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The Macaroni Journal



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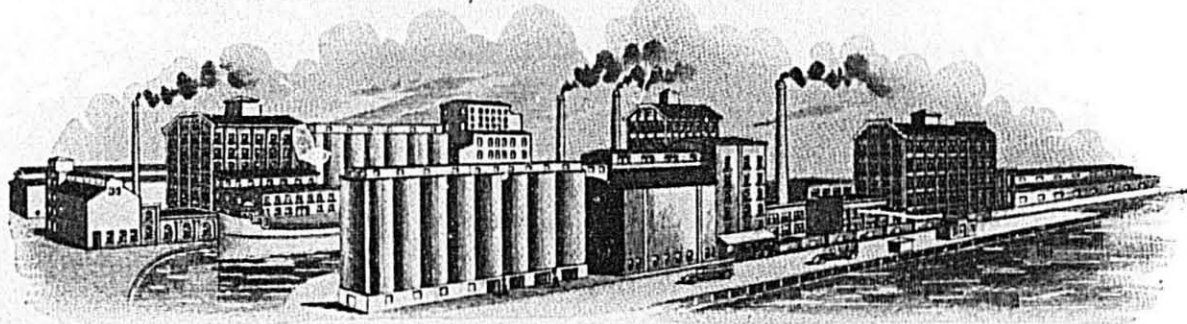
Consult Code Authority

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The Macaroni Code is now the LAW of the Industry. It will be administered carefully and intelligently by a Macaroni Code Authority elected by the whole Industry.

It is earnestly advised that all manufacturers consult the Macaroni Code Authority on all matters pertaining to the interpretation, application and enforcement of any and all of the provisions of the Code whose fair and impartial administration should serve to abate unfair business ethics and destructive practices.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

In 1934, as for many years past

THE LEADER--

AMBER-BRIGHT UNIFORM HOURGLASS SEMOLINA

---CONTINUES TO LEAD---

QUALITY UNSURPASSED

DULUTH-SUPERIOR MILLING DIVISION

OF STANDARD MILLING COMPANY
Main Office: 1025 Metropolitan Life Bldg.,
MINNEAPOLIS, MINN.

BRANCH OFFICES

DULUTH, MINN., 613 Board of Trade
NEW YORK CITY, 504 Produce Exchange
PHILADELPHIA PA., 10 Chestnut St.

BOSTON, MASS., 88 Broad Street
CHICAGO, ILL., 14 E. Jackson Blvd.
PITTSBURGH, PA., 1609 Investment Bldg.

EXECUTIVE ORDER Officially Approving Code of Fair Competition for the Macaroni Industry

An application having been duly made pursuant to and in full compliance with the provisions of Title I of the National Industrial Recovery Act, approved June 16, 1933, for approval of a Code of Fair Competition for the Macaroni Industry, and hearings having been duly held thereon and the annexed report on said Code, containing findings with respect thereto, having been made and directed to the President:

NOW, THEREFORE, on behalf of the President of the United States, I, Hugh S. Johnson, Administrator for Industrial Recovery, pursuant to authority vested in me by Executive Orders of the President, including Executive Order No. 6543-A, dated December 30, 1933, and otherwise; do hereby incorporate by reference said annexed report and do find that said Code complies in all respects with the pertinent provisions and will promote the policy and purposes of said Title of said Act; and do hereby order that said Code of Fair Competition be and it is hereby approved, provided, however, that provisions thereof shall not become effective and they are hereby stayed for a period of 10 days in order to afford consideration of the objections of any interested parties, and at the expiration of which period the said Code shall become effective unless I shall by my further Order otherwise determine or extend such stay, and provided further that the provisions of Section 6 of Article VII, relating to open price schedules, are stayed and shall not become effective for 60 days after the date of approval hereof.

HUGH S. JOHNSON,
Administrator of Industrial Recovery.

Approval recommended:

Walter White, Deputy Administrator.
Washington, D. C., Jan. 29, 1934.

Who's Eligible for His Country's Graveyard or A Code Maker's Midnight Soliloquy

The curfew tolls the witching hour of twelve
I sought my cot, yea, many hours ago
But we who with the slaves of three A delve
He cannot sleep until the morning cock will crow.

If we count sheep, the damn beasts bring the thought
Of other herds whose ghosts wind o'er the lea
The processed pigs, our tax on pork has bought
The poor old sows that harmed not you or me.

Or if our thoughts are turned to pastures green
Where we were led beside the waters still
We vision fields of wheat and presently is seen
Spaghetti's contribution to the farmer's till.

The scene is changed, celestial choirs in white
Exalt the cotton hid by southern dirt
To make them robes to wear on Christmas night
While you and I pay tax on every shirt.

Once more to earth our fancy leads us now
Long corridors of tile stretch endlessly away
And stalwart men of serious noble brow
Lurk there in shadows waiting for their prey.

Inside these frosted doors, that cold brick wall
Behind a sturdy desk, a safe abode
The patriots who have answered Agra's call
Each wait their chance to read the Noodle Code.

Who's this I see with timid steps approach
The holy portals of the farmers' pride?
'Tis Culman, Jake, and Hoskins who enroach
With childlike trust and hope, they try to hide.

Now fades the shimmering days upon my sight
As codes we wrote fade into history,

Those blazing days and sultry sweltering nights
Just other ghosts to help our mystery.

Oft did the clauses to their sickle yield.
If Harvard missed then Yale took up the stroke;
They strewed the corpses over all the field,
Then brave Columbia took a hefty poke.

Now frenzied wails pierce through these sturdy walls
And strong men prayed and whispered as they strode.
Expectant fathers paced in Agra's halls
To soothe the birth of Macaroni's Code.

But hopeless were their anxious helpless fears.
Caesarean efforts had not e'en prevailed.
The Gentile god had covered up his ears
Jehovah had been exorcised and failed.

Then from the White House came the awful voice
Of him who's never known to speak in vain
"Hugh, take the brat, George says you have no choice
And as a daddy he gives me a pain."

Then Harry Lindsay laid his soothing hand
On fevered brow and spoke in accents mild
"Those boys are tooting horns in the wrong band
"My papa Johnson acknowledges the child."

'Twas not ambition mocked their useless toil.
No greater battle e'er was fought and lost.
To them comes not the gift of victor's spoil,
To them comes only all the grief it cost.

Now you of commerce give not these the fault
If memory o'er their tombs no trophies raise.
We who have sweltered in that Agra van,
We call them friend and pen this rhyme of praise.
--(Anonymous).



QUALITY
IS
SUPREME
IN

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



THE MACARONI JOURNAL

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The Macaroni Code Executive

President Glen G. Hoskins of the National Macaroni Manufacturers Association has been drafted as the Code Executive and the chief enforcing officer of the Code of the Macaroni Industry of the U.S.A.

That was the message that flashed to every known macaroni and noodle manufacturer of the country from the Macaroni Code Headquarters the first week in February 1934 as the outstanding action of the organization meeting of the newly elected Macaroni Code Authority in Chicago on February 8th. No happier, more logical selection of superintendent of the Macaroni Code could have been made. It met with unanimous, spontaneous approval everywhere. Manufacturers are enthusiastic, the allied trades and distributors satisfied.

Mr. Hoskins is not only personally qualified to handle the intricate duties of the new office, the most important ever created in connection with macaroni manufacture in this country, but he is willing to serve, ready to make the sacrifice involved. His contacts with government officials during the many weeks when the Code was being developed, his experience in actual production and distribution of macaroni products, his acquaintance in the trade and his activities in association work, marked him early and definitely as the right man for the gigantic job.

The selection of Mr. Hoskins as Executive of the Macaroni Code Authority came as no surprise to those who have followed closely the development of the new law of the industry from the time it was first suggested by Congressional action. He has spent hundreds of hours in planning and preparing the Code, not only to concur with the wishes of the administrative authorities involved, with whom he has always been on the friendliest of terms, but primarily to conserve the best interests of his fellow manufacturers. In the total absence of surprise and the satisfaction that generally prevails over his choice, lies the greatest tribute that could be paid a fellow manufacturer by competitors in the trade. All agree that the responsibility has fallen on willing, capable shoulders; that the Code will be fairly and fearlessly administered.

Congratulations are always pleasing, but what the new Executive wants and needs most is the unanimous and unstinted support of every progressive manufacturer in the

country; of every one interested in the immediate and future welfare of the trade. That will make easier and much lighter the successful, equitable application of the Code as it will be finally approved by our Government. Not what one says but what he does will be most helpful and welcome.

Headquarters for the administration of the Macaroni Code have been set up in Chicago within convenient reach by mail and wire of every important plant in America. Everything is in readiness for immediate and definite action now that the government has granted the trade the desired power, privilege and right to regulate itself under the approved Code. Approval of the Code was altogether too long delayed. That delay proved irksome; it left everything and everybody up in the air, it materially dulled the enthusiasm of many of the Code's staunchest supporters and it unwittingly permitted excesses that have done and are doing irreparable harm. However, it is confidently expected that all good fellows will, now that the Code is finally made the law of the industry, renew their faith in our trade and resume their interest in and support of the instrument that alone can give badly needed relief to the depression-stricken industry.

The job ahead is no sinecure. The "order-hungry" manufacturers have recently cast caution to the four winds in their efforts to force a glutted market. There are still many "straight shooters" who had their patience sorely tried by the actions of the less thoughtful. Reports have it that there is going on much chiseling in matter of wages paid and cheating in hours worked. Perhaps investigations may prove that many of the charges are exaggerated. From whatever angle the situation is viewed there appears much to be done. It can and will be done with the greatest speed and with the best ultimate results if the chosen leader is given the support that he is deserving at the hands of those responsible for his selection.

The whole job involves much individual sacrifice. In the final check-up, actions will speak louder than words.

A General Report to His Commander-in-Chief

*Economic Effect of Macaroni Code Reviewed by NRA Administrator
H. S. Johnson in His Favorable Report to President Roosevelt*

The President,

The White House.

Sir: This is a report on the Code of Fair Competition for the Macaroni Industry, and on the public hearing held in Washington, D. C., on Oct. 5, 1933, in accordance with the provisions of the National Industrial Recovery Act.

Hours and Wages

All labor, clerical and otherwise, is placed on a basis of 40 hours per week and 8 hours per day, with an exemption for peak periods not to exceed eight weeks in any one calendar year, during which time 48 hours may be worked with a penalty of time and one third for all time worked in excess of 40 hours.

Maintenance men, engineers, firemen, mixers, kneaders, and dryers are placed on a 44-hour week since their normal duties require a somewhat longer day in order that the production of a plant run on an eight-hour basis.

Watchmen are limited to 56 hours, delivery men to 48 hours and the supervisory force is exempted in the cases of salaries above \$35.00 per week.

Office employes are placed on a \$16.00 per week basis with differential of \$2.00 for office boys and messengers.

For plant labor there are three basing rates of pay which were recognized in the P. R. A., Substitution and whose presence in the code are deemed necessary for the protection of employes.

Female employes performing the same functions as males shall be paid under the male minimum for that classification.

Piecework and maintenance of fair differentials are dealt with in the usual manner.

No geographic wage differential is written into this Code, but specific permission is granted any regional group to submit data to the Code Authority showing competitive disadvantage. If the Code Authority, upon investigation, finds that the data submitted justifies a wage differential, the Code Authority may petition the Administrator for an adjustment.

Economic Effects of the Code

The Macaroni Industry is distributed over the entire country, centering largely in metropolitan districts. Individual units vary from small family establishments catering to local trade only to large up-to-date factories having a substantial output and competing through the channels of interstate commerce.

The gross volume of business was in excess of \$47,000,000.00 in 1929, dropped to \$35,225,000.00 in 1931, and probably will show a further decline when 1933 figures are available.

The principal ingredient of macaroni is flour used in three forms; namely, Semolina, Farina, and ordinary flour. All three are wholesome and permissible ingredients, but first quality macaroni is derived from Semolina, which is the purified middlings made from durum wheat, and does not command as wide a market as the other two forms of flour from which macaroni may be made. It is, therefore, of interest to observe that the standards of quality provided for in this Code will substantially increase the use of Semolina. These standards are deemed to be of value to the consumer in guaranteeing him a high quality product when sold under the name of macaroni and further protect the consumer by stringent label requirements. In addition, these quality standards will tend to stabilize the Industry, which has suffered from destructive price-cutting by members of the Industry engaged in distributing an inferior product under claims of equal quality with better merchandise.

The Code also contains a provision on destructive price-cutting which will tend to stabilize the Industry and enable it to support the wage scales which have been written into the Code.

The Code Authority will be selected by a method which is deemed to assure its representative nature, and its powers and duties have been limited to those generally accorded to Code Authorities under the policy of this Administration.

This Code was heard at a public hearing called by the Secretary of Agriculture. Under Executive Order of January 8, 1934, those provisions of the Code which were under jurisdiction of the Secretary of Agriculture pursuant to your Executive Order of June 26, 1933, were transferred to this Administration, whose representatives have made certain revisions in the Code, as is customary after public hearing. These changes are not in conflict with the testimony in the record of the public hearing, and have been assented to by the Industry. The representatives of the Agricultural Adjustment Administration, under whose jurisdiction all provisions of this Code, with the exception of labor provisions, were prepared and heard at public hearing, have endorsed these provisions in their present form with special reference to the standards of quality provided and the Fair Trade Practices.

The Deputy Administrator in his final report to me on said Code having found as herein set forth and on the basis of all the proceedings in this matter:

I find that:

(a) Said Code is well designed to promote the policies and purposes of Title I of the National Industrial Recovery Act, including removal of obstructions to the free flow of interstate and foreign commerce which tend to diminish the amount thereof and will provide for the general welfare by promoting the organization of industry for the purpose of cooperative action among trade groups, by inducing and maintaining united action of labor and management under adequate governmental sanctions and supervision, by eliminating unfair competitive practices, by promoting the fullest possible utilization of the present productive capacity of industries, by avoiding undue restriction of production (except as may be temporarily required), by increasing the consumption of industrial and agricultural products through increasing purchasing power, by reducing and relieving unemployment, by improving standards of labor, and by otherwise rehabilitating industry.

(b) Said Industry normally employs not more than 50,000 employes; and is not classified by me as a major industry.

(c) The Code as approved complies in all respects with the pertinent provisions of said Title of said Act, including without limitation Subsection (a) of Section 3, Subsection (a) of Section 7, and Subsection (b) of Section 10 thereof; and that the applicant association is an industrial association truly representative of the aforesaid Industry; and that said association imposes no inequitable restrictions on admission to membership therein.

(d) The Code is not designed to and will not permit monopolies or monopolistic practices.

(e) The Code is not designed to and will not eliminate or oppress small enterprises and will not operate to discriminate against them.

(f) Those engaged in other steps of the economic process have not been deprived of the right to be heard prior to approval of said Code.

For the above reasons this Code has been approved.

Respectfully,
HUGH S. JOHNSON,
Administrator.

January 29, 1934.

Code of Fair Competition for Macaroni Industry

Article I—Purposes

To effectuate the policies of Title I of the National Industrial Recovery Act, this Code is established as a Code of Fair Competition for the Macaroni Industry, and its provisions shall be the standards of fair competition for such industry and shall be binding upon every member thereof.

Article II—Definitions

SECTION 1. As used in this Code:

(a) The term "President" means the President of the United States.

(b) The terms "Administrator" and "Act" as used herein mean respectively, the Administrator for Industrial Recovery and Title I of the National Industrial Recovery Act.

(c) The term "Person" means individual, partnership, corporation, association, and any other business unit.

(d) The term "Macaroni Industry" includes the manufacture and sale by manufacturers of macaroni products for use or consumption off the premises.

(e) The term "Employee" means any person engaged in the macaroni industry in any capacity receiving compensation for his services, irrespective of the nature or method of payment of such compensation.

(f) The term "Employer" means any person by whom any such employee is compensated or employed.

(g) The term "Member of the Industry" or "Member" means any person engaged in the industry, either as an employer or on his own behalf.

(h) The term "State" includes Territories and the District of Columbia.

(i) The term "Macaroni Products" means and includes all doughs which have as their base farina, semolina, flour, and/or other permitted ingredients, and which are pressed, rolled, cut or stamped in various forms. Macaroni, spaghetti, vermicelli, and egg noodles are types of macaroni products.

(j) The term "Outside Salesmen" means persons engaged exclusively outside the shop and employed substantially all of their time in selling.

(k) The term "Distributor" means a wholesale dealer in macaroni products.

(l) The term "Code" means this Code of Fair Competition or as amended.

(m) The term "Bulk Goods" means macaroni products which are normally bought by retailers in original packages and distributed to consumers in smaller lots than the original package.

(n) The term "Paige Goods" means macaroni products which are sold in original packages.

Article III—General Labor Provisions

SECTION 1. Employes shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in such self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

SEC. 2. No employe and no one seeking employment shall be required, as a condition of employment, to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing.

SEC. 3. Employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment approved or prescribed by the President.

SEC. 4. On and after the effective date of this Code, no person under 16 years of age shall work or be permitted to work in the Macaroni industry.

SEC. 5. No person under 18 years of age shall work or be permitted to work at operations and/or occupations deemed to be hazardous and/or detrimental to health. The Code Authority shall submit to the Administrator for approval before February 1, 1934, a list of such occupations.

SEC. 6. No provision of this Code shall supersede any State or Federal Law which imposes on employers more stringent requirements as to age of employes, wages, hours of work, or as to safety, health, sanitary or general working conditions, or insurance, or fire protection, than are imposed by this Code.

Article IV—Hours

SECTION 1. No employe shall work or be permitted to work in excess of forty hours in any one week, or more than eight hours in any one day, with the following exceptions:

(a) When seasonal demand places unforeseen burdens on productive capacity of a plant, employes may work up to but not in excess of forty-eight hours per week provided such periods do not total more than eight weeks in any one calendar year and providing further that at least time and one-third is paid for all time worked over forty hours per week.

(b) Executive, supervisory, technical, and administrative employes, provided that they receive over thirty-five (\$35.00) dollars per week, and outside salesmen.

(c) Chauffeurs and delivery men, provided they are not employed more than forty-eight hours in any one week.

(d) Watchmen not performing any operating functions provided they are not employed more than fifty-six hours in any one week.

(e) Maintenance men, engineers, firemen, mixers, kneaders, and dryers, provided they are not employed more than forty-four hours in any one week.

SEC. 2. The maximum hours fixed in Section 1 shall not apply to employes on emergency, maintenance, and repair work, but in any such special case at least time and one-third shall be paid for hours worked in excess of the maximum hours, and reports shall be made monthly to the Code Authority stating number of hours so worked in excess of the maximum.

SEC. 3. No employer shall engage any employe for any time which when totalled with that performed with another employer or employes exceeds the maximum permitted herein for one day or one week.

Article V—Wages

SECTION 1. No clerical, accounting, or other office employe shall be paid at a rate of less than sixteen (\$16.00) dollars per week, except that office boys and messengers may be employed at a rate of not less than fourteen (\$14.00) dollars per week, provided that such office boys and/or messengers shall not constitute more than ten (10%) per cent of all clerical and office employes, but each employe shall be entitled to one.

SEC. 2. Other employes shall be paid at not less than the following minima respectively:

(a) Mixers, kneaders, press and dough-break operators shall receive not less than fifty-five (55c) per hour.

(b) Other male employes shall receive not

less than forty-five (45c) cents per hour, except that—

1. Unskilled men, not to exceed ten (10%) per cent of the total factory employes, employed in light occupations shall receive not less than thirty-five (35c) cents per hour. It is provided, however, that any factory with ten or less employes may employ one unskilled man at foregoing rate.

2. Watchmen not performing any operating function shall receive not less than thirty-five (35c) cents per hour.

(c) Female employes shall receive not less than thirty-five (35c) cents per hour, except that where female workers do substantially the same work or perform substantially the same duties as male employes, they shall be paid the same rate of pay as male employes are paid for doing such work or performing such duties.

SEC. 3. It is agreed that this Code establishes a minimum rate of pay regardless of whether the employe is compensated on the basis of time rate or piecework performance.

SEC. 4. It is agreed that equitable adjustments will be made in the cases of those employes now receiving more than the minimum, to maintain fair differentials now existing between employes. In no case shall hourly wages be reduced. It shall be the function of the Code Authority to supervise the observance of these provisions and to make recommendations to the Administrator for further provisions appropriate to carry out the purposes of this Section.

SEC. 5. Each employer shall post in a conspicuous place of easy and continuous access to employes, the labor provisions of this Code. The notice shall be printed in English and at least three notices shall be posted in any shop employing more than ten employes, and one in any smaller shop. Notices shall be posted in such other language as may be necessary to the understanding of all employes. All changes in the labor provisions of this Code shall be posted within one week after such changes have been incorporated.

SEC. 6. Any Regional Group (as provided in Article VIII) may submit data tending to prove that such Regional Group is placed at a competitive disadvantage with, or is subject to different economic conditions from those of other Regional Groups; and if the Code Authority decides, after investigation, that the facts submitted justify special labor provisions for that Group, the Code Authority shall petition and recommend to the Administrator that changes be made in the provisions for Labor in this Code, and upon his approval after such notice and hearing as he may specify, such new provisions shall become effective for that Regional Group.

SEC. 7. The provisions of this Code governing hours of labor, rates of pay, and other conditions of employment shall apply to employes and others, while performing the duties of employes.

SEC. 8. No employer shall change the method of payment of compensation of employes for the purpose of evading the provisions of this Code or by other subterfuge evade the provisions of this Code or the Act.

Article VI—Organization and Constitution

SECTION 1. For the purposes of administering this Code and effectuating the policies and purposes of the Act, there shall forthwith established a Code Authority to be composed of nine persons who shall be elected by members of the industry. The number elected from the membership of the National Macaroni Manufacturers' Association shall bear the same relation to the members of the Code Authority that the production represented by the membership of the National Macaroni Manufac-

turers' Association bears to the total production of the members of the industry. At least one member of the Code Authority shall be a member of the industry whose annual production is less than the total annual production of the industry divided by the total number of members of the industry.

(a) The terms of office of the Code Authority shall be for one year beginning on July 1 of each year, except that the term of the first Code Authority shall begin on the effective date of this Code and expire on June 30, 1934.

(b) Vacancies caused by death, resignation, or otherwise shall be filled by the remaining members of the Code Authority with the approval of the Administrator.

Sec. 2. In addition to members as above provided, there may be two members, without vote, appointed by the Administrator to serve for a term of from six months to one year.

Sec. 3. Each trade or industrial association directly or indirectly participating in the selection or activities of the Code Authority shall (1) impose no inequitable restrictions on membership, and (2) submit to the Administrator true copies of its articles of association, bylaws, regulations, and any amendments when made thereto, together with such other information as to membership, organization, and activities as the Administrator may deem necessary to effectuate the purpose of the Act.

Sec. 4. In order that the Code Authority shall at all times be truly representative of the macaroni industry and in other respects comply with the provisions of the Act, the Administrator may prescribe such hearing as he may deem proper; and thereafter if he shall find that the Code Authority is not truly representative or does not in other respects comply with the provisions of the Act, may require an appropriate modification in the method of selection of the Code Authority.

Sec. 5. Members of the macaroni industry shall be entitled to participate in and share the benefits of the activities of the Code Authority and to participate in the selection of the members thereof by assenting to and complying with the requirements of this Code and sustaining their reasonable share of the expenses of its administration. Such reasonable share of the expenses of administration shall be determined by the Code Authority subject to review by the Administrator, on the basis of volume of business and/or such other factors as may be deemed equitable.

Sec. 6. Nothing contained in this Code shall constitute the members of the Code Authority partners for any purpose. Nor shall any member of the Code Authority be liable in any manner to anyone for any act of any other member, officer, agent, or employee of the Code Authority. Nor shall any member of the Code Authority, exercising reasonable diligence in the conduct of his duties hereunder, be liable to anyone for any action or omission to act under this Code, except for his own willful misfeasance or nonfeasance.

Sec. 7. Powers and Duties.—The Code Authority shall have the following further powers and duties, the exercise of which shall be reported to the Administrator and shall be subject to his right, on review, to disapprove any action taken by the Code Authority.

(a) To insure the execution of the provisions of this Code and provide for the compliance of the macaroni industry with the provisions of the Act.

(b) To adopt bylaws and rules and regulations for its procedure and for the administration and enforcement of the Code.

(c) To obtain from members of the macaroni industry such information and reports as are required for the administration of the Code and to provide for submission by members of such information and reports as the Administrator may deem necessary for the purposes recited in Section 3 (c) of the Act, which information and reports shall be submitted to such administrative and/or Government agencies as the Administrator may designate; provided that nothing in this Code

shall relieve any member of the industry of any existing obligation to furnish reports to any Government agent. All such reports shall be considered confidential and not to be disclosed to any other member of the macaroni industry or any other party except to such governmental agencies as may be directed by the Administrator.

(d) To use such trade associations and other agencies as it deems proper for the carrying out of any of its activities provided for herein, provided that nothing herein shall relieve the Code Authority of its duties or responsibilities under this Code and that such trade associations and agencies shall at all times be subject to and comply with the provisions hereof.

(e) To elect a representative to serve on any coordinating or advisory committee which may subsequently be established for the entire grocery manufacturing industry, and to cooperate with any such committee with respect to any functions that may be delegated to it by the Administrator.

(f) To secure from members of the macaroni industry an equitable and proportionate payment of the reasonable expenses of maintaining the Code Authority and its activities, and to incur expenses and to make disbursements of such moneys as may be necessary for the administration of this Code.

(g) To cooperate with the Administrator in regulating the use of any NRA insignia solely by these members of the macaroni industry who have assented to, and are complying with, this Code.

(h) To recommend to the Administrator further fair trade practice provisions to govern members of the macaroni industry in their relations to each other or with other industries and to recommend to the Administrator measures for industrial planning, including stabilization of employment.

(i) Whenever the Code Authority has reason to believe that any person is violating any of the provisions of this Code, it may investigate whether such violation is occurring, and may call upon members of the industry whose transactions are under investigation, to furnish sworn statements of the facts concerning any specific alleged violation. If necessary, after due investigation, and upon authority granted by the Administrator, the Code Authority may employ a Certified Public Accountant or an accountant having the equivalent in qualifications and ability of a Certified Public Accountant to examine, during usual business hours, the books and records of any members of the industry whose practices are under investigation. Instructions to the accountant, pursuant to authority granted by the Administrator, must specifically set forth the matter upon which report to the Code Authority is required, and specify that said accountant shall not reveal to the Code Authority or any person, any other matter disclosed by said examination. If, in the opinion of the Code Authority, the alleged violation exists and is not immediately corrected, the record of the case and all the accumulated evidence shall be sent to the Administrator with recommendations for prosecution under the Act.

(j) To require members of the industry to use accounting systems which shall conform to the principles of and are at least as detailed and complete as the standard and uniform method of accounting to be formulated by the Code Authority subject to the approval of the Administrator, with such variations therefrom as may be required by the individual conditions affecting any member of the industry as may be approved by the Code Authority.

(k) To establish proper facilities including laboratory facilities for the enforcement of this Code, which shall be placed at the disposal of the Administrator at all times.

Article VII—Unfair Methods of Competition

The following practices constitute unfair methods of competition and are prohibited:

SECTION 1. False Advertising.—To publish or disseminate in any manner any false adver-

tisement of any macaroni product. An advertisement shall be deemed to be false if it is untrue in any particular.

Sec. 2. Misbranding.—To sell or otherwise introduce into commerce any macaroni product that is misbranded. A macaroni product shall be deemed to be misbranded if it fails to conform to the following standards and requirements:

(a) Standards of Identity.—If it purports to be or is represented as a macaroni product for which a definition of identity has been prescribed by this Code and fails to comply therewith.

(b) Standards of Quality.—If it purports to be or is represented as a macaroni product for which standards of quality have been prescribed by this Code, and (1) fails to state on the label, if so required by the regulations prescribed by this Code, its standard of quality in terms as such regulations specify, or (2) fails below the standard stated on the label.

(c) Label Requirements.—1. If in package form including the original bulk goods package, and it fails to bear a label containing (1a) the net weight of the contents of the package, (1b) the name of the product (macaroni, spaghetti, etc.), (1c) the name and address of the manufacturer or distributor, and in the event the manufacturer is not the distributor, an appropriate identifying mark of the manufacturer shall appear on the shipping container.

2. Commencing on the effective date of this Code, except as provided in Article VIII, Section 3 (c), if its label fails to bear a true statement of the names of the farinaceous ingredients used in order of predominance by weight.

3. If any word, statement, or other information required on the label to avoid misbranding under any provision of this section, is not prominently placed thereon in such a manner as to be easily seen and in such terms as to be readily intelligible to the purchasers and users of such articles under customary conditions of purchase and use.

Sec. 3. Standards.—To manufacture or sell, or otherwise introduce into commerce any macaroni product in violation of the provisions that:

(a) Macaroni products made from semolina, or durum wheat flour containing more than 0.75% ash, exclusive of salt, shall bear a statement on the principal label as follows: "This product is below standard but not illegal."

(b) Macaroni products made from farina or hard wheat flour other than durum containing more than 0.48% ash, exclusive of salt, shall bear a statement on the principal label as follows: "This product is below standard but not illegal."

(c) Macaroni products except water noodles or noodles (egg noodles) made from semolina, farina, flour, or mixtures thereof, shall bear a true statement of the names of the farinaceous ingredients used, except that all labels, wrappers, cartons, or other printed packaging materials on hand or in stock on the effective date of this Code will be exempt from this provision, provided that the manufacturer files with the Code Authority within ten (10) days from the effective date a complete certified inventory of such supplies, with subsequent inventories every sixty (60) days; and further provided that such labels, wrappers, cartons, or other printed packaging materials do not bear statements which are false or misleading; and further provided that the names of the farinaceous ingredients appear on the shipping containers.

(d) Macaroni products in the form of noodles shall contain not less than 5.5 per cent of egg or egg yolk solids by weight on a dry basis.

(e) No macaroni product shall contain any added ingredients except as specified under the standards, provided, however, that no wholesome food ingredient is excluded, if its presence is declared on the label in such man-

Macaroni that pleases everybody!

ECONOMY APPEAL. GOLD MEDAL IS MUCH MORE ECONOMICAL THAN THE SEMOLINA I USED TO USE. IT'S UNIFORMITY ELIMINATES LOSSES THROUGH WASTE.

SHOP APPEAL. YES SIR, THIS GOLD MEDAL SEMOLINA IS GREAT! EASIER TO MIX, SMOOTHER IN THE PRESSES, DRIES BETTER, AND LOOK AT THAT RICH COLOR! YOU CANT BEAT IT!

SALES APPEAL. MY, BUT THAT'S LOVELY MACARONI! IT LOOKS SO FRESH AND CLEAR, AND HAS JUST THE RIGHT COLOR. I'LL TAKE TWO PACKAGES, PLEASE. YES!M...YOU'LL NEVER GO WRONG ON THAT MACARONI. IT'S THE BEST IN MY LINE, BECAUSE IT'S MADE FROM DURUM SEMOLINA. THIS COSTS THE MACARONI MANUFACTURER MORE BUT ASSURES YOU OF A FINER, TASTIER AND MORE DEPENDABLE PRODUCT.

TASTE APPEAL. HONEY, THIS IS GREAT! IT'S THE BEST MACARONI DISH! YOU'VE EVER MADE! YES--IT'S A NEW RECIPE THAT BETTY CROCKER GAVE OVER THE RADIO YESTERDAY, AND THIS NEW MACARONI I BOUGHT IS JUST WONDERFUL...IT'S SO MUCH BETTER THAN ORDINARY MACARONI!

Gold Medal Semolina "Press-tested"



ner as may be prescribed by the Code Authority.

(f) Macaroni products shall not be packed for sale in colored wrappers or containers which give the product the appearance of containing more egg yolk solids than are present in the product.

(g) No artificial color or any other substance shall be used which imparts to a macaroni product a shade of yellow color which makes the product appear to contain more egg yolk solids than are present in such product.

SEC. 4. The submission to the Code Authority of false or misleading reports or representations by a member of the industry or his representatives, with knowledge that such reports are false, misleading, or a misrepresentation, with respect to hours of labor, employment conditions, wages paid, raw materials used, capacity, production, sales, orders, or shipments, or any other information needed to accomplish the objectives of the Code, except that nothing in this paragraph shall require any members of the industry to disclose any trade secret or formula or process except as required by the Pure Food Laws. Nothing herein shall be construed to prevent the Administrator, or his official representatives from securing any information which may be necessary to the investigation of a specified alleged violation of this Code. Such information to be kept confidential by the Administrator or his representatives, except where it may be necessary to disclose such information in the prosecution of an alleged offender.

SEC. 5. Sales Below Cost.—No member of the industry shall sell below a fair and reasonable cost, except that any member may sell below his individual cost to meet the price of a competitor which is not in violation of this Code. If, in the opinion of the Code Authority, any price list indicates sales below such cost which would prevent in this industry the effectuation of the declared policy of the Act, the Code Authority shall so notify the member whose price list is under investigation. If, after due notice and hearing in such manner as the Code Authority may prescribe, the Code Authority shall find that any such member has engaged in selling below a fair and reasonable cost, it shall notify the Administrator, who shall approve or disapprove such finding.

(a) For the determination of the above clause, the elements of cost which enter into the determination of a fair and reasonable cost shall forthwith be developed by the Code Authority for the approval of the Administrator, and when approved by the Administrator, shall be made known to all members of the industry. Provided, however, that until such time as the fair and reasonable cost basis is approved and made known to the members, any sales made at prices filed to conform with the open price provisions of this Code shall not be declared in violation of this Code except that nothing herein shall deprive the Administrator of the right at any time to order withdrawal of any price which he shall decide is below a fair and reasonable cost.

SEC. 6. Open Prices.—No member of the industry shall sell any macaroni product to a trade buyer except on the basis of an open price which is strictly adhered to, while effective. The term "open price" as used in this section means a price list which declares all of the member's prevailing prices, allowances, and terms of sale for his macaroni products.

(a) Each member of the industry shall file his price list with the Code Authority within ten (10) days after the effective date of this Code, and any member desiring to change his price list shall file a revised price list with the Code Authority which shall become effective not less than five (5) days after and exclusive of the date of filing thereof, Sunday and holidays excluded.

(b) Price lists shall be available to all members of the industry, to the Administrator, and to all trade buyers in the same competitive market. The term "trade buyer" as used herein means any commercial buyer as distinguished from an ultimate consumer buyer.

(c) The Code Authority shall not veto nor modify any price list.

(d) No member of the industry shall make any direct or indirect price concession to a trade buyer. The term "direct or indirect price concession" means any variation from the member's open price, whether by means of rebate, allowance, payment, free deal, gift, or by any other means whatsoever.

(e) No member of the industry shall knowingly permit his agent or sales representative to make a price concession prohibited by this section, whether by gift or allowance of any part of his compensation, or by any other means whatsoever.

(f) No member of the industry shall offer or make a quantity price unless it is based upon and reasonably measured by a substantial difference in the quantity sold and delivered.

(g) No member of the industry shall allow a discount for cash which is not earned by payment in accordance with the cash discount terms specified in his open price list.

SEC. 7. Unearned Service Payment.—No member of the industry shall pay a trade buyer for a special advertising or other distribution service by such buyer (a) except in pursuance of a written contract made in good faith and explicitly defining the service to be rendered and the payment for it; and (b) unless such service is rendered and such payment is reasonable and not excessive in amount; and (c) unless such contract is separate and distinct from any sales contract and such payment is separate and distinct from any sales price and is not designed or used to reduce a sales price; and (d) unless such payment is equally available to all competitive trade buyers who are members of the same distribution class as to service required from the seller and/or rendered by the trade buyer; and (e) unless a copy of each such contract is retained on file for a period of one year. In order to investigate an alleged violation of this Code, the Administrator may require a member of the industry to report any such contract made by him and/or to produce a copy thereof for inspection.

SEC. 8. Prizes and Premiums.—No member of the industry shall offer any prize or premium or gift in pursuance of a plan which involves fraud or deception or lottery, or which is an indirect price concession.

SEC. 9. Credit for Spoils.—Giving credit for spoiled bulk macaroni products after thirty (30) days from date of shipment.

SEC. 10. Shipping on Consignment.—No member shall ship macaroni products to any customer, dealer, or agent of a customer, upon consignment.

SEC. 11. Unfair Substitution.—No member of the industry shall substitute without due notice and consent of a trade buyer another product for that ordered from him.

SEC. 12. Commercial Bribery.—No member of the industry shall give, permit to be given, or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent, or representative of another in relation to the business of the employer of such employee, the principal of such agent, or the represented party without the knowledge of such employer, principal or party. This provision shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.

SEC. 13. Interference with Competitor's Business.—No member of the industry shall interfere with a competitor's business, by uttering false statements about his business or by disparaging his business or products or by inducing a breach of his contracts.

SEC. 14. Imitation.—No member of the industry shall imitate the trade marks, trade names, slogans, or other marks of identification of competitors, having the tendency and

¹See paragraph 2 of order approving this Code.

capacity to mislead or deceive purchasers or prospective purchasers, and the tendency to injuriously affect the business of such competitors.

SEC. 15. Unsanitary Conditions.—No member of the industry shall keep his plant or premises in an unsanitary condition in violation of local ordinances, State laws, or Federal regulations.

SEC. 16. Violence, Intimidation or Unlawful Coercion.—(a) Any use of violence to persons or property, intimidation, or unlawful coercion, by a member of the industry against a member of the industry.

(b) Any threat by a member of the industry to use such violence, intimidation, or unlawful coercion.

(c) Any conspiracy among members of the industry, or among members of the industry and others, to use or to threaten to use such violence, intimidation, or unlawful coercion.

(d) Any combining or cooperating by a member of the industry with any one who is using or threatening to use such violence, intimidation, or coercion.

SEC. 17. Coordination with Other Codes.—The Macaroni Industry, recognizing the value of uniform basic trade practice provisions for all food and grocery manufacturing codes, pledges cooperation in securing the amendment of any trade practice provisions in this Code which may be in conflict with trade practice provisions approved by the President or suggested by the Administrator for the entire food and grocery manufacturing industry.

Article VIII—Regional Groups

SECTION 1. As soon as is practicable after this Code becomes effective, the Code Authority may divide the United States into geographical subdivisions for administrative purposes, to be known as "Regional Groups," such regional groups to be defined and organized according to a plan to be submitted to the Administrator and subject to the approval of the Administrator.

Article IX—Modification

SECTION 1. This Code and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provisions of subsection (b) of Section 10 of the Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under said Act.

SEC. 2. This Code, except as to provisions required by the Act, may be modified on the basis of experience or changes in circumstances, such modifications to be based upon application to the Administrator and such notice and hearing as he shall specify, and to become effective on approval of the President.

(a) Nothing in this section shall be construed to deprive any member of the industry of his right to petition the Administrator with regards to amendments or any other matter, provided such petition is first submitted to the Code Authority and is not forwarded to the Administrator by it.

(b) Whenever any dispute may arise under this Code as to the construction and meaning of any portion thereof, the Code Authority may issue such interpretations as may be necessary to effectuate the operation of and compliance with the policy of the Act, subject at all times to the approval of the Administrator and after approval by Administrator such interpretation shall have the same force and effect as if it were a provision of the Code.

Article X—Monopolies

SECTION 1. No provision of this Code shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises.

Article XI—Effective Date

SECTION 1. This Code shall become effective on the date specified in Order of Approval.

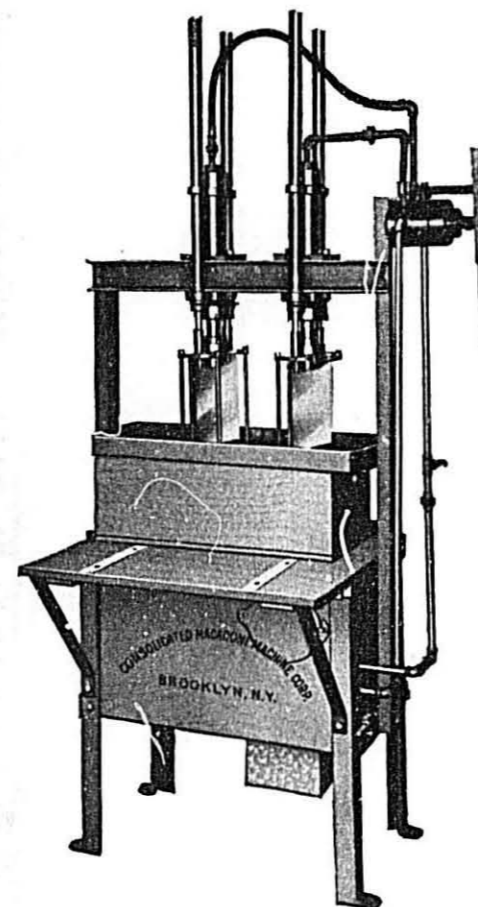
Approved Code No. 234.
Registry No. 129-01.

Consolidated Macaroni Machine Corporation

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CUTTER FOR PACKAGE MACARONI

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The Consolidated Macaroni Machine Corporation, as its name implies, devotes its entire time and energy exclusively to the designing and construction of Alimentary Paste Machinery. Its personnel has grown up with the Macaroni industry. It has specialized in this line for the past 25 years and during that period has originated and introduced many features of importance to the industry. In the future, as in the past, it will continue to lead and to live up to its motto—

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Du Pont Aids in "Yellow Wrapper" Fight

Observers of sales trends are convinced that nothing that has happened in recent years that has given quite so great an impetus to selling as did the use of cellophane and similar transparent materials in wrapping and packaging egg noodles. They added the "eye appeal" that was needed to make this dainty, delicious food a prime favorite even with the most fastidious housewife.

Every progressive store and delicatessen features attractive displays of this product in plain, fancy and odd-shape packages that not only make visible the noodles but give the purchaser the feeling that the contents are clean and wholesome, as the particular manufacturer wishes it to be. Sales have increased many fold and today egg noodles rank on a par, almost, with macaroni and spaghetti in popularity.

But while encouragement was given to the use of this protective, transparent wrapper, some conceived the idea of using the material for a purpose other than protection and eye appeal. They deliberately chose to use a yellow, egg colored wrapper for an ulterior purpose, especially those who enclosed in the wrapper a product below the required standard. The abuse has become so

rampant that legitimate manufacturers have made complaint after complaint against the unfairness of the practice to the National Macaroni Manufacturers association and to Federal and state food law enforcing officials.

The National association enlisted the cooperation of the Du Pont Cellophane company which has willingly agreed to cooperate in a drive to eliminate this new scheme to either entirely deceive or at least to try and make their products better than they really are. A letter by L. B. Steele, general salesman of Du Pont Cellophane to Secretary M. J. Donna of the National Macaroni Manufacturers association, and the firm's inter office order given below show the splendid attitude of this friendly company toward the abuses complained of.

Du Pont Cellophane
New York City, Jan. 24, 1934
Mr. M. J. Donna, Secretary,
National Macaroni Manufacturers Association,
Braidwood, Illinois.
Dear Mr. Donna:

As in the past, our organization desires to give you every possible cooperation in working out the problems of your industry.

Therefore, in accordance with your recent suggestion, we have enlisted the services of our entire organization in your fight against

the use of colored wrapping material as per attached copy of one of our bulletins.

Yours very truly
(Signed) L. B. Steele.

Colored Cellophane on Noodles
Bulletin to: L. B. Steele:

Jan. 15, 1934.
A number of complaints have reached the National Macaroni Manufacturers Association concerning the use of Amber or Tango Colored Cellophane on noodle packages, giving an artificial idea of the egg content of the noodles enclosed.

Such a practice is "frowned on" by both the Government and the Macaroni Association and they have asked us to do all in our power to discourage it.

In any future contacts with macaroni accounts where the question of Colored Cellophane comes up, please be guided accordingly.
(Signed) C. F. Brown
G. A. D. S.

On Mediterranean Tour

Henry Mueller, president of C. F. Mueller company, Jersey City, N. J. and past president of the National Macaroni Manufacturers association sailed early in February for a tour of the countries in the Mediterranean sea area, planning to be gone several months on a cruise that will take him as far east as Egypt.

Since Mr. Mueller had planned this jaunt since the late fall, he was not able to attend the organization meeting of the Code Authority on February 8 in Chicago. By permission granted, he delegated his proxy to his brother Samuel Mueller who ably represented the pleasure seeking brother.

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and slow buying are forcing the Macaroni manufacturer to present his commodity to the public and to the prospective customer in the most effective manner. To the Macaroni Industry, we offer a complete service for the merchandising of their products, such as smart layouts and designs for wrappers, labels, folding cartons, carton shells, cellophane window cartons, up-to-date sales literature, package inserts that bring repeated business, and cook books—all produced under one roof by our Press.

Due to complete and modern cost-saving equipment, which includes color process production and rotogravure and expert knowledge of the requirements in the field of automatic package-machinery, we can help you to increase your production. We have served some of the best known manufacturers in the macaroni industry, and through our service they have been able to cut down spoilage, and improve the appearance of their packages.

Progress in the field of macaroni merchandising lies in improved and up-to-date presentation of the product itself. We are able to meet the latest requirements and offer a lay-out and design service which is authoritative in styling and artistic in its makeup.

Our plants, located in various parts of the country, enable us to handle your work in your vicinity to your great advantage.

We welcome inquiries as to how we can serve you and give you a more detailed plan of the complete service.

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Semolina can be depended upon for color
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That's why over 75% of our orders are
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The First Macaroni Code Authority



G. G. Hoskins
Code Executive



Louis S. Vagnino



Henry Mueller



John V. Canepa



William Culman



M. DeMattei



Leon G. Tujague



V. Giatti



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The
Golden
Touch

King Midas Semolina

HONEST-TO-GOODNESS VALUE has proven the greatest help to Macaroni Manufacturers in building their business on the solid foundation of quality.

These Macaroni Manufacturers have an anchorage which is helping them to pass safely through the present storm of depression and price cutting. We earnestly recommend other Macaroni Manufacturers to follow their course.

KING MIDAS MILL CO.
Minneapolis, Minn.



Meet the Code Builders

During the six or more months when the Macaroni Code went carefully through the "code mill" in Washington, several officials of the AAA and NRA took very important parts in its development, from its inception last June until its final approval in January 1934.

In the period of uncertainty when nobody knew what codes should or should not contain, the Macaroni Code Committee found sympathetic interest and friendly concern in this group of officials. While some of them at times appeared arbitrary in their attitudes, closer contact and better acquaintance showed them to be willing, but cautious co-operators.

Last June the Macaroni Manufacturers of America wholeheartedly believed in the aims and purposes of the NRA and in the intent of the officials appointed to approve speedily all just codes for the purpose of bringing about industrial reforms, more government of industries by industries, and definite unemployment relief. There were times when the Macaroni Code Committee felt somewhat skeptical and quite discouraged over the delays, indecisions and evasions encountered. They have spent hours of time and thousands of dollars in sincere good faith, standing ready to carry out the wishes of President Roosevelt and to help in every possible way his Recovery Program.

In this group the Macaroni Committee had real friends in court. This is substantiated by the fact that when the Macaroni Code was finally signed it was the first important food code to receive official approval.

With the formal approval of the Macaroni Code some of these friendly officials will not lose contact with the Industry which the Code covers because in their official capacity they will be vitally concerned in its fair and equitable administration. During the past half year they have become fully acquainted with the needs of the industry and unquestionably will be sympathetic although firm in making decisions in every case where final



Major Carroll W. Dunning

action rests with these Government authorities:

Major Carroll W. Dunning, Deputy Administrator of the NRA in charge of Food Codes, was born in Portland, Ore.

During the war the Major was in France in charge of munition trains and in 1918 to 1920 after the armistice he represented the Ford Motor company in Germany, specializing particularly in the sale of agricultural tractors. He returned from there in 1930 and the following year was in the Department of Commerce, specializing in marketing surveys.

Last June he was appointed Executive Assistant to General Westervelt, Chief of the processing and marketing division of the AAA and has been there in that capacity until last December when he was made Deputy Administrator of the NRA in charge of foods codes.

The Major had the handling of our Code all during the trying days from June to December and was of material assistance to us in pulling it out of pockets and pigeonholes where it had habitually rested.



Harry B. Lindsay

Mr. Harry B. Lindsay, former Deputy Administrator of the NRA in charge of food codes (resigned Jan. 1, 1934), was born in New York and was graduated from Worcester Polytechnic Institute as electrical engineer.

Mr. Lindsay was instructor in the Post Graduate School of the United States Naval Academy at Annapolis in Electrical Engineering and Ordnance Optics.

During the war he was Officer-in-Charge of the Air Service School for Radio Control Artillery Fire at Houston, Texas. He later was with the Norton company of Worcester in its research laboratory as salesman. He was also salesman for Tuska Radio Manufacturing company, Hartford, Conn. and operated a private research laboratory which devoted most of its efforts in ex-

amining suitability of native woods for making fine violins.

Mr. Lindsay entered the NRA as Assistant Deputy Administrator in August and was made Deputy Administrator on Sept. 1, 1933. Mr. Lindsay was in charge of food codes under the NRA but resigned Jan. 1.



Walter White

Mr. Walter White, Deputy Administrator and Labor Expert in NRA, was born in Baltimore and is a Princeton graduate. During the war he was in the American Ambulance Service on the French Front and later served in the United States Naval Aviation in Foreign Service, operating with bombardment squadron in the Adriatic. He was decorated with the United States Naval Cross and the Italian War Cross for his services.

After the war he was geologist with the Phelps-Dodge Corporation in Arizona and was for six years Secretary and Assistant to the President of Phelps-Dodge Corporation in New York city. Later he spent considerable time in promotion, organization and in various executive capacities with Pan-American Airways, Inc., and Fokker Aircraft Corporation division of the General Motors Corporation. More recently Mr. White was President and General Sales Manager of Waldon, Inc., distributor of New York city.

Mr. White has had charge of the labor provisions of the AAA codes having been assigned by the NRA to this work. Since practically all the AAA codes have been transferred again to the NRA he has returned to the NRA to resume his work on these codes, and now serves as acting Division Administrator of Section 6 of the NRA in which section all food codes are administered.

Time means nothing to Walter White. No official in the Administration has been under greater pressure since the transfer of the Food Codes to the NRA than he. Yet, regardless of the hour of the day or night when problems came up in connection with the Macaroni Code,

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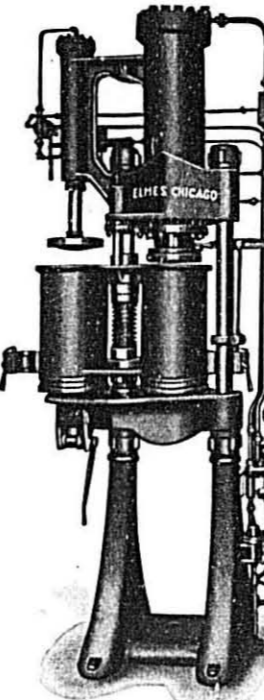
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May we submit our ideas to you? Suggestions, sketches, estimates for private brands are yours for the asking. Stock labels, folding cartons and wrappers are available for quick shipment. Write today for samples and prices. If your present private brand package is not in tune with the standards of today send your package to Rossotti with the request to redesign or modernize it. When writing please address department M-7.

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PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

Walter White was willing to act as adviser and to lend the support of his clear thinking to those problems.



Wright Clark

Mr. Wright Clark, code hearing judge, was born and reared at Red Oak, Iowa. He was educated as a lawyer at Harvard University. He engaged in the practice of law and banking in his home town from 1908 to 1924 and was special counsel in the Bureau of Internal Revenue at Washington from 1924 to 1926. From 1926 to 1933 he was senior attorney in the United States Board of Tax Appeals in Washington and since last June has been senior attorney and general presiding officer at hearings on codes of the AAA. Mr. Clark presided at the hearing on our Code on Oct. 5 and by his fairness and his understanding made a most favorable impression on the macaroni manufacturers present.



Clement H. Cochran

Mr. Clement H. Cochran, milling expert in charge of the Wheat Processing and Marketing Section of AAA, was born in Persia, son of an American physician. He graduated from Yale in 1902. After graduation he went to work for Washburn Crosby Co. in Minneapolis and later was transferred to the Buffalo plant as assistant manager. He had considerable experience looking after that company's export business in New York beginning in 1914, and in 1918 he was employed by the Milling Division of the Food Administration in Washington.

Since 1928 Mr. Cochran has been manager of Thornton & Chester Milling Co. in Buffalo and later was treasurer of the Geo. Urban Milling Co. Since July he has been in the Wheat Processing and Marketing Section of the AAA in charge of codes that deal with flour milling.

Mr. Cochran is a real friend of the Macaroni Industry. He is acquainted with its problems because of his long association with the flour industry and many times when it became necessary for someone in the Administration to fight the battles for the Industry, Mr. Cochran showed a willingness to go far beyond the effort demanded by his office.

Mr. Carlos Campbell, wheat and wheat products economic adviser in the AAA, is a graduate of the University of Illinois and has been engaged in research in agricultural economics since 1920. He first entered the Department of Agricul-



Carlos Campbell

ture in the Bureau of Agricultural Economics in 1928. He has written several publications, bulletins and pamphlets dealing with prices, marketing, grading and consumption of grain. Last March he was transferred to the AAA as Economic Adviser for wheat and wheat products. He was most helpful in working out the details of codes, particularly the original macaroni code that was presented to the convention last June. The Macaroni Code Committee was always satisfied that problems in economics which were assigned him would be carefully considered and that his final conclusions would be right.

Miss Marion J. Harron, legal adviser for both AAA and NRA, is a native of the Golden West. She was born in San Francisco and is a graduate of the University of California with the degree of Doctor of Jurisprudence. She was admitted to the Bar of California in 1926. She has had good training in economics and is well acquainted with the administration of the minimum wage laws, having been agent of the California Industrial Welfare Commission and with the National Industrial Conference Board in New York city. She wrote for the Conference Board "Survey of Administration of Laws Regulating Industry in New York State," and assisted Dr. Myron W. Watkins in preparation of

"Public Regulations of Competitive Practices." Miss Harron took a post graduate course in law at Johns Hopkins University and wrote "Survey of Cur-



Miss Marion J. Harron

rent Research in Law in the United States 1928-1929" published by the Johns Hopkins Press. Last August she entered the Legal Department of the NRA as legal adviser on the codes that were delegated to the AAA.

Sidney B. Goldman, legal adviser on food codes in the NRA is a southerner hailing from Houston, Texas where he has practised law since 1926. He is a graduate of the University of Maryland Law School, Baltimore, and the National University Law School, Washington, D. C.

His experience as the representative of cooperative and independent shippers



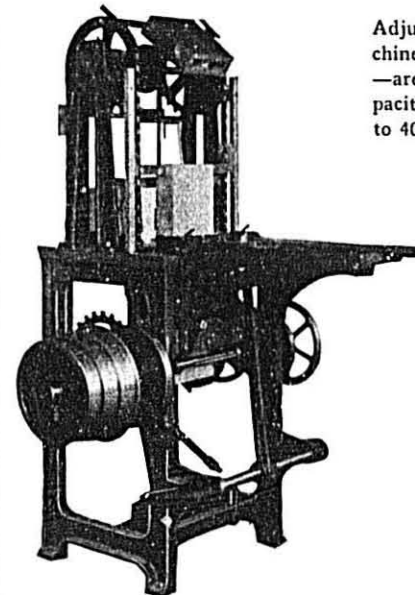
Sidney Bert Goldman

of produce from the Winter Garden section of Texas qualifies him as an authority on food distribution.

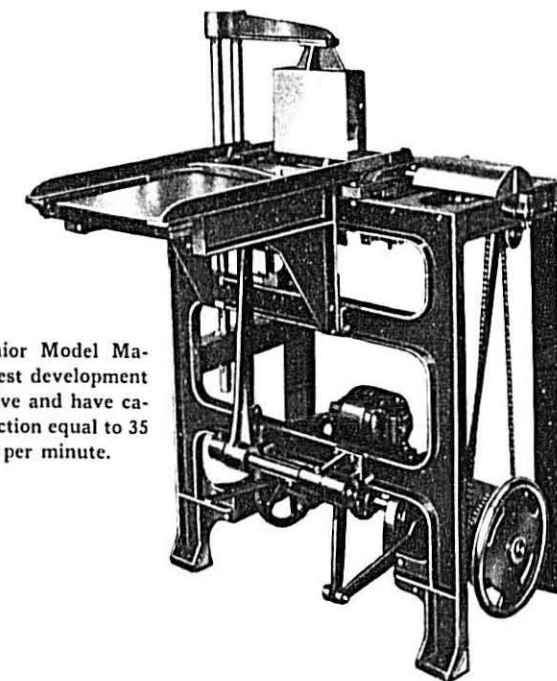
Mr. Goldman came into the Macaroni Code picture rather late, more specifically at the time of the transfer of the Food Codes from the AAA to the NRA, but in that brief period he concentrated much effort and lots of ability toward speeding the final approval of the Code. In this work his understanding of legal matters stood him in good stead. As an

(Continued on Page 22)

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Adjustable Junior Model Machines—our latest development—are inexpensive and have capacity of production equal to 35 to 40 packages per minute.

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Cloverbloom
FRESH FROZEN EGGS

Entirely FREE FROM BROKEN SHELLS AND GRIT...

THE IDEAL PRODUCT IS HERE!

Armour and Company now brings you a remarkable new high quality in frozen egg yolks. Here is a new standard of comparison!

This new process removes all shell fragments and shell grit. It also breaks up all fibrous substances which affect the uniformity and consistency of the finished product.

There is no separation of moisture and solids either before freezing, when frozen or after defrosting. The fat particles are more completely broken down by this new process. This gives a better distribution and greater smoothness of color.

Armour's fresh Cloverbloom frozen egg yolks are carefully selected, accurately graded and especially packed for that dark golden color so essential in making the best egg noodles. They contain the desired percentage of solids.

These high quality yolks processed by the new exclusive patented Armour method, assure the manufacturer of consistent uniformity of color, texture and solid content . . . and it is this exclusive Armour process that makes these Fresh Frozen Eggs the same from the first to the last pound . . . the same from the top to the bottom of the container . . . and they stay that way from one day to the next.

Therefore, when Armour's new process yolks are incorporated in the noodle mix, smooth, clean, even colored noodles are the natural result.

Prove these facts for yourself . . . Remember . . . No Shell . . . No Grit.

« « « « »

Available everywhere through Armour and Company Branch Houses or any Armour food salesman.

ARMOUR AND COMPANY . . . Frozen Egg Department . . . Chicago, Illinois

(Continued from Page 18)
NRA executive he signs himself as "Assistant Counsel."

On the Macaroni Manufacturers' side, several have been prominently identified with the industry's determined search for a suitable code that was inaugurated with the passage of the Agricultural Adjustment Act in the spring of 1933. It might be said that practically every macaroni manufacturer has been more or less interested, but especially so were the members of the N. M. M. A. and its officials, who bore the brunt of the early code making activities.

The officials and directors of the N. M. M. A. naturally assumed the Code burden. As early as May 1933 they went to Washington in the belief that a willing industry would be given permission to operate under a code of its own making, as soon as the Agricultural Adjustment Act became effective. They went there thrilled with the thought that at President Roosevelt's suggestion they were entering into a business partnership with their government for the purpose of stabilizing the industry, alleviating unfair business practices and eliminating losses, while cooperating with the President in reducing unemployment.

Through the long summer months these faithful officials continued to battle for a Macaroni Code, while government officials in Washington were trying to make up their minds as to just where the Macaroni Industry stood in the "Recovery Picture" and what its code should and should not contain.

What it was hoped to get in a few weeks has required months to obtain. The venture has been costly to the N. M. M. A., which led and financed the fight for an Industry Code and even more costly to manufacturers who had to battle an unfavorable market under conditions that daily grew more trying. But if their hopes in the Macaroni Code are realized in a degree commensurate with their expectations, their long persistent struggle, the money expended and the harrowing experiences undergone will be forgotten.

Among the Macaroni Men who have been most active and who will be more or less directly or indirectly concerned in the Code's administration are some of the most association-minded men in the industry. Space will not permit reference to all who aided in establishing the long sought for partnership with the United States government, but it is only fair to refer to some of the most active.

G. G. Hoskins

G. G. Hoskins, president of the N. M. M. A., an exceptionally qualified leader, whom it was proposed to draft as the administrator of the Macaroni Code, is perhaps the best known macaroni manufacturer in America today. He has established an entree with Code Officials that will be invaluable to both sides of the partnership. He is a practical manufacturer, having long served as superintendent of the Foulds Milling company plant at Libertyville, Ill. and vice president of the company, an able executive and close-

ly associated with the work of the Macaroni Trade association for the past decade.

Alfonso Gioia

Alfonso Gioia, president of A. Gioia & Bros., Rochester, N. Y., past president of the N. M. M. A. and its present adviser, had the honor of calling the first meeting of the Macaroni Manufacturing Industry for the purpose of developing and adopting a Code of Fair Competition under the NRA. That meeting was held in Washington, D. C., last May. He was presiding officer at the Code Convention last June and has since retained a paternal and a personal interest in the Code.

William Culman

William Culman, vice president of the Atlantic Macaroni company, Long Island City, N. Y., was a member of the Code Committee which was given full charge of the Macaroni Code by the June convention of the Macaroni Industry. He frequently joined President Hoskins in Washington in combined attacks on Code Authorities, and gave invaluable advice in developing the Code along the lines required by the Code Authorities.

Louis S. Vagnino

Louis S. Vagnino, vice president of the N. M. M. A. and active executive of the American Beauty company, St. Louis, Mo., early became identified with the Code preparation activities, aiding materially in the development of the Convention Code. He presided at the code session of the Macaroni Men's con-

Authorities Await Industry's Reaction to Code

Speaking to a gathering of national retailers in New York city last month after that group was given a code under which to operate, General Hugh S. Johnson, National Recovery Administrator, delivered an address applicable to the macaroni manufacturing industry, now that it also has a code covering its activities and its products.

He prefaced his talk by quoting President Roosevelt's statement of instruction, aim and purpose when outlining a policy under the National Recovery Act, passed on June 16, 1933.

President Roosevelt speaking:
"In my inaugural I laid down the simple proposition that nobody is going to starve in this country. It seems to me to be equally plain that no business which depends for existence on paying less than living wages to workers has any right to continue in this country. By business I mean the whole of commerce, as well as the whole of industry; by workers I mean all workers—the white collar class as well as the men in overalls; and by

ference in Chicago last June, where the instrument was first officially approved by the industry.

John V. Canepa

John V. Canepa, president of John B. Canepa Co., Chicago, the cost-minded statistician of the association, collaborated with President Hoskins and Vice President Vagnino in planning the first code. Through his efforts the Macaroni Industry was enabled to file the first Food Code with the Agricultural Adjustment Administration in July 1933. Throughout the summer, the fall and winter, he has given unstintingly of his time and freely of his knowledge, particularly with the "Price" and "Practice" provisions of the Code.

B. R. Jacobs

Dr. B. R. Jacobs, Washington Representative of the N. M. M. A. was the "spot man" in the code deal. Situated in the Nation's Capitol, he was in constant touch with the Code Officials, early sensing the changing trend of views, and keeping the Macaroni Code Committee and all manufacturers fully advised of conditions in the Code Headquarters, as well as with the status of the Macaroni Code. His wide acquaintance with the official setup in Washington proved of valuable help to the Code Committee, enabling it to take short cuts to key men in the many divisions through which the Macaroni Code wended its weary way from its first inception to its twenty-fifth and final edition.

Macaroni Attractiveness Leads to Greater Sales

ATTRACTIVE MACARONI CAN ONLY BE
EXTRUDED FROM GOOD DIES
Guaranteed INSUPERABLE MACARONI DIES

are made for the
Discriminating Macaroni Manufacturer

—BY—

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, N. Y.

Barozzi Drying Machine Company, Inc.

MANUFACTURERS

Of The Faultless Macaroni and Egg Noodle Dryers

965 Dell Avenue - - - - North Bergen, N. J.

It is not to give you any more advantage than what the best of you have always had. The whole question now is whether you will use it wisely and properly.

"If exploitation is your purpose, I want to tell you that you cannot get away with it for long. You might for a little while. But those of you who have been in close contact with this Administration know that, sooner or later, you will be caught and when caught, justly castigated.

"The good that you can do by sticking to a process of absolute non-chiseling is immense. The bad that you can do by furtive and smart aleck attempts to get away with something is beyond my expression. The net result would be complete loss of public confidence and perhaps withdrawal of your code. It would be a repudiation by you of the President's confidence in you and withdrawal of public support which at present is high.

"Your industry is on test and knows it. I know beyond peradventure that you will meet that test. The President went all the way in stating his belief in you when he gave us our marching orders."

President Roosevelt speaking:

"The NRA is a challenge to industry which has long insisted that, given the right to act in unison, it could do much for the general good which has heretofore been unlawful. From today it has the right. It is my faith that we can count on industry to join in our general purpose to lift this new threat and to do it without taking any advantage of the public trust which has this day been reposed without stint in the good faith and high purpose of American business."

General Johnson:

"Your part in helping the President to bring back recovery is not to kill the goose that lays the golden egg. Your code will at least tell you what you can do. If what you do has none of the evil but only the good effect at which we aim, we will let you do it. If it turns out that evil predominates good, we will restrict and modify what you do until only good remains.

"Business is on its way—it is no time for critics to croak. It is time for earnest, sincere men to do, to cooperate in putting this thing over, and in that way justify the belief that confidence can be put in the good faith of American business." *The Macaroni Business.*

Sales to Public Hospitals Ruling

The NRA acted to relieve public hospitals of the possible burden of increased prices for materials and supplies from operation of industrial codes. An order issued by Administrator Hugh S. Johnson, effective Feb. 2 provides industries may disregard code regulations in sales to hospitals supported by public subscription and not operated for profit.

Excerpt of Code of Fair Competition for California Macaroni Industry

Labor Provisions Applying to Zones

For the purpose of making provision for different minimum wages to be paid to the same classes of labor in different areas within the State of California, such areas are hereby designated Zone 1 and Zone 2.

Zone 1 shall include that part of the State of California lying northerly from an imaginary line running easterly and westerly across the State of California and through the City of Bakersfield, California, and the City of San Luis Obispo, California, and including said cities of Bakersfield and San Luis Obispo, California.

Zone 2 shall include all of the State of California not included within Zone 1 as hereinabove described.

The following provisions relating to minimum wages of employees shall apply to and within said Zone 1 only:

1. Persons employed as mixers, kneaders, pressmen, spreaders or stickmen, strippers, dough break operators, and others employed in occupations requiring skill, experience and ability, shall receive not less than seventy-eight and one-eighth cents (78 $\frac{1}{8}$ ¢) per hour.

2. Persons employed in occupations requiring no particular skill or experience, or in occupations commonly filled by unskilled labor, shall receive not less than forty-five cents (45¢) per hour.

3. Female employees shall be paid forty cents (40¢) per hour, provided that where female workers do substantially the same work or perform substantially the same duties as male employees, they shall be paid the same rate of pay as male employees are paid for doing such work or performing such duties. Said rate of pay shall be a guaranteed minimum rate of pay whether or not said employee is compensated on the basis of a time rate or piece-work performance.

The following provisions relating to minimum wages of employees and other labor relationships shall apply to and within said Zone 2 only:

(a) Persons employed as mixers, kneaders, and spreaders shall be paid wages of at least \$5.50 per day for eight hours work.

(b) Egg noodle men and persons employed by the small press shall be paid wages of at least \$4.40 per day for eight hours work.

(c) Persons employed as press helpers shall be paid wages of at least \$4.40 per day for eight hours work.

(d) Persons employed as helpers in the manufacturing room only shall be paid wages of at least \$4.00 per day for eight hours work.

(e) Non-skilled male employees shall be paid at least \$3.60 per day for eight hours work.

(f) Female employees shall be paid

at least the minimum wages required by the laws of the State of California. It is provided, however, that in the event female employees do substantially the same duties as male employees, they shall be paid such rate of pay as male employees receive for doing such work or performing such duties, as specified in (a), (b), (c), (d) and (e) of this Article IX.

(g) The foregoing minimum wage provisions do not apply to apprentices if under contract with the employer on August 1, 1933, but no one shall be considered an apprentice who has previously completed an apprenticeship in the industry. It is provided, however, that any apprentice under contract with the employer on August 1, 1933, shall be paid not less than the following rates:

For the first six months of apprenticeship not less than \$3.00 per day for eight hours work. Upon expiration of six months the wages shall be \$3.50 per day for eight hours work, and a like increase shall be made in the wages of an apprentice every six months thereafter until said apprentice is paid the journeyman's wage according to the duties performed as specified in (a), (b), (c) and (d). In the event that an apprentice proves himself able to perform the work of a journeyman, spreading, mixing or operating a machine by himself, said apprentice, in such event, shall be paid the wages specified in (a) or (b) as the case may be.

One apprentice may be employed for every five journeymen, or fraction thereof, employed by the employer.

To Advertise Canned Vegetable Freshness

To convince the public that "the freshest vegetables are those that come in cans," Continental Can company will launch an advertising campaign to run this year in leading publications throughout the country. The announcement was made in Chicago at the annual meeting of the National Cannery association by O. C. Huffman, president of Continental Can company. In addition Continental Can company announced its plan in full page advertisements in Chicago newspapers over Mr. Huffman's signature.

The advertising campaign will begin in *Saturday Evening Post*, *Good Housekeeping*, and other national magazines, and is designed to supplement the advertising program of the National Cannery association now appearing in leading women's publications. Continental Can company will merchandise its program to the wholesale grocery and chain store trade to enlist them in the move to promote greater public acceptance of canned vegetables.

Macaroni Get-Together Well Attended

Under conditions that confront alike almost every line of business it is quite natural for business men to take advantage of every opportunity for meeting to discuss common problems with those who are similarly affected. That was the incentive behind the friendly "Get-Together" in Chicago the week of the Canners' convention.

For years it has been the practice of the leading macaroni-noodle manufacturers to attend the annual meeting of the grocery trades for the purpose of making friendly contacts with jobbers and representatives of the allied trades. Taking advantage of this situation the National Macaroni Manufacturers association sponsored an informal get-together of such manufacturers as were in Chicago for the grocery conference and such others as were conveniently situated and willing to attend.

The macaroni-noodle makers met in the Palmer House, Chicago on Jan. 17, 1934. Nearly a half hundred were present. In the absence of President G. G. Hoskins who was in Washington vigorously fighting for a code for the industry, Vice President Louis S. Vagnino of St. Louis presided. He explained that the purpose of the gathering was to study conditions in the trade and to review of the macaroni code situation.

Secretary M. J. Donna called the roll, introducing the new comers. Telegrams were read from President Hoskins explaining that technicalities alone apparently held up the final signing of the macaroni code in the form agreed upon after almost endless conferences with the code authorities in Washington. Chairman Vagnino then read a long letter from President Hoskins to the directors of the National association. This threw much light on the slow progress of the code and on the prospects of its early approval.

A copy of the last revised code was in the hands of Secretary Donna in case it was asked for, but the meeting apparently approved of every step taken by the Code Committee since the June convention, asking only for clarifications. Some of the unfair practice provisions came up for discussion, particularly the one that would prevent the sale of other grocery products below cost in combination with macaroni products to unreasonably lower the price of the latter to the buyer. It was pointed out that this provision was retained in the code in a somewhat modified form under "indirect concessions." Some fault was found with the standards, particularly with the ash contents of semolina and flour and after considerable discussion in which the durum millers took part, it was agreed that this feature be left as it is for the present.

The feeling that generally prevailed throughout the meeting was that in the present state the macaroni industry was in great need of a code of some kind

and the cooperation of a control body with authority to act in bringing about needed relief and greater faith in the future. Confidence in the Code Committee and in President Hoskins was reaffirmed and action taken since the June convention of the industry fully approved. All present agreed that something should be done immediately to help lift the industry out of the uneconomic chaos into which it has been plunged by the ruthless fight for business at ruinous prices.

The state codes given manufacturers of northern and southern California, especially as they affected interstate commerce in macaroni were considered and the benefits therefrom to the California manufacturers studied. It resulted in creating a greater desire than ever for the speedy approval of the national Macaroni Code.

Chairman Vagnino called the manufacturers' attention to a fake claim racket that has been quite prevalent in the east but which was now appearing in the central states. Charges are made by a consumer that in a package of noodles or other macaroni products some foreign matter such as nails, glass, wire or stones were found and eaten, causing injury for which damages are claimed. Usually an "ambulance chasing" attorney is involved, splitting with the "damaged" the "spoils" of the claim. This "shakedown" practice can best be curbed by exposure, and according to those who have been victims of the racket nothing should be left undone that will throw the spotlight of publicity on each and every claim made by so-called injured consumers.

The need and the value of regional meetings for correcting local conditions were stressed by nearly everyone present. It was urged that as soon as the code is in effect, through the administrator and his staff frequent regional conferences be arranged not only to acquaint manufacturers and distributors with the provisions of the Macaroni Code, but also to get their fullest and most sincere cooperation in its enforcement.

It was agreed to hold a meeting of the manufacturers of the Chicago-St. Louis districts following luncheon. The situation in this central district was considered at length but no action was taken pending the final approval of the code which all hoped would not be too long delayed.

Among those noted in attendance were:—
Alex S. Klein—F. L. Klein Noodle Co., Chicago.
Jack Leehring—Tharinger Macaroni Co., Milwaukee.
W. A. Casper—Pfaffmann Egg Noodle Co., Cleveland.
G. Viviano—V. Viviano & Bros., St. Louis.
S. D. Alessandro—V. Viviano & Bros., St. Louis.
E. Conte—Milwaukee Macaroni Co., Milwaukee.

Peter Viviano—Viviano Mac. Mfg. Corp., Chicago.
Robert Jones—Domino Macaroni Co., Springfield.
J. H. Diamond—Gooch Food Products Co., Lincoln.
B. C. Ryden—Illinois Macaroni Co., Lockport.
Carl D'Amico—G. D'Amico Macaroni Co., Steger.
Thos. Viviano—Kentucky Macaroni Co., Louisville.
E. W. Pica—Kentucky Macaroni Co., Louisville.
Mrs. H. J. Brunneke—Wuerdemann Macaroni Co., Cincinnati.
H. D. Rossi—Peter Rossi & Sons, Iraidwood.
L. M. Skinner—Skinner Mfg. Co., Omaha.
Jas. M. Hills—Grocery Store Products, Inc., New York.
E. Z. Vermylen—A. Zerega's Sons, Inc., Brooklyn.
Jos. Freschi—Mound City Macaroni Co., St. Louis.
C. B. Schmidt—Crescent Mac. & Cracker Co., Davenport.
L. S. Vagnino—American Beauty Mac. Co., St. Louis.
A. S. Vagnino—American Beauty Mac. Co., Denver.
Nicholas Onofrio—American Beauty Mac. Co., Kansas City.
John V. Canepa—John B. Canepa Co., Chicago.
Frank Traficanti—Traficanti Brothers, Chicago.
N. Russo—A. Russo & Co., Chicago.
Jas. Annorono—A. Russo & Co., Chicago.
Pasquale Presto—Roma Macaroni Co., Chicago.
Louis Presto—Roma Macaroni Co., Chicago.
Louis Alleva—U. S. Macaroni Co., Chicago.
A. W. Klumb—Milwaukee Macaroni Co., Milwaukee.
Alex G. Graif—King Midas Mill Co., Minneapolis.
John P. Crangle—Duluth-Superior Milling Co., Chicago.
Geo. Faber—King Midas Mill Co., Chicago.
Martin Luther—Commander-Larabee Corp., Minneapolis.
A. J. Fischer—Pillsbury Flour Mills Co., Minneapolis.
Oreste Tardella—Capital Flour Mills Co., Chicago.
E. J. Thomas—Capital Flour Mills Co., Minneapolis.
C. P. Walton—Capital Flour Mills Co., Minneapolis.
Chas. L. Miller—Washburn Crosby Co., Inc., Chicago.
C. Ambrette—Consolidated Mac. Mach. Corp., Brooklyn.
Frank I. Tharinger—Past-President, N.M.M.A., Milwaukee.
M. J. Donna—Secretary-Treasurer, Broadwood.

Old But Timely Advice

When our nation was torn by civil strife, when its very existence was threatened, our honored President Abraham Lincoln gave his people some good, sound advice that might well be heeded in this period of financial worry and general concern about our future:

"Do not worry. Eat three square meals a day. Say your prayers. Be courteous to your customers. Keep your digestion good. Exercise. Go slow and easy. Maybe there are other things that your special case requires, to make you happy, but, my friend, these I reckon, will give you a good lift."

Abraham Lincoln.

A CODE FABLE

Extract from speech by Donald R. Richberg, General Counsel NRA, at annual meeting of the Employers Association of Western Massachusetts, Jan. 18, 1934 at Springfield, broadcast over NBC network

In the course of his address to the Employers Association of Western Massachusetts on the philosophy and work of the National Recovery Administration, Mr. Richberg illustrated his argument on the necessity of some form of government in industry by telling the following fable:

How the New Deal Came to Dunderland

Long, long ago there was a river flowing through a country called Dunderland. On one bank lived the Herdsmen, a peaceful tribe of ragged individualists who raised sheep and cows. On the other side of the river lived the Plowmen, who raised corn and cotton and were also ragged individualists. The men of both tribes made boats and fished in the same river; and they exchanged wool for cotton and corn for milk.

As the tribes multiplied they began to build bridges across the river; and as the

bridge builders charged tolls, more and more bridges were built until finally the river was all cluttered up with bridges, and the toll charges were so reduced that all the bridges operated at a loss; and a lot of bridges were never finished; and bridge builders and bridge tenders could no longer make a living.

Along about this time the Herdsmen found that they were producing more wool and milk than they could use or exchange; and the Plowmen found that they were producing more corn and cotton than they could use and exchange. So there was a Depression; and naturally the ragged individualists of both tribes blamed their troubles on the other tribe; and after a lot of individual quarreling the tribes went to war.

The war had to be organized because even ragged individualists do not like to fight separately. So the Chiefs of the Tribes took command. First they burned all the bridges so that the enemy could

not get across. Then they began to build new bridges so as to attack the enemy. Meanwhile the Herdsmen began to raise corn and cotton; and the Plowmen began to raise sheep and cows, since they could not trade with the enemy and they needed these things. It took so long to get ready to fight that by the time each side was prepared to go to war the people were so busy and so prosperous that there didn't seem to be much to fight about.

So they made a treaty of peace which simply provided that anybody who desired could build a bridge. Then for the next 10 years both tribes built bridges again as fast as they could. The first bridge builders made a lot of money; and for a few years the Herdsmen and the Plowmen traded merrily across the river and fished peacefully in the river again. But after 10 years, once more there were too many bridges and everybody was producing more than he could

exchange, except a few Herdsmen who had started raising chickens and a few Plowmen who had started raising wheat. So there was a little short Depression during which all the unemployed Herdsmen began to raise chickens and all the unemployed Plowmen began to raise wheat; and as a result, there were soon too many chickens and too much wheat added to too much of everything else. So then a big long Depression started.

"It's all the fault of the Herdsmen," said the Plowmen; and the Herdsmen answered back: "It's your fault, not ours." So they declared war again; and burned all the bridges; and the Chiefs began organizing each Tribe for battle again; and there was a great revival of business and everybody went to work.

But one day, when a Council of War was being held by the Herdsmen, an old man named Pa Lee Khan stood up and insisted on making a speech. He was a very successful basket maker who had become a teacher of political economy in his declining years and was known throughout the land as the learned Pa Lee Khan. He told the Council of War that the Depression was just a business cycle and there was no need to go to war about that. The thing to do was to wait for the end of the business cycle and then prosperity would return.

"When will the business cycle end?" he was asked; and he answered, "After enough people starve and die and things get scarce again, so there will be a proper balance of supply and demand."

You haven't any effective demand for anything new except bridges."

"We need bridges," said the Chief, "because we burned them."

"Well," said Pa Lee Khan, "if you want to create an effective demand for other things you had better burn them too."

That sounded very wise to the Chief, so he ordered everything burned; but before the order could be carried out there was a revolution; and Pa Lee Khan's cousin Pa Lee Cy became Dictator. Pa Lee Cy was both a scientific scholar and a practical politician so he put the Chief and Pa Lee Khan in jail. They remained there arguing for 20 years; and when they died they left a large manuscript entitled, "The History and Cause of Business Cycles," which no one has even been able to translate so as to make any sense out of it—so it has always been regarded as a work of profound wisdom.

During this 20 years, however, the Dictator of the Herdsmen had made peace with the Dictator of the Plowmen by marrying their children and creating a Royal Family, which then established a Planned Economy. This was a very simple recovery program under which all the surpluses which either Tribe produced were delivered to the Royal Family. In this way Pa Lee Cy, who was the master brain of the Royal Family, practically ended the business cycle.

The people were never allowed to accumulate a surplus and they came to regard a continuing moderate Depression

as the natural condition of a modern, well governed State. The overbuilding of toll bridges stopped because the Royal Family took charge of all roads and bridges as "public utilities" and after the people had paid for building them they were required to pay the Royal Family perpetual tolls for using them. This stopped excessive bridge building and eliminated all unfair competition.

It is probable that the planned economy of Pa Lee Cy would never have been changed if the old Royal Family had not petered out after a few generations of high living. It was succeeded by a Family of Cliff Dwellers, who called themselves Bankers and claimed to be illegitimate progeny of the original Pa Lee Cy.

They tried to improve on the Planned Economy which had merely transferred the surpluses of production to the support of the Royal Family. First, they put in Efficiency Experts who doubled all the production of the farms and factories. That gave the Bankers such enormous surpluses that they could use them only by employing more Efficiency Experts and operating more farms and factories.

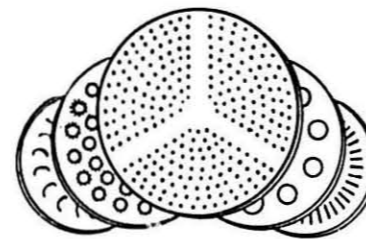
This brought on the Biggest Depression of all, when the surpluses were piled up so high around the Bankers' houses that the Bankers starved to death inside and the ragged individualists starved outside, until along came a man with a New Deal who said: "Let's not have any more Royal Families. We'll have a new planned economy and the plan will be to



The Macaroni Industry as illustrated by the "sick man," is truly in bad shape. The "poor fellow" has been seeing "red" for many months; his head is "dizzy" from crazy schemes concocted to supplant legitimate practices; his wicked left hand is useless from the effects of sneaking blows aimed at consumers when trying to "palm off" poor grades; his trusty right foot is bruised and swollen from the many ill-meant kicks directed at competitors; his whole body is racked with pain and his conscience with remorse. But his case is not "hopeless," because he is being administered to by one who has had much training and considerable experience in handling just such cases. Take your "medicine" like a man, Mr. Macaroni-Noodle Maker; back it up with a resolution to help yourself and you'll be surprised at the rapidity and the completeness of your recovery.

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.



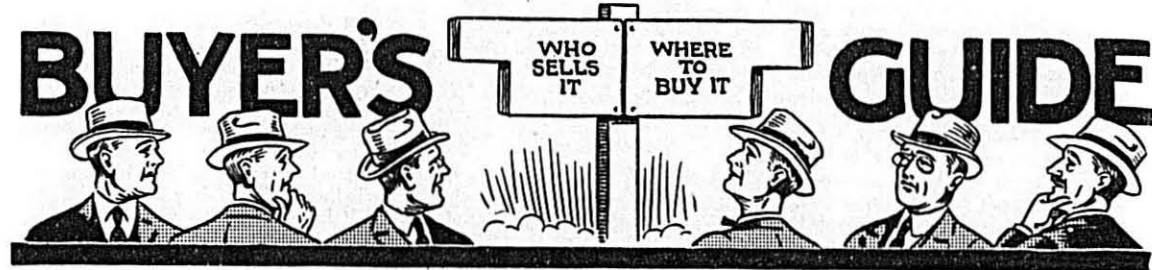
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		Wrappers	Cuneo Press Rossotti Lithographing Co.
		SERVICES	Patents and Trade Marks The Macaroni Journal

have the people either absorb their own surpluses or stop producing surpluses. Doesn't that sound like common sense?"

Thereupon all the ragged individualists cheered loud and long and the New Dealer went home feeling very happy. But that evening he ate mince pie and had a nightmare in which old Pa Lee Khan appeared scowling at the foot of the bed, and pointed a long bony finger at him and said: "Have you read 'The History and Cause of Business Cycles?'"

"I have read it," said the New Dealer, "and it's just a lot of words. It doesn't mean a thing."

"It means," replied old Pa Lee Khan, "that as long as ragged individualism is the pride and glory of Dunderland you will always have business cycles. It means that when you mortgage tomorrow you don't eat tomorrow—that every credit has its debit—and every boom must have its bust."

"We are going to have a new kind of planned economy," protested the New Dealer. "No boom, no bust. We are planning to feed and clothe all our ragged individualists by democratic co-operation."

"Socialism"—whispered Pa Lee Kahn.
"Communism"—whispered Pa Lee Kahn.

"Fascism"—whispered Pa Lee Kahn.

"You don't explain anything," said the New Dealer, "you only call names and prove nothing, in a very scientific manner. What is wrong with the New Deal?"

"It won't work," whispered Pa Lee Kahn.

"Why not?"

"I can't tell you why; but I am sure that it won't work."

"What would you do?"

"I wouldn't do anything," whispered Pa Lee Kahn.

And then he disappeared very suddenly in a fog which he apparently had brought in with him, which lingered just long enough to cover his retreat.

That is where the fable ends. And that is where the New Deal begins.

Copeland-Tugwell Bill

The food manufacturers are divided in opinion as to the value, even the need of legislation similar to that proposed by the Copeland-Tugwell bill (S. B. 2000) introduced early in January by Senator Royal S. Copeland of New York. The new proposal is a redrafted form of a similar bill presented at the last Congress. The expressed objective is repeal of the Federal Food and Drugs act and would prevent manufacture, shipment

and sale of adulterated or misbranded food, drink, drugs, etc.

False advertising of food would be strictly prohibited. The bill defines advertising of foods to be false if it be actually untrue or if it be misleading. Definite, informative labeling would be required and it would entirely prohibit preparation of food for human consumption under insanitary conditions leading to contamination of the products. The use of coal tar colors, excepting a group certified by department regulations would also be barred.

The bill contains a provision for operation of factories under a Federal permit where the protection of the public health cannot otherwise be effected.

Under the proposed law it would be unlawful to offer food products in deceptive or slack filled packages or containers or to sell foods the labels of which do not correctly indicate definitions, standards of quality and of quality for foods where these have been prescribed.

The proposed measure has been referred to the Senate committee on commerce which will hold public hearings thereon before reporting it back to that body for action in a modified form, if amended to contain the many diverging views on legislation of this nature.

Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Macaroni Industry Under Code Revalues "Dress of Goods"

When Gen. Hugh S. Johnson, administrator for industrial recovery, set out to emphasize what the code of fair competition will do for the macaroni industry, he didn't tell the half of it. It was quite proper for Gen. Johnson to point out how the provision on destructive price cutting will tend to stabilize the industry. And he has made a constructive gesture in pointing out how the new code driven standards of quality will substantially increase the use of semolina and serve a "trading up" purpose for the industry in general.

Where the head of the NRA was too modest entirely was in his casual reference to the "stringent label requirements" carried by the new code. Even at that the administrator's passing comment dealt only with the protection to the consumers. The subject is worthy of further exploration on the side of consumer-acceptance. But where it

looms really large is in its prospective effect upon the macaroni industry itself. As a matter of fact the trade and the public are on the threshold of a revolution in identity-consciousness, beside which sinks into insignificance the effect of erstwhile "read the label" movements, etc.

By and large, not trademarking alone nor merely labeling, but the whole structure and fashion of "dress of goods" will be shaken up by the "trade practices" provisions of the approved macaroni code. To begin with, and as its most radical effect, this New Deal to a great extent transfers from the Federal courts and the tribunals of the U. S. Patent Office the responsibility for protecting the symbols and vehicles of business good will in the macaroni line. This is accomplished by that broad and comprehensive ban on "imitation" which comprises Sec. 14, Art. VII of the code

—the subdivision which enumerates the practices that constitute unfair methods of competition.

Our readers will recall the wording of this catchall clause as follows: "No member of the industry shall imitate the trade marks, trade names, slogans or other marks of identification of competitors, having the tendency to mislead or deceive purchasers or prospective purchasers and the tendency to injuriously affect the business of such competitors." Incidentally it is worthy of mention that this is quite the most sweeping and all-inclusive ban upon brand piracy which has been incorporated in any NRA code. Indeed by way of placing a feather in the cap of the macaroni industry it may be further remarked that, not on this count alone but on the whole setup of regulations affecting the identification and designation of goods the macaroni code presents a broader and more pro-

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gressive platform than has been evolved by any other industry.

It is interesting and important that operations under code will transfer from the courts to the self policing macaroni industry much of the responsibility for avoidance of brand confusion. But our immediate text in this discussion is what the realignment under code is doing to render the trade and the consuming public more sensitive to "individuality" in macaroni lines and lone specialties. So we will pass on to what may be termed the democracy or the leveling influence of the edict against "imitation."

Even members of the macaroni industry may not have fully realized what it means to have trade marks, trade names, slogans and other identifying marks placed on an even footing in the estimation of the industry. And consequently in the understanding of the consuming public. Up to now the degree of respect which a macaroni unit could command has varied somewhat according to the status of its nickname. The highest prestige was reserved for the technical trade mark, registered under the U. S. Act of 1905. Somewhat less deference was apt to be paid to the trade name or slogan which was not eligible to registration. Albeit such descriptive brand name performed its full duty of indicating the origin or ownership of the goods.

The net result then of universal suffrage for brands under the NRA code must be to obtain impartial recognition for all bona fide marks. At the same time there will be a broadening of the scope of trade mark application. As our readers know—in some instances to their sorrow—the U. S. Patent Office will not acknowledge that there can be any trade mark rights in mere color. The code does not openly defy that ban on color branding but by making the risk of mistakes by customers the gage of danger in brand imitation, this new set of morals opens the door to distinctive color dress as one of the "other marks of identification."

While we are on the subject of color it may be observed that the standard's section of the code, if given 100% acceptance will grant a valuable emancipation to the industry at large. Under the terms of this restriction upon the use of yellow color and on any colored wrappers or containers that exaggerate the content of egg yolk solids, color "dress" can resume its normal function in macaroni packaging. No longer will the consuming public be allowed and encouraged to interpret color as a token of composition for the product. Barred as a descriptive medium, colors (even including the ticklish yellow hue) will return to the fanciful and arbitrary purposes of identification. Which is their true forte.

By a grand double play the macaroni code assumes 2 additional responsibilities in "dressing" goods with informative intent. On the one hand, behold the obligation, via Sec. 2, to place on every package label (including the original bulk goods package label) the name and address of the manufacturer or distributor. This is nothing less than the confession-

of-origin which the U. S. Food administration has long desired should be incorporated in the Federal "pure food" law and which is indeed incorporated in the Tugwell act. Only, the macaroni group is here voluntarily going the Brain Trust reformers one better. Because the code has an added stipulation that in the event that the manufacturer is not the distributor, an appropriate identifying mark of the manufacturer shall appear on the shipping container. That means that at least insofar as the trade is concerned (and likewise as to any ultimate consumers who are really curious), the blinds will be removed from private branding.

The twin innovation in behalf of telling the whole truth in packaging contemplates the realization of full formula labeling. This is a millenium long desired by idealists in the public health service, etc. but which few of the would-be reformers had ever hoped to see. Some members of the trade may be tempted to grumble to themselves because of the bother of doing over the dress of their goods. Even with the good-until-used exemption for labels, wrappers, cartons and other printed packaging materials on hand, it is no small job to expand package copy to include a full statement of the names of farinaceous ingredients. But there may be ultimate compensation if it is to the advantage of the macaroni trade to draw its support from a wiser and more discriminating public.

All marketing experts are agreed that formula labeling whether it be in the macaroni trade or elsewhere, is not merely informative in effect. It is educational. The consumer acquires a more intimate knowledge of what he is buying. And just in proportion as he qualifies in his judgment of quality or flavor or healthfulness, does he become more exacting. Or, let's say more intelligently selective. And that surely is a desirable state of affairs for the producers of quality goods. Not alone because it gives them a firmer hold on customers who come to them after full investigation. But also because in the light of all experience in various merchandising lines it may be confidently claimed that the customer who really knows values is apt to buy more steadily and more lavishly than a customer who has to take everything on faith.

In its physical aspects the "dressing" of macaroni is destined to be considerably affected by the necessities of code compliance. We have seen by the above references that the code pattern for macaroni packaging calls for more text than has heretofore appeared on the average macaroni package. Under the new fashion the packer has a longer story to tell, presumably in the same package space. On top of that liability comes another, viz. the requirement in Sec. 2, Art. VII of the code that every essential word or statement on the macaroni package must be "prominently placed" in such manner as to be easily seen and in such terms as to be readily intelligible to purchasers under custom-

ary conditions of purchase and use. Under any circumstances there would be occasion for a macaroni packer to take pause over this self-imposed pact to insure visibility and increase the amount of reading matter on his package. The problem of rearrangement is doubly sharpened by the circumstance that this summons to find space for additional facts comes just at a time when the whole trend in package design is toward generous open spaces in layouts and terse inscriptions spectacularly displayed. Trend or no trend, tomorrow's styles in macaroni packages are due to carry more typographical trimmings. The only way to dodge the issue will be to coax consumers to accept larger packages that will accommodate the more complete biography of the goods and at the same time may be plumed for the shelf parade.

Semolina News

Prepared for THE MACARONI JOURNAL
By the Livingston Economic
Service, Inc., Minneapolis

Strengthening wheat markets and sharply higher premiums on choice grades of amber durum wheat advanced quotations on No. 1 Semolina in the Minneapolis market about 75c per bbl. during January.

Quotations early in the month ranged between \$7.80 and \$7.95 bulk Minneapolis. By the middle of January prices had advanced 30c to 40c per bbl., partly due to an advance in May wheat of 6c per bu., and partly to keen competition for choice durum milling wheats which drove premiums to much higher levels.

Receipts of the choicer grades of amber durum wheat remain extremely light and mills have advanced their bids on Fancy No. 1 and No. 2 Amber to 29c over the Duluth May option. This is 7c to 8c a bu. over the basis at the beginning of January. Mills are apprehensive about supplies of choice quality milling wheats for the macaroni trade and indicate that present premiums, as high as they are, may look far from excessive later in the season. The crop was extremely short and no heavy increase in receipts is anticipated.

Sales of semolina during the month were of modest proportions, with a little activity developing prior to the sharp advance in prices about the 15th. Shipping instructions were light early in the month but increased fairly well as the month progressed. Shipments by Minnesota mills during January were 212,438 bbls.

The trade shows little interest at the end of the month toward top grades of semolina but mills are selling fair lots of cheaper grades as prices between the two tend to widen. Sales are mostly for nearby shipment.

NOODL-ETTES!!!

By MacNoodle



Compared
to
What?

When I meet a long faced business man I know he is going to insist upon telling me how much worse his business is today than it was in 1929. But when I meet a cheerful business man I know he will declare, "We're increasing our volume. This month we'll run ahead of the same month last year."

That long faced man today is the same man who in 1929 was making discouraging comparisons. He will be making that kind of comparisons as long as he stays in business. He is that kind of a man.

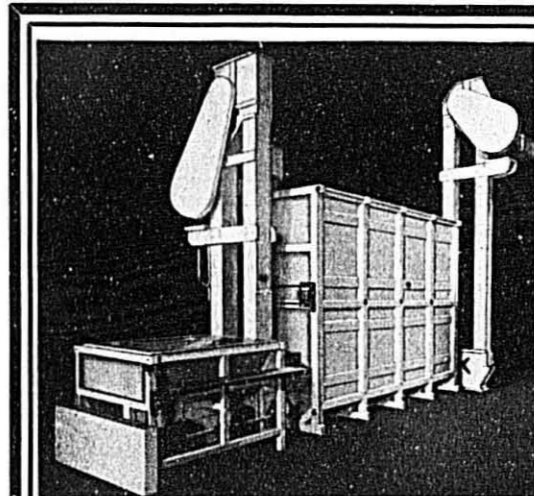
Almost I am resolved to steer clear of men who were doing a profitable business 5 years ago. So many of them are thinking in terms of a prosperity that could not last and they are so unpleasantly garrulous in their pessimism.

Any business man can find a time, a place, a competitor, a something or other he can use as a standard for a discouraging comparison. And conversely he can find an encouraging contrast if he will look for it.

If you want to make a comparison that will be encouraging, find something that contrast with which will be favorable. Sir Thomas Lipton, when a boy in the little grocery store operated by his parents, noticed the eggs were running very small. He said to his father, "Why don't you let mother sell the eggs? Her hands are smaller and make the eggs look bigger."

It is always possible to find a comparison that will give the situation a favorable outlook. I know some people say they haven't any use for this Pollyanna stuff—telling yourself things are never so bad they couldn't be worse, or looking around to find someone who is worse off, just for the sake of encouragement. But Pollyanna wasn't such a dumbbell at that.

There is such a thing as optimism and if the government of the United States believes it worth while to use such psychological means to better nationwide conditions, who shall say there is nothing to it for the individual business?



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Directors in Important Meeting

To arrange for coordination of the activities of the National association as promoted by the board of directors with the activities of the Macaroni Code Authority, duly elected early in the month, the directors of the National Macaroni Manufacturers association met in Chicago Feb. 9 and later went into a joint session with the Code Authority members.

The directors in attendance at this history-making session were G. G. Hoskins, Louis S. Vagnino, Wm. Culman, V. Giatti, Edward Z. Vermynen, G. Guerri, John V. Canepa, Joseph Freschi, Walter F. Villaume, R. V. Golden and G. LaMarca. Absent: Alfonso Gioia, adviser and Frank A. Ghiglione.

The first action of the meeting was to approve the report of the board of election that canvassed the votes cast in the recent election for code authority members and to resolve that the elected members would legally constitute the first Macaroni Code Authority.

It reviewed the report of the secretary-treasurer on the payment by firms of the loans pledged to support the code seeking efforts of the Association and to finance the preliminary activities of the Authority until such time as assessments would make it self supporting. The directors complimented the firms on their liberal support.

They reviewed the macaroni code machinery setup as reported after the organization of the Macaroni Code Authority and pledged to it the support of the Association membership and facilities.

They approved amendments to the by-laws of the National association as pledged by President Hoskins to the NRA officials and other changes compiled by Secretary Donna to make the by-laws conform with certain provisions in the macaroni code and adopted a resolution recommending that they be passed by membership vote at the annual convention.

It was generally agreed that the membership on the Association board of directors be made more nearly representative of the various sections of the country on a geographical and production basis and resolved that this should be given fullest consideration when nominations were made for directors at the next convention.

All future elections of the Macaroni Code Authority will be supervised by the president and secretary of the National association. It is to be held sometime in May prior to the national convention with directors nominating 9 members according to districts outlined in the code authority by-laws and with the membership at large given permission to make additional nominations on petition by 10 subscribing members. The purpose of the early election is to permit the newly elected code authority to sit in with the old board and with the directors at the national convention, thus becoming ac-

quainted with the business of the code authority which they will inherit when they assume their offices on July 1.

The 1934 convention will be held in Chicago at the Edgewater Beach hotel June 12-14. It is hoped to make this the biggest conference ever held by the macaroni industry.

Because of the pressure of more important business in connection with the setup of the code machinery it was thought best not to consider the proposal of having a macaroni exhibit at the Century of Progress Exposition to be held in Chicago next summer.

In the joint session with the Macaroni Code Authority that followed the regular meeting of the board of directors, the joint body gave consideration to the following matters:

(1) That investigation should be made either by the Code Authority or the National association of the rates for compensation insurance on macaroni plants in the several states and to set machinery in motion to have established more equitable rates.

(2) To interpret the meaning of the provision in the code as to just when the 40-hour week begins and ends.

(3) That notices governing the hours and wages provisions of the macaroni code be printed in English and Italian.

(4) That the code authority elect a representative to serve on any code advisory committee that might be set up by the entire grocery manufacturing industry.

(5) To obtain a ruling from the government on the necessity or advisability of filing prices on macaroni products intended for export.

(6) To get a ruling from the administrator as to whether or not manufacturers in Puerto Rico and other possessions come under the provisions of the Macaroni Code.

On the final adjournment of the 2-day

session all realized that while the patience of the promoters was sorely tried by the long delay in approving the code for the macaroni industry, there was a much bigger job ahead,—the observation of the provisions of the code by those whom it seeks to help and the enforcement of the provisions on those who might be a little lax in their observation of the code rules. All the officials and all of the proponents of the macaroni code have before them a gigantic selling job which they must tackle determinedly and consistently.

Die Maker in Chicago

To better serve the macaroni manufacturers of the middle west, Frank Lombardi, formerly New York city, has established a die making and repairing plant at 1150 West Grand st., Chicago. Mr. Lombardi is an expert, having spent practically all his life in making macaroni moulds of all kinds and has invented several special dies. His motto is—"Good dies are a basic necessity for good macaroni products." He specially caters to the business of making dependable dies for quality products, though his waff has attained great skill in repairing and perfecting old moulds. He was formerly associated with the Star Macaroni Dies Manufacturing company of New York.

Talking about doing a thing sounds so much like actually doing it that we fool ourselves into thinking that it is done by merely talking about doing it.

Looking for success before it is earned is much like being at a station to meet a train days before it is due to arrive.



M. J. Donna

Donna Made Sec'y-Treas. Macaroni Code Authority

M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers Association and Editor of THE MACARONI JOURNAL has also been made the secretary-treasurer of the Macaroni Code Authority.

Industry Elects Its Code Authority

To carefully canvass the votes of the macaroni-noodle firms interested in the election of the first Macaroni Code Authority that closed at midnight, Feb. 5, 1934 President G. G. Hoskins appointed a board of electors that was wholly impartial and fully representative. It consisted of Henry D. Rossi of Peter Rossi and Sons, Braidwood, Ill.; Alex S. Klein of the F. L. Klein Noodle Co., Chicago, Ill., and Steven Matalone of the Chicago Macaroni Co., Chicago, Ill. Secretary-Treasurer M. J. Donna of the National association acted as clerk and certified to the results tabulated.

The election board met on Feb. 7 in the Code headquarters in Chicago and carefully scanned all the legal ballots cast by the qualified firms throughout the country. The results were tabulated for the National association officers and the NRA authorities, showing by exact count the preference of the members for individuals to constitute the administrative body under the Code for the short term of Feb. 8 to June 30, 1934.

A total of 375 ballots were distributed to every known macaroni-noodle manufacturer in the United States. If any was overlooked, it was because his identity has been kept secret for years. 171 ballots were returned; six unsigned and therefore considered illegal. The candidates nominated after the general meeting of the industry in Washington on Oct. 5, 1933 were elected. Salvatore Viviano, president of S. Viviano Macaroni Mfg.

Election board tallies votes cast by Macaroni- Noodle Manufacturers in special Code Authority election supervised by the National Macaroni Manufacturers Association

Wm. Culman.....	137
V. Giatti.....	119
Salvatore Viviano.....	62
Alfonso Gioia.....	5
P. A. Lederer.....	3
Jerome Mayer.....	2
Frank S. Bombo.....	2
Anthony Bencina.....	1
A. Borello.....	1
E. Conte.....	1
V. Cuonzo.....	1
G. D. Del Rossi.....	1
Jos. Freschi.....	1
G. La Marca.....	1
A. Lambrosa.....	1
P. George Nicolari.....	1
Salvatore Nunziato.....	1
E. W. Pica.....	1
John Ravarino.....	1
E. Ronzoni.....	1
A. S. Vagnino.....	1
Edw. Z. Vermynen.....	1
P. R. Winebrenner.....	1

Co. Carnegie, Pa. a nominee by petition made a splendid showing. Others received complimentary votes as shown in complete tally of all votes following.

OFFICIAL TALLY SHEET

MACARONI CODE AUTHORITY ELECTION

Candidates Voted For (Elected)	Total
G. G. Hoskins.....	163
John V. Canepa.....	153
Louis S. Vagnino.....	153
Frank A. Ghiglione.....	151
M. DeMattei.....	149
Leon G. Tujague.....	147
Henry Mueller.....	138

The election board certified to the fairness and the completeness of the election as managed, and announced that according to the preference of the voters in the industry, the 9 listed at the head of the tally sheet were duly elected to constitute the first Macaroni Code Authority. The report was presented by the committee through Secretary-Treasurer M. J. Donna to the board of directors of the National association on Feb. 9 and the choices of the industry officially recorded.

Why More Macaroni?

By Shirley W. Wynne, M. D.,

Commissioner of the Department of Health of the City of New York

More liberal use of the alimentary pastes, macaroni, vermicelli, spaghetti, noodles and Italian pastes, should be made in the home. Not only are dishes made from these pastes economical but they are highly nutritious. All of these varieties are made from wheat and a comparison of the pastes with wheat wheat shows there is very little variance in the protein, fat and carbohydrate content of the two.

The demand for alimentary paste dishes has been on the increase in recent years, but there are still many housewives who rarely serve them in the home. A well balanced dish can be produced from these pastes without much effort on the part of the housewife. The carbohydrate content of the pastes is high, and when they are combined with milk, cheese, or tomatoes the result is a dish rich in carbohydrates, fats and proteins, to say nothing of many valuable vitamins.

Macaroni, noodles, vermicelli and spaghetti admit of innumerable combinations with meats, milk, vegetables and sauces. Through these combinations

their nutritional value is still further increased. Noodles and vermicelli in vegetable soups combine the health giving nutriment of the wheat with those of the various vegetables, and with the stimulating qualities of the meat extractives. Macaroni prepared with milk and cheese brings to the body the full value of the wheat, plus the invaluable properties of the milk both as a fluid and in the form of cheese. The addition of milk gives us, along with other values, an extra supply of lime.

In many Italian homes, spaghetti, macaroni or some other form of alimentary paste forms the major portion of the diet and the fact that these people perform hard manual labor certainly attests the sustaining qualities of these foods. True, it is not advisable to give any one dish the major role in our daily menu. We must have variety. From the angle of variety and economy, however, the alimentary pastes offer the average housewife many opportunities.

In preparing macaroni the housewife should remember that it should be boiled for 20 minutes in salted water. Never

wash macaroni before cooking for the water in which it is boiled will take off anything that needs to be removed. When cooked drain the macaroni and pour cold water over it to prevent it from becoming pasty or soggy.

Egg noodles are made of a special wheat flour and eggs, so that 2 important health giving ingredients are combined in their making. Wheat, eggs and milk are perhaps the most important 3 foods of mankind. In noodles we have 2 of these foods combined. While noodles are principally used in soups or with meat, they can be served in other ways. What these ways are and what other alimentary paste dishes can well be adopted will be discussed in a future article.

Canadian Firm Progressing

The Catelli Macaroni Products Corporation, Ltd. of Montreal reports a very satisfactory business for the fiscal year ending Nov. 30, 1933. The net income after depreciation and other charges was \$9,903, equal to 21¢ a share on 47,987 Class A shares, as against \$2,515 or 5¢ a share on the 52,000 Class A shares in the previous year.

What we regard as being as good as done, seldom gets done.

Macaroni Code Authority Organized

President G. G. Hoskins of the National Macaroni association drafted to serve as the Code Executive in administering the Macaroni Code. M. J. Donna named Secretary-Treasurer and plans made for setting up district offices to aid in the code enforcement activities.

The Macaroni Industry of the United States of America is now governed by a legally constituted Code Authority in conformity with the provisions of the Macaroni Code approved Jan. 29, 1934.

The First Macaroni Code Authority was organized on Feb. 8, 1934 in the Code Authority Headquarters Room 1610 at 520 N. Michigan av., Chicago. G. G. Hoskins, president of the National Macaroni Manufacturers association acted as temporary chairman with M. J. Donna acting as secretary.

The election board which had canvassed the votes in a special election of the industry that closed Feb. 5, 1934 reported on the results of the election and certified to the election of the 9 successful candidates, which report was approved and ordered filed as part of the permanent records of the Association and of the Code Authority.

Those constituting the first Code Authority under the Macaroni Code are: G. G. Hoskins, John V. Canepa, Louis S. Vagnino, Frank A. Ghiglione, M. De Mattei, Leon G. Tujague, Henry Mueller, Wm. Culman and V. Giatti. All were in attendance excepting Henry Mueller who is on a Mediterranean tour and who was represented by proxy by his brother Samuel Mueller, and F. A. Ghiglione of Seattle who wired that he would be unable to attend. The temporary organization was made permanent by action of the Code Authority following the adoption of the election report.

G. G. Hoskins, president of the National Macaroni Manufacturers association was drafted from The Foulds Milling company of Libertyville, Ill. of which he was formerly vice president, to become the Code Executive, a position and an honor which his interest in and labor for the industry justly entitled him.

M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers association was named to the similar position on the Code Authority and will manage the Chicago office and handle the records and finances of the new body.

B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, will have charge of the Code activities in the Nation's capital, supervise the laboratory of the Association and interpret the standards and provisions of the code. He will also take a prominent part in the enforcement of the code in the eastern section of the country.

Since neither Code Executive Hoskins nor Secretary-Treasurer Donna are in any way connected with any manufacturing firm, they were named as the confidential officers of the Code Authority

to receive all confidential information, statistics, reports and assessments. All expenditures are to be made by check issued by the secretary-treasurer and countersigned by the Code Executive. The secretary-treasurer is to be bonded in the sum of \$10,000 and the First National Bank of Chicago was named depository for the Macaroni Code Authority funds.

It was the unanimous wish of the members of the Code Authority and of the association directors present that the macaroni-noodle manufacturers everywhere place explicit faith in the integrity of these two officials and to feel that all confidential data submitted will be held in absolute secrecy by them.

Provisions were made for the retention of headquarters of the National Macaroni Manufacturers association in Braidwood, Ill. and naming THE MACARONI JOURNAL edited there as the Voice of the Code Authority.

A working plan is to be devised to coordinate the activities of the 2 bodies to facilitate promotion of the interests of both groups that are somewhat identical in makeup but with slightly differing objectives.

It was decided to reimburse as promptly as possible the firms that had made loans to promote adoption of the Code of Fair Competition and its early activities and to prororate the advance dues from Association members over the period for which dues were paid. This will be done as funds can be spared for that purpose.

By-laws were adopted and standards set up under the code, both of which will be made known to the trade as soon as they have been approved by the officials of the NRA to whom they were rushed immediately after the adjournment of the organization meeting.

Among the important matters considered and on which definite action was delayed pending the approval of the NRA officials are: (1) The naming of a macaroni code deputy administrator. (2) Investigation of the possibility of limiting the opening of closed macaroni plants that may wish to take advantage of improved conditions under the code. (3) To discourage the undue extension of credit for the purpose mentioned in Number 2. (4) Adoption of insignia for those complying with the Macaroni Code with proper registration number

The next instalment of the Serial on Macaroni Products by J. A. LeClerc will be printed in the March 15 issue.

for each subscribing member. (5) Petition of the southern manufacturers for a wage scale differential and (6) ways and means for handling the filing of price schedules by the manufacturers as provided by the Code.

Armed with all the authority vested in him by his fellow Code officials, fortified by the expressed opinions on some very important matters that need clarifications and strengthened by the practically unanimous support of every important member of the industry, Executive Hoskins hastened to Washington immediately after organization meeting of the Macaroni Code Authority hopeful of getting immediate and full approval of the setup so that this control group could promptly put into effect the necessary machinery of Code supervision.

Noodle Soup-Natural National Favorite

To its long line of canned products, the Campbell Soup company of Camden, N. J. announces addition of a new Noodle with Chicken Soup, which will be made the subject of an extensive advertising campaign in newspapers and magazines this winter and spring. Every test and consumer investigation of this soup has but confirmed the opinion that it is destined to be the favorite with millions.

Noodle soup is a most natural and deserving national favorite. This delicious soup gives people what they want,—the finest in quality at an economical price. It has all the ingredients, all the aroma and pleasing appetite appeal of a "real home made chicken-noodle soup,"—noodles in chicken broth of the richness that the people want, and noodles that are egg noodles of the finest quality,—just the right size and substantial in quantity. To this is added a garnish of chicken meat.

"Never have we put out a soup with more definite assurance of quick and large volume" says Arthur C. Dorrance, president of Campbell Soup company. "It is not just our opinion, but the judgment of thousands of housewives who have served it to their families and were given an enthusiastic response so spontaneous and unanimous that we are convinced of similar enthusiasm in every section of the country."

There is no better, no tastier, no more satisfying soup than good egg noodle soup with chicken broth no matter whether made commercially or in the home, and it is a recipe that all manufacturers should especially and eternally stress in all their publicity because practically every consumer of egg noodles was first introduced to this most nutritious, satisfying food by way of broth or soup.

Francis Romeo Dead

Francis Romeo, president of the Brooklyn Macaroni company of Brooklyn, N. Y. died the evening of Feb. 5, 1934 in his apartment at the Hotel St. George, Brooklyn of bronchial pneumonia. Mr. Romeo was one of the oldest and best known macaroni manufacturers in the country and one of the most prominent of the New York importers. He was 75 and had the honor of having conferred on him by the Italian government the title of "Cavaliere Ufficiale" for activities in behalf of the Italians of the eastern section of the United States.

The funeral was Feb. 8 from the Fairfield chapel, 86 Lefferts place with a solemn requiem mass at the Roman Catholic Church of the Assumption. Burial was in St. John's cemetery.

Mr. Romeo was born in Italy, coming to the United States over 50 years ago. He has lived in Brooklyn more than 45 years. Among his many business connections were: president of the Brooklyn Macaroni Co. and of the importing firm of F. Romeo & Co. Inc.; chairman of the board of directors of the Bank of Sicily Safe Deposit company; director of the Bank of Sicily Trust company and the Bansiella corp. For 10 years he was vice president of the Italian Chamber of Commerce in New York and honorary vice president thereof for the past 5 years.

In his younger days he was active in all the activities of the macaroni industry and frequently represented his firm at national conventions of the trade as well as district conferences of manufacturers in the New York metropolitan area. His son John often represented him at macaroni meetings.

His wife, a son Giovanni, and two daughters survive.

Armour Announces New Process for Clarifying Frozen Eggs

Armour and Company announces discovery of a new process for preparation of frozen eggs—a process which assures a smooth product of uniform consistency and entirely free from shell fragments, grit or other impurities. A patent has been obtained giving Armour and Company exclusive rights to the new process. This is of special interest to the egg noodle and egg macaroni manufacturers of the country.

"For many years," says H. S. Johnson of Armour's produce department, "the bakers and the manufacturers of egg noodles, mayonnaise, candy and ice cream have been waiting for a smooth, clean, frozen egg, free from fragments of shells, grit and other impurities which heretofore been a general and objectionable characteristic of frozen eggs. Not only does our new process remove all foreign substances but it also breaks up all the fibrous constituents of the egg and gives the finished product uniform-

ity and consistency heretofore unattainable in a 100% egg product. There is no separation of the liquids and solids before freezing, while frozen or after defrosting."

Proposed Durum Standards Change

A public hearing on the proposed revisions of the Federal standards for durum and other wheats was held in Minneapolis the first week in February. It was presided over by Edward C. Parker of the Grain Division of the Bureau of Agricultural Economics and attracted quite a gathering of millers and grain men.

The proposed changes in the standards for durum wheat contemplate a division of the present subclass, "Durum", into two subclasses, namely, "Durum", that it consist of 50% or more but less than 75% of hard amber kernels and "Soft Durum" consisting of less than 50% of hard amber kernels. They call for the elimination of the present subclass "Red Durum" based on durum containing more than 10% of the variety red durum, and in lieu thereof the adoption of a new class for red durum which would include all varieties of red durum wheat and that might include not more than 10% of wheats of other classes.

The proposed changes are in effect a modernization of the grain standards to conform with the changes in the last 15 years in grain merchandising, handling, milling and other processing methods.

Starts New Radio Series

Marking another long step forward in its 30-year-old campaign to make housewives Mrs. Grass-Noodle-conscious, the I. J. Grass Noodle company of Chicago inaugurated a striking new series of radio programs on Columbia Station WBBM, on Feb. 5. Building on the tested appeals of successful radio methods, this progressive firm has rounded out a type of program which combines the utmost in entertainment value and sales influence. A fast moving show, it presents a brilliant array of vocalists and musicians, new menu ideas by a noted food authority, and a clever new feature entitled "Use Your Noodle" designed to tickle the brains of the thousands of housewives who will tune in.

The program, known as "Mrs. Grass' Morning Festival", will be heard every Monday, Wednesday and Friday, at 10:15 a. m. C. S. T. In conjunction a consistent newspaper campaign will be conducted, while a series of effective merchandising helps such as display cards, folders, etc., have already been distributed to the trade.

The selling appeals to be included in the commercial copy will be centered around the slogan, "It's the Extra Eggs", and the idea of educating housewives to ask for Mrs. Grass' Noodles by name, rather than simply request "a package of noodles." With a radio program

built on a sound foundation, and thoroughly merchandised, the makers of Mrs. Grass' Noodles expect an increased demand for their product.

Harry W. Moyer Passes

To the casual reader the statement in this headline may not have special significance until it is known that Mr. Moyer "made up" every issue of the MACARONI JOURNAL from its inception up to and including Vol. XV, No. 9, dated Jan. 15, 1934. This means that every inch of reading type passed through his hands into the form of pages.

Mr. Moyer was a master craftsman, born into the old school of printing and merged into the new. None had more personal interest in seeing that this magazine went safely through the mechanical division of the Bruce Publishing Co. from the typesetting room into the U. S. mails.

He died January 28 at the age of 76 after a brief illness and the funeral was the following Tuesday from Lakewood chapel in Minneapolis. Mrs. Moyer, a son Glen D. Moyer and two grandchildren survive.

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 January 1934 the following were reported by the U. S. Patent Office.

PATENTS

Design for Macaroni

A patent for design for macaroni was granted Guido Tanzi, Brooklyn, N. Y. assignor to B. Filippone & Co., Inc., Passaic, N. J. Application was filed Nov. 17, 1933 and given serial number 49767. The official description given in the Jan. 30, 1934 issue of the Patent Office Gazette is as follows: "The ornamental design for macaroni substantially as shown."

TRADE MARKS APPLIED FOR

One trade mark application for registration was made in January 1934 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Bocconcini

The trade mark of B. Filippone & Co., Passaic, N. J. assignor to B. Filippone & Co., Passaic, N. J. for use on macaroni Application was filed Nov. 22, 1933 and published Jan. 23, 1934. Owner claims use since Nov. 1, 1933. The trade name is written in heavy type.

LABELS

Bo-Noodles

The title "Bo-Noodles" was registered Jan. 30, 1934 by The Kansas City Macaroni & Importing Co., Kansas City, Mo. for use on noodles. Application was published Nov. 30, 1933 and given registration number 43186.

Sun-Vite

The title "Sun-Vite" was registered Jan. 30, 1934 by La Pacific Macaroni Co., Los Angeles, Cal. for use on macaroni. Application was published May 8, 1933 and given registration number 43189.

Bambino

The title "Bambino" was registered Jan. 30, 1934 by Milwaukee Macaroni company, Milwaukee, Wis. for use on macaroni clobows. Application was published Oct. 6, 1933 and given registration number 43190.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
 A Publication to Advance the American Macaroni Industry
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Vol. XV February 15, 1934 No. 10

Prominent Macaroni Manufacturer

Salvatore Viviano, president of S. Viviano Macaroni Manufacturing company, Carnegie, Pa., a candidate for membership on the first Macaroni Code



S. VIVIANO

Authority, is perhaps the best known of the large family of Vivianos that are prominent in macaroni making in many of the country's largest cities.

Macaroni Exchange Below Normal

According to facts and figures compiled by the U. S. Bureau of Foreign and Domestic Commerce the international trade in macaroni products between the United States and foreign countries

in October and November of 1933 was normal.

Exports

The exports in October were 115,800 lbs. valued at \$8,652. The exports in November reached the higher figure of 14,162 lbs. valued at \$13,657.

For the 11 months ending Nov. 30 the total quantity and value of the domestic macaroni exports were respectively 1,782,938 lbs. worth 125,243.

Imports

During October this country imported 176,209 lbs. of macaroni, vermicelli, noodles, etc. at a cost of \$14,310. During November the imports had fallen to a low of 96,270 lbs. costing \$6,826.

For the 11 months ending November 30 the imports totaled 1,487,095 lbs. for which American importers paid \$100,229.

The exports to 53 countries and insular possessions of macaroni, spaghetti, noodles and the quantity exported last October and November are shown in the table below:

Countries	Oct. (lbs.)	Nov. (lbs.)
Iceland	239	37,169
United Kingdom	30,508	23,216
Canada	8,789	1,062
British Honduras	1,449	520
Costa Rica	717	575
Guatemala	120	10,921
Honduras	11,822	1,800
Nicaragua	2,482	24,062
Panama	11,600	190
Salvador	96	2,836
Mexico	3,173	80
M. g. and St. Pierre Is.	48	5,474
Newfoundland and Lab.	417	942
Bermudas	52	1,095
Barbados	2,716	50
Jamaica	1,224	1,239
Trinidad and Tob.	20,610	14,835
Other British W. Indies	1,712	25,446
Cuba	4,432	3,745
Dominican Republic	790	4,288
Neth. W. Indies	2,424	1,470
French W. Indies	927	10
Haiti, Rep. of	10	24
Virgin Is. of U. S.	300	144
Argentina	144	120
Columbia	219	528
British Guiana	57	14
Surinam	425	27
Peru	1,533	840
Venezuela	613	316
Arabia	609	219
Br. India	50	49
Ceylon	425	5,033
China	71	120
Neth. E. Indies	213	375
Hong Kong	295	132
Japan	36	4,508
Kwantung	1,023	70
Philippine Islands	32	865
Siam	16	9
Other Asia	76,102	69,590
British Oceania	38,486	44,987
French Oceania	16	9
New Zealand	70	16
Br. East Africa	76,102	69,590
Union of S. Africa	38,486	44,987
Nigeria	70	16
Liberia	865	9
Mozambique	16	9
Az. and Mad. Is.	76,102	69,590
Greece	38,486	44,987
Hawaii	70	16
Puerto Rico	865	9
TOTAL	1,304,68	282,739

F. C. Felhaber Named

Assistant Deputy Administrator F. C. Felhaber was named as an NRA member of the Code Authority for the wholesale or distributing trade, to serve six months or until a successor is appointed. Mr. Felhaber assisted in the preparation of the wholesaling code.

What the World Needs . . .

*A little less knock,
 A little more ease,
 A little less rock,
 A little more please.*

*A little less spite,
 A little more dear,
 A little less might,
 A little more cheer.*

*A little less tax,
 A little more right,
 A little less ax,
 A little more light.*

*A little less law,
 A little more love,
 A little less claw,
 A little more dove.*

V'envoy.

*A little less pull,
 A little more rope,
 A little less bull,
 A little more hope.*

—C. W. Kirsch.

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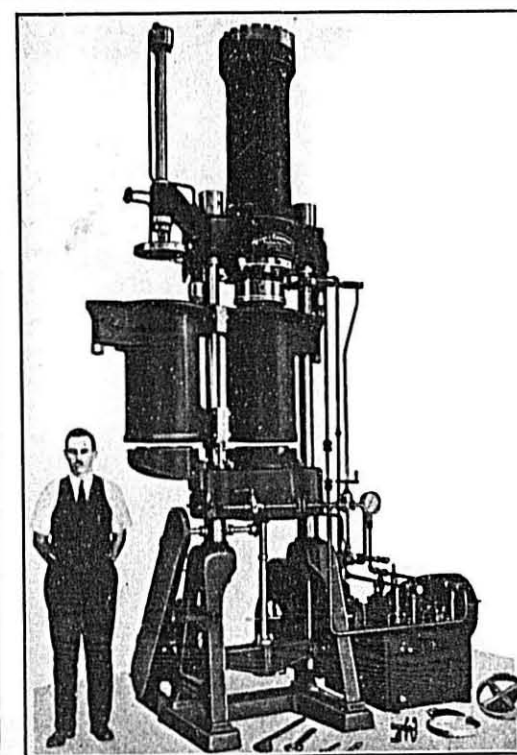
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of
Macaroni Code Authority Members**

FOR TERM—FEBRUARY 8 TO JUNE 30, 1934

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John V. Canepa		310 W. Grand st.	Chicago, Ill.
Louis S. Vagnino		13th & St. Louis sts.	St. Louis, Mo.
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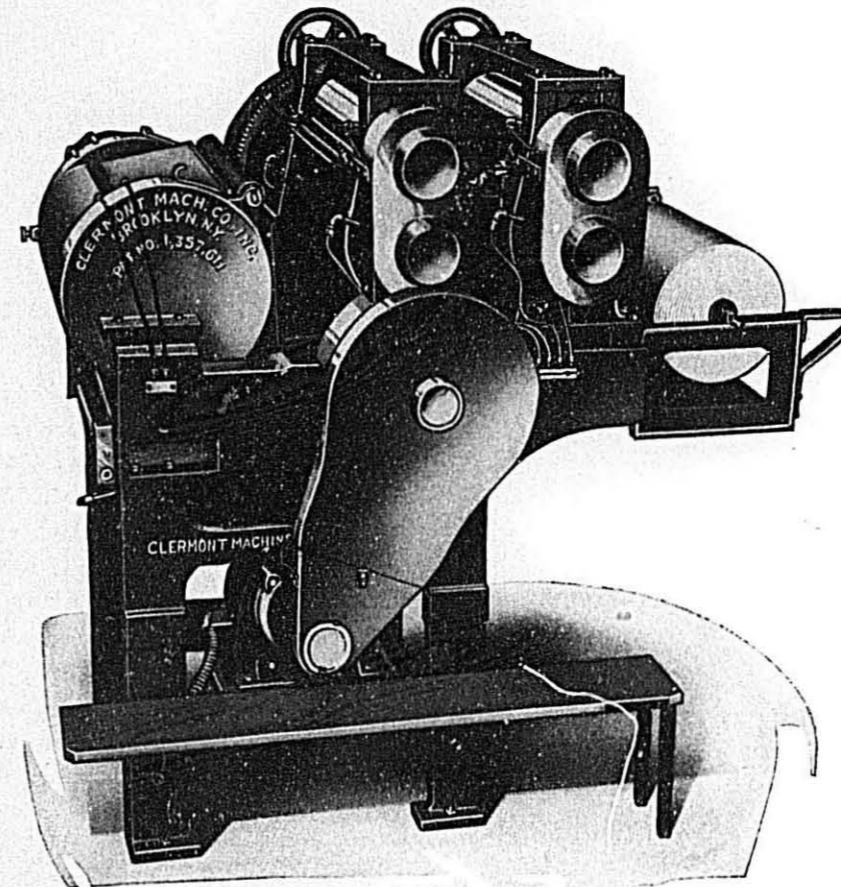
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We then mill this tested durum under the most carefully controlled conditions. Every hour a color test is made. Tests for protein are made constantly during the milling. And, as a final grand check-up, we make macaroni in our own plant, operating under the same conditions as are found in commercial plants.

The result—uniform strength, rich amber color, delightfully pleasing taste—a quality product that will produce quality macaroni for you. Try them in your own plant, and see for yourself what Pillsbury's Best Semolina and Durum Flours will do.

● THE quickest, easiest way to increase the sales of your product is to persuade your present customers to serve macaroni just a little more often—and to eat just a little more of it when it is served.

But people can't be persuaded to eat more macaroni by argument. The trick is to improve the "quality" of your product so they will empty the package a lot faster.

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