

**THE  
MACARONI  
JOURNAL**

**Vol. 6, No. 5**

**September  
15, 1924**

*The*  
**Macaroni Journal**

Minneapolis, Minn.  
September 15, 1924

Volume VI

Number 5



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

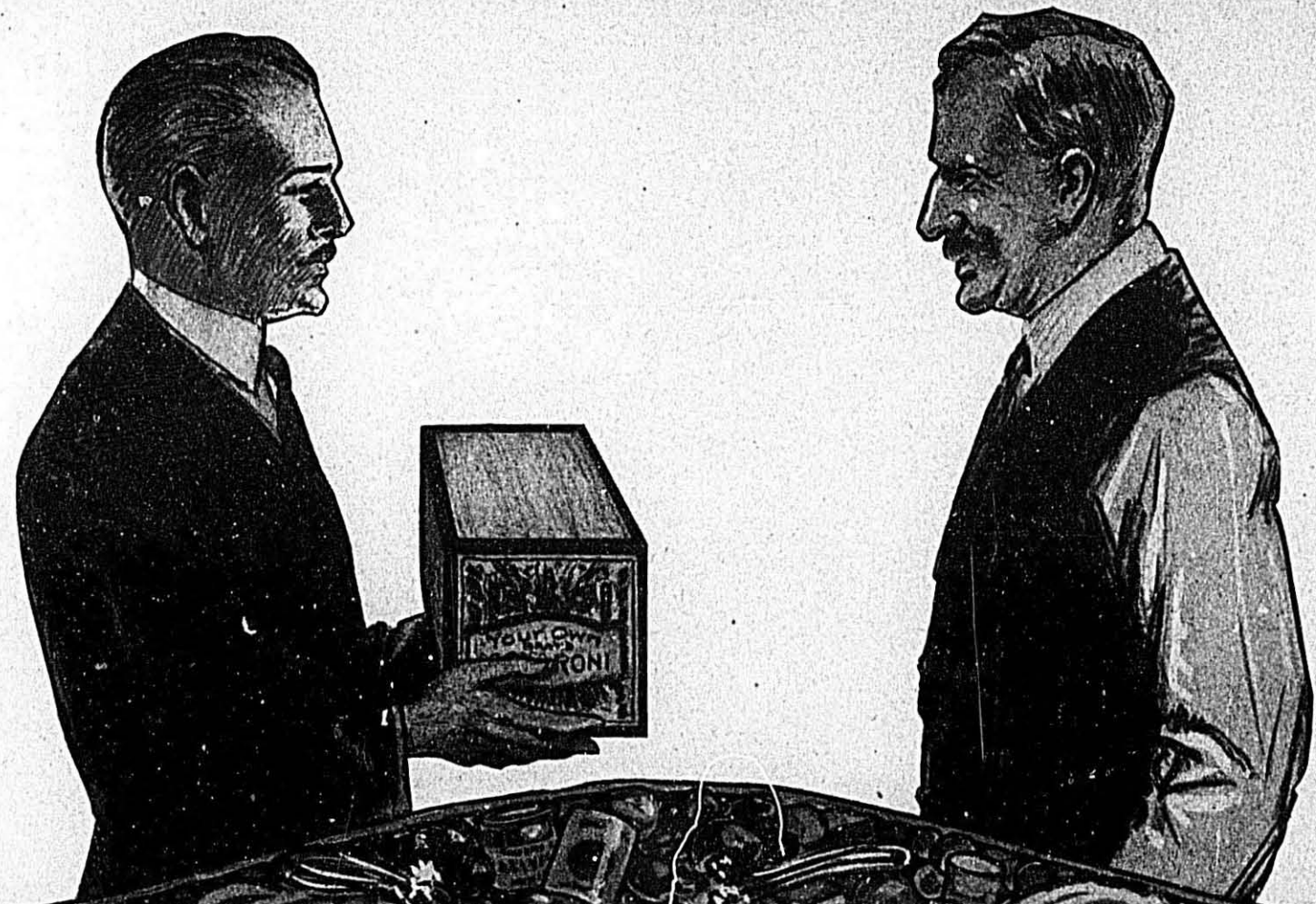
## CONFIDENCE

It has been truthfully said that

"The foundation of all business is Confidence which springs from Integrity, Fair Dealing, Efficient Service and Mutual Benefit."

❶ The sole object of the Macaroni Manufacturing business should be to gain the Confidence of the public and can best do so by establishing Confidence within the industry, one manufacturer with the other.

❷ Top this off by marketing only the highest quality goods along recognized ethical business lines and the Confidence of the world will be our proud possession.



## They All Have Praise

Ask any well-informed macaroni man what he thinks of "CHICAGO MILL" Boxes. Invariably he will tell you of the excellent quality of the package, the super-service he receives on all orders, and of the unusually low prices.

Then you will easily understand why "CHICAGO MILL" sells so many boxes to the macaroni trade and why you, too, should be one of their regular customers.

**CHICAGO MILL AND LUMBER COMPANY**  
 510 North Dearborn Street  
 CHICAGO

**Appearance is Important**

A distinctive, well-designed label or carton can be one of your best salesmen. Let us design such a package for you. Over fifty years experience is back of our knowledge of correct package designing.

**Consult Our Trade-Mark Bureau**

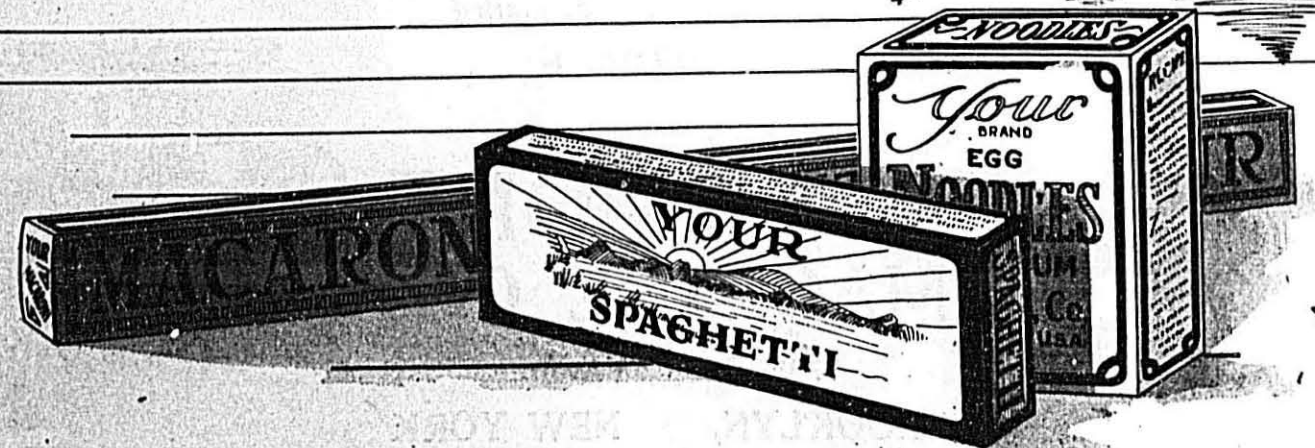
Our Trade-Mark Bureau contains seven hundred and eighty thousand registered and unregistered brand names and their complete history.

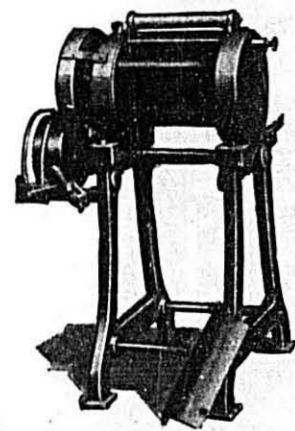
We search titles and help safeguard against infringement. Much costly litigation has been prevented by our investigations.

Trade-marks and brand names have substantial property value, and no brand should be adopted without investigation. We make no charge for this special service.

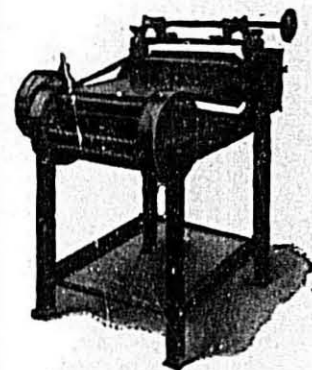
**The United States Printing & Lithograph Company**

CINCINNATI 8 Beech Street      BROOKLYN 87 N. Third Street  
 BALTIMORE 23 Covington Street

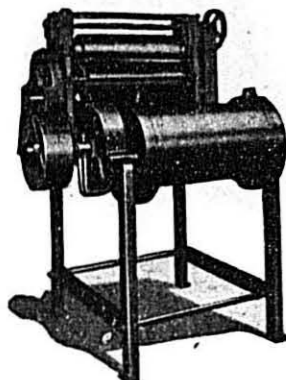




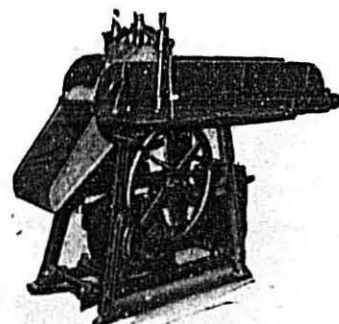
Roller Noodle Cutter



Roller Noodle Cutter With Light Calibrator Attachment.



Roller Noodle Cutter With Heavy Calibrator Attachment.



Mostaccioli Cutter

# "CLERMONT" Noodle Machine Equipment

"CLERMONT" products are recognized by all users as the most efficient and dependable machines on the market. They have the largest output at the lowest operating cost.

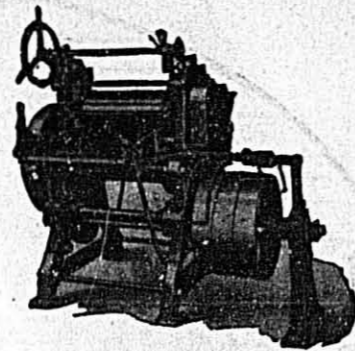
They are designed and built to eliminate skilled operators as much as possible.

Utility with neatness in design, high grade workmanship and the best material obtainable, are the factors that make the "CLERMONT" products stand in a class by themselves "at the head of the line".

*Our catalogue will be mailed on request.*

## CLERMONT MACHINE CO.

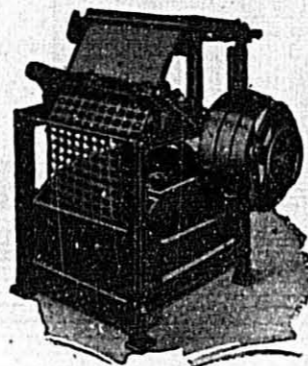
77 Washington Avenue  
BROOKLYN, NEW YORK



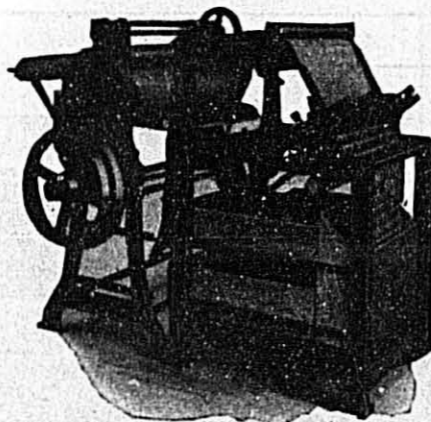
Reversible Dough Breaker



Roughening Non-Reversible Dough Breaker.



Fancy Stamping Machine for Bologna Style Noodles.



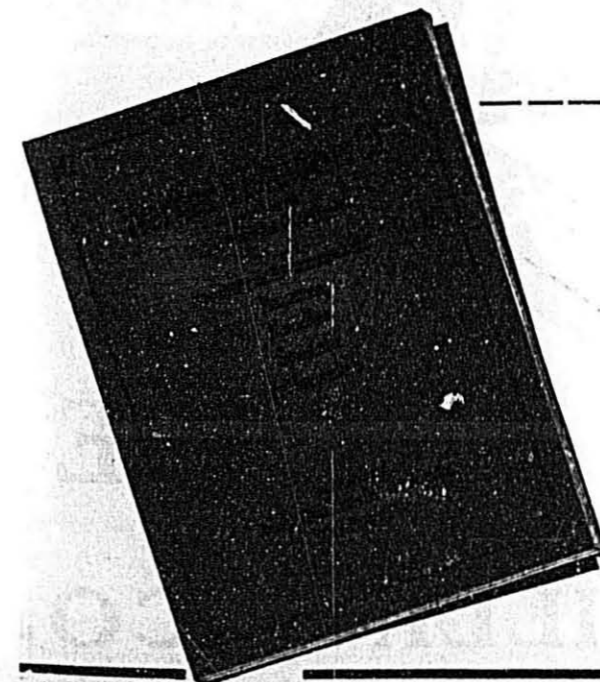
Fancy Stamping Machine With Calibrator Attached.



**no strings to our offer—the w & p catalog of macaroni machinery is yours without obligation**



**drop us a line or mail this coupon**



baker-perkins company inc  
saginaw, michigan

gentlemen: if you're quite sure it won't obligate me a bit, i'd like one of your new catalogs of macaroni machinery

my name .....  
my firm's name .....  
address .....  
city ..... state .....

TEN GOOD REASONS FOR USING TWO STAR SEMOLINA ON THE NEW CROP—COUNT 'EM

AND REMEMBER  
★★ THERE IS NO STAR LIKE TWO STAR ★★



QUALITY

SERVICE

*Eat More Macaroni—the*

*Best and Cheapest Food*

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

Volume VI

SEPTEMBER 15, 1924

Number 5

## Hop by Hop

Praise and admiration is being showered on the American Army Flyers who have practically completed their around-the-world flight. The whole world is pleasingly amazed at the wonderful exploit successfully staged by these fearless airmen whose achievement stands out as one of the most heroic events in history.

Their hazardous trip through the air took them over arctic and subarctic waters, high mountains, desolate desert regions and the heavily populated territories of the old and new world. Risking their lives in flimsy planes and depending on the perfect working of delicate engines, they conquered the changing elements of the air and are deserving of the plaudits of the world now accorded them.

At the very outset of their adventure they lost their leader who crashed against a mountain in the northern Pacific when a heavy fog obscured the way though the three subordinates successfully made the most dangerous jump over that ocean. A second flyer came to his end in the north Atlantic as he was nearing the home continent.

Undaunted the remaining two, with their able and hard worked mechanics, made the perilous hop from Iceland to Greenland to Labrador. This was accomplished under most unfavorable conditions. It was here that the heroic and spectacular Locatelli, the Italian flyer who joined them, came to grief and whose life was saved by the well organized American navy which policed that portion of the dangerous ocean.

Not long ago a trip around the world was a wearisome trip of months of trying and almost unendurable hardships. In a few years as flying ships develop, it will merely be a matter of a few quick scheduled hops and within the life of the younger folks, flying around the world will become a comparatively easy jaunt between sun up and sun down.

What made this initial around-the-world flight possible?

Success was in a great measure due to the bravery of the flyers but even with that asset failure would have been their lot but for the ORGANIZATION behind it. The Italian flyer, Locatelli; the French ace, D'Oissy; the brave Briton, McLauren, and the daring Argentine, Zanni, all possessed the same fearless qualities that enabled the American Army flyers to complete their journey. What they really lacked was that all essential ORGANIZATION that the American Army and Navy provided the world heroes.

American ships patrolled the ocean lanes and gave timely assistance to the less fortunates, as in the case of Martin, the squadron leader in the Alaskan waters, Nelson in the north Atlantic and Locatelli in Greenland's icy waters.

They saw to it that gasoline and other necessities were awaiting the flyers at every proposed landing place. They made advanced observations of weather and landing conditions and sent word to the flight commander by wireless, telling them just what they could expect to meet during each hop. Never was there a more spectacular event or one more thoroughly organized than was this triumphal tour of the world.

To business men and to macaroni makers particularly the world flight of the American Army flyers is an object lesson of what can be accomplished through proper organization. It again proves that where there is a will the way can be found or made. Just as the flyers successfully negotiated the oceans and continents, macaroni men can attain almost any chosen objective in their business if it be prompted by that motive which an unselfish organization should encourage, a motive often preached but too seldom practiced.

Hop by hop and the flight was completed. They did not attempt to circumnavigate the globe in one flight. Neither should the macaroni manufacturers expect to gain an objective in one leap. Just as the flyers had to overcome obstacles, so will the industry have to provide for setbacks and disappointments in any general movement for progress which they may launch. The point to remember is that the end can be gained if backed by proper organization and enthusiasm.

The nucleus of the organization referred to is provided by the National Macaroni Manufacturers Association that has functioned quite successfully during the past two decades. It can become much more helpful to the industry it represents if the progressive men therein will only realize the opportunity that a going and an unselfish organization like it has proved to be is made the most of.

Organize behind or in the National Association in any chosen or selected movement by joining unselfishly in its good work. Help provide it with that kind of organized effort that insures success.

Step by step the world progresses. Hop by hop the macaroni industry will attain and hold its place in the march of progress, particularly so if it becomes properly and thoroughly organized. If you are one of the macaroni men who have been out of step, consider the success of the American Army flyers because of the ORGANIZATION behind them and resolve without further delay to give to your National Macaroni Manufacturers Association the deserving support due it and which it expects and should have.

Hop into your trade association as an active member and one by one the conditions about which there has been much complaint will disappear. Acting in unison with your fellow business men and cooperating in a friendly way with competitors will provide the macaroni industry with organized effort similar to that which made possible the around-the-world flight now the talk of the universe.

## A "Golden Age" of Progress

The fourth of a series of short articles on "The American Ways" prepared by Bank of the Manhattan Company, New York, N. Y., dealing with America's early troubles in solving the stupendous transportation problems.

Americans like to solve their own problems—themselves, not to have the answers worked out for them by some autoerast.

During the 1st half century of American national life, the foremost problem of the people was to unify the nation that had been founded in 1776. The people of the original states were widely scattered. Lacking adequate transportation they could have little contact with each other; it was difficult for them to realize that their common interest as citizens of the United States was more vital to their future than were their local interests of community or state.

Therefore, hand in hand with the problem of building a mental and spiritual unity, there came that of establishing a more complete physical union of the widely separated parts of the nation. As we shall later see this 2nd problem, which was concerned so vitally with the solution of the 1st, soon enlisted the enthusiastic interest of all the people.

This problem took the form of providing adequate transportation. Beginning with the advent of the 1st railroad in 1828 and continuing to the present time, this problem of promoting national unity, progress and prosperity has been the problem of all the people; it was then and is today the "Railroad Problem."

The question was not one of who should build and run the railroads, nor what they would cost; neither was it one of rates, nor of wages. What the American people of 1828 wanted was better transportation and they were quick to realize that the means were at hand. They were not concerned with the details for they were confident that American genius, if given free rein for the exercise of individual ini-

tiative and enterprise, would be able to surmount all difficulties.

The story of our railroads is shot through and through with the romance of American life. It deals with the conquest, not of foreign foes, but of defiant nature. It contains chapters of empire building; chapters of engineering miracles, of patient, scientific research, of administrative genius, of political intrigue, of financial jugglery. Some of its chapters show human nature treading dark and devious paths; others are splendid with heroism and alight with prophetic vision. It is an expanding history, still continuing, with its most vital chapters yet to be written.

In this romance of railroading, the people shared, in the early days, not as observers but as participants. Everybody helped to build railroads because everybody wanted them. There was little tolerance of attempts to interfere, restrict, regulate or control. Ignorance and prejudice, as always, were on hand. But dominating the public mind there was an acute sense of need, a realization of value and a splendid confidence—confidence that whatever obstacles stood in the way individual initiative and enterprise, backed by public cooperation and enthusiasm, could remove them all.

In this typical "American Way" the public now devoted itself heart and soul to the problem of creating adequate railroad facilities, and brought to the great task a faith and a spirit of cooperation almost without parallel. When private resources proved unequal to the task of carrying a new line to completion, the people through their national, state or local governments proffered assistance.

Thus railroading prospered and it did so by bringing prosperity to all the people. Because of the public enthusiasm and cooperation, progress was so rapid that by the time the Civil war called a halt on construction there had been built more than 30,000 miles of railroad—an average of nearly 1000

miles for each year since Charles Carroll turned the first spadeful of earth.

Four years after the restoration of peace there was completed the first band of steel across the United States. The trail of the covered wagon from the Mississippi to the Pacific had now become a railroad. The "more perfect union" dreamed of in 1776 and fought for in 1865 had in 1869 through the railroads become a physical fact. At last there appeared to be in sight the complete solution of the "Railroad Problem"—that of providing an adequate system of transportation to draw into closer union and cooperation the people of the United States. Then out of the old problem there began to emerge new phases which for more than half a century were fated to divert the mind of the public from this main objective.

### 12,000 Food Prosecutions

Since the adoption of federal food and drugs act the bureau of chemistry of the Department of Agriculture has made 12,000 seizures and prosecutions and published the results of each case. Seizures were based on adulterations and misbranding of foods, though substitution for proper ingredients and improper labeling of quantity of contents have frequently been the basis for prosecutions.

It is gratifying to the macaroni industry to learn that the industry is generally observing the federal food laws. Seizures of macaroni products were quite frequent during and immediately following the war, probably due to the inability of manufacturers to get the proper raw materials. Within the past year or two complaints have been greatly reduced though some of the manufacturers of noodles are still getting the attention of this bureau because of their failure to use the proper quantity of eggs in their egg noodles.

The bureau of chemistry notes a general improvement in most lines coming under its supervision. Most violations are due to excessive moisture, short weights, improper labeling, simulations of foreign or favored domestic brands and use of inferior ingredients in manufacture.

## Argument No. 2

Being One of 6 Arguments Favoring Cooperative Advertising, Starting Aug. 1924 Issue

A study of the modern method of national COOPERATIVE ADVERTISING made by the Periodical Publishers Association of America shows that the first strictly cooperative advertising copy appeared in general magazines in 1915 when a small total of \$10,880 was expended in that manner. Last year that had grown to \$2,885,000 spent by associations cooperatively.

### CONSUMPTION OF COFFEE GREATLY INCREASED BY JOINT CAMPAIGN Joint Coffee Trade Publicity Committee, 64 Water Street, New York City

For years each person in the United States drank 5 lbs. of coffee annually. The vigorous attacks that the manufacturers of coffee substitutes made on coffee through their advertising made themselves felt.

Four years ago the coffee raisers, importers and roasters raised an advertising fund of \$250,000. The results were so good that the same amount was appropriated the second year, and as a result of these 2 years of advertising the consumption of coffee in this country increased 399,000,000 lbs. It is evident that it cost 25c to sell 399 lbs. of coffee in this advertising campaign.

The money was raised by voluntary subscription. About one half of those who are engaged in the industry and who control about 75% of the business made up the contributors. Advertising has run as high as \$300,000 a year and it will probably continue.

It was felt by many of those interested that the attempt to advertise only in cities where contributing members had their business was near sighted and unprofitable. That was the plan for 1922 but in 1923 the national mediums were again utilized.

Again the members who tied up their own advertising with the national campaign were the ones who particularly profited. Their advertising has been continuous and so successful they plan to continue it.

(Prohibition may have aided coffee consumption but wise advertising must be given some credit. Equal benefits would undoubtedly befall macaroni manufacturers if they could agree on a limited and well planned cooperative advertising campaign.)

(Read Argument No. 3 in October issue.)

## Semolina Soaring--- What About Macaroni Prices?

It is a wise macaroni manufacturer who bases his sales price on cost of production. BUT he is a wiser man who sells at a replacement figure.

In the fall of 1923 many of the wise and careful buyers contracted for their semolina needs for the whole crop year at low prices. BUT it is regrettable to note that many failed to show the same wisdom in marketing finished products.

Beginning last spring and continuing through the summer wheat prices steadily advanced and so did semolina. Most manufacturers continued to sell their products at prices based on cost of their cheap semolina without a thought to the fact that some day they would be compelled to replace their semolina stock if manufacturing were to continue.

Our country is experiencing a condition for which we all have been hoping—an increase in the value of farm products. This naturally expands the farmers' buying capacity and benefits business all around.

But what about you, Mr. Macaroni Maker? All the trade magazines and newspapers have been heralding the fact that wheat prices are soaring and that even greater advances in price are the prospects. You have this first hand from the millers who are quoting you ever increasing prices. Are you doing anything to reflect this increase in your price quotations on finished products?

Present day quotations on semolina are over 50% above those of a year

ago. Last week No. 2 semolina was offered on the Chicago market at prices ranging from \$6.85 to \$7.00 a bbl. in bulk. A year ago many bought near the \$4.50 a bbl. mark.

A survey of the leading macaroni markets shows few increases in the pound quotation on macaroni in plants or warehouses. This is regrettable so in the better markets. On the Pacific coast, for instance, prices rose last month from 5½c to 6c a lb. for bulk goods—hardly sufficient to cover the semolina differential. The package goods are still woefully weak in price, old stocks being the cause of most of the trouble in that and every section of the country.

At present prices where is the money to come from to replace your stock, semolina selling 50% higher?

How close to the red ink line are your sales figures?

What is your incentive—love for the business, or a reasonable and fair return on your plant investment and manufacturing ability?

The natural rise in the value of the farm products of the nation has added millions of dollars to the economic wealth of this country. What are you doing, Mr. Macaroni Maker, to reflect some of this increase in your particular business?

The time is ripe for a sensible and reasonable increase in the selling price on macaroni products of all kinds to meet the natural increase in the cost of raw materials. Are you watching

your competitors so intently that you overlook the welfare of your own business?

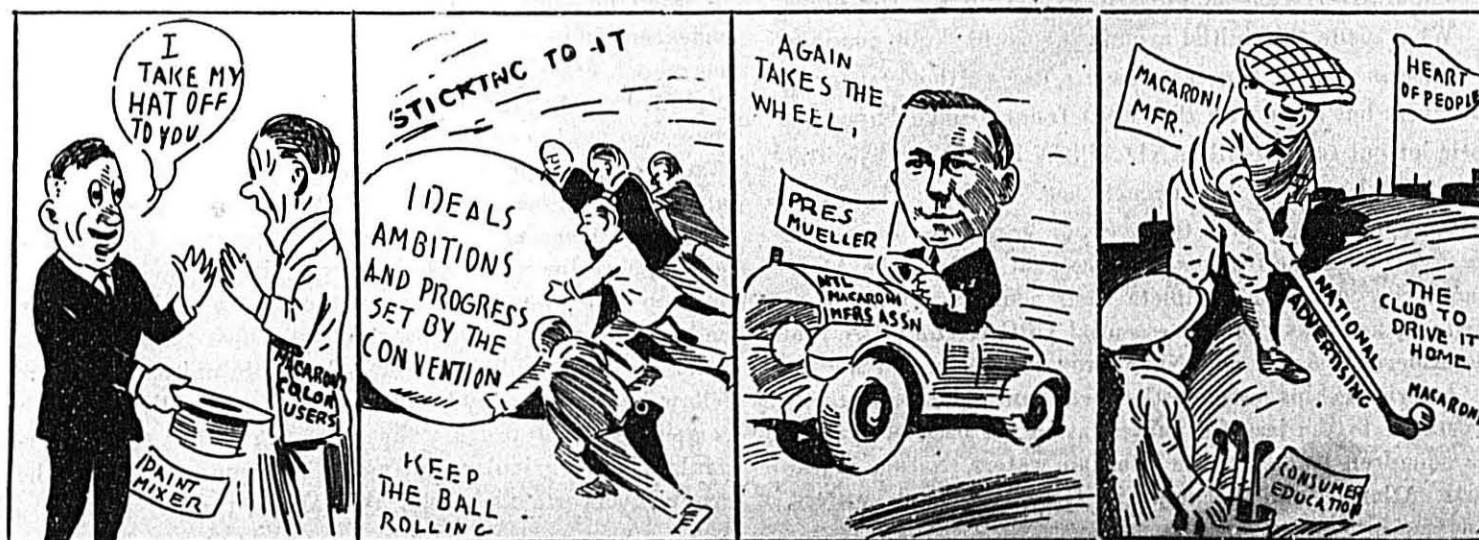
Sensible buyers expect to pay fair and honest prices for their needs. We advocate only reasonable and just quotations based on cost of doing business and insuring replacement of your stock of raw materials. Carry on your business, Mr. Macaroni Maker, in a way that guarantees you fair profits and a decent living.

Semolina prices are soaring. Is it not reasonable that macaroni prices should keep step? Nature provides us the opportunity we have long sought. The world is watching just how you will act under this favorable situation. Let your reaction be reasonable to the public and fair to yourself and our industry.

### Hitting 'Em Hard

Roger W. Babson, a national authority who tells the business men of the nation when they can go ahead and make money or when to "trim their sails" for fear of losing profits and capital, ventures the following reasons for the slight decrease in the volume of general business:

"Too many people want to live in apartments, get along without children, live out of tin cans and spend their time driving a flivver or attending the movies. Time spent otherwise, they consider wasted."



## SPAGHETTI FOR NAVY

### Specifications and General Conditions Governing Grade and Packing in Detail With Notes for Manufacturers and Others.

In advertising for bids on the spaghetti requirements in the navy yards and naval supplying stations along the Atlantic seaboard the bureau of supply and accounts of the navy department, Washington, D. C., goes into details regarding specifications and general conditions governing the grade and packing of this foodstuff. Bids for the supply referred to covered immediate requirements of the navy amounting to 58,000 lbs.

Specifications and conditions that bidders are required to consider when seeking to supply the navy are as follows:

#### Grade

Spaghetti shall be of one grade only. (As sample of products must accompany bids no particular grade is mentioned but buying is done on the basis of sample submitted.)

#### Material and Workmanship, Etc.

Shall be made in proper manner, under sanitary conditions from the semolina of durum wheat, and shall be of American manufacture, well dried by modern methods (open air method of drying shall not be used).

#### General Requirements

Shall be either of solid or tubular stem, equal in diameter to spaghetti No. 3, as illustrated in The Encyclopedia of Food, 1923 Edition, published by Artemus Ward. Shall be cut in lengths of approximately 11 in.

#### Detail Requirements

Shall contain not more than 12.0% moisture, and not less than 12.0% of protein (Nx5.7).

#### Method of Inspection, Tests, Etc.

Necessary physical, and chemical tests, to insure compliance with these specifications, will be made. Moisture content will be determined by the vacuum oven method (J. Assoc. Official Agr. Chem., Vol. VI, P. 274). Protein will be determined as outlined in J. Assoc. Official Agr. Chem., Vol. V, p. 126.

#### Packing and Marking of Shipments

Shall be packed in full net weight paper packages of 12½ lbs. each, 2 packages to a can and 2 cans to a case. The cans shall be made from prime coke tin plate, weighing 100 lbs. to the box of 112 sheets, size 14 by 20 inches; cans shall be air and water tight, and shall be completely lined with heavy parchment or similar paper; edges of paper shall be overlapping. The cans shall be hermetically sealed.

Cases shall be nailed or "4-ONE BOX" construction conforming to the following details, respectively:

#### NAILED CONSTRUCTION

Cases shall be substantial and well made of good grade, sound and seasoned box lumber. Ends shall be ⅝ inch thick; sides, tops, and bottoms ¾ inch thick, sizes named are finished; planed sides out. Nails shall be not less than 5-penny, cement coated.

A variation of 1-16 in. in above measurements will be considered, provided a sample case of such thinner shooks has been submitted to, and approved by the inspecting officer before shipment or delivery.

Cases must be made to fit the commodity purchased and must be sized to allow approximately ¼ inch over exact length and width, and ¼ inch over exact height of contents.

Each case of nailed construction shall be strapped at both ends by one of the following methods:

(a) Not less than ⅜ inch turned-edge or ½ inch flat metal straps, nailed.

(b) No. 13 gauge galvanized round wire, having a tensile strength of not less than 300 lbs., shall be drawn sufficiently tight to lay flat on all sides of the container, and joined at the ends mechanically with a knot, or tie, having at least 70% of the tensile strength of the wire itself.

(c) Cold rolled steel strapping not less than ½ by 0.015 inch, having a tensile strength of not less than 750 lbs, drawn tight mechanically so as to compress the box, and joined at the ends with a seal having at least 70% of the tensile strength of the strap itself.

#### "4-ONE BOX" CONSTRUCTION

Cases of "4-ONE BOX" construction must be well manufactured from sound, well seasoned thin boards and cleat lumber. No knots will be permitted which will interfere with proper nailing or stapling.

Boards.—Tops, bottoms, sides and ends, ¼ inch thick.

Cleats.—13-16 by ⅞ inch or ¾ by 15-16 inch.

Wires.—14 gauge, not over 6 inches apart.

Staples.—Not over 2 inches apart and not less than 2 staples in each end of board.

Fastening ends in boxes.—The ends shall be firmly fastened to the inside of the side cleats with either 16-gauge staples with lugs not less than 13-16 inch long or with 2-penny cement coated nails, both staples and nails having centers not in excess of 2 inches apart.

Cases must be made to fit the commodity purchased, allowing approximately ⅛ inch over exact length and width of contents; no allowance over depth.

#### MARKING

All cases shall be stenciled plainly on one end only, and shall show the total net weight, nature of contents, name of contractor, number of contract, and date of canning.

#### Example:

50 lbs. net  
Spaghetti  
R. G. Brown and Co.  
Packed July 1924  
Contract No. 23456.

#### Notes to Manufacturers and Others

Net weight only, exclusive of all packing, will be paid for, except that any weight in excess of that which is marked on the cases will not be paid for.

One sample can, containing 25 lbs. net weight of the spaghetti which the bidder proposes to furnish, must be submitted to the Officer-in-Charge, prior to the time fixed for the opening of bids. Samples delivered late will not be considered. The sample shall be marked with the bidder's name, class number, schedule number, and date of opening of bids.

The accepted sample, according to which spaghetti is to be delivered, will be neither returned nor paid for. In case of necessity, additional samples shall be submitted free of charge.

Award will be made to the lowest bidder whose samples, in the opinion of the inspecting officers, meet the requirements of the specifications.

The spaghetti when delivered must be in strict accordance with the specifications and the sample submitted in connection with the bid.

Inspection will be made after delivery.

## Kindness

I often wonder why people do not make more use of the marvelous power there is in kindness.

It is the greatest lever to move the hearts of men that the world has ever known—greater by far than anything that mere ingenuity can devise or subtlety suggest. Kindness is the king pin of success in life; it is the prime factor in overcoming friction and making the human machinery run smoothly. If a man is your enemy you cannot disarm him in any way so quickly or so surely as by doing him a kind act. The meanest brute that ever drew breath is not altogether insensible to the influence of kindness. Of course it takes a strong man, the very strongest in fact, to do a kindness to the man who has wronged him and yet there is no other way of so certainly bringing about restitution. Not only this, but it develops additional strength in the man who does it and the peculiar thing about it is that the power of kindness can be exercised by the lowliest as well as the highest. The king upon the throne has no more privilege in this respect than the digger of ditches, and there is no other factor in human life so well calculated to destroy the distinction of caste as this.

Kindness makes the whole world akin. It breaks down the barriers of distrust, deceit, envy, jealousy, hate and all their miserable train.

—National Culinary Progress.

## Nutrition: The Coming Science

By Douglas Griesemer, Director of Public Information, American Red Cross

"What are the three food elements required by the human body in order to maintain good health?" asked the Red Cross instructor in Nutrition and Food Selection.

Tommy's hand waved wildly. He could hardly wait to be called on.

"Yer breakfast, yer dinner 'n yer supper," he shouted.

Proving that the struggle of the teacher to impress upon her small flock that nothing is more fundamental than adequate diet had at last begun to show results.

This relationship between food and health is now so generally recognized that when the findings of statisticians brought out the startling facts that from fifteen to fifty per cent of our school children, rich as well as poor, are suffering from malnutrition, the American Red Cross, which by the terms of its charter is authorized to "continue and carry on a system of national and international relief in times of peace," decided that the condition constituted a real emergency, and incorporated in its health program a service called "Nutrition and Food Selection."

Inasmuch as the sound nutrition of the individual and the community is the foundation of public health the Service concerned itself with devising and standardizing methods by which authentic information on food and the food requirements of different ages and of different conditions of health could be made available for all.

General information on nutrition is being disseminated by such means as Parents-Teachers associations, Farm Bureaus, Granges, community meetings, county fairs, newspapers, posters and the like. Courses of instruction are given to teach the how and why of dietetics in simple, practical terms that any woman can understand, and the subject is vitalized by encouraging the students to bring in their specific problems for discussion and solution in the class.

The result of these efforts has been to create a nation wide interest among mothers and home makers in the intelligent choice and wholesome preparation of food.

Perhaps no manufactured food product has received a more hearty endorsement than has macaroni, not only because of its essentially nutritious qualities, but because it combines so palatably with other foods.

In the campaign to persuade mothers of the unwisdom of spending more money upon meat than upon milk the use of macaroni, in milk in combination with cheese, milk and other dairy products has been an important factor.

Tomatoes, too, which even when

cooked, contain a high content of valuable mineral salts and vitamins, lend themselves to dishes in which macaroni and cheese furnish the valuable starch and protein elements.

The ideal ration, advocated by the nutrition experts, has been summarized thus: "Choose each day milk, fruit, vegetables both cooked and uncooked, eggs, fish, cheese or meat; whole cereals or entire wheat bread; sufficient sugar, starch and fat in addition to keep up the body to optimum weight."

Every macaroni manufacturer knows that in a properly cooked macaroni dish, oysters, scalloped in macaroni, for example, served with a tomato sauce, almost every one of these essential food elements may be found.

While the American Red Cross does not contemplate, of course, going into the macaroni business, it is indisputable that the knowledge its Nutrition Service is disseminating on the necessity of an adequate diet in order to maintain the highest standard of health and efficiency will indirectly redound to the profit of all manufacturers of wholesome foods.

Other activities of the American Red Cross for which the support of the people is asked in the Eighth Annual Roll Call include work for disabled ex-service men and their families and for the men of the regular army and navy, disaster relief, first aid, life saving, enrollment of nurses, public health nursing, home hygiene and care of the sick, and Junior Red Cross.

The roll call will be held from Armistice Day to Thanksgiving.

Will your dollar be among those present?

## BEST BODY BUILDER

Macaroni Fills Bill for Children—Ranks With Orange Juice, Eggs, Cheese—Sample Breakfast Menus With Other Suggestions.

Among the foods that are liked by children and found most agreeable for the delicate digestive organs, macaroni and egg noodles are classified with orange juices, eggs and cheese, by W. A. Schmidt, a recognized food authority on nutrition. Mr. Schmidt recently attended the macaroni manufacturers convention where he passed on many valuable suggestions to those in

#### COMPETITION

Which goes to the point of exhausting both competitors is suicidal.

attendance. We quote a leading article now being published by the newspapers under the heading "What To Eat Today":

Doctors agree on orange juice as the ideal fruit juice for infants. Some of the reasons they give for this choice are: Orange juice is easily digested, its salts and acids form the best natural mild laxative that physicians know, it is a preventive of children's disorders due to sterile or deficient foods, it has a natural corrective medicine effect and not to be overlooked. All children like oranges.

To bring the whites of eggs up quickly to a froth, add 2 or 3 drops of lemon juice. It will froth up peacefully in a few minutes.

Eat more cheese. You will be healthier, stronger, more vitally energetic.

Macaroni and egg noodles are an every day food. Try them as a change from potatoes. They are "Quick to get ready." Takes but 10 or 11 minutes to cook. No trouble; no waste like in peeling potatoes.

Every bit is food. Try serving macaroni just the same way as you do potatoes and notice how much tastier it is over potatoes. Macaroni, especially the elbows, taste mighty fine in chicken fricassee.

Try the following recipes as a good breakfast dish:

#### Elbow Macaroni, Ham and Eggs

Put 1 package elbow macaroni in 2 quarts boiling salted water; cook until tender, which will generally take about 10 minutes; stir occasionally. Then place elbow macaroni in colander and shake until thoroughly drained. Never start to cook in cold or merely warm water!

Method: Fry 2 slices of ham, that is place the trimmed slices of ham in hot frying pan so as to cook through (the time depending upon the thickness of slices). Place on warm platter. Toss the cooked elbows into the frying pan and cook in the ham fat 2 minutes. Cover the slices of ham with elbows. Set the fried eggs on top. Garnish with parsley. Serve at once (with toast if desired).

#### Egg Noodle Pie

1 package egg noodles (wide); cook in plenty of boiling salted water; par-boil 6 minutes. 1 onion sliced, 4 tomatoes sliced, 1 lb. cooked beef or mutton, 1 teaspoon salt, ¼ teaspoon pepper, ¼ teaspoon grated nutmeg, 1 cup bouillon or soup stock, ¼ cup grated cheese.

Method: Line the buttered baking dish with the parboiled egg noodles, arrange the meat, cut in thin slices, onion and tomatoes in layers. Add seasoning, pour the stock over and cover the top with the remaining egg noodles. Sprinkle with bread crumbs and grated cheese. Bake in hot oven for ½ hour.

When you stop advertising, your business runs down; then the sheriff comes along and winds it up.

## Needs for Real Sales Control

What a salesmanager needs to know in order effectively to plan and direct his activities can be pretty well summed up on the following phrase: **Where he is getting business, and why, and from whom; and where he is losing business, why, and to whom.**

The man who can answer these questions in specific terms and with assurance is a real salesmanager, and it is a safe bet that he is getting somewhere.

By where in the above phrase we do not mean location or territory alone but equally, or, of even more importance, all the different classes of users or prospects.

One of the first steps toward getting an effective sales control in a business, large or small; manufacturing, wholesale or retail; is to get these facts. They can be obtained only through organized market study.

The next step is to make intelligent and effective use of the facts. Facts alone, no matter how complete or authentic, never proved the salvation of any business. Judgment and experience are required to use the facts in the development of selling plans, policies and methods.

Next comes the control that is necessary in the execution. There are 3 important factors in the selling job. These are **sales effort**, or the work that is done, **sales cost** and the **sales results**. The competent salesmanager will know definitely, and from every possible angle, the facts regarding these 3 things in his business.

This requires a well organized report system—one that works out in practice as well as it does in theory—and some form of sales analysis. There is no cut-and-dried system that will apply equally to every business. As each business has its own distinct requirements so must it provide its own distinct facilities in these respects.

The fact will be admitted that in most businesses one of 2 evils prevails; either the report system is too loose to be of any practical value, or it is so overburdened with red tape as to constitute a hardship.

The system should serve the business, not the business the system.

Another thing that is rarely recognized in developing sales reports and systems of sales analysis is that the construction of any such system may be compared with the erection of a building. A considerable amount of scaffolding is necessary that needs to be torn down before the building is entirely finished.

There are always forms and systems inaugurated that never work out in practice. No one uses them, and therefore they are useless. Yet no one ever thinks of discarding or abandoning them.

There are always plenty of people engaged in the business of installing systems, but no one engaged in the business of uninstalling those that do not work.

Harry Winsten once told about starting on a new job as salesmanager. He pinned an order ticket on his lapel and said, "Now I'm an order. Put me through the place in the regular way."

The order was never filled. He was stopped at so many places where useless entries were made in records which nobody ever consulted, or for other equally needless operations, that he never did get through.

And yet that shop was probably only average in that respect.

We frequently hear it said, "Here is a system that works." No system really works. The best it can do is to help some man or group of men to work more intelligently or with better results.

But if it does that it's a treasure.—  
The Spade.

## SOMETHING FOR NOTHING

Phase of Advertising Fades as Steady Progress Toward Raising Plane of Every Day Selling Gains in Momentum.

When we see a man attempting something apparently impossible, we are inclined to say that he is "chasing a rainbow."

Oftentimes such a man will surprise us by accomplishing the thing he has in mind, but the phrase still is used to mean the impossible.

We seldom stop to consider that most of us—all through life—constantly pursue a real rainbow in our effort to get "something-for-nothing."

For if any one thing can truly be called impossible, it is certainly the "something-for nothing" idea.

One of the most interesting developments in American business life is the concerted and notably successful effort which has been made to stamp out this advertising practice.

### Decade of Accomplishment

Ten years ago at the Baltimore convention of the Associated Advertising Clubs of the World the idea was advanced that the deliberate untruths in advertising, the half truths, and misleading statements—all represented attempts on the part of the advertisers to get "something-for-nothing"—to give less value than represented, says an advertising exchange.

Out of that gathering grew a movement for the protection of the public which has raised the whole code of advertising and merchandising throughout the country.

The leaders of the movement realized that deceptive, misleading advertisements not only hurt those who indulged in them but also weakened the confidence of the public in honest advertising and merchandising.

Today in 40 cities in the United States there are Better Business Bureaus, whose membership comprises practically all the local merchants and business men.

Each bureau scans the local advertising and whenever statements of misleading character are made, such statements are called to the attention of the advertiser, and invariably are immediately withdrawn or corrected.

Newspapers and magazines throughout the country work in close harmony with the bureaus, for they too realize that if through misleading advertisements the public is deceived, confidence in the newspaper itself is also shaken.

We like to think how astonished George Washington would be if he could come back and view the wonders of the telephone, the automobile, the radio and the airplane—but his surprise would be no greater than that of the merchants and business men of his day if they could view the extraordinary progress which has been made, even in the last decade, in raising our business standards.

### Off the Public Press

#### The 100 Varieties

Do you realize how many varieties of macaroni there are? More than 100 shapes are made by Italian manufacturers, ranging from the short flat pieces 1 to 2 inches wide to the long thin threads, some of which are much finer than vermicelli, says Miss Alice Brady, cooking expert, in Chicago Daily News.

Here we most frequently use the tubular macaroni, and spaghetti and vermicelli occasionally. In the Italian stores the larger tubes, the flat noodles and the individual shapes for use in soups are easily obtainable and attractive to provide variety.

The Japanese and Chinese nations made macaroni for many hundreds of years before it was introduced into Italy. For a long time it was considered impossible to make it in this country, but in recent years macaroni wheat, rich in gluten, has been successfully raised in our western states.

In cooking be careful to put it into plenty of boiling and salted water; keep the water boiling for 20 to 30 minutes until macaroni is tender. If macaroni after careful and proper cooking is pasty and does not retain its shape it is a poor quality of macaroni.

You'd say  
"Uniformity"



If anyone were to ask what you want most when you buy Semolina, you'd say "uniformity." Washburn Crosby Company guarantees that every sack of GOLD MEDAL SEMOLINA is exactly the same—to the extent of returning your purchase price.

Buy Value  
—Not Price

GOLD MEDAL Semolina  
is the best value every day  
in the year.

## GOLD MEDAL SEMOLINAS

SEMOLINA No. 1—Coarse granulation  
SEMOLINA No. 2—Med. granulation  
SEMOLINA No. 3—Fine granulation  
DURUM FANCY PATENT  
DURUM FIRST CLEAR  
MARELLA—blend 60% Fancy Patent  
40% SPECIAL WHITE—First Clear

# WASHBURN CROSBY COMPANY

MINNEAPOLIS, MINNESOTA



## EGG YOLK IN NOODLES

Bureau of Chemistry Edict as to Such Use—Reply to Trade Query Includes Department Rules in Full.

Egg yolk may be substituted in whole or in part for whole eggs in making egg noodles, according to Dr. C. A. Browne, in charge of the bureau of chemistry, which enforces the federal food and drugs act.

In answer to an inquiry whether a product containing 5 lbs. of dried egg yolk per 100 lbs. of flour might properly be designated and sold as egg noodles, since Food Inspection Decision 162 requires that egg noodles contain not less than 5% by weight of the solids of whole, sound egg exclusive of the shell, Dr. Browne stated:

The bureau has acquired information which indicates that a product in which egg yolk has been substituted for whole egg is the equal if not the superior of egg noodles as defined by the standard. In view of this information and pending a reconsideration by the joint committee on definitions and standards of the existing standard, this bureau is recommending no action against the products sold as egg noodles if they contain not less than 5% by weight of the solids of egg yolk or not less than 5% of the solids of whole, sound egg exclusive of the shell or not less than 5% of a mixture of the solids of egg yolk and whole egg exclusive of the shell.

Attention is called to the fact that commercial dried egg yolk contains some moisture. A product made with 5 lbs. of dried egg yolk to 100 lbs. of flour would not necessarily contain 5% of the solids of eggs. Due correction should be made for the amount of moisture in the dried egg yolk and in the finished product. As a general proposition at least 5.5 lbs. of the dried egg ingredient to 100 lbs. flour would be necessary.

The bureau recently issued a notice permitting the use of egg yolks in place of eggs in the production of egg noodles. Studying the new ruling from the viewpoint of the macaroni manufacturer following several requests received concerning the quantities of frozen yolks and frozen whole eggs required to conform to the new standards, Dr. B. R. Jacobs, Washington representative of the National Macaroni Manufacturers association, offers the following suggestions for guidance of the trade:

### Frozen Whole Eggs

Frozen whole eggs consist of approximately 25% solids and 75% water, therefore, 20 lbs. of frozen whole eggs will contain 5 lbs. of whole egg solids.

Twenty pounds of frozen whole eggs is the minimum that may be used with 95 lbs. of flour in making egg noodles to conform to the government standards.

### Frozen Yolks

Frozen yolks consist of approximately 50% solids and 50% water, therefore 10 lbs. of frozen yolks will contain 5 lbs. of egg solids.

Ten pounds of frozen yolks is the minimum that may be used with 95 lbs. of flour in making egg noodles to conform to the government standards.

### Dried Egg Product

Dried whole eggs and yolks contain approximately 5% of moisture and 95% of egg solids. The moisture therefore may be disregarded in computing the percentage of dried egg products required.

Five pounds of dried egg products (either whole egg or yolk or a mixture of these) is the maximum that may be used with 95 lbs. of flour in making egg noodles to conform with government standards.

### Competition That Hurts

"Competition is the Life of Trade." This proverb is only partly true, depending on the kind of competition under consideration.

Competition is of two kinds—constructive or intelligent and destructive and unintelligent competition.

The constructive or intelligent competition builds, while the destructive or unintelligent tears down.

The right kind of competition, intelligent and constructive—competition in quality, in service, in advanced sales practices and business standards—is the breath of life to any industry.

It invokes enterprise and instills ambition.

It breeds initiative and encourages cooperation.

It is clean, wholesome, inspiring.

Destructive competition is that death dealing kind prompted by competition in price only, in trickery and schemes, in grabbing and scrambling for orders in that "the devil take the rest" spirit.

It stifles enterprise and initiative.

It lowers standards, and breeds contempt.

It retards progress in any industry.

In the macaroni manufacturing industry there is little to fear from intelligent or constructive competition. It establishes faith in the industry generally. Competition along this line leaves the industry just a little bit further advanced and obtains for the competitors a good will in the buying trade that is invaluable.

On the other hand the strong-arm selling method that constitutes destructive competition undermines the very foundation on which successful business is erected. Suspicion is generally aroused and as the result everyone is harmed. Frankly this is the kind of competition that hurts.

Happily there is in the macaroni manufacturing industry a certain amount of competition that is based on quality and service. This kind of competition is heartily welcomed by all. We would welcome more of it.

Make your sales policy the kind that creates good will toward all fair competitors and that will serve to advance

the industry, through the use of the proverb somewhat modified, so as to read—

"Constructive Competition is the life of lasting trade."

### Fire Prevention Hints

(October 9 Is Fire Prevention Day)

- 1—Swing all exit doors outward.
- 2—Keep all aisles and passages to exits and fire escapes free, unobstructed and direct.
- 3—Keep all windows leading to fire escapes unlocked and ready for use.
- 4—Keep fire escapes painted and in good condition.
- 5—Maintain exit and fire escape signs and lights where necessary.
- 6—Provide suitable metal containers for rags, paper, excelsior and similar rubbish.
- 7—Remove rubbish from your premises daily.
- 8—Isolate, or at least properly protect, all hazardous processes where volatile oils, gases and materials are used.
- 9—Keep gasoline, benzine and other volatile oils in approved safety cans.
- 10—Install and keep in good condition all fire fighting equipment.
- 11—Provide metal lockers for employes' clothes.
- 12—Protect your building against your neighbor's fire hazards.
- 13—Where possible organize a fire brigade for your own protection.
- 14—Discourage smoking in plants.
- 15—Prevent dust accumulations in factories by daily thorough sweeping.

### Five Essentials to Learn

If you are to be as successful as you hope to become there are 5 things you ought to learn:

- 1—Learn to LAUGH. A good laugh is better than medicine. When you smile or laugh, your brain movement is freed from the load it ordinarily carries.
- 2—Learn to tell a helpful story. A well told story is as wholesome and as welcome as a sunbeam in a sick room.
- 3—Learn to keep your troubles to yourself. The world is too busy to linger over your ills and sorrows.
- 4—Learn to stop croaking. If you cannot see any good in this world, keep the bad to yourself.
- 5—Learn to greet your friends with a smile. They carry too many frowns in their own hearts to be bothered with any in yours.—Exchange.

### This Really Happened

One of the big trucks of the F. A. Martoccio Macaroni company pulled up to the warehouse at the Minneapolis Mills the other day. Willis Tinkham, head of the mill testing department, was standing on the platform.

"How is the macaroni business, rush-in?" he asked the driver.

"Nopa," replied the latter, "Italian."—The Eventually News.

Stein Hall's



PURE  
FRESH  
SWEET  
CLEAN  
ECONOMICAL

Unexcelled for noodles

Stocks in principal cities  
Write for Samples

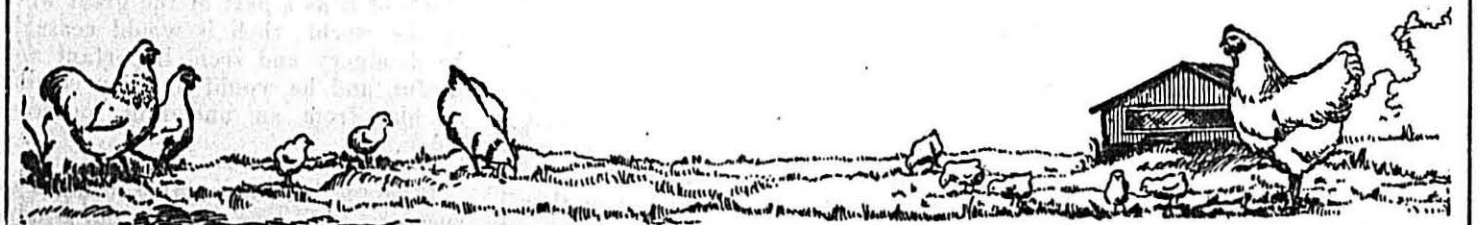
ALSO ALBUMEN  
AND WHOLE EGG

STEIN, HALL & CO., INC. STEIN, HALL MFG. Co.

61 BROADWAY, NEW YORK.

2841 SO. ASHLAND AVE. CHICAGO.

DIRECT IMPORTERS  
ESTABLISHED 1866



## FAR FIELDS TEMPTING

Distant Pastures Lure Manufacturers  
From Working Nearby Fields  
Which Would Yield Well at  
Much Less Expense.

Perhaps no other business folly has proven more costly to the macaroni manufacturer than a decision to take in more territory than he can conveniently and profitably cover. Happily good business judgment is drawing in the boundaries of the sales territory that firms attempt to supply and as a result there is a more equitable distribution of business.

To become "national" was the lure that drew some manufacturers very close to the rocks of bankruptcy. It is strange, but true, that some business men adopt means that make it harder than ever to achieve success. They go to unwarranted expense and unbelievable trouble to get business hundreds and thousands of miles away from the plants while entirely overlooking the possibilities offered in their contingent territory.

Distant fields are always tempting. A firm in the east feels that the Mississippi valley and southern states offer golden opportunities and employ expensive salesmen and incur heavy expense for distant traveling to get an occasional order here and there. If any thought were given to the expense per case involved in selling and supplying a distant territory, these firms would preferably do business nearer home.

A middle west plant looks with envious eyes on the metropolitan centers of the east. It feels that if it can get only a small share of that wonderful business its success is assured. Officers travel thousands of miles to seek this elusive business, expensive offices are maintained and high salaried salesmen cavort in the heavily populated district with its strong competition. The result is some business at ruinous expense to the firm.

In both of these mythical cases one half the energy and one third the expense applied to the territories surrounding the plant would mean doubling their business and profits. It would mean shorter hauls and closer attention to details that are pleasing to the buyers and consumers. It would eliminate unnatural competition and its inherent jealousies.

A well known macaroni manufacturer who has recently seen the error of his ways decided to concentrate his sales efforts on his natural territory. He reports that a preliminary investigation satisfies him that in his previous endeavors he had merely scratched the surface of the possibilities that were almost at this front door. He still supplies the voluntary orders that come from the distant points but has entire-

ly eliminated the expense of seeking that business.

His new policy has brought him both happiness and profit. He is better satisfied since the new practice eliminates the jealousies that a more grasping policy engenders. He politely permits other manufacturers to develop their own territories in their own way and is repaid by a similar attitude toward his territory on the part of competitors from distant points.

His example is well worth emulating on the part of the industry generally. It does not necessitate the entire elimination of distant business but it would require curbing all the obnoxious practice of "dumping" in an unnatural market to keep up production.

Concentrating your sales efforts in your home territory, producing goods of high quality, advertising liberally to your natural buyers and consumers will not only succeed in keeping business but will bring to the manufacturer contentment over his business and the good will of the macaroni manufacturers in territories that his former all embracing policy affected.

The old saying that "distant fields always look green" is as true in the macaroni business as it is in any other lines. Cultivate the possibilities at your front door. Should there still exist in your heart that roving nature which can be satisfied only by business at a distance, confine this effort to the promising foreign territories which government agencies are anxious to help the macaroni manufacturers to develop.

### Color Will Sell Goods

The U. S. Printing & Lithograph Co. of Cincinnati has issued an interesting pamphlet to the trade advising how "Color Will Sell Your Goods." The pamphlet urges food manufacturers to consider this feature in packing their products, with the object of making them as attractive as possible to the buyer.

"In today's merchandising campaigns, color has become an important sales factor," is the story. "Used on packages or wrappers, store cards or window displays, it must compel attention and turn casual observation into interested inspection. The best selling, most profitable merchandise has been built up on the platform of attractiveness. Color is today playing its important part in selling goods of all kinds. It will sell yours if given a proper opportunity.

"Long experience in fine color print-

In every industry there is at least one concern and frequently only one that is in a position to take advantage of a business slump and, when it is over, to come out a little more on top of the heap than they were before.—The Spade.

ing fits us to apply this selling ability to your products. We can devise a color package or label for you that will be the most outstanding thing on the store's shelves. We can produce window displays that will draw crowds to your windows. Our counter containers and silent salesmen stop customers and make sales. We print sales literature in color that brings in a big percentage of returns.

"Color printing headquarters puts force—selling force—into every color job produced. We know how to avoid the commonplace as well as the freakish. Every product of our color presses must stand up to our rigid requirements of quality. Remember, our job is to make color help sell your goods."

### Joy in Our Work

Everybody ought to get joy out of his work. If he doesn't there is something wrong somewhere.

At heart every man has in him the urge toward perfection, as he understands that condition—that is he wishes to do better and better that which he does voluntarily.

To put it another way he wishes to excel in his efforts and thus exalt himself in the eyes of his associates and maintain his own self esteem.

We once knew a man who was an artist at digging ditches, another at husking corn, another at shearing sheep, another at doing the menial tasks about a house. In each case these men found self expression and satisfaction in producing a result that was appropriate.

It is the spirit of the man that exalts the work, even the hangman in Barnaby Rudge proclaimed himself an artist in his work and exhibited much satisfaction in a well executed job.

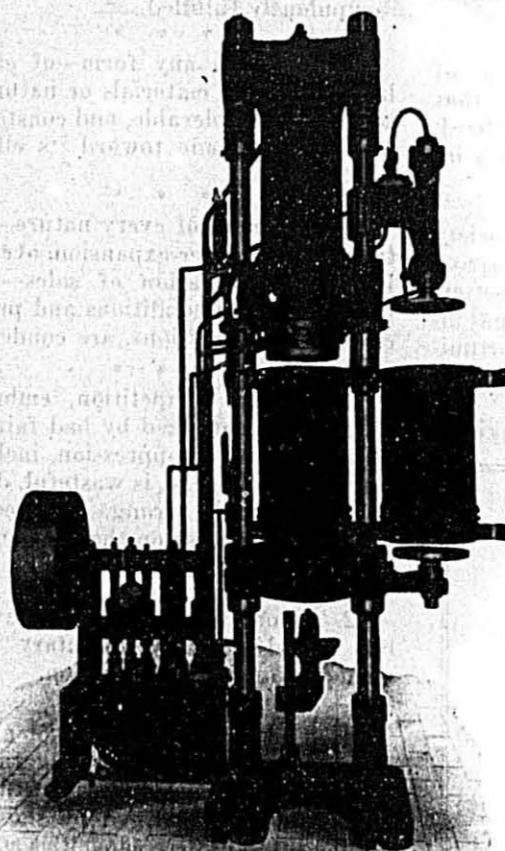
In our work today we must relate our part in it to the finished whole if we are to see ourselves in right relation. Each part of the work of the world must be well done if we are to have a harmonious whole.

For instance—one might have an office in the finest of buildings and have it equipped with the finest of fittings and furniture, but if the janitor did not keep the place clean and warm it would give us very little satisfaction. Those higher up can do no better work than teach their subordinates by example and precept that their work is of first importance, whatever it may happen to be.

For his own soul's sake every man ought to magnify his function and think of it as a part of the great work of the world; then it would cease to be drudgery and seem important and useful, and he would find joy coming to him from an unending source.—Anon.

Planning is indispensable to business success. Plan now for fall and winter business.

# THE MOST EFFICIENT



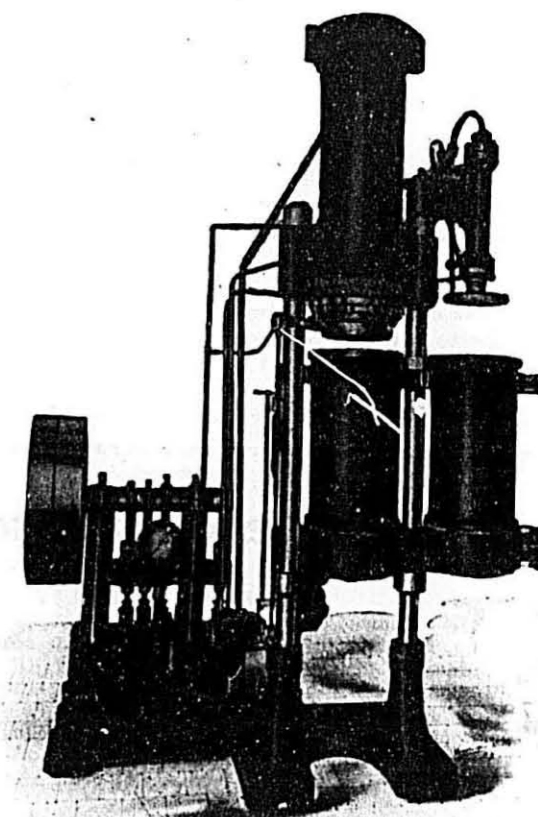
PRESS STYLE C  
STATIONARY DIE TYPE

Hydraulic  
&  
Screw  
Presses

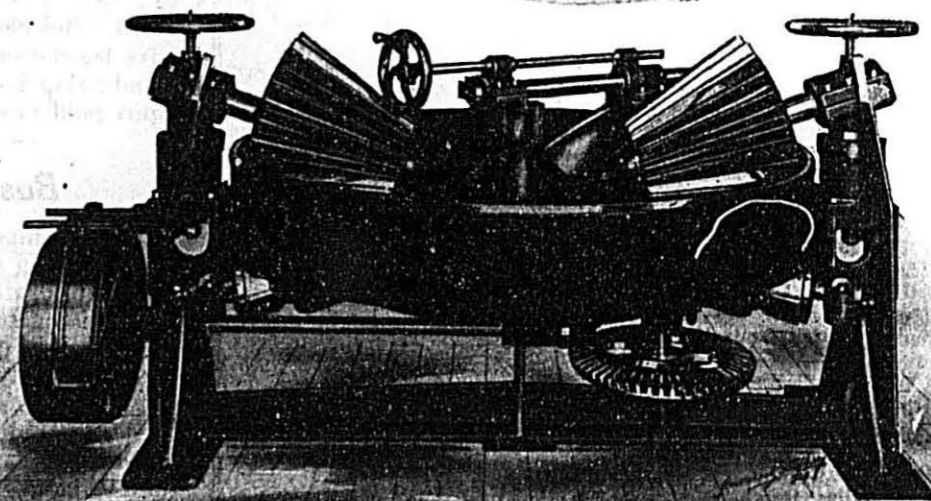
Kneaders

Mixers

Die  
Cleaner  
Machine



PRESS STYLE A



Made by

**I. De FRANCISCI & SON**  
219 MORGAN AVE. BROOKLYN, N. Y.

## Fifteen Commandments of Business

By Judge Edwin B. Parker, Umpire, Mixed Claims Commission, and Chairman, committee on Business Ethics, Chamber of Commerce of the United States.

1. The foundation of business is confidence which springs from integrity, fair dealing, efficient service, and mutual benefit.

2. The reward of business for service rendered is a fair profit plus a safe reserve commensurate with risks involved and foresight exercised.

3. Equitable consideration is due in business alike to capital, management, employes and the public.

4. Knowledge—thorough and spe-

cific—and unceasing study of the facts and forces affecting a business enterprise are essential to a lasting individual success and to efficient service to the public.

5. Permanency and continuity of service are basic aims of business, that knowledge gained may be fully utilized, confidence established and efficiency increased.

6. Obligations to itself and society prompt business unceasingly to strive toward continuity of operation, bettering conditions of employment and increasing the efficiency and opportunities of individual employes.

7. Contracts and undertakings,

written or oral, are to be performed in letter and in spirit. Changed conditions do not justify their cancellation without mutual consent.

8. Representation of goods and services should be truthfully made and scrupulously fulfilled.

9. Waste in any form—of capital, labor, services, materials or natural resources—intolerable, and constant effort will be made toward its elimination.

10. Excesses of every nature—inflation of credit, over-expansion, over-buying, over-stimulation of sales—which create artificial conditions and produce crises and depressions, are condemned.

11. Unfair competition, embracing all acts characterized by bad faith, deception, fraud or oppression, including commercial bribery, is wasteful, despicable and a public wrong. Business will rely for its success on the excellence of its own service.

12. Controversies will, where possible, be adjusted by voluntary agreement or impartial arbitration.

13. Corporate forms do not absolve from or alter the moral obligations of individuals. Responsibilities will be as courageously discharged by those acting in representative capacities as when acting for themselves.

14. Lawful cooperation among business men and in useful business organizations in support of these principles of business conduct is commended.

15. Business should render restrictive legislation unnecessary through so conducting itself as to deserve and inspire public confidence.

### Business Frogs

A frog jumps readily enough when put in warm water, yet a frog can be boiled to death without knowing if the water is heated slowly enough.

In certain psychological experiments at Yale some years ago, water was heated at the rate of 36 ten-thousandths of a degree Fahrenheit per second.

The frog never moved and at the end of 2½ hours was found dead.

He had evidently been boiled to death without knowing it.

There are thousands of business frogs. They are not sensitive to business changes. They are being slowly boiled to death by the imperceptible degrees of change taking place in the businesses in which they are engaged.—The Spade.

Hint to plant foreman: If you command wisely you'll be obeyed cheerfully.

## Merchandise

By Milton Hayes

Merchandise! Merchandise! Tortoise shell, spices,  
Carpets and indigo—sent o'er the high seas;  
Mother-o'-pearl from the Solomon Isles—  
Brought by a brigantine ten thousand miles;  
Rubber from Zanzibar, tea from Nang-Po,  
Copra from Hayti, and wine from Bordeaux—  
Ships, with top gallants and royals unfurled,  
Are bringing in freight from the ends of the world.

Crazy old windjammers manned by Malays,  
With rat ridden bulkheads—and creaking old stays,  
Reeking of bilge and of paint and of pitch—  
That's how your fat city merchant grew rich;  
But with tramps, heavy laden, and liners untold  
You may lease a new life to a world that's grown old.  
Merchandise! Merchandise! Nations are made  
By their men and their ships and their overseas trade.

So widen your harbors, your docks, and your quays,  
And hazard your wares on the wide ocean ways,  
Run out your railways and hew out your coal,  
For only by trade can a country keep whole.  
Feed up your furnaces, fashion your steel,  
Stick to your bargains and pay on the deal;  
Rich is your birthright, and well you'll be paid  
If you keep in good faith with your overseas trade.

Learn up your geography—work out your sums,  
Build up your commerce and pull down your slums;  
Sail on a Plimsoll that marks a full hold,  
Your overseas trade means a harvest of gold.  
Bring in the palm oil and pepper you bought,  
But send out ten times the amount you import;  
Trade your invention, your labor and sweat,  
Your overseas traffic will keep ye from debt.

Hark to the song of shuttle and loom!  
"Keep up your commerce or crawl to your tomb."  
Study new methods and open new lines,  
Quicken your factories, foundries, and mines;  
Think of Columbus, De Gama, and Howe  
And waste not their labors by slacking it now,  
Work is life's currency—earn what you are worth  
And send out your ships to the ends of the earth.

For deep bosomed mothers with wide fashioned hips  
Will bear you good sons for the building of ships;  
Good sons for your ships and good ships for your trade—  
That's how the peace of the world will be made.

So send out your strong to the forests untrod,  
Work for yourselves and your neighbors and God;  
Keep this great nation the land of the free,  
With merchandise, men, and good ships on the sea—  
Merchandise—Merchandise—good honest merchandise.

# The Peters Package

The largest percentage of the best macaroni packaged goods is sold in PETERS STYLE PACKAGE. From a plain carton blank and a piece of lining paper the PETERS FORMING AND LINING MACHINE sets up and lines, automatically, a carton ready for the Packing Table.

This package is automatically folded and closed by the PETERS FOLDING AND CLOSING MACHINE and it is then wrapped and labeled by the PETERS WRAPPING AND LABELING MACHINE.

## Peters Machinery Company

4700 Ravenswood Avenue  
CHICAGO, ILLINOIS

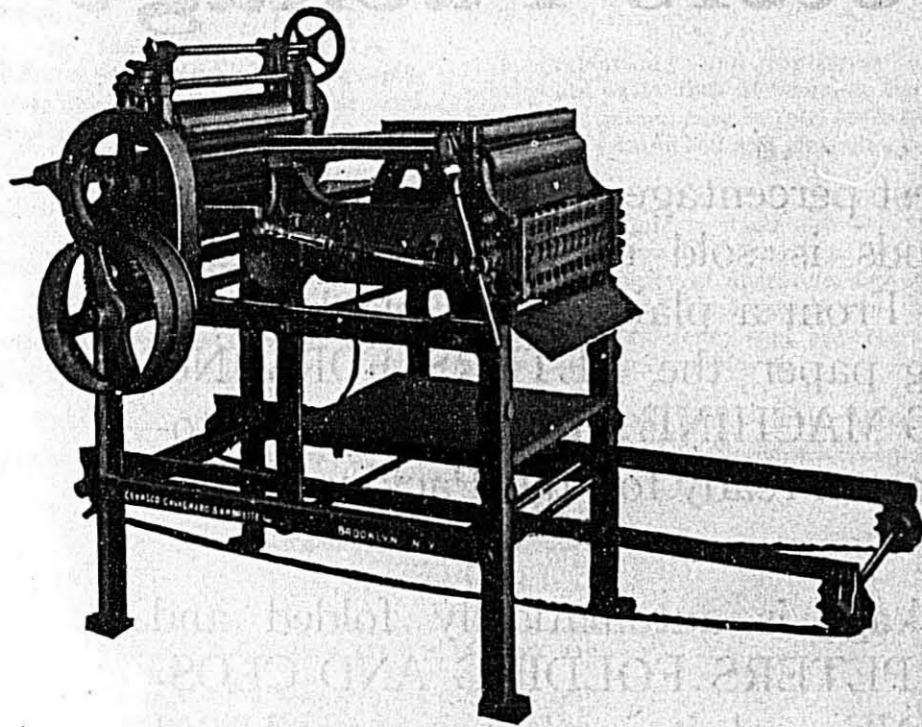
AUTOMATIC PACKAGE MACHINERY that will form, line, fold, close, wrap and seal cartons.

Write for catalog and full information.



TRADE-MARK

# CEVASCO, CAVAGNARO & AMBRETTE, Inc.



*Improved Bologna Paste Machine*

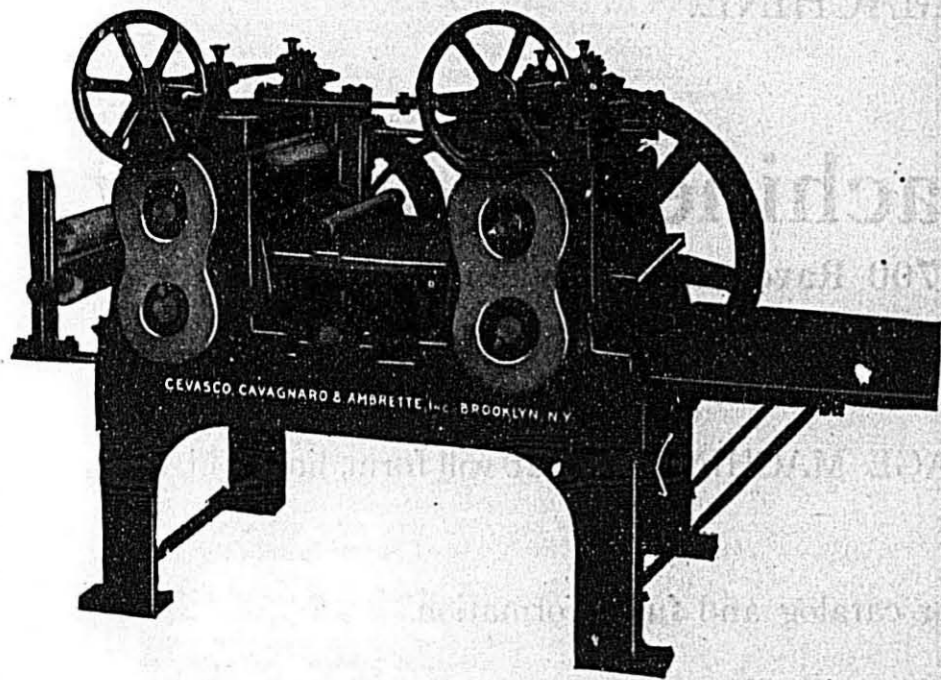
This illustration shows our Improved Bologna Paste Machine, which, like all other C. C. & A. products, is superior to all others on the market.

It does not require an expert or a mechanic to handle the same, but can be operated by any inexperienced person.

Both the punch and die can be removed or replaced without being separated.

Guaranteed to excel any other machine in quantity of production and simplicity of control.

Standard Machine 20 in. wide.



*Latest Type Tamden Dough Brake*

Another of our improved machines is the Tamden Dough Brake shown herewith.

By arranging the two pair of rolls at different levels, the work is speeded up and a considerable saving in labor results.

Does in one operation what requires several on other machines.

Heavy and solidly constructed throughout.

Standard machine is 20 inches wide, but can be built in other widths, if desired.

*Full Particulars Regarding these Machines on Request.*

**156-166 Sixth Street**

**Brooklyn, N. Y., U. S. A.**

# CEVASCO, CAVAGNARO & AMBRETTE,

*Incorporated*

**Builders of High Grade Macaroni Machinery**

**Presses—**

**SCREW AND HYDRAULIC**

**VERTICAL AND HORIZONTAL**

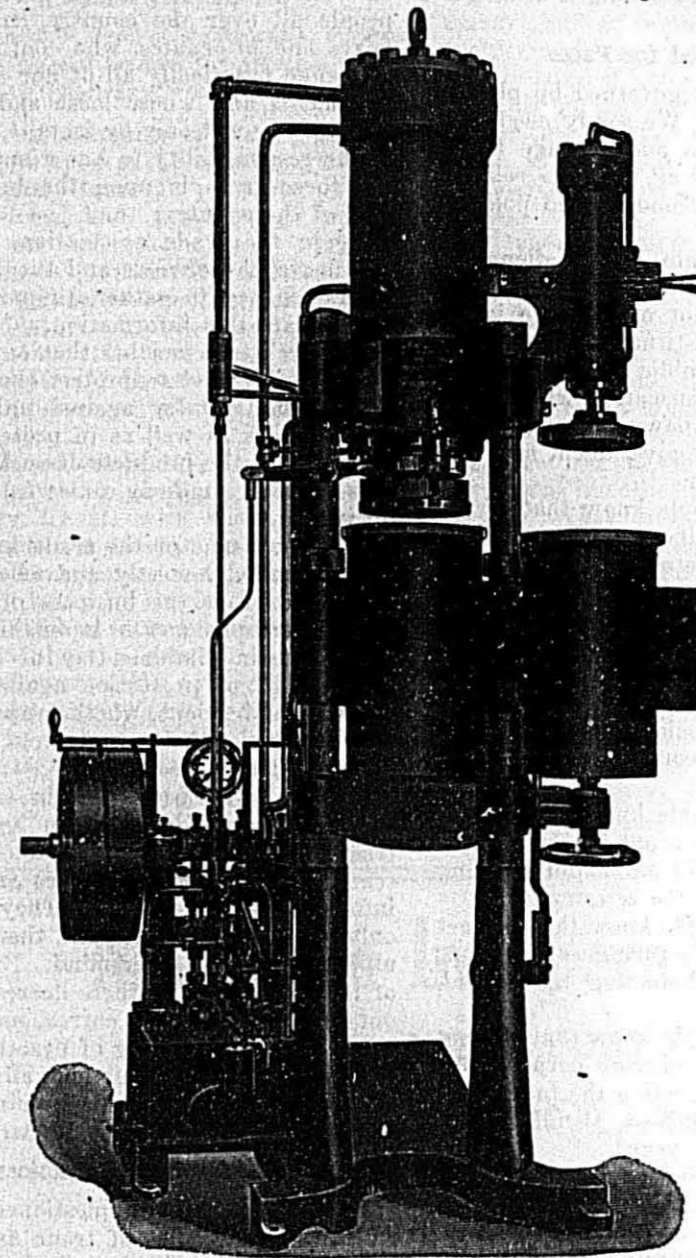
**Kneaders**

**Mixers**

**Dough Brakes**

**Mostaccioli and Noodle Cutters**

**Bologna Fancy Paste Machines**



*Type V-P Vertical Hydraulic Press.*

**Specialists in Everything Pertaining to the Alimentary Paste Industry.**

**Complete Plants Installed.**

**Latest Type of Hydraulic Press. Most Economical and Modern Press on the Market. Constructed of Steel Throughout. Only One Die required for each quality of Paste. Plunger has High and Slow Speeds on Working Stroke and Return.**

*Send for Illustrated Catalog, containing full information.*

**Office and Works,  
156 Sixth Street,**

**BROOKLYN, N. Y.  
U. S. A.**

# Trade Associations and the Government

Trade associations are tools of industry. There are those who would outlaw them and put them in the category of stiletos and concealed Gatling guns. Being tools of industry—and we might say edged tools—they are certainly useful tools; they must be kept in condition, in order to perform their proper and useful functions. They are—like all tools—subject to misuse. We do not, however, forbid housewives from using carving knives in their kitchens because sometimes some long suffering woman, maddened by the derelictions of her husband, suddenly determines to use her carving knife upon him instead of upon the family roast.

To say that associations are tools of industry implies, first, that we have industry which is in need of an agency or contrivance by which such industry may be developed and promoted to the common good and successful accomplishments of the whole people of the country. None will gainsay nor challenge the statement that the enterprise and initiative of our people have developed an industrial civilization which is the peer of any on earth, giving as it does more of the material comforts of existence to all energetic, honest and industrious tendencies, than is probably to be found anywhere else on the globe.

We have a civilization admittedly not perfect, but undoubtedly constantly improving and affording the very best possible outlet for the energy of our citizenship.

Industry must make itself understood in order that both it and civilization may survive. Where there is no industry there is no civilization, but where there is civilization there is industry.

One of the prime functions of the trade association is to be a vehicle whereby the facts, aims and aspirations of a particular group of our citizens, engaged in a common enterprise, is enabled to marshal the facts of that industry and make them known to one another, to their fellows in other lines of activity and to the public as a whole, in order that all may understand the full effect and nature of the economic contributions made by that industry to the social, economic and political life of the nation.

The trade association is the primary source for accurate information respecting a particular industry or trade. It is the fountain from which all who would accurately know the extent, the problems, the accomplishments and the effects of our industrial civilization must drink—but you will remember that the poet said, "Let him who drinks at the Pierian spring drink deep, or not

at all, for a little learning is a dangerous thing."

## The Need for Facts

We are largely governed by phrases instead of facts. We sorely need both the determination and courage to ascertain and know all the facts relating to our business, economic and political structure.

Right here again is a challenge to the trade association, for by means of the association not only is the industry and its constituent elements informed but the public at large is given that essential information which must necessarily be known in order that both business and government may successfully function.

How many people know that of the total of all the income of our whole people, approximately 68% goes to labor, 8% to land rents, 16% to interest and 8% to profits in excess of the normal interest rate? How many people know that if all high salaries were reduced to \$5000 a year, the increase which might be paid to lower paid income receivers would not amount to more than 2%?

How many people know that 34.9% of all income and profit taxes collected in 1920 was paid by the manufacturing establishments of the country?

How many people know that the net income of manufacturing corporations for 1920, after deducting taxes paid, was 4.12%?

How many people know that the net income of manufacturing corporations for 1921 after deducting the taxes paid was minus 1.23%—a shrinkage of 5.35% in a single year?

Again it is the trade association which can bring these facts home to the whole people and show them how, by governmental extravagances and by the unwarranted extension of governmental activities, molestations and annoyances, we are promoting—not the general welfare—but undermining to the common detriment the very foundations of our social and political structure.

The fundamental conception of the formation of our government was that the nation should never undertake anything which the states could do, and that the states should never attempt to do anything which the individual could do.

We are rapidly drifting from this conception. The responsibility for developing the right kind of attitude in the public mind upon economic questions devolves upon the business men of the country. In just so far as they discharge that obligation will our industrial and social system survive the onslaughts which are being made upon

Excerpts from Address of Nathan B. Williams, Washington, D. C., Associate Counsel of National Association of Manufacturers

it. There are constantly groups of people all over the country, on soap boxes and in senates, who continually challenge practically all of our accomplishments and whose loose and false ideas can be met only by facts.

The responsibility to know and supply these facts is upon the business men of the country.

Again the trade association is the legitimate, the obvious and the fundamental agency to gather, prepare and disseminate this information.

It is well to remember that our statutes are intended to protect the business of the country against unlawful combinations as well as to protect the consumer of the products of such businesses from similarly unlawful combination.

It is by means of the trade association—capably, honestly and efficiently conducted—that the business of moderate accomplishments is enabled to present their combined lawful efforts as a citadel of protection against unlawful combinations, whether upon the part of some of their competitors, or on the part of the government.

There have been within recent months several decisions in so-called trust cases, and the entry of some consent decrees. Consent decrees are like informal correspondence. They bind only the parties thereto and then only until they change their mind. But out of these cases, out of these decrees and out of the mentioned correspondence, there emerges a catalog of practices of trade associations upon which all agree that there is no cause of complaint and that no public interest is jeopardized.

## Trade Association Practices

These admittedly unquestioned and worthwhile activities of trade associations may be briefly described as embracing the following:

1. Cooperative and combined effort to advance or promote the use of the product manufactured or produced by the members of the association by means of research, publicity, advertisement and similar activities.
2. To deal with engineering and trade problems for the purpose of advancing the production and use of the product of the members of such association.
3. To promote the welfare of the members of such associations, by providing for arbitration and settlement of trade disputes.
4. To carry on educational work pertinent to the industry, by means of fellowships in schools and colleges, and by other means.
5. To promote and develop the business of its members by experimental and research work, conducted in whatever manner may seem advisable.
6. To promote and provide for the training of apprentices and workmen.
7. To hold meetings, prepare, write and publish papers and addresses on the state of, and pertaining to the industry.

(Continued on page 24.)

## WITHIN STATE CONTROL

Former Special State Counsel Discusses Reselling by Foreign Corporations as Business Within Commonwealth Jurisdiction.

By Daniel W. Troy of Montgomery, Formerly Special Counsel for Alabama re Foreign Corporations.

During a number of years a practice has developed in the marketing of food products, tobacco products, drugs, medicines, and proprietary articles, and certain other lines, variously known as "missionary selling," specialty selling or reselling, wherein the manufacturer, usually a corporation of some other state, and hence a "foreign corporation," boosts the business of local jobbers or wholesalers handling its product.

This assistance takes several forms. In one the manufacturer's salesman merely travels with the salesman of the jobber and assists in making sales, by demonstration or otherwise, actual selling being by the local salesman.

In another form the manufacturer's salesman alone gets the order; then turned over to the jobber to be filled. A common practice is to turn the order over to such of several jobbers as the purchaser may select.

Sometimes these orders will be filled through actual shipment from outside

the state to the retailer-purchaser, who will be billed by the jobber, he being in turn, billed by the manufacturer for the same goods.

This practice benefits the jobber, and makes it desirable that he stock the goods, which in many cases would not be done without such assurance of a market, and, of course, helps the manufacturer sell the jobber. For this reason, because it helps the wholly interstate selling between manufacturer and jobber, the practice has been regarded as in some way a part of interstate commerce, and so exempt from state control.

It cannot, however, stand analysis as such for it lacks the one essential element of shipment across state lines from seller to purchaser. This is not present even in the so-called "drop shipment" system, for though in this case the goods cross state lines after the order they are not shipped from manufacturer as the one party to the retailer as the other party of a contract of sale. They cross state lines pursuant to contract of sale between manufacturer and jobber, as the jobber's goods, and reach the retailer pursuant to an entirely distinct contract of sale between him and the jobber in his own state.

The retailer has no contract whatsoever to buy from the manufacturer.

There was no definitive ruling on the subject, so far as ascertained, before the group of cases carried to the su-

preme court from Massachusetts and reported as the Cheney Case, 246 U. S. 147. In one of these, Northwestern Consol. Milling Co. v. Mass., the court held the practice of reselling purely local business and within state control. This ruling has since been followed in the Alabama case, Paul et al v. Patterson Cigar Co., 98 Sou. Rep. 787; a contract, calling for such reselling by a foreign corporation which had not previously qualified for local business, being held void.

The reasoning of the rule is simple.

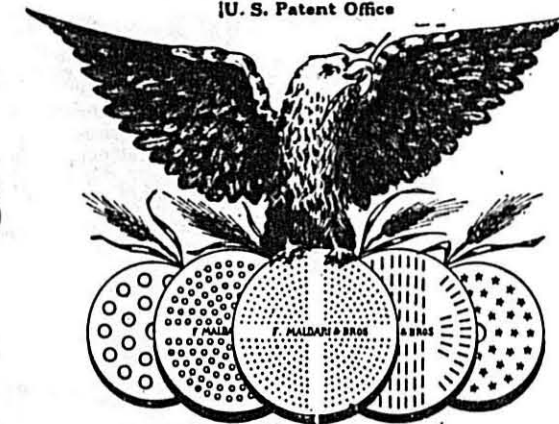
The sale from a local jobber to a local retailer is a local transaction having nothing whatever to do with interstate commerce. Therefore a foreign corporation which makes or assists such sale acts as the agent of the jobber in doing a wholly local act. Thus, without having a dollar's worth of its goods in a state, or other capital investment than the salary and expense of its salesman, a foreign corporation, not previously qualified for local business, may by assisting the local jobber to make local sales, incur liability for whatever penalty follows unlawful business, and, if it makes contracts involving such local assistance, stand the chance of having them held voidable or even void.

The subject will be of immediate interest to all corporations of other states selling goods in Alabama, the present administration being particularly active in enforcing penalty provisions.

## Maldari's Insuperable Bronze Moulds with removable pins.

QUALITY

TRADE MARK  
Reg.  
U. S. Patent Office



Workmanship

Service

SATISFACTION

F. MALDARI & BROTHERS, Inc. 127-31 Baxter Street, NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

## DOES PUBLICITY PAY?

**Proof for Macaroni Manufacturing Doubters—Broadcast Product Advantages and Firm's Doings—Notable Samples Galore to Study.**

If the macaroni manufacturer needs further proof that advertising pays, let us present the following:

Advertising has made the victrola dog famous.

It has made the cash register a big brother to retailers all over the world.

It has introduced the world to a substitute for sole leather.

It is displacing the truck horse for 40 h. p. trucks.

It has helped you to an appreciation of Stetson hats, Walk-Over and Douglas shoes.

It has made the hand written letter an oddity in business.

It has put hair oil on heads where no hair oil would do any good, and on heads where no hair oil is needed.

It has put Castoria down your throat, left bristles in your gums, and then along came a Rubberset and took them out.

It has put Sozodont, Pebecco and Pepsodent on your teeth.

It has put a Gillette against your hayfield.

It has put Murine in your eye, sold you Cuticura for pimples, Pears for the bath and Ivory for the tub.

It has put Arrow collars around your neck, and Ingersolls around your wrist.

Go anywhere you want to, do anything you wish, and ADVERTISING has had a hand in it—absolutely. Consider the firms that are prospering most. Have they been hiding their light under a bushel? They have not. They have been attracting attention all the time and letting their light shine.

Broadcast your product's advantages and your firm's accomplishments. Tell it to the world in the accepted way. The result will be big dividends for yourself and for the industry.

### Personal Notes

#### Visiting in Italy

Jos. Freschi of Ravarino & Freschi Mfg. & Imp. company of St. Louis, sojourning in Italy with his family, writes from Genoa that he is enjoying a real vacation in a country of sunshine and sparkling wines. He has inspected several of the large macaroni manufacturing plants, gaining many ideas which he will incorporate in his St. Louis plant.

#### New Wheat Expert Arrives

J. A. Clark of the U. S. Department of Agriculture, who read an interesting paper at the recent convention of macaroni manufacturers on durum wheat

production in this country, reports the arrival of a 10-lb. boy at his home on July 15. He states that he is already training him for experimental work in durum wheat production and wishes to reserve for his son a place on the program of the national association at the convention in 1950. Congratulations were conveyed to Mr. and Mrs. Clark in behalf of the macaroni industry by the secretary.

### The Flag Goes By

By Henry Holcomb Bennett

Hats off!

Along the street there comes  
A blare of bugles, a ruffle of drums,  
A flash of color beneath the sky;  
Hats off!  
The flag is passing by!

Blue and crimson and white it shines  
Over the steel tipped, ordered lines.  
Hats off!  
The colors before us fly;  
But more than the flag is passing by.

Sea fights and land fights, grim and great,  
Fought to make and to save the State;  
Weary marches and sinking ships;  
Cheers of victory on dying lips;  
Days of plenty and years of peace;  
March of a strong land's swift increase,  
Equal justice, right and law,  
Stately honor and reverent awe.  
Sign of a nation great and strong  
To ward her people from foreign wrong:

Pride and glory and honor—all  
Live in the colors to stand or fall.

Hats off!

Along the street there comes  
A blare of bugles, a ruffle of drums;  
And loyal hearts are beating high;  
Hats off!  
The flag is passing by!

### Trade Associations and the Government

(Continued from page 22.)

8. To maintain a traffic bureau for the consideration and presentation of transportation matters before federal and state commissions and to conduct negotiations with common carriers.

9. To supply information to members concerning the published tariff rates on their product. (It should be here noted that the legality of fixed or basing points for calculating rates is being attacked by the Federal Trade Commission.)

10. To develop improved methods of sanitation, safety and appliances, working conditions; and to engage in accident prevention, the development of better methods of employment and housing conditions.

11. To study the problem of insurance, insurance rates, insurance legislation and if deemed advisable, to handle the insurance of its members, including fire, casualty, indemnity, or group insurance.

12. To maintain a credit bureau for the purpose of supplying information to members as to the financial standing and credit rating of persons buying or dealing in the product of members.

13. To secure and maintain the standardization of quality and of technical and scientific terms, and elimination of non-essential types, sizes, styles or grades of the product of members.

The above are the unquestioned legitimate activities of trade associations. There are other practices indulged in by some associations in the past—and probably in the present—about which there exists a doubt as to whether or not such practices are in contravention of existing law. Among these are agreements and combinations to fix and maintain uniform or basic list prices; to, by combination or agreement, establish and fix lists of preferred dealers or purchasers.

The foregoing enumeration is not to be held as all inclusive but in general, the correct rule is that no activity should be undertaken which provides for the misuse of otherwise legitimate activities and information in furtherance of any agreement or conspiracy to fix prices, limit production, restrict sales, divide territory, or in any manner restraining lawful competition in interstate commerce.

Government is but the organized expression of the intelligent judgment of the citizen.

The trade association should be the means, the opportunity and the vehicle, for such expression. In just the degree that those who have most at stake in society and most to be preserved by orderly, reasonable and intelligent government, see to it that that government measures up to the requirements demanded in the successful conduct of business enterprise, will our institutions and security be protected, and our institutions—social, political and industrial—be promoted and preserved. I have supreme confidence that the American business man will, when fully aroused, measure up both to his opportunity and responsibility.

### By the Way—

Many who do not hustle are hustled out.

Think ahead! Look ahead! Get ahead!

Don't expect too much and you won't be disappointed.

Don't buy today's pleasures with tomorrow's regrets.

Enjoy the landscape even if you don't own any land.

Influence is what we think we have until we try to use it.

Advice—like castor oil—is easy to give but hard to take.

The man who tries to buy friendship seldom strikes a bargain.

The fellow who wins keeps his teeth from chattering long enough to work up a grin.

## Ianieri's Rapid Drying Process for Macaroni and Noodles

### LETTERS OF REFERENCE

Mr. John Ianieri, Paterson, N. J., Jan. 7, 1924  
414 Division Ave., Ellwood City, Pa.

Dear Sir:

We are prompt to write you this letter on account of the fine results we are having with your Rapid Dryer. Since installing your drying system, it has played an important part in the manufacture of our products. The reduction of moisture content, the consequent increased alimentary value and the elimination of the former evils—the spoilage from bugs and weevils. We also are pleased to say that the operation of the dryer is not affected by damp or rainy weather. The quality of our products, has been the subject of much favorable comment, by our customers. We can, and are pleased to recommend your drying system to manufacturers of alimentary pastes, who desire to eliminate losses due to inefficient drying, and who wish to economize on the cost of production.

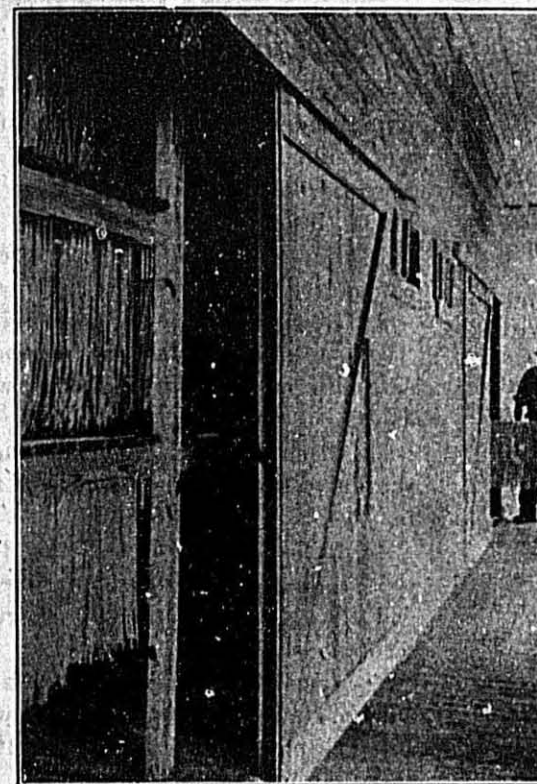
Your dryer has done all and more than you claimed for it and we feel that it is justly due you that we write this letter.

With all good wishes for your success, we are

Yours very truly,

NEW JERSEY MACARONI MFG.,  
Per C. Di Martino

**JOHN IANIERI COMPANY**  
553 N. 63rd Street PHILADELPHIA, PA.  
Amoroso & DiMarino, Sole Agents



Sideview of the IANIERI'S RAPID DRYING PROCESS for long macaroni.

The use of your eyes around any place of business receiving the product of farm or factory will convince you of the absolute accuracy of this picture.

Your Goods Run the Same Gauntlet During Their Journey, Give Them Real Demonstrated Protection By Using

## WOOD BOX SHOOKS

A request will bring a quotation.  
"Only one kind—the best"



**Anderson-Tully Co.**  
MEMPHIS, TENN.

Accidents Do Happen!

## METHOD OF PROCEDURE

Cooperation Asked Against Violations of Federal and State Food Laws—Instructions From New Macaroni Association Committee.

Under the caption "Play the Game Fair," B. R. Jacobs, the Washington representative of the National Macaroni Manufacturers association, in a letter to the macaroni manufacturers on August 6 asks their cooperation in carrying out the work of the legislative and vigilance committee. In this letter are instructions for proper procedure in making complaints of alleged violations of federal and state laws, collection and handling of samples of goods complained of.

It is strongly impressed on the macaroni manufacturers that no hearsay evidence will be considered and complaints will be made only when good grounds exist for such action. The suggestions made are as follows:

"Complaints are seldom based on the actual knowledge of the manufacturer himself but usually come through some salesman. He should be required to give name of manufacturer, the name of jobber or retailer handling the goods. If possible the quantity of goods in hands of retailer or jobber should be reported as quantity may justify seizure by the government.

"Have salesmen send you sample of product complained of, preferably in original container and with proper labels. If the container is too large have him select a pound sample, label or copy of the label to accompany same.

"The above information is absolutely necessary before any complaint can be made to or against the offender. Other information of value is the net price at which product was sold,—the claims made for it by the seller aside from the label, and any advertising material available.

"In general salesman or complaining manufacturer should supply the legislative and vigilance committee with any information of value in determining whether or not a customer is being deceived in the purchase of the product."

Through the appointment of a legislative and vigilance committee, the national association has provided means for clearing up unfair competition in the industry resulting from misbranding and adulteration of products. B. R. Jacobs, Washington representative, is well qualified and in a good position to fairly represent that element in the industry that believes in the committee's policy of "quality goods, fair dealing and equitable legislation."

The full cooperation of the macaroni men of the country is welcomed and expected. Failure to act in self defense will merely insure a continuation of

the bad conditions in some territories so frequently complained of. Watch all violations in manufacture and distribution and report them to the nearest member of the legislative and vigilance committee or to Dr. B. R. Jacobs, Washington representative, 2026 I st. NW., Washington, D. C.

### Wheat Forecast for Northern Hemisphere

Wheat production forecasts received by the United States Department of Agriculture up to Aug. 27 from 21 countries give an aggregate production of 2,171,000,000 bu. compared with 2,449,000,000 bu. produced by the same countries last year. These countries produced 80% of the crop of the northern hemisphere in 1923 exclusive of Russia and China. Of the 21 countries reported increases are shown only in the United States, Bulgaria, Yugoslavia, Morocco and Choosen.

The wheat forecast for Yugoslavia is 68,343,000 bu. compared with 61,069,000 bu. last year; rye 6,456,000 bu. compared with 5,906,000 bu. last year; barley 15,294,000 bu. compared with 14,065,000 bu. and oats 19,428,000 bu. compared with 21,477,000 bu.

Smaller grain crops in Switzerland are expected to result in greater import requirements inasmuch as Switzerland is largely dependent upon foreign countries for her supply of bread. Wheat production in Switzerland is forecast at 3,112,000 bu. compared with 3,593,000 bu. last year; rye 1,433,000 bu. against 1,646,000 bu. in 1923; barley 519,000 bu. compared with 570,000 bu., and oats 2,694,000 bu. against 3,059,000 bu.

The condition of potatoes, sugar beets and hemp in Poland is reported as above average.

### Market for American Durum Wheat in France

An increased demand for durum wheat in the Mediterranean market on account of the poor crop in Algeria is to be expected, according to a report upon the Marseille market from Consul Wesley Frost. Algeria is given as the source of the major part of the durum wheat imported at Marseille. In 1923 a total of 3,858,000 bu. durum wheat was imported from Algeria and only 735,000 from the United States.

It is reported that the Moroccan crop is turning out better than the Algerian crop, but last year a very small amount of durum wheat was imported from Morocco.

It is estimated that the Marseille market may take as much as 9,000,000 bu. durum wheat. Prewar importations of this wheat amounted to approximately 7,000,000 bu.

Consul Frost states that the quantity of wheat taken will depend upon price and quality. If the price is high

or the quality low, there will be a shrinkage in demand. However, it seems inevitable, he says, that there should be some increase in the demand for American's best durum wheat.

### Live to Be 100

Science shows that unless we were living under wrong physical conditions we would have a longer span of life. Miss Bertha Hasbrook's rules for long life, in brief, are:

1. Eat good food, properly prepared, and with menu properly balanced.
2. Linger over your food: Never "bolt a meal." Masticate properly, eat with moderation, and chat while eating.
3. Sleep in a dark, cool, thoroughly ventilated room. Allow plenty of time for sleep.
4. Bathe daily. Brush the teeth twice a day, wash the hands frequently and always before eating—in short, be scrupulously clean.
5. Spend a reasonable time each day outdoors, and never let a day pass without such physical exercise as results in perspiration.
6. Provide yourself with recreation—games, music, pleasant reading and conversation—what you will; but never fail to play!

### ORIGIN OF "BANKRUPT"

Few words have so remarkable a history as the familiar word "bankrupt." In former times the money changers of Italy had benches or stalls in the bourse or exchange where they conducted their business. When any of them became insolvent his bench was broken and the name of broken bench—banco roto—was given to him. When the word was adopted into English it was nearer the Italian than it now is, being "bankerout" instead of "bankrupt." —Boxes.

### Questions and Answers

Question: Has there been any recent change in the rules of the Department of Agriculture regarding the use of dried eggs in egg noodles?

Answer: There has been no new ruling on this matter. That impression may be due to the fact that the Department of Agriculture has shown no recent objection to the use of dried egg yolks instead of dried whole eggs as provided by law; in any event the minimum amount of either dried whole eggs or dried yolks must be 5% of the mixture.

A lion's skin is never cheap.

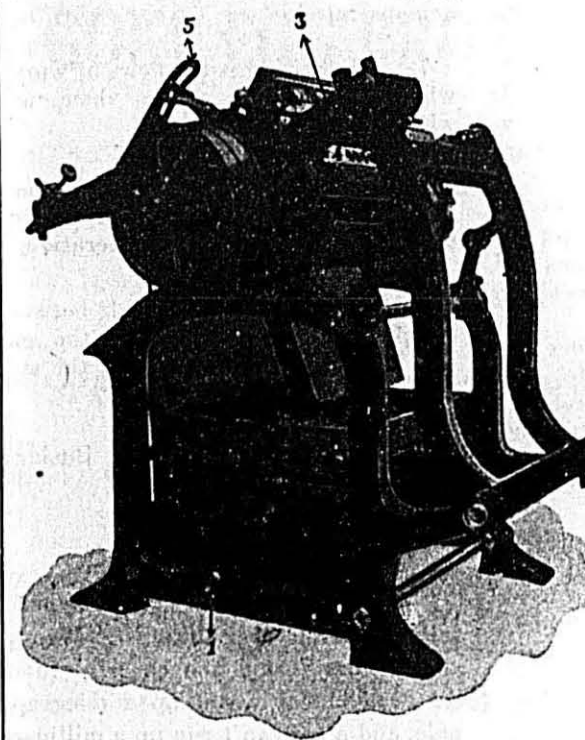
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Before Buying

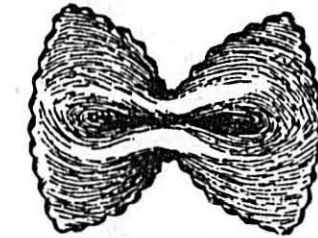
INVESTIGATE—**T. E. L. PAT.**

ING. BRUNO COMASTRI, (Inc.) ENGINEERING WORKS, Manufacturer

T. E. L. SERIAL No. 507



BOLOGNA STYLE STAMPING MACHINE



EGG-NOODLES, BOW-TIE



EGG-NOODLES, SEA-SHELL



FIORETTO PAT. REG.  
— NOVELTY —

Est. 1893 - Bologna (Italy)

PATENTED T. E. L. CUTTER



TYPE OF MALE & FEMALE DIES  
NO SPRINGS



STANDARD WIDTHS  
15 and 20 inches

Write for Particulars.

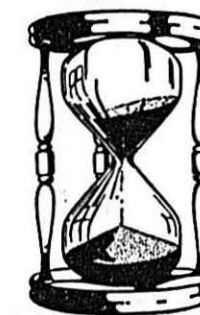
**G. A. ROSSI**

EXCLUSIVE AGENT FOR

1730-44 Union Trust Bldg.  
CHICAGO, ILL., (U. S. A.)

## 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

**DULUTH-SUPERIOR MILLING CO.**

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
F 7 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BUFFALO OFFICE:  
31 Dun Building

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

BOSTON OFFICE:  
88 Broad Street

## TO END TAMPERING

Treasury Department Devises Plan to Prevent "Raising" of United States Currency—Colors and Photographs Standardized.

A new currency issue, "Series of 1923," is gradually being placed in circulation. The 5-dollar bill is next to appear. The dollar bill was first and other denominations will follow in due course.

Unusual interest attaches to this series as it is based on a standardization to make "bill raising" difficult.

Two distinct ideas in the plan are:

First, a scheme by which a definite color has been assigned to each of the 5 types of paper currency in use. On the new bills, regardless of denomination, the seal, figure showing the amount, and the number of the bill will be printed in the following colors:

Blue United States notes.....	Blue
Red Federal Reserve notes.....	Red
Green National bank notes.....	Green
Brown Gold certificates.....	Yellow

Second, the photographs of the presidents on the bills have been standardized. All 2-dollar bills, for example, will bear the picture of Jefferson, whether silver certificate, United States note, or Federal Reserve note. The dollar bill, 5-dollar bill and 10-dollar bill, etc., each will have a president assigned, and the amount of the bill may be recognized by the photograph alone.

The color of the seal will indicate the kind of bill, and the picture of the president will indicate its amount. Thus the most casual inspection will detect a bill that has been tampered with.

### What Is Business?

Business offers all of us the opportunities we need to be of service, to make our lives count for something, and to win the happiness and contentment we all seek. After all, the business man is not unlike the minister, the physician and other professional men. The question "What is Business?" is answered in The Shaft by Dr. Frank Crane, a prominent newspaper writer, as follows:

"Business was business. Nowadays it is more.

"Business is psychology. It implies a study of human ways and tastes. It

The truth is always the strongest argument.

Goods of constant high quality are always the best sellers.

Unselfish business men are always the most successful.

The leading men in any industry are always leaders in their trade associations and in all progressive activities.

means an understanding of crowds. It comprises cultivating public opinion. It includes forecasting public desires.

"Business is honesty. It no longer connotes overreaching, shortchanging, cozening and haggling. It does not take a business liar long these days to stumble over himself.

"Business is charity. To furnish a means of honest, self respecting livelihood to 100 human beings is doing more real charity than doling soup to 200 beggars. More good and more welfare comes from providing employment than from relieving panhandlers.

"Business is courtesy. It is not obsequiousness. It implies the art of handling people skilfully. It means self control, self discipline, good breeding, knowledge of character.

"Business is progress. It does not consist in wheedling people to deal with you once that you may overcharge them, but it consists in treating customers so that they will come back. The pleased customer means cumulative progress.

"Business is ethics. The best preaching is by example. The straight business man preaches 6 days in the week honesty, integrity, fidelity and economy. He is a moral stimulus to the community.

"Business is politics. The right kind of business man pays his taxes, supports civic enterprise, stands for law and order, refuses to pay toll to grafters, and altogether represents the backbone of justice.

"The main body of business in this country is sound as a dollar. It is intelligent, fair and public spirited.

"Business is national prosperity. We could get along without any other class of men better than without business men.

"Business is national honor. Our reputation abroad is made or unmade by our business men.

"Business never meant more than it does today. It never needed more men of sterling character. There is room in it for the best brains, skill and moral worth of the country."

### Why Advertise?

The Service Digest of the Standard Rate and Data Service of Chicago in urging that truth be always told in advertising, advances 10 strong reasons why business firms in general should advertise:

1. Advertising is an investment, not an expense.

2. Advertising gets volume and volume gets profit.

3. Advertising makes business go forward and lethargy disappear.

4. Advertising increases turnover.

Increased turnover means increased income.

5. Advertising is equally a link between the man who has and the man who needs.

6. Advertising is a source of revenue, not a tax on profits. This has been demonstrated.

7. Advertising is the news of worthwhile things; who makes them, and where and how and why.

8. Advertising means much more but this is enough to make advertising well worthy of serious consideration.

9. Advertising is the link between supply and demand—between the man who has something to sell and the man who desires to buy.

10. Advertising is your Business Drive.

### Women and Cats

"Women and cats," said the youthful boarder, "are alike." "Wrong, young man," said the cheerful idiot. "A woman can't run up a telegraph pole, and a cat can't run up a millinery bill."

We solicit your account for the metropolitan district

## RESULTS ALONE COUNT

Do you know there are 14,000 grocery stores in the metropolitan district?

How much of their business are you getting?

THE MAXAY COMPANY covers the grocery trade like a blanket. 22 years' experience in the selling and manufacturing of macaroni products will help you to put your products across.

## WHAT HAVE YOU TO OFFER?

THE MAXAY COMPANY  
200 Hudson Street, New York City

## The W. K. Jahn Co.

INCORPORATED  
BROOKLYN, N. Y. CHICAGO, ILL.  
Bush Terminal Bldg., No. 10 561 East Illinois Street  
Telephone Sunset 8035 Telephone State 6661

Importers of

## GOKL EGG PRODUCTS

FOR

## NOODLES

PURE

CHICKEN HEN EGG  
YOLK

SPRAY

GRANULAR

Do you know the new government ruling  
in regard to egg in noodles?  
If not, write us.

Prices and Samples on Request

CONTRACT NOW FOR 1924-1925!

The House  
of  
Perfection

Always at  
Your  
Your Service

## A Word to the Wise Is Sufficient



Use none but the Superior made  
moulds, manufactured by

INTERNATIONAL  
MACARONI MOULDS CO.

252 Hoyt St.

Brooklyn, N. Y.

# SEMOLINA

## FOR QUALITY TRADE

It's a Pleasure

to Send Samples

CROOKSTON MILLING CO.

CROOKSTON, MINNESOTA



# Notes of the Macaroni Industry

## June Exports and Imports

Both the importation and exportation of macaroni products increased during June 1924 according to figures released by the U. S. department of commerce in its monthly summary of leading products. This increase is noted in both the quantity and value of products when the fiscal year is considered though value somewhat decreased in the summer months.

### Imports

During June 1924 a total of 368,109 lbs. of macaroni, vermicelli and similar products was imported. This was valued at \$23,187. This compares favorably with June 1923 when 349,517 lbs. valued at \$27,441 were reported. For the fiscal year ending June 30, 1924, the total importation amounted to 3,869,541 lbs. and was valued at \$254,162. The increase is noted when these figures are compared with the imports for the 12 months ending June 1923, which amounted to 3,253,948 lbs. worth \$250,121.

The average per pound value on the total importation for the year ending June 30, 1924, is 6.57c. This is over 1c per lb. less than the general price of the imports for the year ending June 30, 1923, which was 7.69c per lb.

### Exports

During June 1924 the total exports of macaroni, spaghetti and noodles reached 575,033 lbs. valued at \$45,932. This compares favorably with 527,094 lbs. exported in June 1923 and valued at \$43,432. During the fiscal year exports increased nearly one million lbs. For the 12-month period ending June 30, 1924, the exports totaled 7,260,328 lbs. and brought to the American manufacturers a total of \$580,632. During the previous year ending June 30, 1923, a total of 6,292,109 lbs. had been exported at a declared value of \$501,976.

There was a slight increase in the per lb. value of exports this year over that of last. The average for the fiscal year ending June 30, 1923, was 7.97c per lb.; for the 12 months ending June 30, 1924, this had been increased to 7.99c per lb.

### U. S. Food Exports Decrease

Value of exports of the principal food products exported during the fiscal year ending June 30, 1924, amounted to approximately \$748,000,000 as compared with about \$951,000,000 in the preceding year. During the pre-war period 1910-14 the average export value of food products amounted to about \$500,000,000 a year.

Figures show that there was a slight increase in the quantity and value of foodstuffs particularly on wholly manufactured but that there was a large falling off in the export of raw products. Flour and grain products equaled only about 50% of the quantity ex-

ported last year. Meats and meat products show a healthy increase. Never before in any 12-month period have exports of dried and evaporated fruits been so large as in the fiscal year ending June 1924. An increase of nearly 50% in these foods is due to the revived buying by Germany. Canned vegetables continue to be popular and consumption remains at about an even level.

### Removes Export Restrictions

Czechoslovakia has relaxed its export restrictions on macaroni, vermicelli and other flour products not baked, according to C. S. Winans, consul general in charge at Prague. By order of the ministry of commerce no license is required for the export of macaroni products and other foods named in the order, which became effective last May.

### Schnittnudeln or Fadennudeln?

Martin Pieper, a leading noodle manufacturer and baker of Dresden, Germany, asked for information concerning machinery for making Schnittnudeln. He says he is not interested in Fadennudeln machinery. The foreign terms stumped the editor and he appeals to the industry for help in solving the problem that confronts this foreign manufacturer. He is particularly anxious to know whether or not bakers in United States also make Schnittnudeln. The German manufacturer is of the opinion that what is known as Schnittnudeln is made on cutting machines and resembles a broad flat nudeln ranging from 2 to 10 mm. in breadth. Manufacturers of machinery in which this inquirer is interested will be furnished his address if desired.

### Adds Gum to Creamette Line

Chewing gum has been added to the line of articles packed under the Creamette label announces the Creamette company of Minneapolis, James T. Williams, president. The new product was introduced last month and was favorably received by distributors and consumers in the northwest where the sales campaign started. The macaroni concern conceived the idea of advertising its new product by packing a sample stick of Creamette gum in every package of macaroni, spaghetti, creamettes, etc., shipped last month. This is a novel advertising feature and has had wonderful responses in the way of inquiries from purchasers of other Creamette products.

The gum is put out most attractively in multicolored wrappers over the foil covering the stick. It is of a delicious flavor that promises to make it one of the leading popular brands in the near future.

## Science in Use of Nails

The old proverb "a stitch in time saves nine" applies as pointedly to nails as to needles, says John F. Feeley, packing expert of the department of commerce, who is conducting in co-operation with shipping industries an exhaustive investigation of means of prevention of loss of goods in transit. That a timely nail is worth more than its weight in gold has been proved by tests of packing cases at the United States forest products laboratory which show that the majority of failures of ordinary boxes is due not to the lumber of which the box is made but to improper nailing. In many cases a better box can be constructed with thinner material by the use of a few more nails in the right places, making a material saving in initial cost of packing as well as subsequent saving through less loss in the box car and on the concrete platform.

In making a packing case the nailer must use his own head as well as the nail's, declares Mr. Feeley. The proper nailing of boxes demands the use of the right kind of nails, the right size and the right number. The size and thickness of nails are determined by species of wood and thickness of boards. The woods commonly used for box making have been divided by the laboratory into 4 classes according to their strength and their ability to take and hold nails with white pine leading group one, southern yellow pine leading group 2, red gum leading group 3, and hard maple leading group 4. The number and size of nails needed to make strong boxes out of the various woods of different thicknesses have been reduced to regular rules and charted. Charts by which anybody who can read may know just what nails to use and how many and where for every common kind of box wood have been prepared by the commerce department, and may be had by anybody who will write to the department and ask for it. This chart pasted up in the shipping room and used means money for the user.

"Spare the nail and spoil the box" is Mr. Keeley's motto. The number of nails specified for different woods in the chart is not the maximum. Increasing the number of nails 50% will increase the strength of the box 100% on the average. The danger of splits from driving 2 or 3 times the number of specified nails is negligible. Nails are cheaper than wood. They not only serve to hold parts of a box together but they provide rigidity. Splitting is more often caused by too large than by too many nails. With the chart showing the size and minimum number of nails necessary the box maker will not go far wrong.—The Package Advertiser.

## Macaroni and Spaghetti Misbranding

U. S. v. Jake Cusimano (J. Cusimano & Co.). Plea of guilty. Fine, \$25. (F. & D. No. 17803. I. S. Nos. 6124—v, 6125—v, 9371—t.)

On Jan. 17, 1924, the United States attorney for the Eastern District of Louisiana, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against Jake Cusimano, trading as J. Cusimano & Co., New Orleans, La., alleging shipment by said defendant, in violation of the Food and Drugs Act, as amended, on or about Jan. 23, 1922, from the State of Louisiana into the State of Florida, of a quantity of spaghetti, and on or about Jan. 5, 1923, from the State of Louisiana into the State of Alabama, of quantities of spaghetti and macaroni, all of which were mis-

branded. The macaroni was labeled in part: "Patriot Brand Elbows Macaroni Manufactured By J. Cusimano, New Orleans, La. Net Weight 5 Oz.;" (stamped) "4 Oz.;" The spaghetti was labeled in part: "Patriot Brand Spaghetti Manufactured By J. Cusimano, New Orleans, La.;" The consignment of spaghetti into Alabama was further labeled: "Net Weight 5 Oz.;" (stamped) "4 Oz.;"

Examination by the Bureau of Chemistry of this department of samples of the articles showed that the average net weight of 8 cartons of the macaroni was 3.69 ounces and that the average net weight of 8 cartons of the spaghetti consigned into Alabama was 3.76 ounces.

Misbranding of the macaroni and of the spaghetti consigned into Alabama was alleged in the information for the reason that the statements, to wit, "4 Oz.;" and "Net Weight 5 Oz.;" borne on the packages containing the articles were false and mislead-

ing, in that they represented that the said packages contained not less than 4 ounces and not less than 5 ounces of the article, and for the further reason that the articles were labeled as aforesaid so as to deceive and mislead the purchaser into the belief that the packages contained not less than 4 ounces and not less than 5 ounces of the article, whereas, in truth and in fact, the said packages did not contain 4 ounces of the said article but did contain a less amount. Misbranding was alleged with respect to the said macaroni and both consignments of the spaghetti for the reason that it was in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On Jan. 17, 1924, the defendant entered a plea of guilty to the information, and the court imposed a fine of \$25.

HOWARD M. GORE,  
Acting Secretary of Agriculture.

NATIONAL

PACKAGING MACHINERY

feeds, forms & dates, lines, weighs & fills, seals, wraps & hermetically seals cartons

Manufactured and distributed exclusively by

NATIONAL PACKAGING MACHINERY COMPANY BOSTON 30, MASS.

## CHAMPION MACHINERY plus Service

A Selected Line of Dependable Equipment Adaptable to Any Macaroni and Noodle Plant

Here Is The CHAMPION LINE:

CHAMPION Reversible Noodle Brake  
Any Size To Suit Your Cutter

CHAMPION Macaroni Mixer  
1, 1½ or 2 Bbl. Capacity with Special Steel Paddles.

CHAMPION Automatic Sifting and Blending Outfits.  
Made to Meet Your Capacity and Building Conditions.

Write for descriptive catalogue—just off the press.

CHAMPION MACHINERY CO. - Joliet, Illinois

# Grain, Trade and Food Notes

## Wheat Inspections for June

Reports by inspectors licensed under the United States grain standards act on the receipt of durum wheat for June 1924 indicate that the movement to market was quite regular. Heavy shipments were made of amber durum wheat and particularly of the better grades. Ordinary durum was not so plentiful indicating that the bulk of the crop had been shipped in the earlier months.

### Amber Durum

A total of 730 carloads of amber durum underwent inspection in June as compared with 1007 carloads in May. Of the total inspections only 41 carloads graded No. 1, of these Duluth reported 23 and Minneapolis 13. The No. 2 grade was the most plentiful, a total of 295 cars being reported. Duluth again led with 219 carloads of this grade, Minneapolis 116, Philadelphia 28 and New York 19 carloads. A total of 208 carloads was graded as No. 3 with Duluth reporting 109, Minneapolis 85 and Philadelphia 9. A proportionately small quantity was below grade, the total for the month being only 86 carloads.

A comparison of the total receipts of amber durum for the 12-month period ending June 30, 1924, with those of June 30, 1923, shows little difference. From July 1, 1922, to June 30, 1923, the government inspectors reported 15,030 carloads of the various grades of amber durum while in the fiscal year ending June 30, 1924, the total was 15,259 carloads, an increase of 229.

The end of the fiscal year found most of the durum crop marketed and the June returns shows considerable falling off in the monthly inspections in the different grades. Only 301 carloads were received as compared with 430 in May.

The No. 1 variety was exceptionally scarce with only 7 carloads reported, 4 of them from Duluth and 3 from Minneapolis. The No. 2 grade led during the month when a total of 120 carloads was reported, 49 in Duluth, 31 in Minneapolis, 27 in New York and 9 in Philadelphia. The No. 3 grade consisted of 114 carloads reported as follows: 45 from Duluth, 34 from Philadelphia and 23 from Minneapolis. Only 60 carloads were reported below grade. Comparison of the receipts for the fiscal year ending June 30, 1924, with similar receipts from 1923 shows the scarcity of durum wheat in the last crop. While 24,511 carloads of ordinary durum were inspected during the 12-month period ending June 30, 1923, this was reduced to 6177 carloads for the year ending June 30, 1924. This reduction in the durum crop affects the macaroni industry in this country little since most of the durum wheat is used for

blending purposes and little or none of it enters into macaroni manufacture.

### Indian Wheat Surplus

Final estimate of the 1923-24 Indian wheat crop is 364,149,000 bu. compared with 369,152,000 bu., the revised final estimate for 1922-23, according to a cablegram to the United States Department of Agriculture from the Indian department of statistics at Calcutta. Although production during this year is below that of last season it is considerably above the amount required for the need of the country, which is generally estimated at 340,000,000 bu. The exportable surplus from this harvest would therefore amount to somewhat more than 20,000,000 bu., the department states.

Exports of wheat from India, however, are more variable than in any other large surplus producing country. Consumption within the country varies considerably being much greater during good crop seasons than in seasons of low production. Shortage of other food crops such as rice also influences the consumption of wheat. The rice crop which was harvested last December was about 6,000,000 short tons below the preceding year and this may cause a somewhat larger consumption of wheat during the current season particularly if the prospects of the coming rice crop should appear unfavorable.

### Committee on Standards

The joint committee on definitions and standards held its 26th meeting in the bureau of chemistry Aug. 18-22, reports Chairman Dr. W. W. Skinner. Proposed standards for ice cream, meat and meat products, wheat flour, jams and jellies were discussed.

The committee is composed of 9 members, 3 representing the Association of Official Agricultural Chemists, 3 representing the Association of American Dairy, Food and Drug Officials, and 3 the Department of Agriculture. This committee recommends definitions and standards for food products for the guidance of federal and state officials in enforcement of food laws.

### Short World Wheat Crops

The wheat crop of England and Wales is about 4,000,000 bu. less than last year, according to the United States Department of Agriculture agricultural commissioner at London. The forecast for these countries is 50,503,000 bu. compared with 54,372,000 bu., the final estimate for last year. The latest estimate of the Hungarian wheat harvest is 14,000,000 bu. less than last year's harvest, the department states. Wheat production is now forecast at 53,754,000 bu. against 67,705,000 bu. harvested in 1923. The latest forecast of the wheat crop of Poland indicates a probable reduction

of 7,000,000 bu., this forecast being 42,806,000 bu. against 49,736,000 bu. last year.

A forecast of European wheat harvests in 10 countries reported to the department to date is 16% below last year and about 3% above 1922.

Latest condition reports from Germany and France indicate yields above the average. Since there has been some reduction in the acreage in France and a heavy abandonment in Germany, the outturn may be no greater than last year. Private forecasts of the French crop, however, are higher than the revised estimate of production in 1923.

### Wheat Growers Hopeful

It is possible that American wheat growers will get from \$100,000,000 to \$200,000,000 more for their wheat this year than last, assuming that they sell something over 500,000,000 bu., says the United States Department of Agriculture. This is considerably less than the \$1,000,000,000 increase estimated in some quarters, but bespeaks an increased ability to pay off debts and a general improvement in financial conditions in the wheat country.

### North African Crops

The Algerian wheat crop is but little more than half of last year's production, according to the international institute of agriculture at Rome. Production is placed at 18,886,000 bu. compared with 36,391,000 bu. produced in 1923 or a decrease of 48.1%.

Forecasts have now been received from the 4 important wheat producing countries of North Africa: French Morocco, Algeria, Tunis and Egypt. The aggregate production of these countries for 1924 is forecast at 88,268,000 bu. compared with 107,016,000 bu. for last year, a reduction of 18,748,000 bu. or 17.5%. It appears that this crop will be little more than enough to meet the domestic requirements, therefore exports in considerable quantities are not expected from this crop. The north African wheat section produces hard wheats similar to our durum varieties, and when there is an exportable surplus it goes ordinarily to south European countries for the manufacture of macaroni.

### Farmers Lose Heavily on Dockage in Wheat

Farmers in the spring wheat states lost millions of dollars last year through failure to clean their wheat on the farm. The farmers of four spring wheat states hauled to market 11,600,000 bu. of dockage mixed with their wheat. They lost millions of bushels of wheat in reduced yields by growing weeds; \$675,000 paid for threshing dockage; \$800,000 in freight paid on dockage; by weed seeds lowering the grade of wheat, and by losing the feed

## NOODLES

If you want to make the best Noodles—you must use the best eggs.

We know your particular requirements and are now ready to serve you with—

### Special Noodle Whole Egg—

Dehydrated Whole Eggs—selected—  
Fresh Sweet Eggs—particularly bright color.

### Special Noodle Egg Yolk—

Selected bright fresh yolk—entirely Soluble.

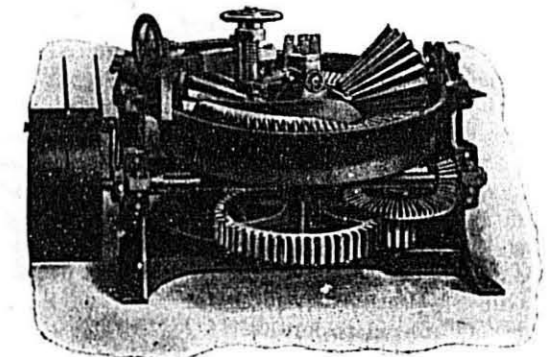
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"THE EGG HOUSE"  
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CHICAGO. BOSTON LOS ANGELES TORONTO  
Warehouses  
Norfolk Atlanta Cincinnati Detroit Pittsburgh

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To The Trade:-

We wish to announce that we are building a complete line of Presses (both screw and hydraulic) Kneaders, Mixers, etc., also that we can furnish any repairs to Walton machinery now in use.

Your inquiries are solicited and will be given careful and prompt attention,

Yours very truly,  
DIENELT & EISENHARDT, Inc.  
R. F. BOGGS, Sales Manager.

## DIENELT & EISENHARDT, Inc.

1304-18 N. Howard Street  
PHILADELPHIA, PA.

Established Over 50 Years

## Capital City Milling & Grain Co.

DURUM WHEAT  
MILLERS

St. Paul - Minn.

Capacity 1500 Barrels



## CHEROKEE SEMOLINA

Uniform Quality  
manufactured from  
Best Grades of  
Durum Wheat

CAPITAL CITY MILLING & GRAIN CO., St. Paul, Minn.

value of the dockage. These facts are brought out in an investigation by the United States Department of Agriculture which is now waging an intensive campaign in the spring wheat states to induce farmers to clean their wheat on the farm. Wheat should be cleaned preferably at the thresher with a portable disc cleaner, or with any good cleaner at the granary. Cleaning at the farm removes the dockage for feed; increases the market value of the grain; provides clean wheat for sowing, and saves freight.

#### Gold Medal Station

The Washburn-Crosby company of Minneapolis has offered to buy WLAG Twin City radio station, closed for some time. A proposal has been submitted to the Minneapolis Civic and Commerce association and the St. Paul Association of Public & Business Affairs. The proposal is to spend between \$80,000 and \$100,000 in building a 5000 watt station, and to provide an annual operating fund of \$100,000 on condition that the 2 civic bodies contribute a half of the cost of the upkeep of the station after operations are renewed. The station is to be known as the Gold Medal station Minneapolis and St. Paul WLAG. Broadcasting is an expensive matter as owners of former stations have learned and the northwest is assured of a first class station as it has accepted the proposal of the flour company by a full subscription.

#### Olive Oil Frauds

Attention of the government is being given to existence of a virtual conspiracy among Italian oil exporters for defrauding American olive oil consumers through substitution of Spanish oils. Washington advices are that special investigation into the olive oil shipments made from the port of Leghorn, Italy, reveals that less than 15% of the olive oil imported from that district is real Italian oil.

Similar conditions are believed to exist in other parts of Italy. Preliminary steps have been taken by the tariff commission toward the present application of the unfair trade practices provisions of the tariff act to alleged Italian oil importers, which is in reality the product of another country.

"These provisions empower the president to increase rates of duty by 50% upon articles found to be entering this country and competing unfairly with American products. Domestic interests have complained that they are compelled to label their products to show the actual contents of the containers but are compelled to compete with imported olive oil sold as Italian but alleged to be the product of Spain or Tunis."

"The quantity of edible olive oil so shipped from Leghorn," the advices said, "was a cause of suspicion that possibly a considerable amount thereof was not pure Tuscan product, and investi-

gation has revealed that great quantities are imported from Spain and northern Africa and placed in containers of various sizes and reshipped to the United States marked as Tuscan or Italian oil.

"It appears that sometimes small quantities of Italian oil are mixed therewith before shipment. It will be clearly seen that this procedure creates the practice of a flagrant fraud on the American consumer of such oil, if not also against the American importers thereof, causing them to pay a superior price for an inferior product."

#### Specialty Manufacturers

The annual meeting of the American Specialty Manufacturers association will be held Nov. 19-21 in Hotel Traymore, Atlantic City, N. J. Several leading macaroni manufacturers of the country are members of this organization and annually attend its conventions. In previous years it has been the practice of the directors to hold a fall meeting at the same time that the specialty men convene. It has been suggested that a sectional meeting be held at that time as matter of convenience to those who intend to take in the convention.

#### Why Hen Got the Axe

A modern fable appeared in a late bulletin issued by the Ohio Manufacturers association, with an excellent moral which may well be applied to today's business and a certain class of modern workers. It reads:

A wise old hen approached a young white leghorn pullet and said, "M'dear, I hear you cackling almost every day. Did it ever occur to you that by laying each day you are making less work for hens? If you will follow my example and lay only once a week you will be just as happy and then there will be work for six more hens. You see these incubators are laying off so many hens the result is there is a very great amount of unemployment among us. The only thing to do is to organize and do less work so there will be more employed."

The pullet looked up in amazement and was about to ask for further information when she was interrupted by the farmer's boy coming with a hatchet, and his mother saying, "Get that 3-year old hen; she don't lay nohow."

#### "Consider the Cow"

Because of the lesson it teaches we reproduce herewith a brief article from the "Spade" to bear out the point that when one's interests become too diversified all cannot be given the attention they deserve.

The article we reproduce should be especially interesting to macaroni manufacturers who carry on this business only as a side line. In altogether too

many cases the so-called macaroni manufacturer is merely a wholesale grocer or a distributor of imported products. He does manufacture a small quantity of macaroni products but does not wholly depend on this for his living. The plant is usually cluttered with olive oil bottles, cheese crates, sardine cases, and canned foods of unlimited varieties; or it may be that in connection with his macaroni plant he runs a general store disposing with equal equanimity yards of spaghetti with yards of calico; or cases of fruit; or, in connection with his insignificant macaroni plant he may conduct a so-called Italian, Greek or Jewish restaurant.

This class described has little or no interest in the welfare of the industry. Macaroni manufacturing is merely one of the many side lines that it is engaged in and at no time can it be counted upon to shoulder its share of the many progressive activities that will prove a blessing to the industry. The article is so strong and to the point that we urge its deliberate consideration on the part of those to whom it applies:

#### Consider the Cow

The cow is a great institution. The cow complacently chews its cud and gives milk. That's all it does. Of course it bellows once in a while, but so do we all for that matter. But speaking by the book, it has only one purpose, one incentive and one accomplishment. It gives milk.

To be sure, the cow also provides beef and leather and frequently veal. But we will confine ourselves to the quick and not the dead. There are certain byproducts—but the main thing is milk.

The cow is amiable and gentle. It is clean. It minds its own business. It is altogether an admirable creature. Yet for some strange reason to call one's wife a cow does not carry as it should an inference of amiability, gentleness, neatness and admiration.

Still no one ever thinks of criticizing a cow. No one ever vilifies the cow for confining her product to milk and not giving maple syrup, beeswax and gasoline. It is generally conceded that the cow was designed for milking and for that particular purpose has never been improved upon.

The cow has only one idea, but it's a good idea—to give milk. And nobody calumniates the cow for having a one track mind. So consider the cow. The point is that the cow has stuck to one business for a great many years and has made a complete success of it.

She has been perfectly satisfied to see the bees make honey and the hens lay eggs without trying to start a honey department or an egg department of her own.

Honestly, did you ever see a cow in her right mind trying to lay an egg?

We call this the age of specialization but there's nothing new about the idea at all—consider the cow!

## Made to Satisfy Packer, Jobber and the Retailer.

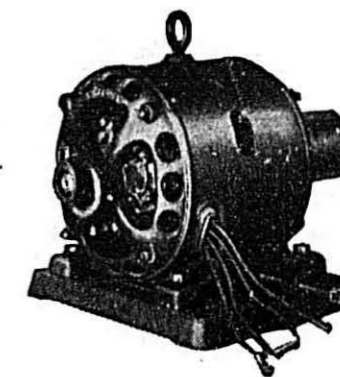


Solid Fibre  
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Corrugated Fibre  
Shipping Containers

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## Electrical Installations for Macaroni Factories



10 years of experience in the electrification of macaroni factories enables us to give exceptional service.

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in producing and marketing a useful Product in Cartons can be traced to two causes,—  
**Low Production Cost and Means of Protection**  
to preserve the Product from the Factory to the Consumer.

## JOHNSON PACKAGING MACHINERY

for Lining, Weighing, Filling, Sealing and Wrapping Cartons—not only offers the most ECONOMIC method of Packaging in Cartons, extremely LOW cost of maintenance and Repairs but—the Lining and Wax Wrapping methods of Protection guarantee the delivery of your Product to the Consumer in

## PERFECT CONDITION

Drop us a line, whether a new plant is contemplated or an old one needs improvement.

**JOHNSON**  
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CHICAGO, 208 S. LaSalle St.,

LOS ANGELES, CAL., 607 Marsh-Strong Bldg.

**The Macaroni Journal**

(Successor to 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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Vol. VI      September 15, 1924      No. 5

**Patents and Trade Marks**

**PATENTS**

**Noodle Forming Machine**

Anton Ruggiero of Seattle, Wash., filed a request with the patent office for patent rights on a noodle forming machine on Jan. 25, 1922. This patent was given Serial No. 531,577 and is described as follows:

In a noodle forming machine, in combination, a frame comprising side members disposed in space parallel relation having supporting integral legs formed upon one end thereof and having slotted guideways formed within the opposite end thereof, a detachably secured transverse bar disposed upon the said first named end, an adjustably mounted transverse bar disposed upon the said opposite end having the ends thereof disposed within, said guideways, supporting legs removably secured upon said longitudinal sliding movement upon the inner faces of said side members, a plurality of cutting strands adapted to be secured at the ends thereof to said transverse bars, inwardly projecting integral rack portions on said adjustably mounted bar adapted to be slidably mounted upon the inner faces of said side members, shafts journaled in said side members, pinions rigidly secured upon the inner ends of said shaft adapted to mesh with said racks, worm wheels rigidly secured upon the outer ends of said shafts, worms meshing with said worm wheels, and manually operable stems rotatively mounted upon the outer faces of said side members adapted to be rigidly secured to said worms and to regulate the tension of said cutting strands.

**TRADE MARKS GRANTED**  
**White Pearl**

The Tharinger Macaroni company, Milwaukee, Wis., was granted registration rights on the trade mark "White Pearl" for use on macaroni, spaghetti, vermicelli and egg noodles manufactured by that company. This trade mark was given Serial No. 194,580.

**TRADE MARKS APPLIED FOR**  
**Birchwood**

The Carpenter Cook company, Menominee, Mich., filed application with the patent office March 24, 1923, for right to use the trade mark "Birchwood" on its line of grocery products, which includes macaroni, vermicelli and spaghetti. The company claims to have used this trade mark since March 12, 1923. All notices of opposition must have been filed within 30 days of date of publication, Aug. 12, 1924.

**Jules Rivoli & Cie**

The above trade mark was filed with the patent office on March 23, 1924, by the Julius Wile Sons & Co., New York. This company claims to have used the trade mark on a line of canned products put out by them and several products put out in pasteboard cartons which includes macaroni since Dec. 1923. All notices of opposition must be filed within 30 days of date of publication, Aug. 19, 1924.

**La Sorrentina**

The trade mark "La Sorrentina" filed with the patent office on June 20, 1924, by Rocco Perreta & Co. of Utica, N. Y., has been used by that company since 1916 on the macaroni and alimentary paste products put out by them. All notices of opposition must be filed within 30 days of date of publication, Aug. 26, 1924.

**KILL COMPETITION**

By making something too good for competition to imitate.

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A large, modern macaroni manufacturing plant, favorably located. 125 x 40 feet on 2 floors. Latest machinery,—hydraulic press, kneeder, mixer. Several large drying rooms fitted complete with fans, motors, steam heat. Special drying room for short macaroni. Hot water and steam heat. Spacious garage in rear of factory. Electric elevator.

Present production 12 barrels daily; capacity 50 bbls. Plenty of room for expansion. Factory producing to-day and ready for anyone interested to step in and take over the business. Terms reasonable. For further information write to.

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I would rather have an army of sheep led by a lion, than an army of lions led by a sheep.—Napoleon.

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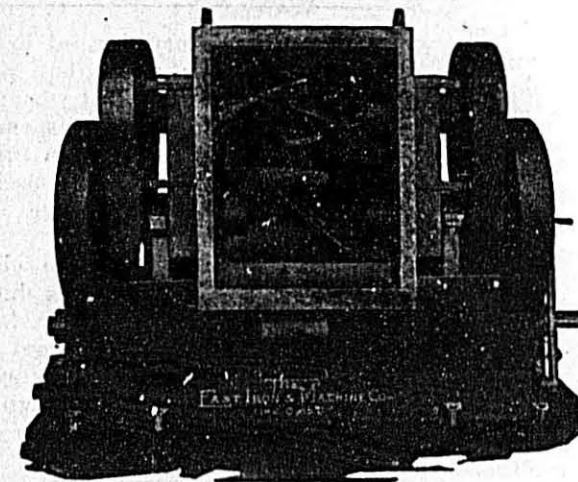
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**Mixers and Kneaders**

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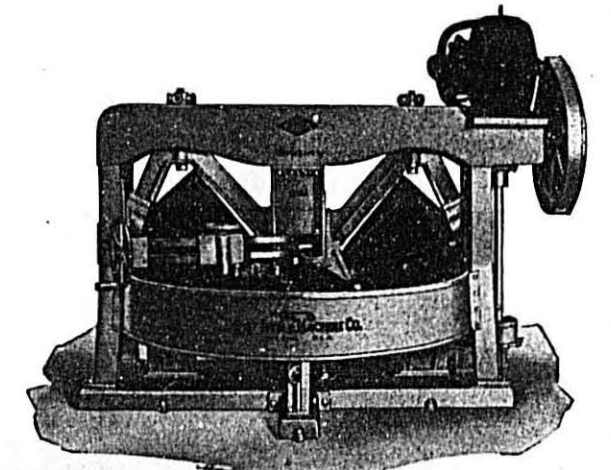
"Eimco" mixers develop the full strength of the flour and produce perfect doughs, absolutely uniform in color, temperature and finish, just like an expert would do it by hand but they do it many, many times quicker—also much quicker than ordinary machines—because they are scientifically designed and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

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Main Office and Factory, Lima, Ohio.



<b>OUR PURPOSE:</b> Educate Elevate Organize Harmonize	<b>ASSOCIATION NEWS</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i>	<b>OUR MOTTO:</b> First— The Industry Then— The Manufacturer
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## SECTIONAL ASSEMBLIES

**Need of District Meetings Put Squarely Up to Manufacturers—Must Plan Now to Meet Changing Conditions.**

Changing conditions in the trade demand that manufacturers be possessed of flexible minds to meet new situations confronting the industry. That is the view of John M. Hartley, well known figure in the baking industry, who speaks of the timely need of trade meetings in the baking business. From his article in the Bakers Weekly we quote the arguments, since they are equally applicable to the macaroni business.

It seems that associations are losing an opportunity in not being alive to the present need for meetings of the trade. The right time for a trade meeting is NOW or at any other similar time when the trade is facing a critical period. (He refers to the big increase in the price of raw material and its natural effect on the cost of production.)

Associations should never feel that their obligations lie only in conducting an annual convention. That is the official meeting and very desirable, but the associations can serve their membership and the general trade much better if they will undertake to call and sponsor either a large meeting, or better still a series of district meetings, to examine trade conditions at any time an upset in normal conditions occurs.

### INTERESTED MEMBERSHIP

Now is one time when you can get a gathering of members, and also of nonmembers, and get it easily. You don't have to publish a program—the program is published each day in the market news. All you need is someone to lead in a study and interpretation of this market news and bring to you in cold figures how it applies to your business.

Timely service is what the trade expects of its associations. The association that renders this timely service is the association that will grow and be readily financed. You don't need to offer any entertainments or amusements at such times as these—interest is already built up. All the trade needs is the call to the meetings, if they are assured that they will be offered but one thing—opportunity to discuss and analyze their intimate relation to these increasing market conditions.

### A DIFFICULT PERIOD

The trade faces a difficult period. Better prices for wheat and hogs are going to

make for a general prosperity. The farmer will be a buyer again. The urban worker will be busy again. We stand between, and as the ones between we are always under challenge by certain groups and interests. We have to tell a straight story. We can tell our story if we once know it right. Some sections need to know where they stand right quickly. It is a time when it pays to gather together and talk things over. It is the right time for the associations to do their duty and serve the trade in a very practical manner—CALL MEETINGS.

The macaroni industry through the national association has expressed itself as favoring more frequent meetings and the holding of district gatherings. The national association will be glad to sponsor gatherings of this kind without any responsibility on the part of the local manufacturers except that they attend and take part in the general discussion of problems of individual and general interest.

This offer is open to any district or section. The wishes of any group of manufacturers for a meeting need only be made known to the officers, either the president or the secretary, and every means at the command of the national association will be used in urging attendance and arriving at an understanding that many macaroni men are facing dead loss in their business unless radical changes are immediately made.

Red ink balances will be altogether too numerous unless plans are made whereby better goods will be made at lower costs and disposed of at prices and along lines that mean profitable business.

### First Aid in Plants

To know what to do in an emergency is the important thing, writes Dr. Harry W. Gentles, in the National Safety Council.

"The man who can put his thumb on an artery spurting blood and hold it there until someone else can summon a physician will often save a life," writes Dr. Gentles.

"Almost equally important is the knowledge of what not to do. The good samaritan who runs to the assistance of a man who has fallen from a scaffold and hoists him to his feet converts a simple fracture into a com-

pound. The man who paints an infected wound with iodine a second or third time and the policeman who has to be knocked down before artificial respiration can be applied to a gas victim are other examples of dangerous ignorance. "In the well organized plant there are always first aid kits for emergency treatments. Where possible it is bet-

### PLAY SAFE

Exercise the utmost care at work or play to help decrease accidental deaths and injuries.

76,000 men, women and children were killed by accidents in the United States, including 23,000 in industry.

Five billion dollars are wasted annually as the direct cost of accidents. Safety—Always.

ter to have the injury dressed by the plant physician or nurse but often men are obliged to work at some distance from the hospital or dispensary and promptness in treating an injury is vital. First aid kits are useless, however, unless the men have been trained to use them properly.

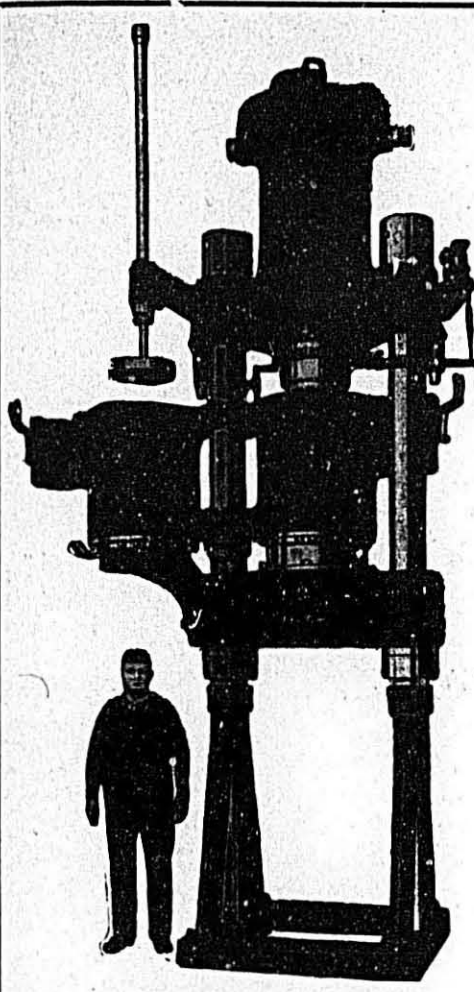
"Undoubtedly much of the objections to first aid by laymen is due to the malpractice of untrained amateurs.

"The well meaning but ignorant first aider may cause a burn which is worse than the original abrasion through the injudicious use of iodine or he may contaminate the dressing by careless handling.

"The trained man, however, knows what to do and he does it while his fellow workers are debating what should be done in suggesting all manner of crude remedies.

"The benefits of first aid instruction received in company classes will not be confined to the plant. At home, on the street and on vacations, emergencies may arise at any time when the training of the first aider may save a life. Proper first aid training by teaching persons to think clearly and act promptly will help to prevent accidents in addition to minimizing the severity of those which do occur."

A good head will get itself hats.



# John J. Cavagnaro

*Engineer and Machinist*

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

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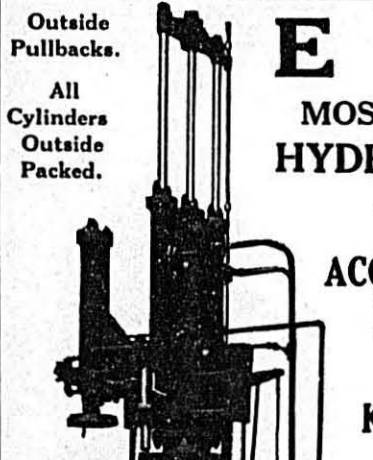
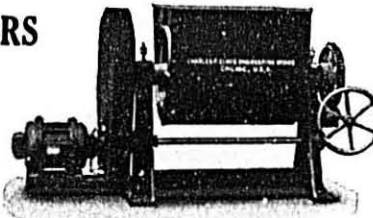
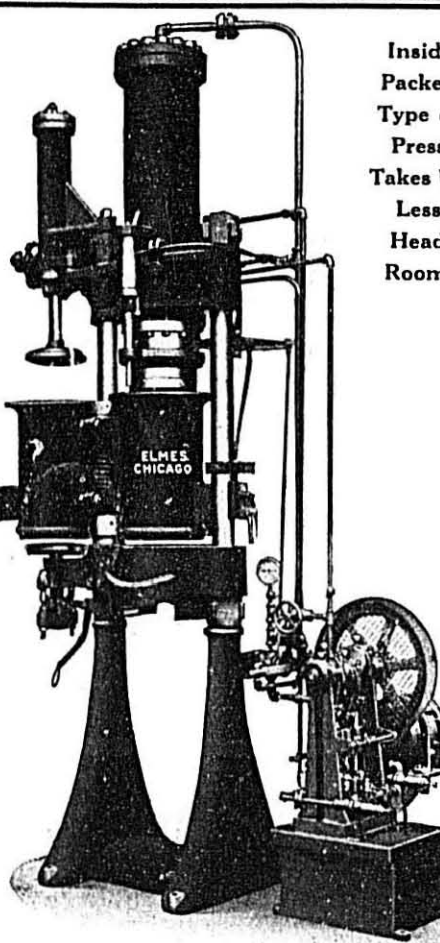
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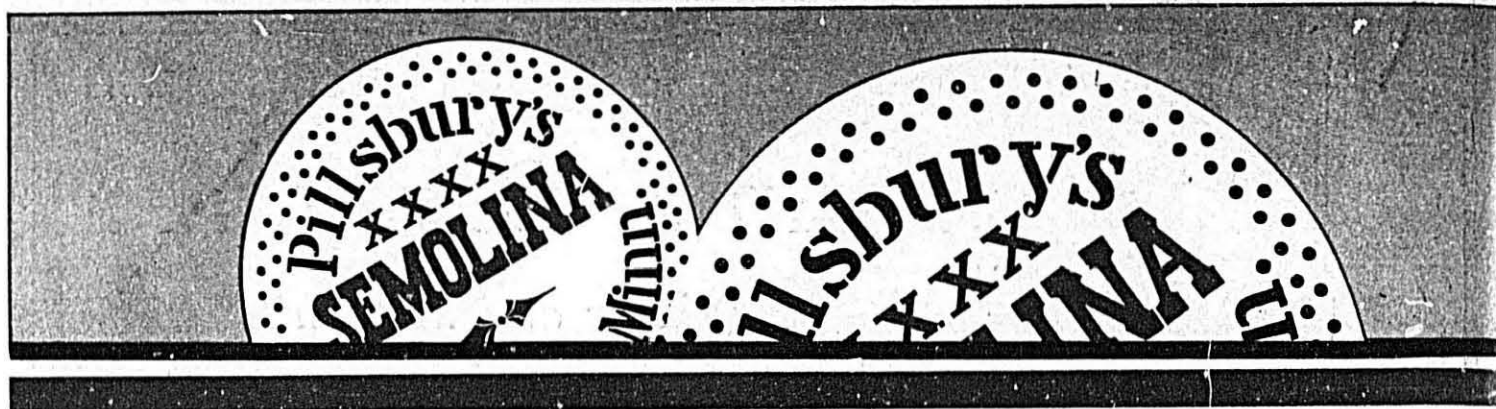
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Quality—that is the reason so many macaroni manufacturers use Pillsbury's Semolina No. 2 and Pillsbury's Durum Fancy Patent for all styles of alimentary pastes. Your own experience has proved this statement—or will prove it. Ask the Pillsbury man.

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