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The
Macaroni Journal



Minneapolis, Minn.

SEPTEMBER 15, 1934

Vol. XVI No. 5

SELFISHNESS

The greatest hindrance to business stabilization in the macaroni industry is Selfishness.

Selfishness prevents that degree of earnest cooperation with others that is so essential in attaining any objective.

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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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Hearing on Code Amendments

Public hearing on the proposed amendments to the Macaroni Code has been set for Sept. 25, 1934 in Washington, D. C. Notice of this hearing and of the opportunity of objectors to be heard has been sent to all known interested parties.

The proposed amendments deal with such subjects as (1) the revised definitions and standards for raw materials, (2) the labeling of farinaceous ingredients, (3) prohibiting the use of the term "noodles" or "egg noodles" for any product containing less than the legal requirements of egg solids, (4) prohibiting use of artificial coloring in macaroni prod-

ucts, (5) the filing of open prices and of contracts, (6) prohibiting price concessions of any nature, (7) placing limitations on sales for future deliveries, (8) filing of complete list of brands and trade marks owned or controlled, and (9) giving power to Macaroni Code Authority to provide for the standardization of containers when need arises.



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Business Stabilization vs. Price Fixing

Contrary to the erroneous opinion that still prevails in some quarters, price fixing in the macaroni manufacturing industry or in any other business or trade is not permissible even under the most liberal interpretation of the new Code law. Washington officials have endeavored by every known means to make business appreciate the fact that while the laws governing business have been liberalized somewhat under the New Deal, price fixing in the literal meaning of that term will not be tolerated and are watching more closely than ever all direct or indirect attempts by groups to violate the accepted general policy of free and unhampered trade.

The officials, however, are in complete sympathy with any group action that will tend toward business stabilization through increased employment, payment of wages in keeping with the American standards of living and elimination of destructive and unwarranted trade practices, because only under those conditions will business be sure of a fair and reasonable return on its investment. Therefore, those officials stand ready and willing to approve and support any legitimate action by individuals or groups aimed at business recovery, not only because of its direct aid to industry and employes, but for the indirect benefits that will accrue to the consumer.

One can hardly conceive of any honest objection on the part of any official or any manufacturer to fair and reasonable prices for goods or services, if they are based on the quality of the product or the honesty of the service. In keeping with this view the macaroni manufacturer has one essential, prime obligation to himself, to his fellow manufacturer and to his consuming public—the stabilization of the quality of the products being offered the consumer. That being done, prices will adjust themselves within a fair and reasonable range of which neither producer, government nor consumer need ever complain.

Wisely have the sponsors and the supporters of the Macaroni Code proceeded on the theory that the elimination of the low grades—the basic reason for the killing competition that has too long existed—will insure the business stabilization hoped for. They have had good reason to feel and to know that the manufacture and sale of quality goods at fair and reasonable prices will not only gain for the trade invaluable good will but must attract many needed new consumers from among the class of Americans who are ever on the lookout for good nutritious foods of high quality and reasonable price.

The program of education along this line has been well conceived and carefully executed by those in charge of and of

others who are supporting the code idea of business regulation. Progress has naturally been slow and as a result it is not surprising that there should be some who have become somewhat impatient, even among manufacturers who must realize that it takes time and considerable endeavor to change conditions and habits that have been formed in the years of plentiful orders and unbridled competition. The Macaroni Code has been in effect only seven months. The most impatient ones, composed to a greater or lesser extent of manufacturers who have never given too freely of their cooperation in any concerted movement for trade betterment, apparently feel that in this short period all the ills of generations should have been cured. That objective surely would be more readily attained if this impatient group would discontinue practices that irritate the situation, retard business improvement and the hoped-for trade stabilization.

To the manufacturer who chooses to see from day to day only the apparently disjointed moves of the Administration and the Code Authority, and who fails to realize his duty in the movement, the idea of a supervised, self regulated trade is apt to appear as the muddled meddling of opportunists. The very opposite is true, because there underlies the whole program the clear, consistent thought, the curbing and the eventual elimination of extreme and unfair competition on a price basis at the expense of quality, and, what is more important, at the expense of the consumer whose inherent rights the macaroni manufacturers must always appreciate and fully recognize.

The movement toward the ultimate stabilization of the macaroni industry is well underway despite the efforts of the obstructionists. Those who will not voluntarily do their duty to their fellow manufacturers will be forced to do their part in the stabilization movement now on. Recently fines against violating firms have been assessed and collected. Those who have attempted to cheat on wages have been compelled to make full restitution involving thousands of dollars and those who have wilfully and maliciously misbranded their products have had inflicted upon themselves fines and irreparable loss of good will from which they will not easily recover.

Let all macaroni and noodle manufacturers, then, join earnestly in the approved activity of bringing about badly needed business stabilization through the production of better grade products and their sale at prices that are equally reasonable to themselves, the distributors and the consumer. Do your part.



Treasury Decision Changes Bases and Rates for Computing Depreciation for Income Tax Purposes

"The deduction for depreciation in respect of any depreciable property for any taxable year shall be limited to such ratable amount as may reasonably be considered necessary to recover during the remaining useful life of the property the unrecovered cost or other basis." T. D. 4422, 2-281-34.

This innocent appearing statement of U. S. Treasury policy has the effect of radically changing rates and methods of computing deductible depreciation on all physical assets for Federal income tax purposes. The revision of policy applies not only to tax returns for 1934 and subsequent years, but also to returns for years prior to 1934 which have not been audited and closed by the Bureau of Internal Revenue.

Revenue agents are required to examine all such "open" returns for 1933 and prior years in the light of T. D. 4422, and to adjust the taxable income therein reported and hence the amount of tax payable, if it appears that computation of depreciation the new way, as applied to these returns, would have had the effect of causing an appreciable increase in taxable income for those years. In such circumstances the taxpayer may expect the department to disallow depreciation claimed and deducted for those years. The burden of proof for the correctness of all prior and future deductions for depreciation is now placed squarely upon the taxpayer.

The technical aspects and effects of this proposition are presently herein discussed. You, as a taxpayer, are interested in these effects as applied to your business, and in preparing for such action as may be necessary on your part in order to conform with the reporting of information which is now required. A veritable mountain of perplexity and analysis work confronts every taxpayer whose investment in depreciable assets is considerable, from the fact of his having to submit, with his next filed return (and most probably for 1932 and 1933 returns) the complete information now specified as required in support of depreciation deductions. Otherwise, such deductions may be flatly disallowed.

The Depreciation Schedule suggested by the Bureau of Internal Revenue, in respect of each item or class of depreciable assets, outlines the required information as follows:

1. Year acquired.
2. Original cost and subsequent additions by years, including current year.
3. Deductions for sales and other dispositions in prior years.
4. Adjusted cost beginning of year (Col. 2 less Col. 3).
5. Credits to Depreciation Reserve,

Calculated to increase burden of taxation by many millions of dollars annually — Depreciation therefore becomes important factor in determination of tax liability.

By Thomas Edward Kendall,
Wolf and Company, C. P. A.

6. Charges to Depreciation Reserve, prior years (charges for other than retirements or sales to be fully explained).
7. Depreciation reserve beginning of year.
8. Balance remaining beginning of year (Col. 5 less Col. 7)
9. ESTIMATED REMAINING LIFE.
10. Deductions for sales and other dispositions current year.
11. Adjusted cost, end of current year (Col. 4 less Col. 10).
12. Depreciation claimed for current year.
13. Charges to depreciation reserve, current year.
14. Net depreciation reserve end of current year.

It would appear that right now is none too soon for each affected taxpayer—corporation, partnership, individual, etc.—to begin the analyses of his property records and books of account which are necessary to produce the described information. The inevitable task of digging out this information concerning depreciable assets of every nature, age, size and description should not be postponed until the time comes to file this year's tax return. In many cases it may mean many weeks or months of laborious drudgery for one or several capable members of the taxpayer's office organization to collect, analyze, record and explain the required data. Aside from the reason of avoiding a year-end peak by doing it now, there may be other good reasons for completing the job before 1932 and 1933 income tax returns are "outlawed" by statutes of limitation.

An important question for the taxpayer to consider is whether he reported a consequential loss, and therefore paid no tax, for years subsequent to 1929. If so, he may wish to redetermine depreciation for those years, in order to set forward, for tax purposes, into future

profitable years, an important part of the depreciation reported and deducted in those "loss" years. He should ascertain the date when the income tax return for each such year will become "outlawed" by statute of limitations, so as to reopen the matter of depreciation for years where the status of such returns may make such an action permissible.

Estimated Remaining Useful Life

The principal argument between the taxpayer and the Bureau of Internal Revenue will center around the proper rates to be used in writing off the undepreciated balance of the assets, which rate, in the case of each asset item, will be determined on the basis of its *Estimated Remaining Serviceable Life*. The responsibility for such a determination is a task for the taxpayer's own engineers or others in his organization who are familiar with the nature, use and probable remaining useful life of their various depreciable assets. In the absence of such talent within an organization it may be necessary to consult a reputable firm of Appraisal Engineers to determine for each asset not fully depreciated:

- (1) Its estimated Remaining Useful Life (in years).
- (2) Its Junk, Scrap, or Salvage Value, at the estimated end of its useful life.

The engineers' service is concerned with an examination of the physical assets themselves, for these purposes. The services of accountants, on the other hand, are concerned with the examination of the book records, to determine for each asset not fully depreciated, the other information for the "Depreciation Schedule" suggested by the Bureau of Internal Revenue.

How to produce this required information presents a different problem in almost every case, depending on the kind of records which a taxpayer has kept concerning assets and depreciation. The services of accountants and of engineers in these circumstances should be effectively coordinated for best results.

In one case recently, the services of both Appraisal Engineers and of Certified Public Accountants were required. The procedure was routine as follows:

1. Establish a proper asset record which will show all information required under T. D. 4422 as follows:
 - (a) Description
 - (b) Date Acquired
 - (c) Cost (including additions and adjustments).
 - (d) Depreciation allowed thereon to date for in-

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- (e) Net unamortized value.
- (f) Salvage, Junk or Scrap value.
- (g) Estimated remaining serviceable life from June 30, 1931.
- (h) New rate of cost amortization (based on the unamortized balance on June 30, 1931) which would be (c) minus the sum of (f) and (d).

2. An appraisal showing present day replacement cost and location of assets for insurance and statistical purposes.
3. Adjustment of the books of account to coincide with (1) above so that the newly organized classification may remain perpetual as long as required.

The preparation of the information required by the bureau in substantiation of depreciation charges will involve a detailed examination of all property accounts, as well as Revenue Agent's reports and Bureau letters for past years. Most of this investigation work can and should be done in advance of the appearance of the Revenue Agent to investigate the years 1932 and 1933. The final computation of the depreciation, however (for those years), should probably be deferred until after the Revenue Agent has made his investigation, since (in the absence of the services of an appraisal engineer) it may be impossible to determine accurately the remaining useful life of the assets in the particular business. In such cases the question of the remaining useful life can be determined by means of conference with the Revenue Agent or with the Bureau of Internal Revenue. Where taxpayers have appraisals made of their assets the remaining useful life, of course, can be determined by the appraisal engineer.

When Depreciation Is Not An Important Factor

Taxpayers whose investment in depreciable assets is small, or whose deduction for depreciation will not materially affect the amount of their tax, or where a reported loss would not be changed into a taxable profit by a redetermination of depreciation in accordance with T. D. 4422, may decide to file their future returns, under such conditions, with depreciation determined in accordance with past procedure.

Method of Determination of Depreciation

Under the new regulations the rate of depreciation to be deducted for income tax purposes is not to be applied as a percentage of the cost of assets acquired during years prior to that for which the depreciation is being computed, or, in the case of assets acquired prior to March 1, 1913, upon the March 1, 1913 value. The cost or other value, used as

a basis for depreciation established under the law, must be reduced by the depreciation sustained (which amount shall not be less than the amount which the Bureau of Internal Revenue has allowed as deductions in prior years) to the beginning of the first year for which the depreciation is being recomputed. Furthermore, the estimated salvage, junk or scrap value of the depreciable asset, as at the end of its useful life, must be deducted from the depreciated value before depreciation may be computed. For example, if a piece of machinery was acquired on January 1, 1925 for \$500.00 and the Bureau has allowed depreciation at the rate of 8% to the end of the year 1933, the total depreciation allowed would be \$360.00. If the machine has a remaining life in the business on January 1, 1934 of 5 years, the depreciation for 1934 will be computed as follows:

Original cost	\$500
Depreciation to Dec. 31, 1933	\$360
Salvage, junk or scrap value..	40 400
Depreciable value	\$100
Amount of depreciation to be deducted for the year 1934 on this machine.....	20

All assets which have been fully depreciated for income tax purposes are to be eliminated from consideration, even though such assets may still be in use in the business.

Illustration of Change Effected by T. D. 4422

Treasury Decision 4422, amending Article 205 of Regulation 77 of the Bureau of Internal Revenue, as compared with prior regulations, reads as follows—material now obsolete being struck out and that added being underlined:

"Art. 205 (Reg. 77). Method of computing depreciation allowance—The capital sum to be recovered shall be charged off over the useful life of the property, either in equal annual installments or in accordance with any other recognized trade practice, such as an apportionment of the capital sum over units of production. Whatever plan or method of apportionment is adopted must be reasonable and must have due regard to operating conditions during the taxable period. The reasonableness of any claim for depreciation shall be determined upon the conditions known to exist at the end of the period for which the return is made. Where the cost or other basis of the property has been recovered through depreciation or other allowances, no further deduction for depreciation shall be allowed. The deduction for depreciation in respect of any depreciable property for any taxable year shall be limited to such ratable amount as may reasonably be considered necessary to recover during the remaining useful life of the property the unrecovered cost or other basis. The burden of proof will rest upon the taxpayer to sustain the deduction claimed. Therefore, taxpayers must furnish full and complete information with respect to the cost or other basis of the assets in respect of which depreciation is claimed, their age, condition and remaining useful life, the portion of their cost or other basis which has been recovered through depreciation allowance for prior taxable years, and such other information as the Commissioner may require in the substantiation of the deduction claimed."

Macaroni Firm's Blue Eagle Removed

Removal of the Macaroni Blue Eagle and of the firm's code registration number thereunder was ordered by NRA officials following a hearing in Washington, D. C., Aug. 27, 1934 on charges that the company had wilfully violated the code. The Michigan Macaroni Manufacturing company, 2243 Mullet st., Detroit, was the firm involved though many similar and even more drastic decisions are expected in several other cases now before the NRA authorities, in all of which the Macaroni Code Authority charges violation of the consumers' confidence because of misbranding and mislabeling in a way to take advantage of the uninformed purchasers.

At a preliminary hearing before the Regional Adjustment Agency in Chicago early in August evidence was presented showing the defendant had failed to properly designate the farinaceous ingredients on the label and in addition sold the goods below the firm's filed open price. On finding that the case could not be adjusted, it was referred to the NRA officials with the above results.

In connection with the withdrawal of the Blue Eagle privileges, the NRA officials ordered a two or three weeks trial period to determine the effects of the removal of the code insignia. If that action does not have the desired effect, litigation will be started by NRA through its legal division.

It is the firm determination of the Macaroni Code Authority to stop the exploitation of the consumer on the part of a small group of macaroni-noodle manufacturers who wilfully misbrand their products so as to leave with the purchaser the impression that the goods are of a superior grade, when the facts are otherwise. In this fight to protect the consumer, and ultimately the honest manufacturer the macaroni officials have the full support of the Consumer Division of the NRA. Several cases are pending and others are being prepared as the evidence against the violators is completed.

AGMA Convention in October

The 1934 convention of the Associated Grocery Manufacturers of America, Inc., will be held in the Traymore hotel, Atlantic City, N. J., on October 24-26. In the opinion of President Paul S. Willis the convention should be one of the most important in AGMA's history because of the many major problems that confront industry. The program, now in final stages of preparation, will center largely around economic and legislative affairs. The meeting will be open to all leaders of affiliated industries, who are invited to take advantage of the opportunity for a general discussion of grocery problems.

That man is closest to having nothing who has nothing to spare for those less fortunate than himself.

The Code...a Vehicle...Not a Crutch

The Macaroni Code is a means to an end. The end is general trade betterment, including better working conditions for employees and the entire elimination of the profit robbing practices that have been making doubly hard all efforts of honest manufacturers to cooperate with the Administration's aim under the code and to continue operations of their plants on a legitimate, profitable basis.

That was the general thought in the minds of the large group of manufacturers of Region No. 2 in New York on Aug. 24, 1934. Chairman Hoskins of the Code Authority reported on current activities under the code and means taken to reinforce any weak point in the code, but also asked the solid support of the leading manufacturers of the country in solving the industry's problem by corrective efforts other than those provided for in the code.

Ole Salthé, deputy code executive in charge of the activities in Region No. 2, ably supported Chairman Hoskins in his argument favoring a more solidified front that is possible under government supervision rather than through a loosely formed organization that has no standing and very little authority other than that which is self imposed but seldom fully observed by those who are a party to any agreement without government backing.

Mr. Hoskins was more optimistic than ever over the final effect of code cooperation, especially after the proposed amendments, which are tentatively approved, received the final government okay. He emphasized 4 points in con-

nection with the code and the proposed amendments:

1. That every manufacturer in the industry should conduct his business as he sees fit, provided only that he observes the fair practices which have been set up under the code.

2. That the Code should be regarded as a *Vehicle* and not as a *Crutch*.

3. That the present purpose of the proposed amendment was to overcome the difficulty of enforcement which had been encountered in the past, and by plugging up the difficulties in the code to make enforcement surer and better.

4. That the Code Authority should have sufficient financial backing. That with the approval of a fair and reasonable budget, the code now had authority to sue for assessments so necessary for the fair and full enforcement program now being pursued.

Chairman Hoskins read excerpts from the proposed amendments to the Macaroni Code, explaining the provisions that they were intended to correct. He particularly stressed the methods of fixing prices, the definitions and standards, the new definition of egg noodles, the revision of the artificial coloring clause and the inclusion of the emergency clause in the code.

A resolution was unanimously adopted approving the proposed amendments and program. On the question of what attitude should be taken on elimination of the processing tax on durum wheat, it was agreed that interested manufacturers make known their individual views to

officials of the AAA. A resolution was also adopted favoring an amendment to the code to prevent sale of substandard macaroni in the guise of standard products.

Among those in attendance were: G. G. Hoskins, Code Authority Chairman; Ole Salthé, Deputy Code Executive; Frank L. Zerega of A. Zerega's Sons, Inc., Chairman of Region No. 2; Francesco Patrono of Independent Macaroni Co.; G. Guerrisi of Keystone Macaroni Mfg. Co.; G. LaMarca of Prince Macaroni Mfg. Co., Boston, Chairman Region No. 1; David Cowen of A. Goodman & Sons; D. Sanacori of Sanacori & Co.; Joseph Cappatta of Connecticut Macaroni Co.; Henry Mueller of C. F. Mueller Co.; Jos. Vaccaro of Vaccaro Bros. Mac. Co.; George Zirpolo of Refined Macaroni Co.; A. Mazzola of Mazzola Macaroni Co.; Jack Ross of the Foulds Milling company; V. Giatti of DeMartini Macaroni Co.; Wm. Culman of Atlantic Macaroni Co.; F. Bianco of Lincoln Macaroni Mfg. Co.; J. H. Marchini of Long Island Macaroni Co., Inc.; E. Ronzoni, Jr. of Ronzoni Macaroni Co., Inc.; J. B. Horowitz of Horowitz Bros. & Margarten; Hyman Misher of Royal Egg Noodle Co.; H. Dolgenas of H. Dolgenas; Philip Moreschi of F. Pepe Mac. Mfg. Co.; Pietro Chichi of Pietro Chichi Macaroni Co.; I. Kolzie of Elka Noodle Co.; Kurt Eichler of Eichler Noodle Corp.; P. J. Buckley of Buckley Macaroni Co.; G. Lo Bue of G. & J. Lo Bue Bros.; G. Vaccaro of G. Vaccaro; G. Ferrazzano of G. Ferrazzano & Sons.

Union or Nonunion

In the unionization of the small factory worker union organizers have been the least successful, according to recent surveys which show that very few if any successful unions exist in this group of generally satisfied workers. "The one essential fact that should find full appreciation at this time," says the *Modern Miller*, "is that no industry can be part union and part open shop without serious trouble."

That is what the macaroni manufacturing industry is facing as a choice. In some sections of the country attempts have been and some are still being made to organize the macaroni workers, with very little success because the unionized plant is usually placed at a decided disadvantage in the keen competitive struggle for its proper share of a business that is not nearly sufficient to care for the industry's regular output. In unionized shops there is not only a higher production cost, but appreciably less of flexibility of control of operations so necessary to meet conditions affecting a very unstable market.

Viewing the general labor situation, the article continues:

Labor Unrest

The business world is very greatly disturbed over the growing unrest caused by the New Deal.

The labor situation is taking on very menacing aspects with so many strikes in progress or contemplated it is hard to follow them. As a political factor it is well to understand that only 7.4% of the factory workers of the United States are unionized, and that 92.6% of all manufacturing wage earners are employed in open or nonunion shops. This of course is largely the result of a vast number of small industries in the small towns throughout the country that are not union, but it does show the political fact that among the factory earners the overwhelming majority have not been unionized. The strength of the American Federation of Labor lies more in trade unions rather than in factory workers. There are 8,284,261 employees in non-union factories or open shops.

Most of the troubles we have are troubles we anticipated having.

Processing Tax to Continue

The hope that because of the failure of the 1934 durum wheat crop and the necessity of importing this class of wheat from other durum wheat growing countries to meet seedling and milling needs the United States government might eliminate the processing tax on that class of wheat is apparently a forlorn one. When officials of the Capital Flour Mills, Inc. Minneapolis, Minn. realizing the situation wrote the U. S. Department of Agriculture suggesting elimination of the processing tax on durum it was told: "Your suggestion that the processing tax on durum wheat be eliminated will receive consideration, although we must state the department is averse to making any exceptions to the processing tax, having already predicated benefits payments on an assumed income from the tax."

The macaroni manufacturers and durum millers who had hoped to see this tax eliminated under existing conditions, will have to continue their payment of the tax, approximately \$1.38 a barrel, in order to aid the wheat farmers.

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Macaroni that *pleases everybody!*

ECONOMY APPEAL

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

SHOP APPEAL

YES SIR, THIS GOLD MEDAL SEMOLINA IS GREAT! EASIER TO MIX, SMOOTHER IN THE PRESSES, DRIES BETTER, AND LOOK AT THAT RICH COLOR! YOU CAN'T BEAT IT!

SALES APPEAL

MY, BUT THAT'S LOVELY MACARONI! IT LOOKS SO FRESH AND CLEAR, AND HAS JUST THE RIGHT COLOR. I'LL TAKE TWO PACKAGES, PLEASE.

YES! YOU'LL NEVER GO WRONG ON THAT MACARONI. IT'S THE BEST IN MY LINE, BECAUSE IT'S MADE FROM DURUM SEMOLINA. THIS COSTS THE MACARONI MANUFACTURER MORE BUT ASSURES YOU OF A FINER, TASTIER AND MORE DEPENDABLE PRODUCT.

TASTE APPEAL

HONEY, THIS IS GREAT! IT'S THE BEST MACARONI DISH YOU'VE EVER MADE!

YES--IT'S A NEW RECIPE THAT BETTY CROCKER GAVE OVER THE RADIO YESTERDAY, AND THIS NEW MACARONI I BOUGHT IS JUST WONDERFUL...IT'S SO MUCH BETTER THAN ORDINARY MACARONI!

Gold Medal Semolina
"Press-tested"



Secrets of Successful Trade Marking

Discounting the Tugwell Crusade-to-Come

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Overshadowed and all but overlooked in the noise and fluster attendant upon the windup of the last session of Congress were 2 incidents that should not be lost on watchful marketers of branded macaroni. Event No. 1: the U. S. Senate after a struggle confirmed the nomination of Rex G. Tugwell as under secretary of the U. S. Department of Agriculture. Event No. 2: the genial and urbane Rex G. had a word to say to his coworkers and supporters apropos of something that was pointedly left undone by that same Congress which settled him in his job.

The Tugwell message to the battalion of death breaking ranks for the vacation season was, in effect, a reaffirmation of faith in the Tugwell plot for the revision, consolidation and extension of the Federal Food and Drug Act. More to the point it was a summons to all hands to carry on in the next Congressional sitting, serene in the confidence that the regulatory reform ideal must ultimately prevail. It is this promise of resurrection of the Tugwell-Copeland bill—the vow to put over a stiffened and widened Federal censorship that is due to interest the realistic macaroni marketer.

Nothing is to be gained and nothing is to be accomplished by speculation of the fate in 1935, of the revolutionary legislative proposal which had the trade by the ears in 1934. More sensible and more practical is an appraisal of the outlook for the long pull. Whether the new edition of the Tugwell-Copeland bill can be passed in either or both houses of the 74th Congress, is at this juncture anybody's guess. The answer being dependent upon which political party wins out at the Congressional elections in November. And upon the aggressiveness of the support which the Roosevelt administration gives to this stepchild of the New Deal in the session that opens next January. But if the temper of the next Congress is an uncertain quantity, there is no use blinking the fact that we have entered what some imaginative folks would describe as a new cycle in national food legislation.

The Tugwell-Copeland bill may not be put into the statute books next year. It may never, soon nor late, pass Congress in anything resembling its present form. But the solemn fact to be put in the pipe and smoked is that the Tugwell script is merely the latest expression, maybe an ultra extreme expression of a policy trend that has every evidence of having set in permanently, or indefinitely. In

other words the Tugwell conception of truth-in-foods may never be aught but a more or less beautiful dream. Even so we are on our way to new standards and new ethics in food branding. And with the drift running as it is, surely it is no harm for the watchful macaroni marketer to take note of the gradual change in the weather, however little he likes it.

No doubt there are canny veterans in the macaroni circle who jolly well know that the sudden surprise sprung by Tugwell isn't really any new invention. For a score of years a bevy of more-power-to-my-arm bureaucrats and a handful of evangelists in Congress have been expounding this same gospel. Only Tugwell went a little further than the pioneers by proposing a censorship of advertising. And being a star member of the Brain Trust, he knew how to make the front page. Fundamentally the Tugwell program is "old stuff." Literally the reaction obtained this past year was not a personal tribute to Tugwell. Rather is it the logical response to the cumulative effect of plodding missionary work which has been going for decades.

Refocusing upon the situation in the light of the Tugwell dramatization, a conservative forecast would scout the idea of the legislative realization of the whole program. At the same time an acceptance of some part of the ritual seems probable. If for no better reason than to appease the insistent shouters for "truth in merchandise." Whether the shakeup be slight or severe, macaroni marketers who desire to discount it in advance may best provide shock absorbers if they understand the plot. Note then, the key fact: the rallying cry of the reformers is to the effect that consumers of packaged foodstuffs are entitled to the fullest possible information regarding their purchases, more extended and more explicit information than has been demanded or has been available in all instances in the past.

Which knowledge may suggest that the macaroni packager who chooses to give "full particulars" may deftly cut the ground from under the feet of the evangelists. Take as a case in point, the matter of the producer's name on the package. To argue that marks-of-origin have been omitted from private brand units because of a sense of guilt over quality of the goods is simply preposterous. "Own label" goods have not given credit to the actual producer merely because, out of a very natural pride and harmless

vanity, the average brand owning distributor has plumed himself on shouldering the entire responsibility. Merchandising strategy suggests that parties concerned beat the gun and swing into 2-name exploitation on "specially packed" goods, instead of waiting until action in Congress makes it appear that they have been whipped into confession.

It is the same with brand names that standing alone might be accused by suspicious critics of being misdescriptive. If the Food Act is ever overhauled by the Tugwell bloc or a later generation of scourgers, it is a fair guess that the Distinctive Name Clause will be sunk without a trace. Actually that should not occasion a single sleepless night to any macaroni marketer. To begin with, only a small proportion of the trade would be affected in any event. Members of the minority have ample time, if they begin now to so trim their sails that no warrant for misdescription could plausibly be issued. Nor is it necessary in the readjustment to abandon the brand name which has taken on a descriptive or grade significance that was, perhaps never contemplated when it was first adopted. Qualifying terms may be hitched to a borderline brand name that will prevent misunderstanding, yet preserve the good will in the original name.

Something of the same formula for slanting practice gradually to an angle foreseen in a future legislative era may be invoked in package filling. Ruthlessly would the Tugwell catechism condemn all packages so shaped, packed or filled as to deceive purchasers as to the quantity or character of the contents. That swat comes of the departmental grievance against window cartons that in the price soaring days of the World War were filled only to the level of the top of the opening. Fortunately for "see through" packers of macaroni, modern progress in showmanship that render the old sins all but impossible. The old style window package has been outnumbered by the new bags and cartons that are either composed wholly of transparent stock or boast "lookout" panels extending from top to bottom of the receptacle. The level-of-fill is in either event in plain sight. No shopper may jump to a wrong conclusion in the case of full-view showcase packaging.

Ever since Doctor Tugwell tackled the task of putting more teeth in the U. S. Food Act, the big bone of controversy has been the copy-control proposition—

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the plan to extend to collateral advertising the censorship which now stops at the label or package inscriptions. Gorge-riding though it be on principle, the advertising dictation would be easy to dodge and discount. All that the sidestepper has to do is to key his advertising more closely to his trade mark,—where it ought to be anyway,—instead of yielding the best position to talking points that are of transient appeal at best. Indeed one might almost say that the strictures upon advertising contemplated in the Tugwell prescription might prove a blessing in disguise if these were but the means of capturing more advertising space for reproductions of the package and for glorification of the trade mark. Some of the shrewdest observers of American advertising technique hold that if there is one shortcoming in prevailing copy fashions it is to be found in the lack of emphasis and lack of repetition for trade marks and other product clues in collateral advertising. The macaroni marketer cannot make a trade mark out of his advertising but he can make an advertisement out of his trade mark. So why not? Especially as he is crossing his fingers against the food police when he cries his wares by ennobling the brand which is his certificate of character.

An idea—something thousands think of, that other thousands think of acting on, and that a few do something about.

Executive Assistant



Hector Lazo

Hector Lazo, executive assistant to the chairman of the National Food and Grocery Distributors Code Authority, nationally known food economist and author who will participate in a nationwide consumer and trade educational campaign by the executive staff of the parent organization, fired the opening gun of the campaign with an address before Western Pennsylvania trade groups and the public at Pittsburgh on August 24.

Never Get Acquainted

"Bees never come to know their owner," says James I. Hambleton, apiculturist in the U. S. Bureau of Entomology, dispelling the belief that beekeepers do not get stung, because their bees know them. "Every person who works with bees will be stung occasionally. The layman, who is stung most often, is probably nervous and afraid of bees. Apiculturists are well aware that their bees never get to know them. One who understands bees can work as safely in another apiary as in his own."

Bee specialists also point out that the worker bees, which do the stinging, do so only in defense of their hive, and even there only a few assume the responsibility of guards, leaving the others free to go about their work. If all bees rushed at once to the defense of the hive and were successful in stinging their victim, there would be no workers left, because in stinging a bee not only loses its sting but also loses its life. Away from the hive, bees are intent upon their work and can scarcely be induced to sting, unless they are caught and crushed.

Scientists have acquired amazing information about bees, but the traits and characteristics of these little workers have changed little, if any, since the beginning of history.

It's easy enough to spill the beans—but mighty hard to pick 'em up again.

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



Resume of Committee Report on Durum Flour and Semolina

By **ARTHUR W. QUIGGLE**
Chairman Standards Committee

A committee of 3 miller representatives and 3 macaroni men was appointed by Mr. Hoskins, Code Authority Executive, to study and report on the matter of a change in the present ash limit of .75% as standard for durum flour, that would be commensurate with the present standard of .48% ash in standard hard winter wheat flour and that would be for the best interests of the consumer, the miller and the macaroni manufacturer. Standard hard winter wheat flour containing .458 ash and durum flour containing amounts of ash varying from .722 to 1.095% were made into Long Macaroni, Elbow Macaroni and Long Spaghetti. In the opinion of the committee, all the durum products up to and including the 1.095% ash rated better than the .458 ash hard winter wheat flour, when judged from appearance uncooked.

We, therefore, felt goods made from 1.095% ash durum wheat flour were as good or better than goods made from .48% ash hard winter wheat flour. We then set out to determine the opinion of the consumers on these products from their viewpoints. To thirty housewives (who said they regularly cooked macaroni products, but who had no connection with the macaroni or flour business) we delivered an 8 oz. sample of macaroni made from 1.095 ash durum flour and a similar sample of macaroni made from .458 ash hard winter wheat flour and asked them to fill out the following questionnaire: 1. Which sample did you like best? 2. Why?

We collected 26 questionnaires out of the 30 sent out; 15 favored the 1.095 ash durum flour goods—10 favored the .458 ash hard winter wheat flour goods, and one said she had no preference. Twenty-four women made no complaint about the macaroni being poor. One woman said "neither one was very good," and one woman said "both tasted all right. Used brand, which is far superior to either of above."

The replies to the questionnaire showed that from the consumers' viewpoint, macaroni made from durum flour having 1.10 ash is as good or better than goods made from .48% ash hard winter wheat flour.

RECOMMENDATIONS OF THE COMMITTEE

The committee unanimously recommends that the code and/or its interpretations be amended so that macaroni products made from durum wheat flour containing more than 1% ash exclusive of salt, shall bear a statement on the principal label as follows: "This product is below standard but not illegal." This recommendation is made for the following reasons:

1. Under present standards, the sale of

substandard macaroni is increasing because—

- There is now only a slight difference in quality between standard and some substandard goods.
- There is substantial difference in price of standard and substandard goods.
- The present substandard label provision now means little or nothing to the consumer.

2. The new standard will make a distinction sufficiently marked for the consumer to differentiate between (a) Semolina goods, (b) Standard flour goods and (c) substandard flour goods.

3. Under the new standard, this noticeable difference in appearance will prevent the sale of flour goods to the



Arthur W. Quiggle

consumer under the guise of Semolina goods.

4. The new standard will consume practically all of the usable durum flour accumulated by the mills as a by-product from the milling of Semolina, thus automatically eliminating the sale of this high ash flour to blenders, and its eventual use by the macaroni trade through this source.

5. By permitting the mills to sell usable flour to the macaroni trade, it will prevent this flour getting into the hands of the cut price members of the macaroni industry, who buy flours from the blenders made up of below standard durum and below standard hard winter wheat and sold to them as durum flour containing less than .75% ash.

6. The marked difference in quality between flour macaroni and Semolina macaroni will again make a market for Semolina made goods at fair prices to the macaroni manufacturer, as it will tend to stop the increase in the sale of durum flour macaroni, which is now being manufactured by the flour millers out of the whole wheat berry and which

offers an opportunity for the miller to include in this product below standard flour and still have the composite mixture less than .75% ash.

7. The new standard will lower the price of Semolina somewhat.

8. The new standard will tend to eliminate the blending of flour with Semolina.

9. Taken as a whole, it will be easier for the Code Authority to stabilize price, to detect illegal labeling and to effectively work out the new sales below cost provisions.

10. Substandard goods will be eliminated because they will be so poor that the consumer will not buy them.

(The Committee's report and recommendations were submitted to the industry in a questionnaire last month, seeking to get from the manufacturers of the country an expression on this controversial question. Replies will be carefully studied before final action is determined upon.)

Color Users Prosecuted

A concerted drive is under way in Los Angeles to eliminate from grocery trade channels all artificially colored egg noodles and egg macaroni. The drive is being supervised by State Food and Drug Inspector Duffy of Los Angeles. Three firms were charged with violation of the state and Federal regulations prohibiting use of artificial coloring in these products whether declared on the label or not.

In the hearings it was brought out that the coloring agent used was a product called "turmerio." The superintendent of one of the alleged violating firms admitted use of the prohibited added coloring agent, contending that the use of "turmerio" improved his noodles. He was found guilty of violating the statute, fined \$500 or 180 days in jail. The firm has appealed.

The second violator pleaded not guilty to the charge though admitting the use of the coloring material. Chemists have been called upon to make comparative analyses before the innocence or the guilt of the defendant is determined.

A third firm in Los Angeles is facing a charge of using an insufficient quantity of egg solids in its egg noodles with every prospect that judgment will be a stiff fine or a jail sentence.

Courts Uphold NRA Codes

NRA codes have been upheld by decisions of Federal courts in 90% of the cases which have so far come up for adjudication. A survey recently made public by the NRA Litigation Division lists 30 cases, only 3 of which were decided adversely to the NRA. The 3 unfavorable decisions were in cases brought by others against the NRA and in all 3 appeals have been taken.

No adverse decision has been returned in any action instituted by the NRA and from only one case decided in favor of the NRA has appeal been taken. Without resort to court action, 30 cases were adjusted in favor of NRA.

"CHISELER" ONLY IS INJURED

While the opponents to the fair and equitable administration of the Macaroni Code are comparatively few, like objectors in other trades they are noisy and their wails are often heard over the quiet drumming of the earnest cooperator who is too busy tending to his own business to heed the actions of others.

"The propaganda against the NRA seems to be extensively organized," writes W. P. Halenkamp, secretary of the supplementary code authority of the Complete Wire and Iron Fence Industry in urging industry to combine in a fight to the bitter end against said propagandists if business is to retain some of the advantages gained under the code law.

"There is much being said, alleging oppression of the 'little fellow,' 'monopolistic practices' and so forth; and if we correctly interpret the demands of these critics, the codes—particularly the price-listing and pricecutting emergency provisions—will be scrapped."

"This may result in a situation in the next Congress which will make it difficult for industry to retain the benefits of the present codes. This is the danger. And what are the 500 or so industries now organized under codes going to do about it?"

"You know and I know that all the talk and claims about oppression of the 'little fellow' and 'monopolistic practices' are just pure, plain bunk. We know that

the only one who feels the pinch is the chiseler—the fellow who really never really merchandised his product but, observing some one else financing salesmen and advertising to develop a market, chiseled in with his cut prices. We know that it is merely he who has become the martyred 'little fellow' for the politicians and for those who seek the abolition of the code law. It is over his probable demise that they rant."

"I don't think we should look upon this as something for Roosevelt and his political advisers to worry about. Nor do I think it is necessary for us to get into a scrap merely to fend for the administration. We need to realize that open pricing and the right to protect our industries against the price cutters are policies for which industry has waged a long and expensive fight. They are our industry's policies, and obviously he who is not for them is not with us."

The writer sets forth a history of the prolonged struggle by industry for the privileges finally attained under the Code, referring to the leading books on the subject and quoting court decisions in outstanding cases, then asks "Shall we now leave this essential right to the mercy of politicians?"

"In 1912 when the fight for these rights actually began, President Roosevelt was Legislator Roosevelt. Moreover throughout the years since then, industry never surrendered custody of

these rights to any political party or administration. With all due respect and appreciation for President Roosevelt's recent recognition of industry in this connection, it behooves us to insist that this is our industry's houn' dog. And let's not wait until it is too late!"

"Right now—today—each and every honest business man, individually and by every known honorable means, needs to serve notice on the leaders of the anti-code propagandists, that industry will not—positively will not—tolerate their kicking our houn' aroun'."

Lightning Tees Off

Lightning seldom leaves a conspicuous mark on the earth. The imprint of a bolt which remained for several days on a golf course near Washington, D. C. early this summer, therefore gave meteorologists of the United States weather bureau a rare opportunity to observe Jove's handiwork at close range.

This thunderbolt struck on an elevated putting green. It left a hole of small diameter at least 43 inches deep. From this hole 2 branches ran down the slope, while a third ran up onto the green, where it forked several times. A narrow path of seared grass plainly marked its course.

Too bad we don't listen in on ourselves as critically as we tune in on the offerings of radio stations.

SERVICE PLUS

We want you to feel at liberty to call upon us if we can help you with your Die problems.

Our opinion is based on upwards of thirty years of experience.

If you are in the market for new Dies of any size, style or particular shape whatsoever, or if your old Dies need expert repairing, you owe it to yourself to write to:

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"

A Job...an Engineer...the Machine

"Necessity is the mother of invention." That is as true today as it was in the days of the author of the phrase.

A condition confronts a macaroni-noodle manufacturer. Business demands increased production. Space will not permit erection of a new producing unit or enlarged drying space. In his quandary he thinks of a mechanical engineer to whom he assigns the problem. The result is a new machine constructed to exactly "fill the bill."

This story refers to a new high speed noodle cutter with traveling preliminary drying conveyor developed recently by the Clermont Machine company of Brooklyn, N. Y. It is the result of the suggestion of an enthusiastic "Clermont" user who found himself in the need of a noodle machine that would greatly increase his output without requiring additional space that was unavailable.

For his particular needs was constructed a custom built machine that has proved so extremely efficient in operation and so suitable to many plants, that Clermont Machine company chose to make the machine a standard equipment, available to all who are confronted with the problem of limited space and heavier demands for good goods.

The problem in the plant where the first custom made machine was installed was a difficult one, since the noodle cutter had to be erected on the ground floor while the preliminary drier was on the third floor where the drying rooms are. The big job was to shoot the noodles up the 3 flights. The air pressure system of raising noodles from the ground to the third floor was adopted. Though the idea is not new, it was the first time it was done with fresh noodles. It proved a very effective method and is particularly adaptable to plants where dryers are located in the ceiling of the same floor with the cutter.

The Clermont High Speed Noodle Cutter, illustrated elsewhere in this issue is similar to the firm's Type NA-2 machine in construction, having all the labor saving, patented features, but its production is at least 50% greater. Despite the extreme high speed at which this machine is operated it is quite noiseless in operation because of its perfect gearing and accurate construction. Like the Type NA-2, which is better known to the industry, it is completely automatic in operation.

In order to obtain the required larger production and greater speed, several changes in the gearing, bearings and cutter-knife length were necessary. Also, because of the high speed of operation the calibrator is equipped with hardened and ground steel finished rollers to insure a more smooth, a silky finish to the rapidly traveling sheet of noodle dough.

The traveling preliminary drying conveyor is a moving screen belt of special construction, fully enclosed and provided with the proper air circulation. In this conveyor the noodles receive their preliminary drying when traveling from cut-

ter to drying rooms. The air after circulating through this conveyor is expelled from the building so as not to increase the humidity in the working rooms.

Approximately 30% of the moisture in the noodles is removed by this preliminary drying process. Because of this, approximately 50% more noodles can be put into the trays, which is the exact ratio of the increase in production of the noodle cutter. Hence, the same number of trays suffice—quite an appreciable saving.

As the noodles receive this 30% preliminary drying, the final drying of the increased amount of goods in the drying rooms will be done as efficiently as in the case of the smaller amount without the preliminary drying. This new drying arrangement not only saves a great amount of labor, but greatly increases the daily production possibilities without the expense of additional trays and increased final drying room space. Important also is the fact that the noodles processed by this new method will be fluffier and of more even high quality.

The Clermont engineers are proud of this combined cutter and drier, their latest contribution to the noodle manufacturing industry. Two installations of this complete unit are giving entire satisfaction to the proud and pleased owners. The unit is so built that either the cutter or the drier may be purchased independently. The manufacturers are proud of the favorable comments on the new development that recently appeared in Food Industries.

Good Advice on Assessment Payment

The advice given an eastern firm that saw fit to apply to the NRA for exemption from its payment of assessment levied by the Macaroni Code Authority is of interest to all manufacturers in the

industry. Under a ruling issued by the NRA and an amendment to the Macaroni Code recently approved all manufacturers are obligated to pay a fair and reasonable share of the expense of administering the code. The applicant was advised to cooperate freely and fully for the fair and equitable enforcement of the code. In part the suggestion was: "Your reasons for not paying the assessments to the Code Authority are very, very poor. I suggest that instead of working for an exemption, you make an aboutface and pay your assessments and work with the Code Authority, in order to assist them through your cooperation to clean up the unfair competitive prices which are existing. It is impossible for the Code Authority to function if various members of the industry are exempted from paying their assessment, which has been approved by the NRA and found fair and equitable."

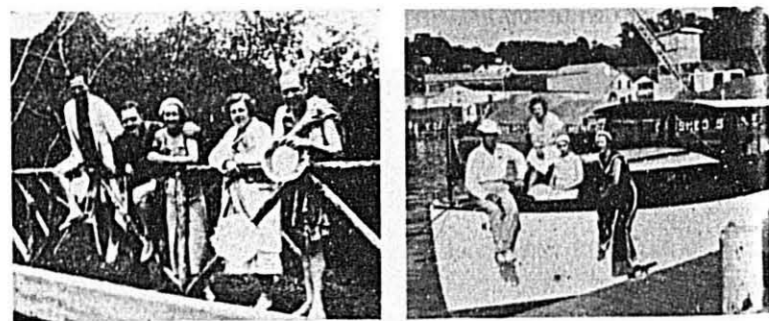
Violator Fined \$150

In the opinion of the NRA officials in charge of code enforcement on the Pacific coast and particularly members of the regional adjustment agencies supervising the Macaroni Code administration there, violators will soon realize that wilful violations are costly.

A small concern in northern California has outbid all competitors on the requirement for the navy and for an Indian school in that state. When investigation showed that the business was obtained at a price below cost of production, at an NRA hearing, the successful bidder was found guilty of wilful violation of the Macaroni Code and fined \$150.

Imposition of this penalty by NRA on this violator will have a salutary effect on manufacturers who have become somewhat careless. It will serve to strengthen the morale of those who have become somewhat skeptical about penalties that can be inflicted under the Macaroni Code when the Macaroni Code Authority and the NRA officials unite in earnest enforcement.

MUELLER-THOMAS OUTING



Snapshots of a party enjoying a week-end outing at Henry Mueller's "Wading River" estate on Long Island, where Evans J. Thomas of Capital Flour Mills Company, Minneapolis, his wife and daughter Betty were guests of the president of the C. F. Mueller company, former president of the National Macaroni Manufacturers association.

Foreign and Domestic Package Design

By MISS LANE MAROHN

Director, Gair Creative Design Division,
Robert Gair Company, Inc.

A comparison of the foreign and domestic scene in package design offers even to the casual observer startling contrasts as to structure, design, typography and color.

Differences between foreign and domestic packaging are quite evident particularly in the case of the German cartons and have to do with the abundant use of excellent raised embossing and the splendid effects in the use of gold inks, gold bronze and gold leaf, as well as with metallic stocks.

In the case of the English specimens, the use of an especially fine quality board, a craftsmanlike reproduction of designs contributed by the foremost Royal Academicians in England are significant. One wonders what reception our own consuming public would accord such an audacious innovation on the part of our American manufacturers. In these instances, too, the shape is unusually effective and pleasing.

In the case of the French cartons we have instances of typically French color combinations and design. The pharmaceutical boxes particularly show a masterful use of the engraver's fine art.

The Canadian boxes demonstrate quite clearly their basic relationship both to America and England in the recognizable similar approach to design problems.

The fresh use of color is an outstanding characteristic among the German cartons. These qualities are also to be found in the English packages.

In the use of pictorial reproduction it happens that in the German cartons there has been an admirable and economical use of illustration in choosing chrome yellow and brown to reproduce a very appetizing coffee ring. It is equally characteristic of German design to approach pictorial representation from an abstract point of view, using flat color in splendid fresh contrast with simple and significant design.

As to construction, particularly in the case of the German cartons, there is evidence of much hand labor which is understandable due to lower wage scales and smaller volume requirements. In Europe these factors make possible the combining of several types of board or other materials in one carton, as well as the use of much hand labor.

Greater progress has been made in Europe in the desirable direction of boiling copy down to only what is significant and necessary in contrast to what seems like an almanac of facts which in this country is sometimes thought to belong properly on a carton.

Characteristic of the domestic packaging scene, is the tendency toward entirely machine made cartons (to be filled

by machine afterward) and the minimum use of hand labor in the process of manufacture. Carton materials show an increased tendency toward the use of quality board and especially with us, sheet lined boards which provide such an excellent surface both for fine process and gloss effects. The use of adaptations of sheet lined board such as the asphalt, laminated and cellophane lined boards is also developing.

Improvements in construction have been many with an increased regard for consumer convenience. Construction is aiming, too, for effective and economically planned displays incorporating maximum visibility for the product without undue bulk. The use of transparent cellulose as a package wrapper or for windows to give the product visibility, improved appearance or provide added protection seems far more widespread in this country than abroad.

To sum up then, there is evident, in spite of the obvious differences between merchandising and design approach or practice in the American and foreign scene, the same basic striving toward simplicity, distinctiveness and appropriateness of conception and treatment and an economy of means. The quality appeal is sought for by the use of good boards, well chosen color and good taste in the advertising message.

That Tasty, Piquant Roquefort

To the shepherds of Roquefort in southeastern France, the most important season of the year is that beginning about May first and continuing till middle of August. That is the ideal Roquefort cheese making period when the year's best goat milk is available in largest quantities.

The 2,000,000 sheep which graze on nearby pastures are rounded up in the late spring and their rich milk transported to model creameries. Only pure ewe's milk is used in the manufacture of genuine Roquefort, states the Modern Science Institute, Inc., as it is the milk

richest in casein, butter fat, and certain mineral salts which make it a product of great food value.

Enough rennet is added to the milk to congeal it in 1½ to 2 hours, after which it is stirred until the pieces of curd are about the size of peas. The whey is then removed, the curd is further broken by hand and placed in hoops of glazed stoneware, and the special Roquefort culture is added. One part of the culture mold is sufficient for 10,000 parts of the curd. The milk stands for 5 days, allowing the whey to drain off.

Although some of the cheese is made on the farms, because of the distance of sheep pastures from the government

dairies, all of it is brought to the unique Roquefort caves for salting and curing.

Upon arrival at the caves it is rubbed with salt. The fresh cave air works on the culture mold and the curing process is initiated. As the curing process develops the cheese undergoes distinct changes, and soon tiny "veins of flavor" can be seen. These veins are in reality microscopic mushrooms which are largely responsible for the wonderful flavor and healthfulness of Roquefort.

After 6 to 12 weeks, the cheese is ready for market and is packed in tin foil in cases for export. Over 20,000,000 lbs. are imported annually to the United States to satisfy Roquefort lovers here.

« MONKEY BUSINESS »

The experiences of the past few months have taught us that the lack of cooperation among men and organizations is one of the greatest hindrances to progress. The failure to work together is much like throwing the "monkey wrench" into a delicate piece of machinery. This old "wrench" is to be found in various forms and is covered with different kinds of veneer, but when the covering is torn off we generally find that it is nothing but a skeleton, and its name is—selfishness. A lot

of folks are willing to cooperate with others as long as this cooperation fits into their program, but let it conflict a little with their viewpoint and opinion and these same folks pick up their marbles and go play by themselves. We have been talking a lot lately about individualism and independence. Neither of these can be attained save through cooperative effort. A long pull, and a strong pull, and all the pulling together is the price of success.

—E. Roger Jones in *The Merchants' Index*, Denver.

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



Amber Milling Co.
Flour and Semolina

Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

Johr J. Cavanaugh
Brakes, Cutters, Dies, Die Cleaners,
Foulters, Kneaders, Mixers, Presses and
Pumps

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



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

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

Commander Milling Co.
Flour and Semolina

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

Duluth-Superior Milling Co.
Flour and Semolina

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

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina



National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

Truck Selling in Food Field

*Simultaneous Selling and Delivery Utilized to Place Special
Sales Emphasis on Individual Products at Minimum Cost*

The Harvard Business School has published a report entitled "Truck Selling" which describes and analyzes simultaneous selling and delivery in wholesale food distribution. This report was prepared by Dr. Lars J. Sandberg, recently appointed assistant professor of marketing. It is of special interest to egg noodle manufacturers who are using wholly or in part the truck store-to-store method of distribution.

Truck selling is distinguished by the fact that the truck salesman when he visits the retail stores which are his customers brings a supply of merchandise with him by truck, so that goods may be delivered as they are sold. Frequently the truck salesman receives payment for the goods at the time of sale and delivery.

By avoiding separate visits for selling and for delivery truck selling effects savings in expense for personnel, equipment, operation and order handling. These savings, however, can be realized only when the salesman is able to anticipate closely the kinds of goods, and the quantities of each that his customers will order. This ability to anticipate demand

accurately usually exists only when the number of products is small, when demand is relatively stable, and when there is high frequency of sale. Thus truck selling is advantageous only in the relatively few instances in which these conditions are accompanied by the desirability of specialized, intensive sales effort.

Truck selling is employed by 2 groups of distributors: truck wholesalers or "wagon jobbers" and manufacturers. According to Dr. Sandberg truck wholesalers although numerous, are relatively unimportant in wholesale food distribution and account for less than 1/2 of 1% of the wholesale sales of the goods concerned. They are valuable especially to small manufacturers and to larger manufacturers for distribution of perishable products. Also they are of service in distributing miscellaneous products to retailers not effectively served by other types of wholesaler.

The study also considers the use of truck selling by grocery manufacturers who sell their products direct to retail stores. Dr. Sandberg analyzes the use made of truck selling by commercial bakeries, biscuit and cracker producers,

milk distributors, meat packers, egg noodle manufacturers, ice cream manufacturers, beverage bottlers and such other firms as the Fleischmann division of Standard Brands, Inc., pointing out succinctly the types of grocery manufacturer which can effect operating economies by combining selling and delivery.

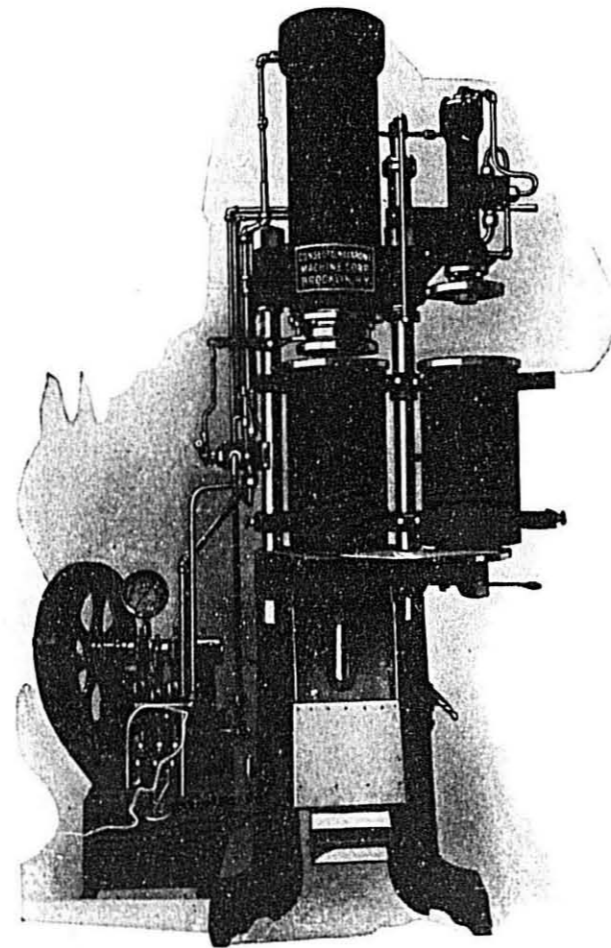
Something to Think About

I sometimes wonder what the railroad is coming to and what the shipper is coming to. The railroads are being called upon continually to reduce their rates, we ask them to do it in emergencies, shippers ask them to do it to meet truck rates and competition, the government passes legislation increasing the cost of operating and the cost of doing business to the railroads. They passed the pension bill. The 6-hour day bill has been introduced and may become law at the next session of Congress. I am told in our next session at the Montana legislature, it is proposed to introduce a 6-hour bill there.

How can you burn a candle at both ends? Increase the cost and decrease the revenue. Where is the shipper going to get off when the railroad can no longer function? Something to think about!—L. F. NICHOLS, traffic manager, Royal Milling company, and chairman, Northwest Shippers Advisory Board.

Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



The Streamline Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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Notes of the Industry

Kurtz Noodles to Byrd

The honor of supplying the macaroni-noodle needs of the Admiral Byrd Antarctic Expedition for next season went to the Kurtz Brothers Corp. of Philadelphia. Last month that firm shipped 2,000 lbs. of spaghetti, egg noodles and macaroni by truck to the Jacob Ruppert pier in New York where it was loaded on a supply ship headed for New Zealand, whence it will be forwarded to Little America and the brave explorers under the famous admiral. The Kurtz plant is one of the important macaroni-noodle concerns in Philadelphia, employing about 125 people and producing approximately 50,000 lbs. daily. Max Kurtz is president of the company, his son Sidney Kurtz is secretary and Barton G. Levin is salesmanager.

Plans Expansion; Asks Tax Exemption

Before proceeding with plans to practically double its plant capacity to take care of the increased business it has enjoyed in recent months, the Cumberland Macaroni Manufacturing company has petitioned the mayor and city council of Cumberland, Md. for exemption from the usual tax levy. Other industries have been given that privilege, the management contends, and though the macaroni firm has operated in that city since 1916 giving employment to many workers with little or no layoff periods, it has never asked for an exception of this nature, but now feels justified in doing so before launching its expansion program.

The business of the firm is increasing and expansion is necessary, but plans for installing more machines and building an annex will not be made until the city acts on the petition. The firm employs 35 people at good code wages and asks only the same courtesies now extended to other plants in the city.

Checker Plant Sold

Mrs. Harry W. Wibracht who has been operating the Checker Products company plant at 818-820 North Eighth st., St. Louis, Mo. since the death of her husband, the founder of the firm, has recently sold it to group of business men headed by Milton E. Freund, Jr. who will continue operation of the plant under the old firm name. With him are associated Arthur A. Rosenfeld, who will serve as vice president and treasurer and Charles A. Switzer, the secretary. Mr. Freund, president of the company, has announced to the trade that the business will be continued along the progressive lines followed by his predecessor and that the new organization will be always

willing to cooperate fully with the National Macaroni Manufacturers association and the Macaroni Code Authority in every forward-looking program.

From Macaroni to Beer

Frank J. Tharinger, past president of the National Macaroni Manufacturers association and its only honorary member, who left the macaroni manufacturing field a few years ago is now an important factor in the Wisconsin brewery field. Last month he was elected president and general manager of the Rahr-Green Bay Brewing company of Green Bay, Wis. He has been active as an of-



Frank J. Tharinger

ficial of that firm for several months and through his ability the plant's production has reached and maintained capacity.

Fellow directors recognize his ability as an organizer and to establish and maintain profitable public relations, as proved by his successful terms as president of the National Macaroni Manufacturers association. As president of the brewery his public relations ability was put to the test, when he acted as host to the Wisconsin American Legion convention within a few days after his elevation to that office, a duty he filled to the entire satisfaction of the firm and of the visiting Legionnaires. Mr. Tharinger's many friends in the macaroni industry wish him every success in his new connection with only one admonition—"Frank, Watch that waist line."

Will Coöperate With Food Group

Chairman G. G. Hoskins will represent the macaroni industry on a general committee of representatives of the related food trades to be arranged for in line with a recent announcement by the NRA officials. Art. VII, Sec. 17 of the Macaroni Code provides for such coop-

erative action in matters of common interest. The purpose of the proposed joint committee is the general consideration of problems of allied industries.

Incorporate Alba Company

Press notices carried announcement of the incorporation of the Alba Macaroni company, with offices at Suite 1603, 188 West Randolph st., Chicago. The incorporators are Samuel Cusimano, Ignazio Bellevia and Louis J. Leo. The company will manufacture and deal in macaroni products. The capital of the firm will consist of 200 shares of common stock of \$100 par value. Further information is not available as to the location of the proposed plant of the firm or just when operations are expected to begin.

New Trails in Merchandising

(Under this heading there will be offered occasionally outstanding experiences of others in new merchandising principles proven helpful in business building.—Editor.)

Yarn Facts—But Not a "Yarn"

When Lastex Yarns were first produced on a commercial scale in the fall of 1931 we adopted a merchandising policy that, I believe, is unique in many respects, states Percy Adamson, president of Adamson Brothers company, New York city in an article specially prepared for the Executive Service Bulletin of the Metropolitan Life Insurance company. The success of that policy may best be judged by the fact that consumption of the yarn more than doubled in 1933 over 1932, and on the basis of orders in hand the 1934 production will be treble that of 1933.

This policy is based on 2 major principles:
FIRST—Keep your commodity in strong hands.

Lastex Yarn is not sold in an open market, but to a selected list of approved manufacturers who have reputation, financial responsibility and aggressive farsighted merchandising methods.

SECOND—Advertise and promote your product for what it does and not what it is.

From the beginning we have concentrated our advertising and promotional activities on the distributor and consumer of the finished merchandise. It is our conviction that these two all-important factors in the success of any product care very little about what is used in making the merchandise; they are really interested only in the value of the finished product from the point of view of utility, style or beauty.

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.

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Minneapolis, Minn.



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Hard Wheat Short Patent
New Grade--
Costs More

Granular extra strong
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Low Ash Content.

Write for sample today.

Quality and price will interest you

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Flour Mills Company
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THE MODEL LINE PASTE GOODS MACHINERY

DURABLE Pumps **STRONG**
ANYWHERE Mixers **EVERYWHERE**
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Die Washers—Dies
Egg Barley Machines
Fancy Stamping Machines
Tortellini (Stuffed) Machines
Noodle Cutters and Folders
Mostaccioli Cutters
Calibrating Rollers
Dough Breakers
Kneaders
Trimmers
DOWN STREAM **UP STREAM**
SPEED Driers **POWER**

BRONZE LINED HYDRAULIC CYLINDERS

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

Seeks Sixty Faithfuls

At 4 group meetings held within the past few weeks, G. G. Hoskins, chairman of the code authority sought to obtain pledges of unflinching moral and financial support from the leading firms, firmly believing that with the backing of about 60 such firms, a progressive, helpful program could be launched and sustained. Through their united action and beneficial example the supporting group could easily control practices and lead the industry out of its present predicament.

The questions he propounded to the invited leaders at the several meetings which included Regions Nos. 1 to 7 inclusive were: (1) Shall the leaders in the macaroni industry rule the business the profitable way, or shall we continue to permit the small and usually unscrupulous manufacturers who exist only by chiseling to disrupt the trade through their selfish, destructive practices? (2) Shall we not as a group stand pat long enough to enable us to get the others into line, proceeding only in the legal manner provided by our code, in an honest effort to bring about the hoped-for stabilization in our industry through united action?

Mr. Hoskins then presented a program which after careful study and wide discussion was given practically unanimous approval by manufacturers gathered in New York on Aug. 23 and 24, in Chicago Aug. 29 and 30, in Buffalo on Sept. 10, and in Cleveland on Sept. 11, 1934.

Present at the New York meeting and voicing full approval of the program were the following representatives of firms in Regions Nos. 1, 2 and 3:

At New York City

G. Guerrisi and J. Bieley, Keystone Macaroni Mfg. Co., Lebanon, Pa.
Wm. Culman, the Atlantic Macaroni Co., Long Island City, N. Y.
P. Zuaro, Refined Macaroni Co., Brooklyn, N. Y.
A. Fero, Beech-Nut Packing Co., Canajoharie, N. Y.
P. Geo. Nicolari, New Haven Macaroni Co., New Haven, Conn.
David Cowan and Jerome I. Maier, A. Goodman & Co., New York, N. Y.
Philip R. Winchbrenner, A. C. Krumm and Sons Macaroni Co., Philadelphia, Pa.
Max Kurtz, Kurtz Bros. Corp., Philadelphia.
Frank L. Zerega and Edward Z. Vermyley, A. Zerega's Sons, Inc., Brooklyn, N. Y.
G. LaMarca, Prince Macaroni Mfg. Co., Boston, Mass.
V. Giatti, DeMartini Macaroni Co., Brooklyn, N. Y.
C. W. Wolfe, The Megs Co., Harrisburg, Pa.
V. Cuonzo, Westchester Macaroni Co., Mt. Vernon, N. Y.
Francesco Patrono, Independent Macaroni Co., Mt. Vernon, N. Y.
Ole Salthie, deputy Code Executive Region No. 2, New York, N. Y.
G. G. Hoskins, chairman Macaroni Code Authority, Chicago, Ill.

At Chicago

R. B. Brown, Fortune-Zerega Co., Chicago, Ill.
J. Kohu, A. Russo & Co., Chicago.
John V. Canepa, John B. Canepa Co., Chicago.
R. H. McCracken, Galio Bros. Co., Chicago.
J. R. Fry and P. C. Goodnough, Quaker Oats Co., Chicago.
Steve Matalone, Chicago Macaroni Co., Chicago.
W. E. Roys, the Foulds Milling Co., Libertyville, Ill.
B. C. Ryden, Illinois Macaroni Co., Lockport, Ill.
Henry D. Rossi, Peter Rossi & Sons, Inc., Broadwood, Ill.
Carl D'Amico, G. D'Amico Macaroni Co., Chicago Heights, Ill.
A. W. Klumb and E. Conte, Milwaukee Macaroni Co., Milwaukee, Wis.
J. G. Leuhring, Tharinger Macaroni Co., Milwaukee, Wis.
A. W. Oniggle, the Creamette Co., Minneapolis, Minn.
Walter F. Villame, Minnesota Macaroni Co., St. Paul, Minn.
G. Viviano, V. Viviano Bros. Macaroni Mfg. Co., St. Louis, Mo.
John Ravarino, Mound City Macaroni Co., St. Louis, Mo.
N. M. Onofrio, Kansas City Macaroni & Importing Co., Kansas City.
A. Palozzolo, A. Palozzolo Macaroni Co., Cincinnati, O.
E. W. Picca and P. J. Viviano, Kentucky Macaroni Co., Louisville, Ky.
C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Ia.
J. B. Diamond, Gooch Food Products Co., Lincoln, Neb.
L. S. Aldrich, deputy Code Executive, Region No. 6, Chicago.
G. G. Hoskins, chairman Macaroni Code Authority, Chicago.

The roll of manufacturers who attended the Buffalo-Cleveland meetings Sept. 11 and 12 is unavailable at this writing but the attendance exceeded all expectations.

Destroy Macaroni in Revenge

Probably in the spirit of revenge for fancied wrongs, 4 thugs entered a large plant in the New York metropolitan area last month and destroyed thousands of pounds of macaroni products by sprinkling thereon a pungent yellow powder, rendering it unfit for human consumption. The owners ordered a complete shutdown of the plant pending investigation by the health board and a thorough fumigation of the plant before resuming operations.

The police department is investigating several clues left by the perpetrators of this dastardly deed.

In St. Louis dissatisfied workers threw a stench bomb into one of the plants that has been having a little labor trouble, driving the faithful employes from the factory but otherwise doing little damage.

It is hardly believable that anyone in his right mind would resort to the destruction of tons of good food at a time when there is so much want and misery throughout the world. All lovers of fair play are hopeful that the authorities will not only apprehend the perpetrators of both of these crimes but cause them to be punished severely.

Code Gives Investigating Authority

The Macaroni Code gives to the Macaroni Code Authority full and undisputed authority to cause the books and records of any member of the industry to be investigated in cases where charges of code violations have been filed. No blanket authority is needed for that purpose, in the opinion of Harry J. Daly, assistant deputy administrator in charge of the Macaroni Code, when asked to grant additional authority to investigate special types of violations—"Art. VI, Sec. 7, Par. (i), which covers the employment of certified public accountants to investigate the books and records of members of the industry is, in our opinion, clear in its meaning, and no blanket approval could be given."

Administrative Order No. X-82

This new order No. X-82, amending A. O. No. X-7, has regulations governing the posting of labor provisions of codes of fair competition.

Paragraph number 1 in Administrative Order X-7 is hereby rescinded and the following paragraph substituted in lieu thereof:

"1. Every person shall, in the manner hereinafter provided, make application for and display official copies of labor provisions for each Code to which he is subject or may hereafter be subject. Such official copies of labor provisions (hereinafter referred to as official copies) will contain (a) the provisions of the Code relating to hours of labor, rates of pay and other conditions of employment; such conditions, Orders, interpretations, explanations or statements issued by the President or the Administrator as part of or in connection with any Order approving such Code or any amendment thereto so far as they relate to such provisions of the Code; other interpretations, Orders and explanations; all to such extent as NRA may in the case of each Code deem to be advisable to effectuate the purposes of these Rules and Regulations. A separate application shall be made with respect to each Code."

Administrative Order No. X-7 remains unchanged in all other respects, states Hugh S. Johnson, administrator for industrial recovery.

Unauthorized Use of Motor Car

The unauthorized use of a macaroni manufacturer's car which became involved in a fatal accident whereby 2 people were killed is the sad experience that befell Carl D'Amico, president of the D'Amico Macaroni company, Chicago Heights last month. With his family and friends he had driven to Chicago to attend the World's Fair. Nearing the grounds of A Century of Progress he turned his car over to an attendant of a recognized parking company for parking while he enjoyed the many sights and pleasures. Instead of parking the car as he was supposed to do the attendant took some friends on a joy ride through the southeastern part of Chicago. During the wild ride an accident occurred in which 2 were killed. Naturally Mr. D'Amico is very much grieved because of his indirect connection with the accident, over his wrecked car and over what may or may not be his responsibility under the circumstances.

A User's Comment

La Premiata Macaroni Corp.

Makers of the Famous
"LA PREMIATA" MACARONI
Connellsville, Pa.

June 26, 1934

Champion Machinery Co.,
Joliet, Ill.

Gentlemen:

During the year 1926, you installed in our plant a Champion Semolina handling outfit, which consisted of Bin, Conveyor, Water Vat and Scales. This has saved us time, labor and expense. It has paid for itself many times. This equipment continues to give perfect satisfaction and is in constant use.

In September, 1933, to obtain increased production, we found it necessary to purchase another outfit from you, which we find absolutely indispensable, owing to the further saving afforded.

Realization of the value of these units is only appreciated after installation and use.

We remember the courteous services rendered by your representatives in assisting us to reduce our overhead expenses, and sincerely wish you further success.

Very truly yours,

Joseph J. Cuneo, Treasurer

LA PREMIATA MACARONI CORP.

JJC:EE

Champion Equipped Plants

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

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

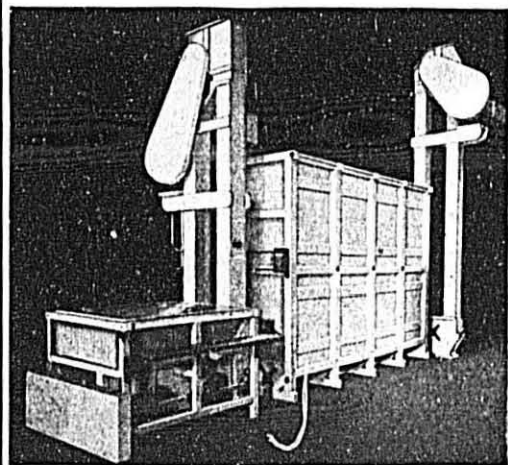
Champion Machinery Co.

JOLIET ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

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THE ENERGY FOOD

Macaroni Story and Facts

"Macaroni" is the name of just one of the many shapes of what the Italians term "Alimentary Pastes" but which Americans prefer to call "Macaroni Products." As it grows in popularity in American homes, so does the mystery of just how it is possible to manufacture an article so cylindrical in form, with an equally cylindrical hole directly and exactly through the center of each and every piece. The curious minded can easily and readily be satisfied by consulting any of the five thousand or more manufacturers in the four hundred or more plants in this country.

Macaroni or spaghetti at one time in American culinary history, was recognized as a special kind of food enjoyed

mostly by people of the Italian race. There was good reason for associating this food with this race because it is stated that the Italians were enjoying their macaroni or spaghetti long before America was discovered.

The Japanese were fond of a food similar to macaroni and spaghetti and the people of that kingdom are inclined to claim that this product was made by them centuries before the Chinese. Careful investigation, however, indicates that the Chinese were perhaps the original manufacturers. But to Italy credit is due for promoting the popularity of macaroni as an article of food.

In 1880 the use of macaroni in the United States was becoming evident.



Prior to that time most of the macaroni had been imported. With the introduction of durum wheat in the North and South Dakotas, grown abundantly in parts of Russia and Siberia, it enabled this country to manufacture macaroni. Durum or macaroni wheat produces the finest quality macaroni products, a clear, golden yellow.

It is stated that spaghetti will build up the body as will the most nutritious meats, and is more digestible than meat. Because of its high food value it is recommended especially for the diet of children. Weak and strong alike seemingly can use macaroni or spaghetti with the assurance that it is nourishing.

Patents and Trade Marks

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

PATENTS

Macaroni and Means for Producing Same

A patent for macaroni and method of making was granted to Guido Tanzi, Brooklyn, N. Y., assignor to V. LaRosa & Sons, Inc., Brooklyn, N. Y. Application was filed July 10, 1933 and was given serial number 679667. The official description given in the Aug. 7, 1934 issue of the Patent Office Gazette is as follows:

"In a molding machine adapted for extruding plastic material, a plate having a plurality of passages extending inwardly from one side partly through the plate, said passages arranged in a row, said plate having a slot there-in extending back from the opposite side of the plate to the passages, said slot extending back between the passages to substantially greater distance than the distance from said opposite face to the passages, the greater extension back of the slot between the passages effecting the coalescence of the material before its extrusion from the plate, and said slot being formed in a series of jointed arcs with their convexities in substantially the same direction, certain of the convexities being in communication with certain of the passages, said passages and slot effecting the curving back of the plate of the extruded material."

TRADE MARKS REGISTERED

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

Bambino

The trade mark of Milwaukee Macaroni company, Milwaukee, Wis. was registered for use on macaroni, elbow macaroni, spaghetti and egg noodles. Application was filed Jan. 17, 1934 and published June 12, 1934 by the

Patent Office and in the July 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since Sept. 28, 1933. The trade name is in shaded lettering to the left of which appears a boy eating a dish of the products.

Porter

The trade mark of Porter-Scarpelli Macaroni Co., Portland, Ore. was registered for use on all shapes of macaroni products. Application was filed April 4, 1934, published by the Patent Office on June 19, 1934 and in the July 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since June 1917. The trade mark is egg shaped in the center of which appears the trade name in open type with a sheaf of wheat in the shaded background.

TRADE MARKS APPLIED FOR

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

Sun-Vite

The trade mark of L. A. Pacific Macaroni Co., Los Angeles, Cal. for use on alimentary pastes. Application was filed June 30, 1934 and published Aug. 28, 1934. Owner claims use since April 20, 1933. The trade name is in heavy type back of which shines the sun.

What Strikes Signify

Secretary of Labor Frances Perkins in a special interview in the *New York Times* Aug. 5 said: "Disturbing as the recent labor troubles have been they did not come as a surprise to any one who has studied our economic history. . . . Each time the country has suffered a financial crisis strikes have marked the beginning of recovery. They may be regarded as a sure sign of an improvement in conditions. Although this depression is the worst one from which the country has suffered in years, the number is smaller than those attending our recoveries in the past."

MACARONI BLUE EAGLE



Macaroni Industry
Code No. 234.

The official list of macaroni-noodle manufacturing firms who were given the Macaroni Blue Eagle and a Code Registration Number thereunder appeared in the Aug. 15, 1934 issue of this publication. Since then the following changes have been made:

Additions

Firm	Code Registration No.
Mercurio Bros. Spaghetti Mfg. Co., St. Louis, Mo.	24 16
F. Di Giovanna (F. Di Giovanna), Brooklyn, N. Y.	31 66
G. Pecoraro, Brooklyn, N. Y.	31 67
John Campanile, Brooklyn, N. Y.	31 68
Del Valle Vermicelli Factory, San Juan, Texas	42 14
Aztec Products, Inc., Laredo, Texas	42 15

Deductions

Michigan Macaroni Co., Detroit, Mich.	21-1
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Region No. 9 encompassing the firms in New Mexico, Oklahoma and Texas is the first to become one hundred per cent enrolled under the Macaroni Blue Eagle.

NOODL-ETTES!!!

By MacNoodle



SALESMANSHIP PLUS

"Henry knows all about salesmanship," a business man said referring to one of his salesmen. "He has read all the books on it and he takes a magazine about it. He gets along with people just fine and they all seem to like him, but doggone it! he doesn't make sales."

"What's the matter?" I asked. "Too theoretical?"

"The matter is that with all he knows about salesmanship, he doesn't know enough about what he is selling. He isn't practical. He's a theorist. He spends all his spare time studying salesmanship. I'm going to let him go."

It was easy to understand that employer's irritation. There was reason for it. He had a salesman who was not selling. But he would be foolish to discharge a man as much interested as that man in learning how to sell.

The salesman has been right in learning the principles of selling, the theory and the rules. The trouble is that he has no gone far enough. He needs all the knowledge he has acquired, but he needs a parallel knowledge of his proposition. He should have accompanied the study of selling methods with a study of what he has to sell, carrying the two studies side by side.

If he has made the mistake of thinking salesmanship is all there is to selling he can overcome the effects of that mistake, and when he gets a corresponding knowledge of his sales proposition he will be more of a salesman than he ever could have been without knowing selling technique.

While sympathizing with the feelings of Henry's chief, I think in Henry he has a prize. He should keep him and have a heart-to-heart talk with him about the importance of applying his theoretical knowledge to practical purposes.

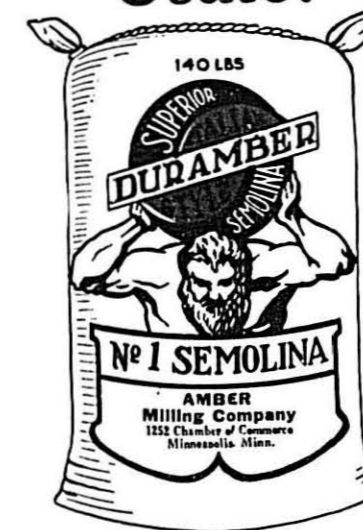
Perhaps the chief, himself, has devoted his own time as exclusively to the study of what he sells as Henry has to the study of salesmanship. Both have an imperfectly balanced knowledge.

The man who wails that he is too honest to succeed hasn't grasped the first principle of honesty. He isn't even honest with himself.

And poor old Adam couldn't say, when Eve passed him the cake: "It's pretty good, but not as good as mother used to make."


Volete Una Pasta Perfetta E Squisita

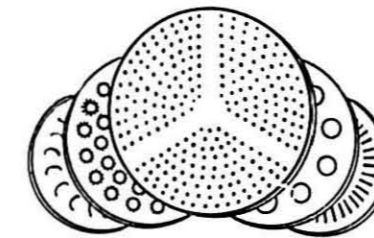
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 M. J. DONNA Editor

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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Vol. XVI September 15, 1934 No. 5

Food Distributors Appreciate Macaroni Journal

Officers were elected at the 1934 convention of the National Food Distributors association, August 12-16 in the William Penn hotel, Pittsburgh, Pa. as follows:

President, George Schaefer, Cincinnati, O.; vice presidents, Herbert H. Blauvelt of Brooklyn, N. Y., Lew Eger of Sandusky, Ohio, Harry Carpel of Washington, D. C.; directors, E. Wayne Stoker of Pittsburgh, Pa., Dave Herdy of New York, N. Y., E. W. Rosenheim of Chicago, Ill.

Directors whose terms do not expire are L. J. Schumaker, Adam Muller, Henry Zwicky, J. A. Kennelly, Harry Lee and A. V. Sadacca.

In appreciation of publicity services given convention and other editorial matter freely published during the year to place the Food Distributors association in its proper light in sponsoring a helpful plan of distributing macaroni products from store to store, the convention resolution committee proposed and the convention approved the following resolution:

"RESOLVED, that the 1934 Convention of the National Food Distributors association assembled at the Hotel William Penn in the City of Pittsburgh, August 12 to 16, herewith tender sincere thanks and appreciation to **THE MACARONI JOURNAL** for the very generous assistance given by way of publicity for

our Convention, and that a copy of this resolution be forwarded to the publishers."

Resolution Committee: J. A. Kennelly, Harry Lee, Frank Archibald, W. M. Cribbs, Harry Carpel, J. P. D. . . . Adam Mueller and James Aicardi, Chairman.

Attest: George Schaefer, president and E. J. Martin, secretary.

A New Diamond Find

There is in America a new diamond that is more precious than all the other renowned precious stones, in the estimation of its proud owners. The announcement of the find was as unique as it was surprising.

"The new find," says the announcement "is a very precious 'Diamond'; brilliant as its mother and flawless as its father. (Ahem! written by its dad.) It will be known as 'Susan Ellerlie Diamond.' On display at 1866 Dakota Street, Lincoln, Nebraska, after September first—positively not for sale. This new find was discovered at 7:50 p. m. Aug. 19, 1934. The discovery was witnessed by the very nervous father who 'finally' recovered by the use of the proper stimulants."

In other words, there was born last month to Mr. and Mrs. Harry J. Diamond of Gooch Food Products company, Lincoln, Neb., a seven and a half pound daughter. Congratulations!

Further Labor Regulations

Requirements more detailed than heretofore for the posting of labor provisions of codes of fair competition are announced by the NRA.

In an Administrative Order (X-32) of Administrator Hugh S. Johnson, dated Sept. 1, the new regulations governing posting of labor provisions are set forth as a substitute for Paragraph 1 of Administrative Order X-7, dated Feb. 28, 1934.

The new requirements are that, in addition to labor provisions which employers heretofore had to post, they now must post also orders, interpretations, explanations or statements issued by the President or the administrator as part of or in connection . . . with such code provisions.

This new order leaves unchanged all provisions of Order X-7, except Paragraph 1. That new paragraph reads in full as follows:

Every person shall, in the manner hereinafter provided, make application for and display official copies of labor provisions for each Code to which he is subject or may hereafter be subject. Such official copies of labor provisions (hereinafter referred to as official copies) will contain (a) the provisions of the Code relating to hours of labor, rates of pay and other conditions of employment; such conditions, Orders, interpretations, explanations or statements issued by the President or the

Administrator as part of or in connection with any Order approving such Code or any amendment thereto so far as they relate to such provisions of the Code; other interpretations, Orders and explanations; all to such extent as NRA may in the case of each Code deem to be advisable to effectuate the purposes of these Rules and Regulations. A separate application shall be made with respect to each Code.

Durum Wheat Good But Scarce

As might be expected, the durum wheat harvest is considerably below the average, perhaps the second lowest in quantity since the growing of that class of wheat has been undertaken on a large scale in the northwest states where soil and climatic conditions are most suitable to the culture of this hardy, drought resistant wheat. Reports from the durum wheat milling centers in Minneapolis and Duluth indicate that the new crop is of good quality but not uniform.

The big problem confronting the wheat officials of the northwestern states and of the nation is whence shall come the seed wheat for next spring's planting. It has been proposed to purchase it from the Canadian growers who fortunately enjoyed a little better growing season, where durums are usually a drug on the market. Such wheat might be brought into this country for seed purposes without tariff duty thereon in the event that the Washington officials shall make a ruling to that effect, because the conditions that confront the durum wheat farmers surely warrant such an exemption.

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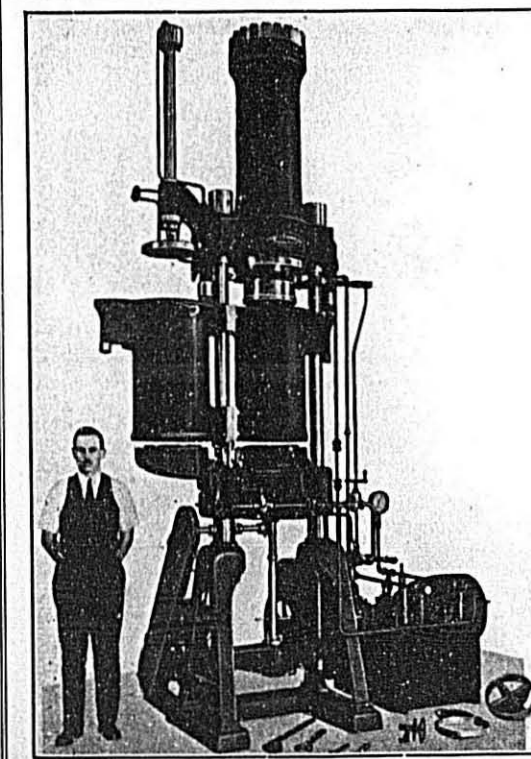
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President's Message of the Month



I was present not long ago at an executive meeting of our Chamber of Commerce, comprising eight prominent business and professional men. The presiding officer was an architect.

A lively discussion absorbed the committee concerning the advisability of underwriting a municipal project, on which the committee seemed almost equally divided. Finally, after two hours of fruitless discussion, fussing and floundering, the Chairman rapped on the table for order.

"We seem to be getting exactly nowhere with all this discussion," he said, "but I am not impatient. I am an architect. When I am planning a tall building I must estimate with decent accuracy the various strains that the structure will have to withstand. And among those strains I always allow for the wind."

He did not need to apply his remark to the wind of words that had until then marked the meeting. A gale of laughter swept the room, and the committee got down to business.

This incident emphasizes one of the first principles of successful action in every enterprise that depends for its success upon more than one person. I mean by this that in our Association plans and Code activities we must anticipate and make reasonable allowances for all that is likely to happen to them when we undertake to put them into effect. Like a good architect we must estimate the various strains they must withstand, and among them ALLOW FOR THE WIND.

L. S. VAGNINO.

The Secretary's Message

Pardon please! In my dual capacity as Secretary-Treasurer of the National Macaroni Manufacturers Association and Editor of this, its official organ, what I am about to say may have a tinge of self praise, but please consider it just as it is intended,—a true statement of facts and inclination.

In business there is no discounting the value of a friendly word as a help in bringing about friendly contacts with live prospects, in consummating satisfactory deals or creating mutually beneficial relations.

To be of such help is the objective of this publication. While following closely the motto of the National Association, which may be somewhat idealistic, we strive to treat best those who are most friendly.

The MACARONI JOURNAL as the spokesman of the Macaroni Industry, we stand squarely between an industry of four hundred macaroni-noodle manufacturers and two score or more supply firms who appreciate the potentialities of the industry to advertise their products and their services in our columns. A good word we will always give these good friends; for their products and services, we will ever give deserving praise. We particularly laud their readiness and willingness at all times to help the manufacturer solve his many problems the easiest way.

This publication and its sponsoring association are both justly proud of the many friends made and retained among the macaroni-noodle manufacturers, durum millers, machine builders and supply trade. So, saying a good word at the opportune time for any and all of these friends is to us not only a recognized obligation but a most pleasant duty, cheerfully performed.

In this attitude we welcome the support and cooperation of our many faithful readers. As friend to friend, our advertisers are worthy and responsible. They know your needs and stand ready to serve you best. Everything else being equal, even in cases where you may have to stretch a point, placing your business with our advertisers is placing it in the most friendly hands.

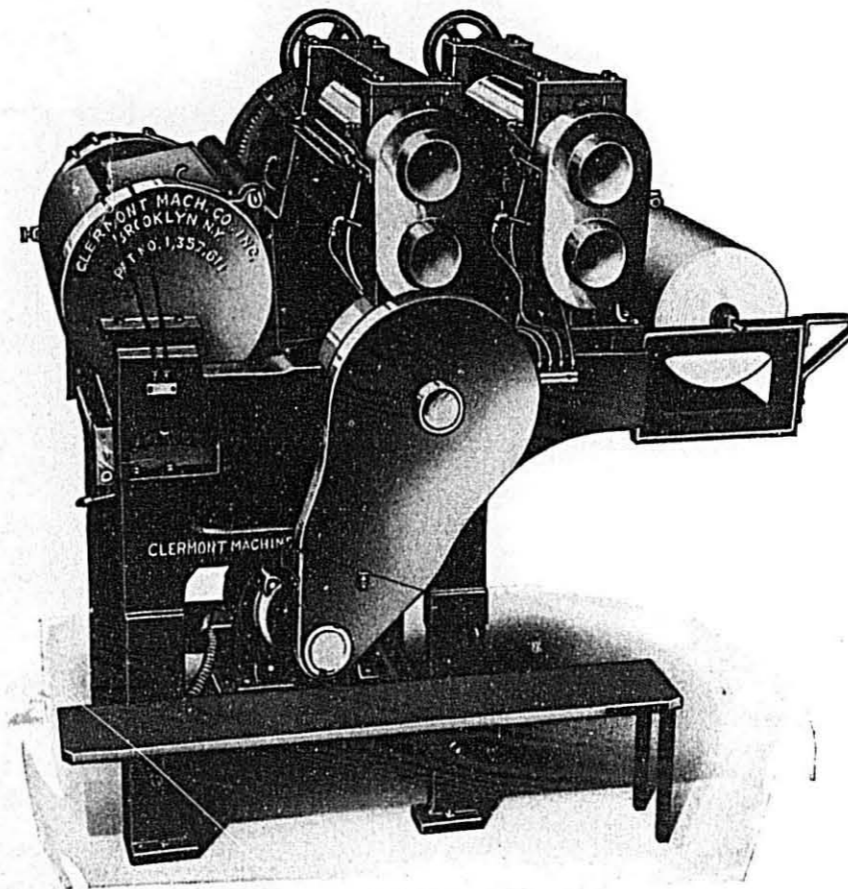
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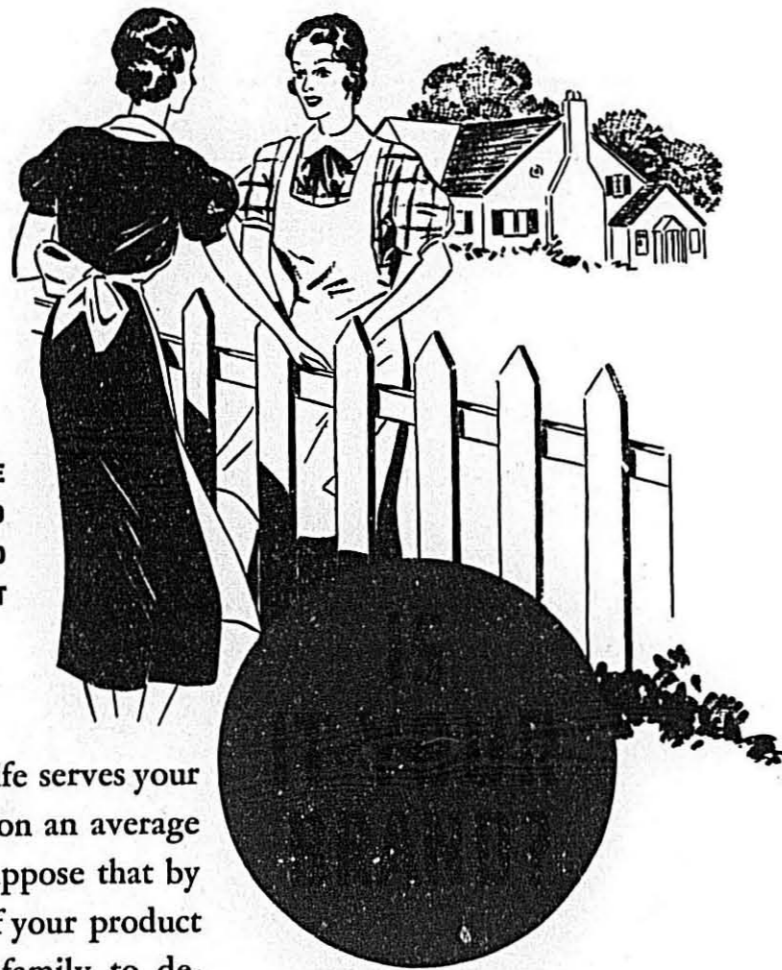
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