

**THE NEW  
MACARONI  
JOURNAL**

**Vol. 4, No. 4**

**August 15,  
1922**

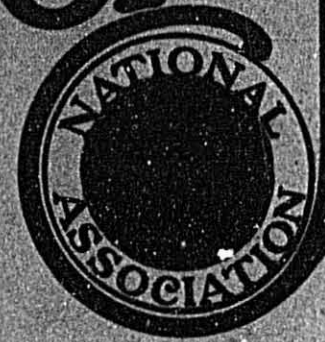
*The New*  
**Macaroni Journal**

Minneapolis, Minn.

August 15, 1922

Volume IV

Number 4



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

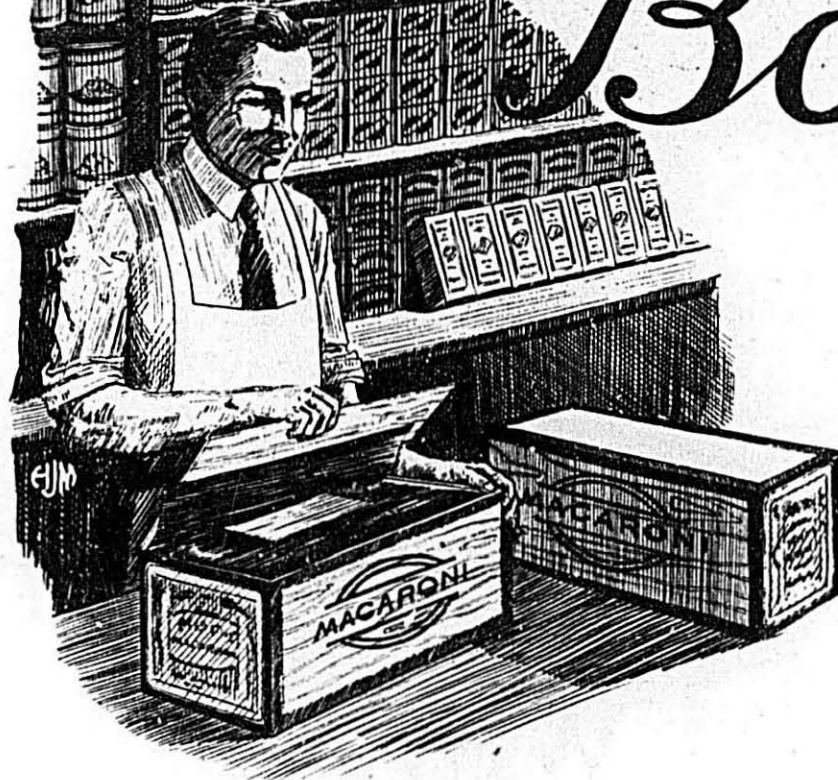
**WORK**

"I pity no man because he has to work. If he is worth his salt, he will work. I envy the man who has a work worth doing and does it well. There never has been devised, and there never will be devised, any law which will enable a man to succeed save by the exercise of those qualities which have always been the prerequisites of success, the qualities of hard work, of keen intelligence, of unflinching will."—*Theodore Roosevelt.*

*This is advice well worth our  
sincerest consideration.*

Work for ourselves and for our business but give a passing thought to the National Macaroni Manufacturers Association that consistently WORKS for you. Try this happy combination.

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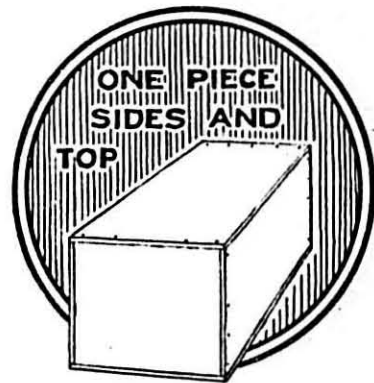
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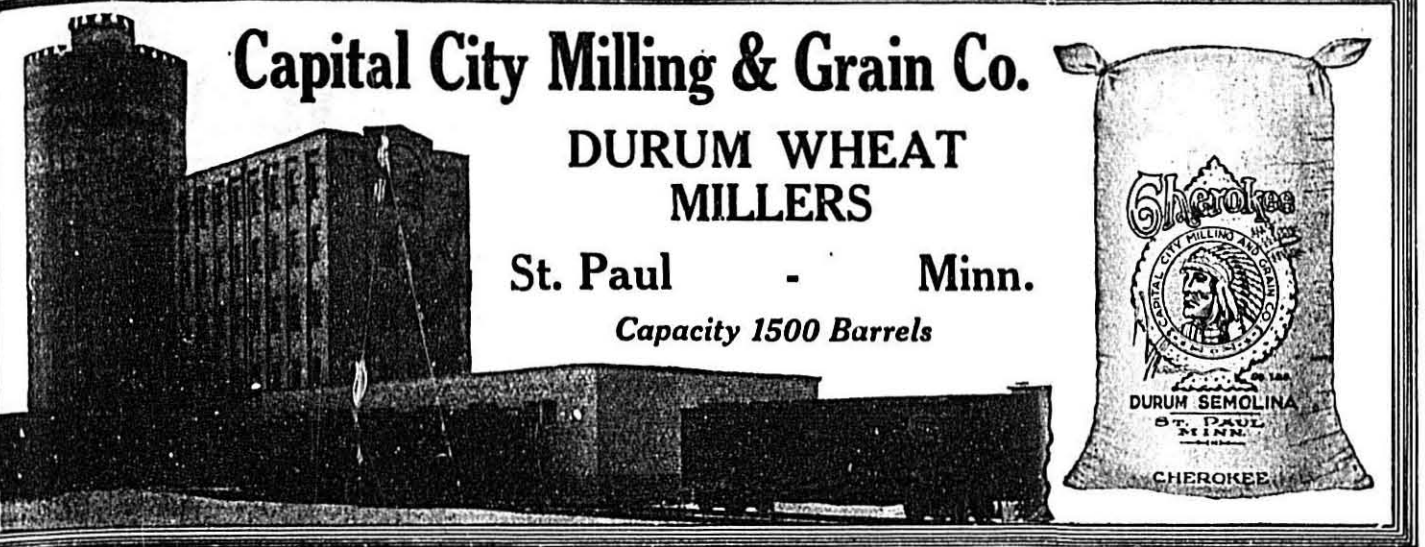
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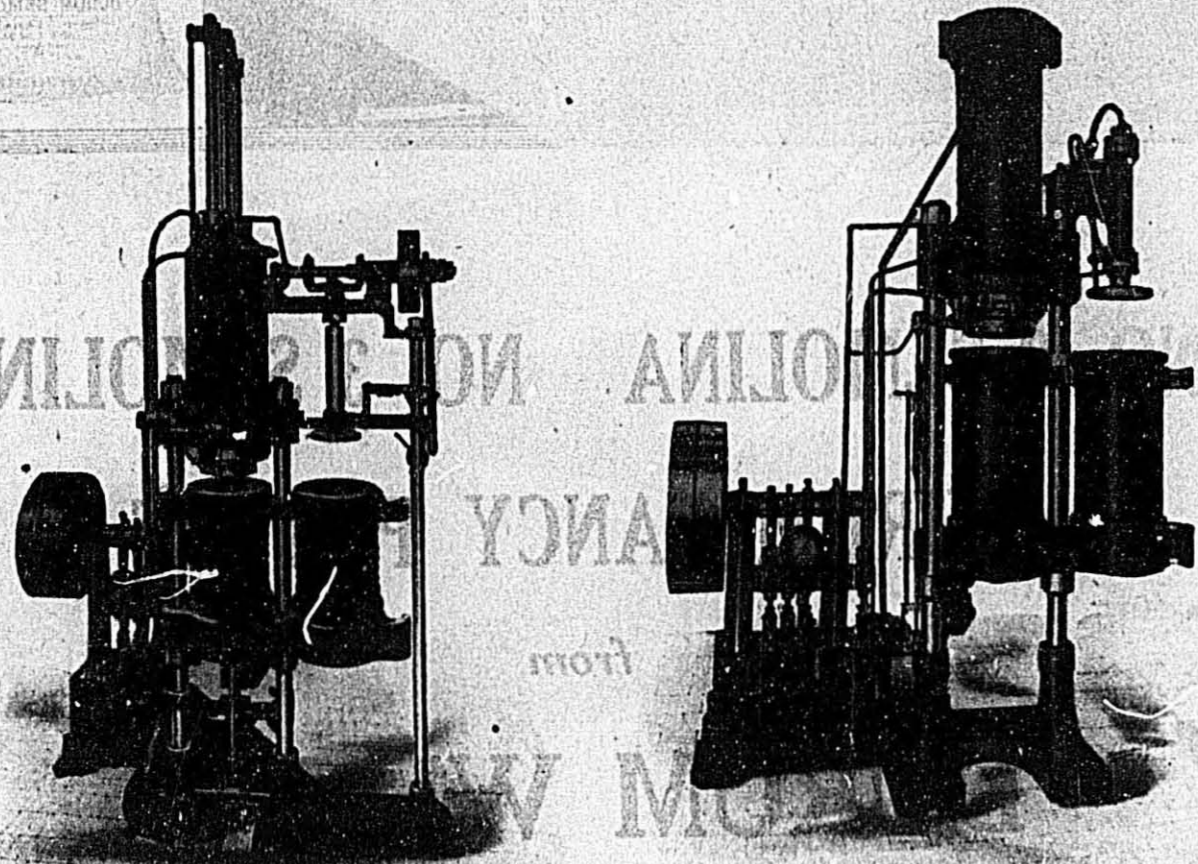
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Complete information, catalogue and prices submitted on request. Inquiries specially invited.

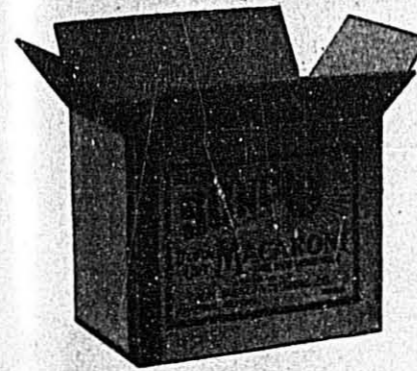
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Manufacturers of Hydraulic and Screw Presses, Kneaders and Mixers.

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Caddies  
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We serve many of the country's foremost users.

We control our raw material supplies from tree to finished product.

*Capacity 200 Tons Daily*

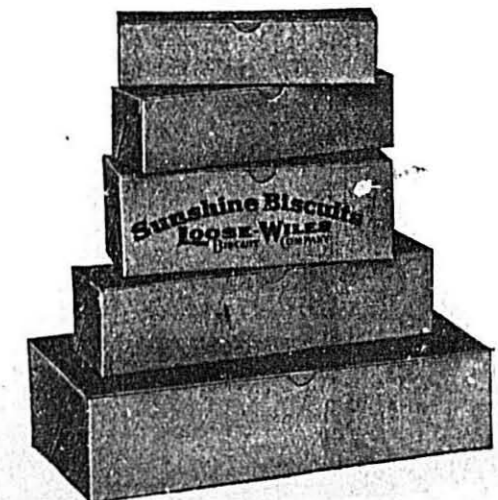
# Hummel & Downing Co.

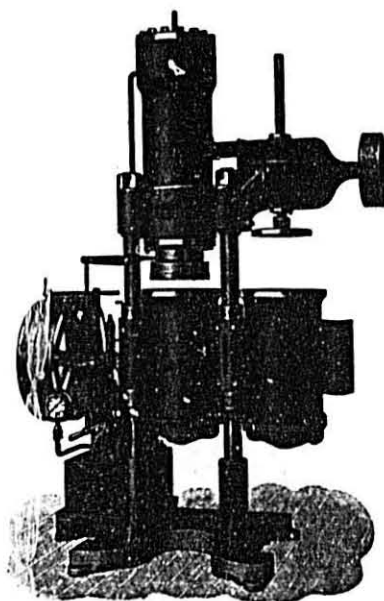
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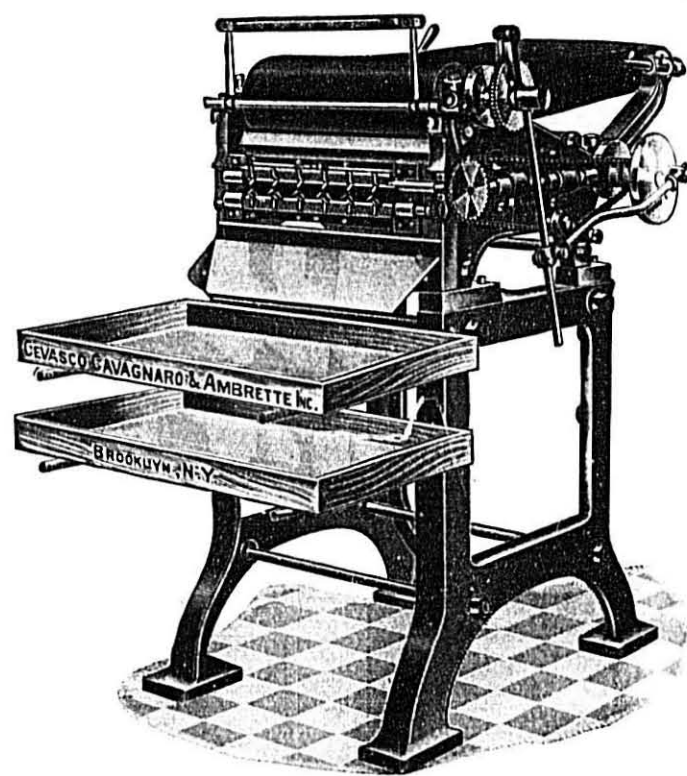
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THIS machine is used exclusively for the production of Bologna Fancy Paste.

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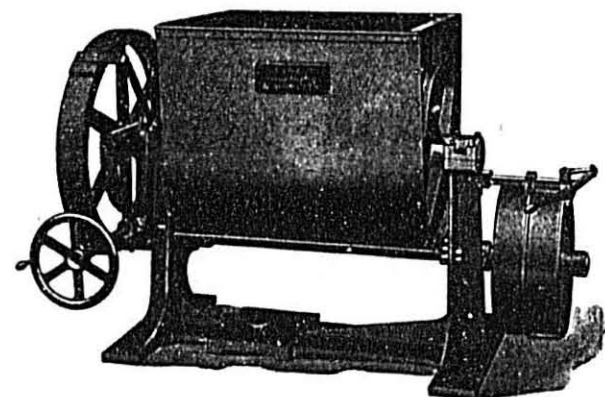
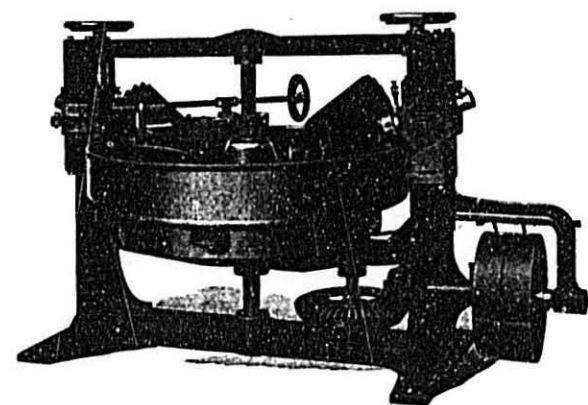
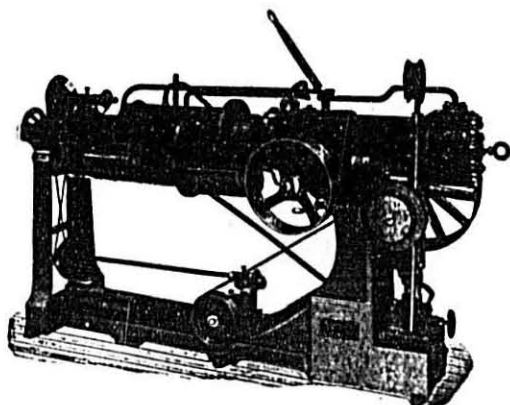
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**MINNEAPOLIS DURUM PRODUCTS COMPANY**  
MINNEAPOLIS, MINN.

# MACARONI JOURNAL

## Increasing Scope of Macaroni Association

Just credit must be given the National Macaroni Manufacturers Association for its success in looking after the welfare of the industry during the nineteen years of its existence, accomplishing as a group what no individual would have attempted. However, there appears to be an opinion prevailing in the industry that the usefulness could be greatly enhanced and its scope greatly widened were more funds available for putting into effect many of the worthy plans conceived by the officers but which had to be sidetracked because of insufficient funds.

A survey made by the Secretary of the Association of several score of similar organizations brings forth the surprising fact that the macaroni manufacturers of this country have been attempting the herculean task of uplifting the industry and promoting its interests on the smallest possible annual dues. Manufacturers in other very similar food lines, assessed on a production basis, are called upon to pay monthly into their national organization nearly a hundred times the small pittance collected annually from the macaroni makers, so many of whom expect so much for so little.

When the National Association was conceived by the broad minded leaders of two decades ago, the object in view was to create a more friendly spirit among manufacturers by providing an excuse for annual get-together affairs where acquaintances were made. This, to a greater or lesser extent, has remained the purpose of the organization, though it should be said to its credit that the National Association has grappled with and solved many problems that individuals would have passed up.

While sentiment favoring an association more up-to-date and more representative of an industry has been growing and crystallizing for several years, it remained for the 1922 convention to bring it to a head. So generally and so thoroughly was this matter discussed, so many and so diversified were the problems presented that could be solved only by the expenditure of sums not now available, so great and so urgent is the need for added popularity and consequent increased consumption of macaroni products, that a motion unanimously prevailed for the appointment of a strong committee to consider the matter of properly and sufficiently financing the organization to insure adequate funds to meet the present day needs of an organization representing so important a food producing group.

Just what this newly appointed committee will do is hard to foretell, though, judging from its activity already manifested, a fine start has been made. In the opinion of students of the situation now confronting the industry, dues based on capacity production would be both just and equitable and should meet with universal favor. The insignificant sum of ONE TENTH CENT per CASE or one cent for every ten cases as a basis for assessment has been suggested. This

would produce an income whereby every activity of the national association could be carried on forcefully without any appreciable effect on the cost of manufacture. Wise expenditure of the sum so created should bring to the donors and to the industry returns valued at a hundredfold.

Up to date the National Association progressed wonderfully well on the insignificant sum of twenty-five dollars a year for dues. Similar organizations in other food lines collected for almost identical purposes sums averaging from ten to a hundred times that amount. Granting that the macaroni manufacturers have never failed to meet an emergency or to contribute for a special purpose, it has been the small handful of progressive manufacturers that shouldered the load while the resulting benefits were generally beneficial. In the case of the other organization funds were in hand permitting them to take advantage of every new opportunity as it presented itself while with us nothing could be started till funds were collected after much work and many explanations.

The real problem confronting the new Finance Committee is how to overcome the natural disinclination among macaroni manufacturers to make known their production and capacity. Why this reticence among macaroni manufacturers? Other manufacturers confide in their Secretary and many make no secret of their production; in fact, make capital out of it by publishing this data broadcast. The day of secrecy in the macaroni industry is ancient history. Within a few barrels more or less, every manufacturer knows just about the capacity of his competitors or he is in a position to ascertain it with little effort. You know that this is true, so does practically every one in the industry. Then, why this secretiveness that avails one so little but if eliminated may mean so much to us all?

Without faith there can be no progress. Just as you have faith in your ability and desire to manufacture high quality products, you should have faith in your competitor to do likewise. It was our faith in our ability to govern ourselves that made this nation possible; it is faith in our government that prompts us to accept unquestionably a piece of printed paper called a dollar, the check of your customer for your products; in fact every activity in your home and business life is based on it. Why deny this faith in your National Association or in its Secretary, whose very appointment was made on faith? If there still exists in the macaroni industry some one who is still of the opinion that his business is strictly his own his production could be confided to the Secretary with the firm knowledge that it will remain a secret so long as that particular manufacturer desires it.

C. F. Yeager of A. C. Krumm and Sons, Philadelphia, a man thoroughly sold on trade associations and one who has

attained invaluable experience in another industry closely allied and with problems somewhat identical to ours, has been made chairman of this important committee. He has as assistants some of the leading minds in the macaroni industry and much is expected of them. Mr. Yeager invites your views, your opinions, your suggestions, and those possessing theories on the proper financing of the National Macaroni Manufacturers Association activities should feel duty bound to make them known to this committee immediately.

The funds to be raised will be expended wisely and well and only for purposes universally recognized as legitimate, honorable and necessary. Among the many activities that can be fostered and promoted when sufficient funds are available will be such as: "Increasing consumption of macaroni products"; "Encouraging production of higher grade durum wheats"; "Demanding millers to grind semolina most suitable for the trade"; "Providing for and enforcing a 'code of ethics' that will tend to place the whole industry on a higher plane"; "Equalizing freight rates through the proper classification of our products"; "Promoting just

tariff legislation"; "Discouraging detrimental and injurious trade practices"; "Encouraging state and national regulations of standards most suitable to the trade"; "Protecting labels and brands against infringements"; "Creating a uniform cost system upon which to figure costs," and many other more or less important and essential matters, national sectional or local, that will tend to promote the interests of the manufacturers and to popularize these products among domestic science teachers, hotel, restaurant and institution superintendents as well as with the housewives of the country whose good will must be gained if we are to achieve the purposes for which these activities are promoted.

Within the next few months something tangible should be worked out and then we will be in a position to ascertain just how good we are at keeping our promises and how sincere is our faith in the industry, the National Macaroni Manufacturers Association and its willing and sacrificing official staff. Should a pro rata assessment on production be agreed on, an amount hardly appreciable will be added to the cost of manufacture without any effect on the relation of the manufacturers to their trade or to one another.

## ADVERTISING PROPOSITION

Macaroni Sales So Termed—World Not Yet Saturated With This Food—Extension of Its Use Problem of Education—Method of Solution Up to Manufacturers Through Cooperative Publicity as to Food Values.

Address by T. A. DeWeese, Director of Publicity of The Shredded Wheat Co. at Convention

I did not expect to be called upon. I just came over to see that you treated our president properly and nicely. He and I have been in the Shredded Wheat business a great many years. We are all engaged in the same business fundamentally, making the product out of the same raw material; and therefore we are on a common ground. I do not like to be set up as an advertising man particularly, though that has been my part of the work in developing the Shredded Wheat industry. A. J. Porter's activities have been along the lines of financing and organization and so forth, and helping to build the business up, while my time has been spent in trying to induce the people to eat the stuff. I will leave it to you whether it is a harder job than yours. However, we have induced enough people to eat Shredded Wheat biscuits in the last few years, so that we have 4 factories in Niagara Falls, N. Y., one in Niagara Falls, Canada, and one in Oakland, Calif.—all beautiful, sanitary, sunlit factories; and I might tell you how that business has developed and how we have met the public demand for Shredded Wheat, but modesty forbids. But we have created a demand for it. I do not know whether you class macaroni as a necessity. As a staple, I am inclined to believe we could get along very beautifully without macaroni—I know I can—but I cannot get along without Shredded Wheat. It is a case of classification.

If macaroni is a necessity, perhaps you can sell a certain amount of it without advertising. If it is a necessary staple in the home, and most of you claim that it is a

necessary staple. Mr. Porter and I, when we get out in company like this, claim that Shredded Wheat is a necessity. In our own little office we are inclined to regard it as a specialty—one of those things we can do without, perhaps. So I imagine that the distribution of macaroni and teaching people to eat it is perhaps, also, an advertising proposition. I do not know whether you have arrived at that point where you think the whole world is sufficiently saturated with macaroni to stop all efforts in that line; but it occurs to me, looking over your program and not knowing very much about macaroni, that it is up to you to educate the people to eat it. Just how you are going to do that is a question you will have to solve for yourselves. As far as Shredded Wheat is concerned, we regard it as a good deal of an advertising proposition; 80% of all the things that are advertised are things you do not need; and it is a good thing that is true. That is the way we get money into circulation. That is the way we make people happy and contented. I am sure you do not need a Victrola in your home, but you have them. We do not need Gillette safety razors—I know one person here who does not need a Gillette safety razor—but perhaps 80 or 90% of all the things advertised are things that you do not need and you could get along without them; and you can put Shredded Wheat in that class if you want to. So in order to get those things across we have to advertise them; so I have always been pleased to regard Shredded Wheat as an advertising proposition. That is, I cannot imagine anybody going

into a store and asking for Shredded Wheat without knowing something about it. That is advertising.

Now, macaroni is probably better known. It is a staple. It is one of those things you want to increase the consumption of and get together and try to educate the people of this country as to the food values of it. I do not think you get quite enough wheat in it, of course. Perhaps you cannot make it and put any more wheat in it. In making Shredded Wheat we try to use all the wheat. In that way we utilize the entire wheat grain. I do not know what you do with the wheat you throw away; but we use all of it; therefore we probably have a little better standing with the government and the food authorities than you do.

But coming back to this question of advertising, I do not know whether you can get anything out of it by advertising individually, as separate institutions, or whether your problem is one of cooperation. It seems to me that if I were trying to get an advertising campaign to induce more people to eat macaroni I would try to get into cooperative advertising. But, selfishly, we like to advertise our own brand—Wood chuck or some other brand. But it seems to me that your problem is one of cooperation and getting together and, in a general national campaign, educating the people as to the food value of macaroni, its wholesomeness and so on. It is a wheat product, and you, along with the Shredded Wheat company, will enjoy the benefits of education; you, along with us, will reap some of the benefits of that public agitation and public education in favor of grains and staple foods. So I believe, whatever you may do ultimately and individually, that now I should say your problem is one of getting the people to eat more macaroni, and that it is a question of cooperating and cooperative effort along educational lines.

I thank you very much.

Make your thoughts pay dividends.

## Second Annual Laboratories Report

The following report of the progress of the National Cereal Products Laboratories covers the period from July 15, 1921, to May 14, 1922. A full annual report will be made as of July 14, the end of the present fiscal year.

The following is a list of subscribers for the present fiscal year:

National Macaroni Manufacturers Association	500
F. Mueller Company, Jersey City	400
Zerega's Sons, Brooklyn	400
Harliner Macaroni Company, Milwaukee	200
Wool's Milling Company, Chicago	200
Creameite Company, Minneapolis	100
Manzoni Macaroni Company, Brooklyn	75
Beck-Nut Packing Company, Canajoharie	100
Goodman Sons, New York	100
Peter Rossi & Sons, Braintree	50
Campanella & Favaro Company, Cleveland	50
C. Krumm & Sons, Philadelphia	50
Yaffmann Egg Noodle Co., Cleveland	100
Balance in hands of Trustee, July 15, 1921	527
<b>Total</b>	<b>\$2,852</b>
Disbursements to National Cereal Products Laboratories by Trustee for expense in connection with the Tariff	142.74
for Retainer Fee	2,500.00
<b>Total</b>	<b>\$2,642.74</b>
Balance in hands of Trustee, May 15, 1922	\$209.26

Throughout the present fiscal year this laboratory has been engaged in several projects connected with the macaroni industry. As a result of the efforts of this office the tariff commission made a survey of the macaroni industry, which was published as "Tariff Information Survey G-3." This survey is a revision of one previously issued and contains all the elements that are to be considered in revising the present tariff rate of duty on imported macaroni. In the general information are given methods and cost of manufacture, raw material used and its sources, organization of the macaroni industry and geographic distribution, production and consumption, imports, exports, prices, tariff history, competitive conditions and other information for general use. It is a most comprehensive report, showing the status of the industry in 1921.

Hearings on the tariff have been held and at each one I have appeared and presented to the committees the case of the macaroni manufacturers. I have also interviewed personally a number of senators and representatives and obtained their support for a higher rate of duty. After an interview with Senator E. F. Ladd of North Dakota, he introduced an amendment changing the rate of duty from 1½¢ per pound to 2½¢ per pound. This rate was then reduced in committee to 2¢ per pound so that the Fordney bill as amended by the senate finance committee gave us an increase of 33 1-3 per cent. On the basis of the present tariff bill, importers paid practically \$1,380,000 to the government as

duty on imported macaroni at 1¢ per pound. If the present rate of 2¢ per pound goes through the importers will have to pay practically 2¾ million dollars duty which is twice as much as they pay at the present time.

This question of the tariff is not yet settled. It may be 3 months or longer before it is decided. I have also been able to interest several farmers organizations which have headquarters at Washington, and which are influential with the agricultural bloc in congress. The interest and support of the millers has also been obtained, particularly the durum wheat millers, who are vitally interested in increasing domestic consumption.

This laboratory has been working on standards for various raw materials used by the manufacturers. Approximately 150 samples of semolina have been analyzed. A large amount of the data obtained has been tabulated for use as a basis for the standardization of this product. Several plants are using this data in the purchase of their raw material and are requiring millers to make deliveries of their product on the basis of the analysis obtained.

We have also investigated a number of brands of dried eggs sold to manufacturers and have determined the relative proportions of yolk and white contained in the average egg, as well as the moisture in the yolks and whites. Our investigation has shown that a large number of these products, sold to the manufacturer as whole eggs, are products from which part of the whites have been abstracted and also products which consist of mechanical mixtures of yolks and whites very seldom existing in the proportion in which they exist in eggs.

A number of manufacturers who have had misunderstanding with the various state and food officials on matters relating to the composition and labeling of their products have been helped and their cases settled out of court. In cases where one manufacturer has complained against another for violations of the pure food laws, these have been adjusted without the necessity of referring them to any food inspection department. Suggestions have been made for correcting these evils within the industry as they should be, thus saving the manufacturer complained of the expense and odium attached to prosecution and assuring the manufacturer complaining a better competitive field.

This office has also been carrying on a campaign to help the manufacturers stimulate the sale of their product by sending them periodically circular letters containing material which may be used advantageously in advertising their product. The most potent appeal that can be made in the sale of any food product is to show its nutritive value, its pleasing taste and its economic use. These letters have been widely circulated and some manufacturers have used them as inserts to the extent of several million.

A campaign has also been carried on to induce the manufacturers to organize their plants more thoroughly than they are at present. Practically every manufacturer has his selling end highly organized, in fact, this appears to be about the only part of the business that some manufacturers think should be organized. Very few have paid much attention to organizing the purchasing departments to see that they are delivered what they pay for and to see that proper use is made of it after it enters their plant. The same is true of the manufacturing end, large amounts are expended, really wasted, in duplication of unnecessary work, in lack of continuity of the process and in lack of system in the handling of their product and packages through the various stages from the time their flour and semolina is stored to the time it reaches the shipping department as a finished product. Thousands of dollars are expended annually by manufacturers in nonrelated, noncoordinated, haphazard experimental work, particularly in an effort to solve their own problems in drying. It is safe to say that one tenth of this aggregate amount would be enough to solve once for all the fundamental principles involved in any drying plant which with certain modifications and within certain ranges could be applied to any drying equipment in any plant.

All the work above outlined has consumed much time, effort and interest. It has also been expensive as it involved considerable analytical and clerical work. Each circular letter that you receive is also sent to every other manufacturer and by the time printing, postage and other incidental expenses are taken care of, not counting the cost of collecting the data, it amounts to between 12 and 15 dollars.

It is hoped that all the above work will be continued in a more intense

form. Our forces are now well organized; additional help has been obtained and has undergone the preliminary training necessary to carry on the investigational work in cereal products. The industry has cooperated both morally and financially in a splendid manner. If this cooperation will continue, progress will be more rapid as time goes on and as we get in hand all the loose ends which in a way appear to hamper our work.

—Benjamin R. Jacobs, Director.

### Convention Sidelights

The officers and steering committee in charge of the convention at Niagara Falls were inspired by the regular attendance and strict attention to business manifested by the conventioners, who apparently knew and realized just what the annual conference of macaroni manufacturers and the allied interests was being held for. This attitude was pleasing to those in charge and greatly aided in carrying out the program as scheduled.

There was general regret over the unavoidable absence of Arthur (Drier) Rossi of San Francisco, who has been an annual attraction at past gatherings of the macaroni makers. Business of urgent nature at home necessitated his personal attention and his convention friends have to forego his cheerful greetings and his tasty "smiles."

We all know how it feels to be handed a lemon, but when a shipload of lemons prevents the attendance of so prime a favorite as Leon G. Tujague of New Orleans it is but natural that his friends be "sour" on the cause of his absence.

Bravery, timely displayed, makes one a hero, especially with the ladies. The daring quality manifested by Grandpa F. W. Foulds, when he calmly lead a group of hesitating friends into the Spanish aerocar for a trip across the turbulent whirlpool, made him a firm favorite during the remainder of the convention with the gentler sex, which admires this element of bravery among men.

Several of the "good fellows" held open house for their friends in their quarters throughout the convention. So steady was the stream of callers to these oases that the convention backers

are threatened by the management with a bill for a new carpet to replace the one with a footpath so badly worn therein.

Mrs. Wm. A Tharinger of Milwaukee and her two "kiddies," Rita and Lucille, were in attendance and the little ones enjoyed every moment of their companionship with the big manufacturers of the products that they claim are responsible for their plumpness, their rosy cheeks and their very picture-of-health appearance. No one in attendance wore the convention badge more proudly than did these two youngsters.

One is supposed to look most pleasant and adorable when his photo is being "took." If "Creamette" Williams looks grumpy in the convention photograph, it is because he sat on a bench newly painted a vivid green, which gave the oft pressed end of the coat of his brand new suit an azure hue that made him green-eyed with despair lest the telltale color might not be removed. A versatile valet attended to the cleaning job with good results.

A good "mixer" easily establishes himself on friendly terms at trade gatherings of this kind. This was particularly true of Wm. F. Lipp of Buffalo, who made his first appearance in Niagara Falls as a macaroni manufacturer. His cheerful views, wisely presented, and his sage advice, timely given, made for him friends at the very opening of the convention and his friendliness during the outing soon made him a prime favorite and caused him to be sadly missed from the subsequent sessions of the convention that urgent civic matters at home forced him to forego.

R. Carvutto's room was frequently mistaken for a radio station by the hotel guests during the whole convention period. Everywhere throughout the room copper wires and spiral filings of bronze were hung and strung. They were intended as an exhibit of the materials out of which are made the dies manufactured by his company, F. Maldari & Bros. of New York. The whole exhibit caused his quarters to resemble a sending room in a broadcasting radio station.

Sympathy helps little in winning any kind of game. While "oodles" of it was lavished on Henry D. Rossi of

Braidwood, association director and pitcher par excellence for one of the teams in the annual baseball combat when a hot grounder badly damaged a finger on his flinging hand the Lipp team fell on his offerings with a vim and won easily against the Rossi team with its handicapped hurler. A swabbing of iodine, timely applied, worked wonders with the injured digit.

The old "gang" extended a warm welcome to Salvatore Savarese of Baltimore, who joined his old cronies for the first time since the memorable St. Louis gathering of pleasant memory. Illness had prevented his attending conventions the past 2 years. That his recovery is complete was indicated by his activity and a cheerfulness that pleased his "fellow sufferers."

Why was it that when Secretary Donna read an invitation from the hotel Chateau Frontenac of Quebec, Canada that it was greeted with a thunder of applause? Was it the prospect of seeing the much boasted scenery along the St. Lawrence river, or were there other allurements to attract? If conditions are as pleasingly pictured many macaroni manufacturers will route themselves via Quebec, no matter what city entertains the convention in 1923.

Treasurer Fred Becker was envied his trip to Germany by many of his friends, who longed to be with him. One of his old chums expressed the feelings of many others when he said: "Some macaroni men are satisfied with 5% profits while others demand 15%. Now there is Fred Becker getting some 5 and 8 per cent stuff while I must content myself with the stuff they call one half of one per cent."

Mrs. H. C. Reed, wife of the president of the Macaroni Food Corporation of Omaha, is a regular convention attendant. Her husband proudly claims that she is the very best convention companion and that he would feel really out of place without her.

A young lady from Germany who recently acquired an interest in A. Goodman & Sons of New York city by marrying Emil Cohn of that concern, was greatly impressed, not only by the scenic wonders of Niagara Falls but by the friendliness of the many "dealers" in attendance.

## Survey Uncovers Interesting Facts

The joint commission of agricultural inquiry at Washington has made a comprehensive and intelligent study of the cost of manufacturing, marketing and distributing foods. The report just issued brings out interesting facts and shows that the charges made by critics and reformers of unfair profits made by manufacturers, wholesalers and retailers are unfounded.

The manufacture and distribution of macaroni is one of the 8 foods under consideration and the cost of the various elements entering into the preparation of this food for the market from producer to consumer, covering the years 1913-1921, show radical changes in the relation of the various elements that enter in the cost of these goods to retailer and consumer.

The report shows that the cost of raw material was the highest in 1907, the year during which wheat flirted with the three dollar mark. Since then the decrease has been gradual, though in 1921 the cost for raw materials average about 15% higher than that of 1913.

The manufacturing cost brings out interesting facts that, notwithstanding the lower price of labor prevailing in 1913, the ratio of this cost to the whole was the highest in that year and that in 1917, when the raw material was at the peak, the manufacturing cost was about 10% below that of 1913.

For every dollar's worth of macaroni products that went into the channels of distribution the selling cost has decreased gradually from slightly over 13c in 1913 to a little over 7½c in 1921, while with many other foods considered the reverse was the case.

Advertising increased slightly, reaching its highest point in 1921, when the market became a seller's market. During the year 1917-18, when it was more of a question of producing the goods than of selling, advertising was not a necessity and, hence, the cost was low.

It is natural to expect an increase in transportation cost owing to the increased freight rates now prevailing. While in 1913, 2½c out of every dollar went for transportation this had increased to 5½c in 1921.

Taxes have also increased, but were highest in 1918 and 1919 when the various government taxes on elements entered into distribution of food products were enforced.

Profits in which manufacturers are vitally interested were highest in 1916 but were entirely eliminated in 1920.

These interesting facts are clearly portrayed in the table below prepared by the joint commission:

	Macaroni (Cents)						
	1913	1916	1917	1918	1919	1920	1921
Cost of raw material.....	46.00	47.75	63.17	58.06	59.54	60.56	53.90
Manufacture .....	21.04	16.13	13.13	15.18	15.70	18.23	19.70
Selling .....	13.25	11.73	8.83	8.83	8.06	8.35	7.68
Advertising .....	3.775	3.63	2.39	2.86	3.00	3.81	4.12
Transportation .....	2.37	3.23	3.02	3.06	3.38	4.10	5.13
Taxes .....	3.74	5.22	4.58	5.86	5.44	4.95	4.91
Profit .....	10.23	12.32	4.88	6.15	4.87	....	4.55

A study of the manufacturer and his functioning is based on 8 basic food commodities in the form that they are sold by grocers. It is based on the result obtained from hundreds of questionnaires involving thousands of compilations and reflects the distributive situation of the entire United States. The commission had the benefit of the hearty cooperation of all relative trade associations in arranging the figures submitted, which show what actually becomes of the dollar paid by the consumer, the wholesaler, the retailer and the manufacturer.

Among the other foods considered were canned milk, bread, rolled oats, corn flakes, peanut butter, salt and wheat cereals.

### The Import Tide

In the official statement of the custom receipts for the fiscal year which ended July 1, 1922, there should be an answer to those persons who contend that there is no necessity for haste in the matter of enacting a new tariff law and that the present one will do very well, says the organ of the Manufacturers club of Philadelphia.

The custom receipts for the past fiscal year are the largest in the history of the nation. In spite of the fact that the country is now under the tariff reign of the Underwood law, with its low and nonproductive duties, there was collected during the past year from import customs over \$356,000,000. The largest amount collected heretofore was in the fiscal year 1910 when the receipts amounted to more than \$333,000,000.

That the imports from abroad into the United States are increasing enormously is shown by the fact that the record year in customs receipts is also

a year of declining values of imports. In spite of falling prices and consequent invoice values, upon which all ad valorem rates are based, the amount collected in duties is increasing, showing quantity importation of great import-

ance to the American manufacturer. In the government year which ended July 1, 1921, the value of imports was slightly under \$4,000,000,000, and on these imports the sum of \$308,000,000 was collected in customs duties. In the year just finished the \$356,000,000 collected in duties was on imports valued at \$2,500,000,000.

A standard of measurement as to what these imports mean to the domestic producer is the receipts under the Payne-Aldrich law. The last full year of that protective tariff law was ended July 1, 1913. In that year the customs receipts amounted to \$319,000,000. In other words, under the present nonprotective, low duty, tariff law the customs receipts are 12% greater than under a law deliberately protective to American industry.

It is very evident that the American manufacturer is facing a constantly increasing stream of imports from a Europe restored to manufacturing power. The lowest figures that have been recorded recently of customs receipts are for 1918, when they amounted to only \$183,000,000. In a period of 4 years the amount paid in duties on imports has practically doubled, which tells its own story of what the foreign manufacturer is doing today and will do in the tomorrow.

There should be neither hesitation nor delay in putting a new tariff law on the statute book.

If all you get out of your job is contained in your pay envelope, you've got the wrong job—or you're the wrong kind of a worker.

Don't exceed the speed law of reason, but go the winning gait.



## SALES OF PACKAGE GOODS

Quality Production Basis of Successful Promotion—Increase in Demand Must Be Brought About Through Consumer Education—As Test 300,000 Persons Sampled—Campaign Plan Outlined.

Address by C. F. Keene, American Package Macaroni Association

As this is an age of standardization manufacturers of foods are interested in any reasonable suggestion for application in their line of business, for the sake of economy and efficiency. This article contains four guiding principles offered by the wholesale grocers.

There are certain ideas worth considering no matter what you are selling. The principles of advertising and merchandising are always the same, and they start with quality production first, last and all the time. That is the basis of every successful business, I do not care where you go or what you are investigating; and while I realize that standardization of packages, of product, of methods and of costs are necessary to the successful growth of any business, I do believe that there is not a gentleman in this room tonight who in his own mind is not fully convinced that he knows what it is costing him to do business. He may not have exactly the right idea, but you have got a darn good idea or you would not be where you are today, the leaders of your industry. It is not a question of the manufacturing methods you use. It is not that question. It is a question that you have got a product which has been brought to this country as a foreign dish. There is nothing better that I can find. I cannot find a doctor, a dietitian or anybody who knows anything about macaroni who does not say that it is the best all round food known to human beings today. Now, why don't the American people take to it more than they have? There is some reason for it. There is only one way to get them to do it, and that is to educate the American people to use it; I mean people who, through their racial connection and upbringing, have not been made familiar with macaroni through education.

I have spent up to two million dollars a year in advertising, but that is no reason why I feel, in coming into this industry, that it is necessary for you to stand any such sum of money for propaganda work to increase the consumption of your product. That is not my idea at all. When these gentlemen, the founders of the American Package Macaroni association, asked me to come down there and see them in reference to their proposition to act as business manager of this new organization, they asked me what I would advise. I had not known about it. It took me by surprise, I did not know but one thing, and that was my own family experience with macaroni. We had it about once a month but I never knew, until I got into this game, how to prepare it in such a variety of ways as to make it a palatable dish. We did not know how to cook it; and if you want to educate the housewife today in a manner to give you increased consumption you have got to start

at the foundation, and that is with the people who are teaching your children today, and through their mothers. That is a very inexpensive way to do this.

Just as an instance; I have a list of about 700 home demonstration agents. I sent out one letter to them, enclosing a postcard asking them as a representative of the entire macaroni industry, if we cannot furnish them with some samples of macaroni to use, in order to give the people a better knowledge of it as a food and up to the time I left Chicago I had received 40 per cent replies and we had sent out packages of macaroni for 52,000 housewives, which represented a total of 300,000 people; and all our cost, insofar as the advertising is concerned, was the postage and the paper that we wrote the letters on. Of course, the packages of the manufacturers interested were sent to them. There were sent, I am sorry to say, a diversified lot of recipe books, no two of which are alike; but it was the best thing we could do at the start. However, I have endeavored to correct that in my second letter to these women who are doing such wonderful work at the instigation of the United States Department of Agriculture through the different states. I am endeavoring to show them the value of macaroni as a food—not technically, but through the Department of Agriculture bulletins, that are so plain and concise in their statements and which give such a good idea of food values that they cannot fail to find the points and tell their people what they can do with macaroni. It is a simple thing. The same thing applies with the schools. I have been trying to do that for the Calumet Baking Powder company for the last 9 years, to try to get the people interested in baking powder; and while it was a wonderful success, it was a failure to me because it was a commercialized proposition and the teachers were so sick of being commercialized that they turned the whole thing down. They could not afford to be commercialized and made the object of propaganda but, as a representative of an industry, it was a question not of those brands but of macaroni—your macaroni and any macaroni that they might buy in the market. Later on I will try to give them something in the line of a standard, some way to judge good macaroni and know the kind they are buying, so that they will be able to tell it when they see it. You all know it. You pick up a package of your competitor's noodles and you know what they are. You know how they should be made. That is only one idea that I had, one that I got from past experience covering a period of 9 years.

I am trying to start at the bottom in our elementary schools, in the eighth grade, and go up through domestic science schools

and colleges and the training of dietitians and chefs and cooks, and make your product not something that is used once in a while perhaps, or now and then; but something that is regarded as a staple article of diet, that is just as staple as wheat. Why not? You have everything in it that you could possibly ask for. It is not simply a food, but is something that can be made very palatable.

As you know, I have been interested in this matter since April 1. To me, after looking into this proposition and studying it, it looked so wonderful that I could not afford to turn it down. As I look to these gentlemen as the men I am responsible to, I recognize that it is the entire industry I am working for. Now, in any advertising that we do, do not forget that it is not the brand of macaroni we are advertising, it is macaroni as a whole. It is all of you.

I have in mind this: There is no use of spending a lot of money and then finding out that you have started wrong. I have in mind a campaign which will be cheap from the viewpoint of any one who is going to go into a national campaign and do anything on a big scale. It is going to be thorough. It is going to be confined to one section and one city and the surrounding territory. Through the billboards and papers and working with a recognized educator, and I am going to correlate the newspaper and billboards. I am not going to buy it on a circulation basis. It is going to be bought on the proposition that they must give me some service or we do not give them any business at all. If they give us what we ask for and expect from them they are going to get more business in the future. If they do not, they get nothing. But to correlate the newspapers, the home papers, and boosters, this association I am working for will have me, or someone else, on the ground to go and call on every local grocer in the town and show each, not by promises, but by contracts actually made, these things but with the domestic science teachers and women's clubs and organizations and so on. It is time right now in this campaign to start a Macaroni Week, where we can show people how they can eat macaroni for one meal a day for a week and enjoy it. It will be a success. It is up to the manufacturer to capitalize for himself what we have started. That has been a success in every advertising campaign I have ever had anything to do with.

I want to say something about the bakers. I know this from the stories of several bakers; that when, as an association, they started out to standardize their methods, to standardize their costs and so forth, they were a failure; but when they employed some one to do that for them, they were a success.

The questions of costs and standardized packages have never been brought up to me. That has never been a part of my work. That has been entirely outside of my field, and I really do believe that I told the members of the American Package Macaroni association several times that that was one field where the national association should stand together first, last and all the time, for the standardization of the industry, and

that only by so doing would it benefit the industry.

Gentlemen, what I want to do is this: I am so enthused over this proposition that I am not only eating macaroni but I am sleeping in it right along. Somebody told my wife the other night that I talked my darn head off on it. There are so many things that appeal to me as to its being an ideal subject of advertising that I cannot let it go and forget it. It is with me all the time. I want to say to you right now that I do not know what your standardization of packages may be; I do not care what your standardization of costs may come to or anything else about your operations; but if you, as legitimate manufacturers, will turn out the best piece of goods you know how—the kind you can be proud of—the kind of macaroni which you are not afraid to put before your customers, and which will bring them back and give you their future business, that is the kind of macaroni I can increase the consumption of. It is not the families which never used macaroni that I want to interest now. I want to get the people in the United States who use macaroni to use one pound a year more. What will that do for your business? I want to say this: That the distribution of these 7 manufacturers in the states amounted to only one and three quarter pounds per family, per year. Now, isn't that ridiculous? It is the damndest thing I ever heard of in the line of distribution. Say the other manufacturers outside of this territory are selling as much. What does it amount to? Three and a half pounds per year, per family. Why, it is a joke. I do not know of any industry, particularly along food lines, that would consent to have such a condition exist. I can't understand why you gentlemen have not given this matter thought and have not gone at it before. As far as I can see, I believe that these 7 manufacturers are sold on the proposition that it can be done. It can be done—next year, not in the next 6 months or in the next 2 years; but it should be started now and it can be done. There is nothing to stop you. You have the benefit of a period that taught us how to live better and more economically than we ever knew how in decades past. Why not take advantage of that and capitalize it? Why not take advantage of it in home cooking? It is not a thing to let get cold. There are people who are trying to get the housewives out of the idea of home cooking. The bakers are one class that is doing that. The bakers said to me, "If you pull off another campaign like you pulled in Chicago, we will boycott your goods. We do not want the home to bake anything." It is the home where they do not have home cooking and where the wives do not know how to cook that cause your divorce conditions. You people have sons and daughters. I have a son and I hope he gets a wife like my own, who makes a home that a man is proud of. But that is not the case generally today. Far beyond your personal responsibility, you owe it to the nation as a whole to make the home a better place to live in. It can be done by home cooking.

Here is the advance proof of Anne Lewis

Pierce's article in the Sunday Tribune "Consider Macaroni in the Good Old Summer Time." That is just one thing. That thing is going to be syndicated in a list of at least 800 daily newspapers and I do not know how many thousand weekly newspapers. Now, that all helps, and I can get just the same cooperation from a dozen women who, in their different sections, are nearly as prominent as she is. The domestic science teachers in the public schools of this country are looking for help and looking for all the help they can get to make their work easier. The interest in the do-

mestic science subject in the public schools today is decreasing. There is not the interest there used to be. I have a dream of a big club of domestic science girls fostered by the manufacturers of this country. It will be the saving of the nation if I can put it through. I have invited to help in the work of the American Home Economics association next August, at which time I will have it O.K.ed or turned down. If I get it through, I will have the biggest force in the world for you gentlemen. I know that it can be made a wonderful proposition for you.

## TO INCREASE CONSUMPTION

Simple Suggestions by Manufacturer for Widening Use of Macaroni Products—Some Remarks as to Employment of Recipes for Publicity Among Housewives—Simplicity Desirable.

By Lloyd Skinner

At the national convention at Detroit about a year ago an effort was made to raise an advertising fund to advertise, in trade papers reaching retail grocers, the fact that the sale of macaroni products by the retail grocer promotes the sale of many other specialties and that macaroni products offer the retail grocer practically his only opportunity to sell the house wife the main dish for a full meal.

We are now printing the following in as large type as possible on every case of our products that go out:

MR. GROCER: DO YOU REALIZE THAT MACARONI PRODUCTS OFFER YOU PRACTICALLY YOUR ONLY OPPORTUNITY UNLESS YOU SELL MEATS, TO SELL THE MAIN DISH FOR A FULL MEAL.

BREAKFAST—SKINNER'S FRIED EGG NOODLES.

LUNCH—SKINNER'S SPAGHETTI—WITH TOMATO OR OTHER SAUCES.

DINNER—SKINNER'S MACARONI—PLAIN HOT BUTTER, PEPPER AND SALT.

MACARONI PRODUCTS ALSO PROMOTE THE SALE OF MANY OTHER SPECIALTIES, SUCH AS CHEESE, TOMATOES, ETC.

MACARONI IS REALLY UNLEAVENED BREAD AND WITH YOUR SUPPORT WE CAN PUT IT ON A BREAD BASIS IN YOUR STORE.

It would seem to me that if every manufacturer of package macaroni would print something similar on his cases that, without practically any expense at all and within a comparatively short time, every retail and wholesale grocer in the United States would have these facts in regard to macaroni products thoroughly in mind.

In regard to white bread, we recently noticed the following statement:

"Expert dietitians tell us that the average individual should eat approximately one pound of bread per day. They say that with this as a basis the rest, or 'other half,' of the diet should afford the necessary complements of vitamins, mineral salts, fats and other carbohydrates."

You will note that bakers feel that one half of the average person's diet should consist of bread although they do not claim that bread is a balanced ration like macaroni.

If it is true as someone has said that the average grocer's sales on macaroni products amount to only 3 tenths of 1% of his totals there is certainly room for increasing the consumption of macaroni products.

We at one time issued a recipe book containing a large number of recipes. However, we are now thoroughly convinced that recipes should be few in number and should be as plain as possible.

We believe that the more plainly macaroni products are served the more likely these products are to be used as the main dish for a meal, and of course the more macaroni products are used as a main dish for a meal the larger the consumption will be.

There is no question, if we could get housewives serving fried egg noodles for breakfast but that it would greatly increase the consumption of this product.

It would also seem that if macaroni products were simply served plain with butter and salt as a main dish for a

meal it would gradually increase the consumption of this product.

Our observation is that too many recipes for macaroni products call for too many different things that the average housewife does not always have in her pantry, so we believe that if manufacturers of macaroni products in publishing recipes for their products would keep to plain recipes calling for pepper, salt and butter, and perhaps tomato sauces and things of this nature that a housewife always has on hand, it would increase the consumption of macaroni products.

### Better Business in Sight

A survey of the retail and the wholesale trade made recently by one of the recognized business research bureaus of the east brings out the pleasing and interesting fact that stocks on hand in both of these channels of distribution are abnormally low and that with the coming of fall months there will be a welcomed rush to replenish stores and warehouses.

This is a situation that manufacturers have been praying for and those who are in a position to take advantage of this changed condition will reap some badly needed profits on their goods. For the macaroni manufacturer the retention of large manufactured stocks on hand is neither advisable nor possible. It apparently would be wise for most macaroni makers to increase their stock on hand in the opinion of this reliable business authority.

The Babson Statistical Organization on Aug. 5 gave out a most optimistic statement on the expected business improvement when it said:

"You are on the very verge of the greatest period of prosperity that this country has ever known.

"Not this week, nor this summer, but this fall the tide will turn.

"90% of the business men will not know when the tide turns until it has risen so far that the choicest opportunities will have been capitalized. Then every one will rush excitedly to get deliveries, lay in stocks, and put his house in order for better times. Then the herd will come to life."

Here is a tip well worth every consideration in the opinion of one of the leading students of business conditions in the macaroni industry who is fully enthused over the prospects for this fall and winter. We wonder how many are in a position to fill the hoped for, sudden and heavy demands? Fortunate are the few who can do so for they are sure of a good balance on the right side of their books.

Many a plant superintendent and

manager has taken advantage of the lull in business during the past summer to repair and remodel his plant so as to increase efficiency and production. With the stage thus set it will be easy to fill all orders and to care for all increased business without resorting to some of the harmful practices that rob manufacturers of their justified profits. Some of the evils that should be guarded against under the conditions outlined are such as price cutting, increasing salesforce and undue inflation of advertising appropriations that will absorb the profits that should go into dividends.

Price cutting, the sure road to glory, is an almost irresistible lure and many succumb to it only to find that it forces them into the very opposite direction. So seldom has it produced the benefits intended that this policy is now taboo in the best business classes. It is regrettable that there are still in this industry some who feel that by this means only can they spur their plants to capacity production. Better a half capacity production at fair profits than full production sold at or below cost.

Price cutting leads but to unfair and more keen competition. It gets you nowhere. You cut, your competitor of necessity follows suit; the consumer and the employes profit and you profit in experience. In the face of the conditions the manufacturer has just weathered he is entitled to and should get a fair profit on quantities produced and one should not let his zeal get the better of his judgment by trying to augment his profits by cutting down the income. These are opposite movements in the business barometer and when resorted to will produce results surprisingly different from those intended.

Attempting to corner all the business in any one industry is also fallacious and causes many embarrassments. In an attempt to get it all when the boom is on some resort to increasing their sales staff thus doling out their profits to this increased force. Better try to increase the selling capacity of each regular salesman, who, no matter how efficient, is capable of a 100% expansion. It appears more wise to utilize the full capacity of your selling force even when business is at its peak than to add temporary salesmen whose only objects are temporary sales, and not the future welfare of the concern employing them.

The business conditions that we all have been hoping and longing for are apparently to be realized if the readings on the business barometer are properly interpreted by this statistical agency, whose views are considered sound that thousands regularly are guided thereby. That there is need for improvements in the macaroni business none dares deny. That a change for the better will be welcomed all will agree. Then there remains only the necessity of "putting our house in order" so that, when the promised business revival engulfs us, we will be in a position to grasp the opportunity for making increased sales at honest profits and fill all demands at no great increased cost.

We will welcome the period of better business promised us. Be in a position to supply the demands with the highest grades possible for you to manufacture, demand and expect a fair margin of profit, keep down the overhead and avoid the usual plunges that are so frequently harmful. Then if the predicted revival comes, and we all pray that it does so soon, we will reap a deserving harvest.

Plan now for the increased demands sure to come this fall and winter.

### WORLD'S ONLY SOAP MINES

California has another native product, if recent reports from Los Angeles are authentic. According to these reports a soap mine just outside of the city is turning out 8,000 lbs. of soap a day. The soap, continues the report, is not made, but is mined like coal, and is ready for use just as it is found in the ground. All that is done to it after it is taken from the mine is to put it in cans, either in its natural state, powdered, or in a liquid or semi-liquid form. The soap was discovered by a Mexican on his ranch 5 miles from Los Angeles. He succeeded in interesting one of the city's laundry men in his mine and a soap cannery has been erected.

### FINISH OF THE RACE

It is the finish that is the win or lose of the race. Despair not nor let repeated failures discourage you. Rise up quickly from every defeat and go bravely forward, keeping your eye and heart steadfastly fixed on the goal. Never give up the battle but keep fighting every day and you shall be numbered with the winners at the "Finish of the Race."

# Quality

# Service

# Dependability

If you are not using  
**GOLD MEDAL  
SEMOLINA**  
write for a sample



**WASHBURN-CROSBY COMPANY**  
Minneapolis, Minn.

## COAL TAR DYE OUTLAWED

Bleached Flour Also Banned—Some Characteristics of A. Goodman & Sons Plant—Strong Stand Against Evils in Macaroni Industry—Two Noteworthy Plans Soon to Transpire.

Another victory has been scored on the side of public good by an institution established in New York city in the last year of the civil war, when the founder of A. Goodman & Sons, Inc., began the manufacture of macaroni, spaghetti, vermicelli, and other forms of paste. Beginning in 1865, the Goodman concern, still operated by the same family, has 57 years of continuous performance in the background. The standards to which it has committed itself insure it many multiples of 57 years in the future, wrote Alfred W. McCann in the New York Globe last month. This food expert has been making a study of the food plants and distribution in the metropolis, having in mind particularly the quality or standard of foods being offered for sale.

The Goodmans have taken a long step in advance of the license granted them under the law. Not only is the beautiful, many coal tar scheme of decoration barred from the Goodman plant, but its officers have taken the kind of stand with respect to chlorine gas and nitrous acid bleached flour that ought to help stiffen the spines of our public health officials in combating this glaring and widespread abuse. Not a barrel of durum wheat flour or any other kind of flour can get into the Goodman establishment unless it is known to be and guaranteed to be unbleached. The writer has been up to the Goodman plant and has been an eye witness of the kind of pressure which the Goodmans are obliged to resist in sticking to the old standard.

### Stand Flat Footed

Let the bleached flour lobbyists rave. We are not so organized as to be able to do very much gloating over the infirmities and miseries of the human race, and ordinarily we take no pleasure in the unhappiness of human beings, even when, by their own weakness or folly or stubborn persistence against common decency, they get caught in the painful consequences that must ever be harvested where seeds of their kind are sown. Nevertheless, we confess to a sort of morbid joy in the spectacle of consternation and chagrin that the news of the Goodman decision cannot

fail to provoke among the champions of the poison gas breadstuff industry.

These fellows have refused to see the handwriting on the wall, and it is not likely that they will notice it until some time to come, but when recruits of the size and influence of A. Goodman & Sons, Inc., voluntarily enlist in the struggle against the bleached flour evil, the inevitable doom of that evil is extraordinarily hastened.

Above and beyond these forward moving landmarks that distinguish the Goodman outfit is the fact that within 90 days it will put on the market two noteworthy products manufactured exclusively from whole wheat flour, to which nothing has been added and from which nothing has been taken away.

### Good on the Way

The writer has been privileged to participate in the preliminaries leading to these contemplated additions to the Goodman family, and while he is not privileged to describe them in advance of their actual appearance on the market, he seizes this opportunity to assure Globe readers that a treat is in store for them; that there will be no make believe or twilight pretense about the forthcoming innovations; that they will be exactly what they ought to be down to every trivial detail of their production; that they will take advantage to the utmost of every proven fact that has come out of the biological laboratories of Europe and America during the last 10 years; that they will represent to the utmost the finest kind of cooperation between honest commercial effort and the practical idealism of those men and women who today, obscurely and without the vainglorious thirst for notoriety which distinguishes so many scientific mountebanks, are devoting their lives to the earnest and thoughtful pursuits of nutritional research.

Only two days ago a Globe editorial made reference to marquis wheat, which Professor J. Arthur Thomson calls "probably the most valuable food plant in the world." In its comment The Globe said: "It is doubtful that one person in a hundred, not himself a farmer, ever heard of it. Yet during the decade which saw the birth of this gift to

humanity how many sordid and trivial things occupied the newspapers and filled the minds of men! While we worry our heads about politics and the inconsequential doings of inconsequential people, the real progress of the race—that progress which is marked by a growing control over nature, a growing security of tenure on the earth—goes steadily forward."

### Stood the Test

In a state of mind symbolized by these words we contemplate the now hidden activities of the Goodman plant and cannot resist the impulse to pay this public tribute to the simplicity and honesty of purpose and the earnest and sincere effort to bring it forth which animates the Goodman household.

All this could be the veriest buncombe and quite as meaningless as glittering words usually are, and the writer is deeply conscious of the flippant tendency of these days to discount the simplest of truths even when expressed in the simplest of speech, yet he goes on record for the benefit of those who want the truth and who will believe it merely on the evidence of a fellow man in an assertion that means exactly what it says it means.

If all food manufacturers had the Goodman idea of what is understood by being on the level there would be little need for a pure food law, and no need at all for the unenforced law which now puts a premium on fraud and a penalty on honesty.

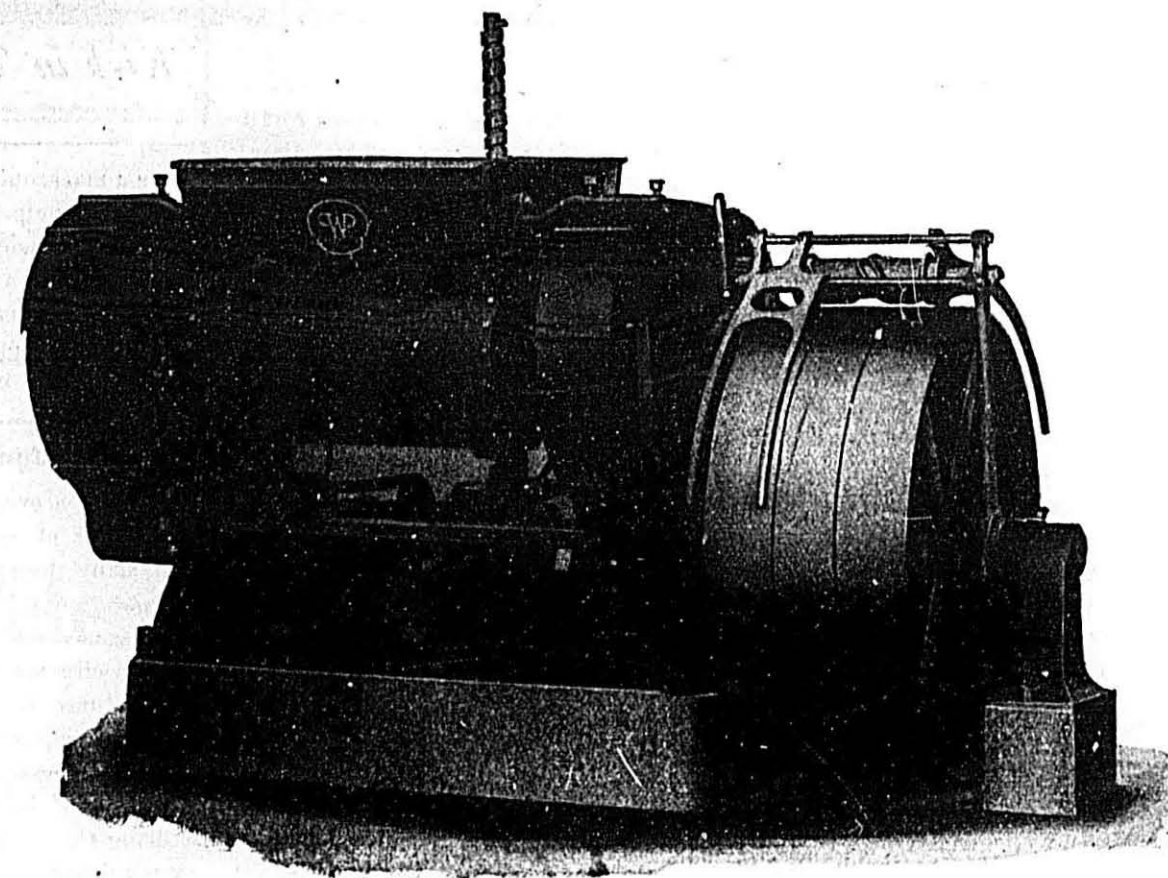
The real test of the Goodman sincerity came during the war, when human beings were enjoying wheatless days and horses were actually eating wheat as a substitute for oats, so topsyturvy were the silly regulations. The time came when nothing but bleached flour was available. Rather than use it the Goodmans shut off their power, closed the doors of their plant, and for three days kept them closed. When it was seen that they meant business the profiteers managed somehow to locate a deposit of unbleached flour, and the Goodmans opened their doors. That was a test, and it wasn't done for advertising purposes either. Nobody ever heard of it until now.

Gentleman: So you are looking for a square meal, eh?

Tramp: No, I'm looking for a round one.

Gentleman: Never heard of "round" meal; what kind is that?

Tramp: One that hasn't any end to it, sir.



## A uniform "mix"— a uniform product!

You can't make a macaroni of fine color and even finish unless your mixing and kneading methods are RIGHT.

The Universal Kneading and Mixing Machine assures a uniform mix. The mixing action is swift and thoro. No particle of material can escape the action of the blades.

The water is incorporated perfectly with the flour and other ingredients into a dough of uniform finish and texture.

Universals are at work in leading macaroni, spaghetti and noodle factories. Let us show you why.

Write our nearest office for full information.

Joseph Baker Sons & Perkins Co., Inc. - White Plains, N. Y.

Sole Sales Agents: WERNER & PFLEIDERER Machinery

NEW YORK PHILADELPHIA CLEVELAND CHICAGO SAN FRANCISCO



—just One item of—  
**Werner & Pfleiderer Machinery**  
for the MACARONI Trade

## APPROVE STANDARD PACKAGE

**But Wholesalers Still Prefer Own Particular Forms—Committee Finds Differences of Opinion—Seeking Uniformity as All Important—Macaroni 24 Packages to Case.**

The economy conference committee of the National Wholesale Grocers association that made an extensive study of standardization of packing food products recommended at the recent convention in Chicago what this committee considered to be the most acceptable size of a container, for various foods handled by wholesalers. This committee reported that it was in constant touch with the manufacturers committee consisting of leaders of the different commodities. James T. Williams of the Creamette company, Minneapolis, was a member of this conference committee as a representative of the macaroni and noodles industry. The committee made recommendations which it thought would prove satisfactory to both the manufacturers and the distributors. With reference to macaroni and noodle products it was recommended that package goods be packed 24 packages to the case and that bulk be packed in cases of 5, 10 and 25 pounds.

### Uniformity All Important

In view of the wide difference of opinion among the wholesale grocers as to what should be the standard container, the committee took the stand from the beginning that suggestions were suggestions only and that it was of more importance and would be of greater benefit to wholesale grocers to have all manufacturers in a certain line adopt the same size package, containing the same number of individual items, than to have some manufacturers adopt our suggestions and others not. In other words, that uniformity was the all important matter.

### Four Guiding Principles

In considering this question it was asked that the manufacturers be guided by the following principles:

1. All goods of a similar size and kind to be packed the same number of units to a case, to avoid errors by jobbers in billing and shipping to customers.

2. Bear in mind parcel post regulations in regard to weight and size of all cases so as to avoid the necessity of special packing for parcel

post shipments on the part of the jobber.

3. That goods should be packed in a quantity that the average retail grocer can purchase a case at a time, thus avoiding the necessity of selling in less than case lots and repacking in jobbers packing room.

4. The importance of having cases of a size practical for handling from a warehouse and shipping point of view.

It was also suggested that wherever practical the metric system be used and that goods be packed in cases of 50s and 100s instead of 48s, etc.

As a result of the conferences and correspondence the board of directors, as well as several divisions of the American Specialty Manufacturers association has adopted resolutions endorsing the plan of standardization of shipping containers and assuring active support, but it appeared to the committee that while manufacturers are in favor of standardization, in most instances they seem inclined to believe their particular packages are best, with the result that actual progress has not been material.

Make your reading pay handsome returns on your time.

### Efficiency

Efficiency is the art of arrival, the art of reaching what you have long been striving for. Those who want to be efficient must do more than wish for it. They must will it and be determined to push through all kinds of difficulty.

One must do the things that some say are impossible of accomplishment. He must do everything he does with all his heart and energy and as though his whole future depended on the success of that particular bit of work.

The most efficient man is thoroughly democratic, is a close student and a good observer. He is ever ready and anxious to learn from everybody, from the bootblack to his richest acquaintance. He is willing to work early and late, his mind being on his work and his future rather than on pleasures after hours.—National Grocers Bulletin.

Faint heart never drew large salary or built big business.

### Kick in This Corner

As a macaroni manufacturer, what is your principal complaint? What practices, in your opinion, are doing the industry and your particular business the greatest harm?

Tell your troubles to your fellow manufacturers in this corner.

### A Justified Kick

Spending a great deal of time on the selling end of our business I find a great many things out in the field that sure gets one's "nanny" and I think it is only such an organization as yours that can eliminate the "make believe" manufacturer, the fellow who will not live up to state or federal laws regulating his business, says D. C. MacIvor, vice-president of Sharp-Elliott Manufacturing Co., of El Paso, Texas.

A regulation may not please us but I believe that like the Volstead act the only way to find out if it is acceptable to the mass is to enforce it.

Just now an outfit is shipping package goods into Arizona without net weight stated on carton.

It is hardly ethical for one manufacturer to "turn" another one in but someone sure should do it for the protection of the industry as a whole.

Why not have a grievance column where the other fellow can tell what I do to him or he does to me? Maybe a little light on a lot of things will kinda make some fellows ashamed of their tactics.

You would be surprised how pleasant it is to go out and sell goods alongside of a clean competitor and be able to say honestly to the merchant who bought his goods, "Well, you bought about as nice and clean a piece of goods as there is to get."

That is my plan always where I can honestly boost the other fellows' goods to do it—that is, if there is no chance of getting my own in—and I have found that sooner or later the merchant believes that my own is a good piece of goods or I would not be so ready to say that another one was as good or better. It is mighty hard in some cases, however, to admit that some brands in question are doing the industry any particular good.

Do your best daily.

# Your Package Problems

Can Be Solved Effectively  
and Permanently by

# Peters Package Machinery

The benefits of the Peters Package are not limited to the large Nationally Known Manufacturers who use our automatic Package Machinery. Many smaller macaroni manufacturers can and do use Peters Machinery very profitably.

Have you secured the figures for your Business? It may surprise you to know how small an output of packages a day can be handled more economically with Peters Machinery than by hand.

## Peters Machinery Company

Factory: 231 West Illinois Street  
CHICAGO, ILLINOIS



## Patent Rights---A Danger Pending

Business men sometimes doze while bills inimical to their interests are rushed through legislative mills. However, here's a case where an association just won't let them sleep. If the facts are as stated herewith a danger threatens the American patent system at its very roots. Opens wide the gates to fraud, mayhap. Anyway read it.

Patent interests—and these include the whole gamut from the "poor inventor" to the soulless corporation—are much excited over a senate bill which would completely demoralize the patent system of the United States, in the opinion of its critics. It provides, in brief, that where a patent has been issued but "not worked or put in operation so as to result in actual production in the United States of the article disclosed in such patent, in reasonable quantities, within a reasonable time, from the date of its issue," the United States may license the use of such patent on payment of royalty to the owner thereof. The commissioner of patents may determine the amount of royalty, within the limitations of from 1/2 of 1% to not more than 10% of the manufacturing costs, but it is mandatory upon that official to issue the license upon demand in accordance with the act.

It is declared by patent authorities that the measure strikes at the heart of the American patent system, the glory of which has been that it invested the patentee with the exclusive right to his invention for 17 years. Other countries have patent laws similar to that attempted in the bill, but the American law has been regarded as superior to all others because of this exclusive feature. It is urged against the bill that it would induce endless litigation of a wholly new character; that it would be difficult and frequently impossible for any governmental agency to fix a proper license fee and that it would work a great hardship to persons who had spent much time and money in developing an invention of which there are several species or alternatives. It is argued against the measure, besides, that it would encourage blackmail, discourage the progress of science and the investment of money, prevent improvements and induce inventors to keep their inventions to themselves rather than give the knowledge to the public, without which knowledge no advantage could be taken of the inventor. The Patent Law association argues

that any such compulsory working or license scheme would prove fatal to the American patent system. As an illustration of how the proposed law might work, it takes the case of an inventor who goes to a corporation with his device and tries to sell it. He naturally discloses enough information regarding his device and his patent to put the corporation into possession of important facts, and perhaps he is offered a sum so ridiculously low that he will not consider the terms. He may repeat this experience with half a dozen concerns, whether or not through collusion between them; and at the end of 2 years they have only to apply to the commissioner of patents for permission to use the device, whereupon they are granted a license, if the inventor has not manufactured meantime, and he gets only what the vague terms of the law allow.

The great corporation, on the other hand, is in the same box with the "poor inventor." Many corporations own valuable patents which they are unable to use, often for perfectly legitimate reasons. Nevertheless, if the fact that the patents have been granted is known and the patents lie unused, their competitors may take advantage of them not only under the sanction, but upon the express demand, of the law. Whatever may be the merits of the plan contemplated in the bill, it is clear that it cannot be enacted without a determined fight against it.—The Manufacturer.

### Macaroni Gems From the Press

The Boston Herald in a recent issue gives its readers an interesting account of how the hole is made in macaroni and other facts not generally known among consumers of alimentary pastes.

#### SECRET OF MAKING MACARONI IS OUT

Did You Ever Wonder How Tube Was Formed?

In the modern macaroni factory when the dough is well mixed and kneaded in a powerful machine it is ready to be formed into macaroni, which is of tube shape about one fourth of an inch in diameter, or into spaghetti, which is a solid stick about one eighth of an inch in diameter.

The dough is forced by hydraulic pressure through a cylinder with a flat circular bronze die at the bottom. This macaroni die, or mold, contains many holes, each of a diameter of one fourth of an inch. Each hole has adjusted within it a small pin directly in the center. This pin is the means

whereby the "hole" in the macaroni is made. The pin divides the dough on one side as the mass starts through the hole. Before the dough arrives at the end of the hole, however, the divided sides come together, making a perfect tube.

In the case of the spaghetti the die contains only plain holes about one eighth of an inch in diameter, arranged in groups. When macaroni and spaghetti emerge from the cylinders, the next step is to cut them into certain lengths, these depending upon the mode of curing or drying to be pursued. Sometimes this curing or drying is done on trays and sometimes over rods.

It is highly important to the macaroni industry that there should always be an adequate supply of freshly milled durum wheat semolina. For the most part chemical analysis is necessary to determine the percentage of gluten and starch, and whether they are present in the proper proportions, in order that there may be obtained a well balanced product of proteids and carbohydrates.

### To Import Foodstuffs Direct

Owing to the direct steamer connections between Ghent, Belgium, and New Orleans, Galveston, and Houston, certain dealers in Ghent desire to import American foodstuffs direct, thus eliminating the middlemen in Antwerp, where most of the local firms now obtain their supplies. Rice, macaroni, corn, and canned foods are some of the food products that could be imported direct into this city with profit to both the American exporter and the Belgian importer. The best way to get the trade would be for a representative of the American firms interested to visit Ghent to study the situation personally. (A list of Ghent firms that might be interested in direct importation of American food products may be obtained from the foodstuffs division upon reference to file No. 53072 b.) (Consult C. R. Nasmith, Ghent.)

#### THE LADDER OF SUCCESS

- 100 % I did.
- 90 % I will.
- 80 % I can.
- 70 % I think I can.
- 60 % I might.
- 50 % I think I might.
- 40 % What is it?
- 30 % I wish I could.
- 20 % I don't know how.
- 10 % I can't.
- 0 % I won't.

—From Mead Cooperation.

Make each achievement a spur further attainment.



## Good Packing Protects Goodwill

THE CONDITION of your goods when they reach the retailer and are placed for final sale to the consumer largely determines the goodwill that they will create for you.

Your product has been built by careful attention to details that affect its quality and its appeal to the taste of the consumer. Your business is based on this care and attention.

Your goodwill must be protected in shipping equally as much as in manufacture. Good Wood Boxes are the best shipping containers yet devised. They carry your product safely through the grueling trip in a carelessly loaded car. Your product is delivered to the retailer and finally to the consumer in perfect condition. The chain of your goodwill is unbroken because you give your product maximum protection by shipping in

# Good Wood Boxes

Backed by the National Association of Box Manufacturers

New England:  
1013 SCOLLAY BLDG.  
Boston, Mass.

GENERAL OFFICES  
1553 CONWAY BUILDING, CHICAGO

Eastern:  
433 CALVERT BUILDING  
Baltimore, Md.

# Macaronis in the Good Old Summer Time

By Anne Lewis Pierce, Director Tribune Institute

One of the telling points in the introduction of macaroni products and extension of their use is to inform family providers how best to present these foods in appetizing summer menus. Read what the New York Tribune expert has written here on this line.

Perhaps your only idea of macaroni is a steaming dish of spaghetti and cheese as an additional starchy vegetable at a heavy meal. If so, you naturally put away the macaroni box or can on June 1, forgetting that it holds the most food for the money with the least trouble of preparation of almost any package of food you can buy.

It is the season of light eating, short cooking, many salads, fresh fruits and vegetables. Baking and roasting—long time, high temperature cooking operations—are to be cut out as far as possible. And the macaronis are logical candidates for the one hot dish of the meal, calling as they do for only 15 to 30 minutes cooking on top of the stove, with possibly a brief sojourn under the broiler or electric grill for browning.

## Crawfishing

Any one who presents a pasty mass of macaroni to her family should be sued for damages by the promotion bureau of the manufacturers. She is promoting backward.

Macaroni offers one of the easiest ways of serving the one hot dish of the meal that can be devised, if you have any imagination. Potatoes must be peeled and boiled and mashed, or what not. Breads must be baked at high oven heat; for macaroni you put it on in boiling water, cook for not more than 15 to 30 minutes, drain, rinse with cold water and reheat, and there you are. No refuse, no preparation and a base (if you are wise and cook enough at one time) for main dishes for several days.

Since the war we are a bit more open minded about our eating. Seeing the English Tommies drink tea in the trenches and find it heartening for a nasty bit of offensive has made our men feel that perhaps tea is something more than an old woman's beverage after all. And a session with the savory Italian foods can teach us much about surrounding real food, a good taste, economy and little work at one and the same meal.

**So Good and So Easy!**

One of the best "one dish dinners"

we know of is made of cooked macaroni moistened with milk or cream, a little chili sauce or tomato added, the contents of a can of boneless chicken folded in, bits of cheese over the top and an onion browning in the midst for flavor, not for serving (or omit the cheese and cream and lay thin strips of bacon over the top to grill).

Put this under the reflector of your electric grill or in the broiler for a few minutes and you have a dish that will satisfy the most meat loving of men.

Support it with a summery salad, say of cucumbers and lettuce; a fruit salad of apple or orange, or a cold vegetable salad of peas, beans, carrots and beets—and you have all the proteins, fats and mineral salts, vitamins, et al, that a well balanced summer meal needs. Iced coffee and bread and butter sandwiches may be served, but a salted wafer from the box will answer.

We must always remember that macaroni is wheat—bought and paid for in concentrated form with only 8 or 9% of moisture—(canned it is convenient but you pay for the water added in cooking), often 15 or 16% of body material (protein) and about 74% of starch, so you do not need breads and potatoes when macaronis are featured. You do need some fat, acids and minerals and add one (provided by fruit and vegetables, oil, butter or cheese) to balance your ration. But we too often forget that macaroni takes the place of potatoes and breads

## Typical Italian Sauce

One of the best of sauces—with mushrooms and a touch of garlic is the following:

Dried Italian mushrooms have the real flavor and may be always on hand in kitchenette or flat or camp where the concentrated macaronis, like all dried foods, have still an additional advantage of taking up little room and being easily stored and transported

Cook half a pound of spaghetti in several times its bulk of vigorously boiling water, drain and rinse in cold water (this procedure precludes a starchy mass). Soak half a cupful of dried mushrooms for 30 minutes, then simmer for 15 minutes in the same water. Fry about 2 tablespoonfuls of diced bacon fat and add one quart of stewed tomatoes, one clove or garlic (if desired),

and one large onion (both chopped fine), one fourth teaspoonful of dry mustard, two and one half teaspoonfuls of salt, a few grains of cayenne and one tablespoonful of olive oil if the bacon is not very fat.

Cook with the mushrooms and their liquor until rich and thick. The real Italian will then spread the platter with a thick layer of grated cheese, add the hot spaghetti and cover with the sauce.

A plain salad of lettuce, ice cold fruit and coffee would complete this meal. Other savory suggestions are sardines in tomato sauce, served with spaghetti, curried shrimp with noodles or creamed hard boiled eggs with macaroni.

## And Then Come Noodles

Noodles, in our opinion, deserve a better name. They are really delicate little ribbons of goodness; wheat and egg, two of our best foods worked together, and if cooked properly, well buttered, salted and paprikaed, they slip down your throat and leave you grateful during and after taking.

It is a crime to mask their delicacy. Serve them plain with chops or chicken or thin sliced meats, especially ham broiled or sliced cold. Serve liberal portions, for these foods are dry and take up much water in cooking (about 80 per cent). The Italian's instinct is true when he serves a heaping portion of this product, which represents bread, meat and potatoes to him. There is something particularly appropriate about noodles and chicken, whether the latter be roasted or fricasseed.

Once on a time noodles contained little or no egg and made up the deficiency with a yellow dye. Those days are past long since. The law practically has freed the honest manufacturer with pride in his product from this sort of competition and American macaronis are noted for their clean manufacture and sanitary merchandising in sealed packages, and the use of good wheat and eggs in the making of the branded products. Only the yellow of the wheat and the egg color your noodles and macaroni today.

Take a thought to this quick and versatile bread supply when hunting for honorable hot weather short cuts through the jungle of housekeeping routine.

Avoid confusion and fret.

## Foolish Enemy

The price cutter is worse than a criminal. He is a fool. He not only sells down the standard of his goods; not only pulls down his competitors; pulls down himself and his whole side. He scuttles the ship in which he himself is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials and to cut the wages of his workers.

The man who cuts prices puts up the sign: "This is the way to the junk shop."

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business.

He admits he cannot win by fighting. He brands himself as a hitter below the belt.

If the business were dominated by

price cutters there would be no business at all.

Price cutting in fact is not business any more than smallpox is health.—The Wilson, Lytle, Badgerow Co., Ltd., Toronto.

## What Is Education?

Education is not something to get and hold as one would get and hold money. Ordinarily, however, we seek it that way. Education is something to be, rather than to own. Concerning this, Nicholas Murray Butler says:

In my judgment no one may be said to have gained the foundations of a sound education who cannot show possession of these five characteristics: (1) Correctness and precision in the use of the mother tongue; (2) refined and gentle manners, which are the expression of fixed habits of thought and action; (3) the power and habit of reflection; (4) the power of growth; (5) efficiency, or the power to do.

An education as thus defined is essential to a successful life. It is true that coarse, untrained men have made much money. Thieves have done that. But if by success we mean the attainment of a position of respect and influence among one's neighbors and associates, this we must admit is possible only to

men of intelligence and character. Education is essential to such intelligence and such character.

## "Soggy" Food Injurious

Hot bread is often thought to cause indigestion, but the United States Department of Agriculture says that when it does so it is because it lacks some of the characteristics of good bread, not because it is hot. Large or thick biscuits, whether raised with yeast, baking powder, or soda, are likely, if cooked only a short time, to be soggy on the inside, and this, when it happens, is the objection to them, rather than the fact that they are served hot.

## New Milling Secretary

Appointment of Donald D. Davis, New York, as secretary and director of the Washburn-Crosby company was announced July 6 by John Crosby, president. Mr. Davis has been connected with the Liberty National bank of New York and will assume his new duties immediately. He succeeds William G. Crocker, who died last April.

Don't wait—work.

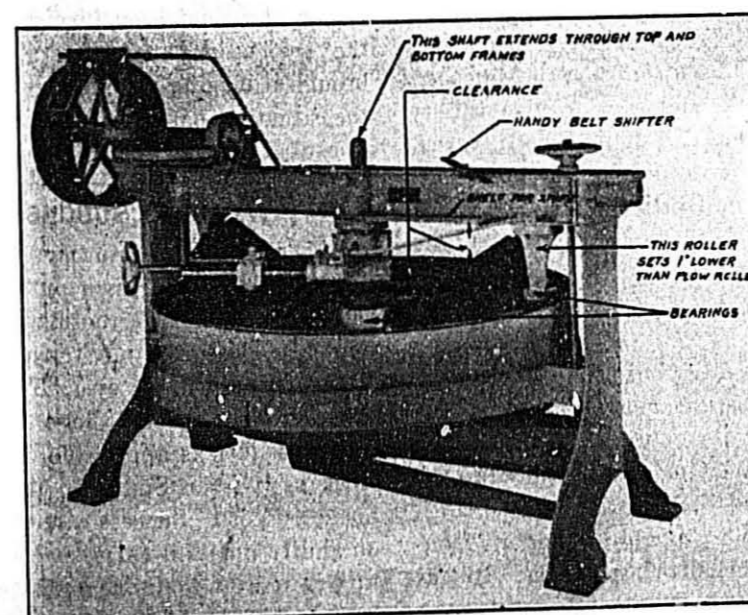
# MACARONI DRYING MACHINES

Are in use all over the country.

Time of drying optional to the operator.

**ROSSI MACHINES "Fool" the Weather**

Do not require experience, any one can operate.



## Double Action Kneader

The plow roller will first squeeze, the other roller being 1 inch lower; then the plow roller will give second squeeze. Rollers held on both ends will prevent giving.

Main pan shaft held at both ends will prevent giving.

Tooth of rollers partly omitted will prevent the dough clinging.

Clearance in top part of the rollers will prevent accident.

Belt shifter accessible from any part of the machine will prevent accidents.

Knife shelf will prevent accidents.

Pulley placed in the top. Belt will be out of the way.

**A. ROSSI & COMPANY** Macaroni Machinery Manufacturers 322 Broadway, San Francisco, Cal.

Food Seizures by

Bureau of Chemistry

10307. Adulteration and misbranding of spaghetti and vermicelli. U. S. \* \* \* v. 11 Cases \* \* \* of Spaghetti, et al. Default decrees of condemnation and forfeiture. Products delivered to charitable institution for consumption and, not for sale. (F. & D. Nos. 15362, 15363. I. S. Nos. 182-t, 185-t, 186-t. S. Nos. C-3198 C-3200.)

On or about September 16, 1921, the United States attorney for the Southern District of Illinois, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels for the seizure and condemnation of 11 cases and 9 cartons of spaghetti and 3 cartons of egg vermicelli, remaining in the original packages at Springfield, Ill., alleging that the articles had been shipped by the Crescent Macaroni & Cracker Co., Davenport, Iowa, on or about January 31, February 1, and April 18, 1921, respectively, and transported from the state of Iowa into the state of Illinois, and charging adulteration and misbranding in violation of the Food and Drugs Act, as amended. The spaghetti was labeled in part, "Crescent Brand Spaghetti For Fine American Trade \* \* \* Crescent Macaroni And Cracker Co., Davenport, Iowa \* \* \*." The vermicelli was labeled in part, "Crescent Brand Egg Vermicelli \* \* \* Also known as Fine Egg Noodles. \* \* \*."

It was alleged in the libels that the articles were adulterated in that a low grade flour product had been mixed and packed with, and substituted wholly or in part for, the articles, and in substance that the vermicelli was adulterated in that a product containing an insufficient amount of egg solids had been mixed and packed with, and substituted wholly or in part for the article.

Misbranding was alleged in substance for the reason that the statements appearing on the labels of the respective articles, to wit, " \* \* \* Egg Vermicelli Also Known As Fine Egg Noodles \* \* \* From it are made some of the most savory egg-noodle dishes; and for fine, rich egg-noodle soups, it is unsurpassed. \* \* \* Patent Durum, the cream of macaroni wheat flour, is used \* \* \*," and "Spaghetti For Fine American Trade," and the statement "Net Weight 7 Oz.," appearing on a

portion of the spaghetti, were false and misleading and deceived and misled the purchaser. Misbranding was alleged for the further reason that the articles were imitations of, and were offered for sale under the distinctive names of, other articles. Misbranding was alleged with respect to a portion of the spaghetti for the further reason that it was (food) in package form, and the quantity of the contents was not plainly and conspicuously marked on the outside of the package.

On January 17, 1922, no claimant having appeared for the property, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the products be delivered to the Springfield Home for the Friendless, a charitable institution of Springfield, Ill., for consumption and not for sale.

C. W. PUGSLEY, Acting Secretary of Agriculture.

Story of Macaroni Manufacture

The Decatur (Ill.) Review carried an interesting account of the mode of making macaroni under the heading, "Food and Shopping Tests—Macaroni," as follows:

"Have you ever visited one of those little Italian shops where macaroni is made?

"Should you once go, your idea of macaroni as a plain and rather drab everyday food will be vastly changed; for there you will find macaroni being prepared for every possible use, and in a profuse variety.

"There are ribbons and bow-knots, sea shells, letters of the alphabet, stars, circles, and figures of every 'denomination' for the soup or stew; egg noodles of all shapes and sizes to give variety to the scalloped dish; spaghetti, vermicelli, and macaroni of every length, all curled up into little bundles ready for the vegetable dish or salad. At any rate, you will admit the macaroni dish need never be monotonous in appearance.

"Though macaroni is one of our commonest foodstuffs, most of us know very little about its nature and origin. Its invention is commonly attributed to the Italians, and they do use large quantities of it, and probably taught its manufacture to neighboring nations. But as a matter of fact macaroni is of great antiquity, and was known to the ancient Chinese, who prepared it not only from wheat, but also from beans and rice.

"Macaroni is simply a mixture flour and water, molded into suitable forms and dried. The dough is passed into a hydraulic press and forced through strings through a perforated plate bottom. If the holes contain a steel pin, the dough takes the form of a pipe and becomes 'tube macaroni.' Holes without pins make solid macaroni. The smallest perforations make the worms like 'vermicelli;' while 'spaghetti' formed by middle-sized holes. Little rectangular holes make the ribbons, and so on. Nearly all of these foods are free from adulteration, though not all are made from the best wheat. Wheat starchy flours do not make satisfactory macaroni, and for the most part, the very hard 'durum' wheat is used.

"The sanitary conditions under which our domestic macaroni is manufactured make it to be preferred over any of the imported varieties.

"You judge the quality of macaroni by its translucent appearance, and its rough texture. It should be elastic, hard, and so brittle that it will break without splitting.

"The best macaroni keeps its shape after cooking, does not become pasty or adhesive, and should double its original size."

New Company Being Formed

W. C. Kimbrough of Jeanerette, La., who has had considerable experience as a macaroni salesman in his section, is interested in the establishment of a manufacturing plant in his city and anxious to get into touch with the various makers of macaroni machinery, a list of whom has been furnished him by the association secretary. Mr. Kimbrough is making preliminary survey of the situation before completing formation of a company for this purpose.

WINNING SUCCESS

"Success in life, to my mind, depends very largely upon putting yourself in the place of those with whom you are dealing and trying to see things through their eyes. To do this, you must put yourself in the place of others as you would have others to do to you is just as applicable during the week as it is on Sunday. It is sound business sense. Success cannot be obtained unless it carries with it reputation, and to gain a reputation you have to win it—you have to deserve it.

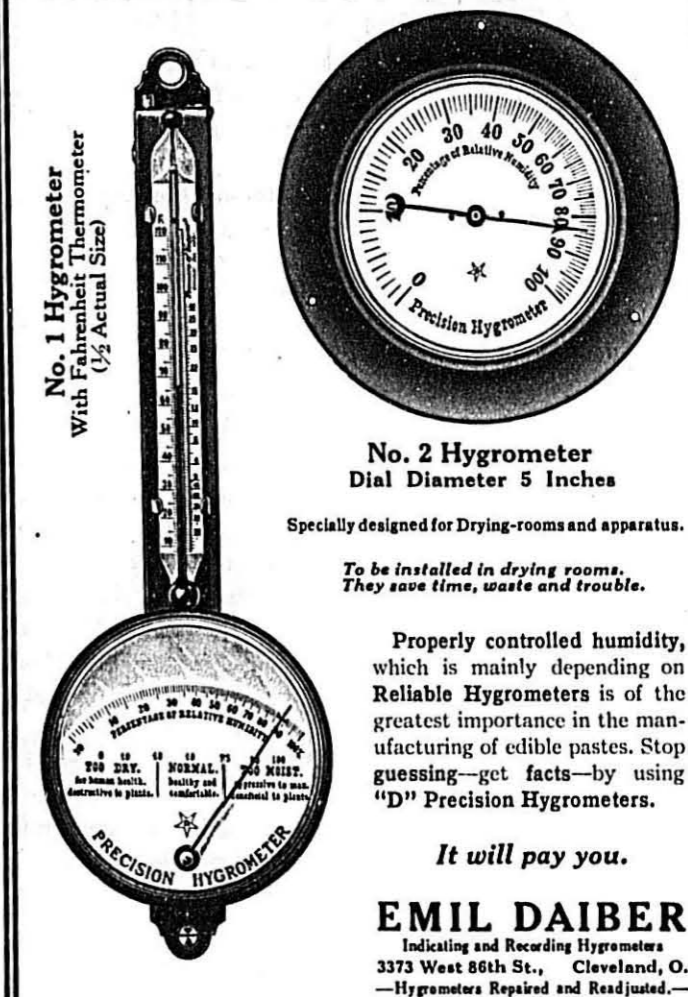
Cultivate the thankful habit and you'll forget to growl.

"Macaroni Verse"

This is a kind of humorous verse in which, with Latin as a base, words of other languages are introduced, using Latin inflections and constructions. The term was selected since it implies a mixture of languages—comparable with the mixture of ingredients found in a dish of macaroni. The name is sometimes applied to verses which are merely a mixture of Latin and the unadulterated vernacular of the writer. This type of verse has long been known in Italy.

Drink Through Macaroni

While macaroni has been recognized to a limited extent among Americans as palatable, body building food, it was left to American housewives to find a new use for macaroni sticks. It has been found useful in the sick room other than as a health food. A stick of macaroni may be used in place of a glass tube for a patient who cannot sit up to drink. It is more economical, more sanitary as stick may be discarded after use. A macaroni stick often induces the patient and particular children to drink milk when otherwise they would not do so.



**No. 1 Hygrometer**  
With Fahrenheit Thermometer  
(1/2 Actual Size)

**No. 2 Hygrometer**  
Dial Diameter 5 Inches

Specially designed for drying-rooms and apparatus.

To be installed in drying rooms. They save time, waste and trouble.

Properly controlled humidity, which is mainly depending on Reliable Hygrometers is of the greatest importance in the manufacturing of edible pastes. Stop guessing—get facts—by using "D" Precision Hygrometers.

It will pay you.

**EMIL DAIBER**  
Indicating and Recording Hygrometers  
3373 West 86th St., Cleveland, O.  
—Hygrometers Repaired and Readjusted.—

**Dependable Quality**      **For Complete "Semolina Satisfaction"**      **Prompt Service**

**USE**

**N O M C O**

**DURUM WHEAT PRODUCTS**

**FARINA**      **FANCY PATENT FLOUR**  
**SEMOLINA**      **FIRST CLEAR FLOUR**  
(one, two, three)

*Ask today for samples and quotations*

**NORTHERN MILLING COMPANY**  
**Wausau, Wisconsin**

# Notes of the Industry

## Heavy Macaroni Imports and Exports

The importation of macaroni, vermicelli and similar preparations continues to increase regularly, according to figures given out by the department of commerce covering the month of May. This is happily overcome by a similar increase in the quantity of American made products that leave our shores, according to the same report.

### Imports

The total amount of foreign made macaroni and similar products scheduled at the different ports in the month of May 1922 was 241,846 lbs. invoiced at \$21,356 as compared with 173,585 lbs. worth \$20,637, the importation for May 1921. From this it will be gathered that the per pound value this year was somewhat less than the selling price of a year ago. For the 11 months ending May 31, 1922, a total of 1,759,639 lbs. of different kinds of macaroni, etc., was imported at a value of \$155,618. The slow increase is noted when a comparison is made with the figures for the same period in 1921, when only 1,215,961 lbs. were imported at an invoice value of \$149,786.

### Exportation of Domestic Products

During May 1922 a total of 701,894 lbs. of American made macaroni, spaghetti and noodles was exported to various countries. The value of these exports was scheduled at \$53,979. The total for the 5 months from Jan. 1 to May 31 was 3,915,890 lbs. invoiced at \$309,926. The average per pound value of the exported goods for the 5 months was approximately 8c.

### Re-Exportation of Pastes

The quantity of foreign made products shipped to our shores for re-exportation to other countries is decreasing regularly. During May 1922 only 1,409 lbs. of alimentary pastes invoiced at \$212 were sent us for reshipment to foreign shores. This is compared with 2,395 lbs. worth \$319, covering amount of goods shipped in May 1921. For the 11 months ending May 31, 1922, a total of 20,568 lbs. worth \$2,586 was handled, as compared with 69,070 lbs. worth \$8,935, the amount handled for the same period in 1921.

### Imported Goods in Warehouses

During May there was withdrawn from the different warehouses of the country a total of 14,080 lbs. of macaroni, vermicelli, etc., at a value of \$307,

leaving in the warehouses at the different ports of the country only 717 lbs. of these products invoiced at \$42.

### Removal of Export Regulations

As announced the restrictions placed on exportation of macaroni and similar products by the Italian government since the war period have been removed by instructions issued to the custom authorities permitting the exportation of this food without any further licensed formalities. Italy has the largest per capita production and consumption of macaroni products and macaroni manufacturers everywhere are naturally interested in regulations governing its manufacture and distribution. The Italian government, recognizing the value of the industry and of the food, has ever encouraged its manufacture and particularly interested itself in paving the way for the exportation of Italian made macaroni and spaghetti to all countries with which Italy carries on commerce. During the war exportation was prohibited. Immediately following the war the manufacturer was permitted to export products made from imported semolina, when properly licensed by the government. With the removal of this licensed restriction, the Italian manufacturer can be expected to enter eagerly into the fight for foreign business against the manufacturers of similar products in other countries.

### Macaroni Day

The home service department of the People's Gas, Light and Coke company, Chicago, is conducting a cooking school in connection with the publicity work regarding gas, and on Wednesday, July 19, macaroni received the exclusive attention of the school. The attendance of the classes of Chicago housewives varies from 150 to 250 daily. These classes are undoubtedly performing a great service to Chicago housewives and giving them new ideas of good foods, preparation, and cooking with a minimum of time and expense. The equipment of the class room includes every modern convenience and device in kitchen equipment and the enthusiastic reception of the school has thoroughly convinced the officers of the company that it is their most valuable means of publicity and a great public service. The program—Macaroni Day—included preparation before the class of 4 most attractive and delicious

dishes, each a major dish for a meal. During the final baking the time was given over to a lecture on macaroni its value as a food, its economy, its use with other foods in order to produce a balanced meal, and recommendations for the dishes to be used with to make a complete meal. As soon as the baking was completed each woman was served with a small portion of each and many intimated that their experience with macaroni had not been satisfactory in the past but it was their intention to make it a part of their regular family diet hereafter. Undoubtedly public service corporations in other cities could greatly increase use of the product through work of this kind and the value of it to the community would be inestimable. C. F. Keene, public manager for the American Packaging Macaroni association of Chicago, was intensely interested in this demonstration of macaroni preparation which helped promote. Through him was obtained some high quality products used by the demonstrators in the preparation of the tasty dishes which made such hit with the housewives present.

### Birmingham Plant Hums

The plant of the Birmingham Macaroni company at Birmingham, Ala., has enjoyed a brisk spring and summer business according to press notices from that section. F. W. Blackford, manager of the plant, is quoted as saying: "Business is very good—excellent in fact" and that, while in the past years the manufacture of macaroni products usually ceased during May and June, the conditions have so greatly changed that the plant has been in continuous operation for the past 10 months. Distribution is generally to the southeastern states and through jobbers who, anticipating their need, order frequently, thus equitably distributing the factory operation throughout the year.

### Expansion Move

Being pressed for a larger space conveniently situated, the Redding macaroni factory of Redding, Calif., has purchased a suitable building at Oregon and Tehama's sts. of that city. The machinery and equipment from the inadequate plant is being moved to the new site. The leading stockholders and owners of this macaroni factory, Joe Merciaro and E. Venauti, are super-

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removal of the equipment from the old plant and installation in the new one, selecting only the best part of the old equipment to be used in conjunction with new modern machinery that is being installed.

### Macaroni Man to Face Federal Jury

Charged with violation of the national prohibition act before United States commissioner Kenneth Frazer at Portland, Ore., last month, John Scarpelli, president of Porter-Scarpelli Macaroni company of that city, was bound over the federal grand jury. His busi-

ness associate, Frank Artura, was released at the same hearing for lack of evidence. Prohibition agents testified that they caught these two men transporting several quarts of wine in Scarpelli's automobile and that this act was in violation of the prohibition laws. While Mr. Scarpelli did not deny having wine in his possession, he claimed that the wine was spoiled and that it was being taken to the home of a relative for conserving the wine in the form of vinegar, thus avoiding a wastage of a very good product. Considerable interest has been created by this case,

whose outcome is anxiously awaited by the friends of the defendants.

### Display Macaroni at Dallas

The National Macaroni company of Dallas, Texas, considered one of the leading producers of alimentary paste products in that section of the state, has a pleasing way of cooperating with the retail grocers of that vicinity that obtains for it the good will of these distributors. Representatives from this firm attend the monthly luncheons of the grocers held under the auspices of the Chamber of Commerce, making

## Nailing and Cleating Machines



We manufacture Nailing Machines in great variety to meet the requirements of Box Makers generally, and Special Nailing Machines for other purposes, also make machines for driving Corrugated Fasteners.

The machine illustrated here is the style most generally used by makers of boxes in which to ship Macaroni. It is not equipped with cleating attachment.

Descriptive circulars and prices can be had for the asking.

**WILLIAM S. DOIG, Inc. 47 Franklin St., Brooklyn, N. Y.**

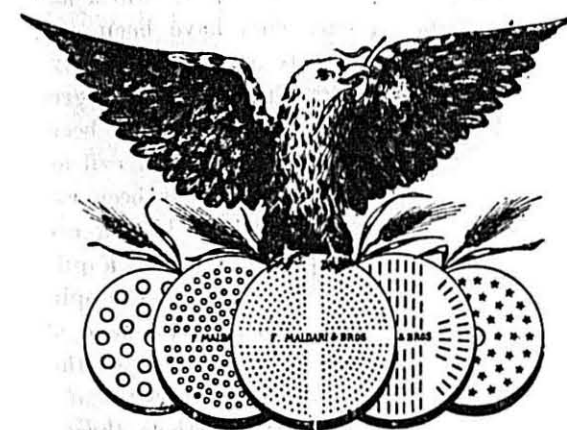
## You Probably Are Overhauling Your Macaroni Machinery

Are you giving YOUR DIES the proper attention? They are the most important part of your plant.

Our Repairing Department, equipped with the most up-to-date machinery, and with SIX of the oldest die makers in the country working in this department, enables us to put out in the shortest time, the most efficient work.

**We Guarantee The Workmanship And Material**

Write for our new catalogue



## F. MALDARI & BROTHERS

Established 1903

127-29-31 Baxter Street

NEW YORK CITY, U. S. A.

Purchasing new dies? MALDARI'S INSUPERABLE BRONZE DIES should be considered. THEY ARE THE CHEAPEST IN THE LONG RUN.



monthly exhibits of the products. These gatherings are promoted by the Chamber of Commerce with a view to creating a better feeling between the manufacturers and distributors, and the National Macaroni company has found it profitable to cooperate and has been doing so consistently and systematically. To create added interest in its products the company offers as prizes to all those in attendance on their macaroni, spaghetti, vermicelli and noodles. This cooperation between the manufacturer and distributor has resulted in considerable added interest in macaroni products, whose food value is so little appreciated by the ordinary grocer who looks upon it as merely as one of the articles that he must carry in order to fill the national demand on the part of his customer. This spirit is one most worthy of emulation on the part of every manufacturer in the country and failure to take advantage of this opportunity for cooperation with the grocers and other business interests in one's community causes this negligent a loss that can never be overcome.

Complete Macaroni Unit

The Fontana Food Products company has practically completed its plant in southern San Francisco which will be entirely devoted to the manufacture of alimentary paste products. The plant is so built as to permit installation of machinery sufficient to use several hundred barrels of semoline daily, as the business demands require. M. E. Fontana is president of this new company and R. L. Podesta, well known paste manufacturer of the Pacific coast, is in charge of the manufacturing end of the business.

Macaroni at Chicago Pageant

Macaroni straws for sipping drinks and liquid foods are recommended by the home hygiene department of the American Red Cross at its hostess booth at the Pageant of Progress. After being used the straws are eaten.

Lift Duty on Macaroni

The Russian council of people's commissars has withdrawn all custom duties on macaroni, vermicelli and similar alimentary pastes sent into that country to individuals by way of parcel post or in consignments or packages addressed to relief organizations, according to a notice sent this government last month. The regulation per-

mitting only 2 parcel packages of this foodstuff per month to each individual was also withdrawn. The present amended order will remain in effect till Jan. 1, 1923, after which it will either be restored or rescinded as conditions require. Among the other foodstuffs admitted under the new regulations are vegetables, vegetable oils, tea, rice, flour, sugar, milk, sago, meats, berries, butter, cheese, chocolate, potato flour, grain, and fruits.

Macaroni to the Rescue

More than 2,000 miles of macaroni, enough to provide a good meal for 360,000 starving children, was shipped to the orphans in the Near East early in August. As a result of the recent appeal made by Dr. J. C. Curran, associate director of the Near East Relief and surgeon commander, U. S. N., before the National Macaroni Manufacturers convention, the Foulds Milling Co. and the Fortune Products Co., are sending a gift carload of macaroni, 30,000 lbs., to help solve the feeding problem of the Near East Relief, which is called upon to feed more than 600,000 hungry mouths every day. In making his appeal for food contributions Dr. Curran said: "We physicians who have been on the ground and seen the terrible hunger of the little children who sometimes wander through the hills for weeks feeding upon weeds, old bones or whatever they can get hold of, have observed the wonderful recuperative value of macaroni to these starving little bodies. There is no other food so nutritious. Macaroni is rich in gluten, the body and health building elements required especially by children. It is a splendid meat substitute and can be made very palatable. We would rather have macaroni than any other food for those hungry children." Twenty-five ship cargoes have been contributed by the United States to Near East Relief from June 14, 1921, to May 25, 1922. The figures which follow will give some idea of the way the American people have responded to this humanitarian appeal:

Wheat flour.....	11,939,059 lbs.
Corn grits and flour.....	34,431,429 lbs.
Beans .....	4,657,827 lbs.
Rollod oats, rye, rice.....	13,692,828 lbs.
Canned milk.....	1,690,888 lbs.
Miscellaneous foods.....	1,284,518 lbs.
Old and new clothing, shoes, etc. ....	2,471,655 lbs.
Medical and hospital supplies.	2,281,894 lbs.
Agricultural instru. and hardware .....	205,787 lbs.

Other macaroni manufacturers from

different sections of the country either have shipped or are planning to ship thousands of pounds of different kinds of macaroni products as a gift from America. These food producers were always ready to help the needy and needed only the personal appeal of Dr. Curran to show them where and how they could be charitable.

Still in Plant Explodes

That they make something other than macaroni and spaghetti in some alleged macaroni plants is indicated by dispatches telling of an explosion of a still in Brooklyn that wrecked a building supposedly rented for food manufacturing purposes. Windows were shattered and the roof of a 2-story building at 162 Stanhope st. the morning of July 29, and upon investigation the authorities found the remains of 100-gallon stills and accompanying condensers and coils. The owner of the building stated that the premises were rented to the Metropolitan Flour and Macaroni company and the renters are being questioned. The ingredients of the coil-like macaroni supposedly manufactured there must have contained unexpected "kick" to cause the wreckage reported.

Cross Wheats to Solve Rust Problem

Wheat rust is one of the greatest dangers to a good crop that confronts growers in the northwest and for years experiments have been carried on to eradicate rust, particularly in spring wheat where it does the greatest damage. The barberry bush has been blamed a propagator of rust evil and a constant campaign has been carried on in various states to kill off every bush of that species. There is a quicker way to avoid wheat rust in the opinion of Professor H. K. Hayes, head of the plant breeding department of the college of agriculture, University of Minnesota. Under his directions three acres have been planted for cross breeding of spring wheat from Canada with a spring wheat from Kansas that is resistant to rust. He predicts that in 5 years he will have developed a strain which will be resistant to rust from barberry bushes and that it will be unnecessary for the government agencies in tearing out barberry bushes.

Don't fume and fuss.

Labels and Trade Marks

On June 6 the patent office granted Campanella & Favaro Macaroni Co. Jersey City, N. J., registration on label "Diaz" brand for use on its macaroni products, giving it label No. 438. The title "Vermichelli" was registered with the United States patent office on June 27, 1922, by the Italia Macaroni Co., of Rochester, Mass., doing business as Italia Macaroni company of that city. Application was filed on May

19, 1922, and registry was under the No. 24,571.

Trade Marks Granted

The application for registration of the trade mark "Amberolls" filed by the Minnesota Macaroni company of St. Paul, Minn., on Oct. 21, 1921, and published by the U. S. patent office on Feb. 28, 1922, was favorably acted upon and registration rights granted June 13, 1922, under trade mark No. 156,014. The trade mark consists of letters in heavy type printed on the background to resemble a package of macaroni. The company claims use since Oct. 26, 1921.

Registration Applied For

The Ronzoni Macaroni Co., Inc., Long Island City, N. Y., filed application on Dec. 7, 1921, for permission to use the trade mark of "LE MIETITRICI" meaning "The Reaper." The applicant desires to use this trade mark in describing its alimentary paste products and claims use since August 1920. The application was published June 13, 1922, and all objections (if any) there-to must have been filed within 30 days of date of publication.

Keep in the CREATIVE plane.

MID-WEST CORRUGATED WATERPROOF FIBRE BOXES

Ideal for export, for shipping commodities to wet weather districts, all goods which contain or absorb moisture or are shipped with ice.

General Offices: 18th Floor Conway Building Chicago

MID-WEST BOX COMPANY

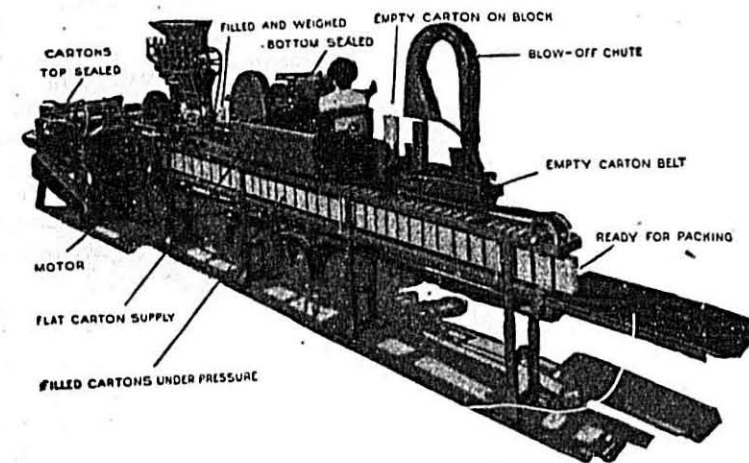
Corrugated Fibre Board Products Solid Fibre Containers



We Operate Our Own Box Board and Strawboard Mills

Factories

- Anderson, Indiana
- Kokomo, Indiana
- Cleveland
- Fairmont, W. Va.
- Chicago



This is our carton sealing machinery with filling and weighing attachments.

Why purchase machines with a guaranteed capacity of 30 packages per minute when you can purchase our machines which will do the work equally as well with a guaranteed capacity of 60 packages per minute?

Johnson Automatic Sealer Co., Ltd.

Send for Catalogue

Battle Creek, Michigan

Send for Catalogue

## "Dealer Helps" Not Always Helpful

From Lefax

Manufacturers are spending a lot of time and money figuring out the kind of sales helps to send to their jobbers and dealers.

How many manufacturers, however, take the time to find out what the dealer actually wants?

Here are some of the high lights of the reports obtained from various stores in many different lines:

Window display material is more popular than any other single class of help—but too many manufacturers lose out because they plan displays that don't give a chance to show other products. In most instances the merchant prefers to show other goods along with the advertised item.

Many window displays, circulars and store helps are thrown away because they are cheap, garish and inartistic. Not a few merchants declared that they would be ashamed to use some of the alleged dealer helps with which they are being flooded by manufacturers.

Well designed circulars suitable for use in inclosures of mail are popular—but here again the warning is sounded that the dealer's name be given prominence, instead of the manufacturer's. The average merchant feels that the latter's trade mark on a circular advertising his product should be sufficient.

Counter displays and other selling helps for use inside the store are given a surprisingly low rating by most merchants, except in the retail clothing line. In this case they are used liberally, because very little of the manufacturer's window display material is employed. Many merchants feel that counter displays take up too much room, or encourage too much handling of the goods.

A rather interesting report received from a clothing merchant was that he much preferred the plan of paying for the circulars he received from one manufacturer to receiving material of low grade from some of the other manufacturers who sent it without charge.

## Selling Below Cost Unfair

The chairman of the federal trade commission, Nelson B. Gaskill, in an interesting address delivered at the convention of the National Wholesale Grocers association last June substan-

tiated the stand taken by so many business leaders that price cutting and selling below cost for any reason whatsoever must be considered an unfair business practice. He praised cooperative or association efforts that tend to eliminate the need for this practice, suggesting the adoption of a uniform cost system as the best means for bringing this about.

"Because I believe that selling below cost is an unfair method of competition, I believe that a group agreement not to practice this method of doing business is a lawful agreement. It is, it seems to me, as much a matter of internal concern and action in a trade association as is misbranding or commercial bribery.

"The starting point of all operations against selling below cost must be proper cost accounting by each individual. Common cost figures, group averages, normal costs and all averages or group allowances, play no part in this work. What is to be determined is the cost to the seller, not to someone else nor what cost could be to the seller if his conditions were changed. Education in accounting methods, the inspiration to use them and to work by the result shown, these are great opportunities for trade associations. But every suggestion which opens the way to the individual to adopt a standard, a normal, and average which does not reflect the individual's cost, is a deterrent to cost accounting and an inducement not to use it.

"No movement within an industry for the elimination of sales below cost can be conducted except in conjunction with and as a part of a campaign for the employment of a proper system of cost accounting. Nor can any movement to suppress sales below cost be put into operation except upon cost accounting basis. It is easy to condemn selling below cost, it is not difficult to see wherein its evils lie nor is it particularly troublesome to perceive that it may be unlawful in habitual practice. But the proof of the charge is the relentless analysis of the actual cost of the operation proceeding sale.

"The elimination of sales below cost by no means implies a stabilization of prices nor a uniformity of prices, it is when properly applied in no sense a restraint upon competition. Costs will vary and prices should vary as costs vary within market limitations. But the application of the principle 'no sales below cost' by each to his own business

is simply the recognition and adoption of the fundamental principle of the competitive system."

## Commercial Nation With Abiding Conscience

Sections quoted verbatim from President Harding's speech before the Chamber of Commerce of the United States of America, May 18, 1922.

I know you are interested in world restoration. So is your government. But I beg to remind you we must always be right at home before we can be any helpful abroad. We do not mean to hold aloof; we want to play a great nation's—aye, a great people's—part in the world. I do not know anything that would help more than give the world an example of a commercial nation with an abiding conscience.

We are having the problem of tariff legislation. It is not an easy task, am sure you know where I stand, because I have spoken officially to congress. I believe in an American industry first of all in the world. I do not want American industry destroyed and build up some other in foreign lands.

An illustration was brought to the attention of some members of congress the other day of imports being brought into the United States because of conditions in the old world. Let me take a hypothetical figure. Imports were brought in, and with the tariff added on a single article, the first cost which was, we will say, 25 cents, the article was priced to sell to the American consumer at \$5. That is a commerce without a conscience.

You cannot be astonished that this is complaint from both American producer and consumer. You cannot afford to destroy American industry facilitate an importing trade like this. You cannot afford to have international exchanges of a destructive character.

We want to trade with the world, believe it is possible to trade with the world without any destruction of American productivity. I wish for such an arrangement. Let us sell things that Americans can produce advantageously to those who cannot produce them. Let us buy the things that they have to sell to us and which we do not produce.

While we are marching in that procession, it is always wise to keep in mind those who have difficulty in maintaining the pace, and the forward marching army must be one of contentment and continued good fortune. If we have in America conditions under which men may produce and enjoy with something of luxury as well as the necessities, we shall have a contented citizenship, and out of a contented citizenship comes patriotic citizenship.

## "Macaroni" Has Passed

The old American use of the word "macaroni" has passed. In Revolutionary times the term signified well, "elegant," "high toned." In an age when all elegant things came from Italy, the exquisite in clothing and manners was complimented with the designation "macaroni." When Minnie Doodle put a feather in his hair, in order to look like a dandy, he called it macaroni." The crack regiment of the Continental army recruited in Maryland and Virginia was called the Macaronis."

That usage is forgotten. By some strange chance, a "ma carone" in Italy itself is a dunce, a dolt.

## PAPER

The Chinese are credited with earliest known use of paper and with the following the present practice of making it from fibrous material.

But however remote its age may have been in eastern Asia paper first became available for the rest of the world in the middle of the eight century.

In 751 an invasion of Samarkand by Chinese was repelled by the Arabs, who in the pursuit, it is related, captured

certain prisoners skilled in paper making who imparted this knowledge to their new masters.

Hence the Arabian manufacture of paper began, gradually spreading westward until within a century or two the use of paper was not uncommon even in the lands of northern Europe.

Paper was first made entirely by hand, sheet by sheet, but in 1798 the invention of the paper machine by Louis Robert give a new impetus to the industry.

Money is like some men. The tighter it gets, the louder it talks.



## International Macaroni Moulds Co.

252 Hoyt St.

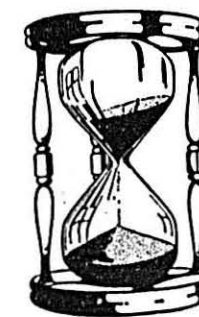
Brooklyn N. Y.

## Macaroni Die Manufacturers

Ask For Our Price List.

## Discriminating Manufacturers

Use



# Hourglass

# Brand

PURE DURUM SEMOLINA AND FLOUR  
RUNS BRIGHT, SHARP AND UNIFORM

Quality and Service Guaranteed

Write or Wire for Samples and Prices

## DULUTH-SUPERIOR MILLING CO.

Main Office DULUTH, MINN.

NEW YORK OFFICE:  
F 7 Produce Exchange

PHILADELPHIA OFFICE: 458 Bourse Bldg.

BUFFALO OFFICE:  
31 Dun Building

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

BOSTON OFFICE:  
88 Broad Street

PORT HURON, MICH. OFFICE, 19 White Block

## To Win the Fighting Chance You Have to Fight!

From June Doorways

On the rocky coasts of Scotland, a certain man hunted rock eggs for his living.

He would lower himself, by means of a stout rope down the rocky cliffs, descend perilously hand under hand to the isolated nests, then climb back hand over hand to the brow of the cliff.

One day he saw a nest of eggs on a shelf of rock half way down the opposite face of a canyon from where he stood. He anchored his rope to a big boulder, dropped over the precipice and lowered himself to a point even with the nest. Then, swinging his body like a pendulum at the end of the long rope, he succeeded in casting himself upon the rock shelf beside the coveted eggs.

Stooping to grasp the eggs the rope slipped from his hand and swept into space, away! away! away!

Horrified, he watched it.

His return to safety, to life, lay in that rope.

He looked up. A solid wall of smooth granite extended perpendicularly above him hundreds of feet. He looked down. Below, hundreds of feet, the roaring waves dashed themselves violently against jagged rocks. He shouted. The pounding sea drowned his voice.

Despair overcame him. He watched the receding rope. As he looked, it hesitated—stopped—began to swing back toward him.

Would it swing far enough so he could grasp it?

Closer it came—closer—closer. Still, the yawning canyon intervened by a great space.

The rope was stopping. It seemed hardly to move. It would not reach him!

He became confused. To his wild senses it seemed to dangle there before him stationary. Yards of space separated him from it. The rope seemed to jump at him, and jump away. Dizziness began to possess him.

Then He Mastered Himself!

He gathered his scattered wits. He controlled his violent apprehensions. He would make the best of the slim chance before him! He would jump when the rope hesitated before beginning to swing away.

Crouching there he waited, every energy tense. More slowly and more slowly the great rope moved. Almost it stopped.

Then he leaped. His virile body poised in space. The waters dashed over the rocks far beneath him. The rock birds screamed high above. Nearer the rope he plunged. It was within his grasp. He clutched it. Borne down by the impetus of his falling body, his hands slid down its tortuous length. He clutched more tightly—the end of the rope was almost reached. With frantic strength he tightened his hold. His burning hands tortured him. But he clutched tighter and tighter in a wild determination to stop himself. He was gaining. Then his body slowly stopped its descent.

Spurred by hope and agony he pulled himself hand over hand till his feet gained their hold above the end of the rope. With swift strokes he worked himself up to the edge of the cliff. To safety! To life!

Today many a business man finds himself in much the same position as the hunter of rock eggs. An established business built up through years seems to have slipped from his grasp.

But there is always at least a slim opportunity to "come back." There is always the return of the rope that gives him a fighting chance to climb to safety.

Even now, today, hundreds, even thousands, of business captains all over the continent are climbing back to the firm foundation of sound business activity, after temporarily losing their hold of the financial rope through enticing but perilous allurements of war merchandising.

Many have disappeared in the sea of financial oblivion.

Those who have prevailed are they who have MASTERED THEIR APPREHENSIONS, gathered their scattered wits, decided on a method of action, and concentrated every mental and physical effort on whatever opportunity made it possible for them to again grasp the rope of profitable business activity.

### Principle

By Harry Peters in The Culinary Progress

Webster explains principle as follows:

Source or origin; element; fundamental truth or doctrine; settled rule or law of action or conduct; reason; foundation of morality or religion; uprightness; to establish firmly in the mind.

As I would explain it:

Clearness of purpose, courage,

intelligence, sympathy and a sense of humor.

These are the five qualities I would want in my ideal man or woman. They have a clearness of purpose, means an occupied mind, and that breeds contentment. Courage never lets one experience the feeling of fear. It gives one nerve and self confidence. Intelligence always makes me think of the saying, "Knowledge is Power." Sympathy overlooks faults and encourages love, and a sense of humor takes the gloom out of life.

### THE SUCCESS OF PRINCIPLE

All right action is governed by principle. Principle, Webster defines as guide, a rule. We find in the affairs of life that this guide or rule is operating through man.

If we would be truly successful in our business, useful, honorable members of our community, our actions and transactions must be in accord with principle. It is as impossible to obtain right results and lasting success acting without principle, or, as we term it, an unprincipled way, as it would be to expect the right result in a mathematical problem where twice two was recorded as five. Mankind is waking up to this vital truth. The old adage "Honesty is the best policy," is a quick tip as to the course to pursue if we would obtain the best. Sometimes we see lack of principle expressed by an individual in a business deal where the opportunity seems to make it possible for misrepresentation and unfair advantage to be taken of the other party in the transaction. The dishonest man will say:

"What he does not know will not hurt him." True, it does not hurt the man who has been cheated, but he is about the one who has been dishonest in trying to get away from principle. He is the one who is "hurt." He has injured himself, and some day, as true as tomorrow's sun, he will reap the consequences. Principle is imperative. We are surely, if slowly, coming to the understanding, and the time is not distant when the dishonest man or woman will be regarded not only as undesirable, but utterly lacking in shrewdness, insight, ignorant of the law of cause and effect; in short, trying to get away from omnipresent principle.

Search for your faults, confess them before the throne of your own reason and CORRECT them.

## NEW FLAKE EGG

We have just received our first 200 ton shipment. Our new factory is the most modern in the world and the quality of the product is excellent.

We will gladly send samples.

## New York and Albumen

Two shipments have arrived and duty paid.

## STURGES EGG PRODUCTS CO.

Direct Importers and Exclusive Egg Specialists

New York Office

50 E. 42nd St.

Chicago Office

317 N. Wells St.

## To Noodle Manufacturers:

We understand your requirements of **Whole Egg Powder**, and can give you unexcelled quality.

WHOLE EGG POWDER—

Guaranteed to comply with Government regulations.

Manufactured by spray process, guaranteeing solubility.

Made from Spring laid egg, insuring dark sweet yolks.

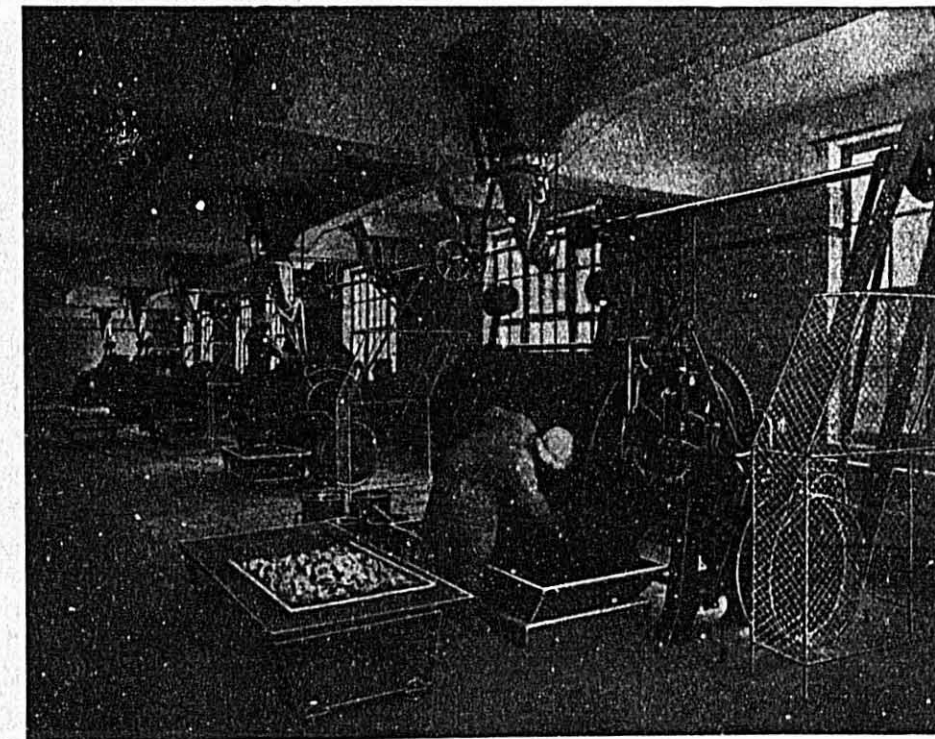
## TALCOTT, TURNER & CO., INC.

136 Liberty St.

New York

29 S. La Salle St.

Chicago



## BUHLER'S DOUGH MIXERS

**Buhler Brothers**  
UZWIL, Switzerland

SOLE AGENT

**A. W. Buhlmann, Engineer**  
200 Fifth Avenue, NEW YORK

## How to Use the Flag

Local customs and individual opinions bring about such a diversified handling of the American flag that a clamor arises throughout the country for uniform rules. Army regulations and those adopted by the American Legion are recognized as governing the correct use of the American flag for all purposes. There follow a few of these rules.

The flag should not be raised before sunrise and should be lowered at sunset, but may fly at all times during war if intended for patriotic and not advertising purposes. In stormy weather it is considered unkind to permit the flag to fly, except in battle, where it may wave night and day without regard for weather.

The flag in times of peace is not permitted by correct usage to float all night except at the grave of Francis Scott Key, author of The Star Spangled Banner.

Displaying the Flag.—The flag, out of doors, should be flown from a pole whenever possible, or a wire or rope. In the United States army all flags are suspended from poles and in no other way. The blue field is placed furthest from the house displaying it, except when facing a parade, with the flag suspended across the street with the stripes perpendicular, in which case the blue field goes in the upper left hand corner as viewed by the approaching parade.

While raising or lowering the flag, it must not touch the ground; care for it tenderly and respectfully.

Driving nails in the flag to hold it in place is considered wrong. Preferably it should be tied with red, white or blue cord, or tricolored cord.

Colors on Parade.—When the colors are passing on parade or in review the spectator should, if walking, halt; if sitting, arise, stand at attention and uncover; men to remove their hats and women to bow their heads. All military men are required to stand at salute.

Used in Decoration.—When the flag is hung vertically (so it can be viewed from one side only) the blue field should be at the right as one faces it. When hung horizontally the field should be at the left. The flag should never be placed below a person sitting.

Desecration of the Flag.—No advertisement or lettering of any sort should ever be placed upon the flag, or any object, especially merchandise for sale, placed upon it; nor should it ever be used as a trade mark. It should not be worn as the whole or part of a costume,

and when worn as a badge, it should be small and pinned over the left breast or to the left collar lapel. When worn as an emblem on the coat or other garment, no other token should be worn above it. The flag in any form should never appear on towels, handkerchiefs, aprons or other utilitarian clothes of any kind, nor used as a table scarf.

When Portrayed.—The flag when portrayed by an illustrative process should always be placed so that it is at the left of the picture, the fabric floating to the right. In crossing the flag with that of another nation, the United States flag should be at the right.

Used as a Banner.—When the flag is used as a banner, the blue field should fly to the north in streets running east and west, and to the east in streets running north and south.

Half Mast or Used on a Bier.—Before placing the flag at half mast on Memorial day, or when officially required as a symbol of mourning, it must have been raised to the top of pole or staff and then lowered at or near the center of the staff. When the flag is placed over a bier or casket, the blue field should be at the head.

On Memorial Day, May 30.—The national flag should be displayed at half mast until noon, then hoisted to the top of the staff, where it remains until sunset.

Days When the Flag Should Be Flown.—Washington's birthday, Feb. 22; Lincoln's birthday, Feb. 12; Memorial day, May 30; Flag day, June 14; Independence day, July 4; also many local patriotic anniversaries.

When a flag has become old and worn, it should not be allowed to be thrown around and treated with disrespect, but should be burned.

## Durum Receipts for June

A movement of different kinds and grades of durum wheat to the various markets of the country was surprisingly large during June. This rush to market may be attributed to export demands, which were rather heavy during the month and with a view to emptying the bins at the elevators for the new crop which was so promising.

### Amber Durum

A total of 1217 carloads of amber durum reached the various points of inspection in June, most of which went to Minneapolis and Duluth. This com-

pared favorably with the receipts in May, which totaled 1359 carloads.

The abundance of the amber durum crop last year can best be judged by comparing the receipts at the various markets. During the 11 months, July 1921, to June, 1922, a total of 20,700 carloads of various grades of amber durum was marketed, as compared with only 11,572 carloads for the same period of the previous year.

The proportion of amber durum No. 1 variety, as compared with total receipts, was regular. Eighty-two carloads made up this class, all except cars of which went to Minneapolis and Duluth. As usual, the No. 2 variety was most plentiful, 763 carloads of this grade being reported. This grade entered strikingly in the export record, 156 carloads going to Minneapolis, 30 to Duluth, 138 to New York, and 49 to Philadelphia. A total of 251 carloads graded No. 3; of these 85 went to Minneapolis and 158 to Duluth. The proportion of amber durum that graded below No. 3 was rather large, a total of 1,100 carloads of this inferior grade being reported for the month.

### Durum

Contrary to expectations the receipts of ordinary durum exceeded those of May, when a total of 439 carloads all grades was inspected in June compared with 343 carloads for the month previous. The total for the crop was apparently 20 to 25 per cent larger than that of the preceding year. During the 11 months ending June 1922, 6923 carloads were inspected, compared with 5464 carloads marketed for the same period ending June 1921.

No. 1 durum was very scarce, only 5 carloads being reported for the month as compared to 4 in May. Duluth received 4 cars of the total inspected. No. 2 variety was most plentiful, a total of 108 carloads coming under the supervision of inspectors in June as compared with 90 carloads in May. Of the total 79 carloads went to Duluth and to Minneapolis. A considerable portion of the No. 3 variety went into foreign export. A total of 145 carloads was reported for the month as against 89 in May, Minneapolis getting 23, Duluth 78, and Philadelphia 32. One hundred eighty-one carloads registered low grade and most of these were intended for exportation.

Advice, like water, takes the form of the vessel it is poured into.

## For Sale

**Two (2) Elmes Horizontal Macaroni Presses for 15-inch dies. Complete with operating valves, variable speed drives, etc.**

**Two (2) Elmes Motor-Driven Kneaders with 91-inch pans, 11½-inches deep.**

**Two (2) Elmes Semolina Mixers.**

These machines are new, having never been used and are offered at an attractive price.

Address "A. G." c-o Macaroni Journal,  
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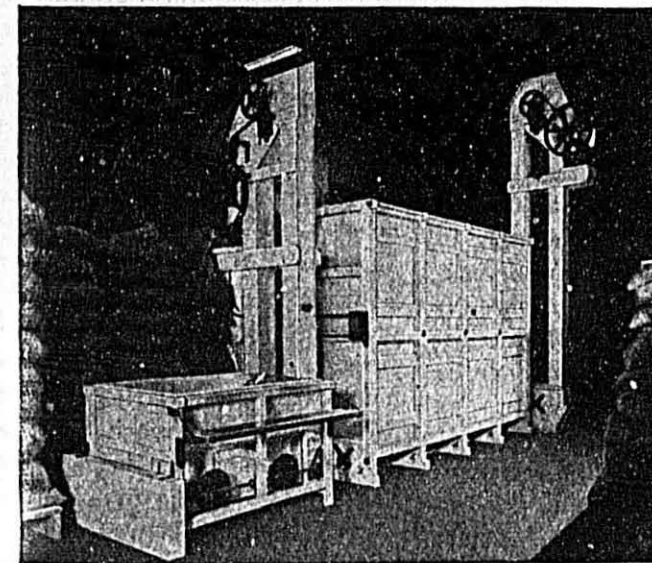
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THE illustration shows one of our blending, sifting and storing flour handling outfits, which has a capacity of 100 barrels. We make this in all sizes to meet the requirements of both large and small plants. We have installed these in some of the largest bakeries and macaroni plants in the United States. We have recently equipped nine of the largest macaroni plants in the United States, and their names will be given on request.

This flour outfit does not only save time, but enables you to thoroughly sift your flour, and thereby guarantees a dough that is free from all foreign matter.

With the Champion Automatic weighing hopper there is no guess work. It will weigh flour accurately.

We will cheerfully furnish Blue-prints or drawings of a layout for you requirements if you will send us a sketch of your building, giving the height of the ceiling, etc., also give the capacity desired.

**CHAMPION MACHINERY CO.,**

**JOLIET, ILL.**

# Grain, Trade and Food Notes

## Abolish Wheat Control in Italy

Macaroni manufacturers in Italy will henceforth be permitted to purchase flour or semolina made from local or imported wheat because of the decree issued by the food controller that lifts the restrictions placed on wheat. The new order went into effect Aug. 1. Under the system in force prior to that date the importation, purchase and distribution of wheat, both foreign and home grown, was reserved to the government. As there is no import duty payable on wheat the Italian wheat users will find it convenient to select their raw materials from such countries as will supply their wants. In an effort to steady the market the Italian government has agreed to supply all the wheat requirements at a certain price.

## European Wheat Crop Conditions

The total wheat yield of Belgium, Bulgaria, Spain, Greece, Hungary, and Poland, according to radiogram received by the United States Department of Agriculture from the International Institute of Agriculture at Rome, is estimated at 264,148,000 bus. for 1922, compared with 301,883,000 bus. last year. The condition of the crop improved during June in France, Italy, and Czechoslovakia. The condition is fairly good in Bulgaria, Rumania, and Jugo Slavia.

## Semolina Man Goes East

R. L. Groff, who for several years has been manager of the Commander Mill company at Minneapolis, will leave the early part of next month for Boston, where he will engage in the flour business as representative of the same firm in the New England territory.

## Durum Wheat Acreage Above Average

The area of durum wheat in Minnesota, North Dakota, South Dakota, and Montana is estimated by the U. S. Department of Agriculture to be 5,276,000 acres, or 35.2% of the total spring wheat acreage of these states. This acreage compares with 4,890,000 acres of durum wheat in these states in 1921, or 30.4% of their total spring wheat acreage, and with an average of 3,644,000 acres of durum wheat in 1917-1921, or 22.0% of all spring wheat in the same states. The acreage of durum wheat has been gaining both absolutely and relatively because of its greater resistance to rust and drought and its higher yield per

acre than that of other varieties of spring wheat. The price of durum wheat, on the other hand, is less than the prices of other varieties of spring wheat because of less satisfactory milling qualities. The late spring with threat of rust damage promoted heavy planting of durum wheat. Details concerning the acreage of durum wheat in these states for 1917-1922 are given below:

State.	Durum Wheat Acreage in Minnesota, North Dakota, South Dakota, and Montana.		Other varieties of spring wheat.	
	Acreage of spring wheat including durum.	Per cent.	Durum wheat.	Per cent.
Min. ...	2,241,000	13.0	291,000	87.0
N. Dak. ...	8,121,000	42.3	3,435,000	57.7
S. Dak. ...	2,715,000	49.0	1,330,000	51.0
Mont. ...	1,915,000	11.5	220,000	88.5
<b>Total</b> ...	<b>14,992,000</b>	<b>35.2</b>	<b>5,276,000</b>	<b>64.8</b>
<b>Year.</b>	<b>1917</b> ...	<b>17.0</b>	<b>2,397,000</b>	<b>83.0</b>
	1918 ...	20.4	3,313,000	79.6
	1919 ...	19.2	3,783,000	80.8
	1920 ...	22.7	3,840,000	77.3
	1921 ...	30.4	4,890,000	69.6
	<b>Average</b> ...	<b>22.0</b>	<b>3,644,000</b>	<b>78.0</b>
	1922 ...	35.2	5,276,000	64.8

## Strange Foods From Abroad

Udo, jujube, dasheen, chayote, petsai, avocados, pistachio,—no, they are not words of an unknown language, but names of vegetables, nuts, or fruits that the United States government is introducing from foreign lands, and which you may be enjoying soon with as much relish as in eating the navel orange or the date palm which arrived on our shores through the same agent only a few years ago. The udo has a unique flavor and resembles asparagus. The shoots are often 2 feet long, whilst the plant does not need replanting in 10 years. The jujube fruit, when candied, tastes like dates. The dasheen is the rival of the potato. The chayote belongs to the cucumber family, but is more democratic in its possibilities for use. The petsai is the great rival of lettuce, grows with half the cost anywhere throughout the country. The avocado is a fruit. The pistachio nuts are the little green nuts used so often in ice cream and cake.

## Vermicelli in Hong Kong

The traffic in vermicelli at the Asiatic port of Hongkong is increasing, according to figures issued by the department of commerce covering the year of 1919 and 1920. This port enjoys a wonderful business in this foodstuff, receiving large quantities from the points of manufacture and reshipping it to various consuming centers.

In the year 1919 vermicelli valued \$523,722 was imported by the various firms of that city. The value of the ports for 1920 had increased to \$727,711.

While a small amount of the imported goods was retained for home consumption, by far the greater amount was reshipped to other centers. The exports of vermicelli the year of 1920 was valued at \$501,147, as compared with \$684,347 the value of the exports in 1920.

## Data on Stakman Quest

In the hope of finding facts that will be of value in fighting the stem rust wheat in this country Dr. E. C. Stakman, agent of the United States Department of Agriculture and pathologist at the Minnesota agricultural experiment station, as forecast in our June issue is spending the summer in various countries of Europe making detailed studies of the occurrence and severity of the disease, especially with reference to appearance on barberry bushes. He is also collecting much information on rusts in general.

In France and Spain, where he visited the principal wheat growing regions he found no stem rust on wheat, oat, barley, or rye. Although there were many barberries, few of them showed any signs of this rust, but in Spain plant pathologists informed him that the common barberry and an indigenous species is responsible for the early appearance of stem rust in the spring.

Doctor Stakman reports great interest in breeding and selection of wheat varieties resistant to this disease and emphasizes particularly the work of several eminent French investigators.

While traveling through France, Spain, and Italy he found little stem rust, but this little was always associated with barberry bushes. The consensus of opinion in these countries is that, although stem rust does occur later in the crop season and causes much less damage than in those sections where the shrub is common.

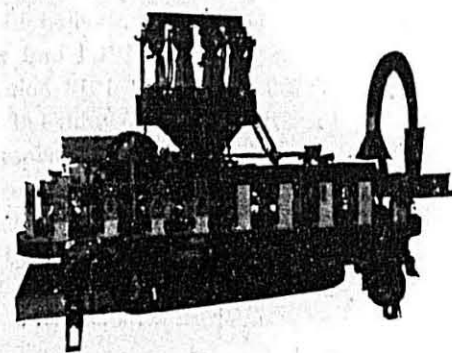
Rastus: "Flivver dem dice, gah."

Zeke: "Whatcha al mean, flivver dem dice?"

Rastus: "Ah means, shake, rattle and roll, boy; shake, rattle and roll."

## Ferguson Sealer

After 10 years of intensive use and refinement by one of the largest industries, is now offered to you, and by reason of its size, simplicity, quality of work, power and help required, merits your investigation.



Floor Space 3 ft. 0 in. x 10 ft. 0 in.

Speed up to 60 packages a minute. Seals carton either end or both. Requires 1/2 H. P. motor. Can furnish Auto Scales to suit.

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Milled from selected Durum Wheat exclusively. We have a granulation that will meet your requirements.

Ask For Samples

**Commander Mill Company**  
MINNEAPOLIS, MINNESOTA

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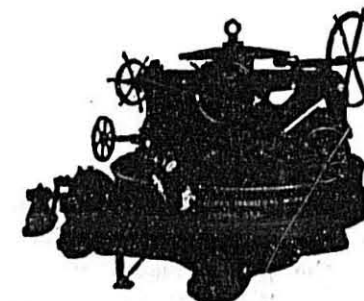
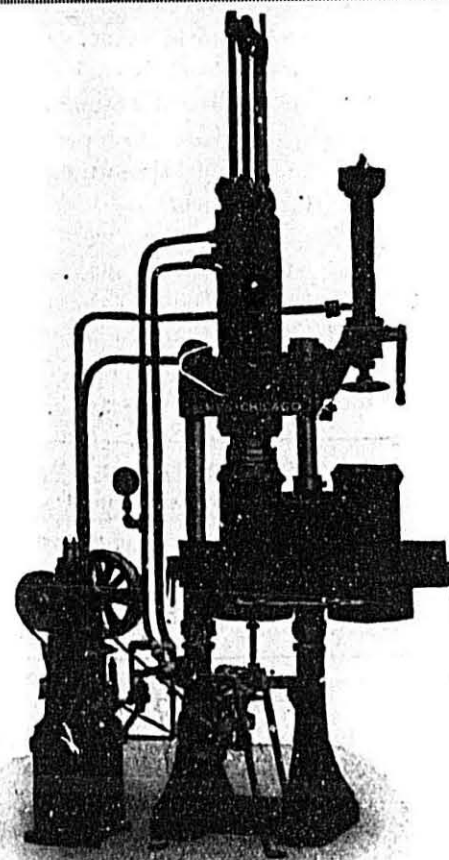
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(Successor of the Old Journal—founded by Fred Becker of Cleveland, O., in 1903) A Publication to Advance the American Macaroni Industry

PUBLICATION COMMITTEE HENRY MUELLER President M. J. DONNA Secretary

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Vol. IV August 15, 1922 No. 4

Something to Worry About

Macaroni manufacturers have their own little worries but the editor of the New Macaroni Journal and the secretary of the National Macaroni Manufacturers Association is frequently handed problems that cause him some sleepless nights.

- 1. What information can you furnish on the sale and distribution of uncooked spaghetti and canned spaghetti? 2. What is the amount sold of each brand? 3. What are the leading brands? 4. At what prices do they sell—and in what sections of city and country? 5. Is the distribution spotted or uniform? 6. Does the consumption vary with the seasons?

Would it not be wonderful if information of this kind could be listed and ready for distribution whenever calls are made on the editor by various agencies and other interested parties? —(Ed.)

General Business Conditions

Says the National City Bank of New York: The crops have come along finely. The farmers have been doing their part to supply community wants without sulking or striking, although not much consideration for their needs is shown in some quarters.

The government's July report on the winter wheat crop gave an estimate of 569,000,000 bus., which compares with a final estimate of 587,000,000 bus. for 1921. The crop suffered some shrinkage from hot weather in maturing, which caused the July estimate to be below the previous ones.

The spring crop in the northwestern states will be a bumper yield per acre, and the total will be higher than last year unless damage comes in the harvest, which is now beginning. The acreage is smaller than last year, but the country should have more wheat in the aggregate than last year.

The prospect for European demand for wheat is good. The special advices of the Department of Agriculture estimate the production of wheat in Europe outside of Russia at 90,000,000 to 100,000,000 bus. less than last year, when Europe imported 600,000,000 bus.

Altogether the supply of foodstuffs is ample to maintain prices probably at about the present level, though the status of wheat will depend upon the crops of the southern hemisphere, which mature 4 or 5 months hence.

The price changes have been narrow of late and largely offsetting each other.

The commodity index of the Federal Reserve bank of New York, which consists of 20 basic commodities, has shown a slight downward trend in July, declines in wheat, cotton, cattle, oil, rubber, and others counterbalancing advances in sugar, hides, etc.

Greatest Country of the Globe

According to the latest census figures, approximately 6% of the population of the world lives in the United States.

- So vast are our resources, so great our inventive genius, so efficient our labor, that this country produces— 25% of the world's gold. 25% of the world's wheat. 40% of the world's iron and steel. 40% of the world's silver. 40% of the world's lead. 50% of the world's zinc. 52% of the world's coal. 60% of the world's aluminum. 60% of the world's copper. 60% of the world's cotton. 66% of the world's oil. 75% of the world's corn. 85% of the world's automobiles. We also refine 80% of the copper and operate 40% of the railroads.

Keep DOING as well as thinking.

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Five cents per word each insertion. WANTED—Ten-inch short-cut machine. Orvasco, Cavagnaro and Ambrette type preferred. State price and condition. John Elbs, Rochester, N. Y.

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A bargain worth considering. Thorough inspection of plant invited. Write for terms.

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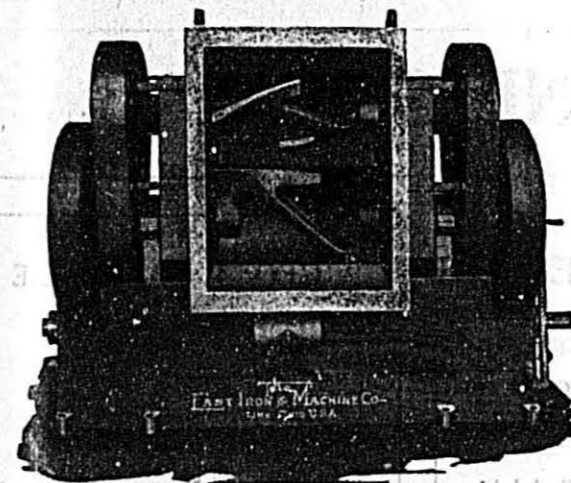
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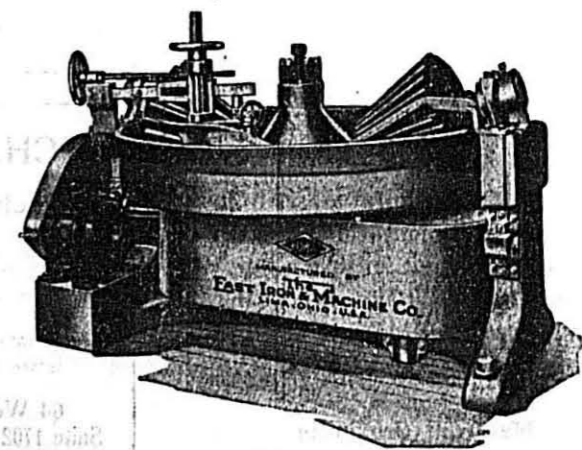
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Save time, labor, power, and make better doughs at less cost. "Eimco" mixers and kneaders will do it for you.

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**Tested Macaroni Recipes**

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

**Noodles—Chinese Style**

Take 1/2 pound of noodles and drop a few of them into boiling water. Skim them out in 3 minutes and drain them, then cut them into inch pieces. Mince together 1/4 pound of boiled ham, the breast of a boiled chicken and a little lean pork. Pour boiling water over a cupful of dried mushrooms, let them stand 5 minutes, then drain, saving water, and chop them. Mince an onion and a little parsley fine. Mix all the ingredients and fry them in 1/4 cupful of olive oil. Place in layers, with the noodles, in a buttered baking dish. Add the mushroom water to the oil left in the pan, season and thicken it with the contents of the baking pan, then bake them for 1/2 hour.

**Macaroni and Finnan Haddie**

Take 1 1/2 pounds of finnan haddie, 2 tablespoonfuls of flour, 3 tablespoonfuls of butter, a dash of pepper, 3 tablespoonfuls of minced onion, 2 cupfuls of tomato juice and 2 tablespoonfuls of green peppers minced. Freshen the fish and cook it gently in water for 20 minutes. Flake it into small bits with 2 forks, carefully removing all bones. Melt the butter in a saucepan, fry the onion and pepper until softened, add the flour and gradually the tomato juice. Let the mixture boil, add the fish, and when it becomes very hot serve at once with boiled macaroni.

**Macaroni and Eggs**

Cook macaroni of any kind until tender in boiling salted water. Drain and place in a well buttered baking dish a layer of the cooked macaroni; over this put a layer of sliced hard cooked eggs, using 5 eggs for a dish serving 6, sprinkle with cheese, add a bit of onion juice or grated onion and then a layer of thick white sauce made by cooking together 2 tablespoonfuls each of butter and flour and 1 cupful of rich milk. Repeat with more macaroni, cheese, egg and white sauce and finish the top with buttered crumbs. Bake in a moderate oven until well heated and the crumbs are brown.

**Macaroni Croquettes**

Cook 1/4 package of macaroni in boil-

ing salted water until tender, then drain and chop very fine. Heat 1 cup of milk, and when hot stir in a paste made from 1 tablespoonful of butter and 2 tablespoonfuls of flour; add salt and pepper to taste and cook until thickened, stirring all the time. Beat the yolk of an egg well and gradually pour onto it the hot milk mixture. Return to the double boiler and cook a few minutes longer. Add the chopped macaroni and remove from the fire. When cool, shape into croquettes. Beat the white of an egg slightly, dip the croquettes first in crumbs then in the egg white, then in crumbs again. Fry in smoking hot fat until a golden brown.

**Macaroni Salad**

Grind 2 slices of boiled ham, 3 sweet pickles, 1/2 can of pimientos, 2 cups of boiled macaroni. Mix with salad dressing and serve on crisp lettuce leaves.

**Macaroni Savory**

Cook 1 cup macaroni till done, add 1/8 pound chopped dried beef, put in baking dish, beat 2 eggs with 1 cup milk, a little pepper, pour over the beef and macaroni and bake till custard is done. Dried beef (chopped) may be

added to johnny cake, scrambled eggs or omelet, or potato for hash, or mashed potatoes and made into cakes like fish cakes and fried. Boiled spaghetti might be used instead of macaroni.

**A Tasty Spaghetti Sauce**

Put 1/2 cup of olive oil in a stewpan and add a level teaspoon of salt, several onions minced. Allow to brown slowly. Add a medium size can of tomatoes, or the equivalent in fresh tomatoes. Mix thoroughly and add a teaspoon of sugar, some pepper, and salt if required, as tomatoes call for good deal of salt. Cook a moment longer and the sauce is ready.

**Macaroni Cakes**

Chop enough freshly cooked macaroni to make 3 cupfuls. Add a 1/4 cupful of grated cheese, the juice of a large onion, 2 tablespoonfuls of dry crumpe pepper, salt and a teaspoonful of sugar. Mold into cakes, moistening the fingers in milk, dip into egg, roll in crumbs and lay on a buttered baking pan. Bake delicate brown, and serve with smooth tomato or cream sauce.

Now is the time to do things; by is the time to do nothing.

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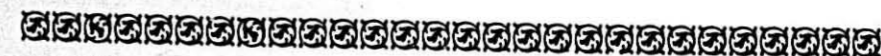
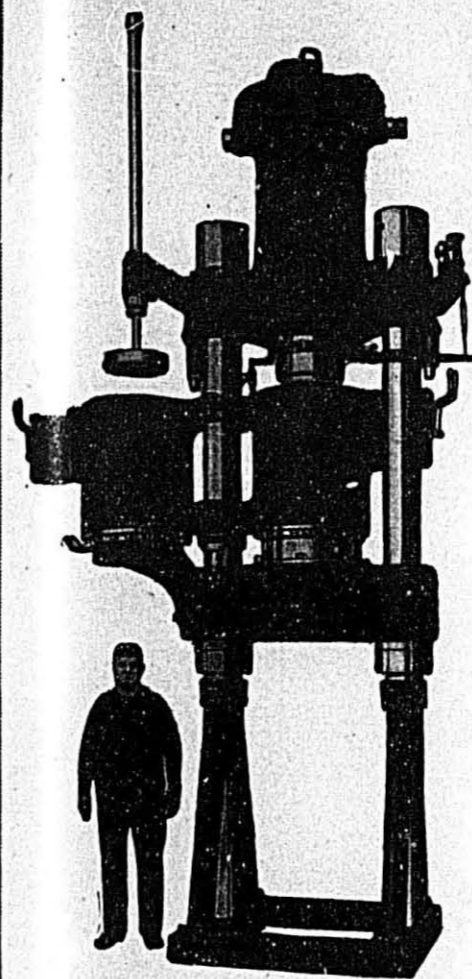
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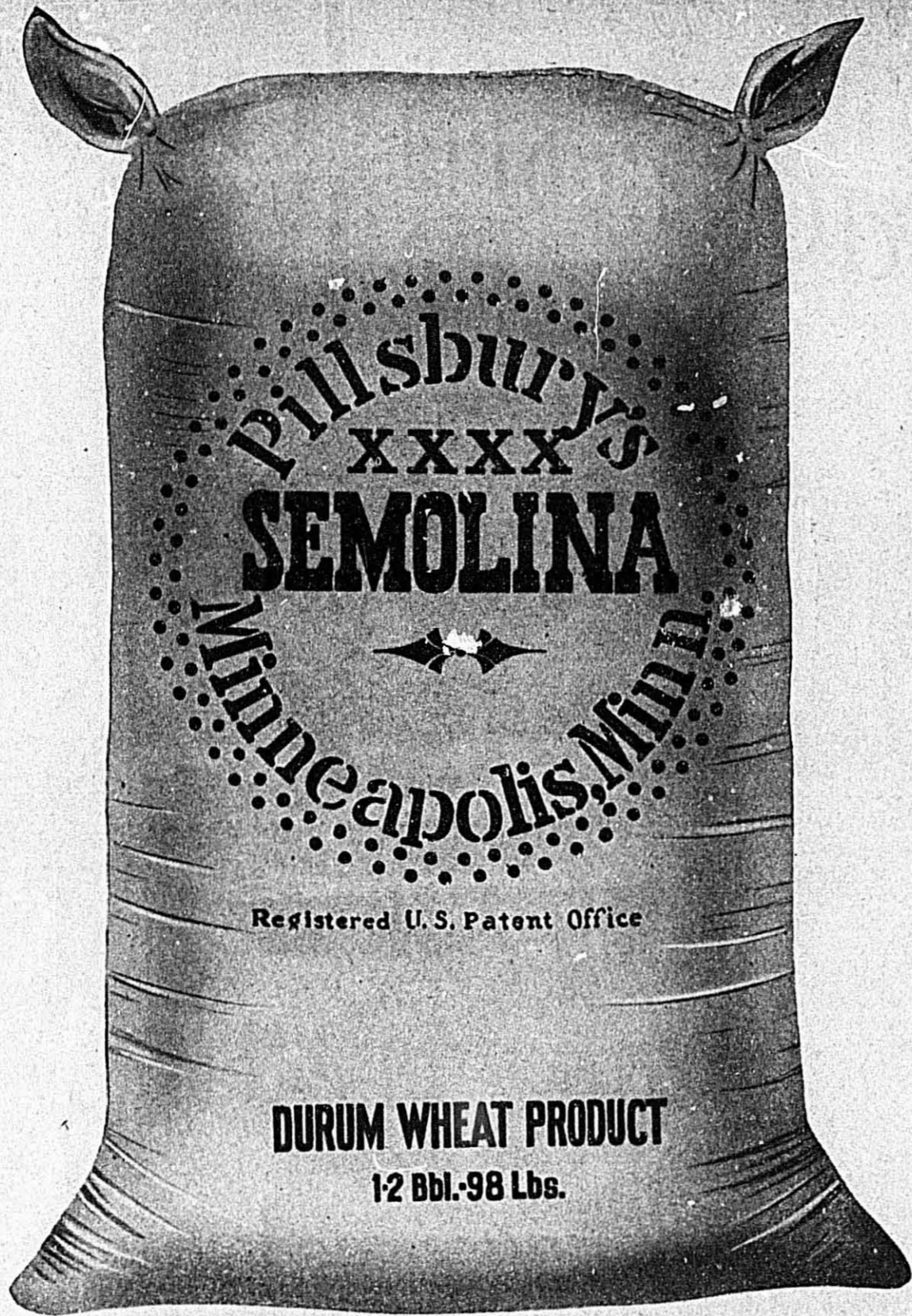
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Saint Louis

Saint Paul  
Scranton  
Springfield  
Syracuse  
Washington