

**THE
MACARONI
JOURNAL**

**Volume XVII
Number 1**

May 15, 1935

The
Macaroni Journal



Minneapolis, Minn.

MAY 15, 1935

Vol. XVII No. 1

Our 1935 Convention Home



*Hotel St. George, Brooklyn, New York
"A City Block of Comfort and Hospitality."*

In the cool and comfortable Italian Garden on the roof of this hotel, the Macaroni-Noodle Manufacturers of America will hold a three-day conference June 17-19, 1935.

A truly delightful spot overlooking the famous New York Harbor and thrilling skyline. An ideal place for a business meeting and for the family vacation during Macaroni Convention Week.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



Rossotti Cartons

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Macaroni manufacturers, wholesale distributors, retailers, and above all...CONSUMERS... all have been quick to recognize the advantages of our new DOUBLE WINDOW Egg Noodle Folding Cartons. Bigger sales and profits have followed the adoption of this style of packaging for noodles and macaroni products. Now, you can ship from coast to coast without fear of breakage or profit destroying returned goods. These handsome, sturdy containers give full protection, always keeping your product free from dust and dirt, clean and appetizing in appearance.

Your products packed this way, invite effective sales-making merchandising in the dealer's store. They pyramid or arrange attractively on counters, in windows or shelves. There's plenty of room on front and back panels to feature your brand name, sales story and trademark up BIG and in color. Tented recipes on the sides induce increased consumption. They are light in weight, easy to pack and ship. Semi or fully automatic

machinery is available for economical filling and sealing operations. Small wonder, therefore, that this Rossotti carton has achieved such spectacular success quickly. An attractive stock design in 8 oz. or 1 lb. size is available for immediate shipment. Test the superlativeness of this striking new package with a few standard stock design cartons, or let us prepare for you a new private brand design. Ideas, suggestions, full sketches and estimates are yours for the asking. Price low for cartons of such fine quality. Write today.

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THE MACARONI CODE AUTHORITY

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

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Retail Codes Scrip Provisions Stayed

The National Industrial Recovery Board on April 30 announced a stay of the provisions of the codes for the retail trade, the retail food and grocery trade and the retail jewelry trade relating to scrip, subject to further order. When the codes were approved the provisions were stayed for def-

inite periods and the stays extended from time to time for additional stated periods.

A committee appointed to study the scrip problem recommended that a solution be sought through codes for industries in which it is common practice to issue scrip in wage payments, as well as through codes for the retail trades. The committee specifically

recommended that employers in those industries be required to pay wages in cash or its equivalent.

In granting the stays of the scrip provisions in the retail codes, the administration announced its intention of requesting changes in the codes for the so-called basic producing industries issuing scrip as they come up for revision.



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MINNEAPOLIS MILLING CO
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XVI

MAY 15, 1935

Number 1

A Big Program for Busy Business Men

"Talk is cheap," as the old saying goes, but it is not so cheap when done over a long distance telephone or in an important conference where "too much talk" retards or prevents sensible business action.

As planned by the sponsors of the thirty-second annual convention of the National Macaroni Manufacturers Association, the program for this year's conference of the Macaroni Industry in Brooklyn, N. Y. next June is to be anything but a "talk-fest." Quite naturally there will have to be a few keynote speakers and some leaders of discussion, both are what some term necessary evils in keeping the conference action progressing along organized lines, but the program this year will be more than ever provided by those who expect to get the most out of the conference in the way of guidance out of the serious conditions confronting them and the whole industry.

To plan a convention program that is entirely satisfactory to every element in the trade is an almost impossible task. Our interests are many and varied. A problem that appears vital to some is looked upon as trivial by others. As in every other line of business endeavor, however important or insignificant, the macaroni and noodle manufacturing industry is composed of very ordinary folks and so the same classes that make up conferences in almost every other line are found in gatherings of macaroni makers.

By far the largest and the most important class to be found at any convention of macaroni men is the one that attends as a matter of course, firmly believing that out of the friendly intercourse among competitors for three or more days a year much good will come to all. They will always be found in conferences of their industry, never find serious fault with what the leaders are attempting to do; a group that may always be depended upon to carry its share of the load in any activity that is timely and promising.

In all conventions there is a group that attends principally for a good time and usually finds a way to attain that end. They are among the first to register, get a program and a badge but seldom show up for any of the business meetings. It is a jolly group that adds "pep" to the entertainment features of the convention but rarely concern themselves with problems, either personal or general. They are easily satisfied.

On the other hand there will always be found at these meetings a small coterie of serious minded fellows who regularly and religiously attend all sessions, early and late. They say very little but take in everything that is said or done, profiting most, but contributing little to the actual work of the convention except to provide that very necessary, dependable group of listeners without which a convention would fall flat.

Then we have the talking group—manufacturers who aim to be heard on every subject under discussion. They know what they want to say and usually have the happy faculty of being able to say their say while on their feet. They usually contribute much to a discussion, especially when held in line by a strong chairman or leader of discussion. The right word at the right moment has often changed a dull session into a lively, worthwhile one.

A group that is hard to satisfy is the "once-in-a-whilers" who attend only when they have some pet theory to expound or go to the meetings out of pure curiosity. The former are peeved if their fellow manufacturers failed to be impressed with their theories. The latter, their curiosity satisfied, become listless and help little.

From this it will be seen that to provide a program for a national convention composed of the several groups pictured, is no easy task. Based on years of experience, those in charge of the convention plans for the 1935 conference of the macaroni-noodle makers of America have tried to strike a happy medium. They aim to provide topics of wide interest for general discussion, engaging speakers that are familiar with the subjects they are asked to discuss. This necessitates a diversity of topics to please all interests in the trade and in addition, a suitable program of entertainment for idle moments.

A study of the program for the 1935 conference of our industry will show that the promoters have been considerate of all interests. There will be some talking, for after all we are not mutes. There will be much business, because that is the prime purpose of the meeting and incidentally there will be a little recreation that all busy men must have after a period of hard work.

This ideal setup should attract and satisfy practically every interest in the trade. There is no need of emphasizing the serious problems confronting all business men at this time, nor to dwell unduly on what may or may not be done at the convention to solve those problems, for after all their solution is unquestionably in the manufacturers' "lily white" hands. But it cannot be too strongly put that you can gain nothing by staying idly at home while your fellow manufacturers are battling for the industry's future welfare. You are part of this business army and the macaroni conference is your business. Fight for it in the right spirit and with the proper determination but do it shoulder to shoulder with your competitors and face to face with the enemies of the trade.

So, on to Brooklyn to stand solidly for your rights as a patriotic employer of labor and the producer and distributor of one of the most nutritious, essential foods known to mankind.



TENTATIVE PROGRAM

Thirty-second Annual Convention, National Macaroni Manufacturers Association
Hotel St. George, Brooklyn, N. Y., June 17-19, 1935
(Subject to change in final Official Program) TIME—Eastern Daylight Saving Time

SPECIAL --- SUNDAY JUNE 16

1:00 p.m. Final meeting of 1934-1935 Macaroni Code Authority.

MONDAY --- JUNE 17

(9:00 a.m. to 2:00 p.m. Roof Garden)

- 9:00 a.m. Registration of Members and Visitors (Usual Registration Fee).
10:00 a.m. Opening Session, President Louis S. Vagnino presiding.
(a) Address of Welcome—Hon. F. LaGuardia, Mayor Greater New York.
(b) Response and Greetings—Frank L. Zerega, Past President, NMMA.
(c) President's Annual Message—Louis S. Vagnino.
(d) Secretary-Treasurer's Report—M. J. Donna.
(e) Appointment of Convention Committees.
12:00 m. Address, "Inter-food Competition"—Dr. L. V. Burton, Editor, Food Industries. Discussion.
12:30 p.m. Preliminary Code Session—Code Chairman G. G. Hoskins presiding.
(a) Discussion—Last Minute Information on Code and NRA Status—Leader Wm. H. Calhoun, Administration Member on Macaroni Code Authority.
(b) Review of Past Year's Activities—G. G. Hoskins, Chairman.
(c) Code Enforcement—Aaron Sapiro, Deputy Code Executive.
(d) Open Prices and Sales Below Cost—W. F. Dolke, Jr., Manager.
(e) Standards and Labeling Provisions—B. R. Jacobs, Deputy Code Executive.
(f) Standardization of Containers for Bulk and Package Macaroni Products—Sec. 21, Art. VII of Macaroni Code—L. S. Vagnino, Code Authority Member, and introducing an Executive of the Division of Simplified Practice, Washington, D. C.
2:00 p.m. Adjournment.

ENTERTAINMENT

Afternoon and Evening—As arranged for by Greater New York 1935 Convention Entertainment Committee.

TUESDAY --- JUNE 18

(9:30 a.m. to 2:00 p.m. Roof Garden)

- 9:30 a.m. Call to Order—President Louis S. Vagnino.
Special Half-hour Discussion and Review of Proceedings of Previous Day.
10:00 a.m. Macaroni Code Session—Chairman G. G. Hoskins presiding.
Program to be presented by the Macaroni Code Authority in keeping with the last minute developments in NRA and with the current needs of the Industry under Macaroni Code.
Discussion.
1:45 p.m. Association's Annual Election—President L. S. Vagnino presiding.
2:00 p.m. Adjournment.
3:00 p.m. Organization meeting of 1935-1936 Board of Directors, NMMA.

ENTERTAINMENT

Afternoon—As Scheduled by Entertainment Committee
Evening—Association's Annual Banquet—Grand Ball Room at 7:00.
A tasty dinner, stirring music, delightful entertainment and dancing. Entertainment being developed to suit the tastes of manufacturers, allies and their families and friends.

WEDNESDAY --- JUNE 19

(9:30 a.m. to 2:00 p.m. Roof Garden)

- The Association Session
9:30 a.m. Call to order by President Louis S. Vagnino.
Special Half-hour Review and Discussion of Proceedings of Previous Day.
10:00 a.m. Reports of Convention Committees.
10:30 a.m. Discussion—The Future of the National Association. Plans for its Revival.
11:30 a.m. Panel—Educational Macaroni Publicity—Vice Pres. Joseph Freschi presiding.
Leader—W. W. Wachtel, vice president Loose-Wiles Biscuit Co.
Diet Expert—Professor from Teachers' College, New York.
Nutrition Expert—Some Recognized Authority.
Discussion.
2:00 p.m. Final Adjournment of Convention.

THURSDAY --- JUNE 20

(Starting at 10 a.m. Roof Garden)

- Organization Meeting of 1935-1936 Macaroni Code Authority.
Discussion and adoption of plans for new fiscal year.
Meeting of New Board of Directors of National Macaroni Manufacturers Association.
Plans for 1935-1936 activities.

The Entertainment Trio



Edgar O. Challenger
Chairman



Charles Rossotti
Secretary



John Zerega, Jr.
Treasurer

Macaroni-noodle manufacturers who attend the important conference of their industry in Hotel St. George, Brooklyn, N. Y. starting June 17, 1935 will see much of this dynamic trio of convention boosters. They were selected by the macaroni manufacturers' Greater New York to represent them in an extensive plan of entertainment to be provided by liberal hosts.

Edgar O. Challenger, New York

representative of the Minneapolis Milling company, the same able gentlemen who headed the committee of royal entertainers in 1929 has again been named as the chairman of the Greater New York 1935 Convention Entertainment Committee. To represent the macaroni-noodle manufacturers on the organization that will look after the pleasure of the visitors, was named John Zerega, Jr. of A. Zerega's Sons, Inc., Brooklyn to serve as treasurer.

As the representative of the equipment and supply firms who aim to do their part in entertaining the convention delegates was named Charles Rossotti, vice president of Rossotti Lithographing company, New York, to serve as secretary. The last two are young men, ambitious and enthusiastic and should function effectively under the trained and experienced direction of Old Veteran Challenger.

Reasonable Room Rates

The management of Hotel St. George, Brooklyn, N. Y. is offering some very reasonable attractive rates for all classes of rooms available for the macaroni-noodle manufacturers' convention June 17-19, 1935. The charges will be based on the special summer rates that mean a considerable saving over the rates prevailing in similar high class hotels.

Reservations for a room or any combination of rooms desired should be made early in order to permit the management some choice in filling your requirements. Make such reservations either direct through the hotel management or through M. J. Donna, the secretary-treasurer of the National Macaroni Manufacturers association, O. Drawer No. 1, Braidwood, Ill.

Here are the room rates that will prevail during the convention:
Single room on the club plan, with adjoining bath, \$2.00 per person.
Single room with bath, \$3.00 per person.
Double rooms with bath, \$4.00 and

Three or more persons in a double room or suite, with bath, \$2.00 per person.

Even though you eat onions and call things roses, the people about you will still hold their noses.

Will Welcome Macaroni Men

Carl Letsch, manager of Hotel St. George, Brooklyn, N. Y. the convention headquarters of the macaroni-noodle manufacturers June 17-19, 1935 and his able assistant, Leo A. Scher of



Carl Letsch, Manager

the banquet department anxiously await the opportunity of serving as hosts to the members of the industry and their friends next month. "It is with much pleasure that I look forward to opportunity of satisfactorily serving the macaroni makers and their allied friends and assure you," pledges Mr. Letsch, "that every courtesy will

be extended to any and all of them recommended to our care."

Lambrosa Ends Life

Alfonso Lambrosa, an executive of the Brooklyn Macaroni company, 19 Richards st., Brooklyn fatally shot himself in the right temple in the office of his firm on May 2, 1935 according to dispatches from that city. The shot drew the attention of employees who found his body in a pool of blood, a .32 calibre gun beside him.

Mr. Lambrosa was about 54 years old and had resided with his wife and two children at 305 Church st., Brooklyn. He had been engaged in the macaroni manufacturing business practically all his life and at the time of his death was the head officer of the Brooklyn Macaroni company. Like many others in the business he had suffered severe business reverses during the years of depression and his act was attributed by friends to his brooding over his personal financial difficulties.

The Brooklyn Macaroni company of which the deceased was president recently filed a petition in Federal court asking permission to reorganize the company under Sec. 77B of NRA. The petition stated that the assets of the firm were in excess of twice the liabilities, showing the company in good financial standing providing it could realize on some of its frozen assets.

MACARONI . . .

Plea for Its Increased Use; and Reasons Therefor

By Robert Johnstone Mooney, Ph.D.
and James T. Kolbert

A few months ago an American doctor and two companions were sitting in a restaurant in Rome. At the table near them was a handsome, healthful, strong-built Italian, with a plate of macaroni on which was grated cheese, in front of him, and a pint bottle of Chianti. Others about him had similar viands.

"Gentlemen," said the doctor, "we have seen much of interest in Europe and learned much; but I'll venture to assert—and I know what I am discussing—that when we return, if we could induce more of our countrymen to follow the example of that Italian—especially as to the macaroni—we would do the people of the United States more good than if we wrote a dozen books on our other observations and impressions.

"That man is a fine example of the great Italian people—one of the strongest, most enduring, and healthiest races on earth. And it is largely due to the macaroni and spaghetti from Semolina (durum wheat 'flour') which they consume. They average 60 lbs. a year, while Americans eat only 4 lbs. annually of this wonderful food. They do not need meat—macaroni furnishes their protein and builds their muscles and keeps their digestive organs in prime condition. And think of what they save in the cost of meals—especially with the meat prices prevalent today in our beloved country!

"But in macaroni—almost entirely digestible—they get also practically all the mineral salts of the wheat, and carbohydrates, and 1660 calories, for energy and endurance, to the pound. Meat—beef—has little more than half that number. Do the Italians suffer from constipation and indigestion? Is appendicitis a common disease? They are less afflicted, I believe, than any race in the world. I am not a cook, but I have eaten macaroni in dozens of combinations that would tempt the appetite of any gourmet. Let us therefore on our return do all we can to spread the knowledge of this food and try to induce our wives and daughters to make it more frequently a part of our menus. Remember, too, there is nothing better for growing children.

"The Americans who will bring about its increased use will some day have a monument erected in their memory—a more deserving one than that erected in France to a great apostle of cheese."

What eternal truths in that statement! Naturally, the readers of the great MACARONI JOURNAL—under the able guidance of its editor, M. J. Donna—

NATIONALLY PLANNED MACARONI PUBLICITY

Careful reading and close study of this timely article on a subject of vital interest is strongly recommended. Messrs. Mooney and Kolbert, the authors, are authorities and seemingly "know their macaroni."

BETTER BUSINESS for every macaroni and noodle manufacturer in this country can be developed. How? By the simple act of regaining public confidence in macaroni products that has apparently been lost to the industry through such detrimental influences as unbridled competition and the constant lowering of the grade of the products offered in such competition.

BETTER BUSINESS can be developed by means of newsy, educational publicity telling the housewives of the true value of this food—its high caloric value, its adaptability and its economy as the main dish of a meal or as an extender—news stories that will not only interest and appeal, but educate.

Here's a thought worthy of consideration by the best minds in the industry—a proposal that should have the moral and financial support of every friend of the Macaroni Industry.—The Editor.

know these facts. But thousands and thousands and thousands of Americans, as the doctor indicated, are wholly ignorant of them. Is it not the duty of the producers of this superior food to tell the American housewife and husband what they know; and continue telling them till macaroni assumes the place to which it is entitled in the American households.

And, may we ask, was ever a time more propitious, again quoting the doctor, than the present? Meat prices are higher than they have been for years and other foods are soaring. People not only of the poorer classes but of all classes need a substitute, and here we have a substitute which far outclasses in nutritional qualities and benefits that which it displaces, and at reasonable prices! A taste for macaroni and spaghetti once acquired, as all food lovers are aware, will last; and if advocated now when circumstances are so propitious, a demand can be created which will make every manufacturer happier for years to come; happy not only in his increased sales but in the knowledge that he has helped make Americans—adults and children—a healthier and stronger race.

One advantage in this objective Amer-

ican manufacturers have, since the introduction of durum wheat into the country some 25 or 30 years ago. The advantage lies in the fact that American durum is (American soil is the cause) superior to foreign durum. Naturally American macaroni manufacturers are as skillful and up-to-date as any across the ocean; and with this superior American semolina, a table delicacy even finer than the European can be produced. Behold how many Americans know that, or of the great health qualities of this wonderful food? Four pounds per capita—only 4 lbs.—tell the lamentable story.

And what a real story macaroni has to tell! Let us state it in part—not, as indicated above, that the readers of the journal are ignorant of it. They know it through THE MACARONI JOURNAL. No, that the manufacturers and packers need to hear it. They are familiar with it as a matter of course and prove it in their delicious product. But let it be told in the hope that editors of other journals may copy it or refer to it, and help the great work along.

Macaroni—the word is supposed to be derived from the Greek Makasia, "to cook to a broth," and thence through the old Italian "Maccare," "to bruise or to crush."

There is often a delicious bit of romance where we least expect it and true philosophy almost as startling as a "Jack in the Box."

Macaroni, like Homer of old, is now an embattled theme among the nations. Italy claims it, and Japan, China and the Hindus too, just as

"Seven Grecian cities
Now cry for Homer dead,
Through which the living Homer
Begged his bread."

or more probably macaroni—if the truth were known.

Some writers quote an ancient Neapolitan legend telling us terribly how macaroni was an invention of the devil, originally through the diabolical machinations of one "Chico"; others that it was first revealed by an angel in a dream to a lady relative of a royal chief.

Still other traditions venture the speculation that this same lady confessed at last that she herself stole the thing from Chico, that there was nothing devilish about it but rather a quality that is divine and a flavor heavenly.

However all this may be, the great modern truth is that it is just about the best and most healthful "dish of the Gods" on the table of the world's dinner.

And to prove this declaration science itself has produced a battery of "Jack in the Box" facts, which when you pres-

July 15, 1935

THE MACARONI JOURNAL

9

HE DID



HE DIDN'T

THESE ARE NO TIMES TO TAMPER WITH QUALITY!

THE CASH REGISTERS of America are playing a merrier tune. People are buying again!

Whose macaroni products are they buying? Not the products of the manufacturer who thinks he can pare off an extra profit by cutting down on quality. Not on your life! One soggy, tasteless macaroni dish—the inevitable result of using poor quality semolina—means a lasting black mark against the offending brand.

Bad times, good times, there never is a time when it pays to tamper with quality. Your best insurance of better business in today's expanding market is to depend on the brand you always can depend upon—Gold Medal Semolina. Made from the finest, selected Durum wheat. Double purified. "Press-tested." For these reasons, Gold Medal Semolina assures you of macaroni which is uniformly clear and golden in color—uniformly rich, tender and firm—uniformly delicious in flavor—the kind of macaroni that brings buyers back for more!



Gold Medal Semolina

"Press-tested"

the spring jump from the pages of the most learned books telling you what to eat to be well and fit as a fiddle, and how to keep that way—and chiefly by means of macaroni.

Let US press this magic spring and release just a few of these surprising wonders which the world's best doctors and experts are telling us about this marvelous health dish. The references are many.

Over yonder in London Hon. R. Russell, author of "Strength and Diet" says on page 154 of that volume that macaroni is the great staple food of the Italian people and that they are singularly strong, hardy and muscular—women as well as men—and the greatest burden bearers in the world.

And listen to Dorothy B. Marsh on this—writing in "Good Housekeeping": "What place does macaroni hold as a richly nourishing food? Macaroni contains 13 to 14% of protein; 10% of water; 1% of mineral matter, and 1% of fat. It is plain from this analysis that macaroni is very high in its tissue-building muscle-making material and mineral content as well which makes it particularly valuable in children's diet. With a little thought as to combinations and varieties macaroni may be used as the chief ingredient of main dishes at breakfast, luncheon and supper. . . ."

Milo Hastings of "Physical Culture's" Food Research Laboratory declares that macaroni and cheese, being such highly concentrated foods, are now accepted as a "meat dish" and "meat substitute"; that they are "a better source of body-building protein than beef steak. In fact it is practically double the value—and at the same time much more digestible."

Digestibility, of course, is of great importance. Some foods are high in value of what they contain but the system won't take them up—while macaroni is practically completely absorbed and assimilated. That great authority Kutiner says that macaroni is rich in gluten and so entirely digestible that nearly 90% of it is taken up and absorbed.

And we have all heard and read of that great American writer and investigator Dr. Harvey W. Wiley, whose work, though he is dead, still stands high among the food scientists of the world. Here is what he says in his excellent work, "Not by Bread Alone":

"Among the byproducts of cereals rich in protein one of the most important is macaroni. The average amount of protein in macaroni is over 12 per cent. Macaroni is usually made of wheat rich in protein and is wholesome, nutritious and palatable. This food has about twice as much mineral matter as ordinary white flour. In other words, it contains about two-thirds of the total mineral matter in the wheat itself. Hence as a source of protein in cereal products, where a rich nitrogenous diet is desired, material of this kind is preferable to white flour."

The United States Naval Act of some years ago in providing for macaroni as a part of the seaman's ration mentioned as equivalents, "three pounds of sugar, one-and-a-half of condensed milk; four

pounds of fresh vegetables, or four pounds of flour."

In "Diet in Health and Disease," Friedenwald and Ruhrah, page 133 refer to the high digestibility of macaroni. Seelye Little of Rochester says that oatmeal contains 285 calories to the pound, whole milk 325 and macaroni 415.

Now here is another comparison which goes even further:

Butter	contains of protein 30 to the ounce
Eggs	contains of protein 47 to the ounce
Cream	contains of protein 75 to the ounce
Canned Corn	contains of protein 84 to the ounce
Oatmeal	contains of protein 84 to the ounce
Macaroni	contains of protein 90 to the ounce

Let us now consider another quality of macaroni—its immunity and freedom from those elements which cause toxins, poisons and uric acid. Gilman Thompson of London, Eng. says on page 180 of his book on foods that "Macaroni, weight for weight, is as valuable for flesh making in the animal economy as the most nutritious meats, beef or mutton, and is very considerably more digestible than meat, and does not cause formation of uric acid, making it especially valuable as a food in cases of rheumatism, lumbago, gout."

Charles E. Sohm, F.T.C., F.C.S., an authority on nutrition says that "Macaroni deserves a far more prominent place among cereals in the home than it occupies at present. It contains a considerably higher percentage of protein than bread, and is much richer in nitrogenous matter than wheat flour as commonly used; also that this durum gluten is absorbed into the system almost in its entirety."

The great French authority, Fernie, in his book "Meals Medicinal," pp. 438-9 says the same thing.

Let us here cite another table of comparative energy values:

Haddock, 1 pound.....	324
Lamb Chops	329
Whole Milk	169
Beefsteak	207
Cottage Cheese	124
Macaroni	392

Chauvois, distinguished writer of France, especially regarding diabetes, says that although most carbohydrate foods must be forbidden in diabetes, there is no objection to macaroni—especially as it is invariably palatable and so easily digested.

Now comes another surprise, on no less an authority than John Phillip Street, in his article on macaroni and spaghetti in the "Modern Hospital," Vol. VII, page 463. He says: "Many brands of macaroni show a carbohydrate reduction of from 40% to 50% and possess positive merit in the dietetic for diabetes." There is even an analytical table showing the different values of what he calls the "diabetic macaronies"; and when you recall the fact that there are now over two million sufferers from diabetes in the United States alone you may easily glimpse the market for macaroni in this direction if the facts on the subject were brought home to their attention, and the authorities quoted.

We have all heard of the famous Dr.

Arnold Lorand of Carlsbad, consulted thousands of American sufferers. He quoted throughout the world on such subjects as we are now discussing, as on pages 220 and 221 of his great work on health and diet he says: "I recommend macaroni: it is nutritious and easily digested and does not impose any heavy work on the stomach and digestive functions. It is well tolerated and quickly taken up into the system. Nor does macaroni contain any of the injurious substances so common in other protein foods, substances which make difficult work for the liver and blood vessels. Macaroni thus forms an ideal food for liver and kidney patients, as well as for arteriosclerosis, gout, etc. Macaroni is excellent in all such cases because it does not lead to the formation of uric acid. Also macaroni antagonizes intestinal putrefaction."

And Dr. Lorand also states in "Health Through Rational Diet," pages 220-221:

"Macaroni does not contain any injurious substances either for the liver or the blood, and thus forms an ideal food for liver and kidney patients." In the same chapter he states that macaroni is the ideal food for gouty persons and sufferers of arteriosclerosis (hardening of the arteries) and is "free from purin bases."

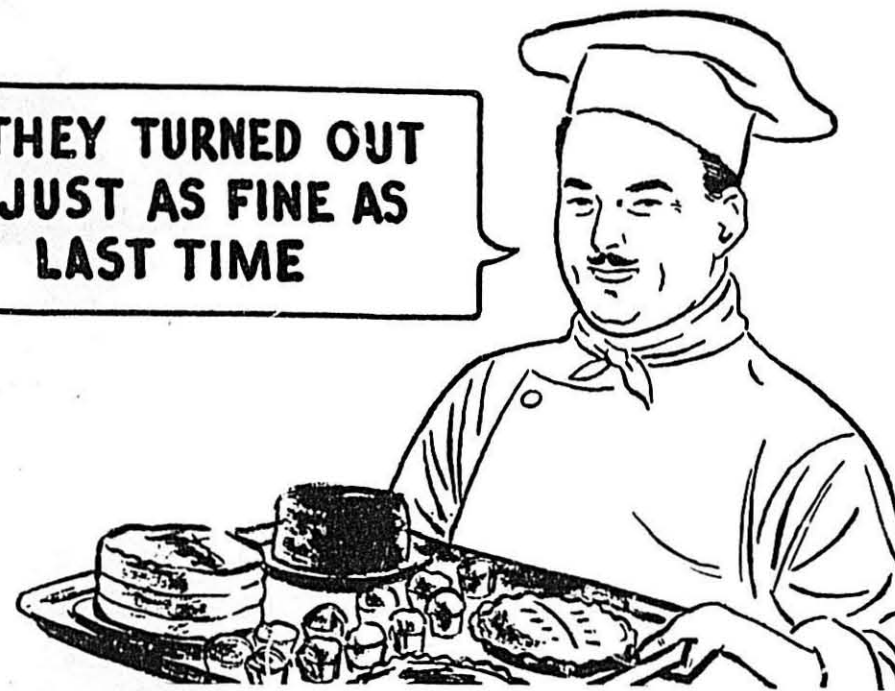
Dr. William Tibbles, famous English dietitian, in "Food," in discussing macaroni and vermicelli, says this: "Although they chiefly consist of carbohydrate these food materials are a valuable source of protein, especially when eaten with milk or cheese. During cooking they swell up and absorb three times their weight of water. They contain very little cellulose or fiber, and according to Rubner (great German) are almost entirely absorbed in the alimentary canal. They are therefore especially useful for all cases where it is deemed advisable to leave as little residue as possible in the intestinal canal, chronic enteric catarrh, stricture or malignant disease. They may be taken in puddings with milk and sugar, or in soup which is enriched and increased in value by their presence."

Prudence Penny (Mrs. Malek) and Winifred Stuart Gibbs join the long list of macaroni enthusiasts. Says the former: "Macaroni contains in addition to the nutrients of bread an economical body building gluten. This food element, gluten, is to wheat what lean is to meat. Macaroni seems to be a made to order economy food. One pound of macaroni or spaghetti will cook into four pounds supplying over 1060 calories, or heat energy units. The combination possibilities of macaroni and spaghetti are unlimited."

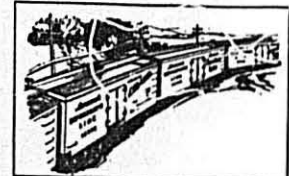
And declares Miss Gibbs: "Macaroni is especially valuable when rapid building of wasted frames is needed, as for instance in the cases of anemia in little children. This was proved over and over again in the great war."

Crossing the ocean again we find substantiation of macaroni's merits in the great work of that famous Frenchman Dr. F. X. Gouraud, chief of the laboratory of the Medical Faculty of Paris. In

THEY TURNED OUT JUST AS FINE AS LAST TIME



Armour's Cloverbloom clarified frozen eggs are UNIFORM



You can depend on every pound of Cloverbloom Clarified Frozen Eggs being like every other pound, in solids content, in freshness. The quick freeze they are given produces small crystals, giving a smooth, even texture. You can count on them to do their part to produce uniform, high quality products for you.

THEY RETAIN QUALITIES OF FRESH EGGS — Armour's eggs are fresh — frozen. Ten Armour plants located in the centers of egg production, pack Cloverbloom Clarified Frozen Eggs in the spring months when eggs are at their best, and then only. Rigid selection, speedy, scientific handling, sharp freezing keep these spring-fresh qualities

at their best right up to the moment they are delivered to you.

THEY'RE CLARIFIED — Armour's patented Clarification process removes all shell fragments and grit, all fibrous substances in the egg itself. Cloverbloom Clarified Frozen Eggs are smoother, cleaner, clearer. Liquids and solids won't separate after defrosting.

THEY'RE DELIVERED WHEN YOU NEED THEM — Whether you want a can or a carload at a time, you can depend on Armour's supply service. Armour refrigerator cars, plus reserve stocks in 300 strategically located cities permit you to limit your supply on hand to current needs.

Armour's Cloverbloom Clarified Frozen Eggs are packed in 10 and 30-pound cans — whole eggs, whites, regular yolks (43% or 45% solids) and sugared yolks (48% to 49% solids)

NOW IS THE TIME TO CONTRACT FOR YOUR YEAR'S SUPPLY. ASK YOUR ARMOUR SALESMAN, OR WRITE TO

FROZEN EGG DEPARTMENT

ARMOUR AND COMPANY, CHICAGO, ILLINOIS

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

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



- Amber Milling Co. Flour and Semolina
- Armour & Co. Frozen Eggs
- 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



- Clermont Machine Co. Brakes, Cutters, Driers, Folders, Stamping Machines
- Commander Milling Co. Flour and Semolina
- Consolidated Macaroni Machinery Corp. Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps
- Creditors Service Trust Co. Mercantile Collections
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- National Carton Co. Cartons
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- The Star Macaroni Dies Mfg. Co. Dies
- Washburn Crosby Co. Inc. Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

"Manual of Rational Feeding" he gives this table:

Analysis of Macaroni	
Albumin	10.46 } Chloride 0.08
Fats	0.70 }
Carbohydrates	72.34 } Purin 0.00
Ash	0.83 }
Available calories—349	

Further on Gouraud says: *Macaroni agrees with all whose bowels function badly; also in liver complaints, cardiac (heart) affections and even in Bright's disease.*

Let us glance again at the energy factor, the heat-producing element of this great food. On pages 81-82 of Friedenwald and Ruhrah there is a comparative table showing the calories of many leading articles of food in a way which the average person can understand. For instance these authorities state that *one tablespoonful of macaroni baked with cheese is equal to four eggs, or four glasses of milk, or three entire chicken sandwiches, or a dozen and a half of raw oysters, or double helping of meat stew, or two ham sandwiches, or two large country sausages, or six tablespoonfuls of baked beans, or eight tablespoonfuls of peas, or three Vienna rolls, or three slices of whole wheat bread.*

Nor should we omit the reference of Herbert S. Carter, M.A., M.D.; Paul E. Howe, Ph.D. and Mason, H.H., A.B., M.D., in their book "Nutrition and Clinical Dietetics," 1917, page 604, which

shows that macaroni has one of the highest caloric contents among wheat preparations; and that one single cup of macaroni has a fuel value of 392 calories compared with the following:

(Cup—3-4/5 oz.)	
Haddock, 1 lb.	324 cal.
Lamb chops, 1 serving...	329 cal. (3-1/2 oz.)
Whole milk, 1 cup.....	169 cal. (3-1/2 oz.)
Beefsteak (porterhouse)	
1 serving	207 cal. (3-1/2 oz.)
Cottage cheese	124 cal. (4 oz.)
Eggs	120 cal. (3 oz.)
Macaroni	392 cal. (3-4/5 oz.)

And so we might go on for pages, as the citations of authorities praising this marvelous dish are innumerable. To the Italians we owe not only macaroni, but we owe them the fork—first brought to England from Italy by that eccentric, Thomas Caryat, in the reign of James I. All time will be necessary to repay these debts.

We have thus in macaroni a year 'round food, a dish for every meal, breakfast, luncheon, snack, supper or dinner; delicious macaroni salads, fritters, croquettes, souffles, rarebits; macaroni and spaghetti with cheese and tomato sauce en casserole; with fish, goulash, soups and dozens of other combinations.

We have in macaroni the most perfect food for weak and strong—a food for the child to build his muscles; for the grownup, for the rich, for the poor; for the laborer and the white collar

worker; for the ailing and the well. It might well be called the "Food of the Gods."

But America does not realize this. Is it not a real duty to make it "Macaroni Conscious"?

Just You and Me

Population of the United States reported at.....	124,000,000
Those eligible for old age pension under the Townsend Bill.....	50,000,000
	74,000,000
Number of persons prohibited under child labor laws and working government jobs.....	60,000,000
Leaves just.....	14,000,000
Number of persons unemployed	13,999,999
Balance to produce the nation's goods.....	
Just you and me, and I'm all worn out!	

Waiter: "How did you find the steak sir?"

Patron: "I looked under a mushroom and there it was!"

Durum Wheat Situation

A critical situation in the production of durum wheat exists in this country, according to a statement just issued by H. K. Wilson and R. F. Crim of the department of agriculture, University of Minnesota. Production of durum in the durum states, Minnesota, North Dakota, South Dakota and Montana, has fallen off to such an extent that millers and manufacturers of macaroni are being compelled to import supplies from other countries. This is forcing the durum milling industry to seek substitutes, say Mr. Wilson and Mr. Crim, and if this is continued substitutes may ultimately replace the demand for durum wheat in the northwest. This would be a very serious loss to farmers, for durum wheat has been a profitable cash crop, and with proper balancing of production with other wheats can continue profitable.

Mr. Wilson and Mr. Crim do not urge undue expansion but emphasize the importance of balancing durum with the hard spring wheats. The acreage of durum in the states named in the last three years has fallen off from 3,946,000 to 1,061,000 acres. Minnesota's acreage fell off from 253,000 in 1928-30 to 95,275 in the years from 1931 to 1934. On the other hand the acreage of hard red spring wheat in-

creased by 200,000. It has been this shift that has unbalanced the production.

The price received by durum growers, growing No. 1 and No. 2 Amber in the good durum regions is appreciably higher than that of an equal grade of hard red spring wheat. This price advantage has existed for the last two or three years. In 1934 the price advantage amounted to 24 1/2¢ a bushel. Macaroni manufacturers, durum millers and staff members at the Minnesota Agricultural Experiment station are agreed that Mindum amber durum is the best variety for Minnesota producers. Mindum is the highest yielding variety and produces the best quality of macaroni.

Macaroni Is Fashionable

At one time, according to a story that recently appeared in leading newspapers of the country, macaroni dishes were quite a novelty in fashionable London Town. It is still most fashionable in Italy and other continental countries, and is rapidly gaining favor in the United States, especially in the last decade or two when it has been recognized as one of the principal macaroni centers.

There is a legend that when the British soldiers wished to deride Amer-

ican Colonists they sang songs that smacked of sarcasm. The following lines were popular in England in those days: "Yankee Doodle came to town upon a little pony; he stuck a feather in his cap and called him Macaroni." To be sure the word macaroni as used in the ditty was far flung from the food of that name in sunny Italy, but one author insists that there was some connection between the two. In brief, something like this: A London dandy was dubbed a Macaroni; the city's most fashionable hostelry served this imported food, and the smart set gathered there to partake; later the name spread from the food to those who nightly dined and ordered it, and "macaroni" soon became synonymous with devotees of the "new fad" and whose brains were nil. As we enjoy today in this 20th century a dish of macaroni and cheese rarely do we pause to dig out of the archives something unique and interesting about this everyday food that is consumed in quantities.

A lady was entertaining the small son of her married friend.

"Are you sure you can cut the meat, Marvin?" she inquired after watching him a moment.

"Oh, yes, Ma'am," he replied without looking up from his plate. "We often have it as tough as this at home."

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



THE ENERGY FOOD

Alimentary Paste Foods Contain Body Building Elements



Macaroni, Spaghetti and Noodles are important sources of energy for active adults and for children, says Dr. Royal S. Copeland, M.D., former health commissioner, New York city and the present senator from New York state in a syndicated release recently appearing in the press of the country. These alimentary paste products are nutritive cereal foods, rich in carbohy, lrates and proteins and are especially valuable for their starch content.

History tells us that the Chinese were the first to make this particular use of these cereals. These were later introduced into Europe, especially Italy, where a large macaroni industry was developed. Today the manufacture of macaroni is an outstanding business in this country.

For many years macaroni products produced in the United States were considered inferior to those made in Europe. However we now know that macaroni and similar products manufactured in the United States are of unrivaled grade and quality.

These foods are made from "durum"—hard spring wheat. This wheat is

grown in the western part of our country and large quantities are exported to Italy and France. The best quality of macaroni is made from the gluten part of the wheat. This is the choicest and most nutritious part of the wheat kernel.

Macaroni, spaghetti and noodles are made under modern and sanitary conditions, with intricate and scientifically made machinery employed in their manufacture. After the wheat or flour has been sifted it is mixed with water in a dough mixer. Then it is transferred to a circular kneading machine, where it is transformed into dough. It is then ready to be made into macaroni.

Noodles differ from macaroni in that they are made from ordinary wheat flour. In addition, they must contain at least 5% of egg solids. Often dried eggs are used in making noodles.

Federal laws require that all noodles be labeled for the protection of the consumer. A label reading "noodles" indicates that at least 5% of eggs is used; while "plain noodles" or "water noodles" means that no eggs or less than 5% is used.

Macaroni is turned out in a variety of shapes and sizes. Properly made macaroni is of a pale, golden color. It should be cooked in a large amount of salted water. The best way is to place it in boiling water and continue boiling until the cereal is tender.

Combined with cheese, tomato, peppers and onions macaroni makes a delicious and nutritious dish. It may be used with meat and fish and it is an excellent substitute for potatoes and rice. It may be given to the young and old.

The health value of macaroni and similar cereal products cannot be overstated. These foods contain body building elements necessary for good health and long life. Their value as a source of energy makes them important foods in the diet of active and energetic individuals.

The school child as well as the adult engaged in physical labor will benefit by the frequent eating of macaroni, spaghetti and noodles. These foods are easily digested and well assimilated by the body. They are healthful foods for every member of the family.

Partnership Dissolved

Two macaroni manufacturing firms came into existence in Chicago on May 1, 1935 as the result of a friendly dissolution of the Fortune-Zerega company that has been in business since May 1928. According to announcement by the interested officials, the move was prompted by a desire to take better care of the interests of the respective partners.

The Fortune company is one of the two firms into which the old organization was divided. It will continue to operate the plant at 422 South Desplains st., Chicago with John L. Fortune as the active official in charge of the corporation.

A. Zerega's Sons, Inc. of Chicago is the other division and separate offices have been set up in Room 1714 Engineering building, 205 W. Wacker drive, Chicago which will be in charge of Robert B. Brown, the salesmanager of the old combination.

"This friendly dissoluti a had just one basic purpose—to serve the best interests of both companies' customers," states the announcement.

"Through the setup of two distinct companies it is hoped to make possible a service better in every respect."

The Fortune company will manufacture its own products in its modern plant at 422 South Desplains st., Chicago with practically the same production staff looking after the manufacturing operations and with most of the departmental heads looking after sales and distribution under President Fortune's direction.

A. Zerega & Sons, Inc. of Chicago will manufacture its products in the plant of the Foulds Milling company of Libertyville, Ill., a plant well and sufficiently equipped to produce the added quantity of quality products. Sales will be looked after by Salesmanager Brown.

Some dealers have about the same idea of a good display rack as the lady who was looking over the building plans of her new house. "What's this?" she asked the architect.

"Oh, that's the Italian staircase."
"Just wasting money. We probably never will have any Italians coming to see us."

Premium Decision Pending

Evidently all proposed amendments to codes are being held up awaiting the action of Congress on the proposal to extend the NRA in some form or other. For that reason, though the hearing on the proposed amendment to the Macaroni Code seeking to prohibit the use of premiums was held last winter, a decision may hardly be expected before early summer. In a letter on the subject Richard S. Scott, NRA Assistant Deputy Administrator wrote:

"In reference to the petition of the Code Authority for amendment of the Macaroni Code to prohibit the use of premiums, I beg to advise you that I do not expect final determination of this matter until after the enactment of new legislation bearing on the National Recovery Administration."

What word is there of five letters that by taking away two of them leaves one?
Answer—stone.

May 15, 1935

Low Round Trip Fares

Macaroni-noodle manufacturers and all allied will find the cost of travel to the Brooklyn convention next month not nearly as expensive as they feared, due to the liberal offerings of nearly every passenger carrying railroad to persons from all points of reasonable distance. The object is to encourage inter-sectional travel during the summer.

Manufacturers will have their choice of several low fare rates, full information of which may be obtained easily from the agents of the preferred railroad. Some of the prevailing special rates are as low as a fare-and-a-third for the round trip, though the rate most commonly offered and the one that will appeal to most manufacturers calls for the payment of a fare and a half for the round trip on the best first class trains in the country.

Here's an example of the saving in fare offered by some of the special rates out of Chicago:

The regular one way rate from Chicago to Brooklyn is \$34.77. Of course there is an extra charge of \$9.00 each way for the Pullman, if one prefers a lower or of \$6.75 if one takes an upper.

By way of the special 30-day excursion ticket, good on all first class trains, starting from Chicago either on Tuesday or Saturday, the fare and a half rate prevails, costing one only \$49.05 for the round trip, a saving of nearly \$17.50 over the one way rate and from the convention city.

Under this plan one could leave Chicago on Saturday morning and arrive in Brooklyn early Sunday morning, or

he could leave late Saturday afternoon or early evening, arriving in Brooklyn in time to get a good night's sleep in Hotel St. George before the convention opens on Monday morning, June 17.

Many railroads are also offering special summer tourist rates good for 60 to 90 days to all points on the Atlantic seaboard. Details of these offerings may most easily be obtained from officials of the roads over which one plans to travel.

These low round trip fare offerings may be some inducement to those who do not regularly travel. The progressive macaroni manufacturers do not hesitate about attending the conventions of their industry because of railroad fares, preferring to figure all such costs more as an investment than an expense.

Start a little inquiry now about your railroad rates and plan your trip so as to save as much in the cost of traveling, while still traveling in comfort to the 1935 convention of your industry in Hotel St. George, Brooklyn, N. Y. June 17-19, 1935.

Seize "Soya-Colored" Macaroni

Government authorities supported by officials of the macaroni industry have joined in a concerted drive to eliminate from the trade channels all artificially colored macaroni products. The latter part of April several large seizures were made in the east of what purported to be macaroni and noodles artificially colored with soya bean flour

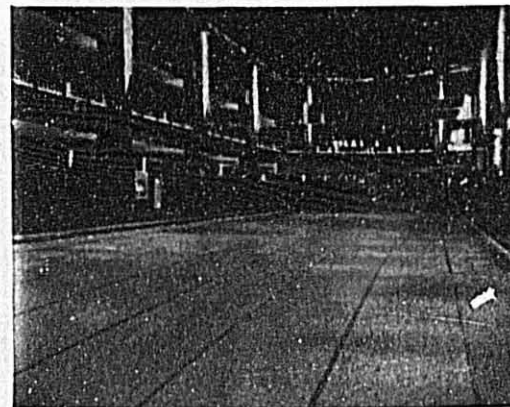
that were offered the public as "egg macaroni or noodles." Official information of the seizures already made and of the intent of the officials to drive "painted macaroni" out of all trade channels everywhere in the country was announced to the trade by a special notice from the office of the Macaroni Code Authority.

Quoting the Daily Food News and Food Magazine of New York city, dated May 3, the announcement is: "GROCERS WARNED AGAINST SALE OF MACARONI AND NOODLES THAT DO NOT MEET GOVERNMENT STANDARDS. Seizures have been made of Caruso Macaroni and Aunt Leah's Home Made Noodles, both products of the Atlantic Macaroni company—also of Schneider's Home Made Noodles and the Keystone Macaroni company's San Giorgio Brand."

"Dr. Jacobs writes: 'Yesterday I was advised by the United States Food and Drug officials that they had made seizures of the Ken-Mac Brand, made by the Kentucky Macaroni company. I was also advised that the Federal Food and Drug Officials have spread a wide drag net over this whole country and wherever they find interstate shipments of artificially colored macaroni products they will seize them. The state of Maryland has also seized shipments by the Keystone Macaroni company which contained added color and Soya Bean Flour.'

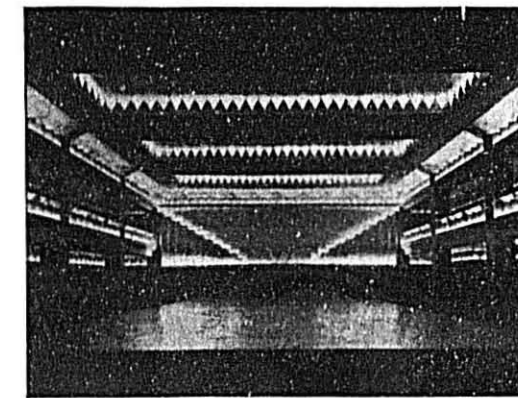
"Deputy Code Executive A. Sapiro of Region No. 2, with the backing of his Regional Agency, Messrs. Zerega, Maier, Cuonzo, Giatti and Nicolari, is getting results."

To Drive Dull Business Cares Away



In the Grand Ball room of the St. George hotel, Brooklyn, N. Y. will gather the several hundred macaroni-noodle manufacturers and allied tradesmen, their families and friends in one of the outstanding social events of the industry's history, the evening of June 18, 1935.

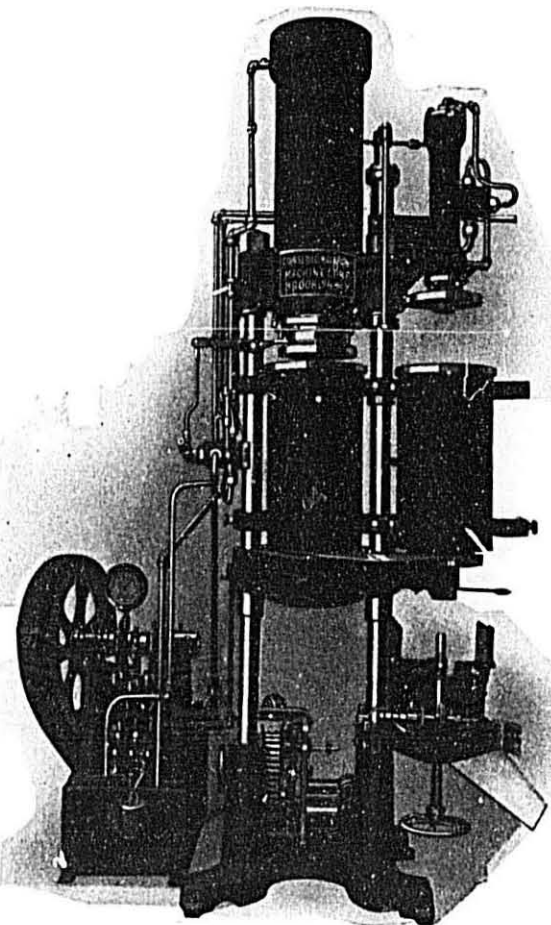
In this beautiful banquet hall, resplendent with its famous "Colorama" lighting system, the guests will be dined and feasted, and entertained as a fitting climax to an extensive program of convention entertainment being arranged for the 1935 meeting of the industry in Brooklyn.



A Refreshing Dip in the world's largest and most luxurious indoor pool awaits the guests of the National Macaroni Manufacturers Association who register at the Hotel St. George convention next month. In this cooling pool of natural salt water will also be staged an assortment of aquatic sports and exhibitions for the pleasure of the macaroni-noodle makers and their families and allied tradesmen who attend the convention June 17-19, 1935 in Brooklyn, N. Y.

Consolidated Macaroni Machine Corporation

*Designers and Builders
of
High Grade Macaroni Machinery*



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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.

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MACARONI CUTTERS**

We do not build all the Macaroni Machinery, but we build the best

156-166 Sixth Street

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Address all communications to 156 Sixth Street

W E L C O M E

The Consolidated Macaroni Machine Corporation gives greetings and extends a hearty welcome to all members attending the Convention of the Macaroni Manufacturers Association, which will be held June 17, 18 and 19, 1935 at the Hotel St. George, Brooklyn, N. Y.

The Hotel St. George is the largest Hotel in Greater New York, has every modern convenience, many of which are not found in any other hotel and you are assured of every comfort during your stay here

Make this Convention the greatest ever, attend in full force.

The Time---June 17, 18 and 19, 1935.

The Place---St. George Hotel, Brooklyn, N. Y.

We are located but a short distance from the hotel and invite all members to visit our plant, where we will have on exhibition many of our latest machines and equipment.

Consolidated Macaroni Machine Corporation

MACARONI CONSUMPTION ... A Salesman's View

Poor Grades Discourage Repeated
Serving of This Splendid Food

By FRED J. MURRAY,
Macaroni Salesman

Mr. M. J. Donna,
Braidwood, Ill.
Dear Mr. Donna:

I've noticed recently in our magazine that the Macaroni Industry, as a whole, is beginning to be worried because of the diminishing demand or consumption of macaroni products and they seem to be wondering why this should be.

Any salesman who actually calls upon the retail trade can very easily answer that one—and if some of these swivel chair macaroni manufacturers would actually go out on the territory a couple of days each month and sell their own products, they would soon learn that it's not the fault of the purchasing public but the macaroni manufacturers themselves, which causes the consuming public to cease buying macaroni.

Here's the dope. A few years back, some chiselers among the manufacturers thought they could pull a fast one, by making their products out of cheaper raw materials and thus have a cheaper price than competitors. But soon a vast majority of all the manufacturers were doing the same thing, in order to meet the lowered standard of quality and prices offered by the few chiselers within the industry—until the last couple of years the average has sunk so low that a great portion of the macaroni being offered for sale by retail outlets to the consuming public is what I would class as "junk" and not fit for human consumption. Thank God I've got a firm to work for that specializes in No. 1 semolina quality—and we are reaping the benefits of the other fellows' folly.

Now if the industry as a whole wants to raise the consumption from 4 lbs. per year per person to 8 lbs. per year, there's only one way to do it and that is to raise the quality, to a semolina grade, so that when the consuming public buys any macaroni products it will taste so good that they will come back oftener for another meal of tasty macaroni or spaghetti products.

If these manufacturers who meet in June of this year at Brooklyn really want to curb the downward trend for their products, then as I see it from a salesman's point of view who has spent 24 years selling macaroni products, it's up to all the manufacturers to agree to discontinue manufacturing all flour grades and "below standard" grades, in order to save their own businesses. Otherwise a lot of the chiselers who persist in manufacturing "junk" are going to be "out of luck"

**MACARONI JOURNAL AIDS
IN SALES WORK**

Here it is nearly a year ago that I subscribed for "The Macaroni Journal" so am attaching my check to pay for another year's subscription to our trade publication, as I do not want to miss a single copy. Perhaps you do not realize it but this little magazine assists me greatly in my sales work of selling my good company's semolina products, particularly our brand which is made from No. 1 semolina—and which, by the way, constitutes about 90% of my sales. Most of my competitive brother salesmen follow the lines of least resistance and sell flour goods and below standard junk at a price, while we specialize in semolina quality first, last and only as a last resort will I sell a merchant the cheaper grades.

eventually—as within the past six months I've noticed more and more customers in stores insisting upon semolina products in our line of goods.

Why can't the manufacturers all agree to manufacture nothing but semolina macaroni products—and place a fine of say \$10,000 for every pound of flour or below standard "junk" any manufacturer in the U. S. A. offered for sale after a specified date? Then, and only then, can the manufacturers ever hope to bring the consumption up to a point where every plant would be humming and on a paying basis, and everybody would be contented and happy and the purchasers would be assured of a tasty palatable dish of our products again, no matter whose brand was purchased.

Macaroni Products in Foreign Trade

According to the monthly report published by the U. S. Bureau of Foreign & Domestic Commerce, the exchange of macaroni products between this country and foreign nations during February 1935 increased considerably.

Imports

The importation of macaroni products during February totaled 95,270 lbs. for which American importers paid a total of \$8154 as compared with the figures for January 1935—88,979 lbs. valued at \$7845.

Macaroni products imported for the first two months of 1935 totaled 184,249 lbs. costing \$15,999.

Exports

During February American macaroni makers exported a total of 212,823 lbs.

bringing to them a value of \$18,336. The increase in this business is shown when compared with the figures for January 1935 as follows: 140,957 lbs. worth \$12,176.

American manufacturers exported 353,789 lbs. of this foodstuff the first two months of 1935 for which they received \$30,730.

Below is a list of the foreign countries to which American made macaroni product were exported:

Countries	Pounds
Hungary	3
United Kingdom	32,453
Canada	56,723
British Honduras	82
Costa Rica	30
Guatemala	48
Honduras	4,85
Nicaragua	2,88
Panama	29,08
Salvador	20
Mexico	11,96
Hiquelton and St. Pierre Islands	3
Newfoundland and Labrador	1,04
Bermuda	89
Barbados	13
Jamaica	1,01
Other British West Indies	1,24
Cuba	25,54
Dominican Republic	9,91
Netherland West Indies	6,62
Haiti, Republic of	1,72
British Guiana	20
Venezuela	18
British India	14
British Malaya	12
China	84
Netherland India	42
Hong Kong	25
Japan	15
Kwantung	6
Philippine Islands	18,42
French Oceania	16
New Zealand	4
British East Africa	5
Union of South Africa	2,53
Liberia	3
Mozambique	1,03
Total	212,823

Patents and Trade Marks

A monthly review of patents granted of macaroni machinery, of application for and registration of trade marks applying to macaroni products. In April 1935 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in April 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

New State

The private brand trade mark of Collins-Dietz-Morris company, Oklahoma City, Okla., for use on macaroni and other groceries. Application was filed February 23, 1935 and published April 16, 1935. The owner claims use since January 1906. The trade name is in heavy type.

LABEL

Lynden

The title "Lynden Brand Pure Chicken & Egg Noodles" was registered April 16, 1935 by Washington Co-Operative Egg & Poultry association, Seattle, Wash. for use on chicken and egg noodles. Application was published Dec. 20, 1935 and given registration number 45440.

Noodlettes

By Mack SpagNoodle



How Climbers Climb

There are two kinds of climbers. One sort use only their legs in climbing. Some unknown force started them going up hill in the beginning and with eyes shut they plug ahead. "Their not to reason why."

They climb over such obstacles as can be surmounted by main strength and they stop when the situation requires brains. Such men make good privates but never become captains.

The other kind of climbers may lack in sheer brute strength but they have keen, alert eyes and minds. They have foresight. They watch ahead for obstructions, and such obstructions as they cannot avoid they overcome by ingenuity. They make their brains save their legs. They realize additions to their physical equipment make the climbing harder, while additions to their mental equipment make it easier.

These men never try to lift themselves by their bootstraps. They know the advantage of cooperating with fellow travelers. They do not forget that in union there is strength.

If you are the climber who climbs only with legs with brute strength, if you will open your eyes wide and take note of what you see, you will add to your mental equipment in spite of yourself.

If you are going to climb equip yourself for climbing. Get the know-how that enables a man to go farthest at the least cost in effort and expense. Develop the strength that will back up and coordinate with every mental effort.

Mere mental courage is good. It makes a fighter. But mental courage backed by physical courage is splendid. It makes a successful fighter.

A User's Comment

FLOWER CITY MACARONI CO.

429 State Street, Rochester, N. Y.

Telephone: Main 4037

Brands:

EAGLE, ECONOMY, ROYAL, QUEEN ELENA,

NAVY

Daily Capacity 10,000 Pounds

Manufacturers of

SPAGHETTI, MACARONI, VERMICELLI, EGG

NOODLES

Fancy Pastes in Bulk and Packages

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 and day out. Full details will be sent upon request. Write TODAY!

Champion Machinery Co.

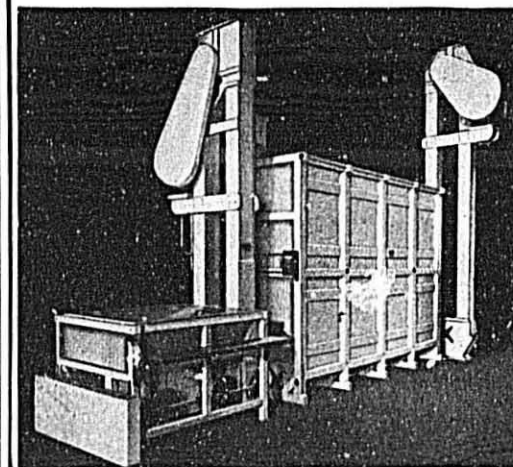
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Hudson and Leonard Streets

New York, N. Y.



Secrets of Successful Trade Marking

Would Compulsory Registration Prevent Brand Duplication?

By WALDON FAWCETT

Written Expressly for the Macaroni Journal

In these piping times of business regulation and regimentation, any idea for further bossing by the government or any other authority may not sit too well with macaroni executives. All the same there is one proposition up for discussion where the cure might not be worse than the disease. Compulsory Registration of Trade Marks is a management device that is beginning to receive serious consideration, because it looms as one of the few possible solutions for trade mark confusion.

Trade mark confusion—the species of brand muddle of which we are here speaking—is that which results from unconscious and unintentional duplications. From trade mark congestion itself, thanks to sheer multiplication of brands, there is no escape. As population grows, as business expands, and more especially as the American people deepen their habit of buying brands, we are bound to witness a rising birth rate of trade marks in every food line. But in contrast to this steady uplift in the sum total of trade marks there is that worse woe, the trade mark overlappings which result from the presence of repeaters in trademarkdom.

This situation, no less than the bulge in the sum total of brands, is due to commercial progress and a general trend to identification by brand. But the consequences are more serious. A macaroni marketer may be reconciled to the presence of extra competitors, each of whom keeps his distance. But he cannot even pretend to be easy going with respect to new contenders for trade who introduce trade mark doubles or near doubles—brands that overlap if not actually simulate old established leaders. Trade mark "shadows" can prove to be the worst of ghosts because they confuse the public and open the door to substitution that undermines that most precious asset, good will in business.

For the occasional plotter who with malice aforethought deliberately sets out to trail in appearance or meaning a trusted and familiar trade mark, there is only one effective comeback, viz, a suit at law for injunction and damages; or the exercise of some form of public police power which will halt the sniping. But these big black wolves are few and far between. More numerous and infinitely harder to deal with are the innocent sharers of a

common trade mark inspiration. That is to say, the later comers who by coincidence, but in entire good faith, independently hit upon the same idea for a brand name or device that has already occurred to an earlier comer in the same field. Here the problem for the pioneer is not one of punishment of brazen poachers, but rather one of promptly spotting interlopers and persuading them to retire before much havoc has been wrought by echo-branding.

As so many of the family know to their sorrow this nipping in the bud of reminiscent brands is easier said than done. Not a few of the mirror brands start out locally or in restricted regions and do not quickly come to the attention of the owners of national brands that are infringed. A macaroni brand owner might, indeed, spend all his time on picket duty because, worse luck, there are no adequate facilities for quickly detecting the presence of brands that in looks or sound, or appeal to the imagination come uncomfortably close to old timers.

To understand why obligatory trade marking is being trotted forward as a panacea it is necessary to bear in mind the insufficiency of our existing clearing house for trade marks. The trade mark division of the U. S. Patent Office is traditionally the central meeting place of trade marks—the parade ground for noting similarities. Even so, it is a limited best, because only a portion of the whole muster of brands ever answers the roll call at the Patent Office. Local and intrastate brands cannot be registered at Washington because not used in interstate commerce. Countless interstate branders who are eligible, all right, do not register, either owing to oversight or due to a belief that they can protect their rights via the common law, without a birth certificate from Uncle Sam. The absence of all these holdouts makes it mighty difficult for the prior user of a macaroni brand to spot the ditto marks as they appear. Just as lack of anything approaching a complete lineup of going brands messes the task of a marketer who has set himself the task of selecting a new and unused trade name.

Need for some means of surveying the trade mark scene—warning off

gate crashers or locating openings for additions, as the case may be, is the explanation of the agitation in Congress for publication by the government of an official catalog of trade marks. Whatever one may think of this idea of an unabridged check list revised at intervals, the cold fact remains that Congress shows no signs of authorizing publication. As this fact has sunk in we have increased interest in the alternative of Compulsory Trade Marking. Certain national trade associations in the food and drug field have already gone on record as favoring the draft.

The purport of Compulsory Trade Mark Registration may be surmised from the designation. In one way or another the scheme lays obligation upon every adopter or user of a trade mark to promptly and publicly give notice of the signature he has selected and introduced, and of the range of goods on which the mark is used or is thereafter to be used. The machinery of compulsory registration would not, supposedly, ever be employed to arbitrate or adjudicate contests or disputes between two or more claimants of the same brand. The task of this agency would be strictly one of intelligent service—acquainting all parties at interest with the facts of brand occupancy, and leaving disputants of ownership to settle their quarrels in the courts or elsewhere.

However fine Compulsory Trade Mark Registration may appear in theory there is no blinking the fact that execution is something else again. Some of the rosters for the deal couldle themselves with the idea of governmental compulsion. That is to say they want Uncle Sam to be the one to summon every brand jumper to stand and deliver, waving an official big stick if need be to compel compliance. Looks simple, no doubt, but the bald fact is that there is scarcely a chance that the government can be hooked for this job.

Compulsory Registration of Trade Marks, if and when it comes, is a job for trade associations, code authorities or other coordinating or cooperative bodies. So much has been obvious ever since the suggestion was first made years ago. What has lately given zest to the proposition, aside from the pressure of trade mark multiplication

May 15, 1935

THE MACARONI JOURNAL

21

is the vision of greater possibilities in enforcement and wider jurisdiction.

Successful as have been some of the private trade mark bureaus conducted by trade associations it has been evident all along that under the conditions heretofore obtaining it was almost impossible to obtain one hundred per cent compliance through a trade association. No trade association could boast membership embracing every last participant in the industry. Even if all regular producers and distributors were lined up there was always the fringe composed of private branders (at the wholesale or retail level) and experimenters adventuring into an erstwhile closed field from neighboring channels of marketing, transplanting maybe, house brands already employed on the other side of the fence.

It has remained for the NRA, whatever its sins or blessings, to bring a new concept of compulsory registration by consent of the governed. Whether or not the code authority is an institution that is here to stay in its present form, it seems a safe guess that from the present era of self government in business will emerge an improved pattern of central exchange. That this is, in every field, a potential vehicle for compulsory enlistment of brands is proved by the success which has already attended a variation of the same idea, i.e. the design registration bureaus which have been set up in fields such as textiles, toys, jewelry,

etc. One bristling question is brewing. In intraindustrial self allotment of trade marks how long should the exclusive license run. Should the unofficial term of franchise parallel the period of monopoly fixed by registration at the Patent Office? Or should the standard of brand duration be governed by conditions in a particular trade, with long or short spans according to the customary speed of brand rotation in the specific quarter?

Unemployment in March

The total of unemployed workers in March 1935 was 9,760,000, according to the monthly estimate of the National Industrial Conference board. This is a decrease of 125,000 or 1.3% from the preceding month, but an increase of 366,000 or 3.9% over March 1934.

From February to March 1935 the decreases in unemployment by industrial groups were: manufacturing and mechanical industries 164,000, transportation 12,000, miscellaneous industries 4,000, and domestic and personal service 1000. Unemployment in trade showed an increase of 16,000, and mining 14,000.

Compared with March 1934 unemployment in March 1935 declined 2.3% in mining, 0.9% in manufacturing and mechanical industries and 0.8% in do-

mestic and personal service. In transportation, however, unemployment rose 4.8%, in trade 2.5% and in miscellaneous industries 0.8%. The conference board's allowance of 321,000 for the net annual increase of gainful workers available for employment brought the estimate of total unemployment above the figure for March 1934.

Scale Company Adds Novelty Line

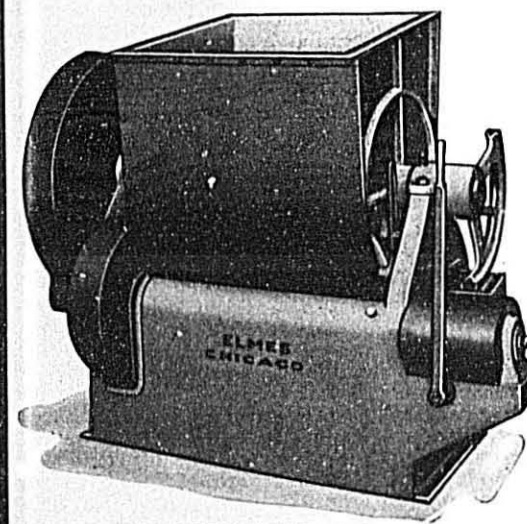
The Exact Weight Scale company, Columbus, O., whose scales are used quite extensively throughout the macaroni manufacturing field has announced addition of a department for the manufacture and sale of a limited line of exceptional advertising specialties and premiums. Jack Caviezel, formerly vice president of Advertising Metal Display company, Chicago has been appointed salesmanager of the new specialty division. He is a man of broad experience in that field, having formerly acted as manager of the Chicago and Kansas City branches of Whitehead & Hoag company.

"PROSPERITY"

"Prosperity, if you is listenin' in, come home, all is forgiven."

And just wouldn't we forgive anything and get out the fatted calf if she would come back!

THE MODEL LINE



MODEL No. 3963

THE CHARLES F. Telephone: Haymarket 0696

HYDRAULIC MACHINERY SINCE 1875
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213 N. Morgan St., Chicago, U.S.A.

THE IMPROVED MIXER ALL SELF-CONTAINED

1 & 1½ Barrel Capacity Power Tilted Mixers
Built with ** Belt Drive Direct from Motor
or with Tight and Loose Pulleys for Belt Drive
Cut Gears Are Used Throughout and
All Gears Are Inclosed
Main Driving Shaft Is Mounted on
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Shaft Bearings Are Lined with
Bronze Bushings

NEW MODELS OF
PRESSES & KNEADERS
TO MATCH

A FINE ENERGY FOOD

Facts About Macaroni and Some Good Cooking Hints

By the California Retail Grocers Advocate

Food authorities very generally agree with the facts contained in a recent press release to the effect that "Macaroni, spaghetti and noodles are really used too little in the average American housewife's daily menus. They are appetizing, healthful and very economical, for with frequent use it is possible to use up many leftover meats and vegetables."

Lack of the proper knowledge of the food value of good macaroni products is directly blameable to the manufacturers who have not taken advantage of the nutritiousness of their food to pass on the facts in the manner usually employed by competitive, less healthful yet more costly foods. In the language of the well known wit Will Rogers, "The cure, Mr. Macaroni-Noodle Manufacturer, is In Your Lily White Hands."

The Lenten season was the harvest season for these foods since they fit in so perfectly with the demands of millions of consumers who curtail their meat consumption during that church festival. The per capita use during Lent is only the rate of consumption that should flourish the entire year were the simple, yet interesting facts made as fully known as the anxious housewife is ready to accept them.

High Grade

For instance, there are many who do not know that macaroni, spaghetti and noodles are grain products whose basic ingredient is purely of high grade wheats especially ground to retain many of the elements of the kernel that are otherwise lost in the usual process of making ordinary flour. Further, that eggs are added to noodles, making them considerably more nu-

Cut Durum Seed Price

A move by the government to encourage planting of durum wheat in the northwest was seen in the action taken early this month whereby excellent durum wheat for seeding purposes was offered to prospective planters at a reduction of 20¢ a bushel. The price on durum seed wheat stock in the hands of AAA was cut from \$1.60 to \$1.40 a bushel according to word sent to Captain L. C. Webster, procurement officer in charge of seed purchases and distribution in the northwest.

The durum seed held by the government is of high quality and the fine condition of the soil throughout the spring wheat belt makes prospects for a large

harvest of macaroni wheat, more so if the late planters will sow durum as per the advice of grain officials. There is still plenty of time for sowing durum wheat and the cut in price was most opportune for the wheat growers in the sections blessed with good rains this spring.

The AAA has some 800,000 bu. of durum seed wheat in storage at elevators in Minnesota, Montana and the Dakotas. Orders from growers had been received for about 600,000 bu., but rains have delayed seeding. In the opinion of officials there is plenty of time for planting the remaining 200,000 bu. and the raising of the durum wheat planting restrictions together with the lowering of the price for this seed wheat will consume practically every bushel of this available durum wheat.

Tall and Slender

Of this trio of flour-foods the tall, slender one is Mr. Spaghetti; the plump one is Mr. Macaroni; the flat one Mr. Egg Noodle.

The amount of water used in cooking these articles of food is important. Six cups of water are usually sufficient for cooking an 8 oz. package of macaroni or spaghetti, or a 4 oz. package of egg noodles. With this amount of water the cooking process should be carefully watched, but there will be little water to pour off after cooking and the flavor will be better.

Have the water rapidly boiling, and salted, before adding the macaroni, spaghetti or egg noodles. Use a slow flame—only enough to keep water at a boil. If additional water is required, add only boiling water. Drain water off immediately after cooking.

The time required to cook these items varies according to the brand you use. The product is "tender" when the end does not look chalky white when a piece is cut. These articles of food should be cooked until tender, but not flabby. Macaroni products that have been cooked too long become soft and shapeless.

To make the macaroni tubes or spaghetti strands stand apart after cooking, blanching is recommended to remove the excess starch that "boils out" of macaroni or spaghetti particularly of the cheaper grades made from flour. Use either hot or cold water for blanching after the cooked products are drained of the cooking water, selection of the temperature of the water depending upon this macaroni-spaghetti dish to be made.

A Tasty Combination

The American conception of the favorite Italian spaghetti is that it is a tasty combination of good spaghetti with cheese and a tasty, piquant gravy or sauce of tomatoes and meat juices. The truth is that this is but one of dozens of ways in which the Italians eat this "strength" food, though perhaps the most popular. To whet and then satisfy their appetites for macaroni-spaghetti they must have it served in many tasty combinations. Because some Americans do not relish so much highly seasoned combinations as do the Italians whose long use of this grain food has schooled them in their proper blending qualities, several recipes are recommended that may appeal more to the light eater Americans than they do to Italians who prefer their spaghetti with much seasoning and with nippy cheese.

Firm Files in Bankruptcy

Gaspere Triolo, doing business as Irving Macaroni Manufacturing company, 252 Irving av., Brooklyn, N. Y. is bankrupt according to a petition filed by creditors. Among those signing the bankruptcy petition are D. Marlino & Co. to whom is owed, as per claim, the sum of \$2,478.50; F. Monaco & Bros. \$27 and Marchese Bros. \$27.

EASILY ADJUSTED

A restaurant in Butler, Mo., displays this sign: "Don't divorce your wife because she can't cook. Eat here and keep her for a pet."—Life.



May 15, 1935

THE MACARONI JOURNAL

27

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.



Code Chairman's Western Tour

G. G. Hoskins, Code Executive of the Macaroni Code Authority, completed a very successful tour of the western half of the United States in April in connection with a drive to put into immediate effect the amendment of the Macaroni Code providing for liquidated damages against violators. Everywhere he was met by large gatherings of interested manufacturers and enthusiastic supporters of the new form of self control.

Leaving Chicago by airplane on April 18 he reached Seattle in time for a meeting with the manufacturers of Region No. 12 on April 19 and 20. There he found a well knit local organization working effectively under the direction of Deputy Code Executive H. C. Hanke.

Turning south he went by train to San Francisco where he conferred with

the manufacturers in Region No. 11 on the 22nd and 23rd. The manufacturers of northern California he found doing some very good organized work under the leadership of Code Authority member A. DeMattei.

Next he visited the manufacturers in southern California, on April 24 and 25 where he reorganized the organization in control of the activities in Region 10.

By plane he flew back to Chicago, arriving at his office, the headquarters of the Macaroni Code Authority on April 27, having completed a tour of over 8000 miles, meeting six days with leaders of the industry in three regions, all in 10 days counting Sunday, nearly 5000 miles of his trip being by way of the air.

"What makes you think that Perkins don't know anything about sport?"

"Well, he told me that he knew Babe Ruth when she was a chorus girl."—*Pennsylvania Punch Bowl.*

Outlines Analysis Procedure

Because of the heavy demands on the services of the staff in charge of the macaroni laboratory in Washington, D. C. Code Chairman Hoskins has found it necessary to outline a procedure for submitting samples for analysis under the Code. It provides:

1. All samples submitted shall bear: (a) The name of the manufacturer if known. If the manufacturer is not known state why it cannot be ascertained; (b) Date sample was purchased or picked up; (c) Place where sample was purchased or picked up; (d) Name and address of person from whom sample was obtained.
2. Send along with the sample a plain statement of the suspected Code violation and your reasons for such suspicion.

Too bad we can't see down into ourselves as clearly as we see through others.

The Business Man's Dilemma Under the New Deal

As seen by JOHN C. GALL
Associate Counsel, National Association of Manufacturers

IF HE is unable to operate at a profit, such agencies as the research and planning division of NRA classify him as an inefficient. If he manages to squeeze out a profit and stay in

business the consumers' advisory board treats him as a suspicious character.

IF HE carries on a business beyond one state's borders, he is threatened with a thirty-hour week and various other union labor devices for employing federal power. If he organizes so as to stay out of interstate commerce, he is suspected of "evading" the law.

IF HE joins with his competitors to better conditions in the industry, the Federal Trade Commission brands him as a conspirator. If he plays a lone hand, NRA says he is a recalcitrant.

IF HE charges prices in keeping with the rest of the industry, he is in collusion; if he doesn't he is a chiseler.

IF HE sits down with his own workers to talk over their mutual problems, he is haled before a labor board and charged with "interference" in the form of their organization. If he doesn't sit down with them when requested to do so, the labor board will charge him with "refusing or failing" to bargain collectively as required by Section 7 (a).

IF HE pays them for time lost in conferring with him he is charged with "dominating" them. On the other hand, if he deducts from their pay to cover the time spent in organization activities, he is charged with "discouraging" organization.

IF HE enters into a contract with his own employees which closes the shop to union men he is charged with violating Section 7(a). But if he enters into a closed shop contract with the union, agreeing to employ only union men, that's "collective bargaining" as interpreted by the labor boards. If, on the other hand, he refuses to enter into a contract at all, then he is charged with "negotiating in bad faith" and not making "every reasonable effort" to reach a bargain.

IF HE shortens hours and raises wages, the labor department is likely to want to know why he didn't do it sooner. If he loses money for ten consecutive years and then in a good year tries to recoup some of his losses, he is a profiteer.

IF HE is selling his goods and fixes the price he and his competitors will charge, he is public enemy No. 1, but if he is buying something and agrees with his competitors as to the price they will NOT PAY, then the government winks at the transaction, no matter whom it injures.

IF HE meets all the vicissitudes of modern business regulations and makes money, most of it is taken from him by confiscatory and overlapping taxation. What isn't taken by taxation is devalued first and the balance is plowed under by political share-croppers.

VERILY he is the Forgotten Man who puts up the money and takes the choice—of evils.

BAUR FLOUR has power.

It will pay you, like others, to use

ROMEO

Unbleached Hard Wheat Flour.

Telegraph for price today

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

CAPITAL QUALITY PRODUCTS

Mean--

1. High quality Semolina
2. Choice Selected Amber Durum Wheat
3. Repeat orders for Macaroni Makers



Specify CAPITAL Products...
It's Your Insurance. They represent exceptional quality and the finest milling skill.

CAPITAL FLOUR MILLS

INCORPORATED
OFFICES
Corn Exchange Building
MINNEAPOLIS, MINN.

MILLS
ST. PAUL, MINN.

YOU'RE INVITED

If you're coming to our City to attend the CONVENTION next month you are invited to visit the home of INSUPERABLE MACARONI DIES.

We believe you will find an inspection of our Plant interesting.

You will also be convinced that we are efficiently equipped to assure you the utmost in our exclusive line.

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"

Fortune Again In Macaroni

John L. Fortune, president of the Fortune company, Chicago, has resumed active interest in the operation of his macaroni plant after an absence of several years. Mr. Fortune first started in the macaroni manufacturing business over 15 years ago, equipping a modern plant in a building formerly used by a brewing business of which he was the chief executive. When his Fortune Macaroni company merged with the Zerega company of Chicago several years ago he retired from active charge of the business only to resume it May 1 this year when the partnership was dissolved.

The Fortune company, as the new firm is now known, will continue to operate the modern plant at 422 So. Desplains st., Chicago producing the high quality "Fortune" brand for which it soon became famous.

Macaroni in Dress Suit

The Cudahy Packing company, well known purveyor of meats and meat product combinations is offering a luncheon loaf with macaroni and cheese that is sure to capture many impulse sales this summer according to the sponsoring firm. The combination of choice meat, high quality macaroni and good cheese is shaped into a loaf for easy, convenient slicing and is wrapped in cellophane to give it the eye appeal that encourages the impulse sales referred to.

In reference to this luncheon loaf officials of the Cudahy Packing company are fully convinced that it has a direct and compelling appeal to the consumer: "As we see it, the cellophane wrapping may be described as a dress suit which possesses all the utilitarian value of a substantial pair of overalls." It protects the products, keeps them in prime condition, while giving the added eye appeal to insure more sales.

Macaroni "Beehive" Wins Prize

A one-dish meal in the form of a unique macaroni recipe was declared the winner in a weekly prize contest sponsored by the Buffalo Courier-Express. One feature of interest to the macaroni trade that would make it glad if the prize winning recipe were generally adopted, is that it provides for a generous portion of macaroni instead of the usual "dab" called for in so many of the recipes for "Americanized" macaroni dishes.

The prize-winning recipe "Macaroni Beehive" submitted by Mrs. L. Joslyn of Oakfield, N. Y. is as follows:

"Sixty long sticks macaroni, two tablespoons shortening, two tablespoons chopped onion, one cup chopped meat, one-half cup canned tomatoes, one-half cup grated cheese, one egg,

slightly beaten; one teaspoon salt, one teaspoon table sauce.

"Add macaroni to two quarts of rapidly boiling salted water. Cook until tender. Drain, rinse with cold water. Reserve long sticks; cut into small pieces enough to make 1½ cups; melt shortening, add onion and chopped meat; stir and cook one minute; add tomatoes free from juice, cheese, cut up macaroni, eggs, sauce. Grease quart mold, line bottom with macaroni sticks, add some of mixture and continue coiling macaroni around side of mold, filling with mixture until mold is full; bake at 400 degrees F. for twenty minutes; garnish."

Net Weight Regulation

In prosecuting manufacturers and distributors of macaroni products in packages found to contain less macaroni by weight than stated on the label, a difference of opinion exists as to just what the law provides. The question is—Suppose a manufacturer packs a pound package of cured macaroni and labels his package "16 ounces"? The package goes into the regular trade channels and after several weeks or months is sold to a consumer who is suspicious of its weight, weighs it and finds that it contains only 14 or 14½ ozs. instead of 16. Is the manufacturer or distributor liable to prosecution because of the weight shortage to which he was not a contributing party?

The real question at issue seems to be, Does the term "net weight of the contents" refer to the weight when packed or to the weight when it reached the consumer?

In the opinion of Dr. B. R. Jacobs to whom the matter was referred the term refers to the weight of the contents when the package reaches the consumer. We quote from his decision:

"Under the Federal Food and Drugs Act, as well as under the Code, the net weight of the contents of the package of macaroni products is the weight of the product when it reaches the consumer.

"However, in determining as to whether or not a product is short in weight we, as well as the Food and Drug Administration, base the weight on the percentage of moisture permitted in the products, which in this case is 13%. For example, assuming that a package was picked up and was found to be short weight. A moisture determination is made and the weight is calculated on a 13% moisture basis."

Moral—Allow for natural weight shrinkage when packaging macaroni products and avoid unnecessary litigation.

\$100 Misbranding Fine

Papers in St. Louis recently carried the following notice of interest to macaroni manufacturers everywhere,

indicating a welcome trend in prosecuting violators who deliberately defraud consumers:

"The American Distributing company was fined \$100 and one Claude Shannon, a clerk, was fined \$50 on charges of fraud in the sale of spaghetti or macaroni. The containers were labeled as containing a pound of macaroni or spaghetti, but four packages were found to weigh only 3 lbs 13½ ozs."

Unmasking the "Slow-Pays"

The Credit Service bureau of the National Macaroni Manufacturers association, organized last February, is becoming more and more popular with the members of the organization as they appreciate the worth of the new service. Approved by the board of directors after the midyear meeting of the association the service is being slowly developed through the experienced Creditors Service Trust company of Louisville, Ky., and already several informative bulletins have been distributed giving last minute information of the credit standing of wholesale grocery firms dealing in macaroni products.

The bureau will supply periodically such information as "Dealers in trouble," "Suits filed," "Firms in bankruptcy," etc., besides helping manufacturers to collect overdue accounts on a contingent fee basis. It will supply all interested members with its combination free demand forms for use in making formal demand for payment of slow and overdue accounts. At the same time the bureau will send a similar notice to the "slow pay," thus completing the demand in its proper and legal form. Should this joint action not bring the required results, the credit bureau, on instructions from the creditor, will take such further steps as may be necessary to insure payment of the debt. When this last step is necessary, there will be a fee contingent on collection, the member bearing his share of the expense of the service in proportion to the amount realized by the action.

The service bulletin, brimful of excellent credit information will be sent free to all members requesting it. Address your request either to the headquarters of the National association, 1741 Broadway, Ill. or to the Creditors Service Trust company, McDowell bldg., Louisville, Ky.

Brooklyn Firm Reorganized

The Brooklyn Macaroni company of 19 Richards st., Brooklyn, N. Y. has petitioned the authorities for permission to reorganize under Sec. 77-B of the federal bankruptcy act. This action has been contemplated for some time to adjust the structural organization along modern lines. In its petition filed April 26 the petitioner listed assets totaling \$384,888 and liabilities of only \$177,436.

The Theory of Business—Competition

By COL. BENJAMIN FRANKLIN

Former President, Associated Industries of Massachusetts

Competition, by reputation, is the life of the trade. This is true of fair competition.

It creates a constant effort to meet the public need with better qualities, more useful and novel design, lower cost, better service, and with new articles of use and entertainment through research.

Such competition is a sound theory of business, when it is based on—

- (a) A desire to serve the public.
- (b) Operation with profit.

Competition is valuable to business itself.

It creates business by sound methods of rivalry, in advertising, in exhibitions, and forces continual improvement in articles, methods of production and processes.

It creates healthy rivalry.

It creates higher standard of living. It has created opportunities for labor.

But competition has its faults. Urged on by the superdesire of the profit motive it creates overproduction through plant expansion. It carries the values of mass production beyond the vantage point frequently. It leads large companies into fields new for them but already developed by smaller companies and often already overproduced.

In an overproduced market the struggle for the existing demand, by competition, has frequently brought prices below cost, and this has been as harmful to labor as to capital.

It has developed under such conditions unfair methods, although over the years there has been a large improvement in this respect. It may be said that generally speaking American

business is conducted on a high plane.

In almost every line of business there has been developed too great capacities in this country, even before the depression.

Under such a condition there seem to be but two courses of operation—

1. A competitive strife which will lop off the weakest and cause losses to others.

2. A competition controlled through association of like business by cooperation of its units, with the establishment of fair practices, fair prices and in many cases of production control.

This need not, and indeed will not stop competition.

It is merely cooperative competition and will be as valuable to the public and labor as to capital.—*Industry*, April 13, 1935.

TELLING A CUSTOMER

How to Serve It

It helps a lot to be able to tell one or two ways of serving a Macaroni Product when a customer buys it. Here is a little story applying that idea to Spaghetti, as submitted by the American Housewife's Bureau of New York.

"Mr. Macaroni," an Italian once told me solemnly, "he very nice fella. But Mr. Spaggett . . . Um . . ."

Now is the time to sell both of these pastes, thin, slender macaroni in its rackling packages, and ready-to-serve spaghetti in its convenient size cans, spiced with tomato sauce and cheese. This is an excellent dish, either "as is" or in which to put meat.

The American consumer probably has no idea of the extent of these Italian "pastes," or of the variety of their names. He knows macaroni, spaghetti, vermicelli, but some of the names he does not know include farfalle, perciatelli, mezzanelli, tagliarini and a whole string of others. He also doesn't know of the various shapes which these pastes assume under the skillful direction of the maker, stars of various sizes and shapes, fishes, tiny animals, anchors, busts, crescents, shield forms, circles, letters. But perhaps it isn't necessary that he know anything more about these pastes except how good they are to eat!

Here are a couple of suggestions for serving ready-to-serve spaghetti, which you might pass along to your customer when selling her a can.

Spaghetti Chop Suey: Fry four slices diced bacon, add one medium diced

onion, one-half diced green pepper and one-half cup fresh or canned mushrooms and saute about five minutes. Add one-fourth pound chopped raw beef and simmer till browned. Add one No. 1 can tomatoes, three-fourths cup canned red kidney beans, one-half minced clove garlic, three-fourths teaspoon salt and one-eighth teaspoon pepper and simmer gently until meat is done. Add boiled spaghetti, 8 ounces, or add one No. 2 can spaghetti and heat thoroughly. Serve, passing Parmesan cheese with it. Serves six.

Spaghetti with Crab Meat: Put layers of spaghetti and crab meat from one 6½-oz. can, one hard cooked egg and one-half diced green pepper in buttered casserole. Make a white sauce of two tablespoons butter, two tablespoons flour, one and one-half cups milk, one teaspoon salt, one-fourth teaspoon pepper and one-fourth teaspoon paprika. Pour over spaghetti and cover with buttered crumbs. Brown in a hot oven, 500 degrees, for 10 minutes. Serves eight.

Changes in Food Distribution

Voluntaries and Cooperatives Growing

From a position of relative unimportance in the retail grocery field a few years ago, voluntary chains and cooperatives have grown until in 1934

they handled approximately the same dollar volume as that sold through corporate chains.

This conclusion was reached by the American Institute of Food Distribution from tabulations compiled for its 1935 "Index to the Voluntaries and Cooperatives," a rated directory of the operating methods used by 775 groups with 102,849 retail members.

\$2,500,000,000 Spent in 1934

Approximately \$2,500,000,000 was spent in 1934 in voluntary and cooperative grocery stores.

In 1934 Americans spent a little more than \$10,000,000,000 for food, of which slightly more than \$6,000,000,000 moved through regular grocery channels.

Of the \$6,000,000,000, the Food Institute reports about \$500,000,000 can be accredited to the large independent markets affiliated with neither corporate nor voluntary chains.

Voluntary and cooperative chains on the one hand and corporate chains on the other split the remaining \$5,000,000,000 almost equally, according to the Institute findings.—*American Grocer*.

UP-TO-DATE BOOKKEEPING

Business Man (to applicant)—I am inclined to give you the position if you understand double entry bookkeeping.

Applicant—I do that! Why, at my last place I had to do a triple double entry, a set for the active partner showing the real profit, a set for the sleeping partner showing small profits and a set for the income tax officials showing no profits. He got the job.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office Founded in 1903

A Publication to Advance the American Macaroni Industry Published Monthly by the National Macaroni Manufacturers Association as its Official Organ

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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 May 15, 1935 No. 1

Code law violations and their Code Registration Numbers thereunder, canceled: Schoneberger & Sons, Chicago. . . 12-22

Macaroni Blue Eagles Withdrawn

In an announcement to the trade May 7, 1935 the Macaroni Code Authority says that the Macaroni Blue Eagle has been withdrawn from Code violations from the following firms:

- Code Reg. No. Schoneberger & Sons, Chicago. . . 12-22 French Market Macaroni Co., New Orleans . . . 17-3

"These companies from whom the Blue Eagle has been removed will not be able to furnish macaroni products to any buyer using government funds on purchases of macaroni products.

No State Code

There will be no macaroni and noodle state code in the state of Washington this year according to Director of Agriculture Walter J. Robinson.

them to AAA control. This action will in no wise affect the status of these food producers under the national macaroni code under which they have been operating since its effective date Feb. 8, 1934.

Not a Poem . . . But Good Advice

To macaroni manufacturers who are the least hesitant about whether they should or should not attend the 1935 convention of their industry in Brooklyn in June, we recommend a careful reading and study of this little verse,—not grammatically but most pointed suggestively:

A Good Thing to remember, And a Better Thing to do, Is work with the Construction Gang And NOT with the Wrecking Crew.

The Construction Gang will be working diligently at the conference of vit interest to be held next month and would surely be a Good Thing for you and for the industry if you would be there working shoulder to shoulder with them in trying to make things better for every member of the trade.

WANT ADVERTISEMENTS

FOR SALE—W. & P. Noodle Cutter, size with cutting rolls. R. B. L., c/o Macaroni Journal, Braidwood, Ill.

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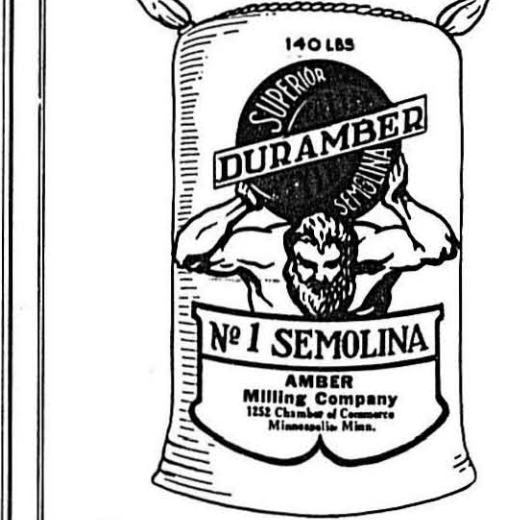
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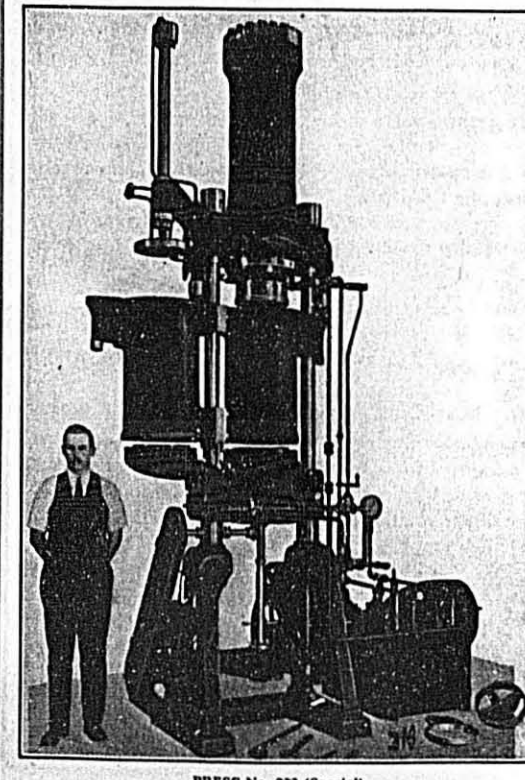
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Official Convention Notice and Invitation



To Every Progressive Macaroni-Noodle Manufacturer of America, and To All Friendly Representatives of Allied Trades:

Gentlemen:

As President of the National Macaroni Manufacturers Association, speaking for my fellow Officers, the Employes and the Members of the organization, I desire at this time and by this means to cordially and officially invite you and all your interested friends to the 1935 Conference of the Macaroni Industry of America,—the thirty-second annual convention of our Association in Brooklyn, N. Y., starting June 17, 1935.

We have purposely selected the convention dates to provide every manufacturer an opportunity to study the last-minute changes in the National Recovery Act as made before June 16, 1935 and to analyze their effect on our trade. Some action will be taken by Congress on or before that date affecting NRA's future, and whatever it is, we will be in a position to know first-hand just what influence it will have on our Code and its future administration,—a matter in which you and the National Association are vitally interested.

From my experience during the past year, I sense a growing demand for a stronger national organization,—self-sustained and capable of sponsoring some promotional activities not properly code action. Just how we should proceed to strengthen our National Association is one of the important matters on which we will want the experienced advice of every progressive macaroni-noodle manufacturer. Since the Code law will come to an end sometime, our Industry should have an organization capable of "carrying on" through a strong National Association, wholly and truly representative of every interest in the trade,—ably and unselfishly managed for the greatest good to the greatest number.

Our Secretary, M. J. Donna, advises that a splendid program is being prepared for our 1935 convention, with business foremost in mind, but with the comfort and pleasure of delegates, visitors and their families also considered. We want you to do your part in the convention's business, to have you, your family and your friends enjoy a share of the convention's pleasures.

Six years ago the representatives of our Industry met in New York and registered an all-time record of 175 registered macaroni-noodle manufacturers, allies and visitors. Conditions this year are such that all previous records should be shattered because never before has there been so great a need for a friendly conference. We are counting on You and Your Friends to come to Brooklyn next month to give us the benefit of your experience and advice. I hope it will be my personal pleasure and great satisfaction to welcome you the morning of June 17, 1935 at the opening session of our three-day convention in Hotel St. George.

Cordially,

(Signed) Louis S. Vagnino,
President.

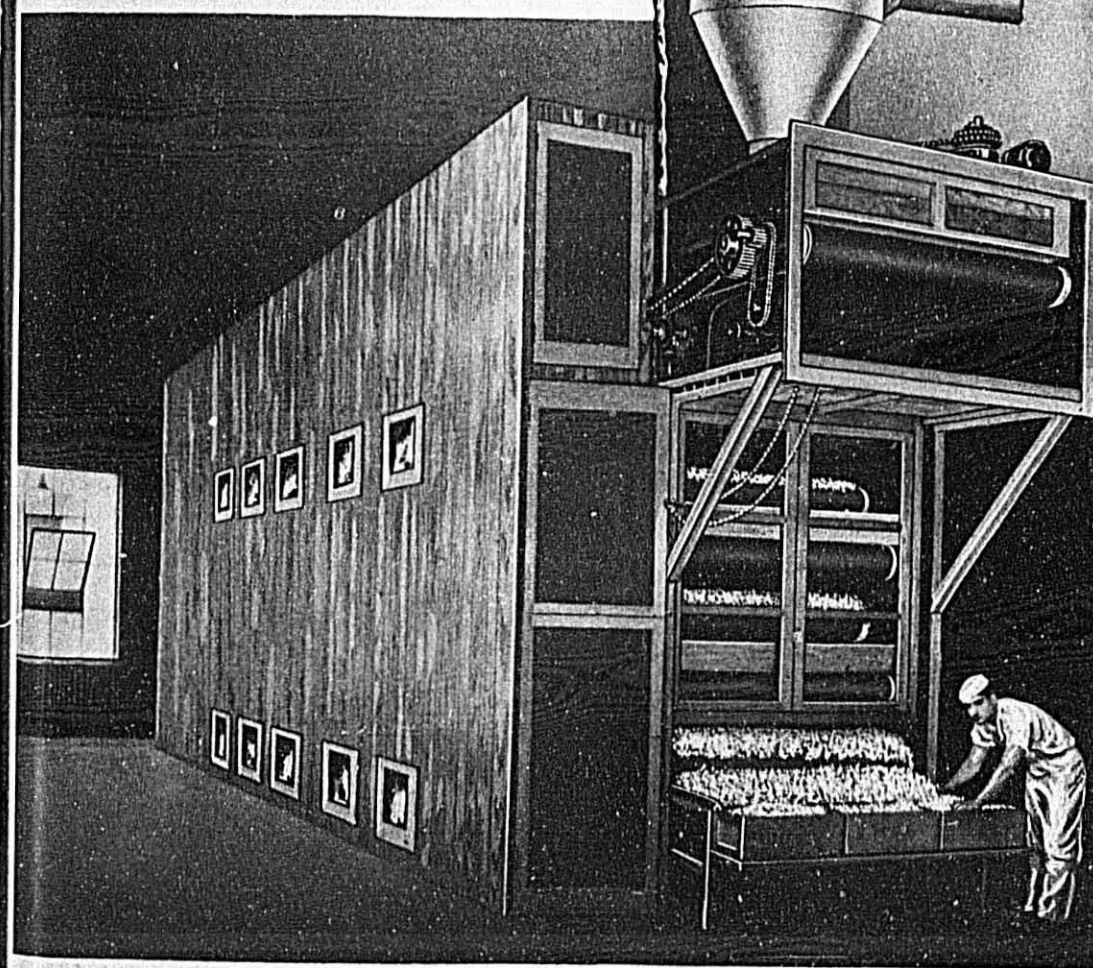


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