, told an interesting story about macaroni and its spread.

For centuries, said Spadafora, the art of macaroni making was known only to a few Italians, who preserved the secret through the Dark Ages, handing it down from father to son, generation after generation. During the Crusades, when Italian troops joined other European soldiers in an attempt to capture the Holy Land for the Christians, this food became very popular among the Europeans, for the reason that it was necessary to provide the adventurers to the Holy Land with a food that was easily carried for long distances and that would keep for long periods. Only the Italian troops had such a preparation. Unselfishly, they taught the Crusaders from England, France, Spain, Germany and other Christian countries the art of macaroni making, thus divulging the secret to all peoples.

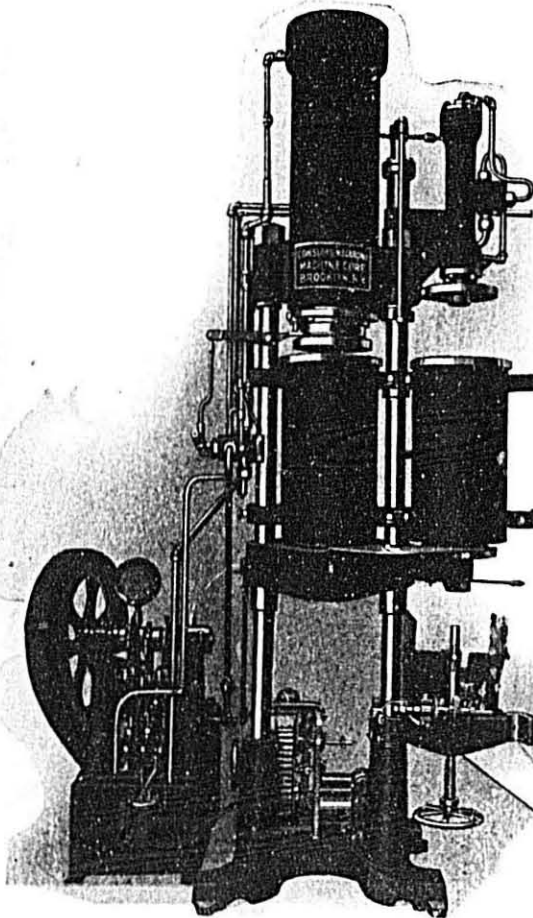
Before the manufacture of macaroni products became an industry, this food was made in home kitchens by hand, much the same as our grandmothers made "homemade noodles." The first mechanized process, Spadafora stated, was perfected in Italy about 1800.

In the very old days, macaroni products or "pasta" was sold only in apothecary shops, and highly recommended as the ideal food for infants and invalids. Now, however, it is a staple food to be found on the shelves of retail stores in almost every civilized country on the globe.

If the other fellow's troubles look small as they do to us, can ours be big as they look to us?

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

Corrugated Paper Helps Macaroni Distribution

Remember the days back when—the days of the open cracker box, the sugar barrel—days when food products passed from grocer to purchasers in bulk form? Those were the days when the grocers demanded that all their macaroni products be delivered in wooden boxes trimmed with blue paper, because that was the prevailing package in Italy, and was not spaghetti an Italian product?

The wooden box still has its place in macaroni distribution, but it has been replaced to a great extent by the lighter paperboard container and more and more manufacturers in this country are packing their finest macaroni products in attractive, handy paper packages. It would be interesting to make a survey of the extensiveness of the industry trend toward paperboard as containers for macaroni products but that would be a very difficult task. Assuming that the trend in this industry is about the same relatively with the trend in other food lines, the facts presented by J. D. Malcolmson of Robert Gair Company, Inc., New York city in a recent address before a class in marketing and advertising, Advertising Club of New York, is interesting. He said in part:

It is probable that few people realize the phenomenal growth of the paperboard industry during recent years and especially during the period of the depression. One of the important reasons for this ability to make gains during a period when most industries were moving backward has been the development of new products through the application of intensive research and sales promotion.

Every one apologizes for presenting statistics and then goes ahead and unloads whole columns of them. In this case I hope that the following very brief set of figures will be tolerated as they really are the best way to visualize the volume and growth of this industry. Fortunately we already have some of the 1936 ones so that at least these data will not be too out of date.

During 1936 the U. S. paper industry as a whole made a new all time high with a total production of 12 million tons. The best interpretation of this figure is to tell you that in the big year of 1929 the same figure was only a trifle over 11 million tons, so that here the depression is only a memory—at least from the production standpoint.

Of this 12,000,000 tons in 1936, 45% or 5.4 million tons was classed as "paperboard." I notice a great many people are astounded at this last figure. Every one is familiar with "paper," but

most people seem to look on paperboard as "cardboard" and to assume that its only use is the back of scratch pads or laundry shirt boards and with an extremely small output in comparison with the deluge of ordinary paper which we see all around us in our daily lives. The name "paperboard" is usually applied to paper of more than ten one-thousandths of an inch in thickness, and paper to material thinner than that.

The largest outlet for the laminated grades of board are solid fibre and corrugated fibre shipping containers. This young industry has grown so fast in recent years that today it is quite unusual to see merchandise packed in wooden boxes when the weight is less than 100 lbs. per box. Perhaps a comparison with the growth of all other commodities will tell this story more concisely:

	Depression 1929-1932	Recovery 1932-1935
Production of all goods..	-25%	+12½%
Production of wooden boxes	-57%	+ 6 %
Production of fibreboard boxes	- 6%	+59 %

You may not realize it, but today there are 306 companies making these boxes for 125,000 customers. The total is about 30 billion square feet and most of these factories operate on a huge scale. For instance one corrugated plant in New London, Conn. turns out each day a strip of double faced corrugated board 5 feet wide and 65 miles long!

New uses for these containers are constantly being developed. A good example is canned beer, most of which is shipped in corrugated cases to the extent of about 25 million cases a year. In spite of this rapid growth in the use of paperboard containers, it seems as though their production increases even faster. Part of this is due to the construction of new machines, but much of it comes from the speeding up and increased efficiency of existing equipment.

As result the paperboard container industry is continually crying out for new outlets. There are two methods of finding new outlets for your product. One is to take business away from your competitor by cutting his price, and the other is to develop an entirely new use for your product. The fallacy of the first way is illustrated by the reputed remark of a casket manufacturer, "You can't sell any more coffins by cutting the price."

Therefore, it was in pursuit of the second method that the recent enormous growth in corrugated production can be rightfully attributed.

Teaching a Good Habit

How thoroughly do your salesmen know their product and how closely do they watch the newspapers in their sales territories for an inkling as to the current trend of the consumer and of the newspaper editors toward macaroni, spaghetti and egg noodles?

The Keystone Macaroni Manufacturing company, Lebanon, Pa. through its president, G. Guerrisi has done a fine job of impressing its salesmen with the value of thus keeping in touch with their trade. They are asked to read the papers that reach their customers and to discuss with them articles on macaroni products that are of mutual interest. The results have been most satisfactory.

Here's an example of the watchfulness of Salesman R. B. Deane whose territory includes New York city. To his home office and to the editor of The Macaroni Journal he sent a tear sheet of the Jan. 28, 1937 issue of the New York Post which carried a fine story of "Macaroni Loaf—A One-Dish Meal." By discussing this suggested way of eating more macaroni, this salesman soon gained the ear of his buyers and some very good, large size orders. Here's the article referred to:

Macaroni Loaf—A One-Dish Meal

There are a lot of things you can do with macaroni to give it flavor besides sprinkling with cheese, although this is a delicious combination. The following recipe shows how this useful food can be varied to serve either as a "vegetable" or as the basis of a one-dish meal.

Macaroni Loaf

- 2 cups cooked macaroni.
- 1 cup soft bread crumbs.
- 2 eggs.
- 1 teaspoon salt.
- 2 tablespoons chopped green pepper.
- ¾ cup cheese, cut fine.
- 1½ cups tomatoes.
- 4 tablespoons melted butter.
- 1½ teaspoons prepared mustard.
- ½ teaspoon celery salt.
- ¼ teaspoon onion salt.
- ¼ teaspoon paprika.
- Dash of white pepper.

Mix ingredients and pour into buttered loaf pan lined with waxed paper. Bake 35 minutes in a moderate oven. Unmold carefully on a warm platter, garnish with parsley and serve.

March 15, 1937

THE MACARONI JOURNAL

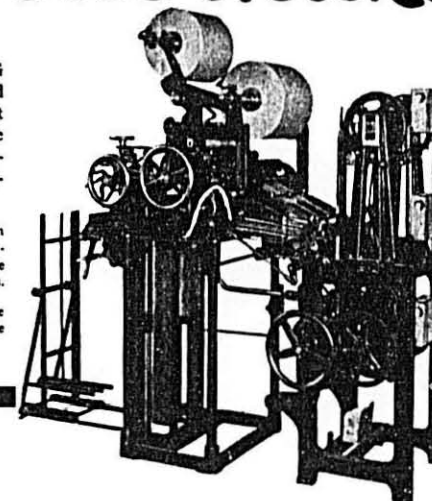
17

PETERS EQUIPMENT GIVES Better Packaging

MACARONI, SPAGHETTI, and EGG NOODLE manufacturers have found through many years of experience that PETERS machines set-up and close their cartons more rapidly, less expensively, and produce a better, neater package for their products.

For years, PETERS machines have been operating in the most progressive companies throughout the country and have paid handsome dividends to their owners.

If you have a packaging problem, write to us for our recommendations to handle your package most efficiently.



Illustrated to the left is the Peters SENIOR FORMING and LINING MACHINE equipped with AUTOMATIC CARTON and LINER FEEDING DEVICE. This machine produces 55 to 60 formed and lined cartons per minute, requiring no operator.

For plants of smaller production, we recommend our JUNIOR machines which are easily adjusted from one size to another.

To automatically close the cartons after filling, Peters SENIOR or JUNIOR FOLDING and CLOSING MACHINES are used. Write for complete details!

PETERS MACHINERY CO.

4700 RAVENSWOOD AVE.

CHICAGO - - - - ILLINOIS

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

Trade Mark Implications of Advertising Censorship

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

So what? That is the response, most likely, in macaroni circles, to the news that yet another edition of the perennial Federal Food Bill has appeared in the new Congress. No shame to them, if macaroni marketers are becoming a bit bored with the successive alarms of a new Pure Food law. Doubtless a revision and consolidation of the food statutes will be put through some time by the national legislature. But the impulse in trade circles is to dismiss each fresh version of the contemplated statute as a repeater.

In fairness though, it must be realized that each successive draft of the Food, Drug and Cosmetic Bill has carried some changes. If a law is ever enacted it will be possible to look back over the succession of submitted bills and trace clearly the gradual evolution of a new constitution for the food industry. The latest model—of the Copeland bill—known as S.5—has its share of alterations. Decidedly the most important, from the standpoint of the macaroni trade, is the reshuffling of the scheme for censorship of advertising. A proposal that, aside from its direct contacts, is destined if accepted to exert significant indirect influence upon branding and labeling,—yes, and maybe upon packaging as well.

What S.5, the Senate bill, does in respect to supervision of food advertising is to set up injunction as the sole procedure against false advertising. Applicable only after the initial offense is committed. Thus the Senate bill contains no deterrent against commission of the initial offense by providing civil or criminal penalties such as were contemplated in some of the earlier attempts at reform. And are indeed, embodied in the Chapman bill (H. R. 300) in the present House of Representatives. Also—and here's the nub of the news—the current Copeland bill switches to the U. S. Food and Drug Administration, the main responsibility for the conduct of the censorship of advertising which is the main joker in the newly hatched code.

No need to remind macaroni tradesmen how much controversy has raged in late years over the question of who should wave the big stick of advertising control. The tussle for jurisdiction has been between the Federal Trade Commission, on the one hand, and the Food and Drug Administration on the other hand. At the earlier stages it appeared to the bystander that the Trade Commission had an edge on the job. Now comes the made over Copeland bill with provision that

advertising control be vested in the Food and Drug Administration.

Diplomatically, the Trade Commission is let down easily. It has been officially explained that the shakeup does not have the effect of depriving the Trade Commission of its jurisdiction to proceed against false advertising in such form as to make it an unfair method of competition. Indeed the bill specifically provides that it shall not be construed as impairing or diminishing the powers of the Federal Trade Commission. But the "enforcement arm" of the Department of Agriculture wins neatly, nevertheless.

The report on the bill in the Senate submits that it is "perfectly proper" to vest the power of advertising censorship in the district courts of the United States and that it is not only proper but necessary that the Food and Drug Administration, which has food, drugs and cosmetics under observation shall be authorized to seek such injunctions at the hands of the courts. Waxing eloquent the report declares that the fact that the Federal Trade Commission may proceed against advertisers using unfair methods of competition should not prevent the grant to the Food and Drug Administration of the "additional, necessary and very desirable power to protect the public against advertisements which bear directly on the public health."

To understand what has come to pass in the jockeying of the new Food Bill in its advertising approach it is necessary to know something of the background of the whole plot. The advertising control feature of the bill is the particular pet and special ambition of the Food and Drug Administration. Here, if you please, is no conventional tussle between two bureaus of the Government each striving for extension of power and increase of staff. Rather a contest between two distinct concepts of advertising regulation.

The switch in the new Copeland bill means that the powers that be in Congress have finally accepted the principle for which the Food and Drug Administration officials have all along contended. Viz., the premise that food advertising is nothing more than an extension of food labeling and therefore should be subject to the same ethics, rules, limitations, or what you

will. The Department of Agriculture, say its heads, did not participate in the drafting of the Copeland bill. But they could not have done better if they did. It puts at last a partial O.K. on the doctrine that advertising, labeling, branding and packaging of food products are all of a piece or interlocking and interdependent in responsibility.

Trade mark owners, regarding narrowly the one most valuable intangible asset, have not all of them seen that trade marks are involved in this advertising realignment. Their assurance has been due to the supposition that a trade mark, safe on the package, would be safe in advertising. But the situation is not quite so simple as that. This complacent view fails to reckon with the large number of descriptive, suggestive, geographical, etc., trade marks which, whatever their innocence in detached positions, are quite capable of publicity persuasion when displayed in conjunction with advertising copy. And there are in the macaroni field as elsewhere, numbers of these meaningful, hintful, assertive trade marks. Some of them are unregistered, common law marks. But if Congress widens the privileges of "secondary meaning" in trade marks numbers of these excluded marks will be safely within the registry fold ere a new Food Act puts on the screws.

It must be borne in mind too, that food advertising will have all the more power to its arm if and when the pending Food Bill goes through because of the removal of the so-called Distinctive Name clause. This immunity-giver is the paragraph in the present statute which virtually waives application of the misbranding strictures in the case of food preparations marketed under distinctive names. Latterly, the enforcement officials have been enabled to, in some degree, shut off use of this name-shelter by invoking standards for food specialties. But, if the Distinctive Name loophole were closed altogether they could go much farther. And quite possibly it would be within their province to challenge the use in advertising of distinctive names (trade marks in fact if not in name) which could be indicted as misleading, confusing, deceptive or calculated to cause mistakes on the part of casual consumers.

The business man who complains that goods aren't selling, probably means that they aren't selling themselves.

Louisiana Macaroni Men Agree on Standards

Acting on the authority given it by the Louisiana State Food, Drugs and Cosmetic Act approved July 1936, the Louisiana State Board of Health after a conference with the macaroni-noodle manufacturers of that state have agreed on definite standards for macaroni products manufactured and sold in that commonwealth. Act No. 142 grants this authority—its preamble being—"To prevent the adulteration, substitution, misbranding and false advertising of food, drugs, devices, and cosmetics, and to provide for the registration, investigation and examination of same, and the most incident thereto, by the Louisiana State Board of Health, preventing deceit upon the purchasing public, etc." the act was made law last year.

Pursuant to the provisions of the act, several conferences have been held with the macaroni manufacturers of Louisiana in connection with the adoption of rules and regulations under the act. There follows an agreement entered into between the manufacturers and the Board of Health as reported by J. A. O'Hara, M.D., president of the board:

At a meeting of the New Orleans manufacturers of Macaroni Products held at 1000 Fulton st. Feb. 12, 1937, the following rules and regulations of manufacturing and packing were accepted by all manufacturers of macaroni products to apply in the manufacture and packing of such products:

—There shall be four main classes or grades of macaroni products, designated as follows:

1—"Extra Fancy Semolina"—This shall be considered the best grade of semolina macaroni, and can be used only for that macaroni which is manufactured from the finest grade of semolina flour—namely, that which is called by the mills "Fancy No. 1 Semolina."

2—"Semolina"—When merely the word "Semolina" is used on a label or box, this shall designate goods manufactured from a grade of semolina lower than the Extra Fancy No. 1; but, under no circumstances, is a granular flour to be used in the manufacture of

macaroni to be labeled "Semolina"; nor can farina be used under any circumstances in a blend with semolina flour in order to manufacture goods which will be labeled "Semolina Macaroni."

3—"Macaroni"—When simply the words "Macaroni" or "Spaghetti" are used, this shall mean that the goods have been manufactured from a hard wheat flour, the analysis of which does not exceed .48 ash.

4—"Substandard Macaroni" or "Below Standard Macaroni"—These words must be put on any carton, box, label or wrapper when the macaroni products are manufactured from a hard wheat flour exceeding .48 ash, which is generally referred to as clear, or which are manufactured from a first or second clear durum flour, or a blend thereof.

2—It is understood and agreed that each individual package must carry the full statement of the net contents both as to weight and as to quality, in accordance with the forms signified above, as well as the name and address of the manufacturer or distributor.

3—No manufacturer is to label any packages or cartons with the words "Best Quality" or "Finest Quality" unless the macaroni contained therein is manufactured from Fancy No. 1 Semolina.

"The above regulations have been incorporated in our rules and regulations," says Board of Health President O'Hara. "The standards set up in this agreement will be required to be observed by all manufacturers in Louisiana and also all manufacturers who ship products into Louisiana. We feel that the enforcement of these standards will work for the benefit of the Macaroni Industry as well as the general consuming public."

The Board of Health has also ruled that macaroni-noodle manufacturers in other states desiring to do business in Louisiana will be required to obtain a license, which will be granted only on

the payment of an annual fee after a full investigation.

Analyst Says 30 Producers Are Using Inferior Ingredients

The state board of health issued a warning to more than 30 manufacturers of macaroni, spaghetti, egg noodles and other paste products that they will be prosecuted for violation of the state and federal food laws if they do not discontinue immediately the making of "inferior alimentary products."

Announcement of the board's proposed action was made after several weeks of analytical investigation of more than 100 different products, which was conducted under the direction of C. L. Clay, state analyst. The investigation was ordered by Dr. J. A. O'Hara, board president, following a series of complaints, officials said.

Mr. Clay asserted that the investigation disclosed that the affected manufacturers were using soybeans and other inferior cereal products instead of semolina and farina, or middlings of hard wheat, which he said was used by the "more reputable firms."

Asserting that jobbers and retailers of inferior food products are as liable as the manufacturers, Mr. Clay said that some of the manufacturers, in an effort "to make it appear that they were using high grade products such as semolina, were using coloring instead. Much of this is being sold without the manufacturer's name appearing on the package," he added.

The analyst said that soybean flour used in egg noodles destroys nutrition value. He said that the investigation showed that 20 Louisiana manufacturers were using inferior products, and that about 15 out-of-state manufacturers that ship products into the state were involved.

Mr. Clay said that the board's scientific inquiry will be continued in connection with other food products manufactured and sold in Louisiana. He said that the board has been informed that the alimentary paste producers here are scheduled to hold a meeting within the near future to discuss the state food law which was enacted in 1936.

WHY ARE MALDARI'S INSUPERABLE MACARONI DIES PREFERRED?
Because the material and workmanship are fully guaranteed to give entire satisfaction and because they are so made to allow for several repairs, thus assuring you better and longer service, hence, CHEAPER IN THE LONG RUN.

F. MALDARI & BROS., INC.



TRADE MARK

178-180 Grand Street

New York, New York

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

A Regal Dish of Savory Noodles

By George Rector,
"The Chef from Rectors"

A good Italian chef can do more with flour, eggs and water than a cowboy can do with a lariat. With those raw materials he can whip up a delectable pasta—which means paste in English, but has nothing to do with what the paperhanger uses to stick the paper on the wall—and that is in turn the foundation of ravioli, tortellini, perciatellini, macaroni, spaghetti, and fettuccine.

Let me say at once that fettuccine in English is noodles. But noodles doesn't say the half of it. What noodles probably mean to you and what fettuccine mean to a really earnest eater in Italy make all the difference between something to swallow and something to cheer about. The best fettuccine in the world can be got at Alfredo's restaurant in Rome, where, by the way, I was first directed by Burton Holmes, the famous traveler. That this was a good steer I can confirm by the fact that it was Burton Holmes who gave me my first push in life—when I was in a baby carriage and he was walking down the street and stopped to pass the time of day with my nurse.

In serving fettuccine, Alfredo's goes in for as much style as a Hollywood opening. A waiter comes solemnly up to your table carrying a steaming bowl of cooked noodles like a high priest with a special offering. Then arrives Alfredo himself with a dish of freshly grated Parmesan cheese and a plate of unsalted butter. In the pocket of his white jacket gleam a silver spoon and fork. With reverential grace, the spoon in his right hand, the fork in his left, he mixes and remixes the cheese and butter through the noodles, tossing them up in higher and higher loops every twist.

Meanwhile the leader of the restaurant orchestra has tiptoed over and inconspicuously taken his stand at the table. From there he directs his orchestra through an aria from some particularly languishing opera to the graceful rhythms of Alfredo's fork and spoon. When you taste the results you know why Alfredo was knighted by his king. They should have made him a duke.

Well, your good correspondent on ground and lofty gastronomy has never been knighted, but he has been day-zed (oops—sorry) on many occasions and here is a recipe for one of his own true loves with an Italian background. This is spaghetti à la Signore Giorgio Rectorio and this is the way it is done:

Cook half a pound of spaghetti in boiling water, dash in some salt, then rinse it off quickly with cold water. Let it set while you are fixing the

sauce, for, in this case, the sauce is the thing. Take a cup of good meat stock and add to it a cup of tomato



Mr. Rector

puree; make sure the puree and stock are thoroughly mixed. Then chop up some garlic very fine and sprinkle it in.

The garlic is the king pin of the seasonings, but don't forget salt, pepper, paprika, and a teaspoonful of Worcestershire sauce. Then cut a couple of ounces each of boiled ham and boiled tongue into fine strips—ditto for a few cooked mushrooms—and add all that to the sauce. Your sauce is now spread over the cooked spaghetti and for about 15 minutes, the whole thing is simmered, occasionally getting a good mix. Put on a generous quantity of butter just before you serve. Douse it with grated Parmesan cheese or grated Swiss—and I guarantee the results.

CONY ISLAND FIRM INCORPORATED

The corporation division of the state of New York last month issued articles of incorporation to the Coney Island Macaroni corporation, a concern capitalized at \$5,000 to manufacture and distribute macaroni products. The papers were issued to Jerome J. Licari, 50 Court st., Brooklyn, New York. Further information is not available as to the location of the plant which the firm will operate.

The pathetic part of it is that most of the men who say they have no time to waste are men who haven't time to live.

MACARONI-GRAMS

By Spag MacNoodle

What Did You Do?

They said our children would all ask, "What did you do in the Great War, daddy?" But, after all, they haven't seemed to care much about what we did, or whether we did anything.

They are more concerned to know what we did during the great depression and why we did not do more.

Well, what did you do during the months and years when business was dull and you had more spare time than spare cash?

Some men, I'm not sure but it would be safe to say the majority of men, just reefed their sails and whined and clamored for government help. Not very many men seem to have looked upon the surplus leisure of the depression as an opportunity.

But that is what it was, an opportunity to study methods and precedents and to devise plans for future operations. It was an opportunity to

get ready in the peace of business dullness for the certain return of the warfare of business activity.

It was an opportunity for professional men to delve into the depths of their profession hitherto unexplored by them, an opportunity for business men to devise and experiment, with an eye to the future, which has now become the present.

A few men made such use of this available, if unwanted, spare time that today they are about a dozen years ahead of the others who wasted that time in idleness and amusement.

The fact is that, if through the depression we were the sort not to desire to better our efficiency, it will be harder to develop interest along that line now.

And so what? The depression no longer depresses us and there is no longer the spare time we had five years, but there is more need than ever for advancement in knowledge and methods of working. That means we must get busy and make use of what little spare time we can find now. Otherwise we shall not be able to keep pace with the advancement of methods in our industry.

March 15, 1937

Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In February 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:

Justice

The trade mark of National Food Products Company, New Orleans, La. was registered for use on alimentary paste. Application was filed Oct. 6, 1936, published Dec. 1936 and in the Jan. 15, 1937 issue of THE MACARONI JOURNAL. Owner claims use since January 1915. The trade mark is an oval in which appears the picture of the factory and written above and beneath the following: "The Home of Justice Macaroni."

roni." The word "Macaroni" is disclaimed apart from the mark.

TRADE MARKS REGISTERED RENEWED

The trade mark registered by Austin, Nichols & Co., Inc., Brooklyn and New York, N. Y. was granted renewal privileges effective March 6, 1937, for use on macaroni and other groceries.

The trade mark registered by Rudolf Elsinger, assignor to Mothers Macaroni Company, Cincinnati, Ohio was granted renewal privileges to The Creamate Company, Minneapolis, Minn. effective May 1, 1937, for use on noodles.

TRADE MARKS APPLIED FOR

Five applications for registration of macaroni trade marks were made in February 1937 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication

Loft

The private brand trade mark of Loft, Inc., Long Island City, N. Y. for use on chicken noodle soup and other groceries. Application was filed Sept. 30, 1932 and published Feb. 9, 1937. Owner claims use since Jan. 18, 1931. The trade name is written in very heavy type.

Three Pearls

The private brand trade mark of Mitsubishi Shoji Kaisha, Ltd., Tokyo, Japan, New York, N. Y., San Francisco, Cal., and Seattle, Wash. for use on alimentary pastes and other groceries. Application was filed June 30, 1936 and published Feb. 9, 1937. Owner claims use since 1932. The trade name is written in black outlined type.

Goodman

The trade mark of A. Goodman & Sons, Inc., New York, N. Y. for use on noodles. Application was filed Nov. 3, 1936 and pub-

lished Feb. 9, 1937. Owner claims use since Jan. 10, 1936. The trade mark is a photograph of a carton showing the window portions.

Mrs. Slaby's

The trade mark of Peter Slaby, doing business as Mrs. Slaby's Noodles Co., Cicero, Ill. for use on noodles. Application was filed Oct. 19, 1936 and published Feb. 16, 1937. Owner claims use since June 1935. The trade mark is circular shaped with the upper half a city skyline in front of which is an egg shape on which is written "Fresh Eggs." The lower half has written thereon "Whole Noodles Mrs. Slaby's." Around the semicircle is written "Demand for Your Health." The words "Demand for your health fresh whole egg noodles" are disclaimed from the mark as shown.

Wheat-Cream

The trade mark of Bayard S. Scotland, doing business as Major Foods, Inc., Joliet, Ill. for use on macaroni. Application was filed Nov. 14, 1936 and published February 16, 1937. Owner claims use since Oct. 3, 1936. The trade name is in large black lettering.

Pillsbury Salesman to California

R. G. Penn, who for years represented the Pillsbury Flour Mills company in the St. Louis area and who is especially well known to the macaroni-noodle manufacturers of that city and vicinity, has been transferred to San Francisco, Cal. He has set up his sales office in the Newhall building at 260 California st. and will serve the many customers of his firm in the central and northern California district.

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

What's the Administration Planning to Do?

Two questions of deep interest to every business man and farmer, to every taxpayer, were fully discussed at a recent meeting of the Washington Trade Association Executives by two renowned editors of *Washington News Letters*. One dealt with Industrial Legislation and the other with Agricultural Legislation. Excerpts from both follow:

**Industrial Legislation by
Warren Bishop
Editor for Manufacturers**

Let's go back a little into history for a perspective of what sort of legislation industry must expect from this Administration and this Congress. Recall the summer of 1932. There was a convention in Chicago which nominated Franklin D. Roosevelt. It also approved a document which was somewhat humorously called "the Democratic platform."

The nominee made a careful inspection of that document and said: "A very fine piece of work. I think the place for it is up in the Library of Congress alongside the Constitution. And if ever we have occasion to consult either of them again, we'll know where they are."

And with that he sat down and wrote his own platform in a series of speeches which were edited later into a book called "Looking Forward." There you'll find outlined much of the legislation of the last four years and of the legislation which we may expect in the next four years.

Maximum hours and minimum wages are not mentioned in that form, but there is much talk of "redistributing wealth." Let me quote:

"Do what we may to inject health into our ailing economic order, we cannot make it endure for long unless we bring about a wiser, more equitable distribution of the national income. The reward for a day's work will have to be greater on the average than it has been and the reward to capital, especially capital which is speculative, will have to be less."

We are getting higher wages and they're going to continue moving up. So far except for Miss Perkins' recent ruling under the Walsh-Healey Act that has been not by law but by agreement, we shall have a wages and hour law. The lengths to which it will go will be decided largely by the action on the Supreme Court. I don't believe we shall have a 30-hour-week bill or any O'Mahoney bill, but we shall have something and business will not have much to say in protest.

One more summing up by the President of his plans:

"Of course, we will continue to seek to improve working conditions for the workers of America—to reduce hours overlong, to increase wages that spell starvation, to end the labor of children,

to wipe out sweatshops. Of course, we will continue every effort to end monopoly in business, to support collective bargaining, to stop unfair competition, to abolish dishonorable trade practices.

"Of course, we will continue to work for cheaper electricity in the homes, and on the farms of America, for better and cheaper transportation, for low interest rates, for sounder home financing, for better banking, for the regulation of security issues, for reciprocal trade among nations, for the wiping out of slums."

Business must expect much that it will resent, much that will upset its preconceived notions of the part the Federal Government should play in its affairs, but it should accept the situation gracefully. Let me read a letter written by a United States Senator:

"Congress will adjourn on the 30th. And nothing will be done to rescue the country from the violations of the constitution and laws. Madness rules the hour. The public treasury is to be left at the disposal of the President, and the hazard is to be run of the adoption by him of a new course of hostilities against the currency. Nor will the condition of the general finances be found to be much better next winter. The revenues will have fallen off one-third and I should not be surprised if new taxes or loans had to be resorted to. The world furnishes no parallel to this in the management of public affairs. To what it may lead time will sooner or later determine."

That was written one hundred years ago last June by John Tyler, then a Senator, later the President. The country was going to hell then. It didn't go. It is going to hell now. It *won't* go.

**Agricultural Legislation by
O. S. Granducci,
Associate Editor
Kiplinger Washington Agency**

There are a couple of more or less general questions on the Washington agricultural outlook which many people are asking. One is: Will there be much farm legislation this year? The answer, I think, is emphatically yes—probably more important agricultural legislation in this one year than in any other one year in the recent past. The current idea, incidentally, seems to be to break the administration's agricultural program into many bills, rather than to lump them together into an omnibus bill, as has been rumored. Thus, agricultural reporters and Trade Association men, interested in agriculture, will be kept busy another year.

Another general question is: Will new processing taxes be imposed on agricultural commodities? The answer is no, with one exception, which I shall discuss in a moment. The idea, both within the administration and among the farm leaders, seems to be that the agricultural pro-

gram ought to be paid for from general Treasury funds. A tax on sugar is the exception I mentioned before. It seems quite likely that Secretary Wallace will succeed in his effort to impose a tax of $\frac{1}{2}$ ¢ on the domestic processing of all types of sugar. Wallace seems to want a tax of 1¢, but certain provisions of the Cuban Trade Agreement seem to make the imposition of a 1¢ tax impossible.

Many persons ask, What is Secretary Wallace's program? Wallace, himself, applies the term ever-normal-granary to the agricultural plans he has in mind. Most people think of the ever-normal-granary merely as a scheme for storing the surpluses of good years for use in bad years. This is correct so far as it goes, but it does not clarify the fact that "ever-normal-granary" is the most all-inclusive term ever applied to a plan of federal farm relief. The fact is, that the ever-normal-granary consists of practically all the farm relief schemes of the past two decades, bundled up together and given a name which will help sell both to consumers and farmers.

In essence, "ever-normal-granary" means national planning for agriculture which in turn means practically complete federal regulation of agricultural production, processing and marketing.

The practical point of these recommendations is that many of them, and think I am safe in saying most of them, will find their way into law this year and will be influencing the conduct and the profits of agricultural and related businesses in the near future.

Now a thought in closing. Perhaps some of you have heard Henry Wallace listed as a possibility for Democratic Presidential nominee in 1940. For many reasons I believe you ought to keep his name in mind. I have no information on it, but I have the definite feeling that Wallace himself likes the idea. And I think, also, that he has powerful friends who like the idea. It is probably worth noting, therefore, that Wallace has improved both his administrative technique and his public relations in the recent past. Reports who know him best generally agree that he is making very few mistakes these days.

Fire In Noodle Factory

A small noodle factory at 4238 Pico road, Baltimore, Md. was damaged by fire on Feb. 24, 1937. The plant is operated by Solomon Willen. Noodles were strewn around the plant as the firemen invaded the blazing plant in their efforts to get to the source of the fire, that was not as disastrous as the owner had first estimated. The fire burned through a portion of the roof of the storage room and damaged the stock stored there. Twenty-five girls and men were employed in the plant.

March 15, 1937

THE MACARONI JOURNAL

23

The Highest Priced Semolina in America
and Worth All It Costs

King Midas
Semolina

The
Golden
Touch

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



Macaroni and the Trailer

Little things may be numerous enough to affect even big business. While macaroni-noodle manufacturers are rightfully concerning themselves about the apparent unfavorable trend in the consumption of their products in American homes, they are confronted by a growing change in the living habits of a large portion of the people of the United States—a change that will more or less affect all food trades. While the change will naturally affect the use of macaroni products by the class referred to, the alert manufacturers can be depended upon to keep abreast with all changing conditions, so they will not be found unprepared to deal with the "trailer dwelling" trend.

Among our European and Asiatic friends Americans have a reputation of being "well-to-do" and "fast livers." The latter may be due to stories about the hustle and bustle of the inhabitants of our larger cities, even when attending to what our friends across the waters consider as most insignificant errands. They generally admit that Americans do a very fine job of whatever they undertake, but they feel that the same results could be attained in the more leisurely fashion of other peoples.

While this reputation for fast living may have had no previous basis of fact, these foreigners may find some justification of their opinions in the very near future. Verily many Americans are becoming faster livers through a growing change in their living habits. Just what effect this trend will have on the consumption of macaroni products, time only will tell.

Reference is made to the growing popularity of the automobile trailer. The so-called "fast living" American is now taking to the automobile trailer as a semipermanent home. That enables him not only to move about faster but over a wider range.

At first thought there appears to be little or no connection between the consumption of macaroni and other foods and this new inclination to live in movable homes, but a closer study discloses the fact that the American's craving for speed and change will have an appreciable effect on business of all kinds. Business generally is keenly interested in the new trend of living. In an enlightening article entitled "Trailers Bring Families and Problems" in the February issue of *The Nation's Business*, the author deals intelligently with this change in our mode of living, and particularly with the economic effect on business and government.

However pertinent are or may be the economic effects, it is the effects of these changed living habits on macaroni consumption that the macaroni

industry is mostly concerned about. Just imagine if you will, over 2,000,000 people, daily consumers of foodstuffs, living on wheels! "It is estimated," says the author, "that there are today over 400,000 families living in rolling homes on the American highways. With the children, the total migrant population is believed to be near 2,000,000—and growing steadily."

The comments of food distributors, as well as leading macaroni-noodle manufacturers indicate a growing concern over the new feeding problems presented by this army of fast-moving, wide-touring consumers. Some are inclined to the belief that these trailer residents will continue to live normal lives—eat what they have been generally accustomed to eat—but the greater majority feel that changed eating habits will result from the changed mode of living.

One macaroni manufacturer argues that the increase in the number of people who reside in trailer homes will add materially to the number of "can openers" to be served. He is seriously surveying plans for the installation of canning machinery to enter the "canned-macaroni-spaghetti-egg-noodle" game.

Another manufacturer whose chief business is the production and sale of bulk macaroni products, visions a decided trend toward packages and has already started to enlarge his packaging department. He admits however, that the improvements under way were not fully motivated by the trailer trend, but in the more natural and more modern method of delivering his quality product to the consumer in the form that will more properly identify the producer and build good will for his brand.

Throughout all the food trades the prevailing opinion is that the first direct effect will be on quantity purchases. Trailer dwellers realize that space in their moving homes is limited. Also that the load is most important. It costs much more to move a heavily loaded trailer about the country. Therefore purchases will naturally be made more frequently and in quantities much smaller than those usually made by even the "kitchen" dwellers of our metropolitan cities.

Since it is impractical and probably uneconomic to purchase foods in the same quantities they were accustomed to when living in their permanent homes, and these trailer dwellers must live, how radically will they have to change their living habits? Well, those who can afford to do so will buy most of their meals in hotels and restaurants. Those who are not so well-to-do will have to patronize the roadside stores or suppliers. Here's a vivid description of this changed life:

Rolling along on the highways, stopping first here, moving over there, appetites are whetted by the open air. Those equipped to do their own cooking will pick up quantities of seasonal foods from roadside stands and with a few luxuries from the delicatessen shops will eke out good meals. Will they buy prepared macaroni at the delicatessen stores? Hardly.

On certain nights they park near cities where foods are readily available. Then it becomes a mere question of just what the family wants for breakfast or dinner—a matter of what the lord of the trailer would like or can afford. On other mornings they walk up in the country. Ho! for the country life! Probably country eggs with toast made from the half loaf left after dinner the previous evening; or country sausage.

Meals en route will be mostly lunches, while meals in camps are more substantial—probably home cooked. It is in these meals that macaroni may look for a part of the traveler's repast. So figured from every angle the prospects are that macaroni products will not be eaten as frequently "on the road" as they are when families live their usual, more sedentary lives.

Restaurateurs to Meet

The annual meeting of the New York State Restaurant association will be held in Buffalo, N. Y. on April 26, 1937. It will officially open the organization's annual demonstration and display that will be open to the public for the entire week of April 26 to May 1, 1937.

More than 10,000 operators of hotels, restaurants, cafeterias and food specialists from New York, Pennsylvania, Ohio and Canada are expected to attend and to participate in a program of lectures, demonstrations, contests, etc., scheduled for the week. Several macaroni and noodle manufacturers are expected to exhibit their products and demonstrate recommended ways of properly preparing them for the table.

It's John Michael

Mr. and Mrs. Louis S. Vagnano, St. Louis, Mo. are the parents of a seven-pound, eight ounce boy, their first child, born Feb. 17, 1937 according to the announcement card sent to their friends by the proud parents. Mother and child are doing nicely, and proud papa is doing the honors, passing out fine cigars to his fine friends.

The father is the adviser of the National Macaroni Manufacturers association, a past president of the organization and the chief executive of the Far Macaroni company, St. Louis, Mo. Congratulations!

Reorganizes With Court Aid

The Milwaukee Macaroni company, Milwaukee, Wis. petitioned the District Court of the United States last month for permission to readjust its financial structure under the Congressional act, popularly known as 77-B. A hearing on the proposed reorganization plan was scheduled for March 13, 1937 in the Federal court. The macaroni firm is represented by Lutz & Gleisner, attorneys and counselors.

The company has enjoyed a very successful business since the present management got control in 1932 and is aiming to put its capital structure on a fairer footing by the fair, legal and equitable plan submitted under the act. In announcing the proposal the attorneys emphatically stated that in the contemplated action "the status of stockholders and general creditors of the company will not be affected."

The present management took over the affairs of the Milwaukee Macaroni company in 1932, in the very midst of the worst depression ever experienced in this country. The firm then was practically insolvent. Yet under the able direction of its vice president and general manager, E. Conte, and its president, George W. Bernhard, the business has been salvaged and put on a solvent basis. All the outstanding indebtedness, with few and small exceptions, have been liquidated during the last five years by the businesslike management of these officials and their assistants.

"In order to surmount the final barrier the indebtedness on our building, we have decided to take advantage of the act whose main purpose is to enable concerns confronted with problems similar to ours, to reestablish themselves on a firmer footing," says President Bernhard. "We have taken this action merely to refinance the building indebtedness, to scale down the interest on our bonds to the prevailing rates on an extended time basis; this will not only aid us in properly liquidating our indebtedness, but it will help to safeguard the investments and earnings on the investment for the bondholders. Finally the reorganization plan will enable us to further develop and increase our business which has been exceptionally good despite the heavy overhead of the big indebtedness assumed over five years ago. The confidence and consideration of our creditors have been retained throughout the trying years during which their accounts were materially reduced. In a very short time we hope to have all our business on a discount basis."

All parties interested are hopeful of favorable action on the petition by the Federal court at the hearing called in order that the proposed plan may be put into effective operation as soon as possible.

It takes a high standard of endeavor to maintain a high standard of living.

With the Box Makers

Folding Box Association Meeting

An unusually large attendance of box makers of all kinds featured the annual convention of the Folding Paper Box Association of America held at the Palmer House, Chicago, Feb. 10 and 11, 1937. R. R. Richardson was elected chairman of the board of directors. Harry C. Stevenson is vice chairman.

Estimate Container Production

The Department of Commerce, through its Survey of Current Business estimates an increase of approximately 3,000,000,000 square feet in the 1936 production by the corrugated box industry over 1934.

The solid fibre industry shows a decrease of 10,000,000 square feet. The manufacture of wooden boxes and crates shows an increase of approximately 300,000,000 square feet.

Will Build Southern Plant

The Kieckhofer Container company of Milwaukee, Wis., corrugated box and container manufacturer is planning to erect a new kraft and paper mill at Plymouth, N. C.

Paperboard Outlook Good

"The outlook for the paperboard industry should be very good for the next two or three years," said Walter Paepke, president Container Corporation of America.

New Stitching Machine

A new wire stitching machine for stitching fibre and corrugated shipping cases was shown for the first time at the canning machinery exhibit in Chicago last January. It is manufactured by a new concern—the Niagara Falls Wire Stitchers, Inc.

Plan Package Conference Program

The Seventh Packaging Exposition sponsored by the American Management association will be held at the Hotel Pennsylvania, New York, March 23 to 26, 1937. An interesting program is being prepared by A. E. Dodd.

Macaroni An Energy Food

Being wheat products made from wheats that are especially rich in gluten, macaroni products have become generally recognized as foods that are high in energy-giving qualities. Authorities frequently extol this virtue of properly prepared macaroni. Here's what another expert says about this food:

Henry C. Sherman, Ph.D., Sc.D.,

Columbia university, writing about macaroni products, says that from the standpoint of fuel value per pound, that is, the ability of these foods to create "heat" and supply energy—macaroni, spaghetti and noodles assume positions in diet lists above such other table favorites as boiled potatoes, almost all other vegetables, fresh or cooked fish and steak.

21 Standardized Cans for Fruits and Vegetables

The standing committee in charge of Simplified Practice Recommendation R155-34, Cans for fruits and vegetables, has proposed a revision of this recommendation, and the Division of Simplified Practice of the National Bureau of Standards has mailed copies to all interests for consideration and acceptance.

The original recommendation which became effective Sept. 1, 1934, established a simplified list of 27 standard stock sizes for fruit and vegetable cans.

The current revision proposes certain changes in the original schedule of recommended sizes, including elimination of 11 sizes and the addition of 5 sizes that have since come into general use and thereby justifying their promulgation as recommended standard stock sizes.

The revised schedule of 21 sizes, when adopted by those interested, will remain in effect until the recommendation is again revised by the standing committee of the industry.

Macaroni Market Steady But Low

Macaroni manufacturers in the New York metropolitan area report a fair demand for their products according to the *New York Journal of Commerce* of Feb. 26, 1937. "Prices are firm, but have not been advanced since the increase of about two months ago, even though costs of semolina and flour would suggest considerable higher prices."

Italian style, semolina macaroni, 20 lb. cases—\$1.50.
Flour goods, 20 lb. boxes—\$1.30.
Fancy Egg Noodles,—bulk, per lb., 10 to 10½ cents.

While macaroni manufacturers continue to get no more than \$1.50 per twenty-pound box of fancy durum goods, it is conceded that the cost of semolina and flour would dictate a macaroni price fully 20c per box higher, but that competitive conditions continue to work against an advance.

If some men only could live up to their ideals as thoroughly as they live up to their incomes.

The Right and Wrong Way of Macaroni Selling

An educational playlet in two scenes, (1) The Spineless Representative and (2) The Real Salesman.

Scenario by Hal Hudson of Columbia Broadcasting Company. For presentation as an educational feature of how macaroni salesmen should not and should act in making sales. Suitable for dramatization at conventions, group meetings and sales conferences.

CAST

SADIE BLAKE—The Stenographer
NICK MARSHALL—The Price Salesman
SAM SMITHERS—The Tired Salesman
ROGER JENKINS—The Usual Buyer
ALLEN DAVIS—The Profit Salesman.

SCENE NO. 1

(How Not to Sell)

SETTING: (Stage divided in the center from front to back by a screen representing partition. Left half is the outer office, with three or four chairs lined up along the back. At a small desk sits a blonde stenographer, bored and disinterested, who spends most of her time reading a magazine.)

Right half of stage is the inner office. At a desk facing the partition sits Roger Jenkins, buyer for Acme Wholesale Groceries, Inc. He is a small town character, very sure of himself, arrogant, know-it-all, and generally wrong. Desk is littered with papers and samples. At his right is a phone. At the right side of the desk a chair for salesmen. Balance of room meagerly furnished, and—if possible—littered with more samples, grocery cartons, etc.

Jenkins is reading the newspaper as scene opens. When salesman enters, he puts down paper and starts to sign a huge stack of checks, which he continues to do for most of the interview. As the scene opens, the outer office chair nearest the partition is occupied by a salesman asleep. Nick Marshall, a short, breezy salesman, enters the outer office and goes to stenographer.)

NICK: Mornin', sister. How's every little thing this nice bright day?

SADIE: What'd you think?

NICK: Now, now—that's no way to greet a pal. You probably remember me. Nick Marshall's the name. I've got a face they never forget. Hah-hah.

SADIE: Oh, yeah—I remember you now. You was here last year.

NICK: Yep. That's right. I always make a big impression on people. Can't help it.

SADIE: And I thought it was what I had eaten that gave me those nightmares.

NICK: Huh? Oh... Ho-ho! That, that's good. That's great, girlie. My face givin' you nightmares! Hah-hah. (His loud laughter wakes sleeping salesman, who looks over in disgust and then tries to go back to sleep.)

SADIE: Did you wish t' see someone?

NICK: Did I wish t'—! Why say—I come way down here to this town just to talk to Mr. Roger Jenkins.

SADIE: That's what I thought. Well, have a seat. He's very busy.

NICK: Okay—but I got a few things to do myself. (Recognizes sleeping salesman) Well, Sam Smithers—you old son of a gun. How the devil are you?

SAM: (Unenthusiastically) Hello, Nick.

NICK: (Sitting down beside him) Say, I haven't seen you in six months, I guess.

SAM: Only four months, I'm sorry to say.

NICK: By the way, I passed your house last week, Sam.

SAM: Thanks.

NICK: By the way—how's the line of hardtack you're peddling? Selling any these days?

SAM: Wooster's Wonder Cookies are the biggest seller in this county...

NICK: Well, that's somethin', I s'pose. Say, how long you been waitin' for this pain in the neck?

SAM: I dunno. I lost track of the days. (Looks at watch) Just one hour and thirty-three minutes. Make yourself comfortable, if you can. Here—keep this seat warm. I'll be back in a minute.

NICK: Okay, Sam. But if the great stone face comes to life while you're gone, I'm going in.

(Sam goes over to steno. and whispers something in her ear.)

SADIE: The last door to your right at end of the hall. It's marked "gentlemen"—but don't let that stop you.

NICK: (Laughs uproariously.) (At this outbreak Jenkins rises and goes into outer office.)

JENKINS: What's all the racket about?

NICK: (Jumping up) Oh, hello, Mr. Jenkins. Nick Marshall's the name, Mr. Jenkins—with Miracle Macaroni Company. We haven't had an order from you for eight months now, so I thought I'd stop in and see what's the trouble.

JENKINS: You known darn well what's the trouble. Your price's too high.

NICK: (Taking him by the arm and walking into the inner office) Well, I've

got something new to tell you about—somethin' you'll be mighty interested in.

JENKINS: (As they both sit down, Nick takes out sample. Jenkins starts to eat a piece) All right, but make it snappy. I'm very busy. (Takes file of checks and starts to sign them. He doesn't look up.)

NICK: Say, by the way—did you hear the one about the three storks?

JENKINS: (Starts to laugh) (Jenkins doesn't look up, so he continues) Well, sir—it's like this. Three storks are standin' on one foot—you know how they do—talkin' over the day's work.

The first stork says: "Boy, was I busy t'day. I made delivery on two pairs of twins, four singles and one set of triplets."

The second one says: "That's nothin'. I just had singles t'day, but the first one was in New York, the second in Alabama and the third and fourth in Idaho. Am I rushed?"

Then the third stork he speaks up and he says, kind drawling it out: "Well, I didn't have any regular assignments today, but I sure scared the life offa three stenographers!" (He nearly chokes laughing at his joke. Jenkins smiles sickly and goes on signing checks.)

(As he recovers) That's a panic, isn't it?

JENKINS: What's this new price you've got?

NICK: It's marvelous, Mr. Jenkins—Wait'll you hear it.

JENKINS: How much longer do you have to wait?

NICK: Not a minute. (Edging up) Mr. Jenkins, I'm authorized to give you house a price of ninety cents a box of bulk Macaroni—Miracle Macaroni!

JENKINS: Nope—you're way out of line.

NICK: But this is the very best dum clear!

JENKINS: Not interested.

NICK: And guaranteed no sweapings!

JENKINS: I don't care what your product's made of. That doesn't make any difference to me. We've got to sell this stuff, you know—and we can't do it at prices like yours.

NICK: Well, I might be able to give you a price of 88 cents—but I wouldn't want it to get out.

JENKINS: (Still signing) Not interested.

NICK: Well—how do you buy your macaroni?

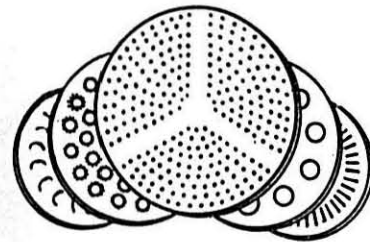
JENKINS: Use eight to ten cars every year.

NICK: Eight t' ten cars... Let's see. On a carload basis, I could drop the price to 83!

JENKINS: There you go. Cutting prices again. (Stops signing and leans back for a lecture) That's the trouble with you fellows. That's the trouble

March 15, 1937

QUALITY  SERVICE



THE STAR MACARONI DIES MFG. CO.

57 GRAND ST.
NEW YORK, N. Y.

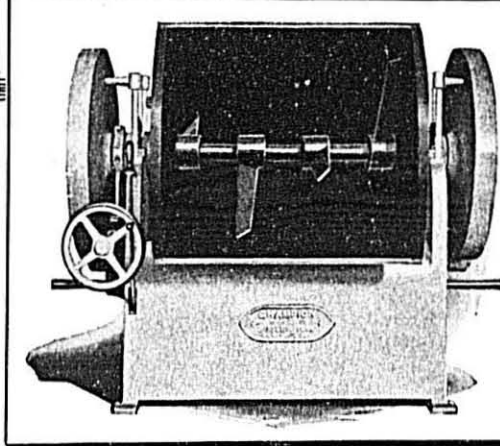
Our Prices Are as Low as Possible, Consistent with Good Work



CHAMPION HOCKEY TEAM

has STAMINA to win hard-fought games

WIN WITH CHAMPION EQUIPMENT



The Champion Mixer, illustrated above, is especially built for handling macaroni and noodle doughs. Produces a smooth, uniform mix assuring quality products. Sturdily made for long, trouble-free service.

CHAMPION MACHINERY CO.
Joliet - - - - - Illinois

Eastern Distributor
JABURG BROS., INC.
Hudson & Leonard Streets - - - - - NEW YORK CITY

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 this sturdy CHAMPION MIXER has Stamina assuring years of hard trouble-free SERVICE

To win business success requires the same stamina in personnel and equipment as is needed to win a hard-fought hockey game. For years Champion has served Macaroni and Noodle Manufacturers by developing sturdy, highly efficient, time-saving equipment — Dough Mixers, Flour Outfits, Noodle Brakes, Weighing Hoppers, Water Scales, and other automatic units—that quickly pay their cost and make extra profits for quality products. Priced Low, sold on easy terms or liberal discount for cash.

May we send you money-saving facts and show you how other progressive manufacturers have profited with Champion installations. ?

MAIL THIS COUPON FOR PROFIT-MAKING FACTS CHAMPION MACHINERY CO., Joliet, Ill.

Please send me complete information regarding Champion Dough Mixers, Champion Flour Outfits: prices and terms.

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

with the whole Macaroni business. You just ruin your own racket with these tactics.

NICK: But what else can—
JENKINS: Why don't you get smart? Why don't you get some organization? That's what you birds need—organization. Now if I was in your line, I'd show 'em a thing or two. I'd (Phone rings) (Picks up phone) Hello? ... Oh—hello, Jim? ... I'll say. Up to my ears in Macaroni salesmen ... About what ... Oh, the Rotary Club luncheon? Sure—fire away. (Long pause, interspersed with varied:) Yeah—Yeah ... No ... I get it ... Is that right? ... Yeah ... No ... sure, that'll be okay ... Golf? This afternoon? ... I'd like to, Jim—if I ever get rid of all these salesmen ... That's a good idea ... All right. I'll call you after lunch. G'bye. (Hangs up)

JENKINS: 83, you said?
NICK: That's right. Eighty-three!
JENKINS: Well, you're still high. You've got to do better than that.
NICK: I don't see how I can, Mr. Jenkins. I haven't made a price of 83 to any other customer.

JENKINS: I can't help that. If you want any consideration from us, you'll have to meet competition.

NICK: Well, we certainly want your business. I think we can make an exception in this case, Mr. Jenkins. I'll quote you a price of 80 cents—but that's strictly confidential.

JENKINS: Don't worry. I wouldn't mention that to a soul.

NICK: Fine—now if you'll—
JENKINS: (Going right on) Because you're still out of line.

NICK: What!
JENKINS: That's what I said.
NICK: You mean you're buying macaroni for less than eighty cents?

JENKINS: I do. Look—(Taking in voice and holding it out with thumb over date) That's the kind of price we're getting these days.

NICK: Seventy-eight cents ...!

JENKINS: Think you can beat that?
NICK: Gosh! I don't see how I can. Why, that's less than our cost.

JENKINS: Well, that's up to you. But I'm very busy today, and if you aren't in a position to do better ...

NICK: I tell you what I'll do, Mr. Jenkins. I'll make you a price of seventy-seven cents—but I'll have to confirm that with the home office.

JENKINS: I can't wait for that. I'm ready to place an order now. You can take it or leave it.

NICK: I'll take it, Mr. Jenkins—Yes, sir. We want to get back with you again.

JENKINS: Say, that reminds me. You're with Miracled, aren't you?

NICK: (Surprised) Why, yes. I told you that when I came in.

JENKINS: Maybe you did, but I can't keep all your companies straight. All macaroni's the same to me. Now as I was saying—we have a lot of your mac-

aroni back in the warehouse ... all of it spoiled ... full of bugs.

NICK: But we haven't sold you any macaroni for a year.

JENKINS: All right. What of it? Good macaroni shouldn't spoil in that length of time. You better give us credit for it.

NICK: (Feebly) But Mr. Jenkins—no macaroni will—

JENKINS: Give us credit, or no order.

NICK: Okay.
JENKINS: That's the stuff. You're a smart salesman.

NICK: How much shall I put you down for?

JENKINS: Let's see now. I guess we can take ten cases ...

NICK: Ten cases ...! But I thought you said—

JENKINS: Ten cases is all we want—till we see how it moves.

NICK: Okay. (Writing it down) Ten cases of bulk ... best durum macaroni.

JENKINS: And give us credit for the fifty cases of spoiled stuff we're stuck with.

NICK: Yes, sir. (Writing) Credit for fifty cases?

JENKINS: That's what I said.

NICK: (Meekly) Yes, sir—credit for fifty cases. Now—how about package goods? Are you using much of that kind?

JENKINS: Oh, a little. Package goods don't seem to go so well with our customers.

NICK: We're selling more and more of it. Yes, sir, Mr. Jenkins. (Getting back some of his former air) Folks all over the country are beginning to ask for Miracle Macaroni by name. Insisting on it, in fact.

JENKINS: (Entirely unimpressed, as usual) What's your best price?

NICK: (Promptly) Seventy cents—24 seven-ounce packages to a case.

JENKINS: Well, I guess that'll be about all we'll need today.

NICK: What's the matter with that price?

JENKINS: What d' you think?

NICK: I might make it sixty-six ...

JENKINS: I can't hear you ...

NICK: Sixty-four ...

JENKINS: I paid sixty-one last week.

NICK: Okay—sixty. But that's the very best I can do.

JENKINS: Well, that'll be all right till next time, anyway. I'll take fifteen cases.

NICK: Yes, sir—thank you, sir. (Writing) Fifteen cases.

JENKINS: And be sure and note on your order that I want the bulk macaroni in wooden boxes.

NICK: (Writing) Wooden ... boxes ...

JENKINS: 2 per cent for ten days, I suppose.

NICK: We generally give one per cent for ten days ...

JENKINS: We always get two ...

NICK: (Resignedly) Okay. Two per cent ...

JENKINS: We'll get the regular case load discount, of course.

NICK: (Hesitating) Well—I don't know that I can—

JENKINS: Good. We'll expect that then. And five per cent for headquarters.

NICK: Certainly, Mr. Jenkins.

JENKINS: But just send the check here to me.

NICK: I was just going to suggest that.

JENKINS: Oh—you were!

NICK: I mean—I thought that matter—

JENKINS: Okay—Okay; Now I want you to bill us thirty—sixty—ninety of this stuff.

NICK: But you said two per cent for ten—

JENKINS: I know. Just leave that in. But we've got to see how this stuff moves before we can pay the bill in full.

NICK: Yes—of course, Mr. Jenkins. Anything else?

JENKINS: No, I guess that covers everything.

NICK: Fine—and I certainly want to thank you for this order, Mr. Jenkins. (Getting up) You've been mighty decent about this whole thing—the spoiled goods and all. (Backing away) I sure do appreciate it.

JENKINS: Good day ... (Jenkins stumbles and gets up).

NICK: Goodbye, sir—and I'll get this order my personal attention. Everything will be one hundred per cent.

JENKINS: Don't forget that five per cent for headquarters, sent here.

NICK: Oh, no, sir—goodbye. (This time he is through into reception room) (He assumes a jaunty air) Well, girlie—I sure put over that deal.

SADIE: Huh ...?

NICK: Yes, sir—sold him right up the hilt. (Looking around) Say, where's my pal Smithers? You know, the cool salesman that was here.

SADIE: He ain't back yet.

NICK: What a man! Well, so be it—sister—I'll be seeing you in the future papers. (Exits roaring at this)

JENKINS: (Quickly picks up phone) Main 231 ... Hello, Bill? ... Re-

JENKINS: ... I'm okay. You interested in some macaroni business? ... (chuckle) I thought you would be. Well, I'm getting ready to place an order. It sure is—750 cases ... Now listen, I have a price of 77 cents a case on bulk ... No, not 87—77 ... Yes, it's legitimate. Can you do any better? ... can't help that. We're not in business for our health ... Now don't start yapping, talk on me. I know that about you handle. All I'm concerned about is price. Take it or leave it ... Okay, 75. Confirm that and I'll send you order for fifty cases ... Huh? ... Sure I said 750, but this isn't that ... G'bye. (Hangs up.)

[CONTINUED IN APRIL ISSUE]

Cheap Macaroni Costly

The "drouth of 1936" has been blamed for many things. Among macaroni-noodle manufacturers who strive to gain a portion of the cheap macaroni market" by manufacturing a "cheap product" from very inferior raw materials, the poor durum wheat crop of '36 is often given as an excuse. Here's the common wail:

"Our firm has a reputation for quality goods. We have always made our macaroni and spaghetti from the very best semolina available. Due to the scarcity of good American semolina and the high price of semolina made from imported Canadian durum—what is more important, the heavy demand for cheaper macaroni due to prevailing economic conditions—we have been compelled to make a cheaper grade, though it has always been against our policy to stoop to that questionable practice."

Once having started on the down grade there is no telling where to stop, with the result that macaroni products are now being offered to consumers of a quality so low as to be almost unrecognizable as macaroni as it used to be known. The Government has been slow in prosecuting violators of this kind, though there has been an apparent and welcomed stiffening of its attitude in recent weeks with the hope that a drive will soon be made to eliminate from the trade channels all macaroni products made from materials of a grade that formerly was sold only for feed.

In a recent "Notices of Judgment Under the Food and Drugs Act" issued by the U. S. Department of Agriculture, a manufacturer was lucky to be permitted to reclaim a misbranded shipment for proper labeling. It was charged by the government that the goods seized "was a substitute for what it purported to be and that its label bore an erroneous statement concerning an essential ingredient."

The owner was fortunate in that "a consent decree of condemnation and forfeiture for misbranding" only was entered in the final judgment with a provision "for release of the product to the claimant for relabeling." There is a question as to the sufficient severity of the punishment in that it did not remove finally and forever the possible sale of such low grade products in competition with the higher, more approved grades.

There is a rule that will offset any excuses that may be given for production of low grade macaroni, drouth or no drouth. Fluctuation in the price of products but never tamper with the quality, because even at the highest price at which good macaroni can be purchased the consumer is getting more food value for his dollar than his dime that is available in any other form of wheat foods.



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

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

John J. Cavagnaro

Engineers and Machinists

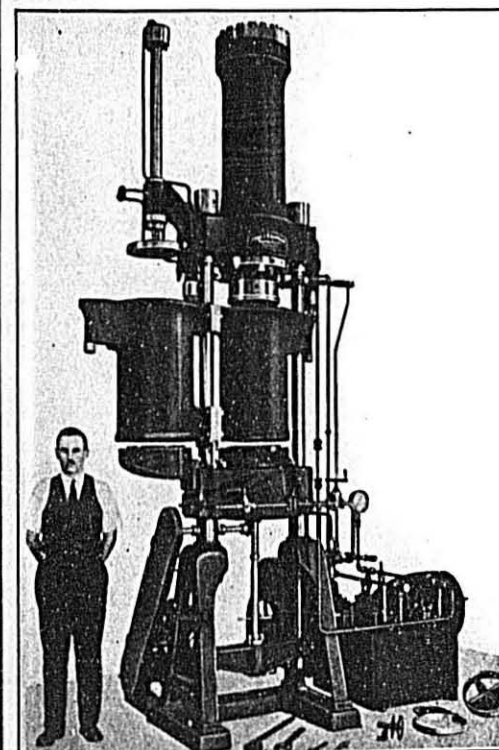
Harrison, N. J. - - U. S. A.

Specialty of Macaroni Machinery Since 1881

- Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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



PRESS No. 222 (Special)

Legionnaires Like Spaghetti

The modern macaroni manufacturer should not give all his attention to the manufacturing phase of his business. He should recognize three distinct obligations—first to his own business, another to his fellow manufacturers and the industry, and a third to his "dear consuming public."

Daniel Piscitelli is a firm believer in this theory, manifested by his able management of his plant, his membership in the national organization of his industry and by his novel way of helping his "consuming public" by teaching them how to prepare his products for hearty consumption.

The story is taken from the Irondequoit Press whose reporters covered one of the most successful banquets of the season, sponsored by the Quality Macaroni company, Rochester, N. Y., of which Mr. Piscitelli is the proprietor. "He gets them coming and going. First of all he manufactures products of a quality that is satisfying; then he invites the ladies to teach them how to cook spaghetti satisfactorily and then tries the food out on the hungry husbands and brothers."

On the evening of Jan. 30, 1937 Mr. Piscitelli was host to about 500 Legionnaires. He had his chef prepare for them a complete Italian dinner of which his "Spaghetti à la Piscitelli" was the main course. He feels satisfied that if the average annual macaroni consumption in this country is about five pounds, each and every one of his guests consumed at least one-half of their annual share at his banquet.

A feature of the banquet was a demonstration of the proper and accepted ways of eating spaghetti. Without the knowledge of the guests, a survey was made of their "method of attack" and by actual count 23 distinct and different ways of spaghetti-eating were employed by his guests, many of whom were eating their first big dish of really good spaghetti. The eating technique ranged from the despised cutting of the spaghetti strands with a knife to the more accepted way of entwining several strands of spaghetti around the fork, using a spoon to mold the pellet of delicious spaghetti, but whatever the technique, the results were satisfactory.

In his able planning, the ladies were not overlooked. Mr. Piscitelli invited the wives, mothers, sisters and sweethearts of the Legionnaires to be his guests at his plant during the afternoon. They were first shown through the plant to learn how simply the delicious food is made and then were taught by the plant chef just how they should make that delightful Italian Spaghetti Sauce which Americans relish so much but which they find hard to concoct.

Having taught the ladies how best

to prepare a good dish of spaghetti and having satisfied 500 hungry Legionnaires, members of Irondequoit Post 134, American Legion and their guests, Maple Leaf Post, Canadian Legion, Mr. Piscitelli felt self satisfied that he had done a good job of popularizing macaroni as a food that should be found more frequently in the daily menus of Americans.

U. S. Exports of Foodstuffs Decline in November

The maritime strike which was in effect throughout November cut sharply into our export trade in many food items, particularly those which originate entirely or nearly entirely from the West Coast, according to F. H. Rawls, chief of the Commerce Department's Foodstuffs Division.

Among such decreases during November 1936 as compared with November 1935 were the following: Canned salmon exports off from \$717,000 to \$74,000; canned sardines decreased from \$421,000 to \$114,000; canned asparagus off from \$243,000 to \$28,000; dried and evaporated fruits down from \$6,551,000 to \$1,028,000, and canned fruits off from \$2,808,000 to \$206,000. Last month (October) exports of each of these classes,

with the exception of canned fruits, were substantially higher than during October 1935.

Total exports of food products during November 1936 were valued at \$13,684,000, about half the November 1935 figure of \$26,758,000. The reduced November exports brought the cumulative figure for the year down below the comparable figure of 1935. Total exports of food products for the first eleven months of 1936 amounted to \$188,530,000 compared with \$196,073,000 for the same period of 1935.

Imports of food products during November 1936 were larger than those of November 1935 by more than one-third, amounting to \$58,270,000 as compared with \$43,851,000. The eleven months food import figures were \$658,996,000 for 1936 and \$596,324,000 for the eleven months of 1935. The maritime strike apparently had little effect on import trade in foods.

R. A. Nickel Joins Rossotti Staff

The Rossotti Lithographing company, New York, manufacturer of folding cartons and labels for the food trades, has appointed R. A. Nickel as manager for the Chicago sales office. Mr. Nickel succeeds D. W. Killip who was recently made salesmanager of this concern, with headquarters in the main office in New York city.

Present Definition and Standards for Macaroni Products

Italian Translation as Published in "Il Commercianti Italiano," New York

I Manifatturieri di Maccheroni e Pasta Affini:

Ricordate che i maccheroni, secondo gli Standard governativi delle paste alimentari, devono avere i seguenti requisiti:

1. MACARONI—sono le paste fatte in forme diverse e asciugate, preparate aggiungendo dell'acqua a una o più delle seguenti materie: Semolina, farina, fiore di grano. Possono contenere del sale in aggiunta. Nel prodotto finito l'umidità non deve eccedere il 13 per cento. Varie forme di maccheroni sono note sotto nomi distinti, come spaghetti, vermicelli, ecc.

a) I maccheroni di semolina sono i maccheroni nella cui preparazione LA SEMOLINA E' IL SOLO INGREDIENTE FARINACEO.

b) I maccheroni di farina sono i maccheroni nella cui preparazione la farina è il solo ingrediente farinaceo.

2. NOODLE, EGG NOODLE (pasta alfuovo).—Sono le paste in

forma e asciugate preparate con fiore di grano e uova, con o senza acqua e con o senza sale. Le uova possono essere intere o solo i tuorli. Nel prodotto finito l'umidità non deve eccedere il 13 per cento e il contenuto solido delle uova privo di umidità dev'essere non meno del 5.5 per cento. Le paste alfuovo sono comunemente in forma di nastro (tagliatelle).

3. PLAIN NOODLE.—Sono le paste in forma e asciugate, preparate con fiore di grano ed acqua, con o senza sale. Nel prodotto finito l'umidità non deve eccedere il 13 per cento. Anche questa pasta è comunemente in forma di nastro.

Queste definizioni e standards di prodotti alimentari sono stati adottati come una guida per i funzionari del Dipartimento di Agricoltura, che vigilano all'applicazione del Food and Drug Act.

Note—These were published in English in the issue of January 15, 1937.

Miniature Advertisements

CARTONS
QUALITY AND SERVICE
GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

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.



The following home hazards have been the cause of many serious and fatal accidents during the past years.

1. Slippery floors and sidewalks.
2. Unsafe ladders and stepladders.
3. Objects left on floors and stair-

ways where someone may fall over them.

4. Broken or loose stairs.
5. No handrails on stairs.
6. Electric cords, plugs, and sockets in poor condition.
7. Electric light fixtures and switches near sinks and tubs not insulated.
8. Gas leaks.
9. Use of gasoline or naphtha for cleaning in the home.
10. Scalding water carried about the house in pails.

11. Automobile engines run in closed garages.

Watch for these hazards. Don't let them strike you down.

A lot also depends upon whether responsibility is shouldered or cold shouldered.

Possibly it is withheld because it would be just one more thing to be dissatisfied and discontented with.

HYDRAULIC MACHINERY
ELMES
SINCE 1851
CHICAGO

SHORT CUT
HIGH PRODUCTION UNIT

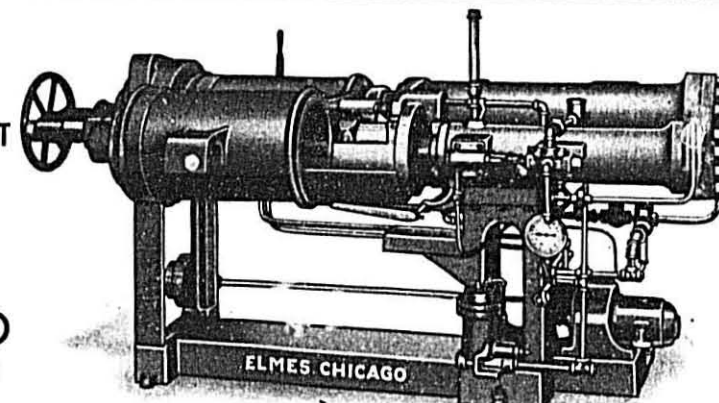
NEW
VARIABLE SPEED
TRANSMISSIONS.
STATIONARY DIES

EASILY ADJUSTED

TO PRODUCE ANY LENGTH OR
FANCY CUT OF GOODS

CHARLES F. ELMES ENGINEERING WORKS
Hydraulic and Special Machinery

213 N. Morgan St. Chicago, U. S. A.



SHORT CUT PRESS MODEL No. 4102-A

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, F. O. Drawer
 No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
 F. R. Winebrenner.....President
 L. S. Vagnino.....Advisor
 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 unworthy 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 March 15, 1937 No. 11

Secretary on Tour

During February, Secretary M. J. Donna of the National Macaroni Manufacturers association visited manufacturers in St. Louis and Chicago areas prior to the regional meetings held in those metropolitan centers.

During the second week in March he went to Philadelphia to confer with President P. R. Winebrenner on association affairs, stopping off at Washington for a visit at the offices of Washington Representative B. R. Jacobs, and returning by way of Cleveland and Sandusky, Ohio, looking over prospective convention sites.

Muellers at Waikiki

Henry Mueller, president of C. F. Mueller company, Jersey City, N. J. and former president of the National Macaroni Manufacturers association left last month for a tour to Hawaii. He was accompanied by his wife. They plan to be gone about six weeks.

Prowler Shoots Manufacturer

A prowler caught in the act of ransacking the plant of the D'Amico Macaroni company, 34-38 Drift st., Newark, N. J. fired on the proprietors, seriously wounding Casperi D'Amico, president of the firm, and also his father Dominick D'Amico. The former was shot through his abdomen and the latter less seriously.

The gunman walked through two long corridors to the room where the

two D'Amicos were attending to their daily duties. After firing five shots the intruder fled, leaving his victims on the floor. As he fled he threw away his weapon. No motive for the crime has been unearthed by the detectives that were put immediately in charge.

Klein Has N. Y. Sales Agent

The F. L. Klein Noodle company of Chicago has announced appointment of Vescovi and Leichter, Inc. as its exclusive sales agent in the Greater New York area. They will have charge of their principal's complete line of egg noodles, pretzels and potato chips, packed in bulk, cellophane bags and in glassine wrappers.

Building an Addition

The Michigan Macaroni company of Detroit, Mich. has under construction an addition to its present plant at 2243 Mullett st. that will cost \$30,000. It is expected to be ready for occupancy early in the spring.

Marketing Agreement Proves Stabilizer

California has two Industry Boards for administering the marketing agreement of the Department of Agriculture. Both made news last week by action taken respectively in the San Francisco and Los Angeles areas.

Organize Southern California Group
 Encouraged by the success of their fellow manufacturers of the northern part of the state, manufacturers of southern California have been organized under the Market Agreement, as announced by the press of Los Angeles last month as follows:

J. L. DeLoach, managing secretary of the Southern California Macaroni Industry Board of the State Department of Agriculture, announced a new marketing agreement for the Macaroni Products Industry. This agreement states that it is unlawful to give credit for spoiled bulk macaroni products after thirty days from date of shipment, or for package goods after sixty days from date of shipment. The following firms among others must abide by this marketing agreement: The Globe Grain and Milling company, The Los Angeles Pacific Macaroni Co., The Lozze Macaroni Co., The Sunland Macaroni Co., the Superior Macaroni Co., the Miller Food Products Co., and the Weber Noodle company.

Price Cutting Complaint

At the same time the newspapers of San Francisco carried a story of action taken against one of the manufacturers in that area who was accused of cutting prices. The story reads: An injunction to enforce a marketing agreement for the sale of macaroni products was sought in an application to the Superior Court yesterday

by the Macaroni Industry Board of Northern California.

The petition seeks to have G. Ferrigno, doing business as the Surrento Macaroni Products Company, enjoined from cutting the price of egg noodle from \$1.40 to \$1.20 per dozen packages.

Macaroni Products In Foreign Exchange

According to the Monthly Summary of Foreign Commerce published by the U. S. Bureau of Foreign and Domestic Commerce for December 1936 the macaroni products showed a large increase in the total imported while the exports dropped slightly.

Imports

The month of December 1936 shows the total imports to be 161,706 lbs. valued at \$11,953—more than twice the November 1936 figures which were only 73,487 lbs. worth \$5,488.

The total imports for the year 1936 were 1,304,955 lbs. costing \$103,631.

Exports

During December 1936 the American manufacturers exported 152,602 lbs. of this foodstuff worth \$12,807 as compared with the November 1936 totals of 171,791 lbs. valued at \$14,322, showing a slight decrease for the latter month.

For 1936 the total exports were 1,945,842 lbs. bringing American manufacturers \$159,206.

Listed below are the foreign countries to which this foodstuff was exported during December and the amount shipped to each:

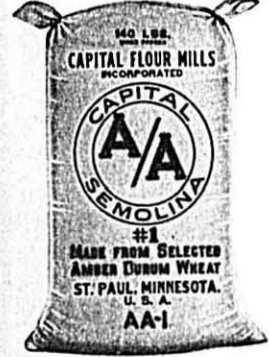
Countries	Pounds
Germany	35
U. S. S. R. (Russia)	17
Canada	34,930
British Honduras	1,640
Guatemala	7
Honduras	33
Nicaragua	72
Panama	152
Salvador	152
Mexico	152
Newfoundland & Lab.	56
Bermuda	3
Barbados	2
Other Br. W. Indies	171
Cuba	37,080
Dominion Republic	120
Netherland W. Indies	63
Haiti, Rep. of	30
Chile	1
Colombia	1
Br. Guiana	1
Surinam	1
Venezuela	1
Br. Malaya	1
Netherland India	201
Philippine Islands	1
Other Asia	14
Union of So. Africa	1
Other Por. Africa	1
TOTAL	152,602
Insular Possessions	55,000
Hawaii	275,500
Puerto Rico	1,500
Virgin Islands	1,500
TOTAL	332,602

CLASSIFIED ADVERTISEMENT

WANTED—Experienced Plant Superintendent (Italian) for Mexico factory. Must understand raw materials, machinery, manufacturing, drying and packing problems. Address "Fabrica," Macaroni Journal, Braidwood, Ill.

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.

Legal Use of Patented Machinery

Macaroni-Noodle manufacturers will be interested in the legal opinion of J. Buckley, Philadelphia, counsel-at-law, due to conflicting claims of patents affecting machines and machine parts. He says in part:—
 Here is a situation which might arise in the life of any business man, therefore I answer the letter at length:—
 We use in our business a machine wrapping packages. It is manufactured by _____ of Chicago, and patented. We have used it for more than two years and it is very satisfactory. About six months ago we received a letter from the manufacturer of another machine that does the same work, stating that the one we had was an infringement on their patents and bidding us to use it any more. We did not attention to it, thinking it was merely a bluff to get us to throw our machine out and buy the other one. Several weeks ago we saw an advertisement in a trade paper, put in by the same people who had sent us the letter, telling everybody who was using machines like ours that they were infringements and they could be prosecuted for simply using them. Still we did nothing, and last week we received another letter from these people saying that unless we wrote back agreeing to stop using the machine they would file bill against us in our local courts.

Something seems to be coming nearer and nearer to us—what is it? Please inform us what is best to do under the circumstances. Can these people do anything to us when we did not make the machine and knew nothing of it?

The answer to the final question is, yes, they can do something to you. You may be as innocent of any intent to infringe, or knowledge of infringement, as a newborn babe. Nevertheless, under the U. S. patent law, if your machine is really an infringement upon the other, not only is the manufacturer responsible in damages, but so is everybody else who sells the machine or uses it. You, of course, are a user.

This is one case in which absolute innocence is not a defense. An infringing machine is an outlaw thing. It is like counterfeit coin to some extent. What this correspondent should have done was to write the manufacturer of his machine as soon as he received the first letter. Never temporize with a patent infringement. What the manufacturer might have done when he received the correspondent's notice, was to pooh-hoo the whole affair, accusing the other manufacturer of bluffing, and intimidation, and of actually being the infringer himself. That is what usually happens.

The correspondent, however, should not have been satisfied with that. He should have insisted that his manufacturer give him his assurance that if

he continued to use the machine, and was sued because of it, the manufacturer take over the suit, employ an attorney and pay all expenses.

That is the least a manufacturer can do under such circumstances, and I have never known one who was not glad to do it. Once you have the manufacturer's assurance—if he is reputable and responsible—you can safely continue to use the machine.

Of course, if any competing manufacturer sues you, he must prove the infringement before he can get anywhere. He may not be able to do it.

This business of using advertisements to frighten users of a competing device used to be a favorite scheme of manufacturers who claimed that some device of theirs was being infringed. And it usually worked. It worked so well and frightened so many people that finally the courts stepped in and stopped it. It can be done today only under rigid restrictions. In the case cited, if the manufacturer who did the advertising did not observe the restrictions, he can be gone after, and ought to be.

The fact that time flies doesn't matter if one uses it as an aeroplane to get around in.

The fact that the adds are against us seldom matters if we precipitate ourselves against the odds.

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1936-1937</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. J. J. Cunco, Connellville, Pa. E. De Rocco, San Diego, Cal. J. H. Diamond, Lincoln, Neb.</p>	<p>V. Giatti, Brooklyn, N. Y. A. Gioia, Rochester, N. Y. H. 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>B. 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>

SECRETARY'S MESSAGE

The Standards Committee

Considerable interest has been manifested by members of the macaroni industry not only as to what will be the standards which the trade will recommend to be set up under the new food bill, when passed,—and there seems no doubt that will be made a law by the present session of Congress,—but also who will constitute the steering committee to ascertain the industry's wishes as to standards.

The authority to set up standards for foods that come under the new Pure Food Bill, if passed without radical amendments, is delegated to the Department of Agriculture. It is reasonable to believe that when the times comes for setting standards for macaroni products, the trade will be consulted. It will be an almost endless task to ascertain the views of individual manufacturers from coast to coast. It would be much more preferable if the trade's wishes could be made known through some representative organization qualified to speak for the trade in a general way.

The National Macaroni Manufacturers Association, the only organized unit stands ready to serve the trade as its spokesman, but is anxious to speak with greater authority. That can only be done if it speaks for a greater percentage of the interested manufacturing firms. Hence, its quite successful drive to enroll new members,—a movement that is meeting with satisfying success in sections where the manufacturers have been brought to a realization of the importance of standards in every manufacturer in the business, irrespective of size or location.

Since some one must take the lead, the National Association has laid the ground work for concerted action to protect the industry's interest under the new law. Meetings have been held; the law has been fully explained; nonmember firms have been invited to cast their lot with the organized group. Only by united action can the rights of the whole industry and that of the consumer be properly protected.

Through a specially appointed Legislative Committee, all proposed laws will be studied in the light of their possible effect on macaroni-noodle manufacture and exchange. President P. R. Winebrener has shown excellent forethought in the selection of the personnel of this Committee. All sections of the country have been given a representation on the Committee. Bulk manufacturers, package men and noodle makers have been recognized. All are recognized leaders in their respective communities and all have a high standing in the industry, with Government officials and the consumer.

The duties of the Legislative Committee will be to follow all legislation which is of particular interest and importance to the macaroni industry and to see to it that the rank and file is kept advised on all such legislation and interest there is stimulated as much as possible. It is probably to this Committee, rather than to a special Standards Committee, that the matter of macaroni-noodle standards under the Pure Food Bill will be referred.

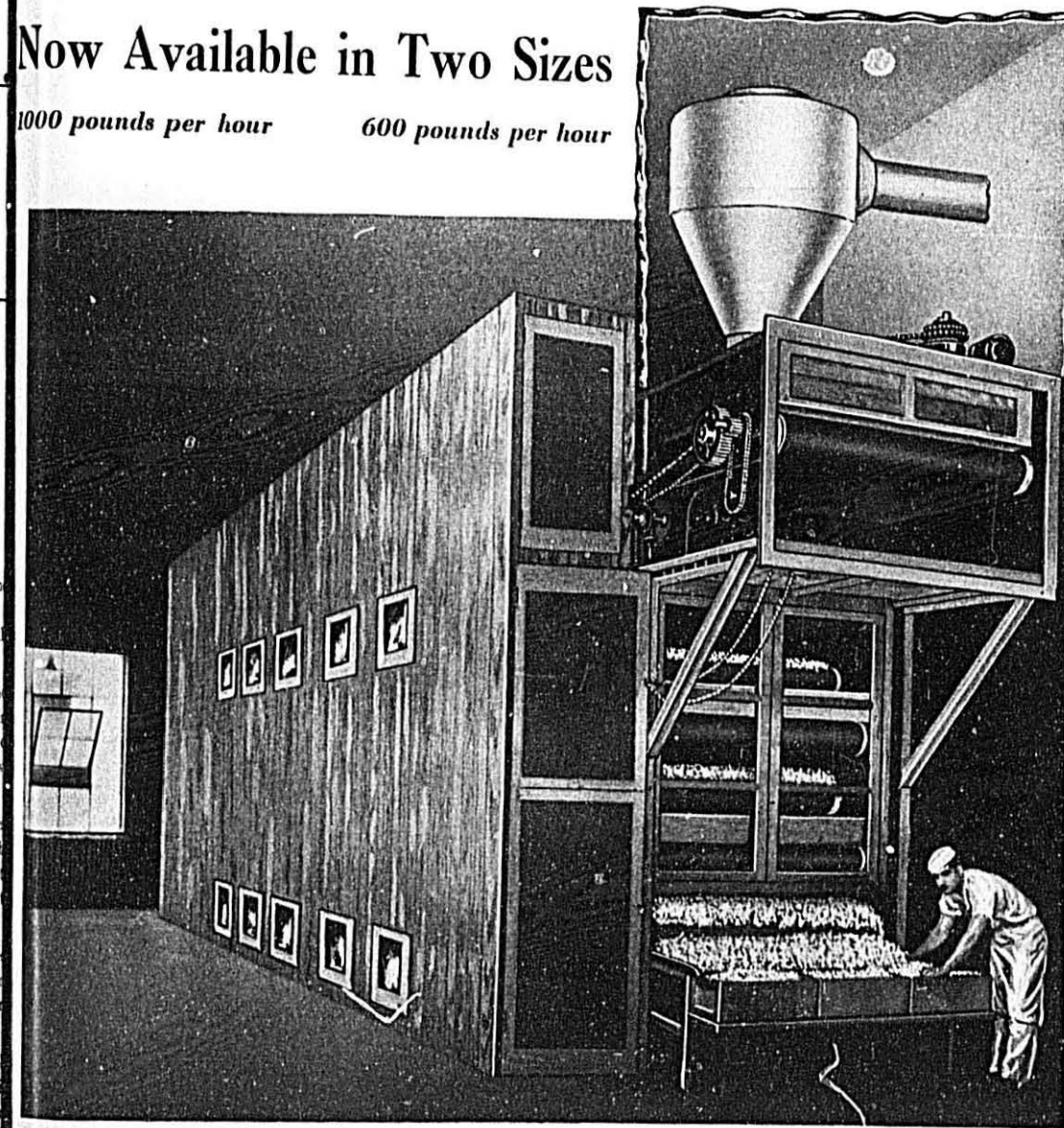
A study of the wishes of the trade is already under way,—first by personal contact with the manufacturers in meetings staged by Washington Representative B. R. Jacobs and generally by correspondence by Association officials and committee members. It is hoped to have the survey completed before the annual convention of the Macaroni Industry the latter part of June 1937, where standards will be up for adoption for later presentation to the Department of Agriculture at the hearing that will probably be held for that purpose.

The Legislative Committee that will have this important task to perform, recently appointed by President P. R. Winebrener, and of which he is a member ex-officio, consists of Messrs.: L. S. Vagnino (Chairman); Joseph Freschi; Jerome I. Maier; G. LaMarca; L. G. Tujague; E. Ronzoni, Jr.; C. W. Wolfe; C. H. Smith; L. M. Skinner and S. E. Mountain.

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.



Build for the future . . . assure steady repeat business by putting *real cooking quality* into your macaroni and noodles with the help of these dependable Pillsbury 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 COMPANY
 General Offices: **MINNEAPOLIS, MINNESOTA**