

**THE
MACARONI
JOURNAL**

**Volume XVII
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**February 15,
1936**

The
Macaroni Journal



Minneapolis, Minn.

FEBRUARY 15, 1936

Vol. XVII No. 10

QUALITY
is an asset;
CHEAPNESS
a liability

THERE is neither pride nor satisfaction in manufacturing and marketing "CHEAP" Macaroni.

Under no circumstances will it ever be found profitable to produce "low grade" Macaroni because even the highest grades available are inexpensive and economical.

Insure your future and protect your good name by manufacturing only "Quality Macaroni" and selling it profitably.

GOODMAN'S



THE ROSSOTTI
"DUBL-VU"
WINDOW CARTON



Chosen by **NOODLES**
ANOTHER OUTSTANDING MANUFACTURE



After all the principal reason for repackaging a product is to increase sales volume and profits. The package that does this most successfully gives greater service to manufacturer, wholesaler, retailer and consumer. Product visibility, ALONE, is not enough. Other equally important requirements must be considered.

"DUBL-VU" Cartons are Practical

The Rossotti "DUBL-VU" window carton gives all the visibility needed. Housewives prefer this sturdy, useful container that serves until all of the contents are consumed. Breakage and costly returned goods are reduced to a

minimum. Filling and sealing (by machine if desired) is done in a jiffy. There's lots of room for brand name, trademark, recipes and sales story on this package. Dealers find it easy to stack them into sales-getting window and counter displays.

Get Samples and Prices NOW!

Small wonder A. Goodman & Sons, Inc., New York, and a lot of other aggressive makers of fine egg noodles from coast to coast have switched to Rossotti "DUBL-VU" cartons. You too can get a bigger share of the profitable business in your territory by adopting this better package now. Let our packaging experts give you ideas, sketches, samples of stock designs and estimates. No obligation. Write TODAY!

ROSSOTTI LITHOGRAPHING CO., INC.

MAIN OFFICE AND PLANT ★ 121 VARICK STREET, NEW YORK

CHICAGO • PHILADELPHIA • PITTSBURGH • BOSTON • LOS ANGELES

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REASONS WHY DUBL-VU CARTONS

By Rossotti

INCREASE SALES AND PROFITS.

1. Shows your quality.
2. Protects the product until all consumed.
3. Gets brand name up big.
4. Room for recipes and sales story.
5. Easier to stack and display.
6. Less breakage . . . less returned goods.
7. Sealed by machinery.
8. Full color lithography.



★ **THE GLASS LINING** ★

For interpretation of this picture, see page 10

PACKAGING HEADQUARTERS FOR THE FOOD TRADE



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XVI

FEBRUARY 15, 1936

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Let There Be Understanding

Despite every honorable effort of the Macaroni Industry's trade organizations, the advice of all the true friends of the business and the hopes and wishes of the farseeing manufacturers, it must be admitted that the macaroni trade in this country has failed to reach anything like the needed understanding between operators on even the most essential, the most important points on which the very future of the business rests. We are accused, rightly or wrongly, of talking a lot, promising much and doing very little to attain our objectives that can be attained only through better understanding, through a fairer appreciation of the rights of others and a determination to do our part in protecting those rights.

Daily the competitive battle for a rightful share of the consumer's dollar is growing in intensity. The battle rages on no distinct fronts. On the front and flanks we fight other goods that are aiming at displacing macaroni products from their entrenched position on the American table. On our rear we must fight the snipers within our ranks, deserters from our good cause whose treacherous acts more than offset all gains on other fronts.

Is the consumption of macaroni products in this country increasing, diminishing or just holding its own? Are macaroni sales showing needed profits or are manufacturers merely losing dollars? Whatever may be the answer, what can any manufacturer or any organization do about it? Let's study and face the facts. Other foods have displaced and will continue to displace our products from the American menu for the very good, very evident reasons.

First,—the Macaroni Industry lacks a definite, fair selling policy, one that will restore to the manufacturer the inalienable right to quote his own prices on various grades offered for sale,—a prerogative that apparently has been assumed by buyers in many instances.

Second,—too many continue the ruinous practice of manufacturing goods at a price rather than demanding a fair price for quality goods. The trend should be reversed away from the constant lowering of grades to a gradual upping in quality products manufactured and sold.

Third,—there continues an almost utter disregard for the need of educational publicity, not only to attract new consumers but to hold old ones. This does not necessarily imply that concerted action is needed, though that would be helpful; individual work will accomplish that end more slowly but almost definitely.

Fourth,—the apparent lack of unity of purpose and objective by the industry as a whole.

No manufacturer in the industry is too blind to recognize

the ill effects of the lack of proper understanding and of a stiff-backed program that should be adhered to religiously by every manufacturer. On this point a good friend of the trade writes:

"There is evidence of an entire lack of a feeling of cooperation and the willingness to be of assistance to one another in our industry. This is the one thing that is causing our industry to get nowhere, either as individuals or as a group. It seems to be merely a matter of cutting each other's throats all the time and in every possible way. We could cite many good examples of what the macaroni men should do. Take the Millers, the Box Men, the Machine Makers, etc.—they all have associations for their own betterment. But when they agree on certain policies, on specific rules and practices, such agreements are carried out. Is this the case with the Macaroni-Noodle Industry? We will leave the answer to you."

Commenting on the current need of closer unity and better understanding among Association Members and manufacturers generally, a leading producer says:—"Purely in the spirit of constructive criticism, I would say that it is high time that the members of our Industry and particularly those of the National Association forget all that useless prattle, put aside their petty jealousies and get down to some real business to save our trade; otherwise it will be a matter of a short time only before there will be no macaroni business to worry about. The chief reason, as all know, is that the consuming public will no longer buy the stuff which some manufacturers have the audacity to label 'pure macaroni' (?) or 'pure noodles' (?)."

The value of the National Macaroni Manufacturers Association as the organization to promote better understanding is generally conceded throughout the trade. However, in the opinion of one manufacturer its benefits should accrue more directly to the supporting members. He says,—"The writer personally cannot see why nonsupporting manufacturers or allies should be permitted to attend the executive meetings of the association, listen to our deliberations only to use the knowledge gained for their individual advantage and probably to the Association's or the Industry's detriment. We have the best interests of the Macaroni Industry and the welfare of the National Association in mind and at heart 100%, even when thinking what may on the surface appear as selfish thoughts, but only through understanding among manufacturers who want to understand the right things the right way, can they gain the mutual advantages that a trade organization promotes."



Trade Leaders In Midyear Conference

Macaroni-Noodle manufacturers from the eastern part of the country joined with a large group representing the central and southern interests in a very important and timely conference in The Palmer House, Chicago, Jan. 21, 1936. As usual the midyear meeting of the trade was sponsored by the National Macaroni Manufacturers association and proved unusually interesting because of the importance of the matters considered. Most all of the leading allies were represented at the conference from which much good should come to the industry generally and to the sponsoring organization particularly.

President Louis S. Vagnino presided, ably assisted by Vice President Joseph Freschi. Following a few words of welcome President Vagnino expressed the association's appreciation of the interest shown in the trade problems which he hoped would be solved satisfactorily through cooperative action, and finished by announcing the brief agenda for the conference.

Whether the prime purpose of the executives who attended the meeting was to meet representatives of the distributing trades that also conferred in Chicago that week, or whether they came purposefully to meet their fellow manufacturers and discuss with them the many problems of common interests that have recently disturbed the trade, practically every one present was primarily and almost exclusively concerned in the one question that was on every one's lips—

How soon will the macaroni-noodle manufacturers get a refund for processing taxes paid on flour stocks, raw materials, etc. as provided by the Agricultural Adjustment Act whose effectiveness was terminated by the decision of the Supreme Court on Jan. 6, 1936?

What hope is there of getting any refund of similar taxes already paid, to whom should applications be made for any part of the claim and what uniform or special arguments should be presented in substantiation of any claim for refund that may be filed?

The best guess of the best guessers present, for after all no one seems to know what the government's future actions in this connection are to be, was that all would experience a greater piece of mind if they would expect only the actual refund of tax already paid on finished products and raw materials on hand. Further, that even in the payment of this rightful refund there will be long delays, because both the millers who hold some of the tax in escrow and the government agencies

Macaroni-Noodle manufacturers study general business conditions, organization problems and trade needs in Chicago meeting. Other food trades hold similar meetings.

involved have elected to make no promises or commitments as to their probable action in this muddled tax situation.

The one definite action of the conference was the determination of all present that the national organization of the industry must continue to function and should have the unsolicited support of every progressive and thoughtful manufacturer in the trade. That all the honest manufacturers should join willingly and determinedly in pushing to a successful conclusion the proposed intensified drive to clean up the trade by ridding it of all low grades and illegal products.

Here's a brief resumé of the midyear conference:

1. **Attendance.** It surpassed all expectations. More than 50 were present from New York on the east to Denver on the west.

2. **Directors.** Two meetings were held, one before the conference to plan a program and one after it to carry out its mandates.

3. **Enforcement:** From reports of members, officers and employes, conditions now existing in the trade were analyzed as follows:

—That never was there so general a disregard for all laws and rules of fair trade practices in the macaroni industry.

—That the quantity of extreme low grade macaroni has increased alarmingly in almost every market.

—That so-called macaroni is being made of flours so low in grade that no processing tax was assessed thereon under the AAA.

—That many new coloring agents are being offered and foolishly accepted by some on pretext that keen competition compels it.

—That the common coal dyes are again being used extensively.

—That Federal and state food law enforcing officials are almost unable to cope with the enormous task suddenly thrust upon them by the collapse of the code because of reduced staffs and inadequate appropriations.

—That those officials would welcome the help of the industry in detecting violators and properly punishing them in a supreme effort to rid the trade of misbranded, improperly labeled goods,

Therefore, a resolution was unanimously adopted by the directors and approved by the conference, appropriating an additional \$1,000 to cooperate with the Federal and state officials in carrying on an intensive enforcement campaign between now and July 1936. B. R. Jacobs, the Washington representative of the National Macaroni Manufacturers association, will direct and supervise all the action in the cleanup work.

4. **Process Tax Refunds.** The attitude which members of the association should take in demanding a refund of processing taxes paid under the defunct AAA and the possibilities of getting such refunds were discussed fully by manufacturers generally, by some who were voicing opinions of attorneys whom they had consulted, by millers who had filed protest suits, paid the tax in escrow and who would probably get a refund of taxes thus held in escrow.

Some maintained that they are entitled to a refund as payers of the tax; other manufacturers feel that the ultimate buyer only has a just claim since manufactures passed on the tax. However many claimed that the miller should immediately refund the tax collected on shipments after Dec. 1, 1935 since the millers were not compelled to account for the December tax until Jan. 10, 1936, four days after the law was declared unconstitutional. However even this is a subject of debate.

"Confusion" and "Uncertainty" may best describe the situation as viewed by those most interested. Other food trades that met in Chicago the same week were in a similar quandary. Under the circumstances it was agreed that the only thing to do was to properly prepare one's claim so as to be in position to demand one's rights should future developments make that so possible.

A special committee consisting of President Louis S. Vagnino, Vice President Joseph Freschi and Director Walter F. Villame was appointed to study developments, keep in touch with the durum millers and recommend action to protect the interests of the members.

5. **Unfair Laws and Interpretations.** Slack filled package laws are again causing trouble and expense in some

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IT'S IN THE BAG—
Your Reputation for Quality



sections. Alabama is the latest state to enforce such a law. Under its interpretation, only a 5% tolerance is allowed, entirely too small for macaroni. Special efforts will be made by the association to bring about needed modifications of all slack filled package laws and fairer interpretations of their provisions.

6. Rackets and Shakedown. All manufacturers have been more or less subjected to a growing racket, a threatened suit by some one who claims to have been injured or made ill by some foreign substance found in macaroni products and other foods. In some sections of the country this has become an organized racket that will ruin the trade if permitted to go unchecked.

Attention was called to a recent suit for damages by a New York woman who claimed that after eating some noodles she discovered weevils therein, became seriously ill of nausea and shock. A sympathetic jury found the dealer guilty and ordered the payment of \$250 as damages. The dealer naturally demanded that the manufacturer reimburse him for the amount of damages assessed.

On cases like this the ends justify the very future of our trade. If this decision is allowed to stand all manufacturers will be easy targets for the unscrupulous persons who will start suits as "shakedowns." It may soon become a costly racket.

Some of the best legal minds in the grocery trade, attorneys who have had considerable experience in cases of this nature, are very generally of the opinion that on an appeal the decision of the lower court would be reversed. They strongly recommend an immediate appeal of this particular case be taken as a test case in an attempt to set a precedent with which to combat similar suits.

It was generally and properly argued that since the result of this action would benefit every one in the industry, no one manufacturer should be asked to pay the full cost of the appeal action. Therefore the National association voted an appropriation of not to exceed \$500 toward the cost of the appeal. This appropriation is conditional, due to its depleted funds, at least \$500 must be paid the National association in additional dues from or by firms in the New York metropolitan area for 1936 dues since it is in that region that the racket is most acute. Said additional dues must be paid by firms that are not now members of the NMMA.

Here's but another instance of the good use made of dues moneys. Non-member firms are urged to study the extreme importance of this action, to consider their duty to their industry, their fellow manufacturers and their national trade association, and to immediately volunteer their membership and cooperation.

7. Restricting Association Information. Many NMMA members have

long felt that this organization has been entirely too liberal in giving to nonmembers information that results from its organized activities and research work. In short, they contend that those who pay association dues regularly should no longer be required to "hold the umbrella" for those who refuse or fail to help finance the work of the organization. Effective immediately, that new policy will be followed.

MORAL—A thought gleaned from the midyear conference—Every manufacturer in the trade should feel obligated to pay his reasonable share of the cost of operating his industry's trade association. Every macaroni-noodle firm and all allies are eligible to membership in the National association that seeks only to promote the best interests of the whole industry. All know their duty in this regard and should do it unhesitatingly.

8. Our 1936 Convention. Chicago was chosen as our 1936 convention city; the Edgewater Beach hotel as convention headquarters and June 15 and 16 as the convention dates. Under the new policy this will more than likely be strictly a convention of the members of the National association rather than a conference of the industry as heretofore.

By direction of the board of directors steps were ordered to be taken immediately by all association officers and employees to put into effect the mandates of the midyear conference of the trade.

Among those seen during the conference were:

President Louis S. Vagnino, Faust Macaroni Co., St. Louis; Vice President Joseph Freschi, Mound City Macaroni Co., St. Louis; Directors R. B. Brown, A. Zerega's Sons, Inc., Chicago; Jerome I. Maier, A. Goodman & Sons, New York, N. Y.; Philip R. Winebrenner, A. C. Krumm & Son, Philadelphia, Pa.; Walter F. Villalume, Minnesota Macaroni Co., St. Paul; Alfonso Gioia, A. Gioia & Bro., Rochester, N. Y.; Adviser Glenn G. Hoskins, Macaroni Service Bureau, Chicago; Washington Representative B. R. Jacobs, Washington, D. C.; R. H. McCracken, Galiotti Bros., Chicago; Carl D'Amico, D'Amico Macaroni Co., Steger, Ill.; I. H. Leurling, Tharinger Macaroni Co., Milwaukee; George W. Bernhard, Milwaukee Macaroni Co., Milwaukee; Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.; B. A. Kline, F. L. Klein Noodle Co., Chicago; H. E. Minard, C. F. Mueller Co., Jersey City, N. J.; C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Ia.; A. Irving Grass, I. J. Grass Noodle Co., Chicago; A. Magnamino, United States Macaroni Co., Chicago; Max Kurtz, Kurtz Bros. Corporation, Philadelphia; Dan Lowenthal, Kurtz Bros. Corporation, Chicago; G. Viviano, V. Viviano Bros. Macaroni Mfg. Co., St. Louis; Edward Z. Vermeylen, A. Zerega's Sons, Inc., Brooklyn; E. C. Pica, Kentucky Macaroni Co., Louisville, Ky.; Joseph Viviano, Kentucky Macaroni Co., Louisville; Thomas Viviano, Kentucky Macaroni Co., Louisville; Peter Viviano, Viviano Macaroni Corp., Chicago; Joseph Cuneo, La Premiata Macaroni Corp., Connelville, Pa.; N. M. Onofrio, Kansas City Macaroni & Importing Co., Kansas City; A. S. Vagnino, American Beauty Macaroni Co., Denver.

Charles Johnson, Charles F. Elmes Engineering Works, Chicago; Charles Rossotti, Rossotti Lithographing Co., New

York; C. P. Walton, Capital City Flour Mills, Minneapolis; O. Tardella, Capital City Flour Mills and Elmes Machinery Co., Chicago; George L. Faber, King Midas Mill Co., Chicago; Alex G. Grant, King Midas Mill Co., Minneapolis; Martin Luther, Minneapolis Milling Co., Minneapolis; T. C. Roberts, General Mills, Minneapolis; E. J. Thomas, Amber Milling Co., Minneapolis; George E. Johnson, Washburn Crosby Co., Chicago; W. E. Woolley, Duluth Superior Milling Co., Minneapolis; Frank A. Motta, Champion Machinery Co., Joliet, Ill.; Charles Miller, Washburn Crosby Co., Chicago; Wm. Fulton, King Midas Mill Co., Minneapolis; J. C. Parlon, Minneapolis Larabee, Chicago; C. Ambrette, Consolidated Macaroni Machinery Corp., Brooklyn; J. M. Quilty, H. H. King Flour Mills, Minneapolis; A. J. Fischer, Pillsbury Flour Mills Co., Minneapolis; John P. Crangle, Duluth-Superior Milling Co., Chicago.

M. J. Donna, secretary-treasurer NMMA, Braidwood, Ill.

From the Firing Line

A conscientious salesman is always studying ways and means of increasing the public acceptance of their products and new recipes for increasing their consumption. A splendid suggestion was recently made to one of the leading manufacturers in the country, an idea that seems to good to keep a secret.

Beans are very popular summer or winter—particularly during the chilly days. So why not serve macaroni with beans? Here's this alert salesman's suggestion and comments:

"Now my idea on how to increase the consumption of macaroni. Did you ever cook beans the average old time way; that is a piece of side meat and some beans in a pot? Well next time you do, just pour in about half a box of shell or cut macaroni about 15 minutes before taking them off the fire. Don't have the beans too dry of course when the macaroni is added, as the latter will absorb much water.

"Not long ago in a store when I was present a customer said that macaroni was good in beans. I have since mentioned this a number of times and almost invariably the reply would be 'Well I know it would be, but I've never tried it,' and the other day a woman replied, 'Well it's funny that I have never thought of that but I am going to try it.'

"Ninety per cent of the beans used is by the average family or laborer who cooks them as above, and if there were some way in which to call this to their attention I believe it would add a substantial way to the consumption of macaroni. I know of no recipe of this fashion or any one calling this to the attention of the public. Could a little slip in each package be added without expense, with some such suggestion for its use?"

(Macaroni Makers—Your comments on this salesman's suggestion would be appreciated. However we recommend a thorough testing, a complete checking of the idea before you either approve or condemn it. Then let's have your conclusions.—Editor.)

The Highest Priced Semolina in America and Worth All It Costs

King Midas Semolina

The Golden Touch

Leads in Quality

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

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



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

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



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

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



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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

Duluth-Superior Milling Co.
Flour and Semolina

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

King Midas Mill Co.
Flour and Semolina

F. Maldari & Bros. Inc.
Dies

Midland Chemical Laboratories, Inc.
Insecticides

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

"Maitre d'Hotel" Concocts Spaghetti Seasoning

Years ago, in various eating places both in Europe and this country, it was customary for either the maitre d'hotel or head waiter to concoct the seasoning for spaghetti. This was done in the presence of their guests who enjoyed the tantalizing aroma of a well seasoned dish.

If we can believe what some have told us, these purveyors of epicurean delight obtained as much enjoyment from this task as a conductor of a symphony orchestra from directing his favorite music, comments Editor H. R. Hanson.

What you see on page 3 in this issue is a reproduction of the front cover of "The Glass Lining," depicting the epitome of the savory climax, a spritely interpretation by Charles E. Bracker.

Spaghetti has become a delight to millions of Americans although to the Italians goes the credit for its popularization. No plate of spaghetti is complete without its tomato seasoning and concentrated tomato paste is the basis of all variations. Whereas Italy was formerly the chief source of supply, tomato paste has since become a leading product of many important packers in the U. S.

Of interest is the fact that most of the paste is produced in glass lined

vacuum pans for the preservation of natural color and flavor.

The renowned Alfredo of Rome makes just such a ceremony of preparing noodles in front of his customers. Says Betty Barclay in "For the 'Hearty' Party":

In Alfredo's famous restaurant, Rome, Italy, world travelers have learned to relish egg noodles in their royal splendor—"a dish fit for the gods and men!" A simple dish, inexpensive and easy to prepare, yet how delicious and satisfying!

Alfredo Noodles

- 1 package egg noodles (6 oz.)
- 1/2 pound butter
- 1/2 pound grated cheese
- Salt and pepper to taste

Boil egg noodles in two quarts of boiling, salted water. Drain and place in a platter. Pour on melted butter, sprinkle with grated cheese, salt and pepper; then mix all with fork and spoon in the proper "Alfredo" style—"With a few graceful movements of the hand and wrist, Alfredo whirls the steaming egg noodles, the cheese and the butter into a mass of golden deliciousness." All members of the family will do ample justice to this masterpiece of simple cookery.

It's tough to be imbued with the idea that life is tough.

Spokane Firm Prospering

The plant of the United States Macaroni company, E. 601 Pacific st., Spokane, Wash., is not one of the large plants of the country, neither is it the largest in the state, but it enjoys steady business, sells quality goods profitably and gives steady employment to its small staff of local employees. What more has any of the larger plants of the country got that this little busy firm does not enjoy as the press of that city?

V. De Felice is the president of the company that was organized during the World war and has grown with the marked success of the community according to that executive. "We moved in our present location in 1922. Our market is the great Inland Empire and surrounding territory. Yearly we pay millers \$50,000 to \$60,000 in flour and semolina, that we use in the manufacture of the products that have found such great popularity in our markets. Business was better than ever in 1935 and we look forward to increased business in 1936. Our equipment is being modernized gradually as we approach the peak years."

This successful little firm employs steadily 12 men and 3 girls, besides salesmen and brokers, selling annually more than \$150,000 of macaroni products at a profit.

Lent and Macaroni

Lent to many people of the world means no or very little meat. To the macaroni-noodle manufacturers the Lenten Season should mean a wider and a more ready market for their products among the millions of consumers who elect to use a good substitute for meats during Lent. Macaroni Products have proved a good and popular substitute. They are and can be made more effective pinch hitters for meat. The increased sale and use of macaroni products during the six weeks of this meatless season, over a similar period preceding or following Lent, depends on how this worldwide trend toward meat abstinence is aided or hampered by the manufacturers' aggressiveness or inertia.

Most macaroni-noodle manufacturers have for weeks adopted various plans to aid distributors. They include ingenious sales helps to grocers, attractive and suggestive window displays, newspaper and magazine advertising, educational publicity, collaboration with cooking schools and food exhibitions, distribution of recipes and other helpful hints by direct mail or in containers. Naturally the primary objective is to increase the direct demand for the particular brands of the sponsoring manufacturers, though indirectly they act to promote the general use of macaroni as one of the best pos-

sible substitutes for the meat course in everyday meals.

To the few who have overlooked the opportunity for increasing their macaroni sales during the Lenten Season, there is still time for some effective work. By personal appeal the aid of the grocer or his clerk may be enlisted to the end that when a customer hesitates as to what can properly and most easily be substituted for the meat course, macaroni products can honestly be recommended as the food that will give to the meals the same amount of protein and other necessary body building elements, provide the variety so necessary when one food is served often and be most economical as well as popular.

Over the radio and through other means of reaching the housewives can be told convincingly how easily a good dish of macaroni, spaghetti or noodles may be prepared in so many different ways. In soups, in casserole, in the popular Italian or German style, in tempting combinations with vegetables, fish and fruits. The housewife who is at her wit's end as to what to serve her family will appreciate your suggestion or that of her favorite grocer to serve more frequently than ever this health giving, appetite appealing food.

Now is the best time of the game in which to call upon macaroni and

kindred products to pinch hit for meat, to prove the value of this utility food and to increase its growing popularity as a year around, everyday food.

Production Manager Dead

Albert S. Murphy, aged 52 years died at his home at 27 Athewold st., Dorchester, Mass. on Jan. 31, 1936 following a short illness. The deceased was production manager for the Prince Macaroni Manufacturing company plant, Boston and had been an employe of that firm many years. He was buried Feb. 3 in Holy Hood cemetery, Boston following a requiem high mass at St. Leo's church. He is survived by his wife, two sons, his mother, four sisters and four brothers.

Cereal Chemists to Dallas

Secretary H. W. Putnam, Evansville, Ind. has announced selection of Dallas, Texas as the city in which the American Association of Cereal Chemists will hold its annual convention June 1-6, 1936. This selection is pleasing to the southern members and is in keeping with action being taken by other trade groups because in Dallas will be held the centennial exposition of that state this year.

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



ORIGIN OF MACARONI PRODUCTS

Many Nations Lay Claim to Fostering Famous Food

In sections of countries where winter breezes blow, the inhabitants are well acquainted with snowmen, either fashioned by the hands of children or by the more experienced hands of their parents who also delight in such innocent frolic to give pleasure to the children. This leads us to the subject of doughmen.

In the Fatherland, particularly the northern portion, bread in the form that is known in other countries was never made. But figures—the forms of men, stars, swords, birds, seashells, etc., were formed with the dough and baked. These forms were used as bread from the 13th century, and are still in vogue in many north German cities. From this follows our story: It is universally conceded that the word "brot" (bread) comes from the northern part of Germany.

It should be observed that during the 13th, 14th and 15th centuries trade was not carried on between nations, but by various towns, like Venice, Lubeck, Ghent, Bruges, Cologne.

The Hanseatic League, formed in the 13th century, for the purpose of mitigating the manifold perils of the merchants, composed of the commercial towns of Lubeck, Cologne, Brunswick, Danzig and other centers of great importance. As pirates were numerous in the North Sea and the so-called Strand Laws were effective, un-

GERMANY

Germans Claim Their "Dough Men" as Macaroni's Antecedents

By JOSEPH J. CUNEO

of

La Premiata Macaroni Corporation,
Connellsville, Pennsylvania

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der the provisions of which a ship with its cargo became the property of the owner of the coast upon which it might be wrecked or driven ashore, the league was formed for the protection of the merchants of the towns above named. (Reference—German People in Town and Country—Thirteenth Century—by James Harvey Robinson.)

The Union thus formed, purchased and controlled settlements in Italy. They also managed to monopolize nearly the whole trade on the Baltic and the North Seas, either through treaties or influence that they were able to bring to bear.

For two hundred years before the discovery of America, the League

played a great part in the commercial affairs of western Europe.

The doughmen, or dough baked in its many forms, was one of the particular food products brought by the German merchants to Genoa. At first the Genoese, whose sailors were also opening up new trade routes to the East and West Indies, would not purchase of the large, clumsy forms, telling the German merchants in the Genoese dialectic tongue—"ma caroni"—two words which any Italian dictionary of the present day gives as meaning "but it is very dear." The Germans to get the trade, reduced the size of the various bread forms, thereby reducing the price proportionately. The new size was also called "macaronis" by the German merchants, the contracted word for "very dear," and needless to state that this afterwards became an important item in the cargo of the German merchants.

From Germany too, came "Noodles," which are sticks of wheat, similar to macaroni, only flat instead of round. "Noodles" is essentially a German word.

After the Italians succeeded in opening up the Indian trade route 200 years later, they improved upon the forms; but from Germany comes the name, idea and principle of that dish, relished by those of high and low degree—MACARONI.

Decision in Confectionery Code Case

Judgments for \$46604 were rendered Jan. 27, 1936 for code assessments in favor of the National Code Authority of the wholesale confectioners industry and against Bruggemeyer & Company, Inc., 3929 W. Grand av., Chicago, Ill. and M. Rosenberg & Company, Inc. 3939 W. Grand av., Chicago, by Judge Frank M. Padden in the municipal court. These companies had bitterly opposed the payment of code assessments during the operation of the NRA.

Judge Padden held that the wholesale confectioners code was a contract and that under the contractual relation that existed between the National Code Authority and the defendants in these cases, they were liable for the code assessment.

Evert O. Hutchins, 120 S. La Salle st., Chicago, attorney for the code authority stated in his final argument before the court, that these suits were brought for the purpose of liquidating obligations contracted by the local

code authority which the members of the wholesale confectioners industry repudiated on the termination of the NRA. Under the provisions of many of the codes the individual member of the code authority is not liable for these obligations. Under these decisions the members of the industry, he said could be forced to liquidate these obligations.

Many other code authorities, he said are also known to owe large sums of money for salaries, office rent, supplies, telephone bills and other expenses of administration.

Evert O. Hutchins, former assistant state's attorney of Cook county, the attorney in these cases for the code authority of the wholesale confectioners industry was formerly executive secretary and counsel for the Code Authority, District 27 of the Wholesale Automotive Trades, and general counsel for the Retail Automotive Code Authority and the Chicago Auto Trade association.

(Contributed by Attorney Leo J. Bartolini, 120 South La Salle st., Chicago, Ill.)

Jacobs at Berry Conference

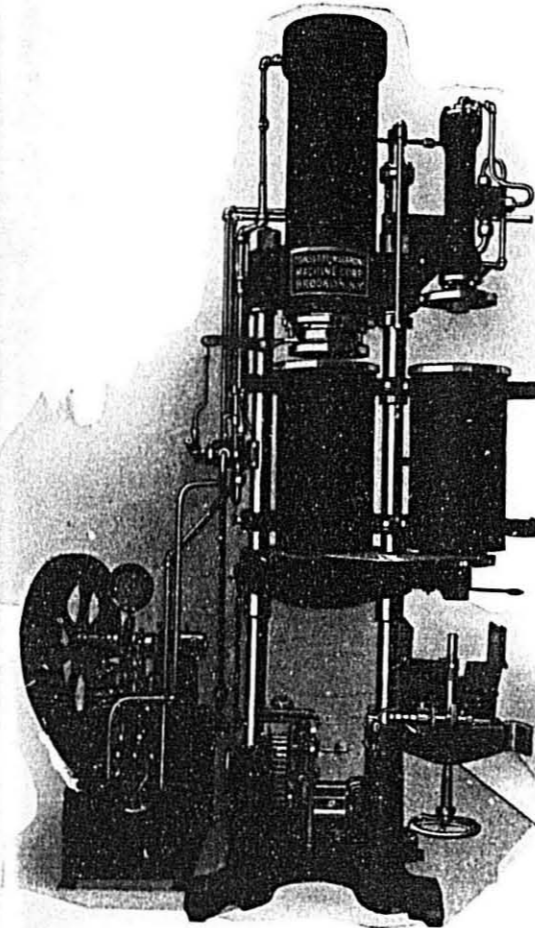
B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, on instructions from its board of directors attended the first meeting of the Council for Industrial Progress last month sponsored by George L. Berry, President F. D. Roosevelt's coordinator for industrial recovery. He attended purely in the capacity of observer as did two other representatives of the food trades of the country. R. W. Rowe, executive vice president of the United States Wholesale Grocers association and Samuel A. Syme, Washington attorney for Dried Fruit Association of California.

As an observer Mr. Jacobs refused to be considered a possible appointee on any of the several committees named to carry out the policies of the conference.

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Secrets of Successful Trade Marking

The Color Plot Thickens

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

The government's latest move designed to further tighten federal control of food colors seems at first glance to have no promise of prompt reaction in the macaroni-noodle community. Don't be too sure. Direct contact with macaroni may be lacking in the most recent regimentation of color. But there's reasonable certainty of ultimate, if indirect influence. The fresh gesture gets deep meaning from the circumstance that it reveals more clearly than heretofore the ideal at Washington of an eventual drastic censorship of quality-coloring of foodstuffs.

Forthwith let's jump the fence and see what is happening in a neighboring back yard that may re-echo at the macaroni doorstep. Just as the governmental move to place a regulatory straightjacket on egg noodle color was an outstanding feature of the 1935 record of the U. S. Food and Drug Administration, so will the policing of citrus color be a high spot in 1936. Uncle Sam is making an example of Florida orange growers who stain their fruit. All by way of emphasizing that confession of artificial coloring won't serve as an alibi for coloring that conceals inferiority in the product. There's even a hint that this current showdown on color may be the means of hatching supplementary rules on color, if and when there is a general revision of the Food and Drugs Act.

Controversy over orange color flared so recently as the middle of the year 1934. That season, by way of pepping up salability of their fruit, orange growers or shippers began the application of yellow and orange coal tar dyes to the peel of fruit lacking a deep blush. In July 1934 the Department of Agriculture issued its first warning—a double-barreled one. It was recalled that the use of artificial color must be conspicuously disclosed to the consumer. And it was stressed that the addition of any color for the purpose of concealing inferiority or damage of the fruit is a violation of the Food and Drugs Act no matter if there is full formal confession of the presence of artificial color.

This dictum to the orange trade that a masquerade via false color is punishable as adulteration and misbranding is in effect the same ultimatum which was sounded this past year to some 22 manufacturers of macaroni products and egg noodles whose products were seized because of the alleged presence of soybean flour and turmeric—the latter in simulation of high egg content. Only, in this clash over oranges the government went one step farther by indicting artificial color that

signals richer flavor equally with the color that is a misguide to species, variety or the character of ingredients.

What, more than all else however, has added zest for onlookers is the vigor of the defense with which the orange colorists are meeting the challenge of the government. The fighters for liberty-to-color assert that in the case of the oranges which have just been placed on the spot, the fruit is mature and edible, in other words is a healthful, wholesome food product but suffers from an uneven or unsatisfactory natural color which arouses in the minds of consumers a suspicion of inferiority. Following that line of reasoning the proponents of color insist that inasmuch as beauty is only skin deep there is no harm in assisting laggard nature, so long as the product is safe and sound.

In other words the orange people insist that the Food and Drug Administration officials in this latest twist of the color tether are going much farther in principle than they did in the recent round-up in the alimentary paste industry. There it will be remembered, the adulteration charge was based on the substitution of low grade flour for semolina. The color count rested upon the coloring of soybean flour with turmeric, the result being to conjure a product that would sell at a premium price on its apparent egg content when actually no egg was present.

Just how close is the parallel between the macaroni-noodle raid and the summons to the orange tinters is not of itself of much importance. What is of prime significance is the news behind the news, viz, the secret that the current orange drive by the department is a further step in the plot to rule out artificial color entirely. The Federal Food Administration has always believed that the addition of chemicals of any kind to natural articles of food should be discouraged. The enforcement officials realize that they cannot go that far under the present food statute. But they hope by means of the orange attack to ascertain just how far they can go in color regulation. The prohibition upon free color is what is known as an "obscure" statute. The nub of the present plot is to compel the federal courts to clear the air of color control confusion.

What adds to the merriment of this clash over color is that the California orange interests are as insistent upon the "Color Added" label as the Florida growers are adverse to it. The joker there is that the coloring of oranges by, say the methylene process, a sweating process, achieves first aid to salesmanship without running afoul of the requirement for self denunciation laid upon the fruit stained by means of coal tar dyes. There is no question though but what the department officials are emboldened to take a sterner attitude with respect to all phases of artificial food coloring by reason of the implied support that has lately come to them in the form of increased numbers of complaints from ultimate consumers throughout the country who protest against all color manipulation as deception.

In the course of the House of Representatives committee hearings on the Copeland bill during the Congressional recess last summer it became apparent that various branches of the food industries are becoming exercised over the trend to compulsory publicity for harmless colors and banishment for colors that cloak inferiority. The confectionery trade is wrought up on this subject. So likewise is the ice cream industry, this latter being an example of the lines of trade where color serves to denote flavor or variety, and in some instances virtually serves a trade mark purpose.

By all the laws of probabilities the pulling and hauling over the regulation of color in foodstuffs will end in some form of compromise. Thanks to hints dropped here and there it is possible to form an idea of the adjustment which would be acceptable to the department at Washington. Specific or particular industry-by-industry authorization for the use of color. That is the concession of the Food and Drug people if they cannot have their heart's desire for complete exclusion of artificial coloring.

The formula on which the department will fall back if need be has from the bureaucratic standpoint at least the advantage that it unloads all responsibility on Congress. If a food industry can persuade Congress to grant a special set of color rules, the department can have nothing to say. The precedent for this solution is found in the color commission which Congress granted to the butter industry. Meanwhile the department is proceeding under the conviction that if artificial coloring there must be, it must be safe coloring. As though in response to the campaign of education, this past

February 15, 1936

THE MACARONI JOURNAL

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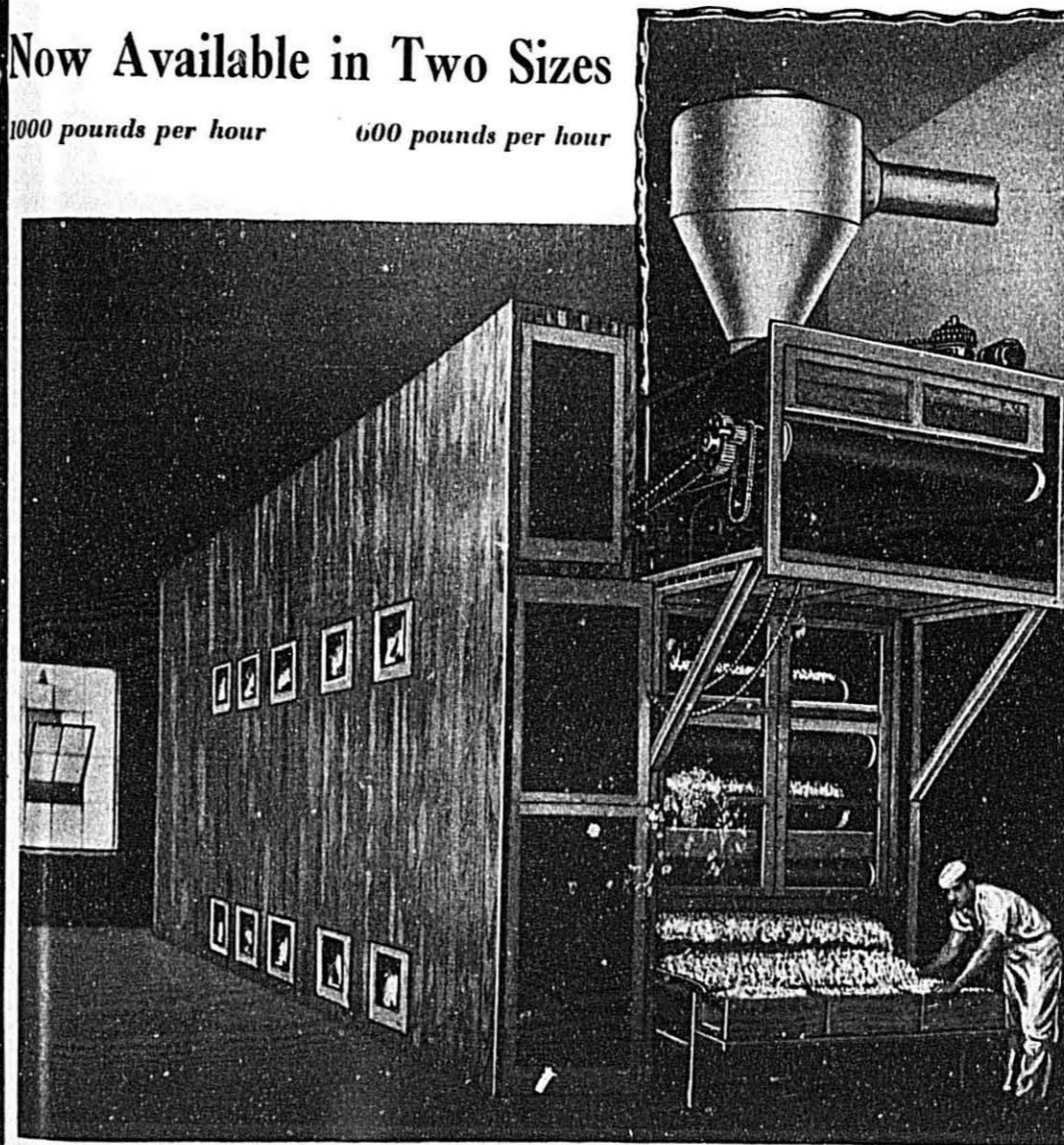
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year witnessed the heaviest submissions on record under the Federal Food-Color Certification system.

Quickening of color consciousness in the food industries seems destined to, as above mentioned, bring the whole color complex to the fore in any shake-up of the federal law, via the Copeland bill, the Sirovich bill or any other reform measure. On top of that there is the color control equation in the contemplated extension of authority for the establishment of federal standards for processed foods. Persistently pressure is brought to bear upon Congress to give the department wider powers for the fixing of standards. In every food industry where color keys or cues the product there is bound to be agitation for color prescription as a part of any system of standardization or official grading.

**More Good Durum
More Fine Macaroni**

Canadian macaroni production has kept pace with the increased annual harvest of high grade durum wheat in that country, but not so the domestic consumption of macaroni products. As a result the Canadian exportation of that food has grown in volume and importance even beyond the fond hopes of Canadian manufacturers and exporters.

The Canadian government has recognized the value of durum wheat growing and its conversion into good macaroni. Its National Research Council has recently established a laboratory, a semolina mill and a miniature macaroni plant to carry on some valuable experiments with good results, as the following story from Winnipeg, Man., testifies:

"The prevalence of rust in growing bread wheats and the large surplus of wheat in Canada for white flour grinding has turned many Manitoba farmers in recent years to growing durum wheat. With the growth of durum production in Canada is recorded a doubling of macaroni production in the last five years. In 1930, 16,800,000 lbs. of macaroni were made in Canada. Last year this had jumped to 32,300,000 lbs. Macaroni exports from the Dominion jumped from 731,800 lbs. in 1930 to 4,780,000 lbs. last year.

"Of the macaroni produced nearly three quarters found a market in the United Kingdom. The greater part of the remainder went to New Zealand and Japan. But only about 10% of durum wheat sales go into macaroni production in Canada, Great Britain and the United States import the larger part of Canada's durum production for manufacture within their borders.

"Establishment by the National Research Council at Winnipeg of a special laboratory helped to satisfy growing demand for accurate information in respect to durum and other new varieties of wheat. A program of durum

research was undertaken some time ago and a miniature durum mill and macaroni plant built. Scattered across Canada there are now 16 plants making macaroni. The money invested totals approximately \$2,000,000."

**Foulds Milling Company
Honors Vice President**

On the 7th of January at the annual luncheon of the sales executives of Grocery Store Products, Webb Faurot, vice president of the Foulds Milling company, was especially honored because the occasion represented his 25th year with the Foulds organization.

Though still a young man Mr. Faurot has served Foulds with exceptional ability for a quarter century. Having joined the company as a youth under 20 years of age and begun "at the bottom of the ladder," he progressed rapidly through selling and sales managerial positions to his present executive capacity.

At the luncheon, tangible recognition of his long, faithful and able service was presented to Mr. Faurot with the compliments of the Foulds Milling company. In addition Mr. Faurot received from the members of the Foulds organization a silver box containing newly coined silver dollars . . . one from every man he had ever come in contact with in the Foulds company. Mr. Faurot also was given a handsome brochure including dozens of letters and telegrams received from well wishers in the food field throughout the United States.

Mr. Faurot is in charge of the Chicago office of the Foulds organization. In recent years he has been quite active in representing his firm in the councils of the National Macaroni Manufacturers association, the Macaroni Industry's outstanding trade organization.

**Voluntary Debtor's
Plea**

According to word from St. Louis, the Viviano Macaroni Manufacturing company whose plant is at 829 Wash st. has seen fit to file a debtor's petition in the Federal court to effect a reorganization. It is hoped that through this voluntary action the interests of the stockholders and the creditors will be best served.

The petition was signed by Ralph E. Niedringhaus, Jr., secretary of the company. It listed assets and liabilities of \$80,371, each. The petition stated that the merchandise inventory, accounts receivable and good will of the company greatly exceeds the total liabilities listed but that the true value of the assets could not be realized by a forced sale and that a reorganization would protect the equity of all involved.

**Macaroni Exports
and Imports**

Macaroni products took an important part in the export and import business during November 1935, according to the monthly report of the Bureau of Foreign and Domestic Commerce.

Imports

During November the imports showed a slight decrease over the previous month, there being only 104,788 lbs worth \$9,802 imported while the October figures showed 127,469 lbs. with a value of \$10,082.

The first 11 months of 1935 showed a total of 1,250,756 lbs. of this foodstuff imported worth \$107,287.

Exports

The month of November showed a decided increase in macaroni products exported to foreign countries. The total was 190,076 lbs. bringing to American shippers \$16,720 as compared with 178,891 lbs. bringing \$13,734 in October, 1935.

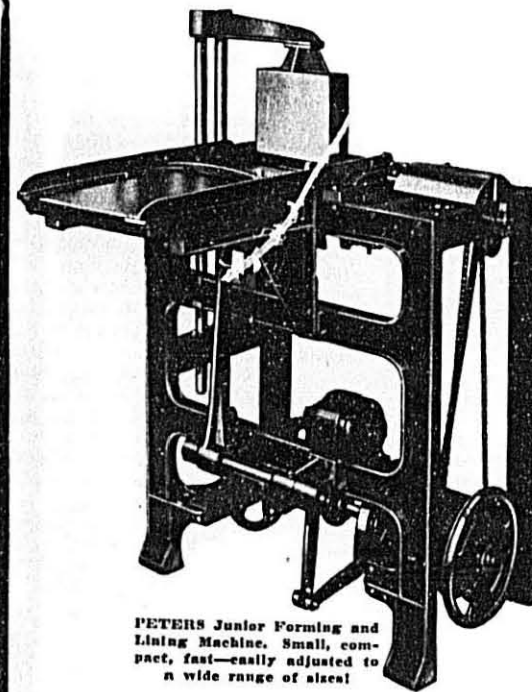
During the first 11 months of 1935 the exports totaled 1,834,306 lbs. bringing exporters \$154,671.

Here is a list of the foreign countries to which this food was exported in November and the quantities shipped to each:

| COUNTRIES | POUNDS |
|---------------------------|---------|
| Netherlands | 14,788 |
| United Kingdom | 25,000 |
| Canada | 52,200 |
| British Honduras | 1,200 |
| Costa Rica | 1,000 |
| Guatemala | 1,500 |
| Honduras | 1,300 |
| Nicaragua | 1,700 |
| Panama | 18,000 |
| Salvador | 9,000 |
| Mexico | 17,700 |
| Newfoundland & Labrador | 3,300 |
| Bermuda | 1,000 |
| Barbados | 600 |
| Jamaica | 1,100 |
| Other British West Indies | 200 |
| Cuba | 16,100 |
| Dominion Republic | 6,800 |
| Netherland W. Indies | 6,100 |
| French W. Indies | 2,000 |
| Haiti, Rep. of | 6,600 |
| Colombia | 6,000 |
| Br. Guiana | 1,000 |
| Surinam | 1,000 |
| Venezuela | 1,000 |
| Saudi Arabia | 1,000 |
| Br. India | 2,000 |
| Ceylon | 2,000 |
| China | 5,000 |
| Netherland India | 2,000 |
| Hong Kong | 1,400 |
| Japan | 3,200 |
| Philippine Islands | 20,700 |
| Other Asia | 2,000 |
| Australia | 2,000 |
| Fr. Oceania | 3,100 |
| New Zealand | 1,000 |
| Mozambique | 1,000 |
| TOTAL | 190,076 |
| Insular Possessions | |
| Hawaii | 71,000 |
| Puerto Rico | 38,000 |
| Virgin Islands | 1,900 |
| TOTAL | 111,700 |

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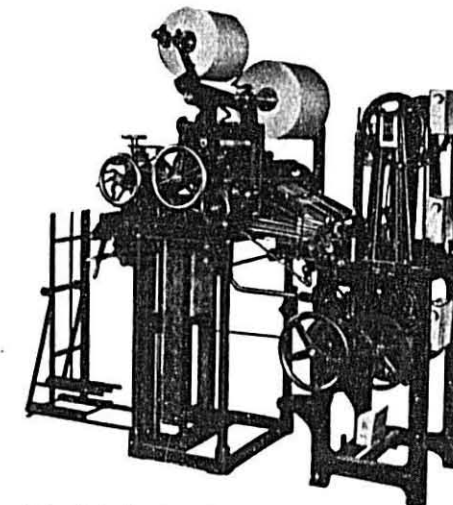


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Accurately and attractively packaged by Peters Machines, your cartons are perfectly set up to carry your products to your customers' tables.

Where floor space is limited, Peters Junior Packaging Machines solve the problem of adequate packaging equipment. The Junior Forming and Lining Machine handles 35 to 40 cartons per minute and is adjustable for a variety of sizes.



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The Peters Senior Forming and Lining Machine with one operator will produce 40 to 45 cartons per minute. With the Automatic Carton and Lining Feeding Device this production can be increased 50%—or up to 60 to 70 cartons per minute.

The Peters Folding and Closing Machines operate at the same speed as the Senior Forming and Lining Machines—automatically or hand fed.

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Rossotti Package Exhibit



Modern Packaging Exhibit of the Rossotti Lithographing Company, Inc., New York City, N. Y., at the Mid-Year Conference of the Macaroni Industry in connection with the Canners Convention—Chicago, January 1936.

The attractive exhibit of the modern macaroni package by the Rossotti Lithographing Company, Inc., New York City, in The Palmer House during the canners convention was seen by practically all the macaroni-noodle manufacturers who attended the mid-year meeting of the industry in that city in January. This firm is rendering some invaluable educational packaging service to the macaroni trade with the result that many firms are now selling their products in the most modern packages known to the food trade.

Those who saw the exhibit, a cut of which accompanies this article, were loud in their praises of the variety and the beauty as well as the utility of the assortment on display. On exhibit also were numerous letters to the

firm from the most prominent manufacturers in the trade commenting not only on the craftsmanship of the designers, the actual production of artistic packages but for the ideas and suggestions freely given by the representatives of the exhibitor for better packaging and merchandising.

The display was prepared and supervised by Charles Rossotti, one of the chief executives of the firm whose headquarters are in New York City. He was assisted by D. W. Killip of Chicago, district manager in charge of business in the central states. This firm is already planning an elaborate display of its labels, wrappers and packages at the annual convention of the National Macaroni Manufacturers association next June in Chicago.

Your Favorite Recipe

Have you a favorite Macaroni Spaghetti or Egg Noodle Recipe? If you have a prime favorite is there any reason why you should not make it publicly known?

Here are two favorites of the particular director of the National Macaroni Manufacturers association, Frank A. Bonno chief executive of the National Macaroni company, Dallas, Texas, as reported by "The News" of that city. "Frank S. Bonno, who has made enough macaroni to reach the moon and more, offers these as his favorite recipes:

Macaroni in Casserole

"Add one half pound of macaroni slowly to 2 quarts of boiling salted water. Cook until tender and drain. Fill buttered baking dish first with a layer of grated cheese preferably parmesan, then a layer of macaroni and alternate until dish is filled. Pour in a cup of hot milk and cover with buttered bread crumbs and salt and pepper. Bake in a moderate (350 degrees) oven for 30 minutes, removing cover last 10 minutes in order to brown the top. This will serve 4 bountifully.

Spaghetti, Southern Style

"Add one-half pound of spaghetti slowly to 2 quarts of boiling water to which one teaspoon of salt has been added. Cook until tender and drain. Cook together 2 cups of canned tomatoes, 1 sliced onion and 1 stalk of celery for 15 minutes. Remove the mixture from the fire and rub through a sieve. Melt 2 tablespoons of butter, stir in 2 tablespoons of flour, salt and pepper, and when well mixed add the tomato-celery-onion mixture. Cook until thick, then pour over spaghetti. Serve on a hot platter and garnish with grated cheese.

Human Nature in Trade Associations

By R. A. DAILEY,

Manager National-American Wholesale Lumber Association, Inc.

A "SELF QUIZ" IS SUGGESTED

You may have heard or think you have heard every good argument that might be advanced to show why and how every manufacturer is obligated to join and support his trade association, but never have all the good arguments been better and more convincingly told than does the accompanying article.

We recommend its careful reading, particularly by those who have been in the least hesitant about their duty in this matter. We suggest that it be used in making a "Self Quiz" of one's self. All will fall naturally in one of the classes noted.

If as a result of this "Self Quiz" you are satisfied that you are properly classified in the first class, well and good. But if this "Self Quiz" shows that you might come under either of the other two classes, we recommend an immediate, voluntary reclassification.—The Editor.

One of the most interesting angles of association work is the study of the character and behavior of the individuals engaged in business and their reactions to the cooperative urge. Those engaged in our industry—and I presume this is true of every other industry—can, so far as association activities are concerned, be divided into three broad classifications.

First and foremost come the progressive, clear thinking association members who are cognizant of the fact that scattered individual attempts to improve conditions in any industry are virtually impotent as compared with intelligently directed cooperative efforts, and who appreciate the downright necessity of pooling their brains and money under competent leadership of their own choosing for the protection and enhancement of the business in which they are engaged. They believe that no man who fails to do his part in such constructive efforts has a right to enjoy the results of the efforts of others, nor the right to criticize if such efforts fail. Cheerfully making great sacrifices at times to the detriment of their own businesses and health, year after year these loyal, unselfish men work hand in hand with their fellow members for the common good. It is in this group that the real leadership of any industry will be found, and it is due mainly to their efforts that American business ethics and working conditions are being constantly improved.

Second on the list are the "Finnigans"—the old again, on again, gone again Finnigans. In a burst of enthusiasm on the heels of some outstanding association accomplishment or, more often in the face of some threatening development, they will "join up" for a twelve month period, only to let their enthusiasm wane at the end of the year and offer the usual stock excuses for discontinuing their membership. Perhaps in the next year or two—if they are still in business—they are back again with renewed enthusiasm, and so on ad infinitum. They could not think of discontinuing their life or fire insurance policies but think nothing of letting their "Business Insurance" lapse any time. The desire to save association dues is the real reason for the majority of these resignations, but too often the anticipated saving in this direction is much more than offset by losses incurred which would have been avoided had they continued as members.

For the third classification I would like you to recall the fat boy in your childhood circle who, when games did not go to suit him, would "pick up his marbles and go home." Those boys have grown up and are in business, but they haven't changed very much in some respects. The complex acquired in their youth still manifests itself in their mental processes. Their defense seems to be a petulant, critical, defiant or pathetic attitude toward all cooperative efforts on the part of their broader minded

competitors. They display their "independence" by declining to attend industry meetings; withholding their support from all progressive cooperative efforts, but feel free to criticize the judgment or sincerity of their diligent brothers who are working continuously to bring order out of chaos or to achieve better working conditions for the benefit of all. They are prone to quickly forget or deprecate all the constructive work accomplished by the association from which they are benefiting every day, but of some apparent or imaginary error or slight their memory would put an elephant to shame. It is significant to note that there is no record of any of these gentlemen refusing to accept and cash in on all direct and indirect benefits secured through their associations. On the contrary they frequently and bitterly complain that much greater benefits could have been secured "if the matters had been properly handled by competent men." They fail to realize that "the one base thing in the universe is to receive favors—and render none."

Their excuses for not joining their association and giving their moral and financial support to its work are many, varied, often amusing and always obvious evasions of responsibility that can be ranged to the shoulders of others. They range all the way from the old bromide, "My business is different," to the most childish of all, "I don't like the fellows who are running the association." They are often very lonely and sometimes wonder why they do not enjoy the respect of their business competitors, but fail to appreciate the fact that such respect is one of those rare rewards of this life which must be earned.

In addition to those who come under the above three broad classifications, there is always a certain number of well intentioned smaller firms or individuals starting in the industry, whose finances are insufficient to

allow the payment of association dues, but given time often become excellent association members. Last, and fortunately least, are the comparatively few "outlaws" whose practical business methods would bar them from any self-respecting organization of business men.

To the question "What will I get out of an association membership," the old but only truthful answer is, "just about what you put in—with interest." Direct benefits such as the "cash dividends" received from savings effected or losses avoided in certain specific instances of association services rendered, are easy to credit to the proper source, but it is difficult indeed to weigh or measure the indirect or intangible benefits which are by far the most important.

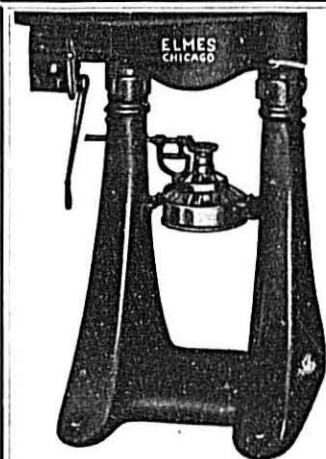
How, for instance, is it possible to evaluate a single warm and mutually profitable business friendship of which so many are made in connection with association work? I can recall instances where such friendships ripened into successful partnerships, and cases where "association made" friends have solved each others' manufacturing or distribution problems when they combined their ideas and abilities. Many an enthusiastic association member will readily credit much of his success to the business affiliations made through his contacts with other members and their friends.

Through association bulletins and in meetings and conventions, members secure the scarest and most valuable things in any business—new ideas and fresh viewpoints without which any business will become stagnant and outmoded.

I have seen shy, self-conscious men become so interested and enthusiastic about certain phases of association work that their transition from occasional hesitant speakers to eloquent and forceful orators was as truly astonishing to themselves as to their admiring friends.

Confidence is an intangible part of every business transaction and firms are discovering that the confidence and prestige gained through membership in their trade association is an asset worth infinitely more than it costs. Associations are informing the buying and selling world who their members are and because so many potential customers are themselves leaders of their associations, they prefer to do business with qualified members of other trade associations rather than with firms and individuals who are not creditable to such membership or who will not lend their moral and financial support to the upbuilding of the industry from which they are making their living.

Viewed from every angle, a membership in one's trade association is not only a gift edged investment, but is a privilege to be highly prized and jealously guarded by every firm fortunate enough to have its name on the membership roll.



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Increasing Macaroni Consumption

The progressive manufacturers of quality macaroni in this country who are worrying about the apparent decline in the per capita consumption of this food by Americans may be surprised that manufacturers in other macaroni-producing countries are experiencing similar worries. The macaroni makers in France, in Switzerland and in South America are facing a similar situation. Even in Italy, the land of the heaviest eaters of this great grain food, the decline in consumption before the opening of the Ethiopian war was such as to warrant the attention, not only of the manufacturers there but of the friendly government that is interested in the macaroni trade of that country, domestic and foreign.

Everywhere the decline is attributed to one sole, underlying cause—a gradual lowering in the quality of the goods manufactured. This is particularly true of the macaroni consumption trend in this country. Macaroni consumption in the United States may not have declined as it has elsewhere throughout the world, but it surely has not increased in recent years. The trend is directly attributed to a general lowering of the grade, particularly during years when wheat crops were not up to standards. Another contributing cause is the incessant war for trade at any cost that has been waged since the advent of the world's worst business depression in 1929.

Even some of the firms that formerly held the highest possible reputation for quality have been forced to do one of two things, either gradually lower the quality of their products to meet competitive prices or to manufacture a price grade—but all with the same result—that of definitely retarding the macaroni consumption increase for which we are so hopeful and expectant.

The nickel package is now very common, even those bearing the brand names of firms that formerly made only quality products. In the years when good semolina was from 25 to 50 per cent cheaper, when labor was easily obtainable at much lower rates and when transportation was much less costly, the leading macaroni manufacturers of this country resolved in a resolution widely broadcast throughout the country—that a 5c package of macaroni was not only impossible, but impracticable and economically unnecessary.

Macaroni consumption can be increased only by the production of the highest quality macaroni from the best semolina or farina obtainable. Additional consumers will be attracted to quality, appetizing macaroni but will react unfavorably when served some of the pallid, unsavory and unappetizing products that are now sold "at a price."

If Americans are to become greater

consumers of macaroni, then the macaroni manufacturers knowing the American's preference for good things to eat must make their macaroni good and see that it is delivered in that condition to the consumer, who incidentally should be taught how best to prepare it to get the best out of it in the way of tastiness and nutrition. A package or a pound or any other quantity belongs in no special price class. Good macaroni will always be cheap at any price. Poor macaroni is always expensive and will do nothing toward increasing the general use of this food by Americans.

Publicity via Recipe Route

Food news is always interesting. Who will not stop every time to read items about the things they eat? Macaroni-noodle manufacturers naturally show preference to items that treat of their products and the many, varied ways in which they are recommended to be prepared to suit any kind of appetite.

Travelers to Italy rarely miss the opportunity of going to Rome to partake of the simple buttered noodles prepared with so much ceremony by the famous chef Alfredo. They are cooked just to the right degree, are properly mixed with just the right quantity of drawn butter and grated cheese. After watching his simple yet skillful manner of mixing these three ingredients into a most alluring dish, they eat with much satisfaction and depart singing the praises of one of the most simple egg noodle recipes.

Matter of Personal Taste

Last month the National association through a well known Recipe Service Bureau released to the trade this simple, though popular Alfredo Egg Noodle Recipe. Manufacturers were invited to study the public reaction toward the suggested method of preparing a simple noodle dish.

Are the quantities of the three basic ingredients just right? Does it result into a dish that has been termed "too butter-y"? Is the cheese suggestion just right for the average consumer? Is the recipe one that will call for a judicious use of macaroni products that will result in a distinctive noodle dish?

Alfredo Noodles "Too Butter-y"?

Here is what a famous noodle manufacturer has to say about the service and the recipe recommended:

"If I have not previously done so I want to say here and now, that we are very much interested in the little macaroni publicity activity promoted by the National association through the distribution of tried and tested macaroni recipes. It is doing much in a quiet way and it is something that should be encouraged and supported by every friend of the macaroni industry anywhere in the United States.

"However your Alfredo Noodles Recipe seems to us to be a little out of proper proportion as to ingredients recommended. We make it a practice to test every good recipe. Unfortunately in cooking this recipe exactly as printed, we find that there is far and away too much butter and cheese. True, we used a 5-oz. package of noodles instead of the 6-oz. recommended, and about half of the serving bowl was full of melted butter. Since we feel that the housewife could hardly handle the cheese and butter in such a way as to have it all absorbed or thoroughly blended, we are afraid that she would decide that the wasting of butter and cheese is excessive."

Do You Test Recipes?

How many macaroni-noodle manufacturers make it a practice of testing recipes or getting some expert in their household to do so? What is your personal reaction and the reactions of your friends to macaroni recipes you recommend? Personal testing of such recipes as appeal to you is not a bad habit to form. One manufacturer says: "We make it an invariable rule to test every recipe before it is sent out with our recommendation. And we always mention the number of sizeable portions each recipe will serve. We find both a profit making, satisfaction giving practice and strongly recommend its more general adoption by leading macaroni-noodle manufacturers."

Officials of the National association interested in the preparation and dissemination of these publicity recipes are naturally concerned in the industry's reaction, not only to the manner of distributing the recipes but also to the manufacturers' acceptance or non-approval of the ingredients recommended and the method of preparation suggested.

Here's what another asks: "In connection with the recipe release service which has our fullest approval, has it ever occurred to you that we might cooperate very effectively with competitive trades—the bakers, for instance—who recommend certain menus, the cheese manufacturers, the packers even the butter producers and distributors? Apparently quite a large field of lateral publicity is being overlooked."

Write your views fully to the editor of this publication. Discuss these problems of common interest in the columns of your favorite trade paper. Your name will not be mentioned unless you so desire. An exchange of opinions will be helpful, irrespective of how extreme some may be one way or another. For instance, what is your personal reaction to this service generally? Do the recipes recommended do full justice to our products? Do the ingredients blend naturally with our food and are the suggested quantities exactly in line with your tastes and those of the other members of your family?

Activities of the Washington Office

TO ALL MEMBERS OF THE INDUSTRY:

The Board of Directors of the Association at its meeting in Chicago, January 21, passed a resolution restricting the work of the Washington Office to members of the Association in good standing. This office will, therefore, discontinue the making and reporting of analyses for the account of the Association to any manufacturers except members of the Association.

This office however, will still continue its analytical and consulting work for all members of the Industry for their own account and their work will receive the same prompt and careful attention that has always been given it.

Sincerely yours,
B. R. JACOBS,
Washington Representative.

At the last meeting of the Board of Directors of the National Macaroni Manufacturers' association, held in Chicago on Jan. 21, 1936, a resolution was passed to the effect that the members of the association should be kept more closely advised concerning its activities, particularly the work that is carried on by the Washington Office.

It was suggested that a résumé of the analyses of macaroni products should be sent to members in order to keep them advised concerning alleged violations of the Federal and State Food Laws.

This will be done periodically and I am submitting here for the benefit of the trade in general some of the pertinent facts concerning alleged violations which have been investigated during the past two months:

Lab. Nos. 11929, 12080—two samples of so-called egg noodles submitted at different times and purporting to be made in Detroit, Mich. Examination of these products showed in each case that they were very deficient in egg solids, containing only between 1% and 2% and also containing a large amount of coal tar dye. Both of these samples bore a declaration of net weight of 8 oz. and one of them weighed only 6½ oz.

The above facts were reported to the Michigan State Department of Agriculture, Bureau of Foods and Standards, which immediately proceeded to collect official samples. On January 17 a communication received from the Michigan Bureau of Foods and Standards the following paragraphs will show the action taken against the Michigan firm by the state: "As previously pointed out to you our Department made an investigation of this manufacturer and confirmed generally the reports which you furnished us. As a result of this investigation action has been instituted in the courts at Detroit seeking to correct this condition. At the present time we are awaiting a decision of the court. We appreciate the additional information that you have furnished us and assure you that it will be our purpose to continue action on this connection until such time as the matter has been cleared up in a thoroughly satisfactory manner."

Lab. Nos. 11900, 12068—two samples of macaroni products received from different sources and labeled: "..... Plain Home-Made Style Noodles. Containing Eggs. Net Weight 8 oz. Made in Harrisburg, Pa." Examination of these products showed that they were very deficient in egg solids and that they contained only approximately 2% of egg solids and a large amount of added artificial color, coal tar dye.

The above facts were reported to the State Food Law Authorities in Harrisburg, Pa., who collected official sam-

ples, confirmed these findings and have cited this firm on two separate charges of violations of the Pennsylvania State Food Law. This citation took place the latter part of January and I am awaiting a report concerning the outcome of these cases.

In the above case there is a charge of misbranding as well as adulteration by the use of artificial color. The Pennsylvania State Food Law does not permit the use of eggs in macaroni products labeled as "Plain Noodles" and in this particular case the word "Plain" was in small size type and entirely removed from the word "Noodles." The law requires that the word "Plain" be in juxtaposition to the word "Noodles" and also that it be of the same size, color and style type and on the same color background as the word "Noodles."

Lab. No. 12054—labeled: "..... Plain Noodles, Pittsburgh, Pa. 8 oz. When Packed." Examination of this product showed that it contained approximately 3% egg solids, calculated as egg yolks. This sample was also reported to the Pennsylvania State Authorities for action and the suggestion was made that this firm be required to eliminate entirely the use of eggs from the product labeled as "Plain Noodles" or to compel them to use the 5.5% of egg solids required in egg noodles. In this case also the word "Plain" was in very small size type while "Noodles" was in very large type. It was also suggested to the Food Officials that they have this part of the label corrected, which they have agreed to do.

Lab. No. 12114—labeled: "Mrs. Home-Made Noodles. Made in Erie. 3 oz." Examination of this product shows that it is very deficient in egg solids. It is almost as white as an eggless product. This product was called to the attention of the Pennsylvania State Food Authorities with the request that they investigate and take appropriate action. Their attention was also called

to the analysis of the product which is published on the label and which appears to be misleading to the ordinary customer. It is certainly meaningless to a chemist.

Lab. No. 11999—labeled: "..... Mfg. Co., Williamsport, Pa." Examination of this product showed that it contained less than 3% of egg solids, calculated as egg yolks. The product fails to bear a statement on the label concerning the net weight and it fails also to show the kind of product contained in the package as required under the Pennsylvania State Bakery Law.

These matters were all called to the attention of the Pennsylvania State Food Authorities with the request that they take proper action.

The Washington Office has examined a number of other macaroni products which have been found to conform with the Federal and State Food Laws. It has also spent considerable time in research dealing with new vegetable colors which are being offered to the trade and on which it is essential to obtain more information before prosecutions can be recommended.

That New Industry

Economists tell us that what we need is a new industry, or a number of them. New industries, of great importance, do not come into existence by wishing for them. It is a matter which seems to rest largely in the laps of the gods. But industry itself might create the equivalent of a new industry if each unit of our present industries would strive to bring out the something new or better or more serviceable which will entice a greater volume of buying on the part of the public. The old and long used article is regarded as something that will do only so long as it is capable of doing what the newer models of itself are doing. If the new has only the virtue of fresh-out-of-stock-newness, the owner of the older model will, with Ed Wynn, stick to his horse!

The new industry idea is based simply on its ability to create a great new want. We can create new wants here, there and everywhere in all different lines of business by effecting improvements which make what is in use unsatisfactory. We might profitably create a new industry of industrious endeavor to build up new wants in all fields. It would serve the purpose quite as well as building up new wants through ideas which build up new industries.

We all would like to be highly spoken of, and yet we all do things that get us roundly cussed.

Unemployment Payroll Tax Facts

- When does the Federal Unemployment Tax on employers become effective?
A—Jan. 1, 1936.
- Is tax applicable to all employers?
A—Tax must be paid by employers employing 8 or more persons.
- What is the basis of the tax?
A—Tax is payable on the total amount of all salaries and wages paid irrespective of the amounts paid any individual.
- What are the rates of taxes payable under the new law?
A—The rates are 1% on your 1936 payroll, 2% for 1937 and 3% for 1938 and thereafter.
- When are reports returnable and taxes to be paid?
A—Not later than Jan. 31 following the year to be reported.
- With whom are reports to be filed?
A—With the Collector of Internal Revenue of your district.
- Is this unemployment payroll tax payable in one lump sum?
A—It can be, but employer has privilege of electing to pay the total in four equal instalments, the first at the time the report is filed and the three remaining equal instalments on or before the last day of the third, sixth and ninth following month, respectively.
- What records are to be kept by employers subject to inspection by the revenue officials?
A—No specific kind of record required other than it be in sufficient detail and complete enough to substantiate tax returns if necessary.
- What does the term "wages" mean as used in the act?
A—It means anything paid to employes, whether in cash, goods or service. The cash value of the latter must be figured in accounting for the total wages paid.
- If my state has not passed a companion bill or unemployment tax law, are employers in my state subject to the federal tax?
A—Absolutely.
- If my state has a companion law requiring me to contribute to a state unemployment fund, how do such payments affect tax payable to the Federal Government?
A—You may deduct, as credit, not to exceed 90% of the Federal tax, the amount paid to the state from the tax due the Federal government for unemployment tax.
- What are the principal facts which my records should show in order to be able to make proper returns and to substantiate them?
A—They should show total payments to employes, whether in cash or any equivalent; the sums paid to state for similar tax; pay-

ments made for specific services that are tax exempt.
No employer of eight or more workers at any time throughout the year will be permitted to plead ignorance of the law as his excuse for failure to make full reports and complete payments. Full publicity of the new tax law has been given and it is assumed that all will acquaint themselves with its various provisions.

Utah Proud of Its Macaroni Industry

Salt Lake City, Utah is naturally proud of all its industries, and particularly of those that use raw materials of the state. The Western Macaroni Manufacturing company of Salt Lake City falls in the latter group according to a laudatory article that appeared in an issue of the "Utah Telegraph" of that city.
"Utah raw materials—flour, water and eggs—are used exclusively in the manufacture of macaroni, noodles and spaghetti, table delicacies that have played no small part in advancing the state's reputation as a manufacturing center for the intermountain country.
"One concern devoted entirely to this branch of production markets approximately 2,000,000 lbs. of macaroni

products annually. Its yearly volume has been steadily increasing during recent years, providing for the employment of a score of persons and an annual payroll reaching close to \$20,000."

Wheat Reserves Low

Farm wheat reserves on Jan. 1, 1936 are estimated at 159,390,000 bu. compared with 137,504,000 bu. on Jan. 1, 1935; 189,837,000 bu. on Jan. 1, 1934; and 271,608,000 bu. on Jan. 1, 1933. With the exception of stocks held a year ago, current holdings are the smallest in the 10 years for which this kind of information is available. Current stocks are only 50% as great as the large reserves of 318,082,000 bu. held on Jan. 1, 1932.

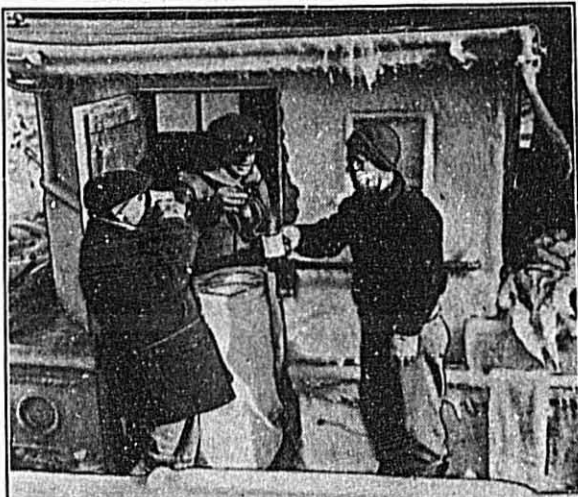
Disappearance of wheat from farms during the last three months of 1935 totaled 100,868,000 bu. compared with 91,922,000 bu. during the last quarter of 1934 and 95,493,000 bu. during the last quarter of 1933.

◆ ◆ ◆
When "stepping out" be sure of your footing.
Use your head and keep your body whole.

◆
A FAST drive may mean the LAST drive!

◆
If you must gamble, don't risk your life.

Water Front Tea Party This Side of Davy Jones Locker



OH, for the life of a sailor on the icy Atlantic! A few hours earlier the "Acushnet," fishing boat, was picked up by the U. S. Coast Guard foundering off the Atlantic coast under the weight of waves which froze solid to her rigging, decks and hull. The crew is thawing out with a pot of tea, and stoking up for a return battle with the elements. Scores of such craft beat Death to the New York and Boston fishing docks by a hauser length during the zero wave which froze the northeast seaboard.

Illustrated news releases with just the right amount of human interest appeal, such as the macaroni industry could well afford to broadcast is being used in the new tea publicity campaign just launched.

From the Top-Cream
of 1935 Crop

AMBER DURUM WHEAT



AMBER-BRIGHT

HOURGLASS

UNIFORM
SEMOLINA



a Duluth-SUPERIOR Product

Insect Infestation in Macaroni, Spaghetti, Noodles, etc.

by FRED B. (BUGS) SOMERS,
Midland Chemical Laboratories, Inc.

The writer desires to differ with the opinion of some entomologists who through lack of practical experience have stated that the granary weevil will not survive the process of milling semolina.

Others have made the claim that the press would destroy all egg life. Since 1915 the writer has been constantly fighting food insects in stored, milled and manufactured food products.

In bulk as well as in packages, and through all stages of milling and manufacture, I have seen flour semolina, etc. arrive at macaroni and noodle factories with live granary weevils crawling both outside and inside the sacks; also the sawtooth grain beetle as well as the confused flour beetle. No doubt sometimes this is due to insect infestation of the freight car, also to the reuse of sacks which usually are not processed by heat or gas before being refilled.

There is plenty of passing the buck on cleaning sacks, cleaning and fumigating freight cars, being handed out to the cereal trade.

The last few years there has been a tendency to lay off help to cut expenses and the result was less attention to sweeping and general cleaning. In other words, "let 'er go, just so we get by."

Now I have seen hundreds of boxes of macaroni products with the larva and pupa stages of the granary weevil as well as the adult ready to emerge from the macaroni.

One will notice little white spots in the macaroni; on breaking open, and with the aid of a powerful magnifying glass, he can see these insects developing in all stages. It is the writer's contention that due to semolina being milled in a coarse flour, the egg of the granary weevil is not destroyed.

I have had a lot of experience with corn meal, which will seldom keep over a month in summer weather, as it is milled coarse and weevil and moth eggs pass through the milling process. Of course some of this meal is treated at the mill by heat to kill eggs. I believe that all wheat could be treated by gas fumigation at the mill before milling to kill off possible eggs of weevil. But as it is now, the macaroni manufacturer buys his flour and semolina, makes it into macaroni products, and then when this breaks out with weevil at some wholesaler or dealer, he (the macaroni manufacturer) is the goat for a total loss.

AN OUNCE OF PREVENTION

Though the weather readings are now at a record low, Macaroni-noodle manufacturers cannot easily forget the serious troubles and heavy losses caused by weevils in past summers. They are aware that they will suffer similar losses and worries next summer unless the proper precautionary measures are taken now and always to exterminate the pests.

Macaroni men, millers and entomological experts may differ as to the source of weevil infestation. But this difference of opinion will not repay the former for the loss of thousands of pounds of good food and thousands of dollars of good will lost annually from this infestation that can and should be held under control.

"Bugs" Somers, a man who has spent more than 20 years in studying and fighting bugs presents one side of the case. Others are asked to give their views and recommendations so that the industry may determine for itself the right kind of precautionary measures to take now to avoid the usual summer worries of the manufacturers.—Editor.

He has no one to come back on to make good his loss. I have suggested to a number of macaroni manufacturers that they get some pint fruit jars and take a sample of each car of semolina or other flour that comes into their factory. Label it with date, car number, and from what mill, and also mark on the label the same code or date you have on the manufactured product, and I am sure that if you have returns on weevil infested goods, over half the time you will find the flour in the jar also infested.

If factories would do this, they would soon find out the source of the infested flour, and thus protect their purchases.

It is the writer's opinion that weevil originate in the wheat right in the field; also that they are spread in elevators, freight cars and mills, and that the original entry into the macaroni factory comes in the semolina or flour entering the factory and usually in the form of eggs in the semolina or flour.

In the last couple of years the macaroni factories have shifted from semolina to the cheaper and softer flours for a large part of their output.

There has appeared in numbers the Mediterranean Flour Moth and its larva, a white worm less than an inch long. These you will see flying or crawling around where flour is stored

in drying rooms and in elevators or conveyers.

One macaroni manufacturer I visited call them sack worms. He saved his empty sacks until he had a carload before returning to the mill. These sacks had a lot of larvæ (white worms) crawling on them feeding on siftings left in sacks. If you find a web in your conveyers it is usually the Mediterranean Moth to blame; however, I have shown a number of macaroni manufacturers how to keep these conveyers free of this trouble.

Now as to the best methods to keep down your loss from insect infested goods and returned goods:

FIRST: Sweep up or vacuum all broken pieces all over the plant. In dry rooms, in packing rooms, around scales, etc. I have seen broken pieces six months old in cracks around where goods were packaged.

SECOND: Use a good food insecticide all through the plant at least once a week, using an electric power sprayer. By food insecticide, I mean one made specially for use around flour, and noncontaminating. Ordinary fly sprays are not recommended, due to the kerosene base of some and to the lack of killing power of others. Remember, weevil are hard to kill.

THIRD: Try to get your retail trade to clean up their storage place and shelves and if your salesman sees any sign of insects loan him your sprayer and a little insecticide to clean up. Also, do not overstock dealer in July, August and September.

FOURTH: Never under any circumstances let returned goods enter your factory or warehouse; store in a garage or destroy. Trying to save a dollar often costs a hundred later on.

FIFTH: Always keep empty sacks off by themselves, away from finished products.

SIXTH: Seal all packages as tight as possible. However, the writer has seen weevil develop in egg noodles in strong transparent wrappings. Bag sealing will keep out other insects that may crawl from rice, corn meal, etc.

SEVENTH AND LAST: Again say: Keep the place clean and crack swept or vacuumed of siftings of flour dust or broken macaroni. Fight weevil 12 months a year and take the precautions, whether you see them or not.

February 15, 1936

THE MACARONI JOURNAL

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MACARONI-GRAMS

By Spag MacNoodle

"Honest Old Abe"

It was Cecil Rhodes, I think, who once declared, "Every man has his price—and I have that price." When a man is honest only because it is the best policy comes in contact with a man who has the price, it is very likely that money will talk so loudly as to drown out the rather feeble resistance of mere political honesty.

The first characteristic to popularize Abraham Lincoln and gain for him the support of the people was his honesty. He was barely 21 when he began to be known as "Honest Abe," and it was 30 years later that as "Honest Old Abe" he became a candidate for the presidency. His political position and success were in no small degree due to his honesty. That prefix "Honest" has never been sought but a compliment to the "Honest Johns" and the "Honest Abes" of life.

We would today smile at such meticulous care as Lincoln used in avoiding even the suspicion of dishonesty. Long after his term as postmaster at New Salem ended, a post office inspector appeared to demand an accounting.

"Honest Abe" went to a little old trunk in the corner of his office and opening it took out a cotton rag in which something had been wrapped and tied securely with a string. Untying a string, he poured out on a



table the pennies, three-cent pieces, dimes and quarters that comprised the government's balance. The records and the money were at hand and the obligation was satisfied to the last penny with the original money left in the postoffice after Abe's last day as postmaster.

"I never use any man's money but my own," Lincoln told the postoffice

inspector. And "I never use any money but my own," he told his law partner, William H. Herndon, when the latter asked him why he always at once put aside as his partner's share half of any actual cash paid him on the firm account.

An out of date policy now, perhaps, and an impractical method in some instances, but a sound fundamental from which we depart too easily and too far.

Fried Noodles

"Are the noodle manufacturers hiding their lights"? That was the question asked by a food authority at one of the recent food shows. "There are many more ways to serve fried noodles for instance, than in the popular dish of 'chow mein.' Here are some suggestions that noodle manufacturers and distributors could profitably pass on to eager housewives:

"Noodles cooked until soft in salted water, blanched and then fried in deep fat lend variety to the serving of creamed foods. Creamed dried beef, creamed sausages,—whatever you may have that you wish creamed,—poured over a heap of fried, golden brown noodles gives the meal a satisfying flavor and a 'Sunday' dressed-up-ness. It will be a different dish, yet one that appeals to old and young, often resulting in many requests for additional portions."

ELEMENTARY, WATSON, ELEMENTARY!

If the proven cost to manufacture a good die or to restore a die to A-1 condition is X plus a reasonable profit margin, can you expect the same gain or result if you pay less?

MORAL: Do not hesitate to pay a fair price for a better die, better workmanship to a reliable, responsible manufacturer.

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, New York

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

Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Fee for Trade Mark Search

A southern macaroni maker, desirous of registering as a trade mark brand name a word made famous by a popular Dixie song inquires as to the steps to be taken in inaugurating a thorough search of the Patent Office records and the probable cost of such search and report.

For his information and that of others in the trade wishing to take advantage of the services of the Trade Mark Department of the National Macaroni Manufacturers Association here is the suggested procedure:

- 1. Select proposed brand names

with the greatest of care, giving preference to names not previously used as brand names for either macaroni products or other human foods.

- 2. Send name or design to the N.M.M.A. Trade Mark Department, c/o MACARONI JOURNAL, Braidwood, Ill.

3. For the search to be made and the report thereon to be rendered, there is no charge to MEMBERS of the National Macaroni Manufacturers Association in good standing. As might naturally be expected, a small service fee will be charged nonmembers.

4. If the search of the Patent Office records shows the trade mark to be registrable the process of properly registering the mark will be handled through the National Association Patent Attorneys in Washington at the rate usually charged for such service. Macaroni manufacturers are assured that the whole matter will be handled expeditiously and with every precaution to fully protect the interests of the client.

- 5. In the same able manner will be handled all renewals and reinstatements as well as patents and claims.

Trade Marks and Patents

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

Patents granted—None

TRADE MARKS REGISTERED

The trade marks affecting macaroni products or raw materials registered as follows:

Kahn's

The private brand trade mark of K. Kahn, doing business as Orion Omaha, Neb. for use on noodle application was filed Aug. 6, 1935, published 5, 1935 and in the Dec. 15, 1935 THE MACARONI JOURNAL. Owner since Aug. 1, 1934. The trade mark is in black type.

TRADE MARKS APPLIED FOR

Three applications for registration of macaroni trade marks were made in January 1936 and published by the Patent Office to permit objections thereon within 30 days of publication.

Amerita

The private brand trade mark of Amerita Grocers Association, Inc., New York, N. Y. for use on spaghetti and other groceries. Application was filed Nov. 5, 1935 and published Jan. 14, 1936. Owner claims use since Oct. 31, 1935. The trade name is in heavy type beneath which appears the name and initials in a circle.

Tops

The private brand trade mark of Super Packing Co., Ltd., San Francisco, Cal. for use on canned alimentary paste products. Application was filed Nov. 11, 1935 and published Jan. 14, 1936. Owner claims use since Oct. 18, 1935. The trade name is written in large letters.

Backer

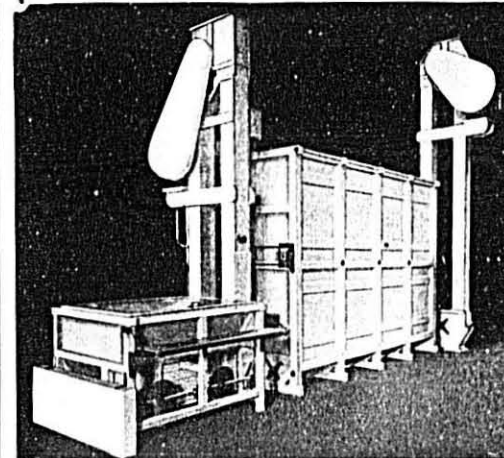
The private brand trade mark of Woodard Co., Wilson, N. C. for use on spaghetti and other groceries. Application was filed Dec. 7, 1934 and published Jan. 21, 1936. Owner claims use since Sept. 1, 1934. The trade mark is the brand name in black letters back of which appear:



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

... we recommend
Duramber No. 1 Semolina
ITALIAN STYLE
... uniform granulation
AMBER MILLING CO.
J. E. DUFFENBACH President Minneapolis
... exclusive Durum Millers of
QUALITY SEMOLINA

Choose Champion Flour Handling Outfits



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

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

100% Satisfactory

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

G. D'AMICO MACARONI CO., INC.
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NOTE: This customer has installed several Champion Flour Handling Outfits and Champion Mixers, and his experience shows the fine satisfaction you can expect.

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JOLIET ILLINOIS

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

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Engineers and Machinists

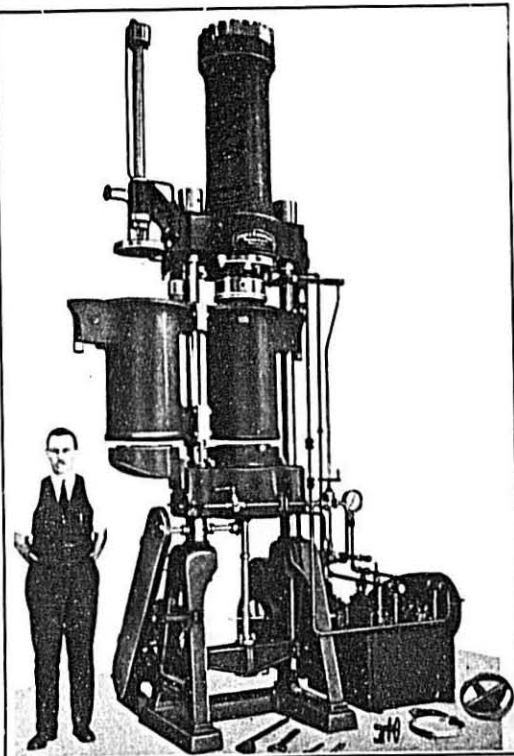
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Specialty of
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Since 1881


- Presses
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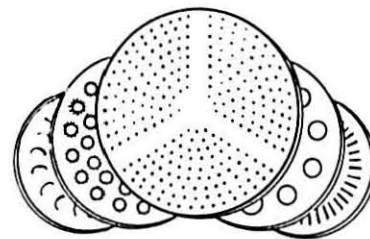
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PRESS No. 222 (Special)

FOR
QUALITY  SERVICE



GIVE US A TRIAL FOR

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

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

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

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
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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.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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

Vol. XVI February 15, 1936 No. 10

A Cheering Message

In these days of business worries when it seems more natural to complain than to compliment, a word of cheer and appreciation is something to write about. This rare phenomenon arose in connection with the reporting of the action taken at the midyear conference of the industry and the complimentary remarks are from one who personally attended. They laud the work of the Secretary of the National Association in that connection. The cheerful message, in part is as follows:

Connellsville, Pa., Feb. 7, 1936
National Macaroni Manufacturers Assn.,
P. O. Drawer No. 1,
Braidwood, Illinois.
Attention: Mr. M. J. Donna,
Secretary-treasurer
Dear Mr. Donna:

Have perused very carefully your report of the meeting in Chicago and you certainly are to be complimented on the exact and concise way in which your report is made. You have completely covered everything in a general way and many things very specifically, and this report is valuable for future reference.

Sincerely yours,
(Signed) La Premiata Macaroni Corp.
By Joseph J. Cuneo.

It is time enough to be afraid of doing too much when we have a doctor's certification to the effect that we have been overdoing.

MACARONI . . . A Historical Italian Dish

There is a never ending human interest in stories about foods and macaroni makers should overlook no opportunity to feed the news hungry readers with true and interesting stories about their interesting and very satisfying products.

Some of the leading newspapers have been carrying a story with just the mysterious flavor that most readers relish—a true story that is the background for the invention of macaroni. It is not new nor original but told in a manner that is very interesting. It is worthy of being passed on to every newspaper in the country, the food editors being ever ready to accept food stories with such human appeal.

The story, with its attractive subject "History Proves Macaroni a True Italian Dish," is as follows:

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

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

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

"As yet it has no name," was the reply.

A mouthful and the master said "Cari," meaning excellent. Another

mouthful and he fairly beamed as he made the statement stronger—"Macari!" he cried. And then, as he took another mouthful, he rose, kissed the cook on both cheeks and exclaimed: "Ma caroni" (most superlatively excellent).

In a few days he ordered the cook to prepare the same dish—this same superlatively excellent dish—this "macaroni"—and this it has been called from that day to the present.

Canadian Durum Prospects

Because of the reduced demand for Canadian durums by United States macaroni manufacturers insofar as the 1935 crop is concerned, the expected effect on the 1936 durum plantings is that fewer acres will be sown to macaroni wheat. At least that is the conclusion reached on reading a report and a prophecy by James G. Gardiner, minister of agriculture, Canada recently published. This is what this authority has to say about the durum prospects in Canada:

"In view of present market prospects it is considered inadvisable to extend the acreage in durum wheat in 1936.

"It is estimated that 1,261,000 acres were sown to durum wheat in Canada in 1935 and production estimates place the crop at 16 million bushels. The quality is definitely poor. While the 1934 crop of durum wheat was readily marketed because of a shortage of quantity and lack of quality in the United States crop, this outlet is not available during the present marketing year. The 1935 production of durum in the United States is estimated at 27.8 million bushels compared with only 7.1 millions in 1934. European purchases of durum wheat have also declined greatly. In the large producing area around the Mediterranean, the 1935 durum harvest is placed at about 87 million bushels compared with 124 millions in 1934."

BUSINESS CARDS

MERCANTILE COLLECTIONS

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REPRESENTATIVES
FOR

N. M. M. A.

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For Bulletins of Claims Placed by the Industry.

For Pad of Service Forms and Information about our Procedures.

CREDITORS SERVICE TRUST CO.

McDowell Bldg.

LOUISVILLE KENTUCKY

CARTONS
QUALITY AND SERVICE
GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

Notes of the Industry

Great Lakes Plant Reopens

The Buffalo Chamber of Commerce announced last month the reopening of the Great Lakes Macaroni corporation plant in the Larkin Terminal building at Seneca and Van Rensselaer sts., Jan. 10. Additional space to meet its manufacturing needs has been acquired. The company will specialize in service to the wholesale trade exclusively. Phillip Balmenti is president of the concern, Peter Badali, the vice president and T. H. Smashey, secretary-treasurer. The starting force of employees numbers 25.

Holding Home Market

The Western Union Macaroni company of Salt Lake City, the only manufacturer of macaroni products in Utah, has planned a campaign aimed at gaining and retaining the home market for its home owned and home operated factory. According to announcement the company plans to offer one of its products each month by giving special concessions and sales promotion helps to grocers. Egg noodles 7 oz. and pound packages were featured last month. "When you buy and sell our products, your money stays at home," says the firm's adver-

tising. "This large 100% home owned institution deserves the support of every grocer in the state."

This firm packs and markets the "Queen's Taste" brand.

National Retail Grocers Week

An announcement of national importance to the retail grocery trade was made in Chicago, January 27, by D. A. Affleck, president of the National Association of Retail Grocers of the United States to the effect that officers and directors of the association had unanimously agreed to designate the week beginning March 16, 1936 as "National Retail Grocers Week."

Mr. Affleck further stated that the aim of "National Retail Grocers Week" was to make the consuming public fully conscious of the real importance to them of the retail grocers, of which there are 400,000 in the United States.

Since the national board approved the plans for such an event, many of the leading food manufacturers, jobbers, brokers and associations have announced intention to cooperate 100% to make this the outstanding food event of the year.

Every macaroni-noodle manufacturer in the country should unhesitatingly and unstintingly support the move to do deserved justice to the retailers—a most important and essential link in

the chain of distributing macaroni products to the ultimate consumer. It is suggested that each manufacturer contact the district representative of the National Retail Grocers either personally, by telephone or letter asking how best one can help to make the movement a deserved success.

A systematic advertising campaign is being developed, details of which will be announced in February.

Opens St. Louis Die Shop

A. E. Benoit, formerly associated with several well known manufacturers of macaroni dies has announced opening of a little shop in the St. Louis area. The plant is operated under the name of A. E. Benoit Macaroni Die Manufacturer and is at 2564 Florient av., Maplewood, Mo. suburb of St. Louis. While this die maker has confined his business to building and rebuilding dies for the Missouri manufacturers, he has recently enlarged his plant to be able to take care of the needs of additional clients in the central and southern states.

It is more befitting human pretensions to purr like six cylinders than like one cat.

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

| | | |
|---|---|---|
| <p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>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</p> <hr/> <p>Then-- MANUFACTURER</p> |
| <p>OFFICERS AND DIRECTORS 1935-1936</p> <p>LOUIS S. VAGNINO, President1227 St. Louis Av., St. Louis, Mo. JOSEPH FRESCHI, Vice President.....1730 S. Kingshighway, St. Louis, Mo. G. O. HOSKINS, Adviser.....Libertyville, Ill.</p> | | |
| <p>F. S. Bonno, Dallas, Tex. R. B. Brown, Chicago, Ill. M. De Mattei, San Jose, Cal. E. De Rocco, San Diego, Cal.</p> | <p>F. A. Ghiglios, Seattle, Wash. V. Giattli, Brooklyn, N. Y. A. Giola, Rochester, N. Y. R. V. Golden, Clarksburg, W. Va.</p> | <p>G. LaMarca, Boston, Mass. J. I. Maier, New York, N. Y. L. G. Tujague, New Orleans, La. W. F. Williams, St. Paul, Minn. E. S. Winebrauer, Philadelphia, Pa.</p> |
| <p>B. R. Jacobs, Washington Representative, 2026 "Eye" St. N. W., Washington, D. C.</p> <p>M. J. Dranna, Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Illinois.</p> | | |

The Association's New Policy

THE SECRETARY'S MESSAGE

"Going Places and Doing Things" very appropriately expresses the theme of the several meetings of the Board of Directors of the National Macaroni Manufacturers Association held in Chicago last month in connection with the midyear conference of the Macaroni Industry.

The plans for broader, more intensive action as unanimously adopted by the Directors and enthusiastically approved by the conference, if properly and vigorously executed will bring splendid results more directly and appropriately to those who will support the activities of the National Association that is sponsoring the new policies.

For its journey forward, the national organization of the trade has wisely but very reluctantly elected to lessen its load—to drop from the rôle of beneficiaries those who claim and perhaps are a part of the industry, but either fail or refuse to do their part in supporting the activities sponsored by the trade association.

It is most unfortunate that the national organization of any trade, group or profession should be compelled to take a step that appears to be selfish or reactionary. In this case it is really a move towards self preservation. Rather should it be said that the nonmembers are really the selfish ones, since there are limits beyond which it is dangerous to go as a free giver. There comes a time when restrictions such as those now enforced by the National Association must be observed if one's rights are to be conserved.

The National Macaroni Manufacturers Association is simply and purely a cooperative organization, not-for-profit, made up of volunteer members from among the macaroni-noodles manufacturers and allied trades. It has always been supported by the clear-thinking, far-seeing and self-sacrificing manufacturers who compose the progressive element in this industry—men who know their rights and their limitations—men who would never be content to let others do for them what they should do for themselves. They are the association-minded men who realize and admit that there is something for a trade organization to do which no individual manufacturer should be expected to do.

For nearly 32 years the National Association has unselfishly aided every member of the industry, irrespective of whether he was willing or eligible to support the organization's work financially, as behooves every progressive member of any trade or business. They have been kept continually advised of the organization's findings in unselfish research work, to benefit from legislation promulgated or prevented, something that can be done only through combined actions of the organized element in the trade. Nonsupporting manufacturers and allied have been permitted to attend all meetings and conferences and to make personal use of any knowledge gained from those forums.

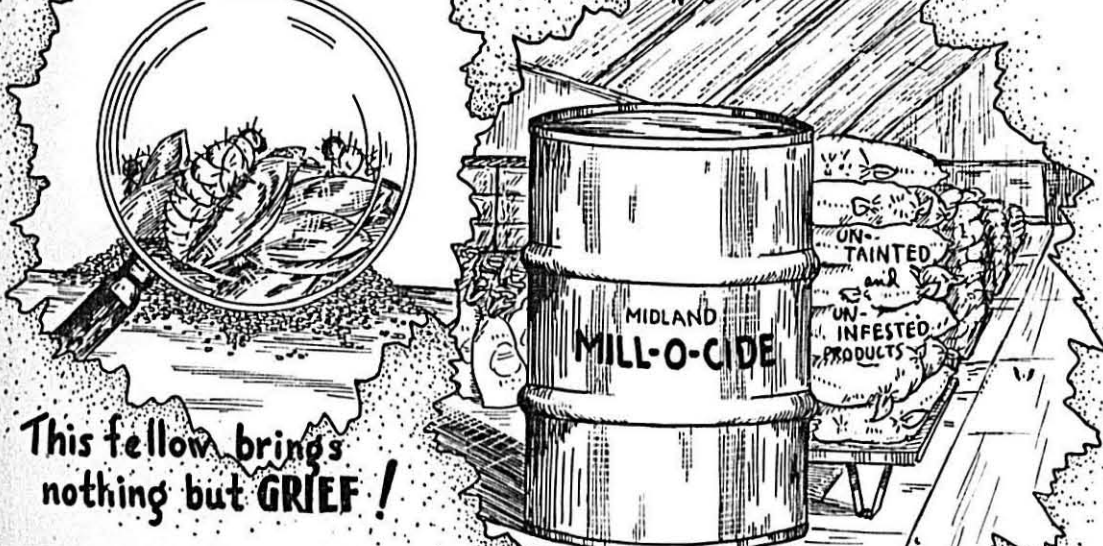
The Association has been free in giving both information and service to many who should be paying for such services in the form of supporting dues. This information may be from the Association's headquarters, from its Official Organ, MACARONI JOURNAL or from the office of the Washington Representative, but in the opinion of the Directors the time has come when they must say, "We will continue to do our utmost in promoting the general welfare of the macaroni industry in this country, but our primary duty is to our members, to those whose dues enable us to carry on."

This enforced new policy is not a secret. Nothing is left undone to acquaint all nonmembers with the change in Association policy and to urge all to follow their natural inclination—to pay their just share of the expense of maintaining a national trade organization for so important a business as that of macaroni making.

Manufacturers, your duty to yourself, to your fellow manufacturers and to your chosen trade is plain. Act like the men you are. Join up.



Take your pick!



This fellow brings nothing but GRIEF!

MILLO-CIDE BRINGS SATISFACTION

When Sprayed Systematically Throughout Your Warehouse

Midland Mill-O-Cide will protect your premises from the infestation of insect pests.

Safe to use around Macaroni and other food-stuffs when used according to our directions.

It is non-poisonous to humans, is stainless and practically odorless—kills insect pests in all stages of their development from the egg and larvæ to the grown insect.

Midland Mill-O-Cide is nationally known and used by representative Macaroni Manufacturers throughout the United States.—Write Dept. M-J 2 for Complete Information.

Thirty-three Years Serving The Food Industry

MIDLAND CHEMICAL LAB'S INC. DUBUQUE IOWA U.S.A.

★ ★ ★ **T**HE woman who builds your business
is the woman who comes back again and again to ask for your
brand of Macaroni. She will do that if the color, flavor and cooking
qualities of your macaroni are sufficiently outstanding to impress her.
Color, flavor and cooking qualities depend entirely on the color and
strength of the semolina you use.

PILLSBURY'S BEST SEMOLINA NUMBER ONE

PILLSBURY'S ROMA SEMOLINA

PILLSBURY'S SEMOLINA NUMBER THREE

PILLSBURY'S BEST DURUM FANCY PATENT

**DESIRABLE COLOR AND STRENGTH
... IN WHATEVER GRADE YOU CHOOSE!**

PILLSBURY FLOUR MILLS COMPANY

MINNEAPOLIS . . . MINNESOTA

★