

**THE
MACARONI
JOURNAL**

**Volume XVI
Number 6**

**October 15,
1934**

The Macaroni Journal



Minneapolis, Minn.

OCTOBER 15, 1934

Vol. XVI No. 6

Don't Gamble With Quality

The macaroni market may be off—what commodity market is not!

Under such conditions it may be necessary to fight harder for one's share of the greatly reduced demand in this period of general depression, but ask yourself in all seriousness if you can afford to gamble with the quality of the goods offered in such competition.

Firms that choose to be known to their distributors and consumers as a "cheap" rather than a "quality" concern will pay dearly for what at best can only be a temporary gain.

It does not pay to gamble with quality at any time, under any circumstances.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



Window Cartons Win Consumer Preference



Consumers must SEE . . . they want to be SHOWN the golden color . . . the fine quality of your Noodles or Macaroni Products. They like beauty in design and color; a brand name that is easily identified and remembered; good recipes, and reasons why your product is better. That's why the public prefers to buy Noodles and Macaroni Products in Rossotti window cartons. They give all these important advantages, plus! At the point of sale, Rossotti cartons display to better advantage. They get preferred window and counter positions. In your factory they are quickly and easily packed. For shipping, they are light in weight, stack easily, and protect your products better. Remember, ROSSOTTI has specialized for 35 years in producing folding cartons and labels for the macaroni trade. Chances are they can also lend you valuable aid towards increasing sales and profits. Suggestions, sketches and estimates are yours for the asking. No obligation. Write Dept. M-15. Branch Office: 612 N. Mich. Ave., Chicago.

ROSSOTTI
LITHOGRAPHING COMPANY, INC.
131 VARICK STREET, NEW YORK CITY

PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

THE MACARONI CODE AUTHORITY

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

MEMBERS AND OFFICERS FIRST MACARONI CODE AUTHORITY

Term—July 1, 1934-June 30, 1935

GLENN G. HOSKINS, Chairman
520 N. Michigan Av. Chicago, Ill.

JOHN V. CANEPA, 310 W. Grand St., Chicago, Ill.
WM. CULMAN, 43-82 Vernon Blvd., Long Island City, N. Y.
M. DeMATTEI, 55 N. San Pedro St. San Jose, Cal.
ALPHONSO GIOIA, 71 Parkway, Rochester, N. Y.

G. GUERISSI, Lebanon, Pa.
HENRY MUELLER, 180 Baldwin St. Jersey City, N. J.
LEON G. TUJAGUE, 1001 Fulton St. New Orleans, La.
LOUIS S. VAGNINO, 1227 St. Louis Av. St. Louis

B. R. JACOBS, Technical Adviser,
2026 "Eye" St. NW, Washington, D. C.

M. J. DONNA, Secretary-Treasurer,
520 N. Michigan Av. Chicago, Ill.

ADMINISTRATION MEMBER
WILLIAM H. CALHOUN—Chicago, Ill.
Term—March 8 to Sept. 8, 1934

Regional Industrial Adjustment Agencies

REGION NO. 1—BOSTON, MASS.

G. La Marca, Regional Chairman,
207 Commercial st., Boston, Mass.
Herbert C. Gruber, Regional Secretary,
16 Cross st., Boston, Mass.

Agency Members

G. La Marca, Chairman, Boston, Mass.
Alfred Bianchi, Worcester, Mass.
F. Rossi, Providence, R. I.
M. La Marca, Boston, Mass.
O. D. Del Rossi, Providence, R. I.

REGION NO. 2—NEW YORK, N. Y.

Frank L. Zeraga, Regional Chairman,
28 Front st., Brooklyn, N. Y.
Ole Salthe, Regional Secretary,
60 E. 42nd st., New York, N. Y.

Agency Members

Frank L. Zeraga, Chairman, Brooklyn, N. Y.
Jerome Miller, New York, N. Y.
V. J. Conzo, New York, N. Y.
V. Giatti, Brooklyn, N. Y.
P. George Nicolari, New Haven, Conn.

REGION NO. 3—PHILADELPHIA, PA.

Philip R. Winebrenner, Regional Chairman,
1012 Dakota st., Philadelphia, Pa.
Joseph H. Dulles, Regional Secretary,
1500 Walnut st., Philadelphia, Pa.

Agency Members

Philip R. Winebrenner, Philadelphia, Pa.
O. Guerrioli, Lebanon, Pa.
Sam Arena, Norristown, Pa.
C. W. Wolfe, Harrisburg, Pa.
Max Kurtz, Philadelphia, Pa.

REGION NO. 4—PITTSBURGH, PA.

R. V. Golden, Regional Chairman,
Box 987, Clarksburg, W. Va.
S. T. Viviano, Jr., Regional Secretary,
Carnegie, Pa.

Agency Members

R. V. Golden, Chairman, Clarksburg, W. Va.
E. W. Hunter, Reynoldsville, Pa.
David Nevy, Cumberland, Md.
C. H. Smith, Ellwood City, Pa.
Salvatore Viviano, Carnegie, Pa.

REGION NO. 5—BUFFALO, N. Y.

E. C. Oberkircher, Regional Chairman,
579 Jefferson ave., Buffalo, N. Y.
Leonard H. Leone, Regional Secretary,
250 Court st., Buffalo, N. Y.

Agency Members

E. C. Oberkircher, Chairman, Buffalo, N. Y.
Alphonso Gioia, Rochester, N. Y.
Joseph C. Meisenzahl, Rochester, N. Y.
Alfredo Rossi, Auburn, N. Y.
Joseph Lojaco, Buffalo, N. Y.

REGION NO. 6—CHICAGO, ILL.

R. B. Brown, Regional Chairman,
422 S. Des Plaines st., Chicago, Ill.
Frank Traficanti, Regional Secretary,
451 N. Racine av., Chicago, Ill.
L. Sherman Aldrich, Deputy Code Executive,
330 S. Wells st., Chicago, Ill.

Agency Members

R. B. Brown, Chairman, Chicago, Ill.
A. Irving Grass, Chicago, Ill.
Steve Matalone, Chicago, Ill.
Walter Villaume, St. Paul, Minn.
J. G. Luchring, Milwaukee, Wis.

REGION NO. 7—ST. LOUIS, MO.

Joseph Freschi, Regional Chairman,
1730 Kingshighway blvd., St. Louis, Mo.
Louis S. Vagnino, Regional Secretary,
1227 St. Louis av., St. Louis, Mo.

Agency Members

Joseph Freschi, Chairman, St. Louis, Mo.
Lloyd M. Skinner, Omaha, Neb.
E. W. Pica, Louisville, Ky.
G. Viviano, St. Louis, Mo.
M. Onofrio, Kansas City, Mo.

REGION NO. 8—NEW ORLEANS, LA.

Leon G. Tujague, Regional Chairman,
1000 Fulton st., New Orleans, La.
Herman Moss, Regional Secretary,
4003 Franklin ave., New Orleans, La.

Agency Members

Leon G. Tujague, Chairman, New Orleans, La.
Herman Moss, New Orleans, La.
R. Tacovina, New Orleans, La.
Joseph Sunseri, Shreveport, La.
R. G. McCarty, Birmingham, Ala.

REGION NO. 9—DALLAS, TEX.

Frank S. Bonno, Regional Chairman,
2612 Main st., Dallas, Tex.
Lawrence L. Lomonaco, Regional Secretary,
2000 Hall st., Dallas, Tex.

Agency Members

Frank S. Bonno, Chairman, Dallas, Tex.
Guy M. Russell, McAlester, Okla.
Sam J. Lucia, Houston, Tex.
Frank L. Lombardo, Beaumont, Tex.
N. T. Massa, Fort Worth, Tex.

REGION NO. 10—LOS ANGELES, CALIF.

Harry Lane, Regional Chairman,
Box 817 Arcadia Sta., Los Angeles, Cal.
P. J. Serio, Regional Secretary,
6003 Long st., Los Angeles, Cal.

Agency Members

Harry Lane, Chairman, Los Angeles, Cal.
S. Nunziato, Los Angeles, Cal.
F. Spadafora, Los Angeles, Cal.
T. Losse, Los Angeles, Cal.
E. De Rocco, San Diego, Cal.

REGION NO. 11—SAN FRANCISCO, CAL.

M. DeMatti, Regional Chairman,
31 N. San Pedro st., San Jose, Cal.
A. Bertucci, Regional Secretary,
2989 P' som st., San Francisco, Cal.

Agency Members

M. DeMatti, Chairman, San Jose, Cal.
L. Podesto, San Francisco, Cal.
G. Obujini, San Francisco, Cal.
D. Merlino, Oakland, Cal.
J. Scarpino, Sacramento, Cal.

REGION NO. 12—SEATTLE, WASH.

Frank A. Ghiglione, Regional Chairman,
4701 Sixth av. S., Seattle, Wash.
H. C. Hanks, Regional Secretary,
1605 42nd av., Seattle, Wash.

Agency Members

Frank A. Ghiglione, Chairman, Seattle, Wash.
S. M. Orso, Portland, Ore.
A. Scarpelli, Portland, Ore.
D. Pagano, Seattle, Wash.
V. DeFelice, Spokane, Wash.

Appeals Insurance Claim Case

The Kentucky Macaroni company of Louisville, Ky. was granted an appeal in a case in which the Federal district court had held against the firm in its efforts to collect an additional \$11,000 insurance in connection with a fire at

the plant about 2 years ago.

The appeal revolves around the question as to whether or not 2 policies were or were not in force at the time of the loss. The two policies were reputed to have been canceled. The firm's contention is that the \$11,000 represented additional insurance which it planned to keep, but the two policies had not

been taken up by the agents though correspondence submitted at the previous hearing indicated that the policies were to have been canceled prior to the fire loss.

Since the case involves quite a technical question, business men are anxiously awaiting the results of the appeal, as is the appellant.



WE DO OUR PART

QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XVI

OCTOBER 15, 1934

Number 6

Business Faces a More Cheerful Future

Throughout the business world the opinion very generally prevails that tradesmen are again learning how to smile. How cheering! There is some difference of opinion as to just what is causing this optimism, but what could be the cause other than improved conditions or brighter prospects?

Just what is the attitude among macaroni and noodle manufacturers? This more cheerful view of the future is quite noticeable in this industry. Despite very discouraging conditions mostly of their own making, manufacturers are beginning to see light ahead and are facing the future with a smile. Gone apparently is that almost impenetrable gloom that was always present wherever two or more members of this trade met either by accident or design. Yes, there may be turmoil and uncertainty in the nation's capital because of recent eruptions in the National Recovery Administration and there may be some, not many, macaroni-noodle manufacturers who do not or will not properly understand the motive behind the movement to help business help itself through reasonable regulations and control, but the truth is that the future now appears more rosy, that business is not going to the bow-wows as many would lead us to fear, so why not make the best of a bad but happily improving situation by carrying on with a smile in happy expectation of better days?

Why this change from apprehension to cheerfulness? Is it not true that we still have to contend with many of the unfair practices and with the ruinous price cutters? Yes, but in an admittedly lesser degree because it is true that for the first time in many months, even years, the industry is showing undeniable signs of slowly but surely emerging from depression's depths, too slowly perhaps to suit many of us, but in a planned, determined manner that bodes well for the future.

Here are a few of the many cheerful signs that are causing macaroni and noodle manufacturers to again face the world, the business world, with a smile. A manufacturer in one of the Great Lakes cities reports that never since the 1929 debacle have his books recorded so many unfilled orders as they did on September 15 of this year. Filling these piled up orders necessitated the operation of his plant to its full capacity during the last two weeks in September and the first part of October. Furthermore he had to augment his producing force in order to supply goods sold on a very competitive market, though he has recently enjoyed an influx of orders at fairer, higher levels that insure not only

regular employment of his worker, but profitable production.

Manufacturers from the New England and New York areas interviewed recently expressed themselves as satisfied that the macaroni business was at last on the up grade. One was particularly cheerful. His plant, he said, even in the periods of lowest production never operated at less than 60% of normal capacity. Orders now booked and looked for as a natural result of heavier fall buying will require the stepping up of production almost to capacity during the next month or two. What pleases him most is that the business is natural, not forced by any of the tactics so many have found it necessary to resort to. He faces the immediate future assured of profits and his workers with steadier employment.

A noodle manufacturer whose high quality goods are well known in many sections of the country is happy, not altogether because of the recent pickup in his regular business but because of the successful reorganization of his business to adjust itself to existing conditions. He modestly reports that while his competitors were spending much time, many hard earned dollars and endless hours of worry in fighting other manufacturers for a share of the noodle business that has been dwindling alarmingly during the past four years, he chose a different line of attack on Old Man Depression. He purposely reduced his output, threw into the junk pile machines that he found he could not operate profitably and concentrated selling to his better accounts with the result that he now has not only a more efficient plant but a select clientele that means profit despite his smaller output. Only in one year since the depression set in has his firm operated at a loss and that was when his plant was undergoing the change he deliberately planned.

Whatever may be the reason or reasons, the macaroni industry is apparently facing a happy future. It manufactures an economic, nutritious food that should be sold profitably and still remain within easy reach of consumers. Elimination of many of the questionable practices that can never establish confidence or produce repeat orders, the production of a high quality product which can proudly bear the name of the producer and the curbing of a general desire to produce all the macaroni that can be consumed, will have a most beneficial effect on the trade generally and restore to the faces of the owners and the employes those cheerful smiles that have long been absent.



Macaroni Industry Makes Front Page

Message from G. G. Hoskins, Chairman Macaroni Code Authority

When I started to write this message I wanted to call it, "Macaroni and Noodle Manufacturers, Throw Out Your Chest," but Mr. Donna said the title was crude so I changed it but I still think it is a good title for the message I want to give to you. The Macaroni Industry has a right to be proud and to do some strutting. We have been in the newspaper headlines repeatedly in the past few months and most of the publicity has been complimentary. It's because we are organized and we dare to venture that we make news.

Last February we made the headlines with the announcement of the approval of the Code. It was the first food manufacturers code approved by the National Recovery Administration. Since then the press has reported our progress and there have even been several radio broadcasts by the Consumer Division of the NRA calling attention to the labeling provisions of our Code and using it as an example of what can be done in the interests of better and purer food. Hundreds of press clippings come across my desk describing our activities and the tone of the articles is mostly laudatory; letters are received nearly every day by Mr. Donna from other food organizations asking about this and that provision in the Code or in our bulletins which seem to other observers to be a logical answer to some of their own problems.

We have our petty irritations and our real problems, some of which seem almost impossible of solution, but we can always expect to have them and we must judge the value of the Code by the progress we make rather than by our inability to correct all bad practices. The main point is that much has been accomplished in the past eight months and that our prospects for future accomplishments are great.

You know the history of the long months when we fought against apparently insurmountable obstacles to get a code which would help us solve our problems. You know what has transpired in the past eight months, but lest you think only of our failures I wish to cite a few things which have been done. Most important is the sense of power which has come from uniting individual units into a close knit organization. Two years ago we didn't know there were four hundred macaroni and noodle plants in the country. Now in spite of internal problems, to the interested people outside the Macaroni Industry we appear and I believe we are the best organized industry in the food manufacturing field. It is just as true today as it was in the days of the American Revolution that "United we stand—Divided we fall" and let no one doubt that the future holds more need for united action than any time in the history of the Macaroni Industry. Other food groups have organized and will get stronger. Each will bid



G. G. Hoskins

for its place on the American menu. We must continue to fight for and hold our enviable position in the grocery manufacturing industry. Don't ever forget that there are not many manufactured food products whose sales per year, of one type of product, exceed our own—\$50,000,000.

Labor in the Macaroni Industry has had a real break. I estimate the yearly payroll increase under the Code exceeds \$1,700,000. We are proud of it because we can say to the world that the Macaroni Industry is doing more than its part in the Recovery program, but don't let's fool ourselves; the fundamental value of enforcing the labor provisions of the Code is to put all manufacturers on a Fair Trade basis as far as labor costs are concerned. This has been done, and could have been done only under the Code and you who have always paid good wages may be surprised to know that investigation into precode conditions discloses wages for girls as low as 6c per hour and men as low as 12c per hour. Even in some of our larger cities manufacturers whose volumes are a factor in the industry were paying as low as 10c per hour for girls and 20c per hour for men.

There is now much less cheating on quality. I know some of you won't agree with me on this but the reason is that you did not know what was happening before the Code. Now it is coming out on the surface and we say advisedly that labeling in general is much more correct than formerly. The first requirement in any campaign to correct unfair practices is to know what they are. Our Code says what they are and we are correcting them.

Our main trouble has been enforcement. Perhaps we have blamed the NRA unjustly in most cases; perhaps, and most likely we ourselves are to blame, but in any event the headline on the front page of the "Blue Eagle" of Oct. 1, 1934 is our answer to enforcement; it says, "Macaroni Industry

May Settle Own Damages," and in the article itself we find these significant words: "Approval of an amendment to the Macaroni Industry Code permitting members of that industry, who desire to do so, to enter into an agreement among themselves providing for liquidated damages in cases of Code violations, has been announced by the National Recovery Administration. Adoption of this agreement by the entire industry would enable the industry itself to settle its own disagreements arising under the Code without reference to any outside arbitrator or adjudication, eliminating the necessity for Government enforcement to a large extent."

A San Francisco paper says: "For the first time since the early horn tooting days, there is a genuine lift at NRA headquarters—a feeling that after too many tribulations and not nearly enough trials the thing finally is going to town. That's no "bologna" but it's 100% macaroni, for the macaroni people have evolved an idea which makes cracking down simple, effective and direct and such men as Donald Renshaw, western head of NRA, feel sure that it won't belong before all the other code groups adopt it. In essence the idea makes it cost dollars and cents for anybody to be a bad boy and cut down the profits tree with his little chisel. It ends the slap-on-the-wrist period of business self government. NRA leaders believe that as soon as they're given the power to make non-compliance a pain in the pocketbook, the whole Recovery program will enter a new day."

Starting Oct. 16, 1934 in Seattle I expect to rapidly cover the whole United States to ask certain questions of each individual manufacturer. Those questions will be, when all the trimmings of oratory are stripped away:

1. Has the Macaroni Industry progressed to the point in organization where it can be permitted to govern itself?
 2. Do you as an individual believe that your best interests will be served by uniting with other members of the industry in an agreement to take the profit out of chiseling by subjecting yourself to the same type of discipline that you want applied to other members of the industry?
- I believe the answer will be "yes" to both of these questions.

THOUGHTS ON THINGS

Where one is doesn't matter. The only thing that counts is whether or not one is on the way up.

The way to come to our big chance is to make good on all the little chances we get.

Losing one's temper is about as harmless as taking one's hands off the steering wheel while driving.

Hearings on Code Amendments

Macaroni manufacturers showed a lively interest in the hearing on the proposed amendments of the Macaroni Code which was held in Washington on Sept. 25, 1934. The hearing was held in the East Lounge of the Ambassador hotel, Washington, D. C., starting at 10 a. m. and was concluded shortly after noon. Weld M. Stevens, Deputy Administrator of the National Recovery Administration presided at the hearing, being assisted by the officials of the following advisory groups:

Philip Talbot, aide to Deputy Administrator; Richard S. Scott, principal aide in charge of the Macaroni Code; Robert F. Wilson, Legal Adviser; W. F. Norton, Consumers Council; Robert M. Woodbury, Labor Adviser, and Miss B. Whittington of Research and Planning.

Dr. Bidwell of the foodstuffs division of the U. S. Department of Agriculture was an interested listener in an unofficial capacity.

Chairman G. G. Hoskins of the Macaroni Code Authority who had proposed the amendments, spoke for the proponents in favor of the changes sought, stressing the point that their adoption would facilitate administration of the code without imposing undue burden or hardship on the members of the industry.

The proposed amendments were considered serially, Chairman Stevens reading the amendments paragraph by paragraph, asking explanations whenever needed and inviting comments by interested manufacturers as well as officials of the Advisory Boards.

On the proposed definitions for the farinaceous ingredients of the raw materials for macaroni products, the principal objection was to the use of the word "amber" with reference to durum wheat. This objection was voiced by Herman Fakler, Washington representative of the National Millers Federation who stated that he was representing 9 durum mills. He was advised that the objecting millers would be given until Sept. 30 to file a brief on their suggested elimination of the word.

The suggested change to clarify the meaning of the present Code that would entirely eliminate use of the word "noodle" or "noodles" with reference to products containing no egg or egg in quantity less than 5.5%, brought out the most serious objection from many manufacturers present and through letters and telegrams from manufacturers in several sections of the country. On this point only was the Code Authority divided in its opinion. M. De Mattei speaking for the California manufacturers objected strenuously by letter to any change that would eliminate use of the manufacture of plain noodles and the legal labeling as such. Among other objectors were Schoneberger and Sons, Chi-

cago; Canton Noodle company, Sacramento, Cal.; G. D'Amico Macaroni company, Steger, Ill., and the Chow Mein Manufacturers of the Pacific coast. Several manufacturers voiced their objections in person and all objections were taken under consideration with the suggestion that briefs, if desired, might be filed with the Deputy before Sept. 30, 1934.

Among those who attended the hearing were Chairman G. G. Hoskins, William Culman, Henry Mueller, G. Guerisi, John B. Canepa, Louis S. Vagnino, B. R. Jacobs, M. J. Donna of the Macaroni Code Authority; W. H. Calhoun, Administration member on the Code Authority, Regional Chairmen Frank L. Zerega, Philip R. Winebrenner, R. V. Golden and R. B. Browa. Interested manufacturers were: H. D. Del Rossi, Simone Giordano, Joseph Pellegrino, E. Z. Vermylen, Andrew Pellegrino, S. Coniglio and Andrew Cardinali.

The hearing lasted about 2 hours. Just before adjournment Deputy Administrator Stevens advised that the evidence presented would be weighed carefully, that the briefs submitted in opposition to proposed changes would be carefully considered and the conclusions of the administration announced to the industry in due time.

Hearing on Premiums

As the conclusion of the legal hearing on the proposed changes in the Macaroni Code, Deputy Administrator Stevens and representatives of the various Advisory Boards gave a special hearing on a petition suggesting an amendment to the Code that would entirely eliminate the use of premiums in the macaroni industry.

Chairman Hoskins of the Macaroni Code Authority presented the petition which had been sent him by Attorney Aaron Sapiro representing a group of manufacturers in Region No. 2; also a similar petition from a group of manufacturers representing Region No. 1.

G. D. Del Rossi, representing the group of protesting manufacturers in Region No. 1, argued in favor of the proposed change which he thought would be most beneficial to the industry. Joseph Pellegrino did likewise as the spokesman for a group of manufacturers in Region No. 2. Attorney Sapiro representing the Williamsburg Macaroni Co. of Brooklyn, N. Y. was the principal speaker, arguing that the Code as set up at present prohibits use of premiums of any kind and for any purpose. The general contention is that the use of premiums is permissible when the cost of the premium is properly reflected in the price at which the product is sold providing said price is not below cost.

It is the intention of the petitioners to obtain an interpretation of the pro-

visions of the present code with respect to premiums; otherwise request an amendment to that effect. Officials who heard the arguments made no statements that would indicate their attitude but advised that the whole matter would be taken under consideration for decision at an early date.

Collective Bargaining Denied Minorities

In the opinion of the National Association of Manufacturers, as expressed in a release last month, new ammunition for labor strife has been injected into the industrial situation by the decision by the National Labor Relations Board in the Houde Engineering corporation case, in which the board denied the right of collective bargaining to minority labor groups.

The Labor Board in the first major case testing its interpretation of Sec. 7(a) of the NIRA held that the majority of employees in a plant have the right to designate "the exclusive bargaining agency of all employees in the unit."

The National Association of Manufacturers issued a statement pointing out that the Labor Board's decision "virtually nullifies the right of collective bargaining guaranteed to all employees by Sec. 7(a) of the Recovery Act." The association added:

"One of the purposes of Sec. 7(a), as interpreted by President Roosevelt, General H. S. Johnson and Donald Richberg, was to preserve to every employe the right to bargain with management either individually or collectively as he saw fit and if collectively, then through such form of collective bargaining as he wished. Under this decision if an employe does not choose the form selected by a majority of his fellow workers, he is deprived of the right to bargain collectively guaranteed him by the act. This is not in conformance with President Roosevelt's own stipulations protecting minorities when he settled the automobile controversy."

Highly significant was the association's closing statement that this decision "will not be contributory to allaying the troubled industrial situation which unwise policies already have precipitated."

Referring to the decision editorially the New York Times said: "The National Labor Relations Board now in effect reverses these decisions of the President, the Recovery Administrator, and the general counsel of the NRA, and returns to the attitude of the National Labor Board, merely making the concession that individual employes and minority groups may retain the right to present grievances."

Consumers Council's Macaroni Warning

A general warning to consumers of American made macaroni products was issued on Oct. 2, 1934 for the Consumers Council of New England by Mrs. Edward M. Cox, assistant to the State Compliance Director of Massachusetts over radio station WNAC, Boston. It stressed the apparent shortage in high grade durum wheat and the natural attempt of some manufacturers to palm off inferior grades especially in the face of an exceedingly competitive market now existing.

In her opening statement Mrs. Cox expressed the wish to present to the consuming public some vitally important points in the purchasing of macaroni products. The broadcast, in part, follows:

As you probably already know, the macaroni industry has been operating under a code and that those manufacturers in good standing are displaying a Code Eagle which bears a registration number identifying the individual manufacturer. There are many provisions in this code which aim to protect the consuming public. In it has been set forth standards of the highest quality. It sets forth that the best grade of macaroni and spaghetti is made from first grade semolina which is the purified middlings milled from durum wheat.

Unfortunately this year there is a shortage of durum wheat so that some unscrupulous manufacturers will attempt to use inferior materials for high grade durum semolina. This grave shortage of semolina producing wheat is one that may seriously affect the consuming public. As a matter of fact, this is the first time in 50 years that this country will have to import semolina producing wheat from Canada. The danger to the consuming public and honest manufacturers is that a good deal of macaroni and spaghetti products will be manufactured from ingredients, inferior in quality and not nearly half as good as when made from Grade No. 1 semolina.

Approve Southern Wage Differential

After a thorough study of the petition filed by the Macaroni Code Authority late in May praying that the Macaroni Code be amended to provide for slightly lower wage bases in the plants in the southern states, the National Recovery Administration saw fit to give its assent to the amendment, announcement of its action having been made the first week in October.

In effect the amendment establishes a wage rate about 5c per hour under the scale provided in the original code; this lower scale applying only to plants in corporate limits of Memphis, Tenn. in Regional Group No. 7, and all plants in

It is important to remember that semolina is not a trade name but is distinctively different from flour. Inasmuch as there is a crop shortage of semolina substitutes may be used by many unscrupulous manufacturers. It becomes important, therefore, that the consumer, in purchasing macaroni and spaghetti, insist and purchase only No. 1 Grade Semolina products for best results and satisfaction.

Macaroni can of course be bought either in bulk or in packages. In purchasing it in bulk, you must be careful to look for a rich amber color which is an indication that it is made from better grade raw materials. You can protect yourself by insisting upon the observance of the standards of quality that are provided for in the code.

Aside from standards of quality as provided for, there are many other requirements which are observed by those manufacturers who display the Macaroni Code Eagle. Among them are the label requirements which provide:

1st: The net weight of the contents of the package shall be marked thereon.

2nd: The name of the product, whether egg noodles, macaroni, etc.

3rd: The name and address of the manufacturer or distributor.

4th: A true statement of the ingredients used.

The honest manufacturer wants the public to be protected and to get what it pays for. Therefore by purchasing quality macaroni the full protection is assured the consumer. Buy either in bulk or in packages. The advantages of package purchases have of course long been known by the public, such as—cleanliness, recognized brand names, conveniences, etc.

Whenever you have reason to believe that a macaroni or spaghetti product is below standard or improperly labeled or identified or you have any other complaint to lodge, refer the complaint, and

if possible the registration number of the manufacturer or other identifying matter to Mrs. Cox of the Consumers Division, 80 Federal st., Boston.

You can readily understand that those manufacturers who are observing the code are of necessity paying higher wages and that in order to conform with the high standard of quality requirements have necessarily had an increase in their cost of production which means a slight increase in the price of grade No. 1 semolina macaroni. In comparison with other increased costs of other products, the increase is a slight one.

New England manufacturers are prepared this year to continue the manufacture of macaroni and spaghetti from pure No. 1 semolina despite the shortage of the crop. They are in a position because of size, reputation and foresight to be able and willing to protect the consuming public and also to protect the macaroni industry in New England which has labored long and hard to make the macaroni industry in New England the leading section of the country in quality and honesty of dealing with the public.

It is to your own personal interest to support those business houses which show desire to cooperate with the provisions set forth in their respective codes which are, in a large part, directed to the benefit of the public. More than 80% of the production of macaroni and spaghetti products manufactured in New England is complying with all those provisions in the code which are of direct benefit to the consumer. They are operating under a Code Eagle. So therefore in the purchase of your macaroni products, look for the Macaroni Code Eagle and the registration number on it.

Remember, the success or the failure of the whole recovery program rests on you, the consumer. It is the consumer who rightly and justly should dictate in this country.

Regional Groups Nos. 8 and 9. The order amending the code issued by G. A. Lynch, administrative officer of the National Recovery Board is as follows:

WHEREAS, Pursuant to Art. V, Sec. 6 of the Code of Fair Competition for the Macaroni Industry, Regional Groups Nos. 8 and 9, and the corporate limits of Memphis, Tennessee in Regional Group No. 7 submitted data tending to prove that such Regional Groups are placed at a competitive disadvantage with and are subject to different economic conditions than other Regional Groups, and

WHEREAS, the Code Authority decided after investigation that the facts submitted justified special labor provisions for those groups and petitioned and recommended to the Administrator that changes be made in the provisions for labor in this Code as respects the aforesaid Regional Groups, and

WHEREAS, Notice of Opportunity to be Heard has been given to all interested parties on July 7, 1934 and the annexed report on

said amendment contains findings with respect thereto, which findings have been made and directed to the President,

NOW, THEREFORE, on behalf of the President of the United States, the National Industrial Recovery Board, pursuant to authority vested in said Board by Executive Order of the President, dated Sept. 27, 1934 hereby incorporated by reference said annexed report and finds that said amendment and the Code as constituted after being amended comply in all respects with the pertinent provisions and will promote the policy and purposes of Title I of the National Industrial Recovery Act, and do hereby order that said amendment be and is hereby approved and that the previous approval of said Code is hereby modified to include an approval of said Code as amended, such approval and such amendment to take effect ten (10) days from the date hereof, unless good cause to the contrary is shown to the National Industrial Recovery Board before that time and the said board issues a subsequent order to that effect.

Drouth

—AND AN EXPANDED MARKET FOR YOU!

The great drouth of 1934 has created a serious problem—and an unusual opportunity—for the macaroni manufacturer.

The present shortage of first quality durum wheat, and its consequent higher price, present a temptation to the individual manufacturer to use an inferior semolina in order to maintain a low price for his finished product. The consequences of such tampering with macaroni quality may be serious—loss of consumer favor and trade confidence, perhaps a permanently damaged market for the brand whose quality has been permitted to slip.

A brighter prospect lies before the manufacturer who elects to maintain or improve the quality of his product. He actually faces an expanding market—a market abandoned to him by brands which no longer have the superior color, firmness and flavor characteristic of macaroni made from top grade durum semolina. This will not come in a day. But it is the winning course in the long run. *Quality always wins!*

This year, as in past years, only the finest of durum wheat will be milled into Gold Medal Semolina. Durum from the best growing areas. Durum selected by the most stringent of tests. In short, only durum that will insure the exact Gold Medal standards of color, taste and strength; the standards that are indispensable in your development of this sales opportunity.



Gold Medal Semolina

"Press-tested"

Durum Millers Oppose Proposed Flour Definitions

As suggested by the deputy administrator in charge of the hearing on the proposed amendments to the Macaroni Code on Sept. 25, 1934, Herman Fakler, Washington representative of the Millers National Federation, and representing 9 leading durum millers, filed a brief in which he stated his clients' opposition to adoption of the definitions proposed by the Macaroni Code Authority. He stated that he represented the following firms: Amber Milling company, Capital Flour Mills, Inc., Commander-Larabec Corp., King Midas Mill company, H. H. King Flour Mills company, Pillsbury Flour Mills company and Washburn Crosby Co. Inc., all of Minneapolis; Crookston Milling company, Crookston, Minn. and Duluth-Superior Milling Co., Duluth, Minn. His brief follows:

The macaroni industry through its code authority has submitted an application for modification of the code of fair competition for that industry by amending the code in several particulars. Among others, it is proposed to add eight new definitions to Article II of said code, defining certain products manufactured by the wheat flour milling industry and purchased and used by the macaroni industry in the further manufacture of alimentary pastes.

It is presumed that these definitions are proposed to be incorporated in the macaroni code as standards of purchase of these articles principally for use by the macaroni industry in connection with proper labeling of its finished products. They are in the nature of customer or industry specifications to which durum millers will be expected to comply in selling the products so defined to members of the macaroni industry.

Many of the definitions proposed are borrowed direct, in total or in part, from definitions now in effect in connection with the enforcement of the Federal Food and Drugs Act. On these, we see no necessity for comment, inasmuch as both the buyer and the seller are now already subject to these definitions. There are others proposed, however, to which we desire to direct specific comment.

In the proposed definitions "r" and "u," covering respectively "durum fancy patent flour," "No. 1 semolina," and "fancy semolina," we note the use of the words "amber durum wheat." In this connection we regard the use of the word "amber" as ambiguous and unduly restrictive.

We presume that the intentions of those who framed these definitions were to use the word "amber" as an expression of choice quality and source of color. It seems to us, however, to be an unfortunate choice of words, for the simple reason that it might possibly be interpreted as limiting the raw material for these products to the single federal subclass of "amber durum," and, therefore, the word "amber" should be eliminated from these definitions.

The "Official Grain Standards of the United States," promulgated by the Secretary of Agriculture in April 1934, designate two official classes of durum wheat: namely, "durum wheat" and "red durum wheat." The "durum wheat" is then officially divided into three subclasses: namely, "hard amber durum," "amber durum," and "durum." Distinction between the three subclasses of durum is made solely on the basis of the per-

centage of hard and vitreous kernels present, no distinction whatsoever being made in grade between the very considerable number of varieties of common durum raised in this country.

For example, "hard amber durum" must contain not less than 75% of hard and vitreous kernels of amber color. "Amber durum" may contain less than 75% but not less than 60% of hard and vitreous kernels of amber color, and "durum" may contain less than 60% of hard and vitreous kernels of amber color.

The buying of durum wheat for semolina involves an intimate knowledge of the relative quality of each variety of durum raised, and takes into account as well the geographic origin of each particular shipment. Mill buyers of durum wheat are only secondarily concerned with federal grades on durum, although, of course, these grades are of prime interest to most buyers for terminal storage elevators.

If the use of the words "amber durum" in the definitions proposed by the macaroni industry is to be interpreted as confining the raw material for these durum products to a single federal grain standard subclass, it will, in our opinion, result in the manufacture of poorer and less uniform "durum fancy patent" and "No. 1 semolina" in many crops than is the case at present, and it will, in addition, tend in crops when this particular single intermediate subclass is scarce to raise prices on the products. Inasmuch as all these subclasses may be found in the wheat from the country or as it is loaded out of terminal elevators, a premium for "amber durum" will cause the accumulation of other grades by elevator interests, who will mix them to meet "amber durum" specifications. The fact that these elevator mixtures lose their original identity will be a further distinct threat to the uniform quality of semolina made therefrom.

If on the other hand the use of the words "amber durum" is to be interpreted as confining the raw material for these durum products only to such wheat as contains 100% of hard and vitreous kernels of amber color, it would be practically impossible for millers to comply with the requirement. No such durum wheat is marketed.

Each major class of durum wheat may contain a certain maximum percentage of wheats other than durum, including red durum, the latter a very undesirable class from a milling standpoint. The maximum percentage of other wheats, including red durum, permitted under the federal standards of any grade, except sample or mixed, is 10%. While the figure has some basis in experience, it is purely arbitrary and inflexible. For example, a sample of wheat containing 11% of wheats other than durum, including red durum, may not be classed as amber durum, but must be placed in the classification of mixed durum. However, a sample of mixed durum, proposed to be excluded for use in the manufacture of "fancy durum patent" and "No. 1 semolina," may have an intrinsic value far greater than a sample which may grade "No. 1 hard amber durum" or "No. 1 amber." This fact is amply proven day after day in the markets of Duluth and Minneapolis, where practically all durum wheats grown in the United States are marketed.

This fact is graphically illustrated by the two samples of wheat submitted herewith as exhibits "A" and "B." Exhibit "A" is a sample representing a carload of "No. 1 hard amber durum," the highest grade under the federal standards. This car was actually purchased in the Minneapolis market on Sept. 18, 1934, at 4c bu. premium

over the Duluth December option. Test weight of this car was 61 lbs. per bu. Exhibit "B" represents a car lot of "No. 1 mixed durum," which would be excluded for use for "fancy durum patent" or "No. 1 semolina" under the proposed definitions. This car sold in the Minneapolis market on Sept. 20, 1934 at 25c bu. over the Duluth December option. The test weight per bu. on the car of "No. 1 mixed durum" was 62 lbs. bu. It has a very much superior color to the sample of "No. 1 hard amber durum," but was graded as mixed because of a 12% content of wheats other than durum. The miller who purchased the wheats was willing to pay a premium of 21c bu. for the car of mixed durum because of the superior color quality. The attribute of color cannot be defined for purposes of grain standardization.

The practical effect of the requirement under the proposed definitions, that "durum fancy patent" flour, "No. 1 semolina," and "fancy semolina" be milled only from "amber durum" wheat will eliminate the use of what is actually a superior quality of durum wheat simply on the basis of a mechanical inspection which neglects characteristics of color which are the greatest single factor in determination of price on durum wheat for milling purposes.

Under the most liberal of two interpretations which may be placed on the proposed definitions, the product could only be produced, for example, from a wheat mixture all of which would grade "amber durum," according to federal standards. The millers, therefore, would not be permitted to improve the color of their resultant product by the inclusion in their wheat mixture of wheat which may grade either "hard amber" or "durum," which may have color attributes far in excess of the "amber durum." Such a restriction, in our judgment, would defeat the purpose of the proposed amendment by depriving the macaroni industry of the color attribute which they are seeking and which is not necessarily secured from "amber durum."

What the macaroni industry is seeking is excellence of quality. The keen competition which exists between durum millers will bring far better results in this direction than the restrictive use of the term "amber." The use of an inferior type of wheat will produce an inferior product, and it will not be to the best interests of the macaroni industry to so restrict millers in the use of various wheat mixtures that the best possible product out of the available wheat crop cannot be produced.

It might be pointed out also that the restriction may place a burden upon the wheat farmer. Durum wheat graded other than "amber" would, because of lack of demand in the Duluth and Minneapolis markets, be forced to a discount under the true supply and demand value.

Briefly, the descriptive word "amber" is used in the official federal grain standards to designate a subclass of durum wheat as distinct from other subclasses of durum wheat and is not synonymous with quality from a milling standpoint. The elimination for milling purposes of other subclasses of durum wheats than "amber" would work an unfair hardship on the producers of durum wheats of excellent color quality which do not fall into the subclass of "amber durum."

We believe also, in the case of proposed definitions "t," "u" and "v," that more specific instructions should be included regarding the sifting of these products implied in the granulation standards included. We do not question the wording of these definitions or the fairness of the standards

October 15, 1934

THE MACARONI JOURNAL

11

the definitions imply. Long experience with sifting granular products, however, has taught us that a definite sifting method is very necessary to obtain comparable results. We know also that long continued sifting of granular wheat products tends to increase the flour content through actual attrition on the sieves. We know that such products containing different sized granules tend to sort themselves out somewhat through handling and transit, and that, therefore, samples to be representative must be properly taken. In order to avoid unnecessary and unwarranted misunderstandings both between millers and macaroni manufacturers and those parties charged with the enforcement of the macaroni code, we recommend amplification of the methods for determining the granulation content specified in the above definitions.

In addition, we believe it wise to comment on the inadvisability of including too definite and stringent granulation specifications in any definitions having the force of law and the possibility of perpetual application. Any semolina miller and all macaroni manufacturers who check the granulation of their deliveries over a series of different sized sieves are, we believe, aware of the fact that on certain crops it is advisable, if not necessary, to modify somewhat the granulation of certain types of semolina in order to produce a product of maximum value to the user, cost and quality considered. We believe, therefore, that any such definition as "u," covering "No. 1 semolina" (and possibly though not probably definitions "t" and "v") should be subject to revision from crop to crop by duly appointed authority within the macaroni industry presumably in consultation with the millers.

It is to be noted also that there is some distinction between the definition "purified middlings," as given, and the definitions of "semolina" and "farina," which, according to the federal food and drugs definitions, are simple purified middlings from certain classes of wheat, but which, in the case of these proposed definitions, have a definite percentage limit of flour not included in the definition for purified middlings.

It would seem that the definitions for "semolina" do not present a complete picture, at least as represented by previous trade requirements, as we seriously doubt if the product known heretofore as "No. 3 semolina" will safely come within the maximum flour percentage allowed in the definitions for "semolina."

We note also that there is a considerable demand, entirely outside of the macaroni industry, for certain of the products defined which would have to be considered in its entirety before finally passing on the milling adequacy of the definitions proposed.

Favor Uniform Grade Names

At the request of the Consumers Advisory Board the American Standards association is undertaking development of a model system of terms for designating grades and qualities of commodities. That there is a great need of some such uniformity, all business men are agreed. "First Grade," "Fancy," "AA," "Superior," "Extra Fine," "A-No. 1," "Standard" and similar superlatives have a different meaning when applied to different products, and rarely mean what the buyer or consumer is led to believe them to mean.

A survey of the subject prepared by the standards unit of the Consumers Advisory Board shows that "U. S. No. 1" cheese which might be mistaken by consumers for top quality actually rates third grade; "Fancy" applies to top grade

MACARONI GOOD FOR CHILDREN

Macaroni is a splendid food, and a valuable addition to the diet. Dr. Arnold Lorand, a celebrated author on diet, a man who has had extensive experience in dietetics, says in his book on "Health Through Rational Diet" that macaroni is rich in gluten and easily assimilated. It is especially nutritious when eggs have been added. Dr. Lorand adds:

"I frequently recommend macaroni as a healthful addition to the midday and evening meals of my patients in Carlsbad, as it is nutritious and easily digested and does not impose any hard work upon the stomach and intestines. It is well tolerated and assimilated. Nor does macaroni contain any injurious substances either for the liver or the blood vessels."

Noodles, too, which are made from a dough rolled into thin sheets and dried, absorb readily in the intestine; their assimilation is also improved when eggs have been added to the dough—says the *Baltimore News* of Baltimore, Md.

A good brand of macaroni cooks in 9 minutes. The water should be boiling rapidly—a tablespoon of salt having been added to it—before the macaroni is put in. Then stir occasionally.

apples as well as to second grade brooms; "Standard" applies alike to third grade canned fruits and to fifth grade dried fruits. "A 1," a term generally implying excellence, is given to the lowest grade of silverware.

The study has for its objective the setting up of a simple model method (or methods) of designating qualities or grades of goods, which should be carried out cooperatively by organized groups of consumers, producers, distributors, governmental agencies, advertising and marketing specialists. It should apply to consumer goods purchased at retail as well as in the wholesale markets. It should be so simple as to be easily understood by the average housewife, yet flexible enough to allow for changes as time and experience may determine.

In attempting to attain its objective the American Standards association will confer with producer, consumer, distributor and governmental groups whose cooperation will be essential, not only in determining the method or methods but in putting them into effect.

"Kitchenosis"

As a sure cure for "kitchenosis," that strange malady that housewives contract from constant worry over what to serve for luncheon or dinner, the Du Pont Cellophane company recommends a generous dose of cellophane wrapped offerings of foods of every kind. This it is doing in a well planned schedule of advertising starting this fall in the many magazines that have a special appeal to housewives.

In its advertisement for November a suggestive 4-color illustration of elbow macaroni and other cellophane wrapped foods appears under the title "Your eyes can give you menu ideas," followed by the simple cure recommend-

ed. "Let your eyes help you while you shop" suggests the advertisement that states that many tempting foods now come in the firm's transparent wrapper giving the shopper many appetizing suggestions. Emphasis is quite naturally given to the cleanliness and the convenience of food products similarly wrapped, and incidentally to the extra value given to macaroni and other products by the transparent cellophane package.

Uniform Analysis Method

Cereal chemists feel a great need of uniformity in the methods of analyzing grain and grain products and in keeping with that idea announce that a completely revised edition of "Methods for the Analysis of Cereals and Cereal Products" has been prepared by its committee on methods of analysis. Dr. C. E. Magels, cereal chemist for the North Dakota Agricultural Experiment Station, Fargo, has been directing the revision for 3 years, assisted by the following committee: J. T. Flohil and Dr. C. G. Harrell, Pillsbury Flour Mills Co.; Dr. F. A. Collatz, Washburn Crosby Co.; Dr. Alan E. Treloar, University of Minnesota; Dr. Betty Sullivan, Russell Miller Milling Co., all of Minneapolis; Dr. George L. Alexander, Commercial Milling Co., Detroit, Mich.; Claude F. Davis, Western Star Mill Co., Salina, Kan.; Dr. E. G. Bayfield, Ohio Agricultural Experiment Station, Wooster; Dr. R. M. Sandstedt, Nebraska Agricultural Experiment Station, Lincoln; Dr. J. A. LeClerc, Bureau of Chemistry and Soils, Washington, D. C.; and the late Alfred E. Meyer.

Every effort has been directed toward making the new book of methods complete and accurate to the last detail. Bids for its publication are being considered by the executive committee of which Dr. Washington Platt, The Borden Co., Syracuse, N. Y., is chairman.

Dr. D. A. Coleman, U. S. Department of Agriculture, Washington, D. C., as chairman of the committee on methods of analysis at the time, directed compiling the first edition of the manual in 1928, the supply of which was quickly exhausted.

Wholesaler Honored

Charles E. Wilcox, 83 year old vice president of Sprague, Warner and company, celebrated completion of 50 years service with the wholesale grocery house on Oct. 5. Mr. Wilcox entered the employ of the company in 1884 and shortly after was appointed manager of the canned foods department. He is still the active head of this department and has been a director and vice president of the firm since 1915.

Mr. Wilcox is widely known for his knowledge of and experience with canned foods, and is recognized as one of the outstanding leaders in this field.

Continues Fight on Food Violators

While the attention of most every one in business is centered on the activities of the codes the United States Department of Agriculture continues its relentless fight against misbranding, untruthful labeling and artificial coloring. Such cases are naturally slow in culmination, and though the August 1934 report of the Food and Drugs Administration gives notices of judgment against violators of nearly a year ago, it shows that these officials are ever watchful.

Of the 250 cases and convictions reported only 4 concern macaroni, spaghetti and noodle products. Yet these 4 cases run the whole category of violations, such as use of artificial coloring in both macaroni and noodles, improper labeling to mislead buyers, and wilful misbranding. These cases reported last month are referred to as a notice that the department has a duty outside the code law which it is performing to the satisfaction of the honest business men and for the protection of the consumers.

21311. Misbranding of macaroni. U. S. v. 495 Fiber Boxes of Macaroni. Default decree of forfeiture and destruction. (F. & D. No. 30596. Sample No. 32273-A.)

This case involved a shipment of macaroni, sample boxes of which were found to contain less than 5 pounds, the declared weight.

On June 14, 1933, the United States attorney for the District of Idaho, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 495 fiber boxes of macaroni at Boise, Idaho, alleging that the article had been shipped in interstate commerce on or about June 1, 1933, by the U. S. Macaroni Co., from Spokane, Wash., and charging misbranding in violation of the Food and Drugs Act. The article was labeled in part: "Macaroni, Five Lbs. Net, Empire Brand."

It was alleged in the libel that the article was misbranded in that the statement "Five Lbs. Net" was false and misleading and deceived and misled the purchaser, and for the further reason that the article was found in package form and failed to bear a plain and conspicuous statement of the quantity of the contents, since the boxes contained less than the declared weight.

On July 24, 1933, no claimant having appeared for the property, judgment of forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

M. L. Wilson, Acting Secretary of Agriculture.

21335. Misbranding of macaroni. U. S. v. 28 Cases of Macaroni. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 30574. Sample No. 41827-A.)

This case involved a shipment of macaroni in packages that were not labeled, as required by law, with a plain and conspicuous statement of the quantity of the contents. The statement of weight appeared in an obscure fashion on a panel of the label that would not be used for display purposes.

On June 9, 1933, the United States attorney for the Eastern District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 28 cases of macaroni at Philadelphia, Pa., alleging that the article had been shipped

in interstate commerce on or about April 27 and May 8, 1933, by the Ronzoni Macaroni Co., Inc., from Long Island City, N. Y., and charging misbranding in violation of the Food and Drugs Act as amended. The article was labeled in part: "Ronzoni Pasta Alimentaire * * * Net Weight Fifteen Ounces, Ronzoni Macaroni Co., Inc., Long Island City, N. Y."

It was alleged in the libel that the article was misbranded in that the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On July 5, 1933, no claimant having appeared for the property, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

M. L. Wilson, Acting Secretary of Agriculture.

21341. Adulteration and misbranding of alimentary pastes. U. S. v. Gragnano Products, Inc. Plea of guilty. Fine, \$50. (F. & D. No. 30140. I. S. No. 32275.)

This case was based on the interstate shipment of semolina spaghetti, semolina sea shells, and semolina elbow macaroni that were artificially colored.

On June 7, 1933, the United States attorney for the Northern District of California, acting upon a report by the Secretary of Agriculture, filed in the district court an information against the Gragnano Products, Inc., a corporation, San Francisco, Calif., alleging shipment by said company in violation of the Food and Drugs Act, on or about February 11, 1932, from the State of California into the State of Utah, of quantities of alimentary pastes that were adulterated and misbranded. The articles were labeled: "Semolina Spaghetti [or 'Sea Shells' or 'Elbow Macaroni'] * * * Manufactured by Gragnano Products, Inc., San Francisco, Calif."

It was alleged in the information that the articles were adulterated in that products which contained no egg and which were artificially colored had been substituted for the said articles. Adulteration was alleged for the further reason that the articles were inferior to semolina spaghetti, semolina sea shells, and semolina macaroni, i. e., products which contained no egg and were colored with a coal tar dye, tartrazine, so as to simulate the appearance of semolina spaghetti, semolina sea shells, and semolina macaroni, and in a manner whereby their inferiority was concealed.

Misbranding was alleged for the reason that the statements, "Semolina Spaghetti," "Semolina Sea Shells," and "Semolina Elbow Macaroni," borne on the labels, were false and misleading and for the further reason that the articles were labeled so as to deceive and mislead the purchaser, in that the statements represented that the articles were semolina spaghetti, semolina sea shells, or semolina elbow macaroni, whereas they were not, but were artificially colored products which contained no egg.

On July 8, 1933, a plea of guilty to the information was entered on behalf of the defendant company, and the court imposed a fine of \$50.

M. L. Wilson, Acting Secretary of Agriculture.

21427. Adulteration of noodles. U. S. v. Joseph Sunn and James Loo (Majesty Paste Co.). Pleas of guilty. Fines, \$40. (F. & D. No. 30126. Sample No. 232-A.)

This case was based on an interstate shipment of a product which had been artificially colored in a manner simulating the appearance of egg noodles, and which was found to contain little, if any, egg solids.

On July 7, 1933, the United States attorney for the Northern District of California, acting upon a report by the Secretary of Agriculture, filed in the district court an information against Joseph Sunn and James Loo, members of a copartnership, trading as

Majesty Paste Co., San Francisco, Calif., alleging shipment by said defendants in violation of the Food and Drugs Act, on or about May 13, 1932, from the State of California into the State of Washington, of a quantity of noodles which were adulterated. The article was labeled in part: (Individual package) "Plain Noodles."

It was alleged in the information that the article was adulterated in that a product containing an artificial coloring substance, tartrazine, simulating the color of egg noodles and containing but a negligible amount of egg solids, if any, had been substituted for egg noodles, which the article purported to be. Adulteration was alleged for the further reason that the article had been colored with an artificial coloring in a manner whereby its inferiority to egg noodles was concealed.

On August 5, 1933, the defendants entered pleas of guilty to the information and were each fined \$20.

M. L. Wilson, Acting Secretary of Agriculture.

Steal Payroll—Return It

The V. Viviano & Brothers Macaroni Manufacturing company of St. Louis, Mo., was the victim of a mysterious robbery that proved to be but a temporary loss but most mystifying. The payroll intended for the employees of the firm amounting to \$3,478 was stolen while being taken from the Mercantile-Commerce Bank and Trust company to the plant a few blocks away. It was returned in a mysterious way a few days later.

Secretary-Treasurer S. D'Allesandro of the firm had gone to the bank for money with which to meet the weekly payroll when, as he said, he was forced into an automobile by 4 men, robbed and then cast into a field bound hands and feet. A policeman witnessed the latter act, and pursuing the car ascertained its license number. The car was found to be the property of a relative of the head of the macaroni firm. He was called in for questioning and while he was denying any knowledge of the robbery a woman entered the office of President Gaetano Viviano, leaving a package that later was discovered to contain the payroll intact. The bills were wrapped in old newspapers. Police are investigating several clues with the hope of clearing up the robbery.

Pittsburgh Field Adjuster Busy

H. C. Fishley has been appointed field adjuster for Region No. 4 comprising Ohio, West Virginia, western Pennsylvania and Maryland. He has established headquarters at 802 Investment building, Pittsburgh, Pa. Telephone Court 5418.

He has already visited practically every plant in his region, learning firsthand the manufacturers' viewpoints on the various problems confronting the trade. He has attended several meetings in Pittsburgh and Cleveland in company with Code Chairman G. G. Hoskins and B. R. Jacobs, deputy code executive, Washington, D. C., and already there is a noticeably favorable change in the region.

Code Authority in Important Meeting

In anticipation of the public hearing on the proposed amendments to the Macaroni Code and to be prepared for any emergency that may arise, the fall meeting of the Macaroni Code Authority was held Sept. 24 in the Mayflower hotel in Washington, D. C. To the meeting were also invited the chairmen of some of the nearby regions.

The proposed amendments were carefully considered, the objections made were fully studied and a preliminary conference was held in the late afternoon with the executives of the several NRA advisory boards interested in the amendments to iron out any differences that may have existed. As the result of all of this the hearing on the next day was very brief and the industry's attitude fully understood.

Chairman G. G. Hoskins announced NRA's approval of the "liquidating damage" clause and through Attorney George D. Horning, Jr. of Washington, D. C. presented a form of contract that manufacturers would be asked to sign as voluntarily operating under the liquidated damage provisions. After a careful study and approved suggestions, the attorney

was asked to redraft the contract form embodying suggested changes for later submittal to Chairman Hoskins.

The Code Authority instructed the chairman to take the necessary steps to obtain for A. Goodman & Sons, New York city a requested exemption from the hours-limitation provisions concerning truck drivers during the Jewish holiday seasons, since the firm was willing to pay the wages and overtime provided by the code. It found it both impractical and impossible to observe the letter of the code and operate efficiently during those peak seasons.

It was also recommended that an amendment be offered at some later date to clarify the Code Authority election provisions of the code.

Those in attendance were: G. G. Hoskins, chairman; Henry Mueller, Wm. Culman, G. Guerrisi, John V. Canepa, Louis S. Vagnino, W. H. Calhoun, administration member; B. R. Jacobs, deputy code executive, and M. J. Donna, secretary-treasurer; also Regional Chairmen Frank L. Zerega, R. V. Golden, Philip R. Winebrenner and R. B. Brown.

Food Officials to Convene

The 38th annual conference of the Association of Dairy, Food and Drug Officials of the United States will be held in the Henry Grady hotel, Atlanta, Ga. Oct. 15-18, 1934 according to an announcement by the publicity committee. The sessions of the first two days are open to the public and all who are in any way interested in the growing, manufacture, processing and distribution of food products. The remaining two days will be devoted to association business.

Leading officials of the federal and state food laws enforcement groups are scheduled to speak on many timely questions, one of particular interest being a discussion of the "Relation and Benefit of Code Enforcement to Food Laws" by Daniel R. Forbes, Washington attorney. Cassius L. Clay of New Orleans, La. is president of the association, Henry Hoffman, Jr. of St. Paul, Minn. vice president and W. C. Geagley of Lansing, Mich. the secretary-treasurer.

Millers Approve \$244,722 Budget

The code authority for the wheat flour milling industry has approved and submitted to NRA officials in Washington a budget totaling \$244,722 to cover operating expenses for the year beginning Oct. 1. This estimated expense is based on experience gained during the first 3 months during which the miller code was in operation.

Of the total budget \$30,000 is for enforcement of the price provisions of the

code which will be assessed only if needed. The assessment to be paid by the millers under the code will be on the basis of 2.6 mills to 2.9 3/4 mills per bbl. It is estimated production will total 80,000,000 bbls. after making allowance for minimum mills, captive mills and flour for export which are exempt from assessment.

A budget of \$50,000 had been approved on June 11 to cover the expenses of the code authority for the first 3 months. It was used principally in organizing the code authority in the 10 regions into which the country is divided in the 14 weeks that the authority was in operation.

Will Revise Foreign Corporation Law

In a letter to the National Macaroni Manufacturers association Daniel W. Troy, attorney-at-law, Montgomery, Ala. invites all interested macaroni and noodle manufacturers doing business in his state to express their views on what changes should be made in Alabama's foreign corporation law, which is to be revised by the incoming legislature. This law has been a thorn in the sides of all out-of-state business firms doing resale work therein, and with the help of those interested it is hoped to eliminate many of its bad features. Mr. Troy writes:

"You can benefit every manufacturer of macaroni selling in Alabama if you will help in the matter to be mentioned. Former Governor Graves, who will take office in January, is backing a complete revision of the Alabama foreign corpora-

tion law, and the job of drafting the bill is in my hands.

"The best way to improve on the old law is to take the open, frank criticism of corporations that have operated under it. If you can get word to your members of what we are trying to do and ask those familiar with the present law to write to me at 1003 Bell building, Montgomery, Ala. frankly commenting on the objectionable features of the present law, you and they will greatly aid us in getting what we want—a model statute which will attract corporations here. The vexed question of resale work we expect to handle so that it can be done with the absolute minimum of expense and trouble. We want the resale workers here."

NRA Has Contributed to Recovery

Direct effects of NRA codes in stabilizing business, preventing destructive price cutting, increasing employment and purchasing power and raising prices from loss to profit levels are demonstrated by the following recovery trends, states an NRA release of September 8:

There were 40,180,000 persons employed in the United States in June 1934. This is a gain of 4,120,000 over the low point of March 1933, and an increase of 2,320,000 over June 1933, when NRA became operative. Most of this rise occurred in industries codified under NRA. (Reemployment under the codes rose and fell in separate trades and industries throughout the year because of seasonal and other factors so that the gross volume of reemployment far exceeded the net increase of 2,320,000 given here.)

The codes all established minimum wages and maximum hours and provided varying safeguards to protect the return in sales of such increased costs. The effect of these provisions is reflected in the reduction of the factory working week by 6 hours from June 1933 to June 1934; the estimated increase in labor's share in the national income from 58.3% in June 1933 to 62.5% in June 1934; and the increase in the wholesale price index from 60.2 in March 1933 to 74.6 in June of this year.

Total weekly wages in manufacturing industries increased from \$96,000,000 in June 1933 to \$132,000,000 in June 1934, or 37.5%. Despite an increase in the cost of living of 9.6%, this represents a net rise of 25% in the total purchasing power of workers in manufacturing industries.

BRAIN STIR

Let's forget about setting the world on fire. It proved itself noninflammable generations ago.

We fail to please people because we forego the undertaking the moment it proves a bit difficult.

The phrase, "make friends," indicates what we have to do to have them.

Making mistakes in what we attempt to do isn't nearly so serious as making the mistake of not attempting at all.

Open Price Provision Still In Force

Editorial and news articles throughout the country have left with some manufacturers and retailers the erroneous impression that the Administration had recently reversed its policy regarding open and fixed prices and that the labor allowance granted in pursuance to the loss limitation provisions in codes of fair competition for the food and grocery trade are no longer effective, or are soon to be abandoned.

That this is not true was made the subject of an announcement to the retailers of the country by the National Food and Grocery Distributors Code Authority. "Members of the trade should be promptly informed that there has been no change in the status of the effectiveness of the markup provisions of our code nor is their enforceability impaired," says the announcement. "Our codes are in full force and effect, and violations must not be condoned but must be dealt with as vigorously as heretofore."

Fine Macaroni Publicity

Milwaukee, Wis., well known for its brewing of famous beers will be equally well known for its macaroni, spaghetti and egg noodles if the officials of the Milwaukee Macaroni company have their way. In the Sept. 30 issue of the *Milwaukee Journal* the making of macaroni and noodles was fully explained and nicely illustrated. George Bernhard, president of the firm appropriately explained the manner of manufacturing egg noodles on a commercial scale, while Vice President Ernesto Conte explained the manufacturing process wherein the golden meal called "semolina" is mixed with water while forming the products into various shapes and later drying out the water to produce not only an economical but a most nutritious and delicious food. For the readers of the *Journal*, he retells the story of the mysterious Chico and the curious Jovanella wherein the former prepared the "divine dish" which the latter appropriated as her own concoction.

The article had a 4 column heading with an illustration showing macaroni extruding from a vertical press, and another showing the noodle paste being rolled into a thin dough for cutting into noodles. The publicity story occupied 2 half-columns of a nicely prepared story.

Consumers Represented

195 of the first 543 approved NRA codes (counting amendments and supplements) contain some form of standards provision. Sometimes actual quality specifications are laid down. In some cases quantity standards, nomenclature or labeling provisions are included. Other codes provide that a committee be set up to investigate the feasibility of standards in particular industries, but frequently no definite time limit is set on

reporting. One industry code specifically provides for a consumer representative on the committee to study and make recommendations in regard to quality and labeling standards. However many of the industries that are studying standards on their own have agreed to have or have even requested a consumer representative on their committee. Such representation is an essential part of the standards policy of the Consumer Advisory Board of the NRA.—*Consumers' Guide*.

Does Three Feet Make a Yard

Is it unfair advertising to offer a yard of goods and give only 3 feet? That was the question that perplexed a prosecuting attorney in St. Louis and prompts the submittal of the question to the macaroni manufacturers of the country by the genial president of the National Macaroni Manufacturers association, Louis S. Vagnino, who, being of a legal turn of mind is somewhat in doubt as to the propriety of the final decision in the case so far as the prosecuting attorney is concerned. The charge was that "three feet didn't make a yard." The irate consumer had the advertiser haled before the prosecutor for advertising "Pig's Feet by the Yard" when in truth the 3 feet measured only 28 inches.

The story from the Interstate Grocer reads: "One St. Louis butcher declares that the consumer is lacking in a sense of humor and that never again will he try to mix humor with the retailing of meats. This was forced upon him recently when he tried to inject a little humor into the drab days of the depression in an advertisement of pig's feet.

"The butcher put a sign on his window, reading 'Pig's feet, 10 cents a yard,' meaning that he would sell three pig's feet for 10 cents. He then chuckled and sat back with visions of customers crowding his store to laugh at his pretty wit and to purchase his pig's feet.

"However, his laugh changed to a wry grin when he was summoned to the prosecuting attorney's office where an irate customer had gone and demanded the issuance of a warrant for false advertising. The customer had bought 20 cents worth of pig's feet and had then gone home and measured them. He stated that placed end to end they measured only 28 inches.

Got a Square Meal

"I gave him six feet and six feet make two yards in any man's language," stoutly declared the butcher when confronted with the customer in the prosecuting attorney's office. "I bought two yards and I want two yards," was the comeback of the customer.

"The prosecuting attorney scratched his head in perplexity. 'Well, did they make a good meal?' he finally asked the customer. 'Yes,' was the reluctant reply. 'Well, that's what you bought,' was the attorney's decision. 'Warrant refused.'"

Chinese Had Yen for Macaroni

If age makes an aristocrat, then macaroni, spaghetti and noodles are indeed aristocrats of the dining table.

Long before the Christian era macaroni was a delicacy of the mandarin's repast. Early Roman adventurers, invading the orient introduced this delight to Italy. And Italian makers of macaroni and spaghetti soon learned that in order to produce it in all its full flavored quality macaroni had to be made with the heart of durum wheat from Russia, not white flour. It was the hard, golden grain of durum, the hardest of all wheats that gave the oriental macaroni its amber tint, its rich "nutty" flavor and solidity, even after cooking.

Records have it that in no time at all after the arrival of the Mayflower, spaghetti and macaroni won first place as a household dish in the United States. But these early Americans, more thrifty than "cranky" about their food were willing to accept macaroni made with white flour rather than semolina (the adopted trade name for durum wheat flour). The results were dismal, white flour macaroni was 9 times out of 10 colorless, lacking in flavor and pasty . . . and Americans lost their taste and their talent for preparing and enjoying this age old dish.

But food experts persevered, and finally the U. S. agricultural bureau, after long experimentation, imported durum wheat from its native soil in Russia, and transplanted it successfully in North Dakota and Minnesota.

Today, with the domestic harvest of durum wheat available tons of semolina are utilized annually in making macaroni, spaghetti and egg noodles for home consumption.—*Contributed*.

Noodles With Beer

Have noodles been capitalized to the extent to which they might well be in connection with that foamy, favorite brew that has become so popular since "The Repeal"? That is the question that came to the mind of an observant member of the industry visiting a tavern in Cleveland recently, who while quaffing his beer was asked to partake of a very tasty tidbit, a noodle and cheese combination, which he admitted blended most pleasingly with the foamy brew. He suddenly became a staunch supporter of a move to popularize the use of noodles as a companion of the pretzel and the cracker in taverns.

Noodles are specially made for this trade. Just the proper amount of good parmesan or equally piquant cheese is added to the flour in making the "saloon" noodle. For serving, the noodles are fried a health brown. They not only please the eye but appease the appetite sharpened by the beer. Even ordinary noodles without cheese will serve the purpose but the cheesy noodles are regarded by far the tastier.

Minimum Annual Wage

vs.

Minimum Hourly Wage

Leaders in the macaroni industry and of business generally are at a loss to understand what is behind the suggestion by President Roosevelt in his fire-side talk to the press when he referred to the possibility of setting up a plan to insure adequate yearly income for workers rather than establishing a minimum hourly wage that may not bring to the work a yearly income sufficient to support him and his family on the plane that Americans should live. When referring to the subject he advised that he had no particular plan in mind, but knew that the matter was a thing which everyone was talking about and one on which it would be better to agree if found to be practical. Commenting editorially the *New York Journal of Commerce* said on Oct. 4: "The suggestion by the President that total annual wages of workers, rather than hourly or piece work rates, should be considered in collective bargaining agreements is receiving wide attention from industrial leaders. It constitutes a new type of minimum wage not tried out in this country before.

"Employers do not believe that the President meant to initiate a period of wage cuts by this remark. The suggestion that the annual pay of workers

must be raised by such an arrangement obviates such an interpretation. Guaranteeing annual earnings to workers, furthermore would entail more risk than industry has been accustomed to assume thus far in employing help.

"Many industrialists feel nevertheless that the suggestion merits a practical tryout. If the plan permits a reduction of unit labor costs, prices of manufactured products could be lowered. This, it is felt, might well lead to an increase in volume sufficient to produce the desired increase in available employment opportunities."

Macaroni Market Facts

A feeling quite generally prevails in the macaroni channels that foreign made macaroni products are entering into the domestic trade markets to an alarming degree because of the increased prices resulting from the operation of the code and of the processing tax, assessed on domestic production. This feeling is not justified by the facts and figures given out regularly by the U. S. Department of Agriculture though it is quite possible that the future will see keener foreign competition if the products offered are not materially improved in quality.

It is quite possible, and very probable that a certain class of consumers who "know their macaroni" may show a preference for imported spaghetti and

macaroni, as foreigners can afford to send only their high grade goods to this country. It cannot be denied that the American markets are flooded with products made to meet a price and unless that tendency is curbed and quickly so, home manufacturers may find their lucrative markets again in the hands of those who formerly controlled them.

It may be interesting to macaroni men that under our tariff law the duty on plain macaroni is still 2c a pound and that all of this class of food containing eggs is charged a duty of 3c a pound.

On the question of whether or not importers have to pay a processing tax in addition to the duty on macaroni some doubt prevails and an interpretation of that provision of the law has been asked for.

The lucrative American market for macaroni products will continue to belong to the American manufacturers so long as they offer high grade products at the fair price that Americans are prone to pay for all good foods.

SLIDERS

The most important thing we need to learn in connection with thinking, is to learn to think before we speak.

We slip on what we let slide. It takes most of us a lot of years to learn that life isn't a down-the-bannister glide.

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



Secrets of Successful Trade Marking

Beating the Gun on Literal Labeling

By WALTON FAWCETT

Written Expressly for *The Macaroni Journal*

Not alone one chance but two chances to outguess the future course of Federal regulatory policy are open to macaroni marketers. In these columns last month hints were dropped of possible ways to discount the Tugwell-Copeland program for revision of the U. S. Food and Drug Act. Today's toast is the twin opportunity to forestall another and less known but equally radical proposed innovation. Briefly our text concerns the power of anticipation to reconcile a producer to literal labeling of packaged foods.

At first glance the current movement to compel food packagers to print more information on the package might readily be mistaken for part of the plan to expand the Pure Food law. Actually it is a wholly different scheme, though sympathetic in purpose. Aside from the gap between the objectives there is the big difference that the contemplated enforcement of a new fashion in telltale labeling would presumably be put over by code authority—spurred to action by the consumer annex of the AAA—instead of by statute.

This last-mentioned potential shortcut makes the second contingency seemingly more imminent than the first. The machinery of an executive order can call over night for a system of label-confessions of food quality or relative merit on packages. Even as President Roosevelt has already made a preliminary demand of this kind upon the canning industry. In contrast to this resource for the presto-change mandate we have to remember that action by Congress, always more or less deliberate, is needed to remodel or amend the basic food law.

All the same, macaroni tradesmen will not miss the significance of revolutionary associations. The building movement to supplement food trade marks with quality-rating marks or grade marks has found no small part of its inspiration in the Department of Agriculture, seat of food law enforcement. The department has long itched to obtain more information for food purchasers as to the nature and qualifications of their purchases. Departmental restlessness on this score has manifested itself, for example in the repeated attempts to do away with the "distinctive name" clause of the present Federal Food Act and thereby come one step nearer to the reformers' ideal of full-formula labeling.

Yet more pointedly the same bureau-

cratic ambition found special expression a year or two since when the Bureau of Agricultural Economics worked out the beginnings of a schedule of progressive grades for packed foods. The experiment was particularly for the benefit of the canned foods trade. And it came after an attempt had already been made to build terraces of food quality via classified "standards" under the McNary-Napes Act, passed by Congress with the approval of the organized canners. Now the grade setup, hatched by the Agricultural Economics crew, is the nucleus of a larger pattern which is to be pressed upon food packers, line by line, with the support, allegedly, of the NRA and AAA. The Agricultural Economics Bureau is indeed cooperating on this, along with the Consumers Counsel of the AAA, the Bureau of Home Economics and the Bureau of Labor Statistics.

By way of making a selling virtue of what may be a necessity, let's see first what's in the wind. And then figure how the macaroni packers may outstall the Washington experimenters, letting it appear that they grow confidential with customers by choice and not by compulsion. And just here, lest we gossipers be suspected as alarmists crying "wolf," let it be emphasized that this whole proposition of Let-the-consumer-be-informed labeling is yet a long distance from application to the macaroni industry. The tryout is being made in lines such as canned foods. But with so much admission of far-fetched contacts, the theory is yet advanced that it is nevertheless worth while for macaroni clansmen to turn over in their minds the strategy they may pursue, if and when the agitation for "particularization" in labeling turns into their street.

Frankly it is no wonder that something of this kind has come to pass. With alternative brands of given food lines appearing under the same firm names it is perhaps reasonable that the more exacting purchasers should begin to clamor for some scheme of identification whereby the "steps," or gradations of quality could be ascertained. Lacking ratings of the degrees of goodness in taste, flavor, aroma or what not, laymen have had to construe comparative prices as the only guides to quality. Even more inciting however, than the utter lack of grade marking in many quarters was the confusion occasioned

in other quarters by promiscuous use of traditional grade clues.

As matters have stood the use on food specialties of anything in the nature of caste-marks or class-signs to denote relative character or quality of the goods has been wholly voluntary. Not only has it been optional with the packer whether he would tell the public how to play favorites among his several offerings but if he did elect to differentiate he was left to his own devices as to how he should express the upper, lower and intermediate positions of full line participants or members of a "family" of related products.

If as has so often happened a producer, grading his wares for the benefit of a discriminating public, has told the story in terms of "X," "XX" and "XXX," or "Grade A," "Grade B" and "Grade C," consumer comprehension has been easy and sure. But vastly more numerous than the simplified spellers have been the marketers who have made use of the more dramatic, yea the traditional quality designations. Notably "Fancy," "Choice," "Select," "Standard," "Prime," "Picked," "Preferred," "Super," "Superior" etc. The very multiplicity of these grade tabs has been muddling to some laymen. But the real risks of confusion have grown out of the lack of any accepted order or system in the use of the arbitrary terms. One brander would top his line with "Fancy" and give second place to "Select." Another scrambler of the vocabulary would do just the opposite. In short there has been no standardized sequence. No universal offer of precedence that would enable a food shopper, once he or she had mastered the trick, to obtain a given approximate percentage of quality in any graded food line by consulting the uniform selective signs.

So we have the New Dealers setting out, first to gradually make grade marking a habit in the food trades, and secondly to regiment quality "keying" via employment of a single set of nicknames, ranged always in the same order of succession. If a macaroni marketer wants to wait for that conventional official prescription to be imposed upon him (if ever) no one may criticize his judgment. But if he prefers to "go out to meet it" and thereby turn a prospective liability into an immediate asset he may do so. Bluntly in the latter course his cue is to set up forthwith his own system of quality

The
Golden
Touch

King Midas Semolina

A Uniform Dependable Semolina

FOR the discriminating Macaroni Manufacturer who wants, insists upon, and who will not take a substitute for the best in a strong evenly granulated, rich amber colored and cleanly milled Semolina.

King Midas Semolina is made with only one thought in mind---to meet the exacting demands of quality Macaroni Manufacturers.

KING MIDAS MILL CO.
Minneapolis, Minn.



"intelligence." Which need not at all parallel the proposed official model, but which would jibe with it, if the latter ever does become compulsory.

One way to beat the gun on quality labeling is to "dress" packages in color and educate consumers to ready recognition and knowledge of the language of color. Even in this quarter there are some pitfalls. As witness the circumstance that certain color flauters have made Blue the badge of honor, with Red second, whereas other rugged individualists put "Red Label" at the top of the ladder with Blue in second place, the dissenters wobbling between Green and Yellow for third place. Taking the proverbial stitch in time some packers have drafted symbols to provide private grade codes. Representations of stars, crescents, diamonds, etc., do grade duty without getting in the way of master trade marks, and will not obstruct conventional grade names, if these are ultimately ordered or introduced by common consent.

Perhaps after all the cleverest way to cut in ahead of the literal labeling movement is to introduce pictures to flash food facts. Several forward-looking packers of food specialties have already laid plans to include on wrappers or cartons descriptive pictures which will make the packages not only articulate but eloquent as well. The pictures will show the number of food items in the unit, the average size, the color, any facts that may be visualized but that are not perhaps so impressively conveyed by the statement of measure, count or quantity required by the Food Act. For the sake of verity some of this art is based on photographic reproduction.

The color in the quality-testifying picture helps, all else aside, to increase the attention-arresting power of the package. But perhaps the utmost advantage of this substitute for a more commonplace grade mark is that the picture is capable of conveying a message of grade conformity—a promise of quality—to servants, children, aliens unfamiliar with the English language, and to illiterates. With the picture plan has a unique status of detachment. It is outside the ordinary ritual of grade marking, and yet of it. Trade custom, code or Uncle Sam's big stick may invoke any set of passwords for quality that an elastic language may yield but these label footnotes could come and go without ever speaking so authoritatively as a faithful picture given of free will.

SUCCESS THOUGHTS

The really "best people" are discovered in times of adversity. Success is indeed doubtful, if we're doubtful in achieving it. In most instances it's a calamity only because it's so regarded. A man who is easily discouraged is simply and only a man who is easily licked.

Rice Campaign Interests Macaroni Men

Macaroni manufacturers who have been content to let nature take its course may find that their market is further restricted because of the consistent well planned fight being staged by competitive products for a place on the American food table. Newspapers and magazines carry advertisements tending to interest the housewives in potatoes and other vegetables, fruits, milk, cheese, bread and cereals. But with a few rare exceptions there appears little advertising of what is probably the most nutritious and economical food offered to mankind—macaroni.

The rice millers have awakened to the fact that they will have to join in a fight for their share of the nation's food needs. Announcement was recently made of a rice advertising campaign to be sponsored by the southern rice industry, and to be financed on the basis of a 10c per bbl. on rice handled under the marketing agreement of the Rice Millers with the AAA. This national campaign of publicity in newspapers in October and November to increase consumption of rice will be tied up with cooking schools demonstrations in the leading states north of the Ohio, east of the Mississippi, to the Canadian border and the Atlantic seaboard.

Master Code Approved

A code of fair competition for the "grocery manufacturing industries" to apply to all uncodified grocery manufacturers was approved late in September 1934 by General Hugh S. Johnson, then administrator for industrial recovery. It supplements Administrative Order No. X-89 by offering a basic code for this group of food manufacturers. The grocery manufacturing industry is defined as "the manufacturing, processing, canning, packing, bottling and/or importing and sale by the manufacturer, processor, canner, bottler, packer or importer of any one or related group of products commonly known as food and/or grocery products, except those products which are principally sold through other channels than the wholesale and retail grocery trades."

In his approval of the master code as it is sometimes called, the administrator stated that it is generally recognized that the policies of the act may better be effectuated in the grocery manufacturing and distributing industries if all such industries are subject to codes of fair competition containing substantially comparable provisions. Accordingly all uncodified grocery manufacturing industries which desire codification are requested to apply for this code; and all codified grocery manufacturing industries are requested

The southern rice industry represents growers, millers and distributors in Arkansas, Louisiana and Texas. They have engaged Mrs. Beth Bailey McLean, chief of the Home Economics Department to direct the research work preliminary to a series of cooking school demonstrations, and a well known agency to handle its publicity in addition to the straight advertising contracted for.

Never was there a greater need for a cooperative publicity campaign on the part of the macaroni manufacturing industry. Consumption of macaroni products has hardly held its own during the period of depression when families were expected to economize and would naturally turn to a nutritious economical food like macaroni in their straitened circumstances. That they did not do so should be evidence enough of the need of some sort of a cooperative campaign that will bring about a greater consumer acceptance of this product that should easily be made more popular among a large portion of our people, who rarely serve it because of their lack of knowledge of its goodness and cheapness.

Everyone realizes the situation to be as set forth. Who will be the first to set the ball a-rolling?

to consult the administrator with a view to applying for this code or adopting such modifications of their own codes as will result in such substantially comparable provisions.

The master code contains the usual provisions: definitions, maximum hours for employes, basic wages ranging from \$14 to \$16 a week depending on the population of the cities wherein the operator is situated and powers of the code authority. Also it defines such unfair trade practices as abuse of open price provisions, unearned service payment, destructive price cutting, quantity prices, unearned discount for cash payment or diversion of brokerage, unfair substitution, commercial bribery false label or advertisement on container, and unfair interference with competitors' business.

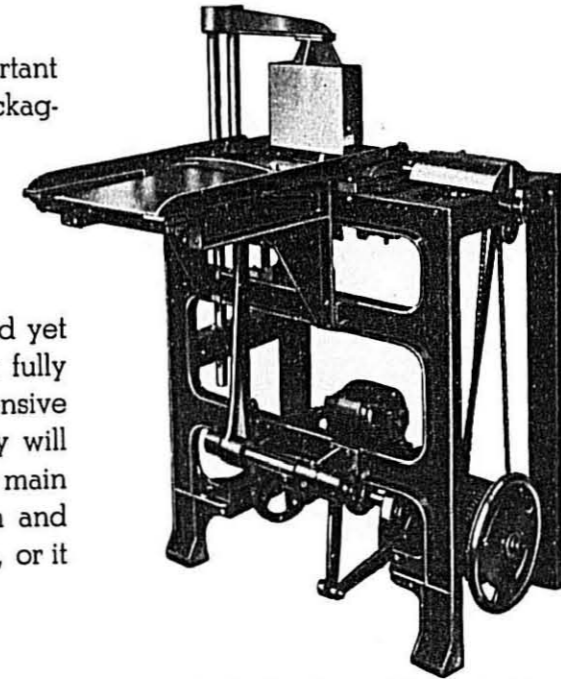
This master code does not apply to the macaroni-noodle industry which is already operating on its own code.

PHILOSOPHY

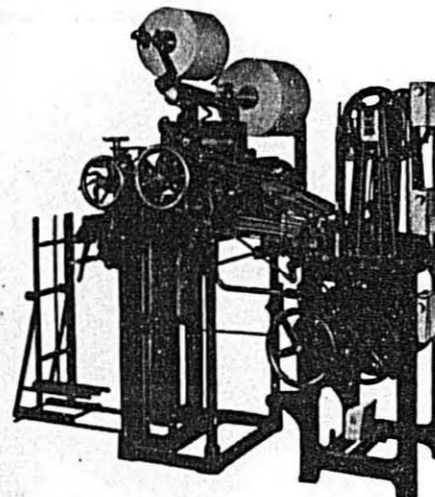
We all might well give thought to the Arabian saying, "I complained about not having shoes until I met a man who had no feet." Half our troubles are traceable to having nothing to say—and saying it. We grieve over lost opportunities at the cost of having more lost opportunities to weep over.

FOR CUTTING COSTS

UP-TO-DATE packaging at an important saving in time is yours with Peters Packaging Machinery. A new machine has been developed for packaging your products in the most attractive manner. This is the Peters Junior Forming and Lining Machine. Where production is outrunning packaging, and yet is not of sufficient volume to warrant fully automatic equipment, this inexpensive model of Peters Packaging Machinery will handle the general sizes of cartons as main equipment in a plant, as it will form and line from 35 to 40 cartons per minute, or it will fit in well as auxiliary equipment.



Junior Forming and Lining Machine



Standard Forming Machine with Automatic Feed

Where greater production is desired, we can furnish the Peters Standard Forming and Lining Machine with the new Automatic Carton and Liner Feeding Device. Speed is increased 25% to 50% by this Device, since it will form and line up to 60 cartons per minute. This new Automatic Feeding Device may be purchased separately and attached to any Peters Standard Forming and Lining Machine now in use.

Peters Engineers will be glad to consult with you on the planning or redesigning of your packaging equipment. No obligation. Write for catalogue and prices.

Packaging Experts in the Macaroni Industry for more than 20 years.



Peters Machinery Co.

4700 Ravenswood Ave.

Chicago, Illinois



WHO SELLS IT **BUYER'S GUIDE** WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



Responsible Advertisers of Macaroni - Noodle
Plant Service, Material, Machinery and other Equip-
ment recommended by the Publishers.

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines

Commander Milling Co.
Flour and Semolina

Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers
Folders, Kneaders, Mixers, Presses and
Pumps

Decatur Box & Basket Company
Shooks and Wooden Boxes

Duluth-Superior Milling Co.
Flour and Semolina

Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina



National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

PUZZLED?

Why fret and wonder whether you should have your next Die made of COPPER OR BRONZE when you can have this question expertly answered by the leading Die Manufacturer?

Just mention the style of Die you desire. We will advise you and explain why Bronze or Copper should be preferred.

WRITE TO:
THE LEADING MANUFACTURER
OF
INSUPERABLE BRONZE OR COPPER MACARONI DIES.

F. MALDARI & BROS., INC.

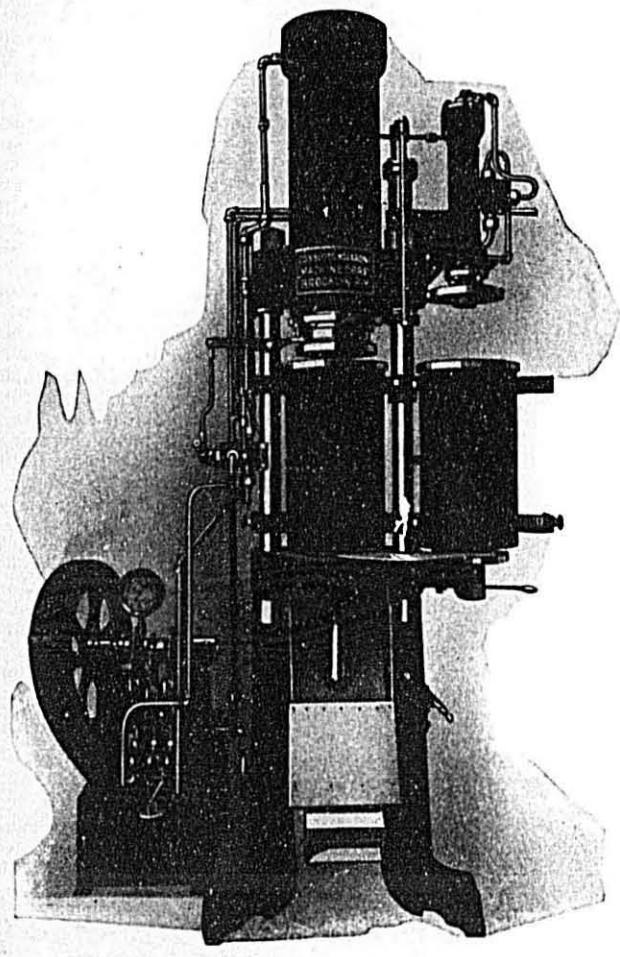
178-180 Grand Street



New York, New York

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

Consolidated Macaroni Machine Corporation
Designers and Builders
of
High Grade Macaroni Machinery



The Streamline Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS
KNEADERS
PRESSES**

**DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS**

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

Betty Crocker in Macaroni Broadcast

General Mills, Inc., Minneapolis and Chicago, miller of the well known Gold Medal Durum Semolina will again sponsor a series of broadcasts by Betty Crocker, the nationally famous cooking authority. In her opening talk on Macaroni on Oct. 5, 1934, Betty Crocker's message was heard over a chain of 49 stations by 3,000,000 women who in previous years had listened regularly and eagerly to her messages.

Betty Crocker recommended a delicious new dish to her listeners in that first broadcast. It was Macaroni in Ham Jackets, a most practical recipe that should easily become a prime favorite in that it provided just the proper combination of meat and grain—simple to prepare and wonderful to eat.

As might be expected, Betty Crocker stresses the advantages of durum semolina as the basic ingredient of good macaroni. Her recipe and comments, as given in this first radio broadcast follows:

Ingredients

½ pound macaroni, broken into 4 inch pieces (an 8-oz. package).
1 tsp. salt.
3 qts. boiling water.
4 tsp. shortening.
1 cup grated cheese (½ lb.).
3 large slices boiled ham.
4 tsp. Gold Medal "Kitchen-Tested" flour.
½ tsp. pepper.
4 cups milk.
2 tsp. horseradish.

Method

Cook macaroni in boiling salted water until tender and drain.

Melt shortening. Blend in flour, salt and pepper. Add milk and cook until thickened, stirring constantly.

Make 6 individual bundles by wrapping a slice of ham around 12 pieces of macaroni for each bundle. Roll them up and fasten with toothpicks.

New Milling Code Authority

A new code authority to administer the code of fair competition for the wheat flour milling industry is to be elected by November 1 this year under the terms of a code authority election plan submitted by the temporary code authority for the industry, C. H. Cochran, acting chief of the AAA grain section announces.

Under the plan as approved a code authority of 16 members is to be chosen from 10 regions, each region's representation to be based on its total daily flour milling capacity. Each miller voting for regional representation votes in proportion to his output for the last calendar year. Each member of the industry is entitled to one vote for each 10,000 bbls. or less of annual output for the last preceding calendar year, provided other code

obligations have been met. Where a member of the industry has plants in different regions, only the production in each region may be voted. No mill is to have more than one representative on the code authority even though it may have producing plants in more than one region.

The new code authority is to hold office until the spring of 1936, after which elections will be held each spring.

For purposes of code administration the country is divided into 10 regions. Regions having a daily capacity of approximately 150,000 bbls. of flour are entitled to 3 members; regions having a daily capacity of approximately 100,000 bbls., 2 members; regions of substantially less than 100,000 bbls. daily capacity, one member. On this basis the northwest and southwest regions will be represented by 3 members each; the north central and northeastern by 2 mem-

bers each; and the Piedmont, southeast south central, Texas-Oklahoma, intermountain and Pacific northwest regions by one member each.

bers each; and the Piedmont, southeast south central, Texas-Oklahoma, intermountain and Pacific northwest regions by one member each.

Place rest of macaroni, cut small, in bottom of buttered baking dish, with remaining ham cut into bits.
Place ham rolls on top and pour the sauce around them. Sprinkle a little cheese on top of sauce.
Bake 30 minutes in moderate oven, 350 degrees, or until ham is browned.
This recipe serves 6 and you never saw a more tempting dish! And if you serve it from the casserole at the table, it sends up such a savory aroma, the people gathered around will scarcely be able to wait to taste it!

You will notice that the largest and most important part of this delicious meal is macaroni. Particularly now with crisp fall weather, there is no food that you can feed your family that will give them quite as much energy food per dollar as you can get from high quality macaroni. Fortunately there are a hundred different ways in which to serve this splendid, concentrated, economical food. I shall be glad to send you many other delicious and appealing macaroni recipes. But, I do want you to try this macaroni luncheon either on your family or a group of guests in the immediate future.

One thing that I cannot emphasize too strongly in respect to macaroni is that you should always be sure in buying this food to get the genuine macaroni, the kind such as is made in Italy, which is always made from Durum Semolina. In most all instances you can note on the package whether it is made from Durum Semolina or not. Or if you buy it in bulk look for that which has a clear amber color.

Probably despite the fact that I have mentioned it several times in the past the words "Durum Semolina" don't mean anything to you. Let me try to explain it briefly. There is a particular type of wheat which is very hard, very high

in its food value and of a beautiful amber color which is called Durum Wheat spelled D-U-R-U-M. This is the wheat which all good macaroni manufacturers have always preferred the world over. The granular meal ground from this wheat is called Semolina and this particular year there happens to be a shortage of durum wheat in the United States, caused by the drouth, but still the highest quality macaroni manufacturers are making their macaroni out of Durum Semolina which is the coarse ground meal from this hard, amber-colored superior Durum Wheat. Macaroni is always the cheapest energy food value that we can buy and so there is no reason in the world to go to any cheap imitations. In order to have your family enjoy macaroni to its fullest extent, be absolutely sure when you buy it that you get macaroni branded "Made from Durum Semolina." You cannot know the real joy of making dishes which have been the mainstay of many peoples for many years and have drawn thousands to Italian restaurants in this country unless you use genuine Durum Semolina macaroni. There is a very important reason for this. Macaroni products made of Durum Semolina hold their shape when they are cooked. They do not become pasty or mushy, but stay nice and firm and attractive looking. They are much better tasting and much better looking. On the other hand, macaroni that is made of just ordinary wheats becomes pasty and mushy when cooked, and tastes flat. I am sure that when people say they do not like macaroni dishes it is because they have had this low grade macaroni foisted upon them. And I'm equally sure that anyone will enjoy macaroni dishes if they are properly prepared with the right sort of macaroni. For there is no food more savory or appetizing.

Place ham rolls on top and pour the sauce around them. Sprinkle a little cheese on top of sauce.

Bake 30 minutes in moderate oven, 350 degrees, or until ham is browned.

This recipe serves 6 and you never saw a more tempting dish! And if you serve it from the casserole at the table, it sends up such a savory aroma, the people gathered around will scarcely be able to wait to taste it!

You will notice that the largest and most important part of this delicious meal is macaroni. Particularly now with crisp fall weather, there is no food that you can feed your family that will give them quite as much energy food per dollar as you can get from high quality macaroni. Fortunately there are a hundred different ways in which to serve this splendid, concentrated, economical food. I shall be glad to send you many other delicious and appealing macaroni recipes. But, I do want you to try this macaroni luncheon either on your family or a group of guests in the immediate future.

One thing that I cannot emphasize too strongly in respect to macaroni is that you should always be sure in buying this food to get the genuine macaroni, the kind such as is made in Italy, which is always made from Durum Semolina. In most all instances you can note on the package whether it is made from Durum Semolina or not. Or if you buy it in bulk look for that which has a clear amber color.

Probably despite the fact that I have mentioned it several times in the past the words "Durum Semolina" don't mean anything to you. Let me try to explain it briefly. There is a particular type of wheat which is very hard, very high

in its food value and of a beautiful amber color which is called Durum Wheat spelled D-U-R-U-M. This is the wheat which all good macaroni manufacturers have always preferred the world over. The granular meal ground from this wheat is called Semolina and this particular year there happens to be a shortage of durum wheat in the United States, caused by the drouth, but still the highest quality macaroni manufacturers are making their macaroni out of Durum Semolina which is the coarse ground meal from this hard, amber-colored superior Durum Wheat. Macaroni is always the cheapest energy food value that we can buy and so there is no reason in the world to go to any cheap imitations. In order to have your family enjoy macaroni to its fullest extent, be absolutely sure when you buy it that you get macaroni branded "Made from Durum Semolina." You cannot know the real joy of making dishes which have been the mainstay of many peoples for many years and have drawn thousands to Italian restaurants in this country unless you use genuine Durum Semolina macaroni. There is a very important reason for this. Macaroni products made of Durum Semolina hold their shape when they are cooked. They do not become pasty or mushy, but stay nice and firm and attractive looking. They are much better tasting and much better looking. On the other hand, macaroni that is made of just ordinary wheats becomes pasty and mushy when cooked, and tastes flat. I am sure that when people say they do not like macaroni dishes it is because they have had this low grade macaroni foisted upon them. And I'm equally sure that anyone will enjoy macaroni dishes if they are properly prepared with the right sort of macaroni. For there is no food more savory or appetizing.

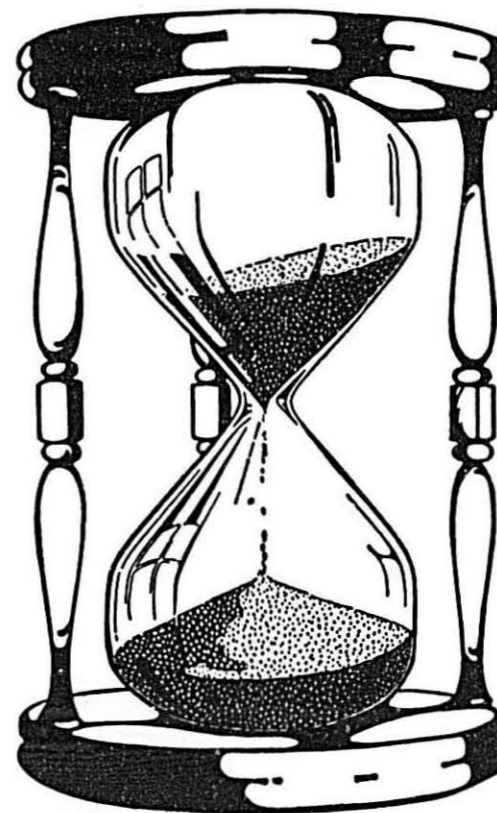
Macaroni Salesman on Radio

C. J. Padgett, Florida representative of the C. F. Mueller company, Jersey City, N. J. was the master of ceremonies during a radio broadcast over WJAX, Jacksonville, Fla. last month when the South Eastern Association of Manufacturer Representatives broadcast a program in which the aims and purposes of the organization were emphasized. Mr. Padgett is president of the sponsoring association. The entertainment part of the program was supplied by the owners of the radio station.

NOW

MORE THAN EVER BEFORE

AMBER-BRIGHT



H
O
U
R
G
L
A
S
S

S
E
M
O
L
I
N
A

UNIFORM

Outstanding Superiority

Buyer Who Went Off Half Cock

Here comes up again the old question as to how much to rely on salesmen in making a deal. Let me say now that salesmen can be roughly divided into 2 classes: First, those sent out to offer goods on terms prescribed by their employers who—I mean the salesmen—have no authority to change those terms in any way; and second, those who are given by their employers some authority to vary the terms if necessary to make the sale. It is much more dangerous to rely upon the former than the latter class. Now read this letter:

Springfield, Mass.
We would like your opinion as to where we stand on the following deal: A few weeks ago we were visited by a salesman named _____ who travels for the firm of _____ & _____, Boston. He called on us before and we had bought goods from him. This time he had a lot of goods he wished to offer. It was larger than we usually bought. We discussed buying half of it at the regular price. It suddenly occurred to me that we might be able to turn the whole lot over quickly and while this salesman was in the office I called up a certain party and got his order for the whole block. I then started in to dicker with the salesman and offered to take the whole block at a special discount. He hemmed and hawed and finally said "all right, I'll take a chance, I think it will go through." We then signed the order and notified our party when he could expect the goods. Our profit on the turnover would have been about \$750.

A few days later we received a letter from the Boston house that the order could not be accepted, as the salesman had been instructed not to offer below the list price. We wrote

at once and said the goods had been resold and if the order was refused we would expect them to make good our profit. A reply came that they declined to fill the order as the salesman was without authority, and referred us to a clause on the order blank that all orders were subject to confirmation. We feel that we have had a raw deal and would like your opinion.

E. R. K. Co.

My friend, I am sorry that I cannot agree with you. I can hold out no hope whatever that if you sue for lost profit you will succeed. Upon the face of your statement, my judgment is that you made 2 mistakes:

First, in relying in any degree whatever upon the order, particularly when the salesman himself said "he would take a chance," and he thought "it would go through." From that it appears that even he wasn't sure of his authority.

Second, in reselling the goods and thus involving yourself with your own buyer before you were sure of the goods. The thing to have done was to insist that the salesman call his house and get their "yes" or "no" before you did anything with the goods at all.

You would never get anywhere with a suit against the Boston house. They would not need to even mention the salesman's lack of authority, though they probably would. They need simply to show the court the clause that all orders were subject to confirmation, and you would be out of court.

You do not state whether your buyer is likely to go after you on his end of the deal. Whether he could succeed de-

pends somewhat on whether the order was reduced to writing; if it was he seems to have you. If it wasn't, probably he has not. If he has, I make this practical suggestion for a settlement: I should go to Boston, lay all my cards on the table and ask the Boston house if they cannot under the circumstances give you some kind of a break, so as to reduce your loss on the resale. The chance is they will do it. If they refuse, I can see nothing to it but to make good your contract to your buyer. Always provided the sale to him was reduced to writing; otherwise he could not enforce it. Your lawyer will know what I mean.

By ELTON J. BUCKLEY,
Counsel-at-Law, Philadelphia, Pa.

\$200 Fine for Coloring

Consumers of egg noodles in the Los Angeles area will be assured of an unadulterated, natural noodle if the food officials of California and the State Board of Health have their way. Several prosecutions of violators have recently been reported, the latest, as reported in the Sept. 7, 1934 issue of the *Commercial Bulletin*, being the following:

The Los Angeles-Pacific Macaroni company was assessed \$200 this week resulting from a charge by state authorities that artificial coloring had been added to egg noodles, according to enforcement officers of the State Board of Health.—Contributed.

NOODL-ETTES!!!

By MacNoodle



How
Is
Your
Hand-
writing?

What has become of the old penman who could sit down at a table and in a few minutes with a fine Spencerian or Gillott pen draw a wonderful bird of paradise, all long, graceful plumage and flourishes, showing Hogarth's line of beauty in variations?

"Handwriting has become a lost art," a business man said the other day in my hearing, and I did not even pause to consider whether there was any connection between his statement and the fact that he is connected with the typewriter business. Good handwriting as our fathers knew it seems to have gone the way of the hoopskirt, the high wheeled bicycle and the congress shoe.

We no longer expect to find pen written business letters in our mail, and the young man starting his business career gives about as much attention to perfecting his chirography as he would give to studying the habits of the dodo or the mesozoic plesiosaurus.

Young men beginning business careers, however, may well give a thought to the uses to which they expect to put those elaborate fountain pens and propeller pencils presented to them by admiring friends at commencement time, on birthdays or at Christmas. The millions of pens and pencils sold must be used for something more than mere signatures.

Business still depends to a great extent upon the handwritten word. Salesmen fill their order books with handwriting. Many turn in the orders in handwriting. Nearly all the writing done en route by travelers, whether it comprises brief notes in a memorandum book or long night letters, is set down with pen or pencil. Interdepartment communications in a big business house may be noted hastily with a pencil. Much personal and formal social correspondence is handwritten. Handwriting as an art may have passed, but as a daily utility it is very present.

The point is, is your handwriting legible? Can it be read quickly and correctly? Will your communication be exactly interpreted? Or will the reading be hard and the sense bogged? Good handwriting saves many mistakes, some of them serious in their consequences.

ROMEO

Hard Wheat Short Patent

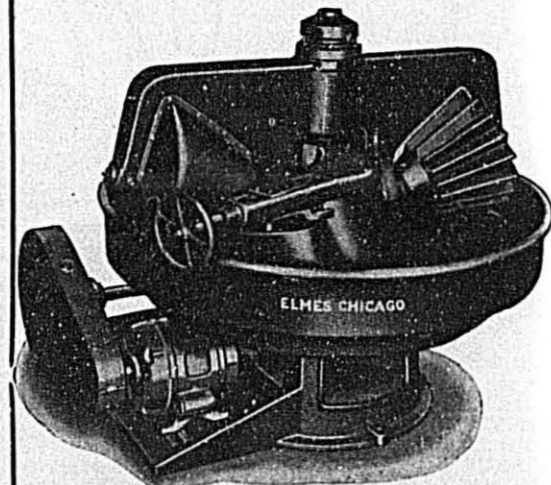
Granular extra strong
natural color.
Low Ash Content.

Write for trial sample of 5 or
10 barrels which we will deliver
at carlot price.

Quality will interest you

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

THE MODEL LINE KNEADER WITH THE ELMES' GUARANTEE



IS CHEAPER IN THE END

THE CHARLES F. ELMES ENGINEERING WORKS
213 N. Morgan St. SPECIAL MACHINERY Chicago

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.

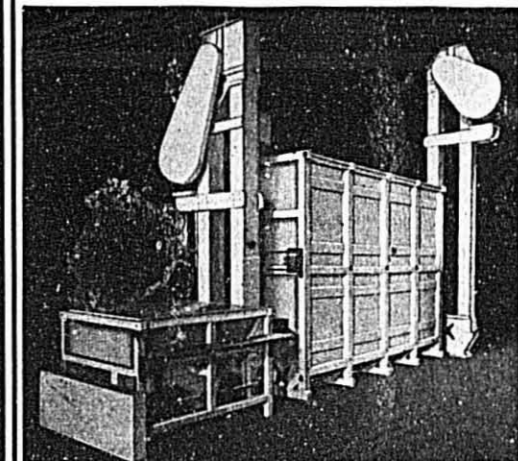
The modern Champion Flour Outfit shown here will pay for itself over and over, because it insures absolute accuracy, increases handling capacity and enables you to turn out uniformly good products day in, day out. Ask us to send you full free details TODAY!

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.



THE ENERGY FOOD

Macaroni Praised as Food Staple

By Dr. Daniel R. Hodgdon



Macaroni is made of glutinous wheat. It seems to have originated, as far as the modern world is concerned, in Italy. However, its origin is probably much farther back than the Italian nation. In Italy it is an article of food of national importance, and is very popular in this country. A preparation made from glutinous wheat in different forms is known as vermicelli, pasta, spaghetti, taglioni fanti.

The wheat from which these products are manufactured is richer in gluten and other nitrogenous compounds than the soft or tender wheats. * * * The granular product of hard wheat is called semolina. * * * Improperly made macaroni or macaroni of a poor quality must be laid out flat to be dried, since it is not strong enough to be hung up to dry. It will not bear its own weight because of the lack of tensile strength.

The best grade of macaroni has a soft yellowish color; it is more or less rough in texture, elastic, and hard; when broken it makes a smooth glassy fracture; when it is boiled it will swell up double its original size without becoming pasty or adhesive. Genuine macaroni may be kept a long time without alteration or deterioration.

It was thought that macaroni was originally made by pressing a mass of dough through a sieve and as the dough passed through the holes in the sieve it formed long strings of macaroni. * * *

Well made macaroni must dry only so long. If the air is too moist it may



Dr. Daniel R. Hodgdon

mildew or sour. If the air is too dry the texture may be hurt. The best factories have proper time and temperature controls. Macaroni to be good must not only be made of the proper wheat but it must be properly made. The amount of water used in the meal and the size and shape into which the dough is formed determines the different types of macaroni or spaghetti. The mixture of dough must be stirred until it is firm, smooth, and elastic in texture.

Digests Easily

Macaroni digests very well. Less than 11% is lost in the process of diges-

tion and assimilation. It does not irritate the stomach or intestines. It contains no substances which are injurious to the blood vessels or liver, since it does not produce uric acid.

It appears to have favorable action upon putrefaction. It is often recommended for food for those who have tendencies toward hardening of the arteries and in cases of Bright's disease. Of course one should obtain permission from a physician to use macaroni when suffering from any malady.

In certain cases macaroni may be substituted in place of meat. It is not a substitute for potatoes. It furnishes nearly four times as much energy as boiled potatoes and like meat it has an acid reaction in the system.

Macaroni combines exceedingly well with other foods, especially with vegetables. The combination of tomatoes and macaroni and cheese is to be commended and encouraged. An ounce of macaroni contains about the same amount of iron in grams as an ounce of potatoes and over twice as much phosphorus; one and a half times as much calcium, and about the same or a little more magnesium and almost 6 times as much sulphur.

It will be seen, then, that macaroni furnishes a certain amount of mineral elements for nutritional purposes. There are many ways in which macaroni may be served in the dietary. It may be considered as one of the cleanest and one of the most wholesome foods available if it is properly made and it may be used frequently.

MACARONI FOREIGN TRADE TREND

A summary of macaroni import and export figures showing the general trend in international trade:

Year	Macaroni Imports				Macaroni Exports			
	Month of July	7 mos. ending July 31		Month of July	7 mos. ending July 31			
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
1930	222,570	\$16,606	1,644,107	\$138,289	531,567	\$42,421	5,367,999	\$448,135
1931	114,131	8,652	1,283,416	95,964	389,797	28,188	3,039,171	228,335
1932	156,045	9,645	1,271,316	89,611	239,700	16,065	2,091,412	143,040
1933	131,579	8,416	977,360	62,593	247,071	18,498	1,260,125	86,983
1934	119,874	8,868	769,206	64,954	168,676	11,911	1,136,225	92,483

Patents and Trade Marks

PATENTS AND TRADE MARKS

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

PATENTS

Design for Macaroni or Similar Article

A patent for macaroni or similar article was granted to Guido Tanzi, Brooklyn, N. Y. Application was filed June 9, 1934, and was given serial number 52118. The official description given in the Sept. 4, 1934, issue of the Patent Office Gazette is as follows:

"The ornamental design for macaroni or similar article as shown."

TRADE MARKS REGISTERED

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

Colonial

The private brand trade mark of David Pender Grocery Co., Norfolk, Va., was registered for use on macaroni, spaghetti and noodles. Application was filed May 1, 1934, published July 10, 1934, by the Patent

Office and in the August 15, 1934, issue of THE MACARONI JOURNAL. Owner claims use since March 1933. The trade name is in white lettering on black background.

Ken-Mac

The trade mark of Kentucky Macaroni Company, Louisville, Ky., was registered for use on macaroni products. Application was filed May 19, 1934, published July 17, 1934, by the Patent Office and in the August 15, 1934, issue of THE MACARONI JOURNAL. Owner claims use since May 1929. The trade mark is written in heavy type.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of The John B. Canepa Company, registered Jan. 26, 1915, was granted renewal privileged to Eagle Macaroni Company, Chicago, Illinois, effective Sept. 11, 1934.

TRADE MARKS APPLIED FOR

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

Cel-Mac

The trade mark of Fontana Food Products Company, South San Francisco, Cal., for use on macaroni. Application was filed June 28, 1934, and published Sept. 4, 1934. Owner claims use since May 10, 1934. The

trade mark is written in black lettering to the left of which is a fancy border.

Chef Milani's

The private brand trade mark of Milani's, Inc., Seattle, Wash., for use on spaghetti. Application was filed July 11, 1934, and published Sept. 4, 1934. Owner claims use since May 7, 1934. The trade mark is the trade name in heavy type and a picture of a chef.

Duroni

The trade mark of A. C. Krumm & Son Mac. Co., Philadelphia, Pa., for use on macaroni products, which includes macaroni, spaghetti, elbow macaroni and egg noodles. Application was filed Jan. 19, 1934, and published Sept. 18, 1934. Owner claims use since June 20, 1931. The trade mark is in heavy lettering.

Worcester

The private brand trade mark of Worcester Salt Company, New York, for use on spaghetti and other groceries. Application was filed July 11, 1934, and published Sept. 18, 1934. Owner claims use since Feb. 15, 1889. The trade name is written in large lettering.

LABELS

Spaghetti Dinner

The title "Spaghetti Dinner" was registered Sept. 18, 1934, by Kurtz Brothers Corporation, Philadelphia, Pa., for use on spaghetti dinners. Application was published April 28, 1931, and given registration number 44332.

FOR
QUALITY  SERVICE

GIVE US A TRIAL
FOR


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

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

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

Volete Una Pasta Perfetta E Squisita

Usate!



140 LBS
SUPERIOR
DURUM
No. 1 SEMOLINA
AMBER
Milling Company
1252 Chamber of Commerce
Minneapolis, Minn.

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



GOOD MACARONI SHOOKS
CLEAN--BRIGHT--DRY
ACCURATELY SIZED
Prompt Shipments Always
We Specialize in Attractive Wooden Boxes For Quality Food Products

MILL
and
MAIN OFFICE
DECATUR
ALA.



DECATUR BOX AND BASKET COMPANY
INCORPORATED

SALES OFFICE: STARKS BUILDING LOUISVILLE, KENTUCKY

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
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
 LOUIS S. VAGNINO, President
 G. G. HOSKINS, Adviser
 M. J. DONNA, Editor

SUBSCRIPTION RATES
 United States and Canada . . . \$1.50 per year in advance
 Foreign Countries . . . \$3.00 per year, in advance
 Single Copies 15 Cents
 Back Copies 25 Cents

SPECIAL NOTICE
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.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES:—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising Rates on Application
 Want Ads 50 Cents Per Line

Vol. XVI October 15, 1934 No. 6

Mexican Macaroni "Colored"

Mexico evidently does not have any law making it illegal to use artificial coloring matter in the manufacture of macaroni products or "Pastas Alimenticias" as they are known by the Mexicans. This conclusion is arrived at from a request recently received by the Editor from a Mexican manufacturer asking for the names and addresses of the leading distributors of anilin and chemical dyes used in giving macaroni that attractive "egg" color.

"We are using at present a kind of coloring imported from the United States from which we have obtained some good results, but we do not know the name and address of the firm which previously supplied us this coloring. We thank you for this information, as well as the names and addresses of other firms of importance in the line of colors."

International Macaroni Trade

The international trade of the United States in macaroni products is showing a slight increase over the previous monthly figures according to the Bureau of Foreign and Domestic Commerce report for July 1934.

Imports Increasing

Macaroni products imported show an improvement over the totals reported in previous months of the year. In July 1934 there was imported 119,

874 lbs. valued at \$8,868. Total imports for the first 7 months of 1934 were 769,206 lbs. with a value of \$64,954.

Exports Steady

Exportation of American made macaroni products is steady with a slight increase over previous months. The exports for July 1934 were 168,676 lbs. with a value of \$11,911. There was exported a total of 1,136,225 lbs. worth \$92,483 the first 7 months of 1934.

The report of countries to which American products were shipped and the pounds purchased during June 1934 are shown below:

Countries	Pounds
Belgium	65
Netherlands	2,000
United Kingdom	510
Canada	13,904
British Honduras	1,167
Costa Rica	48
Guatemala	1,138
Honduras	10,915
Nicaragua	2,317
Panama	47,217
Salvador	348
Mexico	12,245
Mig. & St. Pierre Is.	28
Newfoundland & Labrador	4,119
Bermudas	2,384
Barnados	60
Jamaica	24
Other British W. Indies	833
Cuba	16,195
Neth. West Indies	3,739
Haiti, Rep. of	3,690
Virgin Islands of U. S.	1,341
Colombia	460
Ecuador	30
Peru	44
Venezuela	473
British India	142
British Malaya	341
Ceylon	186
China	1,081
Netherland E. Indies	855
Hong Kong	1,348
Japan	565
Philippine Islands	12,897
Other Asia	162
French Oceania	957
New Zealand	52
Union of S. Africa	5,411
Other British S. Africa	150
Dominican Republic	19,235
Hawaii	50,516
Porto Rico	45,044
TOTAL	264,236

Egg Noodle "Headache"

The question whether a paste product containing no egg or less than the stipulated 5.5% of egg solids should be permitted to be termed a "noodle" is causing some headaches among the officials of the NRA who took this matter under advisement following the hearing on the proposed amendment to the macaroni code which would prohibit such use. The Washington, D. C., papers have commented quite freely, one of them in a rather humorous way, in which it said in part:

"Eggs can cause headaches. The humble egg, hitherto innocent, gave Deputy NRA Administrator Weld M. Stevens a headache recently, or at least small shooting pains behind the eyes after the Macaroni Code Authority finished its discussion of the proper amount of eggs belonging in noodles.

It is understood that Mr. Stevens, in the heart of the conflict has cut his breakfast down to grapefruit and coffee, until the proper egg-in-noodle quantity is settled."

Another paper suggests that he might constitute himself a laboratory, testing egg noodles and eggless noodles in the many tasty ways that they can be used and thus determine by personal observation whether a "noodle" should or should not contain eggs—the question that has apparently given him the "pain in the noodle."

Blue Eagle Code Numbers



Since the publication of the original list of Code Registration Numbers assigned macaroni-noodle firms under the Macaroni Blue Eagle in August and changes made in September, the following firms have been given their eagles and a code number:

The Italian Macaroni Manufacturing and Importing Company, Pittsburg, Kansas 15-1
 Giovanni Vaccaro, Brooklyn, N. Y. 31-69
 Mrs. Rapps Egg Noodle Co., Cleveland, Ohio 34-19

WANT ADVERTISEMENTS

WANTED—One 10" Horizontal Hydraulic Press, complete, stationary die type, for short goods, equipped with "Bevee" transmission. Box LMM, c/o The Macaroni Journal, Braidwood, Ill.

WANTED—Vertical Hydraulic Presses any size; 1 1/2" Barrel Knader, for cash. Box TBNV, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—Practically new half barrel Mixer and Knader; also Barley machine. Very reasonable. Box S. C. I., c/o Macaroni Journal, Braidwood, Ill.

For Quality Macaroni Products Use

LOMBARDI'S
 Quality Dies
 New and Rebuilt Dies Guaranteed

Frank Lombardi
 Phone HAYmarket 4873
 1150 W. Grand Ave., Chicago, Ill.

FOR QUALITY AND SERVICE GIVE US A TRIAL

CARTONS

NATIONAL CARTON CO.
 JOLIET, ILLINOIS.

CAPITALIZE WITH CAPITAL QUALITY PRODUCTS



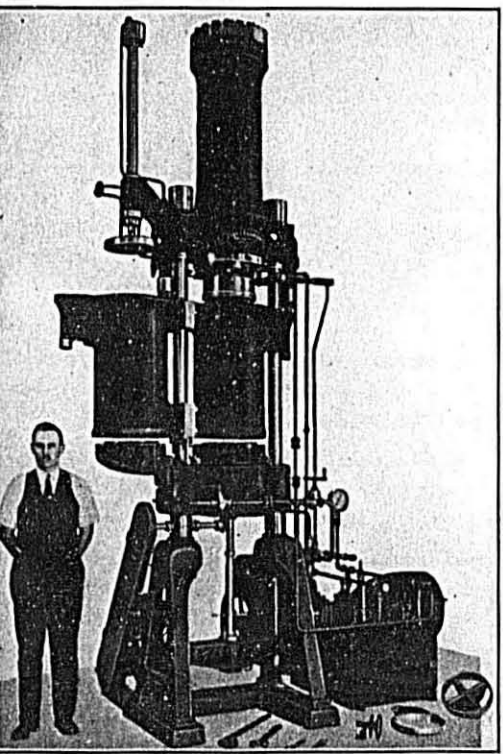
The high quality semolina furnished under these brands is not only apparent in the fine translucent character of the macaroni product made from same but is also noticeable in the eating quality of the cooked macaroni.



These brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat

CAPITAL FLOUR MILLS

INCORPORATED
 OFFICES: Corn Exchange Building MINNEAPOLIS, MINN.
 MILLS: ST. PAUL, MINN.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
 Since 1881

- Presses
- Knaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE
*National Macaroni Manufacturers
Association*

Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1934-1935

LOUIS S. VAGNINO, President.....1227 St. Louis Ave., St. Louis, Mo.
JOSEPH FRESCHI, Vice President.....1730 S. King highway, St. Louis, Mo.
G. G. HOSKINS, Adviser.....Libertyville, Ill.

G. LaMara, Boston, Mass.
Philip R. Winstrenner, Philadelphia, Pa.
E. C. Oberkircher, Buffalo, N. Y.
Leon G. Tujague, New Orleans, La.
Harry Lane, Los Angeles, Calif.

F. A. Ohlgione, Seattle, Wash.
Walter F. Villaume, St. Paul, Minn.
Frank L. Zerega, Brooklyn, N. Y.

R. V. Golden, Clarksburg, W. Va.
R. B. Brown, Chicago, Ill.
Frank S. Bonno, Dallas, Texas.
M. De Mattel, San Francisco, Calif.
V. Giattl, Brooklyn, N. Y.

M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

Johnson's Resignation Spurs NRA Reorganization

If any macaroni or noodle manufacturer has gained the idea that the changes in the Washington setup of NRA is an indication of a weakening of Administration support for the code plan of aiding business recovery, they will find their conclusions entirely out of line with actual facts. General Hugh S. Johnson was assigned a very difficult, an almost unsurmountable task. He tackled it with his usual vigor and determination, with the result that he builded even better than he had hoped.

In the formative period of NRA policies and activities he very properly and most frequently conferred with executives of trade associations gaining from their wide experience much information that he found most valuable and most helpful. His friendliness to the trade association movement during his term as the national leader of NRA gave the movement the encouragement it needed and won for him the full support of practically every important trade group. It undoubtedly strengthens the position of the trade association under the code plan of supervision and direction and practically insures the expansion of self regulation of trade and groups by organizations of the nature of the National Macaroni Manufacturers association which has long served the interests of the Macaroni Industry in America.

The resignation of General Johnson had been expected and for some weeks there has been going on a slow, gradual change in keeping with the views of those left to carry on. The first public announcement following acceptance of the general's resignation made it perfectly clear that there was no thought of abandoning or weakening the national code law or of codes already in force but rather to eliminate some of the weaknesses that had become apparent through efforts to bring about their general observance.

There will be no radical departure from the primary purposes of the act nor will there be any arbitrary changes forced on trades operating under approved codes. Any member who viewed the change as a probable excuse for a less strict observance of his code's provisions or a letup on the part of the administration to enforce them, are sure to find to their sorrow and possibly expense that the very contrary is true.

To all code authorities and particularly that of this industry it is especially significant that the reorganized body has publicly declared itself in favor of real enforcement through the aid of the courts of the land to supersede the milder policy of removal of the Blue Eagle with resultant unfavorable publicity.

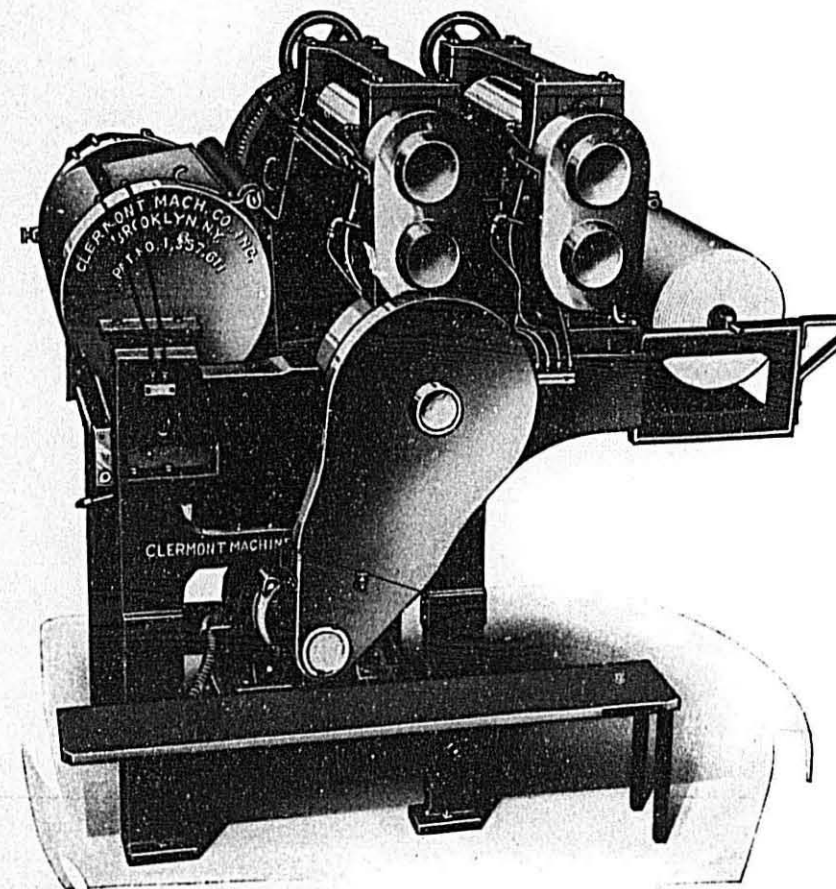
The National Macaroni Manufacturers Association is proud of the part it took in helping to formulate what officials like to term a model food code. It is very much concerned in its strict enforcement believing that it is exactly what the Macaroni Industry needs and exactly what we have been clamoring for,—the legal right of self regulation by trade or group action.

Instead of a let down in code enforcement, there is an apparent tightening up with the result that violators had better consider carefully any act contrary to this new law of the Industry.

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.

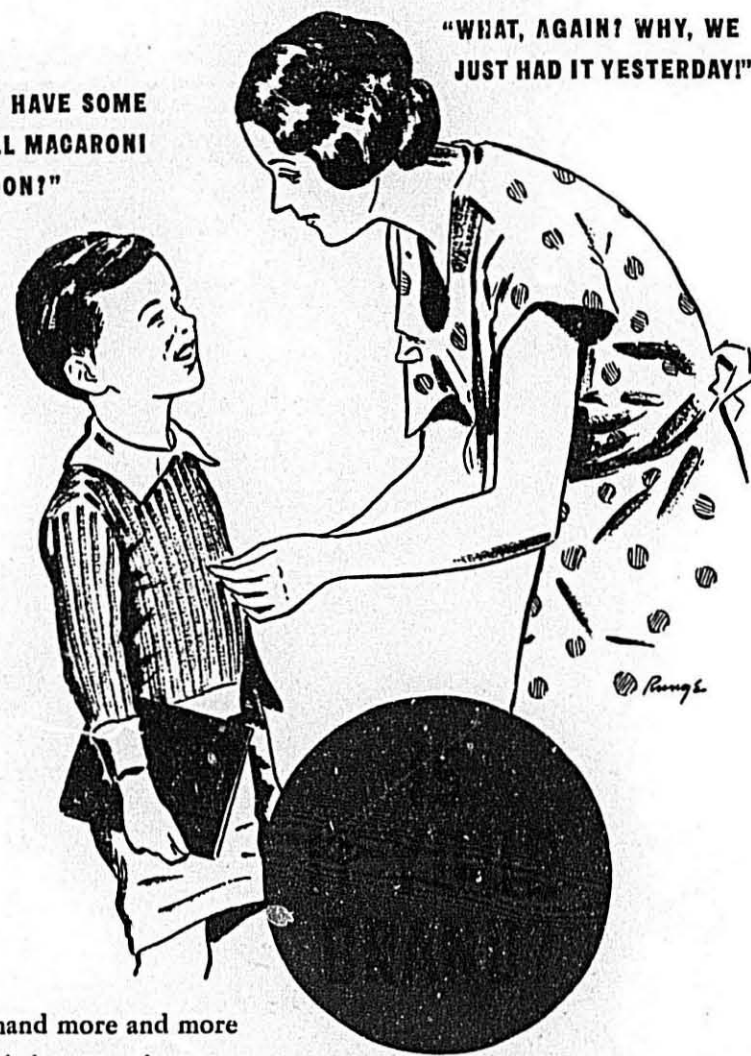
268 Wallabout Street

Brooklyn - New York

WATCH FOR OUR NEW DEVELOPMENTS

"Our latest catalog just off the press. Will be mailed upon request."

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



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

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

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

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

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

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

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

PILLSBURY'S *Semolina*