

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 3, No. 5**

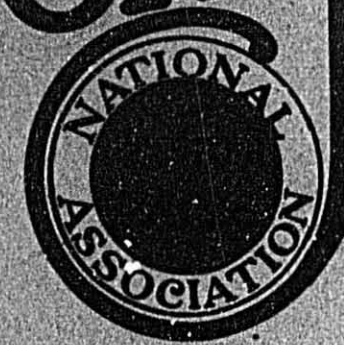
**September  
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*The New*  
**Macaroni Journal**

Minneapolis, Minn.  
September 15 1921

Volume III

Number 5



*A Monthly Publication  
Devoted to the Interests of  
Manufacturers of Macaroni*

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"If you have a business or product worth while, make it permanent by advertising it.

If it is not worth while, advertise it for sale, and get something worth advertising.

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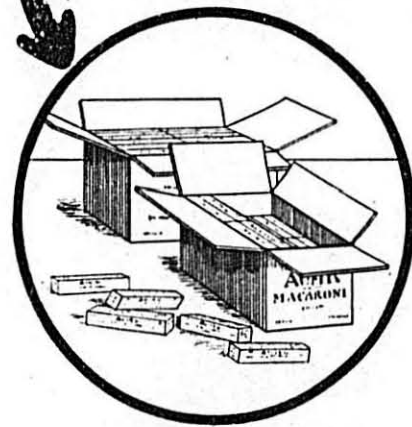
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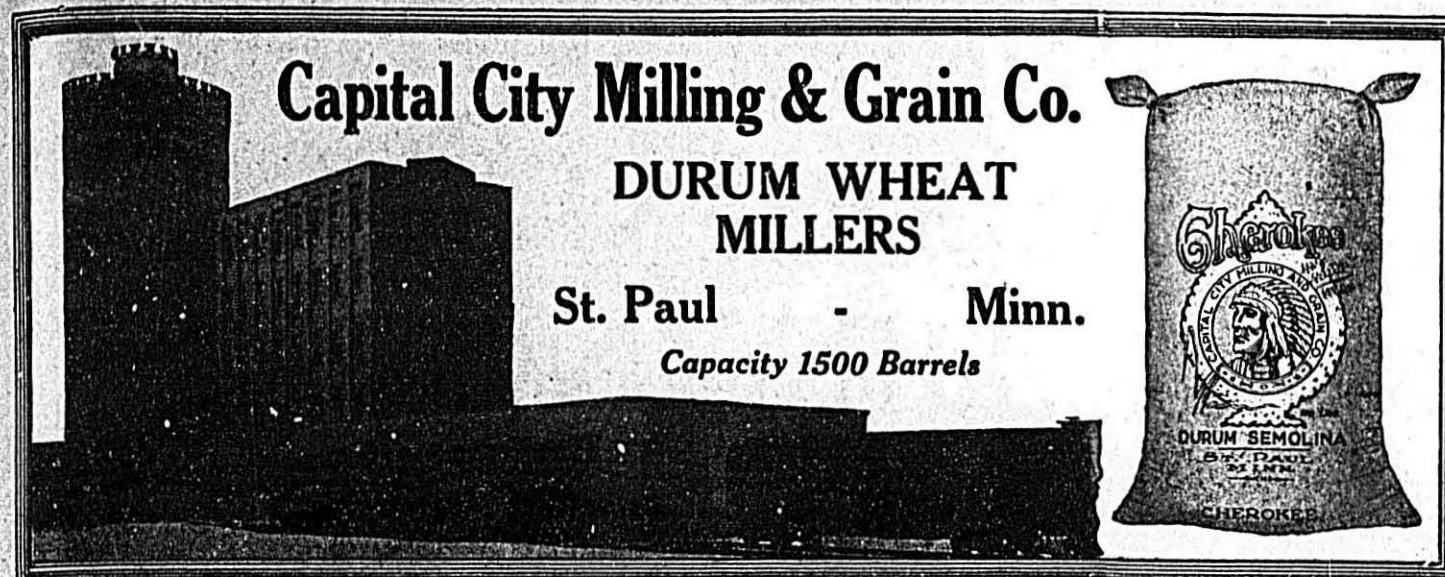
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## For Macaroni and Noodles

### Unequaled in Color and Strength



**YERXA, ANDREWS & THURSTON**  
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# MACARONI JOURNAL

## Do Business at a Profit

The general economic depression that has seriously affected all line of business in this country is happily drawing to an end, especially insofar as the alimentary paste manufacturing industry is concerned. Leaders who are watching this favorable trend in the business world are confident that this fall will witness the resumption of business on practically a normal basis. Optimistic reports coming from nearly all sections of the country would seem to confirm this belief. That it will be a welcomed change goes without saying.

The summer months, usually a quiet season, following so closely upon the period of depression during the months when macaroni manufacturers expected to make some profit, has made the past year one of the poorest experienced by the industry and leaves in its wake many firms fighting to live while doing business at a big sacrifice of capital. With the busy days in sight, the progressive and farsighted manufacturer is laying his plans to reap the harvest which is sure to come to him who is in the best position to take advantage of the long hoped for opening provided by this expected favorable change.

From all sides come reports of a pickup in business. Jobbers and retailers are making inquiries and business, as far as the macaroni business is concerned, is rapidly resuming its natural channel or preparing to do so. Nothing should be done by any firm or group of firms to prevent an early realization of what most of us have been earnestly praying for. The tide has turned and, while it will leave many stranded and others seriously affected, those who find themselves in a position to grasp the new opportunities are indeed fortunate.

The new durum crop has been harvested and from all indications will be one of the largest in years. This should serve to stabilize the market on this essential raw material, and on this basis the manufacturer who is really concerned in giving the trade everything that is due will figure his selling price. Naturally other cost features will also have to be considered, but after all the value of semolina really sets the price of the finished product. A steady market will be welcomed alike by the macaroni manufacturer and the miller.

It is regretfully understood that, beside withstanding the general business slump that affected all lines of pro-

duction, the alimentary paste manufacturing industry has long been burdened by numerous little "price wars" that threaten to ruin not only those directly implicated, but many firms who manly fought clear of this disastrous practice.

Who profit by these "price wars"? Surely not the manufacturers involved! Why promote or countenance a movement that all of us know can result in nothing but loss to the individual or to the industry? The consumers are about the only beneficiaries, yet in many cases they also are the

losers because, in an effort to undersell their competitors, these "price cutters" cheapen their products in every way possible, passing out inferior goods at the cutthroat price established.

Suppose that the price cutter does please and satisfy a few customers by following this injurious policy! Does he not pay dearly for this when he again demands a fair price for his products, as he inevitably must? No one can long continue in business that always sells at a loss. Each owes it to himself and to his fellow manufac-

turer to be ever mindful of this phase of the selling business, avoiding any thing that will tend to deprive the macaroni man of his just and rightful profit.

Honest and clean cut competition should always be welcomed, whether it be from a local competitor or for a shipper. It is much more honorable and considerably more profitable to meet this competition by offering better grade goods than to try foolishly to meet the price cutter and the market demoralizer on his own grounds. While the old saying "Fight fire with fire" may be the proper course to pursue on the prairies and in the forests, all will agree that it is the wrong policy to adopt in business. Don't follow your competitor into the mire but rather try and lead him into the heights where all will enjoy the fresh air of success and the sunshine of satisfaction, standing on solid ground.

Gone are the days of large profits as are the days of business extravagance. The spirit of economy pervades all branches, both buying and selling. Cut your overhead and combine this with a determination to produce only goods of the highest quality to be sold at a fair margin above cost and you will be in a fair way to succeed. After all it is not the number of sales but the profit thereon that really

Undue price cutting may be likened to the docking of a dog's tail. Each time a segment is cut from the tail it enlivens the animal for a short period. Subsequent cuts produce much the same effect. Continue this process long enough and the dog dies. To continue to cut prices in any business will seriously affect, if not entirely kill that business.

counts. Make these profits reasonable, fair alike to yourself and to the consumer, but insist on some profit.

All signs point to a fairly good business this fall. Manufacturers can help this along by remaining cool headed and not permitting themselves to become stampeded by the actions of the less thoughtful ones. Cooperate with, rather than destroy your competitor. Make it as easy for him as you would like to find it yourself. What do we live for if not to make life less difficult to one another?

Since the beginning of the year the general tendency

of prices has been steadily downward but within the past few weeks a healthy rebound has set in. Market students are of the opinion that prices have now reached a point where they may be considered permanent. This is especially true of alimentary paste products which declined rapidly in price very early in the year and reached the low point from which there is now an apparent rebound to normal and just prices.

Don't retard this rebound. Don't doek the dog's tail any further. It will surely kill the dog.

## Conditions Ripe for Fall Boom

As a result of a telegraphic survey of the mercantile trade of the country during the last week in August by the Journal of Commerce of New York city, business conditions would indicate a revival in sight for fall trade. This conclusion is based on the following known facts:

Mercantile stocks are generally reduced to a minimum.

Liquidation has proceeded very commonly to its practical completion and price deflation has "touched bottom" of practical values, on which buyers and sellers can and do agree.

Shelves are bare, both with retailers and

wholesalers, and buying is proceeding in healthy vigor on the basis of actual commercial necessity.

Crops are not satisfactory in staples of grain and foodstuffs; acreage is reduced and condition not up to standard. As an offset, however, accumulations from 1920 crops are well cleared.

Canning packs are bound to be small, both because of acreage and crop conditions, but especially because canners are not planning to operate this year, prices being still below going costs of production. Prices are therefore stiffer and probably will continue to rise.

Credits are easier, banks are supporting sound borrowers, collections are satisfactory and rates comfortable. Bad crops will leave a probable deficit in farm debts, but thus far banks are not forcing sacrifice liquidation.

Everywhere there is evidence of a promising trade, with no lack of practical buying power and a very real necessity to replenish trade and family stock.

With scarcely an exception the tone of public sentiment is optimistic, tempered with conservatism. The belief prevails that revival is unmistakably at hand.

## Receives King's Decorations

A. L. Randazzo, president and general manager of the Randazzo Macaroni Manufacturing company, 1028-1030 N. Sixth st., St. Louis, has been awarded the Cross of Chevalier by the King of Italy in recognition of his service to his countrymen during the World war, and because of his contribution to the business and industrial welfare of citizens of Italian birth in St. Louis and vicinity during times of peace. As the only resident of that city honored with the Chevalier Cross, this virtually marks him as the unofficial leader of the Italian American residents of St. Louis.

This prized gift was presented to Mr. Randazzo at a dinner given in his honor at the Cafferata cafe attended by nearly 200 leading commercial men and officials of that city. In addition he was given a handsome loving cup, several expensive floral pieces, and numerous expressions of confidence and appreciation by city officials and his business acquaintances.

Mr. Randazzo was born in Italy and came to this country more than 20 years ago as a poor immigrant. He came to enjoy the freedom and liberty insured all comers by this country and by hard work and strict attention to his own affairs made for himself a name and a reputation which many have

ing jobs as presented themselves to one not versed in the language of the country and finally interested himself in his chosen profession, the manufacture of alimentary pastes. First as an employe and later as an employer he ad-



hered strictly to his policy of fair dealing that makes him respected by his employes and business associates.

Seventeen years ago he began his macaroni manufacturing career, starting with an insignificant plant, personally handling the product from the raw material to its final disposition on the retailer's shelf. From this humble beginning he has built up a plant and a business of which any one may justly be proud.

Mr. Randazzo is one of the progressive manufacturers, adopting all up-to-

date methods of business and has for several years enjoyed membership in the National Macaroni Manufacturers association and the highest esteem of fellow manufacturers, who congratulate him as the recipient of so high an honor from the country of his birth. May his future service to the industry and to the United States obtain for him similar honors from the country of his adoption.

## FRIENDSHIP VS. RICHES

The fellow who builds a fence around himself shuts out more than he shuts in.

This must have been uppermost in the mind of a leading student of human nature when he said that he would rather have a dozen splendid friends than all of Mr. Rockefeller's millions. We are not quite conscious of it, but friendship is really the only thing in this world that counts.

What if one had all the money on earth and not a single friend! Would you not rather have everybody on earth as your friend even if you were without a dollar?

Are not the happiest days of your life those spent with real friends?

The happy man is the one who seeks not to organize the world for profit but to organize it for friendship.

# Wheat Crop in Twenty Nations Good

Total of Nearly Two and One Half Billion Bushels for 1921 Estimated—Figures Available to August 31 Show Now Slightly Larger Crop Than 1920—Fall Sown Grain Dug Deep and Thus Escaped Drought Effects.

Prospects for the world's wheat supply, while not so satisfactory as was expected during the first part of the current season, show at the present time no cause for serious alarm. Estimates of the quantity of wheat harvested in 20 countries, including the United States, for 1921 total 2,461,430,000 bus., compared with 2,384,143,000 bus., harvested last year, according to data compiled by the bureau of markets and crop estimates, United States Department of Agriculture.

The 20 countries included in this estimate are the United States, Canada, Argentina, Chile, Uruguay, Belgium, Bulgaria, Finland, France, Greece, Hungary, Italy, Spain, British India, Japan, Algeria, Tunis, Union of South Africa, Australia and New Zealand. These countries produced approximately 68 per cent of the known wheat crop of the world during the years 1903-13, according to the annual average production records of the bureau.

## Drought Serious Menace

Although the long sustained drought throughout the greater part of the northern hemisphere was a serious menace to the various crops in many countries, the fall sown wheat has not been affected adversely so much as was at first supposed. On the contrary, the fall sown wheat managed to obtain a firm hold on the soil and a fairly vigorous growth before the beginning of the drought.

Nearly all of northern and central Europe will have larger wheat crops this year than last, according to the latest estimate made by the bureau, Belgium and Greece being the only countries in which smaller crops are expected.

Outside of Europe, British India was most seriously affected by the drought. The dryness and the hot winds that have prevailed throughout most of the growing season resulted in the very low yield of 250,469,000 bus. of wheat, or about 50,000,000 bus. less than the quantity normally consumed in that country. With the rice crop also seriously affected India is expected to import wheat this year instead of export-

ing it. In an average year before the World war, India exported more than 50,000,000 bus. of wheat.

In Canada the total yield of spring wheat is estimated at 273,020,000 bus., of which 264,137,000 bus. were grown in Saskatchewan, Manitoba and Alberta. Fall wheat, grown almost exclusively in Ontario and Alberta, was estimated at 15,473,000 bus. The total wheat yield of Canada for 1921 is therefore 288,493,000 bus., compared with 263,189,000 bus. last year.

## Russian Crops Hopeless

An unsatisfactory feature in the present international situation is the hopeless condition of the Russian crops. Unofficial reports state that during last autumn and the spring of this year only a small area was sown to the various crops, resulting in a failure to produce sufficient food for the country's needs. It is also reported unofficially that a considerable amount of wheat will yet be imported by Russia this year. But up to the present time the amount of wheat as well as other foodstuffs which will be imported is conjectural, and the bureau of markets and crop estimates is unable to make a definite statement.

In northern Africa the wheat crop was generally larger than last year. In Algeria thrashing results show a better yield than was expected earlier in the season. In Tunis bad weather reduced the yields somewhat from those expected earlier, while in Morocco the crop was generally reported as satisfactory. According to estimate by the International Institute of Agriculture at Rome these three countries are expected to produce for 1921 a yield of 66,138,000 bus. of wheat, compared with 36,743,000 bus. in 1920.

## Campbell Acting Chief— Skinner Named Assistant

By an order of the secretary of agriculture, H. C. Wallace, Walter G. Campbell, assistant chief of the bureau of chemistry since 1916, is made acting chief to fill the place of Dr. Carl L. Alsberg, whose resignation, effective

July 15, is officially announced. Dr. W. W. Skinner, chief of the water and beverage laboratory of the bureau since 1908, is designated as assistant chief.

Mr. Campbell has been with the bureau since 1907, when he was called from his work of assisting in enforcing the Kentucky food and drug laws, and was selected by Dr. H. W. Wiley, then chief of the bureau, as chief inspector to organize the inspection work under the federal food and drugs act, effective at that time.

Upon the reorganization of the bureau in 1914 he was made chief of the eastern food and drug inspection district, and in December 1916 was promoted to assistant chief. Mr. Campbell has been largely instrumental in organizing the field work of inspecting interstate and foreign commerce in food and drugs. He is 44, native of Kentucky, and graduate of the University of Kentucky.

Dr. Skinner entered the service of the bureau in 1904 and has had experience in agricultural chemistry, having been connected as a chemist with the Maryland Agricultural college now part of the University of Maryland, and the Arizona experiment station. He has had charge of the beverage work of the bureau in the enforcement of the food and drugs act. He was born in Baltimore in 1874, and received the degree of bachelor of science at Maryland college in 1895, and master of science at George Washington university in 1897. The Maryland institution has since conferred upon him the degree of doctor of science.

The National Macaroni Manufacturers, appreciating the ability and the fair mindedness of both Mr. Campbell and Mr. Skinner, hasten to assure them of sincere cooperation in any matter of concern to the alimentary paste industry in this country.

There're no hard times coming; it's just the soft times going.

Fools often find opportunities, but wise men make them.

# What Kind of an Executive Are You?

Question Based on Sermon by Head of Big Producing Company on How and by What Steps Such Positions Are Reached—Analysis of Different Forms—What to Do and What to Avoid—Grow With Job and Apply Common Sense to Problem Solutions.

By Samuel M. Hastings

Opportunities and perils alike confront the ambitious young man who is promoted to a commission in the army of business, according to Samuel M. Hastings, formerly president of the Illinois Manufacturers association and at present at the head of the Computing Scale Co. of America, whose long years of experience and steady climb upward in the business world from dry goods clerk at Braidwood, Ill., to a position of responsibility and affluence in the business world, makes him fit in education, training and practice, to advise the ambitious executives as he does in the article that follows:

## Views of Business Noncoms

We all remember the story, current during the war, of the sergeant in a Negro labor battalion who characterized his superior officers thus: "A lieutenant don't know nothing and does a lot; a captain knows a lot and don't do nothing; and a major don't know nothing and don't do nothing." I suspect that a good many of the privates and noncoms of the business army today hold a good deal those same views about the managers and corporate officers in their concerns.

Now, as every man knows who has graduated into the executive class, a business executive works in a different way but works a good deal harder than his men—if he is the right kind of executive. The big rewards of business go to the men who get into the executive class, not because they are able to take the rewards for themselves but because executive ability is a comparatively scarce commodity, and consequently commands a better price in the open market of business. Hence an executive position is what every ambitious man aims toward from the day he gets on the payroll of his first employer. With the position goes a greater share of responsibility, greater freedom of personal movement, and greater pecuniary reward; that is why it is in such demand in spite of the harder work entailed.

## Appearance Deceitful

And in my experience—it has cov-

ered some 35 years of active business, ranging all the way from clerking in a country store to heading several large corporations as I do today—the failure to work hard enough and in the right way is one of the two weaknesses which ruin more promising young executives than any others. After he has passed a given point in his development, a good executive seems to be doing a great less than he actually is doing. And many a youngster has patterned after the appearance rather than the actuality.

Even more dangerous than over-indulgence in the prerogatives of a high executive by a young man who has not yet arrived is the change which comes over many an otherwise promising fellow at the instant he is notified of his promotion from the ranks to a supervisory job. While he was in the ranks the youngster worked well with his fellows, was considered by them as a good sort who might be relied on to do his share and not consider himself above them. That goes almost without saying, for otherwise no sound management would have selected him. But when he is promoted to be in charge of the folks with whom he has been working, he may immediately get the idea that now they are working for him, that he is as one set apart by reason of superior qualifications. Since he has these qualifications (he often reasons) he must let it be known that he is now to be treated as a superior being. And when his former fellows see that they are no longer expected to work with him but for him his organization starts going to pieces. Unless he reforms quickly he may blast his whole executive career.

## Case in Point

Just a few days ago a friend of mine, head of a great electric railway, told me how he had promoted to supervision over the section gangs of a division a young engineer who had worked with the gangs for the year or two he had been out of college. The foremen of the gangs promptly rebelled. "We won't work under any kid like that,"

was the ultimatum delivered. "He doesn't know how to do the work as well as we do, and we are not going to take orders from him."

Then my friend, the president of the road, went out to the shops where the gangs had their headquarters. He called in the foremen, about 30 of them and got right down to business. "You men don't like my appointing young Jones to the big job, I understand," he opened up. "Now tell me, some of you just what your objection is."

One of the foremen, an old timer stepped forward. "You see, Mr. Brown, it's this way. That kid ain't old enough to know enough about how to lay a track and keep it in condition. And we won't stay and let him be telling us where we get off when we do a job the way we know is right. It's either him or us that goes."

## Another New Point

"Thank you, John," replied the president. "That gives me an idea of just what you don't like. Now let me tell you something. That young fellow has been working with you. He knows how to lay a switch or level up the roadbed just as well as any one of you. He must know, because he's been doing it with you for two years, and I've never heard any one say he wasn't a good man. Isn't that so?"

"Yes, sir," grudgingly.

"All right, then. He has a technical engineering education that gives him a lot of specialized knowledge you men haven't got, that no one can have unless he has been taught the theory of engineering. And we have to have the kind of a man in the job above you. If you think he is going to interfere and give you a lot of bossy orders then nobody wants to take from a kid half his age, I don't blame you. But I feel sure he won't give you that sort of orders; if I thought he would, I'd never have promoted him to this job. And he disappoints me, I won't need any one to tell me that he's going wrong because I'll know it. Now don't you boys want to go back to work and give Jones a fair chance at the new job?"

# COMMANDER

## SEMOLINAS

## DURUM PATENT

and

## FIRST CLEAR FLOUR

Milled from Amber Durum Wheat Exclusively. We have a granulation that will meet your requirements

*Ask For Samples*

**Commander Mill Company**  
MINNEAPOLIS, MINNESOTA



"Well, if you put it that way, I guess we do," responded the spokesman.

When he had finished the story my friend puffed at his cigar a moment. "Jones is my right hand man today," he declared with a grin; then he added, almost savagely, "If he had started bossing those men he had been working with, I'd have fired him within three months!"

#### Like Oil and Water

That is just about typical of the way chief executives feel on the subject of newly promoted men who get swelled heads. A big head and a supervisory job do not mix well.

Executive jobs fall in three classifications, each of which follows logically and chronologically after the one ahead. When a man steps up out of the ranks—I am speaking now of a business of sufficient size so that there can be a clean cut demarcation—he steps into a supervisory position. Next he comes to managerial work. And after that, if his development is not arrested, his function becomes that of directing.

It is pretty much the same as in the army. A general officer is concerned chiefly with directing. From colonel down through major, an officer is a manager; a captain or a lieutenant is a supervisor. The supervisory job calls for considerable application to detail, and consequently entails steady work during regular office hours, as well as frequently long hours of work when one's helpers are out enjoying themselves.

#### What "Manager" Means

A managerial job involves less of doing routine, and more of simply knowing that it is being handled as it should be handled. A directing job consists in the main of keeping free from all detail and routine, in order to be available for the highest function of executive work—putting a dynamic business imagination to work, and then turning over the resultant ideas for development and execution by the managers of the concern. And of course the directing head of a business is also called upon regularly to give his association the advantage of his richer background of experience.

A great danger to a keenly ambitious young man is that he may let his impatience for larger responsibilities hurry him into expecting big things too soon, that he may feel he is qualified for the next step in his executive development before he actually is ready

for it. And if he lets this fallacy carry him away, he is almost sure to encounter a serious setback.

An executive career is much like a hurdle race in which a man must clear every hurdle without knocking it over, the penalty for knocking over a hurdle being to set up the hurdle and retrace his steps far enough so that he may gather speed once more and clear the hurdle this time. In that sort of race the contestant has to go slowly enough and carefully enough to make sure he clears every hurdle; for if he knocks one over, he may be sure that the penalty will cost him dear.

#### Normal Development Best

"Boy wonder" executives never, in my observation, get through the business race without knocking over so many hurdles that eventually they lose out rather sadly. They can not hope to make good in the tremendous responsibility of top positions until they have had the salutary experience of working up through the lower ranks.

Within the last few weeks we in our business have had to select six men from the lower ranks for big responsibilities, for jobs which may conceivably lead to the highest places in our company. Each of these men has been put in charge of a sales territory comprising on the average 18,000,000 inhabitants and 25 branch offices, with from 100 to 125 salesmen and branch managers under him. We had available for our choice probably 40 men in our sales organization, and several of us put in most of our time for several weeks going over together the names of these 40 eligible men.

When we had completed the task, we had gone over a great deal of ground, and one or two of the men I shall tell about are typical of all we selected.

#### How These Men Grew

One of the men had started to work out of our Chicago office as a repairman 16 years ago. He made a good record here, and when our Boston office needed a good repairman in a hurry a year or so later, we transferred him down there. He showed unusual industry and conscientiousness, and when a little later there was an opening there for a collector the local manager gave him the job. Then, after a couple more years, the branch manager was promoted. And the collector, who had meanwhile worked into selling, was logically promoted to be Boston branch manager. Now we have just put him in

charge of the whole New England territory.

So with the man who got the middle west in this reorganization. He started in as a salesman when he came out of college. He has been with us 12 years, and to the uninitiated his progress might have seemed slow; doubtless it did to him. But today he has stepped into something not to be sneezed at, with every prospect that in a few more years he will be in line for something better.

#### Each Surprised

Nothing spectacular about those promotions; not one of those men had a speedy climb into a big job. They all had a long hard pull up a grade that did not seem half steep enough to them. Yet when we gathered them all together at one of our plants a few weeks ago, after they had been notified of their promotions; each one of them expressed his surprise that he had been chosen; not a one had suspected we had such plans for him.

After all, the old rules for success, trite as they are, give about the best guidance for the man who would develop his executive abilities. We all are inclined to laugh a bit, you and I, when some 85 year old millionaire issues a statement to the newspapers that the way for a young man to get rich is to work honestly and hard, to be as watchful of his employer's interests as he would be of his own, and all the rest of it. Yet when I come to setting down here what I have learned about executive work from my 28 years of executive experience, I can only ring a few variations on most of these old laws.

#### Do to Learn

When a man is in the ranks, preparing himself for the day when he will come into executive responsibilities, his best prescription is to work just as hard and just as conscientiously as is humanly possible. If he does twice as much work as the job requires of him, he is bound to attract the attention of the man above him. Even more important, he finishes his apprenticeship in half the time it might otherwise take, for learning comes chiefly from doing, and the more we do the more we learn.

That sort of application to the grind will raise any man to supervisory work, assuming of course that he is intelligent to start with. And once he comes into supervising others, he enters into his training for a high executive position. The man who handles a supervisory job right gives himself a good

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drilling in planning how to get routine work done in the best way with the minimum effort and expense. He learns to set time limits on his subordinates, and to hold them to the limits. He begins to delegate details, holding for himself only as much as he can get through without interference with his supervisory work. He learns to require of his employes high standards of quality and quantity. And while he develops tact in dealing with his people still he firmly refuses to be imposed upon and does not hesitate to get rid of anyone who does not measure up to the mark.

#### Five Parts Got

The work of any executive resolves itself into five parts in his relations with his people—hiring, training, supervising, promoting, firing. The better he does the first four parts of his job, the less of the fifth he will have to do. At the same time, I am inclined to suspect over leniency in any manager or supervisor who never has to fire. For let me go on record that the executive who does his other work so well that he never needs to fire is indeed a rare find, so rare that I have almost never known one.

In supervisory work a coming executive usually has his first opportunities to put his constructive imagination to work on problems of his business—at least the first opportunity of putting his ideas into effect. And here is another danger point with many young fellows, for they let the new sensation go to their heads and their imaginations run riot to the detriment of their work.

#### Too Much Air Work

More than once I have seen a promising man go to pieces and work himself out of an organization because he became enamored of this ability as an idea man. Now the truth is that the average young executive of even more than ordinary ability has not a full enough experience to make his ideas of value very far beyond the jobs with which he has had personal experience. To be sure he may by luck hit on something epoch-making in his company's policies. But the chances are all against him. The youngster who devotes his best energies to breeding new ideas and volunteering them to his superiors is almost certain to get his feet off the solid ground of routine that he is responsible for, and his head up among the clouds of creative imagination. He

soon is marked by the men above him as flighty, not to be entrusted with carrying important things on to completion. And he suffers accordingly.

Do not misunderstand me as wishing to discourage the young executive from keeping on the lookout for ways to better existing conditions. If an executive's imagination is stifled, he is worse than no executive at all. But it is worth remembering, it seems to me, that one good idea a month on a subject with which a man is thoroughly familiar marks him as exceptional material, to be given larger opportunities at the first opening; but a half baked idea a day on every activity in the company is positively damaging to his chances. The men above have duties more valuable to the firm than listening to illy developed plans.

#### Supervisor and Manager

The line which divides supervising from managing is, I think, this: The supervisor is concerned almost entirely with the people in his charge and with the man to whom he reports; the manager is responsible for broad planning which affects the whole organization, or at least many of its parts, and consequently he must deal with important people outside the organization, and the managers and officers of his own company of rank equal to or higher than his.

When he reaches this stage the executive exposes himself to another serious danger; he is now in a position where he can abuse the freedom of personal privilege which goes with his rank. And unless he is strong enough to withstand temptations, he is likely to suffer.

Perhaps I am in no strategic position for declaring against taking things easy. I willingly acknowledge that I keep rather short office hours, and that in my chief recreation, on the golf links, I spend my full share of time every week when the weather permits. But I do this for two well considered reasons; my work is so organized that I can handle all my business duties in considerably less than a full day, leaving me with enough extra time to handle executive jobs in association and civic organizations (I have been for seven years mayor of the Chicago suburb where I live); and I have found by long experience that I do more and better work when I work short hours and work hard than when I let my job—now chiefly that of directing and con-

sulting with my lieutenants—drag out over a full day.

#### Time For Play

But I know from long experience that my plan works well for me. I think it is worth suggesting to younger executives, however, that it may be worth their while considering, when they find themselves taking considerable time off from their regular duties for some form of recreation, whether they are doing it because they need to or because they like to. The answer, given fairly, will determine whether they are taking valuable recreation or whether they are coddling themselves in a way that can only be harmful in the long run.

When an executive gets to the place where his duties consist of directing, he generally needs comparatively little guidance or advice. This is the ultimate stage of executive development, and the man who enters it after adequate preparation ordinarily knows how he can get his best results. The greatest temptation for the man newly come into directing work is to continue managerial work. When he does that, he is weakening himself and, what is even worse, he is vitiating the faculties of his managers. A directing executive, in the final analysis, is primarily an idea man and as a governor on his department heads functions in exactly the same way as a governor functions on an engine. If he does not hold himself to these functions, if he meddles with the duties of the men below him in the organization, he is doing his very best to take all the snap and sparkle out of his big asset, his creative imagination.

#### What Marshall Field Did

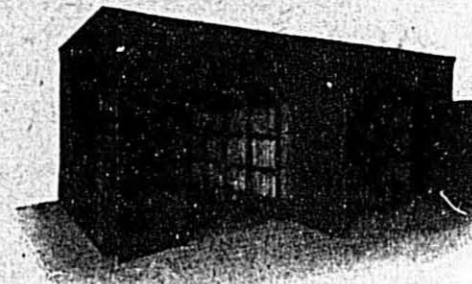
I remember that once, a good many years ago when I was having my first taste of executive work, I read in the paper that Marshall Field, head of the tremendous business which he founded, had returned from a three months trip to Europe. He arrived in Chicago on the Twentieth Century Limited about 10 o'clock, went to his office and remained until noon, went out to lunch and took the 2 o'clock train for Lake Forest to play golf. I could not understand how the head of a business like Marshall Field and Company could dispose of three months accumulated work in two or three hours, and then, with a clear conscience, go to play golf.

I realize now Mr. Field must have been a remarkably fine executive to

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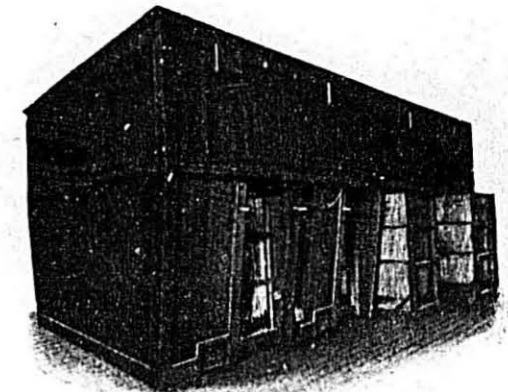
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have been able to do that. He could grasp from a few significant figures on a statistical report just what had been going on in his absence. A few minutes of conversation with his lieutenants supplied the colorful background. And when he had once assured himself that everything was going well he was ready for a good afternoon on the links.

#### When to Dip In

That is a test of the good executive—knowing when to leave well enough alone. The other valuable test is knowing when to take a hand in a muddle and how to straighten it out.

There is not such a great deal of difficulty, after all, in becoming a good executive and developing steadily in ability and capacity for expansion—granted, of course, that a man has the requisite intelligence. I have already said that executive ability is based on the old copy book maxims. They in turn go back to plain common sense.

And after all, there is hardly a better rule for executive development than this: "Apply common sense and honesty to solving problems as they come up."

### Cooperation

By Frank Gravel

Cooperation the word by itself is self-explanatory, meaning union of purpose, intermingling of ideas, unification of thoughts in the same channel for the common good of a greater number.

To cooperate is to work one with another, or a few with many, according to the size or condition of the business you may be interested in.

Whether a business be large or small you must cooperate with some one, or you will not reach the success so greatly desired by each and every one of us.

If you are running a small business all by yourself you must, in order to succeed, cooperate with those doing business with you, or in other words with your customers, using all of your efforts and best judgment at all times to please them and those outside of your own immediate business sphere, as without their support and cooperation all of your efforts, no matter how honest or efficient in your mind, would go for naught or success unattained.

Any great business enterprise to be successful must have the cooperation of all subordinate help, as well as those higher up in the general make up of the business, as all business men are well aware, or should be, that the little de-

tails of any business are the base or foundation of success or failure, as the case may be, and none of us looks for the word failure in any of our business undertakings, but we all strive for SUCCESS, the magic word so pleasing to the ear of the energetic hustling business man.

#### MANAGER'S SHARE OF WORK

The manager of any business should be a living example of perfect cooperation. He should supply the energy and enthusiasm for his entire force of help, and his enthusiasm should be well balanced at all times, and always tempered with fairness.

He should not try to absorb and do too much. His brain power, under such conditions, would be too scattered and he could not accomplish near so well his individual allotment, or share of work on hand.

The above remarks are not meant to dwarf one's ability, nor for one to turn from the opportunity to extend his scope, but one should urge himself to make every effort to be competent, in the smaller duties of detail, and by so doing become more competent to grasp a wider range of business, as we should all know that with capacity comes opportunity.

Do thoroughly and well whatever duty may come to you.

Give a dignity and an individuality to your work, whatever it may consist of, and then the most ordinary part of your business will take on a new meaning to you.

The head of any firm can cooperate greatly with those in charge of detail under him, by his manner, if a pleasing or a pleasant one, in meeting prospective purchasers entering his store or establishment.

Few business men realize how important a factor a pleasant word or smile is in their business. It is certainly a valuable asset without any cost attached.

Merely a little effort to please and you receive returns of big value.

Those of you who have not formed this inexpensive habit of being pleasant and looking the same, try it for a few days or a few weeks. It will cost you nothing, and by so doing you are cooperating to a larger success of your business.

Your clerks, in fact all of your employes, will reflect your ways and mannerism, either for the good or evil of

your business, as the servant naturally follows the footsteps of the master, and the reflection of the head of any business concern is easily distinguished in the ways and manners of the subordinates, as they mingle with the prospective purchasers coming to your establishment.

#### GENERAL DIRECTIONS

Therefore set a good example to those under you. Look happy, act happy, and let the reflection of prosperity cooperate with the many other good qualities of your business, thereby giving the attainment of wealth, which is always so justly deserved by the honesting you the satisfaction of success; and thinking and acting man.

The business of any concern, in order to be successful, should be watched in its growth, the same as in the cultivation of a flower or shrubbery of any kind.

Use the pruning knife when necessary.

Remove the weak limbs of the business. Those that you are satisfied cannot make good, after a fair opportunity has been given them; by so doing you are cooperating for the good of your business. Keep bolstering up the weak points, the strong factors of your business will take care of themselves.

You can see plainly that cooperation is the strong point for any business success. Be united in all of your efforts, whether in a small or large degree.

Cooperation evenly and justly distributed in your business means success, and if you are successful you become wealthy and, as you know, to the great majority, wealth means happiness.

In conclusion I will state that you gain nearly all of the above by cooperation.

#### HEARD ON A STREET CAR

"Wassat choogot?"

"Afernoon's lassadition."

"Ennythininit?"

"Naw. Nothin' cept late speech Hardingletout."

"Donsayso. Wassweather predickshun?"

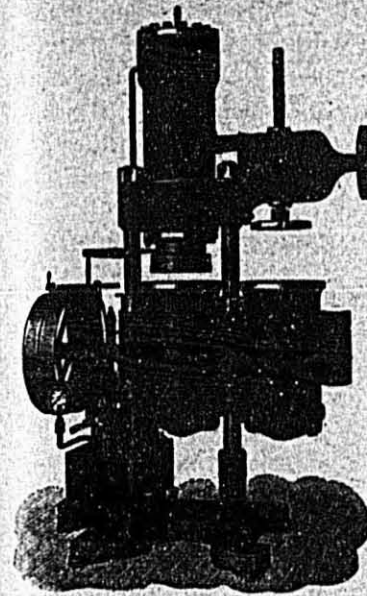
"Sesrain. Coldspell."

"Funnithing thisweatha. Neva-kintellwassut'ldo."

"Thasright."

"Goin' Slong."

Thriff never killed a cat, but care did Buy W. S. S.



#### Presses

Screw and Hydraulic

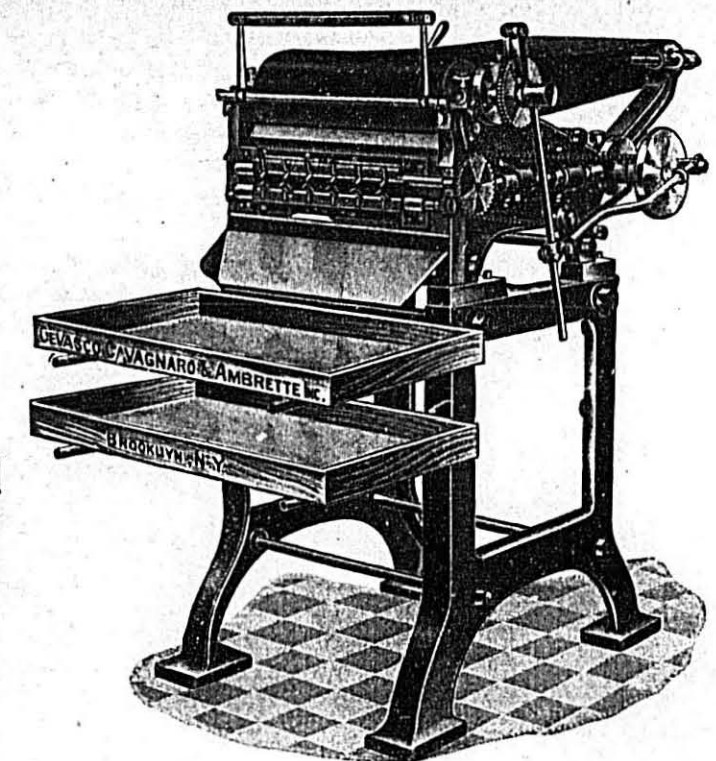
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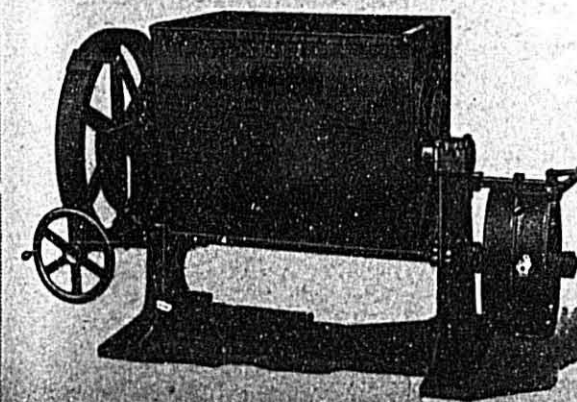
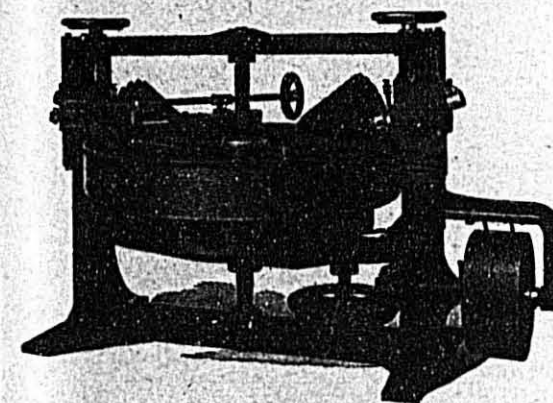
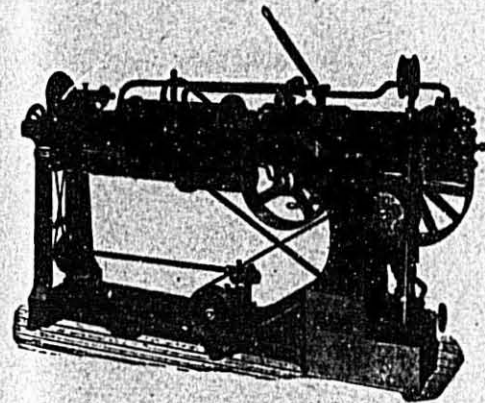
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## TOMATO PRODUCT CLASSES

Also Standards for Tomato Pulp, Puree and Paste, as Recommended by Joint Committee of Associations of Federal Department — To Be Adopted, Barring Objections.

Final definitions and standards for strained tomatoes and tomato paste, and tentative definitions and standards for tomato pulp and puree have been adopted by the joint committee representing the Association of American Dairy, Food and Drug Officials, the Association of Official Agricultural Chemists, and the United States Department of Agriculture, according to a statement issued by the bureau of chemistry which is charged with the enforcement of the federal food and drugs act.

The final definitions and standards for strained tomatoes and tomato paste was transmitted to the two associations and to the United States Department of Agriculture to be formally adopted for the guidance of federal, state and municipal food officials on or about Sept. 15, according to the secretary of the committee, unless valid objections to these standards and definitions adopted by the committee were received. The full text follows:

### STRAINED TOMATOES AND TOMATO PASTE

**STRAINED TOMATOES** is the product obtained by straining sound, ripe tomatoes, raw or cooked, through a screen that removes skins and seeds.

**TOMATO PASTE** is strained tomatoes concentrated by evaporation, with or without the addition of salt, with or without the addition of basil leaf (*Ocimum basilicum* L.), with or without the addition of pure sodium carbonate or of sodium bicarbonate to neutralize a portion of the acidity, and contains not less than twenty per cent (20%) of tomato solids determined by drying in vacuo at 70°C.

**CONCENTRATED TOMATO PASTE** is strained tomatoes concentrated by evaporation, with or without the addition of salt, with or without the addition of basil leaf, with or without the addition of pure sodium carbonate or of sodium bicarbonate to neutralize a portion of the acidity, and contains not less than thirty per cent (30%) of tomato solids determined by drying in vacuo at 70°C.

**STRAINED TOMATOES FROM TRIMMING STOCK** is the product obtained by straining sound peelings, trimmings and pieces from ripe tomatoes through a screen that removes skins and seeds.

**TOMATO PASTE FROM TRIMMING STOCK** is strained tomatoes from trimming stock concentrated by evaporation, with or without the addition of salt, with or without the addition of basil leaf, with or without

the addition of pure sodium carbonate or of sodium bicarbonate to neutralize a portion of the acidity and contains not less than twenty per cent (20%) of tomato solids determined by drying in vacuo at 70°C.

**CONCENTRATED TOMATO PASTE FROM TRIMMING STOCK** is strained tomatoes from trimming stock concentrated by evaporation, with or without the addition of salt, with or without the addition of basil leaf, with or without the addition of pure sodium carbonate or of sodium bicarbonate to neutralize a portion of the acidity, and contains not less than thirty per cent (30%) of tomato solids determined by drying in vacuo at 70°C.

### TOMATO PULP AND PUREE

The tentative definitions and standards for tomato pulp and puree will be considered for final adoption some time after Oct. 1, 1921, according to the secretary. The trade and other interested persons are invited to submit suggestions and criticisms to the secretary of the committee on or before that date. In the text which follows the words "strained tomatoes" wherever used refer to strained tomatoes as previously defined:

**LIGHT TOMATO PUREE** is the product obtained by the evaporation of strained tomatoes, with or without the addition of salt, and contains not less than six and thirty hundredths per cent (6.30%) of tomato solids determined by drying in vacuo at 70°C.

**MEDIUM TOMATO PUREE, TOMATO PULP** is the product obtained by the evaporation of strained tomatoes, with or without the addition of salt, and contains not less than eight and thirty-seven hundredths per cent (8.37%) of tomato solids determined by drying in vacuo at 70°C.

**HEAVY TOMATO PUREE** is the product obtained by the evaporation of strained tomatoes, with or without the addition of salt, and contains not less than twelve per cent (12%) of tomato solids determined by drying in vacuo at 70°C.

**LIGHT TOMATO PUREE FROM TRIMMING STOCK** is the product obtained by the evaporation of strained tomatoes, with or without the addition of salt, and contains not less than six and thirty hundredths per cent (6.0%) of tomato solids determined by drying in vacuo at 70°C.

**MEDIUM TOMATO PUREE FROM TRIMMING STOCK, TOMATO PULP FROM TRIMMING STOCK**, is the product obtained by the evaporation of strained tomatoes from trimming stock, with or without the addition of salt, and contains not less than eight and thirty-seven hundredths per cent (8.37%) of tomato solids determined by drying in vacuo at 70°C.

**HEAVY TOMATO PUREE FROM TRIMMING STOCK** is the product obtained by the evaporation of strained tomatoes from trimming stock, with or without the addition of salt, and contains not less than twelve per cent (12%) of tomato solids determined by drying in vacuo at 70°C.

Communications regarding any of the proposed definitions and standards should be addressed to the Secretary of the Joint Committee, Bureau of Chemistry, U. S. Department of Agriculture, Washington, D. C.

### SAND

I observed a locomotive in the railroad yards one day;

It was waiting in the roundhouse where the locomotives stay;

It was panting for the journey, it was coaled and fully manned,

And it had a box the fireman was filling up with sand.

It appears the locomotive cannot always get a grip

On the slender iron pavements, 'cause the wheels are apt to slip,

And when they reach the slippery spot good tactics they command

And to get a grip upon the rail they sprinkle it with sand.

If your track is steep and hilly and you have a heavy grade,

And if those who've gone before you have the rails quite slippery made,

If you're e'er to reach the summit of the upper tableland,

You'll find you have to do it with a liberal use of sand.

If you strike most frigid weather and discover to your cost

That you're liable to slip upon a heavy coat of frost,

Then some prompt decided action will be called into demand;

You'll slide clear to the bottom if you haven't any sand!

You can get to any station that is on Life's schedule seen,

If there's a fire beneath the boiler of ambition's strong machine;

And you'll reach the place called Rich-town at a rate of speed that's grand

If for all the slippery places you've a good supply of sand.

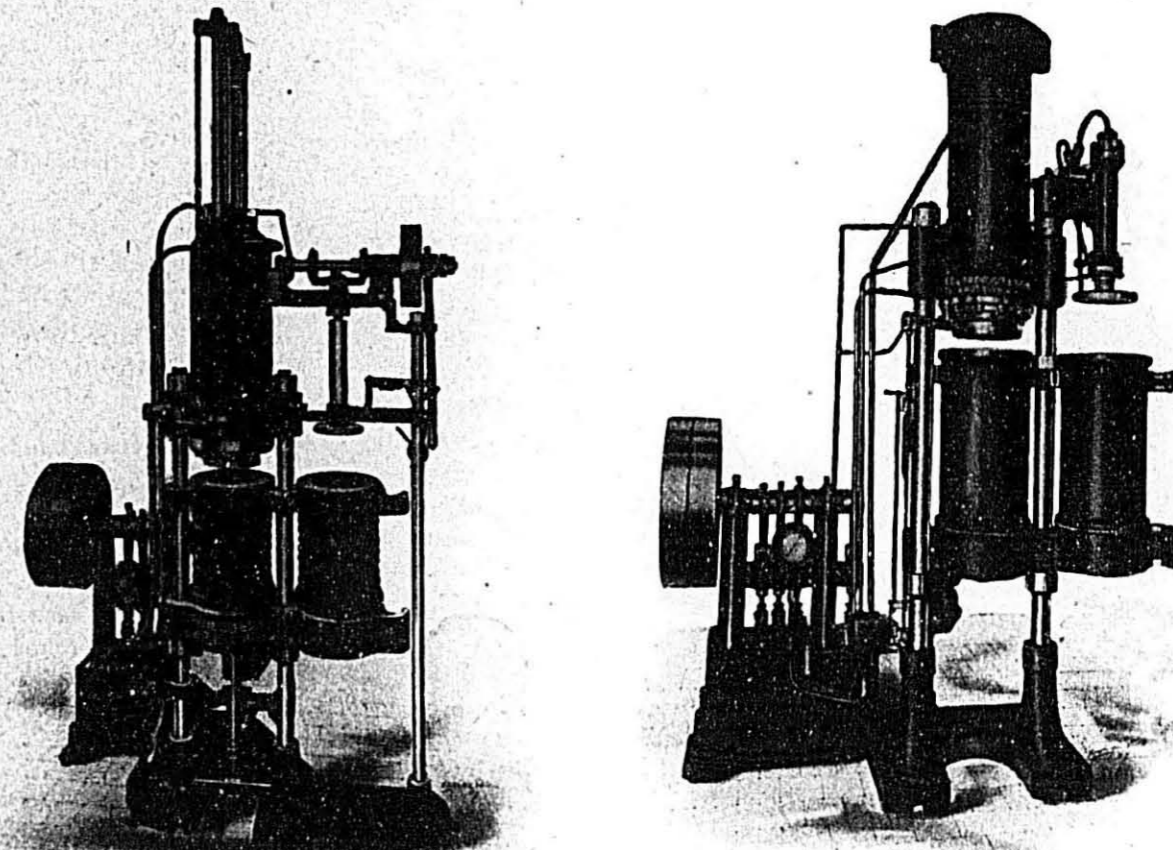
"I tell you I won't have this room,"

protested the old lady to the bellboy, who was conducting her. "I ain't a goin' to pay my good money for a pigsty with a measley little foldin' bed in it. If you think that jest because I'm from the country—"

Profoundly disgusted the boy cut her short. "Get in mum. Get in. This ain't your room. This is the elevator."

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**De Francisci Macaroni Machinery**



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Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

### Increase in Sales to Tropics

Increasing popularity of United States manufactures in the tropics is a striking characteristic of world trade developments in recent years. The value of our exports to the tropics, says the Trade Record published by The National City Bank of New York, jumped from \$350,000,000 in the year before the war to \$1,610,000,000 in the fiscal year just ended. Exports to the tropics in the 1914-21 period increased 350 per cent while those to the other parts of the world increased only 150 per cent in the same period.

This big gain in our exports to the tropics, is especially interesting in view of the fact that the bulk of the tropical imports consists of the class of goods which we especially desire to sell—manufactures. While certain sections of the tropical world want limited quantities of meats and flour and coal, fully three fourths of their imports from the United States consist of manufactures, a large part of which they formerly drew from Europe.

While, of course, a part of this gain in our trade with the tropics is due to the reduced producing and buying power of Europe, it is especially interesting to note that we are gaining in our trade relations with the section of the globe which has now the best prospects of a rapid gain in its producing and buying power—the tropics. With the application of the farm and road tractors to agriculture and transportation in the tropical world where the use of the horse and ox was always limited by climatic conditions, the development of their producing, transporting, and therefore buying, power seems likely to be extremely rapid in the near future and their demands upon the United States for clothing, machinery, and miscellaneous manufactures should correspondingly increase, especially as we are the world's largest purchasers of their chief products—coffee, sugar, vegetable oils, rubber, hides, fibres and tin.

### Marking Brazilian Shipments

The confusion and lack of uniformity in marking shipments of American goods for Brazil makes it difficult to check up the packages with the corresponding entries in the ship's manifest, and causes a considerable waste of effort and time, particularly in han-

dling cargo at night. As careless packing and marking by the shipping departments of American exporting houses is one of the factors that have prejudiced our trade in South American countries, consideration of the following specific suggestions would be to the advantage of all concerned:

The following model for marking was suggested by a Brazilian customs official:

No. 777.  
M. M.  
RIO DE JANEIRO.

These are the only marks that should appear on this side of the case, and specify (1) the number of the case, (2) the mark of the consignee, and (3) the port of destination. These may be stenciled on any of the six sides of the box or on any two opposite sides of the same.

#### Arrangement of Other Marks

The Brazilian customs officials also object to the practice, common among American shippers, of placing a letter before the number of the case, as follows: No. K444. The letter is seldom copied in the manifest, and the case in question is entered as No. 444. It is preferable to use a single sequence of numbers, even if they go into five figures, than to use several series of numbers classified according to letters.

Other necessary marks, such as directions for handling and weights, should appear on a separate side of the case, as follows:

FRAGILE.  
Lbs. Kilos.  
Gross weight (peso bruto) . . . . .  
Net weight (peso liquido) . . . . .

If the shipper desires to put the name of his firm on the box, it should appear on a separate side of the case. It should be remembered that directions for handling, written in English, mean little to Brazilian dock hands and custom house employes, however clear they may be to New York stevedores.

### Lower Export Grain Rates

The interstate commerce commission announces that railroads were authorized on Aug. 18 to make a reduction of 7½¢ per cwt. in freight rates on grain and grain products from Chicago, Mississippi river crossings, and

points in Illinois, Indiana, and eastern states, to the Atlantic seaboard for export. Under the new rates grain for export will be carried from Chicago to New York for 25½¢ per 100 lbs., or 15.3¢ per bu., compared with 19.8¢ per bu. under the old rates. A corresponding reduction will be made in the rates from other points in this territory. This reduction will mean a saving in freight charges of 22.7%. A reduction of 5¢ per 100 lbs. in the export rates on flour from Buffalo to Atlantic ports, when manufactured from grain brought into Buffalo by lake, was also approved by the commission. The new rate will be 18½¢ per 100 lbs., as compared with 23½¢ per 100 lbs. under the old schedule. The new rates became effective Sept. 1 and Sept. 3 and will expire Dec. 31, 1921.

### Durum Inspection for July

The market reporter of the Department of Agriculture for July shows a falling off in carloads of all grades of amber durum and all grades of durum except the No. 2, which shows a slight increase over the figures in the previous month report.

#### Amber Durum

Of the 375 carloads of all grades of amber durum inspected in July, 221 carloads graded No. 2. Minneapolis received 86 of these, Duluth 76 and New York 51. Thirty carloads of grade No. 1 were reported, 19 going to Minneapolis and 6 to Duluth. Of the grade No. 3, 78 carloads were inspected, 37 at Minneapolis, 30 at Duluth, and the others scattered at the various markets. Forty-six carloads were reported below grade. The decided decrease in the July shipments of amber durum is emphasized by comparison with the June shipments, when 648 carloads were inspected.

#### Durums

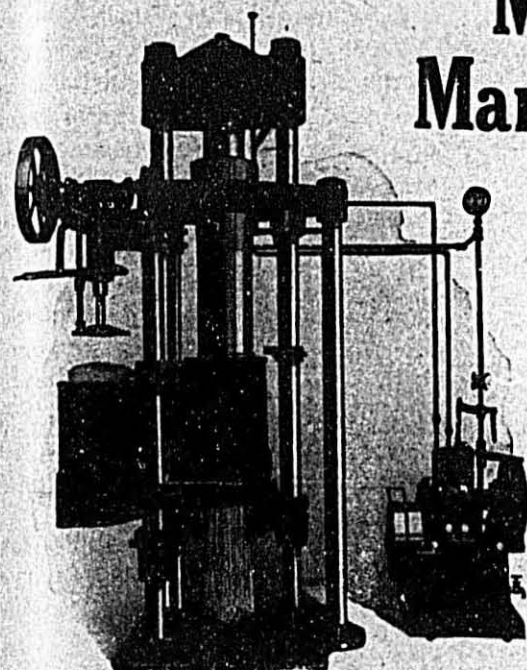
Receipts of No. 1 durum were small, only 11 carloads being inspected. Five of these went to Galveston and 2 to Minneapolis. No. 2 led all others with a total of 151 carloads, 59 of which went to Duluth, 2 to New York and 15 to Minneapolis. Of grade No. 3, 52 carloads were reported, Minneapolis and Duluth again receiving the largest shipments, the former with 13 and the latter 24. Seventy-eight carloads below grade were reported.

If you can't be cheerful, be as cheerful as you can.

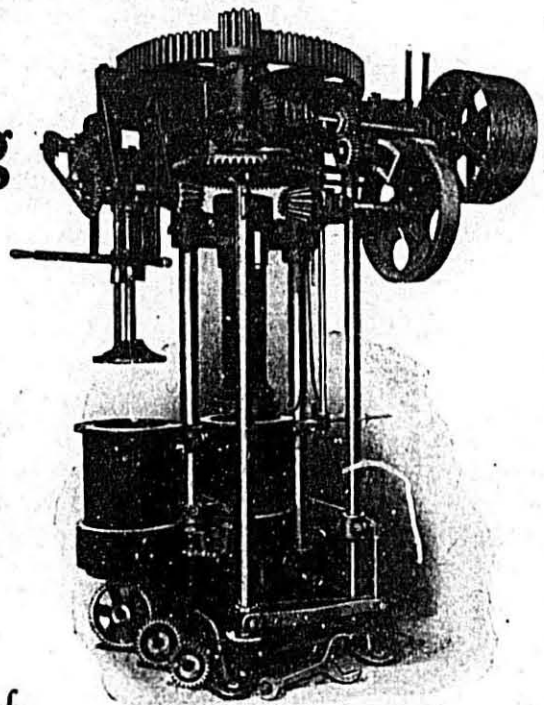
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is the result of years of specialization in this class of machinery. Every model is built to insure long life and efficiency.

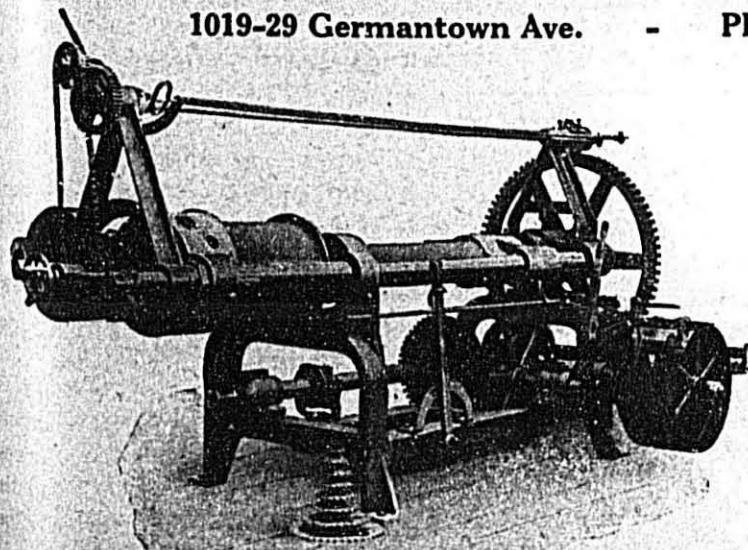
We make both Screw and Hydraulic Macaroni, Vermicelli and Paste Presses in sizes to meet all requirements. Complete machines or parts furnished promptly.

We also build paint manufacturing equipment and saws for stone quarries

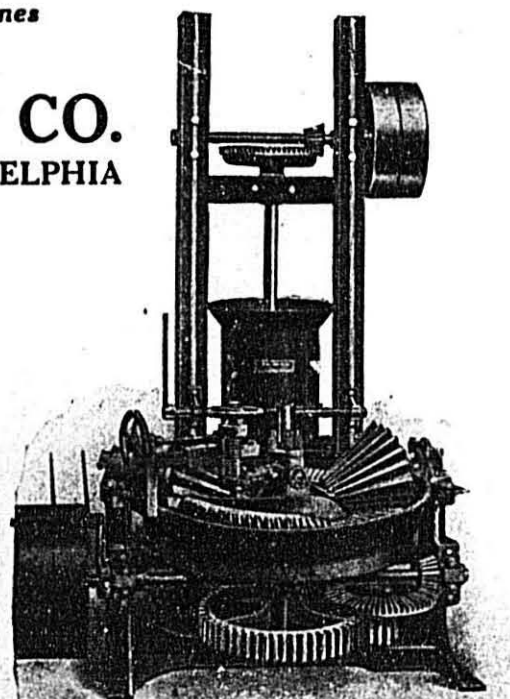
Write for catalog, stating the line of machines in which you are interested.

**P. M. WALTON MFG. CO.**

1019-29 Germantown Ave. - PHILADELPHIA



STYLE H HORIZONTAL CUTTING PRESS



IMPROVED KNEADER WITH PLOW

## DISTRIBUTION CHANNELS

**Manufacturers Not Required to Determine Route of Goods to Trade and Stick to It—Arkansas Grocers' Request Denied—No General Order as to Guarantee Against Decline.**

The federal trade commission, according to acting Chairman N. R. Gaskill, would not, even if it could, order any manufacturer to choose his channel of distribution, and then stick to that choice. This interesting sentiment is imbedded in a reply he wrote to the Arkansas Grocers association, which recently passed a resolution calling on the commission to make a ruling to that effect.

### Two Resolutions

The resolution respectfully requested the commission to make a ruling that the manufacturer be required to select his channel of trade, whether direct to the wholesale, direct to the retailer, or direct to the consumer. Another resolution was forwarded to the commission in regard to guarantee of floor stocks by the manufacturer. To both of these the commission, through acting Chairman Gaskill, made reply substantially as follows:

"We note your request that the Federal Trade Commission make a ruling to the effect that the manufacturers must select the channel through which they will market their goods, that is to say must choose between distribution direct to the consumer, or direct to the retailer, or direct to the wholesaler; that the practice of the manufacturer in distributing through more than one of these channels is a discrimination and that therefore the manufacturer should be required to select one channel and sell through that channel alone.

### Wholly Without Authority

"The Federal Trade Commission is wholly without authority to make such a ruling. But even if it had the power to do so that commission fails to find any warrant in law for the proposition which your motion expresses, for the reason that the manufacturer has the legal right to make his own selection of customers, provided that in so doing he does not make his selection in restraint of trade.

"With reference to the resolution expressing the attitude of your association upon the practice known as 'guaranty against decline,' the commission had this matter under consideration some time ago and collected

from a wide variety of sources expressions of opinion. After consideration, the commission issued a statement that it would make no general ruling with reference to the practice, but would consider each case as it arose upon its merits. The commission has no knowledge of a movement at the present time to induce a departure from this position."

## Three Big Chicago Wholesale Grocery Houses Form Merger

Three of the largest food distributing concerns of Chicago merged into one of the largest wholesale concerns in the country the last week in August. The corporation is known as the Wholesale Grocers Corporation, having a capitalization of \$7,000,000.

The new company unites three of the oldest wholesale concerns in that city Henry Horner & Co., the oldest, was founded in 1842; Durand & Kasper Co. in 1851, and the McNeill & Higgins Co. in 1857. The corporation will occupy the plant of McNeill & Higgins Co., 251-301 E. Grand av., a new plant and one of the most complete establishments in the Chicago market.

Oscar B. McGlasson, formerly of McNeill & Higgins Co., is the president of the new concern. Morris L. Horner is vice president and treasurer and A. C. Durand will serve as chairman of the board of directors. The new president in making an announcement of the merger said:

The object and purpose of the merger was to organize a big business, large enough in which to employ and interest big men and to establish branch houses at points of advantage for distribution to the retail trade.

A manufacturing and importing company also has been organized to be known as the Jobbers Importing & Manufacturing Co. This branch is to be headed by P. J. Kasper, whose past experience fits him for this branch of the work.

### Commodities Price Range

The Chicago district federal reserve bank compiled a table of prices on staple groceries published in its bulletin of July 30, in which it is interesting to note the trend of food prices paid by wholesalers on the staple commodities listed.

The wholesale price of macaroni

products varied greatly between 1914 and 1921 according to this report, which shows that the prevailing wholesale price on macaroni products July 1, 1914, was 5½¢ per pound while on July 1, 1921, it was 7½¢ per pound. Figuring the 1914 price as 100, the range of increase and decrease during the war and postwar years is shown as follows: In 1915 the wholesale price was 145.5 as compared with 100 in the basic year of 1914. The figures for the subsequent years are: 190.9 in 1916; 190.9 in 1917; 181.8 in 1918; 195.5 in 1919; 190.9 in 1920 and 136.4 in 1921.

It will thus be noticed that the wholesale price of macaroni products attained its highest in 1919 when they sold at nearly double the figures of 1914.

The drop between 1920 and 1921 has been rapid and somewhat disastrous. The prevailing price in 1921, though still 36 per cent above the 1914 price, is nothing more than could reasonably be expected under corresponding higher prices of raw materials entering into manufacture.

Of the 36 items named in the list 11 are now shown below the 1914 price, 5 are shown as selling at more than double the price on 1914 products, while the remainder range from a trifle over 75 per cent in advance to 178 per cent.

### AS CLEAR AS MUD

The man had just informed the Pullman agent that he wanted a Pullman berth.

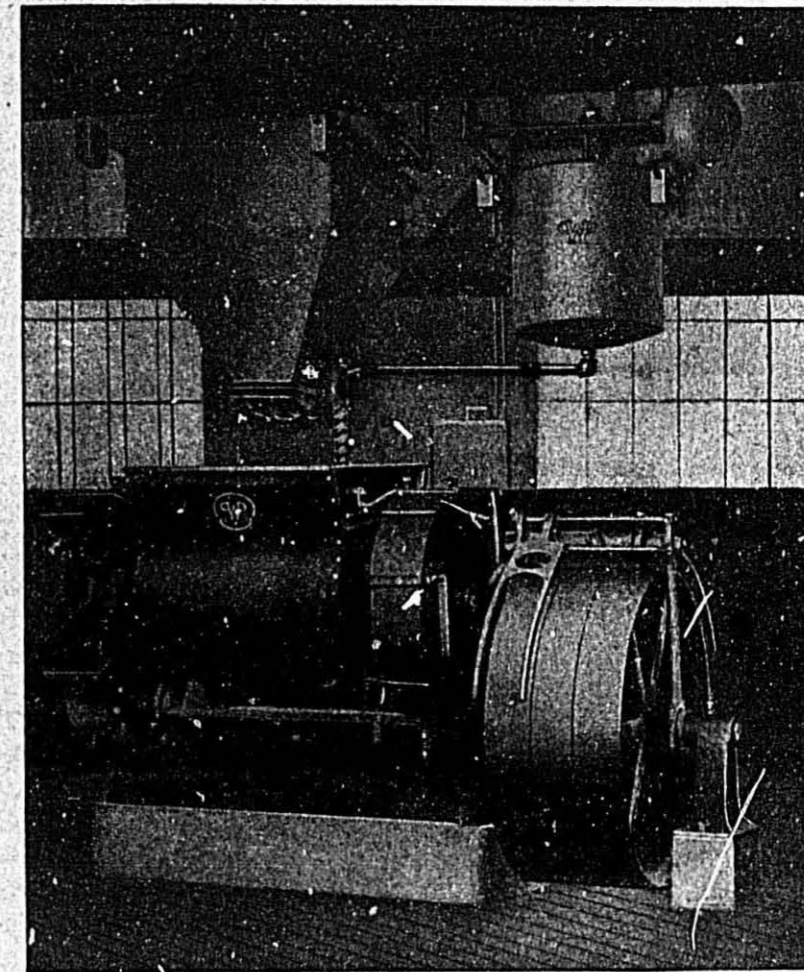
"Upper or lower?" asked the agent. "What's the difference?" asked the man.

"A difference of fifty cents in this case," replied the agent. "The lower is higher than the upper. The higher price is for the lower. If you want it lower you'll have to go higher. We sell the upper lower than the lower. In other words, the higher the lower. Most people don't like the upper, although it is lower on account of it being higher. When you occupy an upper you have to get up to go to bed and get down when you get up. You can have the lower if you pay higher. The upper is lower than the lower because it is higher. If you are willing to go higher, it will be lower!"

But the poor man had fainted.

What you think you know will not increase your bank account.

# BAKER-PERKINS



## To insure Uniformity and checkmate waste

W & P Automatic Flour and Water Scales eliminate guesswork. They give an absolute check on the weight and composition of every batch turned out by the mixer.

They insure uniform results from day to day. They cut down waste of materials. They save precious time and labor.

W & P Automatic Flour and Water Scales are but one item of W & P LINE of machinery for macaroni, spaghetti and noodle manufacturers. Write for our complete catalog.

Joseph Baker Sons & Perkins Co. Inc. Baker-Perkins Building White Plains, N. Y.  
Sole Sales Agents: WERNER & PFLEIDERER Machinery

*Automatic Machinery for the Macaroni Trade*

### Prices, Prosperity, Production

Many manufacturers still complain that buying is of the hand-to-mouth variety—that the retailer will buy only what will move over his counters with celerity. So the wholesaler has to operate the same way, and the manufacturer worries.

There is nothing surprising about this if we recall what happened only a little more than a year ago. Then there were acute market shortages of goods, says the New York Tribune. The wholesaler took what the manufacturer would give him—on the manufacturer's terms. The retailer was in the same position with the wholesaler. It had been going on for months and months, and seemingly would never end. So, believing that, every branch of the business bought extravagantly at high prices and was able to sell only sparingly at higher prices still. All the time that there were acute market shortages of goods, there were great speculative surpluses held off the markets just because prices were rising.

Then things turned. Prices fell a little and part of the speculative accumulations came on the market. Prices fell a little more—and then all at once everybody wanted to sell. With the vanishing or restriction of the markets for goods, production inevitably fell and there was unemployment and depression.

But mark this—all the time that this depression has been under way the consumption of goods has outrun the production of goods. That is, the speculative surpluses accumulated during the fantastic postwar inflation have been steadily drawn upon to make up the difference between output and consumption. And there is much evidence now to show that these surpluses are approaching a state of exhaustion. Presently consumption will have to be filled out of current production, rather than out of the production of a previous period. That means that business revival is not far distant.

But it may mean more than that if the hand-to-mouth buying policy is continued. It may mean the process we have just discussed reversed. That is, if the surpluses reach the point of actual exhaustion before industry is prepared to meet the demand, prices will rise very fast. Some day a retailer who has been buying next week's sup-

plies this week may be told by his dealer that deliveries next week are impossible—there is not enough to go around. If that happens in enough instances and enough commodities, a scramble for goods would certainly ensue. The high cost of living would become an issue again and wages disputes settled on present prices would be reopened.

It would be better if the prosperity which lies ahead were to come slower and on a more solid basis, for thus it would be more enduring. But whatever form it may take, or however rapid it may be, the recovery in business and price is almost here.

### Reducing Advertising Is False Economy

"Reducing advertising at this time is false economy," according to one of the members of the U. S. Chamber of Commerce; a second member of this group regards advertising as an actual and sensible "business insurance," while a third opines that "cutting advertising would only increase the cost of selling."

This is the conclusion of the commission representing this United States Chamber of Commerce after an investigation extending into almost every line of business and into every section of the country. The commission advises an increase rather than a reduction of the volume of advertising under existing condition.

Many of the successful macaroni firms and of the allied trades supplying this industry have proven this to be a fact by adopting this very policy during the period of depression out of which we are gradually but surely emerging.

### Perfect Moisture Tester

A French scientist after many years research work has succeeded in perfecting an apparatus that will automatically record the moisture contents of cereals, according to announcement from Paris through M. Chopin of the Academy of Science.

The device is simple of construction and considered most accurate. A given weight of cereals to be treated is placed within a heated chamber connected with a condenser. As the heat acts on the cereal the moisture is driven over into the condenser. From there the water from the cereal is driven into a specially graduated cyl-

inder where the water volume is easily read in per cent. If this little apparatus will accomplish all its inventor claims for it, the cereal industries and cereal users of the world will welcome it and adopt it readily, as apparatus of this kind is capable of being put to many varied uses.

### Recipe Books Help Sales

A prominent middle west grocer recently hit upon an idea that has resulted in greatly increased business for him. He wrote to 25 or 30 manufacturers of food products asking that they send him recipe books covering their products. Included in the list were those who sold egg noodles, baking powder, macaroni, honey, cold meats, gelatine, salad oils, oranges, peaches, prunes, raisins, etc., says The Modern Grocer.

After the books were received the grocer placed them in neat piles on a table near the entrance of the store and with a placard, reading: "Take some of these home with you." Then for a week as his window display he concentrated on items mentioned in the recipe books, and had another card in the window telling about the books which could be had inside the store.

This grocer reports that in many instances his sales were increased materially on the particular articles and he has decided to make that kind of work a permanent part of his selling plans. The effect of the distribution of books was an increase in sales of nearly all products mentioned in the recipe books, and the trial of new dishes so pleasing to every housewife. Sales were heavier that particular week and have continued so on these items.

### Argentina's Wheat Exports

Argentina exported 48,195,091 bus of wheat the first six months of 1921 compared with 154,273,683 bus. for the corresponding period of 1920. Brazil furnished the chief market for this wheat, taking 6,108,102 bus. Holland and Germany were next most important markets, taking 3,487,567 bus. and 3,401,808 bus., respectively. The United Kingdom purchased 3,311,640 bus., Spain 2,887,989 bus., Belgium 2,741,677 bus., Italy 2,254,755 bus., and France 626,878 bus.

The consumer's the guy who puts the in strikes—Louisville Courier-Journal

In the desire to join in the general movement for lower prices, we announce

## A Substantial Price Reduction on all Peters Package Machinery

Effective  
September First

The new schedule of prices  
will be sent upon request

PETERS MACHINERY COMPANY

209 South La Salle Street, Chicago



# Third Annual Crescent Company Picnic



Following the sales convention of sixty odd salesmen in the Crescent Macaroni & Cracker Co. organization on Friday, Aug. 26, the entire Crescent family, including all the employes and families, attended the Annual Crescent Picnic.

The day's activities were mainly consumed by an excursion on the beau-

tiful river steamer Washington, the trip lasting until noon, at which time the picnickers landed at Linwood and spent a thoroughly enjoyable time at the usual picnic activities.

A baseball game between the Tom Thumbs and the Macronets was won by the Macronets.

At 6:00 o'clock the excursion steam-

er returned the tired but happy picnickers to Davenport, leaving everybody with the firm desire to have a similar affair next year, which Oswald Schmidt, manager of the Crescent Macaroni & Cracker Co., promised to arrange for, provided in the meantime everybody would help make possible.

## UNEMPLOYMENT — WAGES

Analysis of Subject Showing Popular Misconceptions—Public Real Employer—Wages as Factor in Prices—National City Bank Review.

It is a deplorable fact that a great amount of unemployment exists at this time in the United States, and it is evident that the loss of wages not only is a serious matter to the individuals deprived of their incomes and the families dependent upon them, but constitutes a loss of purchasing power which is an important factor in the general depression.

The monthly estimates by United States employment service of the department of labor have indicated an increasing number of people out of work throughout this year. The estimate for Aug. 1 indicates a decline in the employed as compared with the same date last year of 5,700,000. This does not allow for those who have found employment in industries not reporting, which undoubtedly is considerable, nor does it include the persons who are working only part time.

### Vicious Circle

The present state of unemployment is a matter of grave public concern, and up to this time it has been growing worse rather than better. The longer people are out of work the more serious the situation naturally becomes. As they draw upon their savings and exhaust their credit their purchases are reduced, with the result

that consumption continues to decline, throwing more people out of employment and intensifying the depression. The unfavorable effects are cumulative until a stage is reached where the demand for goods and labor begins to increase, and from there on the favorable influences are cumulative until a general state of employment and prosperity is reached. Everybody is losing money while business is on the down grade. The earnings of capital as well as of labor fall off and many investments are lost or put in jeopardy. There is a common interest in knowing the conditions that must be reached before improvement may begin.

### Labor Leader Views

Labor leaders are laying emphasis upon the importance of keeping up wages as a means of maintaining consumption, and their argument is based in part upon sound principles. It is true that the ability of each individual to buy depends upon what he receives for his own services. That is a point of agreement from which all may start in an inquiry into the situation.

The whole industrial organization is essentially cooperative. It does not sell outside of itself; it effects an exchange of services, and anything that suddenly changes the basis upon which the exchanges are made interferes with them and slows down industry.

The plea of the labor leaders against a reduction of wages would be sound if wages were being reduced below the level of prices ruling for the products

of labor, or below the general compensation of the great body of workers outside of their own organizations.

The trouble at the present time is that what the labor leaders are protesting against has already happened to more than one half the workers of this country. These leaders are trying to maintain the pay of a minority, at the expense of the majority.

### Farm Product Prices Down

The farmers and producers of practically all primary products and raw materials have taken reductions of approximately one half the value of the products. The prices of their products are back to the prewar level. They have lost a great proportion of the purchasing power they have been using in recent years, and the market for the services of all the workers who have been supplying them has been curtailed accordingly. This is the fundamental cause of the unemployment which has spread over this country the last year, since cotton, corn, oil, live stock, rice, wool, hides, dairy products, flax seed, the principal metals and other primary products began to fall. It is true that as factory workers and others were thus forced out of employment the evil effects have been increased, but the original impulse and the main influence comes from the great body of people who extract wealth direct from nature and who are largely dependent upon world market prices. Moreover there is no prospect of recovery of farm products to the level

of war time. Doubtless they are now unduly depressed and will swing back to a normal level with improvement in general conditions, but any expectation that they will recover to the war level, or to the present general level of wages and manufactured goods, is wholly unwarranted. The sooner war time prices and wages are forgotten the better. They are not normal in times of peace.

### Equilibrium in Industry

Moreover, the essential thing is not the general level of all wages and prices, but right relations between wages and prices, and between the different groups of producers, so that they can trade with each other. The farmers have nothing but the products of their labor and of the soil with which to buy the products of the other industries. They will give their products as far as they will go, but there their buying ends. Whatever affects any great group of consumers and throws industry out of balance so that the normal exchanges are disturbed, and normal consumption is curtailed is bound to affect trade, industry, transportation, banking and every kind

of business unfavorably. Nobody gains by it; everybody loses by it.

The labor leaders overlook another fact, which is that the aggregate of wage payments has been reduced already and the loss in consuming power on the side of the wage earners, which they wish to avoid, has already taken place. The problem now is to equalize it, and find compensation for it in lower prices for what the wage earners consume.

The wage earners as a class are interested in the restoration of the normal state of balance, in which all of them can be steadily employed. It is not to their advantage to have wage rates so high that large numbers of workers cannot have employment, or can have it only part of the time. It is unfair and oppressive to the consumers who are obliged to curtail their purchases, and without benefits to the wage earners as a whole. It is not even beneficial to those who are so fortunate as to have employment, for it keeps the cost of living to them above the natural level. It is an artificial situation which cannot be permanently maintained.

There are several misconceptions of

the wage question which appear persistently in everyday discussion. One is the common assumption that wages are an issue between employers and employes, with nobody else involved. Of course the public is the real paymaster, and in the last analysis the public is composed chiefly of the wage earners themselves. Whatever they do to the public they do to themselves. The employer is simply an intermediary who plays a useful part by organizing industry and undertaking to pay a fixed wage, but unless he gets full reimbursement from the public he is soon out of business.

Another common mistake is that which lays all emphasis upon money wages. The value of money is in what it will buy. The standard of living is not fixed in the wage scale; it consists of a certain standard of comfort, certain supplies of consumable goods. The real compensation of the worker for his own labor comes in the products and services of others.

While prices were advancing the labor leaders were quick to claim that money was nothing but a medium of exchange and did not represent their real compensation. They insisted upon

(Continued on page 42.)

# BAY STATE

## QUALITY

### DURUM WHEAT

# SEMOLINA

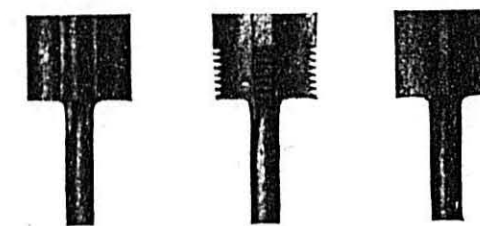
WIRE OR WRITE FOR SAMPLES AND PRICES.

## BAY STATE MILLING Co.

MANUFACTURERS OF  
DURUM FLOUR

DAILY CAPACITY 1000 BARRELS

WINONA, MINNESOTA



## MOULDS SPECIALISTS

Only constructors in America making bronze moulds with private screw, Cirillo Style.

Awarded Gold Medal at Exposition of Industrial Products at Rome, Italy in 1908.

### Specialists in Copper Moulds

Make any kind desired. Stell supports for long or short macaroni. Bronze Leaf Moulds extensively used for Spaghetti, Vermicelli, Noodles, etc. manufactured to suit.

Work done in American, Italian or French style.

Repairing done at reasonable prices.

## International Macaroni Moulds Co.

J. CIRILLO & P. CANGIANO, Props.  
Office and Factory, 252 Hoyt St.  
BROOKLYN, N. Y.



# Notes of the Industry

## New Corporation

Powers & Co. Inc., a new manufacturing concern organized at Portland, Me., filed articles of incorporation the last week in July to manufacture and deal in macaroni, spaghetti, flour, grain and other food products. The firm starts off with a capitalization of \$10,000. The officers are: President, Robert D. Powers of New York; treasurer, Elizabeth M. Powers of New York; secretary, Robert M. Pennell of Portland. The board of directors consists of Robert D. Powers, Elizabeth M. Powers and Willis V. Troy, Jr.

## St. Louis Firm Incorporates

The St. Louis Macaroni Co., which has been operating a plant on Bischoff av. in St. Louis, has been organized under a charter issued by the secretary of state on Aug. 20. The capital stock is listed at \$100,000, practically all of which is owned by the incorporators, among whom are P. H. Harmann, W. W. O'Neal, H. W. Winkelmann and E. E. Heibner, all of St. Louis.

## New Manager for Warner's

F. Hansen has accepted a position as general manager of Warner Macaroni Co. Inc., with headquarters at Syracuse, N. Y. Mr. Warner recently resigned from a similar position with the C. J. Mueller Macaroni Co. of Jersey City, N. J. No definite policies have been outlined by him, but no doubt he will have some which will be interesting to the trade. All friends who have heard of his new connection are congratulating him and wishing him success in his new position.

## New Spaghetti Plant

The Waltham Spaghetti Co., recently organized at Waltham, Mass., has remodeled a kiln dry house on Linden st. into an up to date spaghetti factory, according to press notices dated Aug. 9. The building used as a factory is a 2 story frame structure well suited for this purpose. The interior has been thoroughly renovated and cleaned and everything done to develop splendid sanitary conditions therein for the manufacture of this food product. Machinery and equipment have been installed capable of producing about 10,000 pounds of spaghetti and macaroni daily. This new concern will conduct both a wholesale and retail business. The

wholesale end will be in charge of a selling force now being organized for this purpose while the retailing will be done at a store to be established by that company at Charles and Moody sts. The directors of the company are V. Guinetti, F. Macri and R. Romao, all of whom have had previous experience in the manufacture of this foodstuff in several of the Boston companies.

## Plan Worth Copying

The Fairy Products Co. of San Francisco through its able representative, Alice Crozier, has been actively interested in the promotion of macaroni consumption through demonstration in large department stores and at food fairs in various parts of California. At the fair recently held by the Berkeley Chamber of Commerce manufacturers and merchants an appetizing salad with macaroni as a basis was served to the directors and to the many exhibitors. This salad, which is easily and quickly prepared, made quite a hit with those who partook of it. By way of advertising its product this company offered to provide free all the macaroni which the Berkeley Red Cross chapter could dispose of in its lunch room at the fair. Advertising of this kind will materially aid in creating a popularity for this food that is so much desired by the industry.

## Food Restrictions Removed

The Italian food ministry has removed all the restrictions on the use of foods which were necessary during the war. Meatless days, bread and macaroni restrictions and sugar embargoes have finally been abolished. Food cards are no longer needed to procure the bare necessities of life, and luxuries such as pastry, cakes, ice cream, and other delicacies are now being sold in increasing quantities. Italy is one of the last of the big nations engaged in the war to relinquish government control of food consumption and distribution.

## Quits Macaroni Business

The machinery and equipment in the Stephen Rossi & Sons macaroni plant at Braidwood, Ill., has been disposed of to the Sun Manufacturing Co. of Council Bluffs, Iowa. This small plant was established about 2 years ago and did a flourishing business for some time. Mr. Rossi, however, has become interested

in his growing retail grocery business to which, hereafter, he will give his entire attention. This leaves only one macaroni firm in that city, that of Peter Rossi & Sons, of which Henry D. Rossi, member of the executive committee of the National Macaroni Manufacturers association, is an owner, holding equal interest with his brother, Felix J. Rossi.

## Italian Exports Decreased

A decrease of \$1,661,740 is shown in the value of exports from Naples to the United States for the first six months of 1921 over the exports of the same period of the preceding year according to consular reports. Up to July 1, 1920, the export reached a total value of \$6,907,230, while for the same period in 1921 only \$2,245,490 of goods were shipped. A general business depression, a slowly but steadily rising dollar exchange and the emergency tariff act are some of the fundamental causes of the slump in Italian export trade to the United States. There was a particularly noticeable increase in the amount and value of macaroni products sent to this country the first half of 1921 over that of 1920, very little if any being shipped to this country the latter year. The first six months of 1921 saw 274,695 pounds of various kinds of alimentary pastes loaded for American ports. The value reached \$22,210. There was also a large increase in the value and quantity of olives, tomato paste and oils, the biggest losses being in nuts and fruits.

## Home Made Noodles Poison Family

Several families near Syracuse, N. Y., were made ill, and one person is still in serious condition, from poison supposed to have been contained in some home made noodles eaten at a Sunday gathering. Fourteen in all were stricken by this food, now supposed to have contained arsenic in some form. Chemists have been examining samples of the flour from which this principal dish was made. A batch of bread made a few days before from the same flour showed no trace of this deadly drug though every slice of it was eaten. Investigations are proceeding on the theory that arsenic or some similar poison was intentionally placed in the food. Suspicion was caused from the curious fact that those of the household who did not partake of this particular dish suffered no ill effects, leading the investigators to believe

that the poison must have been contained in the noodles only.

## Bomb Macaroni Plant

The macaroni factory of the Galio Bros., Sam and Joe, 470 W. Division st., Chicago, was badly damaged by a bomb explosion in the early morning hours of Sept. 8. The front of the factory was demolished and windows were shattered for blocks around, but luckily no one was injured. Damages amounting to about \$10,000 were inflicted by the explosion. The owners are at a loss to account for the attack. Plans are under way for repairing the damage, though operation of the plant was suspended for several weeks pending repairs hurriedly made.

## Heads Food Division

E. G. Montgomery, of Ithaca, N. Y., has been appointed head of the foodstuffs division of the bureau of foreign and domestic commerce under provisions of the recent export industries legislation. The appointment was announced by Secretary Herbert Hoover. Mr. Montgomery has given special study to world production, uses and consumption of food products, and the

last 18 months had been in charge of the foreign markets division of the bureau of markets. In his new position he will work in cooperation with producers and exporters of foodstuffs, establishing contracts with the foodstuffs trade in connection with the development of export sales.

## Dry Macaroni Food Six Days

Five stowaways hid under the covering of a lifeboat lived six days on dry macaroni when they were found and turned over to the immigration authorities on arrival in New York of the San Giovanni of the Royal Italian Mail Line. When discovered in the usual honeycombing of the vessel for "deadheads" by Captain Poggi, the men were placed in the brig, where they did justice to more liberal fare.

## Raises Macaroni Duty

The Dutch parliament of The Netherlands is giving serious consideration to increasing tariff rates on a long list of commodities imported annually. The law as proposed will increase the rate on a basis of 5 per cent ad valorem to 7 per cent. In addition a raise in the specific duty is planned, that on ali-

mentary pastes to be raised from 2 florins per hundred kilos to 3 florins.

## Walter H. Lipe Dies

On the eve of his departure to assume his duties as vice president of the American Sugar Refining Co., Walter H. Lipe, in a period of despondency for which there is no known reason, took his life by hanging. Mr. Lipe was the one factor most prominent in the development of the Beech-Nut Packing Co. of Canajoharie, N. Y., and was well known to the food manufacturing and distributing trade.

He had at one time served as president of the American Specialty Manufacturers association and was always prominent in the conventions of that body. He sold out his interest in the Beech-Nut Packing Co. last February, retiring in comfortable financial circumstances.

His loss will be a severe blow to the food industry of the country, in which he has been one of the leading figures for years.

Some men will do anything for money except work.

There are three requisites to be considered in buying

# CARTONS

1st Quality—Cartons which will help sell your goods.

2nd Service—Cartons when you want them.

3rd Price—Cartons at the lowest price consistent with first class work.

Our cartons are made to comply with these requisites. Macaroni and Noodle Cartons are our specialty.

Send us your specifications, we will be glad to quote you on your requirements.

The Richardson-Taylor Ptg. Co.

CINCINNATI, OHIO

# Grain, Trade and Food Notes

## Decrease in Foreign Trade

Exportation of foodstuffs decreased by \$383,000,000 in value in the fiscal year ending June 30, 1921, from that of the previous year, caused by a drop of \$735,000,000 in prepared or manufactured foods, while crude foodstuffs increased by \$353,000,000. Meats and packing house products fell off \$287,000,000 in value, bacon, hams and shoulders showing the largest decrease in quantities as well as values.

Dairy products dropped \$80,000,000, of which \$63,000,000 was in condensed milk, and exports of sugar were \$88,000,000 less in value last year than in 1920. Fruits show a loss of \$50,000,000, of which \$28,000,000 was in canned fruits; and fish decreased by \$23,000,000, canned salmon alone dropping by \$13,000,000 in value.

The increase in the group of crude foodstuffs is accounted for by much larger exports of wheat to Europe, which increased by 171,000,000 bushels and \$384,000,000, while corn increased by \$36,000,000 and rye by \$18,000,000 in value. Exports of oats dropped \$26,000,000, rice \$32,000,000, and wheat flour \$86,000,000 in value, the decreases in values being proportionately much greater than in quantities on account of lower prices in 1921. Exports of total breadstuffs increased \$264,000,000 in value.

## Dry Sausage Neglected Food

"Considering the great popularity of the dry or summer sausage in foreign countries, its nourishing qualities and its economy, I have often wondered why the American public has never taken to it," said a manufacturer of such products recently. "I have often thought that the retailer who would spend a little time working out a plan to increase his sales of this delicacy would add materially to the menu of his customers and ought to gain the gratitude of the women, particularly in hot weather.

"Such sausage is as staple on the menus in European countries as bread or sugar or butter. It is used as a staple food by all classes. The working man enjoys his midday lunch from a long loaf of bread, an onion and two inches of dry sausage, cut into thin slices. The rich man starts his lunch with an appetizer of dry or summer sausage, put on the table to be eaten with a bit of bread

course. It needs no cooking, being ready for the table as it is taken out of the store. It is the result of scientific seasoning. All brands well known to foreign usage, such as Gothaer, Cervelat, German Salami, Goteberg sausage of Sweden, the famous Italian Mortadella, Milan, Salami, and the French sausage d'Arles are prepared in this country. These American made sausages are even sold in European countries, and received with enthusiasm by the foreign born as well as traveled population."

## Wheat Flour in Columbia

The imports of wheat and wheat flour at the port of Cartagena, Colombia, have been steadily increasing in recent years. In 1918 the value of the wheat flour imported from the United States was \$289. It rose to \$309,639 in 1919 and to \$610,191 in 1920. The flour is brought to Cartagena packed in 25-pound bags, 5 of which are usually placed in a strong burlap bag. It is also brought in 98-pound cotton bags enclosed in burlap. The 140-pound jute bags are not generally used. The import duty on wheat flour is \$0.08 per kilo (2.2046 pounds). There are additional surtaxes of 2 per cent and 5 per cent. The duty on wheat is \$0.03 per kilo, with additional surtaxes of 2 and 5 per cent. American flour is sold in packages of 25 pounds at \$3 retail. The native flour is sold at \$15 for 125 pounds wholesale. Colombian wheat, which comes from the plains around Bogota, is a good variety of wheat but it is dark in color. Because of the lack of transportation, it is very expensive to bring this wheat to the coast, which makes it practically impossible for the native wheat to compete with the imported American product. Flour is used principally for the making of bread. There are perhaps 10 bakeries in Cartagena, and each village of any importance in the department has one or more small bakeries. The use of the tortilla or corn meal cake while at present very general, especially among the poorer people, is giving way to a certain extent to the bread made from wheat flour. The making of biscuits is so limited at present that it does not materially affect the quantity of flour used. Another important use of flour is for macaroni or noodles; this ranks next to bread making in the quantity of flour

consumed. It needs no cooking, being ready for the table as it is taken out of the store. It is the result of scientific seasoning. All brands well known to foreign usage, such as Gothaer, Cervelat, German Salami, Goteberg sausage of Sweden, the famous Italian Mortadella, Milan, Salami, and the French sausage d'Arles are prepared in this country. These American made sausages are even sold in European countries, and received with enthusiasm by the foreign born as well as traveled population."

## Canned Foods Week Dates

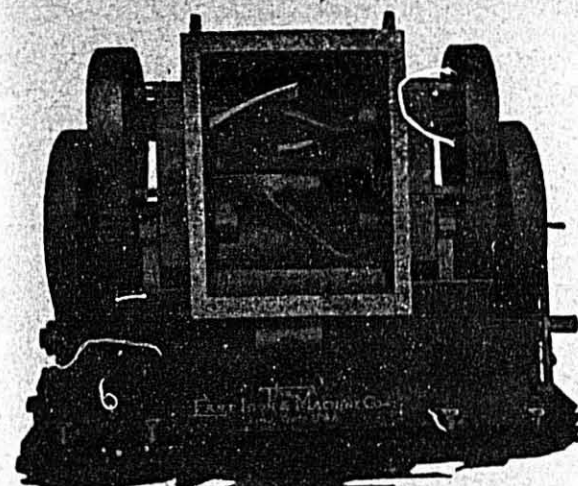
Canned Foods week, originally set for November has been postponed until the first week in March 1922 announced the National Canners association. The latter date was selected to give time for soliciting ads for the campaign of publicity as well as an increased opportunity for working out the numerous details tending to make this event a success. A strong nation wide campaign is planned to reach the consumers of canned foods in every section of the country.

## Forecast of Chinese Wheat

Indications are that the wheat crop in China for 1921 will be 20 per cent under that of 1920 on account of the excessive amount of rain recently experienced says the North China Herald. The 1920 crop was only 80 per cent of the normal, so that the prospects for the current season can be placed at only 60 per cent if the present estimate is correct. In addition the continuance of rain is likely to have an adverse effect on quality. While the principal mills in Shanghai in 1920 exported about 100,000 tons of flour to Europe and Egypt only small orders have been received from London so far this year. Prices in China, it is reported, are one tenth higher than those in Europe.

## Plant Pests Cause Loss

If all the wheat now destroyed annually by pests could be saved and made into flour the United States Department of Agriculture says it would add approximately 29,463,700 barrels to the yearly output of the nation. The annual production of wheat in this country for the 4-year period 1916 to 1919 inclusive, was 783,849,500 bus. The annual loss from disease for this period was 147,318,500 bus. While it is not possible entirely to eliminate wheat diseases, it is possible to reduce the loss much below what it has been in recent years, says the department. One branch of the work of the office of cereal investigations in the bureau of plant industry is to work out the preventive and control measures for the diseases of cereal crops. Another branch of the work of this office of equal importance



# "EIMCO"

## Mixers and Kneaders

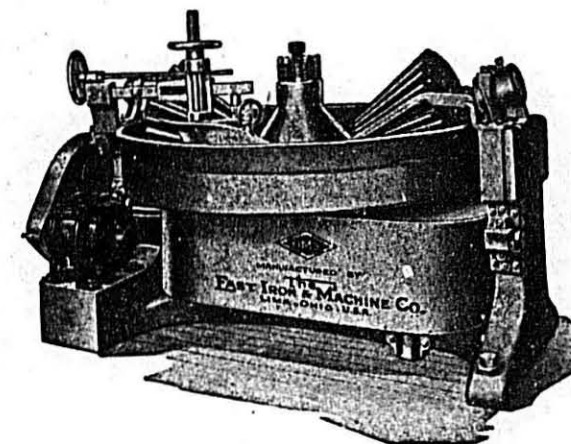
Insure Uniformity, Color and Finish

"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and built.

"Eimco" kneaders knead the lumps of dough, as they come from the mixer, into one solid ribbon and give it uniform texture and they do it quicker and better than ordinary kneaders. They are equipped with plow and have scrapers at rolls to prevent dough from clinging. All gears are fully enclosed.

Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

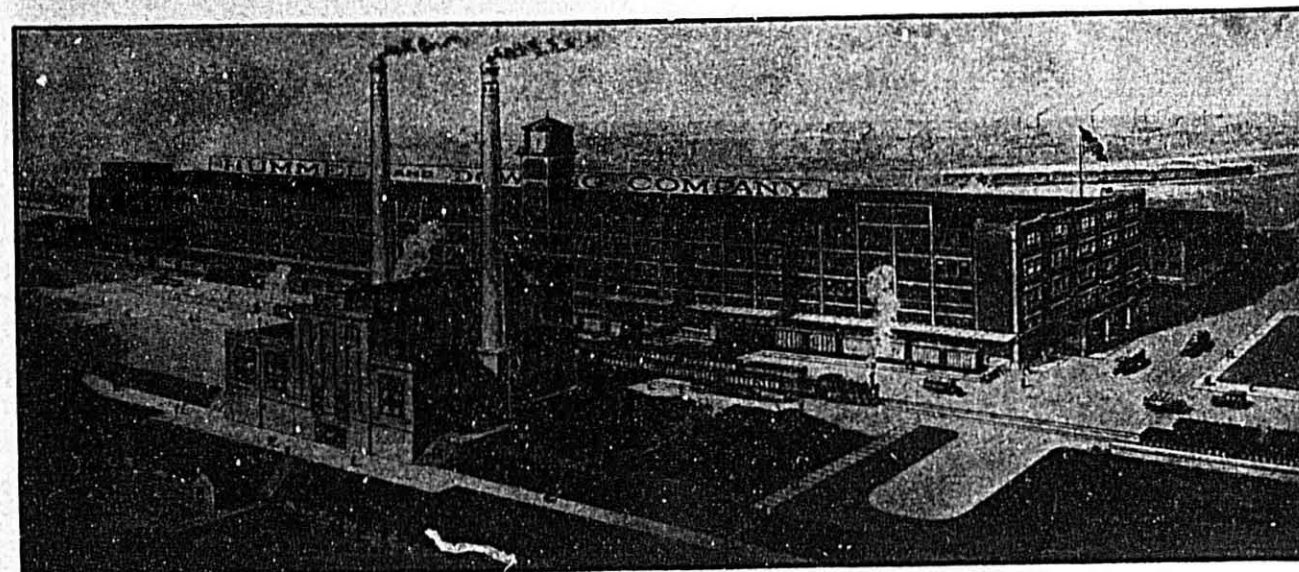
Ask us for bulletin and photos.



## The East Iron & Machine Co.,

Main Office and Factory, Lima, Ohio.

New York Office, 45 W. 18th St.



## Cartons, Caddies or Containers for the Macaroni Manufacturers

Our organization and modern mills offer you the best available facilities for your packing requirements. We make our own board, control extensive sources of supply and specialize in high grade cartons and containers.

Give us an opportunity to submit our samples and quotations the next time you are buying in our line. Our service is excellent. Our product is better than the average.

## HUMMEL & DOWNING CO.

Milwaukee, U. S. A.

Service Offices: Chicago, Denver, Minneapolis, St. Louis, Detroit, Columbus



is the development and introduction of superior varieties of grain which produce higher yields in localities where they are especially well adapted, or which have disease resistant qualities. This work is carried on in cooperation with the various state experiment stations, and in many cases has made profitable farming possible in sections in which agriculture was hazardous previous to the introduction of new crops or varieties particularly well suited to local conditions.

**Exports of Wheat and Wheat Flour**

For the first six months of the current year the United States exported 123,223,821 bus. of wheat and 8,074,884 bbls. of flour, compared with 48,243,518 bus. and 11,745,639 bbls. during the corresponding months of 1920. This represents an increase of 155.4 per cent in exports of wheat but a decrease of 31.3 per cent in exports of wheat flour compared with the first six months of 1920. The total exports of wheat and wheat flour the first half of 1921, expressed in terms of wheat, amount to 159,560,799 bus. as compared with 101,098,894 bus. for the same period of 1920. The following table shows the exports of wheat and

wheat flour for the first six months of 1921 and the quantities taken by each country:

	Wheat, bus.
United Kingdom.....	30,848,706
Italy .....	32,158,049
Germany .....	17,503,730
Belgium .....	9,970,984
Netherlands .....	9,466,400
France .....	4,684,432
Greece .....	4,116,067
Gibraltar .....	3,065,942
Canada .....	2,875,037
Spain .....	2,116,989
All others.....	6,337,485
<b>Total .....</b>	<b>123,223,821</b>

June .....	25,235,351
May .....	25,932,292
April .....	17,641,424
March .....	14,601,170
February .....	18,468,711
January .....	21,344,873
<b>Total .....</b>	<b>123,223,821</b>

	Wheat flour, bbls.
United Kingdom.....	1,876,927
Germany .....	1,146,207
Poland and Danzig.....	884,512
Netherlands .....	623,023
Cuba .....	541,358
Greece .....	315,885
Turkey in Europe.....	322,365
Mexico .....	239,894
All others.....	2,124,713
<b>Total .....</b>	<b>8,074,884</b>

June .....	1,545,984
May .....	1,264,819
April .....	1,591,095
March .....	1,369,680
February .....	1,023,362

January.....	1,279,945
<b>Total .....</b>	<b>8,074,884</b>

**American Wheat Enters Manzanillo**

One of the largest shipments of American wheat ever known to enter the port of Manzanillo, Mexico, recently arrived from Portland, Ore., in a Japanese steamer, reports the American consul at that station. The shipment consisted of about 7,000 sacks, weighing approximately 700,000 lbs., valued at about \$25,000, U. S. currency. This wheat was purchased by business firms in the state of Jalisco and indicates the present market in that district for American wheat. Owing to the scarcity of wheat throughout that section, most of the wheat and flour used has been shipped from the United States.

A young colored couple was sitting at the foot of the statue of liberty. Henry was holding Mandy's hand. "Henry," said Mandy, "does you all know why dey has sech small little lights on de Statue of Liberty?" "Ah dunno," replied the Ethiopian swain, "unless it's because de less light, de mo' liberty."--California Pelican.

**Troy-Sealed Cases Stand Rough Handling**

The strength of shipping cases depends largely on the tape used for sealing them.

Troy Sealing Tapes add a link of strength to every package. They are made of a very tough kraft paper, evenly coated with glue made especially for this purpose from our own private formula.

Troy Tapes not only seal tightly, but hold securely and protect the case and contents against the roughest kind of handling. The most exacting shippers in the country use it.

We will send you a sample roll of Troy Tape for testing. Try it out for toughness and "sticktoitiveness." Every inch is guaranteed.

Supplied in 1 inch to 4 inch widths and 30 pound to 90 pound weights.

**The Gummed Products Co.**  
TROY, OHIO



**DRIED EGGS**  
**YOLKS or WHOLE**  
**Sprayed or Granulated**

We are direct importers and will import for your account or sell you from stocks carried here.

FREE Samples and prices cheerfully furnished on request.

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NEW YORK, N. Y.

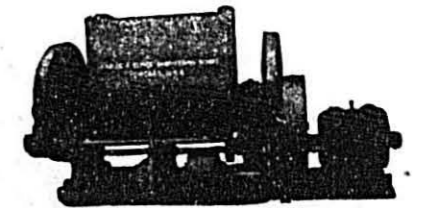
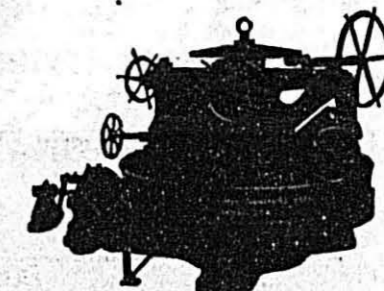
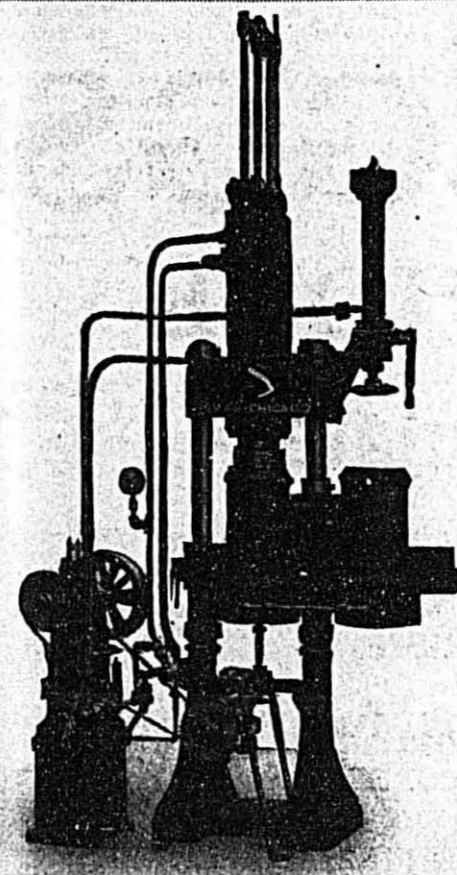
**ELMES**

CHICAGO  
"SINCE 1861"

**COMPLETE PLANTS**  
FOR THE MANUFACTURE OF  
MACARONI, SPAGHETTI, PASTE GOODS

ADVANCED METHODS  
MAXIMUM OUTPUT

Send for Catalog.



**CHARLES F. ELMES ENGINEERING WORKS, Inc.**  
213 N. Morgan St. CHICAGO, U. S. A.

**Misbranding**

9292. Alleged adulteration and misbranding of macaroni. U. S. \* \* \* v. Albert C. Krumm, Jr. (A. C. Krumm & Son). Demurrer to the information sustained. (F. & D. No. 12334. I. S. No. 15497-r.)

On Feb. 28, 1920, the United States attorney for the Eastern District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Albert C. Krumm, Jr., trading as A. C. Krumm & Son, Philadelphia, Pa., alleging shipment by said defendant, in violation of the Food and Drugs Act, on or about May 25, 1919, from the State of Pennsylvania into the State of Maryland, of a quantity of an article known as "Krumm's Continental Brand Macaroni," which was alleged to be adulterated and misbranded.

Adulteration of the article, was alleged in the information for the reason that a substance, to wit, a product prepared from flour, had been substituted in whole or in part for macaroni, to wit, a product prepared from semolina, which the article purported to be.

Misbranding was alleged for the reason that the statement, to wit, "Macaroni," borne on the packages containing the article, regarding the article and the ingredients and substances contained therein, was false and misleading in that it represented that the said article was macaroni, to wit, a product made from semolina, whereas, in truth and in fact, the said article was not macaroni, to wit, a product made from semolina, but was a product made from flour.

On July 2, 1920, a demurrer to the information was filed by the defendant, and on Feb. 9, 1921, the case having come on for final disposition, the demurrer to the information was sustained, as will more fully appear from the following decision of the court (Thompson, D. J.):

The United States attorney filed an information against the defendant charging violation of the Food and Drugs Act in shipping and delivering from Philadelphia, Pa., to Baltimore, Md., a number of packages, each containing an article of food labeled, marked, and branded as "Krumm's Macaroni." The first count charged that the article of food was adulterated "in that a

substance, to wit, a product prepared from flour, had been substituted in whole or in part for macaroni, to wit, a product prepared from semolina, which the article purported to be." The second count charged that the article of food was misbranded in that the word "macaroni" "was false and misleading in this, that it represented that said article was macaroni, to wit, a product made from semolina, whereas in truth and in fact, said article was not macaroni, to wit, a product made from semolina, but was a product made from flour."

The defendant demurs upon the ground that the information does not set out any offense against the United States; that it is not averred that the packages were original unbroken packages; that it is not averred that semolina is not flour or a product made from flour; that it is averred that macaroni is a product wholly prepared from semolina; that the definition of the word "macaroni" as given in the information is not in consonance with its meaning as accepted by the general public, and that it is not set forth that the article of food contained in the packages was dangerous to the health or welfare of the people or intended to deceive the purchaser.

The first ground of demurrer may be dismissed for the reason that while the Food and Drugs Act prohibits shipping or delivering for shipment in interstate or foreign commerce any articles of food which is adulterated or misbranded, it does not restrict the offense of shipping or delivering for shipment to articles in original unbroken packages, the restriction to original unbroken packages applying only to those who receive in interstate commerce and, having received, deliver in original unbroken packages any adulterated or misbranded articles.

As to the averments in relation to the substance contained in the packages, I think they are lacking in that particularity in both counts which should be observed to inform the defendant with certainty of the charge he is to meet at the trial. The offense under the first count, adulteration, arises in the case of food. "If any substance has been substituted wholly or in part for the article," and the offense of misbranding arises "If the packages containing it or its label shall bear any statement, design, or device regarding the ingredients or substance contained therein, which statement, design, or device shall be false or misleading in any particular." According to the Century Dictionary, macaroni is a paste or dough prepared originally and chiefly in Italy from the glutinous granular flour of a hard variety of wheat. According to the Standard Dictionary, it is an Italian paste made into slender tubes from the flour of hard glutinous wheat mixed with water. Semolina is defined to be the hard grains retained in the bolting machine after the fine flour has passed through.

If the articles in question, as averred in

the first count, was prepared from flour, or, as averred in the second count, was made from flour, it was apparently macaroni. But if it is intended to charge that macaroni is not made from the whole of the flour which came from the mill, but in order to be macaroni must be made from the large, hard grains retained in the bolting machine after the fine flour had passed through, the counts are lacking in averments that semolina is not a part of the substance known as flour. Flour may be fine or coarse, it may be made from the whole grains of the wheat, as "whole wheat flour," or it may be the fine bolted flour. If it is meant by the indictment to charge that in order for a substance to be macaroni, it must be made wholly from semolina and not contain any of the fine flour which leaves a residuum of semolina, the information should plainly so state. It is of vast importance to the public that foodstuffs shall be what they purport to be through the labels, marks, and brands upon the packages. It is a matter of common knowledge that in the fine wheat flour of commerce much of the nutritive property of the grain is absent which remains in "whole wheat flour." A purchaser of an article labeled "whole wheat flour" is entitled to receive what he is led to believe he is purchasing from what appears upon the label. Similarly, one who is purchasing an article labeled "macaroni" is entitled to receive the article containing nutritive ingredient which genuine macaroni is known to contain. Otherwise the party substituting some other substance for the proper ingredients or designating it by names which falsely represent the contents or mislead the public is liable to the penalties of the act. If, however, one is charged under the act with adulteration and misbranding, he must be informed with sufficient particularity and certainty of the charge against him to enable him to prepare his defense. This particularity and certainty are obviously lacking in the information filed.

It may be that in the course of manufacture, trade, and public use the same "macaroni" has come to mean an article made from flour without regard to its containing semolina alone, and it may be that the word as accepted by general public is not consonant with what was intended to be set out in the information. These, however, are trial questions. As to the remaining ground of demurrer, it is not necessary under the Pure Food and Drugs Act that an article in order to be unlawfully adulterated or misbranded must be dangerous to the health of the people.

Demurrer sustained.—E. D. Ball, Acting Secretary of Agriculture.

9276. Adulteration and misbranding of egg noodles. U. S. \* \* \* v. 25 Cases \* \* \* of Alleged Egg Noodles. Constant decree of condemnation and forfeiture.

# Better Boxes Help Sell Macaroni

The Macaroni and the cartons for shelf display, arrive at your dealers' in fine condition when shipped in "Chicago Mill" boxes. Good condition upon delivery means quick moving from the shelves and more orders for you. "Chicago Mill" Macaroni boxes help your dealer sell and help sell you to your dealer.

Fine appearance and sound quality characterize the whole line of "Chicago Mill" Red Gum Shooks and Solid and Corrugated Fibre Boxes. Convenient location of our plants, complete control of production, a fine system for following up orders and assuring you prompt delivery, have made "Chicago Mill" boxes the choice of hundreds of leading manufacturers. Upon your request our representative in your territory will call.

## CHICAGO MILL AND LUMBER COMPANY

Executive Offices  
Conway Building, 111 West Washington Street  
Chicago



**Red Gum Shooks**  
Odorless, Clean and Bright.  
One-Piece sides and tops.

**Corrugated and Solid Fibre Macaroni Boxes**  
Built to tested strength especially for the Macaroni trade. Strong and neat appearing.

*Every Type of Box in General Use*



*We print your advertisement on your box if you desire.*

# Discriminating Manufacturers

Use



# Hourglass

# Brand

**PURE DURUM SEMOLINA AND FLOUR**  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

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31 Dun Building

BOSTON OFFICE:  
88 Broad Street

PHILADELPHIA OFFICE: 458 Bourse Bldg.

PORT HURON, MICH. OFFICE, 19 White Block

CHICAGO OFFICE: J. P. Crangle, 14 E. Jackson Blvd.

# MID-WEST BOX COMPANY

Look for the trademark.



Use TRIPLE TAPE CORNERS.

CORRUGATED FIBRE BOARD BOXES

SOLID FIBRE CONTAINERS

The shock absorbing cushion in the corrugated fibre box protects the contents of the box.

General Offices: CONWAY BUILDING, CHICAGO

Factories: Chicago, Cleveland, Anderson, Ind., Fairmont, W. Va., Kokomo, Ind.

WE OPERATE OUR OWN BOXBOARD AND STRAWBOARD MILLS

Product released under bond. (F. & D. No. 12972. I. S. No. 3263-r. S. No. W-619.)

On June 24, 1920, the United States attorney for the Northern District of California, acting upon a report by the Secretary of Agriculture filed in the District Court of the United States for said district a libel for the seizure and condemnation of 25 cases of egg noodles, remaining in the original unbroken packages at San Francisco, Calif., consigned by F. A. Martocchio Co., Minneapolis, Minn., alleging that the article had been shipped on April 2, 1919, and transported from the State of Minnesota into the State of California, and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part, "Quality Brand Egg Noodles F. A. Martocchio Macaroni Co., Minneapolis, Minn."

Adulteration of the article was alleged in the libel for the reason that a product deficient in egg solids had been mixed and packed with, and substituted wholly or in part for, egg noodles.

Misbranding was alleged for the reason that the statement, "Egg Noodles," was false and misleading and deceived and misled the purchaser when applied to said product, and for the further reason that the article was an imitation of, and was offered for sale under the distinctive name of, another article.

On Oct. 6, 1920, the F. A. Martocchio Macaroni Co., Minneapolis, Minn., having entered an appearance as claimant for the property and having consented to a decree, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be released to said claimant upon payment of the costs of the proceedings and the execution of a bond in the sum of \$100, in conformity with section 10 of the act, conditioned in part that the product be relabeled, under the supervision of this department, as "Plain Noodles" or "Water Noodles."—E. D. Ball, Acting Secretary of Agriculture.

9240. Adulteration and misbranding of egg noodles. U. S. v. 20 Cases of Smith's Home Made Egg Noodles. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 3380. S. No. 1256.)

On Feb. 2, 1912, the United States attorney for the District of Columbia, acting upon a report by the Secretary of Agriculture, filed in the Supreme Court of the District aforesaid, holding a District Court, a libel for the seizure and condemnation of 20 cases of Smith's Home Made Egg Noodles, consigned by the S. R. Smith Co., Grantham and Harrisburg, Pa., remaining unsold in the original unbroken packages at Washington, D. C., alleging that the article had been transported from the State of Pennsylvania into the District of Columbia, on or about Oct. 27, 1911, and was being offered for sale and sold at the District aforesaid, and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part: (Case) "100 Quar. Lbs. Home Made Smith's Egg Noodles. Eat Smith's Empire Macaroni High Grade." (carton) "Smith's

Home Made Egg Noodles. These are regular Pennsylvania Home Made Egg Noodles. They are made of fresh eggs and high grade flour. They are dried and cured under a sanitary process, which makes them more wholesome and delicious in taste than any noodles can be made in the ordinary way. Will not get stale and will keep any length of time in a dry place. Manufactured only by S. R. Smith Co., Grantham and Harrisburg, Pa., U. S. Serial No. 14020. \* \* \* Smith's Pennsylvania Home Made Egg Noodles Made of fresh eggs, flour and Spanish saffron Guaranteed under the U. S. Food and Drugs Act, June 30, 1906."

It was alleged in substance in the libel that the article was adulterated in violation of section 7 of the aforesaid act, in that it was a food in which had been mixed an artificial coloring matter or substance whereby inferiority had been concealed.

Misbranding was alleged in substance for the reason that the cases containing the product were labeled and branded as follows, "100 Quar. Lbs. Home Made Smith's Egg Noodles Eat Smith's Empire Macaroni High Grade 19642 10-31," which labels were false and misleading in that the said cases did not contain 100 quarter pound packages, but did contain 100 packages which weighed less than one-quarter pound, and for the further reason that upon each of the packages contained in the case appeared the words "Home Made Noodles," used in connection with, and as part of, a picture or design representing or purporting to repre-

sent a home kitchen, whereas, in truth and in fact, the article was not home made, but was manufactured in a factory.

On March 12, 1921, the S. R. Smith Co. having entered its appearance as claimant for the property, but having filed no answer to the libel, a decree of condemnation was entered adjudging the product to be adulterated and misbranded as charged in said libel, and it was ordered by the court that the product be destroyed by the United States marshal.—E. D. Ball, Acting Secretary of Agriculture.

### Death to Granary Weevil

Carbon Tetrachloride, used at the rate of about 14 pounds to 1,000 cubic feet of grain, will destroy the granary weevil, a new insect pest, that has been causing immeasurable damage in the southern part of Minnesota. Discovery of this gas was made in laboratories at the University of Minnesota farm by Dr. R. N. Chapman of the department of entomology.

The new gas is nonexplosive and nonflammable. Other gases have been used before this but, because of their combustible character, insurance companies threatened a wholesale cancellation of policies if their use in elevators and granaries was continued.

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Send us a list of your sizes and

**MAKE US PROVE IT**

**ADOLPH STURM CO.**

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# WHY

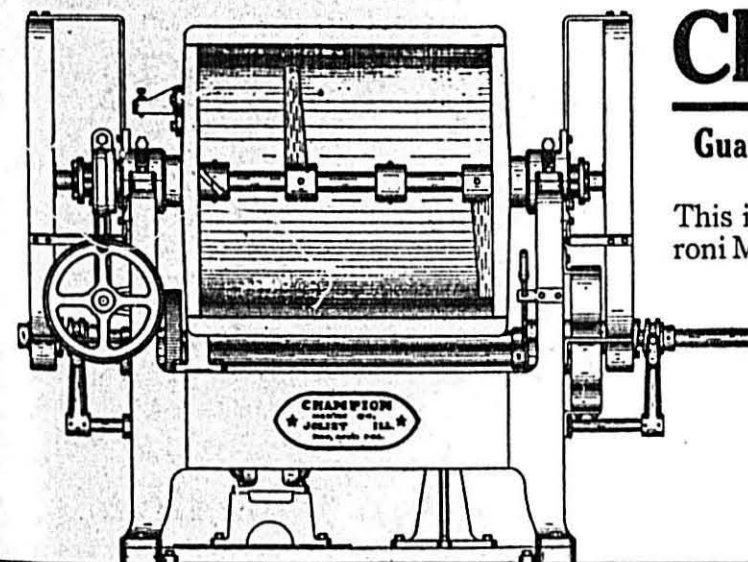
experiment with substitutes when it is a universally acknowledged fact that the only safe and sure way to transport macaroni is in a wooden box.

*One of our specialties is shocks for macaroni boxes, and we shall be more than glad to quote on your requirements promptly upon receipt of specifications.*

Do some business with us so that we will both make a little more money.

## ANDERSON-TULLY CO.

MEMPHIS, TENN.



## Champion Mixer

Guarantees Dependable Service at Small Cost

This is the main consideration of successful Macaroni Manufacturers in deciding on plant equipment.

Its arms insure perfect and efficient mixing and uniformity of product.

The Agitator is made of steel and will last indefinitely.

Motor safely attached directly beneath Mixer.

Just the RIGHT SIZE, the RIGHT KIND of a Mixer for you at the RIGHT PRICE.

Made in any size with capacity from one to six barrels as best suits the requirements of your plant.

A CHAMPION MIXER drives away all mixing worries. We also specialize in building automatic flour handling outfits of all sizes.

Ask for our literature and our price.

**CHAMPION MACHINERY CO.**

**JOLIET, ILL.**

**The New Macaroni Journal**

(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903)  
 A Publication to Advance the American Macaroni Industry  
 Published Monthly by the National Macaroni Manufacturers Association  
 Edited by the Secretary, P. O. Drawer No. 1, Braidwood, Ill.

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 The NEW 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 New Macaroni Journal reserve the right to reject any matter furnished either for the advertising or reading columns.  
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Vol. III September 15, 1921 No. 5

**Foreign Trade Opportunities**

Reserved information pertaining to opportunities for foreign trade known to the bureau of foreign and domestic commerce may be obtained by duly registered firms and individuals on written request by opportunity number. The bureau assumes no responsibility as to the standing of the foreign inquirers.

**In Belgium**

A merchant in Belgium desires to obtain an agency for the sale of flour and its by-products, vermicelli, macaroni, etc., and all sorts of foodstuffs. Quotations should be given c. i. f. Antwerp. Correspondence should be in French. References given. Ask for opportunity number 35364.

**In England**

A mercantile company in England desires to obtain an agency for the sale of canned fruits, condensed milk, meats, fish, provisions, cereals and any line of foodstuffs. Quotations should be c. i. f. English port. References given. Ask for opportunity number 35356.

**In Holland**

A merchant in the Netherlands de-

sires to purchase and secure an agency for the sale of colonial products, rice, sugar, canned and dried fruits and other foodstuffs. References. Opportunity No. 35388.

**In Italy**

A broker in Italy desires to obtain representation of firms for the sale of wheat and cereals of all kinds. Quotations should be given c. i. f. Italian ports. References. Opportunity No. 5.

**Tested Macaroni Recipes**

For use by manufacturers, wholesalers and retailers in popularizing use of macaroni, spaghetti, etc., as the recognized food for mankind from the viewpoint of nutrition and economy.

**American Spaghetti**

One pound spaghetti.  
 One half cup grated cheese.  
 One cup chopped cold meats.  
 One half cup strained tomatoes.  
 Cook spaghetti in plenty of water till tender. Drain and blend in other ingredients. Flavor with onions and green peppers fried in butter. Add salt to suit.

**Some New Ideas**

A pimento or two chopped and added to the macaroni changes plain macaroni and cheese a bit. A tiny pinch of mustard sifted with the flour when making the white sauce adds "pep." A few stewed tomatoes left from dinner may be mixed with the macaroni.

Sliced tomatoes, macaroni, English walnuts and chopped celery, mixed and served on crisp lettuce with mayonnaise makes an appetizing salad.

**Chicken Pie With Spaghetti**

This is rather a novelty and yet it is very good. Boil a small cupful of spaghetti in salted water, rinse in cold water and season with a teaspoonful of oleo and a little salt and paprika. Meanwhile, open a can of boned chicken, cut in dice and for a large cupful of the chicken add a quarter of a pound of peeled sauted mushroom caps and a cupful of highly seasoned cream sauce. Heat the ingredients over hot water—do not boil—turn into a baking dish and cover the top with the cooked spaghetti. Brush quickly over with bacon fat and run under the gas broiler or electric grill to brown over. The success of this dish lies in not cooking the chicken too long. Merely heat it through.

**Queries and Answers**

**Macaroni Saw**

A large manufacturing concern in the east asked for address of firm manufacturing automatic macaroni saw. Also wished information of amount of floor space required to manufacture three tons of macaroni a day, information concerning modern drying methods and modern macaroni machinery as well as addresses of firms supplying these.

Reply—Space required depends upon kinds and number of machines used as well as method of drying. For machinery, drying systems, etc., referred them to advertisers.

**Patents and Trade Marks**

**Trade Marks Registered Aug. 2, 1921**

No. 145,363. Macaroni—Alexander Gallerani Co., Pittsburgh, Pennsylvania. "WHEAT-BOWS." Claims used since Jan. 15, 1921.

No. 145,364. Macaroni—Alexander Gallerani Co., Pittsburgh, Pennsylvania. "WHEAT-BUDS." Claims used since Jan. 15, 1921.

No. 145,400. Macaroni, and Vermicelli—Liberty Macaroni Mfg. Co., Buffalo, N. Y. "LIBERTY." Claims used since July 1, 1905.

**Siam Has Good Rice Crop**

The rice crop of Siam is good, reports the American consul at Bangkok in a recent cable, and there is no prospect of a resumption of government control. Exports of rice are large and are nearing the maximum former rate. Prices have advanced about 25% over the low levels of last winter, ranging on Aug. 15 around 3 1/4c per lb.

If you are a man, smile—if you are a dog, growl.

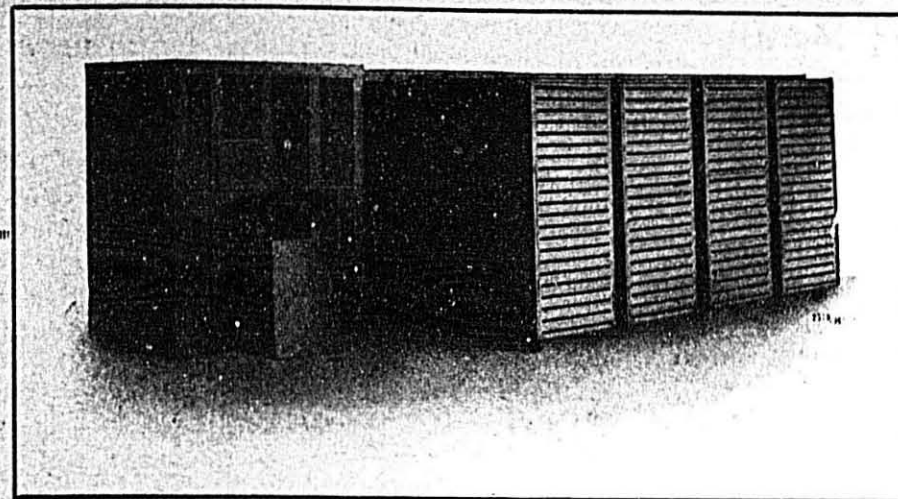
**WANT ADVERTISEMENTS**

Five cents per word each insertion.

**WANTED! USED KNEADER**

Will buy good kneader of one barrel capacity if cheap. Give name of maker, illustration, price and condition of machine. Address N. M., care Macaroni Journal, Braidwood, Ill.

**SUPERINTENDENT WANTED**—Experienced and capable man to take charge of large macaroni manufacturing plant. Must be practical understanding best methods of making both bulk and package goods, and thoroughly familiar with macaroni machinery. Good opening for right man. Give experience, full particulars and salary wanted in first letter. Address D. C. C., c/o Macaroni Journal, Braidwood, Illinois.



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Strong, rigid, tough, puncture resisting containers in all sizes.

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With a Service that delivers them to you exactly at the time promised.

Perhaps to our mutual benefit you should know us better.

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Trade Association

Executives to Meet

The 1921 convention of the American Trade Association Executives is scheduled to be held in Hotel Drake, Chicago, Oct. 26, 27 and 28. This association is made up of executives of the various trade groups of the country and is the successor of the old organization formerly known as Trade Association Secretaries, reorganized at a general meeting in Lenox, Mass., last year. The National Macaroni Manufacturers association is a member of this organization, represented by its secretary. A program of value to secretaries and other executives of trade associations is being prepared and plans will be laid for cooperation with the United States Chamber of Commerce, recognized as the leading business group in the country.

Potato Shortage Booms Macaroni

Facing an apparent shortage in the potato crop of the country this year, alimentary paste manufacturers are looking forward to an increased demand for their products as a substitute. Housewives have long ago learned to appreciate the value of these products as a part of a meal in which potatoes are omitted.

The forecast of the potato crop for the year ending Aug. 1 by the bureau of markets is only 316,000,000 bus. Figuring on a basis of consumption of potatoes for 1905-1914 the per capita rate is about 3.8 bus. Based on the 1920 census the requirements for this year should be approximately 412,500,000 bus., a prospective deficiency of about 96,500,000 bus. this year. A part of this deficiency will be made up through importations, though the quantity of potatoes shipped to our shores in any one year never equaled 14,000,000 bushels.

Macaroni and similar products should be called upon to fill this de-

fiency of approximately 100,000,000 bushels of potatoes. This demand should speed up production and have healthful effect on the selling price of this excellent substitute for potatoes. The elements of the situation invite a larger consumption of macaroni products, if manufacturers and distributors will take advantage of the opportunity thus thrown at their feet.

A considerable portion of the gain made by alimentary pastes at the expense of potato shortage should be permanent, if the manufacturers offer quality goods under selling methods that will make a favorable impression on the retailer and the consumer.

Unemployment—Wages

(Continued from page 29.)

wage increases to compensate for loss of purchasing power, and got them.

Now the situation is reversed. The farmer is in the same situation that he was then. His purchasing power has fallen off, and his standard of living has been lowered. The labor leaders are not fighting to defend their own standard of living, but to raise it permanently at the expense of the farmer. That may not be their deliberate intention, but it is the effect of what they are trying to do. More-

over, the full effect is not beneficial even to the wage earners, for it disrupts the exchanges and paralyzes industry.

Wages As Factor in Prices

It is a common saying that wages should not come down until the cost of living comes down—that wages should follow rather than lead in the decline. This is correct to the extent that wages are not themselves the cause of the high prices. But it is important to bear in mind that the "cost of living" is not a thing by itself. It consists of the compensation of all the people who do anything for us. One man's wage is another man's cost of living. The two things cannot be discussed separately.

One of the recent attempts to lower wages was by the meat packing companies, who are operating under an arbitration agreement with their employees. The companies recently asked a reduction of 5 cents per hour, and the arbitrator, Judge Alschuler, after reviewing the situation, gave an adverse decision. His opinion describes conditions that are illustrative of the general industrial situation.

It is impossible to buy a friend that is worth the price.

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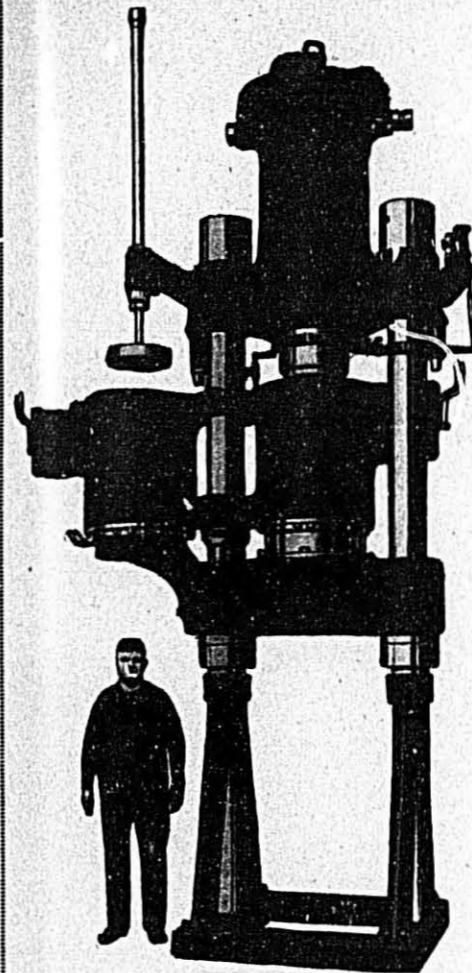
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Business card space for firms or individuals doing business with macaroni manufacturers:

Inquire for rates—

NEW MACARONI JOURNAL.



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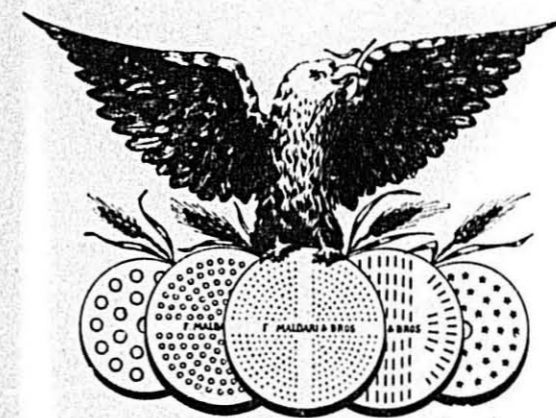
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Competition is growing in the manufacture of Macaroni; better moulds are essential to produce the best macaroni at a low cost.

Before the fall rush season, have your moulds ready.

Look them over and the doubtful ones send to us for our expert opinion on them. We maintain a special department for repairing; our service is quick, efficient and reasonable.

If new dies are necessary use "MALDARI'S INSUPERABLE BRONZE DIES with removable pins" and improve your product.

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Semolinas

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## Pillsbury's Durum Products

Leading macaroni manufacturers endorse Pillsbury's Durum Products.

You will find that the best known, best-selling brands of macaroni are made from the highest grades of durum wheat—such as Pillsbury uses exclusively.

Pillsbury's Semolina No. 2, Semolina Medium and Durum Fancy Patent Flour are favorites with leading manufacturers everywhere.

If you want durum flours and semolinas which will always be uniform ask the Pillsbury man, or get in touch with our nearest branch.

### Pillsbury's Semolina No. 2

Pillsbury's Medium Semolina  
Pillsbury's Semolina No. 3

Pillsbury's Durum Fancy Patent  
Pillsbury's Durum Flours

La SEMOLINA No. 2 della Pillsbury e la Farina DURUM FANCY PATENT, ottenute esclusivamente dai migliori grani Durum, hanno tutto lo speciale favore delle piu' importanti Fabbriche Italo-Americane produttrici delle piu' accreditate marche di maccheroni.

Se volete ottenere una qualita' superiore di pasta, di tipo sempre costante, comunicate colla nostra Succursale piu' vicina ed il nostro Rappresentante sara' subito da voi per spiegarvi i magnifici risultati che si ottengono usando i nostri prodotti.

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Minneapolis, Minn.

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