

**THE
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JOURNAL**

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The
Macaroni Journal



Minneapolis, Minn.

AUGUST 15, 1935

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SENSIBLE PRICE POLICY

It may sound ridiculous to repeat a business truth,—“No one ever made a profit by selling at a loss,”—but from prices quoted there must be many who still dispute that conclusion.

There must be a sensible price range within which all can operate. Here's what an authority suggests:

“No industry can be expected to serve the public at a price range which does not yield a reasonable return on the capital invested. Where the considerable portion of the concerns engaged in an industry pursue a price policy which defeats this result, the whole industry is thrown into a demoralized condition.”—John Dickinson.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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Industry Survey Underway

By unanimous action of the macaroni manufacturers at the recent convention of the industry in Brooklyn, June 17-19, 1935, it was agreed not only to reestablish the National Macaroni Manufacturers association as the central unit for organized action, but a general survey of the industry was ordered to ascertain what new activities if any, the manufacturers desire and will support. That was the recommendation of the special committee on reorganization of the National association appointed by President Vagno before the convention and whose recommendations were expressed in the following resolution unanimously approved:

WHEREAS, certain meetings were held by interested manufacturers of the industry, present conditions of uncertainty in the industry and under the Federal law, it is the sense of these meetings that this association should continue in existence and so readjust its plans and procedure so as to take advantage of all changes that may affect the industry, therefore, it is hereby

RESOLVED, that we reconstruct this organization along lines to take immediate advantage of all laws regarding standards of pure food products, labor relations and Fair Trade Practices, and it is hereby

RESOLVED, that we make such changes in the by-laws of our association as will incorporate and put into effect the principles set forth in the above resolution, and hereby

RESOLVED, that in order to put into effect Resolution No. 1, it is necessary that a paid executive, who is not a member of the industry be appointed by the board of directors, which board shall have powers to make necessary provision for raising funds and other necessities to further the purposes set forth herein, and he it further

RESOLVED, that a committee of three be appointed to cooperate with the paid executive to study ways and means of effecting Resolution No. 1.

In keeping with the spirit and the intent of the resolution, considered at the convention and the wish of the industry, the board of directors at a subsequent meeting voted a sum to underwrite the expense of the survey and then arranged with former Association President and former Code Authority Chairman G. G. Hoskins who is not now associated with any macaroni manufacturing plant, to make the survey and suggest new plans for more extensive association activities.

The directors' choice as the survey's supervisor was a logical one. No one has had wider or more valued experience in the industry, both as a manufacturer and as an association executive. Mr. Hoskins will be an impartial observer, guided by the best interest of the organization and of the trade. He gladly consented to again serve his industry, feel-

ing that in doing so he would acknowledge his obligation to a trade with which he has been connected for many years, an obligation to do everything within his power to build on his past experience and to return in some measure to the association minded manufacturers and to the members who loyally supported the Code Authority, something on which they could capitalize in the future.

He lost no time in launching the survey. He consulted practically every manufacturer at the convention and contacted leading trade association executives and business leaders in New York before returning from the convention. And while the preliminary work was bearing fruit, he hid himself into his beloved Canadian wilderness for a little vacation. On his return he set up a small office in Chicago where he has spent many days interviewing heads of successful trade associations, various service bureaus to ascertain what if anything they have in the way of service that the macaroni industry could use and afford, and business leaders in every line. He is making an exhaustive study of the Federal Trade Commission act, the Clayton act, the Sherman act, all with the view of determining just how far a trade association may go in its activities in serving its members legally.

A caller will find Mr. Hoskins' desk piled high with a mass of information and data obtained from every possible source and from which will come suggestions for the betterment of conditions, not only in the association but in the whole industry. A preliminary report on the progress made in the survey will probably be ready for the directors' consideration the latter part of August.

The California Unfair Trade Practice Act

As an example typical of the type of service which Mr. Hoskins will probably recommend as a worthy trade association service, he refers to state legislation that is of interest to all firms doing an interstate business. In a letter on the subject to the board of directors early in August he reviews a new law adopted by the California legislature, signed by Governor Merriam on July 15, 1935, known as the California Unfair Trade Practice Act, Assembly Bill No. 1870.

Mr. Hoskins comments on this new law as follows: "This law provides that it shall be unlawful to sell, offer for sale or advertise for sale, any article or product at less than the cost thereof, or give, or offer to give, or advertise the intent to give away any article or product for the purpose of injuring competitors or destroying competition. The term 'cost' includes: raw material, labor and all overhead expenses of the producer and as applied to distribution, means the invoice or replacement cost, whichever is lower. 'Overhead expense' is defined as all costs of doing business and must include: labor (including salaries of executives and officers), rent, interest on

borrowed capital, depreciation, selling cost, maintenance of equipment, delivery cost, credit losses, all types of licenses, taxes, insurance and advertising.

"The invoice cost of an article purchased at a forced bankrupt or closeout sale may not be used as a basis for justifying a price lower than one based upon the replacement cost.

"The secret payment or allowance of rebates, refunds or commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special privileges not extended to all purchasers purchasing on like terms and conditions to the injury of a competitor and where such payment or allowance tends to destroy competition, is an unfair trade practice and shall be deemed a misdemeanor, subject to the penalties of the act.

"Upon a third violation of any provision of this act a corporation may be permanently enjoined from transacting business in the state. In addition to the misdemeanor penalties, the plaintiff in any damage suit shall be entitled to recover from the defendant three times the amount of the actual damages if any, sustained.

"Any person, firm or corporation guilty of a misdemeanor under this act shall be punished by a fine of not less than \$100 nor more than \$1000; or by imprisonment not exceeding six months, or by both fine and imprisonment in the discretion of the Court.

"Note that these acts are criminal when the practice legislated against is carried on 'for the purpose of injuring competitors and destroying competition'. Ordinarily this would leave a great big loophole as defense for selling below cost, but the courts in California are trade minded and, in my estimation, would be apt to interpret any sale below competition which was also below cost, as an intent to injure a competitor."

In the meantime, the association's organized work will go on, awaiting the adoption of a reconstruction program of cooperative action. The progressive action indicated by the survey being undertaken should have the support of every progressive manufacturer in the trade. It takes money to underwrite activities of this kind, and as the chief source of income is in the form of association dues association-minded firms that have not yet contributed their dues for the last half of 1935 should give that important duty their most serious and immediate attention. Further than that they should give Mr. Hoskins all possible information and aid in his survey work. He would like to ascertain the wishes of every manufacturer as to the kind and scope of trade association they think will function best for the macaroni industry. Communications on this or any other subject should be addressed to G. G. Hoskins, Room 1612 at 520 North Michigan Avenue, Chicago, Illinois.



QUALITY
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SUPREME
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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

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Favorable and Unfavorable Publicity

The ready, public acceptance of Macaroni products as an everyday food for consumption by all classes of Americans, a matter of deep and immediate concern, not only to the manufacturers of macaroni, spaghetti, egg noodles, etc. but also to a large group of millers, distributors and other needs.

While this food is unquestionably becoming better and more favorably known despite the lack of united, cooperative action on the part of those most seriously interested, it is daily becoming more and more apparent that this wonderful economic food should be properly and more widely publicized through concerted action, carefully supervised and ably directed along lines that are most beneficial in building favorable public acceptance by old and new users.

Macaroni manufacturers have noted among a certain group of writers a regrettable readiness to ridicule the food, particularly the manner in which it is eaten. They seem to glory in the use of extreme, unfair caricatures or word pictures, and particularly in the indiscriminate use of figures that deal with measurements of the strands consumed in a meal, all with the idea of being "funny" at the expense of this really nutritious and economic food.

The Industry takes it for granted that a little innocent jab about macaroni or spaghetti may not in itself be seriously harmful, may even be fairly good publicity; however, the extreme limits to which some of the stories go constitute the unfairest kind of harmful food publicity, practically a libel of this good food. The Industry must immediately counteract this unfavorable publicity with true facts about its content and manufacture, actual facts about its use and proper suggestions for its cooking and serving.

This inclination of some writers to be "funny" at the expense of macaroni and spaghetti is of almost regular occurrence. Early this month there appeared in the press the kind of macaroni story that should be immediately and consistently combated by the industry, individually and collectively. That the "funny" story was supposedly based on information furnished by manufacturers is all the more regrettable, as it merely emphasizes the need of cooperative, favorably directed publicity.

A group of manufacturers in a state have seen fit to organize a local club to combat unfavorable legislation. An effort to convince the people of their state, and par-

ticularly the members of their legislature with the importance of the Industry in that state, certain facts and figures, actual and estimated, were presented. The "funny" writers immediately pounced upon this bait with the result that the whole industry was given a kind of publicity that it does not want, should not need and must not tolerate.

In the article referred to much was made of the fact of somewhat exaggerated production figures by American manufacturers and of the inability of Americans to consume their allotted share of the output. It refers to macaroni as a "pasty" dish, measures consumption on the basis of 2,000 running feet per pound and makes the ridiculous statement that the 1934 production, of which no true figures are available, would "loop the earth at the equator more than 10,000,000 times."

"Even though a person be ever so fond of macaroni," says the "funny" story, "it is almost appalling to know that each one of us must consume more than two running miles of the product in the course of the next 12 months if we attend to our per capita responsibility. It follows that if we subtract those of tender years who may not thrive on so solid a fare, and those of greater years who do not care for it at all (wow), the per capita responsibility of those who do indulge is measured by additional miles of the pasty (sic) dish."

"Our sense of duty is sharpened by the report that last year the American macaroni industry's output exceeded 700,000,000 pounds, and that the product offers about 2,000 running feet per pound. Even this liberal interpretation of what the macaroni manufacturers mean by output makes the thought of eating it by the mile somewhat appetizing. If all of us did our part in consumption that would make something more than 5 1/2 pounds of macaroni for each of us, a quota of slightly more than two miles of the food within the next year. Eliminating the non-eaters merely serves to enlarge the mileage. Nor should we forget the great quantities of cheese and milk we will take with our mileage of macaroni, the variety of pungent condiments we will take with the spaghetti and vermicelli and the barrels of soup with the noodles."

The Macaroni Industry needs publicity, but it should be of the kind that will build favorable acceptance rather than the kind that belittles and ridicules. There is much in this for every progressive manufacturer to think about and for the industry as a whole to act upon. Let's have plenty of the right kind of publicity.



Financial Aid in Plant Modernization

By ROBERT B. SMITH

Assistant to the administrator,
Federal Housing
Administration

Written Expressly for
The Macaroni Journal

The maintenance of factories, the replacement of specialized machinery and equipment used in the production of macaroni and similar foods, requires the judicious expenditure of money. The acquisition of necessary funds for this purpose during the past few years has presented serious problems to those engaged in this line of industry. The provisions of the National Housing Act offer satisfactory answers to many of these financial questions.

A clear understanding of the National Housing Act and the program of the Federal Housing Administration—its administrative agent—is invited by macaroni manufacturers.

The passage of the National Housing Act by Congress in June 1934 marked a new era in credit extension. Designed to "thaw out" frozen credit, its purpose is to stimulate better living conditions for American people, to aid in the reduction of unemployment and to begin again the creation of tangible, useful wealth. This Act encourages the use of private money to recondition, preserve and renew the nation's buildings.

As a further impetus to reconstruction and rehabilitation, amendments to the Act were passed in May 1935, broadening its powers and increasing business possibilities.

Through the amendments of the modernization provision of the National Housing Act the macaroni manufacturer may now obtain funds in amounts up to as much as \$50,000 where justifiable, for the improvement of property and for the installation of equipment and machinery which generally speaking is peculiarly adapted to his business and necessary to its operation.

The money comes from a bank, building and loan association or other financial institution approved by the Federal Housing Administration, which insures the lender up to 20% of the total amount of all its funds so advanced.

The Federal Housing Administration itself advances no funds, but acts as the intermediary between those seeking modernization and repair credit and institutions having funds to lend for such work.

The procedure is simple. The applicant makes his desire known to any approved financial institution. His credit record is examined. If it is found that he is a good risk and if the work for which he needs funds is found to be eligible, his application is acted upon promptly. The Federal Housing Administration does not require that security be given, but the lending institution in its discretion

may require a chattel mortgage, or conditional sale contract.

It must be borne in mind that funds received through modernization credit may be used only for purposes specified at the time arrangements are made with the financial institution. Another matter of equal importance is the fact that neither the financial institution nor the Federal Housing Administration will encourage advancement of funds in amounts that may prove burdensome to the applicant. It is expected that the regular monthly payments, extended over the period of time designated by the financial institution, may ordinarily be made from earnings without interfering with working capital.

The applicant may upon agreement with the institution making the advance have as long as five years within which to repay the obligation. The interest, combined with all other charges, cannot be more than the equivalent of a discount of \$5 per \$100 per annum of the face amount of the note. However, this rate is a maximum laid down by the interest rate prevailing in the locality where the loan is negotiated and will determine the rate governing the individual case.

With these advantageous terms in mind the macaroni manufacturer may make many changes in his business establishment. He may check the rapid deterioration which follows postponement of repairs. The importance of this matter cannot be too greatly stressed. The funds which the Federal Housing Administration Plan make available to every responsible citizen may be used to arrest decay and convert an outmoded plant into a modern well equipped establishment in which increased business can be efficiently conducted.

Cleanliness is important in a place where food products are made. Every means conducive to that end merits careful thought.

Reflooring may be indicated. The introduction of cement or tile floors, or covering present flooring with hard finish varnish, or linoleum or other applied floor covering might be made with satisfactory results.

Paint is a great renovator and accomplishes wonders with wall sur-

faces, wood work, floors, etc. Other possible improvements include plastering, alteration of room partitions, re-adjustment of window arrangements to increase light and ventilation.

Electric wiring is another important item that periodic inspection may show a need for attention from a standpoint of safety. Rewiring may also be means of reducing insurance premiums. Through the use of modern lighting system the comfort of employees and work efficiency may be promoted.

Sidewalks may be laid, plumbing equipment installed, oil burners or other heating systems, sprinkler systems, fire escapes, air conditioning systems, elevators and dumb waiters.

Aside from the renovation of the building, modern machinery necessary to the operation of macaroni manufacture must be given careful thought and consideration for a wise selection. Increased business and profit depend largely upon time and labor saving machinery and the operator of the plant will be the best judge of the equipment necessary for successful operation.

The sanitary wrapping of macaroni containers requires especially constructed machinery. Important also are macaroni presses, mixers, kneaders, cutters and driers—necessary adjuncts to a modernly equipped macaroni factory. If there is doubt about the eligibility of equipment the manufacturer may write the Federal Housing Administration, Washington, D. C.

Improvements in macaroni machinery and equipment have been placed upon the market during the past few years and the wise manufacturer will discard obsolete equipment for the newer devices planned to improve his product.

The statement that "Better housing is on the way" is backed by provable facts. Modernization is being done in all types of buildings throughout the country in preparation for housing which will inevitably come.

Modernization work done now hastens the arrival of better business releasing credit and giving employment.

THE TRUTH!

Oh, that some of our eagerness to started might be with us at the halfway mark!

"A great guy," is something one not what one describes one's self to

Chin music isn't music to anybody ears except to those of the man who makes it.

What About Macaroni Prices?

Prices of almost every conceivable food have shown an increase ranging from a few to many per cent within the past year, but those of all grades and shapes of macaroni products have held the even tenor of their way. Flour and semolina have been more costly, so are cartons and nearly everything that goes into the preparation of the products for the market, yet somehow those increases fail to be reflected in price quotations. "Among the most vital needs of the industry," ask several who have finally reached the point where patience ceases to be a virtue, "are there any more vital than that of offering the consuming public an honest piece of goods at fair and reasonable prices?"

This thought has been uppermost in the minds of the whole trade for many months, it was the thought that predominated in the reasoning of those who attended the recent convention of the industry as well as those unable to be present. They were and still are hopeful that somehow, sometime, some action would be taken to make manufacturers realize the error of their ways, to cause them to produce a more uniform high grade product and to sell it at a price fair alike to producers, distributor and consumer.

Two letters from midwestern manufacturers who were unable to attend the convention emphasize the immensity of the two problems that must be solved if the industry is to progress and the manufacturers are to prosper as all intend they should. The letters were addressed to Louis S. Vagnino, president of the National Macaroni Manufacturers association and were read at the convention expressing the opinions of the absentees in favor of closer cooperation between manufacturers for the industry's good.

Letter No. 1

Dear Mr. Vagnino:
In case there are any macaroni manufacturers who have not had the pleasure of seeing and studying the government's recent release on "Food Prices," its important features are herewith commented on.

Mr. Macaroni Manufacturer: When "Chewing Gum," read and consider how smart we macaroni manufacturers are! I signed—A. Rutino, president, Italian Mercantile Grocery and Manufacturing Company, St. Louis, Mo.

FOOD PRICES—

Do YOU realize that FLOUR has advanced in cost MORE THAN 4% in the past year and that other staple foods have increased in cost up to 91% while MACARONI has advanced in cost LESS THAN even the slightest fraction of a per cent?

Read these government figures:

Increase in cost of foodstuffs from April 1934 to April 1935. Published in

Consumers' Guide, official organ of the Consumers' Counsel of the AAA.

| | |
|----------------|-------|
| Bread | 3.8% |
| Better | 20.2% |
| Milk | 7.2% |
| Round Steak | 41.4% |
| Pork Chops | 33.2% |
| Lard | 81.6% |
| Lamb | 25.0% |
| Eggs | 13.8% |
| Spinach | 44.8% |
| Cabbage | 91.9% |
| FLOUR | 4.2% |
| MACARONI | 0% |
| Canned Corn | 14.2% |
| Canned Peaches | 10.1% |

The government release suggests a plan to meet rising food prices. It says "Serve more" of the cheaper foods—and surely there are none so cheap as MACARONI whose price during the year when all other foods advanced, remained unchanged.

WHEN CHEWING GUM—READ AND CONSIDER HOW SMART (?) WE MACARONI MANUFACTURERS ARE—NOT!!!

Letter No. 2

Dear Mr. Vagnino:

In consideration of the fact that the writer personally is unable to attend the convention this year, our company being represented by Ernest Conte, our vice president, I am taking the liberty of writing a few thoughts which I wish the convention would take into consideration during its deliberations, for the good and welfare of every member of this association.

First of all—allow me to express the hope that during this session something will be done to promote unity of thought and action in the organization, and then after agreeing on something, to carry such proposals which have been agreed upon, out to the letter not as has been done in the past, go home and forget all about it and continue cutting the other fellow's throat at the first opportunity. This will never get us anywhere. The results of such a procedure are plainly shown when one studies the schedule of prices of 14 food commodities. You will find increases of from 3.8% to 91.9%.

This circular (copy attached) is not new to most of our members I admit, but it brings home my point very forcibly. All of these lines (MACARONI excepted) undoubtedly got a very good return on their money, processing tax or no processing tax, for the reason that they are firmly established and hold to fair prices. If such a thing could be brought about in our industry, we could all show a gain at the end of the year instead of red figures, as has been the case for the last five years.

Another thing which is slowly but surely undermining our entire industry, by continually reducing the demand for our products, is QUALITY CHISELING. The demand for our products is getting to be less and less for the reason

that most manufacturers today are producing goods which are no longer fit for human consumption. The disgrace of the recently uncovered fraud of using soya bean flour to produce nice looking macaroni and noodle products, did much to discredit our honorable industry. Such a thing as making macaroni out of "Below-Standard-Flour" should never be tolerated. It gives the entire industry a black eye from which it will never recover. Let's get back to the real, honest-to-goodness Semolina Macaroni Products and forget about making "junk"—then and only then will we take the place in industry which is rightfully ours.

Let's get organized and carry out plans to enable us to get an honest price, not too high and not too low, for honest merchandise. Let's again furnish the buying public an honest-to-goodness food article, such as we used to furnish. Let's stick together. In Unity there is Strength. If we don't unite and carry out what is agreed upon, there will be no Macaroni Factories in the United States.

(Signed) GEORGE W. BERNHARD,
President
Milwaukee Macaroni Co.,
Milwaukee, Wis.

(Note: The President of the National association and the Editor of THE MACARONI JOURNAL invite comments and suggestions on the subject matter treated in the two fine, suggestive letters.)

Varietal Variation in Durum Wheat Starches

C. E. MANGELS, Cereal Chemist,
North Dakota Agricultural College

Pure starches were prepared from four durum varieties grown at different locations. The varieties selected were Kubanka, Mindum, Monad and Pentad, representing two satisfactory and two unsatisfactory commercial varieties.

Regional variation in ash and phosphorus content was much greater than the varietal variation. Pentad was most susceptible to action of malt diastase and Mindum the most resistant.

Viscosity of suspensions prepared by treating with 0.10 N NaOH, 1.25 N KCNS and 4.5 molar urea showed regional as well as varietal variation. Starches made with boiling water and 0.5 N NaCl solution also showed both regional and varietal variation. Kubanka and Mindum starches, with some important exceptions showed similarity in their properties.

The starches of the satisfactory commercial varieties Mindum and Kubanka—showed similar properties while starch from Pentad and Monad differed in certain important respects. Starch quality is probably quite important in affecting cooking quality of macaroni products.

3-Way Discussion of Processing Tax

While millers of taxable grains, tobacco producers and packers are seeking injunctions against the collection of the "unfair and infamous" processing tax and such restraining orders are being granted or refused according to the views of the courts before which hearings are held, there is a lively discussion among macaroni-noodle manufacturers as to just where they stand in this tax picture, and the chances of recovering any of the tax paid previous to the posting of notice of protest or the final annulment of the law.

They recognize that they are second processors and that the tax is not paid directly by the makers of macaroni products, but by the millers who milled the wheat on which the tax is imposed. They also recognize that the tax is paid indirectly because it is reflected in the price at which they buy their raw materials and that said tax should be included in the prices quoted on the finished products when sold to distributors and consumers. They quite generally feel that the tax is discriminatory in that it does not apply equitably on all competitive foods, but on the possibility of recovering any or all the tax there is a difference of opinion and some doubt.

President Louis S. Vagnino of the National association has been very active in his study of the matter and on legal advice has recommended that each manufacturer insist that the millers from whom they purchase their raw materials insert in sales contracts a clause which will protect him in case the AAA is declared unconstitutional and the processing tax ordered refunded to the miller. He advises, "Our attorneys urge that all future sales contracts contain this clause in order to protect the macaroni manufacturers' interest."

In a circular letter to the trade, President Vagnino explains that "it is the general understanding that when the pro-

cessing tax is removed there will be a credit given on all stocks or processed wheat products. These are briefly:

(1) Unfilled contracts will be reduced \$1.38 per bbl.;

(2) The government will credit or pay manufacturers the full amount of the processing tax on all stocks of flour and semolina on hand;

(3) The government will pay manufacturers at the rate of $\frac{3}{4}$ ¢ per lb. on plain macaroni products, and slightly less on noodle products, for all stocks of finished goods on hand, and

(4) Wholesalers and retailers will collect from the government on stocks they have on hand."

A leading executive of a midwestern firm comments on the President's circular by saying that in his opinion "credit on stocks will be given only in case the Secretary of Agriculture advises the President as to the parity of farm products and the AAA program is therefore ended. If the AAA program is unconstitutional by a Supreme Court decision, we then understand that no refunds on flour stocks will be received. We have also been advised that the probabilities are that any processing taxes paid by the millers to the government will never be refunded. Further, that processing taxes paid to the court under proceedings started within the last month or so may be refunded and if refunded, probably under certain conditions where the payer of the tax can show that restitution has been made to the ultimate payer of the tax. As far as we can learn the opinion is that the AAA will be held unconstitutional, but that little, if any tax will ever be refunded."

In further explanation of the attitude which the industry should take toward the tax in question, and the fear that some manufacturers may anticipate such possible refunds and quote prices that

will further demoralize a badly demoralized market, President Vagnino states "Certainly no manufacturer should be shortsighted enough to base his business actions or predicate his selling prices on the expectation of a refund of the processing tax."

As against the hopeful manufacturer who feel that they may get some refund on past taxes should the AAA be held unconstitutional as was NRA, particularly on contracts containing the clause recommended, there are many who feel that as second processors the macaroni manufacturer will get no refund. In their opinion if a refund were ordered on all or part of the purchase made under the AAA law imposing processing tax on flour and semolina they would be compelled to pass on the refund to customers who paid the tax as part of his purchase price for macaroni products bought since the law was in effect. "Where," asks one interested manufacturer, "where would the 'foolish virgins' in our industry stand, the so-innocent fellows who failed to include the tax in their price quotations?"

The whole matter is quite controversial, but as President Vagnino suggests, "The macaroni manufacturer has nothing to lose in stipulating the conditional clause in his contracts but everything to gain, if and when the law is declared unconstitutional and the millers get back the taxes paid to the court."

The entire industry is appreciative of the National association president's legal advice on the troublesome and costly tax and the possibility of a refund of same in part at least. That the National association has retained old and made new friends through this timely service quite apparent from the many voluntary offers to support that organization its trade promotion program.

ers, Chicago was named the president of the Illinois organization; Henry D. Rossi of Peter Rossi and Sons, Braidwood, Ill. as the vice president and E. L. Kaffer of Tendorini, Inc. Joliet, the secretary-treasurer.

A temporary executive committee consisting of the three officers and the following members was named to supervise the affairs of the organization:

Robert B. Brown, A. Zerega's Sons, Inc. of Chicago

John V. Canepa, John B. Canepa Co., Chicago

Antonio Morici, Chicago Macaroni Co., Chicago

B. C. Ryden, Illinois Macaroni Co., Lockport

W. Schoenberger, Schoenberger & Sons, Chicago.

The organization was deemed a public

State Organization Formed

At a meeting of the macaroni manufacturers of the state of Illinois held in Hotel La Salle, Chicago on July 29, 1935, at which were representatives of a big majority of the production of the state, it was agreed to organize a defensive and offensive state organization which was later incorporated under the name of the Illinois Macaroni Manufacturers. As explained in the announcement to the trade following the meeting, "It was agreed to incorporate the Illinois Macaroni Manufacturers for the sole and exclusive purpose of cooperating with any existing or future state laws and defending the industry from any unfair or discriminatory laws or regulations."

Frank Traficanti of Traficanti Brothers,

August 15, 1935

THE MACARONI JOURNAL

9

Quality



There is no substitute

TESTING PUBLICITY'S VALUE

The macaroni industry and especially the officers of the National association have been hearing much about the need for greater publicity of macaroni products in order that the public may be educated not only as to their food value but as to the proper preparation of appetizing, repeat macaroni dishes. On authority from the board of directors Secretary M. J. Donna has put one recipe service to the test and finds results most encouraging.

Two very common recipes, incidentally very popular with American housewives, were selected and under an appropriate heading were included in a large page of other food recipes and sent by the Recipe Service company to editors of about 3000 daily and weekly newspapers of the country. The couplet was entitled "Tasty Macaroni Dishes" and has been very successful in that its ready acceptance by food editors has already produced a circulation of 1,620,000, though it has been published less than a month and since this material is usable at any time, many of the editors still have the material on their "accepted" file.

The harvest of clippings of these tasty macaroni recipes recommended by Betty Barclay are not like the usual collection of clippings received from the small country weeklies that use boiler plate material but from independent papers that select their own editorial matter but are ever ready to use material with the proper reader interest. One of the clippings represents 153 papers. The space filled by the couplet in one paper would cost an advertiser exactly \$28.50, but free to the industry through this particular recipe service. A fraternal paper made excellent use of the release. At its regular line advertising rate in that

magazine would cost \$225.50 for the space used by the couplet.

The macaroni recipes were used by small newspapers with a circulation as low as 1500 as well as by dailies in large cities, the largest of the users of the service being a Philadelphia daily with a circulation well over a quarter million.

The test merely proves the value of proper publicity as a builder of macaroni good will and acceptance. The press is hungry, not only for good recipes but for interesting stories and items, all of which will tend to make macaroni more popular among classes that are not yet consuming it in the quantities they should. The test couplet was as follows:

TASTY MACARONI DISHES

By Betty Barclay

Do you want something "different" for the family—something that will "just touch the spot" at the evening meal? Then try one of these tasty, healthful, easy-to-prepare macaroni dishes. Either recipe is very easy to follow, and the result is very easy to enjoy:

Macaroni With Tomato Sauce

Break the macaroni into short lengths. Cover with plenty of boiling water and boil until soft, twenty to thirty minutes generally being required. Stir occasionally with a fork to prevent sticking to the kettle. Turn into a sieve and drain thoroughly. Place in the serving-dish and cover with tomato sauce. Serve grated cheese with it. This cheese may be mixed with the tomato sauce.

Baked Macaroni With Cheese

2 cups macaroni, broken into short lengths.
1/4 pound grated cheese
1/2 tablespoons butter
1 1/2 cups milk
Salt and pepper

Boil and drain the macaroni as directed in the preceding recipe. Arrange a layer in the bottom of a pudding dish. Over it sprinkle some of the cheese and scatter over this bits of butter. Add a sprinkling of salt and pepper. Fill the dish in this order, having macaroni on top, well oiled with butter, but without cheese. Add milk enough to just cover well and bake until a golden brown hue, one-half hour usually being sufficient. Serve in the dish in which it was baked.

Your Job and Your Welfare

C. F. Rugabear in *Leader-Dispatch*, Galeton, Pa. writes on a timely subject of direct and special interest to every executive in the Macaroni Industry. He says:

Your job is only as secure as the company you work for.

How long can that company hold out under constantly increasing taxes? Under this burden can it afford to raise your wages? Can it afford even to keep you on the payroll?

Taxes are a part of the cost of doing business and therefore must be passed on to the consumer in the price of the article?

Who pays the tax bill?

YOU pay it. No person escapes. Every man, woman and child contributes. Taxes are included in everything you buy. Taxes are hidden in every price tag, making the price higher—15 billions of taxes a year—about one third of the yearly income of all our people.

You are working about four months out of every year for the tax spender.

You are supporting the ever increasing cost of government—waste, extravagance, carelessness, inefficiency, senseless expenditures, silly experimentations, maintenance of useless and costly bureaus, upkeep of many thousands of unnecessary political jobs—all a part of the political spoils system—one of the great obstacles to permanent recovery.

Your money is paying for all these things—so that political workers may get votes for the machine. The politicians are riding on your back.

They are bleeding business white—and recovery and prosperity can come only through business—for business is the one big employer.

There is no such thing as a "soak-the-rich" tax. That expression is just political bunk—a palliative handed out by clever politicians to keep themselves in power. They rant about saving the poor working man from a 3% sales tax and sock him up to 20% on his bread and cotton and pork products.

Do you think the miller or the packer

or the weaver pays the processing tax on the farm products he uses? Do you think the wholesaler or retailer absorbs these taxes? If you do you are crazy. These taxes are added to the price and passed along to you.

Exchange of Macaroni Products

According to the Monthly Summary of Foreign Commerce for May 1935 published by the U. S. Bureau of Foreign and Domestic Commerce, there is an increase in the exports of macaroni products and a slight decrease in imports.

Imports

The importation of macaroni products in May 1935 amounted to 135,111 pounds valued at \$11,377. The decrease is noted when compared with the 149,612 pounds in April 1935 which cost American importers \$14,387.

For the first five months of 1935 ending May 31 the total imports were 571,367 pounds worth \$50,208.

Exports

For May 1935 there was exported by American manufacturers a total of 148,491 pounds of this foodstuff with a value of \$13,379. The increase will be noted by comparing these figures with the April 1935 figures,—141,197 pounds bringing to American exporters \$12,973.

During the first five months of 1935 ending May 31, 1935 there was exported a total of 852,675 pounds worth \$75,722.

Listed below is the countries to which this foodstuff was shipped during May 1935:

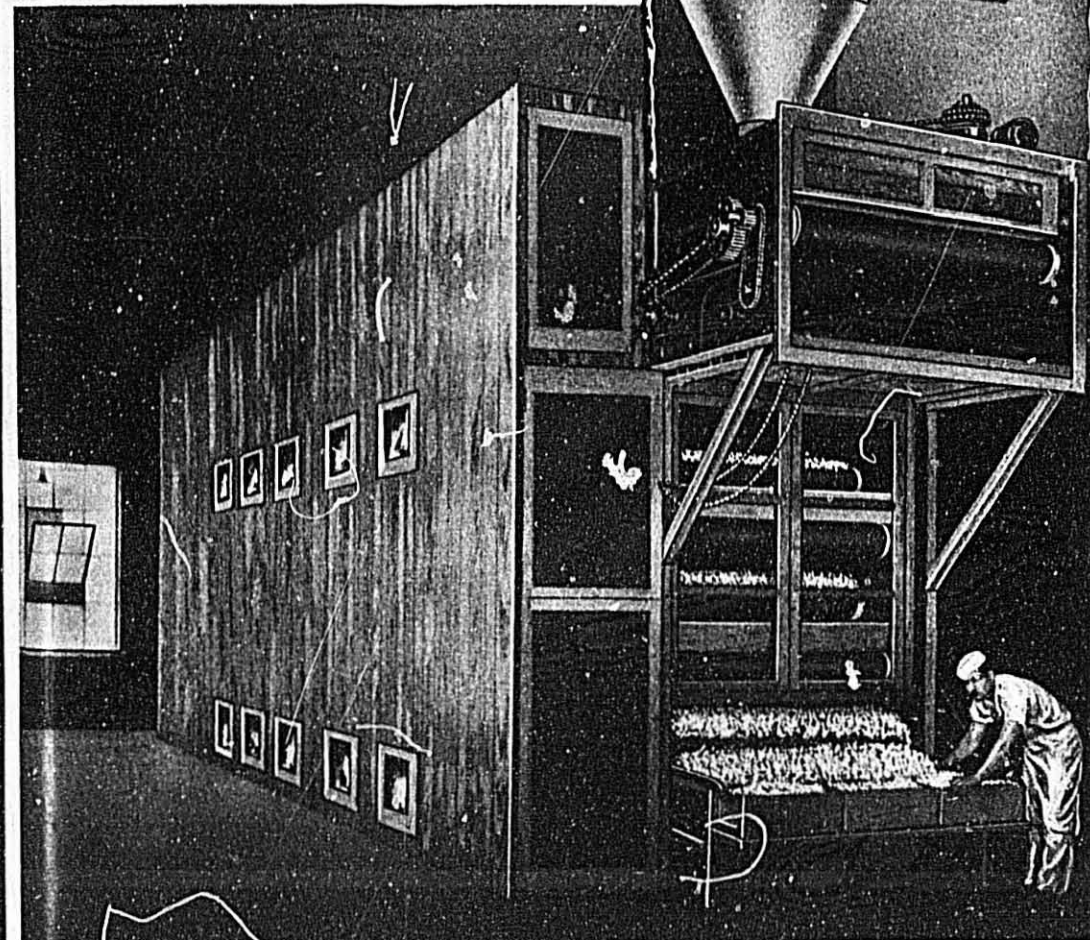
| COUNTRIES | POUNDS |
|---------------------------|--------|
| United Kingdom | 348 |
| Canada | 4 |
| Br. Honduras | 3 |
| Costa Rica | 1 |
| Guatemala | 1 |
| Honduras | 19 |
| Nicaragua | 19 |
| Panama | 298 |
| Salvador | 131 |
| Mexico | 131 |
| Miquelon & St. Pierre Is. | 67 |
| Newfoundland & Labrador | 7 |
| Bermuda | 2 |
| Barbados | 2 |
| Jamaica | 2 |
| Trinidad & Tobago | 2 |
| Other British W. Indies | 194 |
| Cuba | 59 |
| Dominican Republic | 59 |
| Netherland W. Indies | 12 |
| Haiti, Republic | 23 |
| Colombia | 1 |
| Br. Guiana | 1 |
| Peru | 1 |
| Venezuela | 1 |
| Saudi Arabia | 1 |
| Br. India | 1 |
| China | 1 |
| Netherland India | 1 |
| Hong Kong | 1 |
| Japan | 1 |
| Palestine | 1 |
| Philippine Is. | 72 |
| Siam | 1 |
| Australia | 1 |
| Br. Oceania | 2 |
| Fr. Oceania | 2 |
| Union of So. Africa | 6 |
| Mozambique | 2 |
| Hawaii | 118 |
| Puerto Rico | 48 |
| Virgin Is. | 1 |
| Total | 3102 |

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Macaroni Noodle Dryers
- Baur Flour Mills Co.
Flour
- Capital Flour Mills, Inc.
Flour and Semolina
- John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps
- Champion Machinery Co.
Brakes, Flour Blenders, Sifters and Weighers, Mixers



- Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamping 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
- Crookston Milling Co.
Flour and Semolina
- 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
- Frank Lombardi
Dies
- 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

BUTS and BUTTS

Timely opinions expressed by observers, with or without privilege of quotation.

Convention a Big Success

The 1935 convention of the Macaroni Industry was much more of a success than any one hoped for under the chaotic conditions that prevailed so soon after the Supreme Court Decision.

As the result of the friendly understanding arrived at by intuition rather than by agreement, I am fully convinced that during the next 12-month the macaroni makers will make some nice money, some very welcome profits, if they will only run their own business in their own way, without giving a "razzle-doo" what the other fellows are doing or plan to do.—*A Regular.*

An Example for the Macaroni Industry

In Chicago the week following the macaroni conference the flour millers did what every one of us thought the macaroni men should have done,—laid the foundation for the long hoped-for "Eat More Bread" campaign.

Seeing the writing on the wall they voted unanimously to assess themselves one-quarter of a cent per barrel on all flour milled to be used in an advertising campaign via radio, magazines and newspapers in the firm hope of doubling the consumption of bread by 1937. Well, of what interest is this to macaroni

makers and what connection is there in that act and the recent macaroni conventions? Silly question! Never has anyone heard a better or a more convincing presentation of rice and the means for making Americans more "macaroni conscious" than that presented by the array of speakers in that memorable session of June 19, earmarked "Educational Macaroni Publicity," prepared by Secretary Donna and ably handled by Vice President Freschi. It is a crying shame that the macaroni industry did not immediately respond to the excellent suggestions. BUT surely some fruitful seed was sown. How soon will the industry plan the harvest?—*A Convert.*

Double Consumption in Six Months???

Not many weeks ago it was the "rice people"; then the "coffee folks" realized the need and just recently the "flour men" also vowed that they would get their fair and reasonable share of the American Housewife's Food Dollar. They enter the fight like a well drilled, fully equipped army. In that gigantic struggle, how are other foods, even macaroni an admittedly good, economical and nutritious food, going to fare?

Here's my recommendation—Pay only one-half as much attention to competitors, pay twice as much attention to the need of co-operating with said competitors, and then mutually agree to pay into an educational publicity fund the sum of say,—one per cent of your annual sales, and within six months you will note a salutary effect on all macaroni business,—perhaps a doubling of your sales.—*The Unfailing Prophet.*

Selling vs. Making

Live manufacturers are interested in all new mechanical improvements, BUT what the Industry needs most today is not a machine that

will produce the product in a few hours but the means of disposing of the production of quality goods at fair prices within a reasonable time.

The continued speeding up of production is much to blame for the mess we find ourselves in today. It's about time we gave some attention to speeding up distribution. Here's a thought worthy of the consideration of every progressive macaroni-noodle maker in the country,—of all of those who hope to remain in business for any period of time.—*Out of the Fools.*

(NOTE: The Editor welcomes contributions to "BUTS and BUTTS" on any subject of personal or general interest. They will be used either signed or unsigned as you choose.)

Naturally a glad face get a glad hand reception.

What a man will sacrifice to win is quite as important as what he will do to win.

Friendship we are too ready to withdraw is hardly worthy of the name.

It is really a good idea or only one that has become a pet idea through long association?

When we have a chain of circumstances, it usually is because we forged the links.

MACARONI for Undernourished

Because macaroni products are made from grain, and ordinary grain contains considerable quantities of starch, the erroneous idea prevails that macaroni is fattening. However consideration should be given to the truth that good macaroni is made from a product of durum wheat that does not contain the fattening starches in nearly the same quantity as does ordinary bread flour and that when this quality macaroni is eaten in reasonable quantities as should be all foods, it is not more fattening than the usual run of human foods.

Macaroni is rich in carbohydrates and protein and as such is found most useful in diets for the underweights and the undernourished. Dr. Morris Fishbein recommends this food to persons who need body building foods. In a recent article he says that people have written him pointing out that he has been discussing proper diets for persons who are overweight, but said very little about those who are underweight. Well, here's his advice which they are seeking:

If you are underweight you should know that this involves consideration not only of the food that you eat, but also your daily habits. Failure to gain weight may be due to overactivity, or to excessive smoking, to nervous exhaustion or lack of sleep.

If you take in enough food with a sufficient amount of calories, and if this food is prop-

erly used in your body, you should surely gain weight.

SOMETIMES the tissues of the body burn up the material too rapidly. In such event you should have a basal metabolism test to determine the rate of your body chemistry, and if the test turns out to be a high plus—that is to say, 12 to 15 or over—your physician will advise the necessary measures for restoring your body chemistry to a suitable rate.

Sometimes it is impossible to get people who are underweight to take suitable amounts of rest and relaxation, without putting them in a hospital or a sanitarium where they are completely under control.

There are, of course, certain foods which are more useful in adding weight than others, because they provide large amounts of so-called food value without a great amount of bulk. Milk, cream, butter, bacon, bread, macaroni, and spaghetti are considered to be exceedingly useful in diets for gaining weight.

The diets may also be enriched by such substances as malted milks, dried milks and olive oil. You may have to eat something not only at the usual hours for the three meals daily but also at periods between meals, as at 10:30 in the morning, 4 o'clock in the afternoon, and again just before going to bed.

Above all you should see that your appetite is sustained and that you do not avoid food because of lack of appetite. While overactivity should be avoided, a certain amount of exercise in the open air is desirable as a means of increasing the appetite. The milder types of exercise, such as walking and golfing, are preferable.

Another factor that may be useful in building up weight because of improvement of ap-

petite is a temporary visit to a vacation resort where you will be away from business and domestic worries and where the whole atmosphere is conducive to a healthful type of living.

HOW DO YOU TAKE IT?

Did you tackle that trouble that came your way
With a resolute heart and cheerful?
Or hide your face from the light of day,
With a craven soul and fearful?

Oh, a trouble's a ton, or a trouble's an ounce,
Or a trouble is what you make it;
And it isn't the fact that you're hurt that counts,
But only how did you take it?

THE TERRORS OF ENGLISH

If an S and an I, and an O and a U,
With an X at the end spell Su,
And an E and a Y and an E spell I,
Pray what is a speller to do?
Then if also an S and I and a G
And a H E D spell side,
There's nothing much for a speller to do
But go commit siouxeyesighed!

—*Clipper.*

Ants are the hardest working creatures in the world. Yet they seem to have time to attend all the picnics.

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

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They know Commander Superior Semolina is dependable.

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Cheap Macaroni Ruining Trade

Commenting on the decision of the board of directors of the National Macaroni Manufacturers association to make a survey of the whole industry to determine the exact status of the trade and what if anything can be done to improve conditions, the grocery editor of the New York Journal of Commerce, Aug. 2, 1935 notes the serious effect of the low grade, low priced macaroni products on the whole macaroni trade:

"G. G. Hoskins, former code administrator for the Macaroni Industry was appointed to work out a plan for solving the industry's problems. He will also draw up a considered plan for inaugurating a nationwide campaign to educate the public on the value of macaroni as a diet staple.

Widened the Field

"Lessened purchasing power and keen competition among distributors has considerably widened the field for the cheaper flour macaroni over the past few years, while sales of high grade pure durum goods have suffered a slump. By and large consumption of macaroni has not fallen under pre-depression years, though profits have been meager.

"Although the use of flour macaroni has been extensive in other sections of the country, particularly the south, the Italian trade in the metropolitan area used virtually none. It is estimated that up to a few years ago the percentage of flour goods sales was as little as 1%.

"Today, however, these sales are believed to be in the neighborhood of

Sharper Competition for the Consumer's Fewer Dollars Widens the Field for Lower Grade Macaroni and Reduces the Demand for the High Quality Grades

25%. To some extent the limited buying power of the consuming group has led them to buy the cheaper macaroni. Manufacturers however are often inclined to blame distributors for the trend away from high quality goods. "An instance cited was the case of a store unit of a national chain offering cheap flour macaroni in a summer resort town where consumers had ample means to pay for the fanciest durum goods. The only explanation was that the distributor had pushed the sale of the cheaper variety because of the profit to himself.

Many Trade Abuses

"In spite of numerous conferences, a brief period of working under a code, and even government prosecution, long established abuses have not been eliminated from the industry. Raw material costs are high and rapidly mounting. Nevertheless, manufacturers continue price tactics that can only spell losses.

"Cheap qualities are flooding the market. A vicious circle of competition is forcing the industry to put out a product that meets only minimum requirements. Pure durum goods contain the least possible percentage of No. 1 semolina, and in some instances there has been out and out misbranding.

"Many a time as a very small boy I watched my distinguished Piedmontese grandfather grandly direct the cook. This is the way our spaghetti sauce was prepared. Buy about three or four pounds of solid meat from the round, cut thick. Ask for the 'eye of the beef.' It is inexpensive. Cut little pockets in it and insert bits of fat bacon in some. In others stuff sage, thyme, parsley and bay leaf with salt and pepper to taste. Sometimes I spread thinly with mustard of the prepared sort, covering the top. A clove of garlic tucked in with the seasoning goes well. Some people use onions instead. Surely use one or the other.

"Grease well a deep iron skillet with iron top, the pot roast utensil. When the gravy begins to drip add a little water, but not much. The steam makes the meat tender and brings out the flavors in the little pockets. Baste from time to time just to get the aroma

"Only a short time back the industry was faced with the startling revelation that several of its members had been coloring up its flour macaroni with soy bean flour. The illusion of a high quality product was created. Such goods found ready market for more than a year until the government finally caught up with the offenders. Fortunately this one outstanding example of chiseling has been stamped out.

Some Cause For Hope

"Bad as the situation is, and reputable manufacturers find conditions today comparable with the worst during the depression, recent developments give some cause for hope. There are indications that consumers are getting away from buying the cheapest.

"Reports from several representative sections of the east state that a distinct improvement in the demand for quality merchandise has been noticed. The slight rise in consumer incomes is apparently going for better food.

"Trade abuses such as price cutting and offering poor quality merchandise are likely to work themselves out as buying power of the public is restored and the race for business at any cost becomes less keen, the trade feels. Misbranding will eventually be taken care of by government regulation."

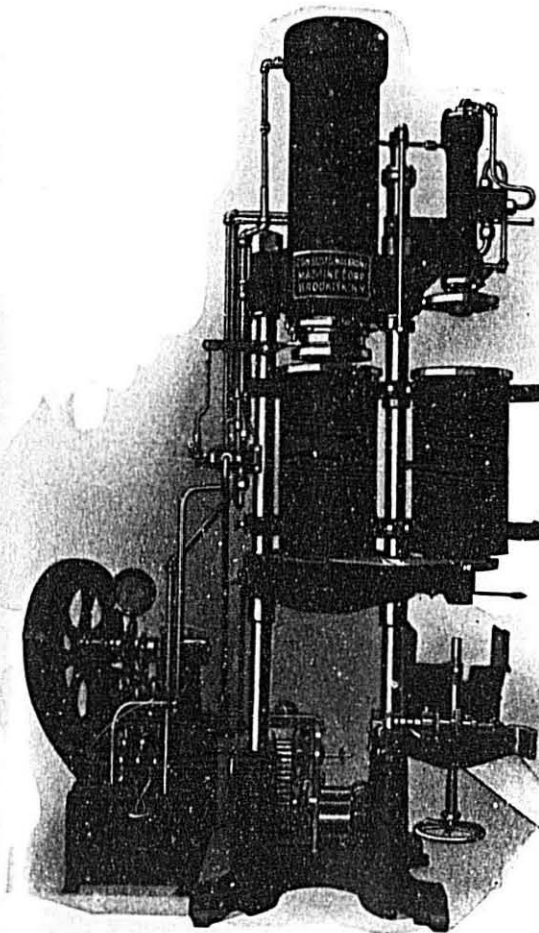
and sharpen your appetite. Take little wire and jab it into the roast after about an hour and 20 minutes find out whether it is tender and juicy enough.

"Put the big pot on and bring the water to a fast boil. Add a large kitchen spoon of salt. Salt the water to taste. Throw in a pound of good spaghetti. (It requires a certain kind of wheat to make good spaghetti macaroni.) Boil for 20 minutes. Drain off water.

"To the rich gravy in which you find the roast add a small can of tomato paste stirring in slowly. As this is poured over the spaghetti add grated Roman cheese. You will get it properly dressed by using two forks lifting and dropping the strands.

"Serve both spaghetti and meat piping hot and in liberal portions. In each use his own preferred spaghetti eating technique, convinced that orders will be plentiful."

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Spaghetti the New Orleans Way

The quaint but progressive city of New Orleans is famous for many things, but in nothing more so than for the expertness of its cooks and chefs in preparing different but most pleasing combinations of what in other centers are common, ordinary foods. Peopled as it is by frugal immigrants from France and from Arcadia, many splendid economical recipes have been handed down from generation to generation, recipes that result in tasty, nourishing and low cost combinations for which the city and neighboring parishes are famous.

Here's a spaghetti-meat combination that might well become a national favorite rather than a New Orleans specialty. It is in the form of a story told by John A. Moroso of that city to Miss Martha Logan, famed home economist:

Commercial Spaghetti Sauce

Nothing so riles the average macaroni manufacturer in this country as being asked to explain why the per capita consumption of this excellent food in the United States is only 5 lbs. while in Italy, for instance, the consumption exceeds 50 lbs. per capita and in Europe exclusive of Italy, is about 38 lbs. That inquiry sets them to comparing the "twice-a-day" serving of macaroni products in one of its many, varied forms in Italian homes with its occasional or "once-a-month" serving in some American families. Their natural conclusion must be that the appeal for macaroni is not entirely in the raw product but in the variety of ways in which it can be prepared to please varying appetites. Therefore it must be in the variety of possible combinations that it reaches the height of its popularity, the peak of consumption.

Macaroni being a pure grain product is naturally a bland food. It serves as the nutritious base for any number of pleasing and satisfying combinations of which none has a greater or wider knowledge than the housewives of Italy; hence the heavy consumption of this food in that country. Good macaroni is available in every civilized country. There is none made that is better than that produced in the plants of this country. But it's in the preparation of the many suitable sauces that the Italian housewives excel all competitors and make it possible to serve macaroni or spaghetti in some form as often as twice a day without seriously affecting one's appetite for the product.

The preparation of a good macaroni or spaghetti sauce is an art in itself. It is almost a ceremony in some Italian homes and many a family prides itself on its special spaghetti recipe, handing it down from generation to generation as a sort of an heirloom. However, the method of and the ingredients for a good spaghetti sauce are no longer a secret, but considerable work is involved which the modern woman does not relish.

Macaroni manufacturers are quite generally of the opinion that the preparation of a commercial sauce for use in serving their products in the many styles and combinations thus made possible would surely serve to spur macaroni consumption in this country. As a result they have encouraged the preparation and use of some very good sauces now obtainable in most of the leading markets of the country. These prepared spaghetti sauces will be welcomed by housewives, being one of the results of the efforts of manufacturers, scientists, food authorities and inventors to make the planning and the preparation of meals easier and quicker, to meet modern requirements. Aiding materially in their aim to lighten woman's labor, to make home food preparation more popular, several

very good spaghetti sauces have been developed and commercialized. One such sauce that has recently been given considerable publicity in some sections of the country is said to be one prepared from a recipe that comes directly from Italy. Only the finest ingredients are used in the preparation of this new sauce, including the best of ripe tomatoes or high grade tomato paste of a guaranteed purity. Good ingredients are essential but it is in the preparation of the sauce that its real goodness lies. While some cooks hurry unduly their sauce preparation, this particular sauce maker cooks it for several hours in order to obtain from the ingredients all the palatable and healthful qualities.

Because the woman of this day of hurry and bustle cannot afford too much time in her kitchen, and good home made spaghetti sauce cannot be made without hours of slow cooking, the encouraged use of a good, commercialized sauce should obtain for spaghetti and similar foods many new fanciers and greatly increased consumption.

Study the Auger Packer

Macaroni manufacturers are interested in the new, greatly improved and highly simplified packaging machine recently introduced into the market by the Triangle Package Machinery corporation of Chicago. It is the "Triangle Auger Packer," a masterpiece of mechanical



packaging efficiency, properly named since the products are handled by an augerlike arrangement that effects unfailing accuracy, clean filling and speedy packaging. It is smooth and easy in operation, and most dependable.

Shortcut macaroni and fancy alimentary pastes, among many other products are filled by this new development into

any style container at a pressure easily controlled and regulated, and with the highest possible degree of money saving efficiency. Descriptive literature is easily obtainable from the manufacturer of this latest packaging device.

Spaghetti . . . Princess Kropotkin Style

Jacqueline Frost, editor of the popular food section of the Detroit (Mich.) News tells an interesting story of how European royalty was pleasingly surprised at the American ability to prepare a tasty dish of spaghetti unexcelled even by the famous chefs of the continent.

Princess Kropotkin, a recent visitor in Detroit, was so intrigued by an exceptionally good spaghetti dish as it was served to her by a noted local person who creates distinctive advertising for dynamic Detroit industries that she insisted on having a copy of the recipe. It seems that once this host serves this dish to his guests, "the make a beaten path to his door" even after but he merely makes the usual modest and insincere apologies of a good cook! The results are worth many times the rather complicated processes of this recipe:

Run through a meat chopper 3 large onions and 2 stalks of celery. Place this in a frying pan, the bottom of which has been covered with olive oil and cook slowly until it becomes liquid. In a separate pan fry 3/4 pound sausage meat, 1 1/2 pounds ground beef. A small bit of olive oil may be needed to keep the meat from burning.

When the meat is cooked thoroughly combine the contents of the two pans. Add 1 medium can tomato paste and into this mixture melt 1/2 pound store cheese or a 1/2-pound can of prepared welsh rarebit. To this add finely chopped green pepper, 1/2 can finely chopped pimiento and a large can of button mushrooms. Season with 1 tablespoon celery salt, 1/2 tablespoon onion salt, 1/2 cup sugar, 2 tablespoons worcestershire sauce, 1/2 cup ketchup, pepper and salt to taste. Cook slowly for at least an hour.

Place the dry spaghetti in boiling salted water, to which has been added 6 bay leaves and 2 cloves. When the spaghetti is tender, strain and place in a wooden salad bowl which has been rubbed heavily with garlic (at least two or three cloves of garlic should have been rubbed into the sides of the bowl).

Skim a cup of liquid off the top of the meat sauce. Add this to the cooked spaghetti in the wooden bowl and stir until each strand of spaghetti has picked up some of the meat sauce color. Place the spaghetti on plate and top with a liberal portion of the meat sauce, and add grated cheese.

Two ordinary sized packages of spaghetti should serve 8 to 10 people liberally, prepared as above.

Secrets of Successful Trade Marking

Make Sure Your Brands Are in the Directories

By WALDON FAWCETT

Written Expressly for the Macaroni Journal

A new habit in purchasing lays a new obligation upon the marketing of branded macaroni, noodles and kindred specialties. Gone or going is that routine wherein a purchaser was supposed to verify himself with receipted bills, reference memoranda, etc., against the time when he must replenish his supplies. Instead behold the modern impulse to let bygones of purchase be bygones and consult a source-book when it comes time to place orders. This disposition to start from scratch, each buying adventure calls for systematic reassertion of buy-words to customers who are loyal to the brand they have always bought.

Outfitting via directory or buyers' guide is a custom which some observers believe has been nursed by the latterday trend to short ordering or hand-to-mouth buying. Possibly it would be just as good to suggest to ascribe it to the extension and development of the directories and kindred handbooks. And especially to the inclusion in the up-to-date directory of a "classified section" for quick consultation, with the listed houses classified according to commodities handled. Even the high commercial mortality of the depression period also played a part by sending shoppers to the directories when the defection of concerns formerly traded with necessitated new connections.

From the standpoint of the macaroni trade two outstanding characteristics mark the emerging situation. On the one hand there is the tendency of the new generation of directory compilers to translate all individual or corporate entries into key symbols, as represented by trade marks or trade names. On the other hand, there is the specialization in directory publication which is providing source-lists for ultimate consumers as well as for members of a trade community. On top of both of which as an incentive to "buying by blue book" is the circumstance that directories, which are issued annually, are now kept current by means of monthly supplements, stickers to be placed over obsolete addresses, etc.

By and large the alert member of the macaroni community needs no get-into-directories sermon. He realizes as well as any business executive the importance of a place in this particular medium. As witness his solicitude to have proper listing in each successive edition of his local city directory and telephone directory. But all this conventional anxiety for directory participation has to be with the appropriate entry of firm names and addresses. Our text goes beyond that to the inclusion in directories of trade mark names or brand names.

Nor is this all. The technique that is now coming into favor with the specialists calls not merely for the admission to the directories of brand names but for the featuring of said brand names over and above the partnership names or corporate titles of the brand owners. This "rushing" of brand names is quite logically the sequel to the new found formula of directory classification, which as above mentioned indexes entries by brand names. To be sure, the approved systems of crossindexing employed in the best examples of directory practice leave no danger that firm or corporate names will be lost in the shuffle. But most distinctly from now on, brand names are going to call the turn in an increasing proportion of directory units.

Even if a macaroni marketer is not exactly in sympathy with this switching to brands instead of producer-surnames as direction-pointers for the guidance of prospective customers, he may admit that the transfer of emphasis in listing is logical. That is he will acknowledge the corn if he has examined the evidence. For proof has latterly been produced that any number of ultimate consumers of packaged foods know their favorites by brand name only. That is to say the product nickname is all that sticks in their minds. They have forgotten, if they ever knew, the name of the manufacturer. So when it comes to consulting a where-to-buy-what roster the brand-conscious tracer of supply channels must get his bearings by trade mark or not at all.

That there is a more or less graceful bowing to the inevitable of "Brands, First" is betokened by the number of firms prominent in the several sections of the food field which have lately revised their corporate names so as to draw the trade mark into the title. In these shakeups the brand name is invariably made the dominant feature of the corporate signature. And the more knowing strategists so maneuver that the brand is either the first word of the reshaped corporate title, or else becomes the whole of the new house name except for the appendage "Inc." That sort of concentration is its own reward forsooth, when it comes to directory participation because it begets a cult of one universal clue that automatically leaps into view in any index or classification.

Predicating directory listings upon brands or trade marks has one practical advantage which was not foreseen when

the method first found favor. The gain in question is nothing less than a quality of permanency for reference purposes, due to the endurance of the average trade mark. For one reason or another firm names are often changed or absorbed in mergers and consolidations. Junior members of a family succeed their elders bringing new initials if not new surnames. And street, building, and even community addresses are revised now and again as the business scene shifts. All of which make for complications, if as so often happens a customer or correspondent contacts a source of supply via a directory several years old. But the ideal trade mark goes on forever. Accordingly if a directory consultant goes by trade marks he may take his bearings without worrying too much whether or not it's the "latest edition" of the address book he is thumbing.

There is no mystery in the recipe for crashing the directories. Nor does any expense worth mention necessarily attach to this publicity device, it being optional with the listed party whether he buys advertising space in a directory; or whether he pays the fee demanded for displaying in black face type his notation in the alphabetical or geographical listing. Mainly, this proposition of putting one's brand aboard every directory which may help is a matter of detail and system. Orderly watchfulness is essential, however. For example, it requires orderly routine to connect with every directory that may be used advantageously. And tab must be kept on the calendar if one is to catch the closing dates of successive editions of the several directories. For not all directories are published as some people have supposed, at the beginning of the year. Commercial and trade directories are issued on scattered arbitrary dates. Telephone directories with their invaluable classified sections go to press spring and fall. And grocery specialty houses catering to vacationists time their cyclopedias to the tides of travel. As witness the spring-summer span of "The Epicure" published by S. S. Pierce company of Boston.

One trick not to be missed by the brand owner in capitalizing public and private directories is that of arranging separate listings for all his trade marks, if he puts out a full line. Not only does this ruse pyramid precious publicity but it is essential insurance in a 100 per cent capture of trade. No matter how much a food manufacturer may harp, in his advertising, on the fact that he has a family

of trade mark names or brand names.

Advantage which was not foreseen when

of products there will always be some heedless folks who will not make the proper association of ideas. Always some customers who buy only one item in the full line. If the trade of these single-

trackers, and those to whom they make recommendations, is to be sewed up it is most desirable that every brand in a bouquet shall have its own pew in the directory. Incidentally moreover, direc-

tory listings afford one of the best yet least obtrusive means of driving home to public or trade consciousness the relationship existing between the kin of a full line.

Misbranded Noodles Seized; Fines Imposed

That rules and regulations affecting the adulteration and misbranding of macaroni products particularly egg noodles, can be and are being enforced in a quiet, methodical way by the United States government is evidenced by recent "Notices of Judgment Under the Food and Drugs Act" by the Food and Drug Administration of the U. S. Department of Agriculture. The government moves slowly but surely. While the reports cover old violations and convictions, they have just recently been officially reported on by Acting Secretary M. L. Wilson and are referred to here as a warning of what violators may expect if they continue their nefarious ways.

Case No. 22747 concerned an adulteration charge against the Republic Noodle Factory of San Francisco, Cal. "It was alleged," says the report, "in the libel that the article was adulterated in that a substance (not named or identified) containing excessive moisture had been substituted for noodles." "No claimant having appeared, judgment of condemnation was entered and products ordered destroyed."

Case No. 22772 concerned an adulteration charge against 23 cases of noodles alleged to have been shipped by Tsue Chong, from Seattle, Wash. "It was alleged in the libel," says the report, "that the article was adulterated in that it was colored in a manner whereby inferiority was concealed." No claimant having appeared the goods were ordered destroyed by the United States marshal.

Case No. 22275 concerned a charge of misbranding of noodles, 150 cases consigned by the La Choy Food Products, Inc. Detroit, Mich. The report says, "It was alleged in the libel that the article was misbranded in that the statement on the label, 'Contents 5 oz.' was false and misleading and deceived and misled the purchaser; and for the further reason that it was food in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package."

The report further states, "The La Choy Food Products, Inc. having appeared as claimant for the property and having admitted the allegations of the libel, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to the claimant upon payment of costs and the execution of a bond in the sum of \$958.08, conditioned that it be repacked or relabeled under the supervision of this department."

Case No. 22883 charged the United States Macaroni Co. of Spokane, Wash.

with shipping short weight macaroni boxes, alleged to be misbranded in that the statement—"5 Lbs. Net," borne on the box was false and misleading, and in that it was labeled so as to deceive and mislead the purchaser, since the boxes contained less than 5 lbs. net." "A plea of nolo contendere was entered on behalf of the defendant company, and the court imposed a fine of \$100.

Case No. 22901 charged both adulteration and misbranding of Chinese noodles by the Republic Noodle Factory of San Francisco, Cal. "The product was alleged to be adulterated in that a product containing excessive moisture had been substituted for the said article. Misbranding was alleged in that the statement 'net weight six oz.' was false and deceived and misled the purchaser, etc." No claimant appeared when case was called and goods were ordered destroyed.

Case No. 22916 charged adulteration and misbranding of egg noodles against Walker Products Co. Inc., Indianapolis, Ind. shipped interstate from Indiana to Maryland. The article was invoiced as "Egg Noodles" and sold under a contract calling for egg noodles. The article was alleged to be adulterated in that imitation egg noodles containing less egg solids than egg noodles contain had been substituted for egg noodles, which the article purported to be. Misbranding was alleged for the reason that the article was an imitation of another article, and was offered for sale under the distinctive name of another article, "Egg Noodles." On a plea of guilty, a fine of \$10 was imposed.

Case No. 22921 also charged adulteration and misbranding. It involved seizure of 15 cases of egg noodles in San Francisco alleged to have been made in Utah and shipped interstate. The manufacturer was the Mikado Noodle Factory of Ogden. The products were said to be not only deficient in egg solids but were artificially colored in a manner whereby inferiority was concealed. When no claimant appeared the court ordered the goods destroyed.

Case No. 22929 charges adulteration and misbranding of spaghetti manufactured by the Western Macaroni Co. of Salt Lake City, Utah and shipped interstate to Reno, Nev. where the 32 boxes were seized. "These cases involved products that contained but a small amount of egg and that were artificially colored with yellow color to give them the appearance of containing a larger amount of egg than was present." No claimant having appeared, "the court ordered that they be delivered to some government agency, in view of the fact

that they were fit for human consumption."

Case No. 23183 charged adulteration and misbranding of macaroni. It involved the seizure of 25 cases of this product in New Haven, Conn. alleged to have been manufactured and shipped by the Victoria Fusille Co. of Long Island City, New York. "It was alleged in the libel that the article was adulterated in that it consisted in whole or in part of a filthy vegetable substance.

"Misbranding was alleged in that the statement, 'net contents one lb.' was false and misleading and tended to deceive and mislead the purchaser; and in that it was food in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package, since the packages contained less than the declared weight. Misbranding was alleged for the further reason that the statement, 'The Pepe-Maisano Co., New Haven, Conn.' was false and misleading and tended to deceive and mislead the purchaser, since Victoria Fusille Co., of Long Island City, N.Y. was the manufacturer and not the Pepe-Maisano Co., of New Haven, Conn.

"No claimant having appeared, judgment of condemnation was entered and destruction of the product was ordered."

Machinery Installations

A New Clermont Dryer

The Peter Rossi and Sons plant, Braintree, Ill., was one of the first middle-west firms to install a Clermont Automatic and Continuous Noodle Dryer. The installation made in June was supervised personally by Carmine Sorico, president of the Clermont Machine Co. manufacturer of this new equipment that dries noodles in one continuous operation in about three hours.

A Champion Outfit

The Schmidt Noodle company plant at 9104 Culver st., Detroit, Mich., was equipped recently with one of the Champion Machinery company's efficient and economic flour handling outfits, with automatic hopper and tank; also one of the firm's sturdy Champion Mixers.

The Marckese Macaroni company, 2105 Woodland av., Cleveland, O. recently installed a Champion flour handling unit, with a traveling hopper able to take care of several mixers. It is equipped with the firm's automatic weigher.

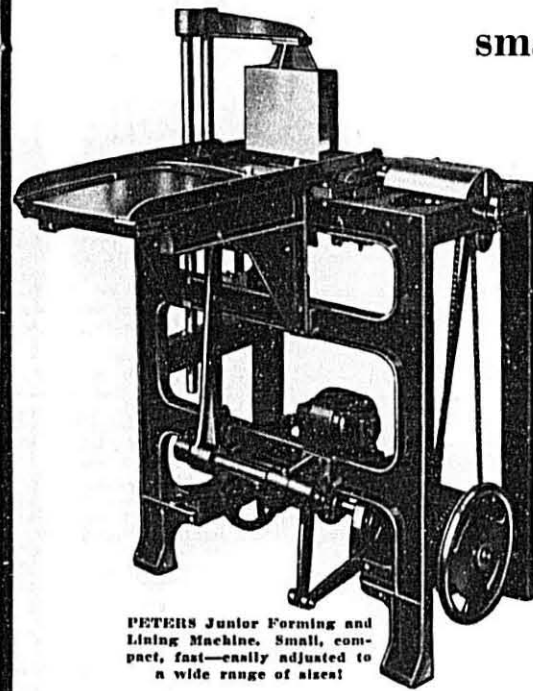
WHETHER YOUR PACKAGE PRODUCTION IS

small -- LARGE or Medium

PETERS CAN SAVE YOU MONEY

If you are packing two thousand packages or more per day, you are actually paying for a Peters Forming and Lining Machine whether you have one or not. This machine cuts labor costs, removes the element of human error, saves time and storage space, and gives the ultimate consumer a finer package designed to protect the quality of your produce.

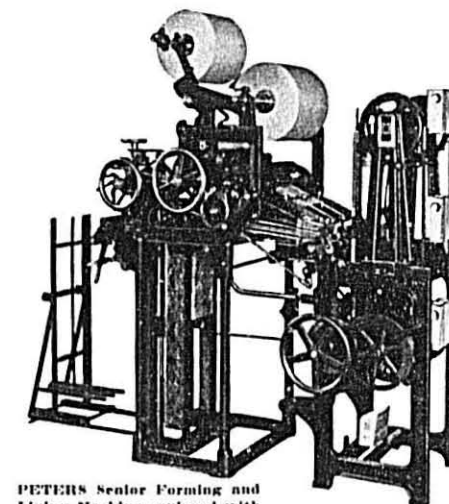
For small production, there is the Peters Hand Forming Table. For the average daily production, the Peters Junior Model Machines—which form and close at the rate of 2,000 to 2,400 carton shells automatically per hour.



PETERS Junior Forming and Lining Machine. Small, compact, fast—easily adjusted to a wide range of sizes!

The Peters Senior Forming and Lining Machine with one operator will produce 40 to 45 cartons per minute. With the Automatic Carton and Liner Feeding Device this speed can be increased 50%, to 60 or 70 per minute. The Peters Folding and Closing Machines operate at the same speed as the Forming and Lining Machines.

These machines are in use today in important plants throughout the country and have an unusually fine record for labor-saving, trouble-free production at an extremely low operating cost.



PETERS Senior Forming and Lining Machine equipped with Automatic Carton and Liner Feeding Device.

PETERS MACHINERY CO.

1700 Ravenswood Avenue

Chicago, Illinois



Grow Your Spaghetti in a Gourd

The hairy joke about growing your spaghetti in your own garden may be relegated to the limbo of time worn jokes if the announcement of a learned agriculturalist is based on horticultural facts, as seems to be the case. Gone will be all the funny stories, all the byplay along this line so generally used by the pseudo comic writers and relators of imaginative food stories.

Spaghetti grown in gourds may soon rival spaghetti made in the regular macaroni plant, states Dr. Floyd Brallier of Madison, Tenn., dean of the Nashville Agricultural Normal Institute and writer on horticultural subjects, referring to a new vegetable that has been developed.

The vegetable-spaghetti is a member of the squash family and is gourd shaped. Inside the shell is vegetable pulp or meat in the shape of strings of spaghetti. This new vegetable has been on the market a little less than a year. Dr. Brallier is continuing his experimenting with this vegetable-spaghetti plant and with many other odd and new vegetables and flowers at the agricultural institute.

The subject matter is interesting to makers of real spaghetti, because no matter whence its source spaghetti is still a vegetable, the old dependable obtained from the Italian grocery on the corner being a pure grain product made from the finest of nutritious wheats.

Organize New Noodle Firm

From Cleveland, O. comes word of the organization of a noodle manufacturing firm to be known as the Columbus Noodle company. Additional information is not available at this writing other than that the organizers of the new firm are Rose Pastorello, J. S. Bellante and Sarah Dovano. The capital consists of 200 shares of no par value stock. The organizers were represented by Attorneys Stevens, Verhunce and Stevens of 702 Engineering building, Cleveland.

A "Ritzy" Macaroni Recipe

Even in these days of economic stress there are some people, though greatly reduced in number if not in desire, who care not for expense and to this limited group may be recommended a macaroni dish that is surely fit for kings and millionaires.

The recipe is said to have originated in a convent in Belgium, which seems strange because in institutions of that character economy is usually the rule. It sounds good and should surely taste good. Here it is for the rich manufacturers to try out in their own homes

before recommending it to their millionaire friends:

"Soak a thick slice of fresh ham 4 hours in a little lemon juice. Dry well. Brown lightly on both sides in hot fat. Add 2 cups white wine, 1 cup mushroom stalks and peelings. Close your pan tight and cook 2 1/2 hours over very low flame. If possible use earthenware pan set on asbestos mat. Skim fat off sauce, strain, add 1/2 cup wine or water. Fry 1 pound mushrooms, chop them, mix in sauce, and pour sauce over cooked macaroni. Serve ham on large platter surrounded with macaroni."

Sue to Recover \$2,000

Charging that he was forced to sign a general release of a claim for \$2000 owed him by the Rex Macaroni company, something which he did very much against his will, John P. Devereux of Greater New York has started suit against the macaroni firm to set aside the alleged forced release and to obtain the return of the money which he claims is due him. Suit to that end was instituted in the Supreme Court of New York county. The complainant claims that in 1934 he loaned that amount to the macaroni firm, receiving a promissory note for the amount, the payment of which has not been made as per agreement. There is involved in the suit a release which Mr. Devereux is said to have given the attorney of the macaroni firm, relieving it of that and another claim he may have had against the defendant.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In June and July 1935 the following were reported by the U. S. Patent Office:

Patents granted—None.

DESIGNS

Macaroni
A design for macaroni or similar article was granted to Gemaro Cirillo, Brooklyn, N. Y. Application was filed April 20, 1935 and given serial number 56479. The official description in the July 9, 1935 issue of the Patent Office Gazette is as follows: "The ornamental design for a macaroni or similar article as shown."

Macaroni
A design for macaroni was granted to Angelo Ronzoni, New York, N. Y. Application was filed April 13, 1935 and given serial number 56356. The official description in the July 9, 1935 issue of the Patent Office Gazette is as follows: "The ornamental design for a macaroni, as shown."

TRADE MARKS APPLIED FOR

Eleven applications for registration of macaroni trade marks were made in June and July 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

Vita-Roni

The trade mark of Prince Macaroni Mfg. Co., Boston, Mass. for use on alimentary pastes including macaroni and spaghetti. Application was filed March 23, 1933 and published June 11, 1935. Owner claims use since

October 1931. The trade name is in heavy lettering.

Diploma

The private brand trade mark of Paul Scalletti, doing business as Yolanda Ravion Packing company, Los Angeles, Cal. for use on spaghetti and other groceries. Application was filed Jan. 11, 1935 and published June 18, 1935. Owner claims use since Dec. 26, 1934. The trade name is in black type beneath which is a picture of two children being served a meal of spaghetti by their mother.

Rex

The private brand trade mark of Hulme & Co., Terre Haute, Ind. for use on macaroni, spaghetti, noodles and other groceries. Application was filed May 15, 1934 and published July 2, 1935. Owner claims use since 1899. The trade mark consists of the trade name in block type over a picture of a king seated on his throne.

Red Crown

The private brand trade mark of Milton Reis, doing business as Red Crown Food Products, Chicago, Ill. for use on alimentary pastes. Application was filed Feb. 20, 1935 and published July 2, 1935. Owner claims use since Jan. 7, 1935. The trade mark is in heavy lettering.

Van Camp's

The private brand trade mark of Van Camp's, Inc., Indianapolis, Ind. for use on spaghetti and other groceries. Application was filed April 27, 1935 and published July 2, 1935. Owner claims use since 1882. The trade mark is written in large black lettering.

Seal of Satisfaction

The private brand trade mark of David Pender Co., Norfolk, Va. for use on macaroni, spaghetti and other groceries. Application was filed May 10, 1935 and published July 9, 1935. Owner claims use since Dec. 1934. The trade name is in large type.

Fable

The trade mark of Bayard S. Scotland, doing business as Q Company, Joliet, Ill. for use on macaroni. Application was filed May 20, 1935 and published July 9, 1935. Owner claim use since April 8, 1935. The trade name is in heavy type.

Fril-lets

The trade mark of Porter-Scarpelli Macaroni company, Portland, Ore. for use on alimentary paste products. Application was filed May 31, 1935 and published July 9, 1935. Owners claim use since Sept. 20, 1933. The trade name is written in white outlined type.

Golden Belle

The private brand trade mark of Driscoll Food Products Co., Cincinnati, O. for use on noodles and other groceries. Application was filed April 2, 1935 and published July 2, 1935. Owner claims use since March 4, 1935. The trade mark consists of the trade name in block type. Between the two words there appears a bust silhouette of a lady.

Grisdale

The private brand trade mark of Cristoforo Bros., Inc., New York, N. Y. for use on chicken and egg noodles. Application was filed Jan. 15, 1935 and published July 3, 1935. Owner claims use since Jan. 2, 1921. The trade name is in black letters.

Giffi

The private brand trade mark of Giffi Corp. doing business as Giffi Food Corp., San Francisco, Cal. for use on spaghetti and other groceries. Application was filed June 10, 1935 and published July 30, 1935. Owner claims use since April 16, 1930. The trade mark consists of the trade name in black letters beneath which appears a rectangle on each side of which is a wing.

LABELS

Arizona
The title "Arizona" was registered July 1935 by Ralph Raulli, doing business as Standard Macaroni Co., Los Angeles, Cal. for use on semolina spaghetti. Application was published May 1, 1935 and given registration number 45,959.

Spaghetti

The title "Spaghetti" was registered July 23, 1935 by Visonon Macaroni company, Detroit, Mich. for use on spaghetti. Application was published April 13, 1935 and given registration number 46,049.

ORDER NOW

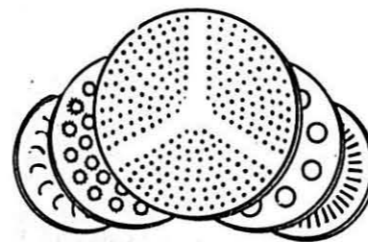
ROMEO Flour

Unbleached granular
Hard Wheat
Patent

BAUR

Flour Mills Company
Est. 1870 St. Louis, Mo.

FOR
QUALITY SERVICE



GIVE US A TRIAL

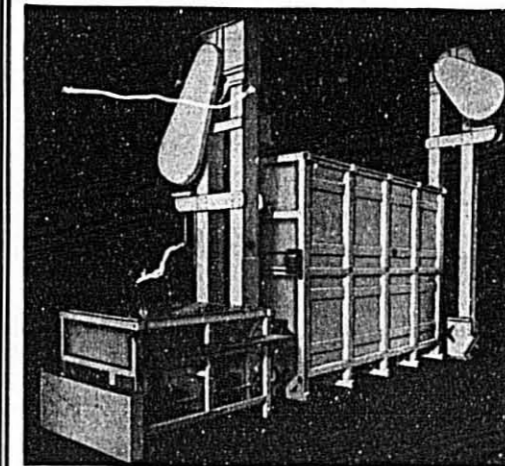
Steady, Dependable Production of Uniform High Quality Products is the Most Important Quality to be looked for in a Die.

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.

Sift and Save



with CHAMPION Flour Handling Outfits

Scores of macaroni and noodle manufacturers are modernizing their plants by installing Champion equipment—because they know that it pays and pays big.

When they invest in Champion Flour Handling Outfits, they get their money right back in savings. Clean flour means clean products, which bring better prices in the market. There is also less scorching of the dies, a big item that cuts down maintenance expense.

Champion flour weighing Hoppers and water weighing Scales—all automatic and accurate—not only save time but insure uniformity in macaroni products, day in and day out, with all kinds of help.

Take a tip from the many satisfied users of Champion equipment, and increase the efficiency of your plant by installing some of these time-saving units. Send coupon for details.

CHAMPION MACHINERY COMPANY
JOLIET, ILLINOIS

Eastern Distributors:
JABURG BROS., INC.
Hudson & Leonard Streets, New York City

Champion Machinery Co., Joliet, Ill.

Gentlemen: Please send information on your Automatic Flour Handling Equipment, and tell me about your time payment plan.

NAME

BAKERY

ADDRESS

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



Noodlettes

By Mack SpagNoodle

Selling the Customer Next Time



In addition to developing the business through the usual advertising and sales plans, consider the following suggestions intended to help in selling the customer again. For a continuing success it is not enough to make today's sales. You must make tomorrow's sales as well.

First in necessity is a product or service of known and satisfying quality. Plausible salesmanship may sell something today not quite worth the price, but it will cost tomorrow's sales.

The second need is the ability to fill the order, whether it comes through salesmanship or voluntary demand. "I'm sorry, but we can't fill your order now," costs an order later.

Third; knowledge of what is being offered by all sorts of competitors. No business man can explain how his offering excels unless he knows what he is claiming to excel.

Fourth; see that no possible prospect is left in ignorance

of what you have to offer. Reach out to them by advertising, by personal solicitation, by every possible method. Let no prospect escape the opportunity to buy.

Fifth; take pains to inquire as to the satisfaction given by the last purchase from you. Too many business men after making a sale, seem afraid to inquire whether it has given satisfaction. They seem to think that is only looking for trouble. It ought not to be if they are giving good values.

Sixth; if you keep a record of the date when one sale was made to a customer you have something that should give you a tip as to when that customer is likely to be in the market again. Keep such a record and check it over regularly.

Seventh; obvious willingness to make good on any justifiable complaints regarding the last purchases of a customer will go far toward inducing that customer to return for repeat purchases.

Old and New Tariff Policies

In the brave days of old men dared to fight political campaigns for "protection to infant industries" in the United States, says a release from the U. S. Press association. But the infants are mostly grown up and everything has been changing since the recent political campaign of 1932 when the republican national platform dared and declared as follows:

"The republican party has always been the staunch supporter of a protective tariff. It believes that the home market, built up under that policy, the greatest and richest market in the world, belongs first to American agriculture, industry and labor. No pretext can justify the surrender of that market . . ."

The Department of State has made five major trade agreements with foreign nations under authority of an act of Congress passed a year ago, and many more nations, including Spain, Canada, Italy, and Latin American republics are negotiating with the Washington government.

Whatever the democratic party may have said in past years about the tariff is off-the-record, because the present administration has a new policy, which the state department explains in a circular "concerning the generalization of tariff

concessions under trade agreements" is designed to accomplish "mutual and reciprocal reductions in trade barriers and removal or prevention of discriminations" against American commerce. "Equality of treatment is the keynote," explains our Secretary of State, who arranges to reduce certain tariffs to allow foreign goods to enter our markets in exchange for lower rates on certain American products that are developing strength in obtaining foreign markets.

Increased Tariff on Eggs Proposed

The noodle manufacturers are watching with much interest the progress of two bills in Congress which propose big tariff increase on eggs in the shell and on egg products. They were proposed in the House of Representatives and are now in committee.

The bill introduced by Congressman Lea of California would tax poultry eggs in the shell, 5 cents a dozen, dried whole eggs, dried egg albumen, dried egg yolk or any combination or mixture thereof, powdered, granular, crystalline, flaked, spray dried, or otherwise prepared or preserved, with or without the addition of other substances such as salt, sugar, glycerine, milk products or other substances, 31 cents a pound; while whole eggs, egg yolk and egg albumen

or any combination or mixture thereof, frozen or otherwise prepared or preserved and not provided for in the foregoing, whether or not sugar, salt, glycerine or other material is added, would be taxed 10 cents a pound.

Bill introduced by Representative Harold Knutson of Minnesota would tax eggs in the shell at 20 cents a dozen, whole eggs, egg yolk and egg albumen, frozen or otherwise prepared or preserved and not specifically provided for whether or not sugar or other material is added, 22 cents a pound, while dried whole eggs, dried egg yolk and dried egg albumen, whether or not sugar or other material is added, would be taxed 54 cents a pound.

Under the present law, imports of shell eggs pay a duty of 10 cents a dozen, frozen or prepared whole eggs, egg yolk and egg albumen, 11 cents a pound and dried eggs, dried egg yolk and dried egg albumen, 18 cents a pound.

"What makes you think Atlas was a bad man?" asked the teacher curiously. "The book says," replied little Tommy, "that he held up the whole world."—Chicago News.

"It's the little things in life that tell," said the co-ed as she yanked her brother from under the sofa.

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



- Notes of the Industry -

Buys San Francisco Plant

Ralph Rauli of Los Angeles, president of the Sunland Biscuit company recently purchased a food manufacturing plant in San Francisco and plans to remodel the plant along the lines of his factory in Los Angeles. The San Francisco factory will be known as the Rauli Biscuit company and will produce cookies, crackers and macaroni. It is at 1026-28 Mission st. and occupies 24 square feet of manufacturing space. Forty people are employed in the plant and the firm has 16 salesmen covering northern and central California.

Sues to Stop Competition

J. P. Scarpino, proprietor of the macaroni factory at 329 "Y" st., Sacramento, Cal. has resorted to the court to prevent a competitor from continuing in a competitive business, according to the local newspapers. Early last month he filed a complaint for damages in the Superior Court against Nello Solari and Ernie Mattos who operate a similar factory at 1811 6th st. charging the defendants are operating in competition with him in violation of an agreement.

The plaintiff states that he and Solari engaged in the manufacture of macaroni prior to December 1933, at which time Solari withdrew from the business with the understanding he would not become a competitor. Scarpino charges that in September 1934 in violation of that agreement Solari entered into a partnership with Mattos.

In addition to seeking \$2000 damages, Scarpino asked the court to restrain Solari and Mattos from engaging further in the macaroni manufacturing business.

Prince Macaroni to Advertise

Moss Associates of New York city has been appointed by the Prince Macaroni Mfg. company of Boston to handle the firm's publicity in the New York metropolitan area. This firm has for 20 years successfully and satisfactorily served the New England markets and is laying plans to expand its business. The agency will supervise the firm's newspaper advertising to appear in large newspapers—four in New York and one in Newark, as well as a three-a-week radio series over a local station. Joseph Moskowitz will have charge of distribution of the Prince brand in greater New York. Some \$70,000 in advertising will be spent beginning about Sept. 1.

Storm Destroys Spaghetti

A torrential rain which swept central New York last month left an estimated half million dollar destruction in its wake. Among the firms that sustained more than their share of damage was the Genesee Macaroni Co. at 84 Hibbard st., Rochester, N. Y. Rushing water broke into the basement of the plant and

ruined raw and finished materials, supplies and accessories valued at \$10,000 loss.

Incorporate White Plains Company

The White Plains Macaroni Company, Inc. of White Plains, N. Y. was given a charter by the state early last month, covering its objective to manufacture and sell macaroni, spaghetti and other food products. It has a capital stock of \$15,000 fully owned by its incorporators: Rose Ciulla, Jack Ciulla and Nathan N. Shuman. The concern is at 100 Lake st.

Spaghetti Consumption Boosted

Spaghetti consumption in the area of Los Angeles, Cal. will show a sharp increase when the 1935 records are compiled, says an observer in that section of the country after viewing a spaghetti eating contest wherein 18 competitors ate many plates of delicious spaghetti prepared in accordance with a recipe that has pleased royalty and the common, hungry man.

Lugo Constantino is the newly crowned champion of southern California. In the contest referred to he ate 5 pounds 9 ounces of spaghetti in a little less than 25 minutes. He had distanced his 18 competitors at 5 pounds, and added 9 ounces more, he said, "just to give any challenger something to shoot at."

"Shurfine" Brand

"Shurfine" is the new private brand name to be used by the National Retailer-Owned Wholesale Grocers, Inc. a national organization of local grocer cooperatives, on a variety of grocery products to be sold through that chain. Included in the list of products to be packed under the new brand name are "Shurfine" Macaroni, Spaghetti and Noodles.

Spaghetti Eaters In Training

The Italians in the vicinity of New York city particularly Brooklyn, are awaiting with much interest this year's celebration of the "Festa di Piedigrotta" in September. One feature of the celebration will be a spaghetti eating contest in the Brooklyn sports stadium.

For close to 200 years this festival (held annually in Naples until last year) has been the scene of various contests. As usual there will be sports contests, singing contests and this year a contest to determine who is the best spaghetti eater in all America.

Potential champions from all the big cities of the country have been invited to attend the festival which will run 22 days during the coming month. Winners of all contests will receive suitable prizes. To the spaghetti eating champion will be awarded a silver loving cup who must win it three times to become its permanent possessor.

Even the sporting fraternity fear they will have to take it on the chin as far as

this particular contest is concerned. Three outstanding Italian sportsmen have been invited to attend the festival as guests and it is expected that their natural patriotism will prompt their entering the contest at the last moment.

Coucci, the jockey, has signified his intention of being on hand. Georgeotti, the cyclist, and Lanzano, the fighter, have also been invited. What winning a spaghetti eating contest would do to the professional standing of these three boys is a caution.

It is definitely understood that the Whitney stable has granted Coucci permission to attend the Festa di Piedigrotta only on the condition that he leaves the festival at the same weight that he arrived.

Noodles Selling Hint

"Chain Management" gives an excellent noodle selling idea that manufacturers may suggest to all retailers. To increase sales on cellophane-packaged noodles, punch a hole with handpunch in the top of the bags and hang them on small brads or nags tacked to the pilasters on the front of the store shelving. By overlapping the bags you can make an effective quantity display.

Cow is Like Macaroni Machine

Whether or not a cow is taxable the same way that a macaroni machine is taxable is a question that had to be decided recently by the California board of equalization, sitting in Sacramento. Cows and chickens are machines which may be employed to produce foodstuff as a macaroni press or a noodle cutter. Rules and regulations adopted by the board provide that cows sold for food are not subject to sales tax, but if they are sold to produce milk the sales tax must be paid. That's drawing quite a fine line between articles sold for profits which taxes are payable and those sold to produce food.

Professor Roger Traynor, sales expert of California explained the whole matter thus: A cow sold to produce milk it is only a mechanical vice as a machine to make macaroni. Therefore both that cow, in that category, and the macaroni machine are taxable.

The ruling on the chickens and eggs is even more complex. Eggs sold to produce chickens that are to be sold to lay eggs are subject to the tax. If the eggs are sold to hatch chickens which in turn will be sold for meat they are exempt.

Macaroni Makers Picnic

The annual outing of the officials and employees of the Keystone Macaroni Co., Lebanon, Pa. together with their families was held July 18 at Laurel Mt. Gretna. The outing, as usual given for the employees by the plant officials. A variety of entertainment provided including dancing and ball games and contests for prizes.

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FACTS for FOOD FADDISTS

POOR DIETS are poor, says the Bureau of Home Economics, not because of what they include but because of what they lack.

ACID FRUITS and milk, taken separately or mixed, at the same meal should be no bugaboo: What if the fruits do curdle the milk? Gastric juices in the process of digesting will curdle the milk anyway. The combination of fruit and milk makes a better curd, more easily digested.

ROUGHAGE, all that you normally need, can be had from eating fresh fruits and vegetables without resorting to special preparations. Too much roughage irritates the sensitive lining of the digestive tract. If you have doubts as to how much you need, consult your doctor.

FOOD is not poisoned by being left in opened tin cans. It must be properly refrigerated just like any other cooked food.

RAISINS contain iron, good for the blood, but weight for weight they contain less than does fresh spinach or meat.

NO ONE FOOD—not even milk, which comes nearest to being an all-

Food fads can be expensive when you are trying to make your food money go far. Getting rid of fads that are false, foolish or half true may help you plan to buy and prepare your food more economically, says "Consumers' Guide," organ of AAA.

round food—provides all the essentials you need. Each food does its best work when others are present, not necessarily at the same meal, but in the same 24 hours.

ALUMINUM that may dissolve in minute amounts when you are cooking food in aluminum vessels won't hurt you. Tomatoes may brighten aluminum, spinach left standing in aluminum may darken it, but neither food is damaged in any way, except aesthetically.

ICE CREAM and sea food eaten at the same meal should not produce uncomfortable results, provided the foods themselves are fresh and in good condition. Fish, a protein food, combines well with milk and in many ways.

PROTEIN and starches at the same meal are not "incompatibles." The digestive system is equipped to take care of both kinds of food material. Why give it a harder task by making it concentrate on starch at one time and protein at another time? Following this fad would mean cutting out most vege-

tables, for they contain both starch and protein.

THE CELERY-AND-FISH-fad "Brain-workers" fad still lingers on. Sedentary workers, whatever the strain on their cerebral cells, need few calories, not special foods. Weight for weight, celery and fish have fewer calories than some foods, more than others. Watch your total calory count not just the amount in each food.

VEGETARIANS may have psychological reasons for cutting out meat but average healthy individuals need protein, and it takes skill to provide this if you limit your sources to eggs, cheese and vegetables. If you don't watch the balance you may go too heavily on starches.

ANTIFAT claims that blacken the nutritional reputation of certain foods may be grossly misleading. Average individuals grow fat or thin according to the total number of calories they eat a day. The one rule for reducing is cut down on the calories but include enough of all the food essentials.

The "White Man's" Burden

Sometimes it seems that the main purpose of modern government is to coddle the incompetent and crack down on everybody who has courage and ability enough to earn his own living. Those who loaf get relief; those who don't, pay taxes.

But the common sense of the country still considers that the hard working and self reliant citizen is a "white man." He may be something of a fool to work hard while others run a racket or take easy money from a good hearted government. But he's a "white man" just the same, and there will be tears and flowers at his funeral and a nice speech about him, though he won't hear it.

Kipling probably invented the phrase about the "white man's burden." But Kiplinger, the demon statistician and economic expert, could figure out a new use for it. He could refer it to the fact that in February 1935 about 17,600,000 Americans received checks from the Federal treasury, and that

the forgotten "white man" is the lad who will eventually pay them.

The incredible figure, representing 14% of the entire population, stands for a lot of different ways and means whereby Washington can turn over the taxpayer's money to those who need it or want it. The direct Federal payroll covers nearly a million salaries. Many millions more get government pay for relief, public works programs or pensions. Many millions more get some sort of subsidy, like that paid to farmers for not planting crops or raising pigs.

Add to the 17,600,000 if you like, the army of municipal and state employees. Add those who receive all kinds of local relief. Add hundreds of thousands who are supported at public expense in the country's prisons. Add the inmates of insane asylums, hospitals and charitable institutions. Add an unknown quantity of dependents, women and children.

Nobody can figure the final and terrifying total. Maybe half the entire population is somehow dependent on the public payroll, or taking a living

out of taxes. The ablebodied member of the other half must earn their own living by productive labor and enterprise, and enough more to take care of their neighbors. That's the real "white man's" burden, and it's a wonder it doesn't break his back. Maybe it will one of these days.—*The Houghton List*

THE CROOKED STICK

In almost every wood pile you find a crooked stick. It will not lie straight, it sits straight. It does nothing but make trouble. It gets in people's road, lacerates their shins and trips them up. In every group of human beings you find some like that. They are against everybody and everybody. They sow dissension. They like to say things that make people unhappy. They think it a disgrace to be contented and satisfied. Whatever the majority is for they are against. Are you a crooked stick? If so straighten out. *Dr. Frank Crane in National News.*

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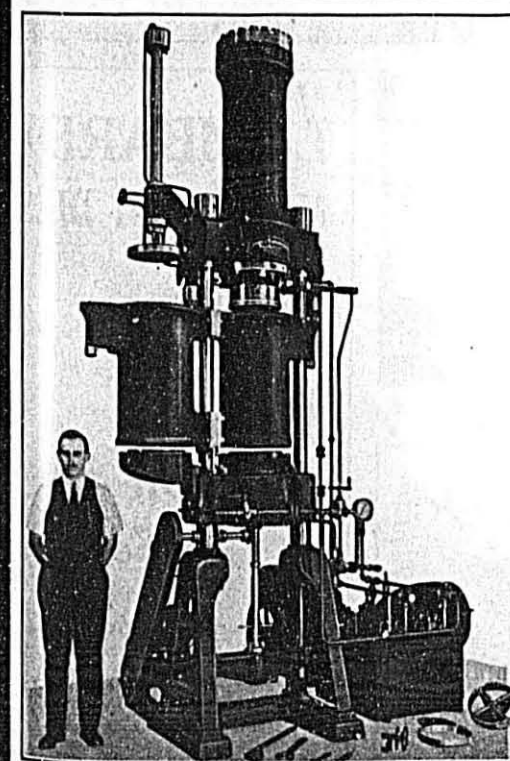
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Vol. XVI August 15, 1935 No. 4

**Ventured in Spaghetti;
Sorry**

Barclay Beekman in his newsy, most readable newspaper column tells the story of the venture of a society woman into the food manufacturing field with sorry results. Since she chose spaghetti for her little flare at big business the story is repeated as of direct interest to many others who have ventured into the business, only to find that it is not nearly as profitable as they had imagined:

"Originality is one of Mrs. Judson Todd's chief characteristics. That is evidently the reason that when this prudent matron decided to add to her income she did not open a dress shop, become a society photographer or a blues singer in a night club.

"Nothing so ordinary for Mrs. Todd. Being a Daughter of the American Revolution she might even have started a fireworks factory where sky-rockets and roman candles could be made for celebrating the 4th of July.

"Being something of an epicure Mrs. Todd thought it would be pleasant and profitable to ally herself in a business way with edibles. Therefore she invested \$10,000 in a spaghetti concern. She understood that this particular factory where long strips of Italian provender is made is the most modern in the entire world. The matron had visions of large dividends finding their way quarterly into her coffers.

"But matters are very uncertain in the financial world just now and friends of Mrs. Todd relate she is very sad because those expected dividends have not materialized. She is not, I am

told, the only one that is yearning for a return on this particular investment. "It would possibly have been better had Mrs. Todd invested her \$10,000 in a beauty parlor. Women who wish to have their freckles frightened away or their faces lifted are willing to pay any price. But most women cannot be paid to eat more than the absolute minimum of any food. Hence the downfall."

**Easy Suppers for
Summer Nights**

Here's an excellent suggestion for macaroni makers to pass on to the tired mother who is asked by junior or daughter to prepare something pleasing for a summer party of lively, hungry youngsters. Suggest a potluck supper of good spaghetti with all the trimmings that will involve very little hard work in preparation:

Vacation days are here again, and no vacation is really complete for young people without parties, a thought which all too often makes even the most willing of parents groan inwardly. Poor mother resigns herself to the fact that the party will probably be an evening affair, that her whole day will be spent in a hot kitchen, and that by the time her young hopeful rushes in with the gang to enjoy the "informal" supper she will be too tired to be

pleasant or civil to the guests, and too resentful and martyred to care! At the same time she will try to comfort herself with the thought that all this will help her daughter to be the sort of hostess she should be, and that perhaps it's worth the price of her whole day.

Simple menus which can be handled easily are the keynote. If the evenings are still cool, one hot dish is a good starter. Spaghetti with tomato and meat sauce may not be original but it is generally enjoyed, particularly with a big bowl of green salad Italian style. And perhaps some breadsticks to carry out the continental flavor and grape juice on the side.

Of course none of these suggestions is overwhelmingly original but all of them may be worked out easily, and much of the preparation can be done far enough ahead to prevent the work of complicated entertaining. Just work out some combination of this sort with the young hostess, help her to prepare it, and let the young guests serve themselves. They won't mind. They like it, if the truth were known.

If we have it in mind to do it, over-long, we have it in mind not to do it, rather than to do it.

It may be a case of being "let out to greater things if we take dismissal in that spirit.

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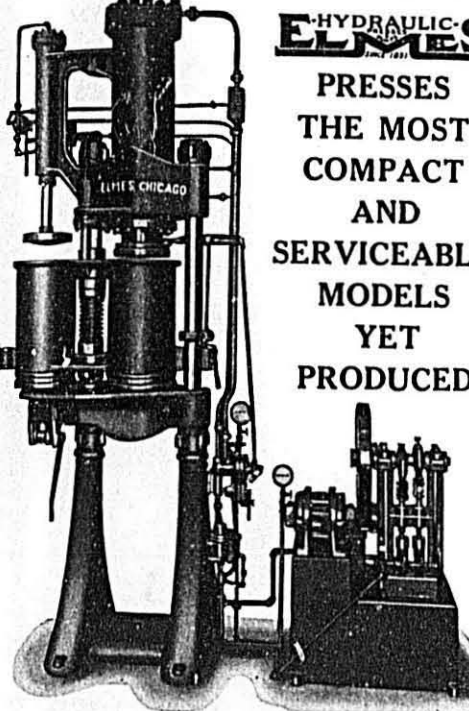
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Draw the Color Line

And the fight goes on —

The National Macaroni Manufacturers Association undergoing the throes of reconstruction to take up and carry on where the Macaroni Code was compelled by Supreme Court decision to leave off, continues determinedly and definitely on its way of purging the industry of some of the practices that have proven so costly to profits as well as to reputation. Without any "hullabaloo" it carries on in its quiet, unostentatious way to prove to the world that the unfair and unjust accusation of its "fair weather friends" and outright opponents that the National Association "has done nothing for the industry and will do nothing" is baseless and that the truth will be known and recognized.

Leading the Association's attack on artificially colored macaroni, a practice that has become more prevalent of late than heretofore, is the Association's President, Louis S. Vagnino, ably aided by the Association's Washington Representative, B. R. Jacobs. The fight will cease only when every ounce of "painted" macaroni will have been driven from the market, destroyed, and the violators of this fair and just regulation will have been either heavily fined or driven out of their nefarious business of "fooling the public."

In this fight, at the Association's solicitation, are now arrayed the leading Federal and State Food enforcing officials. They have not only seized large quantities of adulterated macaroni and noodles but have already succeeded in punishing the violators, among whom are many who would be glad to see all cooperative actions in the industry abated or abolished. To these enemies of the trade the National Association will show no mercy. The objectives of the organization are to promote the manufacture of high grade products and their honest distribution. Along that line the National Association will carry on and in doing so should have the willing support of every friend of the trade.

In line with this fight to drive out of the trade channels all artificially colored macaroni products, the following letter is of interest:

Albany, N. Y., August 1, 1935

Louis S. Vagnino, President,
National Macaroni Manufacturers Association.
Dear Mr. Vagnino:

I response to your letter of July 29, would advise that we have recently secured a considerable number of samples of noodles and macaroni, which were reported to this Department (Department of Agriculture and Markets, Bureau of Food Control), as being artificially colored.

I want to assure you that you will receive our cooperation to the fullest extent and violators of the law will be apprehended as quickly as possible if their products upon the market are being adulterated by the use of artificial coloring.

We shall be glad to receive at any time information regarding any brands of macaroni or noodles which are being offered for sale in violation of the law.

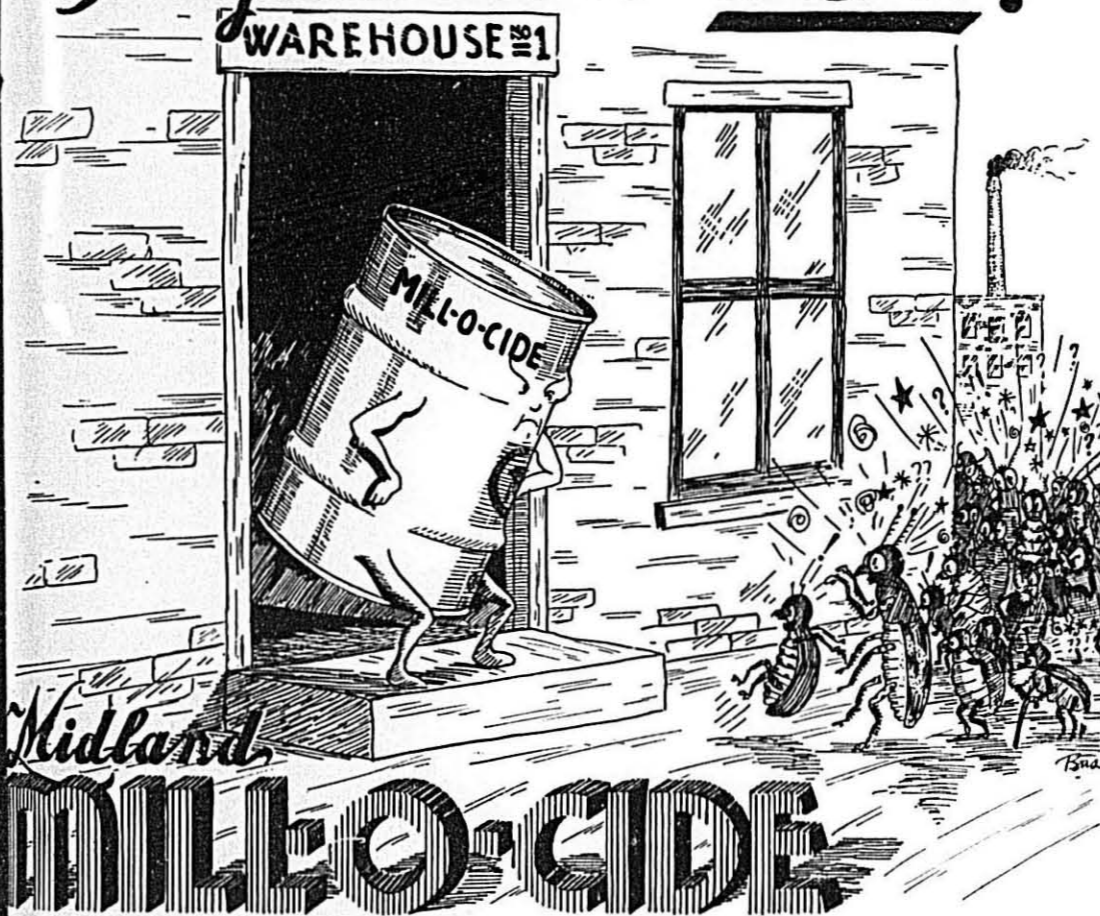
Yours very truly,
C. R. PLUMB, Director.

This is the time when the National Association needs and should have the support of every progressive and well meaning manufacturer in the business. The starting of a craft requires the most energy and the true friends of industry organization will be found with their shoulders to the wheel in the action now well under way.

M. J. DONNA, Secretary.



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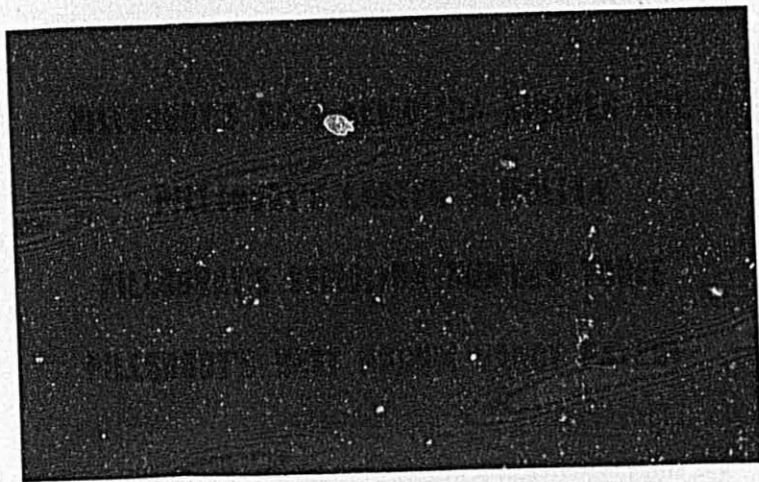
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