

**THE
MACARONI
JOURNAL**

**Volume XVIII
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April 15, 1937

The
Macaroni Journal



Minneapolis, Minn.

APRIL 15, 1937

Vol. XVIII No. 12

Macaroni - A Year-Round Favorite

MACARONI is annually becoming more and more of a favorite meat substitute in Lent.

MACARONI could and should be made an equal year-round favorite in combination with meats in season when meats are consumed.

MACARONI has all the necessary food elements to make it popular. All that's required is for the producers to cooperate in teaching the housewives how tastily it can be served in endless combinations with meats, vegetables, fruits, eggs and fish.

MACARONI manufacturers! Here's the opportunity. It's an Industry job, not that of an individual. Have you the will to grasp it?

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



Egg Noodles Sell Fast in "DUBL-VU" Cartons

Dealers like to display and sell Egg Noodles in our DUBL-VU Window Cartons. And, housewives prefer to buy them packaged this *better* way! Stocking and arranging these sturdy, even containers into eye-getting displays on counters, shelves, or in windows, is a quick, easy job. Customers are readily attracted by their colorful modern beauty, because they can see as much of the product as they care to see, before they buy. Brand names

up big, tempting recipes on side panels, keeping the product fresh, clean, unbroken; economy of packing and shipping; cutting breakage and returned goods losses . . . all these important advantages and more are yours when you adopt our DUBL-VU cartons.



Get all the facts, now. Call in our nearest field man or write. We're glad to help you. Ideas, suggestions, samples, cost estimates don't cost you one penny.

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

The President's Timely Point of View

Well directed, properly controlled organized action by Manufacturers for the trade's general welfare is the Macaroni Industry's vital, current need.

AN APPOINTMENT IN CLEVELAND

Because of more adequate accommodations Cleveland has been substituted in place of the original selection of our Annual Convention which will be held Monday and Tuesday, June 28 and 29, at the Hotel Statler, Cleveland, Ohio.

The Great Lakes Exposition will be in full sway so plenty of interest and entertainment is assured. However, attendance at this year's Convention is so necessary and of such importance that appeal to the more frivolous and enjoyable side of the meeting need not be stressed.

Subjects of vital interest to all manufacturers, whether large or small, are so numerous that anything short of a full attendance would be a severe setback to the entire industry.

Scheduled outside speakers will be few and only accepted authorities on the subjects they are to discuss.

Now any manufacturer may stay away and in the July issue of the JOURNAL read a full account of whatever takes place. By this means the time and expense required by attendance will be eliminated, but this is no time for any manufacturer to sit on the side lines and observe if a solution for our common problem is to be found. The active participation of every manufacturer is required in reviewing the past, appraising the present and planning our future. And make no mistake that what is, or is not in Cleveland, June 28 and 29, will have a direct financial effect upon the individual business of everyone engaged in our industry.

How many know the right answer for the irksome riddles which are or will be the outcome from:

The new Food and Drug Bill.

The unfavorable price trend.

The Robinson-Patman Act.

The distinct drift to lower quality.

The unfair and unfavorable purchase contract now in use.

The proposed so-called new NRA.

The aggressive plans of competing industries who hope to place their products upon the dinner table where macaroni is served.

The increasing use of artificial color.

The unrest of labor.

And many more equally as disturbing.

If you do know, by all means come to Cleveland. A weary and troubled industry will welcome and proclaim you. But if you do not have the exact solution at your fingertips, and I am darned sure no one individual has, then be sure to come and contribute your experience and judgment in providing the right answer.

Who is prepared to say whether or not our annoying condition will be aided or aggravated by:

A new and enforceable set of standards.

An enlarged executive personnel for the Association.

A Trade Practice Conference under the auspices of the Federal Trade Commission.

A well conceived and directed publicity campaign.

More active regional organizations.

An outside organization to direct our activities.

Intelligent research of our products to be carried on by one of the accepted institutions.

A more ambitious program requiring a larger budget.

Compiling of statistics so that every manufacturer will know periodically how his sales compare with the industry as a whole.

A consumers' survey to determine what the public thinks and wants.

And the many other plans which will be discussed.

Whether you are or not, you will be needed in Cleveland so as to maintain a vigilant watch over the program and make sure that any action taken will bring results commensurate with our needs.

For such questions the worst advisers will be those who have confused their own views with the certain and absolute truth, the self-satisfied and suspicious men who are suffering from the delusion that not only are they right in their views, but that they alone are righteous in their hearts.

Consumer demand has not only grown but is constantly shifting at a more rapid rate than ever before. Ours is not necessarily a permanent industry. Others are fighting for the place in the menu which is now enjoyed by our products. The public will be the final arbiter. While an alarmist view is to be avoided, nevertheless, it is unwise to be blind to the underlying danger of the situation in the smug belief that we are immune.

A well planned and far-reaching program is being prepared for the Cleveland meeting. No stultifying tradition need prevent an extension of the Association's services to meet the needs of the industry. When deciding upon a plan of action it is essential to have as many opinions as possible and general discussion on all points, good and bad, so that any decision will be representative of the majority.

We can continue as at present—no one will question this privilege, but if we do not correct—if we do not improve—if we do not now plan—if we do not now soundly build—the future will hold in store for us only the inheritance of our own mistakes.

It is more fitting, however, for us to turn our eyes to the future and attempt to visualize the needs which must be filled and the methods which we will employ to fulfill them.

The success of the Cleveland Convention will be limited only to the extent that we ourselves fall short of our obligation and our opportunity. No arbitrary boundaries limit the field for our expansion.

Our present difficulties should not divide us, but rather unite us. The informal exchange of information during our stay in Cleveland can result in ironing out many misunderstandings and obstacles. Friendliness evokes agreement—antagonism provokes opposition.

Our problems are still very real.

These problems are still yours.

PHILIP R. WINEBRENER, President
National Macaroni Manufacturers Association



QUALITY
IS
SUPREME

IN

TWOSTAR

★ ★ MINNEAPOLIS MILLING CO. ★ ★

MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XVIII

APRIL 15, 1937

Number 17

Macaroni at 25c a Pound

MACARONI—Wheat in its most ideal form, would still be a cheap food at 25 cents a pound. While this appears as a slight exaggeration, especially in the face of the ridiculously low prices that are so frequently quoted nowadays, it is still true, because pound for pound Macaroni Products, especially those made from the best grade of macaroni wheat, contain a greater percentage of the necessary body building elements than do the more expensive meats, potatoes and unseasonable vegetables. In addition the vitamins contained in this great food are in a form that is more easily digested and more readily converted into the important elements necessary in proper body growth and for sound health.

MACARONI—at 25 cents a pound! Why shouldn't that be? According to facts released in bulletin form by the United States Department of Agriculture, macaroni products made from a good grade of macaroni wheat contains approximately 1625 food calories. Beef, which retails at not less than 25 cents a pound and as high as 45 cents for the preferred grades, contains only 1005 food calories. Butter and Cheese are compared in the same tables are the only everyday products that excel Macaroni in that measuring element. New potatoes retail at 4 pounds for 25 cents, yet the four pounds they could be eaten by an individual at one meal, would supply him with only a total of 1220 calories, or 305 to a pound.

MACARONI at 25 cents a pound is not only logical but is legitimate. The truth is that it is worth much more per pound than the public has been taught to believe by the business tactics of the manufacturers and distributors. There are many who claim that macaroni consumption would be greatly increased if it did not sell at such ridiculously low prices. There is a somewhat unfavorable reaction to bargains, and cheaply macaroni is a bargain no matter what the buyer has to pay for it.

There is an old adage that says, "Make a better mouse trap and the world will beat a path to your doorstep." It is probably as true today, and with macaroni too, as it was when it was first stated, excepting that in this day of business competition it is necessary to sell the article and to deliver it profitably.

The progressive manufacturers are those who "make a better" macaroni. They are the ones who can be depended upon to sell their products at reasonable prices, taking into consideration the replacement of the raw materials, production costs, overhead and other business liabilities.

Unfortunately for the industry as a whole, there are too many manufacturers who have drifted away from the sound business principles that are still so essential and who are now following the lines of least resistance—the trend away from the better semolinas and farinas to the less adaptable low grade raw materials—a movement prompted solely by an insatiable desire to win a cheap macaroni market, made so not by public demand, but by the avariciousness of unscrupulous operators.

Manufacturers who continue to cater to the ruinous price demands of buyers who are concerned only in making an immediate profit irrespective of the effect of the practice on the future of the business, are building their business on crumbling sands. They will get the orders only while they are the

lowest bidders. They build no good will. They may gain a temporary advantage but, oh at what cost to prestige and good reputation!

Let's analyze the current market. Price quotations range from 6 cents to nearly 15 cents a pound for semolina spaghetti. Some of the 6 cents spaghetti is of fairly good grade because the manufacturer was fortunate enough to have contracted reasonably well for his needs when the semolina market was at its lowest point last fall. But what about replacement? Grade for grade he will have to pay almost twice as much for his semolina now than he did last year, and what is he going to do when his contract flour is exhausted? He'll lose his business and that's all.

Where is it possible now to purchase any grade of semolina that will enable a manufacturer to sell semolina spaghetti at 6 cents a pound? The best grade of No. 1 Amber Durum wheat was quoted on the Minneapolis market the latter part of March at from \$1.50 to \$1.67 a bushel. A slightly lower price prevailed on the lower grades, although all grades were scarce due to the failure of the 1936 durum crop.

On the eastern markets No. 1 semolina was quoted at around \$12.25 a barrel the same week. That was about \$11.50 f.o.b. Minneapolis. That averages more than 6 cents a pound for the raw materials alone. Perhaps the manufacturers who are quoting the ridiculous prices on semolina spaghetti are doing one of two things—they are either spoofing the buyers or using some very inferior grades. But let the market answer the question. In the same markets standard semolina was quoted at \$11.75; durum fancy patent at the same price. Special granular semolina could be bought at \$11.25 a barrel, while clears, formerly taboo for macaroni making purposes, now brings \$7.75 a barrel.

On the other side of the business picture are the manufacturers who refused to be lured by "demands" for low price macaroni products. They have laid plans to remain in business for many years and they are wise enough to know that cheap grades bring no lasting business. They have continued to buy only the best raw materials available and to make therefrom the best macaroni, spaghetti and egg noodles possible, with the result that there are many manufacturers who are getting reasonable prices for their entire output.

Some of these quality macaroni producers will not sell a case of their superior brands at less than \$2.50. Others are demanding and getting \$3.00 for a 20-pound box of No. 1 Semolina Spaghetti. And the best of it is that the people who really know their macaroni refuse to buy any other kind. There must be a reason and the only reason is that MACARONI at 25 cents or less a pound at retail is cheap, comparatively.

While there is probably no fear that prices will rise until people will turn to other foods at less money, and while we do not recommend exorbitant prices, we do feel that a fair wholesale price for good quality macaroni should include the raw material replacement, plus manufacturing cost, selling expense, all other overhead, a reasonable profit not only to keep the business running but to enable every operator to pay into a general fund a small amount annually to promote the public acceptance and greater use of Macaroni, Spaghetti, Egg Noodles and its many other shapes and sizes.

Activities of the Washington Office for March

By B. R. Jacobs,
Washington Representative

Since my last report on the work of the Washington Office the Copeland Food Bill has passed the Senate and has been sent to the House of Representatives for action.

It is rumored in Washington that the Copeland Bill will have hard sledding in the House as there is considerable opposition to the giving of jurisdiction of the various advertising provisions of the bill to the Secretary of Agriculture. The substitute bills in the House transfer the enforcement of the various advertising provisions to the Federal Trade Commission because that body already has considerable experience in the enforcement of fair trade practices, among which advertising plays a considerable part. Besides the courts have already upheld the jurisdiction of the Federal Trade Commission concerning these matters, as the Commission now exercises such jurisdiction without further authority. It is felt the divided jurisdiction will just create more confusion and interfere with enforcement, thus making it more difficult for food manufacturers to operate as there is bound to be conflicting rulings if this authority is divided.

The state of Washington recently passed a new food bill along the same lines as the Copeland Bill. It prohibits false advertising and the sale of misbranded or adulterated food products, drugs, toilet articles and cosmetics. It gives the State Director of Agriculture jurisdiction in the enforcement of this bill. Efforts have been made by me to determine as to whether or not this bill has been signed by the Governor but as yet I have not been able to find out. As soon as I do a circular letter will be sent to the Industry concerning this bill as it will be of vital importance to all manufacturers doing business in the state. Considerable opposition to the bill has developed in the state of Washington because it is felt that the measure gives the Director of Agriculture too much power for the security of the industries in the state.

The state of Louisiana has also enacted a new food bill which gives the Louisiana State Director of Health authority to regulate the food, drug and cosmetic industries. Under this authority the Director of Health has already issued standards concerning macaroni products. These standards are as follows:

At a meeting of the New Orleans manufacturers of Macaroni Products held at 1000 Fulton st., on 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.

1. There shall be four main classes or grades of macaroni products designated as follows:

(a) "EXTRA FANCY SEMOLINA"—This shall be considered the best grade of Semolina macaroni, and can only be used 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."

(b) "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 Semolina 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."

(c) "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.

(d) "SUNSTANDARD 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 a 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.

From the above it will be seen that more and more legislation is being enacted to regulate the food industries and for this reason it is necessary that we hold together in order to make our influence felt and also so that we can obtain the best standards and laws and

more reasonable consideration for our industry.

Since my last report on the law enforcing activities of this office the United States Department of Agriculture has reported seizure of 140 cases of macaroni made from flour instead of semolina and artificially colored to resemble semolina macaroni. This product was made in the middle west and was seized because it was labeled as being a semolina product when in fact it was made from flour and artificially colored to conceal inferiority.

Region 1.—A sample of egg noodle labeled as being made from 100% semolina was received from this region. The product was made by a firm in St. Louis, Mo. and shipped to Boston under private brand. The product was transported by the Boston distributor to Maine and throughout New England. Examination showed this product to be artificially colored with a coal tar dye and to be made from flour instead of semolina. After some correspondence with the manufacturer he agreed to return this product to St. Louis but subsequent investigation of dealers shows that this has not been done and the matter has been reported to the Federal and state authorities with the request that the product be seized as being in violation of the law.

Region 2.—A sample of macaroni was received and examination showed that it was artificially colored. This product was made in Brooklyn and sold widely in the metropolitan area. This was reported to the City Board of Health and a list of dealers handling this product was also turned over to the Board of Health with the request that they make an investigation and prosecute the manufacturer if the results justify it.

Region 3.—No samples of macaroni products were received from Region 3. However, we did receive samples of artificial color which were being offered to the trade. This refers particularly to products sold as "Alpha Shade Type" and "Safranol." The former is a coal tar dye and the latter is a vegetable dye both easily detected in macaroni products in any quantity that is perceptible to the eye. I am advised that these products are being offered because they cannot be detected and also because they are permitted. Both of which statements are absolutely untrue.

Region 4.—A sample manufactured in Sandusky, Ohio, another sample manufactured in Fremont, Ohio, and a third sample manufactured in Youngstown, Ohio, all labeled as a "Pure Egg Noodle," were found to contain large amounts of added artificial color and be almost entirely innocent of egg

April 15, 1937

THE MACARONI JOURNAL

7

These samples from this Region were reported to the State Food Authorities in Columbus, Ohio, with the request that they take action against these manufacturers.

From this Region, I also received samples manufactured in Brockway, Pa., which were artificially colored. Another sample manufactured in St. Louis picked up in Cleveland which was labeled as egg noodles, which was artificially colored and several samples of macaroni products which were labeled as being made from "100% Semolina" or "No. 1 Fancy Semolina, etc." all of which were found to be misbranded and one of them was made from the raw material designated on the label and several of them were artificially colored. There seems to be more artificial color and other types of misbranding in this region than in any other. This may be because more samples are obtained from here. Nevertheless, there is plenty of opportunity for improvement and a real cleanup of the industry in this Region is needed more than anywhere else. The only effective way in which this can be done is by the full cooperation of the State and Local Food Officials as most of these misbranded and adulterated macaroni products from this Region do not enter into interstate commerce and therefore the Federal Authorities have jurisdiction over them.

Region 5.—No samples were received from this Region.

Region 6.—Several samples of macaroni products, all labeled as "Noodles," "Egg Noodles" or "Egg Noodles" were received from this Region and all were found to be artificially colored and have little or no eggs. All of these products were manufactured in Florida and picked up in various small towns in Ohio. The results of the examination of these products were reported to the State authorities in Florida with the request that they investigate the plants and stop the practice. No response has yet been received.

Several samples of egg noodles manufactured in Milwaukee were also examined but these were found to comply with the standards.

This office has been cooperating with the State Food and Dairy Officials of Ohio in the examination of artificially colored macaroni products and also checking the egg solids content. Very good results have so far been obtained in this work. This work will continue until a full understanding concerning the procedure used in making the various products is attained.

Region 7.—From this Region, I received several samples of macaroni products labeled as being made from "100% Semolina." Examination of these products showed that they were made of inferior grade of flour without any semblance of semolina. These were reported to the State Authorities in Jefferson City, Mo., with the request that they investigate the matter. No response has yet been received from the State authorities.

Region 8.—Samples of macaroni products were received from Region No. 8, some of them manufactured in New Orleans, La. and others sold under private brands in Memphis, Tenn. The sample from New Orleans was found to be artificially colored macaroni. It was labeled as being made from "100% Semolina" when in fact it was made from a mixture of Kansas and durum flour. Both of these samples were reported to the State Board of Health in New Orleans with the request that they take action. As already stated the Board of Health has become very active in the prosecution of violations of the new Food Law of the State and although I have not heard from them I feel sure that appropriate action will be taken by them in these cases.

Region 9.—Sent no samples.

Region 10.—Sent no samples.

Region 11.—Sent no samples.

Region 12.—Several samples were received from this Region all of which were manufactured or sold in Portland, Ore. Most of these products were labeled as being made from semolina when in fact they were made of flour. Since these were all intrastate transactions they were reported to the State Food Authorities at Salem, Ore.

From the above report it would appear that there is considerable adulterating and misbranding of macaroni products and the necessity for more strict law enforcement is obvious, if the industry is to rid itself of the unfair competition and deception which seems to be on the increase as shown by this report.

Hawaiian Industry Growing

The manufacture of alimentary paste or macaroni products in the Hawaiian Islands, the Americans of the United States mainland prefer to call them, is a rather small industry in the Hawaiian islands but prospects of enlargement are good. That is the view of one of the new entrants in the macaroni manufacturing business in that part of the world.

"I am just getting interested in the business of macaroni making, Mr. Donnan," writes Mr. Masami Tanaka of Honolulu, "and so am not able to give you very much authentic information concerning the local alimentary paste industry. However, at present there are three noodle factories here, all catering exclusively to the oriental trade. There are also two firms that specialize in macaroni making.

"Of the latter, the first started business only a year ago. It has a press capacity of about 500 lbs. of finished products per day. The other one is the firm of which I am treasurer. It started operations the first of March 1937 with a press capacity of 2500 lbs daily. This is very small compared with the large plants in the mainland but it is the largest here.

"As to the raw materials preferred, only fancy macaroni flour is used locally. It produces a grade of products that seems to be preferred at present. We will use the same type of flour for the present until we can educate the dealers to handle a better grade of macaroni. As for egg noodles, we do not intend to go into that line now.

"As for varieties manufactured, there are nine different shapes produced for Hawaiian consumption. The best sellers are elbows, in two sizes. Most of the dealers handle three or four different shapes and sizes, and all of the grade above mentioned.

"We are experiencing a little manufacturing trouble but we are doing some experimenting hoping to overcome the little defects in our finished goods. Our

local climate may have something to do with it, since it ranges from 70 to 80 degrees. Where can we purchase a book giving full information of proper methods of macaroni manufacture and drying? Will appreciate this information and thank you for this and all other favors."

The United States exports of all grades of macaroni products to Hawaii totaled more than 55,000 lbs. in December 1936 the total for the year being nearly three-quarter of a million pounds.

Il Pastificio Moderne

A new technical publication exclusively devoted to the modern methods of macaroni making has made its appearance in Italy. It bears the title—"Il Pastificio Moderno"—literally "The Modern Macaroni Industry."

The new publication made its first appearance early in 1937, Volume No. 1 being a January-February 1937 issue, since it is the intention of the promoters to print the magazine bimonthly. Its purposes are clearly stated in the subtitle—"Rivista tecnica internazionale dell'Industria delle paste alimentari,"—literally "An international technical review of the alimentary paste industry."

Volume No. 1 is printed in Italian with all the leading articles repeated in French. It has 40 pages of editorial and 6 to 8 pages of advertising.

It is published in Milano, Italy and Prof. Dott. G. R. Martinez is "Direttore" or Editor. The subscription price to foreign countries is 50 lire. Those who desire to see a copy of the new publication can get one by sending their inquiry to "Il Pastificio Moderno, Via Podgora, 10, Milano, Italy.

The surest way to show a profit is to show prospective buyers how they will profit.

ON THE SIT-DOWN TRAIL

Some Act, Others Hopeful Wait. Who'll Be Worst?

So far as reports go the macaroni industry has been happily free from the wave of sit-down strikes that have swept the country like a rebellion, and almost as distastefully, since the opening of the New Year. However it would be foolish to feel that the industry is immune, no matter how fair the operators have been and are to their workers.

An attack may break out any day, and perhaps in the most unexpected quarter. If there is any employer in the business who is not fair to his employes, and we do not wish to believe that the industry harbors any Simon Legree, he will be the cause of any outbreak, when it comes. And once having been started, it may reach almost every operator in the business. That is the grave danger.

Other industries have given serious thought to this possibility. Through their various agencies they have attempted to clean up the spots that may become infectious. While they are anticipating the battle which they expect but hope will never materialize, there seems to be undue apathy among the macaroni-noodle executives, with the result that little or nothing has been done to ward off the menace or to fight it collectively should it strike.

"It will be too late when the sit-downers seize their first macaroni plant," says a manufacturer who is known to treat his workers like partners and who pays them top wages, "for the affected executive or for any of us for that matter to think of cooperative action in self protection. That's what we should be doing now. Once having been started anywhere in our industry, and especially if the action results in some sort of concession to the workers, it will naturally encourage employes everywhere to seek similar gains, and its spread cannot be stopped.

"From all indications the macaroni-noodle manufacturers have been on a sit-down strike against their own best interests for some time and it may take a sit-down strike against them to make them realize their selfishness. Aside from the present labor cloud that hovers over the macaroni industry, there have been many even more serious menaces threatening, without any apparent effect in bringing about concerted action. For years they have 'sat down' with respect to united action to protect the industry from the encroachment of competitive foods, a thing of vital interest to every one in the trade; they also chose to 'sit-down' when the leaders called manufacturers to the colors in their battle to recover processing tax moneys unfairly collected and withheld; they are still on a 'sit-down' strike at this very moment when they should be fighting shoulder to shoulder to protect the industry's

rights under the new food law being enacted."

While the picture is not nearly as bad as this manufacturer tries to paint it, the situation is not encouraging. While others are acting through their trade association, many macaroni-noodle producers are refusing to go to the assistance of an organized group that has always striven unselfishly for the industry's general welfare. Instead of holding themselves aloof they should be found in the very front line of first defense of the industry. National Macaroni Manufacturers association would welcome their cooperation, and urges that these hesitant manufacturers take this very necessary step, now and voluntarily.

The Chamber of Commerce of the United States of America through its directors at a meeting March 19, 1937 adopted a resolution of interest to every employer. It is an example of what might be done by the macaroni industry were it as solidly united. The resolution reads:

"No form of bargaining which includes, as a preliminary or as any other incident, the forcible seizure and occupation of property by 'sit-down strikers' is consistent with the principles to which the Chamber of Commerce is committed in upholding the rights of workers. Exclusion by such means of other workers from their right and opportunity to work is a most serious aggravation of these acts of lawlessness.

"The right to strike, so long as it does not endanger the public interest or impose upon others intolerable hardship, is fundamental. The right to the possession of property by its owners, free of trespassers, is equally fundamental.

"It is the manifest obligation of government to protect all of these rights, by every lawful means, in the interest not only of the employer and of the employe but of the public as well.

"We call upon our members to lend every possible support and encouragement to all government officials, everywhere, in performing their sworn obligation to preserve law and order."

Further light on the serious trade menace and the need of united action on the part of industry to ward off possible disaster, is thrown by J. E. Jones, staff writer of the National Industries News Service, an affiliate of the United States Press association. In this article dated for release on April 1, 1937, he says:

"The annual reviews of the state of the Union furnished pleasant reading for everybody when the New Year of 1937 broadcast its messages of good cheer and promises. There was abundant optimism in the Government reports and these statements of facts and conclusions harmonized with 8-column headlines across metropolitan newspapers, that represented the sentiment and conditions of every section of the United States.

Such was the rosy story that matched in with the happy tunes of the New Year chimes. But the bells had hardly ceased to resound before the strange and menacing sit-down strikes started to break loose. After all, those

seemed to have been "Wild Bells," that heard in the opening hours of 1937.

Apparently matters have been going the same way since sound sense began to give way to sit-downers who have unsettled the security that existed in national industries.

An intensive drive for labor legislation resulted in passage of 23 laws that were signed by the President during 1936. The purpose behind all these measures purported to furnish a solution fair to everybody, and covering the legal rights of workmen on land and sea to organize their unions, obtain fair collective bargaining rights, shorter hours, proper pay. The fact seems to be too often overlooked that this same legislation promised to prevent any unfair labor practices affecting commerce.

Following the fall elections the nation seemed to be settling down to resume its normal affairs. There followed huge wage increases, and the spirit, at least, of collective bargaining was generally recognized and practiced in bringing employers and employes together in more friendly relations.

When the Lewis and Green union feud broke wide open a strange chain of circumstances resulted—the American public and more directly the large employing industries, and their employes became the victims of the labor-union war. The automobile industry has been a good number one of assaults by the C. I. O.

Ordinarily peaceful citizens who were the employ of great industries were mysteriously weaned from the peaceful, orderly reasoning that they had followed for a long time, and they have waged unreasonable defiance and rebellion against their local, state and national Government laws and customs. There is no use trying to minimize the seriousness of the conditions. Competent and sound defenders of the American system Government are satisfied that progress is retarded when aid and encouragement are extended to radicals who defy the courts and proceed to tear down American society. It isn't union labor defending its rights and interests. That's mob violence.

AND THE ONLY WAY TO FIGHT MOB VIOLENCE IS BY SANE UNITS

Simplified Practice Recommendation R 44-36

The division of simplified practice of the National Bureau of Standards has announced that printed copies of Simplified Practice Recommendation R44-36, Box Board Thicknesses, are now available and may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 5c each.

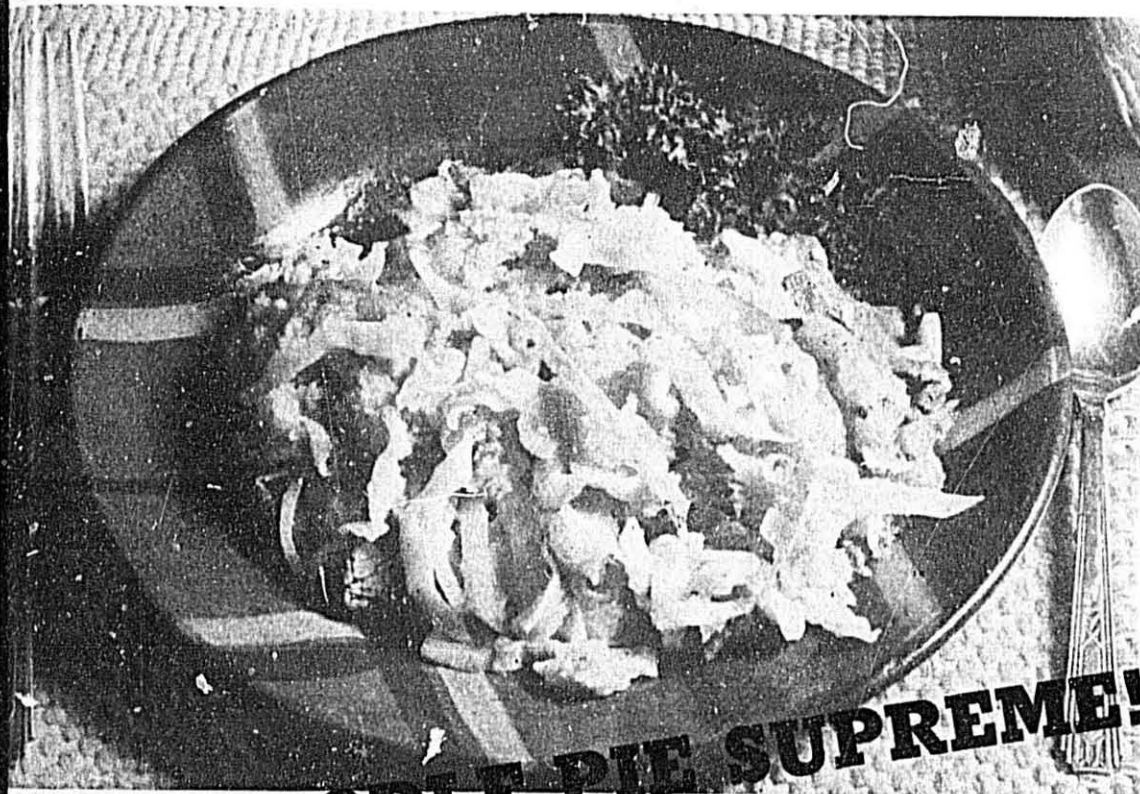
The original recommendation which became effective Oct. 1, 1925, established gage lists or thicknesses of various kinds of paperboard used in the manufacture of paper boxes. The present edition is based on the current standards of the National Paperboard association, and applies especially to changes in the thickness of various kinds of box board to meet present needs. Definitions have been added for completeness.

This recommendation is effective from Dec. 31, 1936 and is subject to regular review by a standing committee of the industry.

April 15, 1937

THE MACARONI JOURNAL

9



EGG NOODLE PIE SUPREME!

ANOTHER NEW BETTY CROCKER RECIPE ANNOUNCED
APRIL 15th HELPS BOOST YOUR SALES OF NOODLES

Betty Crocker goes to town with this recipe which she has planned especially for her April 15 nationwide broadcast. EGG NOODLE PIE SUPREME is an appetizing, satisfying dish, if there ever was one! It's tops in flavor! Tops in economy! Tops because it uses *oodles of noodles!*

A similar noodle recipe broadcast by Betty Crocker on January 28, met with enthusiastic approval from millions of housewives all over America. You may expect a like response to Egg Noodle Pie Supreme! Here's why:

1. Egg Noodle Pie Supreme is a one-dish meal—an appetizing, satisfying baked dish that makes a hit with the whole family!
2. Egg Noodle Pie Supreme is easy to make—a lifesaver for housewives on busy days. It will be a "must" item on the menu list of most housewives in your territory.
3. Egg Noodle Pie Supreme bears the stamp of Betty Crocker's approval—a fact that means "Try it" to her six million loyal listeners.

That means plenty to noodle manufacturers who feature noodles made with Quality Durum Semolina or Durum Flour. Because Betty Crocker urges her listeners to use noodles which feature "Made with Quality Durum Semolina" or Durum Flour on the package. Get full benefit from Betty Crocker's broadcast! Welcome the Gold Medal man. He will give you complete information on Gold Medal "Press-tested" Semolina—the Quality Durum kind!

GOLD MEDAL SEMOLINA

"Press-tested"



To Market, To Market, To Buy a Cheese

"A rainy Easter, a cheese year!" is an old French adage.

Whether or not there is any real connection between cheese and Easter showers, this food makes an interesting Lenten subject. Its place in the diet is alongside meat, fish and poultry, and it can be worked into many an appetizing and nutritious dish.

In 1935 we Americans produced 310,478 tons of this dairy product, according to the Bureau of Agricultural Economics. But even so we have not yet become as great cheese eaters as are the Europeans.

As everyone knows, popular taste on this side of the Atlantic runs to the mild rather than to the sharp cheeses. Production of what is called American cheese (really it's a Cheddar) in 1935 amounted to three times the total of all the other cheese types combined.

When a shopper goes into a grocery store and orders some cheese and doesn't designate any special kind, what he gets is Cheddar cheese—most of which, by the way, is made in Wisconsin.

If this shopper pays less than 30c a pound for it, he'll probably get a green cheese, one which has not been given much time to ripen, says H. L. Wilson, Cheddar cheese specialist in the Bureau of Dairy Industry.

Much of our Cheddar, Mr. Wilson says, is put on the market when it's only a few weeks old. It's rubbery in texture, mild, with no distinctive flavor. But Cheddar type cheese which has ripened eight months to a year will have a nice, waxy body and a flavor which is still mild but which has real character—the true Cheddar taste, due to the slow growth of a particular type of bacteria present. And of course it will cost anywhere from 15c to 25c a pound more, because production costs have been higher. Moreover only properly handled cheeses made from the best milk will emerge triumphantly from this trying ripening process. It's the real test of a cheese's mettle—if it "can take it."

Dr. L. A. Rogers, chief of the Dairy Research laboratories, is the man responsible for the new idea of putting this Cheddar cheese into tin cans directly after it has been made, to cure protected from molds, flies and dust. There's a tiny one-way valve on the top of the can to let the gases escape as they develop in the ripening cheese, without letting in any air. A Portland, Ore. firm is already packaging its cheese thus, and others probably will follow. Customers like the idea, partly because there is no rind to cut off such cheese—no waste—and also because in this way a family can have the cheese on hand and be assured of a product which will keep fresh.

An Ideal Food Combination

Dietary experts and food specialists very generally agree that there are few better, tastier or more healthful combinations of milk-grain-vegetable foods than a dish of a good cereal like spaghetti, a vegetable like tomato and milk in the form of tasty cheese.

For this reason macaroni manufacturers will be very much interested in the accompanying article wherein Government authorities on food economics tell of the development of cheese making in the United States and praise its value as a food, independently or in healthful, satisfying combinations.

In no other form can the food trio—cereals, cheese and vegetables—be found in better combination than in a dish of spaghetti with tomato-cheese sauce.—The Editor.

The second most popular cheese in these United States, if popularity is to be measured by production, is Swiss cheese. Most of it is made by Swiss-Americans—some of them born in sight of the Alps.

If your shopper asks his grocer for some Swiss cheese the grocer will likely query, "Imported or domestic?" And if the shopper's answer is "Imported," he will get a full-flavored cheese with the characteristic holes or "eyes" running throughout the piece. But according to Doctor Rogers, it may or may not have been made abroad. Restaurateurs especially have come to classify Swiss cheese into two classes: that with the eyes, which they call imported, and that without—which has been processed—as a domestic, regardless of where it has been manufactured.

Those eyes in Swiss cheese are what determine its grade and hence its price, for to a large extent they indicate the quality of the flavor. They should be neither too large nor too small, uniform in size and appearance and evenly distributed. A succession of bacterial fermentations, each produced by a different kind of bacteria working at a different stage of the ripening process—like runners in a relay race—were needed to produce its distinctive sweetish flavor.

The processed Swiss cheese doesn't have those eyes. It is made of various grades of Swiss and Cheddar cheeses ground up, melted and then run into molds of various sizes, sometimes into glasses or into small bricks to be wrapped in tin foil for merchandising—a form convenient for spreads.

Cream cheese comes third in American production. Genuine cream cheese is made from a rich cream thickened by souring or by the addition of rennet. The name "Philadelphia" prefixed to this type of cheese by one commercial

firm has led some people to think of Pennsylvania as a leader in such cheese production. This state, however, makes nowhere near as much of it as does the leader in the business—New York state.

Cream cheese has a higher fat content and a somewhat higher vitamin A value than do Cheddar and Swiss cheeses but because of its high moisture content naturally ranks lower in total food value per pound.

Brick cheese, which ranks fourth in American production, is an all-American food. Where it got its name nobody knows for sure. It is made from the whole milk and has a strong, sweetish flavor about half way between the Limburg and Swiss cheeses. It has many small round eyes—quite different from those of Swiss cheese. Its texture is elastic.

Italian type cheeses ranked fifth in production in this country in 1935 and equaled the amount imported from Italy. Last year one firm of Italian-Americans made 5 million pounds of four such cheeses.

Men in the Bureau of Dairy Industry are responsible for the recent introduction of one of these Italian type cheeses to this country. Their model was the Bel Paese, which translates "beautiful country." The cheese developed by the bureau is mild, easy to slice and spread, with a soft and waxy texture and a slightly salty, lactic flavor.

"It's a fine cheese for people who don't like sharp cheese!" comments R. R. Farrar, dairy specialist who developed it. One Pennsylvania firm already has undertaken production of this particular product. Italian-Americans have quite naturally been the chief purchasers of this product so far.

As to the nutritive value of cheese, five ounces of the average American Cheddar—and other similar firm cheeses—have practically the same protein, fat and calcium content as does a quart of whole milk.

The reason some people find cheese hard to digest is that they try to eat it in too large quantities at a time or not sufficiently broken up, or in combination with other concentrated protein foods.

When cheese is grated or shaved and mixed into a dish so that its particles are separated by other food particles, it is unlikely to cause digestive disturbances. Cheese is subject to the same cooking taboos as are other proteins. High temperatures make it tough and stringy or leathery. If the same precautions are taken in cooking cheese as in cooking eggs its digestibility should be increased rather than decreased, say the specialists of the Bureau of Home Economics.

Europeans like to grate a firm cheese

WHO SELLS IT

BUYER'S GUIDE

WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Barozzi Drying Machine Co.
Macaroni Noodle Dryers

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

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

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



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

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

Commander Milling Co.
Flour and Semolina

Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
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Folders, Kneaders, Mixers, Presses and
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Rossotti Lithographing Co. Inc.
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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



and have it in a separate dish to sprinkle into soup or over such dishes as spaghetti, instead of cooking it with the dish. And nutritionists in America approve this treatment, as it insures the needed breaking up of the cheese particles.

With cheese or cheese dishes, for a balanced meal one should serve a cereal such as bread, a vegetable such as tomatoes, lettuce or spinach—and lastly fruit.

Import and Export of Macaroni Products

The Monthly Summary of Foreign and Domestic Commerce reports the foreign trade of macaroni products unsettled, with the imports dropping off considerably and the exports increasing slightly during January 1937.

Imports

Imports dropped more than half the total imported during December 1936. The January imports amounted to only 67,482 lbs. worth \$5,082 as compared with the December high figure of 161,706 lbs. valued at \$11,953.

Exports

The January exports totaled 185,978 lbs. worth \$18,492 as compared with the December 1936 exports which amounted to 152,602 lbs. bringing American manufacturers \$12,807.

Below is given the foreign countries to which macaroni products were shipped during January and the total quantity exported to each:

Countries	Pounds
United Kingdom	37,512
Canada	15,524
British Honduras	2,260
Guatemala	698
Honduras	1,071
Nicaragua	1,550
Panama	15,623
Salvador	498
Mexico	28,144
Newfoundland & Labrador	1,705
Bermuda	391
Barbados	425
Jamaica	124
Other British W. Indies	1,911
Cuba	43,655
Dominican Republic	555
Netherlands West Indies	6,423
Haiti, Republic of	3,008
Venezuela	366
British India	30
British Malaya	179
China	52
French Indo-China	200
Hong Kong	830
Kwantung	900
Palestine	75
Philippine Islands	14,367
Siam	51
Other Asia	630
Union of So. Africa	5,369
Other British S. Africa	228
Mozambique	1,705
TOTAL	185,978
INSULAR POSSESSIONS	
Hawaii	22,656
Puerto Rico	141,978
Virgin Islands	1,986
TOTAL	176,620



Three "D's"— Don't, Drink, Driver

After spending half the night celebrating a birthday party two young men left in separate cars for home. They drove different routes but as they lived in the same neighborhood, they eventually had to cross their route somewhere. It so happened that while driving at a reckless rate of speed they collided at one of the intersections. Both of them got out and were about to engaged in a heated argument about driving while drunk when suddenly they recognized one another.

This driving while under the influence of liquor is a subject that comes up frequently in safety discussions and to me there is only one sound piece of advice to eliminate this type of accident. Here it is:

If you must drink, don't drive. If you must drive, don't drink.

Two Macaroni Firms Incorporate

From the press of last month brief facts concerning the incorporation of two new macaroni manufacturing firms in New York and New Jersey were gleaned as follows:

March 17, 1937—The Monroe Macaroni Manufacturing company was given corporate status by incorporation under the laws of the state of New York to manufacture macaroni, spaghetti and kindred products in Rochester, N. Y. The capital stock is \$30,000. The new firm was represented by West & Pogal, Powers building, 11 Sigel st. No information is given of the location or the size of the plant to house the newly incorporated manufacturing concern.

March 20, 1937—The Refined Macaroni Company of New Jersey, Inc., at Lodi was incorporated under the laws

of New Jersey. It has a capital stock of \$50,000. It was represented in the action by Agent Giulio Bono. Any other facts were not divulged.

Packaging Machinery Engineers Form Clinic

A production and engineering clinic to meet at frequent intervals was established by the Packaging Machinery Manufacturers Institute at the semiannual meeting on March 26 in the Hotel Pennsylvania, New York. This clinic, under the chairmanship of Wallace D. Kimball, first vice president, Standard-Knapp corporation, attracted a representative group of production and engineering men from industry companies, who unanimously decided that the technicians form a group within the Institute, to consider problems of standardization and common interest and for the exchange of technical knowledge. To provide means for the continual exchange of information on engineering and production problems, they also voted to ask the Institute to sponsor and issue a monthly bulletin as a clearing house for industry information.

Among topics of program discussion at the March meeting were: use of stainless steel in packaging machinery construction; metallizing; standard commercial practice for cold finished carbon steel bars.

"Service Charges on Packaging Machinery" was the subject of the talk by Roger L. Putnam, president, Package Machinery company at the packaging machinery session sponsored by the American Management association in cooperation with the Institute.

The increasing and unprecedented demand for automatic machinery; present problems of machinery manufacturers and the value of collection of comprehensive industry statistics by the Institute, were emphasized at the semiannual dinner of the Institute on March 25. Announcement was made that Arco Machine Company, Inc., 25 West 43rd st. Roy E. Johnson, vice president, had joined the Institute as a regular member.

FLOUR MILLING FOR MARCH

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.

	8 Months			
	March 1937 (Barrels)	March 1936 (Barrels)	1937 (Barrels)	1936 (Barrels)
All Mills Reporting	5,409,950	5,407,271	49,430,266	49,326,465
Northwest	1,064,471	1,394,853	10,578,934	12,741,794
Southwest	2,202,167	1,747,244	19,406,677	16,725,555
Lake, Central and Southern	1,676,481	1,810,766	15,962,461	16,194,593
Pacific Coast	466,831	454,408	3,486,294	3,664,523

"NO MORE GUESSWORK FOR ME... I'M USING CLOVERBLOOM FROZEN EGGS!"

Special Armour Process Guarantees UNIFORM SOLIDS CONTENT

YOU'LL take the guesswork out of noodle making if you use Armour's Cloverbloom Frozen Eggs. They give more uniform results, because Armour experts pre-determine the solids content of every lot that is packed. Modern, scientific methods make certain that every can of Cloverbloom Frozen Eggs will have the exact per cent of solids that you want.

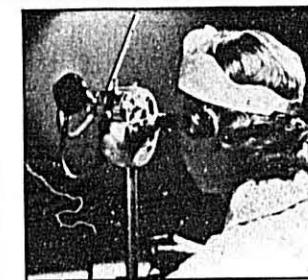
What's more, Cloverbloom Frozen Eggs end the need for artificial coloring. They're carefully selected to give rich, natural egg color.

Cloverbloom Frozen Eggs have other important features. They are fresh, table-quality eggs, selected and packed in spotless Armour plants in the Middle West. They are prepared only in the spring months, when egg quality is highest. They are given a fast freeze to preserve freshness right to you. And they are prepared by the exclusive Clarification process, which removes all grit, shell and fibre... makes them clearer and cleaner all the way through! Why not contract for your year's supply now?

You can get 24-hour delivery service on Cloverbloom Frozen Eggs. Armour refrigerator cars and trucks protect quality right to your door.



Available in 10 and 30-pound cans... whole eggs, whites, yolks, (regular and special color) and sugared yolks.



Determining the solids content of Cloverbloom Frozen Eggs with the Zeiss refractometer. A special technique for the use of this scientific instrument in determining egg solids was developed by Armour research men, and is now used exclusively in all Armour egg plants.

ARMOUR'S CLOVERBLOOM CLARIFIED FRESH-FROZEN EGGS

For information, write to

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

MACARONI MAKERS' FORUM

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

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

—Voltaire

Why Pay Freight?

Dear Editor:

Permit me to present for general discussion in the columns of your Forum a matter of vital interest to every manufacturer in the trade. My thinking is that the matter is of such importance that it deserves a full and free discussion on the part of defenders and objectors in these columns during the next two months to enable the industry to fairly well make up its mind on what policy it should adopt on the practice when the National Convention is held in June.

We refer to the unnecessary, uneconomic practice of prepaying freight charges on practically all shipments to customers. How prevalent is this practice? Is it as general as reported, or merely spotty? What should be the trade's policy and how can it best be put into effect?

We will start the discussion by presenting these arguments against this deep rooted practice that is costing the macaroni-noodle industry many thousands of dollars annually.

First, the practice of prepaying the freight on goods shipped is not common to other industries. If you buy a piano, radio, automobile or other such articles, the price quoted is always F.O.B. shipping point.

Second, the manufacturer has to advance cash money for his raw materials, packages, containers, his overhead, etc. Is there any good reason why he should be expected to advance money to cover freight charges?

Third, some customers do not pay their bills for 30, 60 or 90 days, and during all of this time this extra money for freight charges is tied up—idle capital.

Fourth—Then there is the danger that the customer will never pay for the goods, in which case the manufacturer is out not only the cost of his raw materials and manufacturing expense, but the prepaid freight charges also.

Besides the above enumerated arguments, there are many other objections to the practice of prepaying the freight on macaroni products. Some freight handlers, especially the trucking companies, do not like to have shipments prepaid, especially where there is involved a transfer to connecting lines. Where the freight is prepaid, they have to make settlements and adjustments

with the connecting lines. It would be much more simple if the freight charges were paid at destination.

Then the matter of shortage and damage claims can more easily be handled when the freight is paid by the customer. Others may think of many more arguments to be advanced against the harmful practice.

We appreciate the fact that it is every business man's privilege to do as he pleases with his money or capital—always within legal limits. But we feel sure that every one in the trade would gladly agree to the elimination of this uneconomic freight prepayment practice if he knew that all other manufacturers would do the same thing as an agreed, good business policy.

We trust you will be successful in getting this subject-matter fully discussed before our June convention as a matter of great benefit to the entire industry. Its general discussion now and the final solution of this serious problem by convention action next June would be a fine piece of cooperative work by the association for the whole industry.

Assuring you of our full cooperation in this matter as well as any others which might interest our industry and hoping that you will call on us at any time we can be of assistance, we remain

George W. Bernhard, President,
Milwaukee Macaroni Co.,
Milwaukee, Wis.

A Doleful Note of Warning

"It is sorrowful to note," writes one of the successful manufacturers in the eastern section of the country, commenting on the conditions that confront the macaroni industry, "the unmerciful self ejection by many macaroni-noodle manufacturers from business, and their appalling, open defiance of all ethics and laws; also their frantic attempts to debase or lower the finest taste of most consumers to their level of standards, owing to the high prices of semolina, exclusive of the so-called substitute semolinas.

"This condition will eventually result in the ruination of some of their established brands and trade marks, as well as the ultimate passing of their business to competitors who are main-

taining quality merchandise and using the best raw materials.

"The result is inevitable and while the quality manufacturer may temporarily suffer from lack of volume and this may last for several months he will be in business or will be enjoying a bigger and better business when many competitors will be trying to stay in the game.

"Mr. Donna, I just pass this along as a thought, not for action. But it is becoming more apparent every day that some of our best manufacturers of macaroni products are falling by the wayside."

Note: In the same mail comes little publication carrying the announcement that a large macaroni factory in northern Jersey has been forced to close. "This proves," says the new item, "that there is no money in the macaroni business, especially when one tries to produce it to sell at a competitive price rather than to sell on its quality and on its merits."

Commendations on Recipe Service

To the Editor:

If the consumption of macaroni products is to be increased as every manufacturer hopes, it will be done only by means of educational publicity similar to the unimposing, most effective campaign which is now being carried out by the National association.

I feel that the National association should be congratulated on the splendid service it is rendering the whole industry by the supervised recipe releases that have recently made available to the editors of the food pages of newspapers and magazines.

The National association is to be commended particularly on its choice of recipes recommended. They all call for a ample quantity of our products in appetizing combinations with other good foods—recipes of a kind that once tried will be frequently served.

There is one recipe among your recent releases that appeals to me most because of its simplicity and the all-around goodness of the combination—a recipe that could stand for much more publicity. I refer to the recipe—"NOODLES IN CHICKEN BROTH."

As I file away the circulars from the Secretary's office, I am invariably a

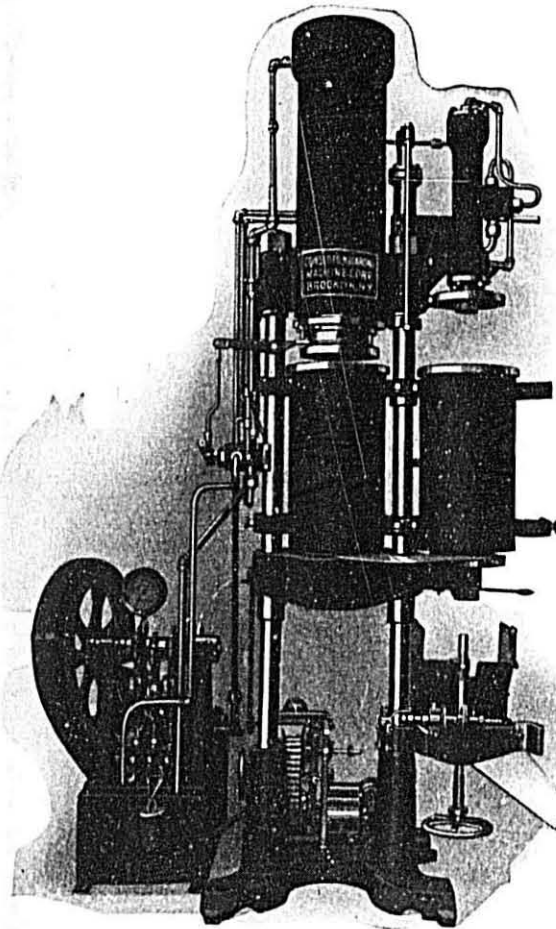
April 15, 1937

THE MACARONI JOURNAL

15

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.

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Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

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**DIE CLEANERS
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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

tracted to the release above referred to. And since it has not been published in THE MACARONI JOURNAL, as most of the others have, probably crowded out for some good reason, I feel it so worthy of further mentioning that I want it reproduced with this congratulatory message. This epic noodle recipe reads:

NOODLES IN CHICKEN BROTH

By Betty Barclay

Good egg noodles boiled in chicken broth! Noodles flavored through and through. An aroma to start mouths watering long before the food reaches the table!

That's the dish recommended—one that will become a prime favorite immediately with the entire family.

Ingredients

1 qt. well seasoned chicken broth. 6 oz. egg noodles.

Method

Bring the broth to a boil. Add the noodles. Cook over a moderate fire, stirring constantly, until tender and until broth is almost all absorbed. Serve plain or with a good sauce and grated cheese.

A Casserole Variation

As a variation nothing could be better than Noodles with Chicken in Casserole. It's so simple—no trick at all to do it to a king's or a queen's taste.

Pour the noodles cooked in broth as above recommended into a buttered baking dish. Stir into them 2 cups of cooked chicken and a quart of milk. Top with buttered bread crumbs. Brown in a moderate oven. Serve piping hot. (Spaghetti can be substituted for the noodles, if desired, or as a change.)

Simple to prepare, easy to take—everyone will relish a dish of Egg Noodles in Chicken Broth—and every manufacturer should equally appreciate the helpfulness of this splendid service for the macaroni industry by the macaroni association. Let's have more like that one and let's all be more than ready to show the proper appreciation of a splendid job being done for all of us in a splendid way.

The best way to show this appreciation is to support the organization that serves all so well. The National association welcomes your support—invites you to join. Let's do this now.

A. IRVING GRASS, President
I. J. Grass Noodle Company
Chicago, Illinois
Chairman Membership Committee

Macaroni a la American

People of all nationalities have their favorite dishes of preferred foods. The Italians show a decided preference for macaroni products of all kinds, yet even in Italy the people of the different provinces have in addition a distinct preference for a particular dish of this national food. Hence the various styles known as Genoa, Naples and Bologna.

In America where macaroni, spaghetti and egg noodles are becoming more and more popular, preference is given by the busy American housewives to macaroni dishes that are easy to prepare in the brief time daily allotted by them to meal preparation. That is probably the

reason why casserole dishes of macaroni products are so popular here.

The recipe for "Macaroni A la AMERICAN" is the result of the macaroni makers' aim to appeal to American tastes. The ingredients required are found on most every kitchen shelf and the method of preparation is such that housewives have much free time while the macaroni or spaghetti is being cooked in a delicious and tasty sauce.

A la American

Ingredients

1/2 lb. macaroni or spaghetti
1 teaspoon sugar
1/2 lb. cheese
1 teaspoon salt
1 can tomato soup
1 teaspoon Worcestershire sauce
1 bay leaf or similar seasoning
1/2 teaspoon pepper

Method

Boil macaroni until tender. Drain. Heat tomato soup and all other ingredients, except the cheese. Put macaroni and the sauce in a casserole, adding cheese that has been cut into 1/2-inch cubes. Cover casserole and bake for about 15 minutes in a moderate oven. This will make four generous servings.

New Powdered White of Egg

Armour and Company is introducing to the bakers, the candy makers and ice cream manufacturers a new powdered white of egg (albumen) according to an announcement contained in the firm's monthly magazine. "Hitherto, it is estimated, 90 per cent of the dried egg albumen used in making food products has been imported from China. The oriental manufacturers can buy eggs for 3 or 4 cts. a dozen, making it difficult for Americans to compete effectively."

The growth of egg production in the United States is referred to in the same article: "For many years egg production in this country has shown a steady increase. Thirty years ago there were few commercial poultry farms, but almost every general farmer kept chickens and had some eggs to sell. New methods of poultry husbandry led the way to a new type of operation in which the producer raises eggs and chickens exclusively."

"In 1909, according to the agricultural census, this country produced 1,574,979 thousand dozen eggs. By 1929 this production had swollen to 2,689,719 thousand dozen.

"The 5-year census of 1934 showed a substantial reduction due to the drouth that year, but 1935 production was apparently close to the 1929 level and indications are that the increase will continue.

"Improved breeding strains and better methods have made it possible to produce eggs more cheaply relative to the cost of other commodities, but the poultry raiser's egg market is greatly in need of support, particularly in the spring months when production is heaviest.

The new dried egg plants of Armour and Company will take a large share of the spring egg harvest."

Armour and Company also specializes in the breaking of fresh eggs during the spring months, freezing them carefully for sale to manufacturers of egg macaroni and egg noodles, thus helping to insure a constant source of supply of good egg yolks so much in demand by the manufacturers of quality egg macaroni products.

Ice Cream Makers Win Tax Fight

The decision of the Kentucky Court of Appeals declaring unconstitutional a ice cream tax of 28c a gallon has brought to a successful close the effort of ice cream manufacturers for repeal. The result of the decision compels the state to return to manufacturers a portion of the tax held in escrow. It is understood that steps will be taken by individual companies to sue for the balance of the tax.

Important factors leading to the final action of the court were the organization of the Association for the Repeal of the Ice Cream Tax by Kentucky ice cream manufacturers, and the inauguration of a vigorous publicity campaign in which the association had the cooperation of civic and farm organizations. The International Association of Ice Cream Manufacturers in aid of the efforts of its Kentucky members made studies of the effect of the tax on ice cream sales and furnished other statistical data and information which gave effective evidence of the confiscatory nature of the tax and its adverse reaction upon the industry. Particularly instructive was a table prepared by the International association indicating the effect which the tax had upon peak season sales in Kentucky during July and August, after the tax had been imposed, as compared with sales during similar months in adjacent states. The following figures relating to this point are interesting:

Ice Cream Sales

June, 1936 compared with June, 1935	July, 1936 compared with July, 1935	Aug., 1936 compared with Aug., 1935
Kentucky . . . 57.78%	16.43%	17.33%
Adjacent states . . . 37.39%	29.40%	23.85%

Both Executive Secretary Robert C. Hibben and the head of the International association's accounting bureau spent many weeks in Kentucky working on the problem. The whole effort entailed the gathering of voluminous supporting evidence during the lengthy period of the controversy, and supplies a constructive example of the effectiveness of coordinated activity.

The place in the plant where some body trips and is injured is a place some body failed to report as one where some body might trip and be injured.

I'M SAVING 10-25% ON MATERIAL ALONE FOR DOZENS OF PACKAGERS



PETERS SHEETER AND STACKER

CUT AND STACK

2,400 to 57,000

SHEETS PER HOUR

MACARONI, SPAGHETTI, and EGG NOODLE manufacturers have found they can save large sums of money by installing this machine in their plants.

Cuts sheets from roll stock material—"Celloplane," Sylprap, Waxed Paper, Tissue, Parchment, Glassine, etc.

Handles two rolls at once—extra attachments for sheeting four rolls. Requires no operator. Slitter and Counter furnished if desired. Operates from electric light socket . . . Portable . . . Occupies floor space of 3'x4'. "Electric Eye" furnished if sheeting printed material.

Cut your own cellulose this quick, inexpensive way—and cut your costs per package. Write for full facts and surprisingly low price.

PETERS MACHINERY COMPANY

4700 RAVENSWOOD AVE.

CHICAGO, ILLINOIS

FOR THOSE WHO USE
WELL MILLED
KANSAS FLOURS

We Suggest a Trial of our

BIG "S" GOLDEN BELT and SHELLABARGER'S SPECIAL

Unbleached Creamy Color

Write or Wire

THE SHELLABARGER MILLS

"MILLERS SINCE 1776"

SALINA

KANSAS

MACARONI IN THE PRESS

The Story of Macaroni

As told by *The Independent Grocerman for the Enlightenment of the Retailer.*

Two hundred million pounds in 1910, 600 million pounds today—that is the story of the rise of macaroni production in this country during the last quarter of a century.

When the macaroni industry began in this country about 1850 it was forced to struggle for its very existence due to the superior quality and reasonable retail prices of the imported article. In 1900 it began climbing, gradually assuming commercial importance. When the world war broke out macaroni products zoomed to new industrial heights. They have maintained their position in the food world ever since.

Although the majority of those unacquainted with macaroni's history assume that its origin is Italy, doubt has been expressed by some authorities who place it in Japan and China, whence, they claim it found its way to Europe through Germany.

It must be admitted however, that the essence and shape of these products in the far east are entirely different from the type of macaroni products this country is familiar with. But it is historically certain that the existence of spaghetti and flat noodles can be traced in Europe as far back as the early times of the Roman Empire.

Before the manufacture of macaroni became an industry in this country, it was made by hand in about the same way some housewives today make it in their own kitchens. The first mechanical process for its manufacture was perfected about 1800. At the present time establishments producing this food number approximately 353. Their output ranges from a few hundred pounds a day to four or five plants which turn out one hundred thousand pounds each daily.

Good macaroni products are made primarily from durum wheat, grown extensively in Russia and Algeria as well as the United States. Chief territories in which this crop is raised are eastern parts of North and South Dakota, western Minnesota, and Montana.

As its name implies, durum wheat is hard wheat. It is much harder however, than the so-called "hard wheats" grown in other sections of the country. When grown under proper conditions of climate and moisture the grain of durum wheat is flinty throughout and semi-translucent. Because of these qualities it is better adapted to the manufacture of semolina than any other wheat.

The term "semolina" is the Italian name for grits or middlings, which are in effect the coarsely ground and carefully purified milling product of durum wheat.

If grits are ground finer, the result is flour. True semolina is free from bran and should contain not more than one per cent flour. Because of its coarse grinding, it is granulated and the dough obtained by mixing it with water is highly porous. Macaroni products manufactured from this dough retain a high degree of permeability, which, by permitting the hot boiling water to reach the core as well as the outer part, insures a uniform cooking.

Macaroni products manufactured from semolina in the United States can hardly be duplicated in Italy or in France, for improvements in milling methods and the perfecting of machinery take place constantly.

In selling spaghetti, macaroni or egg noodles, retailers should remind their customers that these products, properly manufactured and dried are one of the most wholesome and best balanced foods for any diet. They contain less starch than any other cereal and more protein, iron, phosphorus and carbohydrates than many other foods.

Warning on Social Security Tax Practice

The Secretary of the Treasury recently announced that it had been brought to his attention by the Commissioner of Internal Revenue that employers in some instances were adding an item of 2% to their bills or invoices and listing such item as a social security tax.

A tax of 2% of the sale price of an

article would be necessarily greatly in excess of the amount of taxes imposed under the Social Security Act with respect to the compensation of the employees engaged in the production of such article. Even though an employer might in some instances pay the social security tax on behalf of his employees as well as the tax on the employer, the sum of these taxes would not in any case be measured by the sale price of the articles sold.

For this reason, to indicate an item on an invoice as a social security tax, which item amounts to 2% of the sale price of the article listed on the invoice, would be a palpable misrepresentation of the amount of taxes imposed under the Social Security Act. Persons engaged in this form of misrepresentation would be subject to prosecution under the provisions of Section 1123 of the Revenue Act of 1926 relating to frauds on purchasers, which are made applicable to the Social Security Act by Section 307(c) of that Act.

Section 1123 of the Revenue Act of 1926 reads as follows:

Whoever in connection with the sale or lease, or offer for sale or lease, of any article, or for the purpose of making such sale or lease, makes any statement, written or oral, (1) intended or calculated to lead any person to believe that any part of the price at which such article is sold or leased, or offered for sale or lease, consists of a tax imposed under the authority of the United States, or (2) ascribing a particular part of such price to a tax imposed under the authority of the United States, knowing that such statement is false or that the tax is not so great as the portion of such price ascribed to such tax, shall be guilty of a misdemeanor and upon conviction thereof shall be punished by a fine of not more than \$1,000 or by imprisonment not exceeding one year, or both.

He stands well, who stands firm.

Egg Noodles on the Air

Encouraged by the public reception of her "Egg Noodles with Browned Buttered Crumbs" and the interest taken in her radio work by the macaroni-noodle manufacturers, Miss Betty Crocker, well known food facts broadcaster, will again be heard in one of her fine macaroni publicity talks the morning of April 15, 1937. According to advance information by her sponsor, Washburn Crosby Company, Minneapolis, Minn., she will feature "Egg Noodle Pie Supreme" in her radio message to millions of housewives who will be listening in over a chain of 32 stations from coast to coast.

In her recommended recipe she will feature noodles made from durum wheat semolina or flour. Her message in part will say: "I'm sure all know that egg noodles are made from the same dough or paste as macaroni and spaghetti. But with the addition of a substantial amount of whole eggs or yolks. They contain a good proportion of protein or the body building material which is very important for good nutrition. And egg noodles which are made of semolina, or the flour milled from durum wheat, are particularly attractive to eat because they do not become pasty or mushy when cooked, as do cheaper grades of macaroni products. They hold their shape, and keep very attractive consistency."

In the announcement macaroni-noodle manufacturers are invited to make the greatest possible use of this national broadcast by calling attention thereto to all grocers and their clerks, inviting them to recommend that their customers buy quality egg noodles, listen to Miss Betty Crocker's message on April 15, 1937 and then to try out her "Egg Noodle Pie Supreme" in their own homes, and prepared according to the recommended and suggested recipe. This is a cooperative service of which all manufacturers of quality macaroni products should take the fullest possible advantage. It's theirs for the taking.

They Bought TRIANGLE MACHINES

Partial list of users in the macaroni industry

MANUFACTURING CO. Omaha, Neb.

LA ROSA & SONS, INC. Brooklyn, N. Y.

FOULDS MILLING CO. Libertyville, Ill.

KANSAS CITY MACARONI & IMPORTING CO. Kansas City, Mo.

A. GIOIA & BROS. Rochester, N. Y.

JOHN B. CANEPA CO. Chicago, Ill.

A. RUSSO & CO. Chicago, Ill.

MINNESOTA MACARONI CO. St. Paul, Minn.

AMICO MACARONI CO. Steger, Ill.

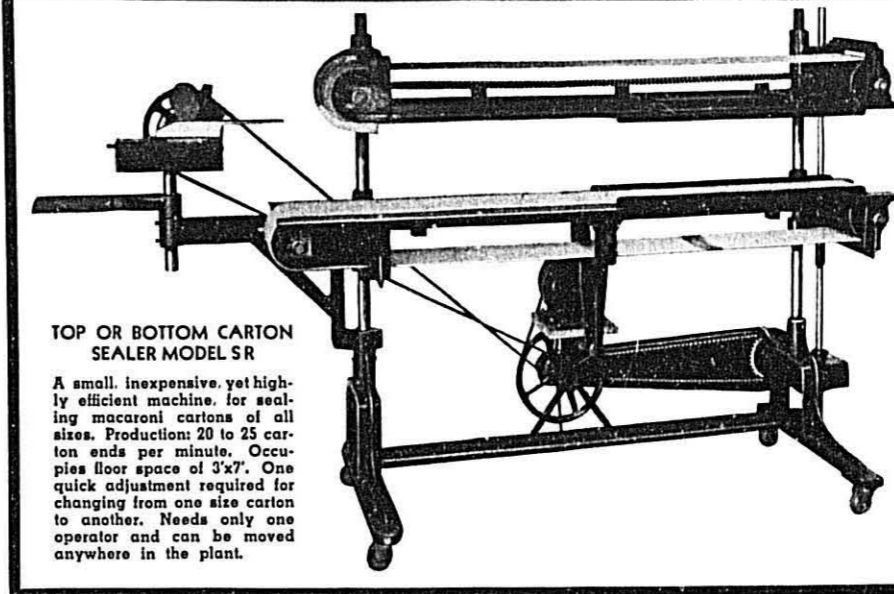
WAUKEE MACARONI CO. Milwaukee, Wis.

SOUTH MACARONI CO. Memphis, Tenn.

G. D. DEL ROSSI CO. Providence, R. I.

CARTIER-MILLON Grenoble, France

MARIANO RAMAS R. Columbia, So. America

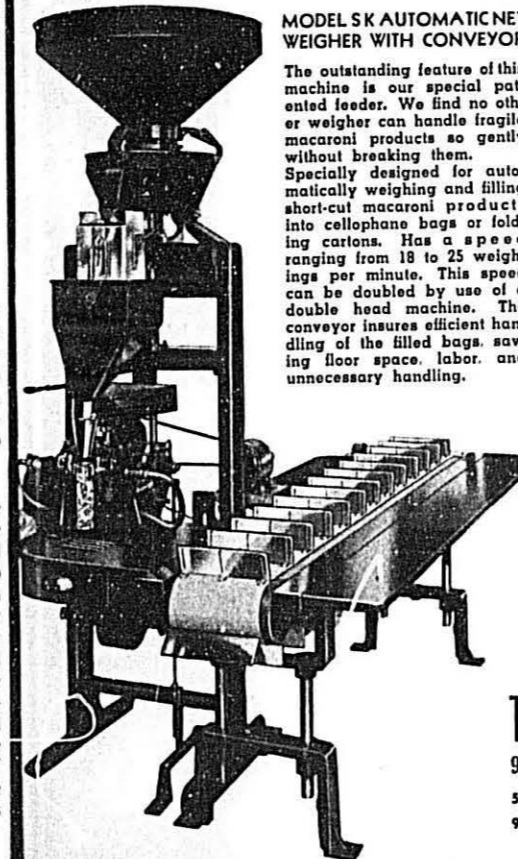


TOP OR BOTTOM CARTON SEALER MODEL SR

A small, inexpensive, yet highly efficient machine for sealing macaroni cartons of all sizes. Production: 20 to 25 carton ends per minute. Occupies floor space of 3'x7'. One quick adjustment required for changing from one size carton to another. Needs only one operator and can be moved anywhere in the plant.

Offset Rising Costs . . . Overcome Competition WITH THESE BETTER TRIANGLE PACKAGING MACHINES

YOU'LL go a long way towards successfully solving low price competition on macaroni products, by cutting production costs. Our experienced packaging engineers can show you exactly how much money you can save, by using speedy, efficient Triangle equipment in your packaging operations. Practically any manufacturer, large or small, can afford to replace old, obsolete equipment with new Triangle machines, or to do away with expensive hand operations entirely. Frequently, the installation of Triangle Packaging Equipment means the difference between a profit and a loss to a macaroni manufacturer. * The Triangle line is very complete. Over 23 different models of Weighers are offered. There's a type and style for every purse and purpose. Short cut products are automatically weighed and filled into cellophane bags or cartons, with remarkable speed and accuracy. Top or bottom carton sealers for long cut goods can be supplied to handle from 5 to 60 cartons per minute. Our convenient lease-purchase plan helps you pay for Triangle Machines out of current income. In fact, they pay for themselves with the savings they make. If you want to cut your costs, increase your profits, give your customers neater, better looking packages, without the necessity of making a big investment in expensive machinery, write for full particulars today. Don't wait. Ask for a copy of our new magazine "Practical Packaging" . . . it's full of information that will help you solve your packaging problems.



MODEL SK AUTOMATIC NET WEIGHER WITH CONVEYOR

The outstanding feature of this machine is our special patented feeder. We find no other feeder can handle fragile macaroni products so gently without breaking them. Specially designed for automatically weighing and filling short-cut macaroni products into cellophane bags or folding cartons. Has a speed ranging from 18 to 25 weighings per minute. This speed can be doubled by use of a double head machine. The conveyor insures efficient handling of the filled bags, saving floor space, labor, and unnecessary handling.

TRIANGLE PACKAGE MACHINERY CO.
915 NORTH SPAULDING AVENUE, CHICAGO, ILLINOIS
50 CHURCH ST., NEW YORK • 111 MAIN ST., SAN FRANCISCO • 1237 S. OLIVE ST., LOS ANGELES
913 E. KILBOURNE AVE., MILWAUKEE • FOREIGN OFFICE: 44 WHITEHALL ST., NEW YORK CITY

The Right and Wrong Way of Macaroni Selling

(Continued from March Issue)

SCENE NO. 2
(Same Setting)

How to Sell Macaroni

(Allen Davis enters as he hangs up. He is business-like . . . makes a good appearance, etc. The good salesman. He goes to Sadie's desk.)

DAVIS: Good morning.
SADIE: (She likes his looks) Oh . . . good morning.
DAVIS: I'd like to see Mr. Jenkins, please.
SADIE: Who's calling?
DAVIS: Allen Davis—Justrite Macaroni. Here's my card.
SADIE: Won't you sit down, Mr. Davis? Mr. Jenkins is very busy, but I'll try and get him to see you.
DAVIS: Thank you. (He goes to sit down. She makes no attempt to move.)
SADIE: Getting pretty warm, isn't it?
DAVIS: Yes, it is. But this is a great little town. I always like to visit it.
SADIE: Oh, have you been here before? I don't remember you—and I never forget a face.
DAVIS: Yes—but when I stopped over here the office was closed. Some funeral, I was told.
SADIE: Oh, yeah. That was Mr. McDougall. Yeah—the whole town turned out for that. It was some funeral.
DAVIS: Er . . . Mr. Jenkins. He's in, is he?
SADIE: Oh, yeah—I was just going. (Goes into inner office) A Mr. Davis to see you, Mr. Jenkins. I know you'll want to talk with him.
JENKINS: What's he want?
SADIE: I don't know—but I'm sure it's very important.
JENKINS: That his card?
SADIE: Yes, sir.
JENKINS: Let's see it. (She hands it to him) Ohmygod—another macaroni salesman.
SADIE: I'll show him right in.
JENKINS: All right. Er—no. Wait for me to decide about that please. I'm very busy.
SADIE: Yes, sir—but he might have a better price for you, Mr. Jenkins.
JENKINS: Yeah—that's right. Okay—show him in.
SADIE: Thank you, Mr. Jenkins. (Goes to door. Smiling sweetly) I've talked to Mr. Jenkins, Mr. Davis, and he's agreed to see you.
DAVIS: Oh, thanks—thanks very much.
SADIE: Don't mention it, Mr. Davis. (He goes in to inner office.)
DAVIS: How do you do, Mr. Jenkins.
JENKINS: What's on your mind?

DAVIS: A little matter of macaroni. (Smithers returns looking very wide awake. Goes over and sits down in first chair again.)

JENKINS: Macaroni! Seems t' me I haven't heard anything else all morning long. I just got rid of one macaroni salesman—there was one here when I got in this morning—and now you want to talk about macaroni. Do you fellows think that's all we buy around here?

DAVIS: No, sir—not in the least. But that's all I have to sell, so I've got to talk about it.

JENKINS: Well, I don't believe I want to hear about it. I'm sick and tired of talking to salesmen. You'd think I didn't have anything else to do but sit here and listen to you birds try to kid me about your products.

DAVIS: But I feel sure I have something that will be mighty interesting to you, Mr. Jenkins . . . if you can give me five minutes.

JENKINS: Okay — (Raising his voice) But if one more salesman dares t' try to get in here to see me today, I'll throw him (Smithers ducks) so fast he won't know what hit him. (Suddenly quiet again) Now, what have you got to tell me? Make it short. (Smithers gets up and sneaks out.)

DAVIS: Mr. Jenkins, I have a new brand for you—the finest quality package macaroni our firm has ever—

JENKINS: (Interrupting) I don't care about the quality. What's your best price?

DAVIS: Let's leave the question of price alone for a minute (Then, anticipating his next remark) Yes—and quality, too . . . because I'd like to talk a little about profits. Your profits.

JENKINS: What about 'em?

DAVIS: I wonder if you realize that you're missing a lot of business by handling only the cheapest grades of macaroni? Figures prove that in 85% of the cases, there's a far greater profit in the higher grades.

JENKINS: Yeah—if the retailer can sell 'em.

DAVIS: Don't worry too much about that. He'll be able to sell them. People these days are buying better quality when it's offered to them.

JENKINS: There we are back to quality again.

DAVIS: But you wouldn't object to it if it means more money! Do you know, Mr. Jenkins, that for the first time in five years, the average earnings of the American family are higher than the cost of running a home?

JENKINS: (Beginning to be interested against his will) No, I didn't.

DAVIS: It's true. Housewives have enough money again—enough to buy

better food . . . finer quality—and they doing it.

JENKINS: Might be something that.

DAVIS: Indeed there is. I suppose you have pretty tough competition?

JENKINS: Tough! Why, some of these birds are giving stuff away.

DAVIS: Yes—there's always a lot of competition in the low levels. But there are only a few companies manufacturing this quality of macaroni.

JENKINS: I didn't know that.

DAVIS: Yes, sir—so there's bound to be a demand. And we'll give you the exclusive right to handle our products in your territory.

JENKINS: Sounds interesting.

DAVIS: You bet it is. It'll help you leave competition behind—leave 'em down there fighting for the cheap business with only a few cents profit. As when you handle macaroni products like Justrite, you'll build up a quality reputation for your house.

JENKINS: How much you getting for it?

DAVIS: A dollar thirty-five net—

JENKINS: Holy H. Smokes.

DAVIS: That's on 24-eight-ounce packages.

JENKINS: EIGHT-Ounce?

DAVIS: Yes—we're not putting a seven-ounce any more. Eight ounce a better size for the housewife.

JENKINS: But a dollar-thirty-five! haven't paid that much for—

DAVIS: We've got some good deals helps included in this, too. A complete counter display is included with every three cases, and there's a booklet with swell recipes in each package.

JENKINS: (Weakening) But are you sure our outlets can move them?

DAVIS: I'm positive—if your salesman know how to merchandise the idea. Why, we're even helping you with an advertising campaign. And one of the big millers has a cooking expert on the Radio every day. And she plugs macaroni regularly.

JENKINS: Maybe we better get in this quality stuff, at that.

DAVIS: I'd certainly like to see you do it, Mr. Jenkins. You're pushing a high grade of coffee, and making money on it. And let me tell you retailers are beginning to place just as much importance on the quality of macaroni a house handles.

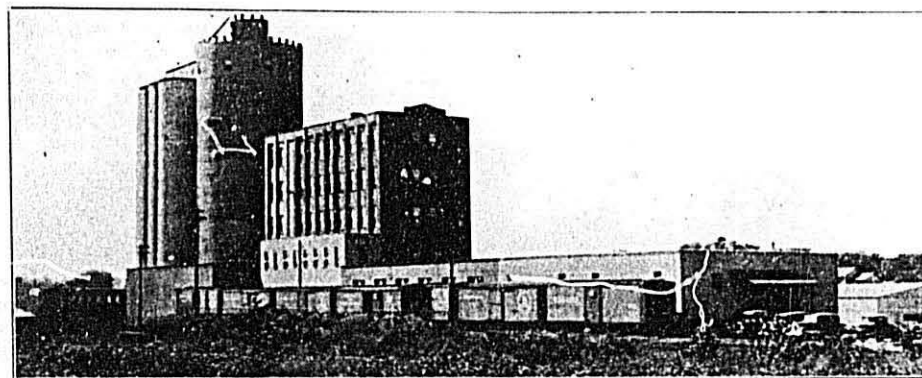
JENKINS: You can't make me believe that.

DAVIS: It's true, nevertheless—for a very good reason. There's much opportunity for cheap grades macaroni . . . made from anything but . . . that retailers are learning they can

April 15, 1937

THE MACARONI JOURNAL

21



CAPITAL → "B" MILL → A/A NO. 1 SEMOLINA
 → CHEROKEE SEMOLINA
 → CAPRI SEMOLINA
 → FANCY DURUM PATENT FLOUR
 → GRANULAR
 → STANDARD DURUM FLOUR
 → OSMO DURUM FLOUR

Distinctive Quality Uniformity → Insure → Valuable Individuality

LET US DEMONSTRATE THIS ADVANTAGE IN USING OUR SEMOLINA

CAPITAL FLOUR MILLS, Inc.
 OFFICES: CORN EXCHANGE BLDG., MINNEAPOLIS, MINN. MILLS: ST. PAUL, MINN.

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

take a chance on poor stuff. Too many kick-backs. Yet they can't know every brand on the market—and whether it's good or bad—so they have to rely on their jobber and the manufacturer.

JENKINS: I hadn't thought of it that way.

DAVIS: And here's another thing. Be sure to have your salesman tell your retailers to put a few packages of macaroni and noodles on their meat counters. They're the only products that work both ways with meat.

JENKINS: What do you mean by that?

DAVIS: I mean that people serve them both ways—to take the place of meat, when the price is too high—or they serve them *with* meat, to make a more appetizing and interesting dish. The dealer profits either way.

JENKINS: There is something we'll have to point out to 'em.

DAVIS: And by the way—speaking of noodles, I've got a special on them . . . in the smartest new eight-ounce package you've ever seen. 90c a dozen.

JENKINS: You can sure get out of line. I haven't paid anything like that for noodles since 1928.

DAVIS: I'm not surprised. I know you can get noodles at almost any price you want to pay. But nobody can make GOOD noodles without plenty of eggs and the best durum flour . . . and those things cost money.

JENKINS: Just the same, I get noodles for half that price that have a beautiful yellow color.

DAVIS: Do you eat them yourself?

JENKINS: I don't think I happened to try 'em.

DAVIS: If you did, you'd notice the difference at once. A yellow color doesn't always mean plenty of eggs. Some manufacturers are using artificial coloring.

JENKINS: That doesn't sound so good.

DAVIS: It's not so good. Now I know you have to compete on price, Mr. Jenkins, but there's always cream on top—and I want to see you get that cream in your business. We're not just trying to make money for ourselves by selling macaroni. We're just as interested in making money for you fellows. And we've proved that the better the quality you handle, the more you'll make.

JENKINS: Damned if I don't think you're right. We're going after some of this high-class business. We used to get it, and we can again.

DAVIS: That's the idea exactly. It's there—waiting—if you'll just reach for it. Now how many cases shall I send you?

JENKINS: Well, let's see. Make it 500 cases of the package stuff. We'll go at this in a big way.

DAVIS: Just a minute. How many stores do you handle?

JENKINS: 'Bout seventy-five.

DAVIS: Then let's cut that down to 225 cases . . . three for each of them.

JENKINS: Well, by golly—you're the

first salesman I ever saw who wanted to take a smaller order than I was going to give him.

DAVIS: I'm not worried about losing any business, Mr. Jenkins. I know I'll get it a little later on. But I want this to prove itself. And until you're convinced, let's go slowly.

JENKINS: Say, young fellow—you're all right. You make buyin' from you a pleasure. (Reaching for box) Here—have a cigar.

DAVIS: Thank you, sir—(Takes cigar . . . starts to write out order) Now how do you want this shipped?

JENKINS: Truck'll be all right. 2% for ten days, I suppose.

DAVIS: No—I'm sorry, but 1% is our discount. We wouldn't give any more to your competitors, and we can't to you.

JENKINS: Well, okay.

DAVIS: I'd like to put you down for a few cases of our Perfection Brand noodles, too. Say—75 cases . . . one for each store.

JENKINS: Sure—why not? They go together like ham and eggs.

DAVIS: Right. (Writing) Seventy-five cases—noodles. How about bulk? Do you have any quality bulk trade around here?

JENKINS: No—not much.

DAVIS: There ought to be a good market for high grade bulk in this town. Lots of good hotels and restaurants. I've eaten good stuff here—so somebody must be getting the business.

JENKINS: Maybe we ought to take a crack at that, too.

DAVIS: Sure—why not? With a little effort, your firm ought to be able to get your share and more . . . especially with Justrite Bulk Macaroni.

JENKINS: I suppose it's all good quality Semolina . . .

DAVIS: Yes, sir—the very best quality Semolina . . .

JENKINS: Yeah—that's what I thought. Okay—put me down for a couple hundred cases of that. We can use it.

DAVIS: And you'll be after more in two weeks, Mr. Jenkins. Now, I'll tell you what I'll do. This shipment will be in by the end of next week—

JENKINS: (Nodding approvingly) Fine . . . fine . . .

DAVIS: So I'll come back again a week from Saturday, and we'll go over this whole merchandising plan of ours with your salesman.

JENKINS: Say—that'd be great.

DAVIS: All they need is to get the idea of the thing—the sound principles behind it—and they'll put it over in great shape.

JENKINS: (Mellowing still more) Yeah—they're a great bunch of fellows . . . none finer anywhere.

DAVIS: (Searching frantically in his vest pockets for his watch.)

JENKINS: What's the matter? What's wrong? Lose something?

DAVIS: I can't find my watch. I had it last night, I know . . . and when I got up on the train this morning I—

(Snaps fingers) I remember now. I left it on the shelf in the wash-room. Well, that's gone for good.

JENKINS: (Getting up as Davis does. Now don't be too sure. You may get it back. In the meantime—here, you take mine.

DAVIS: But I couldn't do that, Mr. Jenkins. I wouldn't think—

JENKINS: (Slapping him on back as he walks with him to the door) Non-sense. You need it more than I do—traveling around like you do.

DAVIS: Well, say—that's mighty nice of you, Mr. Jenkins. I don't quite know what to say.

JENKINS: Don't say nothin' . . . (Walking through door and into outer office) And if you don't get your own watch back, just keep mine. I've got an old Ingersoll that runs fine.

DAVIS: Why, I couldn't think of keeping your—

JENKINS: Not another word, son. Not another word.

DAVIS: All right—if you say so. Goodbye, Mr. Jenkins (Shaking hands) Thanks very much for the order . . . and I'll be back a week from Saturday (He exits)

JENKINS: Okay—and when you do figure on coming out to the house for the week-end. (Calling after him) I want you to meet the wife and kids!

(Concluded)

"La Rosa" Extends Radio Program

V. La Rosa and Sons, Brooklyn, N. Y., one of the largest users of radio time in advertising macaroni products has announced an enlarged program starting April 4, 1937. On that date it will inaugurate the 6th consecutive year of radio advertising which began in 1932 over a single station and enlarged to a chain of 10 stations for 1937, covering all of the states from Pennsylvania northeastward to Maine. This large Sunday coverage will be augmented by a daily broadcast over a smaller number of stations reaching the New York metropolitan area.

The Sunday program will go on the air between 12:30 and 1:00 p. m. over the following stations: WOV and WINS, New York city; WRAX, Philadelphia; WICC, New Haven and Bridgeport, Conn.; WEAN, Providence; WAAB, Boston; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAI, Rochester and WBNY, Buffalo all in upstate New York. Among the artists to be heard on these special programs are Comm. Giuseppe Sterni and his company of dramatic artists, Amelia Sanandres in operatic melodies and Paolo Dones and his inseparable guitar in popular songs.

It's too bad that being fair, in the sense of being just, isn't as easy as being fair to middlin'.

THE HIGHEST STANDARD

of VALUE

CONSTANTLY MAINTAINED

in

AMBER-BRIGHT UNIFORM HOURLASS SEMOLINA



DULUTH-SUPERIOR MILLING DIVISION
OF STANDARD MILLING COMPANY

Executive Office

MINNEAPOLIS, MINNESOTA

DULUTH

SUPERIOR

CHICAGO

PITTSBURGH

NEW YORK

BOSTON

MACARONI-GRAMS

By Spag MacNoodle

Are You Different?

A good many years ago Berry Wall achieved distinction as the dressiest man in New York city. He had the clothes and it is said he attracted attention to himself by getting on a certain elevated train every morning and going through the cars, greeting people, whether he knew them or not. This act day after day brought him the publicity he wanted.

Many people have gained notoriety by peculiarities of dress. They have varied all the way from the bare shins of "Sockless" Jerry Simpson to the slightly barer bareness of Sally Rand.

Others have become notable because of other peculiarities, or their note has been helped by things like General Dawes' pipe and Al Smith's brown derby.

You may find it worth while to capitalize some personal idiosyncrasy for the publicity it will bring, but don't let the tail get to wagging the dog and don't expect mere publicity, mere notoriety, will bring you success. All it can do will be to attract attention to you.

For desirable prominence make your-

self different in the things you can do, in ability along some individual line. Develop a special talent that shall be your own. Know some specific subject better than anyone around you knows it. There is more to real advantage in a difference than merely being a white blackbird.

Anyone of average intelligence can acquire more than an average knowledge of something connected with his business. All that is necessary is to choose a subject, preferably one that interests you deeply or that has become your hobby. Then search for everything that can be found on that subject. Read everything you find; clip everything you can; file everything you clip and every note you make.

Before long it will be discovered that you are by way of becoming an expert, an authority on that subject. Then you will be on your way.

Said Andrew Carnegie once: "To secure promotion, a young man must do something unusual, and especially must this be beyond the strict boundary of his duties."

Martha Logan With Swift & Company.

Mrs. Beth Bailey McLean, nationally known authority on home economics, has been named head of the home economics division of Swift & Company's research laboratories, according to recent announcement. She will have charge of developing and popularizing recipes for food products and will supervise the many activities carried on by the company under the name Martha Logan.

Mrs. McLean is author of "Meal Planning and Table Service," "Good Manners," and many magazine and newspaper articles. She has a Bachelor of Science degree from Stout Institute at Menomonie, Wisconsin, a Master of Science degree from Iowa State College, and has taken work in home economics at Columbia, Wisconsin University, and the University of Pittsburgh.

For four years she was associate professor of foods and nutrition of Iowa State College and taught for six years previously in high school and normal school. During the world war she did home demonstration agent work in Iowa. For the last three years Mrs. McLean was director of home economics for the Southern Rice Industry with headquarters at New Orleans.

Mrs. McLean is a member of Mortar Board, Theta Sigma Phi, Gamma

Phi Beta, Phi Kappa Phi, Omicron Nu, Sigma Delta, Epsilon, the National

Facts Supported by Figures

Macaroni consumption in the United States has increased very little during the past two decades according to deductions of leading manufacturers who have made a study of the trend. The actual per capita consumption will never be known until the manufacturers reveal annual production figures, willingly or under compulsion to some confidential source.

For many years the annual per capita consumption has been roundly figured at 5 pounds in the United States, exclusive of its insular possessions. Apparently the figure is high, based on the only information available and as computed in the table below.

Domestic production has more than trebled during the last 20 years. The

Years	1927	1929	1931	1933*	1935
Firms	353	377	306	336	336
Population (Est.)	118,000,000	121,000,000	124,000,000	127,000,000	127,000,000
Macaroni (Plain Noodles)	450,083,391	505,069,608	470,656,990	525,974,387	525,974,387
Egg Noodles	324,943	49,831,155	52,894,951	67,814,000	67,814,000
Total Production	483,408,334	554,900,763	523,551,941	593,788,077	593,788,077
Imports	3,512,512	2,856,378	2,459,200	1,389,920	1,389,920
Exports	8,468,261	10,740,479	4,613,284	1,986,761	1,986,761
Domestic Consumption	478,452,582	547,016,662	521,397,857	593,192,236	593,192,236
Per Capita Consumption	4.04	4.52	4.20	4.67	4.67

*No production figures in 1933 U. S. Census of Macaroni Manufacture.

Dietetic association and the Business Women's Section of the Home Economics association. She is an experienced lecturer and has given cooking school demonstrations in many parts of the country. She is the mother of two children.

Commodity Price Increases

The statement that current sharp price rises in certain basic commodities result primarily from foreign armament demands, strikes and monopolistic policies by groups both in industry and labor plus speculative security and commodity buying, was made recently by Governor Eccles of the Federal Reserve Board.

Unjustifiable price advances, he contended, must be controlled by increasing production, which "can be done so long as there is idle labor willing to work, so long as there are unused natural resources and an abundance of money at reasonable rates," and by orderly, balanced use of man-power, natural resources and capital.

Eccles warned that increased wages and shortened hours are justified and desirable when they result from increased production, but that when wage increases are passed on to the public, and when prices are raised far beyond increased labor costs, disastrous conditions may follow.

When it is given much thought, usually isn't given enough action.

NOTES OF THE INDUSTRY

Arrival of Patsy Ann

March 15, 1937 is a memorable day in the life of Mr. and Mrs. Sidney Grass of Chicago, Ill. On that day a dancing baby girl was born. The doctor declared she weighed exactly 9 ounces and was in perfect health. The mother is doing nicely. Her dad is proud and the little arrival has been christened Patsy Ann. Sidney, with his brother Irving and his mother are the owners of the I. J. Grass Noodle company plant at 6021 Wentworth av., Chicago. Sidney is in charge of the office. Congratulations, Mr. and Mrs. Sidney Grass!

Fire Damage Is \$2000

A fire caused by an overheated oil heater in the small macaroni plant at the corner of 2028 St. Peter st., New Orleans, caused damage to building and stock estimated at about \$2000. The plant was operated by George Juncker. The fire started March 15.

Macaroni in Cooking School

Officials of the Fort Worth Macaroni company, Fort Worth, Texas joined 23 other firms in that city in promoting the *Times-Review* cooking school which that

newspaper sponsored early in March. Interesting facts about the development and the manufacture of this food were supplied the supervisor and speakers by the macaroni firm which also had an exhibit of its popular brand at the school. The brand name is "Our Best Macaroni and Spaghetti."

30 Years in Business

Friends of Louis Mazzacua and leading executives of Schenectady, N. Y., joined last month in doing him honor because of having completed 30 consecutive years of successful operation of a macaroni manufacturing business in that city. He operates the plant situated at 420 Broadway st. under the name of Schenectady Macaroni company. A part of the celebration was the public inspection of the plant and a talk about macaroni making and its proper preparation for the table.

Thieves Loot Plant

The firm's automobile, an adding machine valued at \$75, and products of undetermined value were stolen from the plant of the New Orleans Macaroni Manufacturing company, 1107 Dauphine

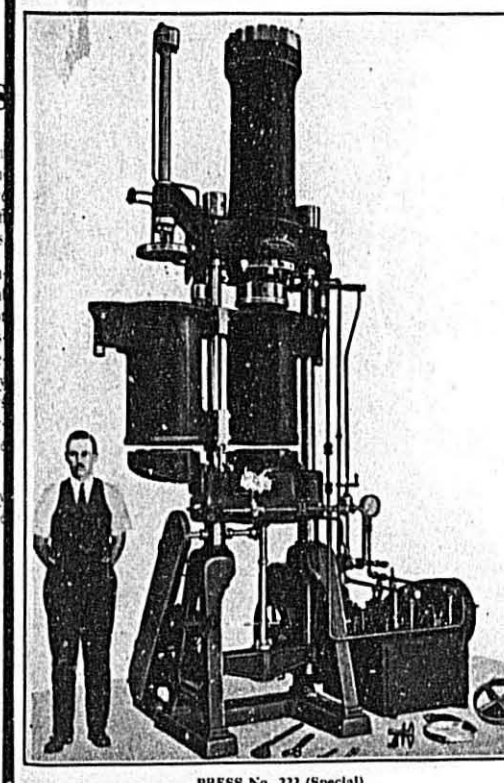
st. the night of March 23, 1937. The thieves knocked the combination off the safe in the office of A. Riccobono & Co., operator of the macaroni plant, but they failed to open it, missing several hundred dollars stored therein. No trace of the robbers is reported.

Model Food Plant of Future

Combining glass block throughout for windows and ceramic tile interior walls with extensive air conditioning is expected to make the Chr. Hansen's Laboratory, Inc., Little Falls, N. Y. a model for future food plant construction. The building has been engineered and will be constructed by the Austin company, Cleveland. Verne D. Swan of Utica, N. Y. is the architect.

The company, which manufactures the Junket tablet and Junket Ice Cream Mix among other products, has its headquarters in Scandinavia, with plants in Scandinavia, Berlin, London, Toronto, Milwaukee and Little Falls.

The exterior of the building will be of face brick, with limestone trim; and the interior will have maple block floors with ceramic tile walls throughout. The roof of the tower section is to be paved with a quarry tile floor so that it can be used as a roof garden. Included are elevators, heating, lighting, plumbing, sprinklers and air conditioning.



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Cooking Adds to Food Flavor

A poor cook will spoil the best macaroni made! Macaroni products in their raw form are not relished. They must be cooked and cooked properly to bring out their flavor, make them palatable and easily digested.

"There has been much controversy concerning the value of raw starch foods and well cooked starchy foods," says Dr. Charles H. LaWall, dean of pharmacy, Philadelphia College of Pharmacy and Science in a popular science lecture delivered March 10, 1937. "It has been proved that raw and uncooked starchy foods are equally digested although the raw starches digest more slowly. The cooking of starches, as a rule makes the flavor of the food more agreeable. When starch containing a small proportion of water is heated to a high degree of temperature it is hydrolyzed and changed to dextrin. In cookery the dextrinization is always changed by caramelization and the flavor is changed, becoming sweeter. Hence the difference between the crumb of bread and its crust, which latter has been dextrinized."

"Is it possible to sustain life on raw foods?" asks this authority. He answers—"Yes! even savage races however have found that cooking renders food more palatable. With some foods, scientists tell us that cooking is absolutely necessary. There are some foods, particularly fruits, which are even better eaten raw than cooked. But most nuts are more palatable cooked than raw. Cereals (Macaroni products being a grain product, are of a cereal nature) and potatoes are always benefited by cooking, both in the matter of flavor and digestibility, as their principal constituent is starch.

"Lettuce, carrots, cabbage and celery are superior in the raw state as the roughage is higher in per cent than the starch content. It is becoming fashion-

Interest In 'Filled Milk' Suit

Though the case against the Evaporated Milk association by a producer of "filled milk" may be of more direct interest to grocers than to macaroni manufacturers, there is a principle of law and of advertising involved in the action, that may concern business generally. The association has started a suit to enjoin the "filled milk" producer from shipping his product in interstate commerce and there is a probability that the government may intervene in the suit.

"Filled Milk," explains Frank E. Rice, executive secretary of the Evaporated Milk association, "is prepared by evaporating skimmed milk to which cheap coconut oil is then added to replace the original butter fat. The product resembles evaporated milk in appearance, taste and color and is packed in cans of identical size and shape.

able (and even more wholesome) to eat more raw vegetables. But when we cook vegetables we note the flavor is changed. We cook vegetables because they are easier to eat and because we like the flavor of cooked foods.

"In cooking meat the muscular fibres are softened, the tendons hydrolyzed, the albumen coagulated and the proteins changed, and the meat is more digestible. Parasites are killed, and infection by such disease as trichinosis is impossible.

"Horace Fletcher, who was the exemplary of mastication food thoroughly said 25 years ago that he could live on 11c worth of food a day.

"Dr. Henderson of Harvard and Dr. Lusk of Cornell proved it possible about the same time that human beings could live on 10c worth of food a day, but that kind of living would kill any person who wanted variety and colorful flavor in his food. The average expenditure per capita requires five times that amount."

Macaroni, spaghetti, egg noodles and all similar forms of this grain food, constitute a food that can be cooked in a very few minutes. It is an inexpensive food. It is a companionable food in that it combines readily with meats, vegetables, fish, with practically every other form of food known to and consumed by mankind. It is practically wasteless, very easily digested and almost 100% assimilable.

Having all these good food characteristics, the producer's task is to teach the inexperienced the proper cooking procedure and the many delicious combinations in which this 100% grain food can be served to suit every taste and fancy. A collective movement toward that objective appears to be the most pressing need of an industry that specializes in the manufacture of a food that must be cooked before it is eaten.

"Even the average grocer is not familiar with what 'filled milk' is. For his protection he should know that there is a Federal law enacted in 1923 which was reaffirmed and further implemented for its efficient enforcement by the 74th Congress last year, which law prohibits the shipment in interstate commerce of 'filled milk.' Also he should know that 25 states passed 'filled milk' laws prohibiting the sale of this product.

"The false advertising laws which exist in most states make it illegal to offer 'filled milk' for sale in lieu of evaporated milk and also to list brands of this product in any advertising of evaporated milk.

"Aside from the above facts, the consumption of 'filled milk' by infants and growing children is definitely harmful since it replaces in the dietary whole milk. 'Filled milk' contains practically no butter fat which is so essential for the

proper nourishment and protection of the young."

The association hoped to have the support of the government on the ground that it is interested in protecting the health of the people and the protection of the retailers against false advertising.

\$500 Prize Winning Macaroni Recipe

In a nationwide recipe contest where a prize of \$500 was offered for the best recipe using macaroni, the prize was awarded for a "Lemon Surprise Pudding" suggestion. The winner was publicized in "Mother's Cook Book," a feature released by *Western Newspaper Union* in March 1937.

Note: Macaroni manufacturers are invited to—First, test this prize winning recipe and to try it out on their friends. Second, discuss or cuss it as their taste dictates.—THE EDITOR.

All the ingredients recommended are good foods. The preparation of the recommended dish is not difficult. The resultant concoction may appeal to certain tastes. The recipe calls for a proportion of macaroni products. But well, here's the recipe:

Lemon Surprise Pudding

Cook one-half pound of macaroni until tender in rapidly boiling salted water. Drain and mix with the following ingredients: One cupful of milk, two apple peels and sliced thin, three eggs beaten, one cupful of bread crumbs, one cup of shredded coconut, three tablespoonfuls of grape nuts, one teaspoonful each of nutmeg, cinnamon and one-fourth teaspoonful of salt, three-fourths cupful of sugar and two teaspoonfuls of lemon juice. Put into a well-buttered baking dish and bake in a moderate oven until brown. Spread when done with lemon sauce, using the juice and rind of two lemons, three tablespoonfuls of cornstarch, one cupful of sugar, one cupful of boiling water and two eggs. Mix the dry ingredients, add to the water and cook slowly until thick. Then add the remainder; beat until smooth. Spread this sauce over the top of the pudding and sprinkle thickly with coconut.

New Officers for Noodle Firm

At a reorganization meeting held last month, Isaac S. Long was named president of the Blue Ribbon Noodle Company, Inc. of Wilkes-Barre, Pa. Leon S. Ulman made vice president, treasurer and sales manager.

The company formerly operated a small plant under the firm name of G. Man Blue Ribbon Noodle company. The new management has installed additional and more modern equipment to enable to serve better its customers in the territory where the blue ribbon noodle package is best known.

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Tasty Macaroni Dishes for Spring

After the dull days in Lent most housewives whose culinary art has been suppressed during the six weeks of abstinence, have a desire to give full swing to their cooking abilities and are ready for any and all suggestions that will enable a woman to play at her favorite pastime—preparing tasty and satisfying meals.

In "Spring a young man's fancy may turn to love"—but everyone's fancy turns to a change in food in keeping with the season.

Here is where the macaroni-noodle manufacturers fit into this picture of spring and all that it promises. There is a fascination in preparing spring dishes that make everyday meals novel during the season. Happily for the producers who have overlooked this opportunity the editors of the women's pages and homemakers' sections of the daily press, knowing as they do the pulse of their readers, their interest in foods and their desire for a change, at least occasionally, have been very liberal in recommending macaroni dishes for the spring diet.

In the March 21, 1937 issue of the St. Louis, Mo. *Post-Dispatch*, Miss Esther Foley, noted authority on foods and household problems presented an interesting, illustrated story on macaroni dishes which are "To the epicure's taste, when served piping hot." It is in her selection of macaroni and spaghetti sauces that she attains her high point of excellence and versatility. The article, in part, reads:

Macaroni or Spaghetti Sauce

By Esther Foley

Ever since "Yankee Doodle" became famous many a dish, reversing the process, has stuck a feather in its cap by adding macaroni. The bland flavor and definite texture of macaroni is unique among foodstuffs. It is so constructed that it can take the place of white bread or rice in planning the diet, and gives great variety to meals if used in various ways once or twice a week.

Scarcely ever done, macaroni is perfectly delicious served as it appears in the photograph. Plain boiled, with a meat and tomato sauce, dry grated parmesan cheese, in this attractive casserole, hot as hot can be! When served this way, the macaroni should be boiled until quite tender, and the little elbow shapes are most attractive for plain service.

Shake two cups elbow macaroni into six cups of rapidly boiling salted water (use one teaspoon salt to this amount of water) and cook rapidly about 12 minutes or until tender. Drain. Serve very hot. It is good, too, with anchovy or mushroom sauce.

Mushroom Sauce

One small can mushrooms
Four tablespoons fat
Three tablespoons flour
One cup milk
One cup light cream
Pepper and salt
Chopped parsley
Sauté the mushrooms in butter for a few moments. Skim the mushrooms out and set them aside. Make a cream sauce of the butter, flour, milk and cream.
Add the pepper and salt. When sauce is smooth, replace mushrooms in it and allow



To the epicure's taste when served, piping hot, in this fashion.

to simmer for a few minutes. Add parsley. Serve on macaroni.

Macaroni With Anchovy Sauce

Two and a half cups canned tomatoes.
One small jar of anchovies or
Ten to 12 salt anchovies.
One clove garlic, diced.
One-half cup olive oil.
One-half teaspoon salt.
Pinch thyme.

Simmer the tomatoes five minutes. Add the anchovies cut in small pieces. Brown garlic in olive oil. Add to tomatoes. Add salt and thyme. Serve on hot, cooked macaroni. Approximate yield, two and one-fourth cups sauce.

Worcestershire Cheese Sauce

Four tablespoons butter.
Two tablespoons flour.
One and one-third cups milk.
Five tablespoons grated cheese.
Two teaspoons Worcestershire sauce.
Three-fourths teaspoon salt.

Make a white sauce of half the butter, the flour and milk. Cook slowly until thickened and smooth. Add the cheese and seasonings and cook gently until well blended (from 20 to 30 minutes). Add the other half of the butter and stir it until melted.

Use dry, moderately strong cheese in the proportion given; English cheese preferred, or use a fresher cheese to taste.

Macaroni Dishes for Spring Service

By Esther Foley

Macaroni and Cheese

Four cups cooked macaroni.
One-half cup soft bread crumbs.
Two tablespoons butter.
One cup grated cheese.
One-half teaspoon salt.
Milk.

Place half of macaroni in a casserole. Add half the bread crumbs, half the butter and half the cheese. Add remaining macaroni, the remaining crumbs, butter and cheese. Sprinkle with salt. Add milk, almost to cover. Place in moderate oven (375 degrees), and bake for 20 minutes. Increase heat to hot (425 degrees) and bake 15 minutes longer or until browned. Approximate yield: Six portions.

Creamed Macaroni

Three cups cooked macaroni.
Three cups medium cream sauce.
One-half teaspoon salt.
One-half cup grated cheese.
Place macaroni in buttered casserole. Add

cream sauce and salt. Fold in cheese. Cook in moderate oven (350 degrees F.) 10 minutes or until the cheese has melted and blended. Stir occasionally. Approximate yield, six portions.

Try that some day, with a cold tomato sliced and seasoned with French dressing. Serve hot coffee with rich cream, and steamed pears and a sugar cookie for dessert.

Then there is a macaroni casserole, a little drier and a little crispier, and takes, very easily, the place of potatoes in a steak dinner.

Macaroni Cheese Timbales

One and one-half cups grated cheese.
One and three-fourths cups milk.
Two eggs, well beaten.

One-half teaspoon Worcestershire sauce.
Salt and pepper.
One and one-half cups cooked broken macaroni.

Six cooked mushroom caps.
Blend well one cup grated cheese, one and one-half cups milk, well beaten eggs and seasonings. Divide the macaroni equally among six buttered custard cups and fill with the cheese mixture. Set in a pan of water and bake in a moderate oven (350 degrees F.) until firm. Unmold onto a platter, garnish each timbale with a mushroom cap and serve with sauce made by cooking one-half cup cheese, one-quarter cup milk, and pepper in a double boiler until cheese is melted.

For Those With a 'Sweet Tooth'

By Esther Foley

Date and Macaroni Custard

Break one-fourth package macaroni in pieces and cook in boiling salted water until done. Drain and let cold water run over to keep it from adhering. Put in a buttered baking dish. Cut half a package of dates in small pieces and sprinkle over top, then the following custard sauce over all. This serves four to six.

Custard

Three eggs (slightly beaten).
One-third cup sugar.
One-fourth teaspoon salt.
Two cups hot milk.
One teaspoon vanilla.
Nutmeg.
Combine eggs, sugar and salt. Gradually pour the hot milk into egg and sugar mixture and add the vanilla. Pour over the macaroni and sprinkle nutmeg on top. Bake in moderate oven (350 degrees F.) until the custard is firm, about 25 minutes.

April 15, 1937

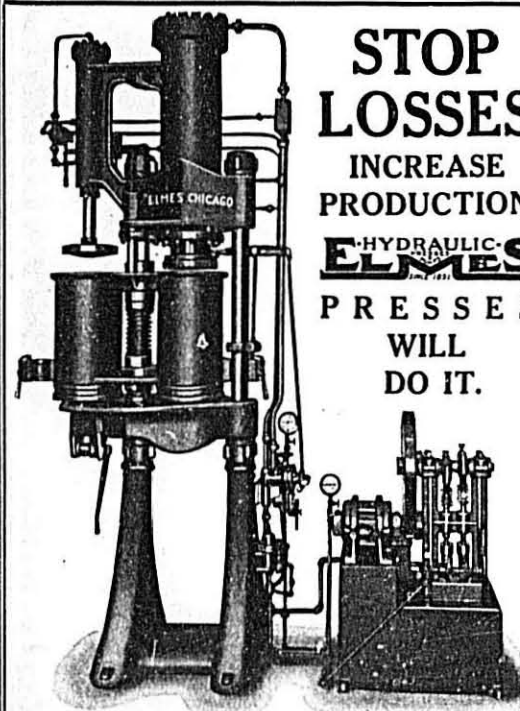
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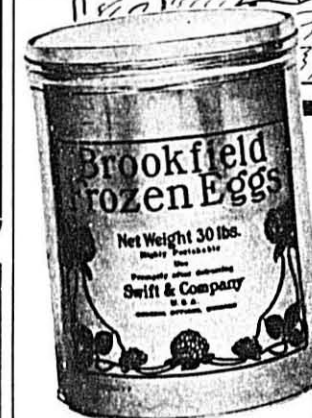
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• Gathered only in the springtime months—months when yolks are deepest in color, richest in solids—Swift's Brookfield Frozen Fresh Eggs are just what you need to turn out those brilliant yellow noodles that sell so fast!

Every one of these extra-fine eggs is selected for true home table quality. Every one is candled individually, broken by hand, emulsified to assure high solubility, quick-frozen by a special method.

Swift & Company scientists have devoted years of research to the problems of noodle makers. They have established a rigid standard of quality for Brookfield Frozen Eggs, guaranteeing you complete freedom from ordinary egg troubles. And when unusual production difficulties arise, these technical experts are always ready to help you "beat the jinx."

Order a trial 10 lb. or 30 lb. can of Swift's Brookfield Frozen Fresh Eggs from the nearest Swift branch house TODAY! Watch your noodle profits soar!

SWIFT'S BROOKFIELD FROZEN Fresh EGGS

PRICE TRENDS

In his address "The Economics of Current Price Trends," Virgil Jordan, president of the National Industrial Conference board warned that the country is entering upon an area of commodity price and wage inflation as the outcome of political factors, domestic and international, which have artificially expanded effective demand for goods, labor and real capital and at the same time have artificially curtailed current supply and future productive capacity. Said Mr. Jordan:

"The key to the current price trend in this country lies in the factors affecting production and productive capacity. The crucial fact is that the volume of production is still more than 10% below predepression levels. The reasons for this are plain.

"Eight years of depression brought enormous obsolescence and depreciation in plant and equipment which have been made up to a relatively insignificant extent. In many industries today real capacity is far below predepression conditions.

"During four years the capital market has been practically closed by government control or preempted by government. Savings have been dissipated by confiscatory capital taxation and government spending. New saving has practically ceased. New investment has fallen far behind requirements of popula-

Warns Dealers On Discount Taking

The National Association of Furniture Manufacturers, Chicago, Ill. has issued a general warning to its members urging them to observe all the provisions of a contract, especially those drawn up in accordance with the provisions of the new Robinson-Patman act. The warning reads:

Taking Cash Discounts in Violation of Terms of Sale Prohibited by Robinson-Patman Act

The act states:

"That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly to discriminate in price between different purchasers..." (Sec. 2-a)

(An unearned cash discount is an indirect price discrimination.)

"That it shall be unlawful for any person engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination which is prohibited in this section." (Sec. 2-f)

(The recipient is guilty as well as the giver, and the dealer who deliberately takes or receives an unearned cash discount, by deducting the cash

tion growth and of deferred and increased demand for productive facilities.

"Public relief policies have segregated millions of workers more or less permanently from the effective labor supply for private employment. Public labor policies have forced monopoly prices for some sections of the labor force, kept others out of employment, shortened working hours, limited productivity and crippled production by labor disputes.

"The effective working force, in terms of man-hours is today still below predepression levels, and its productivity has not been much increased by greater or better equipment in industry as a whole."

Contributing to these factors in higher production costs and prices, Mr. Jordan cited taxation burdens, international war preparations, high inventories in anticipation of future shortages, and deficit financing for unemployment relief and public work which he said has retarded capital investment and restoration and expansion of productive capacity.

He urged as the remedy, stimulating an increase of private employment through reducing expenditures, lowering taxes, decreasing government borrowing, opening the capital market, and enforcing the "essential government function of protecting private rights to work and to hold and operate productive property."

discount after the discount period has expired, is guilty of violating the Act.)

Other provisions in the Act:

Place the burden of proving innocence on the alleged violator.

Permit any citizen who is affected to initiate prosecution.

Specifically authorize the Federal Trade Commission to take action.

AGMA to Meet At Hot Springs

The Associated Grocery Manufacturers of America will hold its midyear meeting this year at The Homestead, Hot Springs, Va., on May 31 and June 1, according to announcement by its President, Paul S. Willis.

"The keynote of the discussions at the meeting," Mr. Willis stated, "will concern itself with merchandising problems in the food and grocery industry; and with the many trade and legislative problems confronting us, there will be plenty to talk about."

"The development of the program," Mr. Willis added "rests with the committee made up of the three vice presidents of the association, J. P. Spang, Jr., C. F. Baumgart, and W. R. Barry, who will work jointly with the merchandising committee of AGMA. Further details will be forthcoming."

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 a 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

Will Register 'Flori-Pak'

A client interested in packing citrus fruits and juices as well as macaroni products was recently advised that after a careful search of the records of the Patent Office and a full study of all possible conflicts, the Macaroni-Noodle Trade Mark Department is registrable and steps have been taken through this department to properly register the new trade mark—"Flori-Pak."

"We have examined the trade mark registrations at the Patent Office," reports the investigation officer, "and we find that the prefix 'Flori' is commonly used in this class. For instance, we find 'Flori-Orange,' 'Floripure,' 'Florisweet,' 'Florigold,' 'Florikist,' etc., all for citrus fruits and juices. Therefore we would say that 'Flori-Pak' is registrable along with the other marks of this character."

"Of course the word 'Pak' is descriptive and might have to be disclaimed apart from 'Flori.' In the 'Flori-Orange' mark, the word 'Orange' was disclaimed except in association with 'Flori.'"

The Patent Office has acted on the application of this client acting through this department, requesting that a label showing the use of the mark on the firm's products be filed as part of the application for registration. No references have been cited against this mark.

The trade mark "Flori-Pak" was filed Jan. 28, 1937, and bears Serial Number 388283. Official publication of this application will appear in the Official Gazette of the U. S. Patent Office this month.

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 March 1937 the following were reported by the U. S. Patent Office:

PATENTS

Macaroni

A patent for the manufacture of macaroni products was granted Olaf S. Rask, Baltimore, Md., assignor of one-half to Herbert C. Fooks, Baltimore, Md. Application was filed Nov. 30, 1934 and given serial number 2074064. The official description given in the March 16, 1937 issue of the Patent Office Gazette reads:

"1. A macaroni product the vegetable substances in which macaroni product are at least

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For Bulletins of Claims Placed by the Industry.
For Pad of Service Forms and Information about our Procedures.

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Relief a 'Dole', a Sanctuary

Relief, like the poor, may always be with us, unless there is an immediate and radical change in either the mental attitude of a large group of Americans or in the attitude of the administration.

"Relief," says Charles Stevenson writing in a current issue of *Nation's Business*, "has become a career and a sanctuary to some of our working population. Government aid, begun as a temporary measure, promises not only to continue but to increase. Eleven billion

dollars have been borrowed nationally and locally for relief and more will be expended notwithstanding the 'curtailments' in number of those receiving Works Progress Administration aid.

"If we draw together all persons receiving relief in one form or another the figure for the spring of 1937 would probably equal 7,000,000. The relief load is higher today than it was during the worst depression years, and this despite an estimated higher national income, despite shortages of skilled labor in some fields, despite the higher factory pay rolls and employment since 1929."

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The MACARONI JOURNAL

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

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

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

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

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

Vol. XVIII April 15, 1937 No. 12

President-Secretary Conference

M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers association, Braidwood, Ill. journeyed to Philadelphia, Pa. on March 11 for a conference with Philip R. Winebrenner, of that city, president of the organization.

After spending the morning in conference at the A. C. Krumm and Son Macaroni company plant, the president and secretary attended an informal meeting of the eastern Pennsylvania manufacturers who had gathered to meet Secretary Donna.

After a general discussion of regional matters the national conference in Cleveland next June was considered in

the light of possible attendance. Practically every important firm in Region No. 3 will be represented. Before the close of the meeting Secretary Donna was called upon to explain a pet plan of his whereby macaroni-noodle manufacturers might cooperate in popularizing macaroni products among American consumers.

Ample Accommodations

Macaroni-Noodle manufacturers and representatives of the allied trades who attend the 1937 conference of the Macaroni Industry in the city of Cleveland, Ohio in June will be assured of ample and very satisfactory accommodations.

While convention headquarters will be set up at the Hotel Statler, those who prefer to stay elsewhere will find very suitable accommodations at The Hollenden, The Cleveland, The Carter and others of like standing.

Jones looked around. "But," he said meekly, "you advertised a combined bed and sitting room."

"That's right," said the landlady. "This is it."

"Well," said Jones at last, "I can see the bed, but where is the sitting room?"

However those who are planning to attend, and there should be no progressive macaroni-noodle manufacturer not so inclined, should make his room reservations early.

Enormous Wine Sauce Coverage

Macaroni-Noodle manufacturers and the editors of the women's feature and food pages of newspapers and magazines know a good thing when they see it.

in foods—an interest that the macaroni industry would do well to capitalize.

According to the latest report from a most reliable clipping bureau, substantiated by actual clippings from the papers checked, the release as of April 9, 1937 had been used in one form or another by 223 newspapers, magazines and news syndicates, and the actual guaranteed circulation of these 223 news carriers is 8,951,686.

And the best of it is that this release was a donation to the macaroni industry by a manufacturer only remotely connected with macaroni making—costing no one in the trade so much as one penny.

Incidentally the Owens-Illinois Glass company distributed over 65,000 window posters and approximately 150,000 recipe cards.

Macaroni-Noodle manufacturers very generally accepted the generous offer of the sponsoring company to supply them with limited quantities of these splendid posters.

All feel indebted to the Owens-Illinois Glass company for this splendid cooperation during the very satisfactory Lenten season demand.

Spaghetti for War Torn Spain

One thousand one hundred pounds of spaghetti was part of a total shipment of food generously shipped to Spain for the relief of the noncombatants in the war torn areas of that unfortunate country.

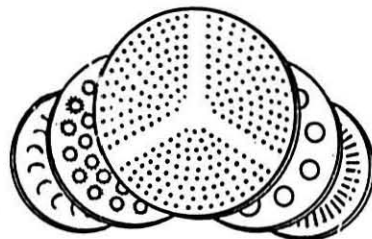
Several thousand dollars for the fund was raised at a recent dinner arranged by the magazine. The consignment, designated as "food for Spanish noncombatants," consists of 98,000 lbs. of flour, 48,000 cans of condensed milk, and 500 tins of sardines in addition to the spaghetti.

There Are Success Tips In Our Failures

Most all salesmen being conscientious workers are acutely conscious of having failed when they do fail. But too generally salesmen are conscious only of the fact that they have failed, and do not give constructive thought to how and why they failed.

That it happened should be secondary. War departments study defeats as a means of planning victories, and salesmen should think of defeats solely with the thought of profiting by them to learn how to win victories.

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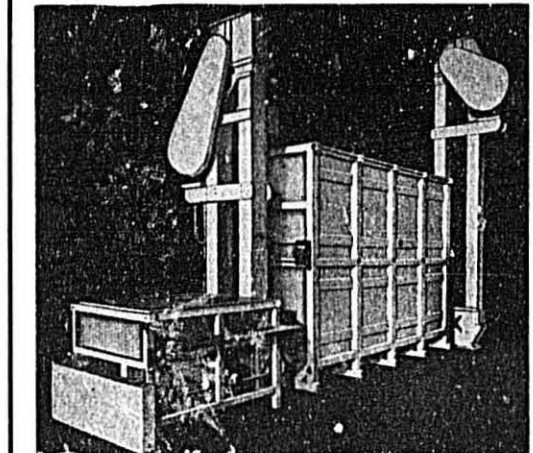
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<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>															
<p>OFFICERS AND DIRECTORS 1936-1937</p> <p>P. R. WINBRENER, 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> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">R. B. Brown, Chicago, Ill.</td> <td style="width: 33%;">V. Giatti, Brooklyn, N. Y.</td> <td style="width: 33%;">J. I. Maier, New York, N. Y.</td> </tr> <tr> <td>J. J. Cunneo, Conneville, Pa.</td> <td>A. Gioia, Rochester, N. Y.</td> <td>L. R. Podesta, San Francisco, Cal.</td> </tr> <tr> <td>E. De Rocco, San Diego, Cal.</td> <td>H. A. Klein, Chicago, Ill.</td> <td>A. G. Scappelli, Portland, Ore.</td> </tr> <tr> <td>J. H. Diamond, Lincoln, Neb.</td> <td>G. La Marca, Boston, Mass.</td> <td>L. G. Tujague, New Orleans, La.</td> </tr> <tr> <td></td> <td></td> <td>P. J. Viviano, Louisville, Ky.</td> </tr> </table> <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>			R. B. Brown, Chicago, Ill.	V. Giatti, Brooklyn, N. Y.	J. I. Maier, New York, N. Y.	J. J. Cunneo, Conneville, Pa.	A. Gioia, Rochester, N. Y.	L. R. Podesta, San Francisco, Cal.	E. De Rocco, San Diego, Cal.	H. A. Klein, Chicago, Ill.	A. G. Scappelli, Portland, Ore.	J. H. Diamond, Lincoln, Neb.	G. La Marca, Boston, Mass.	L. G. Tujague, New Orleans, La.			P. J. Viviano, Louisville, Ky.
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Macaroni Recommendations for Feast Days

Macaroni-Noodle manufacturers know, and right in their hearts rightly feel that all good macaroni products are ideal for serving in any number of delectable combinations any and every day of the year—but what they seem to fail to appreciate is that the general consuming public must be told and retold the merits of macaroni products and the recommended way for preparing it for the table.

The point is this:—the macaroni industry has a wealth of wonderfully interesting stories about its food to tell the public. The American housewives are anxious to know the truth about macaroni and they expect to hear that truth from the manufacturers themselves; it costs much money to put over a macaroni story individually; therefore since the macaroni story may be told it can be more economically done as a group with interests in common.

Examples of group action of the kind suggested are the releases sponsored by the National Macaroni Manufacturers Association of which two samples are briefly discussed below. While they are recommended for a trial serving on special holidays, they are recipes adaptable for use any and every day of the year. Some day the macaroni industry will realize, it should now, that it should support a united, educational campaign to hammer home the true food value of macaroni, spaghetti, egg noodles via the publicity route. Here are the suggestions by the National association for Easter and Mother's Day that are examples of what the industry should be doing regularly throughout the year:

To Mothers on Mothers' Day

"At long last we, your children, have donated a day each year to you, our Mothers. You have given thousands of days to us, sacrificed that we might enjoy pleasures, remained awake that we might sleep, gone without that we might have, borne our sorrows, eased our pains, shared our secrets, and slaved for us. We give to you the Ninth of May and pledge ourselves to make it your happiest day. Rest, Mother! We, your children, are today your slaves."

By BETTY BARCLAY

What more need be said on this day allotted to Mothers? I rest my case by placing before daughters everywhere some easily-followed recipes that YOU may use to prepare a novel dish or two for YOUR Mother on Mothers' Day.

Macaroni-Fruit Salad

- 1/2 lb. elbow macaroni
- 1 cup chopped apples
- 1 cup mayonnaise
- 1 can fruit cocktail
- 1 cup chopped celery

Cook macaroni in salted, boiling water, till tender. Drain and chill. When cold, combine with the vegetables and fruit. Marinate with mayonnaise and serve on lettuce leaf.

You know you produce one of the best grain foods available. Why keep it to yourself? The consumers await your story and the National association is ready to tell it to the world in an economical, convincing manner—with your help. Why delay?

M. J. DONNA, Secretary.

Meals and Memories on Memorial Day

There may be parades in your family today. There may be visits to last resting places. There may be cheerful, youthful strolls to the photographs of family heroes. There may be nothing more than relaxation and reflection.

But the inner man must be served. Dainties are expected on Memorial Day—especially if the usual Memorial Day guests are present.

Why not treat them to a dish of good Spaghetti made luscious with one of the tasty sauces that are so easy to prepare and so reliable?

Italian Spaghetti Sauce

A tasty and delicious sauce for macaroni, spaghetti or egg noodles may be simple or elaborate, meatless or with meat, as desired.

Meatless Sauce

- 1 can tomatoes (strained)
- 1 can tomato paste
- 2 onions (sliced)
- 2 tablespoons butter
- Salt and pepper

Cook above ingredients for about an hour, or till thick, stirring frequently. Boil spaghetti, macaroni or egg noodles till tender, plenty of salted water. Drain. Pour sauce over boiled spaghetti and serve hot.

Meat Sauce

To the ingredients for the meatless sauce, add a half pound ground fresh or left-over meat. Cook as directed.

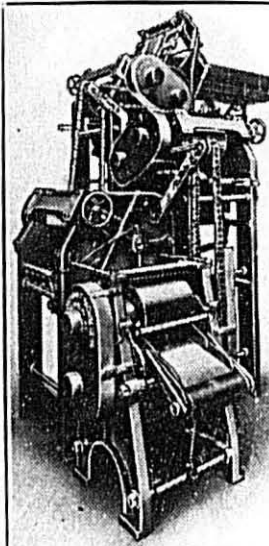
(1) A more elaborate sauce is made by adding such flavoring ingredients as mushrooms, pimientos, garlic, celery, sage, thyme, bay leaf, allspice, etc.

(2) Put surplus sauce in a tight jar; keep in cool place for later use, re-heating as needed.

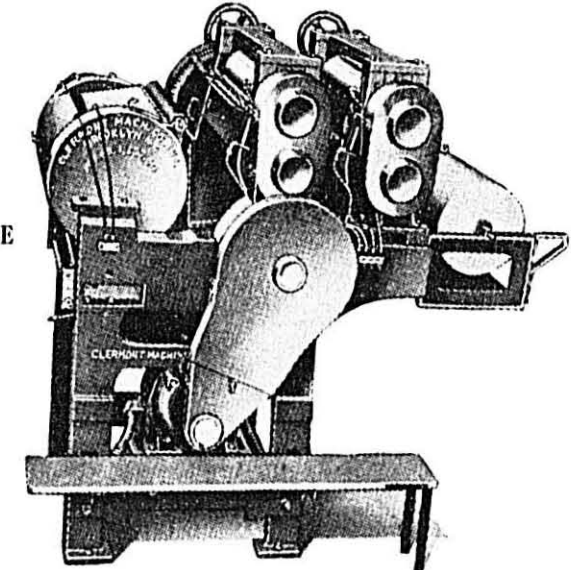
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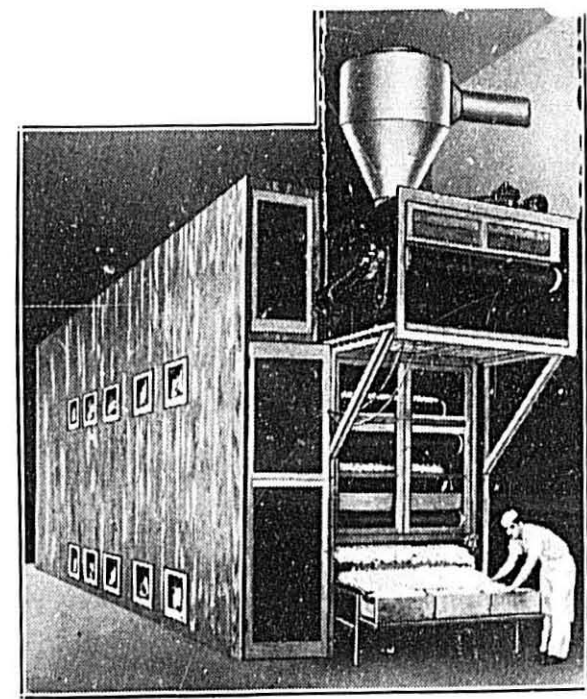
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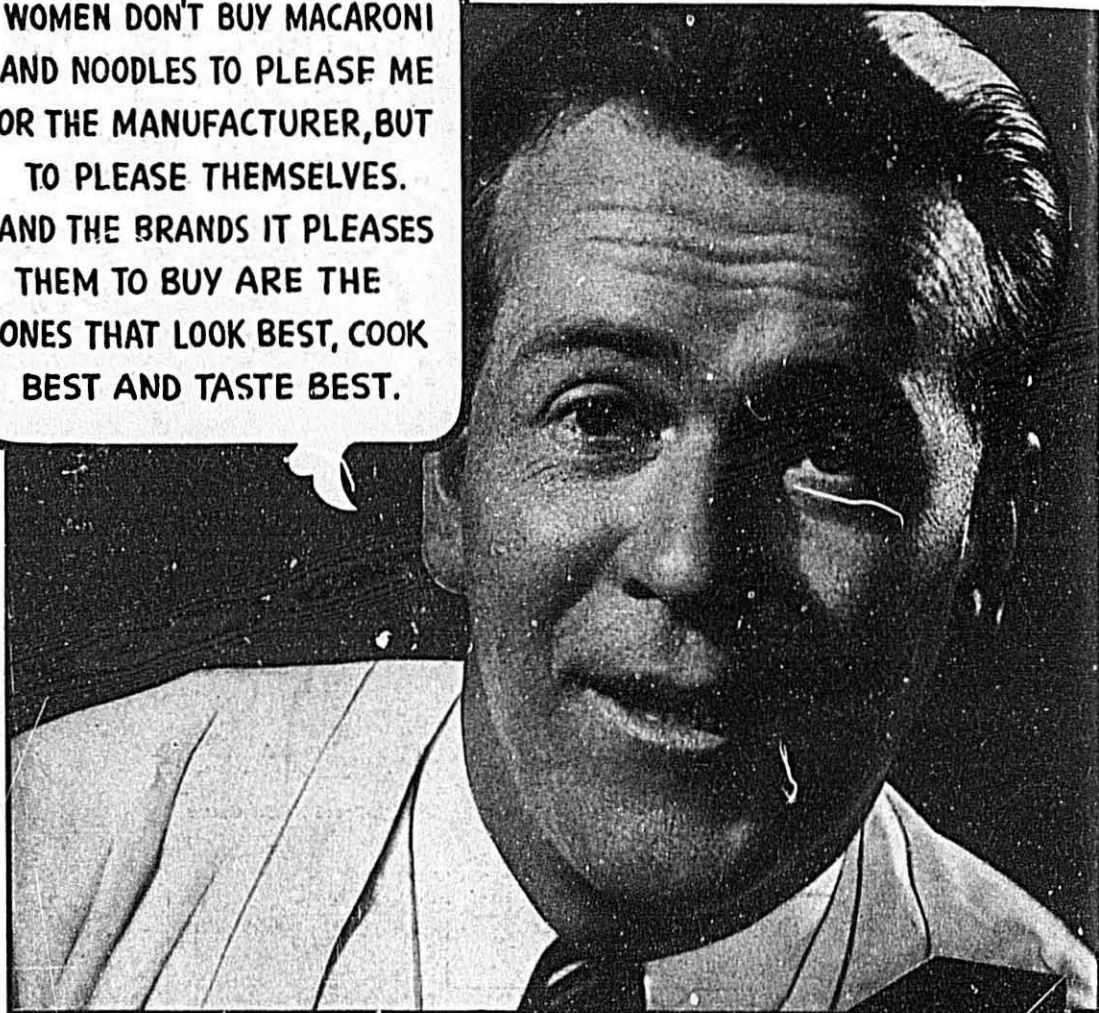
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