

**THE
MACARONI
JOURNAL**

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The Macaroni Journal



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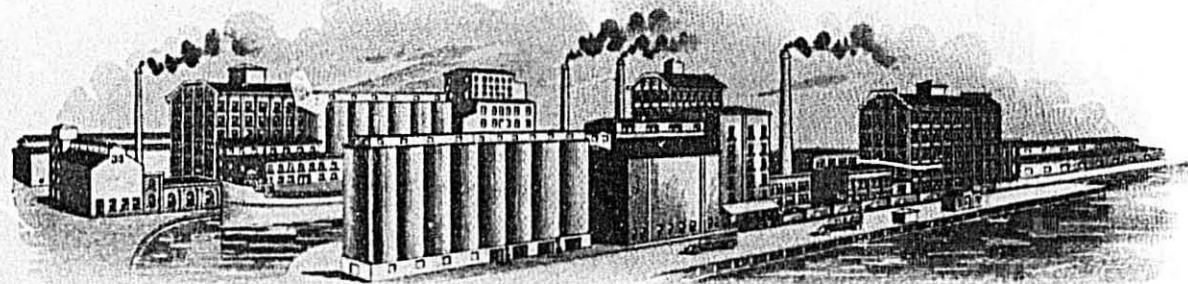
A Square Deal for the New Deal

. . .

The eyes of a hopeful industry are centered on the operations of the Macaroni Code. Manufacturers are urged to give it a fair and reasonable trial, to withhold judgment at least till "convention time" which might be termed "accounting time."

Give the New Deal a Square Deal during the next two months; then plan to attend what promises to be the most important conference ever held by the Industry. It is scheduled for June 12, 13 and 14, 1934 in Chicago. By that time its good points will have become manifest, its defects known and remedied by understanding and agreement.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

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April 15, 1934

THE MACARONI JOURNAL

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THE MACARONI CODE AUTHORITY

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

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Administration Member on Code Authority

Administrative Order No. 234-3 issued by General Hugh S. Johnson, administrator for industrial recovery on March

8, 1934 and made public on April 5, 1934, named William R. Calhoun of Chicago as the administration's member on the Macaroni Code Authority, without vote. This action is in keeping with the provision in Art. VI, Sec. 2 of the Macaroni

Code which says that "there may be two members, without vote, appointed by the administrator to serve for a term of from six months to one year." The appointment is for six months, beginning March 8, 1934.



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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

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ON THE WAY

Steady progress is being made in the general enforcement and observance of the Macaroni Code, the first important food code to get the Government's approval and the most important of its kind to the Macaroni trade. The ready acceptance of this new law by the big majority of the Macaroni-Noodle manufacturers of the country, and its peaceful, well-directed administration by the Macaroni Code Authority, elected by practically a unanimous vote, stands to the credit of the entire industry as proof of the willingness of its members to cooperate fully with this Government-supervised effort to lift business out of its present stagnation.

The Code, as every one knows, sets up a plan of self regulation by industry, under reasonable supervision. It is and should rightfully be welcomed by a group that has too long suffered from the ills resulting from the out-of-date, ruthless seeking of business by common practices that have proved profitless.

In operation less than ten weeks, the Code has already had a noticeable sobering effect on the trade by laying bare the faults of the old, uncontrolled methods of doing business. Even among the most skeptical, which includes those who have been unable or unwilling to see the light, there seems to be general agreement that, given time, the new law of the trade will remedy the serious defects that have proved so generally harmful.

The Macaroni Industry in this country is carried on through approximately four hundred plants, many of them large enough, perhaps, to be independent, and many more smaller ones that are only faintly concerned in what has heretofore gone on in the trade. In so large a group a fair number of doubtful or impatient manufacturers can be expected. Their biggest failing is that they are expecting too much and that too soon. These would want the inherent ills of several generations remedied over night, but the big majority are fair minded and are willing to put up with temporary inconveniences, pending definite adjustments that must be made in bringing about the deliberate change from the former ruthless, uncontrolled methods to the more sensible, supervised and directed course that seems to be the order of the day under the New Deal.

All the regions into which the United States is now divided for the more efficient administration of the Code have started

functioning in accordance with regulations set up by the Code Authority. At the head of each regional organization have been placed experienced and dependable chairmen who give freely of their time and fully of their ability without financial recompense. These Chairmen have assumed positions of great responsibility that require tact in dealing with their fellow business men, especially in the early stages of administration. They are men capable of rendering decisions in strict accordance with the provisions of the Code and its supporting laws, Federal and State.

Supporting them are able Secretaries and Deputy Code Authorities and carefully selected Regional Adjustment Agencies ready to hear, study and adjust all complaints. Thus the machinery for the successful effectuation of the aims and purposes of the Macaroni Code, so far as the Macaroni Industry is concerned, is functioning smoothly, but determinedly. Its success today can in a large part be attributed to the readiness with which the big majority of the operators have assented to the new law and complied with the several requests of the Authority.

The next phase of the Code activity will be that of strictly enforcing its provisions on those who persist in ignoring them. From the national code authority in Washington comes word that the Macaroni Blue Eagle is ready for distribution as soon as General Hugh Johnson approves rules and regulations governing its use. It will be released immediately to those macaroni-noodle manufacturers who have signed and submitted Certificates of Compliance to the Macaroni Code Authority. To such firms as are privileged to use the Macaroni Blue Eagle there will also be assigned a Code Registration Number, simulating a license number to be used as an identification mark on all products marketed. The use of both the Blue Eagle and the Registration Number will be regulated and through them the authorities will allocate responsibilities.

The Macaroni Code offers to the Industry what its leaders have been seeking for generations, the elimination of the "chiseler," the "price cutter" and the low grades that have hindered rather than enhanced consumption of the best food in the world. It is a good law for the industry. It will be given a fair trial. We are happily on our way to better business, to more satisfactory operations that are fair alike to consumers and producers.

Learned Discussion of Macaroni Making and Macaroni Cooking

Even in Italy many are of the opinion that they know all about macaroni and spaghetti, though as a matter of fact, when everything is considered their knowledge of this food amounts to very little. Even the illustrious Marinetti, when he a few years ago voiced his high praises of the Genova Spaghetti, got himself all mixed and tangled up with Naples Vermicelli.

Verily the knowledge of the food value of macaroni products and the uses of this food is inadequate in many parts of Italy, the country of origin, development and adaptation. Particularly in Southern Italy and along the two Rivas has the taste for this delicious food taken root. In other parts more attention is paid to the appearance or fancy form, disregarding entirely the more substantial values. In places where it is best appreciated it is consumed mostly in a few of its best known forms, macaroni and spaghetti, because secular experience proves this food to be more tasty and more easily digested in these than in the more fancy forms.

Macaroni products are made from wheat, preferably from a hard or durum wheat, and some flour of soft wheat. Because of the many varieties of durum, hard and soft wheats it is sometimes quite difficult to distinguish as to basic ingredient, but a gradual change in the finished product is noted between those made of the best durum, down the line to the poorer soft wheat flours. Durum wheat differs from a soft wheat as much as does one cereal from another.

Durum wheat is of amber color, almost glassy and is very resistant to breakage. It is almost impossible to chew it without first softening it. Soft wheat is opaque and can easily be crushed under one's foot, leaving on the floor only a white flour.

More notable is the difference in action and actual elements of these two grades of wheat. The inside of a soft-wheat kernel when made into flour mixes readily with water and easily forms a dough suitable for bread baking. It, the dough, has a tendency during fermentation to extend and lengthen with-

The opinion of an expert who has spent a lifetime studying macaroni making and its preparation for the table

By ING. VINCENZO AGNESI*
of Oneglia, Italy

A free translation from an article in
"La Cucina Italiana"—Italian Cooking

out breaking under the pressure of the gases developed in said fermentation. More so, it enlarges by the formation of numerous small bubbles, forming a spongy mass which when baked makes a bread that is easily digested.

Formerly this precious quality was thought to be entirely attributable to the gluten of the wheat, one of the prime ingredients of that grain. Now it is known that it is not due to any particular ingredient but rather to the relation of the elastic qualities of the gluten to the other ingredients, but more particularly to the former. In substance, soft wheat is more naturally and more properly adapted for the making of bread. Durum wheat differs greatly. Its gluten does not possess the elasticity of the soft wheat gluten, as proved by baking tests. A loaf of bread made of firm wheat flour would be heavy and poorly leavened bread.

Macaroni products made from durum semolina have a property no less noted and precious. It can be cooked for a long while, leaving the water always clear and with little or no sediment. Said products when taken from the water after boiling retain their shape and form with all

*The author is recognized as one of Italy's foremost manufacturers of "Pasta Alimentare," being affiliated with Paolo Agnesi & Figli of Oneglia.

Entertains Mexican Manufacturer

Signor Raul Lara, secretary-treasurer of Galletas Y Pastas, S.A. Mexico, D. F. Mexico visited the headquarters of the National Macaroni Manufacturers association at Braidwood, Ill. and was the guest of Editor M. J. Donna on April 10, 1934. He was accompanied by an old boyhood friend, Signor T. DeLa Pena of Milwaukee, Wis. a representative of the J. H. Day company, Cincinnati, O.

Mr. Lara is interested in the study of modern methods of drying alimentary pastes, quite a problem in his plant at No. 116 Prolongacion Calle 16, Mexico City, due to the extreme changes in the humidity of the atmosphere in that section. He is particularly interested in the system developed by the Carrier Engineering corporation. In this study he visited the plants of Tenderoni, Inc., Joliet, Ill. and the Foulds Milling company, Libertyville, Ill.

strings clearly separated, all retaining their natural curves and shapes.

Proper macaroni cooking is a delicate process. The water must first be well salted and must be boiling when the goods are placed in the water. It should never be permitted to fall below 100 degrees Centigrade during the cooking process until the proper time in the operation when the heat should be brought down gradually to 50 degrees. After cooking to the desired degree it should be tempered either by draining off the boiling water, thus exposing the cooked products to the air, or by blanching with cold water. Needless to say these simple instructions are too often disregarded by entirely too many cooks, with poor and very unsatisfactory results.

This genuine, whole wheat food contributes to the human body many minerals that cannot be found in other foods and only in a reduced measure in bread. These products made from durum wheat possess a noticeable amount of iron, phosphorus, calcium, magnesia and sulphur. All these elements are essential to the development and stimulation of all the digestive organs in a human being.

To the wealth of nourishment in the plain macaroni product can be added much additional nourishing power by cooking the food with cheese or tomatoes. All the vitamins known to scientists today can be found in a plate of macaroni or spaghetti so prepared. Eating it promotes body development, prevents gastrointestinal troubles, anemia, malnutrition and scurvy.

Disregarding the erroneous idea that any one food can be the complete food, modern hygiene stresses the need of a varied and balanced diet that will provide to all the human organs those elements best suited to their proper functioning. In such a well balanced diet macaroni products easily assume first place, as proved by both American and Italian scientists.

Macaroni products, or alimentary pastes, the true expression of Italian genialness, have gradually won their way throughout the world because of their exquisite and substantial food values.

This macaroni manufacturer from the country to the south says that the industry in Mexico is still small but promising. Semolina made from a species of durum wheat grown in his home country is generally used in making Mexican vermicelli which seems to be the most popular form. He and his fellow manufacturers are much interested in the working of the macaroni code in this country, because in that country, as well as in ours, prices for macaroni products are not what they should be.

Enforcement Procedure Explained by Deputy Code Executive Ole Salthe

Seeking to have the New York Regional Organization listed as one that complies strictly to the provisions of the code and to acquaint them with enforcement procedure Ole Salthe, deputy code executive, addressed a broadcast to the macaroni manufacturers in Region No. 2, the latter part of March. Ignorance of the provisions of the code with respect to standards, labeling, assessments, etc. will no longer be accepted as excuse for violations. In his homely way he made it clear to the manufacturers that an unintentional punch on the jaw is just as painful as one deliberately delivered at that point. However the motive will be considered in the case of every complaint reported.

Now that the code has been approved and the manufacturers have started to function under it we are approaching a most critical period. Many of the manufacturers will probably become discouraged because they have been expecting too much from the code. Some of them will feel that when they lose some of their business it will be because of unfair practices of their competitors, and when they complain to us and we do not immediately impose a fine on the alleged offender, seize his goods or put him out of business, they are going to feel that the code and its enforcements are not effective. However, while the code is a law, still we are not regular government officials and even Congress carefully limits the power of its regular officials. Therefore we have to move more carefully, especially when you consider that this is the first opportunity industry has had to govern itself with real cooperation from the government. The question that has to be answered is: Can a group of business men fairly and effectively regulate their own business as well as that of their competitors?

In my experience in the enforcement of food and drug laws I have found that there are 2 kinds of offenders. One is the person who violates the law because of lack of knowledge and the other is the outright offender who deliberately violates the law for a selfish purpose. In the macaroni industry we have a problem of education. A number of the violations that we find will undoubtedly be due to lack of understanding. On the other hand we are going to find manufacturers whose business has been practically built up on unfair methods and who are going to find it difficult to conduct their business along legitimate lines. They are going to try to take every advantage that they can of the code. I believe that our enforcement should be strict but should be tempered with tolerance and forbearance. We must weed out the real chiselers. We must help and educate those who violate the code because of a lack of understanding. In the

case of the chiseler I think we should demonstrate to him that it does not pay to violate the code. On the judgment that we show will depend much of the success of the code.

It cannot be expected that conditions that have existed in the industry for many years will be immediately removed, even though a new law has been established. But unfortunately many of the manufacturers will expect this. We must be sure that each individual manufacturer is fully instructed as to the interpretation of the code. Where complaints are received we must ascertain after investigation whether the violation, if one exists, was due to a lack of knowledge or was deliberate. When the violation is due to a lack of knowledge, we must first be sure that the manufacturer is fully instructed concerning the code. Where the violation is a minor one, even though it may be deliberate it is felt that we should be tolerant in the beginning. But where the manufacturer continues to deliberately violate the code, an example should be made of him. Even in his case, however, there should be every effort made to see if his methods cannot be changed and corrected. It is only where we are convinced that the manufacturer feels that he is above the code that drastic action should be taken.

May I again repeat that the real problem now is to establish a proper method of enforcement. Not only must the manufacturer be taught to respect the code, he must be made to feel that the code actually does him some good. After all the real purpose of all we are doing is to bring about a more prosperous condition in the industry for both manufacturer and employe.

This is how we are attempting to meet the problem in this region:

1st. Every effort is made to see that each manufacturer in the region is fully advised as to the provisions of the Macaroni Code and their interpretations.

2nd. A complete survey is being made of the entire region and a report as per enclosed copy is made on every manufacturer.

3rd. Where violations are found a hearing is held so as to fully explain the nature of the violation and obtain an adjustment.

4th. Where complaints are received they are handled only when in writing. Each complaint is given a number and investigated. The person complained of is notified in writing as to the nature of the complaint and is asked for an explanation. If a violation is really found the matter is referred to the Regional Industrial Agency. If satisfactory adjustment cannot be effected it is then referred to the central office at Chicago.

5th. Where we are in doubt as to the interpretation of any provision of the code or any matter arises which might involve the entire industry it is referred to the central office.

6th. Complaints involving action of manufacturers from other regions are first referred to the chairman of the region where the manufacturer is situated for report.

7th. All questions concerning labeling are referred to Dr. B. R. Jacobs of Washington.

8th. Every effort is made to bring about a better understanding in this region through cooperation and education. However no quarter will be shown a manufacturer who is found to be a real chiseler.

Be assured that while we are advocating and practicing tolerance and using every effort to educate the manufacturer, still no encouragement will be given to the manufacturer who will not play fair.

Ravarino Radios Rotary Message to Italy

Gathered from North and South America, Europe and Asia, representatives of 12 countries on the 29th birthday of Rotary International sent over the air messages of good will and cordial felicitations to listening Rotarians in 73 countries. The messages went out over KMOX, "The Voice of St. Louis" as part of a unique program befitting the occasion.

To a macaroni manufacturer, a former director of the National Macaroni Manufacturers association and one of the leading principals of the Mound City Macaroni company, St. Louis fell the honor of conveying America's felicitations to fellow members in Italy. The spokesman was Cav. John Ravarino, whose message cheering his many Italian friends was in part as follows:

"On this occasion of the 29th anniversary of the Rotary International, I am grateful of the privilege to send affectionate greetings and best wishes of the Rotary Club of St. Louis, Mo. to the members of the Rotary of Italy through the unknown forces the genius of a great Italian, Guglielmo Marconi, conquered to his will. To His Majesty, the King, our homage; to His Excellency, Benito Mussolini, our admiration; to the Italian people, our earnest good wishes of peace and prosperity. Your participation in our next convention in Detroit in June will serve to cement ever more the relation of friendship of our two great nations. I hope that Mario in Tortona is listening to this message."

MACARONI PRODUCTS*

By J. A. LeCLERC

Food Research Division, Bureau of Chemistry and Soils,
U. S. Department of Agriculture, Washington, D. C.

Published in "Cereal Chemistry" September 1933

PART V

Characteristics of a Good Macaroni

The best macaroni is hard, brittle, translucent, and elastic, and has a rich amber color. It should be pliable, and the long pieces should be capable of being considerably bent. It should break with a clean glassy fracture. Macaroni of inferior quality has a dull color, often gray. If made from bleached flour it will be white. It will break unevenly and with ragged ends.

If made from semolina or farina, a good macaroni will have a more or less rough surface instead of being smooth, and it will have a few bran specks. Macaroni made from flour, even durum flour, is generally considered inferior to that made from semolina or farina. It is brittle but dull in appearance.

A good macaroni should contain at least 2% nitrogen and 0.5% ash. If analysis shows that the macaroni contains less than 1.7% nitrogen and less than 0.55% ash it is not a durum or a hard wheat product. If the content of ash is more than 0.55%, but at the same time the macaroni gives a grayish residue when treated with an alcohol-ammonia mixture, the indications are that a clear flour has been used.

The real test of a macaroni is its behavior on boiling. When boiled for 10 minutes, a good macaroni will swell to at least twice its original size, will retain its tubular shape and its firmness, will not become pasty, and will have an agreeable odor.

At one time the Italian macaroni pro-

ducer enjoyed the advantages of superior raw material and a wider experience in manufacture as well as a long-established reputation and prestige. Today the semolina produced in the United States from American grown durum wheat is equal in quality to that made in European mills from the Russian Taganroc, and the macaroni made from the best semolina and farina in modern plants in this country is fully equal to the Italian product and for the most part is produced under

conditions far more sanitary than those in the average foreign plant.

COMPOSITION

The composition of macaroni is similar to that of the semolina or farina from which it is made. An average composition is: Moisture, 11%; protein, 11%; fat, 1.2%; ash (salt free), 0.60%; fiber, 0.25%; nitrogen-free extract, 76.45%. The composition of various macaroni products is shown in Table VI.

FOOD VALUE

Macaroni products made from semolina and farina, which are essentially free from fiber, are easily digestible, and therefore they are often prescribed by physicians for invalids. Farina and semolina are frequently looked upon as foods especially fit for children. In fact they are among the first starchy foods infants are permitted to eat.

According to Woods and Snyder² the coefficient of digestibility of macaroni is: protein, 86.8; fat, 90.0; carbohydrates, 97.4; fuel value, 92.1.

The quantity of protein and of the important mineral constituents of macaroni as compared with those of several common foods is shown in Table VII. The daily requirements of these food constituents per adult male are given as: 3500 calories; 100 grams protein; 0.70

TABLE VI
PERCENTAGE COMPOSITION OF VARIOUS MACARONI PRODUCTS¹

Macaroni product	Water	Protein	Fat	Ash	Fiber	Starch
Macaroni pâtes aux oeufs	8.80	13.90	0.40	0.70	trace	69.20
Petites pâtes au gluten	9.00	17.00	1.00	0.80	0.20	61.20
Vermicelli au gluten	8.00	16.80	0.40	0.80	trace	65.80
Casoid flakes (macaroni)	9.63	78.50	3.07	7.41	0.22	1.16
Casoid vermicelli	9.33	80.00	2.73	7.31	0.13	0.50
Jireh's diabetic macaroni	8.80	16.90	0.90	1.10	0.90	58.80
Macaroni ²	5.50	41.75	4.84	6.48	3.99	4.51
Noodles (broad) ³	5.05	41.31	5.14	6.45	2.61	5.60
Noodles (fine) ³	4.75	41.69	5.13	6.63	2.50	4.66
Eugène Loeb's homemade noodles	9.80	41.80	5.50	1.00	0.20	36.70
Loeb's gluten noodles (a)	9.25	41.21	1.03	0.69	0.15	33.19
Loeb's gluten noodles (b)	10.23	37.28	3.59	1.63	0.15	36.84
Marvelli macaroni	13.40	20.70	0.50	0.50		64.80 ⁴
Marvelli spaghetti	10.36	37.70	1.00	0.70	0.30	46.20
Gum gluten macaroni	10.6	12.1	0.4	0.6		76.3 ⁵
Spaghetti ⁶	10.3	13.4	0.9	1.3		74.1 ⁵
Macaroni ⁷	11.0	10.9	2.0	4.1		72.0 ⁵

¹From Conn. Agr. Expt. Sta. Bull. 286.

²From U. S. Dept. Agr. Off. Expt. Sta. Bull. 28.

³Total carbohydrate, including fiber.

⁴Kramer's Surgical Stores.

TABLE VII
QUANTITY OF PROTEIN AND OF THE PRINCIPAL MINERAL CONSTITUENTS IN VARIOUS FOODS¹
Per cent, or grams per 100 grams, of food²

	Protein	Calcium	Magnesium	Potassium	Sodium	Phosphorus	Chlorine	Sulfur	Iron
Macaroni	13.4	.022	.037	.130	.008	.144	.073	.172	.0012
Potatoes	2.2	.014	.028	.423	.021	.058	.030	.030	.0013
Bread	9.1	.027	.023	.108	.394 ³	.093	.607 ³	.105	.0009
Rice	8.0	.009	.033	.070	.025	.096	.054	.117	.0009
Flour	11.4	.020	.018	.115	.060	.092	.074	.177	.0010
Corn-meal	9.2	.018	.084	.213	.039	.190	.146	.111	.0009
Oatmeal	16.1	.069	.110	.344	.062	.392	.069	.202	.0038
Butter	1.1	.015	.001	.014	.788 ³	.017	1.212 ³	.010	.0002
Eggs	11.9	.067	.011	.140	.143	.180	.106	.195	.0030
Beef	14.7	.012	.024	.338	.084	.216	.076	.230	.0030
Hominy	8.3	.011	.058	.174	.020	.144	.046	.136	.0009
Milk	3.3	.120	.012	.143	.051	.093	.106	.034	.0002
Cheese	28.8	.931	.037	.089	.606 ³	.683	.880 ³	.263	.0013

¹Sherman's Chemistry of Food and Nutrition, 3rd Edition.

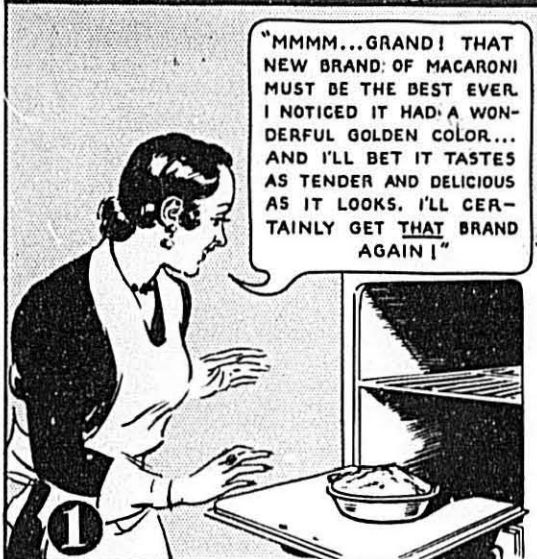
²100 gms. = 0.22 lb.

³Largely NaCl, added in process of manufacture.

April 15, 1934

THE MACARONI JOURNAL

If you want to make women say this:



If you want them to do this:



And if you want your dealers to do this:



Then—do what this buyer did!



Gold Medal Semolina
"Press-tested"



gram calcium; 1.30 grams phosphorus; 15 milligrams iron.

The amount of food ingredients obtainable for \$1 in different foods varies considerably. The amount obtainable in macaroni for \$1 as compared with that obtainable in several common foods for the same price may be seen from Table V.II.

EFFECT OF STORAGE

When properly prepared and dried macaroni products contain as a rule less than 13% moisture and often as little as 9%. They will keep for a long period without deteriorating, if stored under good conditions, that is in a cool dry place.

If macaroni becomes musty on long storage it is either because the product itself contains too much moisture or because of bad storage conditions, for example, a warm, damp storehouse. Infrequently macaroni becomes infested with weevils, but insects do not as a rule gain access to it when it is well prepared and well packed.

Macaroni from Materials Other than Wheat

Although macaroni products as defined by the joint committee on definitions and standards¹ must be made from semolina, farina, or flour; macaronilike products, especially products similar to spaghetti and vermicelli, are made from materials other than wheat, for example, rice, corn, and certain varieties of beans.

The Chinese make vermicelli or "flour strings" from wheat flour, mung bean, and rice. The rice is often mixed with sweet potato or kaoliang.

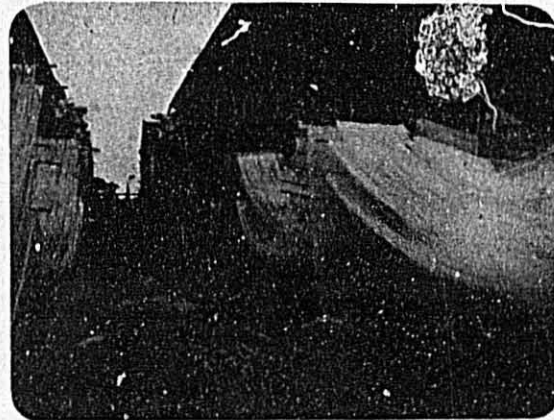
In portions of Shantung a small green bean, rich in starch, is boiled in order to remove the skin, after which the bean is ground, cooked in cloth bags and dried in the sun. It is then ground into flour, mixed with water and beaten to a gelatinous mass. This is placed in boiling water, ground bone-meal is added and the mixture is kneaded into a dough. The dough is forced through a colander into boiling water, and the strings thus formed are placed upon frames, given a further stretching, and sundried. Some-

times these strings attain a length of 15 to 25 feet (Figure 16).

Spaghetti and vermicelli are made from corn by the Mexican Indians.² A special corn flour is made by boiling the whole maize kernel in milk of lime for about 20 to 30 minutes. The excess of

gluten flour, whereas the former is made from a semolina or farina containing more than the average percentage of gluten.

The method of making the common types of macaroni products has been in vogue for a great many years, but oc-



(Courtesy U. S. Bureau of Foreign and Domestic Commerce.)
Fig. 16. Chinese vermicelli drying in the sun.

lime is washed away, the corn is then ground in a meat grinder, dried, and re-ground into flour. The corn flour thus obtained is subjected to heat at 15 lbs. pressure for 15 to 20 minutes, by which process flour is thoroughly gelatinized. The flour is then forced through spaghetti dies.

One kind of macaroni claimed to be especially suitable for certain special dietary purposes is gluten macaroni. In making this at least 25% to 30% of wet gluten is mixed with the semolina to increase the protein content of the product. Issoglio³ gives the protein content of a gluten macaroni (*macaroni au gluten* [*Fr.*] *pasta glutinata* [*It.*]) at 25%, as compared with 10.5% to 14.6% for the ordinary product. Gluten macaroni, according to this author, contains 0.45% ash, 12.8% moisture, 0.38% fat, and 0.45% fiber. Glutinous macaroni differs from gluten macaroni in that the latter must contain an appreciable amount of added gluten, or may be made from

casually a method which is new in principle or more often one which employs new or novel ingredients is invented. Macaroni products are being made with mixtures of flour or semolina and (a) dry powdered milk; (b) eggs, milk, cheese, dry extract of beef, and various spices; (c) green vegetables; (d) whole wheat flour; (e) soybean flour, etc. These novel products, however, are found on the market to only a limited extent.

(Concluded in May issue)

Beware of Misbranded Macaroni

Chairman G. La Marca of Regional Group No. 1, comprising the New England states except Connecticut, has appealed to the consumers of macaroni products in that region to help promulgate the provisions of the macaroni code. In the March 30, 1934 issue of the Italian News of Boston, printed in English in the interest of the large Italian and Italian-American element of New England, he published the standards and labeling provisions of the Macaroni Code.

The interesting article gained wide attention, being reproduced in many of the dailies and weeklies of that region. It should serve to fully acquaint dealers with labeling requirements and consumers with the quality provisions.

The article was headed "Beware of Misbranded Macaroni" and stressed the fact that under the Macaroni Code the government will insist on strict enforcement of the quality and labeling provisions, with which the manufacturers are in entire accord as the only assured means of fully and properly protecting the consumer.

TABLE VIII

QUANTITY OF FOOD CONSTITUENTS OBTAINABLE FOR \$1 BY BUYING VARIOUS FOODS IN MAY, 1931, IN WASHINGTON, D. C.

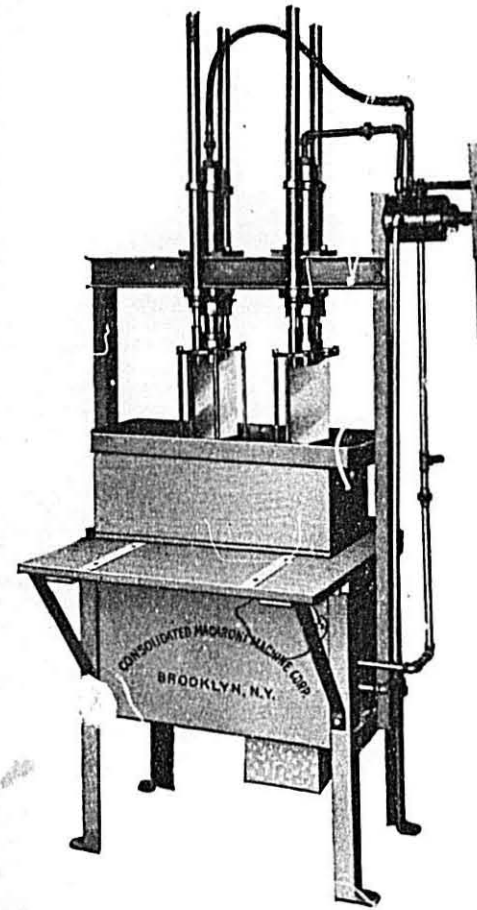
	Cost per pound	Percentage composition			Calories per pound	Quantity obtainable for \$1			Calories
		Carbo-hydrates	Pro-teins	Fat		Pounds	Pounds	Pounds	
Macaroni	10.0	74.1	13.4	1.0	1,645	7.4	1.3	0.1	16,450
Potatoes	2.5	14.7	1.8	0.1	300	4.2	0.5	0.3	8,371
Bread	6.0	53.1	9.2	1.3	1,215	8.8	1.6	0.2	20,170
Rice	6.0	79.0	8.0	0.3	1,620	13.2	1.3	0.05	26,892
Flour	3.0	75.1	11.4	1.0	1,635	25.0	3.8	0.3	54,200
Sugar	5.0	100.0	—	—	1,860	20.0	—	—	37,200
Corn-meal	5.0	75.4	9.2	1.9	1,635	15.1	1.8	0.4	32,700
Roller oats	6.0	66.2	16.7	7.3	1,800	11.0	2.8	1.2	29,880
Butter	31.0	—	1.0	85.0	3,480	—	0.03	2.7	11,240
Lard	11.0	—	—	100.0	4,220	—	—	9.0	37,980
Eggs	23.0	—	13.1	9.3	635	—	0.6	0.4	2,762
Halibut	30.0	—	15.3	4.4	475	—	0.5	0.1	1,583
Round steak	25.0	—	19.0	12.8	890	—	0.8	0.5	3,560

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

Are your manufacturing costs as low as they should be? If not, you are probably using machines which should have been consigned to the junk heap long ago. To meet competition, your equipment must be modern and up to date. Now is the time to make that change. Let us figure on your needs.

HYDRAULIC PRESSES

DOUGH KNEADERS

DOUGH MIXERS

DRYING MACHINES

MACARONI CUTTERS

DIE CLEANERS

Descriptive matter of all our products on request.

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—

"We Do Not Build All the Macaroni Machinery, But We Build the Best"

156-166 Sixth Street BROOKLYN, N. Y., U.S.A. 159-171 Seventh Street

Address all communications to 156 Sixth Street

THE ENERGY FOOD



Macaroni, Spaghetti and Egg Noodles Are Often and Properly Termed "The Energy Trio"

New ways to serve these excellent cereal foods that are interesting, appetizing and satisfying

By MARY MARTENSEN, Chicago American Food Expert

Homemakers who like nourishing and interesting meals sometimes find it difficult to get variety, because most every one is in the habit of planning menus around meats, particularly on meatless days. After serving the few meatless menus with which they are familiar, they begin to look around in despair for something new.

Now spaghetti, macaroni and noodles, often termed "the energy trio," are not new foods when prepared as main dish meat substitutes, but there are new ways in which to serve these excellent cereal foods that will continue to hold the family interest.

Besides being economical products they are quickly cooked and may be combined temptingly with many vegetables, fish or cheese. That is one reason why most housewives like to keep a package or two of each kind on the pantry shelf for use in the regular weekly menu planning as well as for emergencies.

Enjoy a Spaghetti Dish

Let us take a trip abroad at home and have spaghetti for dinner tonight. For the beauty of this most cosmopolitan of dishes is that you can enjoy it at home just as you might have it served to you in the most famous inns of the land of its origin—Italy.

There are spaghetti and spaghettis, but the best grades are a beautiful amber made from the hardy, northern grown durum wheats. The finest Italian spaghetti were made of such a wheat originally imported from Russia. These hardy wheats have a higher gluten content which gives them their peculiarly delicious, nutty flavor. It is the gluten which gives them that desirable elasticity and form retaining quality. In fact a famous test of a first quality spaghetti was to snap a long stick of it (uncooked, of course), to make it bend and spring back like a whip without breaking.

A Balanced Food

It is their high gluten content which make macaroni and spaghetti, when cheese, tomato sauce and other seasonings, etc., are added, an ideal balanced food. The ratio of protein to carbohydrate is much more near the ideal in spaghetti wheat than in ordinary bread flour. It is for this reason that spaghetti and macaroni are so often served as a complete meal in themselves.

Preparation

The first guarantee of delicious macaroni and spaghetti is the buying of good quality products. The cooking is the second important point. Although macaroni, spaghetti and noodles can be seasoned with many different sauces there is but one way to cook and prepare them. Since they are a starch as well as a protein food they require plenty of boiling water to swell and cook the starch cells.

It is difficult to give a definite time for the cooking, since

this depends so much on the size and composition of the product used. Thick walled macaroni requires a longer time than the thin walled spaghetti or tiny strings of vermicelli.

Cook macaroni, spaghetti and noodles in vigorously boiling water, using about one gallon of water to a pound of macaroni. Use about 2 teaspoons of salt to the gallon of water. Cook until tender—about 15 minutes. Do not overcook, otherwise it will lose its shape and flavor. With a good understanding as to the cooking of these foods no one will have difficulty in preparing the following recipes, which will be a help in preparing lenten meals with variety.

Spaghetti Milanaise

1 c. spaghetti	½ c. carrots
4 tbsp. butter	½ c. turnips
2 tsp. flour	½ c. cabbage
1½ c. milk, rich	½ c. onions
1 tsp. salt	3 egg yolks

Brown the flour. Make sauce of butter, flour, milk and salt, stirring constantly. Cook vegetables in boiling, salted water until tender and drain. Cook spaghetti in boiling salted water until tender; drain, combine with cooked vegetables; add the chopped yolks of 3 hard cooked eggs, and more salt, if needed. Into greased baking dish put alternate layers of the above mixture, and white sauce. Bake 30 minutes.

Convent Pie

½ c. macaroni (uncooked)	¼ c. butter
1 c. scalded milk	3 eggs
1 c. soft bread crumbs	1 tbsp. onion juice
¾ c. grated cheese	Salt
Parsley or pimiento to flavor, if desired	Pepper

Pour scalded milk over bread crumbs and let stand until cooled. Boil macaroni in salted water until tender, drain. Combine all ingredients and season to taste. Pour into buttered baking dish (or individual ramekins), sprinkle over with buttered bread crumbs and bake in a slow oven for 30 to 40 minutes. Good luncheon dish.

Egg Noodles, Louisiana Style

c. cooked egg noodles	¾ c. heavy cream
tbsp. butter	½ tsp. salt
tbsp. chopped onion	¼ tsp. celery salt
Small can shrimps	Few gr. cayenne
c. cooked rice	3 tbsp. tomato sauce

Cook the butter and chopped onion for 5 minutes, stirring constantly over slow fire, add shrimps broken in small pieces, also the hot boiled rice and egg noodles together with the cream. When thoroughly heated, add salt, celery salt, cayenne and tomato sauce. Turn on hot serving dish and garnish with toast points and parsley.

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THE MACARONI JOURNAL

13

« The Egg In the Noodle »

Eggs contribute more to the food value of noodles than does any other single ingredient. Eggs are designed by nature as a "complete food." Wheat is generally called "the staff of life." So by combining nature's "complete food" with "the staff of life," there results a product rarely surpassed in nutritive value.

Eggs are rich in vitamins, minerals, fats and proteins which contribute so much to strong bones, healthy teeth, tissue repair and general resistance to disease. The elements in the egg structure were woven by nature into combinations best suited for the purposes of food for man. They change from food to body tissue in the shortest time with the least possible loss. Practically the same holds true of wheat flour, so it is natural to conclude that the same is true of combined flour and eggs.

The importance of the egg as a necessary ingredient in noodles is recognized alike by noodle makers, egg breakers and noodle consumers. To produce eggs that will meet with the requirements of all 3 parties concerned has been the immediate problem of the egg buyers and distributors. It has encouraged extensive and intensive research work by said distributors and noodle manufacturers, more so since the development of the freezing method of preserving the egg in practice.

ally its natural state with all its elements unimpaired.

After years of study and research and the spending of considerable money in making experiments, Armour and Company of Chicago were ready a few months ago to announce to the trade the discovery of a new process for preparation of the frozen egg which insures a smooth product of uniform consistency, entirely free from shell fragments, grit and other impurities. A patent has been obtained giving Armour and Company exclusive rights to the new process.

"Not only does this process remove all foreign substances," says Armour and Company's announcement, "but it also breaks up all the fibrous constituents of the egg and gives the finished product uniformity and consistency heretofore unattainable in a 100% egg product."

The noodle maker has a problem peculiarly his own. His eggs must not only impart the proper—the deep golden color to his noodles, but must also give that binding power required in forming his noodle dough into the many fancy and plain shapes. High quality noodles are made from eggs of high solids contents. The noodle maker demands yolks with a solids content running from 43% to 45%.

Since noodles of all kinds must contain

at least 5 1/2% of egg solids the manufacturer must buy the best egg on the market. No longer is it permitted to use artificial coloring in noodle making. So to meet his requirements the eggs for noodle making must have dark colored yolks that will give uniformity and depth of color to the finished product.

Armour and Company, producers and distributors of the popular Cloverbloom Clarified Frozen Egg Brand, operate 8 frozen egg establishments, all situated at points of heavy egg production in the grain belt of the United States. Here, only clean, sound eggs of breakfast quality are broken, prepared and frozen for the noodle maker and the baker requirements. These plants were purposely located in the heart of America's foremost poultry breeding centers. The sturdy breeds of poultry in the grain belt give strong-bodied eggs with those rich yolks that add so much to the character of the noodles made therefrom. In a subsequent article the processing of the famous Cloverbloom Clarified Frozen Eggs will be treated.

Maybe automobiles have gotten us into a bad way of thinking that we can sit, and still get to our destination.

We're held back by holding ourselves blameless where we should hold ourselves accountable.

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

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

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are repeat orders from regular customers.



COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Completes Regional Organizations

The easier administration of the Macaroni Code as provided that the United States be divided into 12 regional groups with such duties and local authority as such officials delegate. The last week in February and the first part of March, the 7 districts in the north central and western section of the country were organized by G. G. Hoskins, chairman of the Macaroni Code Authority.

Last month Mr. Hoskins completed organization of the remaining regional groups. He left Chicago on March 18 on a swing through the southern states and the Pacific coast region, returning April 4 with a report that at all the regional meetings one hundred per cent of the manufacturers represented signed certificates of compliance with the macaroni code. Everywhere the macaroni noodle makers were enthusiastic and welcomed the operation of the provisions of the code as the one thing that could be depended upon to stabilize the chaotic conditions created by ruthless competitive practices.

Regional Group No. 8

Mr. Hoskins' next stop was at New Orleans where on March 20 he addressed the southern manufacturers in the Athletic Club. All the firms in the region were represented except those in Florida that are a considerable distance from the meeting point. Leon C. Imagne of National Food Products Co., New Orleans was elected regional chairman and Frank Bologna of A. Bologna & Company of the same city was named regional secretary. To assist the regional chairman as members of the Regional Industrial Adjustment Agency were appointed and approved Herman Moss and R. Thornton of New Orleans, Joseph Sumner of Shreveport, La. and R. G. McArthur of Birmingham, Ala.

Regional Group No. 9

Dallas, Texas was the next scheduled stop of Chairman Hoskins. The manufacturers of Oklahoma and Texas met on March 21, 1934 in Adolphus hotel and organized Group No. 9 with Frank S. Banno of National Macaroni Co., Dallas as regional chairman and Laurence L. Lomonaco of Dallas as regional secretary. On the adjustment agency were named Guy M. Russell of McAlister, Okla., Sam J. Lucia of Houston, Texas, Frank L. Lombardo of Beaumont, Texas and N. T. Mazza of Fort Worth, Texas.

Regional Group No. 10

Heading for the Pacific coast, Mr. Hoskins' first stop was at Los Angeles where on March 24 in the Administration building of the Central Manufacturing District he completed organization of Group No. 10 with Harry Lane of Globe Gram and Milling company as regional chairman and P. J. Seno as regional secretary. As agency members were named S. Nunziato, F. Spadafora and T. Lozza of Los Angeles and E. DeKocco of San Diego.

Regional Group No. 11

Swinging north Mr. Hoskins met with manufacturers of northern California at San Francisco on March 26 in the Palace hotel. There he was greeted by the biggest gathering of macaroni and noodle manufacturers on his tour. M. DeMatter of San Jose Ravenna Paste Co., San Jose, was elected regional chairman of Group 11 and A. Ferrucci of Pompei Macaroni Factory, San Francisco, regional secretary. On the agency were appointed E. Polesto and G. Obanen of San Francisco, D. Merlino of Oakland and J. Scarpono of Sacramento.

Regional Group No. 12

Reaching the far northwest on March 28, Chairman Hoskins met with the man-

ufacturers of Washington and Oregon at the Washington Athletic club in the Olympic hotel, Seattle. Frank A. Glugbone of A. F. Ghiglione & Sons, Seattle, was elected regional chairman of Group No. 12 and H. C. Hanke as regional secretary with offices at 1605 12nd st., Seattle. Additional agency members appointed were S. M. Orso and A. Scarpelli of Portland, Ore.; D. Pagano of Seattle and C. De Felice of Spokane.

On his return to Chicago headquarters Chairman Hoskins stopped in Minneapolis on March 31, 1934, for a conference with the durum millers. Problems of labeling and of standards of raw materials were discussed and an agreement reached on all questions about which there had been a division of opinion. The durum millers pledged their full support to the chairman and members of the Code Authority.

No Contracts to Noncompliers

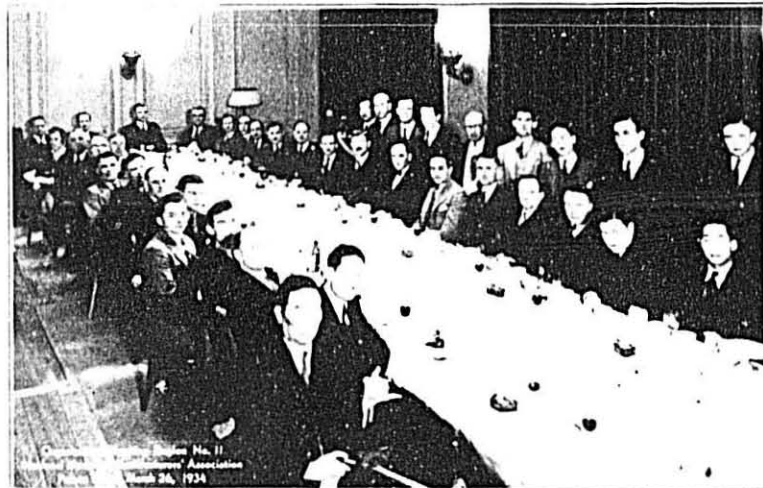
Another enforcing development in setting up the enforcement machinery under the NRA was a ruling issued early in April by Comptroller General McCarl upholding the presidential order requiring all sellers and manufacturers bidding for government contracts to first file certificates of compliance with their respective codes before their offers can be considered.

This ruling effectively shuts out from government business and all state and local business partially financed by the United States, all macaroni and noodle firms which have failed to submit signed certificates of compliance with the Macaroni Code Authority or who are guilty of violating the provisions of the codes to which they have pledged compliance. Since it applies to "sellers" as well as "manufacturers" it will prevent bidding by a non-complying manufacturer through an agent.

Elmes to Exhibit Machines at Convention

Arrangements have been completed by the Charles F. Elmes Engineering Works of Chicago to exhibit its macaroni machines at the 1934 convention of the National Macaroni Manufacturers Association in the Edgewater Beach hotel, Chicago, Ill., June 12-14.

In planning the exhibit Charles F. Elmes, vice president of this well known machinery concern, stated: "Our 1934 convention exhibit will consist of a macaroni press, a dough mixer and a kneader. We appreciate the opportunity of showing the members of the macaroni industry our latest designs of high speed equipment." Suitable space for the exhibit of the heavy machines has been assigned by the hotel management that is cooperating willingly and fully with both the association and the exhibitors.



Luncheon and reception given for G. G. Hoskins, president of the National Macaroni Manufacturers association and chairman of the Macaroni Code Authority, during the organization meeting of Region No. 11, National Macaroni Manufacturers association, Palace hotel, March 26, 1934, by the Macaroni-Noodle Manufacturers of San Francisco district.

SEMOLINA NEWS

Notes on the Semolina Trade During March

Prepared specially for THE MACARONI JOURNAL by Livingston Loomis, Secretary, The Minneapolis Mills

Shipping instructions during the month of March were the best in several months and mills in the Minneapolis district produced substantially larger quantities of durum products. Total production reached 333,516 bbls. as compared with 265,515 bbls. in February. The volume of business on mills' books has been materially reduced during the past three months.

Sales were light throughout the month buyers showing little interest and holding off, either because of higher prices quoted brought about by higher wheat costs or because of the confusion attendant on a smoother working arrangement under the new Macaroni Code.

Mills advanced quotations several times during the first three weeks of the month on progressive advances in wheat prices to about 6c over the basis at the beginning of March. During this same period competition among the mills was very active for the light arrivals of better grades of durum wheat and premiums held to former levels of 28c to 30c per bu. During the last week of the month the wheat market sold off slightly and a sharp decline in premiums was noted. These two factors permitted mills to make reductions in quotations but buyers did not respond with any substantial volume of business. Premiums have stiffened again since the decline

which came about on the 25th of the month. Mills are convinced that premiums will average high for the balance of the crop year because supplies of good milling wheat are simply not available and any heavy buying could easily bring about still higher premiums that have existed so far on the crop.

The Minnesota mills expressed a great deal of interest in the Administration of the Macaroni Code on March 31. Mr. Hoskins outlined the plan of developing a proper procedure for the code, but expressed gratification that much progress had been made and his support within the macaroni industry had been almost unanimous.

Foulds Team Again Champion

The Foulds basketball team made up of girls employed in the plant of the Foulds Milling company of Libertyville, Ill. was crowned champion of the Northwest Suburban Basket Ball League after a spirited contest with other girl teams in the suburban league. The district champions have been playing organized basketball for consecutive years and have always given a good account of themselves on every basketball court during those years.

All the girls are employed in the packing room of the macaroni plant and are managed by the shipping clerk of the firm. During the 1933-1934 basketball

season these girls played 40 games, winning 31, a splendid record. Some of the strongest girl teams in Chicago and down state were met and vanquished during the season. Their seasons score in their 40 games was 671 points as against 384 for their opponents.

Twelve members of the team, including the substitutes who scored during the season and the number of points made by each are as follows: Mary Pank, 202 points; Ethel Nelsie, 108 points; Mildred Egan, 103 points; Frances Pank, 83 points; Amelia Amann, 72 points; Jennie Colby, 72; Mildred Hill, 40; Carrie Pank, 36; Grace Aulino, 4; Esther Hapke, 4; Betty Batchel, 2 and Victoria Pank, 2.

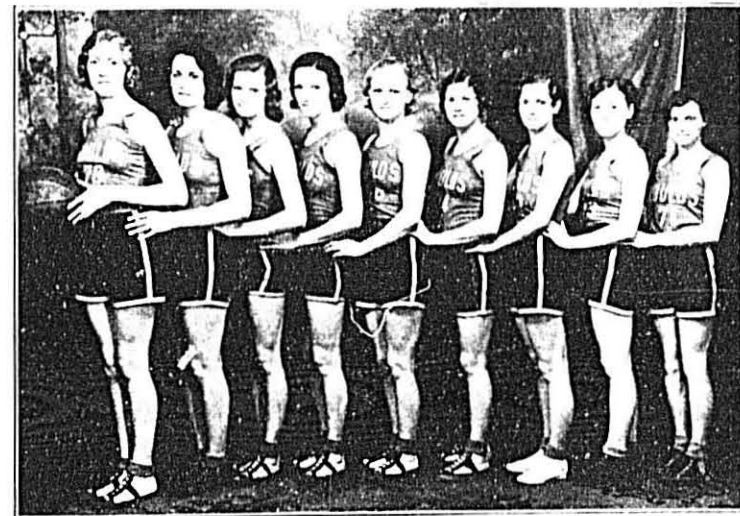
The first 6 girls named have been

playing regularly on the team since organization and are about the highest ball handlers in the league, some of whom are very experienced. Their managers were anxious to have organized Macaroni Basket Ball League for the 1934-1935 season.

Code Violators to Court

General Elmes is taking a general onslaught against NRA violations. The Chicago office of the NRA will receive a list of 100 macaroni and noodle manufacturers who have failed to file certificates of compliance with the code. The list will be prepared by the Chicago office and will include the names of all manufacturers who are violating the code and are not complying with the provisions of the code. The list will be sent to the Chicago office of the NRA and will be used by the Chicago office in legal proceedings against the manufacturers who are violating the code.

The Chicago office of the NRA will also receive a list of 100 macaroni and noodle manufacturers who are violating the code and are not complying with the provisions of the code. The list will be prepared by the Chicago office and will include the names of all manufacturers who are violating the code and are not complying with the provisions of the code. The list will be sent to the Chicago office of the NRA and will be used by the Chicago office in legal proceedings against the manufacturers who are violating the code.



FRESH FROZEN EGGS



CLARIFIED FROZEN EGGS · NOTE
CRYSTAL CLEARNESS · Bottoms up

ARMOUR
FROZEN EGG DEPT.



*... NOW
entirely free from shells and grit*

NEW EXCLUSIVE PROCESS MAKES

Armour's
Cloverbloom
fresh frozen
EGGS

A REAL VALUE TO YOU !

Now you have them----clarified fresh frozen eggs---entirely free from shells and grit---and they are the same from the top to the bottom of the container. *Uniform--* all the way through.

Armour's Clarified Cloverbloom Fresh Frozen Eggs---selected from the heart of the country's finest poultry region---are packed under the new exclusive Armour patented process. There is nothing like it---for here is a new standard of comparison in frozen eggs---whole whites or yolks.

Think of the **UNIFORMITY** and the dependability of these Armour frozen eggs, and think how you can now get a smoother and more even texture in your Macaroni product.

Imagine what a joy it will be to work with quality fresh frozen eggs like these, and picture how they will save you time and money, thus lowering your costs. In the end that means more profit for you.

You bet you will want to prove these facts for yourself---so order your first 30 pound container now from your local Armour branch house or Armour food salesman.



AND COMPANY

* * * * * CHICAGO, U.S.A



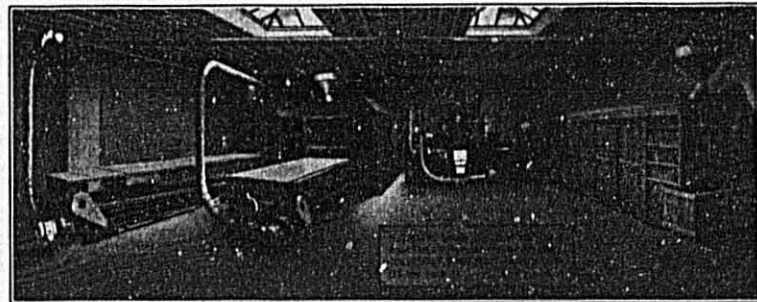
Macaroni . . From Press to Package Without Handling

Early in the year the Consolidated Macaroni Machinery corporation of Brooklyn, N. Y. announced completion of a macaroni manufacturing and drying unit that automatically handles the products from dough to package, without further handling or attention.

It was the plan of the engineers of the firm to have the unit ready for exhibition at A Century of Progress in Chicago last year but they ran against some snags in their experiments that delayed final completion of the automatic combination of press and dryer that prom-

paste drying. In addition, inasmuch as all the various phases of the drying and annealing have been worked out by actual tests and scientific experiments there is absolutely no possibility of failure, and the user is assured of uniformity of both quality and color.

It requires but a small amount of space, the complete unit occupying less than 1200 square feet. The complete unit can be placed in a room of about 25 x 50 feet. As there are no trays to handle there is absolutely no lost space. The dried paste falls into a suitable re-



ised to revolutionize the short paste manufacturing process throughout the world.

The inventors are planning, if possible, to exhibit the new combination at the Fair in Chicago this year. They are seeking the cooperation of some prominent macaroni men or of some well known restaurateur to not only exhibit the unit but also to dispense the goods produced in tasty dishes of these Italian pastes cooked in real Italian style.

The apparatus shown in the accompanying cut is a combined drying unit which has been designed for automatic drying of short pastes, such as elbows, rings, stars, etc. This device is completely self contained and entirely automatic in action. From the time the paste leaves the press until it issues from the last stage of this unit it requires absolutely no attention and the various stages of the drying are progressive and automatic.

A feature of great importance is the fact that paste dried in this unit is untouched by human hands during its progress through the various drying phases.

The action of this drying unit is as follows: After the paste leaves the press it goes to the first stage which is a preliminary dryer. From there it passes through a series of finishing dryers and annealing conveyors, and when it has passed through the last stage of the drying unit it is ready for the package.

The complete drying cycle is accomplished in less than one half the time required with any other system of short

paste which can be wheeled directly to the packing department, or drops on a conveyor belt for transfer to the packaging units.

This unit is furnished complete with all conveyors, blowers, motors, fans, etc. No heating fixtures of any kind are included with this unit, but must be furnished by the purchaser. It will take care of the daily production of a large cut paste press but modifications can be made to suit individual requirements whenever necessary.

The officers of the Consolidated Macaroni Machinery corporation, who were directly interested in the experiments that produced the Automatic Producer and Dryer are:

President, Conrad Ambrette,
Vice President, James Cavagnaro,
Treasurer, N. J. Cavagnaro,
Secretary, Joseph De Francisci.

Strike Snag in Millers Code

After submitting about 30 revisions of the flour millers code to the AAA and the NRA, negotiations were suspended last month since apparently no progress could be made by the 2 opposing schools of thought among all interested parties. The millers decision to proceed without NRA affiliations came after nearly 9 months of negotiations, and marks the first refusal of this kind by an entire industry to accept the administration's recovery plan.

The millers contend that the code of-

ferred would bring ruin to the industry and would force prices beyond the ability of consumers to pay. The final stumbling block was the stop-loss provision of the code. The millers asked for a minimum selling price of 64% of the average cost of milling and selling flour, exclusive of the cost of the wheat. If adopted, millers would be prohibited from selling below that figure, which would be obtained after carefully checking milling costs. This stop-loss provision was referred to the NRA officials who rejected it, as there is a general hesitancy in that organization to set minimum selling prices. Unless the millers voluntarily agree to a reopening of search for a code on which all can agree, court action may be resorted to even licensing of millers.

Flour users are watching with interest this battle of 2 opposite interests.

Fixes Distributor Wage Allowance

National Recovery Administrator Hugh S. Johnson has fixed the minimum allowances which must be allowed for labor costs by employers operating under the wholesale and the retail food and grocery codes, both of which ban sales below cost.

Under the order effective March 31, grocery wholesalers in determining selling prices must allow for wages at least 2%, and retailers at least 6% of invoice or replacement cost whichever is lowest after deduction of legitimate trade discounts exclusive of discounts for cash.

The order was issued pursuant to the so-called "loss limitation" provisions of the codes prohibiting sales below cost and stipulating that "cost" shall include an allowance for actual wages of labor, to be determined by the NRA and the national food and grocery distributors Code Authority.

Insull Craves Macaroni

According to dispatches the last week in March, Samuel Insull, 74-year old Chicago utility magnate, who ran into trouble in Istanbul, Turkey after fleeing from Greece on a chartered freighter, called for his favorite dish of macaroni after reviving from a collapse upon learning of threatened arrest.

When the freighter attempted to replenish its food and coal supply at the Turkish port the authorities attempted to arrest Insull as being charged with fraud against a friendly nation, the United States. He collapsed from the shock but soon revived after eating a meal of macaroni, a food which he says contains the vitamins demanded by his rundown physical condition.

It is reported he relished the meal prepared in the Turkish style, though it was hardly up to the macaroni he was accustomed to cooked in the Italian or Grecian style.

NEWS OF THE INDUSTRY

Roosevelt Firm Incorporated

Last month the Roosevelt Macaroni company of Brooklyn was incorporated under the laws of the state of New York, Messrs. Carlo Valenti and Joseph Zuaro being named as incorporators. The firm operates the plant formerly owned by the Interboro Macaroni company at 879 Grand st., Brooklyn, N. Y.

Judgment for \$604.67

The Chicago Macaroni company of Chicago, Ill. was given a judgment for \$604.67 against a customer in Westfield, N. J. in an uncontested suit early in April. The macaroni firm claimed that this amount was due for merchandise. The judgment was obtained from a jury

in the circuit court of that district presided over by Judge Frank L. Cleary.

Seattle Firm Organized

To more properly handle its enlarged operations the Merlino Macaroni company of Seattle, Wash. was organized under the state laws March 21, 1934. The firm has a capital stock of \$12,000 closely owned by the incorporators who are Angelo Merlino, Ubaldo N. Merlino, Attilio Merlino and Armando J. Batali. Its plant is at 816 Sixth av. S., Seattle.

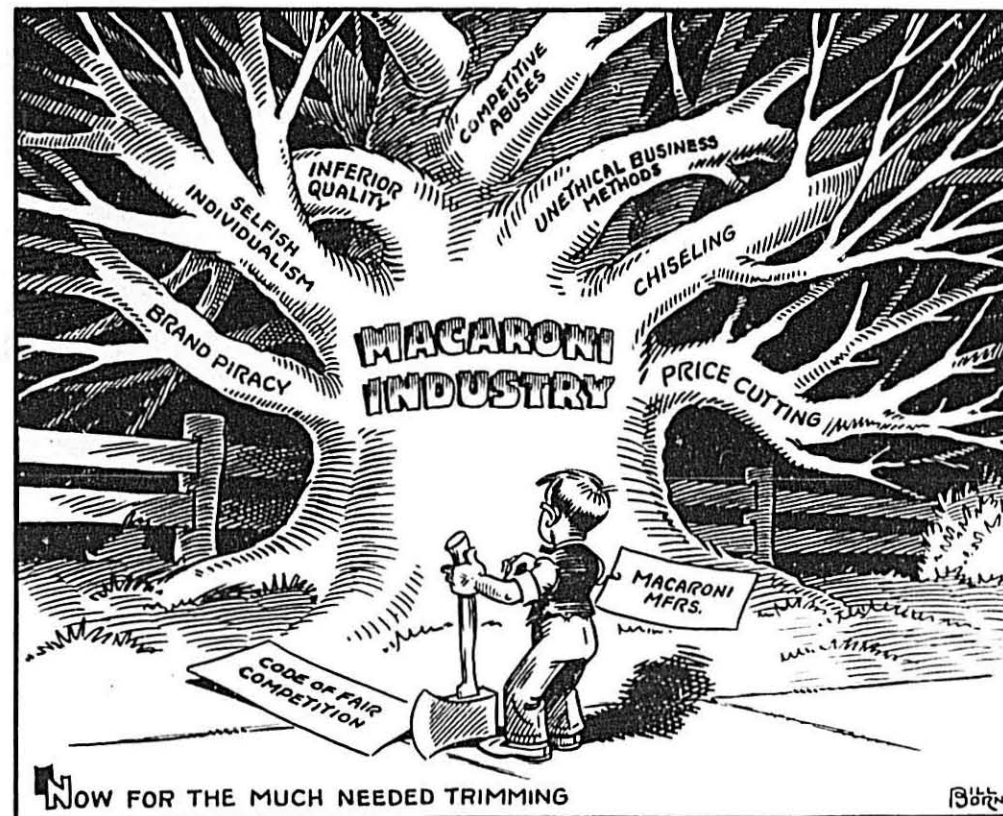
Macaroni Prices in Unfavorable Reaction

Unseasonal buying of macaroni products during the usually dull months of June and July in anticipation of in-

creased prices under the proposed code filled practically every store room to capacity at a season when stocks are for good reasons kept low. When the regular macaroni buying season arrived and inquiries were few, anxious manufacturers set out to force a market for their product, using the old price weapon with a resultant price war that has seldom been surpassed in its seriousness and harmful effects.

During September and October macaroni was sold at barely more than the current cost of raw materials. The macaroni trade is at a standstill, all due to the delay in signing the macaroni code. In some sections semolina macaroni has been quoted for as low as \$1.10 for a 20-lb. box, but that bait induced only a slight distress buying wave. It is believed that the approval of the code would restore confidence in the business and gradually rectify a condition that cannot long be tolerated in the trade.

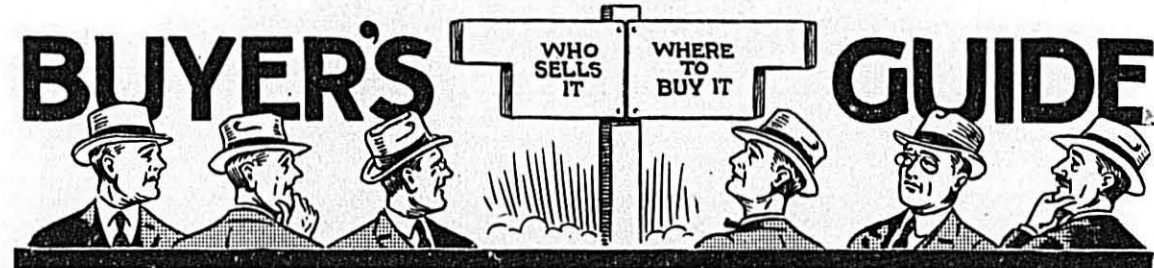
He that swells in prosperity will be sure to shrink in adversity.



The Immediate Job

Spring time is pruning time. Apparently the Macaroni Industry has a big job of trimming to do this spring. Armed with the latest device for every trimming need—the Macaroni Code—it remains to be seen with what determination and with what sincerity this new instrument will be used in the pruning work, which is the special job of every operator in the Macaroni Industry.

Here are the means and here's the opportunity for lopping off the unnecessary, profit sapping growths that have too long retarded the natural progressive growth of this trade. Help the Macaroni Code Authority to do a good, clean trimming job!



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New Yorkers Laud Code and the Authority

Of the 12 regions into which the country has been divided for more effective administration of the Macaroni Code, the attitude of that group representing the largest number of firms and the heaviest production is indicative of the friendly acceptance of the code by manufacturers everywhere and of action taken by the Code Authority.

When Code Chairman G. G. Hoskins visited New York last month to officially organize that group he was accorded a tumultuous reception. Speaking for the gathering, V. Giatti, president of The DeMartini Macaroni Co., Brooklyn and director of N. M. A. A. voiced the prevailing opinion in the following statement:

"This gathering is not only a testimonial of our great esteem and devotion to the man who toiled incessantly to obtain from the government the recognition of the right for our industry to organize, but it is also for the celebration of the rebirth of our industry.

"It serves too, to express our satisfaction for the new Magna Charta which has been given to business and according

to which every branch of human endeavor is entitled to organize on lines beneficial not only to capital and labor, but also to the public at large. We must admit that it is a great step toward a more abundant life for all, or to a more equitable distribution of the wealth produced by all factors participating in the production.

"Shall this program succeed? Successful it must be because it is inconceivable that we may be driven back to the old system of destructive practice, of preying methods and of starving wages. It is no simple task we know, but the history of this great country teaches us that while it is not so easy to arouse the public opinion on any particular issue, once the people have espoused a cause no difficulties ever stopped them from achieving complete success. So I believe that any one of us would be mistaken in thinking that the NRA is only a temporary measure.

"The recent invitation extended by General Johnson to all critics of the New Order to openly discuss their criticisms and the conferences of the Code Authority

ties to be held next week in Washington are all signs that the intention of the government is to make permanent at least that part of the act which contemplates an orderly industrial self regulation and the new relation between capital and labor.

"In conclusion I am confident that our code is here to stay and that the only thing for us to do is to pledge our entire support and cooperation to our chairman, Mr. Hoskins in order to assure full success, and let me tell you with all candor that we are indeed lucky to have a man like him at the helm of our ship.

"By this time every one of us should realize that he is capable of bringing the bark safely to port even if a member or two should get restless or should falter in the performance of their new duties. "His ability, courage, perseverance and determination proclaim him a true leader and this is the reason why I dare to suggest to him to adopt the motto of a great leader 'If I advance follow me'—'Se avanzo seguitemi.'"

A blue print of what having the blues has ever achieved would be a blank sheet of blue paper.

There's so much planning of careers; so little building of them.

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Honored With Vice Presidency

M. A. Gray, Pillsbury Flour Mills Co., Minneapolis, Minn. was elected second vice president of the American Society of Bakery Engineers at the recently concluded meeting at the Edgewater Beach hotel in Chicago to represent the allied trades. Mr. Gray has been a regular attendant at the meetings during the past 10 years since its organization and has qualified himself by participation in the activities of the advisory board of the society. He is determined to follow the precedent of former holders of this office by active participation in the affairs of the group. From 1929 to 1930 he was president of the American Association of Cereal Chemists. Mr. Gray was formerly chief chemist, but for the past 2 years has been associated with the sales department of Pillsbury Flour Mills Co.

Hazardous Occupations

While no employment in a macaroni-noodle manufacturing plant is recognized as really hazardous, for the purpose of determining the operations at which no one under 18 years of age may be employed in a plant the NRA has voiced the opinion that "dough mixers, dough breakers, kneaders, machinery oilers, cleaners and wipers, when said machines are in motion, and moving belt suppliers" would come under that category. The ruling on this point was made April 4,

1934 by Walter White, deputy administrator of the NRA and was immediately made known by circular letter to the entire industry.

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 March 1934 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Bocconcini

The trade mark of B. Filippone & Co., Passaic, N. J., assignor to B. Filippone & Co., Inc., Passaic, N. J. was registered for use on macaroni. Application was filed Nov. 22, 1933, published by the U. S. Patent Office Jan. 23, 1934 and in the Feb. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since Nov. 1, 1933. The trade name is written in heavy type.

TRADE MARKS APPLIED FOR

Five trade mark applications for registration were made in March 1934 and published by the Patent Office to permit objection thereto within 30 days of publication.

Kempinski

The private brand trade mark of M. Kempinski & Co., Berlin, Germany, assignor to M. Kempinski & Co., Inc., New York, N. Y. for use on macaroni, spaghetti, noodles and other groceries. Application was filed May 18, 1933 and published March 6, 1934. Owner claims

use since 1862. The trade name is in large type.

Volunteer

The private brand trade mark of Volunteer Stores, Inc., Chattanooga, Tenn. for use on macaroni, egg noodles and other groceries. Application was filed July 13, 1933 and published March 6, 1934. Owner claims use since Nov. 1, 1931. The trade name is written in large black letters.

"Num Num"

The private brand trade mark of the Noss-Pretzel & Cone company, Cleveland, O. for use on egg noodles and other products. Application was filed Jan. 20, 1934 and published March 13, 1934. Owner claims use since September 1918. The trade name is in heavy type.

La-Fede

The private brand trade mark of A. Farnella & Co., Inc., Passaic, N. J. for use on alimentary paste products and other groceries. Application was filed Jan. 20, 1934 and published March 20, 1934. Owner claims use since Oct. 13, 1933. The trade mark is the name in heavy black type.

La Rosa

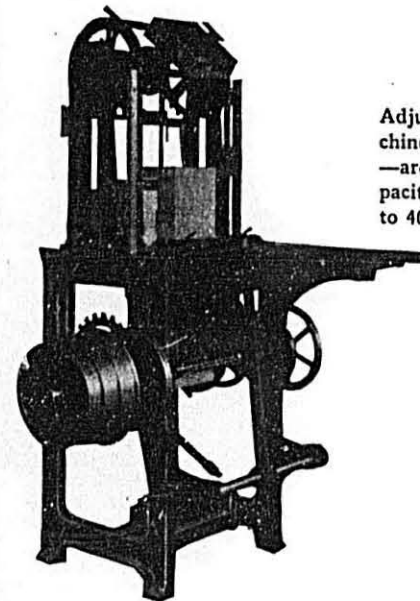
The trade mark of V. LaRosa & Sons, Inc., Brooklyn, N. Y. for use on alimentary paste products. Application was filed Jan. 20, 1934 and published March 20, 1934. Owner claims use since September 1914. The trade name is in black lettering to the left of which is a picture of a rose.

LABELS

Frit-lets

The title "Frit-lets" was registered March 13, 1934 by Porter-Scarpelli Mac. Co., Portland, Ore. for use on egg noodles. Application was published Sept. 30, 1933 and given registration number 43375.

GOOD NEWS FOR PETERS USERS



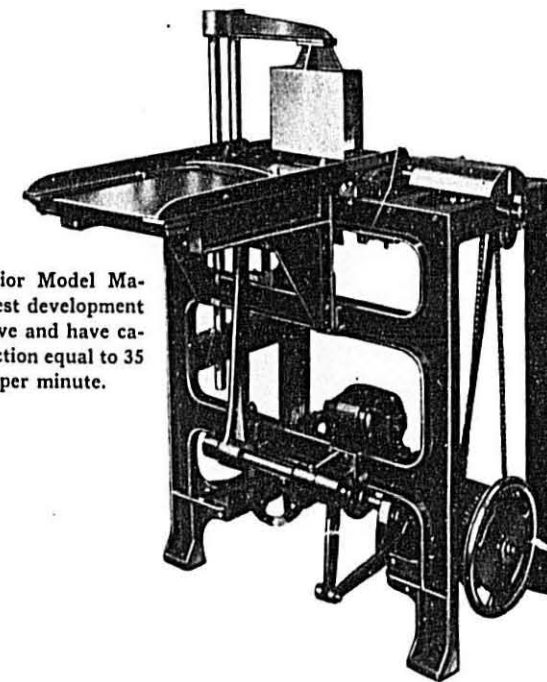
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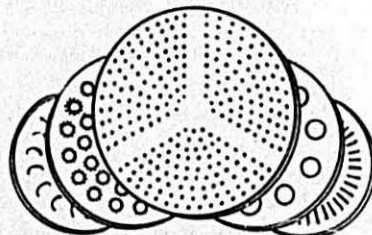
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Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Permissible Emphasis vs. Improper Exaggeration in Packaging

How far does "dramatic license" or "poetic license" be carried in packaging? What hints may be slipped to ultimate consumers by package colors or package pictures which convey an impression of quality, or flavor, or composition of product without actually "saying it" in so many words? Where and when is the harm in magnifying dress that unduly stirs the imagination of the beholder as to the character or ingredients of the contents?

Here, behold a bevy of rather difficult questions which we have always had with us, but which are now present all the more, because of the response by the DuPont Cellophane interests to the appeal of the National Macaroni Manufacturers Association. At first blush the reader may not see any connection between the broad, academic questions of packaging proprieties and the specific action of the Du Pont people in restraining the sale of their amber or tango colored cellophane for use on plain noodles that are under temptation to masquerade as egg noodles. All the same, we may as well look for a cause-and-effect sequence.

The nub of the news is that in the success of the macaroni manufacturers' appeal to the cellophane producer there is revealed a new and valuable means of elevating the standards of truth-in-packaging. Up to now there has been but limited machinery available for bringing pressure to bear in behalf of conscientious "face value" packaging. The Federal Trade mark laws, while cracking down on "deceptive" trade names, have no jurisdiction over unduly pretentious packages as such. So too, package hokey is outside the bailiwick of U. S. label copyright and U. S. patenting of designs. Of all existing Federal agencies only the Federal Trade Commission has had any warrant to lay strictures upon "untrue" packaging.

Lately though we have heard the rumblings of reform from all points of the compass. The big blow at fiction in packaging has come, of course, from the macaroni code which has set the face of the self governing industry squarely against such doubtful practices as the use of yellow wrappers on substandard noodles. But the Deceptive Package Section of the proposed new Federal Food and Drug Act is a drive in the same direction. And now, most significant of all because expressive of a new, unique and singularly practical form of approach, is the appeal to DuPont and other manufacturers of colored, transparent specialty papers and "see thru" wraps to hold out on supplies of suggestive, symbolic covers in color when the color is not justified by the makeup of the goods beneath.

With stricter morals for colored packages on the way, if not already here, surely the time is ripe to examine more closely the hair-trigger question of where lies the boundary between emphasis-giving packaging and downright exaggeration. For as doubtless all macaroni marketers know, it has never been contemplated by the sternest package puritans that all the imagination-stirring elements should be ruled out of packaging. Harmless glorification of the product is possible and permissible. What hurts is misleading exaggeration, implied eulogy or excess of compliment that stretches facts nigh to the breaking point. The riddle

is where shall the everyday packer of macaroni draw the line between the safe and the slippery?

No harder nut to crack than this interrogation. To begin with, the individual packer has to decide his case for himself in the light of his own particular circumstances. No official at Washington or elsewhere is empowered or willing to place either O.K. or N.G. on the package that is in the twilight zone. And just as there is no official advisory council on the allowable limits of package "front," so are there no fixed rules and regulations to enable a packer to fashion his own formula of integrity in packaging. The whole thing resolves itself into a trial-and-error adventure. But, luckily, with a few precedents to indicate what the authorities that have come nearest to "policing" packages have regarded as immoral in package "dress."

The Federal Trade Commission has occasionally set definite patterns of propriety in packaging. One of these patterns is singularly illuminating at this juncture. Because its lessons are very much to the point. And furthermore, because it deals with a product sometimes associated with macaroni. The commission showed its temper by issuing what is known as a cease and desist order against L. Fatato, Inc. of New York, a wholesale grocery concern that has featured a canned tomato paste under the brand "Posilipo Tomato Paste."

What nettled the Federal Trade Commission in this instance was the misleading or inaccurate character of the package atmosphere. By means of a representation of a bunch of Italian or plum shaped (vignette) tomatoes, together with a view of the Bay of Naples and a glimpse of Mt. Vesuvius in the background and a man and woman in the foreground dressed in Italian costume (the man eating spaghetti), the impression was conveyed that the specialty was manufactured from the Italian grown tomato which has an established reputation for being especially adapted as a sauce for spaghetti. As a matter of fact the paste put out by Fatato is manufactured solely from tomatoes grown in this country. So the commission gave the thumbs down signal for this school of packaging unless the package copy included words or phrases clearly indicating that the product was made from ingredients produced in the United States.

Oddly enough, one of the best schemes for dodging the liabilities of exaggeration via package is to go to such an extreme that nobody can be deceived. Thus, in passing upon package nicknames the examiners at the U. S. Patent Office have several times admitted designations that at first impulse would seem to be guilty of false pretenses. The explanation of acceptance lay in the logic of the censors that a product "handle" may be so extravagant, so boastful or preposterous, that it just couldn't happen in fact and everybody would understand it as a bit of harmless blarney and bombast. For instance, nobody of any intelligence would believe that a "Royal Purple" package of macaroni was by that raiment proclaimed as the choice of a ruling sovereign or his family.

However much stiffening may be injected into official or unofficial codes of package architecture or package exterior decoration, all hands may be pretty sure that *intent* will always be the acid test of package acceptability. The crucial question will be whether a given "dress" has been adopted in all innocence because it was colorful or dramatic or of high visibility, or whether the package getup was devised with malice aforethought to convey or conjure expectations beyond the possibility of realization.

How this works out or may be expected to work out under more exacting regulatory conditions is well illustrated by the situation in respect to "show window" packages. Many marketers of food specialties believe that if we ever have a slack filled package law or an antislack pack provision in a new food act, all "outlook" packages will henceforth be outlawed, whether or not. This assumption probably goes too fast and too far.

Properly used, the window container is a harmless medium for emphasizing the individuality of a food product and catering to the weakness of the customers who like to see what they are getting before they buy. What has given this species of package its bad name has been the practice in some quarters of filling the window package only to the level of the top of the window, letting the customer assume that the carton is filled to the brim when actually the contents are merely window high. A window in a package, or a combination of inner and outer package that increases bulk, or any other unconventional package is safe when it takes its fling in showmanship without falsifying either quantity or quality of goods. Why, even in the matter of colored wraps the field is open for all reasonable indulgence. If a macaroni packer desires to capitalize a protective coating, a green wrapper is better calculated to reassure consumers who are familiar with recent scientific discoveries than any exalting overcoat, yellow in hue.

Compromise Tax Case

By proving to representatives of the U. S. revenue department that any short payment of income tax of which it was charged was entirely unintentional and with no malicious intent, a large macaroni manufacturing firm settled its case by payment of a small fine of \$250 in lieu of costs and interest. Charges against officials of the firm were dropped. The only point at issue was the market value of inventories in reference to which there was disagreement between the government and the tax payer. The compromise effected finally disposes of all questions involved in the case.

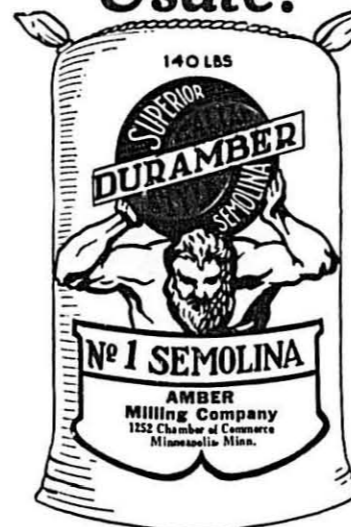
April 15, 1934

THE MACARONI JOURNAL

25

Volete Una Pasta Perfetta E Squisita

Usate!

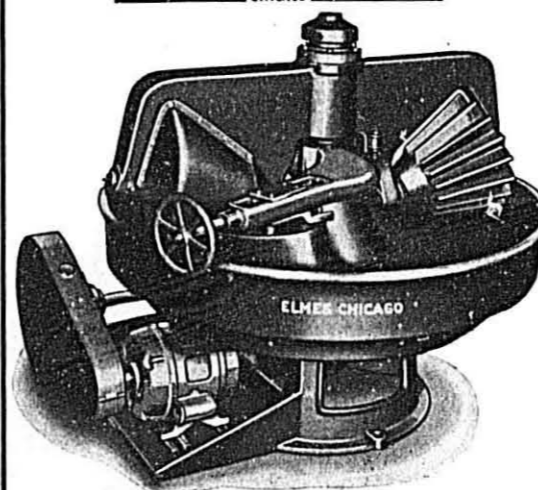


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PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

Government Regulations on Macaroni Products and Raw Materials Used Therein

With interest among macaroni-noodle manufacturers at white heat relative to interpretations, rulings and regulations pertaining to their products and the raw materials used in the making thereof, it would seem timely to review the laws recently announced by the U. S. Department of Agriculture on definitions and standards for food products.

On Aug. 3, 1933 Henry A. Wallace, secretary of agriculture announced that the following definitions and standards for macaroni products, semolina, farina and flour, etc. had been adopted as a guide for the officials of his department in enforcing the Food and Drugs Act; that said definitions were so framed as to exclude substances not mentioned in the definitions and in each instance imply that the product is clear and sound:

"Flour, wheat flour, white flour, is the fine-ground product obtained in the commercial milling of wheat, and consists essentially of the starch and gluten of the endosperm. It contains not more than 1% of ash, and not more than 0.5% of fiber.

"Purified middlings is the granular product obtained in the commercial process of milling wheat, and is that portion

of the endosperm retained on 10XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15% of moisture. "Semolina is the purified middlings of durum wheat.

"Farina is the purified middlings of hard wheat other than durum.

Macaroni and Noodles

"1. Macaroni is the shaped and dried doughs prepared by adding water to one or more of the following: semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13%. Various shapes of macaroni are known under distinguishing names, such as spaghetti, vermicelli.

"(a) Semolina macaroni is macaroni in the preparation of which semolina is the sole farinaceous ingredient.

"(b) Farina macaroni is macaroni in the preparation of which farina is the sole farinaceous ingredient.

"2. Noodles, egg noodles, are the shaped and dried doughs prepared from wheat flour and eggs, with or without water and with or without salt. The egg

ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13% and the egg solids content upon the moisture-free basis is not less than 5.5%. Noodles are commonly ribbon shaped.

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

Lost Insurance Suit

The Kentucky Macaroni company, Louisville, Ky. lost its suit against 2 insurance companies for losses sustained in a fire that badly damaged its plant in May 1932, when the Federal judge of that district ruled in favor of the defendants. The suit alleged nonpayment of a \$4491 fire insurance policy issued by the Royal Insurance company and of a \$5389 policy issued by the London and Providential Marine and General Insurance company, both of England. The court held that the 2 policies were not additional insurance as claimed by the macaroni firm, but were voided by reinsurance on other policies.

In the fire referred to the Kentucky Macaroni company sustained heavy losses to its building, machinery, as well as to finished goods and raw materials.

NOODL-ETTES!!!

By MacNoodle



The Immutable Mind

There is really no place in business today for the man who cannot or will not change his mind. Some of our business men are failing to take advantage of improved business conditions because they will not acknowledge the necessity for making radical changes in their methods.

The head of the relief work for unemployed in one of Greater New York's boroughs told me recently of one of the greatest difficulties met in the effort to rehabilitate people who have lost their jobs and incomes.

"We can't get them to make a change," he said. "They aren't willing to make a radical change in occupation or environment. If we find a way to place them in a position where they could make a living under conditions radically different from those under which they have been living, they say, 'Oh, we can't do that.' Their only conception of readjustment is the restoration of the old work under the old conditions in the old environment."

The same mental attitude is holding back some business men. They will not acknowledge the necessity for making radical changes.

Not only the elderly wage earners and white collar men are like that, but many of those who are younger. Witness last summer desertions from the Civilian Conservation Corps by young men who would not or simply could not adjust themselves to new conditions and changed environment.

Men who have always considered themselves progressive in business have proved they are anything but progressive, since they cannot change their minds when the situation demands it. Many small business men and some big business men have set themselves firmly against change, refusing to face the fact that long established habits, practices, even traditions in their field have gone by the board.

There is more to success under the new condition than merely readjusting profits and prices and employes' hours. Old principles, basic beliefs, have crumbled and the man with the immutable mind is destined to fail. Take it from Abraham Lincoln, "The man who cannot change his mind is a fool."

A USER'S COMMENT

FLOWER CITY MACARONI CO.
429 STATE STREET
ROCHESTER, N. Y.

Mar. 28, 1931.

Champion Machinery Co.,
Joliet, Illinois.

Gentlemen:

We have used your Champion Semolina Blenders also weighing hoppers for the past 2 months and find them to be doing the work wonderful.

Very sorry we did not install this unit sooner than we have, as I feel it would have saved us lots of extra labor and cleanliness of the Macaroni Dies.

We feel sure that this unit is giving us one of the cleanest product of Macaroni we have ever seen, therefore I want to thank you people for working with me and urging us to install the above machines.

Yours very truly,

FLOWER CITY MACARONI CO.

JCM:AM.

Jos. C. Meisenzahl.

Champion Equipped Plants

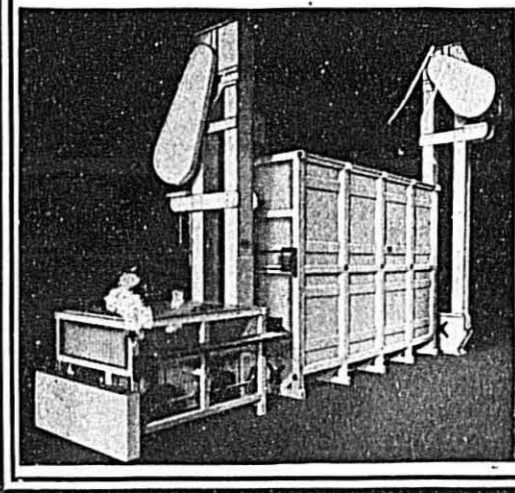
are the successful plants in the macaroni and noodle manufacturing industry. Champion equipment enables them to save many hundreds of dollars annually and to produce superfine quality products which result in a steady increase in business.

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

Champion Machinery Co.

JOLIET ILLINOIS
Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.
Hudson and Leonard Streets New York, N. Y.



WHAT MORE CONVINCING THAN ACTUAL RESULTS?

If you are not now using
MALDARI'S INSUPERABLE MACARONI DIES
try them, then note the result both in general appearance of
your product and increase in sales sure to follow.

If we can induce you to make this test, we shall
feel reasonably certain of your patronage and friendship
THUS WE HAVE BUILT OUR REPUTATION.

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, N. Y.

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

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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COMMUNICATIONS:—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.
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ADVERTISING RATES
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 Want Ads 50 Cents Per Line

Vol. XV April 15, 1934 No. 12

Must File Existing Contracts

Macaroni manufacturers have once more been warned that under the code they must immediately file with the Macaroni Code complete information on existing contracts for future delivery of macaroni products. Among the data required in connection with this filing are the name of the buyer with whom the contract was made or some sort of code number for identification, the region into which delivery is to be made, the date of the contract and its expiration, the kind and quality of goods covered.

Upholds NRA Price Code

A decision of far-reaching importance to all trades operating under NRA codes

was made the last week in March by Federal Judge Knox when he issued an injunction forbidding price cutting below the minimum rate set by the code. The case in question involved the very aim and purpose of the National Recovery Act. The injunction was suspended 10 days to permit an appeal to the Circuit Court of Appeals.

The decision concerned the cleaning and dyeing industries. The firm enjoined was dry cleaning men's clothes for 39c whereas the minimum rate established under the code was 70c. It was based on the assumption that the NRA was similar to a war measure seeking to serve in an emergency. It was the first clear cut decision involving the aim of the Act.

International Trade Still at Low Ebb

Though government reports on macaroni exports indicate a slight pickup, the general trade in macaroni products by the nations continues dull. This conclusion is derived from the statistics compiled by the U. S. Bureau of Foreign and Domestic Commerce which treats of macaroni imports and exports for January 1934.

Imports Show Big Drop

During the month imports had fallen to 101,937 lbs. with a value of \$8,544. For the last 6 months of 1933 the imports totaled 802,173 lbs. costing Americans \$50,230. Thus the January imports are about 30,000 lbs. less than the average for the previous 6 months.

Export Business Improving

American made macaroni products seem to be favored in the international trade as the January business shows quite a favorable pickup in value of goods exported. There was exported from the several ports of this country during the month 138,408 lbs. with a value of \$11,562. In the 6 months July 1 to Dec. 31, 1933 exports totaled 918,379 lbs. with a value of \$67,340, indicating an appreciable increase in the per pound value

of these products entering into foreign trade.

Countries	Pounds
Netherlands	2,400
United Kingdom	10,310
Canada	41,842
British Honduras	507
Costa Rica	717
Guatemala	694
Honduras	10,030
Nicaragua	1,855
Panama	21,408
Salvador	132
Mexico	6,584
Miq. and St. Pierre Is.	30
Newfoundland and Labr.	190
Bermudas	1,004
Barbados	156
Jamaica	2,236
Trinidad and Tobago	270
Other Br. W. Indies	883
Cuba	7,548
Dominican Republic	8,022
Netherlands W. Indies	3,688
Haiti, Rep. of	2,923
Virgin Is. U. S.	859
Ecuador	30
Venezuela	589
British India	1,471
China	1,894
Netherland E. Indies	462
Hong Kong	252
Philippine Islands	6,720
French Oceania	547
British E. Africa	806
Union of S. Africa	1,031
Other Br. W. Africa	23
Liberia	195
Hawaii	86,897
Puerto Rico	43,393
Total	268,698

FOR SALE
 25 Shares of Capital Stock of the
 Kansas City Macaroni & Importing Co.
 OF KANSAS CITY, MO.
 Apply to
 Joseph Di Santo
 118 FOURTH AVE W., DULUTH, MINN.

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

USE Lombardi's Dies FOR BETTER MACARONI
 GOOD DIES ARE NECESSARY FOR GOOD MACARONI
 Phone HAYmarket 4873
 1150 West Grand Avenue
 CHICAGO

MARCH PRICES ON RAW MATERIALS

The price on No. 1 Semolina, F.O.B. Minneapolis, fluctuated through a range of 30c during March 1934, the low being 8.30 and the high 8.65. Other grades experienced the same market trend.

	No. 1 Semolina	No. 3 Semolina	Farina	Durum Fancy Patent Flour
March 1	8.35	7.45	5.80	8.05
March 2	8.35	7.45	5.95	8.05
March 5	8.35	7.45	5.90	8.05
March 6	8.35	7.45	5.85	8.05
March 7	8.35	7.45	5.80	8.05
March 10	8.35	7.45	5.90	8.05
March 12	8.50	7.60	5.95	8.20
March 15	8.50	7.60	5.85	8.20
March 16	8.50	7.60	5.90	8.20
March 19	8.50	7.60	5.85	8.20
March 20	8.65	7.75	5.90	8.35
March 24	8.65	7.75	6.00	8.35
March 26	8.65	7.75	5.95	8.35
March 27	8.50	7.60	5.90	8.20
March 29	8.50	7.60	5.95	8.20

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

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS CAPITAL FLOUR MILLS

Offices
 Corn Exchange Building
 MINNEAPOLIS, MINN.

INCORPORATED

Mills
 ST. PAUL, MINN.

John J. Cavagnaro

Engineers and Machinists

Harrison, N. J. - - U. S. A.

Specialty of

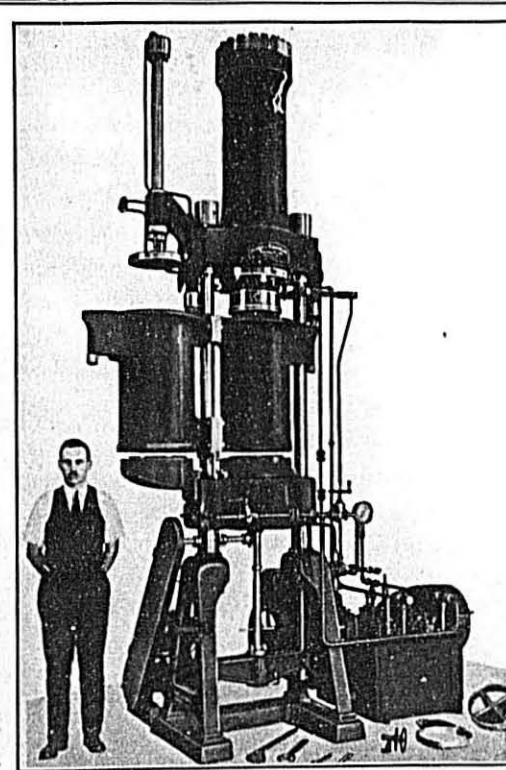
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Since 1881

- Presses
- Kneaders
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All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St. New York City



PRESS No. 222 (Special)

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1933-1934</p>		
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Code Survey the Convention Feature

The task of planning an interesting convention program for the 1934 conference of the Macaroni-Noodle Industry of America has been simplified by a decision of the officials to limit the subject matter to the Macaroni Code, its operation and administration. That does not in any way detract from the importance of the 1934 convention program to the trade, since never in its history has there been anything so vitally material to the welfare of every operator, irrespective of size, location or nature of business, as the new law governing the industry.

Because of the nation wide interest in the Macaroni Code and of the activities of the Code Authority since its organization a few short months ago, the attendance at the Chicago conference should exceed all previous records. Chicago was purposely selected because of its central situation. That it happens to be the scene of A Century of Progress exposition is incidental. Millions will visit that city during the summer, some of whom will be macaroni-noodle manufacturers and allied trades representatives who will do so the week of June 12.

The Macaroni Code has been in operation only a

few months; much has already been accomplished and more will be before the opening date of the momentous convention June 12-14, thanks to the earnestness of the code officials and the willingness of the big majority of the manufacturers to observe its provisions, thus giving the Code a chance to show its merits without undue hampering.

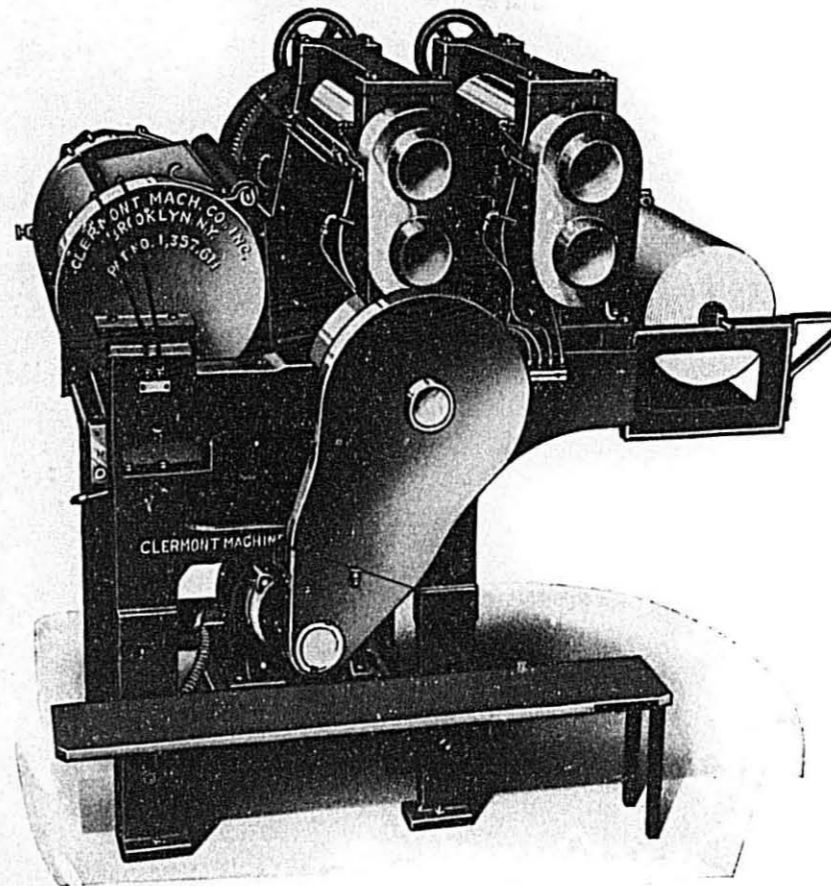
Featuring the convention program will be a conference of the twelve regional organizations formed for convenience of administration. Figuring seven or eight officials from each region, the NMMA officers and directors, the Macaroni Code Authority and representatives of the leading firms that never fail to take a part in conferences annually, the convention registration this year should exceed all previous records.

For those who are planning to attend—And who should not under existing conditions and because of the importance of main topic of discussion?—it might be well to say that the 1934 conference of the whole industry and of the allied is scheduled for June 12, 13 and 14 in Chicago, Ill., with headquarters at the Edgewater Beach Hotel.

Will we be seeing you!

Another New Development Clermont High-Speed Noodle Cutter

HAS NO EQUAL



Produces from 1000 to 1200 pounds an hour

Write for full particulars to

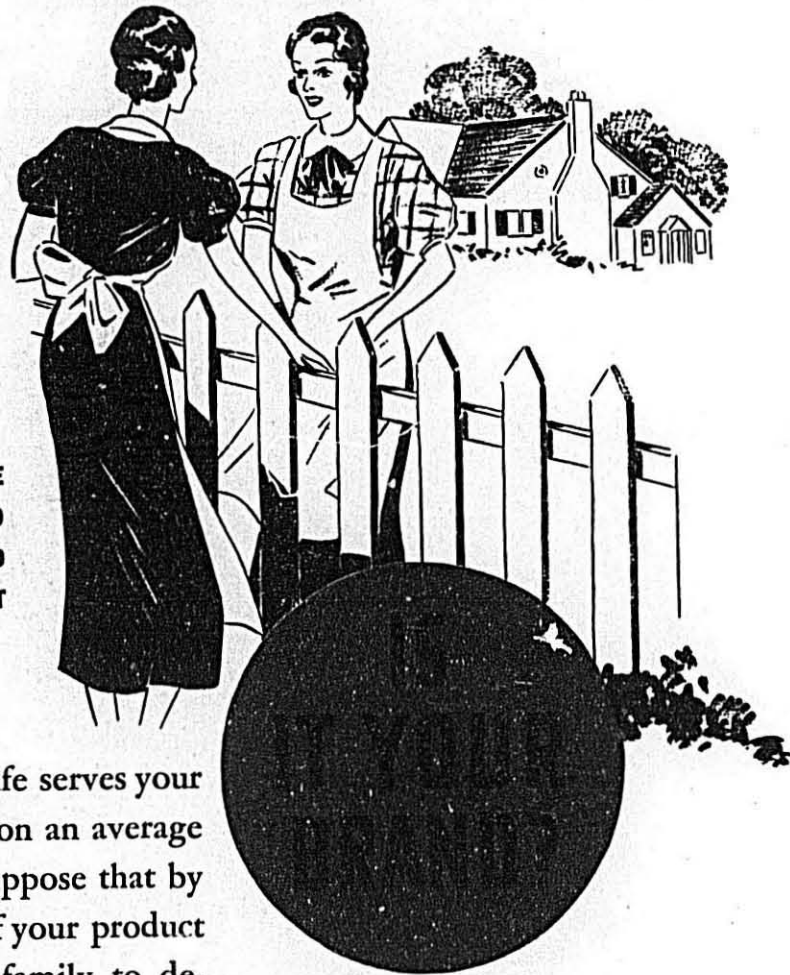
Clermont Machine Company, Inc.

268 Wallabout Street

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WATCH FOR OUR NEW DEVELOPMENTS

"LAST WEEK I BOUGHT SOME MACARONI THAT THE BOYS AND DAD ARE CRAZY ABOUT. WE'VE HAD IT TWICE ALREADY AND THEY WANT SOME MORE TODAY."



• SUPPOSE a housewife serves your macaroni to her family on an average of once a week. And suppose that by improving the quality of your product you could induce the family to demand it twice a week.

Those extra sales cost you nothing. They are profits made by "quality". But the question is: "How can this 'quality' in your product be obtained?" Hundreds of macaroni manufacturers will tell you that the best answer to this question is—Use Pillsbury's Best Semolina and Durum Flours.

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

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

Why not try Pillsbury's Best Semolina and Durum Flours in your own plant to see what they will do in the way of increasing sales of your macaroni products.

PILLSBURY'S *Semolina*