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

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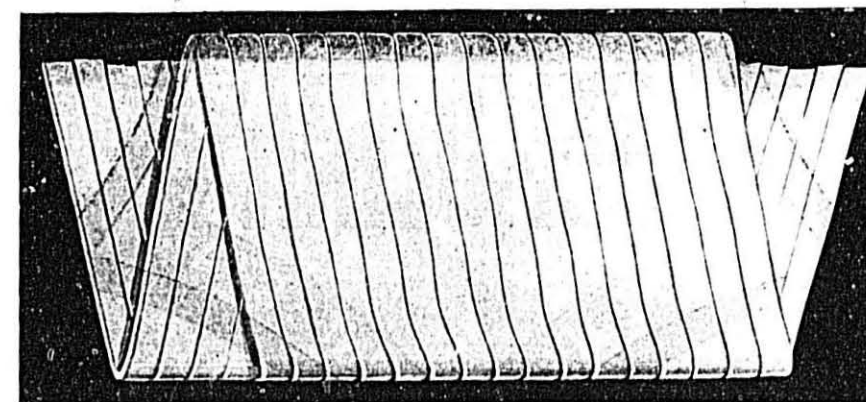
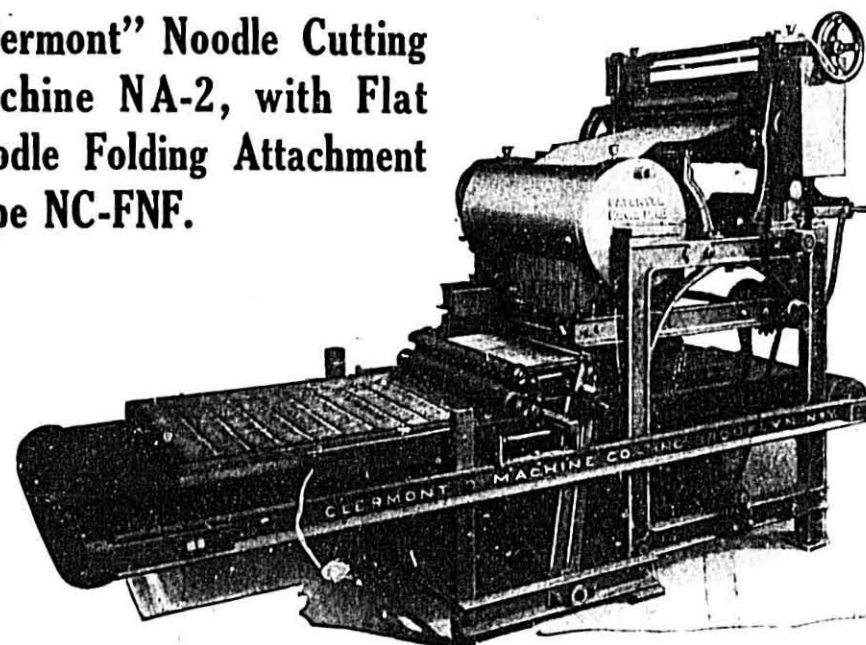
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Tariff and Standards

Unquestionably the two most important matters confronting the American macaroni industry today are those of Tariff and Standards. While they are in no way related the opportunity for dealing with them concurrently is here, with good prospects of solution if interested manufacturers will cooperate.

It has long been evident to close observers in the macaroni business in this country that our industry is more closely knit together than surface conditions would indicate. Of course there always will be differences of opinion, otherwise progress would not be possible. But these differences are of a kind that ordinary sense and good judgment should and will easily reconcile.

One manufacturer came much nearer the mark than ordinarily when he concluded that our differences are more imaginary than real. We all face the same problems. Their solution lies in understanding and cooperation. As the first step toward united action he recommends that we curb our imagination, believe only a small fraction of what we hear about competitors, develop a spirit of fairness, and then cinch the whole matter by a frank attempt to study and understand the viewpoints of others.

Our two leading problems, adequate tariff protection and fair and equitable rulings on macaroni standards, have long been with us and will be here much longer unless the more thoughtful and progressive men act in concert to solve them judiciously for all time. There surely must be some middle point at which every interest can meet without great sacrifices. Let's seek this point.

Excepting for the very few who always seek to encourage dissension in the industry from selfish motives, there can be no disagreement on the need of favorable action on the two matters above referred to. To argue that one group or section only is getting the tariff increase jointly appealed for, is as unjust as it is untrue. The positive action of the macaroni manufacturers of all classes at the conference promoted last month in Atlantic City is proof to the contrary. All previous pledges of determined support were unanimously reaffirmed.

Every interest in our industry in America will profit through a more adequate tariff protection. For one to oppose the increase asked for would be to spite one's self and to jeopardize the best interests of himself and his business associates. We have won a lucrative market by fair business tactics. Let's retain it.

Our appeal is before the United States Tariff Commission. Action on it has been delayed because of the existing feeling that the new Congress would enact new tariff legislation affecting the whole tariff schedule. However, recent press dispatches carry the news that President Calvin Coolidge will not sanction any attempt to revise the present tariff act for the reason that to disturb the present tariff schedule at this time would create uncertainty in the

public mind and react unfavorably on American business.

The President is apparently satisfied that all urgent tariff problems can be easily handled by him through the authority given by the flexible provision of the present tariff law which permits him, when necessity demands, to raise or lower the present rates 50% to meet an emergency.

If that is to be the attitude of the present administration there is little likelihood of new tariff legislation during President Coolidge's term. The United States Tariff Commission, however, should under these circumstances be more ready and willing to hear our plea for more adequate tariff protection, not based altogether on present importations but against the promised flood that can be expected when Russia resumes the exportation of her good durum wheat to Italy, France and other European countries.

The determined and well meaning manufacturers now have an opportunity to "kill two birds with one stone." After a very friendly consultation with the different interests in the industry and upon their advice, President Henry Mueller of the National Association appointed a special Committee on Macaroni Standards. On it are five upright and successful business men. In September they will confer with the Joint Committee on Definitions and Standards with the object of agreeing on a fair and enforceable standard for our Products.

Why not meet the United States Tariff Commission at the same time?

The special Committee on Macaron Standards will be in the nation's capital. It would be well qualified to speak for the macaroni industry in favor of greater tariff protection. It could well afford to stop over a day or two longer for this worthy purpose. All other interests could be invited to add prestige to our appeal. Included in this group would be leading manufacturers, durum millers and durum wheat growers from the Northwest, whose profitable market depends on the welfare of the American macaroni industry.

A combination of these three important business interests will have weight with the United States Tariff Commission and should obtain for us the hearing we are pleading for. If this suggestion that we kill two birds on our trip to Washington next month meets with your approval tell us and tell each other. Let's get timely action now.

The tariff and the standards problems are not altogether Association matters but rather those for the entire industry to consider and help solve. Let us prove to the various bureaus of our government that we are as one in things that will promote the general welfare of this important American business; that it will help the milling industry and the agricultural interests of an important section of the country.

Let's go to Washington with this double purpose. With united support we will be successful and render invaluable aid to our own industry and American business generally.

A Stronger National Association ---It's Up to All of Us

Leon G. Tujague,
New Orleans

I want to exercise the privilege of being the usual member to criticize the officers and tell them what they ought to do. I have been accustomed to attend these conventions every year except the last 2 or 3 and I am certainly glad to get back here for 2 reasons. One is to meet my competitor and the other is to listen to the talks of some of the gentlemen we have heard. They spoke very intelligently even to a layman like myself who only partly understood some of the things they were driving at.

There is something wrong in the macaroni industry when out of a membership of 53 there are only 15 or 20 per cent at this convention. There are 500 or more manufacturers in this country. Either your association is not meeting with the views of all manufacturers, or if it is it has not been brought to them in the proper light. There have been a number of local associations formed in the past year or two. I think they should be promoted. They are essential to the industry. However, it is up to the officers of these local associations to put in a word for the National Association from time to time. I don't think that there is any manufacturer in this business that cannot afford to pay the dues charged by our association. They are small and they ought to be made smaller if it is necessary to get the members in. Where a manufacturer is a member of a local association and not of the National, whatever dues he pays in that local association should be deducted from his dues in the National in order to make him a member.

Regarding the tariff situation, just this morning in the New York Times I clipped out an article which shows how serious it is and how necessary it is for concerted action, but you can't get concerted action when you have 53 members in the association and 350 on the outside. Italy bought 3 cargoes of wheat from Russia yesterday and England has done the same. I believe this is the first time I have read of any important purchase of that kind since the war. That begins to show you the necessity for an association of this kind. Something should be done to increase the membership. The funds of the association probably do not permit traveling expenses for our secretary, but I think that part of the secretary's time should be arranged in some way or other by giving him additional assistance that at least half of his time for the following 2 years should be in tours throughout the United States calling on manufacturers in big cities, getting the cooperation of the officers of the local associations so that their members join the National association. The question is where could funds be got for such a purpose? I think it is up to some big men in the association to finance the traveling expenses of this secretary for at least the first year.

Cooperation is a well worn word. We all talk about cooperation particularly at a convention but we can't get home fast enough to make our friends believe that there is no such word. That applies to me as well as everyone else.

I was a member and one of the organizers of the American Package Macaroni Association. We had a little rough existence, were kicked and assaulted principally by our competitors. We spent our own money to try and increase the consumption of macaroni along the right lines. Our propaganda wasn't based on our individual brands; it was based on macaroni. We call ourselves a package association. We spend our money to further the interest and increase the consumption of macaroni and our bitter-

est opponents have been men in our own line of business. Had our efforts eventually succeeded they eventually would have got as much good as we were getting and were not paying for it.

I am in the lemon business. The California Fruit Growers exchange spent in the neighborhood of a half to a million and a half a year increasing the sale of California lemons and California oranges. You have yet to see an advertisement or hear a word from an Italian lemon grower or a distributor of Italian lemons saying anything against a California lemon. We haven't got concerted action the way they have. They have a cooperative organization true to word and form. We have reaped wonderfully by their efforts and I am ashamed and frank enough to acknowledge the benefits we have had from the money and effort of others, but you will realize that when a lemon is on the stand you may be discerning enough to ask for a California lemon, but the great preponderance of sales is simply lemons and that is where we have reaped our advantage, and that is what the American Package Macaroni Association is doing with macaroni.

Advertising is a beautiful thing, but you have not to have something to advertise. The trouble with macaroni is this; the Italian people know how to cook macaroni; know how to eat it and their taste seldom varies and their consumption if anything increases. But take the American housewives. How few know how to cook macaroni intelligently! They know how to go to the Italian restaurant and eat it, but what percentage of our population is restaurant eating? The American Package Macaroni Association went to the cooking schools; it went to teach the young. The girl of 14 today in a few years will be a mother, will have a home and a family. She certainly starts under a decided advantage so far as macaroni consumption is concerned if when she becomes a housewife or a mother she knows how to cook and prepare macaroni. It is a cheap article of food and a substantial one. That is one source of increasing your macaroni consumption.

There are others but how are you going to attain those things unless you do them in a cooperative manner? Who is going to do a thing of that kind? No individual manufacturer is big enough. Some firms spend a lot of money in advertising macaroni. They advertise their brands. They are really doing no more nor less than taking away from another manufacturer whatever business they possibly can and have the consumer use their brand instead of his. I don't think they are doing anything to increase the consumption of macaroni. I don't blame them. They would be foolish to make the attempt. Build up your association where you can speak with authority when you say you represent the macaroni industry. When you do that then you can levy a tax on each and every batch of flour that is bought by a macaroni manufacturer. That means the little bit of a fellow who makes 5 barrels of macaroni a day. He is going to profit if you increase macaroni consumption more in proportion than the big man. Make him pay his share. If you get a sufficient membership in this association you can tell the miller what you want to do. The millers are good business men; they are going to do what you say and whenever they base their selling price on a barrel of any kind of flour there will be a certain percentage added to that selling price known or unknown to yourself. If you know that every barrel of durum semolina is carrying that raise in price you are

at no disadvantage over the little fellow. No individual manufacturer will feel the effects of it and then when you wanted to go to Washington on a tariff proposition or anything of that sort you would have the funds on hand to do it.

I cite the fruit business because that is one of my lines and I am a little more proud of it than I am of the macaroni business. The California Fruit Growers exchange is an organization of fruit growers throughout the state of California. I don't exactly recall how long this association has been in existence, but it started advertising lemons and oranges some 10 or 12 years ago. Those things look rather difficult to advertise. Macaroni looks a little easier because you can control the source of supply which is flour, in order to make it pay a proper tariff; but with oranges you have a Florida orange, of which there is a tremendous crop, 10 to 15 million boxes a year; you have Louisiana oranges, which vary from a quarter of a million to a million and a quarter every year; you have oranges which come from Porto Rico, Honduras, Italy. Then you have the Italian and California lemons. The Italian lemon exports probably total an average of a million and a half boxes a year. The California lemon crop is probably 7 thousand cars a year; that is about 3 million boxes. It looks unfair, you say, for the grower to advertise the sale of lemons when at least 40% of the consumption in the United States is Italian lemons, but still they went to work and did it. Through concerted action they not only advertised lemons but designated a brand and called it Sunkist. You have seen the ads throughout the magazines and on stands. Sunkist is a label placed on an orange and a lemon. That orange or lemon is grown on a tree not a bit different than any other orange or lemon tree ever seen, but the mere fact they spent money advertising Sunkist oranges and lemons. They require certain classifications that measure up to that standard, but still it is the same tree. I will pack 2 boxes of oranges from the same tree, one under a plain wrapper and another with a Sunkist wrapper and I will have to pay the exchange a dollar a box more than the other packed from the same tree and under identical conditions and if you unwrap both boxes you can't distinguish one from the other.

That is the premium they are charging on their advertising. The highest sum they ever paid was 10 cents a box. I think they now pay 5 cents a box. That is what cooperative advertising does. You have never had cooperative advertising in the macaroni industry and you are never going to have it until you have enough manufacturers look at it intelligently, not only talk about it but act on it and then get enough work in an association of this kind so you can put it over.

When you are not expecting any results, keep your eye open for the unexpected.

Pity the man who doesn't have to work—he doesn't know how to enjoy a rest.

The man whom everybody likes usually likes everybody—and does it first.

It costs a lot to get learning, but a lot more not to get it.

Definitions and Standards

By Dr. F. C. Blanck, Chemist in Charge,
Food Control Laboratory, Department
of Agriculture

I appreciate very greatly this opportunity of meeting with you as a representative and as a member of the Joint Committee on Definitions and Standards. I appreciate this opportunity still more because our committee will be in session beginning July 13, and we hope to come to a final decision and to make some announcement as to definitions and standards for alimentary pastes. Consequently, it has occurred to me that it might be helpful to discuss somewhat briefly the organization and functioning of this committee and its procedure in the development of definitions and standards for food products.

In my contacts with food trade organizations and with individual food manufacturers I find that there is a very considerable, widespread misunderstanding as to the status or force which food definitions and standards have. I find that many food manufacturers infer that when food definitions and standards are once adopted they are a part of the law. I am now referring, of course, to the Federal Foods and Drugs Act. That is not the case. The Federal Foods and Drugs Act, as most of you know, is a law governing foods and drugs which defines what constitutes adulteration and misbranding of foods. Nowhere is there a definite statement regarding a standard for this or that food product; nor is there in that law any provision for the creation of definitions and standards for food products. Consequently, this joint committee has no real status under the Federal Foods and Drugs Act but acts solely as an advisory committee to the secretary of agriculture in suggesting proper definitions and standards for food products.

Perhaps the name standards is also somewhat misleading. At least many of us on this committee feel that the word "standards" as a part of the name is a bit unfortunate, because we talk about a standard article of this or that, as representing about the most desirable or certainly a very desirable type of a particular product. However, in these food definitions and standards, and particularly where numerical standards of composition are given, the word standard simply refers to a minimum legal tolerance below which a product cannot fall in composition and still be sold under the name of the article defined.

This committee briefly is composed of 9 members, 3 representing the Department of Agriculture, 3 the Association of American Dairy and Food and Drug Officials and 3 representing the Association of Official Agricultural Chemists. The first question which comes up for consideration in such a committee is, what subjects are to be considered? There the question is answered in one of several ways. Regulatory officials, city, state or federal, may find from their experience in attempting to control the distribution of food products that there is need for the establishment of definitions and standards for certain products. Then, again, industries and trade associations frequently feel the necessity for the formulation of definitions and standards for their products. After it is made clear that certain products need defining and formulation of standards, the next step logically is the acquisition of the necessary data. This data, of course, divides itself into 2 parts: one an accurate definition of the product, what it is, what are its characteristics or, if there is some special method of manufacture which gives a distinctive character to that product and which may be necessary to clearly define it; and, secondly, the acquisition of analytical data on which to base minimum or maximum limits of composition.

Both of these types of information are obtained from regulatory officials and very largely from the trade or industry involved. In fact, in the case of a manufactured product, our information regarding the best prac-

tices in the preparation of a product or most satisfactory composition for that product, is and must be acquired from the industry itself.

The committee then studies this data and formulates a proposed definition and standard for a particular product. Public announcement is next made of these proposed definitions and standards. Following this announcement, which is made for the purpose of obtaining comments on their accuracy and their fairness, the information obtained by interviews or by public hearings is then carefully considered by the committee before taking final action on a particular schedule.

On the basis of all this information, the committee makes a final recommendation which goes to the secretary of agriculture for his approval and final promulgation in the form of a food inspection decision.

I said at the beginning that these definitions and standards have not the force of law. Whenever we have a case involving the marketing or sale of a food product which differs from the standard and yet is sold under the name given in the definition, we are compelled in each instance under the federal court procedure to establish the definition and standard for the product. There, again, you can see how absolutely essential it is for us when we adopt definitions and standards for manufactured food products in particular that we have embodied in those definitions and standards the consensus of trade opinion regarding the composition of the particular product defined.

While these definitions and standards do not have the force and effect of law as far as the federal law is concerned, they are, however, automatically adopted as a part of the law of over 20 of our states which provide in their state laws that any definitions and standards for food products adopted by the federal Department of Agriculture automatically become a part of the food law of those states. So it is of considerable importance to the various food industries to see to it that definitions and standards which are formulated by this committee accurately and properly represent the best trade practice in that particular commodity.

It is clear also that this committee, all of whom are chemists and all of whom are engaged in regulatory work, cannot be regarded as experts on jams and jellies, or on alimentary pastes, or on any one of the many different products which come before the committee for consideration. What the committee really does is to weigh and consider the material which it has before it and acts, you might say, almost as a jury in working out what is a fair and reasonable definition for the product and what the industries and the consuming public properly regard as a reasonable limiting standard of composition for the product defined.

The work of this committee involves 2 types of definitions: 1—Those definitions which concern natural food products, such as milk, which are sold without any manipulation or manufacturing technique; 2—manufactured food products, of which our alimentary pastes are a good illustration.

The tendency of this committee has been not to attempt to fix numerical limits of composition for the natural products. This is well illustrated in the case of milk. You all know that the milk of the Jersey cow is richer in butter fat than the milk from the Holstein cow. Therefore, a standard, limiting the fat content for Jersey milk would make a Holstein's milk illegal; whereas a standard for butter fat sufficiently low for the Holstein cow might offer possibilities for dilution of the Jersey milk down to the standard for the Holstein milk. Our policy has been and I think will continue to be

to avoid setting numerical standards for natural products.

In the case of manufactured products, the tendency also is to reduce so far as possible the number of numerical standards for the manufactured products. In fact, in our proposed standard for plain alimentary pastes the only standard which we are suggesting is a moisture limitation. In my own mind, I have some doubt as to the necessity of that. This is one thing I hope to find out from you gentlemen—just how much value a moisture standard will be in that definition.

I understand that at your session yesterday you appointed a standards committee so I think perhaps it may not be out of order if I bring to your attention some of the principles which our Joint Committee on Definitions and Standards follows in our work of formulating food definitions and standards.

In the first place, we have to consider 3 points of view in the development of definitions and standards. The first is the consumer's concept or the consumer's idea of the product—what is the consumer's understanding of a particular product which we are defining. The second is, what is the trade conception or understanding of the product defined; and the third, the specific requirements of the law.

Now, of course, with products such as you are interested in, I think we can safely say that the consumer has no conception of their composition. The consumer doesn't make alimentary pastes whereas he does make products like jams and jellies. That is a very important factor, because most housewives do or at some time or another have made that type of product in the home. In the case of the alimentary paste schedule the specific requirements of the law are not very difficult for us to handle, because the main things that we have to consider are the absence of harmless and deleterious ingredients and that is automatically taken care of in manufacturing practice. However, in our formulation of definitions and standards for alimentary pastes, we are practically dependent upon the assistance which the alimentary paste industry can and does give our committee in the formulation of definitions and standards for this type of product.

In the years that this committee has been in existence it has developed certain principles which we regard as fundamental and which run through every type of food product that is defined or standardized by that committee. I am not going to burden you with all of them, but will read a few which are rather short.

One of the first general principles is that the standards are expressed in the form of definitions with or without accompanying specifications of limit in composition. Second, the main classes of food articles are defined before the subordinate classes are considered. You will notice in this tentative schedule that we defined alimentary pastes. That is the group which includes the plain pastes and the egg pastes.

The next principle is one of the most important principles that we have and I would especially call your attention to that. It reads as follows: The definitions are so phrased as to exclude from the articles defined substances not included in the definition. That is one of the most important principles on which we work in the development of food definitions and standards. This sometimes may work a hardship on a particular industry, because it does not take care of progress in the development of food technology and improvements in methods of manufacture. This probably does not apply with particular force to these definitions in which you gentlemen are interested, but it does to a number of other food industries. Then another principle is that the def-

ditions include, where possible, those qualities which make the articles described wholesome for human food. Then, again a term defined in any of the several schedules has the same meaning wherever else it is used in the report. The names of food products defined usually agree with existing American trade or manufacturing usage; but where such usage is not clearly established or where trade names confuse two or more articles for which specific designations are desirable, preference is given to one of the several trade names applied.

Here is another principle which I think is of particular interest in connection with the paste schedule. Standards are based upon data representing materials produced under American conditions and manufactured by American processes or representing such varieties of foreign articles as are chiefly imported for American use. The standards fixed are such that a departure of the articles to which they apply, above the maximum or below the minimum limit prescribed, is evidence that such articles are of inferior or abnormal quality.

The limits fixed as standard are not necessarily the extremes authentically recorded for the article in question because such extremes are commonly due to abnormal conditions of production and are usually accompanied by marks of inferiority or abnormality readily perceived by the producer or manufacturer.

There are other principles but those which I have read are the main ones guiding us in the formulation of these definitions and standards.

At our meeting in the latter part of last February, our committee took up consideration of the alimentary paste schedule with the idea of revising or amending the old schedule which has been in existence for a number of years and which in certain respects had become obsolete. On the basis of the information then available, the committee announced the tentative definitions and standards for alimentary pastes under date of March 31.

Since that announcement we have had a few responses from individual members of the macaroni industry. We find that there are differences of opinion as to what should or should not be included in these definitions and standards. We find some gentlemen very earnestly urging that macaroni or spaghetti be defined as a product made only from a high grade semolina. We find other gentlemen urging the recognition of flour in a product to be sold as macaroni or spaghetti. Unfortunately perhaps for some of the industries these definitions and standards cannot be made standards of excellence. We can't, for instance, define canned peas, which is quite a common article of food, in terms of fancy quality peas which constitute the highest commercial grade of canned peas that are marketed. Lower commercial grades of peas than fancy quality, such as the extra standards and standards, are legitimate. Those peas are perfectly sound, wholesome and edible and perfectly proper articles of commerce and are properly called canned peas.

Similarly, while many of us want to use the highest quality and best grade of any food product that we can get for our own consumption, we have got to recognize that it is perfectly legitimate to market many sound and wholesome articles of food when there is no deception practiced in the marketing of that particular commodity.

I have not seen perhaps as many samples as you gentlemen have seen, but I have seen samples of macaroni made from a very low grade flour which when analyzed in our laboratory was proven to have been made from a very low grade of flour and yet that particular macaroni on boiling retained its shape; it didn't get slimy; it was perfectly palatable. I didn't like the color of it; it was a nasty gray color but I don't believe that any one would have denied that that particular product was a macaroni.

I am mentioning this because I believe

that in your industry as in other industries and other trade associations you will find that you have different practices in different sections of the country. I know in our consideration of jams and jellies, some of our good friends want to recognize only fresh fruits as a proper basic material for jams and jellies; whereas others want to be permitted to use frozen fruit or what is called cold packed fruit and canned fruits in the manufacture of jams and jellies. And so probably in your own industry, you have some who may be very strongly impressed with the need for limiting the definition of plain paste to a high grade semolina as a basic material, where others are equally strongly of the opinion that perhaps flour might also and properly be recognized as a basic ingredient in that product.

The fundamental change made in this new definition is that there is no limit on the farinaceous ingredient; there is no requirement on the use of semolina or flour in the manufacture of plain paste. Should that definition be adopted in its present form, a person manufacturing alimentary pastes could use any edible, marketable grade of flour and label it as macaroni or spaghetti without qualification.

I would like to emphasize that because I am very hopeful that we can get some expression from you gentlemen before the termination of your meeting as to just how you feel regarding these proposed definitions and standards for alimentary pastes.

The second fundamental change in this tentative standard relates to these egg products which are all put on the same basis so far as their egg content is concerned. Heretofore the requirement on egg noodles has been that the egg part must be from the solids of whole eggs. Under this proposed definition for egg pastes that is not required. The percentage of egg solids remains the same only put over on a different basis, a more rational basis. Another question concerning which I think you gentlemen may have some decided differences of opinion is whether or not yolk only is a proper source for the egg part of an egg noodle, or whether mixtures of whole egg and egg yolk are.

Then, again, this definition would not restrict a man as to whether he used fresh-shell eggs or whether he used frozen eggs or whether he used dry eggs. Some of you may have decided differences of opinion as to the use of these various forms of eggs in the preparation of egg paste.

I am very hopeful that before your convention adjourns you may take some definite position or at least indicate to our joint committee the position which you gentlemen take or wish to take on definitions and standards for these alimentary pastes.

As I said before, none of us is an expert in this particular field. We have simply tried to sift all the information and tried to develop, not only in this schedule but in other schedules, definitions and standards which will fit the whole country, not the Atlantic coast or the Pacific coast or the southern states or the northern states.

Perhaps some of you gentlemen who are looking at it individually may not have appreciated that phase of the problem, but I can assure you that it is a very serious one and naturally no one wants to do an injustice to any one section of the country.

I am afraid I have taken more time than I should, but I wanted to bring out to you some of the machinery under which we work and how we work and some of our difficulties and if any of you gentlemen have any questions to ask, I will try to answer them.

You have probably noticed I haven't discussed the regulatory side of this question at all. One of the questions which I know you are interested in is the question of color in alimentary pastes. On the question of color, you will note in this definition

both for plain pastes and egg pastes we did not mention color. That means on the basis of one of those principles which I have read, that color is not recognized as a normal constituent of either plain paste or egg paste. The bureau of chemistry has gone on record administratively in absolutely opposing the use of coloring in egg paste so that any egg paste irrespective of the egg content is adulterated if it is artificially colored.

With regard to the plain paste, the position the Bureau has taken has been that if they are products suitable for human consumption and the presence of artificial coloring declared, no action will be taken. I may, however, say that I do not believe that this position will be maintained. There are certain types of these plain pastes which contain no egg which are artificially colored and which some of us believe are sold as egg noodles; at least if not sold by the manufacturer, they are sold by the retailer for ultimate consumption as egg noodles. It is my personal belief that in cases of that type, where a plain paste is artificially colored and where it is marketed in a shape resembling or simulating egg noodles, action under the Federal Foods and Drugs Act is entirely justifiable because we have had a number of illustrations where the consumer has purchased such articles believing he was getting an egg noodle.

I don't know that there is any more I have to say. I want to thank you gentlemen again for this opportunity of meeting with you and I trust that the suggestions which you may be able to make to our committee may enable us to do something final with this alimentary paste schedule.

How He Got the Job

Did you read the story about the young fellow who went to a corporation official and asked for a job? When he was asked what kind of a job he wanted, he answered, "Any kind of a job."

"The official said, 'There isn't one open now—not even of that kind—but if there is, I will notify you to come in again.'"

"How many others will you notify?" asked the youngster.

"Several."

"The youngster grinned and went out remarking, 'It's no monopoly.'"

Several days later a good man was needed in a hurry so the official sent 7 telegrams to 7 applicants.

The stenographer had hardly delivered her text of the telegrams to the mail department before the cheerful applicant walked in with the telegram in his hand.

"How did you get it?" gasped the executive.

"Well," said he, "the other day as I was going out, I stopped and got a job from the door man as office boy. I thought it would be nice to be where I would hear the news quicker than the others."

There was a young fellow who knew that treasure existed near at hand and, like a canny fellow, he decided to camp out right where that treasure was.—Exchange.

The head that holds straight after it has been knocked dizzy is the head that wins.

All is fair in love—except brunettes.

You can sell more Macaroni ...if you do this

OF COURSE, strength and flavor and color are the qualities that first sell a brand of macaroni.

But perfect *uniformity* of these qualities is what *keeps* it sold.

Tested hourly at mill—
uniformity guaranteed

First—a corps of chemists analyze and test the Durum Wheat.

Second—a sample of wheat from every car is ground in the experimental testing mill. The sample of Semolina thus obtained is actually manufactured into Spaghetti or Macaroni in the Miniature Experimental plant exactly under commercial conditions.

Third—the finished product is finally subjected to actual boiling test.

Fourth—only after these tests have proved the wheat equal to our high standard requirements is it unloaded into our storage elevator.

Thus we guarantee the uniformity of Gold Medal Semolina. We stand ready to return your purchase price for any sack of Gold Medal Semolina that is not up to standard in every way.



Eventually Why Not Now?

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY, Dept. 184
Minneapolis, Minn.

"Phone for Food"

By Asa R. Blish, H. V. Swenson Advertising Co., Chicago

The "Phone for Food" campaign is the product of a 2 years research job that was carried on by a committee of the National Wholesale Grocers association. I say that at the outset, because some of us are very likely to regard general institutional advertising as highly theoretical in character; as being somewhat of a blue sky proposition. The members of this committee are all wholesale grocers. We had no outside help from the academic world or the advertising world in making up this program. The wholesale grocers themselves directed the entire job and did most of the work. We went into retail grocery stores all over the United States and examined the things that were pertinent to our job. We chose those stores so that we would have different types of stores as to the character of business that they do, as to their size, as to the kind of a city in which they were situated and as to the kind of people that were trading in that store. Naturally, we could not call on 300,000 retail grocers and so we tried to get as many representative stores as we could among the few hundred that we did study.

We spent in all cases at least a day in the store, in some cases more. We analyzed the sales slips, cash register slips, everything we could get hold of. When we started we didn't know where we were heading ourselves. There was no such thing as Phone for Food, naturally, 2 years ago, but we found out two or three things that are so vital, so fundamental in respect to the retail grocery business that I think are worth pausing on this morning. You may say when you hear these things that they have been known for a long time. Yet we have had some doubt, some opposition to these ideas as simple as they may seem when they are outlined to you with a background of facts and figures.

The first thing we found out was that you could segregate into different classifications every sale that comes over the counter of the grocery store. We segregated a good many thousand sales into the typical cash and carry sale, where the housewife comes in and picks out her stuff, pays for it and carries it home; in the counter delivery classification where she comes into the store and selects her merchandise and this time goes out empty handed; and into the telephone delivery classification where she neither comes into the store nor carries it home but calls up over the phone and has the grocer deliver it later in the day.

We found out first of all (and this is really the crux of our Phone for Food plan), that the average size of the order is greatest in the telephone delivery classification for the entire United States. The average sale that comes over the retail grocery counter is greatest when made over the telephone.

We found also that the telephone sales dollar for dollar can be made in a much shorter time than any other type of sale, selling time only, not wrapping or delivery, so that the comparison should be on a comparable basis.

We found out also that if a store does a reasonable percentage of telephone business (and by reasonable I mean anything from 25% up) of its total volume, the flow of business through the day and through the week is much smoother than it is if that store depends solely upon counter business, either carry or delivery type, as long as it is counter.

We found finally that the possibility of building volume in the store is greater if he will utilize the telephone in making that effort than it is if he will depend solely upon the counter in front of him as his only contact with the customer.

Those are the internal angles of the Phone for Food plan. Those are the things that go on in the grocery store when the

sale comes over the counter and when it comes over the telephone. In a broad way the economical angle has two sides to it, an internal and external, because if this plan is not sound economically, both as to the store and as to the consumer, it will break down of its own weight and we had better not start at all.

There are 2 sides to that. One is this: that within the store since the volume may be greater per store, since the average size of the order is greater and since the flow of business through the day is smoother and since the selling time is shorter, then that store can do more business with the same size store, with the same physical facilities and with the same number of clerks in the store in any given time if it utilizes the telephone properly than it can if it does not. That is perfectly obvious.

If the selling time per dollar over the telephone is about a minute and a half (which we found it to be) and the selling time over the counter in the typical cash and carry sale is over 4 minutes (which we found it to be), then it is at once obvious that that store can do more business with the same number of people and with the same physical facilities over the telephone than over the counter. And, again, if the business flows through the day and through the week more smoothly and there is a reasonable percentage of telephone business in that store, it is very obvious that they can do more business than they can if they depend upon the counter business.

As a matter of fact the flow of business happens to depend upon this: telephone business naturally without any forcing whatever falls into a portion of the day when counter business is low.

The other angle to the economic side is the consumer's angle. The thing must be said from her viewpoint or again I say we had better not start at all. Mr. Toulme touched on that. Perhaps we can pass it up entirely, but the point simply is this: It is the utilization of the facilities of this day and age that means economy. The building of telephone business in the retail grocery store is exactly the same thing and is exactly parallel to the wholesale construction of automobiles, the use of electric light, plumbing and all of those things that make our modern life easy. There are some of the facilities of civilization that are not yet as economical as the old ways. We might grant that immediately. It costs you a few cents more to have the proper sanitation in your home, but you couldn't go back to the old way. It costs a few cents more to have electric light instead of kerosene but you would not go back to kerosene lamps, and the other facilities are not only much more convenient but are actually more economical.

There is a great difference between the cost of the modern automobile plant and the old forge or blacksmith shop that stood alongside the country road. There is a tremendous investment and that comes back only when the production reaches the proper point.

In the retail grocery store when the amount of business which is done over the telephone reaches a reasonable point, then that business becomes highly economical and that economy will be reflected both in service and in prices to the buyer. We have gone out with our Phone for Food plan with a general plan at the start. We have used 5 tools in our kit. We have a sticker stamp; we have a poster which goes into the window and on the wagon; we have a mailing insert which goes on packages or in bills or statements from the grocery store; we have newspaper electrotypes which the grocer uses in connection with his newspaper and we have a window display which goes in his window.

Mr. Toulme says this is a matter of deal-

er cooperation. Rightfully so, because the retail grocer is like all the rest of us: what he gets for nothing is worth nothing. We are asking him to pay very low prices for this material because we believe that gives us a better and more reasonable insurance of his usage of that material. You might be interested in knowing that although this campaign has been going on only for a little over 3 months we have already moving through the channels of the wholesale and retail grocer, either on the way to the consumer or already in the hands of the consumer, 12,300,000 Phone for Food sticker stamps. We have already attained a circulation of 5,000,000 of the mailing inserts. We have already mailed from the wholesaler to the retail grocer, drawing his attention to this campaign, 414,175 broadsides. We have attained a circulation in this short time of 51,000 Phone for Food posters in the windows and on the wagons of the retail grocer. The retail grocer has purchased 250 sets of electrotypes for use in newspapers or on dodger. There have appeared in the retail grocery windows in the United States 1750 of the window displays. That means that about 700 wholesale grocers are cooperating actively in the campaign and about 10 times that many retail grocers have already come in.

We have also distributed a book entitled "Better Merchandising of Grocery Products by Telephone," which covers the economic phases of the plan and also has an extremely valuable and well written section on selling over the telephone. It is an educational pamphlet got up especially for this campaign.

We have put into the hands of the wholesalers and retailers and the wholesalers' salesmen 60,000 of these books. Bag manufacturers have already printed 25,000,000 grocery bags with Phone for Food imprints on them and we have been commented upon by about 1500 trade, dealer and general papers and magazines in the United States, so far as we are able to ascertain, probably 100% favorably.

I was extremely interested in hearing that this association and this industry is facing a problem of overproduction and that naturally you are thinking first of all of the most constructive method of remedying that, which would be not to reduce production but to increase sales. I wonder if you would be interested for just a minute in hearing about some of the other associations as to the actual results that have been attained. You are all familiar with these various movements but you may not be familiar with the results that they are accomplishing. Our plan is quite a variation. It is not a problem of increased sales; it is the direction of the dollar that we are looking at. Most of the others are concerned with increased sales but they all have problems of their own. Every campaign is different, and yet this type of effort when put forth properly has been extremely effective; so much so that when we came to study our campaign and a method for putting it over we were told by an advertising man that the history of institutional advertisement is theoretical, association advertising, propaganda advertising, whatever name you care to tack on to it, that the history of that advertising was that it was born of adversity and died of prosperity.

In other words, the job was so successful that after a few years most of them let up a little bit. The Paint and Varnish Manufacturers' campaign comes up in my mind. During the war the capacity of their plants was increased tremendously, because they could be converted to the manufacture of explosives so easily. When the war stopped and the sale for explosives ceased the capacity was still there. They began about 5 or 6 years ago a campaign around a slogan, "Save the surface and you save

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BADEX

Improves Macaroni

Badex is a pure cereal product, a blend of dextrine and sugars and with it you produce better macaroni.

For sometime, manufacturers of macaroni, who are interested in producing the best possible product, have been using Badex with great success.

They have discovered that without making any changes in method or formula, they can add Badex and be sure of a uniform color and glossy finish. In addition, they have found that the use of Badex reduces breakage and checking.

These things should be of interest to you. It's your opportunity to give your customers the best possible product; to add to your reputation for quality macaroni.

We invite you to write us for full information or to order a few bags for trial.

Stein Hall & Co.
New York

Stein Hall Mfg. Co.
Chicago

Manufacturers of Pure Food Products Since 1866

all," pointing out the wisdom and the economy of painting the outside of your house, the inside, the floors, chairs, your baby buggy, any odd things around the house. That campaign was entirely successful and met that problem of terrific overproduction and overcapacity with which that industry was faced in 1920.

The Florists with their slogan, "Say It with Flowers," in 7 years have tripled the consumption of flowers in this country.

The Greeting Card Manufacturers have not only with their slogan, "Spread happiness with greeting cards," increased the sale of greeting cards but in addition they have created new days, new periods of sale for greeting cards, so that instead of selling practically all of their output, as they did in the old days, at 2 periods, Christmas and New Years and then Valentine's Day, they now sell a great number of birthday cards, children's cards and things of that sort, which naturally has helped to smooth out their load through the year and keep their factories at a more efficient basis of operation.

Mr. Dunn mentioned the Cement Manufacturers' campaign as one of the oldest. They must be very wise business men, because although they have attained an enormous degree of success in their campaign, unlike some of the others they have not slackened their efforts at all, they are still going.

The Plate Glass Manufacturers present a very interesting story because their problem is not the use of plate glass in store fronts (strength, appearance and quality make it practically necessary to use plate glass in store windows—no trouble with that market), but as you all know the sale of automobiles in the last few years has gone over very largely to closed cars. The percentage of sales on closed cars increased tremendously. Windshields, doors and windows can be made of double strength ordinary glass or of plate glass and many manufacturers of low priced and medium priced cars were using ordinary d. s. glass—a terrific specification business there, a good type of business because it is specification business, comes in large quantities from the manufacturer of automobiles to the manufacturer of plate glass, was being lost because of that. So they started out. Their slogan is the simplest one of all, "Use Plate Glass." They directed their campaign to the consumer and asked him if he broke his windshield to replace it with a plate glass windshield. They have regained practically all of that specification business from the automobile manufacturers which they had lost, and, gentlemen, in their entire campaign they have never said one word to the automobile manufacturer. It was all directed to the consumer and yet so effective is this power of dynamo of modern business, the proper kind of advertising, that it goes right through the consumer and makes itself felt upon the manufacturer of that product, whatever it may be, and secures that business for him.

I will touch on just one more in closing and that is coffee. The Joint Coffee Trade Publicity. The sale of coffee in this country had remained practically stationary for about 5 years. The coffee trade thought that the principal reason for that was the advertising of coffee substitutes on a health basis or on an alleged health basis. It is not necessary to take any sides on a question like this. They are both entitled to advertise their own product. So the coffee people formed this committee. Four years ago they spent \$150,000 in a single year advertising coffee as a health drink and as an economical drink. Before the end of the first year they felt considerable effects from it and in the second year they raised a similar amount and spent another quarter of a million dollars. I have seen the letter on their own letterhead stating that the increase in the consumption of coffee in the United States in those 3 years was 399,000,000 lbs. per year, following 5 years of little or no increase in the consumption of

coffee in this country, almost 4 lbs. per capita within 2 years.

These figures are extremely heartening of course to all business men. They are particularly heartening to us in our efforts around Phone for Food. We are starting our second drive. We have new bright colored posters. We have a little variation from our first drive. We have direct-by-mail material that the retailer is sending to his customers telling them about Phone for Food, so that we can tie the retailer in and bring the business to his store from his own neighborhood.

We don't know what the ramifications of this plan will be. We know that we have gotten further in the first 90 days than we expected to get. We are quite happy about our progress and we do think that the manufacturers of macaroni and other food products in this country are going to be interested in this campaign. What form that participation will take I can't say, but I sincerely trust that when the day comes that we do come to you we can have your interest and your support; at least we can have your ear when we present our story.

Costs of Service!

The Smithsonian Institution has done a good job in setting forth in a chart the gist of the recent congressional report on the cost of getting agricultural food supplies from the producer to the consumer.

The average man instinctively thinks that he should get a dollar's worth of bread or meat for his dollar, and that the farmer should get a dollar for the dollar's worth of wheat or livestock that he produces. We may grant that to be entirely true and just. But what we too often overlook is the vast difference between a dollar's worth in the hands of the producer and a dollar's worth in the hands of the consumer. There could be no greater mistake than to imagine that the dollar's worth that the farmer sells should be or can be identical with the dollar's worth that the consumer buys.

In the old times a farmer grew a crop of wheat, thrashed out the grain in his own barn, hauled it to the neighboring mill, and received it all back in flour and bran, minus the miller's toll; and his wife made it into bread.

But all that has passed away. Now the farmer produces the wheat and the railroad carries it to the city elevator, and thence it goes to the flour factory, and thence to the retailer, and perhaps to the baker. The process of preparation and service has become far more elaborate than before, and therefore more costly, and every increase of service, and of service costs, between the two, makes greater the difference between the producer's and the consumer's dollar's worth.

What is the difference? Well, there are the railroad rates for transportation, the cost of the elevator, the cost of manufacturing and the manufacturer's profit, the cost of retailing and the retailer's profit, and the cost of baking and the baker's profit. All these stand between the wheat field and the breakfast table. The result is that of the dollar that the consumer pays for bread, only 28c gets back to the farmer.

A similar process or series of process-

es intervenes between the original producer and the ultimate consumer of practically every other important article of use. This has become inevitable in our complex civilization. It is demanded. The farmer would not for a moment think of himself grinding wheat into flour and of baking the flour into bread.

The average city housewife insists upon buying bread, instead of getting a barrel of flour and baking bread herself, as her mother did. Obviously those who will be served must pay for the service. The just apportionment of these costs between the producer and the consumer, and the keeping of them at a figure which will afford only a just compensation to those who do all the intermediate work, is one of the great fundamental problems of social economics.

Italy's Macaroni Exports in 1924

Italy continues to be the greatest macaroni exporting country of the world, according to figures released by the government. During 1924 a total of 41,066,186 lbs. of various forms of alimentary paste products was exported bringing to the Italian manufacturers a total of \$5,452,333 lire in value.

The United Kingdom proved to be Italy's most lucrative market, taking almost one fifth of the whole amount exported. France ranked second and the United States third. A table giving the quantities shipped to the leading countries follows:

Country	Lbs.
United States.....	3,079,606
United Kingdom and Colonies....	8,327,656
France	3,496,275
Netherlands	598,990
Belgium	254,411
Switzerland	2,887,585
Germany	2,404,337
Austria	2,346,576
Gibraltar	122,353
Fiume	450,620
Greece	611,115
British India and Ceylon.....	655,207
Palestine	326,722
Turkey in Asia	536,424
Egypt	2,533,139
Tripoli and Cyrenaica	2,531,596
Other countries	9,014,609
Total exports (long) — 41,066,186 lbs.; total value \$5,452,333 lire.	

Convention Postponed

The annual convention of the American Grocer Specialty Manufacturers association, scheduled for October in the Mayflower hotel, Washington, has been postponed. No reason for this action has been announced. The meeting will probably be held early in December.

Don't stop smiling on a cloudy day. It makes YOU feel better even if folks can't see you grin.

A freight engine makes twice as much smoke as a passenger, but it doesn't travel half as fast.



The Proof of the Pudding —

The final results are what count. Good ingredients style, form and the best intentions all count for nothing when the finished product fails to fill the bill. Fancy promises mean but little.

The careful business man counts his eggs after they are hatched,—after they are delivered. He knows that his customers like well delivered goods better than salesman's promises.

And that is why the experienced shipper favors Anderson-Tully boxes. They stack up well in the final reckoning. Back of them is a thoroughly equipped plant that does the job from start to finish. Back of them is thirty-five years experience and satisfied customers.

If you do not know how well Anderson-Tully boxes will fill the bill and solve your packing problems, it will pay you to drop us a line. You will find that they are the cheapest in the long run. Let us quote you.

ANDERSON-TULLY CO.

Good Wood Boxes

Memphis

Cooperative Publicity Merely an Organization Problem

By Allan P. Ames, Ames and Norr, Inc.,
New York

I don't think you men need to be told anything on advertising in general or on cooperative publicity. In general what we want to know is, what can we do; what can the Macaroni Association do? I think you would like to have this problem individualized, segregated so that it will apply to your own particular problem. I wish to approach this thing with the sublime self confidence that one of my children showed the other day. Her mother found her drawing on a piece of paper and said, "What are you drawing?"

"Why, I am making a picture of God."
Her mother said, "That must be pretty difficult; nobody knows how God looks."
"They will know as soon as I finish this picture."

I wish I could say when I get through talking you will know just what you ought to do but I haven't quite as much confidence as that. I do want to approach you on this basis: I am frankly here to sell you the services of the corporation of which I am honored to be the head. When you have a job to be done in your production department; when you have somebody in your sales department; you look around for an expert; you look around for a man first of all who is an experienced man who has done a job of that kind and done it well. You don't say to him, "What do you propose for us?" You say, "What have you done?" You look up his references. If he has done a similar job for some competitor you will have a pretty good idea that he can do a good show for you.

I don't want to make you think that I believe that publicity is any magic wand. You can't work miracles with it and cooperative publicity has nothing magical about it. It is just common sense and an adaptation of publicity and advertising methods to the particular problem you have in hand. After all, cooperative publicity is more of an organization problem than it is an advertising problem. I know that this association has been struggling for the last 3 years at least with the discussion of this problem. One of your leading members wrote to me and personally asked if I had suggestions to make. About a year ago Mr. Bennett came in to see me and said that he had been employed by the association or by a group in the association to make a study of the problem and work out some kind of a plan. I turned over our files to Mr. Bennett. I don't know how much good he got out of them, but at least I gave him everything that we had.

There are all kinds of pitfalls in publicity of this kind. It is an organization problem. I don't know whether this applies here, but speaking generally it is quite natural that the manufacturers of a quality product do not care to lend the prestige of their name to manufacturers of an inferior grade. That is evident. It is quite evident that in a cooperative effort you would like to avoid giving publicity to the products of manufacturers who do not help support the campaign and who do not help support it. There are various things you would like to do. You have divergent interests although you are all in one association and that is what makes it so difficult. If it was just a matter of advertising macaroni and telling people why they should eat it, that would be simple. The country is full of good advertising men who can do that thing. If you had the money to pay for it, that would be all what would have to be done.

The firm of Ames & Norr approaches the thing from a little different angle. In the first place we are not an advertising agency. We call ourselves publicity and organization counsel. When I say "publicity" I mean

publicity in the broadest sense including advertising. We feel that organization is the fundamental problem to be met; that the group which wishes to publicize its product or its service must first be organized so that it can be done fairly to all the participating members, so the assessment shall be divided equally and so the manufacturer will not be injured by possible association with inferior products. You know that part of the problem as well as I do.

I didn't see any better way of putting this thing before you than to talk concretely on some of the things we have actually done. Mr. Blah has already spoken to you about the coffee campaign. Being a publicity man I don't mind advertising myself. I was for 4 years the publicity director of the coffee campaign. During the past 2 years we have handled campaigns for the United Restaurant Owners association, the Trailer Manufacturers association, the Institute of Margarine Manufacturers, the Radio Section of the American Associated Manufacturers of Electrical Supplies, including such organizations as the General Electric company; and at the present time we are working on a campaign for the American Spice association.

I want to talk to you a little bit more about the spice association campaign because it comes, I think, the nearest to your own experience. We began with them just as I am beginning with you. About 2 months ago I was asked to come in and talk at their annual convention. It is a group just about this size and represents most of the leading spice manufacturers. Like you they had been floundering with this idea for 2 or 3 years and had not been able to get anywhere. I agreed to present a plan for their consideration. They have a publicity committee which they call the Committee on Increasing the Use of Spices. This committee accepted the plan and now is engaged in sending out to all the different members for an appeal for subscriptions to a publicity campaign.

They asked for \$10,000. That doesn't mean that \$10,000 is all they may ask for in the future. They felt and we felt that it is better to begin with a small expenditure and get some kind of an organization that can function. If the organization can function on a comparative modest campaign like this it can probably function on a larger campaign. I have no wish to belittle advertising. When I was in charge of the coffee campaign we spent a quarter of a million dollars a year and the spice people would be glad to spend that if they had it. They are starting out to get a \$10,000 fund and they feel if later they should be able to do any advertising they would have the nucleus of an advertising campaign right here. They made their research, got their dietetic information lined up and meanwhile they are sending out what you might call the news of the campaign at a comparatively small expense.

The radio field has hardly been touched in the cooperative efforts of this kind. We happen to be the publicity directors for the Radio Corporation of America which is the largest radio broadcasting concern in the country, except the American Telephone & Telegraph company.

Suppose you had the job of talking for 15 minutes a day on household matters; wouldn't you welcome a little information on how is the best way to prepare macaroni? I think you would. I wouldn't have the least hesitation in putting macaroni information in the hands of these radio broadcasters. Everything has been said about cooperative advertising here and I heartily agree with it. Nothing has been said of the campaigns

that have failed and some of them have failed. It is true that the coffee campaign which ran for 5 years increased the consumption of coffee about 25%.

I told you that we handled the publicity for the margarine association. Its problem happened to be a little different. There was a prejudice against oleomargarine. In the macaroni industry you have no hand to meet; you can go right ahead. Your problem is to increase the consumption by teaching new usage and showing how it can be prepared to best advantage. When I was thinking over what I would say down here I concluded that the best thing I had better do was to get a little information about macaroni and so I went to that source of all condensed information on foods, the American Encyclopedia of Foods, and turned to the article on macaroni and this is the way that article starts off:

"Macaroni, spaghetti and similar pastes are considered by the general public as a typical and peculiarly Italian food."
Well, if that doesn't offer a suggestion to American manufacturers, to American consumers, I never saw it ready prepared. There is no question that there is a prejudice among Americans against foreign foods. At the same time you have a problem of educating the foreign population who prefer their foods to American foods. I may be treading on delicate ground here. I know there are reporters in this meeting, so I won't go any further than that. That is merely a suggestion. The idea of letting the American people know that macaroni is not necessarily an Italian food. As a matter of fact I understand it was invented by the Chinese and when I read a little further it told me the Germans took it from the Chinese and the Italians took it from the Germans, but the Italians developed it to a greater degree and it has become known as an Italian food.

I don't know what you are doing about this problem but the way most of the associations we have worked with have tackled it is to have a publicity committee which can work with some paid expert or agency. If you want to get a job done get a man who has done it before and then say, "You are responsible." It is just like hiring a salesman. If he doesn't increase your sales you fire him. That is the only way to handle this situation. There is no use in fussing around with amateurs. You have got to get people who have done the job and who are willing to stand on their record and say, "If we can't give you satisfaction, why we will quit."

In the case of the spice association we charged no fee at all for making this plan. We drew up a plan and advised how to circulate it. The money is coming in. The campaign will probably start this fall. There is nothing that talks like results and accomplishment.

A fellow that puts off putting in his best licks is in for his best licking.

The shirker throws a double burden on someone else. That makes him a sneak besides.

A man is sometimes compelled to put up with those he does not love—pawn brokers, for instance.

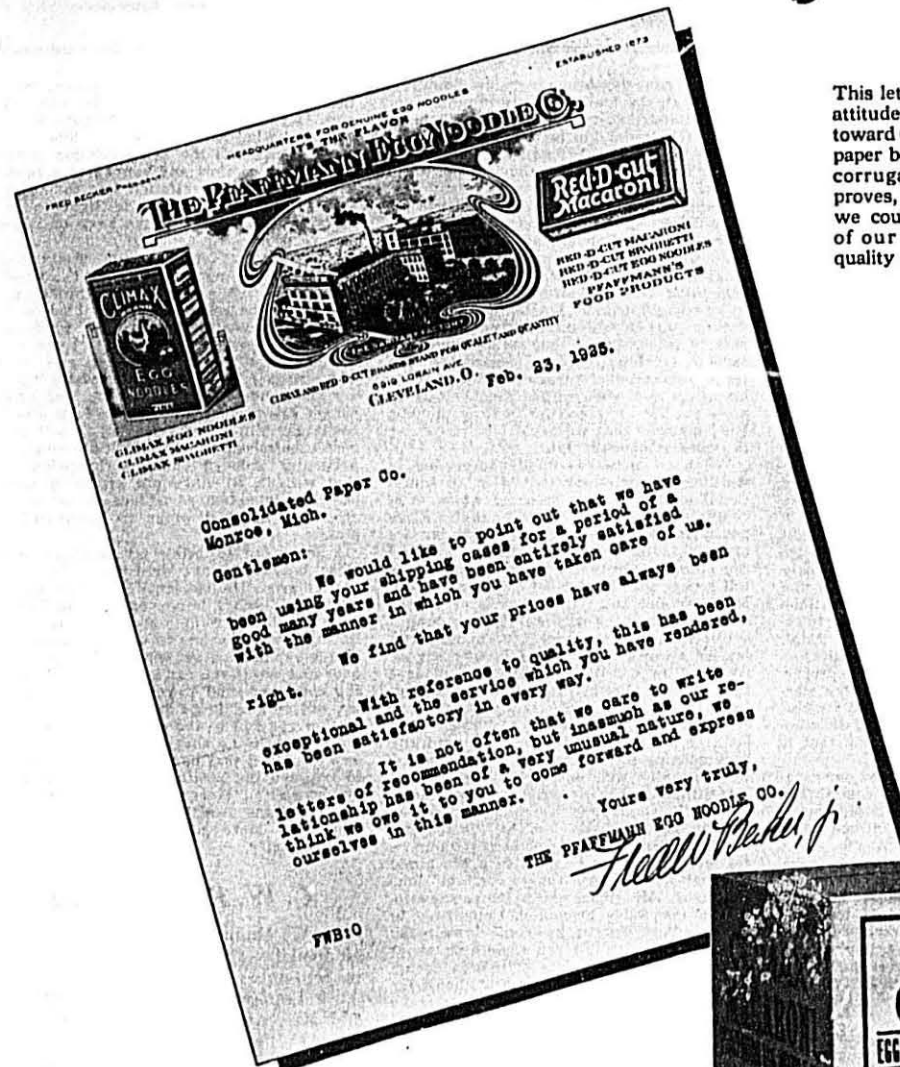
Dead men tell no tales, but they sometimes leave large quantities of unpublished manuscript.

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THE MACARONI JOURNAL

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Years of Satisfactory Service



This letter is typical of the attitude of our customers toward Consolidated folding paper boxes, solid fibre and corrugated Containers. It proves, better than anything we could say, the quality of our product and the quality of our service.

We make Consolidated folding paper boxes, corrugated and solid fibre containers for some of the largest firms in this country. The selection of Consolidated containers by firms doing millions of dollars' worth of business annually is proof of Consolidated quality and delivery service.

CONSOLIDATED PAPER COMPANY

MONROE, MICHIGAN

Branch Sales Offices

BALTIMORE
502 Garrett Bldg.
BOSTON
80 Boylston Street

BUFFALO
811 White Bldg.
CHICAGO
Room 462 Wrigley Bldg.

CLEVELAND
205 Phoenix Bldg.
INDIANAPOLIS
508 Fidelity Trust Bldg.

KANSAS CITY
1401 E. 76th St. Terrace
NEW YORK
39 Cortlandt Street

GLENFIELD, PA.—A suburb of Pittsburgh

Efficiency in Manufacture and Distribution

By M. L. Toulme, Secretary National Wholesale Grocers Association

This is the first time for a good many years at least that we have had the honor and the pleasure of receiving an invitation from your association and we regret particularly that our president is not here. I think you all understand the circumstances. He is an active wholesale grocer with a great many interests and it is not easy for him to get away at every opportunity as he would like to.

Mr. Dunn scored something of an achievement here this morning. I think it is one of the most informing addresses that it has been my pleasure to listen to and I think you will agree with me. He has set us a splendid example of talking to the point as plainly as possible. Therefore I am not going to try to take much of your time in going through the activities of our association. I think you are all familiar with that organization. We have tried to operate in a way that is helpful to the wholesale grocer and at the same time helpful to the manufacturer and retailer, as well as the consumer. Perhaps we have not always achieved those results. Perhaps you have been out of patience with us and sometimes thought that perhaps we were taking the wrong position, but I assure you that our purposes have always been of the highest type and we want these good relations to continue between all of these allied food organizations, including this one because I think that your product in particular unquestionably goes through the wholesale grocer. It is not a product that stands a large margin of profit. We know that the old method is perhaps the cheapest method of distribution, and of course we like to think that it is the most effective.

In this year of our grace we find our association has something like 24 committees in operation and they keep us pretty busy, but I am not going to try to tell you what they are doing. There are, however, some subjects of general interest I want to touch on lightly. I think we are all impressed today with the necessity of economy of operation. There isn't an individual business man or industry that doesn't realize that if we haven't got it today we certainly are going to have it in the future; that the operator who operates most efficiently, all factors considered, is the operator who is going to succeed.

But what you are trying to achieve in your industry, of course, these trade associations are trying to bring about for the industry as a whole. Mr. Hoover has a very fundamental program under way to squeeze out the waste in distribution wherever possible. I am sure we are going to have the pleasure some of these days of sitting around a table with the representatives of this association and seeing if there is anything we can do to straighten out certain industrial kinks, for which the industry is in no way responsible and for which perhaps the individual himself is in no way responsible and which he cannot correct. But, under the leadership of a man like Mr. Hoover we probably can accomplish a great many things. The simplification program has been perhaps with some of us more or less academic but I think we all realize that it is a thorough program. Some progress has been made in a number of lines we are interested in and we hope the time will come when we can spread those results to all of the industry.

We are taking a very broad viewpoint. We much prefer that the manufacturers of these various products that we handle (and of course there are thousands of them) get together, lay out their program, submit it to us and unless we are positive that you have made some errors we are always going

to give you the benefit of the doubt. I think with the manufacturers organizations and the distributors organizations combined under the leadership of the Department of Commerce that the recommendations are pretty likely to stick, and they will be worth while.

I was very much interested to read in the New York World this morning that your secretary, Mr. Donna, had made the first page with his suggestion that you join in making "Friday—Macaroni Day." That is something of an achievement and deserves to be complimented. Mr. Donna has a suggestion that Mr. Dunn referred to briefly, namely, increasing of your voltage up to the surplus, teaching people to regard the merits of your products, teaching them how to use them and when to use them. It is almost putting the macaroni in their mouths, but I presume that all industries are coming to that sort of a program.

We have ourselves finally succeeded in working up something that is of an educational nature, a sales program which is of course different from yours in that we are not trying to increase consumption but we are trying to direct consumption and we are doing it for that little independent retail grocer that I think all of you are interested in and want to see prosper to the same extent as the wholesale grocer does.

In presenting this program to manufacturers we always want to explain why our association is sponsor. In the first place I think we are closer to the retail grocer, perhaps than you are. He certainly cries on our shoulder more often and more bitterly than he does on yours and we have naturally been seeking for several years to find some way in which we could be of assistance to this little independent outlet, the community grocer, the community merchant. Of course it is a most difficult ambition to achieve. We have had to go slow because when we did move it had to be done in a big broad national way. Those things can't be done overnight. Mr. Bligh, who is the representative of our Sales Promotion Committee in the New York district, has come down today at our request to tell you something about what we are trying to do for this independent grocer, under the slogan, "Phone for Food." We are all familiar with slogans these days. We have seen what the paint people have done with their slogans and we believe we have a slogan in our business that is going to be just as effective, provided we can get the cooperation that other industries seem to have been successful in getting.

This campaign is directed at the consumer. We had to find something that was of the widest interest, because we have a large industry to cover (perhaps the largest in the United States), and we had to set it up in a way that was not expensive to those participating who are not in a position to go out and gather a huge fund. So we have made this campaign a dealer cooperation campaign. The wholesaler has his place in it. He is going to spend two dollars where the retailer spends one dollar. The retailer has his place in it. It is going to cost him a little money because if it doesn't cost him something he is not going to appreciate and not going to cooperate as effectively.

The manufacturers also have an opportunity in this game, but I am not saying what it is. We would much prefer to have the manufacturers at this time sit down and listen to what we have to say and think the program over, decide if they are interested in this retail program to the extent of wanting to do a little something to make their position a little more solid, to make the consumer appreciate what this little retail

grocer is doing for the community, make the consumer appreciate as he does not now, largely because of the hysteria of the war, just what service means to him.

It perhaps has the same relation to the consumer's comfort and convenience as the house system of sanitation has to the old town pump or the electric light to the kerosene lamp. That is the basis on which we are proceeding.

We have got our program pretty well set. We are moving on through the wholesale grocer to the retailer and through the retailer to the consumer. I am glad to report that something over 700 wholesale grocers are cooperating with us; some who are members of our association and some who are not; that is immaterial. There are thousands of retail grocers, and after we get this campaign started there is a very good possibility that other ideas will suggest themselves which will fit in with this particular Sales Promotion Campaign, so that we can all make our sympathy more practical in actual assistance to the retail grocer. I know all of us are interested in him.

I am going to bring my remarks to a close, because I want Mr. Bligh to be heard particularly. He has something that is very interesting and I hope you will all listen. That is all we want you to do; agree to listen to what he has to say and when Mr. Donna reports his address, read it, think it over and see if you can't find some place in the campaign, and if you can let us know we will be glad to go into it with you fully so that you will be thoroughly informed and know there is no advantage being taken at any point and that our own purpose here is to improve the position of that little independent retail grocer in whom we are all interested and to make his place in our economic life more generally appreciated by the consumer.

C. W. Dunn to Wed

C. W. Dunn, well known specialist on food laws and legislation, will wed in September. His bride-to-be is Miss Alice Louise Hafner, daughter of Mr. and Mrs. Alfred Hafner of New York city. Following the wedding Mr. Dunn and his bride will probably make an extensive tour abroad.

Miss Hafner is a graduate of Vassar college and has traveled extensively abroad. Mr. Dunn is well known to the macaroni manufacturers of the country, having frequently addressed the national convention of the industry and appeared as its counsel in many important matters. He is considered one of the ablest attorneys on food and drug legislation in the country, having specialized on this phase of legal procedure since his admission to the bar.

The wedding ceremony is to be at 7:30 p. m., Wednesday, Sept. 9, in Greenwich, Conn.

Don't spend too much time telling what you know, lest you lack time to learn more.

A bad temper is like a bad horse. You never know when it is going to run away with you.

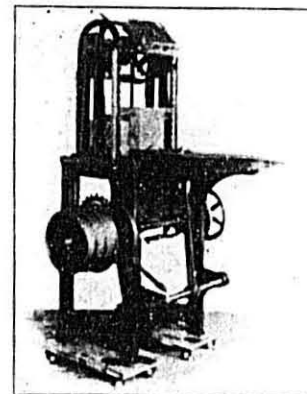
August 15, 1925

THE MACARONI JOURNAL

17

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CHICAGO

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Promoting Health by Sanitation in Food Manufacture

By Thomas Darlington, Former Commissioner of Health, New York City

First let me convey to the macaroni manufacturers of America a message of good cheer from Dr. Frank J. Managhan, commissioner of health, who could not deliver it in person.

The problem of supervising the food in New York city for 6 millions of people is the function of the department of health, is to have the foods inspected to determine whether they are safe, sound and fit for human consumption, and by proper inspection service ensure that such food materials are handled in a cleanly way in food establishments which conform to the sanitary requirements of the sanitary code.

Section 163 is used continuously in food work and makes control exceedingly effective. It provides that no meat, vegetables, milk or other food which is not healthful, fresh or safe for human consumption, or animals that died by disease or accident, shall be brought into the city of New York or held or offered for sale there. It is stipulated that any food found in possession of a dealer in foods shall be deemed to be held for sale as human food.

The broadness of this section makes it possible for representatives to effectively control the wholesomeness of the food supply and, due to rigid enforcement, the food conditions have been materially improved, so that at present the food of supply is considered about the best of any large city in the world.

Sanitary conditions surrounding the handling of food also play an important part and to properly care for this situation rules and regulations have been adopted which govern the manner in which food establishments generally shall be maintained and conducted within the city.

It has been found that by standardization of the general requirements as applying to food establishments much improvement has been effected generally.

The department has just completed a survey of the macaroni factories within the city. It found many of these establishments are conducted in conformity with requirements and every effort apparently made to carry on the business as provided by law.

On the other hand it has been found that some of the small manufacturers, due to carelessness or otherwise, did not conduct their business from a sanitary standpoint in full conformity with the requirements. In every instance proper action has been taken so as to cause the removal of the objectionable conditions; so that these establishments have been placed in a condition satisfactory to the department.

The present problem under advisement relates to the macaroni industry and I am sure that members of your association would be willing to cooperate with the representatives of our department in formulating a set of standards that would apply so far as artificial color in macaroni or similar products is concerned. It is felt that the use of a color which will give the finished product the same appearance as when eggs are used is misleading to the consuming public, in that, in fact, eggs may be entirely missing and the color due to aniline dyes or otherwise.

It is the opinion of the commissioner that such practice may be construed as being in violation of the provisions of the sanitary code, which prohibits a food preparation from being colored so as to conceal damage or make it appear better than it really is.

The commissioner therefore desires to offer to your association his fullest cooperation in eliminating from your field of competition products that are mislabeled, misbranded, or otherwise marked so as to deceive consumers by making it appear that

they are getting something which they really are not.

The legitimate manufacturer, being governed by proper rules and regulations which standardize to a certain extent the methods of manufacture and controlled by high standards of cleanliness will benefit, so that there is no doubt that much good will result. Again, on behalf of the commissioner, I desire to extend to you his fullest cooperation.

There has been a material, steady advance within recent years in the food industry and the department of health of New York has kept pace with this advance so that we may at all times protect the people and instruct them regarding foods which are best for them to eat. I am sure you will agree with his attitude that this policy will have a very good effect upon business, as he is doing everything possible in the belief that health in the community depends to a great extent upon the wholesomeness of the food supply.

Length of a man's life depends largely on the character of the food that he eats. It isn't a question of how good the food is that you manufacture; how it is kept in the home and the quantity eaten, but many other things relating thereto. By means of food the worn out tissues of the body are replaced. All energy comes from food. The amount of work that a person can do depends upon the kind of food eaten. The heat of the body, growth, maintenance for work and for warmth we get from food; and finally resistance to infectious diseases comes from food. It is the wise selection of food and the proper digestion thereof. It doesn't make any difference what kind of food you eat if it does not properly digest.

Now as you know the body is made up of various kinds of tissue. There is the bone and the flesh and the various parts of the body. No one kind of food will answer the purpose.

One of the main things that an association needs is the help of the public. If the 120,000 physicians in the United States were selling agents for your association, it would be a great help to you. It can be got, providing the foods you offer are put out exactly for what they do and what they mean; but when people undertake to establish that certain things are a cure-all every doctor in the United States is against them and indirectly against your association rather than with you, unless you advertise properly as to just what your food does.

For instance, flour is good for energy; it changes into sugar, there is also a certain amount of protein in it but you need other things than that. You need some vitamins. Therefore, if we are going to make a food out of macaroni, the fact that you put on tomatoes gives you a certain amount of vitamins; but there is still something else needed in the body. To cover that you need milk, butter or cheese. Suppose cheese; then you have a food that covers a great many conditions and not simply one.

If those things are understood by the public, and if your association and you manufacturers put out a thing for just exactly what it stands, you get the cooperation of the public and that means a great deal.

There are certain things, like fruits, milk, butter, green leaves, etc., that contain particularly all vitamins. Those are needed with the flour as a part of the food. A great deal has to do with those things. We know now just about what a food will do for the body. But outside of that, there is the question of the quantity of meat which people eat. Meat must be eliminated much faster than other kinds of vegetable products from the body in order that antitoxants

are not made in the intestinal tract. The digestion of a food has much to do with energy. It is not simply a question of the character of the food.

The greatest of investigators upon the stomach has shown that the digestion of foods depends very largely upon the taste and flavor of food. I wish a thing like that could be brought forward when you advertise; that it isn't a question of the good character of the food entirely; it is a question, does that food digest? It depends not only on the question of the taste and flavor of the food but also on whether the gastric juice secretes, or other reasons.

If you are worried, fretted, angry, keep a chronic frown as many people do, then there is no secretion of the gastric juice. Then the food that is placed in the stomach is not properly digested and you lack energy and get tired. You see it is not a question entirely of how you put up that food, although that is very important. The question is, does that food digest afterward?

Physicians alone cannot educate the public. We depend upon the public to help educate themselves, as well as associations of this kind to help do things of that nature.

The body is immortal under certain conditions. You cannot only live to be as old as Methuselah, but 4 or 5 times as old, if you have no bacteria and could go on. Bacteria and improper food, however, kill the body. In fact, 90% of the diseases we have are infectious diseases and 90% of those are the diseases from which people die after they are 60.

Of course, the cleanliness of your food has a great deal to do with it but it is also a question of bacteria going on in the stomach. The condition of that goes into the stomach or any other food that goes into the stomach depends upon a clean mouth.

They are very particular in the department of health about the examination of the hands of food employees. What matters it whether the hands are clean. If you put the food into a mouth with 48 varieties of bacteria; millions of each kind; and mingled with the food put into a stomach that has no gastric juice. Then the food doesn't digest. Then people say, "Well, your product is no good." But that has nothing to do with you directly, but it has to do with this: that it is your business to educate your own employees in your own establishment and have them go out and try and educate the public as to how food digests and what it means, whether they eat in the proper place and think of the food they are eating and get the taste and flavor of that food.

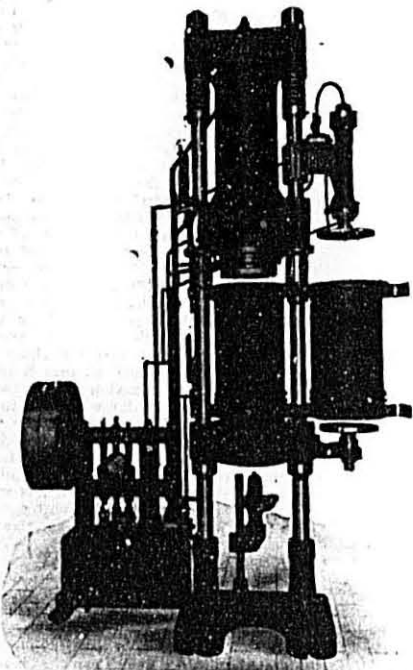
In the present method of sticking a newspaper up before your face when you are eating your breakfast or at any other time in the day, or talking on business when you go out to your lunch, you lose the taste and the flavor of the food and you become inefficient and you get tired easily. So that your food product doesn't mean anything to people unless you can go still further and educate people as to how to live.

It is largely from the bacteria in the mouth that people obtain diseases, where these germs breed between the gum and the mouth. You see a food which is perfectly sterile and which has been carefully made with clean hands and machinery, handled in a proper method, may be spoiled by means of a bad mouth and the person may have no gastric juice because of the condition of worry or fret.

So you have a greater problem before you than this mere problem of conforming to the rules of the department of health in getting out your product. It is partly the

(Continued on page 25.)

DEFRANCISCI



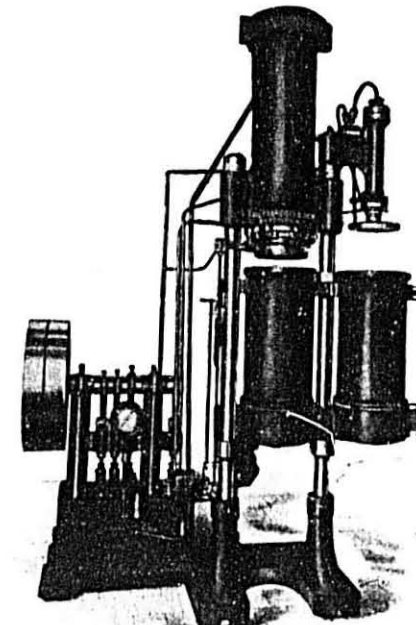
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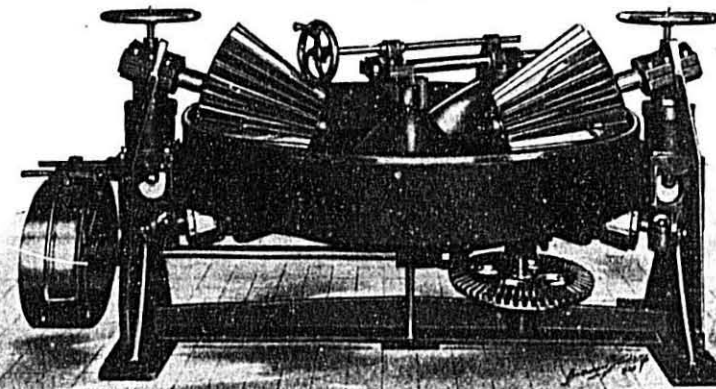
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PRESS STYLE A



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BROOKLYN, N. Y.

Macaroni---A Body Builder

By Dr. J. A. Curran, Near East Relief, New York City

I want to thank you for the wonderful cooperation afforded through your association and by your worthy secretary. During the past year the Near East Relief shipped to the Near East 22 carloads of macaroni. Those 22 carloads I might say were donated by your association and those 22 carloads, my friends, have been successful in keeping alive in the refugee camps outside of the city of Constantinople and Athens over 1,240,000 adult refugees.

Today Near East Relief is operating the largest child feeding clinic in the world. We are operating that child feeding clinic under the direct supervision of congress. Near East Relief is an American institution incorporated by special act of congress. Macaroni was adopted as one of the articles of diet after a very exhaustive investigation.

A little over 3 years ago we drew up a caloric content diet and we submitted that diet to 250 of the leading doctors in the United States. Would you believe me that we had replies from 235 of those doctors endorsing our use of macaroni? We have in our offices in New York city those letters backed by men like MacCallum, Dr. Vetter of St. Louis; in fact we had replies from 60 superintendents of the largest hospitals in the United States including the Port hospital in Detroit and the Mercy hospital in Chicago. We adopted macaroni to our use overseas. Today we show a lower death rate among our children in Chicago and New York and yet we have rescued those children from an environment that nothing in the most squalid quarters of our large cities can compare with. Those children are children who have seen, as it were, their parents massacred before their eyes. Not only are we educating them, not only are we feeding them, but we are teaching their hands to be useful; we are teaching them useful traits and occupations. We have boys 12, 13 and 14 years old doing 3 hours daily out in the fields raising foodstuffs for the orphans. We have them in Alexandropolis actually building houses. In Assyria we have just erected an orphanage capable of taking care of 300 boys. That orphanage is built of stone and was built by boys under 14 years of age. It was built and erected to the memory of our late president Woodrow Wilson.

Not only are we feeding, teaching and clothing those boys but we are teaching them something greater. We are teaching them, as it were, the Golden Rule. We are trying to get those children to forget. It is very difficult, but my friends we believe that if we can instill into their hearts and minds love and forgiveness, it will be the means of settling that hotbed of war and strife that has existed there the past 200 years.

Macaroni has been used very successfully overseas during the past 3 years and Near East Relief cannot understand how it is that macaroni as a food cannot be used more

generally here in the United States. We are using it. It has proven healthful; it has proven valuable to us.

According to statistics we have in the United States over 6,000,000 undernourished children in our public schools. What we need to do today is to educate the mothers and the fathers as to the value of simple food. A short while ago I went around with some of our workers in the Henry street settlement in New York city and we called on some of the homes. I remember one home down in Bloeker street. I went in there and found the family of 7 children and the mother living in 2 rooms and there on the stove, the gas stove in the corner, was an old black kettle brewing coffee. That kettle had been on that stove for 2 days. The coffee was black; it was smelly; and I asked that mother why she gave the children coffee instead of milk. The mother looked at me and said, "Everybody in our country drinks milk; rich people drink coffee. My boys are going to be rich." That was her conception of what it meant to drink coffee.

We need to educate people today in the food value of simple foods. Today in Near East Relief we are building as it were a nation. We have in orphanages alone 70,000 children. We have in refugee camps 71,000 children. We are endeavoring to take care of those children. We can't do very much. Our limited funds won't allow us to but we are endeavoring to keep them alive. And so my friends this morning we ask you to continue to have faith in the work that we are doing. Support us as you have in the past. We are not out to make jobs for ourselves. Every penny of money that is contributed to Near East Relief is spent for Near East Relief purposes only. No money is deducted for salaries. The overhead expense of the Near East Relief is met by private subscriptions from men like Cleveland H. Dodge, John D. Rockefeller, Myron T. Herrick and many of the leading men in this country. Every dollar you give to Near East Relief is spent for relief purposes and every barrel of broken macaroni that you give is transported across this country free of charge. The railroads in the United States transport all foodstuffs for Near East Relief free of charge. It is loaded at the army base in Brooklyn on government boats and transported overseas free of charge. Your charity is one hundred per cent.

I want to ask you to do as you did last year and bring before your people the observance of Golden Rule Sunday. Golden Rule Sunday will be observed throughout this nation and 42 other countries on Dec. 6 of this year. It will be observed in this country by Presidential proclamation. On that day we do not ask the people to starve themselves. We ask them to eat a simpler meal made up of the foods we are using in

the Near East; made up of macaroni as one of the foods; stew as another; cocoa. We are not asking them to deprive themselves of any food value of their regular Sunday dinner, but to eat on that day the simple orphan menu that we use overseas.

Last year 1,110,000 people ate a Golden Rule dinner on Golden Rule Sunday. In 92 of our leading hotels there were Golden Rule dinners served, including the Biltmore in New York city, the Copley Plaza in Boston, the St. Francis in San Francisco, the Biltmore in Los Angeles, the Bellevue Stratford in Philadelphia, and so on down the line. Macaroni was a principal dish, because it is the principal dish overseas.

We are asking everybody to observe Golden Rule Sunday by eating on that day a dinner made up of the same foods that we use in feeding our orphans 365 days in the year, and by eating that meal to provide for one meal like that meal for one of those children overseas; to give the difference. We ask you to help us in that. We ask you, if you have any advertising contract during that period, will you not run a strip or put a slug in there and say something about observing Golden Rule Sunday? We are asking you to help us care for those children. Those children are all that is left of the oldest Christian nation in the world. They are only asking for a chance to live and we are asking it for them in the name of Him who said, "Inasmuch as ye did it unto the least of them, ye did it unto me."

Here is a little booklet that one of the leading advertisers in New York has gotten up for Near East Relief. It is called, "Macaroni, The Life Line." He has given us this book with his compliments. We are passing it out to you. Soon as you are through with it I am going to turn it over to your secretary and if he decides to have it printed, well and good. We are giving it to you with our compliments. The secretary will be glad to have them printed and the manufacturer's name can be inserted if you wish. It gives the story of macaroni and what it has done. It also gives four recipes for the preparation of macaroni by Oscar, of the Waldorf, and three others. I thank you for your past cooperation and for that which we hopefully expect from you at all times in a humanitarian work such as we are engaged in.

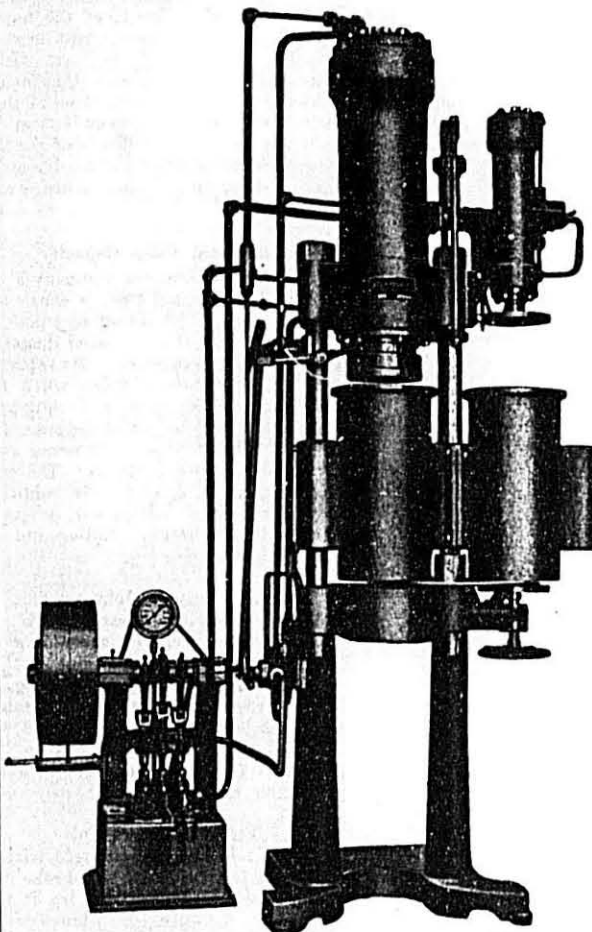
Everybody hates knockers. Not even on front doors any more, are they!

The political party worker is the one who is the most successful in working the party.

A weak minded man is always the most headstrong.



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Notes of the Macaroni Industry

Macaroni Imports and Exports—April 1925

The records covering the quantity and value of macaroni products that entered into the import and export business of this country for April 1925 shows a decided increase in each trend over the same month a year ago. The same is true of the total business done for the seven months of the fiscal year ending April 30, 1925.

Imports

Government figures show that a total of 631,691 lbs. of all grades and kinds of macaroni products was imported during April 1925 valued at \$42,900. The increase is noted when compared with 458,021 lbs. in April 1924 valued at \$27,127.

For the 10 months, July 1, 1924, to April 30, 1925, total importations had reached 5,320,893 lbs. worth \$354,551, compared with 3,209,360 lbs. worth \$210,907 for the same period the previous year.

Exports

There was a healthy increase in the quantity and value of the exports of macaroni products for April 1925, when 876,167 lbs. of this food left our shores bringing a total of \$73,447 as compared with only 558,887 lbs. valued at \$42,163 last year.

The total for the 10 months ending April 30, 1925, was 7,081,796 lbs. worth \$569,220, as compared with 5,888,980 lbs. worth \$471,645 for the same period in 1924.

New Keystone Storehouse

A contract has been awarded for a 2 story storage house adjoining the plant of the Keystone Macaroni Co., Lebanon, Pa. The annex will be approximately 55x88, of brick and steel, practically fire proof. The building will be used for storing large quantities of raw materials which must be kept on hand to meet the capacity demands of the large plant. The transfer of the raw materials to the new storehouse will provide more space for new macaroni machinery and equipment.

Joins Horowitz Bros.

The announcement was made in July that Frederick Margaret, a successful business man in New York city, has become a member of Horowitz Bros. & Margaret, and that with his help the firm will venture into other fields of food manufacture.

The old firm has a well established reputation for the manufacture of quality Kosher Matzo products and noodles. Macaroni has been added and the machinery for the new department has been purchased.

The new member proves that he is a wideawake business man. He attended the macaroni conference in Atlantic City and joined the National Macaroni Manufacturers association, promising

to strive always in advancing the noble purposes of that organization.

Raisin-Bran

The Skinner Manufacturing company of Omaha, Neb., has placed on the market a breakfast food known as Raisin-Bran which is meeting with popular favor. The food is a combination of whole wheat durum and seedless raisins, which makes a delicious crisp breakfast dish.

Lloyd M. Skinner, president of the company, is highly enthused with the reception given his new product by the distributors and consumers. He claims it is easily the superior bran on the market.

The breakfast food is marketed in an attractive package, airtight and weevil proof. On one side of the package are printed the words, "Raisin-Bran, the latest and really the superior Bran-Food, containing the laxative value of Bran, the valuable food elements of Durum whole wheat and the iron and grape sugar of Raisins. It is the ideal food for growing children."

On opposite side of the package appears the message "A laxative food which induces regular habits, pleasantly combines the advantages of Wheat Bran, Whole Durum Wheat and Raisins, including essential mineral elements in a nourishing and appetizing food. Easily digested and assimilated. Rich in food iron, food lime and other mineral salts."

The package is 15 cents retail. It is offered to the trade at \$2.70 per case of 24 cartons, less 15% to regular wholesalers. The company hopes to have this become a valuable and profitable addition to its macaroni, spaghetti and noodle line of products.

P. M. Marshall Makes Change

P. M. Marshall, vice president of the King Midas Milling company, a man well known to the macaroni manufacturers of the country, has severed his connections with the Minneapolis firm to accept the position of general sales manager of the Spies Milling company of St. Louis, Mo. His 10 years of experience with the King Midas Milling company has made him many friends who join in wishing him deserved success in his new position.

Fire In Goodman Plant

One of the large buildings at 649-51 E. 16th st., New York city, used by A. Goodman & Sons as a macaroni and noodle manufacturing plant, was gutted by fire on July 12. A great array of New York's famous fighting apparatus including fire boats on the East river were used. Three firemen and 2 helpers were overcome by the dense smoke from the slow burning raw materials and other contents.

Besides practically destroying the interior of the building, one of the walls was weakened by the intense

heat. The flames also caused considerable damage to the second building of the Goodman company, facing 17th st., and scorched the walls of the new 6 story fire proof building just nearing completion at 647 E. 16th st. Occupants of the tenements in that neighborhood were instructed to leave their homes while the fire was under way.

While no definite estimate of the loss has yet been made, it will involve many thousands of dollars due to fire, water and smoke.

Increased Plant Capacity

The Oregon Macaroni company at 65 E. 8th st., Portland, Ore., is constructing an annex to its plant to enable it to take care of the increased demands for its macaroni products. Its capacity will be practically doubled when the addition is completed and equipped. The new building which adjoins the present factory is of reinforced concrete, 50x150 and 2 stories. The cost is estimated at \$25,000. In addition several thousand dollars will be spent in remodeling the old building and installing new machinery.

Small Plant for Johnstown

Tony Paone of Johnstown, Pa., is supervising erection of a building to house his new macaroni plant in that city. It adjoins the store building on Bigler av. Some of the plant equipment has been purchased and is being installed as rapidly as the construction permits. The owner expects to start producing about Sept. 1.

Fire Damages Plant

A defect in the electric light wiring is blamed for the fire which broke out in the Fusco macaroni factory at 833 Box Elder st., July 10. Flames were discovered by the owner and were soon under control, restricting the damage to less than \$1,000. A part of the damage was due to water.

Tells Teachers About Spaghetti

Teachers attending the special summer school in the college at Franklin, Ind., were treated to a talk on macaroni manufacture by L. B. Burton of the Foulds company, who is in charge of the spaghetti canning business there. His most instructive talk was appreciated by the teachers who now know something about the ingredients of these products and are perhaps able to explain to their pupils just how the hole is placed in macaroni and how various shapes and sizes, carrying different names all originate from the dough that results from a proper mixture of water and semolina.

Worcester Proud of Its Plant

A Worcester-made food product widely used by New England housewives for their families is the macaroni product manufactured by the Italia Macaroni company of 53-54 Norfolk st.,

August 15, 1925

THE MACARONI JOURNAL

23

The rapidly growing demand for **COMMANDER SEMOLINA** has made it *imperative* to

Increase Our Capacity

We have installed the latest in improved purifiers, milling separators and other devices.

We are, therefore, in a better position to give you *real service* and *above all* the very

Finest Quality Semolina

modern milling science can produce.

Our productive record *proves* that Commander Semolina is "*Right*" in every respect.

Let us demonstrate and you will be convinced!

Wire today

Commander Mill Co. - Minneapolis

Millers of

Commander "Superior" Semolina

Worcester, Mass. In this proud manner does the Telegram (July 20) of that city speak of its only macaroni plant. It passed a well deserved compliment to the management on its business ability, its high standing in that community and the fine quality of products manufactured. It names macaroni as one of the superior foods because of ingredients that sustain health and serve as a body builder.

Removes General Offices

In keeping with its policy of closer coordination between the plant and the general offices the Foulds Milling company has found it practical to abandon its Chicago office and is now occupying commodious quarters in its big plant at Libertyville, Ill. The office will be under the direct supervision of C. H. Burlingame, general salesmanager of the concern. Being in closer touch with the manufacturing end of the business he will be able to "take up the slack" that sometimes occurs between production and distribution when the 2 forces are separated by distance. The change was made in July.

The Maxwell Company Poet

The secret is out. There was and has been much speculation as to just who wrote the famous "Macaroni Song" so ably sung by the ladies quartet at the Atlantic City convention. Some suspected that it was A. J. Fischer of the Pillsbury Flour Mills company, who acted as master of ceremonies during the "Millers' Hour." Others accused him of it.

The author, however, proves to be Kenneth W. Moore, copy writer for the Maxwell company of Trenton, N. J. From all sides he is being complimented on his poetical ability. Our friend Fischer is almost inclined to have the song published to music and a copy presented to every macaroni manufacturer on the continent. Lest you forget, we repeat the song. It's worthy.

The Macaroni Song

We love your macaroni, fellows,
It's flavor is divine,
Your spaghetti is delicious, fellows,
It is superfine,
All the world must dine
On real good macaroni
Everywhere you go,
Mother, Sister, Sweetheart
All will tell you so,
So fellows, give a cheer for macaroni,
Now all together boys, Let's go—
MACARONI
Macaroni! Macaroni! Macaroni!

Planning Plant in Trinidad

John Tarabino of Trinidad, Col., is planning a new macaroni manufacturing plant in his city. According to preliminary plans, a suitable building has been obtained in which to install machinery and equipment for a starting capacity of from 15 to 20 bbls. a day, yet having sufficient space to permit expansion as business demands. Mr. Tarabino is well known in his

home city where for many years he was the leading figure in one of Trinidad's most important real estate firms, and feels that the demand for macaroni products in his home town and vicinity well warrants establishment of a small local plant.

Rossotti's New Address

The Rossotti Lithographing company plant at 542-544 West Broadway, New York city, was visited by a disastrous fire last month necessitating removal of the machinery and equipment to a new location. According to Charles Rossotti, the president of the firm, it is now conveniently situated at 65-67 West Houston st., New York, where they will be glad to deal with old and new friends.

Crookston Mill Helped

In the rush of preparing the convention proceedings for the July issue the name of the Crookston Milling company of Crookston, Minn., was inadvertently omitted from the list of durum mills that were responsible for the very fine entertainment given by these allied trades at Atlantic City convention. We regret this omission very much because this firm has always been a friend of the macaroni manufacturers and of the National association, contributing freely toward its advancement.

Curly Macaroni

The United States patent office has granted patent rights to Giuseppe Ranucci of New York city for a new kind of alimentary paste which he calls "Curly Macaroni." The product is made from a specially designed die and has fancy, curly edges.

The inventor has given the exclusive right for the production of the product to Vito Ferrante & Sons of 245 East 111th st. and C. Giovinco & Son of 331 East 115th st., New York city. The "Curly Macaroni" produced by these firms is making quite a hit especially with consumers who favor the fancy styles.

"Eat, Drink and Be Merry, for—"

The trend of modern business thinking is making a veritable fetish of larger, and still larger, sales volume, says the Hardware Retailer of April 1925 in a strong article aimed at the growing, harmful practice of selling on the installment plan to increase volume:

The minds of men are turning to it as a sort of panacea for all the ailments of business. Salesmen for manufacturers, wholesalers and retailers hear the same incessant plea: Get more volume! Get more volume! Get more volume! We seem to have come to think that the measure of business ability is to sell more this year than last—regardless of the methods used. The ambition to make a business grow is

laudable, if that growth is to be based upon sound economics. But eagerness for larger sales should not be permitted to blind us to fundamentals.

Expansion gained by artificial, temporary stimulation is not the true test of successful management—particularly when it causes additional burdens of costs to be placed upon the consumer.

We are drifting, nay rushing, into dangerous paths in the mad scramble for larger sales which appear to be the primary objective today of all who sell.

It is time to weigh the consequence of these efforts—upon the manufacturer; upon the retailer and upon the consumer.

Increased sales volume is the objective of all progressive manufacturers, yet those who show the greatest increase are not always the most staple and the most successful firms.

Selling must be done at a profit and to buyers who will maintain the reputation of the produce for quality and dependability.

A good policy to follow is to increase your sales volume gradually and intelligently.

Foster only methods that will bring you profitable and permanent results.

Courtesy

Courtesy recalls the customer and invites a new one; discourtesy drives away those you have and keeps away others.

Wisdom is always courteous; discourtesy is the earmark of stupidity.

Discourtesy is no mark of superiority. Your real aristocrat is the most courteous to those whom fate has placed in lesser walks of life than those he treads; thus we have a paradox which is a great truth—a real democrat is the only real aristocrat.

We all like money, but there is not one of us that does not know there are things more precious than money.

One's self respect is one of them. The discourteous man insults the self respect of others and makes enemies of them while he is making a fool of himself.

Pride goeth before a fall and courtesy precedes friendship.

Courtesy is the mantle of love; the ornament of charity; kingliness in manhood, and the crown of womanhood.—Henry J. Allen, former governor of Kansas.

Horse Shoes

That the horse has been going out as the auto came in is a fact of general observation, but the U. S. Steel corporation supplies more pertinent evidence in the announcement that it is retiring from the horseshoe business. Making shoes for hobbin was once a big element in the steel business, but it has been constantly declining of late years, says the company, until only about 18,000 tons of steel were employed in that form of manufacture—and 18,000 tons of steel are hardly enough for a great steel corporation to bother with. On the other hand, facts

are developing in another quarter which are not so cheerless for hobbin and his steel shoes. It is said that many forms of goods delivery where stops are frequent are cheaper with horse-drawn vehicles. The milk wagons, for example, cling to their horse power; and, besides, the horse can be trained to be a good deal of a driver. So there will be a market for horseshoes for a long time yet.

Promoting Health by Sanitation in Food Manufacture

(Continued from page 18.)

education of the public in other matters which relate to the digestion of food, and adding to your food those things that might be necessary. There is one thing upon which I haven't touched which the department of health emphasizes—the question of clean hands in handling food. Washing of hands was discovered by Oliver Wendell Holmes, who was not only a great poet and writer but a professor of anatomy in Harvard college. People never thought of washing their hands prior to that time. Those were what you might call the Dark Ages.

You know today that every doctor scrubs his hands, disinfects them in various ways, and after that, for fear the germs will be transmitted, he wears rubber gloves. Now that same care should be taken by everybody in the preparation of foods.

I don't mean to enlarge especially upon this, but I wanted to bring to your attention these rules of the department of health. The department is extremely rigid upon these questions of manufacture, that they should be exactly right.

Fortunately many large industries have welfare workers who talk of these things.

I know of a welfare worker not long since who when the problem came up of welfare work in a bank said, "Not only should a bank be interested in taking the money but they are interested in all the family affairs so they can save for a rainy day," and the problem often comes to this welfare worker. "What shall I give the children to eat at noon time?" She has found that spaghetti or macaroni with tomatoes and a little butter and a glass of milk is a good food.

The product that your people sell is a very good food for a thing of that kind, provided, as I said before, you do not put it out to cover more things than it should. Put it out for just what it is worth and then you will find that you will have the cooperation of the public and the doctors in your work. I have unlimited hope for the future and an abiding faith in the people. It may not be given to our eyes to see the end from the beginning, yet I know that in the long days of God the world may yet be led; its heart be comforted. Others may sing the song; others may right the wrong; finish what we begin and all we fall of, win.

Coolidge Macaroni Joke

Dispatches from Washington, D. C., carried nation wide a story about a macaroni factory attributed to President Calvin Coolidge and told to White House visitors. The occasion was the repeated reports of the resignation of 2 department heads, Prohibition Commissioner Haynes and Director Hines of the veterans bureau.

To impress the visitors with the fact that he knew nothing about the plans of either of these officials to leave the government service, the president re-

lated this story, which deals with a Pennsylvania native who was asked the location of a macaroni factory.

"I don't know," the native replied. "Perhaps you mean the noodle factory."

"Well, where is the noodle factory?" "I don't know that, either," the native responded.

Macaronigrams

Don't walk under a ladder—climb it!

Never kick a live wire when it is down.

The only school of no graduates—the school of experience.

Sound money is the kind that jingles in a fellow's pocket.

The hog may be a squealer but he seldom gives anything away.

A genius is a man who can do almost anything but make a living.

Without "U" there could be no fun, so "U" is the jolliest letter in the alphabet.

"Our leading candidate today for president of the Ananias club is the fellow who says he can quit smoking any time he wants to."

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark
Reg.
U. S. Patent Office



Workmanship

Service

Satisfaction

F. MALDARI & BROS., Inc., 127-31 Baxter St., NEW YORK CITY

SEND FOR CATALOGUE

Established 1903

Cream of Wheat Resists Commission

The federal trade commission has found an unwilling victim in the Cream of Wheat company, which it has attacked on account of the cereal company's refusal to sell out rate stores. Much to the satisfaction of the friends of price maintenance the Cream of Wheat company has decided to stand and fight the commission's sweeping "cease and desist" order. In trade circles this order was considered to have gone much further in restraint on the company than any bill it ever issued.

The company, regardless of the order, feels confident it may lawfully exercise, with due respect to the commission, and it intends to do so until forbidden by the court of last resort, the following rights:

1. It has the right, which it intends to exercise, of requesting its customers not to sell Cream of Wheat purchased from it for less than a designated price.

2. It has the right, which it intends to exercise, in cases where in its judgment it is for the best interests of the trade to do so, to refuse to sell to customers who see fit to sell, as they are free to do, below the minimum price requested.

3. It has the right, which it intends to exercise, to announce in advance to its customers that it may refuse to sell them in the event they see fit to sell Cream of Wheat below the minimum requested resale price.

4. It has the right, which it intends to exercise, to receive from its soliciting agents information as to the prices at which Cream of Wheat is being sold by its customers, and also to inform itself through advertisements and other information publicly circulated of such prices, without engaging in any co-operative action with other customers in obtaining such information.

Personals

Walter Goodwillie, well known box manufacturer of Chicago and an organizer of the Atlas Box company of that city, is on an extensive tour of Europe. He will take in the big fair at Wembley, Eng., during his trip.

John L. Fortune, president of the Fortune Products company, is enjoying a trip through Europe that will take in England, France, Switzerland and Italy. He is accompanied by his old friend and business associate, Frank Keogh. They expected to be gone 2 months.

Carl F. Yaeger, formerly with the A. C. Krumm & Son Macaroni Co., Philadelphia, Pa., and now a department manager in the Stein-Hall Manufacturing firm in Chicago, does not appear to be of the worrying kind, yet a little worry and much hard work has confined him to the Michael Reese hospital in his home city for rest and treatment.

Mr. Yaeger says that it is nothing really serious but feels that he has earned a rest and knows no better place than the hospital for that.

Uniform Thickness of Container Materials

In answer to what appeared to be a general demand by the box board and allied industry to develop a program to reduce the excessive variations in the thickness of container materials, the division of simplified practice, department of commerce held a meeting of the interested trades Wednesday, July 29, 1925, in Commodore hotel, New York, presided over by W. A. Gately and attended by representatives of shippers associations handling clothing, foods, drugs, hardware, glass, furniture, toys, and a wide range of commodities, as representing the consuming group for the use of setup boxes, folding boxes, and other containers made of box board.

Ever watchful of the interests of the macaroni manufacturing industry, which has in recent years made increasing use of box board containers, President Henry Mueller of the National association attended the conference. He reports that the meeting was well attended and that a program of simplification was adopted. Not only the thicknesses of the box board were considered but also the colors.

The conference was of special interest to the paper box manufacturers, who had appointed a simplification committee headed by George W. Gair of the Robert Gair company, New York city. The committee was composed of representatives from the National Containers associations, the Box Board association, the Folding Box Manufacturers National association, and the National Paper Box Manufacturers association, which committee had been at work on this problem for over a year.

At the New York conference the simplification committee pointed out that the eliminations it recommended would mean longer runs for the mills, reduction in overhead costs, warehouse space, labor, stock investments and other expenses, and that the reduction of these wastes as a whole would permit better service to the container manufacturers and to users of containers.

Proposed Simplification of Thickness

Specific recommendations are as follows:

For Setup Boxes

All thicknesses to be limited to the schedule of 5 number spreads, provided for in the present trade customs of the Box Board association, by eliminating all intermediate thickness.

Colors to be standardized to 6: white blue, brown, green, tan, and red. Special colors to be limited to a minimum of 20 tons.

For Containers

The thickness and strength of con-

tainer (large outside package) board are already regulated by the agreed upon transportation specifications, so no changes are recommended.

For Folding Boxes

All odd calipers between .016 and .032 to be eliminated. From .032 up progress at 4 point steps, eliminating all other thicknesses.

For solid manilas, eliminate all odd calipers from 102 up.

Colors to be standardized to 6: grey green, yellow, blue, buff and red. Special colors to be limited to a minimum of 20 tons.

Note that these recommendations do not touch on the questions of grade, quality, individuality of design, or size of the finished package, but deal only with the thickness of the box board itself.

Many associations of container manufacturers and users have gone on record in favor of the simplification plan, recognizing that the existing variations in thicknesses do not affect strength, durability or appearance, while they do add to the expenses of the manufacturers and distributors.

National Food Shows

Selecting for its slogan "It Pays to Show the National Way!", the National Association of Retail Grocers announces that 7 national educational food shows will be sponsored during the fall and winter. A general invitation has been extended to manufacturers, jobbers and wholesalers, to increase their sales and win wider distribution by making the best of the 7 biggest opportunities given by the national food shows in 7 of the large distributing centers of the country. Besides full publicity the organization promised the wholehearted cooperation of the national body and the local retailers.

A general invitation is extended to all food manufacturers to make exhibits at any one or all of the 7 shows, as follows:

Minneapolis, Minn., September 21-26, 1925.

St. Joseph, Mo., Oct. 19-24, 1925.

New York City, N. Y., Oct. 29-Nov. 7, 1925.

Memphis, Tenn., Nov. 3-5, 1925.

Baltimore, Md., Feb. 8-13, 1926.

Kansas City, Mo., Feb. 8-13, 1926.

St. Louis, Mo., Feb. 8-13, 1926.

Exhibits space for each show will range in price from \$125 to \$200 for the week. The national grocers association has been sponsoring food shows lately and because of its experience hopes to make the 1925-26 shows greater than ever in attendance and exhibits. Through these shows it is hoped to give the exhibitors that personal contact with thousands of everyday buyers that should bring for them valuable returns in the way of added business.

Macaroni manufacturers seeking space in any of these shows should address H. C. Balsiger, General Manager, 601 Gumbel bldg., Kansas City, Mo.

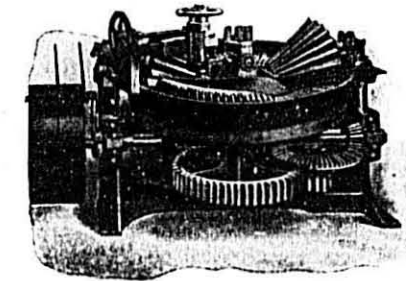
LABELS TELL THE STORY

We are fully equipped to supply you with high class Labels that will prove the most efficient salesmen for your alimentary pastes.

Will Gladly Submit Samples,
Sketches and Prices

Rossotti Lithographing Co.
65-67 West Houston Street
New York City

D. & E. Kneaders



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

S CROOKSTON MILLING CO.

FOR QUALITY TRADE

It's a Pleasure
to Send Samples

CROOKSTON MILLING CO.
CROOKSTON, MINNESOTA

"CROOKSTON MEANS-FIRST QUALITY"

Live Right to Live Long

Help nature to help herself. It is the surest, safest and simplest way to keep young, says a physician who has worked in the interest of health and longevity for several years.

"To retain the vitality and powers of our most vigorous years until a later period of life than the average person does now, is what I mean by keeping young," said Dr. J. Allen Patton, medical director of the Prudential Insurance company, which maintains an extensive longevity service for its policyholders. "The term 'well preserved,' as applied to the man or woman exceptional in this respect, has a more literal meaning than appears on the surface.

"Physical changes are for the most part due to chemical changes in the system. These changes can in large measure be counteracted by diet and a proper chemical balance preserved. It is because this chemical balance has been slow in changing with advancing years—because it has been preserved—that the person has kept vigorous.

"Research workers have found that we can do much to preserve a proper chemical balance through diet regulated to meet individual needs. Nobody disputes the fact that a child has to have sufficient mineral elements in its food to aid the bone making, structure building process. In infancy the body is poor in minerals and rich in fats. In later years the reverse is true—the natural oils disappear, bones become brittle, skin grows dry. Accumulation of fatty tissue is not a storing away of the natural fats. Superfluous flesh is an entirely different matter brought about by various causes.

"As in childhood the body must receive the necessary minerals so in advancing years it should have an ample supply of the fats. But out of consideration for the digestive tract, activities of which begin to lag a bit at this time, they must be the easily digested fats—whole milk, cream, butter, soups. Meat fats must be broken up before they can be assimilated and therefore they should be avoided.

"In food we can get all the elements found in the body. To find in what proportion we need to supply these elements to the body is an individual problem that can be solved with a little dietary advice and careful observance of results. Give nature the proper elements to work with and she will right many a wrong condition. She is the most wonderful chemist in the world.

"We cannot wait until the eleventh hour before giving nature any cooperation. The sooner we begin to watch our diet the longer should we expect to defer the incapacities of old age. Laboratory workers are reporting most satisfactory results in the chemical control of the life processes.

"Food must be converted into tissue or disposed of in energy, mental or physical. There has to be action to set

up this process and that action for man is exercise. Exercise, like food, is an individual matter that every man—or woman—must decide personally. One is quite as necessary as the other for a continuance of health.

"An animal in its natural state preserves through instinct a proper chemical balance virtually its entire life. We have departed from nature's simple ways and lost this instinct. Habits acquired through civilization have upset the natural balance."

"By longevity we do not mean merely the lengthening of the span of life," explained Dr. Patton. "The real objective is to have the health and the energy to enjoy our years—to get from them the most life has to offer the normal, intelligent man or woman. By working to achieve this objective we are certainly keeping on the right road to an increase in their number."

Macaroni Beads

While macaroni manufacturers are striving to popularize their products as a satisfying, nutritious and economical food, the women of the country have succeeded in making it fashionable to wear as an ornament. This has been done in the form of beads, as Miss Florence M. Wine nicely explains in her article in "Girls' Companion" of Elgin, Ill., June 20, 1925, and from which we quote:

Macaroni Beads

If Dame Fashion were to tell that in your mother's cupboard was the secret to one of fashion's newest fancies in the way of jewelry, you would probably think she was up to some childish prank. Indeed she may have been. But at any rate, she has created the fad for macaroni beads and they are now on display in the smartest of modiste shops.

The macaroni may be used in its natural color in combination with bright colored glass beads, or may be dyed to match a touch of color on the gown or the pocket handkerchief. If your mother doesn't use star shaped macaroni, ask the grocer for the Italian brand. Sometimes the small elbow macaroni is used in combination with beads.

If you wish to color the macaroni, select small crystal or gold beads to use with it as a contrast. These can be purchased in bunches at a ten cent store. String the beads and macaroni in groups of 3's: first, 3 of the beads and then 3 stars of macaroni. After the beads have all been strung and your thread is securely fastened, drop the necklace in a bowl of crepe paper dye. This coloring is made by stirring crepe paper in water. You can obtain any color effect that you desire as crepe paper comes in all the rainbow shades.

Another effective coloring can be ob-

tained by touching the tips of the little star shapes with water color. A necklace with crystal beads and these shell like pieces with colored tips in all the bright pastel shades would make a dainty accessory that could be worn with most any costume.

Judging Soup by Ear

"I hear you like soup," remarked the newcomer as he joined his friend at lunch.

"Sounds good, doesn't it?" responded the other from the depths of a bowl. "There is no sweeter sound to my calloused ear," went on the first speaker. "You have such wonderful liquid tones, too. Can you play 'Home, Sweet Home'?"

"I Hear You Calling Me' is my best effort," said the witness for the defense. "I furnish the high notes—you get the air outside."

"You said a mouthful," was the rejoinder. "But it would be better for music lovers if you ate your soup in a flat."

Both speakers were steady patrons of the "Dirty Spoon Lunch" found in most cities and towns. They belonged to the same lodge because both blew on their soup to cool it. The second speaker had a distinct advantage over the other; he had a mustache which he utilized as a strainer. He followed the other's example by ordering bean "zup" and the ensuing duet visibly moved the other patrons.

The art of drinking soup as practiced in certain "beaneries" has reached a high stage of perfection. Observation reveals 4 principal methods of downing soup in a hash house, namely:

1. Inhaling.
2. Gargling.
3. Sipping.
4. Guzzling.

These methods, however, apply only to clear varieties; thickened soups are in a class by themselves and require handling by "soup-eriors."

There are 2 ways to determine the quality of soup. The first is by taste, but the second and more practical method is by hearing it. Experiment in any public eating house. Observe the person near you. If he is making his soup disappear with an exhilarating sound, order some of the same kind; but if his soup appears to be silently elusive—if he merely flirts with it—try something else.—The Pathfinder.

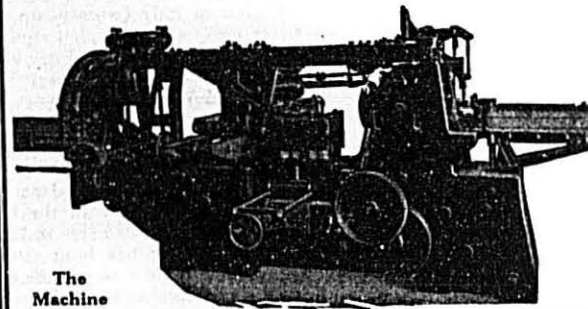
Canepa Convalescent

We are pleased to note that James Canepa, the junior of the two Canepa brothers who manage the John B. Canepa company, has sufficiently recovered from a prolonged illness to be able to resume his duties in the Chicago office of the firm. Mr. Canepa has been ill since late last fall.

Meets Every Requirement of "The Ideal Container"



THE STOKES & SMITH TIGHT-WRAPPED PACKAGE



The Machine

The Tight Wrapped Package, which has long been used for Flour, Cereals and other products, is now coming into use for Macaroni, Spaghetti, Noodles, etc. The many advantages of the Tight Wrapped Package, as wrapped on the Stokes & Smith Package Wrapping Machine, make it the ideal container for food products.

Let us tell you about the latest package and the machine for wrapping it. We will send samples if you desire. No obligation on your part whatever.

STOKES & SMITH COMPANY
Summerdale Station PHILADELPHIA



Cherokee Semolina

Made from the best selection of Amber Durum Wheat is most economical for the Macaroni Manufacturer.

Our wheat cleaning process eliminates and destroys any insect eggs that might be on the wheat berry, as well as removing all dirt. This insures Macaroni of the best keeping quality.

We have a good supply of No. 1 Amber Wheat.

CAPITAL FLOUR MILLS, INCORPORATED
SAINT PAUL MINNESOTA

Grain, Trade and Food Notes

Radio School Success

Approximately 7200 women registered last year with Betty Crocker for the cooking lessons broadcast daily from Radio Station WCCO, Minneapolis-St. Paul. This was probably the largest school ever conducted by one teacher, made possible by the radio through the home service department of Washburn Crosby company.

A weekly feature was teaching proper preparation of macaroni and spaghetti dishes that proved most popular. One lady wrote Miss Crocker: "I am so glad to know that spaghetti is good for the children because they surely do like my radio spaghetti."

Another woman wrote: "We are going to have a macaroni dinner just as soon as I can get to town to buy the fixin's. You made it sound so good I can hardly wait to try it on my family."

In addition to teaching its proper preparation for the table the radio lessons have persuaded those who thought they did not like macaroni and spaghetti to at least try it once, and as a result many new lovers of this good foodstuff are now enrolled as regular consumers. This service is appreciated by macaroni manufacturers as one of the educational features sure to bring fine results to the trade.

Russian Crop Conditions

Grain crop conditions in Russia are above average and better than at the same time last year, according to a cablegram from the International Institute of Agriculture at Rome to the United States Department of Agriculture. Cotton conditions in Turkestan are somewhat better than in Transcaucasia where it is a little above the average.

In crop conditions reports according to the system of the country, 1 is failure, 3 average and 5 excellent. Wheat is reported 3.5 against 2.2 last year. A considerable increase is reported in the rye crop of Lithuania and a slight increase in wheat. The rye crop is forecast at 25,589,000 bu., against 18,295,000 bu. produced in 1924. Wheat is placed at 3,454,000 bu. against 3,327,000 bu. total last year.

Farm Income Shows Increase

Farmers received a larger gross income from production in the year ended June 30, 1925, than any other since 1921, according to the department. Estimates place gross income at \$12,136,000,000, compared with \$11,288,000,000 for previous fiscal year, which is the value of production less feed, seed and waste. The increased value was due almost wholly to higher returns from grain and meat animals, particularly wheat and hogs.

The gross cash income from sales, ex-

clusive of livestock and feed sold to other farmers, was \$9,777,000,000, compared with \$8,928,000,000 the preceding year. Food and fuel produced and consumed on farms was valued at \$2,359,000,000. Production expenses were put at \$6,486,000,000, or nearly 2% greater than the \$6,363,000,000 estimated for 1923-24. The net cash income from sales was \$3,291,000,000 compared with \$2,565,000,000, while the net income from production, including with the net cash sales the value of food and fuel produced and consumed on the farms, was \$5,650,000,000 compared with \$4,925,000,000, or an increase of 14.75%.

Grains returned \$1,934,000,000 in 1924-25, compared with \$1,393,000,000 the preceding year; meat animals \$2,621,000,000, compared with \$2,167,000,000; fruits and vegetables \$1,370,000,000, compared with \$1,526,000,000; cotton and cottonseed \$1,690,000,000, compared with \$1,608,000,000; and dairy and poultry products \$3,284,000,000, compared with \$3,315,000,000.

Still, the average net income per operator, including all farmers, tenants as well as owners, amounted to only \$876 in 1924-25, compared with \$764 the preceding year, and covers the return on the farmer's equity in his farm property as well as earnings for labor of self and family for the year. If a conservative rate (4.5%) of return for the operator's net capital investment is deducted from net income of \$876, the return for the operator's labor and management and for the labor of his family was only \$649 in 1924-25, and \$531 in 1923-24. The average wage of hired farm labor was \$569 compared with the return of \$649 for the labor of the farmer and his family.

Wheat and Flour

For the first time in years it has been necessary to import both wheat and flour into Rumania as a result of a deficient crop and the exportation of wheat in excess of the needs of internal consumption, reports American Consul Richard B. Haven, Constantza, on June 3, 1925. Previously the last time grain was imported was 1905 when La Plata corn was imported at Constantza. Most of the flour imported has been transhipped from Piraeus, Greece, and appears to come chiefly from Canada.

Experiments to Improve Wheat

A group of agricultural technicians, headed by Director Samarani of the agricultural bacteriological station near Milan, is carrying out interesting experiments to modify the present system for the cultivation of wheat, as reported by the consul general, C. Carrigan, Milan. The use of nitrogenous fertilizers hastens growth, but weakens the strength of the straw. Wind and rain cause the grain to lodge with conse-

quent decrease in production of grain. The experiments consisted in sowing wheat seed during the latter part of August in specially prepared plots enriched with manure and chemical fertilizer, and in October, when ordinary seeding takes place, to transplant the wheat seedlings to field plots abundantly fertilized, leaving 16 to 20 inches between each plant. These experiments have been carried along for 4 years with remarkable success. The plants grown from each seed develop 40 to 60 and even 100 stalks. The heads are 2 to 3 times as large as those of wheat grown under ordinary conditions. The stems are strong and there is no lodging. The grain ripens a full month earlier than under normal conditions, and yields up to 60 bu. per acre. The cost of labor in Italy (women are employed to make the transplantings) is reckoned at about \$10 to \$16 per acre.

Record Wheat Acreage

The wheat acreage of Argentina for 1925-26 is larger than that of any preceding year according to cablegram. The acreage sown is estimated at 18,500,000 acres compared with the harvested area of 15,977,000 acres in 1924-25. The wheat crop has been seeded under favorable conditions and the outlook at the present time is good.

Wheat seeding in Australia is nearing completion and the crop is reported to be healthy and strong.

Wheat in Country Mills

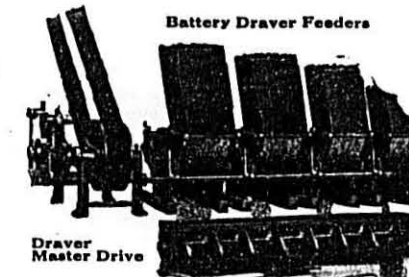
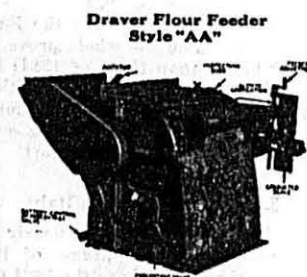
Estimated carryover of old wheat in country mills and elevators July 1 is estimated by the United States crop reporting board at approximately 25,000,000 bu., compared with a revised estimate of 37,000,000 bu. July 1, 1924. These estimates are based upon return from a large list of sample mills and elevators showing actual holdings this year and last year, together with an estimate of the per cent of last year's crop in local mills and elevators on July 1.

Combining with mill and elevator stocks the estimated stocks of 30,000,000 bu. remaining on farms July 1 and the commercial visible stocks of 32,000,000 reported by a leading trade authority, a total July 1 carryover of 87,000,000 bu. is shown, contrasted with 106,000,000 bu. a year ago, and 102,000,000 bu. 2 years ago.

The total supply for the year ending June 30, 1925, including July 1, 1924, carryover, the 1924 crop and 12 months imports to June 30, 1925, was 985,000,000 bu., compared with 927,000,000 bu. for the previous year. Distribution of the foregoing is estimated as follows: 88,000,000 bu. for seed, 195,000,000 bu. for export as grain, 87,000,000 bu. for carryover, 540,000,000 bu. for milling and 75,000,000 bu. for wheat fed on farms and other miscellaneous uses.

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Complete Elevators, any type or style on orders promptly. Write for prices and full information.



Draver Feeders driven with Draver One-Belt Master Drives, used for operating them in batteries of two or more, driven with one belt, is regarded as the most perfect and economical equipment for automatic feeding, blending and mixing different grades or kinds of flour, powders, starch, sugar, cereal or grain. Feeders can be adjusted individually or collectively while in motion or idle. The quantity fed is as accurately measured as if it were weighed.

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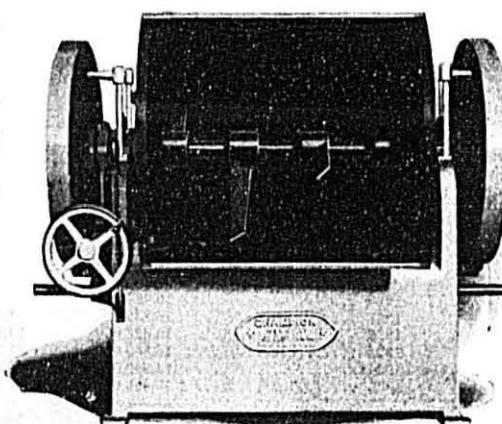
"BEST MACHINES AT FAIREST PRICES"

Special for Macaroni and Noodle Manufacturers

1 bbl. Champion Mixer B. D.	\$485.00	With 3 h. p. Motor connected	\$595.00
1½ bbl. Champion Mixer B. D.	\$515.00	With 3 h. p. Motor connected	\$625.00
2 bbl. Champion Mixer B. D.	\$555.00	With 5 h. p. Motor connected	\$680.00
2½ bbl. Champion Mixer B. D.	\$585.00	With 5 h. p. Motor connected	\$710.00

Champion Mixers in continuous service 25 years or more. Names of long users supplied on request.

Try our MIXERS once you'll always use one.



The Cheapest and Best mixer offered to Macaroni and Noodle manufacturers.

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The allowance for milling is based upon the reports of milling to May, inclusive, published by the United States census bureau, with allowance for milling during June. Figures on exports and imports are preliminary, as published by the department of commerce.

Stocks in mills and elevators on July 1 in 26 states east of the Mississippi river are estimated at 5,836,000 bu., compared with 8,816,000 bu. a year ago; in 15 states between the Mississippi and the Rocky mountains, 17,280,000 bu. are shown, compared with 18,905,000 bu. a year ago, and 7 states in the far west show a total of 2,071,000 bu. as compared with 8,905,000 bu. on July 1 a year ago.

Moroccan Grain Crops Lower

The wheat crop of Morocco is forecast at 19,584,000 bu. compared with 25,170,000 bu. last year according to a cablegram. The aggregate wheat production forecast for Morocco, Algeria and Tunis is 61,030,000 bu. against 47,706,000 bu. last year; an increase of 28%. In Egypt the latest crop-condition report indicates a yield equal to 105% of the average for 10 years.

Neither Morocco nor Egypt is of any considerable importance as an exporter, even in years of good harvests. The combined crops of Algeria and Tunis the current season are 41,400,000 bu. against the 1924 harvest of 22,500,000 bu., an increase of 84%. Although it is not possible to make a definite estimate it may be safely assumed that a good share of the increase reported will be available for export.

Durum Wheat Good

Durum wheat in the northwest states shows the best condition of any of the wheat crops according to W. A. Riebeth in the Minneapolis Tribune late in July: "It has not suffered from rust and did not sustain great damage from heat. A year ago the crop of durum was about 60,000,000 bu. Private estimates this year run from 30,000,000 to 35,000,000 bu. The bulk of this wheat is sold for export and should be considered in judging the supply of regular spring wheat available. It is probable that this year's crop of durum will total nearer 50,000,000 bu. than 35,000,000 as there was nothing in sowing reports to suggest drastic cut in acreage. However, this is merely conjecture. When a reliable estimate is published it will receive closer attention than usual because of the sharp damage to other wheat and the probable drop to a domestic basis for regular bread wheats."

World Wheat Crop Above Last Year

Wheat production forecasts from 17 countries received up to July 28 give a total of 2,109,000,000 bu. against 2,065,000,000 bu. from the same countries last year, normally producing more than three fourths of the world's wheat crop outside of Russia.

Data are still lacking for France, Germany, Yugoslavia and Russia. The

latest reports show a condition above average and better than at the same time last year. The crop, however, is not yet made and there is still a chance for unfavorable weather conditions to adversely affect the final outturn.

Recent advices from Canada report rapid deterioration of the crop in Alberta due to hot dry winds. Some damage has occurred in Saskatchewan. Mill stocks in the Danube basin are reported to be low and the milling demand for old wheat has increased according to a report from United States Agricultural Commissioner Haas at Vienna. Harvesting has been somewhat delayed by wet weather and it seems likely that the new wheat will arrive on the market later than expected. Recent increases are reported in purchases of Argentine and American wheats. The wheat crop of Hungary is now forecast at 63,199,000 bu. compared with 51,568,000 bu. harvested last year.

Heavy Canadian Wheat Crop

The Dominion Bureau of Statistics estimates the Canadian 1925 wheat crop at 350,000,000 bu. This would be 10,000,000 bu. more than the 5 year average. The estimate is based on an acreage approximately that of last year, according to reports to the bureau.

"The practical elimination of the United States as an exporting country next year," states the report, "points to a likelihood of the maintenance of good prices from which Canada should benefit to the extent of her exportable surplus." The Canadian exportable surplus is roughly the amount by which her home requirements of 100,000,000 bu. may be exceeded. The home requirements of the United States are ap-

proximately 650,000,000 bu., while the output estimated for this year is 661,000,000 bu., leaving an estimated 11,000,000 bu. for export.

The acreage under winter wheat throughout the entire world is approximately the same this year as last, the estimates being 132,223,700 in 1925, as against 133,288,400 in 1924.

"The indications are that the European crops will on the whole prove decidedly better than those of 1924; but the influence which these conditions may exercise are likely to be counteracted by others in the exporting countries," states the bureau's report.

Large Wheat Crop in Italy

An Italian wheat crop nearly as large as the bumper harvest of 1923 and more than 30% above the 1924 production is forecast by the International Institute of Agriculture. The latest estimate is for 224,134,000 bu. compared with the 1924 crop of 170,144,000 bu. and 224,836,000 bu. in 1923.

Italy has a population above 41,000,000 and an annual per capita wheat requirement of approximately 6.75 bu. estimated on the basis of domestic consumption and seed and making no allowance for re-exports in the form of macaroni, etc. The annual total wheat requirements of Italy may therefore be placed at about 276,000,000 bu.

With a domestic production of only 170,000,000 bu. last year it was estimated that Italy would need to import between 90,000,000 and 100,000,000 bu. July 1, 1924, to June 30, 1925. Net imports of wheat and wheat flour for the 9 months July 1, 1924, to April 1, 1925, have amounted to about 66,000,000 bu. With an increase during the current year of more than 50,000,000 bu. over the wheat crop of 1924 it

Durum Wheat Acreage
In Minnesota, North Dakota, South Dakota and Montana

State and year	Acres of spring wheat including durum	Durum wheat		Other varieties of spring wheat	
		Percentage of spring wheat	Acres	Percentage of spring wheat	Acres
Minnesota:					
1924	1,574,000	8.0	126,000	92.0	1,448,000
1925	1,889,000	6.5	123,000	93.5	1,766,000
North Dakota:					
1924	8,685,000	34.0	2,953,000	66.0	5,732,000
1925	9,727,000	35.0	3,404,000	65.0	6,323,000
South Dakota:					
1924	2,216,000	45.0	997,000	55.0	1,219,000
1925	2,482,000	40.0	993,000	60.0	1,489,000
Montana:					
1924	2,517,000	5.0	124,000	65.0	2,391,000
1925	2,995,000	5.0	150,000	95.0	2,845,000
Totals:					
1920	16,923,000	26.1	4,409,000	73.9	12,514,000
1921	16,839,000	31.3	5,276,000	68.7	11,563,000
1922	16,623,000	34.8	5,792,000	65.2	10,831,000
1923	16,800,000	31.5	5,295,000	68.5	11,505,000
1924*	14,992,000	28.0	4,203,000	72.0	10,790,000
1925	17,093,000	27.3	4,670,000	72.7	12,423,000
Aver. 1920-1924	16,435,000	30.3	4,995,000	69.7	11,440,000

*1924 figures revised.

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- Highest Efficiency
- Greatest Economy



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would seem that the import requirements should show a corresponding decrease and may be roughly placed at about 50,000,000 bu.

1925 Canned Foods Week

The week of November 9 to 21 has been agreed upon by the foods canning and distributing interests of the country as Canned Foods Week. Under the direction of a general committee active work has already been started to popularize this national week. The movement is receiving satisfactory support from distributors who pledged not only their united support to the campaign but also financial contributions that will probably total \$75,000. National, state, district and local committees will work on a correlated plan that will bring Canned Foods Week to the attention of every housewife in America.

Canners to Louisville

After a careful survey of more than 20 cities bidding for the 1926 convention of the National Canners association and allied organizations, the location committee has agreed that Louisville, Ky., will be privileged to entertain the canning industries during the week of Jan. 24, 1926.

The committee decided that the central position of the chosen city and the increased hotel accommodations provided by the 4 new hostleries makes Louisville most acceptable. Cooperating with the Board of Trade through the convention and publicity league, every hotel in Louisville will join in seeing that the large crowd expected to attend this convention will be comfortably accommodated, and that there will be no advance in the regular rates, either for rooms or at the restaurants.

The location committee consisted of President E. F. Trego of the National Canners association; President E. E. Finch of the Canning Machinery and Supplies association, and President Walter J. Townsend of the National Food Brokers association.

Strange Fruits for Americans

Many new fruits may soon adorn American breakfast tables. Although the ilama, marang, mangosteen, zarda melon, carabaos, paradisiaca plantain, itzamas and a dozen other delicious fruits are now unknown to most Americans they may be in general use here within the next 25 years, says the department of agriculture. These particular fruits are now being introduced by the bureau of plant industry and efforts will be made to make them available to the American market. They are now confined to out-of-the-way sections of the world—mostly tropical.

Special attention will be given mangosteen, an oriental fruit of remarkable deliciousness. It is a large, reddish brown, thick skinned fruit with the meat arranged somewhat like that of the orange. Its flavor is halfway between the peach and pineapple. The ilama, which grows in the foothills of

southern Mexico, is closely related to the sugar apple.

The marang comes from the Philippines. It is oblong in form and the surface is thickly studded with soft, greenish yellow spines. The entire fruit is separated into segments that are about the size of grapes and these segments cling to the core. Another introduction from the Philippines is the tizon, a citrus fruit which somewhat resembles the orange but is more acid. The paradisiaca plantain is from southern France. It is about one half the size of the common banana which it resembles, but is much harder and may be grown in cooler regions.

Foreign Crop Prospects

Wheat production in Algeria is forecast at 32,775,000 bu. as compared with 17,355,000 bu. in 1924 and 36,394,000 bu. in 1923, according to cable advices to the Department of Agriculture from the International Institute of Agriculture at Rome. The condition of the crop is said to be good.

Rumanian crop acreages reported last month show the wheat area to be approximately 7,807,000 as compared with 7,839,000 acres last year. Wheat conditions are generally favorable.

Chain Store Meet in Chicago

Though Los Angeles, Cal., was tentatively agreed upon as the probable seat of the 1925 convention of the Chain Stores Grocers association at the meeting last year, a referendum resulted in a vote of almost 5 to 1 in favor of the city on Lake Michigan.

The convention will be held Sept. 9-10-11 in Edgewater Beach hotel. Joseph M. Fly of Memphis, Tenn., is head of this organization and will preside.

American Durums in Marseille

American durum wheat practically disappeared from the Marseille market January-March, 1925, according to Wesley Frost, American consul. High prices asked for semolina, macaroni, etc., manufactured from expensive grain practically killed the market for all but the cheapest North African durums. By April, however, forecasts of a good crop there were being reflected in lower quotations in African durums. It is probable that the recent estimate of a total North African wheat crop 28% greater than that of last season will not only give wheat from that source a greater advantage over the American product but may result in continuing its practical exclusion from French markets.

Wheat Growing in 1925

The average cost last year of producing wheat on 4616 farms distributed fairly well over the country was \$1.22 per bu., compared with the average sale value of \$1.43 a bu., according to the U. S. Department of Agriculture. The acre cost of producing wheat on

all farms reporting varied from \$19.68 in 1922, to \$21.88 in 1924. The bushel cost was practically the same for all 3 years: \$1.23 in 1922, \$1.24 in 1923, and \$1.22 in 1924. The value of wheat on these farms was \$1.11 per bu. in 1922, 99c in 1923, and \$1.43 in 1924. The 1924 wheat crop was the first for the 3 years when the reported value per acre was greater than the average cost per acre.

Reports on wheat for 1924 show an average gross cost of \$23.57 per acre. The profits to growers were due to the exceptionally high yield last season.

Why Imports?

A story is going the rounds of the trade press that has a good moral, particularly applicable to the macaroni business in this country, but more so to the importers and their fancy prices.

Mrs. Reilly: What makes these sardines so high?

Grocer: They're imported, mum.

Mrs. Reilly: I'll take the domestic ones—they as had the brains to swim to this country.

Pass this little story on to your salesmen. Have them tell it to jobbers, wholesalers and retailers. It has a good point. See that they all get it.

Pull With the Rest

G. P. Rapp of Chicago states poetically what we are trying to impress on the macaroni manufacturers who have failed to realize their obligation to each other, failed to pull their share of the load—the industry's general progress.

I don't care if his best days are over,
Or whether he's just done his best,
I need him in all my travels—
The horse that can pull with the rest.

Tho' a horse may be stout and more steady,
I don't like his kind for my own,
Unless he can pull with the others—
On the load that he can't pull alone.

A horse that can pull well in harness
Just any old time he's asked,
Is the kind that I'll pick from the others—
To put to the most steady task.

There are men in this world that are like them,
Who feel that they're doing their best,
If they only knew how much better
They work when they pull with the rest.

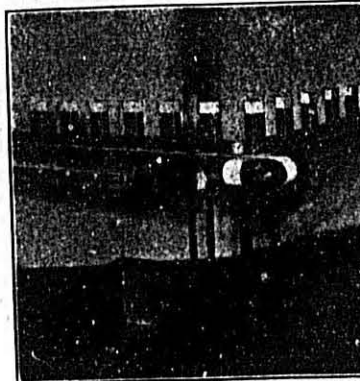
And that is the reason you'll find that
A man who climbs steady and slow,
Has gained all his knowledge and power
Because he first learned when to go.

Don't envy the man who's above you,
For the place he has given his best,
But try all your might and you'll reach him
By learning to pull with the rest.

There are plenty of steps for the climbers,
But the sturdiest, surest and best
Are the steps that you take when you're
trying
And learning to pull with the rest.

"A switch in the hand is worse than a dozen in the bush," thinks every schoolboy.

Buy in the most economical way.
Sell at a profit. Result is success.



COMING AND GOING

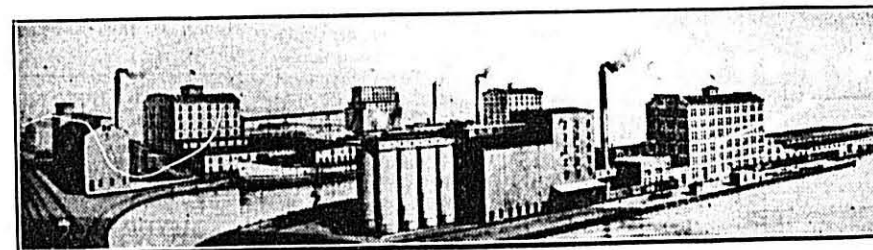
"National Packaging" equipment always saves labor, and generally saves materials at the same time. It is this *double service* that brings our old customers back for more, and again for more. Why not let us solve your packaging problems—once and for all?

It will pay you to read the description of this cut on page 28 of the April issue of the Macaroni Journal.

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The Macaroni Journal

(Successor to the Old Journal—Founded by Fred Becker of Cleveland, O., in 1913)
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. VII August 15, 1925 No. 4

Trade Marks Applied For Red and White

S. M. Flickinger Co., Inc., of Buffalo, N. Y., on March 11, 1925, filed for registration in the patent office its trade mark "Red And White" for egg noodles and other food products. The company has used this trade mark since Jan. 1, 1912.

The trade mark consists of the words "Red And White" with the "Red" on top and "White" below, separated by the word "And".

The Macaroni Journal

On May 4, 1925, the National Macaroni Manufacturers Association, Braidwood, Ill., filed for registration the title of its official organ, "The Macaroni Journal." This was published July 7, 1925. Applicant claims use of the title since and before Jan. 15, 1924.

The trade mark is a replica of the mark used on the front cover of this monthly magazine.

Country Club

The Kroger Grocery and Baking company of Cincinnati, Ohio, on August 20, 1925, filed its trade mark "Country Club" for registration, claiming use since 1901 on a variety of food products, including spaghetti. Notice of application was published July 14, 1925.

The trade mark consists of the words "Country Club" in large Old English type.

Mah Jongg

On June 15, 1925, A. F. Ghiglione & Sons, Inc., of Seattle, Wash., filed for registration its new trade mark "Mah Jongg" for use on various alimentary pastes. The company claims use since April 15, 1924. It was published July 28, 1925, for objections thereto.

The trade mark "Mah Jongg" con-

sists of the two words in very heavy black type.

Fight Food Caricature

Macaroni manufacturers everywhere are rightfully indignant over the publicity stunt resorted to by a notoriety seeker who sent broadcast a picture of himself in a bathtub filled with steamed spaghetti and an accompanying story entitled, "Spaghetti Bath for Strength." The stunt is attributed to a physical director of a fashionable hotel in Los Angeles who recommends a bath in steamed spaghetti as a body builder and a skin purifier.

This is merely another instance where one becomes so enthused as to allow himself to be carried too far. He has overshot his mark. Admitting that he meant to praise the product, he succeeded only in bringing it into ridicule.

Pictures and stories of this kind work irreparable harm and macaroni men are wisely joining in a fight to eliminate all such caricatures of their products by guilty humorists. They manufacture a most healthful food. It is one of the best body builders when properly prepared and taken internally. To treat it otherwise is degrading.

The fight is in the form of a sensible appeal to the guilty ones for fairness; a hint to the press of the country to be somewhat more cautious in running harmful propaganda of this nature and finally to place the whole matter before the vigilance committee of the Advertising Club of America to reduce as far as possible the number of transgressions of this kind. Macaroni manufacturers will fully support a movement to suppress propaganda that will only serve to bring ridicule on their products. They should personally fight the movement locally and join with others in a national fight on these harm doing humorists.

Uncle Sam's P. O. Service

But few people realize that when they buy a postage stamp they are dealing with one of the greatest business institutions of the world. The postal service has grown rapidly in recent years. According to First Assistant Postmaster General Bartlett the postoffice department has 325,000 employees who are called on not merely by one employer 8 hours a day but by 100,000,000 employers 24 hours every day in the year. He estimates that over 12,000,000,000 letters and 3,000,000,000 parcels are handled yearly. The postoffice sells 14,000,000,000 stamps, 2,700,000,000 stamped envelopes and 1,125,000,000 postal cards each year. Over \$1,500,000,000 in money orders is issued yearly. Mr. Bartlett says, and the postoffice has the largest savings bank in the world, with 500,000 depositors and a total deposit of \$152,000,000.

Although mail sacks are not seen

very often there are over 65,000,000 of them in use. It takes over 800,000 miles of twine each year to tie up the letters that are handled. This is enough string to wrap around the earth 32 times. The department now operates nearly 44,000 rural routes, which means that there are 6,500,000 families served by rural mail delivery. The air mail service covers more than 1,500,000 miles and carries over 5,000,000 letters annually.

There are still many drawbacks to the postal service but many of them are being overcome. One of the greatest drawbacks, which can never be overcome unless the public cooperates with the postoffice department, is the great number of dead letters. Many people in times of excitement forget to put the name or address or street number on letters before mailing. Consequently they go to the dead letter office.

It is estimated that there are more than 300,000 letters sent weekly to the dead letter office in Washington, D. C. Besides all these dead letters there are numerous dead packages containing valuable articles. Officials say that the government clears an average of \$10,000 annually from the sale of valuable watches, rings, precious stones, etc., that are missed and find their way to the dead letter office.

In previous years all equipment, such as sacks, pouches, locks, etc., used by this department, was made by private concerns, but now the department has its own facilities for making and repairing all postal delivery equipment. Money is thus saved and deliveries speeded up.

WANT ADVERTISEMENTS

Five cents per word each insertion.
WANTED a Kneader, 4 bbl capacity. State condition and price in first letter. John Werner's Sons, Manitowoc, Wisconsin.

HYDRAULIC PRESSES

Some wonderful bargains in second hand hydraulic presses.
Take advantage of this opportunity.
4 Vertical Hydraulic Presses, 12 1/2 inch
2 Vertical Hydraulic Presses, 10 inch
3 Horizontal Hydraulic Presses 10 inch
1 Horizontal Hydraulic Press 9 inch
Further information upon request.

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156-166 Sixth St., Brooklyn, N. Y.

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Macaroni Machinery Manufacturer

Macaroni Drying Machines

That Fool The Weather
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JUST THINK!

FOR THE FRACTION OF A PENNY A PACKAGE

JOHNSON WAX WRAPPING WILL PROTECT YOUR PRODUCT AGAINST

WORMS WEEVIL MOISTURE AND DETERIORATION.

ISN'T THAT WORTH THE MONEY?



For Better Results and More Uniform Products

USE PENZA'S Bronze Macaroni MOULDS With Patented "Kleen-E-Z" Removable Pins

A trial will convince you of their superiority.

Frederick Penza & Company 788 Union St. BROOKLYN, N. Y.

Wrapping Machines—For Waxed or Glassine Paper

JOHNSON MACHINE

Wax Wrapped Packages Are Insurance Against Returned Goods

A LETTER DATED FEB. 19, '24 READS

"The writer has in his possession a Package of Our Brand Macaroni wax wrapped in August, 1917. This Package was opened and rewrapped on Nov. 16, 1923. The contents were found to be in absolute sound condition, no signs of weevil; The Macaroni was as Palatable and Fresh as any packed in our Plant that day."

(Name of this manufacturer and brand paper used on request)

Order Now—For Spring Delivery

JOHNSON AUTOMATIC SEALER CO. Battle Creek, Mich.

New York 36 Church Street Chicago 208 S. LaSalle Street Los Angeles Marsh-Strong Bldg.

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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.

Samples on Request

JOE LOWE CO. INC.

"THE EGG HOUSE" New York

CHICAGO BOSTON LOS ANGELES TORONTO WAREHOUSES Norfolk Atlanta Cincinnati Detroit Pittsburgh

<p>OUR PURPOSE:</p> <p>Educate Elevate</p> <hr/> <p>Organize Harmonize</p>	<p>ASSOCIATION NEWS</p> <p><i>National Macaroni Manufacturers Association</i></p> <p><i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO:</p> <p>First— The Industry</p> <hr/> <p>Then— The Manufacturer</p>
<p>OFFICERS, 1925-1926</p> <p>HENRY MUELLER.....President 180 Baldwin av., Jersey City, N. J.</p> <p>E. Z. VERMYLEN.....First Vice President 15 Front st., Brooklyn, N. Y.</p> <p>H. D. ROSSL.....Second Vice President Braidwood, Ill.</p> <p>FRED BECKER.....Treasurer 5919 Lorain av., Cleveland, O.</p> <p>WILLIAM A. THARINGER.....Director 1453 Holton st., Milwaukee, Wis.</p>		
<p>ASSOCIATION COMMITTEES</p> <p>Committee on Cooperation with Durum Millers James T. Williams, The Creamette Co., Minneapolis, Minn.</p> <p>F. X. Moosbrugger, Minnesota Macaroni Co., St. Paul, Minn.</p> <p>Wm. A. Tharinger, Tharinger Macaroni Co., Milwaukee, Wis.</p> <p>Legislative and Vigilance Committee M. J. Donna.....Secretary Braidwood, Ill.</p> <p>Dr. B. R. Jacobs.....Representative 204 I st. N. W. Washington, D. C.</p>		

Business Conditions Improving

The macaroni manufacturing business has undergone a noticeable change for the better within the past 4 or 5 weeks, according to reports coming from various sections of the country. There seems to be a noticeable pickup in orders and plants are operating more nearly normal.

The annual slump came a little earlier this year than usual and caught some of the manufacturers unawares. However, a good many of them were able to tide it over, manufacturing with semolina bought at prices at or below the season's average. The upward trend in prices last January caught only a few with small stocks on hand, and mighty few who had not fairly well covered through advance buying.

It is pleasing to note that the better class of manufacturers did not permit themselves to become panic stricken when the market broke last March and April. They had experienced such good business during the preceding months that something along the line of what did happen was expected. They realized that there was no market and refused to go out on a price cutting rampage to get what little was being handed out in the way of orders. They wisely sat tight knowing that they would get their share of the demand when it developed.

Semolina buying for the past few weeks has been on a smaller scale than usual. Quantities sufficient to meet immediate demands and to tide the plant over till the new crop were purchased or ordered out on rapidly dwindling contracts. Even on the big breaks, little buying was done.

The outlook for the late summer and fall shows favorable improvement. The whole trade appears cheerful over general conditions and seems confident that the future business will be above the average unless some unforeseen conditions arise to disturb the macaroni market.

The durum wheat crop is being harvested and threshed in the northwest. Conflicting reports leave considerable uncertainty as to the yield and grade, though the 1925 crop is expected to be

about equal to the 1924 harvest in both. New semolina is rarely marketed before the middle of September though quotations thereon are made as soon as harvesting begins. There has been no radical change in the wheat market, though it is generally forecast that prices on this crop will be a little higher than last year, unless bumper crops in Europe tend to weaken the export market for some of the durum wheat that finds an outlet across the sea.

With fundamental conditions inspiring confidence the macaroni manufacturers should proceed carefully to supply a normal market for their products against competition as keen if not keener than that experienced during the 1924-25 crop. The old timeworn saying "Buy low and sell high," is both aged and wise. It should still hold good for this crop year.

New W. C. President

Washburn Crosby company held its annual stockholders and directors meeting on July 22 and announced changes in the official personnel, some accomplished and some soon to be accomplished, as follows:

It was announced that at the adjourned meeting in September John Crosby would be made chairman of the board and James F. Bell, vice president, would succeed him as president of the company.

H. R. McLaughlin, general sales manager, was elected a director, the board now being: Fred G. Atkinson, George G. Barnum, James F. Bell, Samuel Bell, Jr., Charles C. Bovey, Wm. H. Bovey, Franklin M. Crosby, John Crosby, Donald D. Davis, T. C. Estee, Frank F. Henry, H. R. McLaughlin, Putnam D. McMillan, John H. Mulliken.

It was announced also that at the adjourned meeting in September there would be elected 6 regional vice presidents as follows:

R. F. Bausman, New York, N. Y.; George M. Coss, Boston, Mass.; F. R. Eaton, Washington, D. C.; L. F. Eaton, Chicago, Ill.; W. R. Morris, New York, N. Y.; F. G. Tyler, Providence, R. I.

The full roster with these changes will be:

Chairman of the board, John Crosby, President, James F. Bell.

Executive vice president, Fred G. Atkinson.

Executive vice presidents—Charles C. Bovey, Franklin M. Crosby, T. C. Estee, Frank F. Henry.

Regional vice presidents—R. F. Bausman, George M. Coss, F. R. Eaton, L. F. Eaton, W. R. Morris, F. G. Tyler.

Secretary and treasurer, D. D. Davis.

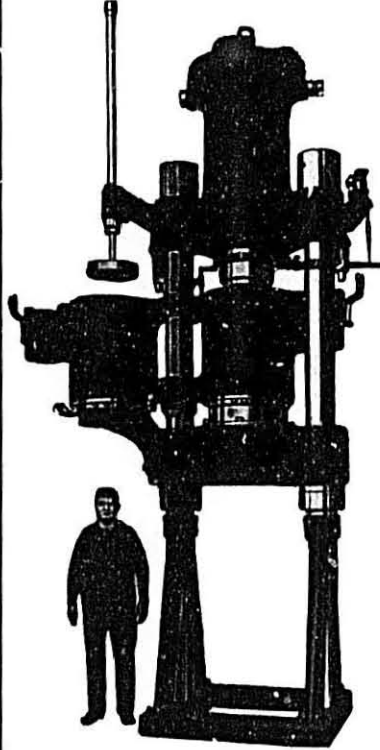
Mr. Bell follows in the footsteps of his father, James S. Bell who was president of the same company for 27 years. For the past 10 years the new president served as vice president. He was born in 1879 in Philadelphia, and is a graduate of the University of Minnesota. He is regarded a world authority on flour milling matters and during the war was called upon to serve as director of the flour milling division of the United States food administration under Herbert Hoover, present secretary of commerce.

In September this comparatively young man will head one of the world's largest milling firms with properties in 7 large American cities including Minneapolis, Buffalo, Chicago, Louisville and Kansas City.

Personal Notes

In recognition of 20 years of efficient and apparently satisfactory service as state secretary of the Grand Court of Illinois Foresters of America, M. J. Donna, secretary of the National Macaroni Manufacturers association, was presented with a gold watch valued at \$100. His local lodge in Braidwood then provided the chain and charm, so completing a gift figured at \$150 in intrinsic value but valued at many times that amount by the recipient. The presentation was made at an outing of the Order in Joliet, Ill., on July 26, 1925. He should never have any excuse for being late in the future.

Frank A. Motta, popular salesman of the Champion Machinery company of Joliet, spent his vacation during July along the Pacific coast. He was accompanied by his wife and family, the trip being particularly enjoyable to the Mrs. and children.



John J. Cavagnaro

Engineer and Machinist


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

Specialty of

MACARONI MACHINERY

Since 1881

N. Y. Office & Shop 255-57 Centre Street, N. Y.



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MOST MODERN STATIONARY TYPE

HYDRAULIC MACARONI PRESSES

ONE DIE ONLY REQUIRED

Outside Pullbacks.

All Cylinders Outside Packed.

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PRESSES

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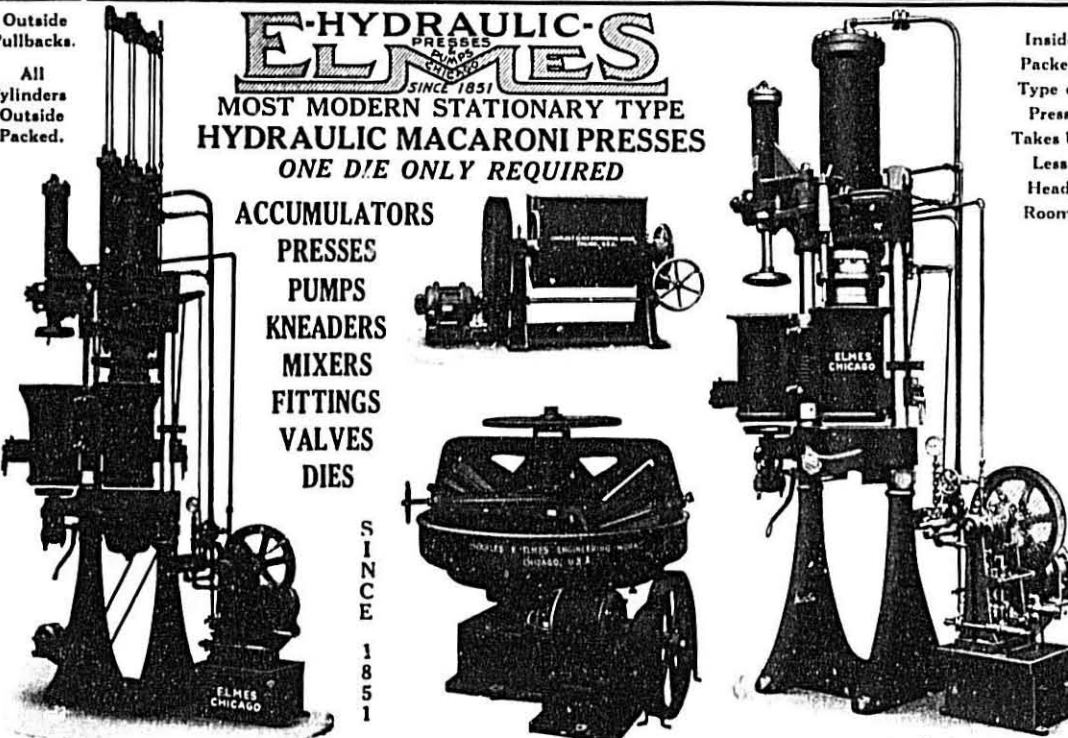
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VALVES

DIES

Inside Packed Type of Press.

Takes Up Less Head Room.



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



Ask any user of Pillsbury's Semolina No. 2 or Pillsbury's Durum Fancy Patent. He will tell you that his macaroni has exceptional strength, flavor, finest amber color—always.

Pillsbury Flour Mills Company

"Oldest Millers of Durum Wheat"

Minneapolis, U. S. A.

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