

**THE
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JOURNAL**

**Volume XVI
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May 15, 1934

The
Macaroni Journal



Minneapolis, Minn.

MAY 15, 1934

Vol. XVI No. 1

Scene of Important Conference



A new view of the beautiful Edgewater Beach Hotel, Chicago, on the shores of Lake Michigan where the representatives and friends of the Macaroni-Noodle Manufacturing Industry of America will meet June 12-13-14, 1934, to consider the effects of the Macaroni Code on the trade. The attendance this year is expected to break all previous records.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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THE MACARONI CODE AUTHORITY

Operating Under The NRA Code of Fair Competition For The Macaroni Industry
Approved January 29, 1934, Effective February 8, 1934

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President at Headquarters

On his return from Springfield, Ill. where he had appeared before the House of Representatives NRA committee to advocate passage of the proposed Illinois

NRA act, President G. G. Hoskins visited the headquarters of the National Macaroni Manufacturers association at Braidwood, Ill. While there he conferred with Secretary M. J. Donna on the 1934 convention program June 12-14,

and means for properly impressing the macaroni-noodle manufacturers with the importance of the conference this year, since the operations of the Macaroni Code will be the principal topic of discussion.



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MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XVI

MAY 15, 1934

Number 1

Make It Unanimous

For a little more than three months the Macaroni-Noodle manufacturers of this country have been operating under the Macaroni Code—the New Deal for the trade promised by the new administration to help lift business out of the depression into which it had plunged almost five years ago. It is surprisingly interesting to note progress made in that short period when about all that could have been expected was the organization of the supervisory force.

Not only those elected to administer the Code, but even officials of the NRA are pleased with the reaction of the macaroni trade to its Code. The vast majority volunteered their certificates, submitted their production figures, filed their open prices, listed their label inventories and paid their assessments as provided for. Others have fallen in line, until the great majority of the operators composing more than 90% of the production capacity of the trade are now going along cheerfully and determinedly.

On the list of manufacturers of macaroni-noodle products are about 380 firms and individuals. More than 25% of those listed are very small, almost insignificant firms with a daily capacity of less than three barrels of flour a day, some with even less than five barrels a month. It is extremely pleasing to note that there is hardly any firm of any consequence in the list of noncompliers, a list that is daily dwindling in number.

All known manufacturers have been made acquainted with the provisions of the Code and invited to cooperate. Some will probably require compulsion and that will not be long delayed since President's Roosevelt's announcement that all will be compelled to pay their just share of the Code's administration.

It would seem just, reasonable and proper for those who are obeying the Code faithfully and honestly to be told what has been attempted, what has been accomplished, and to forecast if possible what lies ahead for those who comply and those who doggedly resist progress. History records that no law of any nation was ever accorded one hundred per cent observance on the part of any large or small group charged with obedience of such law, rule or custom. From this it must be taken for granted that there will be some, a rare few

in our case, who will stubbornly refuse to go along with the majority, however promising the results. They are natural, perpetual objectors, ever opposing the majority, existing only by questionable methods at the expense of their fellow businessmen. They can't or won't play the game according to prescribed or agreed rules.

The NRA officials and the macaroni-noodle manufacturers who sought and obtained a Macaroni Code for the trade are honestly of the opinion that the Code should be given a fair and reasonable trial to prove its merits. For that reason it should have one hundred per cent support. But since there were in this trade, as in all others, a small number who did not observe the provisions of the blanket code last summer and fall, even though they did sign consent cards and obtained the government Blue Eagle, it might be expected that this same element will be found winking at the macaroni code. They are the disturbing minority that never do the right thing voluntarily. Compulsion seems to be the only law which they will recognize and that end may be exercised earlier than they expect.

It is said that in war a volunteer is worth a dozen impressed men. So it is with the macaroni code. Every manufacturer who respects his business and who honestly expects better times in the near future should volunteer his compliance and observe the provisions of the new law which should bring understanding out of chaos. Conditions, as all know, have been such for years that all thinking operators welcome the opportunity of cooperating understandingly under the new law that seeks to stabilize conditions and increase employment. So thoroughly sold on the idea were the officers and members of the National Macaroni Manufacturers Association that nearly \$18,000 was spent in money, and many times that in time and anxiety, in getting a code practically in the form requested.

Over 90% of the productive capacity of the industry is now operating under the Macaroni Code. It costs a little to finance the code organization, but no good things are free. We appeal to the small minority who for any reason have as yet failed to cooperate, to immediately get behind this New Deal for the trade. Let's make it unanimous.

Outline of Tentative Program of the
**Thirty-First Annual Convention of the
 National Macaroni Manufacturers Association**
at the
EDGEWATER BEACH HOTEL, CHICAGO,
June 12-13 and 14, 1934

MONDAY, JUNE 11

Special and Joint Conferences of 1933-1934 Groups, G. G. Hoskins, Code Chairman and Association President, presiding.

10:00 A. M.—Final meeting of 1933-1934 Board of Directors.

1. Review of year's activities.
2. Resolutions and by-law amendments.

11:30 A. M.—Meeting of Regional Chairmen.

1. Review of regional activities.
2. Resolutions and suggestions for consideration of Code Authority.

1:00 P. M.—Luncheon

2:00 P. M.—Meeting of 1933-1934 Macaroni Code Authority.

1. Report on activities.
2. Adoption of resolutions for presentation to general meeting Tuesday.
3. General discussion of convention plans.

4:00 P. M.—Adjournment.

TUESDAY, JUNE 12

Morning—9:00 A. M. to 12:15 P. M.

9:00 A. M.—Registration of Manufacturers and Allied Tradesmen.

Registration fee \$10.00—Entitles registrant to convention badge and privileges, luncheon tickets, admission to Association's Annual Dinner-Dance, to all entertainment and other convention attractions.

10:00 A. M.—Formal opening—Louis S. Vagnino, Vice President, presiding.

Welcome by the presiding officer.

Automatic Roll Call.

Secretary-Treasurer's Annual Report—M. J. Donna.

Committee Reports.

Appointment of Convention Committees.

11:00 A. M.—Convention Keynote Address—"We're On Our Way to What?"—G. G. Hoskins, Code Chairman and Association President.

Address—"The Macaroni Industry and the National Recovery Program," by Walter White, Deputy Administrator, NRA.

Address—"From the Inside Looking Out," by W. H. Calhoun, Administration Member on Macaroni Code Authority.

Address—"The State Organization for Recovery," by John Cassidy, Illinois State NRA.

1:00 P. M.—Luncheon.

Afternoon—2:00 P. M. to 5:00 P. M.

2:00 P. M.—Convention reconvenes—L. S. Vagnino, Vice President, presiding.

The Macaroni Code Session—G. G. Hoskins, Leader

Criticisms of Code and suggestions.

1. Labeling and standard provisions—B. R. Jacobs, Deputy Code Executive.
2. Labor provisions—L. W. Beman, Deputy Code Executive.
3. Trade practice provisions—G. G. Hoskins, Chairman Code Authority.

4:30 P. M.—Amendments of Association By-laws.
 5:00 P. M.—Adjournment.

5:00 to 6:00 P. M.—Code Authority meeting.
Evening

Visiting Century of Progress Exposition

WEDNESDAY, JUNE 13

Morning—10:00 A. M. to 1:00 P. M.

10:00 A. M.—Call to order—L. S. Vagnino, Vice President, presiding.

Report of Package Standardization Committee.

Address—"As Millers See the Macaroni Code," by George Livingston, Livingston Economic Service, Minneapolis.

Elimination of sub-standard products.

Completion of election of 1934-1935 Macaroni Code Authority and tallying returns.

1:00 P. M.—Luncheon.

Afternoon—2:00 P. M. to 5:00 P. M.

2:00 P. M.—Convention reconvenes—L. S. Vagnino, Vice President, presiding.

Noodle Makers Conference

1. Illustrated lecture and motion film—"The Noodle Egg," by R. E. Swift of Armour and Company, Chicago.

2. Discussion of egg noodle problems by manufacturers.

3. Discussion of the plain noodle question.

5:00 P. M.—Adjournment.

Evening—7:00 P. M. to Midnight

Association's Annual Dinner-Dance

Toastmaster—Louis S. Vagnino

Announcement of election returns.
 Address—"Tickling the Noodle"—Ernesto Rosse, Philadelphia.

Entertainment—Dancing

THURSDAY, JUNE 14

Morning—10:00 A. M. to 1:00 P. M.

10:00 A. M.—Convention reconvenes—L. S. Vagnino, Vice President, presiding.

Address—"Increasing the Consumption of Macaroni Products," by Ole Salthe, Deputy Code Executive, New York, N. Y.

Address—"Code Administration and Enforcement Plans," by G. G. Hoskins, Code Chairman.

1:00 P. M.—Adjournment sine die.

Afternoon—2:00 P. M. to 4:00 P. M.

Group meetings and special conferences—

1. Organization meeting of 1934-1935 Board of Directors.
2. Election of 1934-1935 Association Officers.
3. Organization meeting of the 1934-1935 Macaroni Code Authority.

3. Joint meeting of the regional chairmen and the Macaroni Code Authority.

Final adjournment of convention.
 (Subject to change)

MACARONI PRODUCTS

By J. A. LeCLERC
 Food Research Division, Bureau of Chemistry and Soils,
 U. S. Department of Agriculture, Washington, D. C.
 Published in "Cereal Chemistry" September 1933

PART VI Noodles

HISTORY

Noodles are a dried macaroni product prepared from flour, semolina, or farina and containing at least 5.5% (on a moisture-free basis) of whole egg or egg yolk solids.

Formerly all noodles were imported from Germany where it is believed they were first made, but now noodles are being manufactured on a large scale by most macaroni manufacturers, and the domestic supply is sufficient to meet every demand.

PRODUCTION

According to the Bureau of the Census the production of noodles in 1931 amounted to 52,895,000 lbs. valued at \$6,925,000. This is a decrease of nearly 6% in amount and of 15% in value under the production in 1929.

The production of noodles is increasing more rapidly than is that of the ordinary macaroni products. In 1931 the amount of noodles manufactured was over 10% of that of the ordinary macaroni products, whereas in 1925, it was only 7%. The chief noodle manufacturing centers and the amount produced in 1927 (in 1000 lbs.) according to the census reports were as follows: New York 9,185, Illinois 5,705, California 1,772, Pennsylvania 1,422, Minnesota 696, Missouri 520. The total production was 31,085,000 lbs.

CONSUMPTION

The consumption of commercial noodles is considerably less than that of macaroni and spaghetti. A survey sponsored by the Macaroni Manufacturers Association showed that less than one-third of the housewives questioned served noodles as often as once a week. Fully one-half of the housewives who served noodles still made them in their homes. The actual consumption of noodles, therefore, may be not much less per capita than that of either macaroni or spaghetti.

DEFINITIONS AND STANDARDS

Noodles differ from ordinary macaroni products in that they are generally made from flour, and, of course, in that egg is an essential ingredient.

The following definitions and standards for noodles have been adopted by the United States Department of Agriculture:¹³

NOODLES, EGG NOODLES, are the shaped and dried doughs prepared from wheat flour and eggs, with or without water, and with or without salt. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13%; and the egg content, upon the moisture-free basis, is not less than 5.5% by weight of egg, calculated as whole egg solids. Noodles are commonly ribbon-shaped.

PLAIN NOODLES are the shaped and dried doughs prepared from wheat flour and water, with or without salt. In the finished product the moisture content does not exceed 13%. Plain noodles are commonly ribbon-shaped.

In general the form of noodles differs from that of ordinary macaroni products. They are usually strap-shaped bands from one-thirty-second to one-half inch wide, or of a novel or fantastic shape, for example alphabets, seeds, stars, bows, and sea shells.

Noodles containing less than 5.5% of egg solids on the water-free basis, or its equivalent in egg yolk (dried, fresh, or frozen), are not entitled to be called noodles without qualification.

MANUFACTURE

Materials

The best noodles are made from hard-wheat flour, though not necessarily durum flour. Dried whole egg or dried egg yolk, and in some cases canned eggs or even fresh eggs, are used in an amount that will comply with the Federal standard of not less than 5.5% whole egg solids (on dry basis).

Based upon the assumption that the egg material is of normal composition noodles will generally contain the proper amount of egg solids, if the following amounts of eggs or yolk are used with every sack (98 lbs.) of flour: commercial liquid whole egg, 19 lbs. 8.4 oz.; commercial liquid yolk, 13 lbs. 11.5 oz.; commercial dried whole egg, 5 lbs. 7.4 oz.; commercial dried yolk, 5 lbs. 5.5 oz. With a sack of 140 lbs. of flour the following amounts of eggs or egg products should be used: commercial liquid whole egg, 27 lbs. 14.2 oz.; commercial liquid yolk, 17 lbs. 9.6 oz.; commercial dried whole egg, 7 lbs. 12.8 oz.; commercial dried egg yolk, 7 lbs. 10.1 oz.

According to the MACARONI JOURNAL¹⁴ for April 15, 1929, the manufacturer should use with each 95 lbs. of flour

¹³Anonymous. Ratio of eggs to flour. Macaroni J. Apr. 15, 1929. P. 26.

either 5 lbs. dried egg yolk or 20 lbs. whole egg, or 12½ lbs. fresh yolk.

A formula for calculating the percentage of egg solids in noodles is given in the Book of Methods of the Association of Official Agricultural Chemists.¹⁵

Recently the use of lecithin instead of egg has been advocated in making noodles. Although lecithin is a constituent of egg yolk its use in place of egg yolk in the manufacture of noodles is not approved by the trade. According to Birkel¹⁶ lecithin is used in noodles chiefly for the purpose of deception.

PROCESS

In the manufacture of noodles the dough, consisting of flour, eggs and water, is mixed and kneaded in machines similar to those used in making macaroni. It is then passed between heavy rolls which gradually reduce it to a broad ribbon or belt of about one-half inch thick and from 12 to 18 feet long. Next, it is further reduced to a thickness of one-eighth inch or less, after which it is cut into thin strips by a special shredding machine. The strips are folded and dropped on trays in an even layer and dried, usually for 24 to 48 hours. After the dough has been pressed sufficiently thin and uniform, and before it is dried, it may be cut in fantastic shapes by the use of special dies. Certain forms are prepared by means of a stamping machine just as crackers are made.

ARMY RECIPE

The method that the Army uses in making homemade noodles is as follows:¹⁷

To each pound of flour add ½ ounce of salt; mix with milk and water until the dough is stiff. If practical, add 2 eggs to each pound of flour used. Roll the dough out until it is about ¼ inch thick, sprinkle a little flour over it and roll it up. Cut slices from the end of the roll ¼ inch to ½ inch thick and spread on a board or cloth in the sun to dry. Noodles thus prepared will keep indefinitely.

USE OF COLOR

In the past noodles were often made without eggs and colored to simulate

¹⁴Association of Official Agricultural Chemists Official and Tentative Methods of Analysis. Second edition, 1925. P. 234. A. O. A. C., Washington, D. C.

¹⁵Birkel, C. The use of lecithin in eggs. Deut. Nährm. Ratsch. 123-25. (1930.) (Original not seen.)

¹⁶Deitrick, L. L., Hebbok, L. R., Wheeler, E. S., and Smith, W. H. Manual for army cooks. (1916.) Washington, D. C.

TABLE IX
THE COMPOSITION OF MACARONI AND NOODLES, AND OF INGREDIENTS USED IN THEIR MANUFACTURE

	Water P.ct.	Sodium chloride- free ash P.ct.	Fat P.ct.	Protein P.ct.	Carbo- hydrates P.ct.
Macaroni	12.0	0.6	1.0	13.0	73.4
Ready-to-eat macaroni	78.4	0.2	0.3	3.2	17.9
Noodles	12.5	1.0	5.0	14.0	67.5
Flour	13.0	0.4	1.0	11.0	74.6
Farina	13.0	0.5	1.0	12.5	73.0
Semolina	13.0	0.6	0.9	12.5	73.0
Whole egg	73.7	1.0	10.5	14.8	—
Egg yolk	49.5	1.1	33.3	16.1	—
Egg white	86.2	0.6	0.2	13.0	—

eggs. Noodles bought and analyzed by the Connecticut Agricultural Experiment Station in 1904 had an average fat content of 0.93%, showing that little or no egg was used in their manufacture.¹⁷

Vegetable dyes, for example saffron, annato, and turmeric, were formerly used for coloring noodles, but as coal-tar dyes are cheaper the latter gradually superseded the vegetable dyes. As a rule the coal-tar dyes naphthol yellow S, Orange I, and Tartrazine were used for this purpose, the proportion being as little as approximately 1 part in 100,000. In Cuba, Mexico, and other parts of Latin America, where a highly-colored product is popular, as much as 1 part of dye to 3500 parts of flour is sometimes added.

Under the Federal Food and Drugs Act noodles which contain less than 5.5% of egg solids on the dry basis, or to which artificial color has been added to simulate egg color, are considered adulterated. Such noodles are not permitted to be shipped from one state to another or to be offered for sale in the possessions or territories of the United States or in the District of Columbia.

COMPOSITION

The average composition of specially prepared noodles containing 5% whole egg solids was found by Buchanan¹⁸ to be as follows: Moisture, 7.60% to 8.90%; lipoids, 3.88% to 5.03%; lipid phosphoric acid, 0.104% to 0.120%; nitrogen, 2.32% to 2.41%; water-soluble nitrogen, 0.403% to 0.504%; water-soluble nitrogen precipitable by 40% alcohol, 0.160% to 0.221%; egg solids (calculated) 5.2% to 6.6%. The composition of macaroni and noodles and of the ingredients used in their manufacture is shown in Table IX.

EFFECT OF STORAGE

On account of their somewhat higher moisture content, but chiefly on account of the presence of egg, noodles do not possess quite the keeping qualities of the ordinary macaroni products. When noodles are stored for a long time the percentage of lipid phosphoric acid may decrease as much as 50%.

Conclusions

Macaroni products are valuable foods. They have a high nutritional value, they

¹⁷Buchanan, Ruth. Analyses of noodles of known composition. J. Assoc. Official Agr. Chem. 7:407, 1921-24.

are digested with ease by most people, and they can be satisfactorily mixed with other foods. In addition they are a cheap source of energy as compared with most foods, they are easily transported, and they can be kept almost indefinitely. There is no waste in these food products and they can occasionally well replace for variety's sake many of our other carbohydrate foods. On the whole, macaroni products constitute a wholesome, palatable food and deserve a more prominent place in the diet of the American people.



Imitating his famed opponent for the world's best heavyweight fighter Max Baer, American contender, has changed his diet from cabaret dishes to wholesome "vittles." He is here seen sampling some spaghetti prepared by Mrs. Mary Fisher, chief cook in Baer's camp in the high Sierras above Lake Tahoe, California. Primo Carnera, the heavyweight champion, just relishes his "spaghet." Mr. Baer appreciates that this energy food may have something to do with Carnera's strength and vitality and decides that there will be no harm in using the same product in his training diet. It is very tasty, anyway, so why not eat it oftener? The Carnera-Baer battle for the heavyweight title will take place in New York on June 14.

Ton of Macaroni July 4th

Officials of A Century of Progress Exposition last year at Chicago, recently announced that July 4 was the day of heaviest spaghetti consumption. More than 2000 lbs. of spaghetti were consumed by one of the largest gatherings registered during the six months of the Fair.

Practically all the spaghetti served in any sizable quantity was by the Italian Restaurant. Figures obtained from the management of food emporiums indicate some 75,000 lbs. of spaghetti were served to the Fair visitors last year. This does not take into account the less important quantities served by restaurants that carried spaghetti only as one of the many articles of food on their menus. If to the Italian Restaurant total were added the aggregate of the prepared spaghetti served by restaurants that did not make a specialty of this food, the consumption figures on A Century of Progress Exposition grounds last year might reach 100,000 lbs., or an average in excess of 522 lbs. a day.

Macaroni that *pleases everybody!*

ECONOMY APPEAL



SHOP APPEAL



SALES APPEAL



TASTE APPEAL



Gold Medal Semolina
"Press-tested"



THE ENERGY FOOD



The Story of Spaghetti

A new version of the discovery of a good food named in honor of its alleged sponsor.

You'll find romance everywhere if you look for it, even in that prosaic and palatable food which moderns call "spaghetti." You'd never think of romance in connection with this popular food, would you? Still there is a tale of adventure attached to the slender strings which America has found so delicious. Have you ever paused to wonder just how spaghetti originated? Who the first man or woman was that invented this famous food? Of course there had to be a woman in it somewhere. But it was man's cunning and curiosity that really discovered the food qualities of spaghetti. How it ever came to be known and liked is a tale as absorbing as the most thrilling story.

As usual with most useful things, spaghetti was discovered accidentally. The story begins way back about 49 hundred years ago. A long time for such a recently established household dish. And the country responsible for the invention was none other than China, then called Sina. Odd isn't it? However, to proceed: it appears that there was a certain young Chinese woman who, according to custom was kneeling besides a little table which we moderns would call a stool, engaged in the household practice of kneading dough for baking into bread. While occupied with this work she was busy talking to a male companion. It seems that the custom of carrying on a courtship while working isn't so new, at that. No doubt the pleasant conversation indulged in caused the girl to neglect her work. The neglected mass of soft dough spilled over the edge of the table stretching into strands that reached the floor. By the time the long conversation ended, the perpendicular strings of dough had become dry and stiff. Perhaps the young woman, still conversing with her gentleman friend, absent-mindedly placed them upon the table and forgot all about them. During the night they dried thoroughly.

The next morning, either by accident or design, the two met again. This time they were interrupted in their conversation by an Italian sailor who came into the hut for some water. Seeing the queer strings upon the table he picked them up, examining the stiff threads curiously. The thought occurred to him that they might be good to eat if cooked, even as the

same dough was good as bread when baked. He experimented by cooking the strands of dough and was delighted to find the cooked slender strings most palatable.

Thus was discovered a new food. The news soon spread. Others tried the experiment, resorting to every known means of forming strings out of flour dough. All were convinced that the dried strings when boiled in water and cooked until tender, were good to eat. They ate them plain, at first; later with cheese, butter, or meat sauce. It was delightful—fit for royalty—economical for the commoners. It was not long before macaroni making started in full swing as a household art.

Some of the new pabulum was imported into Italy by the sailor who discovered it and whose name was said to be "Spaghetti." All found the cooked dough strings to be highly palatable and most nutritious. Since the vessel carrying the sailor "Spaghetti" docked at Gragnano, the women of this city were the first to learn from Sailor Spaghetti how to make spaghetti, as the tasty food was immediately called. Even unto this day Gragnano, Italy, is famous for its fine macaroni, due it is claimed to a special spring water found there and used in mixing the semolina in forming the spaghetti dough. Because the "perpendiculars" were first brought over by the sailor Spaghetti, they were naturally named after him.

The above, in short, is the story of how spaghetti was discovered; by a mere accident, a conversation, a love affair a glass of water, and a curious, perhaps hungry sailor.

Today the macaroni industry is rapidly becoming a capital one with modern commercial plants producing millions of pounds daily and with almost every family serving it for lunch or dinner everywhere on the globe. America has won over her competitors in a world wide race for quality and quantity and now produces a grade unsurpassed even by Italy where macaroni making early became a commercial art.

In this country as well as in every civilized nation, the macaroni habit is becoming national. It is a good food, sane and sensible, economical and nutritious,—makes a full meal with all the necessary food elements.—Contributed.

President Extends Reemployment Agreement

In an official announcement made last month President Roosevelt emphasized that employers not yet under an approved code of their own industry who desire to continue displaying the Blue Eagle as evidence of their observance of

the provisions of the blanket code need not apply for extension of the privilege. All that is necessary is to continue displaying the Blue Eagle and to observe fully the terms of the reemployment agreement.

In the announcement it is noted that less than 5% of the industries are as yet without trade codes. This extension does

not apply to any macaroni or noodle manufacturer since they belong to an industry that is operating under an approved code.

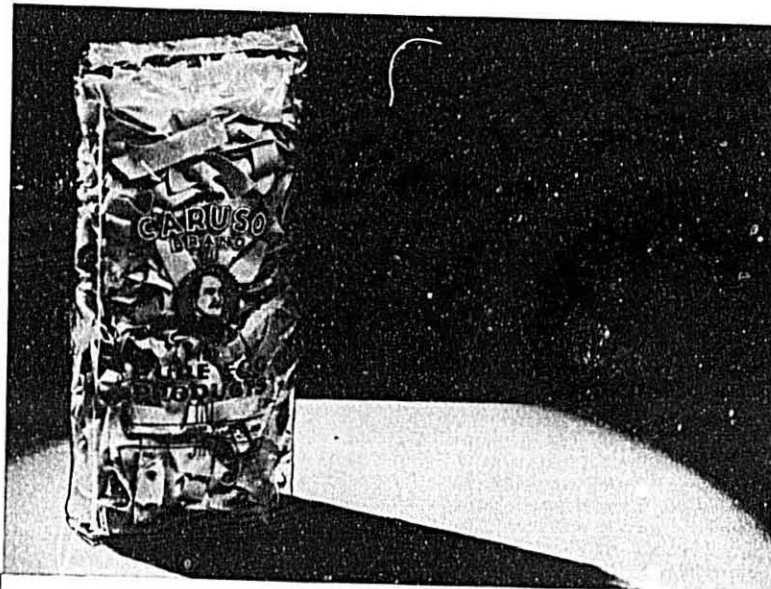
If we only were as easily stampeded to thoughts in which there is happiness as we are to the hills in which it is rumored there is gold!

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THE MACARONI JOURNAL

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Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Should the Macaroni-Noodle Package "Go Green"

Is it on the cards that the macaroni industry shall in its packaging turn green—not green with envy but green for safety? Here is a question that has lately thrust itself before the trade. The problem has butted in as a most logical question of packaging policy, due to a fresh scientific development having to do with food quality maintenance. At the same time we may hazard a guess that the riddle—to green or not to green—has been stressed because of the closing of the doors of noodle packaging to yellow and amber covers.

The mounting interest in macaroni circles in the question of shifting to green "wraps" is the commercial translation or sequel of a technical surprise that caused quite a hubbub a year or two ago. It usually requires months or years for a scientific secret to filter through to the level of practical business. Just as well, too, that this is so, since it puts a newly-hatched idea to the test of everyday service in everyday conditions. In the present instance such an interlude of trial and error may be especially to the good since not all expert opinion has accepted the proclaimed salvation of green "dress" for perishable eatables.

Laboratory workers at the Department of Agriculture sprung the idea that all foods subject to rancidity should get into the green. Doubtless many readers of THE MACARONI JOURNAL will recall the clamor of discussion which greeted this birth of a special tint of green paper when it was announced some time since. The Federal soothsayers announced that most colors appearing in wrappers or paper containers permit the passage of the rays of light that promote spoilage. Only two—grass green and black—absorb or shut out the deadly elements in the sun's glare.

The particular shade of green which was developed at the U. S. Bureau of Chemistry as an armor for oil-bearing foods, etc., has never been given authoritatively any pet name. Most often it is referred to as "Coe Green"—taking its nickname from Mayne R. Coe, the department specialist who conducted most of the tests that brought the loud hurrah. These tests, it may be added, showed that rancidity ensues when fatty foods are kept in packages of any shade of blue, purple, yellow, orange or red but that the magic green will defy bright sunlight (as in a store show window) for a year or more, delivering the contents sweet and appetizing.

Just why the macaroni trade has never

fallen harder than it has for the grass green fad is not wholly explainable. Probably the "not interested" attitude that is just now breaking down, has been due to 2 causes. For one thing Uncle Sam's tests of the green novelty never dealt to any great extent with the macaroni family. Meal and crackers and potato chips were the "demonstrators" to the neglect of macaroni, which latter was not so obviously in peril from spoilage. For another thing the macaroni clansmen were prone to wave aside any invitation to switch to green because they had comforting confidence that their cartons were light-tight, anyway.

From this I-should-worry attitude there has come latterly a stirring of interest, manifested in pointed questions fired at Washington and at manufacturers of packages garbed in the approved green. Part of the impetus comes no doubt from the lapse of that interval of time that is always necessary for a new idea to take root. A larger part, I suspect, may be attributed to the discovery by some macaroni and noodle packers that their packages are not quite so light-tight as they had believed them. Let's look to this latter in terms of the advocates of the special deep-toned green.

It is admitted that to defend the contents against rancidity the carton that is absolutely impervious to light needs no green nor black lining paper. No more does it require a sun-light-proof overcoat of the new styled green. But few food cartons are 100% light proof. At least that is what the department sharps tell me as a result of their observations. They assert that the vast majority of all cartons used as holders for food specialties allow enough light to penetrate to cause rancidity, if the food be spoilable. Preaching of this doctrine of light damnation has made a number of the captains of the macaroni industry vaguely uneasy. And lately they have sought counsel as to whether there is sure-enough sanctuary in the touted green and whether, if so, they need to seek its shelter.

An impartial quest in behalf of THE MACARONI JOURNAL for the hard facts of the situation, has brought interesting disclosures. To begin with, it appears that the macaroni group of products are not in dire danger of rancidity, except perhaps in the case of egg noodles. But whether the macaroni packer needs the green screen or not, and no matter how little he may fancy the specific green prescribed, one contingency may arise which

might put him in a dilemma. If, thanks to government propaganda or any other influence, any considerable portion of the consuming public takes it into its heads that the grassy green is the only safe color for foodstuffs in general, the macaroni packer will have to consider what he will do about it. If that flight to green were actually to take place it might conceivably sway the whole trend of packaging. Indeed this fad for excluding light from food specialties is given as one of the reasons for the current spurt in the popularity of foil packages.

Let no macaroni marketer be alarmed over the talk of a green revolution until he has heard the other side of the story. Evidence is mounting that neither business nor science is going to be stampeded into complete surrender to the odd green which would upon adoption play such havoc with the traditional appearance of many a familiar package. Having a look first at the scientific front we find a spirited controversy in progress as to the efficacy of green as a barrier to all harmful light rays. Color technologists, there are, who question whether Coe Green or Sextant Green will make good, as promised, in retarding rancidity. Other dissenters throw down a challenge in the form of a question as to what is the good of placing oil-bearing foods behind the green curtain if the real source of rancidity (oxygen) is not removed. Probably few macaroni marketers will care to probe the depths of these debatable technicalities. But at least it is worth remembering that even the scientific verdict is not unanimous for the gladsome green.

On the practical side there are, if anything, even more considerations to give pause to a macaroni packager. The hazards of changing the garb of an established, color recognizable package have been touched on above. Piled on that is the premium commanded by the new green. The manufacturers of transparent wrapping papers have done a fine job in some instances in catching the required glint of green. But they claim that it costs more to produce this special color and that the unique green paper must be sold at a higher price than some other colors.

Not a few of the experts in packaging for display who have no deep prejudice against the new green as such are saying that if this tint is to be injected into the macaroni package it should by all means be employed in internal packing. That is to say as a package liner, not an ex-

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ternal wrapper. The reason for this recommendation is twofold. First, the rancid resistant green is not a gay, eye filling, attention arresting color. Rather, the contrary. Hence it is calculated to lessen rather than increase shelf appeal. Secondly, with this green as the package background visibility for the trade mark and package inscription are bound to suffer. Lately the ink makers have made some headway in developing inks that will show up in the dull setting. But as a general proposition the approved green is a trying foundation for package pictures or typography.

Assessment Compulsory Under Code

Macaroni and noodle manufacturers who were in the least doubtful of their obligation to help support the operation of the code of their industry, are undoubtedly convinced that each must do his part in this regard after reading the pointed announcement on the subject by President Roosevelt last month.

In an executive order he made it clear that the entire power of the government is now backing the efforts of the Macaroni Code Authority to secure full and equitable compliance with our code of fair competition, including the payment of assessments for defraying the expense of administration. The statement, in part, reads as follows:

"(a) It being found necessary, in order to support the administration of this code and to maintain the standards of fair competition established by this code and to effectuate the policy of the act, the code authority is authorized, subject to the approval of the administrator:

"(a) To incur such reasonable obligations as are necessary and proper for the foregoing purposes and to meet such obligations out of funds which may be raised as hereinafter provided and which shall be held in trust for the purposes of the code.

"(b) To submit to the administrator for his approval, subject to such notice and opportunity to be heard as he may deem necessary (1) an itemized budget of its estimated expenses for the foregoing purposes, and (2) an equitable basis upon which the funds necessary to support such budget shall be contributed by members of the industry:

"(c) After such budget and basis of contribution have been approved by the administrator to determine and secure equitable contributions as above set forth by all such members of the industry, and to that end, if necessary, to institute legal proceedings therefor in its own name."

"(2) Only members of the industry complying with the code and contributing to the expenses of its administration as provided in Section 1 hereof shall be entitled to participate in the selection of the members of the code authority or to receive the benefit of its voluntary activi-

ties or to make use of any emblem or insignia of the National Recovery Administration."

None will be required to pay assessment to more than one code authority, but there can be no escape from that obligation.

Macaroni Blue Eagle With Claws

The Macaroni Blue Eagle which will be released this month under conditions approved by the administrator will mean a great deal more to the trade than did the old Blue Eagle. It will have claws with which to attack its enemies—the violators.

Many hope that it will be of the nature of a licensing medium whereby manufacturers who comply with the Macaroni Code made be known by the eagle they fly. To be deprived of the Macaroni Blue Eagle, once it is assigned, will bring shame and disgrace on firms so drastically dealt with. In addition to the minimum wage and maximum hours provisions required under the old eagle, those flying the new bird will have to comply fully with every provision of his trade code—the submittal of facts and figures, signing certificates of compliance, rendering of requested reports, and last but not least shouldering their just share of the expense of operating the code through the Macaroni Code Authority.

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

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

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Macaroni Prices Nearing Replacement Costs

Manufacturers of macaroni are finally satisfied that the price they are getting for the product nets them a reasonable profit. The announcement of minimum prices of \$1.65 for 20-lb. boxes of pure semolina macaroni, and of \$1.30 for flour goods by the code authority for that industry a few days ago is the reason for this optimistic state of mind. That is the view of the New York Journal of Commerce, based on a study of the macaroni market in the New York metropolitan area.

What remains to be seen is how the code will work. Low prices and disastrous trade practices were putting a severe strain on the industry over the past months. The signing of the code some weeks back did not immediately correct this situation, since a fair minimum cost had to be figured. During the weeks that this was going on, heavy selling was taking place at levels that did not take into account replacement costs.

See End of Dumping

In addition, during the past 4 to 6 weeks there was vicious competition from other sectors of the country. Mid-western manufacturers dumped freely on the eastern markets, at prices that could not possibly be met here.

If the code works as expected such competition will not be encountered from now on. The minimum cost basis will automatically prevent a recurrence of the dumping.

Currently the market is so quiet that it is difficult to judge how new prices are going to work out. Anticipating the advance consumers bought quite heavily. The average stock in their hands is believed enough to cover a month's needs, in some cases considerably more, in a few less. Chain store organizations for one are believed rather lightly stocked, it being their practice to work from hand to mouth.

Barring a seasonal recession with the coming of warm weather, the consumption outlook for macaroni is conceded good. During the past winter a much larger volume was moved than the previous year. The cheapness of macaroni compared with other foods and its high energy value in cold weather accounted for this.

See Further Advances

From a price angle the outlook is bullish. The supply of amber durum is very short and there is little doubt that semolina costs will continue to mount since new crop durums will not be available before September.

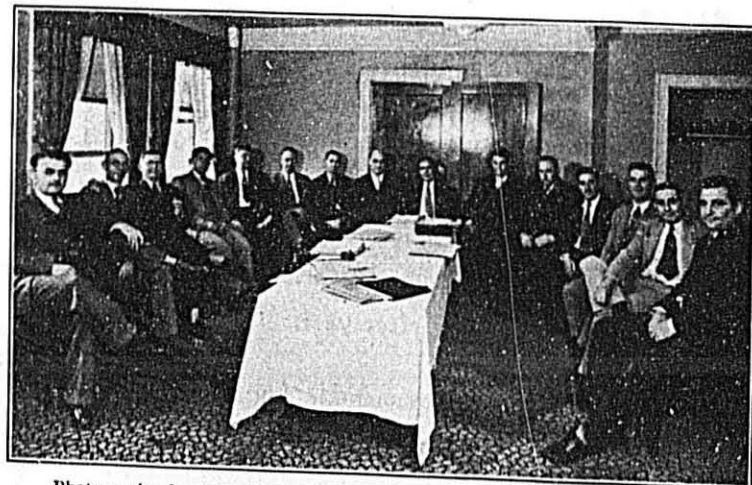
Members of the industry are confident that macaroni prices will react more

promptly to mounting replacement costs now that the code authority has the cost basis figured out. This is, of course, much to be desired in order to prevent disorderly marketing of the product such as has been witnessed all too recently.

Texas-Oklahoma Manufacturers Abide by Code

Macaroni manufacturers of Texas and Oklahoma met in Plaza Hotel, San Antonio, Texas, April 16 to discuss the NRA code for their industry, particularly the hours and labor stabilization sections. Frank S. Bonno of Dallas, regional chairman, presided.

The group voted to abide by the code as signed Jan. 29, adopting and putting into effect immediately all provisions as written. Under the terms of the code the quality of the product must be specified on the package for the protection of the consumer. This will tend to eliminate from the market inferior merchan-



Photograph of macaroni manufacturers of the 9th Region (Texas & Oklahoma) taken at their Code meeting April 16, 1934, Plaza hotel, San Antonio, Tex. Reading from left to right they are: Joseph Costa, Rep., Magnolia Macaroni Co., Houston, Tex.; E. D. Moore, Rep., Fort Worth Macaroni Co., Ft. Worth; Nat T. Mazza, Pres., Ft. Worth Macaroni Co., Ft. Worth; Louis Ruffo, Santa Rosa Macaroni Factory, San Antonio; Carmelo Ruffo, Prop., Santa Rosa Macaroni Factory, San Antonio; Guy M. Russell, Pres., McAlester Macaroni Co., McAlester, Okla.; O. A. Stautzenberger, (Crown Mac.) National Grocery Co., San Antonio; Frank S. Bonno, (Chairman) Secy-Treas. National Macaroni Co., Dallas; C. E. Noble, Pres., Brownsville Vermicelli Factory, Brownsville; L. R. Lamkin, Rep., National Macaroni Co., Dallas; John Bonno, Pres., Houston Macaroni Co., Houston; Frank Lombardo, Union Macaroni Co., Beaumont; Spaghetti Macaroni Co., Houston; Joseph B. Pizzini, Mgr., Crown Macaroni Co., San Antonio. (Missing—Lawrence Lomonaco, Secretary of the group who was nursing a badly

disse to the benefit of both the consumer and the conscientious manufacturer, according to Bonno.

Others who attended the meeting were Nat Mazza, Fort Worth; Frank Lombardo, Beaumont; Guy Russell, McAlester, Okla.; John Bonno, Houston; Sam Lucia, Houston; C. Ruffo, San Antonio; Joe Obriotti, San Antonio; Charles E. Noble, Brownsville, and Lawrence Lomonaco, Dallas, regional secretary.

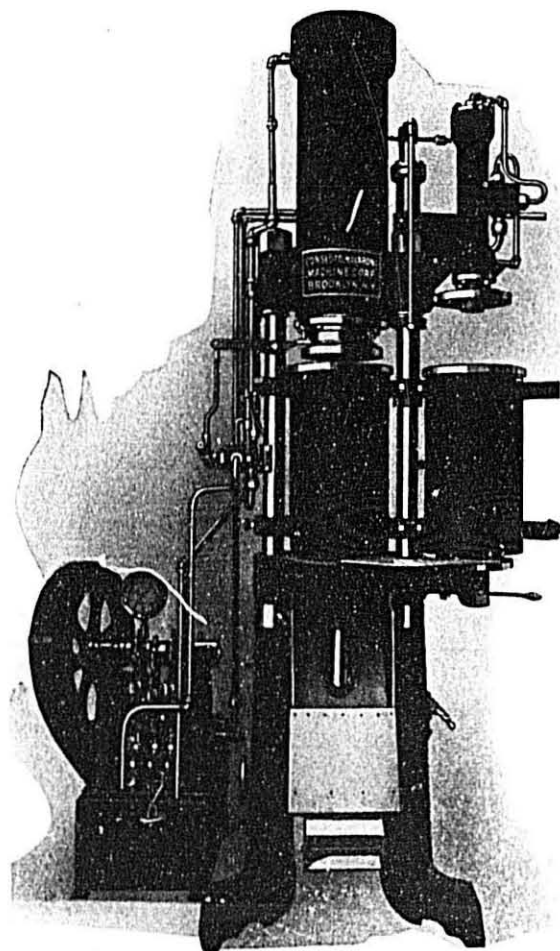
Compliance Director Explains Code

The manufacturers of macaroni products in Connecticut cannot claim ignorance of the provisions of the Macaroni Code should any of them be charged with violation of any of its provisions. William S. Meany, state NRA compliance director saw to that when he invited every one in the trade to a conference in the Federal building in Hartford. He explained in detail the Macaroni Code and promised active cooperation with the code officials in enforcing this new law of the industry on all macaroni makers and distributors in his state. His assistant, August Bauer, Jr. also addressed the gathering, as did Ole Salthe of New York city, deputy Code executive in charge of the code activities in the eastern states.

May the parents who welcomed our coming into the world as a "blessed event," always have reason to feel that it was that.

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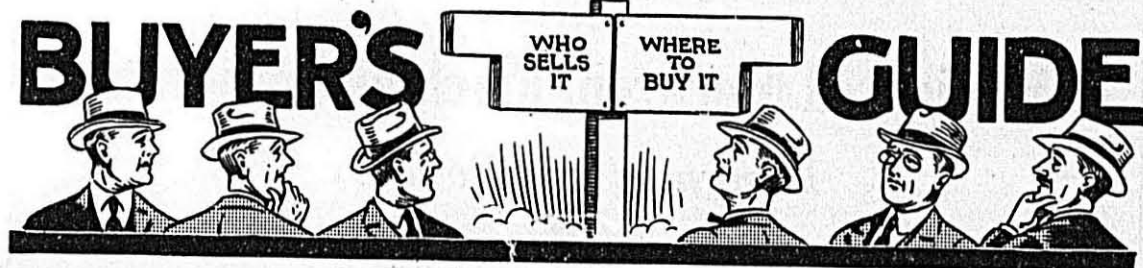
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The Macaroni Journal

Confer at Code Headquarters

Macaroni and noodle manufacturers from the north central states were called to conference with the chairman of the Macaroni Code Authority at Code headquarters on April 17 and 18, 1934.

A dozen or more of the leading macaroni men meet on the 17th to consider some problems peculiarly their own, and left with a better knowledge of the provisions of the code. Those in attendance were:

Steve Matalone, Chicago Macaroni Co., Chicago.
J. Rezek, Chicago Macaroni Co., Chicago.
James Canepa, The John B. Canepa Co., Chicago.
Joe Viviano, Kentucky Macaroni Co., Louisville.
E. W. Pica, Kentucky Macaroni Co., Louisville.
G. Viviano, Viviano & Bros. Macaroni Co., St. Louis.
S. D'Alessandro, Viviano & Bros. Macaroni Co., St. Louis.
John Ravarino, Ravarino & Freschi, St. Louis.
N. M. Onofrio, Kansas City Macaroni Co., Kansas City.

B. S. Scotland, Tenderoni, Inc., Joliet.
E. L. Kaffer, Tenderoni, Inc., Joliet.
R. B. Brown, Fortune-Zerega Co., Chicago.
Ben Ryden, Illinois Macaroni Co., Lockport, Ill.
G. G. Hoskins.
W. Fred Dalke.
M. J. Donna.

The Noodle Meeting

On April 18, 1934 the noodle manufacturers of the same states were guests at headquarters where they had explained to them the special noodle provisions of the code. They pledged complete compliance with all the provisions after having reached an understanding on points about which there had been considerable controversy. Those taking part were:

Frank Traficanti, Traficanti Bros., Chicago.
I. J. Grass, I. J. Grass Noodle Co., Chicago.
Alec S. Klein, F. L. Klein Noodle Co., Chicago.
W. H. Schoneberger, Schoneberger & Sons, Chicago.
M. Sax, Figler Noodle Co., Chicago.

J. H. Diamond, Gooch Food Products Co., Lincoln, Neb.
N. M. Onofrio, Kansas City Macaroni Co., Kansas City, Mo.
S. D'Alessandro, Viviano & Bros. Macaroni Co., St. Louis, Mo.
E. W. Pica, Kentucky Macaroni Co., Louisville, Ky.
Joe Viviano, Kentucky Macaroni Co., Louisville, Ky.
James Canepa, John B. Canepa Co., Chicago.
R. B. Brown, Fortune-Zerega Co., Chicago.
Ben Ryden, Illinois Macaroni Co., Lockport, Ill.
G. G. Hoskins.
W. Fred Dalke.
M. J. Donna.

Russos' Golden Wedding

Giuseppe Russo, president of the Russo Macaroni company, Cleveland, Ohio and his wife Marietta celebrated their golden wedding anniversary on Thursday April 26, and his 50th year in the macaroni manufacturing business. Scores of relatives and well-wishing friends joined in the celebration that was held at the Riviera Club, 14711 Howard av. SE.

The couple was married in Italy. When Russo brought his family to this

country in 1910 he founded the Ohio Macaroni company at 2500 Woodland av. SE. This was later incorporated as the Russo Macaroni company.

Five of the 6 children born to the union attended the celebration, the absentee, Angelo of Palermo, Italy, sending his best wishes by cablegram. Three of

the sons are college graduates. Dr. Peter E., and Leo P., a pharmacist, live at home with their parents at 2648 E. 128th st., Cleveland. They are alumni of Western Reserve university. John, a graduate of Ohio State university is also a pharmacist, proprietor of the Russo Pharmacy at 15328 Kinsman road, Cleveland. The other children are Charles Ist., of 2634 E. 127th st. and Mrs. Marietta Fracassi of 3255 E. 117th st. Fourteen grandchildren made merry at the celebration.

MARRIED 50 YEARS



Mr. and Mrs. Giuseppe Russo of Cleveland, Ohio, who celebrated their golden wedding anniversary on April 26, 1934. For Mr. Russo the occasion had a double significance, marking his 50th year as a successful macaroni manufacturer. (Submitted by Warren B. Bishop, 1285 Arlington Road, Lakewood, Ohio, representative of the Commander Milling Co.)

February Trade in Macaroni Products

The government reports on exportation and importation of macaroni products compiled by the Bureau of Foreign & Domestic Commerce show an increase in imports and a slight decrease in exports during February 1934.

Imports Improving

During that month the imports totaled 105,768 lbs. worth \$9,292. For the first two months of 1934 the imports totaled 207,705 lbs. valued at \$17,836.

Exports Show Slight Drop

American manufacturers of macaroni products exported a total of 129,431 lbs. of this foodstuff during the month with a value of \$10,437. During the first two months of 1934 the exports were 267,839 lbs. for which manufacturers in this country received \$21,999.

Below is a list of the countries to which American manufacturers shipped their products during February 1934:

Countries	Pounds
Belgium	26
French Oceania	6,880
British East Africa	306
Union of So. Africa	4,914
Mozambique	60
Albania	21
United Kingdom	29,587
Canada	8,559
British Honduras	1,176
Costa Rica	120
Guatemala	1,019
Honduras	5,718
Nicaragua	1,582
Panama	21,018
Salvador	50
Mexico	11,711
Miq. & St. Pierre Is.	104
New. & Lab.	490
Bermudas	680
Barbados	260
Jamaica	804
Oh. Br. W. Indies	1,055
Cuba	15,632
Dominican Republic	969
Neth. W. Indies	3,417
Haiti, Rep. of	1,471
Virgin Islands of U. S.	172
Chile	288
Peru	120
Venezuela	528
British India	1,047
China	1,307
Neth. E. Indies	154
Hong Kong	926
Japan	6,055
Kwantung	38
Philippine Islands	7,164
Hawaii	78,535
Puerto Rico	22,957
Total	230,913

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

Italian Feature Awaits Fair Visitors

Macaroni manufacturers of Italian birth or Italian parentage and all lovers of Italian customs will enjoy a rare treat when they attend A Century of Progress Exposition in Chicago this summer. That many will do so during the week of the macaroni convention is taken for granted. At that time the Italian Village will be resplendent with new, freshly painted beauty.

The beauty of Italy, mellowed by age and rich in tradition, will be transmitted to the Italian Village by reproductions of towers, gates and buildings which for centuries have played important roles in that country's history.

One will enter the village through a replica of the historic gate of the walled town of Signa, with its Campanile of San Gimignano. Behind the gateway will be the Piazza Benito Mussolini. At the left of the Piazza is to be the Via Marconi and at the right the Via Cristoforo Colombo.

From the Piazza broad steps will lead up to the columned Roman Temple of Apollo, and from the balustrade at its rear one may look down on the tile-paved Cortile Italo Balbo. The leaning tower of Bologna, an exact reproduction of a feudal garrison, tower of the thirteenth century, will stand in Balbo Court, which will be surrounded by arched loggias. It is planned to give Italian folk dances in the Court.

Picturesque shops and houses will line the streets. Craftsmen, making Italian jewelry, pottery and other characteristic products, will be at work in the shops.

Hearing on Retail Code

A public hearing was held May 4, by Kenneth Dameron, deputy administrator, in the Mayflower hotel, Washington on a proposed modification of the retail code.

The modifications were contained in 12 proposed amendments. One would bring stores selling services not covered by any approved code under the retail code. Other proposed provisions are:

Temporary reduction of store hours but without a reduction of weekly wages;

Exceptions to maximum hours of labor for professional persons, watchmen, guards, store detectives, outside salesmen and outside collectors;

Limitation upon number of persons working unrestricted hours;

Regulation governing "one-cent" sales; Stipulation that all terms and charges must be complied with to be included in advertisements regarding installment payment plans;

Prohibition of the gambling element such as the "suit club plan" as part of a sales plan;

Ban upon advertising any article as "free" when delivery is contingent on the sale of another article;

Regulations regarding finance charges;

Right of a merchant to return goods

to manufacturer when label is omitted, or to affix label at the manufacturer's cost;

Modification of schedules of store hours.

Retailers and manufacturers who sell through retail outlets anxiously await the results of the hearing.

There's not much sense in reporting for work physically if we are somewhere else mentally.

Gair Firm Enlarges

Gair Company Canada Limited, newly organized subsidiary of Robert Gair Company, Inc. has taken over operation of the 5 paper mills of Canadian Paperboard, Ltd., it was announced by E. Victor Donaldson, president of Robert Gair Company, Inc. The Canadian mills are at Toronto, Montreal, Frankford and Campbellford.

Four of the mills manufacture paperboard while a second mill at Frankford is devoted to production of ground wood pulp.

Mr. Donaldson also announced that George W. Brown, president and general manager of Firstbrook Boxes Limited, another Gair subsidiary, will serve also as vice president and general manager of Gair Company Canada Limited and that H. J. Daubney, formerly general salesmanager in the United States for Price Bros. of Canada, will serve as general manager in charge of the Canadian mills. Charles E. Whitten, formerly secretary-treasurer of Canadian Paperboard, Ltd., will serve as secretary-treasurer of Gair Company Canada Limited.

With the taking over of the 5 Canadian mills, Robert Gair Company, Inc., now has 17 plants devoted to the manufacture of paperboard and fabrication of paperboard products and has added materially to its productive capacity for paperboards of all types.

It would be a fine old world if we all made ourselves do what we think others should do.

Regional Chairmen Confer in East

To fully acquaint those charged with proper handling of proceedings against code violators, Chairman G. G. Hoskins of the Macaroni Code Authority called the chairmen of Regions Number One, Two, Three, Four and Five to confer with him at the Commodore hotel, New York city, May 7, 1934. Those invited were G. La Marca, chairman Region No. 1, Boston; Frank L. Zerega, chairman Region No. 2, New York; Philip R. Winebrenner, chairman Region No. 3, Philadelphia; R. V. Golden, chairman Region No. 4, Pittsburgh; O. E. Oberkircher, chairman Region No. 5, Rochester.

During the latter part of April and the first part of May the Regional Industrial

Adjustment Agencies of all regions have been busy hearing charges against firms cited for violating various provisions of the code and it was to establish a uniform procedure for correct handling of all such charges that the conference was held. Also to pick out some cases of flagrant violations for test purpose, the national NRA having pledged full support in a legal fight to establish the constitutionality of the Macaroni Code under the new deal, if necessary to compel 100% observance.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In April 1934 the following were reported by the U. S. Patent Office:

TRADE MARKS REGISTERED

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

Sun-Vite

The trade mark of L. A. Pacific Macaroni Co., Los Angeles, Cal. was registered for use on macaroni, spaghetti and noodles of all kinds. Application was filed Dec. 22, 1933, published by the Patent Office Feb. 6, 1934 and in the March 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since July 8, 1933. The trade mark is in heavy black type.

Vimco

The trade mark of Vimco Products company, Carnegie, Pa. was registered for use on spaghetti, noodles and macaroni. Application was filed Sept. 9, 1932, published by the patent office Nov. 15, 1932 and in the Dec. 15, 1932 issue of THE MACARONI JOURNAL. Owner claims use since July 1, 1932. The trade name is in shaded, outlined letters.

Floral Crown

The private brand trade mark of Floral Crown Food corporation, New York, N. Y. was registered for use on egg noodles. Application was filed Sept. 27, 1933, published by the patent office Feb. 20, 1934 and in the March 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 24, 1933. The trade name is in black type.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of Mother's Macaroni company registered Feb. 17, 1914 was granted renewal privileges to the Creamette company, Minneapolis, Minn.

TRADEMARKS APPLIED FOR

Two applications for registrations of macaroni trade marks were made in April 1934 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Vegeroni

The trade mark of Italian-American Paste Co., Inc., San Francisco, Calif. for use on alimentary paste products. Application was filed Feb. 28, 1934 and published April 17, 1934. Owners claim use since Dec. 15, 1933. The trade mark is in shaded, dark type.

"Clinic"

The private brand trade mark of Hattie I. Dort, doing business as Clinic Noodle company, Rocky River, Ohio for use on noodles. Application was filed March 14, 1934 and published April 24, 1934. Owners claim use since July 1933. The trade name is written in large black lettering.

LABELS

Russo

The title "Russo" was registered April 24, 1934 by A. Russo & Co., Chicago, Ill. for use on macaroni. Application was published Jan. 30, 1933 and given registration number 43594.

Production Statistics

Beginning with this issue of THE MACARONI JOURNAL we are initiating a news item which we believe will be of interest to our readers, especially manufacturers of macaroni products. As more complete and varied information is available we hope to expand the scope of data presented.

1933

46 of the Larger Manufacturers Throughout the United States Reported for the Year 1933

Total No. of bbls. of raw material used for the year	1,718,229
Total average No. of bbls. per plant for the year....	37,352
Total average No. of bbls. per month.....	*143,185
Average No. of bbls. per plant per month.....	3,112

1934 Compared with 1933

46 of the Larger Manufacturers (Same as Above) Throughout the United States Reported for:

	Tot. average No. of bbls. per month, 1933	Tot. bbls. of raw material used per month, 1934	Average No. of bbls. per plant per month, 1934	Average No. of bbls. per plant per month, 1933
February, 1934	143,185	150,998	3,282	3,112
March, 1934.....	143,185	157,792	3,430	3,112
Total to date.....	286,370	308,790	6,712	6,224

*Represents the average for the year regardless of peaks and valleys in production, monthly production not available.

The statistics given above were compiled and presented to us by R. V. Thornton of Wolf and Company, certified public accountants, to whom the confidential information of manufacturers has been reported.

Durum Wheat

is again selling at a premium; therefore, you, like others, can also use . . .

ROMEO

High Protein, Unbleached Kansas Hard Wheat Patent Flour advantageously in many of your products.

Wire for price today!

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



IS IT FAIR PLAY!

Most Folks Believe in Fair Play.
Do You?

For years I have experimented with various processes for the proper freezing of eggs. After seven years of real endeavor and of sacrifice I perfected the *only* process that completely cuts up and removes the chalaza and all fibrous matter in egg whites, egg yolks and whole eggs, leaving them perfectly clear. The result of my labor is protected by United States Letter of Patent No. 1727493 and 1840987.

There is now every indication that certain large concerns are infringing on my patent. They are apparently unscrupulously attempting to deprive me of the reward of years of effort. For this reason I intend to protect my interests to the limit against infringements on my patents. *It is only fair to the buyer of eggs to know of existing conditions.*

SAM TRANIN, President

TRANIN EGG PRODUCTS COMPANY

- Notes of the Industry -

Incorporate Chasin Noodle Co.

Last month there was incorporated under the laws of New York the Chasin Noodle Company, Inc., in Brooklyn. It has capital stock of \$10,000 and its purpose is the manufacture and distribution of macaroni, noodles and other food products. The application for incorporation was filed by B. Robbins of 25 Warren st., New York city. Among the incorporators named are Rose Pearlman and Hannah Singer of 225 Broadway, New York city, and Rosalind Pearlman of 8411 21st av., Brooklyn.

Cinelli Company Reports Good Quarter

The G. Cinelli company of Tacoma, Wash. reports a steady increase in its sales of macaroni and other paste products during the first quarter of 1934. Fresh egg noodles which the company featured in that period showed a marked increase. The proprietor attributes a portion of this increase to the use of cellophane under the Cinelli label and guarantee.

Burglars Frustrated

Burglars who attempted to rob the safe in the offices of the Vella Russo Spaghetti company, 836 N. State st., Syracuse, N. Y. last month got little for their pains, according to the proprietor. They must have been novices or perhaps were interrupted before they could complete their work. A large sledge was used in pounding off the combination dial but failed to open the safe.

Import Duty Decreased

From Finland comes announcement that the import duty on wheat flour including semolina intended for manufacture into macaroni products has been decreased by a government decree that changed the schedule of duties applying to a variety of imports. While the decrease in the duty on flour was small,

the increased duty in many cases was as high as 4 times the former rate.

Fire Destroys Macaroni

Fire in the warehouse of D. Canele & Co., at Hulling st. and the Mississippi river front, Memphis, Tenn. destroyed a large quantity of stored macaroni a few weeks ago. The loss is estimated at \$7,500. Besides macaroni products, peanuts and olive oil were among the foods damaged in the fire.

Admits Violation Charge

Arthur Palmer, manager of Home-Made Noodles company at 500 Galena st., Toledo, Ohio pleaded guilty last month in municipal court on a charge of violation of state food laws and was fined \$25 and costs. Charges were preferred by the city food inspector who testified that official analysis of the egg noodles showed them to be artificially colored and in violation of the adulteration section of the state food laws.

Texas Firm to Advertise

The Fort Worth Macaroni company of Fort Worth, Texas has appointed Hubbard Advertising, Inc. of that city to handle its publicity campaign which will utilize such media as newspapers, radio, billboards and direct dealer helps. Over the radio the macaroni firm will use the "Chandu Mystery Stories" through the Southwest Broadcasting company to advertise its products and to support its newspaper campaign. In addition, there will be demonstrations, window displays and other dealer helps.

Noodle Firm in Enlarged Quarters

To supply an increased demand for the Walker Home Made Noodles, the Walker Products company recently equipped a modern noodle plant on the 5th floor of the Transportation building, 211 E. South st., Indianapolis, Ind. C. J. Walker is president of the noodle firm that had its humble beginning in the Sun

Room of the C. J. Walker home where most of the products were made, rolled and cut by hand. When the business had outgrown the home stage a larger plant was established in a store room on East 10th st. L. P. Walker is vice president and salesmanager of the organization.

April Semolina and Farina Prices

Courtesy Washburn Crosby Co., Chicago

All grades of raw materials for macaroni making declined in price during April, according to Chicago quotations listed below.

Semolina No. 1 declined from an \$8.50 high on April 2, 1934, to a \$7.55 low on April 19-20, reacting somewhat to the general grain market conditions toward the end of the month, closing at \$8.05 a barrel on April 30, 1934.

Semolina No. 3 showed a similar trend, opening at \$7.60 a barrel on April 2, dropping to \$6.80, the month's low on April 19-20, and closing at \$7.30.

Farinas were somewhat more steady, opening at \$5.90 a barrel on April 2, the month's high, dropping to \$5.30 on April 19 and 24, and closing at \$5.55.

Prices for April

Semolina No. 1	Semolina No. 3	Farina
April 2 \$8.50	\$7.60	\$5.90
April 3 8.30	7.40	5.90
April 4 8.30	7.40	5.90
April 5 8.15	7.40	5.90
April 6 8.15	7.40	5.90
April 7 8.15	7.40	5.90
April 9 8.00	7.25	5.90
April 10 8.00	7.25	5.90
April 11 8.00	7.25	5.90
April 12 8.00	7.25	5.80
April 13 8.00	7.25	5.80
April 14 7.90	7.15	5.80
April 16 7.80	7.05	5.50
April 17 7.70	6.95	5.50
April 18 7.70	6.95	5.45
April 19 7.55	6.80	5.30
April 20 7.55	6.80	5.35
April 21 7.65	6.90	5.40
April 23 7.65	6.90	5.35
April 24 7.65	6.90	5.30
April 25 7.65	6.90	5.35
April 26 7.65	6.90	5.35
April 27 7.80	7.05	5.40
April 28 7.90	7.15	5.50
April 30 8.05	7.30	5.55

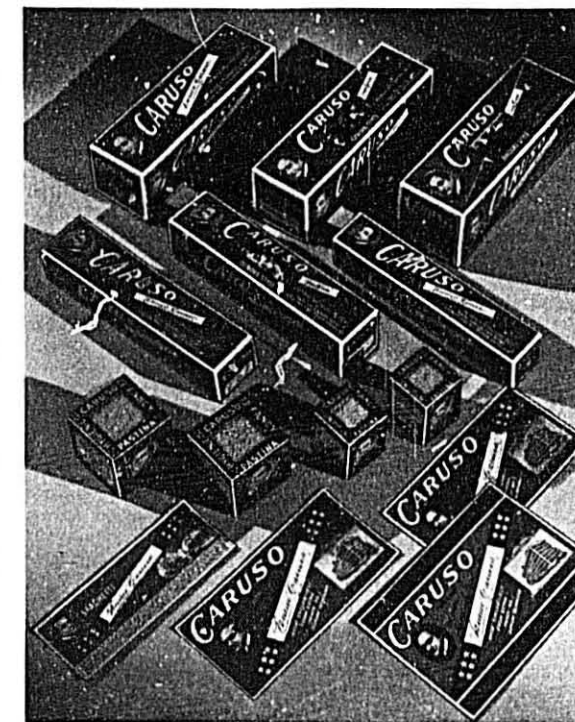
Volete Una Pasta Perfetta ESquisita

Usate!



Non V' E' Semola Migliore
Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

ROSSOTTI REPACKAGES A FULL LINE FOR



ANOTHER OUTSTANDING MANUFACTURER

ROSSOTTI has just completed the repackaging of the full line of macaroni, spaghetti and egg noodle products manufactured by the Atlantic Macaroni Company, Long Island City, N. Y. This prominent concern is now in a position, with this attractive new line, to command a bigger share of the business in the territory they serve.

You, also, will do well to come to "headquarters" with your packaging problems. Whether it is a stock label for a single item, or a complete repackaging job on an entire line, ROSSOTTI is equipped to serve you quickly, efficiently, and at low cost. Write today for recommendations and sketches, or for samples and prices on stock labels. No obligation. Just address department M-10.

BRANCH OFFICES

612 N. Michigan Ave. Chicago
119 So. 4th Street Philadelphia
343 Front Street San Francisco



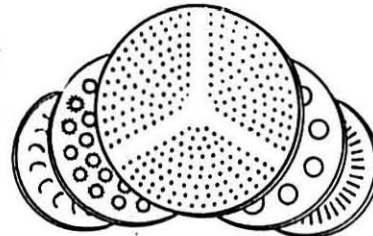
ROSSOTTI
LITHOGRAPHING COMPANY, INC.
121 VARICK STREET, NEW YORK CITY
PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

GIVE US A TRIAL

if you want

QUALITY SERVICE

WORKMANSHIP **



FOR
These are the things we guarantee to give you, with every die you order from us.

We want your patronage solely upon the merits of our dies.



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

HEAR YE! HEAR YE!

Announcement
On Exhibition At
FIFTEEN TONS



Extraordinary
The Convention
IN THE PARLOR

ALL NEWLY DEVELOPED HIGH SPEED EQUIPMENT

The Last Word In

Presses - Kneaders - Mixers and Trimmers

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

Overlapping Codes Increase Administrative Problems

In a statement made at a hearing in Washington on March 26, 1934 on the master code for the food industry, Secretary C. H. Janssen of the National Association of Retail Grocers pointed out that the principles governing fair competitive practices in food distribution do not vary with different products, and that the successful administration as applied to the distribution of food and grocery products demands that conflicting or overlapping of code provisions be avoided:

"Distribution of food and grocery products is one continuous function from source of production to consumption by consumer. When the finished product leaves the hand of the producer or reaches the shipping room of the manufacturer it is entered in the channels of distribution. It then follows through the successive steps in distribution from its first, from manufacturer to wholesaler to its second, from wholesaler to retailer and its third, which is from retailer to consumer.

"No single one of these steps performs the entire function and not one of these is independent of the other. The fact is they are dependent one upon the other for the complete performance of the function. The practical perfection and the economic consummation of that function depends in a large measure upon the coordination of interests of those engaged in each of the first and successive steps.

"The practices in competition which are active in one, are predicated upon those prevailing in the preceding one and will establish and influence the practices in the succeeding step in distribution. Such influence is forward from base, that is from source to consumption, rather than retroactive, although this influence is not altogether denied.

"It is obvious therefore that the application of a law to one step in distribution, leaving either preceding or successive steps at complete liberty of action, must fail of its purpose, for no code of fair competition or law directed to cure evils in distribution can be effective unless it is directed to apply to the whole structure, or supplement each other if it is undertaken in codes directed to the several parts thereof.

"The practical results expected from the trade practice provisions of the code of fair competition for the wholesale and retail trade are based upon the assumption that every competitive unit is upon a fair and reasonable competitive equality in the ownership cost of its merchandise.

"If that is unfairly variable, through the license of manufacturers to offer and give direct or indirect price commissions or practice unfair price discrimination between competitive buyers in any market, or to give unearned service payments or divert sales compensation, etc., then any attempt to prevent the destructive re-

sults of such practices must prove abortive.

"Selling and distribution policies of manufacturers, to the extent that these result in undue competitive advantages for some distributors to the unfair competitive disadvantage of others, are the primary cause of many unfair practices in the wholesale and retail distribution trades. As these establish the base price for wholesale and retail distribution it is obvious that if the base so established is unsound or untrue, practices founded thereon cannot be expected to attain a level of competitive equality.

"In establishing the principle of an open price policy, this code for the function of distribution by manufacturers will do much to assist small enterprise. The open price principle not only offers protection to groups of manufacturers within an industry against cutthroat competition and thus offers a certain measure of assurance of maintaining a fair average wage level, but also gives protection to distributor and consumer. It will tend to prevent the forcing of unjustified price concessions by mass buyers.

"The multiplication of codes is of serious concern to both wholesalers and retail distributors and will precipitate many and difficult problems in practical administration."

Poor Headwork; Gets Jail Sentence

Gottel Radish, a lumber merchant on Staten Island, N. Y. pleaded guilty to violation of his code and was given a suspended 30-day sentence early in the month. He pleaded guilty to 4 charges of violations, namely: (1) Failure to file

MACARONI AN ENERGY FOOD

Human system assimilates it easily without waste

When Yankee Doodle came to town he stuck a feather in his hat and called it macaroni. Now, macaroni is a feather in the cap of any menu maker because it is highly nutritious, easily assimilated and economical.

The thrifty and clever housewife realizes that good quality macaroni is the most economical. She wants to get the highest food value and she wants a product that will cook creamy and tender and retain its rich golden color, so declares a general announcement to the trade by the American Beauty Macaroni company of Kansas City, Mo. based upon extensive research conducted by the firm.

One tablespoon of macaroni baked with cheese is equal to 4 eggs, or 4 glasses of milk, or 3 entire chicken sand-

a schedule of prices, (2) failure to file a certificate of code compliance, (3) failure to file reports required under the NRA, (4) failure to file an assessment return and to pay the assessment that had been levied.

In defense his attorney pleaded that his client failed to observe the code's provisions because of his lack of knowledge of bookkeeping, having got into the habit of "keeping books in the head."

The court was lenient in that case but said that he wanted all industries to know that President Roosevelt meant what he said. "We want all industries to know that the NRA codes have teeth," announced the court as he inflicted the suspended sentence.

Moral—Code violations do not pay.

Package Machinery Code Managers

The Code Authority of the packaging machinery industry and trade is as follows:

President, H. H. Leonard, vice president and general manager Consolidated Packaging Machinery Corp., Buffalo, N. Y.

Vice President, W. D. Kimball, first vice president and general manager Standard-Knapp Corp., Long Island City, N. Y.

Charles L. Barr, salesman F. B. Redington company, Chicago, Ill.

Otto Horix, president Horix Manufacturing Co., Pittsburgh Pa.

C. H. Lambelet, vice president New Jersey Machine Corp., Hoboken, N. J.

Roger L. Putnam, president Package Machinery company, Springfield, Mass.

James G. Redner, general manager and treasurer Battle Creek Wrapping Machine company, Battle Creek, Mich.

Alfred E. Waller, administration member.

Headquarters of the institute and of the Code Authority are at 50 Pine st., New York, N. Y. W. J. Donald is executive vice president and treasurer.

NOODL-ETTES!!!

By MacNoodle



From
A to Z
--Inclusive

When the President of the United States wants a dollar-a-year man to head up an activity or to help solve a knotty public problem, he chooses a man who knows that proposition from A to Z—inclusive.

When a business enterprise needs a new head, when an executive needs a new department chief, when an employer wants an employe for a specific purpose, the man chosen is the man who knows his stuff.

It is not enough that a man is naturally able and capable; he must know the work for which he is chosen. He may know little about affairs in unrelated fields. He may not be rated a good fellow. He may not be cultured or clever. But he must know the one particular subject in question. He may have a one-track mind so long as that one track leads to the desired destination.

I don't think we always realize how deeply into details men go who become leaders. Ralph Waldo Emerson once said, "I know a draughtsman who found he could not sketch the rocks until their geological structure was explained to him." That was an extreme instance, but it illustrates the importance some men attach to knowing the underlying principles of their work from A to Z.

A man may, himself, be satisfied with a superficial knowledge of his line of business, but the superficial knowledge will never bring him personal success or recognition from others.

Napoleon Bonaparte considered nothing too unimportant to be included within the scope of his knowledge of war. He studied details, from the smallest screw on a gun carriage to the exact number of loaves of bread a field bakery should turn out daily. It was mastery of detail that made him master of the business of war—and it may be added, it was only when and where he lacked that detailed knowledge that he failed.

A USER'S COMMENT

MINNESOTA MACARONI Co.

MANUFACTURERS OF

Amberolls

THE TENDER AND TASTY MACARONI

St. Paul, Minn., Dec. 8, 1930.

Champion Machinery Co., Inc.,
Joliet, Illinois.

Attention:—Mr. F. A. Motta, Sec'y

Gentlemen:—

The Champion machinery, which we have just recently installed in our factory has proven very satisfactory, and we wish to advise you we consider ourselves very fortunate to have chosen your equipment.

We have increased our production at no added cost, and have also improved the efficiency in our factory.

We will be very happy at all times to recommend your machinery, and all your equipment pertaining to macaroni products that we may have in our factory.

Yours truly,

MINNESOTA MACARONI COMPANY, INC.

Eugene J. Villume,
President

EJV/HR.

Champion Equipped Plants

are the successful plants in the macaroni and noodle manufacturing industry. Champion equipment enables them to save many hundreds of dollars annually and to produce superfine quality products which result in a steady increase in business.

The modern Champion Flour Outfit shown here will pay for itself over and over, because it insures absolute accuracy, increases handling capacity and enables you to turn out uniformly good products day in, day out. Ask us to send you full free details TODAY!

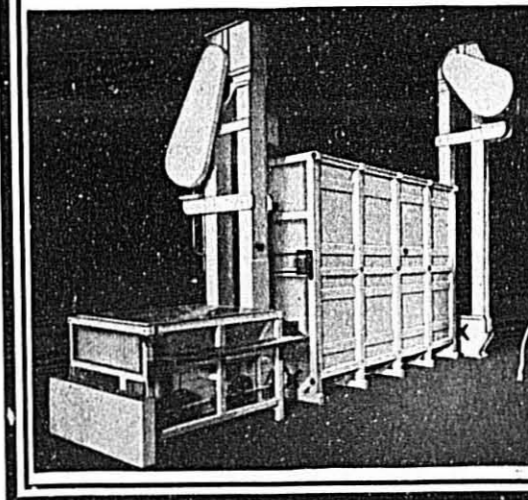
Champion Machinery Co.

JOLIET ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets New York, N. Y.



The MACARONI JOURNAL

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

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

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ADVERTISING RATES
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Vol. XVI May 15, 1934 No. 1

Through Experienced Eyes

Is the code plan of business supervision a mere passing fancy of those in charge of the government or is it to become a permanent policy of the nation in its relation to business?

In the light of experience gained during the few months that the Macaroni Code has been the law of the industry, what is the general reaction of the trade toward it, as a temporary makeshift or as a permanent law?

It would be interesting to hear from macaroni-noodle manufacturers who have calmly and coolly functioned under the code, studied its possibilities open-mindedly and in the light of the need of some sort of supervision and control of a trade that has been seriously hampered by trade ethics that have been not only questionable but also extremely harmful.

We are pleased to present the views of leading bulk and package men on this subject. All have long been in business and all have experienced booms and panics and speak from personal experiences.

Conditions Improved; Obedience to Code is Personal and Public Duty

Edward Z. Vermylen, A. Zerega's Sons, Inc. Brooklyn, N. Y.

From my observation of the operation of the Macaroni Code to date I feel that it has resulted in a general improvement of conditions in our industry and in a very substantial betterment of the wages and working conditions of labor.

To support the code is a duty we owe

to the Administration in Washington, to the NRA, to our industry and to our fellow manufacturers. To be remiss in this duty is to retard the general recovery program which is obviously based, at least in part, on the successful operation of this and all other codes.

Code Promotes Pleasant Relations

L. R. Podesta, Fontana Food Products Co., San Francisco, Calif.

I wish to take this opportunity to express myself as to the benefits already derived from our code. Considering the short time it has been in effect I would say that considerable good has already been done.

One noticeable thing is that it has taken the industry out of the chaos and ruin and started it on its way to stabilizing conditions in general and eradicating a good many of the evils which had infested the industry prior to this time.

It would be folly for me at this time to say that the Macaroni Code is working 100% perfect, but considering the large undertaking and all the details involved I would say that thus far we have done remarkably well. No doubt as time goes on we will perfect conditions to a high degree whereby in the end we will all enjoy reasonable profits and a better and more pleasant relationship created between manufacturers.

Now Have What We've All Been Praying For

John Ravarino of Ravarino and Freschi, Inc. St. Louis, Mo.

Every indication points to the fact that since the Macaroni Code went into effect the industry at large has responded gratefully, and it is my opinion that when we consider the benefits derived in this short time a great stride toward improvement has been made.

From my viewpoint, I think that the Macaroni and Noodle manufacturers now have what they were aiming at for the last 20 years, namely, protection from misbranding and from cutthroat competition. These two factors have been the evils of our industry for many years.

The macaroni and Egg Noodle men have reasons to be grateful, and I'm confident of the future outlook, providing however that all of us cooperate to the fullest extent with our Code Authority, regional groups, and fellow manufacturers.

Burglars Steal Dies

Three macaroni molds or dies costing \$125 each were among the loot taken by thieves who broke into the factory of the Falls Macaroni company at 332 12th st., Niagara Falls recently. Entrance to the plant was gained through a cellar window after a protecting grate had been removed. Officers of the firm believe the burglary was the result of spite.

Incorporates New Jersey Firm

Under the laws of New Jersey the Hoffman Home-Made Egg Noodle Company, Inc. was incorporated on April 17, 1934 through Jules Levies, agent and representative. The capital stock of the firm consists of 100 shares of no par value. The location of the plant was not named in the announcement of the incorporation.

WANT ADVERTISEMENTS

WANTED—Second hand Dough Brake and Noodle machine at reasonable price. P. O. Box 350, New Orleans, La.

AGENTS WANTED

for the United States and Canada

by the firm of

Garibaldo Ricciardelli, Pistoia, Italy

the oldest and most important maker in Italy of

MACARONI DIES

Apply to that firm directly, giving references

FOR QUALITY AND SERVICE GIVE US A TRIAL **CARTONS**
 NATIONAL CARTON CO.
 JOLIET, ILLINOIS.

USE **Lombardi's Dies** FOR BETTER MACARONI
 GOOD DIES ARE NECESSARY FOR GOOD MACARONI

Phone HAYmarket 4873
 1150 West Grand Avenue
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THE CAPITAL TRIO



The above brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat.

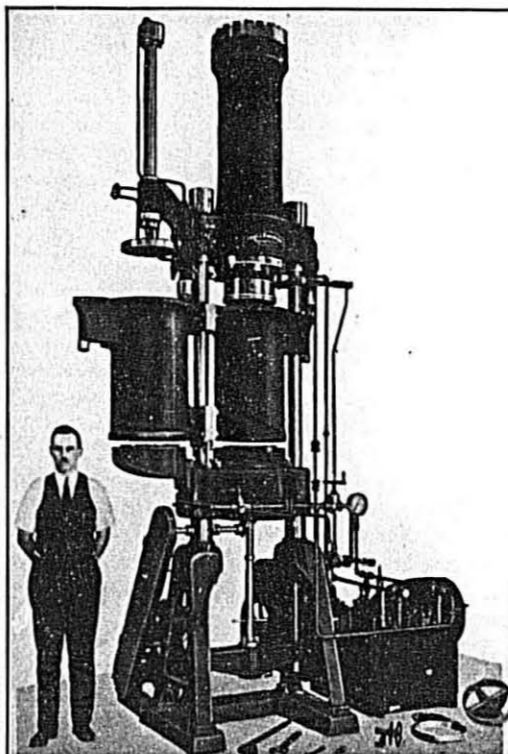
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Offices
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Mills
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Engineers and Machinists

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Specialty of

Macaroni Machinery

Since 1881

- Presses
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All Sizes Up To Largest in Use

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OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE
*National Macaroni Manufacturers
Association*

Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1933-1934

G. G. HOSKINS (35), President..... 320 E. Church St., Libertyville, Ill.		ALPONSO GIOIA, Adviser..... Rochester, N. Y.	
LOUIS S. VAGNINO (35), Vice President..... St. Louis, Mo.	WILLIAM CULMAN (35)..... Long Island City, N. Y.	V. GIATTI (36)..... Brooklyn, N. Y.	EDW. Z. VERMYLEN (36)..... Brooklyn, N. Y.
GAETANO LAMARCA (34)..... Boston, Mass.	JOSEPH FRESCHI (35)..... St. Louis, Mo.	B. R. JACOBS, Representative..... Washington, D. C.	M. J. DONNA, Sec'y-Treas..... Braidwood, Ill.
WALTER F. VILLAUME (34)..... St. Paul, Minn.	JOHN V. CANEPA (36)..... Chicago, Ill.		
R. V. GOLDEN (34)..... Clarksburg, W. Va.	G. GUERRISI (36)..... Lebanon, Pa.		
FRANK A. GHIOLIONE (34)..... Seattle, Wash.			

S-S-S-!!!!!!!

The SECRETARY is BROADCASTING to ALL MACARONI-NOODLE MANUFACTURERS!

The 1-9-3-4 C-o-n-v-e-n-t-i-o-n i-n C-h-i-c-a-g-o t-h-i-s y-e-a-r i-s t-r-e-m-e-n-d-o-u-s-l-y i-m-p-o-r-t-a-n-t!!!!!!

The macaroni-noodle manufacturing industry is facing a crisis, as all appreciate, and the feeling generally prevails that now is the time for manufacturers large and small, east and west, bulk men and package men, semolina, farina or egg users to get together, face the situation fearlessly, discuss the problems calmly and intelligently, and do their utmost in trying to reach some definite conclusions as to just what should be done and how.

The opportunity for the free discussion of the Macaroni Code, a matter of paramount interest to every one who operates thereunder, will be provided at the 3-day conference of the trade to be held at the Edgewater Beach hotel, Chicago, June 12-14, 1934.

There the operations of the new law will be surveyed with manufacturers from every section of the country reporting on their personal and individual experiences. These will be analyzed and the results appraised. An analytical examination of the administration and operation of the code to date, the weaknesses and the strength of government supervision of the business will be made by those charged with the enforcement of its provisions and those compelled to observe them.

As everyone expects, the program is built around the Macaroni Code and its operation since its approval on Jan. 29, 1934. There will be ample opportunity for discussion of every phase of the new law. Manu-

facturers will be encouraged to relate their own experiences and to ask questions of others—all with the hope that out of this exchange of ideas there will come decisions of lasting benefits to all in the trade.

The executives of every macaroni-noodle manufacturing firm in the country, all representatives of interested allied trades, are cordially invited to attend this gathering of tremendous importance, each to constitute a committee of one privileged to invite competitors and friends to do likewise.

Chicago is conveniently situated, within easy reach of every manufacturing center of the country. On account of the Century of Progress Exposition that opens again this year, the railroads are offering some very attractive round trip fares. Macaroni and noodle manufacturers will no doubt take advantage of these inducements to fulfill their sense of duty toward themselves and their fellow business men by attending the conference of their trade in the convention-exposition city next month.

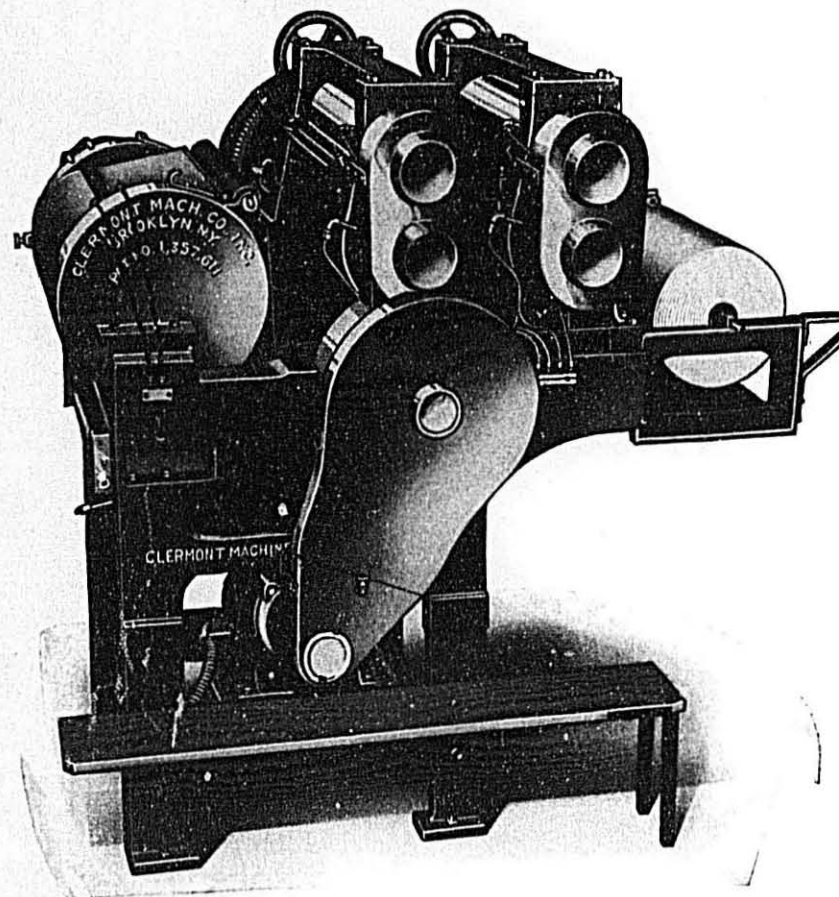
Your immediate concern is your business. Macaroni men are finding it necessary to give more and more time to their firm's production and distribution problems, first as an independent business but also as a component part of the big industry with many competing interests. They are more and more convinced that their common problems may best be solved by coordination and cooperation.

So make plans now to attend the important meeting of your industry in Chicago June 12-14 and after you have accomplished the prime purpose of your trip, take a deserved rest by attending the Century of Progress Exposition in the same city at little additional expense.

Another New Development

**Clermont High-Speed
Noodle Cutter**

HAS NO EQUAL



Produces from 1000 to 1200 pounds an hour

Write for full particulars to

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Brooklyn - New York

WATCH FOR OUR NEW DEVELOPMENTS

"SAY, MOM, CAN'T WE HAVE SOME MORE OF THAT SWELL MACARONI FOR LUNCH THIS NOON?"



"WHAT, AGAIN? WHY, WE JUST HAD IT YESTERDAY!"

● WHEN people demand more and more of a certain macaroni, it means just one thing—they have found a "quality" product.

Quality makes sales without selling, increases profits without increasing overhead, and builds up demand without additional advertising or sales costs.

That's why macaroni manufacturers are interested in the improved quality which Pillsbury's Best Semolina and Durum Flours create in their products.

Rich amber color, uniform strength, delicious flavor—these are the results of careful wheat selection, precision milling and constant testing in the manufacture of Pillsbury's Best Semolina and Durum Flours.

Each batch is positively proved for color, strength and taste. As a final test we make macaroni in our own plant under the same conditions as are found in commercial plants.

Why not see for yourself how easily you can obtain the quality in your product that makes more sales and bigger sales? Make a trial run of Pillsbury's Best Semolina and Durum Flours in your own plant.

PILLSBURY'S *Semolina*