

**THE
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The
Macaroni Journal



Minneapolis, Minn.

OCTOBER, 15, 1935

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The "Better Quality" Trend

With the appreciable improvement in the general business conditions of the country, there is a most noticeable consumer trend towards better grade products.

This is particularly true in foods and the macaroni-noodle manufacturer who recognizes this trend and will keep step therewith, should benefit through a more contented group of buyers and a larger and growing clientele of satisfied consumers.

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PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

Law Enforcement as it Applies to Added Color in Macaroni Products

By **BENJAMIN R. JACOBS**
 Washington Representative,
 National Macaroni Manufacturers
 Association

On Aug. 18, 1935 the Bureau of Chemistry issued the following Service and Regulatory Announcement, entitled "Use of Artificial Color in Alimentary Paste":

"The Bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles, and similar alimentary pastes, according to the provisions of section 7, subdivision 4, in the case of food, of the food and drugs act, a food product is adulterated if it be mixed, colored, powdered, coated, or stained in a manner whereby inferiority is concealed.

"The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration cannot be corrected by the declaration of artificial color."

For more than 10 years afterward little or nothing was done to enforce this announcement, primarily because of conditions in this country due to the European war which was in full force at the time and later due to the fact that this country entered the war.

It was not until Jan. 15, 1926 that the department again issued the above announcement and added, very significantly, that since the original announcement had been made there had grown up a considerable domestic traffic in egg paste other than noodles. These products consisted of egg macaroni, egg spaghetti, egg shells, egg seashells and other similar products containing the amount of egg solids required under the Standards, and that in view of the existence of egg macaroni products of the character above described that the bureau was of the opinion that macaroni products of every description containing added color, such as to simulate egg macaroni products, are in violation of the law even though color is declared on the label. The bureau further stated that it would take appropriate action against all forms of macaroni which are artificially colored to simulate products made with eggs.

Since 1926 the Department has occasionally issued press service releases concerning the use of artificial color in macaroni products. All of these, with the thought in mind, to have the manufacturers realize that it is illegal to use yellow color, regardless of its source or nature, in macaroni products.

Since the original announcement above referred to was made the Bureau of Chemistry has ceased to exist as the branch of the Department of Agriculture which enforces the Food and Drugs Act. Its name has been changed to the "Food and Drug Administration."

The Food and Drug Administration in the past few months made seizures

of artificially colored macaroni products as well as of products adulterated and misbranded under the Act in other respects than by the use of artificial color. The August issue of THE MACARONI JOURNAL gives a list of some of these. This list is very incomplete as a large number of cases are still pending and most of these involve the use of turmeric and the activities of the Food and Drug



Benjamin R. Jacobs

Administration in the past six or seven months.

Several State Food Law Enforcing Agencies, notably the Bureau of Foods of the State of New York, have been very active in prosecuting manufacturers who have been found guilty of using artificial color. It has all had a very salutary effect on the industry and it is my opinion, based on my contact with the industry, that this kind of adulteration in macaroni products is a thing of the past.

Some manufacturers seem to be of the opinion that because they forfeited their products that their cases have been dropped. This is not necessarily the case. Seizures of food products under the Federal Food and Drugs Act are made under Section 10, which provides for these seizures and also provides for forfeiture of the product and payment of cost if the charges are upheld. However, under Section 2 of the Food and Drugs Act the Secretary of Agriculture may proceed against the shipper of the product and under this clause if the charge is upheld the person may be fined not to exceed \$200 for the first offense,

and upon conviction for any subsequent offense not to exceed \$300 or be imprisoned not exceeding one year or both, in the discretion of the court.

It may appear to some of the manufacturers that the Government moves too slowly but it must be remembered that the Food and Drug Administration handles many hundreds of cases each year and that the procedure must necessarily be slow but it is nevertheless relentless and in the end the violators pay the penalty.

We are very much disappointed that the House of Representatives did not pass the Copeland bill which passed the Senate some months ago. For nearly two weeks during July and August hearings were held on this bill and it looked very much as though it would be favorably reported out of committee and acted on. This bill simplifies the court procedure considerably, primarily by authorizing the Secretary of Agriculture to establish standards of quality for food products. When, and if this bill is passed and enacted into law it will not be necessary to show that a standard is fair and acceptable, as it is now, but it will be necessary only to show that the product in question does not conform to the established standard in order to prove the violation.

The lone of contention at the hearings above referred to was around the provision authorizing the Secretary of Agriculture to make seizures of food products. The bill provided that only one seizure of a food product could be made before the case was taken into court. This is a restriction that does not exist under the present law and would materially handicap its enforcement if it were passed in this form. However, numerous industries, as well as the Department of Agriculture, were very much opposed to this restriction and it is probable that it will be eliminated and the seizure clause will permit multiple seizures in the same manner as does the present law.

The above observations are made in order that members of the Macaroni Industry may refresh their memories concerning the use of artificial color in macaroni products. This article is also written for the benefit of any manufacturer who may be contemplating the use of artificial color in one form or another.

The Association has established a Laboratory in Washington for the purpose of assisting the various food law enforcing bodies in the enforcement of the food laws, so far as they relate to macaroni products, and again I wish to state that there is no excuse for any macaroni manufacturer using new ingredients that are offered to him when advantage can be taken of the services of this Laboratory in determining whether or not these ingredients can be legitimately used in macaroni products.



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THE MACARONI JOURNAL

Volume XVI

OCTOBER 15, 1935

Number 6

The Industry's Trade Association

To be prepared for any emergency, any contingency that may arise, the Macaroni Industry should have a national organization through which it can function quickly and effectively. The National Macaroni Manufacturers Association is just that.

Former President Theodore Roosevelt once said: "Every member of an industry owes an inviolable duty to his industry—that of joining and supporting the National Association of his Trade."

Since the passing of the NRA, with or without regrets depending on individual reaction, general apathy has prevailed throughout all lines of business. There seems to exist a feeling of watchful waiting to see what others might do. How much better it would be if all would determine to do their full duty immediately? In the minds of every progressive operator in all lines there is a definite hope that in some way, through some one's initiative or cooperative effort, their trade will, at least, resume its precode status of voluntary self regulation through a national association.

That is exactly the situation in the Macaroni Industry today. That was unquestionably the hope behind and the motive for the action taken by the seventy or more macaroni firms that made up the 1935 convention of the industry in Brooklyn last June, in unanimously adopting a resolution favoring the restoration of the National Macaroni Manufacturers Association to its precode basis pending a study of the whole situation to determine what the trade needed most in the way of organized action and just what it would support collectively for general trade improvement—all within reason with respect to cost to individual members.

It was with that thought in mind that the manufacturers at a convention assembled unanimously elected a Board of fifteen Directors of the National Association, one each from practically every important production center. Action of this forum of the industry should be truly reflective of the wishes and desires of the rank and file.

It is assumed, and quite naturally so, that all progressive manufacturers firmly believe in a united, self governed organization of their own choosing and management; that was the spirit of the resolution referred to. Then the timely thing to do, without question, is for each to set the other the proper example,—joining immediately the National Association that is ready to carry on in line with their wishes. By doing so now members will be privileged to vote for such measures of regulation as their combined wisdom and good judgment suggests them. By their vote they can help build from within the kind and calibre of national organization they feel should be representative of this great industry.

The National Macaroni Manufacturers Association has every reason to be proud of its accomplishments during its years of continuous, helpful service to the macaroni-noodle industry. They have been greatly in excess of the mark. If by being better and more closely united or by having a wider, more elaborate program of action, it can be made

more serviceable to its members and to the trade, so much the better. Under the present setup association dues range from \$25 a year to \$200, depending on the size of a plant. This is less than 50 cents a week for the smallest and less than \$4.00 a week for the Class "A" firms. To be enrolled as a member now, firms need to pay only a half year's dues to December 31, 1935—a small contribution that all friends of the Industry can well afford and should feel obligated to make in support of their trade's national organization.

All business was greatly upset when the code law was made inoperative by the Supreme Court decision last May. It will take time for adjustments—for feelings to subside, for new policies to take root. While adapting themselves to the new order of things, the progressive macaroni-noodle manufacturers should feel duty bound to foster and support the best trade association available and within their willingness and ability to finance.

There has been some criticism in the past about the National Association, principally about what it has not done. So it seems opportune to enumerate some of the things which the organization has not been able to do.

First—it has NOT made all the people eat macaroni to the exclusion of other good foods—BUT it has never overlooked an opportunity within its means to extol the virtues of that fine food.

Second—it has NOT eliminated price cutting—BUT it has consistently fought that practice with every weapon at its command.

Third—it has NOT convinced all manufacturers that the production of low grades is generally and extremely harmful—BUT it has continuously preached *better macaroni*, warning violators of what they could expect to happen to their business if they continued to transgress the quality rule.

Fourth—it has NOT eliminated all misbranding and adulterating—BUT it has brought about some decisive, beneficial action on the part of State and Federal officials authorized to enforce the Food Acts.

Fifth—it has NOT convinced all manufacturers to study and to know their production and selling costs—BUT it has prepared and recommended a uniform cost accounting system that if generally used would enable competitors to talk the same cost language and eliminate many of the profitless transactions from which all suffer.

This is a rather negative way of stating the value of the National Association to the Macaroni Industry, but in its long career much has been done from which the whole trade profited, directly or indirectly. Firms that are appreciative of this past service and have faith in its ability to continue to represent the Industry, should immediately enroll as contributing members, thus setting a proper example for any hesitant manufacturer. The Macaroni Industry must have a national organization. Pending the development of something better, the National Macaroni Manufacturers Association is deserving the support of every friend of the Industry.



THE ENERGY FOOD

A Good Sauce is an Invaluable Help

The Best Spaghetti May be Spoiled
by a Poor Sauce



Italian spaghetti is one of those versatile dishes that can be served as an entrée or as an entire meal, suggests Judith Wilson, a recognized food authority. Spaghetti combines perfectly with all kinds of meat, fowl or vegetables. It is recommended that one buy only the finest spaghetti made by American manufacturers, but to be very careful that the accompanying sauce be properly made because even the highest grade of spaghetti can be served in a pasty, tasteless dish if not properly seasoned with a piquant sauce.

The making of a good sauce for your spaghetti is an art. It is not really difficult but it requires numerous ingredients and their proper cooking. There are sauces that should be served when spaghetti is made the main dish of a meal, and a simpler sauce that will do when one wants a good dish of spaghetti in a hurry. Here are recipes for the slow—the best sauce, and the quick—the fairly good sauce recommended by this authority:

The seasonings are to be found in most stores — parsley, garlic, cloves, thyme and sage. You will also want dried or fresh mushrooms and parmesan cheese for the final sprinkling once your plate of spaghetti has been dressed with your favorite sauce.

When spaghetti makes the main dish for your meal, choose a rich meat sauce. Here is a recipe:

Sauce Genoese

Peel and slice a half pound of mushrooms and simmer in two and one-half cups of hot water for half an hour. Meanwhile chop two tablespoons salt pork fine and saute in one-half cup olive oil until golden brown. Add two pounds round steak that has been coarsely chopped and brown. Add one cup sliced, peeled onions and saute a few minutes, then add six tomatoes which have been peeled and chopped and one cup of the liquid drained from the mushrooms. Chop the drained mushrooms, four

sprigs of parsley and two peeled buds of garlic and add to the sauce with one tablespoon sage, one teaspoon powdered thyme, two teaspoons salt, pepper to taste. Cook slowly for two hours or more, adding more of the liquid from the mushrooms as the moisture cooks away.

Quick Sauce for Spaghetti

Saute one-half pound bacon minced fine in two tablespoons olive oil. Add two cups chopped peeled onions, two tablespoons parsley and one cup chopped celery and cook until golden brown. Add one-half cup chopped carrots, two and one-half cups canned tomatoes, one cup chopped raw ham and one and one-half cups meat broth or consomme. Season with pepper, two teaspoons salt, one teaspoon sage, one-half teaspoon thyme, one-half teaspoon chili powder and one small can of tomato paste diluted with one-half cup water. Simmer for half an hour or until the vegetables and meat are tender.

In Memory of Edgar O. Challenger

Passage of time seems to deepen rather than assuage the feeling of loss among macaroni and milling trade associates of the late Edgar O. Challenger, who was president of the New York and Metropolitan District Cricket association as well as a highly regarded member of the New York Flour club. Since Mr. Challenger's death, which occurred July 21 while he was playing his favorite game, biographical facts concerning Mr. Challenger have been gathered which indicate the tremendous activity of his business life. Mr. Challenger was representative of the Minneapolis Milling Co. He was one of the National Macaroni Manufacturers association's best friends.



Edgar O. Challenger

Mr. Challenger was one of the oldest in point of service and one of the best known and liked semolina and farina brokers in the New York Metropolitan area. He was a member of the Two Star Club composed of representatives of the Commander-Larabee corporation, organized at the Atlantic City convention of the macaroni industry in 1925 and is the third member thereof to pass away. He attended practically all the conventions of the National association for more than a generation and twice acted with great credit to himself and to the association as chairman of the convention arrangement

committee, first during the New York convention in 1929 and again this year at the Brooklyn conference.

His connection with the macaroni business dates back many years. He came to the United States from St. Kitts, West Indies when only 20 years of age, entering the flour business in New York city where he lived till the date of his sudden death. He proudly claimed to have sold to macaroni manufacturers in New York the first farina ever used in macaroni making in this country, a product milled in an experimental way in a small mill in

Buffalo, since gone out of business.

Later when semolina was first made in America from American durum he became the New York representative of Yerxa, Andrews & Thurston, Minneapolis, semolina milling concern and had continued that connection when that mill was purchased in 1922 by the Minneapolis Milling company.

Mr. Challenger was 55 years of age at the time of his death. He had one hobby other than his business—that was cricket, an English game from which the American game of baseball was derived. He introduced that game in New York and for years was president of America's leading Cricket association. It was while playing his favorite game that he suffered a heart attack that caused his sudden and untimely death.

The deceased was survived by his wife and by hundreds of friends, business and social who mourn his passing. Among the friends were practically all of the macaroni manufacturers in Metropolitan New York and many of the fathers before them; also all of the leading manufacturers in other sections of the country whom he contacted at the many meetings and conventions of the Industry which he attended faithfully.

In his passing the Macaroni Industry, particularly the National Macaroni Manufacturers association has lost a true friend.

October 15, 1935

THE MACARONI JOURNAL

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For a Quality Macaroni
you need



Secrets of Successful Trade Marking

Make Sure Your Fair Trade Contracts Hinge on Your Trade Mark

By WALDON FAWCETT
Written Expressly for
the Macaroni Journal



There's a new type of contract coming into the food distribution picture. An added instrument of business relationships which is unique in more than one respect. Fair Trade Contracts, or Fair Trade Practice Contracts, these contracts are termed for the most part. But sometimes these agreements between firms or individuals are referred to as Price Maintenance or Resale Price Fixing Contracts.

All these designations are beside the question, so to speak. If we are literal we will designate the new types of private treaties as "Trade Mark Contracts." Because price control under the lately-legalized system is essentially a means to the end of trade mark preservation and protection. Which is the explanation of our secret that macaroni manufacturers who go in for price standardization will do well to make sure that their contracts are definitely and conspicuously connected to their trade marks.

The new activity in contract drafting is the sequel to the spread of state legislation legalizing contracts for retail price stabilization. Readers of the JOURNAL have kept posted on the progress, state by state of this new cure for price cutting and the unethical use of loss leaders. It may be recalled that after one Congress and then another had turned deaf ears to agitation for passage of the Capper-Kelly bill, the desperate advocates of equitable-pricing-at-the-source turned to legislatures. They had scant hopes at the outset but, lo and behold the idea caught fire at one state capitol after another, until now we have Fair Trade Practice Acts in force in nine states, and more coming.

So soon as it became evident that piecemeal conversion to Golden Rule Pricing was likely to sweep the country, forward looking executives began to lay their plans for shaping the requisite contracts. Here it may be confessed, was a formidable detail that had been overlooked by not a few rooters for price pegging. Some folks had even assumed that under the new pattern of enabling act observance of placarded prices would be compulsory and automatic. Actually, all that the precious grant does is to empower a manufacturer or producer to enter into contracts directly and indirectly with his distributors which will insure fitting respect for the primary marketer's "minimum" list prices. Hence the current activity in contract carpentry.

Advice to hitch every contract to the trade mark which is its inspiration holds good no matter who writes the contract, or how. Already it is apparent that food producers are going to be outfitted with contract forms in various ways. Some

manufacturers prefer to write their own. The only argument against this free-for-all authorship comes from the groups of farsighted leaders in various lines who are preaching the wisdom, if not the downright necessity of evolving uniform contracts. It is urged that it will save no end of time, trouble and expense if food-don can strike its new price control stride armed with contract forms which will be acceptable, interchangeably, in all the different states. To the same end, the plea continues it will simplify matters for all hands if contracts on the same standard models may be made available to the several classifications or commodity groups within the food field.

Because the situation has worked out thusly we have the disposition in most lines of trade to leave the drafting of Fair Trade Contracts to the national trade associations in the several jurisdictions. Trade association executives in neighboring sectors have been comparing notes with the result that a studied effort is already under way to hinge every contract on the trade mark owned by the party of the first part. To clinch matters the trade mark is revealed as the main-spring not only in the Manufacturer-Wholesaler Contracts, and the Manufacturer-Retailer Contracts, but likewise in the Wholesaler-Retailer Contracts which govern the marketing of goods, title of which has passed from the original vendor.

There is in the program now underway a jolly little joker that is all to the good of the trade mark owner if only he be shrewd enough to use it. On the first count, a price sustaining contract must stem from the particular trade mark involved, for the good and sufficient reason that the whole structure of fair trade legislation is for the benefit of trade mark owners who have valuable good will capital investment in the respective brands. On a second count however, the intimate association of a resale price schedule with a trade mark is to be emphasized for an educational purpose.

To state the case differently, the approved strategy of this new school of contracting calls for a bit of trade mark glorification in the main body of the contract in order to reduce friction and allay any slight resentment which a distributor might perchance harbor against the principle of price pegging. The present

method of flavoring the contract with dash of trade mark prestige is certainly a big improvement on the original plan for dignifying Price Maintenance.

Some of the older readers of the JOURNAL may remember that years ago when the pioneer crusade for Resale Price Fixing legislation had left Congress cold, somebody had the happy thought that the whole program should be put forward as an honest-to-goodness effort to prevent the theft of hard won trade mark property. Accordingly there was sketched that ingenious proposal which denounced price raiding as a crime only when practiced upon a product bearing a trade mark. Presumably, if would be price slasher should remove the trade mark (the mark that was reputed to sell the goods) he could cut as deep as he chose his quotation on anonymous goods.

That device was not accepted, but the idea of the trade mark as the crux of price control persisted stubbornly. It found expression, for instance in tentative legislative bills which authorized sale at reduced prices of discontinued lines, provided the trade mark owner did not elect to buy back the goods at the price paid by the distributor. Now, with Resale Price Fixing legislation a reality even if for the time being limited geographically, there has been evolved what is perhaps the best formula yet for claiming a trade mark foundation for a contract.

In the most favored contract form which have been perfected this past few weeks, the preamble of each edition conspicuously sets forth that the trade mark of the producer "constitute a valuable part of the good will of the business the owner" and "are of great importance in the handling, selling and distribution of the products." Further along in the contract it is set forth that one of the purposes of the arrangement entered into is to avoid depreciation of and damage to the trade marks through having products made the subject of injurious and uneconomic practices.

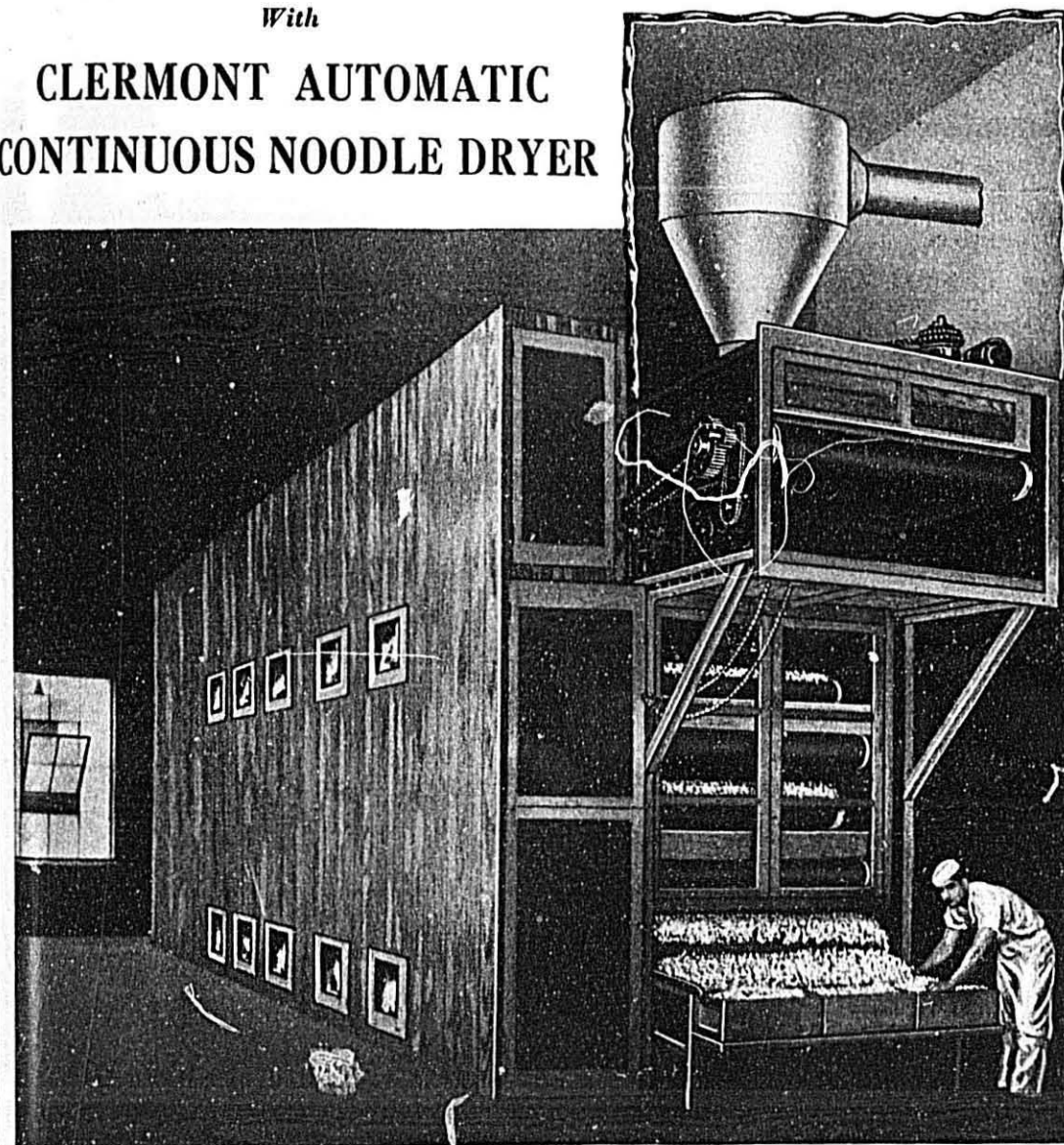
Here confessedly, is sheer educational missionary work calculated to bring to the distributor if he has not already realized it, the value and importance of the established trade mark. It is possible, as some skeptics are predicting that this revelation of the trade mark a sheltered trust as well as a promotional force may tend to coax some distributors to take flyers in private branding, whatever the byplay the rule seems to settled that price control contracts the moral support of trade marks, the older and more familiar the the better.

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Service—Patents and Trade Marks—The Macaroni Journal

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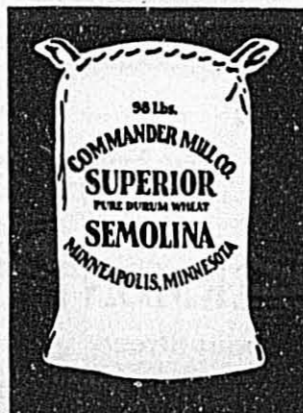
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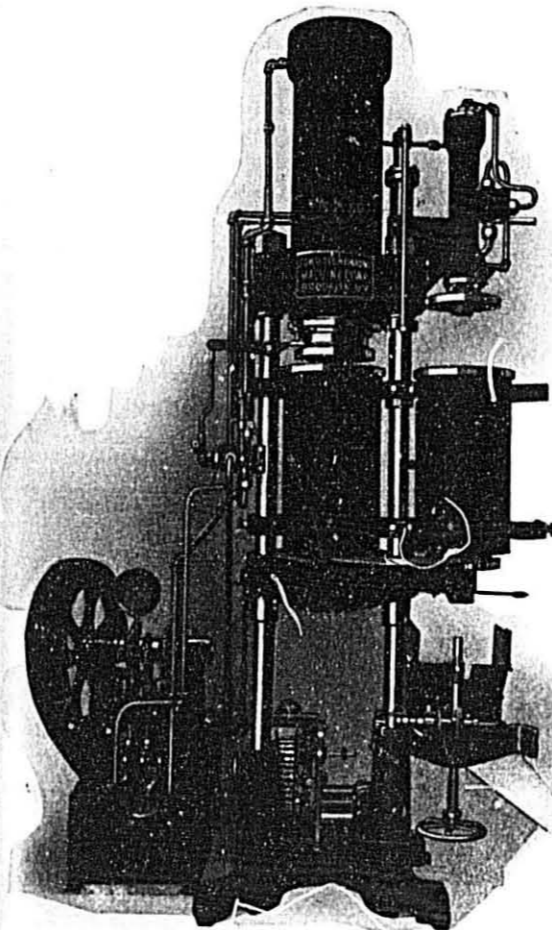
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Voluntary Trade Agreements Studied

Power to adopt special trade practice agreements under the new authority granted by an amendment to the National Industrial Recovery Act has been conferred on the Federal Trade Commission by President Roosevelt as per announcement made to the trade by NIRA last month. Under voluntary trade agreements an industry may provide for the adoption and enforcement of said agreements with respect to minimum wages, maximum hours, prohibition of child labor, elimination of unfair trade practices which offend against existing law.

The President has requested the Federal Trade Commission and the NRA to cooperate in handling voluntary agreements in accordance with a set plan now agreed upon. The President's letter on this subject of vital interest to all trades that wish to adopt such measures of self control under NIRA supervision, follows:

"Pending determination by the Congress of whether further industrial legislation will be enacted, it is hoped that industrial groups will, in increasing numbers, avail themselves of the provisions of the Joint Resolution extending National Industrial Recovery Administration which permit agreements (1) putting into effect the requirements of Section 7 (a), minimum wages, maximum hours and prohibition of child labor, and (2) prohibiting unfair competitive practices which offend against existing law. Such agreements, when approved by the President, as to matters covered by the Joint Resolution, are exempted expressly from the penalties of the antitrust laws, including criminal prosecutions, injunctions and treble damages. By such action, industry can undoubtedly do much to preserve the very substantial gains made while the codes were in effect. Applications for approval of such agreements should be filed with the Federal Trade Commission.

"Industry may continue to take advantage of the familiar trade practice conference procedure of the Federal Trade Commission."

Changes in Living Costs

The index of living costs in 32 cities of the United States covered by the Bureau of Labor Statistics remained virtually unchanged from March 15 to July 15, Secretary of Labor Frances Perkins announces. "Rises in the average costs of foodstuffs, house furnishings, and in rents were offset by declines in fuel and light, clothing, and miscellaneous items," Miss Perkins said. "As a result, the Bureau's index of the cost of goods purchased by the families of wage earners and lower salaried workers showed a decline of one-tenth of one per cent over this period.

"The index for the United States, based on costs in 1913 as 100, was 140.2 on July 15 as compared with 140.4 on

March 15, 1935. As compared with June 1934, the index is up by 2.7 per cent. It is 8.0 per cent above June 1933 and 17.7 per cent below June 1930. In all groups of items with the exception of fuel and light the changes reported were small. This was true both of the increases in food, rent and household furnishing goods, and of the decreases in clothing and miscellaneous items, each of which amounted to less than one per cent. Fuel and light costs, on the other hand, showed a substantial decline, largely due to seasonal decreases in the price of fuel."

Food costs, according to the bureau's revised index, showed an increase in 20 cities out of the 32. The greatest increase occurred in Baltimore where the advance was 4 per cent. Portland, Me., and Jacksonville, Fla., registered advances of 3.8 per cent. The greatest decline occurred in Houston where food costs decreased 3.6 per cent. There were also slight declines in New York city and in Chicago. All other cities in the New England, middle Atlantic, and east north central areas showed increasing food costs during the quarter. The cities in the Pacific area showed declines in total food costs.

Funds Lacking for Potato Law

Macaroni-noodle manufacturers are keenly interested in the hearings being held on the potato control act in Washington by the Agricultural Adjustment Administration that did not seek the legislation and which has no funds for the enforcement of its provisions. Supporters of the new law that will place the control of potato production under AAA are vigorously demanding that funds for that purpose be found by diversions from other appropriations, if necessary.

The problem of enforcement of the unwanted act is made most difficult by the failure of Congress to pass the third deficiency appropriation bill wherein \$5,000,000 was set aside for that purpose. In the potato control act, the AAA is confronted with its greatest control program, affecting potato growers in every section of the country. It provides for a tax of 45c a bushel on all excess production. Officials are giving thought to voluntary agreements to supplant compulsory regulation, and potato growers as well as manufacturers of competitive foods are watching closely every move in connection with this new food legislation.

Makes New Connection

George M. Corbett has been appointed broker for the Kentucky Macaroni company covering northern West Virginia according to an announcement made to the trade last month. For the past 10 years, Mr. Corbett has been connected with the West Virginia Macaroni company of Clarksburg, W. Va. as a selling agent.

Spaghetti Par Excellence

In a beautifully illustrated article by Lillian E. Prussing, food expert of the Pictorial Mid-Week of New York, tells of the popularity of spaghetti as an Americanized dish on a par with Boston Baked Beans, Corn Beef and Cabbage or Clam Chowder. To serve spaghetti in all its tastiness she recommends "Spaghetti Adolf," a recipe used by and named after the famous chef—Adolf of the Plaza Hotel, New York city.

The article, in part reads:

Spaghetti, originally a gift to us from Italy has become thoroughly Americanized and is now almost as usual a part of the American menu as our own baked beans, corned beef and cabbage or clam chowder. It is not regarded by hotel and restaurant chefs as a "classic" dinner dish, but is exceedingly popular for luncheon or supper, particularly for luncheon, as a substitute for meat, chicken or fish.

It is the sauce with which spaghetti dishes are varied. This may be a plain tomato sauce one made with meat, vegetables, herbs and hot seasoning or melted butter and cheese. Grated cheese is added, whatever the sauce and one may detect a flavor of garlic. A pinch of Italian thyme is considered by some to give an interesting flavor.

An ideal luncheon with spaghetti as the pièce de résistance may include a soup (melon in hot weather), salad, dessert and coffee.

A delicious new version of spaghetti with a special sauce is adding fame to its author Adolf of the Plaza, for whom it is named.

Spaghetti Adolf

Cook 2 lbs. of spaghetti 18 or 20 minutes drain and season with salt, pepper and mix with a little grated parmesan cheese. Put in a gratin dish, pour over it the sauce and sprinkle grated cheese on top. Put under the salamander and brown.

Sauce

Slice 8 fresh mushrooms and stew them in butter for a few minutes; add 6 shallots chopped very fine and cook for 3 or 4 minutes more. Add a pony glass of white wine and 6 tomatoes which have been peeled, freed from seeds and chopped. Add 1/2 cup of brown sauce and cook for 15 minutes. Season with salt, pepper, a pinch of scraped garlic, a pinch of chopped tarragon and chervil. Mix with 2 tablespoons of butter and serve.

Established Glassine Bag Sizes

The division of simplified practice of the National Bureau of Standards has announced that Simplified Practice Recommendation R107-31, Glassine Bags has been reaffirmed without change by the standing committee of the industry. This simplification program, which is concerned with the capacity, or use, size, packing, and basic weight of paper for flat and square glassine paper bags, became effective Oct. 15, 1931. The current reaffirmation is the first action which has been taken by the standing committee since that date.

Copies of the recommendation may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 5c each.

Courage consists in hanging on one minute longer.

Baur Mills
Romeo Hard Wheat

FLOUR Unbleached

Wire for price and we will both make money

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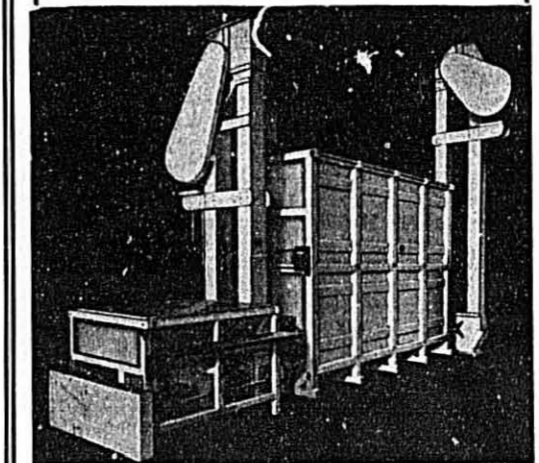
Steady, Dependable Production of Uniform High Quality Products is the Most Important Quality to be looked for in a Die.

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

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

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

100% Satisfactory

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

G. D'AMICO MACARONI CO., INC.
Steger, Illinois.

NOTE: This customer has installed several Champion Flour Handling Outfits and Champion Mixers, and his experience shows the fine satisfaction you can expect.

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

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Noodlettes

By Mack SpagNoodle

Live and Let Live

A ball player thinks just about as much of a .300 batting average as he does of his right eye. Years ago George Sisler, a wonderful player, was to everyone's regret losing his eyesight just when he should have been reaching his climax. As a final gesture of good will by his captain Sisler was sent in to pitch the final game of the season.

Earl Combs, an opposing batter, his season's average just .300, was determined Sisler should not be humiliated in this, his last game. Combs took an intentional strikeout that lowered his batting average to .299 for the year.

In one football season Center college team was called the "Praying Colonels." They had an important game with Indiana, whose main dependence in defense was upon "Jumbo" Pierce, their giant tackle. Pierce had been badly hurt a week before but he insisted upon playing.

The Center college players knew how easily one hard shove on Pierce's lame leg, or a clip from behind—and clipping was fair then—would put him out of the game. As the fourth period of play drew near its end, Indiana led with a score 3-0. Center got the ball four yards from Indiana's line. Twice they tried to push Red Roberts through Pierce. Twice Pierce stopped them dead. Center went into a huddle. Nothing easier than to "get" Pierce in time to be rid of his opposition. The men jumped to their positions and on the third down Pierce



stopped them again, and once more on the fourth down Center refused a victory at the expense of "getting" Pierce. It adds to, rather than detracts from the reputation of the "Praying Colonels" to know that, with two minutes and forty seconds left to play, they did win that game by a long end run. Young men of the type involved in the above instances must have a high sense of fair play and as those young men come into business, there ought to result bettered standards of business relations. Their example in sports ought to inspire their elders to something of the same sort of spirit in business. Such things ought to be—are they?

A Scheme That Did Not Work

By ELTON J. BUCKLEY, Counselor-at-Law

The following letter shows "what a tangled web we weave, when first we practice to deceive," to quote a proverb which appeared in one of my early copy-books:

Savannah, Ga.

Before about a year ago the above business was carried on under my own individual name Charles ——. It was my own business, owned outright by me, and no one else had any interest in it. About a year ago it appeared as if I would be called upon to pay several notes which I had endorsed for two brothers, and it looked as if about all I had would go if I had to pay the notes. In order to safeguard my family from this, I turned over the entire business to my wife, gave her a bill of sale prepared by my counsel and had it registered in her name, "G" —, the "G" standing for Gertrude. No other change was made, I went on running the business just as before.

Fortunately I did not have to pay the notes, as a settlement was entered into which let me out. I then asked my wife to turn the business back to me in my name, but acting on the advice of her stepfather, she refused to do it, unless she was given an interest in it which would give her an independent income. I have always provided for her to the best of my ability, though we have had arguments from time to time over money matters.

Since she took this stand I put the matter in the hands of my counsel, and she has also gotten counsel, but these men have not been able to get anywhere. She still demands an interest as the price of turning the business back. Since she did not earn any part of it, and the business is wholly mine, I have been

stubborn about it and refused. Is there any way in which I can compel her?

This correspondent is in a jam, I am sorry to say, as many another man is who turns his property over to somebody else, but finds it harder to get it back than he expected. In most of these cases the real owner finds it politic to make the best compromise he can.

If it were not for one thing, this correspondent could go into court with a bill in equity asking that the wife be compelled to turn back the business, and if he proved that he was the sole owner of it he could no doubt succeed. The one thing that stands in his way is that he transferred the property to defeat his creditors. The courts are very loath to accept that particular excuse—which appears in many of these cases—and usually say "no, you got yourself in this jam because you were trying to put something over on your creditors. The law will leave you in the hole you put yourself in."

This correspondent has two courses open. He can get a lawyer and have him file a bill in equity asking for the return of his property. He will have to meet the obstacle I have referred to, but he may get the court to act leniently about it because the creditors were not actually defrauded, and every man is entitled to sympathy when he does a desperate thing in order to protect his family. I should say that this course has about a 50-50 chance of success.

Another argument he has is that his wife is undoubtedly trying to overreach him, which the court will probably resent.

The other course is to compromise with the wife. If he can induce her to make a fair settlement so that he will still control the business, that I think is the best thing to do.

New Wheeling Plant

The Wheeling Macaroni company has been incorporated under the corporate laws of West Virginia to manufacture and sell macaroni products. It is a close corporation with a capital stock of \$50,000.

Its modern plant at 841 National road, Wheeling, W. Va. is now being equipped with machinery to give it a daily production capacity in excess of 75 barrels and is so constructed as to permit of easy expansion should business warrant.

The production department will be managed by Lawrence E. Cuneo, formerly of the La Premiata Macaroni company of Connellsville, Pa. who has been engaged in macaroni making since 1900. He is also the vice president of the new company. The president is David W. Wiener a successful business man. W. P. Hunt is the secretary-treasurer and Herbert McConnel, assistant treasurer. The legal affairs of the concern are supervised by Attorney A. C. Schiffman.

The Highest Priced Semolina in America
and Worth All It Costs

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



Macaroni Consumption Should Increase

If there were more barbers with an appetite and with a liking for spaghetti like the hero referred to in the following dispatch from Philadelphia, spaghetti consumption would be increased greatly and immediately:

"Tony Laurentis, barber-epicure, slept soundly last night after a dining exhibition in which he consumed more than 20 lbs. of food and drink. A restaurant owner furnished the meal—enough for a small orphanage—and Tony did all the eating.

"Tony is the same barber who ate 240 apples in 1 hour and 56 minutes some time ago. Frank Palumbo, his host last night, invited newspaper men and various doubting Thomases to watch.

"The barber cleared his throat with a gallon of wine.

"Then, refreshed, he ate 4 lbs. of spaghetti with tomato sauce and cheese.

"There followed, in steady succession, 12 spring chickens, two large sirloin steaks, a meat roast and a gallon of beer as a chaser.

"A scale showed he had gained 20 lbs. at the sitting."

Macaroni for Week End Meals

Wise manufacturers will be ever ready with timely suggestions for the more frequent serving of their products. Here's a suggestion for the Week-End Meal that will not only meet with ready acceptance on the part of the housewife or the cook but will become a favorite with the family and the welcomed or unexpected guests.

Macaroni with Cheese in Ham Jackets

1 1/2 lbs. macaroni
1/2 t salt (in boiling water)
4 c boiling water
2 T fat
2 T flour
1/2 t pepper
1/2 t salt
2 c milk
1 c grated cheese
1 T horseradish
8 large thin slices boiled ham broken into 4-inch pieces.

Add macaroni and salt to boiling water. Cook until tender, then drain and rinse with cold water. Melt fat in saucepan. Blend in flour, salt and pepper. Stir in the milk slowly and cook 15 minutes, stirring frequently. Add cheese and horseradish. Cook slowly until cheese has melted. Put about 12 pieces of macaroni on each ham slice. Pour hot cheese sauce over macaroni then roll up and fasten. Bake in hot oven 400 degrees F., 30 minutes or until ham has browned. (Note, Green peppers stuffed with a vegetable mixture covered with buttered crumbs and baked in the oven are good to serve with the macaroni.)

An All Salad Meal

Short cut macaroni can be used as the chief ingredient for a delightful, satisfying and substantial salad. This is the combined opinion of many food experts as expressed by Ruth Dawson, noted nutritionist.

When carefully planned and properly

prepared a "salad meal" is just as nutritious, equally as satisfying and pleasingly appetizing as cooked meals.

In recommending a short cut macaroni salad, Miss Dawson says: "Just remember your salad for the all salad meal should contain some proteins, starches, sugars, fats and minerals. The following macaroni salad lives up to all these requirements and will be as tasty, as satisfying and as nourishing as healthy or sick require."

Luncheon Macaroni Salad

1/2 lb. macaroni
1 cup chopped celery
1/2 cup chopped onion
1 teaspoon salt
Paprika
2 chopped green peppers or pimentos
2 medium sized cans of tuna fish or salmon
Mayonnaise or tart cooked dressing

Cook macaroni until tender. Drain and chill thoroughly. Mix all ingredients together. Add salt and dressing. Pour into salad bowl lined with tender cabbage leaves or lettuce and garnish with paprika.

A Zestful Sauce for Spaghetti

Italian spaghetti is a savory and substantial dish possessing a characteristic relish that has won for it many devotees outside the country of its origin. In fact, its popularity appears to be on the increase if we may draw conclusions from the many requests that come to the Home Institute for Italian spaghetti recipes. This appetizing dish, almost a meal in itself, owes much of its goodness to its thick, zestful sauce. The secret of good Italian spaghetti is largely due to the long slow cooking—from two to three hours—of the sauce itself. American homemakers seem prone to hurry the sauce by cooking it too quickly.

FOREIGN GOVERNMENT DEBTS TO UNITED STATES

On June 15, 1934, 15 nations—including Russia—owed the United States more than 11 billion 600 million dollars.

More than 300 million dollars was due and unpaid.

These obligations of foreign nations to the United States not only furnished the means for the successful conclusion of a war that threatened the national existence of these nations but helped them to a quicker commercial recovery after the war.

The money loaned to these nations by the United States was borrowed from its citizens.

Any shortages due to the repudiation of their debts by the borrowing nations will compel the United States to raise the amount of that shortage by general taxation of American citizens.

Money owed to the United States by foreign governments amounted to more than 1/4 of the estimated sum of our Federal, state and local government debts in 1933.

AGMA Convention

The annual convention of the Associated Grocery Manufacturers of America, Inc. will be held at the Waldorf Astoria hotel, New York city on Nov. 13, 14, 15, 1935 according to an announcement made by President Paul S. Willis. Through THE MACARONI JOURNAL the president of AGMA extends to all macaroni-noodle manufacturers and representatives of all groups in the industry, a cordial invitation to attend and to take part in the deliberations that will be of direct interest to all manufacturers of grocery products. The announcement says: "It is contemplated to include in the program (now under going preparation) major subjects confronting the industry to be discussed by outstanding speakers."

This annual conference is regularly attended by many leaders in the macaroni trade who hold memberships in AGMA and some of whom are officers or past officers thereof. Eastern firms are expected to be fairly well represented at the convention in New York next month.

Adjudged Bankrupt

Theodore Stitt, referee in bankruptcy under the United States District Court of Eastern New York has caused to be entered a record to the effect that the Schneider's Home Made Egg Noodle Company, Inc. of Brooklyn, N. Y. has been adjudged a bankrupt on Sept. 1, 1935 and advising creditors to file claims before Oct. 15, 1935. The notice to creditors reads: "Notice is hereby given that on September 5, 1935, the said party (Schneider's Home Made Egg Noodle Company, Inc.) was adjudicated bankrupt; and that the first meeting of creditors will be held at Room 209, Post Office Building, Washington and Johnson Streets, Brooklyn, New York, on October 15, 1935, at 2 p. m., at which time the creditors may attend, present their claims, appoint a Trustee, examine the bankrupt and transact such business as may properly come before said meeting."

Among the creditors are several machinery firms, flour mills, egg and carton companies that regularly do business with firms in the macaroni-noodle industry.

Cyclone and Flood Damage Plants

Spaghetti production in one of the world's largest centers of macaroni manufacture was curtailed by cyclonic winds and torrential rains that struck Naples, Italy and vicinity last month.

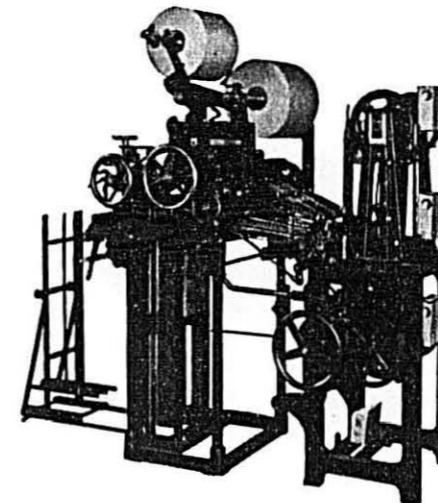
Castellamare and Gragnano, near Naples, famous for macaroni factories were flooded and later damaged by terrific winds which swelled a stream, wrecked bridges, killing several and injuring many.

The floodwaters soon receded, water damages repaired and production resumed in Italy's greatest macaroni center.

SAVE TIME

SAVE SPACE

SAVE MONEY



Peters Senior Forming & Lining Machine with Automatic Carton & Liner Feed.

... FORMING and CLOSING CARTONS

Peters Forming and Lining Machines and Peters Folding and Closing Machines automatically form and line, fold and close carton shells, at speeds ranging upward from 1800 to 4200 per hour, depending upon the size of the carton. They do a far better job than any that can be done by hand, do the work of from five to seven operators, save—as proved by actual plant records

—as high as seven thousand dollars annually for a single installation.

Because of their outstanding advantages—small space productivity, low labor cost, low investment, high speed and quality of production—they have been adopted by plant after plant. Wherever they have been installed, they have met with uniform success in cutting costs and increasing output.

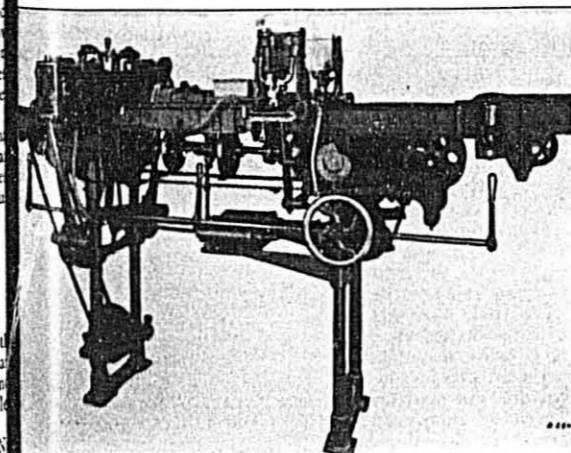
Investigate these unusual machines. Let Peters engineers show you how these, or their smaller companion machines, can save you money, time and space. No obligation. Write our Chicago office.

UP TO TWENTY OR MORE YEARS OF MONEY SAVING SERVICE IN THESE AND OTHER PLANTS

Armour & Company
Beatrice Creamery Co.
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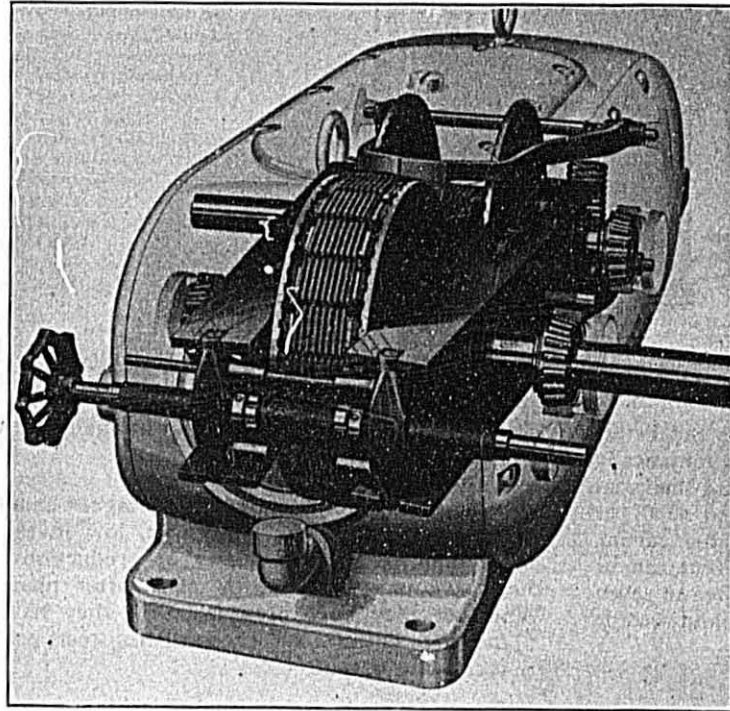
Macaroni Cutter Speed Control Improvements

In order to produce macaroni in different lengths as required, some form of speed change mechanism is applied to the cutter. In some plants cone pulleys and belts are used; in others a compact form of self contained variable speed transmission capable of providing quick, accurate changes of cutter knife speeds.

A prominent midwest macaroni manufacturer, whose name is being withheld

have been installed as recommended, in order to be on the safe side, but it so happened that the plant operator had a 1/4-H.P. motor on hand, and not one of 1/2-H.P.

The new variable speed transmission has of course eliminated the friction drive, and all of the roller chain drives, with the exception of the one which connects the variable speed shaft of the new



A view of the operating mechanism of a Macaroni Cutter Speed Control.

by request, had two cutters on which variable cutting speed was obtained through a series of roller chain drives, and a disc-friction variable speed unit, but this driving arrangement was not satisfactory because the exact length of macaroni could not be produced. A 1-H.P. motor was used, which was overloaded.

Along came the manufacturer of a self contained variable speed transmission. His analysis and computations showed that most of the power of the motor was consumed by friction losses attendant to the use of so many counter-shafts; and that a fairly inexpensive self contained variable speed transmission, compact and fully enclosed, could be installed in place of the existing driving arrangement, and operated moreover, by a motor of only 1/4-H.P. The new unit has since been installed, and it is interesting to note that it is actually being operated by a motor of only 1/2-H.P., 1800 R.P.M. A 1/4-H.P. motor would

transmission box to the knife shaft of the cutter. This installation on one cutter proved to be so satisfactory that the other cutter has more recently been similarly equipped. Accurate speed changes are obtained by the simple turning of a hand wheel. The 1/4-H.P. motor handles the load very nicely, and six or eight exact lengths of macaroni can now be produced, as desired. It would seem that this modernization of cutter drives points out very clearly how many manufacturers are running up their costs by continuing to use drives that are outdated by more recently developed equipment. Much power is being wasted by inefficient driving machinery.

Small Fire at Hartford

Property and stock damage estimated at several hundred dollars was caused by a small basement fire in the Hartford Macaroni Mfg. company plant on Aug.

21, 1935. The fire started around a motor, but firemen prevented its spread to the main section of the plant though some goods were damaged by the dense smoke that penetrated the ground and upper floors. The damage was quickly repaired without cessation of production.

Macaroni Trade in Foreign Countries

The monthly summary of foreign commerce issued by the Bureau of Foreign and Domestic Commerce reports the international trade in macaroni products to be a little unsettled, showing a one third increase in imports and even a greater decrease in exports.

Imports

The total of 130,301 lbs. for a value of \$11,044 was the importation business during July 1935 as compared with the total for June 1935—98,770 lbs. costing \$7,705.

For the first seven months of 1935 a total of 800,438 lbs. of macaroni products with a value of \$68,957 was imported to this country.

Exports

During July 1935 the exportation of macaroni products to foreign countries totaled 117,823 lbs. bringing to American manufacturers a total of \$9,633. The decrease is shown when compared with the June 1935 figures totaling 190,847 lbs. valued at \$14,828.

During the first seven months of 1935 the total export of this foodstuff was 1,161,345 lbs. worth \$100,182.

Listed below are the countries to which these products were shipped during July 1935.

Countries	Pounds
Netherlands	2,800
United Kingdom	2,310
Canada	7,760
British Honduras	2,200
Costa Rica	180
Guatemala	1,600
Honduras	1,110
Nicaragua	360
Panama	17,200
Salvador	300
Mexico	14,800
Newfoundland and Labrador	1,400
Bermuda	800
Jamaica	700
Trinidad and Tobago	300
Other British West Indies	600
Cuba	15,800
Dominican Republic	700
Netherland West Indies	700
Haiti, Republic of	400
Ecuador	100
Venezuela	400
British India	270
China	210
Netherland India	900
Hong Kong	100
Japan	200
Kwantung	300
Palestine	500
Philippine Islands	400
Australia	100
British Oceania	100
French Oceania	100
British East Africa	100
Union of South Africa	100
Other British South Africa	100
Siberia	100
Mozambique	100
Hawaii	600
Puerto Rico	1,200
Virgin Islands	100
Total	312,000

From the Top-Cream
of 1935 Crop

AMBER DURUM WHEAT



AMBER-BRIGHT

HOURGLASS

UNIFORM

SEMOLINA



a Duluth-SUPERIOR Product

A Defense of Italian Action

Much interest in the war between Italy and Ethiopia is being taken by members of the macaroni manufacturing industry in this country, principally among the Italian element because of its racial preference. Of course all are concerned in what effect it may have on the trade insofar as United States manufacturers may be called upon to supply some of Italy's macaroni needs, but the rights of the parties involved are perhaps more pertinent with the group referred to than any direct benefits that may accrue.

Friends of Italy are watching the American press to find out whether it is fair to the Italian cause. Joseph Freschi, a Chevalier of the Italian Crown, vice president of the National Macaroni Manufacturers association and leading manufacturer in the central west, in a special letter to the editor of the Post-Dispatch, St. Louis, Mo. states plainly and fairly the Italian side of the controversy. The editor thought the letter to be of sufficient importance to place it at the head of the editorial column of its regular issue of Oct. 7, 1935 and friendly competitors think it of sufficient importance to recommend its reproduction herein to give the oft neglected view of Italy's rights in the controversy. The letter follows:

A Defense of Italy

To the Editor of the Post-Dispatch:

Your editorials on the Italo-Ethiopian question have repeatedly demonstrated your animosity against Mussolini and against the Italian nation. I say the Italian nation because, with the exception of a few die-hard expatriates, who were deprived of fat political jobs, the Italian nation as a whole is solidly behind its leader. Mussolini has made a new nation out of Italy and has given the Italians that which they lacked—national unity and pride.

In your editorial of Oct. 1, you make the statement that many solemnly pledge Mussolini has scornfully tossed aside his plan of conquest. May I call your attention to the fact that all the treaties made by Italy from 1906 to date with France and England have been repeatedly broken by these nations? Particularly I wish to refer to the various treaties made before and during the World War in which Italy was promised a colonial outlet for her population, only to be completely ignored by these two nations. They are the real cause of the present trouble.

Italy went to the peace conference in Versailles with a clear conscience of having performed her duty. With a loss of 650,000 dead and close to 1,200,000 wounded, having spent 190 billion lire on war expenses, with an additional loss of 30 billions in sunken ships and 40 billions in devastated territory, Italy's share in the cost of the war was 260 billion lire. Will you please tell your readers what Italy received for this enormous sacrifice?

At the peace conference, she was treated as a nonentity. England and France divided among themselves all of the mandates and German colonies. Italy got nothing.

You make the statement that Italy has four colonies in Africa and that their combined area is nine times that of Italy. In making this statement, you naturally assume that this territory is a Garden of Eden. You know better than that. You know, just as well as anyone, that this vast land is nothing but sand and rock. Mussolini made a statement a week ago that "he was not a collector of sand and rock; that, in the 110,000 miles of desert, ced-



A. J. FRESCHI

ed to Italy by France, they found a population of 62 people."

Further to enlighten the American public of the betrayal of Italy at the hands of France and England, let me cite the following figures: Italian colonies in Africa have only 6,111,000 acres of tillable land as against 100,575,000 acres for France and 214,520,000 for England. Will you kindly tell the American people how Mussolini can duplicate Italy by moving on to his African colonies on 6,000,000 acres of tillable land?

After the year 1924, when immigration was curtailed all over the world, the necessity of an outlet for Italian immigration was very pressing and, instead of resorting to war, Italy actually tried to purchase Angola, offering to pay Portugal's debt in compensation, but Great Britain vetoed the negotiation.

England, which has more land than her nations will be able to populate in the next 1,000 years, is willing to starve a nation and sacrifice that nation on the altar of a justice she has never practiced.

I close with a quotation from a speech made by Sir Stafford Cripps: "The League of Nations today is nothing but the tool of satiated imperialistic Powers." Can you guess who they are?

A. J. FRESCHI.

Rossi Silver Wedding

Mr. and Mrs. Henry D. Rossi, Braidwood, Ill. celebrated the 25th anniversary of their wedding at their home on Sunday, Oct. 6, 1935. Assisting them in remembering this epochal date were their three children, Miss



Henry D. Rossi, President of Peter Rossi & Sons, Braidwood, Illinois, Charter Member of National Macaroni Manufacturers Association who recently celebrated his Silver Wedding anniversary.

Harriet, recent graduate of Northwestern university, Henry, Jr. a student of Illinois university, and Albert, a senior in the Braidwood high school besides numerous relatives and friends.

Mr. Rossi is president of Peter Rossi & Sons, macaroni-noodle manufacturer, Braidwood, Ill., charter member of the National Macaroni Manufacturers association. He represents his firm at the organization meeting in Pittsburgh, Pa. April 19-20, 1935 and though he had hardly attained manhood at that time, he felt capable to read a paper to his associates "How to Manufacture Macaroni," a paper that is still readable and instructive.

Mr. Rossi joined his father and brothers in the Braidwood plant shortly after completion of his school studies and has spent more than 35 years as a laborer in the plant and later as an executive. Under his guidance his firm has been among the leaders in organization work for the industry's welfare never refusing to contribute more than its fair share to any activity of a cooperative nature.

Their many friends in the industry join in wishing Mr. and Mrs. Rossi many more years of happy wedded bliss and the former many more years of leadership in his trade.

Spur Macaroni Orders

Significant of the war talk and general tension between nations involved directly or indirectly in the threatened war between Italy and Ethiopia was the request by macaroni exporters in Italy, British importers that they forecast the macaroni requirements for the next few months, owing their appeal states, to a very difficult situation which has arisen between Great Britain and Italy.

Accordingly orders for large supplies were placed for macaroni products firms that were given that warning. Others are planning to purchase American macaroni in the event that the Italian supply is cut off in case of war.

Change In Partnership

A change in the ownership of the macaroni firm in Perkastie, Pa. which opening was reported last month has been announced. David J. Kulan succeeds Pietro Vizzini and will be in charge of the selling end of the business.

In addition to the equipment previously reported the new plant that operates under the name of the Quaker Macaroni corporation will use an array of Maldari dies. Production has started in the new plant that aims to supply trade in eastern Pennsylvania primarily.

Whether or not one has influence counts so much less than by what by whom we are influenced.

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All Employers Should Prepare For New Payroll Tax Payments

Under the Federal Social Security Act and state unemployment compensation laws employers will be subject to a new tax on and after Jan. 1, 1936.

The Federal Laws establish the minimum figures which in some cases will be subject to slight variation, depending upon the laws of the individual states covering unemployment compensation.

Under the Federal Law alone employers will be subject to a payroll tax which applies against certain defined payroll figures starting on Jan. 1, 1936 at a rate of 1% and reaching a maximum of 6% on Jan. 1, 1949.

The above tax is in two sections: The first covering unemployment compensation and the payment of the Federal tax for the year 1936 is at the rate of 1% of the defined payroll totals. This section of the tax increases in 1937 to 2% and in 1938 to 3%, at which percentage figure it remains from that time unless some provision is made in the state law for reductions based upon stabilized employment records.

Although this tax must be paid by employers in all states there will be no benefits to employes in those states that do not cooperate by passage of state unemployment compensation laws.

In those states having unemployment compensation laws the payments of contributions as well as the payment of benefits will be controlled within the state and under the direction and supervision of the proper state bureau.

Where payments are made by employers to state reserve funds a credit up to 90% will be allowed against the Federal tax so in those states passing laws with the percentage figures corresponding to the Federal figures mentioned the actual payments to State and Federal would be as follows: 1936, 1.1%; 1937, 2.2%; 1938 and thereafter, 3.3%.

In addition to the above tax which covers unemployment compensation there will also be a Federal tax against both employer and employe which is both a payroll tax against employer and an earnings tax against employe.

This tax becomes effective on Jan. 1, 1937 and applies against certain defined payroll figures. The rate of tax under this section is 1% for the years 1937, 1938 and 1939 against the employer and the earnings tax against employe for these years is 1% on the first \$3,000 of earnings of each employe in each year and is to be collected by the employer through payroll deductions.

On Jan. 1, 1940 the tax against both employer and employe increases to

1½% which rate applies for the years 1940, 1941 and 1942.

On Jan. 1, 1943 another increase of ½% each becomes effective and the rate becomes 2% for employer and 2% for employe for the years 1943, 1944 and 1945.

Again on Jan. 1, 1946 an increase of ½% raises these rates for employer and employe to 2½% for the years 1946, 1947 and 1948.

On Jan. 1, 1949 this section of the tax reaches its maximum figure and from that point the tax against employer will be 3% and against employe another 3%.

When the tax for unemployment compensation and the tax for old age pension are combined you get the maximum figures which will apply against employer and employe.

The following figures are based upon state laws being passed that do not provide for employe contributions to unemployment reserve funds and do not provide for a higher tax than is contemplated by Federal social security laws.

Year	Payable by Employer—				Employe Earnings Tax on First \$3,000 Earnings	Total Employer and Employe
	Unemployment Compensation Payable to State	Payment to Fed. Old Age Pension Tax for State	Payment to Fed. Old Age Pension Tax for State	Employer Total Fed. and State		
1936	1%	0.1%	none	1.1%	none	1.1%
1937	2%	0.2%	1%	3.2%	1%	4.2%
1938	3%	0.3%	1%	4.3%	1%	5.3%
1939	3%	0.3%	1%	4.3%	1%	5.3%
1940	3%	0.3%	1.5%	4.8%	1.5%	6.3%
1941	3%	0.3%	1.5%	4.8%	1.5%	6.3%
1942	3%	0.3%	1.5%	4.8%	1.5%	6.3%
1943	3%	0.3%	2%	5.3%	2%	7.3%
1944	3%	0.3%	2%	5.3%	2%	7.3%
1945	3%	0.3%	2%	5.3%	2%	7.3%
1946	3%	0.3%	2.5%	5.8%	2.5%	8.3%
1947	3%	0.3%	2.5%	5.8%	2.5%	8.3%
1948	3%	0.3%	2.5%	5.8%	2.5%	8.3%
1949 & after	3%	0.3%	3%	6.3%	3%	9.3%

NOTE—These percentage figures do not apply to total payroll figures but to defined payroll totals after deducting the earnings of certain classes as defined by Federal and state laws. The earnings tax applies against the first \$3,000 of earnings of each employe in each year and is collected by the employer through payroll deduction.

It will be apparent to employers that certain revisions must be made in their records covering personnel, employment, individual earnings and payrolls.

Records must be revised to permit proper calculation of taxes payable and also to develop the information which will be necessary for Federal and state reports as well as to have records supporting these reports.

When benefits become payable from these reserve funds the employer will require information which will determine the eligibility of each employe to participate and which will establish correctly the benefits to which each employe is entitled.

This necessitates very complete indi-

vidual records of employment and earnings.

A booklet has been prepared on the subject and showing suggested forms for the records that are involved.

This booklet is available to employers without cost and may be secured by writing the C. E. Sheppard Co., 4401-4429 Twenty-first st., Long Island City, N. Y.

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 September 1935 the following were reported by the U. S. Patent Office:

Patents granted—None.

TRADE MARKS REGISTERED

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

Fable

The trade mark of Bayard S. Scotland, doing business as Q Company, Joliet, Ill. was registered for use on macaroni. Application was filed May 20, 1935, published July 9, 1935 by the Patent Office and in the Aug. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since April 8, 1935. The trade name is in heavy type.

Fril-lets

The trade mark of Porter-Scarpelli Macaroni company, Portland, Ore. was registered for use on alimentary paste products. Application was filed May 31, 1935, published July 9, 1935 by the Patent Office and in the Aug. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since Sept. 20, 1933. The trade name is written in white outlined type.

TRADE MARK REGISTRATIONS RENEWED

The trade mark registered by the Atlantic Macaroni Co., Long Island City, N. Y. was granted renewal privileges effective Jan. 15, 1936.

TRADE MARKS APPLIED FOR

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

Amberoni

The trade mark of Sperry Flour company, San Francisco, Cal. for use on flour, particularly macaroni flour. Application was filed March 25, 1935 and published Sept. 2, 1935. Owner claims use since October 1930. The trade name is in large black letters.

Golden Macaroni

The trade mark of Sperry Flour company, San Francisco, Cal. for use on flour, particularly macaroni flour. Application was filed March 18, 1935 and published Sept. 21, 1935. Owner claims use since March 2, 1929. The trade mark is in heavy type.

F & G

The trade mark of Fraterrigo & Gullio Macaroni Co., Tampa, Fla. for use on alimentary pastes. Application was filed March 20, 1935. Owner claims use since Aug. 1, 1934. The trade name is in black letters above which appears the firm's name.

Gioia

The trade mark of A. Gioia & Bro., Rochester, N. Y. for use on macaroni products. Application was filed June 19, 1935. Owner claims use since 1910. The trade name is written in large black type.

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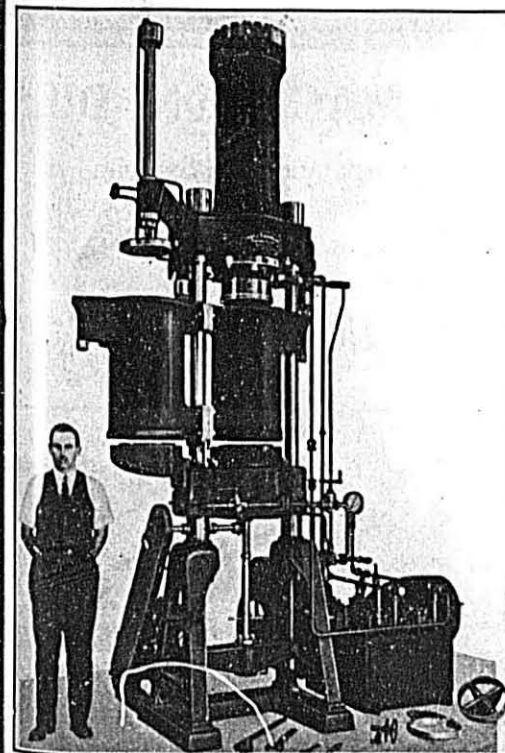


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 Founded in 1903
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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Vol. XVI October 15, 1935 No. 6

Illinois Retains NRA

While all macaroni-noodle plants were relieved of their obligations under the Macaroni Code by the famous Supreme Court decision holding the NRA unconstitutional, the plants in Illinois continue under the state recovery law passed by the Illinois General Assembly in 1933.

The macaroni industry in Illinois, for some unknown reason became one of the first industries in the state to come under the provisions of the state NRA which sets minimum wages and regulations governing minors. The 1933 law was extended indefinitely by the recent regular session of the legislature.

Other industries have since been placed under the provisions of the law, the latest being the laundry industry. The order was issued by the Illinois Department of Labor, which has charge of the enforcement of the Illinois NRA. Posters giving the regulations under the act have been posted in all plants and workers invited to report violations.

To preserve the rights of the macaroni-noodle manufacturers the Illinois plants recently formed a state association to seek the repeal of the law which place Illinois manufacturers in a disadvantageous competitive position.

Dishes by Famous Cooks

Spaghetti and Noodles Recommended as a Change

As macaroni, spaghetti and noodles are all such popular foods and take the place in a meal of other starchy foods such as potatoes, we enjoy a few new ways of preparing such dishes.

Rector's Spaghetti and Chicken Salad
 Take one half pound of elbow spaghetti, two cupfuls of diced chicken, one

cupful of chopped celery, one tablespoonful of onion, one teaspoonful of salt, one half cupful of mayonnaise, two table-spoonfuls of chopped green pepper, one tablespoonful of pimento or minced red pepper, one tablespoonful of capers, lettuce or watercress. Cook the spaghetti until tender. Drain and chill. Add the remaining ingredients and mix lightly. Serve on lettuce or cress with golden rod sauce, which is made by rubbing several hard cooked eggs through a sieve. Salmon or tuna may be used in place of chicken.

Schneider's Deutschland Noodles

Cook five ounces of egg noodles until tender, prepare a cream sauce with two tablespoonfuls each of butter and flour, one cupful of milk. Add one egg and one half pound of dried beef, cook slowly for 20 minutes, or bake for 30 minutes. Serve with nudel sauce, which is made by adding grated Italian cheese to chopped green peppers and blending well. This recipe may be used with macaroni or spaghetti.

Bromaco Macaroni Corporation

From New York city comes announcement of the organization and incorporation of a new macaroni manufacturing company under the name of Bromaco

Macaroni Corp. to manufacture spaghetti and similar foods. The capital of the firm consists of 200 shares of no par value stock. Information as to the identity of the men interested in this new business venture has not yet been given out. Application for incorporation papers was made through Attorney Hillier 1. Trachman of One Wall st., New York city.

Incorporation Dissolved

The corporate title of the Michigan Macaroni Manufacturing company whose plant is at 2243 Mullett st., Detroit, Mich. has been dissolved, the ownership now being in the name of its new proprietor, Peter Cavataio, Sr.

Under the direction of the new owner the plant is being enlarged with an annex costing about \$30,000, equipped with modern manufacturing and packaging apparatus that will increase the plant's possible capacity threefold. If necessary Mr. Cavataio can manufacture nearly 250 bbls. of semolina daily when the alterations and the installations are completed.

The son, Peter J. Cavataio, Jr. is the manager of his father's plant.

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Pennsylvania Enforces Food Laws

The recent Congressional investigation of foods, food dealers and manufacturers, and the emphasis placed on food qualities in the news particularly as they concerned the production and sale of substandard or adulterated products caused quite a stir in the offices of the Pennsylvania State Bureau of Foods and Chemistry. As a result more than three score dealers in various parts of the state were ordered prosecuted as violators of the state or Federal food laws, or both. In addition many of the manufacturers were charged with selling shortweighted packages, among them several chain stores and two manufacturers.

Besides the shortweight charge, among the other violations listed in the many prosecutions were: egg macaroni and egg noodles containing soya bean flour; macaroni of substandard grades of raw materials illegally branded and egg noodles deficient in eggs. In announcing the action it was stated that while most of the violations reported were found in Philadelphia and Allegheny county, 15 other counties in the state were represented.

B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association has been cooperating with officials of the Pennsylvania bureau and with the macaroni-noodle manufacturers in that state to bring about all observance of the food laws in that commonwealth.

Delicious Derby

The Kentucky Derby may provide just the thrill that lovers of horses like, but a spaghetti-eating derby is pleasing in a different way. A unique derby of that kind was staged during the annual outing of the Italian-American progressive league of southern California in Los Angeles recently. Miles of spaghetti were consumed in the eating sweepstakes in which a married woman defeated four single girls while nearly 18 hundred members and guests applauded their favorites in the derby. The winner was Mrs. Marie Muccia. The losers in the "delicious derby" as they termed it, were Misses Mary Avon, Ida Pittaluga, Sarah Celano and Mary Coloretta.

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Macaroni Trade Active

The general macaroni situation is improving. Demands are heavier and prices show an upward trend. That is the welcomed tone of reports from practically every macaroni producing country in the world. Even in the United States this trend is beginning to be noticed, though unfortunately to a lesser degree. Reasons given for this improvement vary. In some countries the increase merely reflects a higher cost of raw material due to the shortage of durum wheat crops, while in others macaroni prices have merely followed the natural upping of other food prices.

A dispatch from Paris, France dated Oct. 3, 1935 stated that the price of this food in France had increased 10% that day, due to heavy buying by Italy for feeding its large army, at home and abroad.

The United States reports no unusual buying by Italy, though there is every reason to expect some large orders from the quarter should the Italo-Ethiopian war continue to increase in scope as many predict. If it is true that Italy, the world's greatest producer and heaviest consumer of macaroni products is and will be compelled for any reason whatsoever to purchase its macaroni needs from foreign manufacturers, it will mean the withdrawal of Italian competition from the world market and that United States manufacturers will not only inherit a share of that business but will sooner or later be called upon to supply some of Italy's demands for this food that is so popular among soldiers and stay-at-homes.

To gain any portion of the Italian trade many will have to change their production policy, reverting once more to quality goods. The Italian consumer knows macaroni and will have none of the cheap grades made from inferior wheat flour used by some who are or have been prompted to make macaroni at a price.

Here's the United States macaroni situation at a glance:

There is a decided tendency for the first time in many months for macaroni prices to follow that raw material trend. During the first part of October 1935, the average price on the several grades of semolina and flour quoted by Minneapolis mills ranged as follows:

No. 1 semolina,—\$7.50 to \$7.75 a barrel; Standard Semolina from \$7.25 to \$7.50; No. 3 Semolina from \$6.85 to \$7.00 and Fancy Patent at about the same price.

A Buffalo mill recently offered a special grade of semolina, something new on the U. S. market,—being milled from the smaller, shriveled grades of good durum, but of good quality,—at \$8.15 a barrel f.o.b. Buffalo.

The average weekly production of all grades of semolina and flour for macaroni making by the Minneapolis mills the early part of the month was about 71,000 barrels.

Most plants are running full force, with some hiring extra help or running extra shifts to meet production needs.

Manufacturers everywhere are reporting brisk demands, with business much heavier the first two weeks in October.

They find that the trend is apparently towards better grades and that most of the substandard goods that for months glutted the markets are fast disappearing.

Stiffer prices generally prevail, though cut rate goods and some of the old, questionable practices are still encountered occasionally.

Semolina macaroni in bulk is quoted at from \$1.40 to \$1.50 for a 20 pound box in wood or paper, though deliveries are still being made for as low as \$1.00 to \$1.10.

Flour macaroni is quoted at from \$1.15 to \$1.25 though there are still some substandard goods sold at less than a dollar a box.

Egg noodles are quite generally quoted at from 10 to 10½ cents a pound in bulk.

The low spot for an 8 oz. package of semolina macaroni was a nationally advertised brand priced to sell at five cents retail.

The high was a quotation on a radio advertised brand of 16 cents for a pound wrapped.

No appreciable change in the import and export of macaroni has been noted, though there is every reason to believe that an improvement in the latter will cause no surprise in the trade.

Several new plants have started operations during the past few weeks or are ready to go into production. Extensive repairs are being made in some plants and some manufacturers are in the market for needed new equipment.

The general tone of the macaroni trade in this country is encouraging.



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